



# Market Profile

Demorest City, GA  
 Demorest city, GA (1322304)  
 Place

Demorest city, G...

Demorest city, G...	
<b>Population Summary</b>	
2000 Total Population	1,548
2010 Total Population	1,823
2014 Total Population	1,984
2014 Group Quarters	302
2019 Total Population	2,121
2014-2019 Annual Rate	1.34%
<b>Household Summary</b>	
2000 Households	557
2000 Average Household Size	2.33
2010 Households	619
2010 Average Household Size	2.24
2014 Households	664
2014 Average Household Size	2.53
2019 Households	712
2019 Average Household Size	2.55
2014-2019 Annual Rate	1.41%
2010 Families	358
2010 Average Family Size	2.95
2014 Families	455
2014 Average Family Size	3.06
2019 Families	485
2019 Average Family Size	3.10
2014-2019 Annual Rate	1.29%
<b>Housing Unit Summary</b>	
2000 Housing Units	628
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	11.3%
2010 Housing Units	738
Owner Occupied Housing Units	42.7%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	16.1%
2014 Housing Units	798
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	16.8%
2019 Housing Units	858
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	17.0%
<b>Median Household Income</b>	
2014	\$35,477
2019	\$42,820
<b>Median Home Value</b>	
2014	\$116,992
2019	\$137,158
<b>Per Capita Income</b>	
2014	\$17,624
2019	\$20,114
<b>Median Age</b>	
2010	25.9
2014	32.4
2019	34.2

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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## 2014 Households by Income

Household Income Base	664
<\$15,000	19.1%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	15.2%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	2.9%
\$200,000+	2.4%

Average Household Income \$50,830

## 2019 Households by Income

Household Income Base	712
<\$15,000	17.7%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	3.4%
\$200,000+	3.1%

Average Household Income \$58,609

## 2014 Owner Occupied Housing Units by Value

Total	423
<\$50,000	11.6%
\$50,000 - \$99,999	28.1%
\$100,000 - \$149,999	30.3%
\$150,000 - \$199,999	15.1%
\$200,000 - \$249,999	6.9%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	1.7%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.5%

Average Home Value \$136,229

## 2019 Owner Occupied Housing Units by Value

Total	461
<\$50,000	6.7%
\$50,000 - \$99,999	19.7%
\$100,000 - \$149,999	31.7%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	10.8%
\$250,000 - \$299,999	6.5%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.4%

Average Home Value \$157,375

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



# Market Profile

Demorest City, GA  
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## 2010 Population by Age

Total	1,823
0 - 4	5.9%
5 - 9	4.9%
10 - 14	5.0%
15 - 24	33.0%
25 - 34	11.9%
35 - 44	9.2%
45 - 54	8.0%
55 - 64	8.1%
65 - 74	7.0%
75 - 84	3.9%
85 +	3.2%
18 +	82.1%

## 2014 Population by Age

Total	1,984
0 - 4	5.9%
5 - 9	6.0%
10 - 14	5.2%
15 - 24	24.4%
25 - 34	11.3%
35 - 44	11.3%
45 - 54	10.1%
55 - 64	10.9%
65 - 74	8.5%
75 - 84	4.7%
85 +	1.6%
18 +	79.8%

## 2019 Population by Age

Total	2,119
0 - 4	5.9%
5 - 9	5.8%
10 - 14	5.4%
15 - 24	23.1%
25 - 34	10.7%
35 - 44	11.3%
45 - 54	10.0%
55 - 64	10.8%
65 - 74	9.8%
75 - 84	5.5%
85 +	1.7%
18 +	80.0%

## 2010 Population by Sex

Males	810
Females	1,013

## 2014 Population by Sex

Males	942
Females	1,042

## 2019 Population by Sex

Males	1,006
Females	1,113

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Demorest City, GA  
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Place

Demorest city, G...

## 2010 Population by Race/Ethnicity

Total	1,823
White Alone	88.2%
Black Alone	3.2%
American Indian Alone	0.2%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	2.4%
Hispanic Origin	6.8%
Diversity Index	32.0

## 2014 Population by Race/Ethnicity

Total	1,983
White Alone	85.9%
Black Alone	4.0%
American Indian Alone	0.2%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.3%
Two or More Races	2.1%
Hispanic Origin	8.9%
Diversity Index	38.0

## 2019 Population by Race/Ethnicity

Total	2,122
White Alone	82.1%
Black Alone	5.8%
American Indian Alone	0.1%
Asian Alone	2.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.8%
Two or More Races	2.2%
Hispanic Origin	11.3%
Diversity Index	45.7

## 2010 Population by Relationship and Household Type

Total	1,823
In Households	76.2%
In Family Households	59.7%
Householder	19.6%
Spouse	13.4%
Child	21.2%
Other relative	3.7%
Nonrelative	1.8%
In Nonfamily Households	16.5%
In Group Quarters	23.8%
Institutionalized Population	0.0%
Noninstitutionalized Population	23.8%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



## Market Profile

Demorest City, GA  
 Demorest city, GA (1322304)  
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Demorest city, G...

