



# Market Profile

1075 Manchester Expy, Columbus, Georgia, 31904  
 Rings: 1, 3, 5 mile radii

Latitude: 32.50666  
 Longitude: -84.97655

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	10,450	58,960	135,304
2010 Total Population	10,188	59,800	143,131
2014 Total Population	10,257	61,154	146,690
2014 Group Quarters	177	2,382	3,680
2019 Total Population	10,644	65,422	157,965
2014-2019 Annual Rate	0.74%	1.36%	1.49%
<b>Household Summary</b>			
2000 Households	4,439	24,948	55,090
2000 Average Household Size	2.30	2.29	2.40
2010 Households	4,148	24,997	59,071
2010 Average Household Size	2.41	2.30	2.36
2014 Households	4,171	25,707	61,012
2014 Average Household Size	2.42	2.29	2.34
2019 Households	4,336	27,648	66,043
2019 Average Household Size	2.41	2.28	2.34
2014-2019 Annual Rate	0.78%	1.47%	1.60%
2010 Families	2,442	14,547	36,682
2010 Average Family Size	3.03	2.97	2.99
2014 Families	2,432	14,805	37,557
2014 Average Family Size	3.04	2.97	2.98
2019 Families	2,508	15,819	40,412
2019 Average Family Size	3.05	2.97	2.97
2014-2019 Annual Rate	0.62%	1.33%	1.48%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,005	27,736	60,380
Owner Occupied Housing Units	48.0%	48.0%	52.4%
Renter Occupied Housing Units	40.8%	41.9%	38.9%
Vacant Housing Units	11.3%	10.1%	8.8%
2010 Housing Units	4,780	28,199	65,918
Owner Occupied Housing Units	41.0%	43.4%	45.9%
Renter Occupied Housing Units	45.7%	45.3%	43.7%
Vacant Housing Units	13.2%	11.4%	10.4%
2014 Housing Units	4,867	29,281	68,722
Owner Occupied Housing Units	38.2%	41.1%	43.5%
Renter Occupied Housing Units	47.6%	46.7%	45.3%
Vacant Housing Units	14.3%	12.2%	11.2%
2019 Housing Units	5,059	31,415	74,098
Owner Occupied Housing Units	38.0%	41.1%	43.6%
Renter Occupied Housing Units	47.7%	46.9%	45.5%
Vacant Housing Units	14.3%	12.0%	10.9%
<b>Median Household Income</b>			
2014	\$26,547	\$33,273	\$35,087
2019	\$29,434	\$38,641	\$40,364
<b>Median Home Value</b>			
2014	\$122,527	\$168,169	\$164,782
2019	\$132,717	\$188,251	\$186,014
<b>Per Capita Income</b>			
2014	\$14,129	\$21,471	\$21,125
2019	\$15,846	\$24,656	\$24,219
<b>Median Age</b>			
2010	34.3	35.1	34.9
2014	35.0	35.8	35.5
2019	36.0	36.7	36.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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<b>2014 Households by Income</b>			
Household Income Base	4,171	25,707	61,012
<\$15,000	27.4%	22.7%	21.6%
\$15,000 - \$24,999	19.5%	16.6%	15.5%
\$25,000 - \$34,999	15.4%	12.4%	12.7%
\$35,000 - \$49,999	15.8%	13.4%	13.8%
\$50,000 - \$74,999	14.3%	16.1%	16.5%
\$75,000 - \$99,999	3.4%	6.4%	7.7%
\$100,000 - \$149,999	3.2%	7.4%	7.8%
\$150,000 - \$199,999	0.6%	2.9%	2.4%
\$200,000+	0.4%	2.2%	2.0%
Average Household Income	\$34,851	\$50,304	\$50,654
<b>2019 Households by Income</b>			
Household Income Base	4,336	27,648	66,043
<\$15,000	27.3%	21.6%	20.6%
\$15,000 - \$24,999	15.6%	12.8%	11.8%
\$25,000 - \$34,999	13.7%	11.4%	11.4%
\$35,000 - \$49,999	17.1%	13.7%	14.2%
\$50,000 - \$74,999	15.4%	16.4%	16.7%
\$75,000 - \$99,999	5.0%	8.6%	10.1%
\$100,000 - \$149,999	4.3%	9.0%	9.6%
\$150,000 - \$199,999	1.1%	3.7%	3.1%
\$200,000+	0.6%	2.8%	2.5%
Average Household Income	\$39,200	\$57,907	\$58,104
<b>2014 Owner Occupied Housing Units by Value</b>			
Total	1,857	12,035	29,866
<\$50,000	3.4%	2.6%	3.6%
\$50,000 - \$99,999	22.3%	14.4%	15.2%
\$100,000 - \$149,999	53.9%	24.5%	24.1%
\$150,000 - \$199,999	17.2%	23.2%	23.9%
\$200,000 - \$249,999	2.4%	12.3%	12.2%
\$250,000 - \$299,999	0.4%	10.7%	9.6%
\$300,000 - \$399,999	0.1%	5.5%	5.0%
\$400,000 - \$499,999	0.3%	3.8%	2.7%
\$500,000 - \$749,999	0.0%	2.0%	2.9%
\$750,000 - \$999,999	0.0%	0.5%	0.4%
\$1,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$123,128	\$198,382	\$193,627
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,922	12,916	32,313
<\$50,000	3.1%	2.2%	3.0%
\$50,000 - \$99,999	17.5%	10.2%	10.8%
\$100,000 - \$149,999	45.0%	16.9%	16.6%
\$150,000 - \$199,999	26.4%	27.1%	27.3%
\$200,000 - \$249,999	5.7%	15.7%	15.9%
\$250,000 - \$299,999	1.0%	12.7%	11.9%
\$300,000 - \$399,999	0.3%	6.7%	6.2%
\$400,000 - \$499,999	0.6%	4.1%	2.9%
\$500,000 - \$749,999	0.1%	2.7%	3.9%
\$750,000 - \$999,999	0.4%	1.0%	1.0%
\$1,000,000 +	0.0%	0.7%	0.5%
Average Home Value	\$139,555	\$223,719	\$219,901

