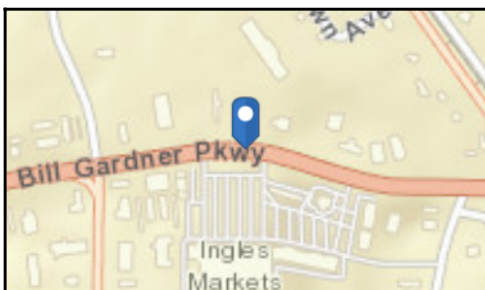
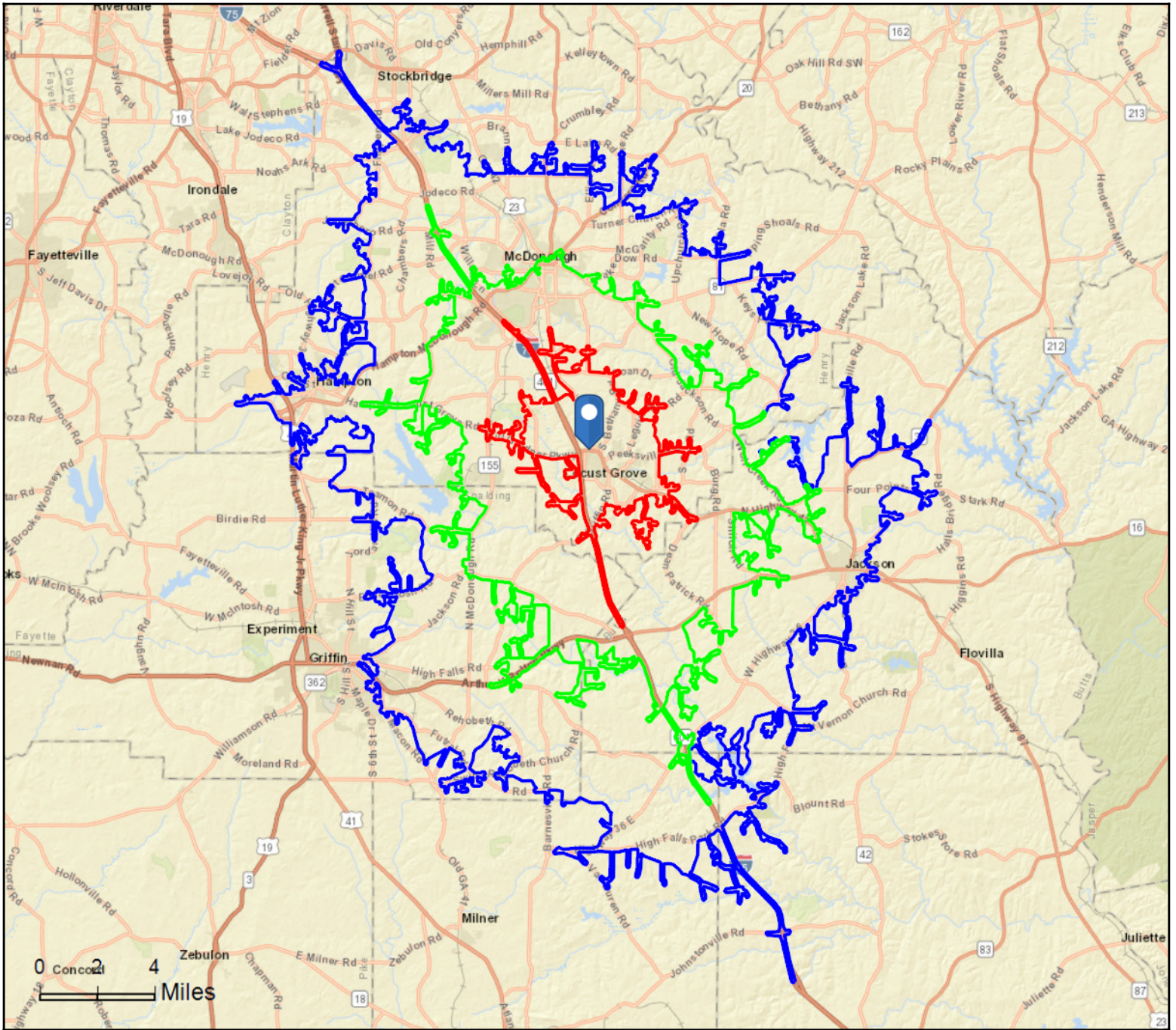