### 2014 Population 25+ by Educational Attainment

Total	1,159
Less than 9th Grade	7.8%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	25.1%
GED/Alternative Credential	9.0%
Some College, No Degree	24.0%
Associate Degree	6.6%
Bachelor's Degree	10.4%
Graduate/Professional Degree	12.3%

### 2014 Population 15+ by Marital Status

Total	1,644
Never Married	41.1%
Married	42.1%
Widowed	5.7%
Divorced	11.2%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	95.2%
Civilian Unemployed	4.8%

### 2014 Employed Population 16+ by Industry

Total	832
Agriculture/Mining	4.4%
Construction	3.0%
Manufacturing	18.4%
Wholesale Trade	3.0%
Retail Trade	10.5%
Transportation/Utilities	3.2%
Information	1.7%
Finance/Insurance/Real Estate	3.5%
Services	48.2%
Public Administration	4.1%

### 2014 Employed Population 16+ by Occupation

Total	831
White Collar	57.2%
Management/Business/Financial	15.5%
Professional	16.7%
Sales	6.5%
Administrative Support	18.4%
Services	11.3%
Blue Collar	31.5%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	3.7%
Production	13.7%
Transportation/Material Moving	10.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



## Market Profile

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Demorest city, G...

### 2010 Households by Type

Total	619
Households with 1 Person	37.3%
Households with 2+ People	62.7%
Family Households	57.8%
Husband-wife Families	39.4%
With Related Children	15.2%
Other Family (No Spouse Present)	18.4%
Other Family with Male Householder	4.4%
With Related Children	2.6%
Other Family with Female Householder	14.1%
With Related Children	9.7%
Nonfamily Households	4.8%

### All Households with Children

27.9%

### Multigenerational Households

3.7%

### Unmarried Partner Households

5.8%

#### Male-female

4.7%

#### Same-sex

1.1%

### 2010 Households by Size

Total	619
1 Person Household	37.3%
2 Person Household	32.8%
3 Person Household	12.8%
4 Person Household	10.2%
5 Person Household	2.9%
6 Person Household	2.4%
7 + Person Household	1.6%

### 2010 Households by Tenure and Mortgage Status

Total	619
Owner Occupied	50.9%
Owned with a Mortgage/Loan	32.8%
Owned Free and Clear	18.1%
Renter Occupied	49.1%



# Market Profile

Waleska City, GA  
 Waleska city, GA (1379948)  
 Place

Waleska city, GA...

Population Summary	
2000 Total Population	492
2010 Total Population	644
2014 Total Population	651
2014 Group Quarters	75
2019 Total Population	671
2014-2019 Annual Rate	0.61%
Household Summary	
2000 Households	69
2000 Average Household Size	6.20
2010 Households	96
2010 Average Household Size	2.58
2014 Households	101
2014 Average Household Size	5.70
2019 Households	109
2019 Average Household Size	5.47
2014-2019 Annual Rate	1.54%
2010 Families	62
2010 Average Family Size	3.10
2014 Families	79
2014 Average Family Size	6.46
2019 Families	85
2019 Average Family Size	6.20
2014-2019 Annual Rate	1.47%
Housing Unit Summary	
2000 Housing Units	77
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	10.4%
2010 Housing Units	111
Owner Occupied Housing Units	42.3%
Renter Occupied Housing Units	44.1%
Vacant Housing Units	13.5%
2014 Housing Units	117
Owner Occupied Housing Units	72.6%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	13.7%
2019 Housing Units	125
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	14.4%
Vacant Housing Units	12.8%
Median Household Income	
2014	\$59,361
2019	\$73,320
Median Home Value	
2014	\$193,750
2019	\$231,250
Per Capita Income	
2014	\$24,923
2019	\$29,128
Median Age	
2010	21.9
2014	39.0
2019	40.0

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waleska City, GA  
 Waleska city, GA (1379948)  
 Place

Waleska city, GA...

## 2014 Households by Income

Household Income Base	100
<\$15,000	9.0%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	5.0%
\$200,000+	3.0%

Average Household Income \$78,738

## 2019 Households by Income

Household Income Base	110
<\$15,000	8.2%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	6.4%
\$200,000+	3.6%

Average Household Income \$86,068

## 2014 Owner Occupied Housing Units by Value

Total	85
<\$50,000	3.5%
\$50,000 - \$99,999	9.4%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	23.5%
\$200,000 - \$249,999	20.0%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	1.2%

Average Home Value \$234,412

## 2019 Owner Occupied Housing Units by Value

Total	90
<\$50,000	1.1%
\$50,000 - \$99,999	3.3%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	26.7%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.0%

Average Home Value \$270,833

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waleska City, GA  
 Waleska city, GA (1379948)  
 Place

Waleska city, GA...

