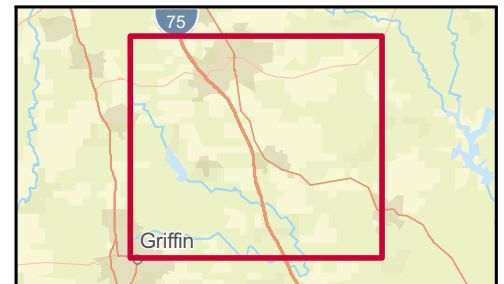
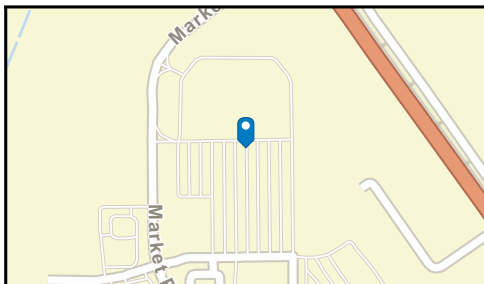
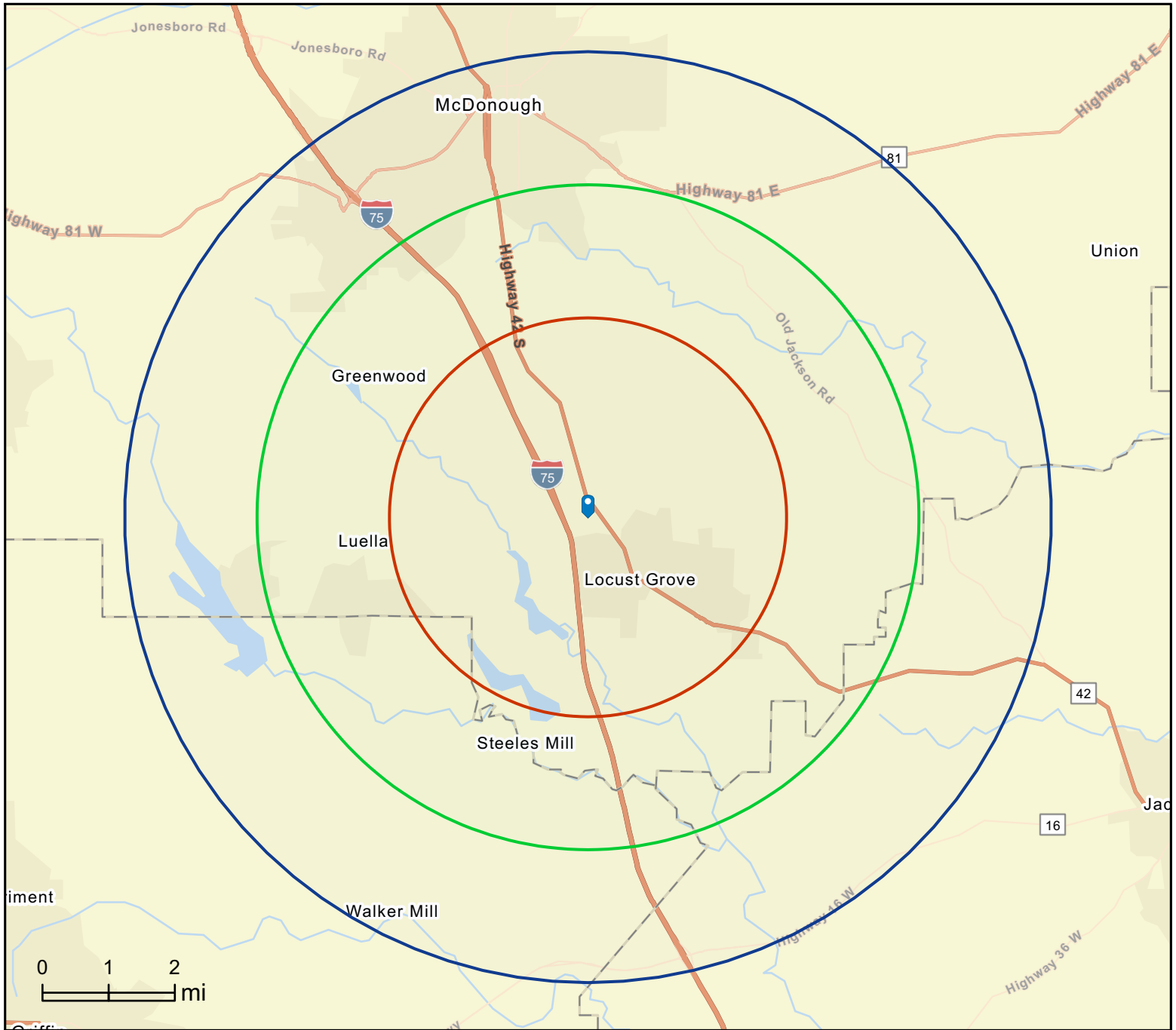


Site Map

Marketplace at Locust Grove
4949 Bill Gardner Pkwy, Locust Grove, Georgia, 30248
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.35742
Longitude: -84.12044



Community Profile

Marketplace at Locust Grove
 4949 Bill Gardner Pkwy, Locust Grove, Georgia, 30248
 Rings: 3, 5, 7 mile radii

Prepared by Esri
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	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	11,975	32,309	66,069
2020 Total Population	15,752	40,266	81,645
2020 Group Quarters	0	229	543
2024 Total Population	18,298	46,053	90,061
2024 Group Quarters	0	220	525
2029 Total Population	20,778	51,032	96,569
2024-2029 Annual Rate	2.57%	2.07%	1.41%
2024 Total Daytime Population	17,266	43,169	88,327
Workers	7,134	19,072	40,852
Residents	10,132	24,097	47,475
Household Summary			
2010 Households	3,968	10,613	22,857
2010 Average Household Size	3.02	3.00	2.85
2020 Total Households	5,333	13,495	28,577
2020 Average Household Size	2.95	2.97	2.84
2024 Households	6,189	15,575	31,907
2024 Average Household Size	2.96	2.94	2.81
2029 Households	7,084	17,558	34,685
2029 Average Household Size	2.93	2.89	2.77
2024-2029 Annual Rate	2.74%	2.43%	1.68%
2010 Families	3,182	8,474	17,349
2010 Average Family Size	3.36	3.36	3.28
2024 Families	4,653	11,840	23,308
2024 Average Family Size	3.35	3.38	3.30
2029 Families	5,271	13,229	25,193
2029 Average Family Size	3.34	3.33	3.26
2024-2029 Annual Rate	2.53%	2.24%	1.57%
Housing Unit Summary			
2000 Housing Units	2,166	4,630	11,877
Owner Occupied Housing Units	84.6%	86.3%	76.3%
Renter Occupied Housing Units	10.4%	8.3%	18.1%
Vacant Housing Units	4.9%	5.4%	5.6%
2010 Housing Units	4,463	11,764	25,479
Owner Occupied Housing Units	73.4%	73.2%	63.7%
Renter Occupied Housing Units	15.5%	17.0%	26.0%
Vacant Housing Units	11.1%	9.8%	10.3%
2020 Housing Units	5,569	14,149	30,031
Owner Occupied Housing Units	73.7%	72.1%	64.2%
Renter Occupied Housing Units	22.1%	23.3%	30.9%
Vacant Housing Units	4.0%	4.1%	4.6%
2024 Housing Units	6,431	16,206	33,339
Owner Occupied Housing Units	76.2%	74.9%	66.7%
Renter Occupied Housing Units	20.0%	21.2%	29.0%
Vacant Housing Units	3.8%	3.9%	4.3%
2029 Housing Units	7,346	18,215	36,162
Owner Occupied Housing Units	79.9%	77.7%	69.2%
Renter Occupied Housing Units	16.6%	18.7%	26.7%
