



Market Profile

120 Benjamin H Hill Dr W, Fitzgerald, Georgia, 31750
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 31.68996
Longitude: -83.24827

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	11,722	15,321	24,021
2010 Total Population	11,511	15,259	23,731
2021 Total Population	11,160	14,880	23,689
2021 Group Quarters	274	300	1,071
2026 Total Population	10,953	14,617	23,271
2021-2026 Annual Rate	-0.37%	-0.36%	-0.36%
2021 Total Daytime Population	12,682	15,932	23,276
Workers	5,633	6,618	9,062
Residents	7,049	9,314	14,214
Household Summary			
2000 Households	4,543	5,890	8,979
2000 Average Household Size	2.51	2.54	2.60
2010 Households	4,489	5,893	8,957
2010 Average Household Size	2.50	2.54	2.57
2021 Households	4,383	5,785	8,812
2021 Average Household Size	2.48	2.52	2.57
2026 Households	4,307	5,691	8,665
2026 Average Household Size	2.48	2.52	2.56
2021-2026 Annual Rate	-0.35%	-0.33%	-0.34%
2010 Families	3,032	4,043	6,230
2010 Average Family Size	3.07	3.09	3.11
2021 Families	2,901	3,892	6,015
2021 Average Family Size	3.09	3.10	3.14
2026 Families	2,832	3,805	5,879
2026 Average Family Size	3.10	3.11	3.14
2021-2026 Annual Rate	-0.48%	-0.45%	-0.46%
Housing Unit Summary			
2000 Housing Units	5,200	6,675	10,212
Owner Occupied Housing Units	54.9%	57.0%	60.5%
Renter Occupied Housing Units	32.5%	31.2%	27.4%
Vacant Housing Units	12.6%	11.8%	12.1%
2010 Housing Units	5,204	6,782	10,358
Owner Occupied Housing Units	49.4%	51.2%	55.5%
Renter Occupied Housing Units	36.8%	35.7%	31.0%
Vacant Housing Units	13.7%	13.1%	13.5%
2021 Housing Units	5,175	6,780	10,357
Owner Occupied Housing Units	46.9%	48.6%	52.6%
Renter Occupied Housing Units	37.8%	36.8%	32.5%
Vacant Housing Units	15.3%	14.7%	14.9%
2026 Housing Units	5,199	6,811	10,382
Owner Occupied Housing Units	46.4%	48.0%	52.0%
Renter Occupied Housing Units	36.5%	35.5%	31.4%
Vacant Housing Units	17.2%	16.4%	16.5%
Median Household Income			
2021	\$29,618	\$31,369	\$34,950
2026	\$31,837	\$33,938	\$37,533
Median Home Value			
2021	\$95,723	\$92,454	\$91,960
2026	\$110,614	\$103,784	\$104,701
Per Capita Income			
2021	\$16,695	\$17,252	\$19,055
2026	\$18,353	\$19,028	\$20,929
Median Age			
2010	37.0	36.5	37.5
2021	38.6	38.1	39.0
2026	39.5	39.2	40.5

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	4,383	5,785	8,812
<\$15,000	29.9%	28.0%	25.2%
\$15,000 - \$24,999	13.6%	13.4%	13.1%
\$25,000 - \$34,999	12.1%	12.4%	11.8%
\$35,000 - \$49,999	13.7%	14.2%	13.2%
\$50,000 - \$74,999	16.1%	16.6%	18.0%
\$75,000 - \$99,999	6.7%	7.3%	8.9%
\$100,000 - \$149,999	5.2%	5.4%	6.5%
\$150,000 - \$199,999	1.7%	1.6%	1.3%
\$200,000+	0.9%	1.1%	2.0%
Average Household Income	\$42,672	\$44,336	\$49,723
2026 Households by Income			
Household Income Base	4,307	5,691	8,665
<\$15,000	27.6%	25.6%	23.0%
\$15,000 - \$24,999	13.5%	13.0%	12.6%
\$25,000 - \$34,999	12.1%	12.5%	11.7%
\$35,000 - \$49,999	13.2%	13.5%	12.7%
\$50,000 - \$74,999	17.5%	18.1%	19.1%
\$75,000 - \$99,999	7.3%	8.1%	9.8%
\$100,000 - \$149,999	6.0%	6.3%	7.6%
\$150,000 - \$199,999	1.9%	1.8%	1.5%
\$200,000+	1.0%	1.2%	2.1%
Average Household Income	\$46,870	\$48,821	\$54,589
2021 Owner Occupied Housing Units by Value			
Total	2,426	3,293	5,446
<\$50,000	17.2%	19.2%	20.6%
\$50,000 - \$99,999	35.9%	36.3%	35.0%
\$100,000 - \$149,999	15.9%	16.4%	17.2%
\$150,000 - \$199,999	21.3%	18.4%	15.3%
\$200,000 - \$249,999	5.7%	5.5%	6.2%
\$250,000 - \$299,999	1.3%	1.2%	1.6%
\$300,000 - \$399,999	2.4%	2.1%	2.1%
\$400,000 - \$499,999	0.0%	0.1%	0.2%
\$500,000 - \$749,999	0.3%	0.7%	1.7%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$115,194	\$113,119	\$119,185
2026 Owner Occupied Housing Units by Value			
Total	2,411	3,272	5,400
<\$50,000	14.5%	16.0%	16.8%
\$50,000 - \$99,999	32.1%	32.8%	31.5%
\$100,000 - \$149,999	16.2%	17.0%	17.6%
\$150,000 - \$199,999	24.9%	21.8%	18.1%
\$200,000 - \$249,999	7.2%	7.1%	8.1%
\$250,000 - \$299,999	1.7%	1.6%	2.1%
\$300,000 - \$399,999	3.1%	2.7%	2.9%
\$400,000 - \$499,999	0.0%	0.1%	0.2%
\$500,000 - \$749,999	0.4%	0.9%	2.5%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$125,580	\$124,694	\$134,451

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	11,509	15,259	23,728
0 - 4	7.9%	8.2%	7.6%
5 - 9	7.3%	7.4%	7.3%
10 - 14	7.0%	7.0%	7.0%
15 - 24	13.3%	13.1%	12.8%
25 - 34	12.3%	12.4%	12.4%
35 - 44	12.0%	12.1%	12.4%
45 - 54	13.6%	13.5%	13.7%
55 - 64	12.2%	12.2%	12.3%
65 - 74	7.8%	7.7%	8.2%
75 - 84	4.8%	4.6%	4.6%
85 +	1.9%	1.8%	1.8%
18 +	73.4%	73.0%	73.9%
2021 Population by Age			
Total	11,160	14,881	23,688
0 - 4	7.1%	7.3%	6.7%
5 - 9	7.2%	7.4%	6.9%
10 - 14	6.9%	7.0%	6.7%
15 - 24	11.5%	11.4%	11.4%
25 - 34	12.9%	12.8%	13.2%
35 - 44	12.0%	12.2%	12.6%
45 - 54	11.4%	11.3%	11.7%
55 - 64	12.3%	12.3%	12.5%
65 - 74	10.9%	10.7%	10.9%
75 - 84	5.6%	5.4%	5.4%
85 +	2.2%	2.0%	2.0%
18 +	75.1%	74.5%	76.2%
2026 Population by Age			
Total	10,952	14,617	23,271
0 - 4	6.9%	7.1%	6.4%
5 - 9	7.0%	7.2%	6.6%
10 - 14	7.2%	7.4%	7.0%
15 - 24	12.0%	12.1%	11.9%
25 - 34	11.5%	11.1%	11.3%
35 - 44	12.0%	12.3%	12.7%
45 - 54	11.6%	11.5%	11.9%
55 - 64	11.6%	11.6%	12.0%
65 - 74	11.1%	11.1%	11.5%
75 - 84	6.8%	6.5%	6.6%
85 +	2.2%	2.0%	2.1%
18 +	74.9%	74.2%	76.1%
2010 Population by Sex			
Males	5,445	7,238	11,446
Females	6,066	8,021	12,285
2021 Population by Sex			
Males	5,314	7,112	11,735
Females	5,846	7,768	11,954
2026 Population by Sex			
Males	5,265	7,054	11,643
Females	5,688	7,563	11,628

