

## City of LaGrange, GA



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



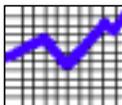
**Population** measures the size of the market area and rates of growth. The resident population is enumerated by usual place of residence. Group quarters population, such as college students, are counted at school or the facility site.

2000 Total Population	25,998
2000 Group Quarters	895
2001 Total Population	26,120
2000 - 2001 Annual Rate	0.4%
2006 Total Population	26,233
2001 - 2006 Annual Rate	0.1%



**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	10,022
2000 Average Household Size	2.50
2001 Households	10,098
2001 Average Household Size	2.50
2000 - 2001 Annual Rate	0.6%
2006 Households	10,259
2006 Average Household Size	2.47
2001 - 2006 Annual Rate	0.3%
2000 Families	6,503
2000 Average Family Size	3.12
2001 Families	6,642
2001 Average Family Size	3.08
2000 - 2001 Annual Rate	1.7%
2006 Families	6,556
2006 Average Family Size	3.05
2001 - 2006 Annual Rate	-0.3%



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

Median Age	
2000	32.6
2001	33.5
2006	34.3
Median Household Income	
1990	22,160
2001	28,370
2006	32,183
Median Home Value	
1990	53,049
2001	83,073
2006	90,276

**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.

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**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	9,953
< \$15,000	35.2%
\$15,000 - \$24,999	19.7%
\$25,000 - \$34,999	14.6%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	8.6%
\$75,000 - \$99,999	2.9%
\$100,000 - \$149,999	1.2%
\$150,000+	1.7%

Average Household Income \$30,683

**2001 Household Income**

Household Income Base	10,098
< \$15,000	28.6%
\$15,000 - \$24,999	16.6%
\$25,000 - \$34,999	13.3%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	5.9%
\$100,000 - \$149,999	3.8%
\$150,000+	1.8%

Average Household Income \$39,204

**2006 Household Income**

Household Income Base	10,259
< \$15,000	25.2%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	6.4%
\$150,000+	2.7%

Average Household Income \$45,807

**Per Capita Income**

1990	\$11,847
2001	\$15,202
2006	\$17,957

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**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

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

**Census 2000**

Total	25,998
0 - 4	7.7%
5 - 9	8.2%
10 - 14	8.1%
15 - 24	15.5%
25 - 34	13.8%
35 - 44	13.1%
45 - 54	11.7%
55 - 64	7.5%
65 - 74	6.8%
75 - 84	5.5%
85+	2.2%
18+	71.6%
Males	46.1%
Females	53.9%

**2001**

Total	26,120
0 - 4	7.4%
5 - 9	8.0%
10 - 14	8.1%
15 - 24	15.4%
25 - 34	13.1%
35 - 44	13.2%
45 - 54	12.3%
55 - 64	7.9%
65 - 74	7.0%
75 - 84	5.5%
85+	2.1%
18+	72.0%
Males	46.5%
Females	53.5%

**2006**

Total	26,234
0 - 4	7.3%
5 - 9	7.6%
10 - 14	7.6%
15 - 24	15.7%
25 - 34	12.6%
35 - 44	11.8%
45 - 54	12.6%
55 - 64	9.4%
65 - 74	7.5%
75 - 84	5.5%
85+	2.4%
18+	73.0%
Males	46.7%
Females	53.3%

## City of LaGrange, 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

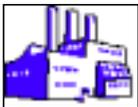
Total	25,998
White Alone	49.2%
Black Alone	47.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.2%
Two or More Races	0.9%
Hispanic Origin	2.4%
Diversity Index	55.4

### 2001

Total	26,120
White Alone	51.1%
Black Alone	45.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.2%
Two or More Races	0.9%
Hispanic Origin	2.4%
Diversity Index	55.0

### 2006

Total	26,233
White Alone	49.3%
Black Alone	47.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.7%
Two or More Races	0.9%
Hispanic Origin	3.1%
Diversity Index	56.4



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

<b>1990 Civilian Labor Force</b>	12,326
Employed	91.5%
Unemployed	8.5%
<b>2001 Civilian Labor Force</b>	14,734
Employed	91.4%
Unemployed	8.6%
<b>2006 Civilian Labor Force</b>	15,592
Employed	91.9%
Unemployed	8.1%

**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.

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## 2001 Employment by Industry

Total	13,474
Agriculture	0.8%
Mining	0.1%
Construction	7.0%
Transport/Comm/Utilities	5.8%
Manufacturing	29.5%
Finance/Insurance/Real Estate	3.6%
Trade	21.3%
Services	28.8%
Public Administration	3.2%

