



Market Profile

Union City Market
 4700 Jonesboro Rd, Union City, Georgia, 30291
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 33.57075
 Longitude: -84.54099

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	22,397	54,719	280,968
2010 Total Population	37,739	85,630	339,402
2015 Total Population	39,728	90,127	352,888
2015 Group Quarters	76	284	1,419
2020 Total Population	42,489	95,777	370,970
2015-2020 Annual Rate	1.35%	1.22%	1.00%
Household Summary			
2000 Households	8,566	19,866	101,993
2000 Average Household Size	2.60	2.73	2.74
2010 Households	14,364	31,518	125,915
2010 Average Household Size	2.62	2.71	2.68
2015 Households	15,160	33,308	131,498
2015 Average Household Size	2.62	2.70	2.67
2020 Households	16,261	35,546	138,805
2020 Average Household Size	2.61	2.69	2.66
2015-2020 Annual Rate	1.41%	1.31%	1.09%
2010 Families	9,386	21,217	84,146
2010 Average Family Size	3.26	3.31	3.28
2015 Families	9,772	22,170	86,854
2015 Average Family Size	3.28	3.32	3.29
2020 Families	10,389	23,467	90,949
2020 Average Family Size	3.29	3.32	3.29
2015-2020 Annual Rate	1.23%	1.14%	0.93%
Housing Unit Summary			
2000 Housing Units	9,054	20,939	107,743
Owner Occupied Housing Units	53.3%	60.3%	53.7%
Renter Occupied Housing Units	41.3%	34.6%	40.9%
Vacant Housing Units	5.4%	5.1%	5.3%
2010 Housing Units	16,425	36,226	146,146
Owner Occupied Housing Units	50.3%	55.9%	50.4%
Renter Occupied Housing Units	37.1%	31.1%	35.8%
Vacant Housing Units	12.5%	13.0%	13.8%
2015 Housing Units	16,969	37,685	151,035
Owner Occupied Housing Units	46.8%	53.0%	47.7%
Renter Occupied Housing Units	42.5%	35.3%	39.4%
Vacant Housing Units	10.7%	11.6%	12.9%
2020 Housing Units	17,805	39,569	158,709
Owner Occupied Housing Units	47.2%	53.5%	47.8%
Renter Occupied Housing Units	44.1%	36.3%	39.6%
Vacant Housing Units	8.7%	10.2%	12.5%
Median Household Income			
2015	\$41,523	\$45,519	\$43,616
2020	\$47,328	\$52,421	\$51,044
Median Home Value			
2015	\$168,112	\$175,655	\$172,927
2020	\$196,447	\$205,769	\$211,116
Per Capita Income			
2015	\$19,349	\$21,245	\$22,513
2020	\$22,128	\$24,365	\$25,762
Median Age			
2010	31.2	32.1	33.1
2015	32.2	33.4	34.2
2020	31.9	33.7	34.4