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	10,188	59,801	143,133
0 - 4	7.7%	7.1%	7.3%
5 - 9	6.3%	6.3%	6.6%
10 - 14	5.6%	5.7%	6.4%
15 - 24	15.1%	15.9%	15.2%
25 - 34	16.3%	14.9%	14.5%
35 - 44	11.8%	12.1%	12.2%
45 - 54	13.4%	13.3%	13.7%
55 - 64	9.9%	10.8%	11.1%
65 - 74	6.7%	6.8%	6.7%
75 - 84	4.9%	5.0%	4.6%
85 +	2.3%	2.1%	1.8%
18 +	76.8%	77.1%	75.4%
<b>2014 Population by Age</b>			
Total	10,258	61,155	146,690
0 - 4	7.3%	6.8%	7.1%
5 - 9	6.7%	6.3%	6.8%
10 - 14	5.9%	5.8%	6.4%
15 - 24	13.3%	14.5%	14.0%
25 - 34	16.8%	15.6%	15.2%
35 - 44	12.5%	12.2%	12.1%
45 - 54	12.0%	12.3%	12.6%
55 - 64	11.1%	11.7%	12.0%
65 - 74	7.2%	7.7%	7.6%
75 - 84	4.7%	4.8%	4.4%
85 +	2.5%	2.3%	2.0%
18 +	76.9%	77.8%	76.2%
<b>2019 Population by Age</b>			
Total	10,643	65,421	157,966
0 - 4	7.4%	6.8%	7.1%
5 - 9	6.5%	6.1%	6.5%
10 - 14	6.1%	5.9%	6.4%
15 - 24	12.4%	13.3%	12.9%
25 - 34	16.3%	15.6%	15.1%
35 - 44	13.0%	12.3%	12.5%
45 - 54	11.0%	11.5%	11.6%
55 - 64	11.8%	12.1%	12.4%
65 - 74	8.0%	8.8%	8.9%
75 - 84	5.2%	5.1%	4.7%
85 +	2.5%	2.4%	2.0%
18 +	76.7%	77.8%	76.4%
<b>2010 Population by Sex</b>			
Males	5,040	28,230	66,969
Females	5,148	31,570	76,162
<b>2014 Population by Sex</b>			
Males	5,099	29,067	69,041
Females	5,159	32,087	77,649
<b>2019 Population by Sex</b>			
Males	5,309	31,288	74,822
Females	5,335	34,134	83,144