Locust Grove Mktp  
4959 Bill Gardner Pkwy, Locust Grove, Georgia, 30248  
Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
Latitude: 33.35401  
Longitude: -84.11871





# Community Profile

Locust Grove Mktp  
 4959 Bill Gardner Pkwy, Locust Grove, Georgia, 30248  
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
 Latitude: 33.35401  
 Longitude: -84.11871

	7 minutes	13 minutes	19 minutes
<b>Population Summary</b>			
2000 Total Population	4,675	23,912	75,245
2010 Total Population	9,047	47,044	126,126
2019 Total Population	10,960	55,951	147,243
2019 Group Quarters	0	2,822	3,550
2024 Total Population	12,874	62,753	162,287
2019-2024 Annual Rate	3.27%	2.32%	1.96%
2019 Total Daytime Population	11,135	64,442	143,586
Workers	4,902	34,280	62,904
Residents	6,233	30,162	80,682
<b>Household Summary</b>			
2000 Households	1,597	7,482	25,731
2000 Average Household Size	2.93	2.94	2.83
2010 Households	3,015	15,318	43,357
2010 Average Household Size	3.00	2.91	2.84
2019 Households	3,615	18,212	50,133
2019 Average Household Size	3.03	2.92	2.87
2024 Households	4,249	20,504	55,181
2024 Average Household Size	3.03	2.92	2.88
2019-2024 Annual Rate	3.28%	2.40%	1.94%
2010 Families	2,433	11,761	33,197
2010 Average Family Size	3.33	3.32	3.24
2019 Families	2,885	13,865	38,041
2019 Average Family Size	3.38	3.35	3.29
2024 Families	3,374	15,570	41,751
2024 Average Family Size	3.39	3.36	3.31
2019-2024 Annual Rate	3.18%	2.35%	1.88%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,673	7,950	27,192
Owner Occupied Housing Units	86.3%	78.6%	77.1%
Renter Occupied Housing Units	9.1%	15.5%	17.5%
Vacant Housing Units	4.5%	5.9%	5.4%
2010 Housing Units	3,330	17,116	48,032
Owner Occupied Housing Units	75.6%	65.5%	67.4%
Renter Occupied Housing Units	15.0%	24.0%	22.9%
Vacant Housing Units	9.5%	10.5%	9.7%
2019 Housing Units	4,002	20,210	55,251
Owner Occupied Housing Units	75.0%	64.4%	65.6%
Renter Occupied Housing Units	15.4%	25.7%	25.1%
Vacant Housing Units	9.7%	9.9%	9.3%
2024 Housing Units	4,648	22,798	61,185
Owner Occupied Housing Units	78.0%	66.4%	66.8%
Renter Occupied Housing Units	13.4%	23.6%	23.3%
Vacant Housing Units	8.6%	10.1%	9.8%
<b>Median Household Income</b>			
2019	\$67,574	\$59,616	\$62,281
2024	\$76,709	\$68,133	\$70,421
<b>Median Home Value</b>			
2019	\$177,542	\$172,235	\$180,274
2024	\$240,879	\$212,714	\$215,444
<b>Per Capita Income</b>			
2019	\$27,318	\$24,240	\$26,887
2024	\$30,711	\$27,701	\$30,255
<b>Median Age</b>			
2010	33.6	33.6	35.2
2019	35.6	34.9	36.5
2024	35.3	34.4	36.1

