

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

Prepared by WHLR
Latitude: 33.04619
Longitude: -85.01440

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,060	26,173	33,291
2010 Total Population	5,316	28,687	37,105
2021 Total Population	5,572	30,621	39,423
2021 Group Quarters	66	929	1,918
2026 Total Population	5,698	31,445	40,652
2021-2026 Annual Rate	0.45%	0.53%	0.62%
2021 Total Daytime Population	7,165	34,890	48,330
Workers	4,004	18,242	27,557
Residents	3,161	16,648	20,773
Household Summary			
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
2021 Households	2,031	11,548	14,494
2021 Average Household Size	2.71	2.57	2.59
2026 Households	2,073	11,820	14,909
2026 Average Household Size	2.72	2.58	2.60
2021-2026 Annual Rate	0.41%	0.47%	0.57%
2010 Families	1,257	7,232	9,147
2010 Average Family Size	3.31	3.13	3.15
2021 Families	1,271	7,529	9,481
2021 Average Family Size	3.40	3.18	3.20
2026 Families	1,285	7,644	9,690
2026 Average Family Size	3.42	3.21	3.23
2021-2026 Annual Rate	0.22%	0.30%	0.44%
Housing Unit Summary			
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%
2021 Housing Units	2,294	13,184	16,398
Owner Occupied Housing Units	33.1%	35.2%	37.8%
Renter Occupied Housing Units	55.4%	52.4%	50.6%
Vacant Housing Units	11.5%	12.4%	11.6%
2026 Housing Units	2,348	13,504	16,854
Owner Occupied Housing Units	33.3%	35.5%	37.7%
Renter Occupied Housing Units	54.9%	52.0%	50.7%
Vacant Housing Units	11.7%	12.5%	11.5%
Median Household Income			
2021	\$31,966	\$36,889	\$38,616
2026	\$35,434	\$40,017	\$42,331
Median Home Value			
2021	\$99,012	\$138,437	\$146,931
2026	\$114,459	\$153,146	\$164,075
Per Capita Income			
2021	\$17,311	\$20,540	\$21,695
2026	\$19,136	\$22,525	\$23,874
Median Age			
2010	33.3	33.0	34.2
2021	35.0	34.8	35.9
2026	36.2	35.7	36.8

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	2,031	11,548	14,494
<\$15,000	25.1%	21.9%	20.7%
\$15,000 - \$24,999	17.0%	13.8%	13.0%
\$25,000 - \$34,999	10.5%	12.2%	12.4%
\$35,000 - \$49,999	13.4%	12.9%	13.0%
\$50,000 - \$74,999	16.3%	16.3%	16.5%
\$75,000 - \$99,999	9.7%	9.7%	9.7%
\$100,000 - \$149,999	6.5%	9.3%	9.5%
\$150,000 - \$199,999	0.3%	1.7%	2.2%
\$200,000+	1.2%	2.3%	3.1%
Average Household Income	\$45,079	\$53,886	\$57,605
2026 Households by Income			
Household Income Base	2,073	11,820	14,909
<\$15,000	22.3%	19.5%	18.4%
\$15,000 - \$24,999	16.5%	13.2%	12.4%
\$25,000 - \$34,999	10.7%	12.2%	12.3%
\$35,000 - \$49,999	12.8%	12.5%	12.4%
\$50,000 - \$74,999	17.6%	17.0%	17.3%
\$75,000 - \$99,999	10.8%	10.5%	10.5%
\$100,000 - \$149,999	7.9%	10.7%	11.0%
\$150,000 - \$199,999	0.3%	1.8%	2.4%
\$200,000+	1.2%	2.5%	3.3%
Average Household Income	\$49,777	\$59,168	\$63,500
2021 Owner Occupied Housing Units by Value			
Total	760	4,646	6,195
<\$50,000	17.4%	9.6%	8.6%
\$50,000 - \$99,999	33.3%	22.5%	20.4%
\$100,000 - \$149,999	23.3%	23.3%	22.4%
\$150,000 - \$199,999	17.6%	16.7%	17.4%
\$200,000 - \$249,999	3.3%	9.9%	10.7%
\$250,000 - \$299,999	2.9%	6.6%	7.4%
\$300,000 - \$399,999	0.8%	6.3%	7.2%
\$400,000 - \$499,999	0.7%	2.1%	2.6%
\$500,000 - \$749,999	0.4%	1.5%	1.6%
\$750,000 - \$999,999	0.0%	0.8%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.5%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$120,395	\$179,116	\$189,977
2026 Owner Occupied Housing Units by Value			
Total	783	4,799	6,359
<\$50,000	14.8%	7.6%	6.6%
\$50,000 - \$99,999	28.4%	18.5%	16.7%
\$100,000 - \$149,999	23.6%	22.7%	21.4%
\$150,000 - \$199,999	21.7%	18.5%	19.0%
\$200,000 - \$249,999	4.5%	12.2%	12.8%
\$250,000 - \$299,999	4.2%	7.9%	8.9%
\$300,000 - \$399,999	1.0%	6.9%	8.1%
\$400,000 - \$499,999	0.9%	2.4%	3.0%
\$500,000 - \$749,999	0.5%	1.8%	1.8%
\$750,000 - \$999,999	0.0%	0.8%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.5%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$132,280	\$190,590	\$202,552

