

Troup County, GA



The Market Profile includes key demographic characteristics from Census 2000 and the 1990 Census, updated to 2001 and forecast to 2006.



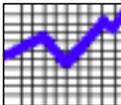
Population measures the size of the market area and rates of growth. The resident population is enumerated by usual place of residence. Group quarters population, such as college students, are counted at school or the facility site.

2000 Total Population	58,779
2000 Group Quarters	1,517
2001 Total Population	59,201
2000 - 2001 Annual Rate	0.6%
2006 Total Population	60,266
2001 - 2006 Annual Rate	0.4%



Households represent all occupied housing units. 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

2000 Households	21,920
2000 Average Household Size	2.61
2001 Households	22,153
2001 Average Household Size	2.60
2000 - 2001 Annual Rate	0.8%
2006 Households	22,851
2006 Average Household Size	2.57
2001 - 2006 Annual Rate	0.6%
2000 Families	15,615
2000 Average Family Size	3.12
2001 Families	15,681
2001 Average Family Size	3.11
2000 - 2001 Annual Rate	0.3%
2006 Families	15,670
2006 Average Family Size	3.08
2001 - 2006 Annual Rate	0.0%



Summary Characteristics highlight the demographic characteristics of the market area. More detailed information is included on the following pages.

Median Age	
2000	34.5
2001	34.9
2006	35.8
Median Household Income	
1990	24,788
2001	32,360
2006	36,565
Median Home Value	
1990	54,597
2001	84,836
2006	91,303

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.

Troup County, GA



Income is shown in current dollars, which includes the effects of inflation. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Per capita income represents the income received by all persons aged 15 years and over divided by total population.

1990 Household Income

Household Income Base	20,394
< \$15,000	30.9%
\$15,000 - \$24,999	19.5%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	10.8%
\$75,000 - \$99,999	2.9%
\$100,000 - \$149,999	1.2%
\$150,000+	1.1%

Average Household Income \$31,291

2001 Household Income

Household Income Base	22,153
< \$15,000	23.5%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	4.4%
\$150,000+	1.9%

Average Household Income \$42,811

2006 Household Income

Household Income Base	22,851
< \$15,000	20.5%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	7.7%
\$150,000+	2.8%

Average Household Income \$49,860

Per Capita Income

1990	\$11,581
2001	\$16,134
2006	\$19,032

Data Note: Income represents the preceding year, expressed in current dollars

Source: ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography

Troup County, GA



Population by Age shows the composition of the market area--young, old, working age.

Census 2000

Total	58,779
0 - 4	7.2%
5 - 9	8.0%
10 - 14	7.9%
15 - 24	13.8%
25 - 34	13.6%
35 - 44	14.8%
45 - 54	13.6%
55 - 64	8.3%
65 - 74	6.5%
75 - 84	4.5%
85+	1.6%
18+	72.1%
Males	47.7%
Females	52.3%

2001

Total	59,201
0 - 4	7.2%
5 - 9	7.9%
10 - 14	8.0%
15 - 24	13.9%
25 - 34	13.3%
35 - 44	14.7%
45 - 54	14.0%
55 - 64	8.4%
65 - 74	6.5%
75 - 84	4.5%
85+	1.7%
18+	72.6%
Males	47.7%
Females	52.3%

2006

Total	60,266
0 - 4	7.1%
5 - 9	7.5%
10 - 14	7.5%
15 - 24	14.2%
25 - 34	12.8%
35 - 44	13.1%
45 - 54	14.5%
55 - 64	10.0%
65 - 74	6.9%
75 - 84	4.5%
85+	1.9%
18+	73.5%
Males	48.0%
Females	52.0%

Troup County, GA



Population by Race/Ethnicity are reported by self-identification. Census 2000 options include reporting multiple races for the first time. 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.

Census 2000

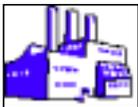
Total	58,779
White Alone	65.8%
Black Alone	31.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	1.7%
Diversity Index	48.3

2001

Total	59,201
White Alone	65.4%
Black Alone	32.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.9%
Two or More Races	0.8%
Hispanic Origin	1.9%
Diversity Index	48.8

2006

Total	60,266
White Alone	64.0%
Black Alone	33.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.2%
Two or More Races	0.8%
Hispanic Origin	2.5%
Diversity Index	50.6



Civilian Labor Force includes the civilian employed and unemployed population aged 16+ years. The civilian employed population is shown by industry (SIC) and occupation.

1990 Civilian Labor Force	26,804
Employed	93.5%
Unemployed	6.5%
2001 Civilian Labor Force	34,451
Employed	93.6%
Unemployed	6.4%
2006 Civilian Labor Force	37,050
Employed	94.0%
Unemployed	6.0%

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.