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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	7 minutes	13 minutes	19 minutes
<b>2019 Households by Income</b>			
Household Income Base	3,615	18,212	50,133
<\$15,000	7.8%	9.2%	7.9%
\$15,000 - \$24,999	8.0%	8.0%	7.8%
\$25,000 - \$34,999	7.7%	8.7%	8.3%
\$35,000 - \$49,999	14.0%	14.7%	14.2%
\$50,000 - \$74,999	16.1%	19.4%	19.9%
\$75,000 - \$99,999	21.4%	18.5%	16.7%
\$100,000 - \$149,999	14.1%	13.9%	15.8%
\$150,000 - \$199,999	5.8%	4.5%	5.4%
\$200,000+	5.0%	3.0%	4.0%
Average Household Income	\$82,852	\$73,857	\$78,958
<b>2024 Households by Income</b>			
Household Income Base	4,249	20,504	55,181
<\$15,000	5.8%	6.9%	6.1%
\$15,000 - \$24,999	6.4%	6.7%	6.6%
\$25,000 - \$34,999	6.5%	7.5%	7.2%
\$35,000 - \$49,999	13.0%	13.9%	13.3%
\$50,000 - \$74,999	16.2%	19.1%	19.4%
\$75,000 - \$99,999	21.2%	19.3%	17.5%
\$100,000 - \$149,999	17.1%	16.6%	18.3%
\$150,000 - \$199,999	7.7%	6.3%	7.0%
\$200,000+	6.2%	3.8%	4.7%
Average Household Income	\$92,918	\$84,280	\$88,981
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,000	13,010	36,254
<\$50,000	10.1%	6.4%	5.5%
\$50,000 - \$99,999	6.3%	8.1%	7.5%
\$100,000 - \$149,999	23.7%	25.0%	22.9%
\$150,000 - \$199,999	18.0%	23.5%	23.3%
\$200,000 - \$249,999	6.1%	10.3%	13.5%
\$250,000 - \$299,999	15.8%	11.1%	9.9%
\$300,000 - \$399,999	8.2%	6.9%	8.1%
\$400,000 - \$499,999	5.7%	4.4%	4.2%
\$500,000 - \$749,999	4.6%	2.5%	2.9%
\$750,000 - \$999,999	0.6%	0.7%	1.0%
\$1,000,000 - \$1,499,999	1.0%	0.7%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$226,024	\$215,986	\$227,673
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,625	15,127	40,900
<\$50,000	6.1%	4.5%	4.3%
\$50,000 - \$99,999	4.0%	5.2%	5.0%
\$100,000 - \$149,999	15.2%	17.0%	16.2%
\$150,000 - \$199,999	14.5%	20.0%	20.1%
\$200,000 - \$249,999	12.6%	12.8%	14.5%
\$250,000 - \$299,999	11.9%	11.7%	11.2%
\$300,000 - \$399,999	10.5%	10.2%	11.3%
\$400,000 - \$499,999	11.1%	8.7%	7.1%
\$500,000 - \$749,999	9.8%	5.4%	5.4%
\$750,000 - \$999,999	1.7%	1.8%	2.0%
\$1,000,000 - \$1,499,999	2.7%	1.8%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$306,216	\$287,659	\$292,263

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Locust Grove Mktp  
 4959 Bill Gardner Pkwy, Locust Grove, Georgia, 30248  
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
 Latitude: 33.35401  
 Longitude: -84.11871

	7 minutes	13 minutes	19 minutes
<b>2010 Population by Age</b>			
Total	9,046	47,048	126,129
0 - 4	7.5%	7.2%	7.0%
5 - 9	8.7%	8.0%	7.9%
10 - 14	9.3%	8.3%	8.4%
15 - 24	13.1%	14.2%	13.5%
25 - 34	13.5%	14.4%	12.9%
35 - 44	17.2%	16.9%	16.3%
45 - 54	13.9%	13.7%	14.4%
55 - 64	9.3%	9.2%	10.3%
65 - 74	5.1%	5.2%	5.9%
75 - 84	1.9%	2.2%	2.6%
85 +	0.5%	0.7%	0.8%
18 +	69.2%	71.5%	71.8%
<b>2019 Population by Age</b>			
Total	10,960	55,954	147,242
0 - 4	6.9%	6.7%	6.4%
5 - 9	7.3%	6.8%	6.8%
10 - 14	7.4%	6.8%	7.0%
15 - 24	13.2%	13.7%	13.0%
25 - 34	14.4%	16.1%	14.9%
35 - 44	14.2%	14.0%	13.4%
45 - 54	14.8%	14.2%	14.3%
55 - 64	11.3%	10.9%	11.9%
65 - 74	7.1%	7.0%	7.9%
75 - 84	2.8%	2.9%	3.4%
85 +	0.6%	0.8%	1.0%
18 +	74.2%	75.7%	75.9%
<b>2024 Population by Age</b>			
Total	12,875	62,754	162,286
0 - 4	7.0%	6.9%	6.5%
5 - 9	7.1%	6.8%	6.7%
10 - 14	7.5%	6.9%	7.0%
15 - 24	11.9%	12.5%	11.9%
25 - 34	16.1%	18.2%	16.4%
35 - 44	13.6%	14.0%	13.7%
45 - 54	13.3%	12.4%	12.5%
55 - 64	11.9%	10.9%	11.9%
65 - 74	7.3%	7.1%	8.3%
75 - 84	3.5%	3.5%	4.2%
85 +	0.8%	0.9%	1.1%
18 +	74.3%	75.7%	76.0%
<b>2010 Population by Sex</b>			
Males	4,397	23,607	61,655
Females	4,650	23,437	64,471
<b>2019 Population by Sex</b>			
Males	5,279	27,912	71,864
Females	5,681	28,039	75,378
<b>2024 Population by Sex</b>			
Males	6,161	31,111	79,071
Females	6,713	31,642	83,216