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	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%
2021 Population by Age			
Total	5,572	30,619	39,424
0 - 4	7.1%	7.3%	6.8%
5 - 9	7.9%	7.4%	7.0%
10 - 14	8.0%	7.2%	6.8%
15 - 24	12.4%	14.0%	13.4%
25 - 34	14.6%	14.4%	14.6%
35 - 44	12.7%	12.3%	12.5%
45 - 54	11.3%	10.9%	11.2%
55 - 64	11.2%	11.4%	11.6%
65 - 74	8.2%	8.7%	9.1%
75 - 84	5.1%	4.5%	4.7%
85 +	1.6%	1.9%	2.2%
18 +	73.0%	74.3%	75.6%
2026 Population by Age			
Total	5,697	31,443	40,651
0 - 4	7.0%	7.3%	6.8%
5 - 9	7.5%	7.2%	6.8%
10 - 14	7.8%	7.1%	6.8%
15 - 24	12.7%	14.1%	13.4%
25 - 34	13.3%	13.5%	13.6%
35 - 44	13.2%	13.0%	13.3%
45 - 54	11.5%	10.8%	11.0%
55 - 64	10.5%	10.5%	10.8%
65 - 74	8.7%	9.2%	9.6%
75 - 84	6.3%	5.4%	5.7%
85 +	1.6%	1.9%	2.2%
18 +	73.1%	74.5%	75.7%
2010 Population by Sex			
Males	2,450	13,323	17,589
Females	2,866	15,364	19,516
2021 Population by Sex			
Males	2,576	14,256	18,725
Females	2,996	16,364	20,699
2026 Population by Sex			
Males	2,635	14,683	19,366
Females	3,063	16,762	21,286

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2010 Population by Race/Ethnicity			
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
2021 Population by Race/Ethnicity			
Total	5,572	30,620	39,423
White Alone	32.6%	39.5%	44.4%
Black Alone	57.9%	51.0%	46.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	3.6%	3.7%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.4%	3.1%	2.8%
Two or More Races	2.9%	2.2%	2.2%
Hispanic Origin	7.0%	5.2%	4.8%
Diversity Index	61.5	62.3	62.4
2026 Population by Race/Ethnicity			
Total	5,697	31,445	40,651
White Alone	30.4%	37.1%	41.9%
Black Alone	58.9%	52.0%	47.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.4%	4.5%	4.5%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.5%	3.2%	2.9%
Two or More Races	3.4%	2.6%	2.6%
Hispanic Origin	7.3%	5.5%	5.1%
Diversity Index	61.9	63.3	63.5
2010 Population by Relationship and Household Type			
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.

