

LaGrange Marketplace  
900 Hogansville Rd, Lagrange, GA, 30241  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 33.04619  
Longitude: -85.01440

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>Population Summary</b>			
2000 Total Population	5,060	26,173	33,291
2010 Total Population	5,316	28,687	37,105
2019 Total Population	5,630	30,916	39,667
2019 Group Quarters	70	964	1,994
2024 Total Population	5,831	32,058	41,023
2019-2024 Annual Rate	0.70%	0.73%	0.67%
2019 Total Daytime Population	7,706	37,337	52,207
Workers	4,316	19,400	29,877
Residents	3,390	17,937	22,330
<b>Household Summary</b>			
2000 Households	1,910	10,086	12,491
2000 Average Household Size	2.63	2.52	2.56
2010 Households	1,964	10,890	13,728
2010 Average Household Size	2.67	2.55	2.57
2019 Households	2,047	11,602	14,505
2019 Average Household Size	2.72	2.58	2.60
2024 Households	2,110	11,997	14,969
2024 Average Household Size	2.73	2.59	2.61
2019-2024 Annual Rate	0.61%	0.67%	0.63%
2010 Families	1,257	7,232	9,147
2010 Average Family Size	3.31	3.13	3.15
2019 Families	1,290	7,614	9,547
2019 Average Family Size	3.39	3.18	3.20
2024 Families	1,322	7,834	9,804
2024 Average Family Size	3.42	3.20	3.22
2019-2024 Annual Rate	0.49%	0.57%	0.53%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,069	11,014	13,594
Owner Occupied Housing Units	47.6%	47.5%	49.6%
Renter Occupied Housing Units	44.8%	44.1%	42.3%
Vacant Housing Units	7.6%	8.4%	8.1%
2010 Housing Units	2,201	12,486	15,596
Owner Occupied Housing Units	38.1%	40.1%	42.6%
Renter Occupied Housing Units	51.2%	47.1%	45.4%
Vacant Housing Units	10.8%	12.8%	12.0%
2019 Housing Units	2,299	13,159	16,300
Owner Occupied Housing Units	33.5%	35.6%	38.3%
Renter Occupied Housing Units	55.5%	52.5%	50.7%
Vacant Housing Units	11.0%	11.8%	11.0%
2024 Housing Units	2,368	13,609	16,819
Owner Occupied Housing Units	34.5%	36.9%	39.5%
Renter Occupied Housing Units	54.6%	51.2%	49.5%
Vacant Housing Units	10.9%	11.8%	11.0%
<b>Median Household Income</b>			
2019	\$31,315	\$32,720	\$34,288
2024	\$36,315	\$38,466	\$41,222
<b>Median Home Value</b>			
2019	\$102,335	\$129,155	\$138,023
2024	\$116,257	\$142,868	\$154,498
<b>Per Capita Income</b>			
2019	\$16,160	\$18,866	\$19,646
2024	\$18,744	\$21,742	\$22,549
<b>Median Age</b>			
2010	33.3	33.0	34.2
2019	34.6	34.5	35.6
2024	35.7	35.2	36.4

