



Market Profile

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

Prepared by Esri
Latitude: 33.56801
Longitude: -84.54191

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	21,717	53,271	278,137
2010 Total Population	36,907	84,556	337,272
2021 Total Population	46,041	103,001	388,176
2021 Group Quarters	77	279	1,431
2026 Total Population	49,285	109,799	412,272
2021-2026 Annual Rate	1.37%	1.29%	1.21%
2021 Total Daytime Population	42,024	91,011	370,045
Workers	17,388	36,091	160,935
Residents	24,636	54,920	209,110
Household Summary			
2000 Households	8,337	19,373	100,844
2000 Average Household Size	2.59	2.73	2.74
2010 Households	14,058	31,125	124,960
2010 Average Household Size	2.62	2.71	2.69
2021 Households	17,141	37,344	142,896
2021 Average Household Size	2.68	2.75	2.71
2026 Households	18,257	39,621	151,434
2026 Average Household Size	2.70	2.76	2.71
2021-2026 Annual Rate	1.27%	1.19%	1.17%
2010 Families	9,164	20,964	83,771
2010 Average Family Size	3.27	3.31	3.28
2021 Families	11,095	24,996	94,848
2021 Average Family Size	3.36	3.38	3.33
2026 Families	11,826	26,531	100,351
2026 Average Family Size	3.38	3.40	3.34
2021-2026 Annual Rate	1.28%	1.20%	1.13%
Housing Unit Summary			
2000 Housing Units	8,821	20,438	106,545
Owner Occupied Housing Units	52.9%	60.9%	54.1%
Renter Occupied Housing Units	41.6%	33.9%	40.6%
Vacant Housing Units	5.5%	5.2%	5.4%
2010 Housing Units	16,088	35,738	144,936
Owner Occupied Housing Units	49.7%	56.1%	50.7%
Renter Occupied Housing Units	37.7%	31.0%	35.5%
Vacant Housing Units	12.6%	12.9%	13.8%
2021 Housing Units	18,766	41,273	160,078
Owner Occupied Housing Units	56.5%	62.3%	54.0%
Renter Occupied Housing Units	34.9%	28.2%	35.3%
Vacant Housing Units	8.7%	9.5%	10.7%
2026 Housing Units	19,914	43,690	169,159
Owner Occupied Housing Units	58.1%	63.6%	55.0%
Renter Occupied Housing Units	33.6%	27.1%	34.5%
Vacant Housing Units	8.3%	9.3%	10.5%
Median Household Income			
2021	\$48,310	\$53,907	\$54,887
2026	\$54,724	\$62,169	\$61,527
Median Home Value			
2021	\$180,281	\$194,578	\$209,716
2026	\$226,949	\$243,640	\$253,278
Per Capita Income			
2021	\$21,514	\$24,513	\$27,254
2026	\$24,909	\$28,489	\$31,389
Median Age			
2010	31.2	32.1	33.2
2021	33.2	34.5	35.2
2026	33.4	34.6	35.5

