



# Market Profile

809 S Oak St, Eatonton, Georgia, 31024  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 33.31561  
Longitude: -83.39301

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	7,017	8,316	16,835
2010 Total Population	6,778	8,236	18,395
2021 Total Population	6,928	8,549	19,702
2021 Group Quarters	142	151	165
2026 Total Population	7,064	8,764	20,394
2021-2026 Annual Rate	0.39%	0.50%	0.69%
2021 Total Daytime Population	6,950	8,144	17,516
Workers	3,384	3,623	6,210
Residents	3,566	4,521	11,306
<b>Household Summary</b>			
2000 Households	2,520	3,009	6,483
2000 Average Household Size	2.68	2.68	2.56
2010 Households	2,529	3,078	7,245
2010 Average Household Size	2.62	2.62	2.51
2021 Households	2,603	3,215	7,789
2021 Average Household Size	2.61	2.61	2.51
2026 Households	2,655	3,296	8,067
2026 Average Household Size	2.61	2.61	2.51
2021-2026 Annual Rate	0.40%	0.50%	0.70%
2010 Families	1,742	2,139	5,129
2010 Average Family Size	3.18	3.16	2.97
2021 Families	1,759	2,193	5,415
2021 Average Family Size	3.20	3.18	2.99
2026 Families	1,782	2,236	5,576
2026 Average Family Size	3.21	3.19	3.00
2021-2026 Annual Rate	0.26%	0.39%	0.59%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,772	3,320	8,695
Owner Occupied Housing Units	61.4%	63.1%	58.2%
Renter Occupied Housing Units	29.5%	27.5%	16.4%
Vacant Housing Units	9.1%	9.4%	25.5%
2010 Housing Units	2,880	3,507	10,168
Owner Occupied Housing Units	57.0%	58.4%	52.8%
Renter Occupied Housing Units	30.8%	29.4%	18.4%
Vacant Housing Units	12.2%	12.2%	28.7%
2021 Housing Units	3,040	3,743	11,103
Owner Occupied Housing Units	54.3%	55.9%	51.2%
Renter Occupied Housing Units	31.3%	30.0%	19.0%
Vacant Housing Units	14.4%	14.1%	29.8%
2026 Housing Units	3,115	3,855	11,556
Owner Occupied Housing Units	55.1%	56.8%	51.6%
Renter Occupied Housing Units	30.2%	28.7%	18.3%
Vacant Housing Units	14.8%	14.5%	30.2%
<b>Median Household Income</b>			
2021	\$44,370	\$46,101	\$54,628
2026	\$46,333	\$48,203	\$57,390
<b>Median Home Value</b>			
2021	\$114,069	\$130,169	\$192,869
2026	\$138,269	\$158,671	\$247,146
<b>Per Capita Income</b>			
2021	\$22,425	\$23,604	\$29,760
2026	\$24,051	\$25,309	\$32,309
<b>Median Age</b>			
2010	36.9	37.7	42.3
2021	38.6	39.3	44.9
2026	40.3	41.2	46.2