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	9,047	47,045	126,125
White Alone	73.3%	59.0%	60.8%
Black Alone	21.2%	35.4%	32.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.2%	1.3%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.7%	1.9%	2.0%
Two or More Races	2.2%	2.1%	2.2%
Hispanic Origin	4.2%	5.0%	5.2%
Diversity Index	46.4	57.2	57.0
<b>2019 Population by Race/Ethnicity</b>			
Total	10,960	55,952	147,242
White Alone	61.2%	48.1%	50.7%
Black Alone	31.2%	44.7%	41.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.8%	1.9%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	2.3%	2.5%
Two or More Races	3.1%	2.7%	2.8%
Hispanic Origin	5.9%	6.4%	6.5%
Diversity Index	58.0	62.0	62.5
<b>2024 Population by Race/Ethnicity</b>			
Total	12,872	62,753	162,288
White Alone	54.1%	43.0%	46.0%
Black Alone	37.2%	49.0%	45.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.2%	2.2%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.6%	2.7%
Two or More Races	3.6%	3.0%	3.1%
Hispanic Origin	6.7%	7.0%	7.2%
Diversity Index	62.3	63.1	64.0
<b>2010 Population by Relationship and Household Type</b>			
Total	9,047	47,044	126,126
In Households	100.0%	94.7%	97.5%
In Family Households	92.0%	85.4%	87.7%
Householder	26.7%	25.2%	26.2%
Spouse	20.0%	17.5%	18.8%
Child	38.4%	35.7%	35.6%
Other relative	4.4%	4.6%	4.7%
Nonrelative	2.4%	2.4%	2.3%
In Nonfamily Households	8.0%	9.2%	9.8%
In Group Quarters	0.0%	5.3%	2.5%
Institutionalized Population	0.0%	5.3%	2.5%
Noninstitutionalized Population	0.0%	0.1%	0.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	7,150	36,913	98,460
Less than 9th Grade	2.7%	2.8%	2.7%
9th - 12th Grade, No Diploma	9.9%	10.0%	8.5%
High School Graduate	28.7%	29.4%	27.8%
GED/Alternative Credential	7.7%	5.9%	5.5%
Some College, No Degree	17.0%	20.2%	20.9%
Associate Degree	10.4%	9.4%	8.9%
Bachelor's Degree	17.2%	15.1%	16.6%
Graduate/Professional Degree	6.5%	7.3%	9.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	8,596	44,573	117,636
Never Married	28.6%	35.5%	32.6%
Married	55.0%	47.4%	50.5%
Widowed	5.4%	4.9%	5.3%
Divorced	11.0%	12.2%	11.6%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.6%	94.8%	94.9%
Civilian Unemployed (Unemployment Rate)	4.4%	5.2%	5.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,797	23,547	64,955
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	6.0%	6.7%	6.4%
Manufacturing	7.7%	8.7%	8.0%
Wholesale Trade	3.0%	3.7%	3.5%
Retail Trade	10.9%	11.4%	10.9%
Transportation/Utilities	11.7%	13.0%	13.1%
Information	1.6%	1.5%	1.8%
Finance/Insurance/Real Estate	6.0%	4.4%	5.1%
Services	44.8%	42.9%	43.4%
Public Administration	8.5%	7.5%	7.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,799	23,548	64,955
White Collar	59.7%	56.4%	58.6%
Management/Business/Financial	17.5%	12.5%	12.9%
Professional	13.5%	15.5%	18.3%
Sales	11.3%	10.3%	10.0%
Administrative Support	17.4%	18.1%	17.3%
Services	20.1%	17.9%	16.2%
Blue Collar	20.2%	25.8%	25.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.6%	4.5%	4.8%
Installation/Maintenance/Repair	4.2%	5.1%	5.2%
Production	5.4%	5.6%	5.2%
Transportation/Material Moving	8.9%	10.6%	10.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,047	47,044	126,126
Population Inside Urbanized Area	68.4%	67.7%	68.9%
Population Inside Urbanized Cluster	0.0%	0.3%	2.6%
Rural Population	31.6%	32.0%	28.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	3,015	15,319	43,358
Households with 1 Person	15.5%	19.2%	19.3%
Households with 2+ People	84.5%	80.8%	80.7%