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	11,511	15,259	23,731
White Alone	52.6%	54.9%	60.6%
Black Alone	41.1%	38.6%	34.2%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	4.2%	3.0%
Two or More Races	1.3%	1.3%	1.2%
Hispanic Origin	6.0%	6.4%	4.9%
Diversity Index	60.4	60.4	56.1
2021 Population by Race/Ethnicity			
Total	11,160	14,880	23,690
White Alone	48.4%	50.7%	56.9%
Black Alone	44.2%	41.7%	36.9%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.1%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	4.6%	3.3%
Two or More Races	1.5%	1.6%	1.6%
Hispanic Origin	6.5%	7.0%	5.6%
Diversity Index	62.2	62.5	58.9
2026 Population by Race/Ethnicity			
Total	10,953	14,619	23,272
White Alone	46.5%	48.7%	55.1%
Black Alone	45.5%	42.9%	37.9%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.3%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.5%	4.8%	3.5%
Two or More Races	1.7%	1.8%	1.9%
Hispanic Origin	6.8%	7.3%	6.0%
Diversity Index	63.1	63.5	60.2
2010 Population by Relationship and Household Type			
Total	11,511	15,259	23,731
In Households	97.5%	98.0%	97.0%
In Family Households	83.3%	84.2%	83.8%
Householder	26.2%	26.5%	26.5%
Spouse	16.0%	16.4%	17.2%
Child	34.2%	34.4%	33.6%
Other relative	4.6%	4.5%	4.2%
Nonrelative	2.3%	2.4%	2.2%
In Nonfamily Households	14.2%	13.8%	13.2%
In Group Quarters	2.5%	2.0%	3.0%
Institutionalized Population	2.2%	1.8%	2.8%
Noninstitutionalized Population	0.3%	0.2%	0.3%

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	7,506	9,934	16,203
Less than 9th Grade	4.9%	5.0%	4.4%
9th - 12th Grade, No Diploma	10.2%	10.6%	11.4%
High School Graduate	43.1%	41.9%	37.8%
GED/Alternative Credential	3.5%	4.3%	6.1%
Some College, No Degree	16.5%	17.3%	17.2%
Associate Degree	9.0%	8.9%	9.6%
Bachelor's Degree	8.4%	7.8%	8.6%
Graduate/Professional Degree	4.4%	4.1%	4.9%
2021 Population 15+ by Marital Status			
Total	8,793	11,635	18,899
Never Married	42.0%	40.8%	37.7%
Married	38.3%	40.5%	43.6%
Widowed	9.4%	8.6%	8.2%
Divorced	10.3%	10.0%	10.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,169	5,697	9,221
Population 16+ Employed	97.2%	97.1%	96.5%
Population 16+ Unemployment rate	2.8%	3.0%	3.5%
Population 16-24 Employed	11.8%	11.8%	11.3%
Population 16-24 Unemployment rate	4.8%	5.1%	5.9%
Population 25-54 Employed	63.5%	64.1%	63.7%
Population 25-54 Unemployment rate	3.0%	3.0%	3.7%
Population 55-64 Employed	13.8%	13.9%	15.3%
Population 55-64 Unemployment rate	2.3%	2.4%	1.8%
Population 65+ Employed	10.9%	10.3%	9.6%
Population 65+ Unemployment rate	0.0%	0.7%	1.3%
2021 Employed Population 16+ by Industry			
Total	4,054	5,529	8,900
Agriculture/Mining	3.3%	3.6%	4.3%
Construction	6.1%	6.2%	5.8%
Manufacturing	19.3%	20.5%	20.0%
Wholesale Trade	2.3%	2.6%	2.4%
Retail Trade	9.8%	9.9%	8.7%
Transportation/Utilities	5.4%	6.8%	9.1%
Information	2.1%	1.7%	1.8%
Finance/Insurance/Real Estate	3.4%	3.5%	3.3%
Services	41.0%	38.0%	37.5%
Public Administration	7.1%	7.1%	7.2%
2021 Employed Population 16+ by Occupation			
Total	4,054	5,529	8,901
White Collar	43.4%	42.3%	43.3%
Management/Business/Financial	9.0%	8.9%	10.3%
Professional	18.6%	16.8%	17.1%
Sales	5.9%	6.3%	6.4%
Administrative Support	9.9%	10.3%	9.5%
Services	18.3%	17.6%	17.2%
Blue Collar	38.3%	40.1%	39.5%
Farming/Forestry/Fishing	2.5%	2.6%	2.7%
Construction/Extraction	4.8%	5.0%	4.8%
Installation/Maintenance/Repair	4.4%	4.1%	3.8%
Production	13.6%	13.9%	12.5%
Transportation/Material Moving	13.0%	14.5%	15.8%