Vacant Housing Units	3.6%	3.6%	4.1%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2024 Households by Income			
Household Income Base	6,189	15,575	31,907
<\$15,000	4.0%	3.9%	5.3%
\$15,000 - \$24,999	2.8%	2.1%	3.1%
\$25,000 - \$34,999	4.0%	4.1%	4.6%
\$35,000 - \$49,999	18.1%	13.2%	12.7%
\$50,000 - \$74,999	21.0%	21.9%	21.4%
\$75,000 - \$99,999	11.8%	13.2%	13.7%
\$100,000 - \$149,999	21.1%	21.8%	22.4%
\$150,000 - \$199,999	13.4%	13.0%	10.6%
\$200,000+	3.8%	6.9%	6.0%
Average Household Income	\$94,377	\$104,439	\$98,602
2029 Households by Income			
Household Income Base	7,084	17,558	34,685
<\$15,000	3.0%	2.9%	4.3%
\$15,000 - \$24,999	1.8%	1.4%	2.2%
\$25,000 - \$34,999	2.8%	2.9%	3.4%
\$35,000 - \$49,999	13.6%	9.9%	10.2%
\$50,000 - \$74,999	18.9%	19.2%	19.0%
\$75,000 - \$99,999	12.5%	13.5%	14.1%
\$100,000 - \$149,999	24.0%	24.6%	25.6%
\$150,000 - \$199,999	17.5%	16.7%	13.7%
\$200,000+	5.8%	8.9%	7.6%
Average Household Income	\$112,318	\$121,827	\$114,208
2024 Owner Occupied Housing Units by Value			
Total	4,901	12,133	22,244
<\$50,000	2.1%	1.3%	2.0%
\$50,000 - \$99,999	0.7%	1.1%	1.7%
\$100,000 - \$149,999	3.8%	4.0%	3.8%
\$150,000 - \$199,999	10.4%	8.6%	7.5%
\$200,000 - \$249,999	6.3%	6.8%	8.4%
\$250,000 - \$299,999	17.6%	18.4%	21.2%
\$300,000 - \$399,999	31.1%	31.3%	34.0%
\$400,000 - \$499,999	13.2%	15.5%	11.9%
\$500,000 - \$749,999	14.0%	12.1%	8.4%
\$750,000 - \$999,999	0.4%	0.6%	0.4%
\$1,000,000 - \$1,499,999	0.1%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.2%
Average Home Value	\$351,495	\$351,585	\$334,202
2029 Owner Occupied Housing Units by Value			
Total	5,868	14,151	25,025
<\$50,000	0.4%	0.3%	0.7%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.5%	0.6%	1.0%
\$150,000 - \$199,999	2.9%	2.4%	2.3%
\$200,000 - \$249,999	2.7%	3.0%	4.6%
\$250,000 - \$299,999	12.9%	13.8%	17.4%
\$300,000 - \$399,999	36.6%	36.3%	40.3%
\$400,000 - \$499,999	18.1%	20.5%	16.5%
\$500,000 - \$749,999	24.3%	21.4%	15.2%
\$750,000 - \$999,999	1.1%	1.4%	1.1%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$425,417	\$420,607	\$394,361

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

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Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.35742
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	3 miles	5 miles	7 miles
Median Household Income			
2024	\$75,155	\$82,663	\$78,925
2029	\$93,481	\$100,271	\$93,100