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Households by Income</b>			
Household Income Base	2,603	3,215	7,789
<\$15,000	14.9%	14.2%	10.7%
\$15,000 - \$24,999	9.8%	10.0%	8.6%
\$25,000 - \$34,999	15.3%	14.6%	11.8%
\$35,000 - \$49,999	14.3%	14.2%	13.9%
\$50,000 - \$74,999	17.7%	18.9%	19.3%
\$75,000 - \$99,999	11.7%	11.4%	13.8%
\$100,000 - \$149,999	9.9%	9.9%	12.4%
\$150,000 - \$199,999	5.0%	4.7%	5.1%
\$200,000+	1.3%	2.2%	4.3%
Average Household Income	\$59,515	\$62,230	\$74,555
<b>2026 Households by Income</b>			
Household Income Base	2,655	3,296	8,067
<\$15,000	13.4%	12.7%	9.6%
\$15,000 - \$24,999	9.5%	9.6%	8.1%
\$25,000 - \$34,999	15.1%	14.3%	11.0%
\$35,000 - \$49,999	14.9%	14.7%	13.7%
\$50,000 - \$74,999	18.1%	19.4%	19.7%
\$75,000 - \$99,999	11.8%	11.5%	14.1%
\$100,000 - \$149,999	10.4%	10.3%	13.4%
\$150,000 - \$199,999	5.4%	5.2%	5.8%
\$200,000+	1.4%	2.3%	4.6%
Average Household Income	\$63,821	\$66,726	\$80,867
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,651	2,093	5,683
<\$50,000	20.8%	18.0%	10.5%
\$50,000 - \$99,999	25.0%	23.6%	14.7%
\$100,000 - \$149,999	15.0%	14.1%	11.4%
\$150,000 - \$199,999	14.9%	15.6%	15.6%
\$200,000 - \$249,999	4.3%	4.9%	7.7%
\$250,000 - \$299,999	2.3%	3.9%	7.5%
\$300,000 - \$399,999	7.1%	8.4%	12.6%
\$400,000 - \$499,999	6.8%	6.8%	11.9%
\$500,000 - \$749,999	3.8%	4.5%	5.1%
\$750,000 - \$999,999	0.1%	0.4%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$164,279	\$180,062	\$251,645
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,716	2,190	5,958
<\$50,000	16.3%	13.7%	7.0%
\$50,000 - \$99,999	22.1%	19.8%	11.1%
\$100,000 - \$149,999	15.2%	13.8%	9.8%
\$150,000 - \$199,999	15.3%	15.8%	14.7%
\$200,000 - \$249,999	3.3%	4.1%	7.9%
\$250,000 - \$299,999	2.7%	4.8%	8.4%
\$300,000 - \$399,999	10.8%	12.1%	15.1%
\$400,000 - \$499,999	8.4%	8.4%	15.0%
\$500,000 - \$749,999	5.9%	6.9%	7.2%
\$750,000 - \$999,999	0.1%	0.6%	3.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$194,508	\$214,395	\$291,079

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	6,779	8,232	18,393
0 - 4	7.9%	7.7%	6.6%
5 - 9	7.4%	7.3%	6.3%
10 - 14	7.1%	6.9%	6.1%
15 - 24	13.2%	13.0%	11.5%
25 - 34	12.2%	12.1%	11.2%
35 - 44	12.7%	12.5%	11.6%
45 - 54	13.7%	14.0%	14.4%
55 - 64	11.9%	12.5%	15.1%
65 - 74	7.8%	8.3%	10.9%
75 - 84	4.2%	4.2%	4.8%
85 +	1.8%	1.7%	1.5%
18 +	73.2%	73.9%	77.4%
<b>2021 Population by Age</b>			
Total	6,927	8,548	19,702
0 - 4	6.8%	6.6%	5.6%
5 - 9	7.1%	6.9%	5.8%
10 - 14	7.3%	7.1%	6.1%
15 - 24	10.9%	10.7%	9.4%
25 - 34	13.2%	13.0%	11.6%
35 - 44	11.9%	12.0%	11.5%
45 - 54	12.1%	12.0%	11.8%
55 - 64	13.2%	13.6%	15.7%
65 - 74	10.6%	11.2%	14.3%
75 - 84	5.1%	5.3%	6.4%
85 +	1.8%	1.7%	1.7%
18 +	75.2%	75.9%	79.3%
<b>2026 Population by Age</b>			
Total	7,065	8,763	20,396
0 - 4	6.9%	6.6%	5.5%
5 - 9	6.7%	6.5%	5.5%
10 - 14	7.0%	6.9%	6.0%
15 - 24	12.0%	11.7%	9.9%
25 - 34	10.5%	10.2%	9.0%
35 - 44	13.0%	13.1%	12.7%
45 - 54	11.1%	11.2%	11.3%
55 - 64	13.0%	13.1%	14.9%
65 - 74	11.6%	12.2%	15.2%
75 - 84	6.3%	6.7%	8.0%
85 +	1.9%	1.9%	2.0%
18 +	75.2%	75.9%	79.4%
<b>2010 Population by Sex</b>			
Males	3,136	3,862	8,935
Females	3,642	4,374	9,460
<b>2021 Population by Sex</b>			
Males	3,223	4,021	9,622
Females	3,706	4,528	10,080
<b>2026 Population by Sex</b>			
Males	3,291	4,127	9,992
Females	3,772	4,637	10,402