## 2010 Population by Age

Total	644
0 - 4	1.9%
5 - 9	2.3%
10 - 14	3.6%
15 - 24	65.7%
25 - 34	4.5%
35 - 44	6.4%
45 - 54	4.0%
55 - 64	3.7%
65 - 74	4.3%
75 - 84	2.5%
85 +	1.1%
18 +	90.8%

## 2014 Population by Age

Total	652
0 - 4	4.4%
5 - 9	5.1%
10 - 14	6.9%
15 - 24	20.7%
25 - 34	8.7%
35 - 44	11.7%
45 - 54	14.4%
55 - 64	13.5%
65 - 74	10.1%
75 - 84	3.5%
85 +	0.9%
18 +	79.9%

## 2019 Population by Age

Total	670
0 - 4	4.3%
5 - 9	4.8%
10 - 14	5.7%
15 - 24	20.6%
25 - 34	9.7%
35 - 44	10.4%
45 - 54	13.9%
55 - 64	13.9%
65 - 74	10.9%
75 - 84	4.8%
85 +	1.0%
18 +	81.3%

## 2010 Population by Sex

Males	301
Females	343

## 2014 Population by Sex

Males	322
Females	330

## 2019 Population by Sex

Males	330
Females	340

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waleska City, GA  
Waleska city, GA (1379948)  
Place

Waleska city, GA...

### 2010 Population by Race/Ethnicity

Total	644
White Alone	85.1%
Black Alone	8.9%
American Indian Alone	0.2%
Asian Alone	1.4%
Pacific Islander Alone	0.3%
Some Other Race Alone	1.2%
Two or More Races	3.0%
Hispanic Origin	3.7%
Diversity Index	32.0

### 2014 Population by Race/Ethnicity

Total	651
White Alone	94.9%
Black Alone	2.0%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.6%
Two or More Races	1.7%
Hispanic Origin	3.2%
Diversity Index	15.5

### 2019 Population by Race/Ethnicity

Total	671
White Alone	94.0%
Black Alone	2.2%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	2.1%
Hispanic Origin	3.9%
Diversity Index	18.1

### 2010 Population by Relationship and Household Type

Total	644
In Households	38.5%
In Family Households	30.7%
Householder	9.6%
Spouse	6.5%
Child	11.8%
Other relative	1.9%
Nonrelative	0.9%
In Nonfamily Households	7.8%
In Group Quarters	61.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	61.5%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Waleska City, GA  
 Waleska city, GA (1379948)  
 Place

Waleska city, GA...

## 2014 Population 25+ by Educational Attainment

Total	410
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	14.9%
High School Graduate	32.9%
GED/Alternative Credential	5.4%
Some College, No Degree	18.5%
Associate Degree	8.3%
Bachelor's Degree	10.0%
Graduate/Professional Degree	5.6%

## 2014 Population 15+ by Marital Status

Total	544
Never Married	33.1%
Married	51.1%
Widowed	5.3%
Divorced	10.5%

## 2014 Civilian Population 16+ in Labor Force

Civilian Employed	89.7%
Civilian Unemployed	10.3%

## 2014 Employed Population 16+ by Industry

Total	271
Agriculture/Mining	1.1%
Construction	10.8%
Manufacturing	10.8%
Wholesale Trade	2.2%
Retail Trade	12.3%
Transportation/Utilities	4.8%
Information	0.4%
Finance/Insurance/Real Estate	5.2%
Services	42.4%
Public Administration	10.0%

## 2014 Employed Population 16+ by Occupation

Total	271
White Collar	60.5%
Management/Business/Financial	12.5%
Professional	14.8%
Sales	15.5%
Administrative Support	17.7%
Services	18.1%
Blue Collar	21.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	4.8%
Production	3.3%
Transportation/Material Moving	7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



## Market Profile

Waleska City, GA  
Waleska city, GA (1379948)  
Place

Waleska city, GA...