Median Home Value			
2024	\$328,951	\$331,173	\$315,714
2029	\$383,178	\$382,342	\$359,101
Per Capita Income			
2024	\$32,461	\$35,371	\$34,867
2029	\$39,478	\$41,969	\$40,961
Median Age			
2010	33.6	33.1	33.4
2020	35.3	35.7	36.1
2024	35.6	36.0	36.7
2029	36.7	36.9	37.6
2020 Population by Age			
Total	15,752	40,266	81,645
0 - 4	6.1%	6.0%	5.9%
5 - 9	6.8%	6.8%	6.8%
10 - 14	9.1%	8.7%	8.3%
15 - 24	15.0%	14.8%	14.5%
25 - 34	12.7%	12.7%	13.1%
35 - 44	14.3%	14.0%	13.7%
45 - 54	14.4%	14.8%	14.5%
55 - 64	10.8%	11.3%	11.3%
65 - 74	7.0%	7.1%	7.7%
75 - 84	3.0%	3.1%	3.5%
85 +	0.9%	0.8%	0.9%
18 +	72.6%	73.3%	74.1%
2024 Population by Age			
Total	18,297	46,053	90,058
0 - 4	6.1%	5.9%	5.8%
5 - 9	6.6%	6.4%	6.3%
10 - 14	7.2%	7.2%	7.0%
15 - 24	15.6%	15.3%	14.8%
25 - 34	13.7%	13.7%	13.9%
35 - 44	13.8%	13.6%	13.4%
45 - 54	14.0%	14.1%	13.7%
55 - 64	11.4%	11.9%	11.9%
65 - 74	7.1%	7.4%	8.0%
75 - 84	3.5%	3.6%	4.1%
85 +	1.0%	0.9%	1.0%
18 +	75.0%	75.6%	76.2%
2029 Population by Age			
Total	20,778	51,032	96,572
0 - 4	6.1%	6.0%	5.8%
5 - 9	6.1%	5.9%	5.8%
10 - 14	6.5%	6.3%	6.1%
15 - 24	13.7%	13.6%	13.4%
25 - 34	15.4%	15.5%	15.3%
35 - 44	13.6%	13.6%	13.5%
45 - 54	13.0%	12.8%	12.5%
55 - 64	11.8%	12.3%	12.3%
65 - 74	8.4%	8.6%	9.2%
75 - 84	4.3%	4.3%	4.9%
85 +	1.2%	1.1%	1.3%
18 +	77.5%	77.9%	78.5%
2020 Population by Sex			

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
Males	7,436	19,138	38,500
Females	8,316	21,128	43,145
2024 Population by Sex			
Males	8,813	22,278	43,182
Females	9,485	23,775	46,879
2029 Population by Sex			
Males	9,989	24,612	46,162
Females	10,789	26,420	50,407
2010 Population by Race/Ethnicity			
Total	11,975	32,310	66,068
White Alone	69.6%	63.3%	58.2%
Black Alone	24.6%	30.7%	35.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.4%	1.5%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	1.9%	2.2%
Two or More Races	2.4%	2.3%	2.3%
Hispanic Origin	4.4%	5.3%	5.8%
Diversity Index	50.0	55.3	58.5
2020 Population by Race/Ethnicity			
Total	15,752	40,266	81,645
White Alone	50.7%	45.2%	40.6%
Black Alone	38.7%	43.8%	47.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.6%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.9%	3.3%
Two or More Races	6.0%	6.1%	6.4%
Hispanic Origin	6.5%	6.8%	7.4%
Diversity Index	63.9	65.0	65.7
2024 Population by Race/Ethnicity			
Total	18,298	46,054	90,061
White Alone	44.7%	40.2%	36.3%