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



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2021 Households by Income			
Household Income Base	17,141	37,344	142,896
<\$15,000	12.1%	10.7%	11.1%
\$15,000 - \$24,999	11.7%	9.8%	9.7%
\$25,000 - \$34,999	10.9%	9.7%	8.8%
\$35,000 - \$49,999	16.7%	15.6%	14.9%
\$50,000 - \$74,999	18.9%	18.9%	20.3%
\$75,000 - \$99,999	12.1%	14.0%	12.3%
\$100,000 - \$149,999	15.5%	15.9%	13.9%
\$150,000 - \$199,999	1.4%	3.0%	4.6%
\$200,000+	0.8%	2.4%	4.4%
Average Household Income	\$58,811	\$67,625	\$73,884
2026 Households by Income			
Household Income Base	18,257	39,621	151,434
<\$15,000	9.6%	8.3%	8.9%
\$15,000 - \$24,999	9.3%	7.6%	8.0%
\$25,000 - \$34,999	11.0%	9.4%	8.2%
\$35,000 - \$49,999	15.5%	14.4%	13.6%
\$50,000 - \$74,999	17.9%	17.7%	20.0%
\$75,000 - \$99,999	12.4%	14.4%	12.9%
\$100,000 - \$149,999	21.4%	21.0%	16.9%
\$150,000 - \$199,999	1.8%	4.1%	5.9%
\$200,000+	1.1%	3.1%	5.4%
Average Household Income	\$68,489	\$78,972	\$85,283
2021 Owner Occupied Housing Units by Value			
Total	10,602	25,698	86,357
<\$50,000	3.9%	4.2%	3.0%
\$50,000 - \$99,999	8.0%	6.5%	7.6%
\$100,000 - \$149,999	18.0%	13.2%	14.5%
\$150,000 - \$199,999	33.3%	29.3%	21.7%
\$200,000 - \$249,999	16.6%	18.8%	16.6%
\$250,000 - \$299,999	4.4%	7.9%	10.5%
\$300,000 - \$399,999	7.2%	9.8%	13.0%
\$400,000 - \$499,999	3.8%	3.9%	5.7%
\$500,000 - \$749,999	2.4%	3.3%	4.9%
\$750,000 - \$999,999	2.3%	2.8%	1.8%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$216,271	\$239,008	\$259,396
2026 Owner Occupied Housing Units by Value			
Total	11,573	27,781	93,001
<\$50,000	1.7%	1.9%	1.5%
\$50,000 - \$99,999	2.7%	2.4%	4.0%
\$100,000 - \$149,999	7.9%	6.1%	9.5%
\$150,000 - \$199,999	26.6%	21.6%	17.6%
\$200,000 - \$249,999	20.4%	20.5%	16.6%
\$250,000 - \$299,999	7.0%	10.3%	12.0%
\$300,000 - \$399,999	17.5%	19.3%	19.0%
\$400,000 - \$499,999	8.0%	7.5%	8.6%
\$500,000 - \$749,999	3.9%	5.1%	7.1%
\$750,000 - \$999,999	3.9%	4.8%	3.0%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$283,765	\$303,798	\$310,760

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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2010 Population by Age			
Total	36,906	84,555	337,273
0 - 4	8.5%	8.0%	8.0%
5 - 9	8.5%	8.2%	7.8%
10 - 14	8.7%	8.4%	7.9%
15 - 24	14.4%	14.2%	14.3%
25 - 34	16.7%	16.0%	14.8%
35 - 44	15.8%	15.3%	15.0%
45 - 54	11.9%	12.4%	13.6%
55 - 64	9.1%	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 +	69.0%	70.2%	71.5%
2021 Population by Age			
Total	46,041	103,002	388,176
0 - 4	7.4%	7.0%	7.0%
5 - 9	7.7%	7.4%	7.2%
10 - 14	7.6%	7.3%	7.2%
15 - 24	13.9%	13.5%	13.4%
25 - 34	16.0%	15.5%	15.0%
35 - 44	15.0%	14.5%	13.6%
45 - 54	12.3%	12.4%	12.6%
55 - 64	9.8%	10.8%	11.5%
65 - 74	7.0%	7.9%	8.5%
75 - 84	2.4%	2.7%	3.2%
85 +	0.8%	0.8%	0.9%
18 +	72.9%	73.9%	74.6%
2026 Population by Age			
Total	49,286	109,798	412,274
0 - 4	7.4%	7.0%	7.0%
5 - 9	7.5%	7.3%	7.0%
10 - 14	7.8%	7.5%	7.1%
15 - 24	13.2%	12.8%	13.0%
25 - 34	17.0%	16.2%	15.2%
35 - 44	14.4%	14.2%	13.7%
45 - 54	12.3%	12.5%	12.1%
55 - 64	9.5%	10.2%	10.8%
65 - 74	7.0%	8.0%	8.7%
75 - 84	3.2%	3.6%	4.3%
85 +	0.8%	0.9%	1.0%
18 +	73.0%	74.0%	74.9%
2010 Population by Sex			
Males	16,567	38,405	157,018
Females	20,340	46,151	180,254
2021 Population by Sex			
Males	20,947	47,334	181,807
Females	25,094	55,667	206,369
2026 Population by Sex			
Males	22,598	50,807	193,717
Females	26,687	58,992	218,555

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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2010 Population by Race/Ethnicity			
Total	36,906	84,556	337,272
White Alone	10.4%	11.2%	18.6%
Black Alone	82.7%	82.3%	72.8%
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	3.4%	3.3%	4.1%
Two or More Races	2.2%	2.0%	2.1%
Hispanic Origin	7.3%	6.7%	8.3%
Diversity Index	39.9	39.5	52.0
2021 Population by Race/Ethnicity			
Total	46,041	103,000	388,177
White Alone	9.5%	10.0%	15.1%
Black Alone	83.5%	83.2%	76.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	1.3%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	3.0%	3.7%
Two or More Races	2.5%	2.3%	2.5%
Hispanic Origin	6.3%	6.1%	7.7%
Diversity Index	37.7	37.8	48.4
2026 Population by Race/Ethnicity			
Total	49,286	109,798	412,273
White Alone	9.4%	9.6%	14.1%
Black Alone	83.0%	83.0%	76.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.9%	1.7%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.9%	3.7%
Two or More Races	2.7%	2.6%	2.7%
Hispanic Origin	6.2%	6.1%	7.7%
Diversity Index	38.3	38.2	48.0
2010 Population by Relationship and Household Type			
Total	36,907	84,556	337,272
In Households	99.8%	99.7%	99.6%
In Family Households	84.4%	85.3%	84.7%
Householder	24.5%	24.8%	24.9%
Spouse	11.3%	12.4%	13.4%
Child	38.6%	38.0%	36.5%
Other relative	6.7%	6.9%	6.8%
Nonrelative	3.3%	3.1%	3.2%
In Nonfamily Households	15.4%	14.4%	14.9%
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.

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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2021 Population 25+ by Educational Attainment			
Total	29,155	66,617	253,439
Less than 9th Grade	2.0%	2.3%	3.3%
9th - 12th Grade, No Diploma	4.7%	5.0%	5.8%
High School Graduate	29.0%	26.7%	25.5%
GED/Alternative Credential	3.3%	3.0%	3.6%
Some College, No Degree	24.2%	23.8%	21.7%
Associate Degree	11.9%	11.4%	9.6%
Bachelor's Degree	16.5%	17.7%	19.0%
Graduate/Professional Degree	8.5%	10.1%	11.6%
2021 Population 15+ by Marital Status			
Total	35,542	80,553	305,620
Never Married	48.5%	47.2%	45.3%
Married	28.7%	32.6%	36.2%
Widowed	4.6%	4.8%	5.0%
Divorced	18.2%	15.4%	13.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,332	52,848	197,760
Population 16+ Employed	92.5%	91.9%	91.4%
Population 16+ Unemployment rate	7.5%	8.1%	8.6%
Population 16-24 Employed	14.1%	12.2%	12.2%
Population 16-24 Unemployment rate	7.2%	14.8%	15.9%
Population 25-54 Employed	72.2%	71.3%	68.2%
Population 25-54 Unemployment rate	6.7%	6.7%	7.7%
Population 55-64 Employed	9.1%	11.5%	14.2%
Population 55-64 Unemployment rate	14.9%	11.0%	7.3%
Population 65+ Employed	4.6%	5.1%	5.5%
Population 65+ Unemployment rate	5.7%	4.1%	5.1%
2021 Employed Population 16+ by Industry			
Total	21,582	48,547	180,735
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	4.3%	4.6%	5.1%
Manufacturing	6.6%	6.0%	6.4%
Wholesale Trade	2.2%	2.4%	2.7%
Retail Trade	9.2%	9.3%	9.6%
Transportation/Utilities	17.6%	17.9%	17.0%
Information	3.6%	3.7%	2.5%
Finance/Insurance/Real Estate	5.6%	6.3%	6.2%
Services	43.3%	43.3%	44.3%
Public Administration	7.2%	6.4%	5.9%
2021 Employed Population 16+ by Occupation			
Total	21,580	48,547	180,733
White Collar	61.4%	61.5%	58.7%
Management/Business/Financial	13.3%	14.3%	15.2%
Professional	20.6%	21.9%	20.6%
Sales	8.7%	9.3%	8.7%
Administrative Support	18.8%	16.0%	14.1%
Services	14.7%	13.5%	14.9%
Blue Collar	23.9%	25.0%	26.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.1%	3.4%	4.0%
Installation/Maintenance/Repair	4.3%	4.0%	3.2%
Production	3.9%	3.8%	4.2%
Transportation/Material Moving	12.6%	13.7%	15.0%