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	15,160	33,308	131,498
<\$15,000	15.8%	14.7%	14.1%
\$15,000 - \$24,999	12.1%	11.1%	12.5%
\$25,000 - \$34,999	12.0%	11.0%	13.3%
\$35,000 - \$49,999	19.2%	17.2%	15.5%
\$50,000 - \$74,999	19.3%	19.5%	16.9%
\$75,000 - \$99,999	11.6%	13.2%	11.6%
\$100,000 - \$149,999	7.8%	9.2%	10.4%
\$150,000 - \$199,999	1.4%	2.5%	3.4%
\$200,000+	0.9%	1.5%	2.3%
Average Household Income	\$51,607	\$57,419	\$60,216
2020 Households by Income			
Household Income Base	16,261	35,546	138,805
<\$15,000	14.6%	13.4%	13.2%
\$15,000 - \$24,999	9.2%	8.4%	9.6%
\$25,000 - \$34,999	10.2%	9.2%	11.3%
\$35,000 - \$49,999	18.5%	16.2%	14.9%
\$50,000 - \$74,999	20.2%	20.1%	17.3%
\$75,000 - \$99,999	14.1%	15.8%	13.7%
\$100,000 - \$149,999	10.3%	12.0%	12.8%
\$150,000 - \$199,999	1.9%	3.3%	4.6%
\$200,000+	1.1%	1.8%	2.7%
Average Household Income	\$58,868	\$65,594	\$68,643
2015 Owner Occupied Housing Units by Value			
Total	7,948	19,987	72,000
<\$50,000	4.2%	3.6%	6.0%
\$50,000 - \$99,999	13.9%	11.9%	20.0%
\$100,000 - \$149,999	20.9%	19.8%	15.5%
\$150,000 - \$199,999	30.5%	28.7%	18.5%
\$200,000 - \$249,999	18.8%	18.9%	14.2%
\$250,000 - \$299,999	7.1%	8.4%	9.6%
\$300,000 - \$399,999	2.7%	5.2%	8.8%
\$400,000 - \$499,999	0.4%	1.5%	3.3%
\$500,000 - \$749,999	0.6%	1.1%	2.7%
\$750,000 - \$999,999	0.1%	0.2%	0.5%
\$1,000,000 +	0.8%	0.7%	0.9%
Average Home Value	\$178,872	\$192,997	\$204,633
2020 Owner Occupied Housing Units by Value			
Total	8,409	21,175	75,855
<\$50,000	2.2%	1.8%	4.3%
\$50,000 - \$99,999	6.6%	5.7%	14.1%
\$100,000 - \$149,999	11.5%	10.5%	9.1%
\$150,000 - \$199,999	31.9%	28.8%	18.4%
\$200,000 - \$249,999	27.9%	26.9%	19.0%
\$250,000 - \$299,999	11.5%	13.2%	13.2%
\$300,000 - \$399,999	4.3%	7.1%	10.8%
\$400,000 - \$499,999	1.2%	2.5%	4.4%
\$500,000 - \$749,999	1.5%	2.2%	4.7%
\$750,000 - \$999,999	0.4%	0.5%	1.2%
\$1,000,000 +	0.9%	0.7%	1.0%
Average Home Value	\$215,210	\$227,908	\$243,959

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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2010 Population by Age			
Total	37,738	85,630	339,405
0 - 4	8.5%	8.1%	8.0%
5 - 9	8.5%	8.2%	7.8%
10 - 14	8.7%	8.4%	7.9%
15 - 24	14.3%	14.2%	14.3%
25 - 34	16.7%	16.1%	14.9%
35 - 44	15.8%	15.2%	15.0%
45 - 54	11.9%	12.4%	13.6%
55 - 64	9.2%	10.4%	10.6%
65 - 74	3.7%	4.3%	5.1%
75 - 84	1.7%	1.9%	2.2%
85 +	0.9%	0.9%	0.8%
18 +	69.1%	70.2%	71.5%
2015 Population by Age			
Total	39,730	90,128	352,887
0 - 4	8.1%	7.7%	7.5%
5 - 9	7.9%	7.6%	7.5%
10 - 14	7.8%	7.7%	7.4%
15 - 24	16.2%	15.1%	14.6%
25 - 34	14.1%	14.3%	14.1%
35 - 44	15.9%	15.4%	14.2%
45 - 54	12.1%	12.2%	13.2%
55 - 64	9.8%	11.0%	11.3%
65 - 74	5.4%	6.2%	6.9%
75 - 84	1.8%	2.1%	2.5%
85 +	0.8%	0.8%	0.8%
18 +	71.4%	72.3%	73.2%
2020 Population by Age			
Total	42,488	95,777	370,971
0 - 4	8.0%	7.7%	7.5%
5 - 9	7.7%	7.5%	7.3%
10 - 14	7.6%	7.5%	7.3%
15 - 24	14.9%	13.9%	13.7%
25 - 34	15.9%	15.4%	15.2%
35 - 44	14.5%	14.8%	13.6%
45 - 54	12.5%	12.3%	12.5%
55 - 64	9.3%	10.3%	11.2%
65 - 74	6.5%	7.5%	7.9%
75 - 84	2.2%	2.5%	3.1%
85 +	0.7%	0.7%	0.9%
18 +	72.2%	73.0%	73.8%
2010 Population by Sex			
Males	16,946	38,892	158,069
Females	20,793	46,738	181,333
2015 Population by Sex			
Males	17,990	41,185	164,852
Females	21,738	48,942	188,036
2020 Population by Sex			
Males	19,386	44,061	173,659
Females	23,103	51,716	197,311

