



Market Profile

255 Moran Springs Rd NE, Milledgeville, Georgia, 31061
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.12786
Longitude: -83.14501

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	102	1,870	5,339
2010 Total Population	123	2,236	6,262
2021 Total Population	131	2,313	6,487
2021 Group Quarters	0	0	1
2026 Total Population	132	2,310	6,481
2021-2026 Annual Rate	0.15%	-0.03%	-0.02%
2021 Total Daytime Population	74	1,364	4,364
Workers	18	323	990
Residents	56	1,041	3,374
Household Summary			
2000 Households	39	723	2,032
2000 Average Household Size	2.62	2.59	2.57
2010 Households	49	898	2,500
2010 Average Household Size	2.51	2.49	2.50
2021 Households	53	942	2,624
2021 Average Household Size	2.47	2.46	2.47
2026 Households	53	946	2,635
2026 Average Household Size	2.49	2.44	2.46
2021-2026 Annual Rate	0.00%	0.08%	0.08%
2010 Families	36	666	1,755
2010 Average Family Size	2.92	2.87	2.94
2021 Families	39	688	1,812
2021 Average Family Size	2.85	2.86	2.93
2026 Families	39	688	1,811
2026 Average Family Size	2.87	2.85	2.92
2021-2026 Annual Rate	0.00%	0.00%	-0.01%
Housing Unit Summary			
2000 Housing Units	45	839	2,402
Owner Occupied Housing Units	80.0%	76.5%	66.6%
Renter Occupied Housing Units	6.7%	9.5%	17.9%
Vacant Housing Units	13.3%	13.9%	15.4%
2010 Housing Units	57	1,061	3,087
Owner Occupied Housing Units	73.7%	70.7%	56.9%
Renter Occupied Housing Units	12.3%	13.9%	24.1%
Vacant Housing Units	14.0%	15.4%	19.0%
2021 Housing Units	60	1,101	3,206
Owner Occupied Housing Units	76.7%	71.8%	57.4%
Renter Occupied Housing Units	11.7%	13.8%	24.4%
Vacant Housing Units	11.7%	14.4%	18.2%
2026 Housing Units	62	1,130	3,290
Owner Occupied Housing Units	74.2%	70.5%	56.5%
Renter Occupied Housing Units	11.3%	13.2%	23.6%
Vacant Housing Units	14.5%	16.3%	19.9%
Median Household Income			
2021	\$75,000	\$66,508	\$61,998
2026	\$79,191	\$73,045	\$67,161
Median Home Value			
2021	\$229,545	\$200,000	\$170,059
2026	\$250,000	\$224,006	\$202,725
Per Capita Income			
2021	\$37,028	\$32,376	\$31,119
2026	\$40,951	\$36,007	\$34,325
Median Age			
2010	46.0	43.5	38.2
2021	48.4	46.8	40.6
2026	50.3	48.2	41.9

