

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
<b>Population Summary</b>			
2010 Total Population	5,644	28,643	36,894
2020 Total Population	5,986	29,837	38,344
2020 Group Quarters	47	505	1,184
2022 Total Population	6,123	30,588	39,079
2022 Group Quarters	46	512	1,186
2027 Total Population	6,397	31,307	39,817
2022-2027 Annual Rate	0.88%	0.47%	0.37%
2022 Total Daytime Population	7,792	35,454	50,573
Workers	4,332	18,686	29,438
Residents	3,460	16,768	21,135
<b>Household Summary</b>			
2010 Households	2,168	10,861	13,691
2010 Average Household Size	2.57	2.55	2.56
2020 Total Households	2,352	11,649	14,654
2020 Average Household Size	2.53	2.52	2.54
2022 Total Households	2,412	11,932	14,946
2022 Average Household Size	2.52	2.52	2.54
2027 Total Households	2,530	12,223	15,252
2027 Average Household Size	2.51	2.52	2.53
2022-2027 Annual Rate	0.96%	0.48%	0.41%
2010 Families	1,388	7,185	9,108
2010 Average Family Size	3.18	3.13	3.14
2022 Total Families	1,483	7,655	9,655
2022 Average Family Size	3.20	3.16	3.17
2027 Total Families	1,550	7,824	9,831
2027 Average Family Size	3.18	3.16	3.17
2022-2027 Annual Rate	0.89%	0.44%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,160	10,999	13,584
Owner Occupied Housing Units	47.1%	47.6%	49.5%
Renter Occupied Housing Units	44.6%	44.3%	42.3%
Vacant Housing Units	8.3%	8.1%	8.2%
2010 Housing Units	2,504	12,396	15,568
Owner Occupied Housing Units	36.1%	39.6%	42.4%
Renter Occupied Housing Units	50.5%	48.0%	45.5%
Vacant Housing Units	13.4%	12.4%	12.1%
2020 Housing Units	2,534	12,688	15,931
Vacant Housing Units	7.2%	8.2%	8.0%
2022 Housing Units	2,613	13,059	16,345
Owner Occupied Housing Units	35.1%	39.8%	41.5%
Renter Occupied Housing Units	57.2%	51.6%	49.9%
Vacant Housing Units	7.7%	8.6%	8.6%
2027 Housing Units	2,740	13,443	16,767
Owner Occupied Housing Units	36.1%	40.5%	42.3%
Renter Occupied Housing Units	56.3%	50.4%	48.7%
Vacant Housing Units	7.7%	9.1%	9.0%
<b>Median Household Income</b>			
2022	\$37,564	\$41,938	\$44,094
2027	\$45,228	\$48,078	\$50,886
<b>Median Home Value</b>			
2022	\$110,132	\$157,601	\$166,530
2027	\$139,096	\$177,063	\$184,242
<b>Per Capita Income</b>			
2022	\$20,291	\$24,447	\$25,371
2027	\$23,427	\$27,890	\$28,962
<b>Median Age</b>			
2010	32.5	33.0	34.3
2022	34.8	35.7	36.7
2027	35.8	36.3	37.3

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	2,412	11,932	14,946
<\$15,000	21.9%	19.1%	18.0%
\$15,000 - \$24,999	16.0%	12.6%	12.0%
\$25,000 - \$34,999	9.3%	11.7%	11.7%
\$35,000 - \$49,999	12.7%	12.3%	12.3%
\$50,000 - \$74,999	17.7%	17.1%	17.4%
\$75,000 - \$99,999	12.0%	11.3%	11.2%
\$100,000 - \$149,999	8.5%	11.1%	11.4%
\$150,000 - \$199,999	0.6%	1.9%	2.4%
\$200,000+	1.3%	2.9%	3.5%
Average Household Income	\$52,452	\$62,255	\$65,841
<b>2027 Households by Income</b>			
Household Income Base	2,530	12,223	15,252
<\$15,000	19.1%	15.8%	14.9%
\$15,000 - \$24,999	13.7%	10.7%	10.3%
\$25,000 - \$34,999	8.1%	11.9%	11.6%
\$35,000 - \$49,999	12.3%	12.9%	12.3%
\$50,000 - \$74,999	20.2%	16.4%	17.0%
\$75,000 - \$99,999	13.7%	12.0%	11.9%
\$100,000 - \$149,999	10.8%	14.8%	15.1%
\$150,000 - \$199,999	0.6%	2.3%	2.9%
\$200,000+	1.5%	3.2%	3.9%
Average Household Income	\$60,242	\$70,971	\$75,091
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	918	5,193	6,790
<\$50,000	17.6%	10.7%	9.4%
\$50,000 - \$99,999	28.2%	17.0%	15.6%
\$100,000 - \$149,999	20.7%	19.4%	18.2%
\$150,000 - \$199,999	20.6%	19.5%	20.7%
\$200,000 - \$249,999	5.3%	12.7%	13.2%
\$250,000 - \$299,999	3.3%	8.4%	9.2%
\$300,000 - \$399,999	1.9%	6.0%	6.7%
\$400,000 - \$499,999	0.9%	2.4%	2.8%
\$500,000 - \$749,999	1.0%	1.8%	1.8%
\$750,000 - \$999,999	0.1%	1.5%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.4%	0.5%	0.4%
Average Home Value	\$137,514	\$194,674	\$203,697
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	988	5,450	7,092
<\$50,000	14.2%	8.0%	6.9%
\$50,000 - \$99,999	21.0%	12.4%	11.2%
\$100,000 - \$149,999	19.0%	17.5%	16.1%
\$150,000 - \$199,999	26.5%	22.5%	23.2%
\$200,000 - \$249,999	7.2%	15.0%	15.2%
\$250,000 - \$299,999	5.4%	9.0%	9.7%
\$300,000 - \$399,999	2.8%	6.4%	7.3%
\$400,000 - \$499,999	1.4%	3.3%	3.9%
\$500,000 - \$749,999	1.9%	3.4%	3.5%
\$750,000 - \$999,999	0.2%	2.2%	2.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.4%	0.3%
Average Home Value	\$159,565	\$217,465	\$228,169

**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.

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<b>2010 Population by Age</b>			
Total	5,643	28,642	36,894
0 - 4	8.5%	8.3%	7.8%
5 - 9	7.8%	7.5%	7.2%
10 - 14	7.9%	7.3%	7.1%
15 - 24	15.3%	16.4%	15.6%
25 - 34	13.8%	13.1%	13.2%
35 - 44	13.2%	12.4%	12.7%
45 - 54	12.9%	12.9%	13.2%
55 - 64	9.4%	10.4%	10.7%
65 - 74	5.3%	5.9%	6.2%
75 - 84	4.3%	4.1%	4.3%
85 +	1.5%	1.8%	2.1%
18 +	70.6%	72.2%	73.3%
<b>2022 Population by Age</b>			
Total	6,123	30,587	39,079
0 - 4	7.3%	7.2%	6.9%
5 - 9	7.5%	7.3%	7.0%
10 - 14	7.3%	7.0%	6.8%
15 - 24	13.3%	12.7%	12.4%
25 - 34	14.8%	14.8%	14.7%
35 - 44	13.0%	12.5%	12.5%
45 - 54	11.5%	11.2%	11.4%
55 - 64	11.6%	11.6%	11.8%
65 - 74	8.1%	9.0%	9.4%
75 - 84	3.8%	4.5%	4.9%
85 +	1.8%	2.1%	2.4%
18 +	73.8%	74.7%	75.6%
<b>2027 Population by Age</b>			
Total	6,398	31,308	39,817
0 - 4	7.3%	7.2%	6.9%
5 - 9	7.3%	7.1%	6.8%
10 - 14	7.3%	7.0%	6.8%
15 - 24	13.1%	12.8%	12.3%
25 - 34	13.8%	14.1%	13.9%
35 - 44	13.4%	13.2%	13.3%
45 - 54	11.9%	11.1%	11.2%
55 - 64	11.0%	10.7%	10.8%
65 - 74	8.8%	9.4%	9.8%
75 - 84	4.5%	5.4%	5.8%
85 +	1.6%	2.1%	2.3%
18 +	73.9%	74.8%	75.7%
<b>2010 Population by Sex</b>			
Males	2,599	13,299	17,464
Females	3,045	15,345	19,429
<b>2022 Population by Sex</b>			
Males	2,822	14,228	18,404
Females	3,301	16,359	20,675
<b>2027 Population by Sex</b>			
Males	2,959	14,599	18,802
Females	3,438	16,709	21,014