### 2010 Households by Type

Total	96
Households with 1 Person	28.1%
Households with 2+ People	71.9%
Family Households	64.6%
Husband-wife Families	43.8%
With Related Children	15.6%
Other Family (No Spouse Present)	20.8%
Other Family with Male Householder	12.5%
With Related Children	9.4%
Other Family with Female Householder	8.3%
With Related Children	5.2%
Nonfamily Households	7.3%
All Households with Children	30.2%

### 2010 Households by Size

Total	96
1 Person Household	28.1%
2 Person Household	36.5%
3 Person Household	14.6%
4 Person Household	8.3%
5 Person Household	6.3%
6 Person Household	2.1%
7 + Person Household	4.2%

### 2010 Households by Tenure and Mortgage Status

Total	96
Owner Occupied	49.0%
Owned with a Mortgage/Loan	18.8%
Owned Free and Clear	30.2%
Renter Occupied	51.0%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 07, 2014



# Market Profile

Waleska City, GA  
 Waleska city, GA (1379948)  
 Place

**Waleska city, GA...**

## Top 3 Tapestry Segments

1. Green Acres (6A)
2. The Great Outdoors (6C)
3. Southern Satellites (10A)

## 2014 Consumer Spending

Apparel & Services: Total \$	\$156,144
Average Spent	\$1,545.98
Spending Potential Index	69
Computers & Accessories: Total \$	\$27,514
Average Spent	\$272.42
Spending Potential Index	107
Education: Total \$	\$152,255
Average Spent	\$1,507.48
Spending Potential Index	101
Entertainment/Recreation: Total \$	\$372,445
Average Spent	\$3,687.57
Spending Potential Index	114
Food at Home: Total \$	\$557,531
Average Spent	\$5,520.11
Spending Potential Index	108
Food Away from Home: Total \$	\$345,294
Average Spent	\$3,418.75
Spending Potential Index	107
Health Care: Total \$	\$543,847
Average Spent	\$5,384.62
Spending Potential Index	116
HH Furnishings & Equipment: Total \$	\$176,836
Average Spent	\$1,750.85
Spending Potential Index	98
Investments: Total \$	\$322,210
Average Spent	\$3,190.20
Spending Potential Index	119
Retail Goods: Total \$	\$2,705,644
Average Spent	\$26,788.55
Spending Potential Index	108
Shelter: Total \$	\$1,687,959
Average Spent	\$16,712.47
Spending Potential Index	104
TV/Video/Audio: Total \$	\$138,250
Average Spent	\$1,368.81
Spending Potential Index	107
Travel: Total \$	\$218,447
Average Spent	\$2,162.84
Spending Potential Index	114
Vehicle Maintenance & Repairs: Total \$	\$122,790
Average Spent	\$1,215.74
Spending Potential Index	112

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 07, 2014



# Market Profile

Louisburg Town, NC  
Louisburg town, NC (3739360)  
Place

Louisburg town, ...

Population Summary	
2000 Total Population	3,056
2010 Total Population	3,359
2014 Total Population	3,354
2014 Group Quarters	631
2019 Total Population	3,343
2014-2019 Annual Rate	-0.07%
Household Summary	
2000 Households	1,146
2000 Average Household Size	2.36
2010 Households	1,197
2010 Average Household Size	2.17
2014 Households	1,199
2014 Average Household Size	2.27
2019 Households	1,199
2019 Average Household Size	2.26
2014-2019 Annual Rate	0.00%
2010 Families	654
2010 Average Family Size	2.94
2014 Families	739
2014 Average Family Size	2.89
2019 Families	733
2019 Average Family Size	2.89
2014-2019 Annual Rate	-0.16%
Housing Unit Summary	
2000 Housing Units	1,252
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	37.5%
Vacant Housing Units	8.5%
2010 Housing Units	1,345
Owner Occupied Housing Units	38.0%
Renter Occupied Housing Units	51.0%
Vacant Housing Units	11.0%
2014 Housing Units	1,358
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	41.8%
Vacant Housing Units	11.7%
2019 Housing Units	1,374
Owner Occupied Housing Units	45.9%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	12.7%
Median Household Income	
2014	\$31,559
2019	\$37,563
Median Home Value	
2014	\$138,352
2019	\$198,319
Per Capita Income	
2014	\$18,731
2019	\$20,631
Median Age	
2010	38.0
2014	38.3
2019	38.4

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Louisburg Town, NC  
Louisburg town, NC (3739360)  
Place

Louisburg town, ...

## 2014 Households by Income

Household Income Base	1,199
<\$15,000	27.8%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	2.9%
\$200,000+	2.2%

Average Household Income \$51,783

## 2019 Households by Income

Household Income Base	1,199
<\$15,000	26.0%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	3.7%
\$200,000+	2.8%

Average Household Income \$57,876

## 2014 Owner Occupied Housing Units by Value

Total	632
<\$50,000	8.7%
\$50,000 - \$99,999	19.9%
\$100,000 - \$149,999	27.8%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	9.5%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.8%

Average Home Value \$177,136

## 2019 Owner Occupied Housing Units by Value

Total	632
<\$50,000	5.9%
\$50,000 - \$99,999	12.2%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	17.6%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	5.4%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	0.3%

Average Home Value \$233,900

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



## Market Profile

Louisburg Town, NC  
Louisburg town, NC (3739360)  
Place

Louisburg town, ...