Family Households	80.7%	76.8%	76.6%
Husband-wife Families	60.5%	53.3%	55.0%
With Related Children	34.7%	29.2%	28.4%
Other Family (No Spouse Present)	20.2%	23.4%	21.6%
Other Family with Male Householder	6.0%	5.7%	5.3%
With Related Children	3.8%	3.6%	3.4%
Other Family with Female Householder	14.2%	17.8%	16.3%
With Related Children	10.3%	12.8%	11.6%
Nonfamily Households	3.8%	4.0%	4.1%
All Households with Children	49.5%	46.1%	43.9%
Multigenerational Households	7.4%	6.7%	6.5%
Unmarried Partner Households	5.8%	6.0%	5.7%
Male-female	5.3%	5.3%	5.0%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	3,015	15,317	43,357
1 Person Household	15.5%	19.2%	19.3%
2 Person Household	28.8%	29.2%	30.5%
3 Person Household	19.8%	19.2%	19.1%
4 Person Household	20.2%	17.8%	17.3%
5 Person Household	9.9%	8.9%	8.5%
6 Person Household	3.7%	3.6%	3.4%
7 + Person Household	2.2%	2.0%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,015	15,318	43,357
Owner Occupied	83.5%	73.2%	74.6%
Owned with a Mortgage/Loan	69.6%	61.3%	62.0%
Owned Free and Clear	13.9%	11.9%	12.6%
Renter Occupied	16.5%	26.8%	25.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,330	17,116	48,032
Housing Units Inside Urbanized Area	67.2%	69.9%	69.3%
Housing Units Inside Urbanized Cluster	0.0%	0.3%	2.9%
Rural Housing Units	32.8%	29.9%	27.8%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Soccer Moms (4A)Up and Coming Families (7A)Up and Coming Families (7A)		
2.	Southern Satellites (10A) Soccer Moms (4A) Soccer Moms (4A)		
3.	Up and Coming Families (7A) Southern Satellites (10A) Middleburg (4C)		
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,401,305	\$33,814,780	\$98,305,828
Average Spent	\$2,047.39	\$1,856.73	\$1,960.90
Spending Potential Index	96	87	92
Education: Total \$	\$5,028,973	\$22,037,058	\$66,233,443
Average Spent	\$1,391.14	\$1,210.03	\$1,321.15
Spending Potential Index	87	76	83
Entertainment/Recreation: Total \$	\$11,314,281	\$51,139,576	\$150,157,738
Average Spent	\$3,129.81	\$2,808.02	\$2,995.19
Spending Potential Index	96	86	92
Food at Home: Total \$	\$17,789,476	\$81,624,849	\$237,899,062
Average Spent	\$4,921.02	\$4,481.93	\$4,745.36
Spending Potential Index	95	87	92
Food Away from Home: Total \$	\$12,853,601	\$58,342,323	\$170,028,204
Average Spent	\$3,555.63	\$3,203.51	\$3,391.54
Spending Potential Index	97	87	92
Health Care: Total \$	\$20,933,797	\$94,153,068	\$277,134,595
Average Spent	\$5,790.82	\$5,169.84	\$5,527.99
Spending Potential Index	98	87	93
HH Furnishings & Equipment: Total \$	\$7,563,037	\$34,288,736	\$100,232,545
Average Spent	\$2,092.13	\$1,882.76	\$1,999.33
Spending Potential Index	98	88	94
Personal Care Products & Services: Total \$	\$3,176,819	\$14,267,401	\$41,681,864
Average Spent	\$878.79	\$783.41	\$831.43
Spending Potential Index	99	88	94
Shelter: Total \$	\$60,026,849	\$272,793,365	\$804,904,584
Average Spent	\$16,604.94	\$14,978.77	\$16,055.38
Spending Potential Index	90	81	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,747,264	\$39,370,052	\$115,235,875
Average Spent	\$2,419.71	\$2,161.76	\$2,298.60
Spending Potential Index	98	87	93
Travel: Total \$	\$7,657,174	\$33,880,236	\$100,588,817
Average Spent	\$2,118.17	\$1,860.32	\$2,006.44
Spending Potential Index	94	83	89
Vehicle Maintenance & Repairs: Total \$	\$3,946,644	\$18,125,208	\$52,962,278
Average Spent	\$1,091.74	\$995.23	\$1,056.44
Spending Potential Index	95	87	92

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.