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,778	8,237	18,395
White Alone	35.6%	42.4%	64.2%
Black Alone	57.1%	50.2%	29.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.4%	0.4%	0.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	5.2%	5.2%	4.2%
Two or More Races	1.4%	1.4%	1.2%
Hispanic Origin	7.4%	7.6%	6.5%
Diversity Index	61.0	62.8	56.1
<b>2021 Population by Race/Ethnicity</b>			
Total	6,928	8,549	19,701
White Alone	35.1%	42.2%	63.7%
Black Alone	57.3%	50.2%	29.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.5%	0.5%	0.6%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	4.9%	4.9%	4.0%
Two or More Races	1.8%	1.8%	1.6%
Hispanic Origin	6.9%	7.2%	6.2%
Diversity Index	60.7	62.8	56.4
<b>2026 Population by Race/Ethnicity</b>			
Total	7,062	8,764	20,394
White Alone	35.4%	42.5%	63.7%
Black Alone	56.9%	49.7%	29.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.5%	0.6%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	4.8%	4.8%	3.9%
Two or More Races	2.0%	2.0%	1.8%
Hispanic Origin	6.8%	7.1%	6.2%
Diversity Index	60.8	62.8	56.4
<b>2010 Population by Relationship and Household Type</b>			
Total	6,778	8,236	18,395
In Households	97.7%	98.0%	99.0%
In Family Households	84.1%	84.4%	85.1%
Householder	25.8%	26.2%	28.1%
Spouse	13.8%	14.9%	19.9%
Child	36.1%	35.1%	30.1%
Other relative	6.0%	5.8%	4.6%
Nonrelative	2.4%	2.5%	2.4%
In Nonfamily Households	13.7%	13.6%	13.9%
In Group Quarters	2.3%	2.0%	1.0%
Institutionalized Population	2.2%	1.9%	0.9%
Noninstitutionalized Population	0.0%	0.0%	0.1%

**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>2021 Population 25+ by Educational Attainment</b>			
Total	4,697	5,868	14,398
Less than 9th Grade	2.5%	2.7%	3.0%
9th - 12th Grade, No Diploma	10.5%	10.2%	8.6%
High School Graduate	37.6%	37.3%	33.7%
GED/Alternative Credential	4.4%	4.4%	4.6%
Some College, No Degree	18.1%	19.6%	20.0%
Associate Degree	4.5%	4.7%	6.8%
Bachelor's Degree	10.2%	10.1%	13.6%
Graduate/Professional Degree	12.2%	11.0%	9.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	5,456	6,786	16,245
Never Married	30.2%	29.2%	26.5%
Married	46.0%	48.1%	55.3%
Widowed	11.5%	10.5%	7.6%
Divorced	12.2%	12.2%	10.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,551	4,250	8,857
Population 16+ Employed	94.7%	94.9%	95.5%
Population 16+ Unemployment rate	5.3%	5.1%	4.5%
Population 16-24 Employed	7.3%	7.5%	7.7%
Population 16-24 Unemployment rate	25.6%	23.2%	14.8%
Population 25-54 Employed	65.2%	65.3%	63.9%
Population 25-54 Unemployment rate	4.4%	3.9%	2.5%
Population 55-64 Employed	18.0%	17.5%	17.8%
Population 55-64 Unemployment rate	0.3%	2.8%	9.0%
Population 65+ Employed	9.6%	9.7%	10.6%
Population 65+ Unemployment rate	0.0%	0.3%	0.3%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,364	4,033	8,458
Agriculture/Mining	2.4%	2.3%	2.6%
Construction	3.9%	4.3%	5.4%
Manufacturing	16.1%	16.4%	15.1%
Wholesale Trade	1.3%	1.4%	1.6%
Retail Trade	10.7%	11.1%	11.1%
Transportation/Utilities	11.1%	11.8%	12.4%
Information	0.5%	0.5%	1.3%
Finance/Insurance/Real Estate	2.0%	2.6%	4.3%
Services	46.7%	44.7%	40.4%
Public Administration	5.3%	4.9%	5.9%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,363	4,034	8,460
White Collar	32.0%	33.7%	44.7%
Management/Business/Financial	6.2%	6.5%	10.6%
Professional	10.2%	11.0%	15.1%
Sales	8.1%	7.9%	8.4%
Administrative Support	7.6%	8.3%	10.6%
Services	31.7%	29.9%	22.4%
Blue Collar	36.2%	36.4%	32.9%
Farming/Forestry/Fishing	1.6%	1.7%	1.8%
Construction/Extraction	5.8%	6.3%	6.7%
Installation/Maintenance/Repair	1.7%	1.6%	1.9%
Production	13.2%	12.7%	10.6%
Transportation/Material Moving	13.9%	14.2%	11.9%