Troup County, GA

2001 Employment by Industry

Total	32,261
Agriculture	1.2%
Mining	0.0%
Construction	7.3%
Transport/Comm/Utilities	9.2%
Manufacturing	29.7%
Finance/Insurance/Real Estate	4.1%
Trade	18.9%
Services	25.2%
Public Administration	4.3%

2001 Employment by Occupation

Total	32,261
White Collar	44.5%
Management/Professional	16.4%
Technicians/Related Support	4.0%
Sales	9.6%
Administrative Support	14.4%
Services	16.7%
Blue Collar	38.8%
Farming/Forestry/Fishing	0.9%
Precision Prod/Craft/Repair	12.0%
Operator/Assembler/Inspector	15.4%
Transportation/Moving/Labor	10.5%



2000 Household Size and Type provides detailed information on the household composition of the market area.

Census 2000 Households by Type

Total	21,920
Family Households	71.2%
Married-couple Families	49.1%
With Related Children	24.0%
Other Family (No Spouse)	22.2%
With Related Children	15.1%
Nonfamily Households	28.8%
Householder Living Alone	24.9%
Householder Not Living Alone	3.9%
Households with Related Children	39.0%
Households with Persons 65+	24.5%

Census 2000 Households by Size

Total	21,920
1 Person Household	24.9%
2 Person Household	31.1%
3 Person Household	18.7%
4 Person Household	15.0%
5 Person Household	6.5%
6 Person Household	2.3%
7+ Person Household	1.5%

Troup County, GA

Housing adds another dimension to the profile of the market area with available data on occupancy, tenure, home value and the residential mix of housing units.



Census 2000 Housing Units	23,824
Owner-occupied Housing Units	59.3%
Renter-occupied Housing Units	32.7%
Vacant Housing Units	8.0%

2001 Housing Units	24,476
Owner-occupied Housing Units	58.3%
Renter-occupied Housing Units	32.2%
Vacant Housing Units	9.5%

2006 Housing Units	25,809
Owner-occupied Housing Units	57.4%
Renter-occupied Housing Units	31.1%
Vacant Housing Units	11.5%

2000-2001 Housing Units Annual Rate	2.2%
2001-2006 Housing Units Annual Rate	1.1%

2001 Specified Owner-occupied Units by Home Value	
Total	10,708
Under \$100,000	61.4%
\$100,000 - \$199,999	29.4%
\$200,000 - \$299,999	6.2%
\$300,000 - \$399,999	1.8%
\$400,000 - \$499,999	0.6%
\$500,000+	0.6%
Average Home Value	\$106,929

2006 Specified Owner-occupied Units by Home Value	
Total	11,091
Under \$100,000	56.5%
\$100,000 - \$199,999	31.4%
\$200,000 - \$299,999	8.0%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	0.9%
\$500,000+	0.8%
Average Home Value	\$117,004

1990 Total Units in Structure	
Total	22,426
1 Unit, Detached	71.8%
1 Unit, Attached	1.0%
2 Units	3.8%
3 - 9 Units	7.6%
10 - 49 Units	2.9%
50+ Units	1.0%
Mobile Home/Other Units	12.0%

Data Note: Specified Owner-occupied Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office.

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.

Troup County, GA

Top 3 ACORN Consumer Groups

1. Middle America
2. Rural Industrial Workers
3. Hardtimes



2001 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Consumer spending does not equal retail sales. Resident households may be spending outside the market area.

Apparel: Total \$	\$44,324,237
Average Spent	\$2,001
Spending Potential Index	78
Computers & Accessories: Total \$	\$4,212,988
Average Spent	\$190
Spending Potential Index	69
Education: Total \$	\$13,102,483
Average Spent	\$591
Spending Potential Index	71
Entertainment: Total \$	\$46,736,251
Average Spent	\$2,110
Spending Potential Index	76
Food at Home: Total \$	\$76,338,425
Average Spent	\$3,446
Spending Potential Index	82
Food Away from Home: Total \$	\$41,100,687
Average Spent	\$1,855
Spending Potential Index	77
Health Care: Total \$	\$51,361,880
Average Spent	\$2,319
Spending Potential Index	84
HH Furnishings & Equip: Total \$	\$34,546,966
Average Spent	\$1,559
Spending Potential Index	75
Investments: Total \$	\$38,799,346
Average Spent	\$1,751
Spending Potential Index	66
Shelter: Total \$	\$146,990,886
Average Spent	\$6,635
Spending Potential Index	72
Television, Radio, & Sound: Total \$	\$15,208,858
Average Spent	\$687
Spending Potential Index	80
Travel: Total \$	\$27,290,708
Average Spent	\$1,232
Spending Potential Index	70
Vehicle Maint & Repair: Total \$	\$17,125,063
Average Spent	\$773
Spending Potential Index	79

Data Note: The Spending Potential Index represents the amount spent relative to a national average of 100.

Source: Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics