Market Profile

245AC Residential Site
Thomaston, Georgia
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	1,401	9,437	16,906
2020 Total Population	1,416	9,721	17,562
2020 Group Quarters	63	162	291
2024 Total Population	1,415	9,757	17,781
2024 Group Quarters	70	178	321
2029 Total Population	1,407	9,736	17,795
2024-2029 Annual Rate	-0.11%	-0.04%	0.02%
2024 Total Daytime Population	964	10,593	18,457
Workers	168	4,518	7,779
Residents	796	6,075	10,678

Household Summary	1 mile	3 miles	5 miles
2010 Total Households	555	3,865	6,832
2010 Average Household Size	2.39	2.39	2.42
2020 Total Households	573	4,033	7,231
2020 Average Household Size	2.36	2.37	2.39
2024 Total Households	579	4,083	7,367
2024 Average Household Size	2.32	2.35	2.37
2029 Total Households	583	4,119	7,465
2029 Average Household Size	2.29	2.32	2.34
2024-2029 Annual Rate	0.14%	0.18%	0.26%
2024 Families	337	2,379	4,496
2024 Average Family Size	3.15	3.09	3.07

Housing Unit Summary	1 mile	3 miles	5 miles
2020 Housing Units	654	4,483	7,958
Vacant Housing Units	13.5%	10.1%	9.1%
2024 Housing Units	660	4,522	8,074
Owner Occupied Housing Units	64.1%	52.0%	55.1%
Renter Occupied Housing Units	35.9%	48.0%	44.9%
Vacant Housing Units	12.3%	9.7%	8.8%

Market Profile

Median Household Income	1 mile	3 miles	5 miles
2024	$48,218	$42,081	$41,996
2029	$53,603	$49,748	$50,430

Per Capita Income			
2024	$34,487	$27,633	$26,863
2029	$40,241	$32,311	$31,898

2024 Households by Income			
Household Income Base	579	4,083	7,367
<$15,000	14.2%	17.5%	18.6%
$15,000 - $24,999	8.6%	15.1%	13.3%
$25,000 - $34,999	6.9%	10.0%	10.8%
$35,000 - $49,999	22.3%	13.5%	13.3%
$50,000 - $74,999	15.7%	15.7%	14.7%
$75,000 - $99,999	12.8%	9.9%	9.5%
$100,000 - $149,999	5.9%	10.6%	12.0%
$150,000 - $199,999	6.9%	3.8%	4.4%
$200,000+	6.9%	3.9%	3.4%
Average Household Income	$79,816	$65,632	$65,216

Median Home Value			
2024	$215,909	$151,224	$144,147
2029	$226,562	$157,889	$154,031

2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	110	115
Percent of Income for Mortgage	28.0%	22.5%	21.5%
Wealth Index	74	52	49

(i) **Source**: Esri forecasts for 2024 and 2029. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Market Profile | 245AC Residential Site | Rings: 1, 3, 5 mile radii

2024 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	371	2,121	4,062
<$50,000	6.5%	11.5%	10.8%
$50,000 - $99,999	2.7%	28.5%	29.2%
$100,000 - $149,999	21.8%	9.8%	11.3%
$150,000 - $199,999	16.2%	11.6%	12.5%
$200,000 - $249,999	8.9%	4.8%	5.4%
$250,000 - $299,999	4.0%	3.5%	4.2%
$300,000 - $399,999	31.8%	19.0%	15.0%
$400,000 - $499,999	5.1%	7.1%	6.2%
$500,000 - $749,999	3.0%	4.4%	5.4%
$750,000 - $999,999	0.0%	0.0%	0.0%
$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 +	0.0%	0.0%	0.0%
Average Home Value	$243,261	$202,910	$198,455

2024 Population by Sex	1 mile	3 miles	5 miles
Males	658	4,519	8,379
Females	757	5,238	9,402

Median Age	1 mile	3 miles	5 miles
2010	46.2	40.5	39.3
2024	49.8	42.7	41.5
2029	50.7	43.9	42.6

2024 Population by Age	1 mile	3 miles	5 miles
Total	1,415	9,760	17,781
0 - 4	4.7%	5.7%	6.0%
5 - 9	4.8%	5.9%	6.1%
10 - 14	4.3%	5.9%	6.2%
15 - 24	10.7%	11.8%	12.0%
25 - 34	9.9%	11.6%	12.0%
35 - 44	10.8%	11.7%	11.8%
45 - 54	9.8%	11.5%	11.8%
55 - 64	14.1%	13.3%	13.3%
65 - 74	15.2%	12.1%	11.6%
75 - 84	9.6%	7.0%	6.6%
85 +	4.0%	3.1%	2.5%
18 +	82.9%	79.0%	78.2%

2024 Pop 25+ by Educational Attainment			
Total	1,067	6,893	12,388
Less than 9th Grade	5.0%	5.1%	4.7%
9th - 12th Grade, No Diploma	13.1%	8.0%	10.0%
High School Graduate	27.9%	24.8%	26.5%
GED/Alternative Credential	1.5%	7.8%	10.9%
Some College, No Degree	25.7%	24.4%	20.5%
Associate Degree	8.2%	12.1%	10.6%
Bachelor's Degree	13.4%	11.6%	10.4%
Graduate/Professional Degree	5.3%	6.3%	6.5%

2024 Population 15+ by Marital Status			
Total	1,218	8,048	14,521
Never Married	30.5%	39.6%	36.8%
Married	50.7%	38.8%	42.2%
Widowed	9.4%	9.7%	8.3%
Divorced	9.4%	11.9%	12.7%