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2010 Households by Type			
Total	4,490	5,893	8,957
Households with 1 Person	28.8%	27.7%	26.9%
Households with 2+ People	71.2%	72.3%	73.1%
Family Households	67.5%	68.6%	69.6%
Husband-wife Families	41.1%	42.4%	45.0%
With Related Children	17.8%	18.3%	19.1%
Other Family (No Spouse Present)	26.4%	26.2%	24.6%
Other Family with Male Householder	5.2%	5.3%	5.2%
With Related Children	3.1%	3.2%	3.2%
Other Family with Female Householder	21.2%	20.9%	19.3%
With Related Children	15.1%	15.1%	13.6%
Nonfamily Households	3.7%	3.7%	3.6%
All Households with Children	36.3%	36.9%	36.3%
Multigenerational Households	6.0%	5.8%	5.5%
Unmarried Partner Households	5.8%	5.8%	5.6%
Male-female	5.4%	5.4%	5.1%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	4,489	5,894	8,959
1 Person Household	28.8%	27.7%	26.9%
2 Person Household	31.3%	31.6%	32.2%
3 Person Household	17.1%	17.4%	17.5%
4 Person Household	12.8%	13.1%	13.3%
5 Person Household	5.6%	6.0%	6.0%
6 Person Household	2.6%	2.6%	2.5%
7 + Person Household	1.7%	1.7%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	4,489	5,893	8,957
Owner Occupied	57.3%	59.0%	64.2%
Owned with a Mortgage/Loan	34.2%	34.9%	36.8%
Owned Free and Clear	23.1%	24.1%	27.3%
Renter Occupied	42.7%	41.0%	35.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	164	179	198
Percent of Income for Mortgage	13.6%	12.4%	11.0%
Wealth Index	33	35	42
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,204	6,782	10,358
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	84.0%	76.0%	60.3%
Rural Housing Units	16.0%	24.0%	39.7%
2010 Population By Urban/ Rural Status			
Total Population	11,511	15,259	23,731
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	84.1%	76.0%	61.1%
Rural Population	15.9%	24.0%	38.9%

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.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Small Town Simplicity (12C)	Hometown Heritage (8G)	Rooted Rural (10B)
3.	Hometown Heritage (8G)	Small Town Simplicity (12C)	Hometown Heritage (8G)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,342,819	\$5,938,554	\$10,016,771
Average Spent	\$990.83	\$1,026.54	\$1,136.72
Spending Potential Index	47	48	54
Education: Total \$	\$2,951,984	\$3,978,370	\$6,540,349
Average Spent	\$673.51	\$687.70	\$742.21
Spending Potential Index	39	40	43
Entertainment/Recreation: Total \$	\$7,079,681	\$9,792,448	\$17,032,199
Average Spent	\$1,615.26	\$1,692.73	\$1,932.84
Spending Potential Index	50	52	60
Food at Home: Total \$	\$12,120,548	\$16,809,956	\$29,295,811
Average Spent	\$2,765.35	\$2,905.78	\$3,324.54
Spending Potential Index	51	53	61
Food Away from Home: Total \$	\$7,797,151	\$10,736,298	\$18,436,102
Average Spent	\$1,778.95	\$1,855.89	\$2,092.16
Spending Potential Index	47	49	55
Health Care: Total \$	\$14,509,173	\$20,137,147	\$35,344,954
Average Spent	\$3,310.33	\$3,480.92	\$4,011.00
Spending Potential Index	53	56	64
HH Furnishings & Equipment: Total \$	\$4,674,930	\$6,435,260	\$11,090,950
Average Spent	\$1,066.61	\$1,112.40	\$1,258.62
Spending Potential Index	47	49	56
Personal Care Products & Services: Total \$	\$1,830,745	\$2,493,777	\$4,193,100
Average Spent	\$417.69	\$431.08	\$475.84
Spending Potential Index	47	48	53
Shelter: Total \$	\$38,028,866	\$51,434,116	\$85,106,845
Average Spent	\$8,676.45	\$8,890.94	\$9,658.06
Spending Potential Index	43	44	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,985,855	\$6,921,115	\$12,254,513
Average Spent	\$1,137.54	\$1,196.39	\$1,390.66
Spending Potential Index	48	50	58
Travel: Total \$	\$4,687,602	\$6,365,156	\$10,707,914
Average Spent	\$1,069.50	\$1,100.29	\$1,215.15
Spending Potential Index	42	44	48
Vehicle Maintenance & Repairs: Total \$	\$2,551,447	\$3,551,854	\$6,231,131
Average Spent	\$582.12	\$613.98	\$707.12
Spending Potential Index	53	55	64

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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