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	37,738	85,630	339,402
White Alone	10.1%	11.0%	18.2%
Black Alone	83.3%	82.7%	73.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.9%	0.8%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	3.2%	4.2%
Two or More Races	2.1%	2.0%	2.1%
Hispanic Origin	7.1%	6.6%	8.4%
Diversity Index	39.0	39.0	51.9
2015 Population by Race/Ethnicity			
Total	39,728	90,127	352,888
White Alone	9.7%	10.5%	17.1%
Black Alone	83.4%	82.8%	74.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	1.0%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	3.2%	4.0%
Two or More Races	2.4%	2.2%	2.4%
Hispanic Origin	7.0%	6.6%	8.2%
Diversity Index	38.7	38.9	50.9
2020 Population by Race/Ethnicity			
Total	42,489	95,777	370,969
White Alone	9.4%	10.0%	16.0%
Black Alone	83.1%	82.8%	74.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.3%	1.2%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.3%	3.3%	4.1%
Two or More Races	2.7%	2.5%	2.6%
Hispanic Origin	7.0%	6.7%	8.3%
Diversity Index	39.2	39.2	50.5
2010 Population by Relationship and Household Type			
Total	37,739	85,630	339,402
In Households	99.8%	99.7%	99.6%
In Family Households	84.4%	85.3%	84.6%
Householder	24.5%	24.8%	24.8%
Spouse	11.3%	12.4%	13.3%
Child	38.7%	38.0%	36.4%
Other relative	6.7%	7.0%	6.8%
Nonrelative	3.2%	3.2%	3.2%
In Nonfamily Households	15.4%	14.4%	15.0%
In Group Quarters	0.2%	0.3%	0.4%
Institutionalized Population	0.1%	0.2%	0.2%
Noninstitutionalized Population	0.1%	0.1%	0.2%

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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2015 Population 25+ by Educational Attainment			
Total	23,829	55,775	222,145
Less than 9th Grade	5.0%	4.2%	5.0%
9th - 12th Grade, No Diploma	8.5%	7.2%	7.5%
High School Graduate	24.9%	23.1%	23.1%
GED/Alternative Credential	4.0%	3.6%	3.7%
Some College, No Degree	28.1%	27.5%	25.1%
Associate Degree	8.5%	9.4%	8.6%
Bachelor's Degree	15.1%	16.3%	16.9%
Graduate/Professional Degree	6.0%	8.7%	10.1%
2015 Population 15+ by Marital Status			
Total	30,278	69,381	273,802
Never Married	46.6%	45.3%	43.6%
Married	33.3%	35.3%	37.8%
Widowed	5.0%	4.6%	4.6%
Divorced	15.1%	14.9%	14.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.2%	87.5%	88.3%
Civilian Unemployed	12.8%	12.5%	11.7%
2015 Employed Population 16+ by Industry			
Total	17,050	39,155	156,179
Agriculture/Mining	0.6%	0.5%	0.4%
Construction	5.1%	4.9%	5.5%
Manufacturing	8.2%	7.1%	6.2%
Wholesale Trade	2.5%	2.4%	2.5%
Retail Trade	13.2%	11.9%	12.1%
Transportation/Utilities	11.9%	11.3%	12.3%
Information	2.4%	2.8%	2.5%
Finance/Insurance/Real Estate	5.7%	6.9%	6.2%
Services	44.0%	45.2%	45.1%
Public Administration	6.4%	7.0%	7.1%
2015 Employed Population 16+ by Occupation			
Total	17,050	39,157	156,183
White Collar	59.1%	60.4%	59.5%
Management/Business/Financial	9.5%	12.1%	12.8%
Professional	17.6%	19.1%	18.3%
Sales	11.1%	10.9%	11.5%
Administrative Support	20.9%	18.3%	16.9%
Services	17.5%	17.2%	17.8%
Blue Collar	23.4%	22.4%	22.7%
Farming/Forestry/Fishing	0.5%	0.3%	0.2%
Construction/Extraction	4.7%	4.4%	4.8%
Installation/Maintenance/Repair	3.1%	3.2%	3.3%
Production	4.5%	4.3%	3.9%
Transportation/Material Moving	10.6%	10.2%	10.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	14,365	31,518	125,915
Households with 1 Person	29.6%	27.6%	27.7%
Households with 2+ People	70.4%	72.4%	72.3%
Family Households	65.3%	67.3%	66.8%
Husband-wife Families	30.3%	33.6%	35.8%
With Related Children	16.7%	17.2%	18.0%
Other Family (No Spouse Present)	35.1%	33.7%	31.0%
Other Family with Male Householder	6.1%	6.1%	6.2%
With Related Children	3.4%	3.5%	3.4%
Other Family with Female Householder	29.0%	27.6%	24.8%
With Related Children	21.4%	20.0%	17.6%
Nonfamily Households	5.1%	5.1%	5.5%
All Households with Children	42.1%	41.3%	39.6%
Multigenerational Households	7.0%	7.2%	6.7%
Unmarried Partner Households	7.3%	6.9%	6.9%
Male-female	6.5%	6.1%	6.1%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	14,362	31,519	125,915
1 Person Household	29.6%	27.6%	27.7%
2 Person Household	25.6%	26.8%	27.8%
3 Person Household	18.3%	18.2%	17.7%
4 Person Household	13.1%	13.7%	13.5%
5 Person Household	7.4%	7.4%	7.2%
6 Person Household	3.4%	3.5%	3.4%
7 + Person Household	2.7%	2.8%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	14,364	31,518	125,915
Owner Occupied	57.5%	64.2%	58.5%
Owned with a Mortgage/Loan	51.0%	56.2%	49.5%
Owned Free and Clear	6.5%	8.0%	8.9%
Renter Occupied	42.5%	35.8%	41.5%