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2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	1,416	9,721	17,562
White Alone	44.8%	52.1%	55.5%
Black Alone	51.3%	42.0%	38.4%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	0.3%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.5%	1.4%
Two or More Races	1.0%	1.5%	1.4%
Hispanic Origin	1.6%	2.7%	2.5%
Diversity Index	55.0	57.5	56.5

2024 Population by Race/Ethnicity			
Total	1,416	9,757	17,782
White Alone	44.0%	51.1%	54.5%
Black Alone	51.8%	42.4%	38.8%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	0.3%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.6%	1.6%
Two or More Races	2.7%	4.1%	4.2%
Hispanic Origin	1.8%	3.2%	2.9%
Diversity Index	55.4	58.4	57.6

2024 Employed Pop 16+ by Occupation			
Total	629	3,859	7,394
White Collar	56.2%	54.5%	50.7%
Management/Business/Financial	11.4%	7.5%	8.7%
Professional	21.9%	28.1%	23.3%
Sales	5.1%	7.8%	6.4%
Administrative Support	17.8%	11.0%	12.3%
Services	24.7%	19.4%	18.5%

Market Profile

2024 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	629	3,859	7,394
Blue Collar	19.2%	26.2%	30.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	3.2%	3.0%	4.6%
Installation/Maintenance/Repair	0.0%	1.4%	1.8%
Production	15.1%	11.1%	10.7%
Transportation/Material Moving	1.0%	10.5%	13.7%

2024 Civilian Population 16+ in Labor Force	1 mile	3 miles	5 miles
Civilian Population 16+	629	3,859	7,394
Population 16+ Employed	99.2%	96.7%	97.5%
Population 16+ Unemployment rate	0.8%	3.3%	2.5%
Population 16-24 Employed	12.7%	13.0%	13.7%
Population 16-24 Unemployment rate	0.0%	1.8%	1.9%
Population 25-54 Employed	61.2%	60.4%	61.1%
Population 25-54 Unemployment rate	1.3%	4.8%	3.4%
Population 55-64 Employed	22%	18%	17%
Population 55-64 Unemployment rate	0.0%	0.3%	0.3%
Population 65+ Employed	3%	5%	6%
Population 65+ Unemployment rate	0.0%	0.5%	0.2%

2024 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	624	3,731	7,210
Agriculture/Mining	0.0%	1.1%	0.8%
Construction	7.2%	5.2%	7.2%
Manufacturing	22.3%	20.2%	20.9%
Wholesale Trade	0.0%	1.8%	1.6%
Retail Trade	1.4%	8.4%	8.3%
Transportation/Utilities	10.6%	6.4%	7.1%
Information	0%	1%	1%
Finance/Insurance/Real Estate	6.2%	5.0%	6.7%
Services	44.9%	43.1%	40.5%
Public Administration	7.4%	8.1%	5.8%

2024 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total $	$952,756	$5,812,989	$10,408,617
Average Spent	$1,645.52	$1,423.71	$1,412.87
Spending Potential Index	69	60	59
Education: Total $	$642,548	$3,678,389	$6,528,587
Average Spent	$1,109.75	$900.90	$886.19
Spending Potential Index	64	52	51
Entertainment/Recreation: Total $	$1,734,493	$9,989,856	$17,973,974
Average Spent	$2,995.67	$2,446.70	$2,439.80
Spending Potential Index	73	60	60
Food at Home: Total $	$3,163,382	$18,910,312	$33,941,526
Average Spent	$5,463.53	$4,631.47	$4,607.24
Spending Potential Index	75	63	63
Food Away from Home: Total $	$1,558,008	$9,251,581	$16,661,622
Average Spent	$2,690.86	$2,265.88	$2,261.66
Spending Potential Index	69	58	58
Health Care: Total $	$3,640,524	$21,105,093	$38,066,789
Average Spent	$6,287.61	$5,169.02	$5,167.20
Spending Potential Index	82	67	67
HH Furnishings & Equipment: Total $	$1,347,825	$7,872,910	$14,145,834
Average Spent	$2,327.85	$1,928.22	$1,920.16
Spending Potential Index	74	61	61
Personal Care Products & Services: Total $	$391,034	$2,305,696	$4,123,590
Average Spent	$675.36	$564.71	$559.74
Spending Potential Index	68	57	56
Shelter: Total $	$10,280,244	$60,173,309	$107,456,959
Average Spent	$17,755.17	$14,737.52	$14,586.26
Spending Potential Index	67	55	55
Support Payments/Gifts in Kind: Total $	$1,564,792	$8,814,742	$15,862,999
Average Spent	$2,702.58	$2,158.89	$2,153.25
Spending Potential Index	77	62	61

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2024 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total $	$1,194,865	$6,780,085	$12,137,599
Average Spent	$2,063.67	$1,660.56	$1,647.56
Spending Potential Index	68	55	54
Vehicle Maintenance & Repairs: Total $	$656,029	$3,868,536	$6,974,454
Average Spent	$1,133.04	$947.47	$946.72
Spending Potential Index	76	64	64

Top Tapestry Segment

1 mile	3 miles	5 miles
Modest Income Homes:	**Small Town Sincerity**:	**Small Town Sincerity**:
Families in this urban segment may be nontraditional. Their religious faith and family values guide their modest lifestyles. Many Modest Income Home residents are primary caregivers to their elderly family members...	Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens...	Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens...
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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.