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<b>2010 Households by Type</b>			
Total	2,529	3,077	7,245
Households with 1 Person	26.8%	26.1%	24.6%
Households with 2+ People	73.2%	73.9%	75.4%
Family Households	68.9%	69.5%	70.8%
Husband-wife Families	36.8%	39.6%	50.1%
With Related Children	16.4%	17.0%	17.3%
Other Family (No Spouse Present)	32.1%	30.0%	20.7%
Other Family with Male Householder	6.3%	6.2%	4.9%
With Related Children	3.0%	3.0%	2.5%
Other Family with Female Householder	25.8%	23.8%	15.8%
With Related Children	17.8%	16.3%	10.5%
Nonfamily Households	4.3%	4.4%	4.6%
All Households with Children	37.6%	36.7%	30.8%
Multigenerational Households	7.9%	7.4%	5.5%
Unmarried Partner Households	6.6%	6.6%	5.9%
Male-female	6.1%	6.1%	5.3%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	2,529	3,076	7,246
1 Person Household	26.8%	26.1%	24.6%
2 Person Household	30.4%	31.8%	38.4%
3 Person Household	18.0%	17.7%	15.7%
4 Person Household	12.7%	12.7%	11.9%
5 Person Household	7.1%	7.0%	5.8%
6 Person Household	2.9%	2.7%	2.1%
7 + Person Household	2.0%	2.0%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,529	3,078	7,245
Owner Occupied	64.9%	66.5%	74.1%
Owned with a Mortgage/Loan	38.1%	39.3%	45.9%
Owned Free and Clear	26.8%	27.2%	28.3%
Renter Occupied	35.1%	33.5%	25.9%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	216	197	159
Percent of Income for Mortgage	10.8%	11.8%	14.8%
Wealth Index	52	58	84
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,880	3,507	10,168
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	58.1%	48.6%	19.1%
Rural Housing Units	41.9%	51.4%	80.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,778	8,236	18,395
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	54.6%	45.9%	22.4%
Rural Population	45.4%	54.1%	77.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Resort Dwellers (6E)
2.	Heartland Communities (6F)	Rooted Rural (10B)	Rural Bypasses (10E)
3.	Southern Satellites (10A)	Heartland Communities (6F)	Rooted Rural (10B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,539,941	\$4,549,886	\$12,844,119
Average Spent	\$1,359.95	\$1,415.21	\$1,649.01
Spending Potential Index	64	67	78
Education: Total \$	\$2,290,923	\$2,927,603	\$8,355,666
Average Spent	\$880.11	\$910.61	\$1,072.75
Spending Potential Index	51	53	62
Entertainment/Recreation: Total \$	\$6,060,994	\$7,855,063	\$22,895,748
Average Spent	\$2,328.46	\$2,443.25	\$2,939.50
Spending Potential Index	72	76	91
Food at Home: Total \$	\$10,610,343	\$13,680,061	\$39,022,790
Average Spent	\$4,076.20	\$4,255.07	\$5,009.99
Spending Potential Index	75	78	92
Food Away from Home: Total \$	\$6,598,367	\$8,497,285	\$23,876,255
Average Spent	\$2,534.91	\$2,643.01	\$3,065.38
Spending Potential Index	67	70	81
Health Care: Total \$	\$12,614,520	\$16,376,299	\$48,155,399
Average Spent	\$4,846.15	\$5,093.72	\$6,182.49
Spending Potential Index	78	82	99
HH Furnishings & Equipment: Total \$	\$3,943,644	\$5,093,522	\$14,609,726
Average Spent	\$1,515.04	\$1,584.30	\$1,875.69
Spending Potential Index	67	70	83
Personal Care Products & Services: Total \$	\$1,477,113	\$1,900,689	\$5,463,014
Average Spent	\$567.47	\$591.19	\$701.38
Spending Potential Index	63	66	78
Shelter: Total \$	\$29,615,715	\$38,175,859	\$113,556,961
Average Spent	\$11,377.53	\$11,874.30	\$14,579.15
Spending Potential Index	56	59	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,366,321	\$5,752,290	\$18,945,111
Average Spent	\$1,677.42	\$1,789.20	\$2,432.29
Spending Potential Index	70	75	102
Travel: Total \$	\$3,702,657	\$4,813,782	\$14,815,811
Average Spent	\$1,422.46	\$1,497.29	\$1,902.15
Spending Potential Index	56	59	75
Vehicle Maintenance & Repairs: Total \$	\$2,251,713	\$2,913,230	\$8,445,515
Average Spent	\$865.05	\$906.14	\$1,084.29
Spending Potential Index	78	82	98

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.