Black Alone	43.5%	47.8%	51.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.7%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.0%	3.3%	3.6%
Two or More Races	6.7%	6.7%	6.8%
Hispanic Origin	7.4%	7.6%	8.0%
Diversity Index	66.0	66.0	66.0
2029 Population by Race/Ethnicity			
Total	20,779	51,032	96,570
White Alone	42.1%	38.1%	34.5%
Black Alone	45.1%	49.0%	52.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.2%	2.0%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	3.4%	3.8%
Two or More Races	7.1%	7.1%	7.2%
Hispanic Origin	7.9%	8.1%	8.4%
Diversity Index	67.0	66.7	66.3

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2020 Population by Relationship and Household Type			
Total	15,752	40,266	81,645
In Households	100.0%	99.4%	99.3%
Householder	33.7%	33.4%	34.9%
Opposite-Sex Spouse	17.5%	17.3%	16.4%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.8%	1.8%	1.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	32.0%	31.6%	31.0%
Adopted Child	0.9%	0.8%	0.7%
Stepchild	2.0%	1.8%	1.7%
Grandchild	3.9%	3.9%	3.9%
Brother or Sister	1.1%	1.3%	1.4%
Parent	1.5%	1.6%	1.6%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.5%
Other Relatives	1.8%	2.1%	2.0%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	2.6%	2.4%	2.4%
In Group Quarters	0.0%	0.6%	0.7%
Institutionalized	0.0%	0.5%	0.6%
Noninstitutionalized	0.0%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	11,802	29,977	59,492
Less than 9th Grade	1.9%	1.9%	1.9%
9th - 12th Grade, No Diploma	3.2%	4.2%	4.7%
High School Graduate	32.5%	28.4%	28.2%
GED/Alternative Credential	5.0%	5.5%	5.4%
Some College, No Degree	22.0%	20.4%	19.9%
Associate Degree	11.1%	12.3%	12.6%
Bachelor's Degree	15.8%	17.8%	19.0%
Graduate/Professional Degree	8.5%	9.5%	8.3%
2024 Population 15+ by Marital Status			
Total	14,651	37,042	72,797
Never Married	35.1%	33.6%	34.7%
Married	45.5%	49.6%	49.7%
Widowed	4.5%	3.6%	4.1%
Divorced	14.9%	13.2%	11.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,538	22,883	44,789
Population 16+ Employed	96.3%	94.3%	94.7%
Population 16+ Unemployment rate	3.7%	5.7%	5.3%
Population 16-24 Employed	19.8%	16.2%	15.3%
Population 16-24 Unemployment rate	7.1%	16.5%	12.3%
Population 25-54 Employed	64.3%	63.8%	63.9%
Population 25-54 Unemployment rate	3.3%	4.0%	4.7%
Population 55-64 Employed	12.5%	15.5%	16.0%
Population 55-64 Unemployment rate	0.6%	1.1%	1.4%
Population 65+ Employed	3.4%	4.5%	4.8%