### 2010 Population by Age

Total	3,359
0 - 4	5.2%
5 - 9	5.2%
10 - 14	4.3%
15 - 24	25.5%
25 - 34	7.8%
35 - 44	7.9%
45 - 54	11.4%
55 - 64	11.3%
65 - 74	8.4%
75 - 84	7.5%
85 +	5.5%
18 +	82.0%

### 2014 Population by Age

Total	3,356
0 - 4	4.9%
5 - 9	5.4%
10 - 14	5.2%
15 - 24	21.4%
25 - 34	10.3%
35 - 44	8.8%
45 - 54	12.3%
55 - 64	12.7%
65 - 74	9.0%
75 - 84	5.8%
85 +	4.1%
18 +	81.3%

### 2019 Population by Age

Total	3,342
0 - 4	4.8%
5 - 9	5.0%
10 - 14	5.3%
15 - 24	20.3%
25 - 34	11.5%
35 - 44	8.8%
45 - 54	10.3%
55 - 64	13.1%
65 - 74	10.4%
75 - 84	6.9%
85 +	3.7%
18 +	81.7%

### 2010 Population by Sex

Males	1,589
Females	1,770

### 2014 Population by Sex

Males	1,687
Females	1,669

### 2019 Population by Sex

Males	1,687
Females	1,655

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



# Market Profile

Louisburg Town, NC  
 Louisburg town, NC (3739360)  
 Place

Louisburg town, ...

## 2010 Population by Race/Ethnicity

Total	3,359
White Alone	47.3%
Black Alone	46.9%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	1.7%
Hispanic Origin	5.5%
Diversity Index	60.3

## 2014 Population by Race/Ethnicity

Total	3,354
White Alone	48.2%
Black Alone	44.0%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.8%
Two or More Races	1.8%
Hispanic Origin	8.0%
Diversity Index	63.7

## 2019 Population by Race/Ethnicity

Total	3,342
White Alone	47.8%
Black Alone	43.0%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.5%
Two or More Races	2.3%
Hispanic Origin	9.0%
Diversity Index	65.4

## 2010 Population by Relationship and Household Type

Total	3,359
In Households	77.5%
In Family Households	59.2%
Householder	19.5%
Spouse	10.2%
Child	23.3%
Other relative	4.3%
Nonrelative	1.9%
In Nonfamily Households	18.3%
In Group Quarters	22.5%
Institutionalized Population	6.5%
Noninstitutionalized Population	16.0%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



## Market Profile

Louisburg Town, NC  
 Louisburg town, NC (3739360)  
 Place

Louisburg town, ...

### 2014 Population 25+ by Educational Attainment

Total	2,115
Less than 9th Grade	8.9%
9th - 12th Grade, No Diploma	9.6%
High School Graduate	28.8%
GED/Alternative Credential	4.2%
Some College, No Degree	20.6%
Associate Degree	4.6%
Bachelor's Degree	12.9%
Graduate/Professional Degree	10.4%

### 2014 Population 15+ by Marital Status

Total	2,833
Never Married	38.2%
Married	37.8%
Widowed	14.0%
Divorced	10.0%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	89.1%
Civilian Unemployed	10.9%

### 2014 Employed Population 16+ by Industry

Total	1,182
Agriculture/Mining	0.8%
Construction	6.9%
Manufacturing	13.8%
Wholesale Trade	0.7%
Retail Trade	14.5%
Transportation/Utilities	7.5%
Information	0.1%
Finance/Insurance/Real Estate	2.5%
Services	49.1%
Public Administration	4.1%

### 2014 Employed Population 16+ by Occupation

Total	1,183
White Collar	47.3%
Management/Business/Financial	10.9%
Professional	17.9%
Sales	8.2%
Administrative Support	10.3%
Services	22.4%
Blue Collar	30.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	0.5%
Production	10.7%
Transportation/Material Moving	12.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



## Market Profile

Louisburg Town, NC  
Louisburg town, NC (3739360)  
Place

Louisburg town, ...

### 2010 Households by Type

Total	1,197
Households with 1 Person	40.3%
Households with 2+ People	59.7%
Family Households	54.6%
Husband-wife Families	28.6%
With Related Children	10.4%
Other Family (No Spouse Present)	26.1%
Other Family with Male Householder	5.4%
With Related Children	2.8%
Other Family with Female Householder	20.6%
With Related Children	13.9%
Nonfamily Households	5.1%
All Households with Children	27.3%

### 2010 Households by Size

Total	1,197
1 Person Household	40.3%
2 Person Household	29.7%
3 Person Household	15.3%
4 Person Household	8.1%
5 Person Household	3.3%
6 Person Household	1.4%
7 + Person Household	1.8%

### 2010 Households by Tenure and Mortgage Status

Total	1,197
Owner Occupied	42.7%
Owned with a Mortgage/Loan	25.4%
Owned Free and Clear	17.3%
Renter Occupied	57.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



# Market Profile

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Mars Hill town, ...

