



Market Profile

3886 Highway 17, Eastanollee, Georgia, 30538
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.55031
Longitude: -83.28165

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	9,728	19,054	31,761
2010 Total Population	10,044	19,260	33,340
2021 Total Population	10,494	19,959	34,853
2021 Group Quarters	23	323	676
2026 Total Population	10,664	20,227	35,459
2021-2026 Annual Rate	0.32%	0.27%	0.35%
2021 Total Daytime Population	11,342	20,475	32,703
Workers	5,280	8,533	11,668
Residents	6,062	11,942	21,035
Household Summary			
2000 Households	4,089	7,674	12,438
2000 Average Household Size	2.38	2.41	2.47
2010 Households	4,145	7,738	13,081
2010 Average Household Size	2.42	2.45	2.50
2021 Households	4,345	8,046	13,733
2021 Average Household Size	2.41	2.44	2.49
2026 Households	4,418	8,162	13,995
2026 Average Household Size	2.41	2.44	2.49
2021-2026 Annual Rate	0.33%	0.29%	0.38%
2010 Families	2,827	5,368	9,311
2010 Average Family Size	2.94	2.94	2.95
2021 Families	2,906	5,477	9,603
2021 Average Family Size	2.96	2.96	2.97
2026 Families	2,938	5,523	9,735
2026 Average Family Size	2.97	2.97	2.97
2021-2026 Annual Rate	0.22%	0.17%	0.27%
Housing Unit Summary			
2000 Housing Units	4,491	8,562	14,643
Owner Occupied Housing Units	64.7%	62.8%	63.9%
Renter Occupied Housing Units	26.4%	26.8%	21.1%
Vacant Housing Units	9.0%	10.4%	15.1%
2010 Housing Units	4,773	9,023	16,242
Owner Occupied Housing Units	58.5%	57.8%	58.4%
Renter Occupied Housing Units	28.4%	27.9%	22.1%
Vacant Housing Units	13.2%	14.2%	19.5%
2021 Housing Units	5,019	9,420	17,156
Owner Occupied Housing Units	56.4%	55.8%	56.7%
Renter Occupied Housing Units	30.1%	29.7%	23.3%
Vacant Housing Units	13.4%	14.6%	20.0%
2026 Housing Units	5,105	9,561	17,500
Owner Occupied Housing Units	56.9%	56.1%	57.1%
Renter Occupied Housing Units	29.7%	29.2%	22.9%
Vacant Housing Units	13.5%	14.6%	20.0%
Median Household Income			
2021	\$50,138	\$48,070	\$51,011
2026	\$52,825	\$51,984	\$54,344
Median Home Value			
2021	\$116,216	\$121,442	\$132,019
2026	\$134,695	\$139,449	\$153,407
Per Capita Income			
2021	\$24,968	\$24,357	\$25,619
2026	\$27,395	\$26,866	\$28,277
Median Age			
2010	42.0	40.3	41.0
2021	44.8	42.4	43.4
2026	46.1	43.8	44.7

