



# Market Profile

1850 N Columbia St, Milledgeville, Georgia, 31061  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 33.10308  
Longitude: -83.25236

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	15,834	31,480	47,688
2010 Total Population	18,618	29,526	48,943
2021 Total Population	19,554	30,433	50,684
2021 Group Quarters	2,367	3,922	5,813
2026 Total Population	19,563	30,298	50,582
2021-2026 Annual Rate	0.01%	-0.09%	-0.04%
2021 Total Daytime Population	25,548	34,614	48,904
Workers	13,646	16,234	19,875
Residents	11,902	18,380	29,029
<b>Household Summary</b>			
2000 Households	6,010	10,071	16,103
2000 Average Household Size	2.37	2.45	2.48
2010 Households	7,223	11,127	18,268
2010 Average Household Size	2.32	2.38	2.43
2021 Households	7,455	11,249	18,607
2021 Average Household Size	2.31	2.36	2.41
2026 Households	7,466	11,209	18,607
2026 Average Household Size	2.30	2.35	2.41
2021-2026 Annual Rate	0.03%	-0.07%	0.00%
2010 Families	3,834	6,335	11,401
2010 Average Family Size	2.87	2.94	2.94
2021 Families	3,820	6,214	11,353
2021 Average Family Size	2.88	2.96	2.95
2026 Families	3,787	6,137	11,279
2026 Average Family Size	2.89	2.96	2.95
2021-2026 Annual Rate	-0.17%	-0.25%	-0.13%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,637	11,520	19,823
Owner Occupied Housing Units	49.8%	50.8%	55.3%
Renter Occupied Housing Units	40.7%	36.7%	25.9%
Vacant Housing Units	9.4%	12.6%	18.8%
2010 Housing Units	8,259	13,198	23,590
Owner Occupied Housing Units	39.3%	41.3%	47.4%
Renter Occupied Housing Units	48.1%	43.0%	30.1%
Vacant Housing Units	12.5%	15.7%	22.6%
2021 Housing Units	8,622	13,604	24,519
Owner Occupied Housing Units	38.2%	40.1%	46.3%
Renter Occupied Housing Units	48.2%	42.5%	29.5%
Vacant Housing Units	13.5%	17.3%	24.1%
2026 Housing Units	8,857	13,937	25,172
Owner Occupied Housing Units	37.7%	39.5%	45.6%
Renter Occupied Housing Units	46.6%	40.9%	28.4%
Vacant Housing Units	15.7%	19.6%	26.1%
<b>Median Household Income</b>			
2021	\$33,964	\$37,121	\$50,088
2026	\$37,328	\$41,262	\$54,089
<b>Median Home Value</b>			
2021	\$160,198	\$143,300	\$161,175
2026	\$177,053	\$162,841	\$184,849
<b>Per Capita Income</b>			
2021	\$20,533	\$20,540	\$23,279
2026	\$22,430	\$22,554	\$25,823
<b>Median Age</b>			
2010	26.2	30.7	35.3
2021	28.7	32.9	37.3
2026	28.8	34.3	38.9