Population Summary	
2000 Total Population	1,748
2010 Total Population	1,869
2014 Total Population	1,955
2014 Group Quarters	446
2019 Total Population	2,014
2014-2019 Annual Rate	0.60%
Household Summary	
2000 Households	516
2000 Average Household Size	2.66
2010 Households	538
2010 Average Household Size	2.14
2014 Households	563
2014 Average Household Size	2.68
2019 Households	585
2019 Average Household Size	2.68
2014-2019 Annual Rate	0.77%
2010 Families	312
2010 Average Family Size	2.70
2014 Families	370
2014 Average Family Size	3.26
2019 Families	383
2019 Average Family Size	3.27
2014-2019 Annual Rate	0.69%
Housing Unit Summary	
2000 Housing Units	578
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	10.7%
2010 Housing Units	619
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	13.1%
2014 Housing Units	646
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	12.8%
2019 Housing Units	672
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	12.9%
Median Household Income	
2014	\$40,158
2019	\$45,870
Median Home Value	
2014	\$189,706
2019	\$235,789
Per Capita Income	
2014	\$17,970
2019	\$19,462
Median Age	
2010	24.2
2014	36.7
2019	38.4

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Mars Hill Town, NC  
Mars Hill town, NC (3741620)  
Place

Mars Hill town, ...

## 2014 Households by Income

Household Income Base	561
<\$15,000	18.5%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$50,067

## 2019 Households by Income

Household Income Base	585
<\$15,000	17.3%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	1.4%
\$200,000+	1.4%
Average Household Income	\$54,511

## 2014 Owner Occupied Housing Units by Value

Total	385
<\$50,000	2.6%
\$50,000 - \$99,999	10.4%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	18.4%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	10.4%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%
Average Home Value	\$210,260

## 2019 Owner Occupied Housing Units by Value

Total	402
<\$50,000	1.5%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	23.6%
\$250,000 - \$299,999	17.4%
\$300,000 - \$399,999	15.9%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.5%
Average Home Value	\$260,697

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



# Market Profile

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Mars Hill town, ...

2010 Population by Age	
Total	1,869
0 - 4	2.5%
5 - 9	3.5%
10 - 14	3.9%
15 - 24	43.7%
25 - 34	8.1%
35 - 44	7.7%
45 - 54	8.7%
55 - 64	8.5%
65 - 74	7.1%
75 - 84	4.5%
85 +	1.8%
18 +	88.5%
2014 Population by Age	
Total	1,955
0 - 4	3.3%
5 - 9	3.7%
10 - 14	4.5%
15 - 24	27.6%
25 - 34	9.4%
35 - 44	9.7%
45 - 54	11.5%
55 - 64	12.0%
65 - 74	10.4%
75 - 84	5.6%
85 +	2.5%
18 +	85.5%
2019 Population by Age	
Total	2,014
0 - 4	3.3%
5 - 9	3.6%
10 - 14	3.9%
15 - 24	26.9%
25 - 34	9.1%
35 - 44	9.6%
45 - 54	11.3%
55 - 64	12.9%
65 - 74	10.7%
75 - 84	6.1%
85 +	2.6%
18 +	86.2%
2010 Population by Sex	
Males	918
Females	951
2014 Population by Sex	
Males	976
Females	979
2019 Population by Sex	
Males	1,003
Females	1,011

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



## Market Profile

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Mars Hill town, ...

### 2010 Population by Race/Ethnicity

Total	1,869
White Alone	87.1%
Black Alone	9.0%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.6%
Two or More Races	1.9%
Hispanic Origin	3.4%
Diversity Index	28.4

### 2014 Population by Race/Ethnicity

Total	1,956
White Alone	88.1%
Black Alone	7.9%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.9%
Hispanic Origin	2.8%
Diversity Index	25.9

### 2019 Population by Race/Ethnicity

Total	2,015
White Alone	83.9%
Black Alone	11.3%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.4%
Hispanic Origin	2.9%
Diversity Index	32.4

### 2010 Population by Relationship and Household Type

Total	1,869
In Households	61.6%
In Family Households	46.2%
Householder	16.7%
Spouse	12.2%
Child	14.3%
Other relative	1.8%
Nonrelative	1.2%
In Nonfamily Households	15.4%
In Group Quarters	38.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	38.4%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



## Market Profile

Mars Hill Town, NC  
 Mars Hill town, NC (3741620)  
 Place

Mars Hill town, ...