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2010 Households by Type			
Total	14,058	31,126	124,960
Households with 1 Person	29.7%	27.6%	27.5%
Households with 2+ People	70.3%	72.4%	72.5%
Family Households	65.2%	67.4%	67.0%
Husband-wife Families	30.3%	33.7%	36.2%
With Related Children	16.8%	17.4%	18.2%
Other Family (No Spouse Present)	34.9%	33.6%	30.9%
Other Family with Male Householder	6.0%	6.1%	6.2%
With Related Children	3.4%	3.5%	3.4%
Other Family with Female Householder	28.9%	27.5%	24.7%
With Related Children	21.4%	19.9%	17.5%
Nonfamily Households	5.1%	5.1%	5.4%
All Households with Children	42.1%	41.3%	39.7%
Multigenerational Households	6.9%	7.2%	6.7%
Unmarried Partner Households	7.3%	6.8%	6.9%
Male-female	6.5%	6.0%	6.0%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	14,057	31,126	124,960
1 Person Household	29.7%	27.6%	27.5%
2 Person Household	25.5%	26.8%	27.9%
3 Person Household	18.2%	18.2%	17.8%
4 Person Household	13.1%	13.7%	13.6%
5 Person Household	7.3%	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	14,058	31,125	124,960
Owner Occupied	56.9%	64.4%	58.8%
Owned with a Mortgage/Loan	50.3%	56.3%	49.8%
Owned Free and Clear	6.5%	8.1%	8.9%
Renter Occupied	43.1%	35.6%	41.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	151	156	145
Percent of Income for Mortgage	15.7%	15.1%	16.0%
Wealth Index	42	56	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	16,088	35,738	144,936
Housing Units Inside Urbanized Area	98.5%	95.7%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.5%	4.3%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	36,907	84,556	337,272
Population Inside Urbanized Area	98.6%	95.6%	95.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	4.4%	4.1%

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 (7A)	Up and Coming Families (7A)
3.	Up and Coming Families (7A)	Urban Edge Families (7C)	Metro Fusion (11C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$23,872,381	\$59,234,229	\$249,878,027
Average Spent	\$1,392.71	\$1,586.18	\$1,748.67
Spending Potential Index	66	75	82
Education: Total \$	\$17,557,850	\$43,575,019	\$186,511,611
Average Spent	\$1,024.32	\$1,166.85	\$1,305.23
Spending Potential Index	59	68	76
Entertainment/Recreation: Total \$	\$34,642,239	\$87,037,095	\$365,102,775
Average Spent	\$2,021.02	\$2,330.68	\$2,555.02
Spending Potential Index	63	72	79
Food at Home: Total \$	\$60,871,639	\$151,207,116	\$634,930,258
Average Spent	\$3,551.23	\$4,049.03	\$4,443.30
Spending Potential Index	65	74	82
Food Away from Home: Total \$	\$43,067,002	\$106,844,726	\$447,864,703
Average Spent	\$2,512.51	\$2,861.09	\$3,134.20
Spending Potential Index	66	75	83
Health Care: Total \$	\$68,080,777	\$171,570,709	\$714,415,787
Average Spent	\$3,971.81	\$4,594.33	\$4,999.55
Spending Potential Index	64	74	80
HH Furnishings & Equipment: Total \$	\$24,972,983	\$62,731,125	\$261,131,750
Average Spent	\$1,456.92	\$1,679.82	\$1,827.43
Spending Potential Index	65	74	81
Personal Care Products & Services: Total \$	\$10,040,034	\$25,025,579	\$104,927,657
Average Spent	\$585.73	\$670.14	\$734.29
Spending Potential Index	65	75	82
Shelter: Total \$	\$222,371,428	\$552,738,106	\$2,319,609,750
Average Spent	\$12,973.07	\$14,801.26	\$16,232.85
Spending Potential Index	64	73	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,883,259	\$65,915,894	\$271,410,253
Average Spent	\$1,510.02	\$1,765.10	\$1,899.36
Spending Potential Index	63	74	79
Travel: Total \$	\$27,023,849	\$68,274,562	\$283,479,265
Average Spent	\$1,576.56	\$1,828.26	\$1,983.82
Spending Potential Index	62	72	78
Vehicle Maintenance & Repairs: Total \$	\$12,608,905	\$31,460,648	\$131,448,705
Average Spent	\$735.60	\$842.46	\$919.89
Spending Potential Index	66	76	83

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.

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