Population 65+ Unemployment rate	0.7%	0.6%	0.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2024 Employed Population 16+ by Industry			
Total	8,224	21,575	42,424
Agriculture/Mining	0.4%	0.6%	0.4%
Construction	6.2%	8.0%	6.8%
Manufacturing	9.5%	8.6%	8.5%
Wholesale Trade	2.3%	1.9%	2.2%
Retail Trade	13.0%	11.3%	11.1%
Transportation/Utilities	11.6%	12.8%	15.0%
Information	1.5%	2.3%	1.9%
Finance/Insurance/Real Estate	3.8%	2.9%	3.2%
Services	41.8%	42.5%	42.3%
Public Administration	10.0%	9.2%	8.7%
2024 Employed Population 16+ by Occupation			
Total	8,225	21,574	42,424
White Collar	61.1%	60.3%	57.2%
Management/Business/Financial	15.6%	15.3%	14.0%
Professional	20.2%	22.9%	21.6%
Sales	9.9%	8.9%	8.8%
Administrative Support	15.4%	13.2%	12.7%
Services	17.0%	15.4%	16.3%
Blue Collar	21.9%	24.3%	26.4%
Farming/Forestry/Fishing	0.6%	0.5%	0.3%
Construction/Extraction	2.3%	4.6%	4.2%
Installation/Maintenance/Repair	4.9%	4.1%	4.2%
Production	4.1%	4.3%	4.9%
Transportation/Material Moving	10.0%	10.8%	12.9%
2020 Households by Type			
Total	5,333	13,495	28,577
Married Couple Households	52.0%	52.0%	47.5%
With Own Children <18	24.5%	22.9%	19.9%
Without Own Children <18	27.4%	29.0%	27.5%
Cohabiting Couple Households	5.9%	5.9%	5.9%
With Own Children <18	2.6%	2.5%	2.6%
Without Own Children <18	3.4%	3.3%	3.3%
Male Householder, No Spouse/Partner	14.2%	14.3%	15.6%
Living Alone	8.1%	8.2%	9.3%
65 Years and over	2.3%	2.3%	2.3%
With Own Children <18	1.9%	2.1%	2.1%
Without Own Children <18, With Relatives	3.4%	3.2%	3.2%
No Relatives Present	0.8%	0.8%	1.0%
Female Householder, No Spouse/Partner	27.9%	27.9%	31.1%
Living Alone	10.9%	10.2%	11.9%
65 Years and over	5.0%	4.1%	4.7%
With Own Children <18	8.0%	8.4%	9.0%
Without Own Children <18, With Relatives	8.1%	8.5%	9.3%
No Relatives Present	1.0%	0.8%	0.9%
2020 Households by Size			
Total	5,333	13,495	28,577
1 Person Household	19.0%	18.4%	21.1%
2 Person Household	27.9%	28.8%	29.4%
3 Person Household	18.4%	19.1%	18.5%
4 Person Household	17.4%	17.1%	15.6%
5 Person Household	10.1%	9.7%	8.9%
6 Person Household	4.0%	3.9%	3.8%
7 + Person Household	3.2%	3.0%	2.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2020 Households by Tenure and Mortgage Status			
Total	5,333	13,495	28,577
Owner Occupied	77.0%	75.6%	67.5%
Owned with a Mortgage/Loan	63.3%	63.7%	55.7%
Owned Free and Clear	13.7%	11.9%	11.8%
Renter Occupied	23.0%	24.4%	32.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	97	97