### 2014 Population 25+ by Educational Attainment

Total	1,193
Less than 9th Grade	6.2%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	20.5%
GED/Alternative Credential	2.3%
Some College, No Degree	24.0%
Associate Degree	11.7%
Bachelor's Degree	20.7%
Graduate/Professional Degree	6.3%

### 2014 Population 15+ by Marital Status

Total	1,734
Never Married	38.9%
Married	41.3%
Widowed	9.2%
Divorced	10.6%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	97.0%
Civilian Unemployed	3.0%

### 2014 Employed Population 16+ by Industry

Total	797
Agriculture/Mining	1.6%
Construction	7.4%
Manufacturing	6.4%
Wholesale Trade	0.8%
Retail Trade	10.7%
Transportation/Utilities	2.8%
Information	1.0%
Finance/Insurance/Real Estate	3.1%
Services	62.1%
Public Administration	4.1%

### 2014 Employed Population 16+ by Occupation

Total	796
White Collar	53.6%
Management/Business/Financial	8.5%
Professional	24.7%
Sales	10.7%
Administrative Support	9.7%
Services	25.8%
Blue Collar	20.6%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	7.9%
Production	3.1%
Transportation/Material Moving	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



## Market Profile

Mars Hill Town, NC  
Mars Hill town, NC (3741620)  
Place

Mars Hill town, ...

### 2010 Households by Type

Total	538
Households with 1 Person	33.8%
Households with 2+ People	66.2%
Family Households	58.0%
Husband-wife Families	42.4%
With Related Children	13.2%
Other Family (No Spouse Present)	15.6%
Other Family with Male Householder	3.3%
With Related Children	1.7%
Other Family with Female Householder	12.3%
With Related Children	7.8%
Nonfamily Households	8.2%
All Households with Children	23.2%

### 2010 Households by Size

Total	538
1 Person Household	33.8%
2 Person Household	38.8%
3 Person Household	12.6%
4 Person Household	10.8%
5 Person Household	2.6%
6 Person Household	0.9%
7 + Person Household	0.4%

### 2010 Households by Tenure and Mortgage Status

Total	538
Owner Occupied	61.7%
Owned with a Mortgage/Loan	34.6%
Owned Free and Clear	27.1%
Renter Occupied	38.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



# Market Profile

Oxford City, GA  
Oxford city, GA (1358744)  
Place

Oxford city, GA ...

Population Summary	
2000 Total Population	1,797
2010 Total Population	2,134
2014 Total Population	2,148
2014 Group Quarters	497
2019 Total Population	2,165
2014-2019 Annual Rate	0.16%
Household Summary	
2000 Households	485
2000 Average Household Size	2.97
2010 Households	574
2010 Average Household Size	2.57
2014 Households	577
2014 Average Household Size	2.86
2019 Households	582
2019 Average Household Size	2.87
2014-2019 Annual Rate	0.17%
2010 Families	410
2010 Average Family Size	3.02
2014 Families	409
2014 Average Family Size	3.35
2019 Families	412
2019 Average Family Size	3.36
2014-2019 Annual Rate	0.15%
Housing Unit Summary	
2000 Housing Units	496
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	2.0%
2010 Housing Units	633
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	9.3%
2014 Housing Units	637
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	35.6%
Vacant Housing Units	9.4%
2019 Housing Units	646
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	35.8%
Vacant Housing Units	9.9%
Median Household Income	
2014	\$35,290
2019	\$43,195
Median Home Value	
2014	\$93,310
2019	\$134,583
Per Capita Income	
2014	\$16,245
2019	\$17,825
Median Age	
2010	24.4
2014	28.8
2019	29.7

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Oxford City, GA  
Oxford city, GA (1358744)  
Place

Oxford city, GA ...

## 2014 Households by Income

Household Income Base	576
<\$15,000	18.4%
\$15,000 - \$24,999	19.1%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	6.8%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	2.1%
\$200,000+	2.3%

Average Household Income \$50,672

## 2019 Households by Income

Household Income Base	581
<\$15,000	17.7%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	2.9%
\$200,000+	2.6%

Average Household Income \$58,910

## 2014 Owner Occupied Housing Units by Value

Total	350
<\$50,000	14.9%
\$50,000 - \$99,999	40.6%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	2.3%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.6%

Average Home Value \$123,500

## 2019 Owner Occupied Housing Units by Value

Total	353
<\$50,000	10.8%
\$50,000 - \$99,999	27.5%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	14.7%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.3%

Average Home Value \$175,283

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Oxford City, GA  
 Oxford city, GA (1358744)  
 Place

Oxford city, GA ...