**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	7,455	11,249	18,607
<\$15,000	25.6%	22.9%	17.1%
\$15,000 - \$24,999	16.0%	15.8%	13.2%
\$25,000 - \$34,999	9.1%	9.5%	9.1%
\$35,000 - \$49,999	8.2%	9.8%	10.5%
\$50,000 - \$74,999	17.7%	18.7%	18.8%
\$75,000 - \$99,999	10.8%	10.4%	14.4%
\$100,000 - \$149,999	7.5%	8.0%	11.5%
\$150,000 - \$199,999	2.0%	2.2%	2.7%
\$200,000+	2.9%	2.6%	2.7%
Average Household Income	\$53,947	\$54,766	\$62,677
<b>2026 Households by Income</b>			
Household Income Base	7,466	11,209	18,607
<\$15,000	23.3%	20.5%	15.0%
\$15,000 - \$24,999	15.8%	15.4%	12.2%
\$25,000 - \$34,999	9.4%	9.7%	8.8%
\$35,000 - \$49,999	7.6%	9.2%	9.6%
\$50,000 - \$74,999	18.4%	19.5%	19.3%
\$75,000 - \$99,999	11.6%	11.4%	15.7%
\$100,000 - \$149,999	8.5%	9.2%	13.4%
\$150,000 - \$199,999	2.1%	2.4%	3.1%
\$200,000+	3.2%	2.9%	2.9%
Average Household Income	\$58,984	\$60,245	\$69,505
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,296	5,462	11,364
<\$50,000	5.8%	14.3%	12.4%
\$50,000 - \$99,999	17.3%	20.5%	18.4%
\$100,000 - \$149,999	22.8%	17.6%	15.5%
\$150,000 - \$199,999	19.9%	16.8%	16.4%
\$200,000 - \$249,999	11.7%	10.5%	11.4%
\$250,000 - \$299,999	4.9%	4.2%	5.6%
\$300,000 - \$399,999	12.9%	11.4%	12.8%
\$400,000 - \$499,999	2.6%	2.2%	4.3%
\$500,000 - \$749,999	1.3%	1.7%	2.2%
\$750,000 - \$999,999	0.7%	0.7%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$189,713	\$174,757	\$193,593
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	3,335	5,503	11,469
<\$50,000	4.6%	11.5%	9.0%
\$50,000 - \$99,999	13.4%	17.3%	14.8%
\$100,000 - \$149,999	20.7%	16.6%	14.2%
\$150,000 - \$199,999	20.8%	18.0%	17.3%
\$200,000 - \$249,999	13.7%	12.5%	13.3%
\$250,000 - \$299,999	5.9%	5.1%	6.8%
\$300,000 - \$399,999	15.5%	13.7%	15.7%
\$400,000 - \$499,999	3.1%	2.7%	5.3%
\$500,000 - \$749,999	1.4%	1.9%	2.7%
\$750,000 - \$999,999	0.7%	0.7%	0.9%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$204,925	\$190,171	\$215,718

**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	18,618	29,525	48,943
0 - 4	5.8%	6.2%	6.0%
5 - 9	5.1%	5.6%	5.7%
10 - 14	4.4%	4.8%	5.2%
15 - 24	33.1%	26.1%	20.9%
25 - 34	11.5%	11.8%	11.8%
35 - 44	8.6%	9.9%	11.1%
45 - 54	10.7%	12.6%	14.0%
55 - 64	9.8%	10.9%	12.3%
65 - 74	6.0%	6.6%	7.7%
75 - 84	3.6%	3.9%	3.8%
85 +	1.5%	1.7%	1.4%
18 +	81.9%	80.2%	79.8%
<b>2021 Population by Age</b>			
Total	19,555	30,435	50,685
0 - 4	4.9%	5.2%	5.0%
5 - 9	4.9%	5.3%	5.2%
10 - 14	4.5%	5.1%	5.3%
15 - 24	30.0%	23.0%	17.8%
25 - 34	14.7%	14.3%	14.1%
35 - 44	8.9%	10.1%	11.2%
45 - 54	8.0%	9.8%	11.2%
55 - 64	9.6%	11.3%	13.0%
65 - 74	8.4%	9.2%	10.7%
75 - 84	4.4%	4.8%	5.0%
85 +	1.7%	2.0%	1.7%
18 +	83.3%	81.7%	81.7%
<b>2026 Population by Age</b>			
Total	19,564	30,297	50,580
0 - 4	5.0%	5.2%	4.9%
5 - 9	4.8%	5.1%	5.0%
10 - 14	4.4%	5.0%	5.2%
15 - 24	30.3%	23.7%	18.3%
25 - 34	12.2%	11.7%	11.7%
35 - 44	10.8%	11.6%	12.2%
45 - 54	8.1%	9.8%	11.1%
55 - 64	8.6%	10.3%	12.0%
65 - 74	8.5%	9.4%	11.3%
75 - 84	5.6%	6.0%	6.4%
85 +	1.8%	2.1%	1.9%
18 +	83.3%	81.9%	81.9%
<b>2010 Population by Sex</b>			
Males	8,620	14,077	24,296
Females	9,998	15,449	24,647
<b>2021 Population by Sex</b>			
Males	9,148	14,756	25,653
Females	10,406	15,677	25,030
<b>2026 Population by Sex</b>			
Males	9,160	14,721	25,672
Females	10,403	15,578	24,911