Percent of Income for Mortgage	27.4%	25.1%	25.0%
Wealth Index	70	82	76
2020 Housing Units By Urban/ Rural Status			
Total	5,569	14,149	30,031
Urban Housing Units	78.8%	75.2%	76.7%
Rural Housing Units	21.2%	24.8%	23.3%
2020 Population By Urban/ Rural Status			
Total	15,752	40,266	81,645
Urban Population	77.3%	74.3%	76.1%
Rural Population	22.7%	25.7%	23.9%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Middleburg (4C)	Workday Drive (4A)	Workday Drive (4A)
3.	Southern Satellites (10A)	Middleburg (4C)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$12,658,549	\$35,331,049	\$68,898,833
Average Spent	\$2,045.33	\$2,268.45	\$2,159.36
Spending Potential Index	86	95	91
Education: Total \$	\$8,092,454	\$22,637,436	\$44,241,672
Average Spent	\$1,307.55	\$1,453.45	\$1,386.58
Spending Potential Index	76	84	80
Entertainment/Recreation: Total \$	\$21,130,617	\$58,742,880	\$113,413,760
Average Spent	\$3,414.22	\$3,771.61	\$3,554.51
Spending Potential Index	83	92	87
Food at Home: Total \$	\$37,170,022	\$103,580,827	\$203,882,909
Average Spent	\$6,005.82	\$6,650.45	\$6,389.91
Spending Potential Index	82	91	88
Food Away from Home: Total \$	\$21,075,804	\$58,711,138	\$113,374,182
Average Spent	\$3,405.37	\$3,769.58	\$3,553.27
Spending Potential Index	88	97	91
Health Care: Total \$	\$40,049,591	\$111,471,042	\$216,538,351
Average Spent	\$6,471.09	\$7,157.05	\$6,786.55
Spending Potential Index	84	93	88
HH Furnishings & Equipment: Total \$	\$16,817,677	\$46,763,506	\$90,261,723
Average Spent	\$2,717.35	\$3,002.47	\$2,828.90
Spending Potential Index	86	95	89
Personal Care Products & Services: Total \$	\$5,039,596	\$14,042,523	\$27,442,657
Average Spent	\$814.28	\$901.61	\$860.08
Spending Potential Index	82	91	86
Shelter: Total \$	\$135,139,489	\$376,822,017	\$732,683,492
Average Spent	\$21,835.43	\$24,194.03	\$22,963.10
Spending Potential Index	82	91	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,283,787	\$53,481,810	\$101,821,788
Average Spent	\$3,115.82	\$3,433.82	\$3,191.21
Spending Potential Index	89	98	91
Travel: Total \$	\$15,483,519	\$43,063,579	\$82,828,218
Average Spent	\$2,501.78	\$2,764.92	\$2,595.93
Spending Potential Index	82	91	86
Vehicle Maintenance & Repairs: Total \$	\$7,850,535	\$21,819,254	\$42,397,914
Average Spent	\$1,268.47	\$1,400.92	\$1,328.80
Spending Potential Index	86	95	90

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024