## 2001 Employment by Occupation

Total	13,474
White Collar	43.6%
Management/Professional	17.0%
Technicians/Related Support	3.9%
Sales	10.1%
Administrative Support	12.7%
Services	20.2%
Blue Collar	36.2%
Farming/Forestry/Fishing	0.6%
Precision Prod/Craft/Repair	10.4%
Operator/Assembler/Inspector	15.5%
Transportation/Moving/Labor	9.8%



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

## Census 2000 Households by Type

Total	10,022
Family Households	64.9%
Married-couple Families	36.6%
With Related Children	17.2%
Other Family (No Spouse)	28.3%
With Related Children	19.9%
Nonfamily Households	35.1%
Householder Living Alone	30.1%
Householder Not Living Alone	5.0%
Households with Related Children	37.1%
Households with Persons 65+	26.3%

## Census 2000 Households by Size

Total	10,022
1 Person Household	30.1%
2 Person Household	29.7%
3 Person Household	16.9%
4 Person Household	13.1%
5 Person Household	6.2%
6 Person Household	2.4%
7+ Person Household	1.6%

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Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001.

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## City of LaGrange, 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.



<b>Census 2000 Housing Units</b>	11,000
Owner-occupied Housing Units	42.7%
Renter-occupied Housing Units	48.5%
Vacant Housing Units	8.9%

<b>2001 Housing Units</b>	11,219
Owner-occupied Housing Units	45.9%
Renter-occupied Housing Units	44.1%
Vacant Housing Units	10.0%

<b>2006 Housing Units</b>	11,614
Owner-occupied Housing Units	45.2%
Renter-occupied Housing Units	43.1%
Vacant Housing Units	11.7%

2000-2001 Housing Units Annual Rate	1.6%
2001-2006 Housing Units Annual Rate	0.7%

<b>2001 Specified Owner-occupied Units by Home Value</b>	
Total	4,370
Under \$100,000	61.4%
\$100,000 - \$199,999	26.2%
\$200,000 - \$299,999	7.8%
\$300,000 - \$399,999	2.4%
\$400,000 - \$499,999	1.1%
\$500,000+	1.0%
Average Home Value	\$113,198

<b>2006 Specified Owner-occupied Units by Home Value</b>	
Total	4,452
Under \$100,000	57.3%
\$100,000 - \$199,999	30.1%
\$200,000 - \$299,999	8.1%
\$300,000 - \$399,999	2.5%
\$400,000 - \$499,999	1.1%
\$500,000+	0.9%
Average Home Value	\$118,331

<b>1990 Total Units in Structure</b>	
Total	11,081
1 Unit, Detached	68.5%
1 Unit, Attached	1.2%
2 Units	5.2%
3 - 9 Units	11.8%
10 - 49 Units	4.3%
50+ Units	1.8%
Mobile Home/Other Units	7.2%

**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.

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**Top 3 ACORN Consumer Groups**

1. Low Income: Young and Old
2. Hardtimes
3. Small Town Working Families



**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 \$	\$19,090,461
Average Spent	\$1,891
Spending Potential Index	74
Computers & Accessories: Total \$	\$1,760,575
Average Spent	\$174
Spending Potential Index	63
Education: Total \$	\$5,926,897
Average Spent	\$587
Spending Potential Index	70
Entertainment: Total \$	\$19,243,753
Average Spent	\$1,906
Spending Potential Index	69
Food at Home: Total \$	\$32,512,505
Average Spent	\$3,220
Spending Potential Index	77
Food Away from Home: Total \$	\$17,300,136
Average Spent	\$1,713
Spending Potential Index	71
Health Care: Total \$	\$20,859,704
Average Spent	\$2,066
Spending Potential Index	75
HH Furnishings & Equip: Total \$	\$14,322,542
Average Spent	\$1,418
Spending Potential Index	68
Investments: Total \$	\$16,406,447
Average Spent	\$1,625
Spending Potential Index	61
Shelter: Total \$	\$64,857,903
Average Spent	\$6,423
Spending Potential Index	70
Television, Radio, & Sound: Total \$	\$6,530,507
Average Spent	\$647
Spending Potential Index	75
Travel: Total \$	\$11,221,861
Average Spent	\$1,111
Spending Potential Index	63
Vehicle Maint & Repair: Total \$	\$7,073,558
Average Spent	\$700
Spending Potential Index	72

**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