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,644	28,644	36,892
White Alone	35.9%	45.2%	50.2%
Black Alone	55.7%	47.9%	43.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.8%	2.1%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.1%	2.8%	2.4%
Two or More Races	2.3%	1.7%	1.7%
Hispanic Origin	6.5%	4.6%	4.2%
Diversity Index	61.2	60.4	59.6
<b>2020 Population by Race/Ethnicity</b>			
Total	5,986	29,837	38,344
White Alone	26.7%	38.0%	42.9%
Black Alone	60.2%	50.5%	46.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.0%	3.2%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.6%	3.9%	3.5%
Two or More Races	5.0%	4.1%	4.0%
Hispanic Origin	8.4%	5.9%	5.4%
Diversity Index	62.7	64.1	64.1
<b>2022 Population by Race/Ethnicity</b>			
Total	6,123	30,587	39,079
White Alone	26.1%	37.9%	42.7%
Black Alone	60.6%	50.3%	46.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.9%	3.3%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.8%	3.9%	3.5%
Two or More Races	5.0%	4.2%	4.1%
Hispanic Origin	8.5%	5.9%	5.4%
Diversity Index	62.7	64.3	64.3
<b>2027 Population by Race/Ethnicity</b>			
Total	6,397	31,307	39,818
White Alone	24.9%	36.7%	41.4%
Black Alone	61.0%	50.7%	46.5%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.0%	3.6%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	4.1%	3.7%
Two or More Races	5.3%	4.4%	4.4%
Hispanic Origin	9.0%	6.0%	5.6%
Diversity Index	63.1	64.7	64.9
<b>2010 Population by Relationship and Household Type</b>			
Total	5,644	28,644	36,894
In Households	98.9%	96.8%	95.1%
In Family Households	81.9%	81.4%	80.1%
Householder	24.5%	25.1%	24.8%
Spouse	10.9%	13.0%	13.9%
Child	36.7%	35.1%	33.8%
Other relative	6.3%	5.3%	5.0%
Nonrelative	3.5%	2.9%	2.7%
In Nonfamily Households	17.0%	15.4%	14.9%
In Group Quarters	1.1%	3.2%	4.9%
Institutionalized Population	0.7%	1.1%	3.2%
Noninstitutionalized Population	0.4%	2.2%	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>2022 Population 25+ by Educational Attainment</b>			
Total	3,956	20,106	26,164
Less than 9th Grade	7.2%	5.4%	5.2%
9th - 12th Grade, No Diploma	13.9%	11.0%	10.8%
High School Graduate	35.3%	28.8%	27.2%
GED/Alternative Credential	6.5%	7.0%	7.4%
Some College, No Degree	18.8%	19.5%	20.3%
Associate Degree	7.7%	8.3%	8.0%
Bachelor's Degree	6.5%	13.6%	14.2%
Graduate/Professional Degree	4.1%	6.5%	6.9%
<b>2022 Population 15+ by Marital Status</b>			
Total	4,769	24,006	31,001
Never Married	40.2%	40.7%	39.8%
Married	38.2%	41.7%	42.7%
Widowed	8.6%	6.7%	7.0%
Divorced	13.0%	10.9%	10.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,890	14,684	18,572
Population 16+ Employed	93.9%	95.3%	95.5%
Population 16+ Unemployment rate	6.1%	4.7%	4.5%
Population 16-24 Employed	14.2%	14.2%	13.8%
Population 16-24 Unemployment rate	12.3%	13.7%	13.2%
Population 25-54 Employed	67.7%	65.3%	64.9%
Population 25-54 Unemployment rate	6.1%	3.9%	3.6%
Population 55-64 Employed	13.8%	15.0%	15.3%
Population 55-64 Unemployment rate	0.3%	0.6%	0.7%
Population 65+ Employed	4.4%	5.5%	5.9%
Population 65+ Unemployment rate	0.0%	0.0%	0.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,714	13,988	17,743
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	4.8%	5.0%	5.1%
Manufacturing	39.8%	28.8%	27.3%
Wholesale Trade	2.8%	2.7%	2.5%
Retail Trade	7.9%	9.5%	10.4%
Transportation/Utilities	4.7%	4.5%	4.7%
Information	1.9%	1.4%	1.3%
Finance/Insurance/Real Estate	2.5%	3.2%	3.5%
Services	34.3%	42.0%	41.8%
Public Administration	1.4%	2.6%	3.0%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,716	13,988	17,742
White Collar	29.9%	41.1%	43.8%
Management/Business/Financial	8.5%	9.7%	10.3%
Professional	9.0%	15.3%	16.4%
Sales	4.8%	7.5%	8.1%
Administrative Support	7.7%	8.6%	9.0%
Services	18.2%	18.5%	17.3%
Blue Collar	51.9%	40.4%	38.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.5%	4.7%	4.8%
Installation/Maintenance/Repair	3.7%	3.3%	3.5%
Production	25.6%	19.4%	18.2%
Transportation/Material Moving	18.1%	12.8%	12.3%