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	53	942	2,624
<\$15,000	11.3%	9.8%	8.2%
\$15,000 - \$24,999	3.8%	5.4%	12.0%
\$25,000 - \$34,999	0.0%	3.1%	5.5%
\$35,000 - \$49,999	3.8%	9.8%	9.6%
\$50,000 - \$74,999	30.2%	29.1%	24.9%
\$75,000 - \$99,999	18.9%	19.2%	18.8%
\$100,000 - \$149,999	18.9%	16.0%	13.1%
\$150,000 - \$199,999	7.5%	5.0%	4.2%
\$200,000+	3.8%	2.7%	3.7%
Average Household Income	\$87,324	\$78,410	\$75,783
2026 Households by Income			
Household Income Base	53	946	2,635
<\$15,000	9.4%	7.4%	6.6%
\$15,000 - \$24,999	3.8%	4.4%	10.7%
\$25,000 - \$34,999	0.0%	2.7%	5.0%
\$35,000 - \$49,999	3.8%	8.5%	8.5%
\$50,000 - \$74,999	28.3%	28.4%	24.9%
\$75,000 - \$99,999	20.8%	20.9%	20.5%
\$100,000 - \$149,999	22.6%	19.1%	15.3%
\$150,000 - \$199,999	7.5%	5.7%	4.7%
\$200,000+	3.8%	2.7%	3.8%
Average Household Income	\$97,313	\$86,683	\$83,148
2021 Owner Occupied Housing Units by Value			
Total	46	790	1,841
<\$50,000	6.5%	10.5%	11.3%
\$50,000 - \$99,999	15.2%	26.2%	25.6%
\$100,000 - \$149,999	10.9%	8.6%	7.6%
\$150,000 - \$199,999	4.3%	4.8%	13.7%
\$200,000 - \$249,999	23.9%	18.4%	16.6%
\$250,000 - \$299,999	6.5%	5.1%	4.9%
\$300,000 - \$399,999	17.4%	14.4%	13.1%
\$400,000 - \$499,999	2.2%	1.8%	1.4%
\$500,000 - \$749,999	10.9%	7.5%	4.2%
\$750,000 - \$999,999	4.3%	3.0%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$276,596	\$227,841	\$199,077
2026 Owner Occupied Housing Units by Value			
Total	46	797	1,860
<\$50,000	2.2%	6.6%	7.5%
\$50,000 - \$99,999	8.7%	20.7%	20.2%
\$100,000 - \$149,999	8.7%	6.9%	6.6%
\$150,000 - \$199,999	4.3%	5.1%	14.7%
\$200,000 - \$249,999	26.1%	22.1%	19.7%
\$250,000 - \$299,999	8.7%	6.0%	5.9%
\$300,000 - \$399,999	21.7%	18.6%	17.3%
\$400,000 - \$499,999	2.2%	2.1%	1.7%
\$500,000 - \$749,999	13.0%	8.7%	4.9%
\$750,000 - \$999,999	4.3%	3.1%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$313,587	\$257,215	\$224,785

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	122	2,236	6,260
0 - 4	4.9%	5.7%	6.9%
5 - 9	5.7%	6.1%	6.8%
10 - 14	5.7%	6.5%	6.5%
15 - 24	10.7%	11.2%	14.1%
25 - 34	9.0%	9.6%	11.8%
35 - 44	12.3%	12.8%	12.9%
45 - 54	17.2%	15.9%	14.5%
55 - 64	17.2%	15.8%	13.4%
65 - 74	11.5%	11.1%	8.5%
75 - 84	4.9%	4.3%	3.8%
85 +	0.8%	0.8%	0.8%
18 +	79.5%	77.3%	75.4%
2021 Population by Age			
Total	131	2,313	6,486
0 - 4	4.6%	5.0%	6.0%
5 - 9	5.3%	5.7%	6.3%
10 - 14	5.3%	6.0%	6.4%
15 - 24	8.4%	8.7%	10.7%
25 - 34	11.5%	11.4%	14.1%
35 - 44	10.7%	11.1%	11.6%
45 - 54	12.2%	12.1%	11.7%
55 - 64	16.8%	16.8%	14.4%
65 - 74	16.0%	15.6%	12.6%
75 - 84	7.6%	6.3%	4.9%
85 +	1.5%	1.4%	1.3%
18 +	81.7%	80.4%	78.0%
2026 Population by Age			
Total	133	2,311	6,481
0 - 4	4.5%	4.9%	5.8%
5 - 9	5.3%	5.4%	6.0%
10 - 14	5.3%	6.2%	6.4%
15 - 24	9.0%	8.8%	11.4%
25 - 34	9.0%	9.6%	11.2%
35 - 44	10.5%	11.4%	12.9%
45 - 54	12.8%	11.9%	11.1%
55 - 64	15.0%	14.8%	13.3%
65 - 74	16.5%	16.9%	13.5%
75 - 84	9.8%	8.2%	6.7%
85 +	2.3%	1.9%	1.6%
18 +	80.5%	80.2%	78.2%
2010 Population by Sex			
Males	61	1,092	2,995
Females	62	1,144	3,267
2021 Population by Sex			
Males	64	1,129	3,134
Females	67	1,185	3,353
2026 Population by Sex			
Males	64	1,126	3,139
Females	67	1,184	3,342