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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Top 3 Tapestry Segments			
	1. Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
	2. Metro Fusion (11C)	Up and Coming Families	Metro Fusion (11C)
	3. American Dreamers (7C)	American Dreamers (7C)	Up and Coming Families
2015 Consumer Spending			
Apparel & Services: Total \$	\$25,152,437	\$60,828,399	\$252,751,372
Average Spent	\$1,659.13	\$1,826.24	\$1,922.09
Spending Potential Index	72	79	83
Computers & Accessories: Total \$	\$2,817,294	\$6,831,391	\$28,313,582
Average Spent	\$185.84	\$205.10	\$215.32
Spending Potential Index	71	79	82
Education: Total \$	\$15,062,172	\$36,576,573	\$155,884,625
Average Spent	\$993.55	\$1,098.13	\$1,185.45
Spending Potential Index	65	72	78
Entertainment/Recreation: Total \$	\$33,917,334	\$83,350,524	\$344,892,928
Average Spent	\$2,237.29	\$2,502.42	\$2,622.80
Spending Potential Index	68	76	79
Food at Home: Total \$	\$55,249,230	\$134,004,812	\$559,381,915
Average Spent	\$3,644.41	\$4,023.20	\$4,253.92
Spending Potential Index	70	77	81
Food Away from Home: Total \$	\$35,349,951	\$85,855,160	\$355,852,026
Average Spent	\$2,331.79	\$2,577.61	\$2,706.14
Spending Potential Index	71	78	82
Health Care: Total \$	\$47,228,280	\$117,144,688	\$484,215,039
Average Spent	\$3,115.32	\$3,517.01	\$3,682.30
Spending Potential Index	66	74	78
HH Furnishings & Equipment: Total \$	\$19,698,831	\$48,234,902	\$198,354,306
Average Spent	\$1,299.40	\$1,448.15	\$1,508.42
Spending Potential Index	71	79	82
Investments: Total \$	\$23,091,350	\$57,014,106	\$233,615,014
Average Spent	\$1,523.18	\$1,711.72	\$1,776.57
Spending Potential Index	55	62	64
Retail Goods: Total \$	\$266,178,729	\$651,700,816	\$2,695,995,279
Average Spent	\$17,557.96	\$19,565.89	\$20,502.18
Spending Potential Index	69	77	80
Shelter: Total \$	\$177,298,555	\$429,064,418	\$1,780,317,654
Average Spent	\$11,695.16	\$12,881.72	\$13,538.74
Spending Potential Index	71	78	82
TV/Video/Audio: Total \$	\$14,021,618	\$34,079,213	\$141,390,504
Average Spent	\$924.91	\$1,023.15	\$1,075.23
Spending Potential Index	71	78	82
Travel: Total \$	\$19,651,703	\$48,643,630	\$200,316,354
Average Spent	\$1,296.29	\$1,460.42	\$1,523.34
Spending Potential Index	66	75	78
Vehicle Maintenance & Repairs: Total \$	\$11,834,261	\$28,924,068	\$119,397,579
Average Spent	\$780.62	\$868.38	\$907.98
Spending Potential Index	70	78	81

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.