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	4,345	8,046	13,733
<\$15,000	15.8%	15.8%	13.3%
\$15,000 - \$24,999	10.3%	11.7%	11.4%
\$25,000 - \$34,999	9.4%	11.4%	11.2%
\$35,000 - \$49,999	14.2%	12.4%	12.7%
\$50,000 - \$74,999	23.8%	21.8%	21.6%
\$75,000 - \$99,999	9.4%	9.7%	10.3%
\$100,000 - \$149,999	12.8%	12.4%	14.2%
\$150,000 - \$199,999	2.6%	2.6%	2.4%
\$200,000+	1.7%	2.3%	2.8%
Average Household Income	\$60,433	\$61,151	\$65,105
2026 Households by Income			
Household Income Base	4,418	8,162	13,995
<\$15,000	13.9%	13.8%	11.6%
\$15,000 - \$24,999	9.9%	11.1%	10.5%
\$25,000 - \$34,999	9.1%	11.2%	10.8%
\$35,000 - \$49,999	12.7%	11.2%	11.6%
\$50,000 - \$74,999	24.6%	22.4%	22.0%
\$75,000 - \$99,999	10.3%	10.6%	11.3%
\$100,000 - \$149,999	14.8%	14.5%	16.4%
\$150,000 - \$199,999	2.6%	2.8%	2.7%
\$200,000+	1.9%	2.5%	3.1%
Average Household Income	\$66,268	\$67,338	\$71,750
2021 Owner Occupied Housing Units by Value			
Total	2,833	5,252	9,735
<\$50,000	11.7%	11.8%	12.2%
\$50,000 - \$99,999	31.9%	29.3%	25.5%
\$100,000 - \$149,999	19.6%	20.6%	19.3%
\$150,000 - \$199,999	18.7%	18.2%	16.0%
\$200,000 - \$249,999	8.4%	9.0%	9.1%
\$250,000 - \$299,999	3.2%	3.7%	4.8%
\$300,000 - \$399,999	4.6%	4.6%	5.6%
\$400,000 - \$499,999	1.6%	1.6%	3.0%
\$500,000 - \$749,999	0.2%	0.6%	3.7%
\$750,000 - \$999,999	0.1%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.1%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$137,959	\$144,021	\$173,623
2026 Owner Occupied Housing Units by Value			
Total	2,903	5,366	9,995
<\$50,000	9.1%	9.2%	9.1%
\$50,000 - \$99,999	27.6%	25.1%	21.2%
\$100,000 - \$149,999	19.2%	20.0%	18.6%
\$150,000 - \$199,999	21.3%	20.6%	17.6%
\$200,000 - \$249,999	10.6%	11.3%	10.9%
\$250,000 - \$299,999	4.1%	4.8%	5.9%
\$300,000 - \$399,999	5.9%	5.9%	7.0%
\$400,000 - \$499,999	1.9%	2.0%	3.8%
\$500,000 - \$749,999	0.2%	0.8%	5.0%
\$750,000 - \$999,999	0.1%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$151,369	\$158,955	\$196,711

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	10,044	19,260	33,341
0 - 4	6.4%	6.5%	6.1%
5 - 9	6.1%	6.2%	6.1%
10 - 14	6.6%	6.5%	6.6%
15 - 24	11.8%	13.5%	13.3%
25 - 34	10.8%	11.0%	10.7%
35 - 44	12.0%	12.0%	12.3%
45 - 54	13.9%	14.0%	14.5%
55 - 64	13.6%	13.3%	13.7%
65 - 74	10.1%	9.5%	9.7%
75 - 84	6.3%	5.4%	5.1%
85 +	2.4%	2.0%	1.7%
18 +	76.9%	76.7%	77.1%
2021 Population by Age			
Total	10,492	19,961	34,852
0 - 4	5.6%	5.7%	5.3%
5 - 9	5.8%	6.0%	5.8%
10 - 14	5.8%	5.9%	6.0%
15 - 24	10.1%	11.4%	11.3%
25 - 34	11.8%	12.2%	11.8%
35 - 44	11.2%	11.5%	11.4%
45 - 54	11.3%	11.4%	12.1%
55 - 64	14.2%	13.8%	14.5%
65 - 74	13.8%	13.0%	13.3%
75 - 84	7.6%	6.7%	6.5%
85 +	2.7%	2.2%	2.0%
18 +	79.7%	79.2%	79.7%
2026 Population by Age			
Total	10,664	20,228	35,459
0 - 4	5.5%	5.5%	5.2%
5 - 9	5.5%	5.7%	5.5%
10 - 14	5.9%	6.1%	6.1%
15 - 24	10.0%	11.6%	11.4%
25 - 34	10.5%	10.4%	10.0%
35 - 44	11.5%	12.1%	12.1%
45 - 54	11.0%	11.1%	11.6%
55 - 64	13.0%	12.8%	13.7%
65 - 74	14.7%	13.8%	14.0%
75 - 84	9.5%	8.4%	8.2%
85 +	2.9%	2.4%	2.2%
18 +	79.8%	79.1%	79.6%
2010 Population by Sex			
Males	4,726	9,143	16,138
Females	5,318	10,117	17,202
2021 Population by Sex			
Males	4,974	9,547	16,960
Females	5,520	10,412	17,894
2026 Population by Sex			
Males	5,075	9,709	17,302
Females	5,589	10,518	18,157