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<b>2010 Population by Race/Ethnicity</b>			
Total	18,617	29,525	48,945
White Alone	55.9%	50.5%	56.7%
Black Alone	39.2%	45.2%	39.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.0%	1.7%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	0.9%
Two or More Races	1.5%	1.4%	1.2%
Hispanic Origin	2.5%	2.2%	2.1%
Diversity Index	55.6	56.0	53.9
<b>2021 Population by Race/Ethnicity</b>			
Total	19,553	30,433	50,684
White Alone	53.7%	48.4%	54.3%
Black Alone	40.1%	46.1%	41.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.7%	2.2%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	1.2%	1.0%
Two or More Races	1.9%	1.8%	1.6%
Hispanic Origin	2.9%	2.6%	2.4%
Diversity Index	57.6	57.6	55.7
<b>2026 Population by Race/Ethnicity</b>			
Total	19,563	30,298	50,583
White Alone	52.7%	47.5%	53.6%
Black Alone	40.3%	46.3%	41.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.0%	2.5%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.3%	1.1%
Two or More Races	2.2%	2.0%	1.8%
Hispanic Origin	3.2%	2.9%	2.7%
Diversity Index	58.7	58.4	56.5
<b>2010 Population by Relationship and Household Type</b>			
Total	18,618	29,526	48,943
In Households	90.0%	89.5%	90.7%
In Family Households	61.1%	65.4%	70.6%
Householder	20.3%	21.4%	23.2%
Spouse	11.3%	11.7%	14.7%
Child	24.2%	26.7%	27.3%
Other relative	3.2%	3.3%	3.2%
Nonrelative	2.1%	2.2%	2.2%
In Nonfamily Households	28.9%	24.1%	20.1%
In Group Quarters	10.0%	10.5%	9.3%
Institutionalized Population	1.3%	4.4%	5.6%
Noninstitutionalized Population	8.7%	6.1%	3.7%

**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	10,890	18,685	33,795
Less than 9th Grade	2.7%	3.3%	3.6%
9th - 12th Grade, No Diploma	6.9%	9.7%	8.8%
High School Graduate	29.5%	30.4%	28.9%
GED/Alternative Credential	4.1%	4.9%	5.9%
Some College, No Degree	15.7%	16.7%	19.3%
Associate Degree	11.0%	8.9%	8.0%
Bachelor's Degree	16.5%	14.2%	14.8%
Graduate/Professional Degree	13.5%	11.8%	10.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	16,754	25,686	42,817
Never Married	53.4%	49.2%	41.8%
Married	30.0%	33.1%	41.0%
Widowed	7.1%	7.1%	6.2%
Divorced	9.5%	10.7%	11.1%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,614	13,008	21,810
Population 16+ Employed	90.0%	91.3%	93.5%
Population 16+ Unemployment rate	10.0%	8.7%	6.5%
Population 16-24 Employed	30.6%	24.4%	18.9%
Population 16-24 Unemployment rate	15.7%	14.6%	13.1%
Population 25-54 Employed	56.8%	59.7%	61.4%
Population 25-54 Unemployment rate	7.7%	7.3%	5.0%
Population 55-64 Employed	8.7%	11.1%	13.5%
Population 55-64 Unemployment rate	7.3%	4.5%	4.7%
Population 65+ Employed	3.9%	4.8%	6.2%
Population 65+ Unemployment rate	0.0%	2.6%	2.3%
<b>2021 Employed Population 16+ by Industry</b>			
Total	7,751	11,876	20,401
Agriculture/Mining	1.8%	1.7%	2.5%
Construction	3.5%	5.7%	5.6%
Manufacturing	7.0%	7.6%	8.8%
Wholesale Trade	0.4%	0.5%	0.6%
Retail Trade	11.1%	10.9%	11.3%
Transportation/Utilities	3.7%	4.6%	5.7%
Information	0.8%	0.8%	1.2%
Finance/Insurance/Real Estate	3.8%	4.2%	4.1%
Services	58.3%	53.2%	47.8%
Public Administration	9.7%	10.8%	12.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	7,748	11,877	20,399
White Collar	57.3%	53.3%	53.0%
Management/Business/Financial	9.2%	9.8%	9.8%
Professional	26.9%	23.8%	23.8%
Sales	10.6%	9.8%	9.0%
Administrative Support	10.6%	9.8%	10.3%
Services	26.8%	26.6%	23.8%
Blue Collar	15.9%	20.2%	23.2%
Farming/Forestry/Fishing	1.5%	1.1%	1.2%
Construction/Extraction	1.3%	3.2%	4.0%
Installation/Maintenance/Repair	2.3%	3.9%	4.5%
Production	4.2%	4.2%	5.2%
Transportation/Material Moving	6.6%	7.7%	8.3%