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<b>2010 Households by Type</b>			
Total	2,168	10,861	13,692
Households with 1 Person	30.3%	28.8%	28.5%
Households with 2+ People	69.7%	71.2%	71.5%
Family Households	64.0%	66.2%	66.5%
Husband-wife Families	28.9%	34.2%	37.2%
With Related Children	14.8%	15.8%	17.0%
Other Family (No Spouse Present)	35.1%	31.9%	29.4%
Other Family with Male Householder	6.4%	5.4%	5.2%
With Related Children	3.5%	2.9%	2.9%
Other Family with Female Householder	28.7%	26.5%	24.2%
With Related Children	20.7%	18.9%	17.1%
Nonfamily Households	5.7%	5.1%	5.0%
All Households with Children	39.6%	38.2%	37.6%
Multigenerational Households	7.1%	6.3%	6.0%
Unmarried Partner Households	7.9%	7.1%	6.7%
Male-female	7.5%	6.5%	6.1%
Same-sex	0.4%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,167	10,861	13,691
1 Person Household	30.3%	28.8%	28.5%
2 Person Household	26.7%	29.5%	29.8%
3 Person Household	18.6%	17.8%	17.7%
4 Person Household	12.8%	13.1%	13.4%
5 Person Household	6.6%	6.4%	6.4%
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	2,168	10,863	13,691
Owner Occupied	41.7%	45.2%	48.2%
Owned with a Mortgage/Loan	27.8%	30.3%	32.5%
Owned Free and Clear	13.9%	14.9%	15.7%
Renter Occupied	58.3%	54.8%	51.8%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	156	119	118
Percent of Income for Mortgage	15.5%	19.8%	19.9%
Wealth Index	31	43	49
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,504	12,396	15,568
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	98.7%	92.8%	85.5%
Rural Housing Units	1.3%	7.2%	14.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,644	28,643	36,894
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	98.9%	92.3%	85.0%
Rural Population	1.1%	7.7%	15.0%

**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.	Hometown Heritage (8G)	Bright Young Professionals (8C)	Middleburg (4C)
2.	Bright Young Professionals (8C)	Middleburg (4C)	Bright Young Professionals (8C)
3.	Heartland Communities (6F)	Modest Income Homes (12D)	Modest Income Homes (12D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,040,526	\$17,638,926	\$23,186,290
Average Spent	\$1,260.58	\$1,478.29	\$1,551.34
Spending Potential Index	52	61	64
Education: Total \$	\$2,134,871	\$12,750,518	\$16,833,497
Average Spent	\$885.10	\$1,068.60	\$1,126.29
Spending Potential Index	45	54	57
Entertainment/Recreation: Total \$	\$4,600,844	\$26,586,379	\$35,327,891
Average Spent	\$1,907.48	\$2,228.16	\$2,363.70
Spending Potential Index	52	61	64
Food at Home: Total \$	\$7,911,170	\$45,412,599	\$60,055,270
Average Spent	\$3,279.92	\$3,805.95	\$4,018.15
Spending Potential Index	53	61	65
Food Away from Home: Total \$	\$5,328,127	\$31,166,416	\$41,081,045
Average Spent	\$2,209.01	\$2,612.00	\$2,748.63
Spending Potential Index	51	61	64
Health Care: Total \$	\$9,194,868	\$52,913,822	\$70,402,339
Average Spent	\$3,812.13	\$4,434.61	\$4,710.45
Spending Potential Index	54	63	66
HH Furnishings & Equipment: Total \$	\$3,115,609	\$18,392,461	\$24,401,380
Average Spent	\$1,291.71	\$1,541.44	\$1,632.64
Spending Potential Index	50	60	64
Personal Care Products & Services: Total \$	\$1,275,067	\$7,440,550	\$9,804,388
Average Spent	\$528.63	\$623.58	\$655.99
Spending Potential Index	52	61	64
Shelter: Total \$	\$27,210,990	\$160,040,080	\$210,657,060
Average Spent	\$11,281.50	\$13,412.68	\$14,094.54
Spending Potential Index	49	59	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,130,510	\$19,034,893	\$25,530,275
Average Spent	\$1,297.89	\$1,595.28	\$1,708.17
Spending Potential Index	48	59	63
Travel: Total \$	\$3,255,363	\$19,606,722	\$26,060,064
Average Spent	\$1,349.65	\$1,643.20	\$1,743.61
Spending Potential Index	47	57	61
Vehicle Maintenance & Repairs: Total \$	\$1,649,738	\$9,515,649	\$12,591,320
Average Spent	\$683.97	\$797.49	\$842.45
Spending Potential Index	54	63	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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.