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	10,045	19,260	33,341
White Alone	85.0%	83.3%	86.8%
Black Alone	11.1%	12.5%	9.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	1.1%	1.1%
Two or More Races	1.8%	2.1%	1.9%
Hispanic Origin	2.5%	2.5%	2.5%
Diversity Index	30.1	32.4	27.4
2021 Population by Race/Ethnicity			
Total	10,493	19,959	34,854
White Alone	82.8%	80.9%	84.6%
Black Alone	11.1%	12.7%	9.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.9%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.7%	1.8%	1.7%
Two or More Races	3.0%	3.3%	3.0%
Hispanic Origin	4.3%	4.4%	4.1%
Diversity Index	35.9	38.5	33.3
2026 Population by Race/Ethnicity			
Total	10,663	20,227	35,458
White Alone	81.7%	79.7%	83.5%
Black Alone	11.0%	12.5%	9.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.0%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.1%	2.2%	2.1%
Two or More Races	3.6%	4.1%	3.7%
Hispanic Origin	5.4%	5.5%	5.2%
Diversity Index	39.0	41.7	36.4
2010 Population by Relationship and Household Type			
Total	10,044	19,260	33,340
In Households	99.8%	98.4%	98.1%
In Family Households	84.9%	84.3%	84.9%
Householder	28.0%	27.5%	27.9%
Spouse	20.9%	20.2%	21.3%
Child	30.3%	30.4%	29.7%
Other relative	3.5%	3.8%	3.6%
Nonrelative	2.2%	2.4%	2.3%
In Nonfamily Households	14.9%	14.1%	13.2%
In Group Quarters	0.2%	1.6%	1.9%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.2%	1.6%	1.8%

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	7,628	14,153	24,939
Less than 9th Grade	2.9%	4.1%	4.2%
9th - 12th Grade, No Diploma	12.2%	12.3%	11.9%
High School Graduate	30.1%	30.8%	30.1%
GED/Alternative Credential	10.3%	9.3%	8.6%
Some College, No Degree	15.5%	15.5%	16.6%
Associate Degree	7.3%	6.9%	7.3%
Bachelor's Degree	13.1%	12.4%	12.2%
Graduate/Professional Degree	8.5%	8.6%	9.2%
2021 Population 15+ by Marital Status			
Total	8,689	16,438	28,880
Never Married	25.6%	25.8%	25.5%
Married	55.2%	54.9%	56.0%
Widowed	6.3%	7.4%	7.2%
Divorced	12.9%	11.9%	11.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,841	8,758	14,953
Population 16+ Employed	92.2%	92.3%	93.0%
Population 16+ Unemployment rate	7.8%	7.8%	7.0%
Population 16-24 Employed	10.8%	11.5%	11.3%
Population 16-24 Unemployment rate	20.9%	19.9%	17.8%
Population 25-54 Employed	59.4%	61.0%	61.5%
Population 25-54 Unemployment rate	7.5%	7.5%	6.8%
Population 55-64 Employed	19.7%	18.8%	19.4%
Population 55-64 Unemployment rate	3.7%	2.9%	2.7%
Population 65+ Employed	10.1%	8.7%	7.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.7%
2021 Employed Population 16+ by Industry			
Total	4,465	8,080	13,905
Agriculture/Mining	0.8%	1.1%	1.9%
Construction	6.4%	7.5%	8.7%
Manufacturing	23.7%	23.1%	20.6%
Wholesale Trade	3.3%	3.6%	3.0%
Retail Trade	10.3%	9.5%	9.3%
Transportation/Utilities	2.6%	3.0%	3.7%
Information	2.5%	2.0%	1.3%
Finance/Insurance/Real Estate	3.1%	2.8%	2.7%
Services	42.2%	41.8%	43.8%
Public Administration	5.0%	5.5%	4.9%
2021 Employed Population 16+ by Occupation			
Total	4,465	8,081	13,906
White Collar	50.0%	47.7%	47.7%
Management/Business/Financial	9.1%	8.5%	9.6%
Professional	20.4%	18.9%	19.5%
Sales	6.1%	6.8%	6.2%
Administrative Support	14.4%	13.6%	12.4%
Services	20.1%	20.7%	18.8%
Blue Collar	29.9%	31.5%	33.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.4%
Construction/Extraction	4.3%	5.5%	6.4%
Installation/Maintenance/Repair	4.1%	4.3%	3.9%
Production	11.7%	11.9%	12.3%
Transportation/Material Moving	9.7%	9.9%	10.5%