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<b>2010 Households by Type</b>			
Total	7,223	11,127	18,268
Households with 1 Person	29.3%	29.1%	26.9%
Households with 2+ People	70.7%	70.9%	73.1%
Family Households	53.1%	56.9%	62.4%
Husband-wife Families	29.8%	31.3%	39.5%
With Related Children	11.0%	11.8%	14.6%
Other Family (No Spouse Present)	23.3%	25.6%	22.9%
Other Family with Male Householder	4.2%	4.5%	4.5%
With Related Children	2.0%	2.3%	2.5%
Other Family with Female Householder	19.1%	21.1%	18.4%
With Related Children	12.8%	14.1%	12.2%
Nonfamily Households	17.6%	13.9%	10.7%
All Households with Children	26.2%	28.6%	29.7%
Multigenerational Households	3.7%	4.4%	4.6%
Unmarried Partner Households	6.6%	6.9%	6.3%
Male-female	5.9%	6.3%	5.7%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	7,223	11,126	18,269
1 Person Household	29.3%	29.1%	26.9%
2 Person Household	34.3%	33.5%	35.1%
3 Person Household	18.7%	18.3%	18.0%
4 Person Household	11.3%	11.7%	12.2%
5 Person Household	4.0%	4.6%	4.9%
6 Person Household	1.5%	1.8%	1.9%
7 + Person Household	0.8%	1.0%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,223	11,127	18,268
Owner Occupied	45.0%	49.0%	61.2%
Owned with a Mortgage/Loan	28.7%	30.1%	38.4%
Owned Free and Clear	16.3%	18.8%	22.8%
Renter Occupied	55.0%	51.0%	38.8%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	116	143	172
Percent of Income for Mortgage	19.8%	16.2%	13.5%
Wealth Index	47	48	59
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,259	13,198	23,590
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.8%	89.6%	55.6%
Rural Housing Units	6.2%	10.4%	44.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	18,618	29,526	48,943
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.4%	89.7%	60.9%
Rural Population	6.6%	10.3%	39.1%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)	Southern Satellites (10A)
2.	Old and Newcomers (8F)	Old and Newcomers (8F)	Rural Bypasses (10E)
3.	In Style (5B)	In Style (5B)	Rural Resort Dwellers (6E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,723,918	\$14,720,087	\$27,072,581
Average Spent	\$1,304.35	\$1,308.57	\$1,454.97
Spending Potential Index	62	62	69
Education: Total \$	\$8,446,280	\$11,900,465	\$20,282,817
Average Spent	\$1,132.97	\$1,057.91	\$1,090.06
Spending Potential Index	66	61	63
Entertainment/Recreation: Total \$	\$14,281,620	\$22,277,161	\$43,499,191
Average Spent	\$1,915.71	\$1,980.37	\$2,337.79
Spending Potential Index	59	61	72
Food at Home: Total \$	\$24,510,862	\$38,458,047	\$74,482,462
Average Spent	\$3,287.84	\$3,418.80	\$4,002.93
Spending Potential Index	60	63	73
Food Away from Home: Total \$	\$17,403,185	\$26,440,150	\$49,290,677
Average Spent	\$2,334.43	\$2,350.44	\$2,649.04
Spending Potential Index	61	62	70
Health Care: Total \$	\$27,478,820	\$43,986,019	\$88,188,390
Average Spent	\$3,685.96	\$3,910.22	\$4,739.53
Spending Potential Index	59	63	76
HH Furnishings & Equipment: Total \$	\$9,797,541	\$15,164,192	\$29,026,045
Average Spent	\$1,314.22	\$1,348.05	\$1,559.95
Spending Potential Index	58	60	69
Personal Care Products & Services: Total \$	\$4,019,437	\$6,114,565	\$11,324,048
Average Spent	\$539.16	\$543.57	\$608.59
Spending Potential Index	60	61	68
Shelter: Total \$	\$89,491,151	\$133,070,044	\$240,873,247
Average Spent	\$12,004.18	\$11,829.50	\$12,945.30
Spending Potential Index	60	59	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,080,987	\$15,842,181	\$32,572,969
Average Spent	\$1,352.25	\$1,408.32	\$1,750.58
Spending Potential Index	57	59	73
Travel: Total \$	\$10,437,032	\$15,759,077	\$29,734,034
Average Spent	\$1,400.00	\$1,400.93	\$1,598.00
Spending Potential Index	55	55	63
Vehicle Maintenance & Repairs: Total \$	\$5,189,913	\$8,122,193	\$15,854,452
Average Spent	\$696.17	\$722.04	\$852.07
Spending Potential Index	63	65	77

**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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