**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.

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<b>2019 Households by Income</b>			
Household Income Base	2,047	11,602	14,505
<\$15,000	23.8%	23.6%	21.9%
\$15,000 - \$24,999	14.8%	12.7%	12.0%
\$25,000 - \$34,999	16.3%	16.6%	16.9%
\$35,000 - \$49,999	12.9%	9.7%	9.6%
\$50,000 - \$74,999	16.6%	16.3%	16.7%
\$75,000 - \$99,999	8.5%	10.5%	10.6%
\$100,000 - \$149,999	6.8%	8.0%	9.2%
\$150,000 - \$199,999	0.1%	0.9%	1.2%
\$200,000+	0.3%	1.6%	1.8%
Average Household Income	\$42,605	\$49,783	\$52,343
<b>2024 Households by Income</b>			
Household Income Base	2,110	11,997	14,969
<\$15,000	19.4%	19.5%	18.0%
\$15,000 - \$24,999	12.5%	10.9%	10.3%
\$25,000 - \$34,999	16.4%	16.7%	16.9%
\$35,000 - \$49,999	13.5%	9.9%	9.8%
\$50,000 - \$74,999	17.6%	16.9%	17.3%
\$75,000 - \$99,999	10.7%	12.4%	12.3%
\$100,000 - \$149,999	9.3%	10.3%	11.5%
\$150,000 - \$199,999	0.2%	1.4%	1.7%
\$200,000+	0.3%	1.9%	2.1%
Average Household Income	\$49,653	\$57,662	\$60,379
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	770	4,688	6,236
<\$50,000	14.3%	12.3%	11.1%
\$50,000 - \$99,999	34.5%	24.8%	22.6%
\$100,000 - \$149,999	23.6%	22.1%	21.5%
\$150,000 - \$199,999	18.6%	16.3%	17.6%
\$200,000 - \$249,999	1.9%	5.7%	6.3%
\$250,000 - \$299,999	0.8%	6.7%	7.6%
\$300,000 - \$399,999	1.8%	4.7%	5.2%
\$400,000 - \$499,999	3.2%	3.8%	4.0%
\$500,000 - \$749,999	0.3%	1.2%	1.6%
\$750,000 - \$999,999	0.4%	1.6%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.4%	0.7%	0.8%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$131,047	\$178,419	\$189,005
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	818	5,023	6,640
<\$50,000	13.3%	11.5%	10.3%
\$50,000 - \$99,999	29.3%	21.2%	19.1%
\$100,000 - \$149,999	22.4%	20.2%	18.9%
\$150,000 - \$199,999	22.4%	17.7%	18.8%
\$200,000 - \$249,999	2.8%	7.0%	7.6%
\$250,000 - \$299,999	1.0%	7.7%	9.0%
\$300,000 - \$399,999	2.1%	4.7%	5.2%
\$400,000 - \$499,999	4.6%	3.7%	3.8%
\$500,000 - \$749,999	0.4%	1.7%	2.4%
\$750,000 - \$999,999	1.0%	3.5%	3.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.6%	0.9%	1.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$151,377	\$205,868	\$220,064

**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.

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<b>2010 Population by Age</b>			
Total	5,314	28,686	37,105
0 - 4	8.2%	8.2%	7.8%
5 - 9	7.6%	7.5%	7.2%
10 - 14	7.8%	7.4%	7.2%
15 - 24	15.1%	16.3%	15.6%
25 - 34	13.5%	13.1%	13.2%
35 - 44	12.9%	12.5%	12.7%
45 - 54	13.2%	12.9%	13.2%
55 - 64	9.8%	10.4%	10.6%
65 - 74	5.6%	5.9%	6.2%
75 - 84	4.6%	4.1%	4.3%
85 +	1.6%	1.7%	2.0%
18 +	71.2%	72.2%	73.3%
<b>2019 Population by Age</b>			
Total	5,629	30,915	39,667
0 - 4	7.2%	7.4%	7.0%
5 - 9	7.9%	7.4%	7.0%
10 - 14	7.9%	7.2%	6.8%
15 - 24	12.8%	14.4%	13.8%
25 - 34	14.6%	14.3%	14.5%
35 - 44	12.5%	12.1%	12.3%
45 - 54	11.6%	11.2%	11.5%
55 - 64	11.3%	11.5%	11.8%
65 - 74	7.8%	8.3%	8.6%
75 - 84	4.7%	4.2%	4.4%
85 +	1.6%	1.9%	2.2%
18 +	72.7%	74.1%	75.4%
<b>2024 Population by Age</b>			
Total	5,830	32,058	41,024
0 - 4	7.2%	7.4%	7.0%
5 - 9	7.6%	7.2%	6.9%
10 - 14	7.8%	7.1%	6.9%
15 - 24	12.8%	14.2%	13.6%
25 - 34	13.7%	13.7%	13.8%
35 - 44	12.9%	12.8%	13.0%
45 - 54	11.4%	10.8%	11.0%
55 - 64	10.8%	10.8%	11.0%
65 - 74	8.5%	9.0%	9.4%
75 - 84	5.7%	5.0%	5.3%
85 +	1.6%	1.8%	2.1%
18 +	72.9%	74.2%	75.4%
<b>2010 Population by Sex</b>			
Males	2,450	13,323	17,589
Females	2,866	15,364	19,516
<b>2019 Population by Sex</b>			
Males	2,605	14,373	18,826
Females	3,025	16,543	20,841
<b>2024 Population by Sex</b>			
Males	2,705	14,933	19,502
Females	3,125	17,126	21,520