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	3,605	19,640	25,957
Less than 9th Grade	7.9%	6.2%	6.0%
9th - 12th Grade, No Diploma	16.0%	12.4%	12.1%
High School Graduate	34.0%	27.9%	26.4%
GED/Alternative Credential	6.0%	6.9%	7.3%
Some College, No Degree	19.3%	20.6%	21.7%
Associate Degree	7.4%	7.5%	7.0%
Bachelor's Degree	5.2%	12.4%	12.8%
Graduate/Professional Degree	4.2%	6.1%	6.5%
2021 Population 15+ by Marital Status			
Total	4,294	23,933	31,257
Never Married	39.6%	41.5%	40.5%
Married	37.8%	40.4%	41.5%
Widowed	9.1%	6.6%	6.9%
Divorced	13.5%	11.5%	11.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,747	15,373	19,594
Population 16+ Employed	88.9%	91.5%	92.2%
Population 16+ Unemployment rate	11.1%	8.5%	7.8%
Population 16-24 Employed	13.1%	14.6%	13.9%
Population 16-24 Unemployment rate	17.4%	18.7%	17.9%
Population 25-54 Employed	66.2%	63.2%	63.2%
Population 25-54 Unemployment rate	12.7%	8.2%	7.5%
Population 55-64 Employed	15.0%	15.8%	16.1%
Population 55-64 Unemployment rate	0.8%	1.6%	1.9%
Population 65+ Employed	5.8%	6.4%	6.9%
Population 65+ Unemployment rate	0.0%	0.0%	0.5%
2021 Employed Population 16+ by Industry			
Total	2,442	14,070	18,057
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	4.4%	4.9%	5.2%
Manufacturing	40.3%	29.5%	27.7%
Wholesale Trade	2.6%	2.7%	2.4%
Retail Trade	7.9%	9.6%	10.5%
Transportation/Utilities	4.5%	4.3%	4.4%
Information	1.3%	1.3%	1.2%
Finance/Insurance/Real Estate	2.3%	3.4%	3.7%
Services	34.6%	41.3%	41.2%
Public Administration	2.0%	2.8%	3.4%
2021 Employed Population 16+ by Occupation			
Total	2,443	14,071	18,057
White Collar	29.8%	42.7%	45.3%
Management/Business/Financial	8.5%	10.0%	10.5%
Professional	8.8%	16.0%	17.2%
Sales	4.6%	7.9%	8.5%
Administrative Support	7.9%	8.8%	9.1%
Services	18.2%	17.7%	16.5%
Blue Collar	52.0%	39.6%	38.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.1%	4.6%	4.9%
Installation/Maintenance/Repair	4.2%	3.1%	3.4%
Production	24.7%	18.8%	17.6%
Transportation/Material Moving	19.0%	12.9%	12.2%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	180	144	142
Percent of Income for Mortgage	13.0%	15.7%	16.0%
Wealth Index	31	42	49
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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%

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.	Hometown Heritage (8G)	Middleburg (4C)	Middleburg (4C)
2.	Heartland Communities (6F)	Bright Young Professionals (8C)	Modest Income Homes (12D)
3.	Modest Income Homes (12D)	Modest Income Homes (12D)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,194,381	\$14,788,445	\$19,683,442
Average Spent	\$1,080.44	\$1,280.61	\$1,358.04
Spending Potential Index	51	60	64
Education: Total \$	\$1,521,818	\$10,686,222	\$14,269,098
Average Spent	\$749.29	\$925.37	\$984.48
Spending Potential Index	43	54	57
Entertainment/Recreation: Total \$	\$3,376,008	\$22,303,324	\$30,020,319
Average Spent	\$1,662.24	\$1,931.36	\$2,071.22
Spending Potential Index	51	60	64
Food at Home: Total \$	\$5,776,581	\$38,150,179	\$51,075,204
Average Spent	\$2,844.21	\$3,303.62	\$3,523.89
Spending Potential Index	52	61	65
Food Away from Home: Total \$	\$3,837,485	\$26,113,110	\$34,861,432
Average Spent	\$1,889.46	\$2,261.27	\$2,405.23
Spending Potential Index	50	60	63
Health Care: Total \$	\$6,794,968	\$44,462,191	\$59,928,500
Average Spent	\$3,345.63	\$3,850.21	\$4,134.71
Spending Potential Index	54	62	66
HH Furnishings & Equipment: Total \$	\$2,256,201	\$15,396,886	\$20,704,268
Average Spent	\$1,110.88	\$1,333.29	\$1,428.47
Spending Potential Index	49	59	63
Personal Care Products & Services: Total \$	\$923,599	\$6,238,950	\$8,324,190
Average Spent	\$454.75	\$540.26	\$574.32
Spending Potential Index	51	60	64
Shelter: Total \$	\$19,549,885	\$134,078,150	\$178,636,377
Average Spent	\$9,625.74	\$11,610.51	\$12,324.85
Spending Potential Index	48	58	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,266,093	\$15,921,655	\$21,651,689
Average Spent	\$1,115.75	\$1,378.74	\$1,493.84
Spending Potential Index	47	58	62
Travel: Total \$	\$2,339,738	\$16,370,116	\$22,059,995
Average Spent	\$1,152.01	\$1,417.57	\$1,522.01
Spending Potential Index	46	56	60
Vehicle Maintenance & Repairs: Total \$	\$1,204,562	\$7,988,730	\$10,704,635
Average Spent	\$593.09	\$691.78	\$738.56
Spending Potential Index	54	62	67

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.