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	10,190	59,800	143,131
White Alone	65.9%	64.1%	54.0%
Black Alone	23.6%	29.1%	39.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.5%	1.3%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	6.1%	2.3%	1.9%
Two or More Races	3.4%	2.7%	2.6%
Hispanic Origin	11.0%	5.4%	5.0%
Diversity Index	60.6	55.4	59.6
<b>2014 Population by Race/Ethnicity</b>			
Total	10,258	61,154	146,690
White Alone	64.8%	63.0%	53.2%
Black Alone	23.7%	29.6%	39.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.5%	1.4%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	6.8%	2.5%	2.1%
Two or More Races	3.5%	3.0%	2.9%
Hispanic Origin	12.8%	6.3%	5.8%
Diversity Index	63.0	57.2	60.9
<b>2019 Population by Race/Ethnicity</b>			
Total	10,643	65,422	157,965
White Alone	63.3%	61.6%	52.0%
Black Alone	23.9%	30.1%	39.8%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.6%	1.5%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.6%	2.8%	2.4%
Two or More Races	3.9%	3.4%	3.3%
Hispanic Origin	14.8%	7.4%	6.8%
Diversity Index	65.8	59.4	62.5
<b>2010 Population by Relationship and Household Type</b>			
Total	10,188	59,800	143,131
In Households	98.3%	96.2%	97.5%
In Family Households	76.6%	74.7%	78.8%
Householder	23.7%	24.4%	25.5%
Spouse	12.2%	14.5%	14.8%
Child	30.7%	29.4%	32.1%
Other relative	6.0%	4.1%	4.1%
Nonrelative	4.0%	2.4%	2.3%
In Nonfamily Households	21.7%	21.5%	18.7%
In Group Quarters	1.7%	3.8%	2.5%
Institutionalized Population	1.7%	1.6%	1.3%
Noninstitutionalized Population	0.0%	2.2%	1.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2014 Population 25+ by Educational Attainment</b>			
Total	6,844	40,725	96,519
Less than 9th Grade	12.0%	5.1%	4.9%
9th - 12th Grade, No Diploma	17.4%	11.2%	10.9%
High School Graduate	26.8%	22.8%	23.2%
GED/Alternative Credential	6.3%	5.4%	5.0%
Some College, No Degree	22.7%	24.6%	25.2%
Associate Degree	6.6%	7.2%	7.9%
Bachelor's Degree	5.4%	14.1%	14.0%
Graduate/Professional Degree	2.8%	9.6%	8.8%
<b>2014 Population 15+ by Marital Status</b>			
Total	8,207	49,564	117,080
Never Married	36.1%	32.7%	31.9%
Married	37.3%	42.1%	45.0%
Widowed	9.0%	8.8%	8.3%
Divorced	17.6%	16.4%	14.7%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	82.1%	88.9%	89.3%
Civilian Unemployed	17.9%	11.1%	10.7%
<b>2014 Employed Population 16+ by Industry</b>			
Total	3,676	24,247	57,385
Agriculture/Mining	1.0%	0.3%	0.3%
Construction	7.6%	5.0%	4.7%
Manufacturing	9.1%	7.7%	8.8%
Wholesale Trade	1.5%	1.0%	1.2%
Retail Trade	11.3%	11.0%	11.5%
Transportation/Utilities	1.9%	3.1%	3.4%
Information	0.4%	1.5%	1.5%
Finance/Insurance/Real Estate	12.0%	13.1%	12.2%
Services	51.6%	52.7%	50.8%
Public Administration	3.5%	4.7%	5.6%
<b>2014 Employed Population 16+ by Occupation</b>			
Total	3,677	24,246	57,387
White Collar	46.0%	60.3%	59.4%
Management/Business/Financial	8.0%	13.6%	12.8%
Professional	11.6%	19.8%	20.3%
Sales	9.1%	10.5%	10.9%
Administrative Support	17.3%	16.3%	15.4%
Services	28.2%	21.8%	21.8%
Blue Collar	25.8%	17.9%	18.8%
Farming/Forestry/Fishing	1.6%	0.3%	0.2%
Construction/Extraction	7.8%	4.3%	4.2%
Installation/Maintenance/Repair	3.3%	3.2%	3.1%
Production	6.5%	5.2%	5.8%
Transportation/Material Moving	6.6%	4.9%	5.5%

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<b>2010 Households by Type</b>			
Total	4,148	24,997	59,071
Households with 1 Person	32.6%	34.8%	32.0%
Households with 2+ People	67.4%	65.2%	68.0%
Family Households	58.9%	58.2%	62.1%
Husband-wife Families	30.5%	34.7%	36.2%
With Related Children	13.3%	14.5%	15.4%
Other Family (No Spouse Present)	28.4%	23.5%	25.9%
Other Family with Male Householder	6.8%	4.6%	4.7%
With Related Children	3.1%	2.4%	2.4%
Other Family with Female Householder	21.6%	18.9%	21.2%
With Related Children	14.2%	12.8%	14.5%
Nonfamily Households	8.5%	7.0%	5.9%
All Households with Children	31.2%	30.1%	32.7%
Multigenerational Households	5.4%	3.9%	4.5%
Unmarried Partner Households	7.7%	6.1%	5.7%
Male-female	6.9%	5.4%	5.1%
Same-sex	0.8%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	4,148	24,996	59,070
1 Person Household	32.6%	34.8%	32.0%
2 Person Household	30.1%	31.5%	31.6%
3 Person Household	15.6%	15.4%	16.6%
4 Person Household	11.4%	10.6%	11.7%
5 Person Household	5.9%	4.9%	5.2%
6 Person Household	2.6%	1.8%	1.9%
7 + Person Household	1.8%	1.0%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,148	24,997	59,071
Owner Occupied	47.3%	48.9%	51.2%
Owned with a Mortgage/Loan	29.4%	32.7%	35.7%
Owned Free and Clear	17.9%	16.2%	15.5%
Renter Occupied	52.7%	51.1%	48.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.