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 Population by Race/Ethnicity</b>			
Total	5,316	28,687	37,105
White Alone	37.8%	44.9%	50.2%
Black Alone	54.6%	48.1%	43.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.1%	2.1%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.9%	2.8%	2.4%
Two or More Races	2.3%	1.7%	1.7%
Hispanic Origin	6.2%	4.6%	4.2%
Diversity Index	61.0	60.4	59.6
<b>2019 Population by Race/Ethnicity</b>			
Total	5,629	30,917	39,666
White Alone	33.1%	40.1%	45.0%
Black Alone	57.6%	50.8%	46.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	3.2%	3.2%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.5%	3.2%	2.9%
Two or More Races	2.8%	2.1%	2.1%
Hispanic Origin	7.3%	5.5%	5.0%
Diversity Index	61.8	62.3	62.2
<b>2024 Population by Race/Ethnicity</b>			
Total	5,830	32,058	41,022
White Alone	30.9%	37.6%	42.3%
Black Alone	58.7%	52.0%	47.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.1%	3.9%	3.9%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.9%	3.5%	3.1%
Two or More Races	3.2%	2.4%	2.4%
Hispanic Origin	7.9%	6.0%	5.6%
Diversity Index	62.4	63.3	63.5
<b>2010 Population by Relationship and Household Type</b>			
Total	5,316	28,687	37,105
In Households	98.8%	96.9%	95.1%
In Family Households	81.9%	81.7%	80.2%
Householder	24.5%	25.1%	24.8%
Spouse	11.2%	13.1%	13.9%
Child	36.3%	35.2%	33.8%
Other relative	6.4%	5.3%	5.0%
Nonrelative	3.5%	2.8%	2.6%
In Nonfamily Households	16.9%	15.3%	14.9%
In Group Quarters	1.2%	3.1%	4.9%
Institutionalized Population	0.7%	0.9%	3.3%
Noninstitutionalized Population	0.5%	2.1%	1.7%

**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>2019 Population 25+ by Educational Attainment</b>			
Total	3,612	19,661	25,894
Less than 9th Grade	6.1%	5.2%	5.4%
9th - 12th Grade, No Diploma	16.3%	11.8%	11.9%
High School Graduate	35.5%	28.2%	27.3%
GED/Alternative Credential	6.9%	7.0%	7.6%
Some College, No Degree	19.2%	21.1%	21.2%
Associate Degree	8.1%	7.3%	7.0%
Bachelor's Degree	4.5%	12.6%	12.4%
Graduate/Professional Degree	3.5%	6.7%	7.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	4,332	24,120	31,387
Never Married	42.8%	42.9%	40.9%
Married	36.1%	39.5%	41.0%
Widowed	8.7%	6.2%	6.7%
Divorced	12.3%	11.3%	11.3%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.7%	92.1%	92.7%
Civilian Unemployed (Unemployment Rate)	10.3%	7.9%	7.3%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,286	13,139	16,788
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	4.2%	4.8%	5.2%
Manufacturing	39.1%	28.7%	27.1%
Wholesale Trade	2.4%	2.6%	2.3%
Retail Trade	8.1%	9.9%	10.8%
Transportation/Utilities	4.2%	4.0%	4.1%
Information	1.4%	1.4%	1.3%
Finance/Insurance/Real Estate	1.9%	2.9%	3.2%
Services	36.6%	42.7%	42.5%
Public Administration	1.8%	2.6%	3.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,285	13,139	16,788
White Collar	28.8%	40.9%	43.5%
Management/Business/Financial	6.9%	8.0%	8.4%
Professional	8.0%	14.2%	15.3%
Sales	5.2%	8.9%	9.7%
Administrative Support	8.7%	9.8%	10.2%
Services	21.3%	20.9%	19.6%
Blue Collar	49.8%	38.1%	36.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.1%	4.5%	4.8%
Installation/Maintenance/Repair	4.5%	3.3%	3.6%
Production	27.3%	20.8%	19.5%
Transportation/Material Moving	13.8%	9.4%	8.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,316	28,687	37,105
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	95.8%	92.0%	84.3%
Rural Population	4.2%	8.0%	15.7%