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2010 Households by Type			
Total	4,145	7,738	13,081
Households with 1 Person	28.2%	26.8%	25.0%
Households with 2+ People	71.8%	73.2%	75.0%
Family Households	68.2%	69.4%	71.2%
Husband-wife Families	50.8%	51.0%	54.4%
With Related Children	19.3%	19.8%	20.8%
Other Family (No Spouse Present)	17.4%	18.4%	16.8%
Other Family with Male Householder	3.9%	4.2%	4.5%
With Related Children	2.2%	2.3%	2.5%
Other Family with Female Householder	13.5%	14.2%	12.3%
With Related Children	8.8%	9.2%	7.9%
Nonfamily Households	3.6%	3.9%	3.9%
All Households with Children	30.6%	31.8%	31.8%
Multigenerational Households	4.3%	4.5%	4.4%
Unmarried Partner Households	4.7%	5.1%	5.1%
Male-female	4.1%	4.5%	4.5%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	4,144	7,739	13,080
1 Person Household	28.2%	26.8%	25.0%
2 Person Household	35.1%	35.1%	36.6%
3 Person Household	16.4%	16.5%	16.7%
4 Person Household	11.7%	12.3%	12.5%
5 Person Household	5.4%	5.6%	5.6%
6 Person Household	2.1%	2.3%	2.3%
7 + Person Household	1.2%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	4,145	7,738	13,081
Owner Occupied	67.3%	67.4%	72.5%
Owned with a Mortgage/Loan	38.2%	38.3%	41.5%
Owned Free and Clear	29.2%	29.1%	31.1%
Renter Occupied	32.7%	32.6%	27.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	235	216	213
Percent of Income for Mortgage	9.7%	10.6%	10.9%
Wealth Index	52	53	61
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,773	9,023	16,242
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	60.0%	52.5%	31.5%
Rural Housing Units	40.0%	47.5%	68.5%
2010 Population By Urban/ Rural Status			
Total Population	10,044	19,260	33,340
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	58.2%	51.2%	33.0%
Rural Population	41.8%	48.8%	67.0%

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.	Midlife Constants (5E)	Small Town Simplicity (12C)	Rural Bypasses (10E)
2.	Small Town Simplicity (12C)	Rural Bypasses (10E)	Southern Satellites (10A)
3.	Rooted Rural (10B)	Midlife Constants (5E)	Rooted Rural (10B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,004,161	\$11,231,820	\$20,183,844
Average Spent	\$1,381.86	\$1,395.95	\$1,469.73
Spending Potential Index	65	66	69
Education: Total \$	\$4,112,249	\$7,604,348	\$13,478,615
Average Spent	\$946.43	\$945.11	\$981.48
Spending Potential Index	55	55	57
Entertainment/Recreation: Total \$	\$9,986,307	\$18,795,652	\$34,500,891
Average Spent	\$2,298.34	\$2,336.02	\$2,512.26
Spending Potential Index	71	72	78
Food at Home: Total \$	\$17,043,559	\$32,109,340	\$58,714,992
Average Spent	\$3,922.57	\$3,990.72	\$4,275.47
Spending Potential Index	72	73	78
Food Away from Home: Total \$	\$10,933,095	\$20,549,978	\$37,168,697
Average Spent	\$2,516.25	\$2,554.06	\$2,706.52
Spending Potential Index	66	67	71
Health Care: Total \$	\$20,600,417	\$38,781,067	\$71,620,217
Average Spent	\$4,741.18	\$4,819.92	\$5,215.19
Spending Potential Index	76	77	84
HH Furnishings & Equipment: Total \$	\$6,583,323	\$12,389,498	\$22,549,403
Average Spent	\$1,515.15	\$1,539.83	\$1,641.99
Spending Potential Index	67	68	73
Personal Care Products & Services: Total \$	\$2,550,817	\$4,759,792	\$8,547,840
Average Spent	\$587.07	\$591.57	\$622.43
Spending Potential Index	65	66	69
Shelter: Total \$	\$52,980,988	\$98,172,147	\$175,861,857
Average Spent	\$12,193.55	\$12,201.36	\$12,805.79
Spending Potential Index	60	61	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,307,387	\$13,723,327	\$25,913,221
Average Spent	\$1,681.79	\$1,705.61	\$1,886.93
Spending Potential Index	70	71	79
Travel: Total \$	\$6,639,791	\$12,371,881	\$22,516,832
Average Spent	\$1,528.15	\$1,537.64	\$1,639.61
Spending Potential Index	60	61	65
Vehicle Maintenance & Repairs: Total \$	\$3,558,892	\$6,740,142	\$12,441,878
Average Spent	\$819.08	\$837.70	\$905.98
Spending Potential Index	74	76	82

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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