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 Race/Ethnicity			
Total	122	2,236	6,261
White Alone	69.7%	65.7%	56.5%
Black Alone	29.5%	32.7%	41.3%
American Indian Alone	0.0%	0.2%	0.3%
Asian Alone	0.0%	0.1%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.3%
Two or More Races	0.8%	1.2%	1.2%
Hispanic Origin	1.6%	1.2%	1.2%
Diversity Index	45.5	47.3	52.2
2021 Population by Race/Ethnicity			
Total	130	2,314	6,486
White Alone	66.2%	62.5%	53.3%
Black Alone	32.3%	35.4%	43.8%
American Indian Alone	0.0%	0.3%	0.3%
Asian Alone	0.0%	0.2%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.4%
Two or More Races	1.5%	1.5%	1.6%
Hispanic Origin	1.5%	1.4%	1.5%
Diversity Index	48.2	49.8	53.8
2026 Population by Race/Ethnicity			
Total	130	2,309	6,482
White Alone	65.4%	61.6%	52.4%
Black Alone	33.1%	35.9%	44.3%
American Indian Alone	0.0%	0.3%	0.4%
Asian Alone	0.0%	0.3%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.4%
Two or More Races	1.5%	1.8%	1.9%
Hispanic Origin	1.5%	1.5%	1.7%
Diversity Index	49.5	50.7	54.4
2010 Population by Relationship and Household Type			
Total	123	2,236	6,262
In Households	100.0%	100.0%	100.0%
In Family Households	87.8%	87.9%	84.9%
Householder	30.9%	30.0%	28.5%
Spouse	23.6%	22.3%	18.7%
Child	27.6%	30.5%	32.1%
Other relative	3.3%	2.7%	3.0%
Nonrelative	2.4%	2.3%	2.6%
In Nonfamily Households	12.2%	12.1%	15.0%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	101	1,726	4,586
Less than 9th Grade	3.0%	2.5%	1.5%
9th - 12th Grade, No Diploma	5.9%	5.8%	5.3%
High School Graduate	37.6%	33.6%	29.9%
GED/Alternative Credential	7.9%	6.6%	5.8%
Some College, No Degree	11.9%	19.4%	21.7%
Associate Degree	7.9%	8.4%	9.7%
Bachelor's Degree	15.8%	14.9%	17.4%
Graduate/Professional Degree	9.9%	8.7%	8.6%
2021 Population 15+ by Marital Status			
Total	111	1,928	5,277
Never Married	18.0%	25.6%	29.0%
Married	71.2%	60.5%	57.2%
Widowed	3.6%	3.9%	4.8%
Divorced	7.2%	10.0%	9.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	79	1,345	3,248
Population 16+ Employed	96.2%	96.1%	96.8%
Population 16+ Unemployment rate	3.8%	3.9%	3.2%
Population 16-24 Employed	6.6%	8.0%	10.4%
Population 16-24 Unemployment rate	37.5%	27.0%	16.5%
Population 25-54 Employed	51.3%	53.1%	61.2%
Population 25-54 Unemployment rate	2.5%	1.6%	1.6%
Population 55-64 Employed	23.7%	22.5%	18.1%
Population 55-64 Unemployment rate	0.0%	0.7%	1.6%
Population 65+ Employed	18.4%	16.5%	10.2%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	76	1,293	3,143
Agriculture/Mining	6.6%	4.8%	2.8%
Construction	2.6%	3.9%	4.8%
Manufacturing	9.2%	9.4%	13.6%
Wholesale Trade	0.0%	0.5%	0.3%
Retail Trade	15.8%	13.8%	11.7%
Transportation/Utilities	11.8%	8.5%	6.8%
Information	1.3%	1.0%	1.0%
Finance/Insurance/Real Estate	2.6%	1.8%	4.5%
Services	42.1%	44.9%	44.8%
Public Administration	10.5%	11.5%	9.7%
2021 Employed Population 16+ by Occupation			
Total	76	1,293	3,143
White Collar	44.7%	43.0%	45.2%
Management/Business/Financial	6.6%	7.7%	9.0%
Professional	32.9%	26.8%	23.2%
Sales	3.9%	4.4%	7.0%
Administrative Support	1.3%	4.2%	6.1%
Services	18.4%	24.2%	23.7%
Blue Collar	36.8%	32.8%	31.1%
Farming/Forestry/Fishing	2.6%	2.0%	0.9%
Construction/Extraction	3.9%	4.4%	4.9%
Installation/Maintenance/Repair	9.2%	9.1%	6.3%
Production	10.5%	8.4%	10.5%
Transportation/Material Moving	10.5%	8.8%	8.5%