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	1,965	10,890	13,727
Households with 1 Person	30.4%	28.6%	28.4%
Households with 2+ People	69.6%	71.4%	71.6%
Family Households	64.0%	66.4%	66.6%
Husband-wife Families	29.0%	34.6%	37.3%
With Related Children	14.4%	16.0%	17.1%
Other Family (No Spouse Present)	35.0%	31.8%	29.4%
Other Family with Male Householder	6.6%	5.4%	5.2%
With Related Children	3.6%	3.0%	2.9%
Other Family with Female Householder	28.4%	26.4%	24.2%
With Related Children	20.0%	18.8%	17.1%
Nonfamily Households	5.6%	5.0%	4.9%
All Households with Children	38.7%	38.3%	37.7%
Multigenerational Households	7.3%	6.3%	6.0%
Unmarried Partner Households	8.2%	7.1%	6.7%
Male-female	7.8%	6.5%	6.1%
Same-sex	0.4%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	1,966	10,891	13,727
1 Person Household	30.4%	28.6%	28.4%
2 Person Household	26.7%	29.6%	29.8%
3 Person Household	18.4%	17.8%	17.7%
4 Person Household	12.7%	13.2%	13.5%
5 Person Household	6.8%	6.5%	6.5%
6 Person Household	3.0%	2.6%	2.5%
7 + Person Household	2.0%	1.8%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,964	10,890	13,728
Owner Occupied	42.7%	46.0%	48.4%
Owned with a Mortgage/Loan	27.1%	30.8%	32.7%
Owned Free and Clear	15.5%	15.2%	15.7%
Renter Occupied	57.3%	54.0%	51.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,201	12,486	15,596
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	97.7%	92.5%	85.2%
Rural Housing Units	2.3%	7.5%	14.8%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Hardscrabble Road (8G)	Middleburg (4C)	Middleburg (4C)
2.	Heartland Communities (6F)	Bright Young Professionals	Modest Income Homes (12D)
3.	Modest Income Homes (12D)	Modest Income Homes (12D)	Bright Young Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,183,161	\$14,508,069	\$18,956,716
Average Spent	\$1,066.52	\$1,250.48	\$1,306.91
Spending Potential Index	50	58	61
Education: Total \$	\$1,478,209	\$9,821,393	\$12,905,237
Average Spent	\$722.13	\$846.53	\$889.71
Spending Potential Index	45	53	56
Entertainment/Recreation: Total \$	\$3,354,075	\$21,891,939	\$28,869,693
Average Spent	\$1,638.53	\$1,886.91	\$1,990.33
Spending Potential Index	50	58	61
Food at Home: Total \$	\$5,514,077	\$35,823,530	\$46,929,476
Average Spent	\$2,693.74	\$3,087.70	\$3,235.40
Spending Potential Index	52	60	63
Food Away from Home: Total \$	\$3,755,341	\$24,979,150	\$32,657,862
Average Spent	\$1,834.56	\$2,153.00	\$2,251.49
Spending Potential Index	50	59	61
Health Care: Total \$	\$6,429,427	\$41,200,826	\$54,370,799
Average Spent	\$3,140.90	\$3,551.18	\$3,748.42
Spending Potential Index	53	60	63
HH Furnishings & Equipment: Total \$	\$2,147,906	\$14,331,145	\$18,831,141
Average Spent	\$1,049.29	\$1,235.23	\$1,298.25
Spending Potential Index	49	58	61
Personal Care Products & Services: Total \$	\$897,606	\$6,049,147	\$7,917,999
Average Spent	\$438.50	\$521.39	\$545.88
Spending Potential Index	49	59	62
Shelter: Total \$	\$18,330,317	\$122,110,511	\$159,142,309
Average Spent	\$8,954.72	\$10,524.95	\$10,971.55
Spending Potential Index	48	57	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,461,795	\$16,551,545	\$21,909,434
Average Spent	\$1,202.64	\$1,426.61	\$1,510.47
Spending Potential Index	48	58	61
Travel: Total \$	\$2,066,825	\$14,054,167	\$18,562,663
Average Spent	\$1,009.68	\$1,211.36	\$1,279.74
Spending Potential Index	45	54	57
Vehicle Maintenance & Repairs: Total \$	\$1,209,211	\$8,007,685	\$10,488,769
Average Spent	\$590.72	\$690.20	\$723.11
Spending Potential Index	52	60	63

**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.