2010 Population by Age	
Total	2,134
0 - 4	3.7%
5 - 9	4.8%
10 - 14	5.0%
15 - 24	37.9%
25 - 34	9.9%
35 - 44	8.0%
45 - 54	9.6%
55 - 64	9.5%
65 - 74	7.1%
75 - 84	3.3%
85 +	1.3%
18 +	83.6%
2014 Population by Age	
Total	2,149
0 - 4	4.9%
5 - 9	4.9%
10 - 14	5.4%
15 - 24	30.9%
25 - 34	10.6%
35 - 44	10.3%
45 - 54	10.3%
55 - 64	10.1%
65 - 74	7.5%
75 - 84	3.5%
85 +	1.5%
18 +	81.3%
2019 Population by Age	
Total	2,167
0 - 4	5.0%
5 - 9	4.6%
10 - 14	4.7%
15 - 24	30.4%
25 - 34	10.7%
35 - 44	10.2%
45 - 54	9.9%
55 - 64	9.6%
65 - 74	9.0%
75 - 84	4.4%
85 +	1.5%
18 +	82.3%
2010 Population by Sex	
Males	968
Females	1,166
2014 Population by Sex	
Males	1,023
Females	1,126
2019 Population by Sex	
Males	1,032
Females	1,135

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



## Market Profile

Oxford City, GA  
Oxford city, GA (1358744)  
Place

Oxford city, GA ...

### 2010 Population by Race/Ethnicity

Total	2,134
White Alone	53.1%
Black Alone	31.3%
American Indian Alone	0.2%
Asian Alone	10.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	3.0%
Hispanic Origin	4.7%
Diversity Index	64.5

### 2014 Population by Race/Ethnicity

Total	2,148
White Alone	45.9%
Black Alone	41.2%
American Indian Alone	0.1%
Asian Alone	8.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	2.6%
Hispanic Origin	3.9%
Diversity Index	64.1

### 2019 Population by Race/Ethnicity

Total	2,165
White Alone	43.8%
Black Alone	40.8%
American Indian Alone	0.1%
Asian Alone	10.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	2.8%
Hispanic Origin	4.6%
Diversity Index	66.3

### 2010 Population by Relationship and Household Type

Total	2,134
In Households	69.2%
In Family Households	60.3%
Householder	19.2%
Spouse	12.7%
Child	21.4%
Other relative	4.7%
Nonrelative	2.2%
In Nonfamily Households	9.0%
In Group Quarters	30.8%
Institutionalized Population	0.0%
Noninstitutionalized Population	30.8%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 22, 2014



# Market Profile

Oxford City, GA  
Oxford city, GA (1358744)  
Place

Oxford city, GA ...

## 2014 Population 25+ by Educational Attainment

Total	1,160
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	14.1%
High School Graduate	29.0%
GED/Alternative Credential	6.4%
Some College, No Degree	24.9%
Associate Degree	6.0%
Bachelor's Degree	11.3%
Graduate/Professional Degree	5.3%

## 2014 Population 15+ by Marital Status

Total	1,822
Never Married	54.2%
Married	31.6%
Widowed	6.0%
Divorced	8.2%

## 2014 Civilian Population 16+ in Labor Force

Civilian Employed	89.8%
Civilian Unemployed	10.2%

## 2014 Employed Population 16+ by Industry

Total	774
Agriculture/Mining	0.3%
Construction	5.4%
Manufacturing	19.3%
Wholesale Trade	0.8%
Retail Trade	6.6%
Transportation/Utilities	5.7%
Information	3.0%
Finance/Insurance/Real Estate	1.0%
Services	56.5%
Public Administration	1.4%

## 2014 Employed Population 16+ by Occupation

Total	775
White Collar	47.1%
Management/Business/Financial	7.2%
Professional	17.4%
Sales	5.7%
Administrative Support	16.8%
Services	26.8%
Blue Collar	26.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	5.0%
Production	9.7%
Transportation/Material Moving	7.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



## Market Profile

Oxford City, GA  
Oxford city, GA (1358744)  
Place

Oxford city, GA ...

### 2010 Households by Type

Total	574
Households with 1 Person	24.7%
Households with 2+ People	75.3%
Family Households	71.4%
Husband-wife Families	47.2%
With Related Children	17.2%
Other Family (No Spouse Present)	24.2%
Other Family with Male Householder	6.1%
With Related Children	4.0%
Other Family with Female Householder	18.1%
With Related Children	11.1%
Nonfamily Households	3.8%
All Households with Children	32.6%

### 2010 Households by Size

Multigenerational Households	6.6%
Unmarried Partner Households	6.8%
Male-female	5.6%
Same-sex	1.2%

### 2010 Households by Size

Total	574
1 Person Household	24.7%
2 Person Household	31.5%
3 Person Household	20.0%
4 Person Household	14.3%
5 Person Household	5.9%
6 Person Household	2.6%
7 + Person Household	0.9%

### 2010 Households by Tenure and Mortgage Status

Total	574
Owner Occupied	65.3%
Owned with a Mortgage/Loan	44.3%
Owned Free and Clear	21.1%
Renter Occupied	34.7%