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2010 Households by Type			
Total	49	898	2,500
Households with 1 Person	22.4%	22.7%	23.7%
Households with 2+ People	77.6%	77.3%	76.3%
Family Households	73.5%	74.2%	70.2%
Husband-wife Families	57.1%	54.9%	46.2%
With Related Children	16.3%	17.7%	16.8%
Other Family (No Spouse Present)	16.3%	19.4%	24.0%
Other Family with Male Householder	4.1%	4.5%	4.5%
With Related Children	2.0%	2.7%	2.8%
Other Family with Female Householder	14.3%	14.9%	19.5%
With Related Children	8.2%	9.5%	13.6%
Nonfamily Households	4.1%	3.1%	6.1%
All Households with Children	28.6%	30.6%	33.8%
Multigenerational Households	4.1%	5.0%	4.4%
Unmarried Partner Households	4.1%	4.8%	6.7%
Male-female	4.1%	4.1%	5.9%
Same-sex	0.0%	0.7%	0.8%
2010 Households by Size			
Total	48	899	2,500
1 Person Household	22.9%	22.7%	23.7%
2 Person Household	41.7%	40.3%	37.7%
3 Person Household	16.7%	16.8%	18.3%
4 Person Household	12.5%	12.8%	12.8%
5 Person Household	2.1%	4.4%	4.8%
6 Person Household	2.1%	1.7%	1.8%
7 + Person Household	2.1%	1.3%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	49	898	2,500
Owner Occupied	85.7%	83.5%	70.2%
Owned with a Mortgage/Loan	57.1%	53.5%	44.8%
Owned Free and Clear	28.6%	30.1%	25.4%
Renter Occupied	14.3%	16.5%	29.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	0	179	197
Percent of Income for Mortgage	0.0%	12.6%	11.5%
Wealth Index	101	84	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	57	1,061	3,087
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.1%	30.6%
Rural Housing Units	100.0%	99.9%	69.4%
2010 Population By Urban/ Rural Status			
Total Population	123	2,236	6,262
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	30.5%
Rural Population	100.0%	100.0%	69.5%

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.	Rooted Rural (10B)	Rooted Rural (10B)	Old and Newcomers (8F)
2.		Rural Bypasses (10E)	Rooted Rural (10B)
3.		Southern Satellites (10A)	Rural Bypasses (10E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$104,472	\$1,638,826	\$4,529,936
Average Spent	\$1,971.17	\$1,739.73	\$1,726.35
Spending Potential Index	93	82	81
Education: Total \$	\$63,734	\$1,007,264	\$3,029,596
Average Spent	\$1,202.53	\$1,069.28	\$1,154.57
Spending Potential Index	70	62	67
Entertainment/Recreation: Total \$	\$193,618	\$3,000,329	\$7,648,573
Average Spent	\$3,653.17	\$3,185.06	\$2,914.85
Spending Potential Index	113	99	90
Food at Home: Total \$	\$326,087	\$5,129,326	\$13,111,103
Average Spent	\$6,152.58	\$5,445.14	\$4,996.61
Spending Potential Index	113	100	92
Food Away from Home: Total \$	\$198,670	\$3,121,793	\$8,396,511
Average Spent	\$3,748.49	\$3,314.01	\$3,199.89
Spending Potential Index	99	87	84
Health Care: Total \$	\$408,459	\$6,332,710	\$15,793,748
Average Spent	\$7,706.77	\$6,722.62	\$6,018.96
Spending Potential Index	124	108	97
HH Furnishings & Equipment: Total \$	\$120,798	\$1,894,991	\$5,037,621
Average Spent	\$2,279.21	\$2,011.67	\$1,919.83
Spending Potential Index	101	89	85
Personal Care Products & Services: Total \$	\$43,497	\$681,994	\$1,906,767
Average Spent	\$820.70	\$723.99	\$726.66
Spending Potential Index	91	81	81
Shelter: Total \$	\$850,509	\$13,401,032	\$39,172,622
Average Spent	\$16,047.34	\$14,226.15	\$14,928.59
Spending Potential Index	80	71	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$142,776	\$2,236,988	\$5,794,488
Average Spent	\$2,693.89	\$2,374.72	\$2,208.27
Spending Potential Index	113	99	92
Travel: Total \$	\$112,581	\$1,755,614	\$4,976,789
Average Spent	\$2,124.17	\$1,863.71	\$1,896.64
Spending Potential Index	84	74	75
Vehicle Maintenance & Repairs: Total \$	\$70,560	\$1,107,916	\$2,802,034
Average Spent	\$1,331.32	\$1,176.13	\$1,067.85
Spending Potential Index	120	106	96

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.

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