



Market Profile

2409 US Highway 80 W, Dublin, Georgia, 31021
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 32.55083
Longitude: -82.97263

	5 miles	10 miles	15 miles
Population Summary			
2000 Total Population	22,545	35,089	43,432
2010 Total Population	23,292	37,073	46,766
2020 Total Population	23,194	37,076	47,075
2020 Group Quarters	705	817	1,174
2025 Total Population	23,030	36,849	46,857
2020-2025 Annual Rate	-0.14%	-0.12%	-0.09%
2020 Total Daytime Population	28,300	40,244	48,240
Workers	12,755	15,561	16,857
Residents	15,545	24,683	31,383
Household Summary			
2000 Households	8,590	13,278	16,529
2000 Average Household Size	2.49	2.55	2.54
2010 Households	9,114	14,291	18,029
2010 Average Household Size	2.48	2.54	2.53
2020 Households	9,087	14,311	18,173
2020 Average Household Size	2.47	2.53	2.53
2025 Households	9,023	14,224	18,091
2025 Average Household Size	2.47	2.53	2.53
2020-2025 Annual Rate	-0.14%	-0.12%	-0.09%
2010 Families	6,142	9,895	12,603
2010 Average Family Size	3.04	3.06	3.04
2020 Families	6,014	9,745	12,497
2020 Average Family Size	3.07	3.09	3.06
2025 Families	5,934	9,631	12,370
2025 Average Family Size	3.08	3.10	3.07
2020-2025 Annual Rate	-0.27%	-0.24%	-0.20%
Housing Unit Summary			
2000 Housing Units	9,741	15,177	18,971
Owner Occupied Housing Units	55.5%	59.2%	61.8%
Renter Occupied Housing Units	32.7%	28.3%	25.3%
Vacant Housing Units	11.8%	12.5%	12.9%
2010 Housing Units	10,169	16,133	20,572
Owner Occupied Housing Units	51.6%	54.9%	57.5%
Renter Occupied Housing Units	38.0%	33.7%	30.1%
Vacant Housing Units	10.4%	11.4%	12.4%
2020 Housing Units	10,267	16,320	20,927
Owner Occupied Housing Units	45.1%	48.7%	51.5%
Renter Occupied Housing Units	43.4%	39.0%	35.3%
Vacant Housing Units	11.5%	12.3%	13.2%
2025 Housing Units	10,378	16,505	21,187
Owner Occupied Housing Units	44.0%	47.6%	50.5%
Renter Occupied Housing Units	43.0%	38.6%	34.9%
Vacant Housing Units	13.1%	13.8%	14.6%
Median Household Income			
2020	\$36,504	\$36,468	\$36,688
2025	\$38,573	\$39,074	\$39,376
Median Home Value			
2020	\$132,577	\$114,837	\$100,738
2025	\$147,113	\$128,469	\$114,185
Per Capita Income			
2020	\$21,946	\$21,136	\$20,914
2025	\$24,026	\$23,446	\$23,267
Median Age			
2010	38.0	37.6	37.9
2020	39.8	39.5	39.7
2025	41.2	41.0	41.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	9,087	14,311	18,173
<\$15,000	24.0%	23.0%	22.3%
\$15,000 - \$24,999	13.4%	14.1%	14.0%
\$25,000 - \$34,999	10.9%	11.1%	11.5%
\$35,000 - \$49,999	13.1%	13.8%	14.3%
\$50,000 - \$74,999	15.0%	15.2%	15.2%
\$75,000 - \$99,999	8.6%	8.8%	9.1%
\$100,000 - \$149,999	9.2%	8.6%	8.5%
\$150,000 - \$199,999	3.2%	3.1%	2.8%
\$200,000+	2.7%	2.3%	2.2%
Average Household Income	\$55,950	\$54,658	\$54,364
2025 Households by Income			
Household Income Base	9,023	14,224	18,091
<\$15,000	22.4%	21.1%	20.3%
\$15,000 - \$24,999	13.0%	13.5%	13.3%
\$25,000 - \$34,999	10.7%	10.8%	11.2%
\$35,000 - \$49,999	13.1%	13.7%	14.3%
\$50,000 - \$74,999	15.2%	15.6%	15.6%
\$75,000 - \$99,999	8.5%	9.0%	9.4%
\$100,000 - \$149,999	10.4%	10.0%	9.9%
\$150,000 - \$199,999	3.8%	3.8%	3.4%
\$200,000+	2.9%	2.6%	2.6%
Average Household Income	\$61,253	\$60,641	\$60,493
2020 Owner Occupied Housing Units by Value			
Total	4,635	7,945	10,786
<\$50,000	14.8%	20.9%	23.4%
\$50,000 - \$99,999	24.2%	24.3%	26.4%
\$100,000 - \$149,999	16.9%	16.2%	15.7%
\$150,000 - \$199,999	20.0%	16.6%	14.9%
\$200,000 - \$249,999	10.6%	9.9%	8.5%
\$250,000 - \$299,999	6.3%	5.7%	5.3%
\$300,000 - \$399,999	4.3%	3.8%	3.4%
\$400,000 - \$499,999	2.0%	1.7%	1.5%
\$500,000 - \$749,999	0.6%	0.5%	0.4%
\$750,000 - \$999,999	0.2%	0.2%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$149,860	\$139,930	\$131,986
2025 Owner Occupied Housing Units by Value			
Total	4,562	7,851	10,703
<\$50,000	13.1%	18.9%	21.2%
\$50,000 - \$99,999	21.7%	22.3%	24.5%
\$100,000 - \$149,999	16.1%	15.6%	15.2%
\$150,000 - \$199,999	20.5%	17.1%	15.5%
\$200,000 - \$249,999	12.2%	11.6%	10.0%
\$250,000 - \$299,999	7.8%	7.1%	6.7%
\$300,000 - \$399,999	5.1%	4.4%	4.1%
\$400,000 - \$499,999	2.4%	2.1%	1.8%
\$500,000 - \$749,999	0.8%	0.6%	0.5%
\$750,000 - \$999,999	0.2%	0.2%	0.2%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$160,864	\$150,497	\$142,507

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	23,292	37,074	46,764
0 - 4	7.5%	7.3%	7.2%
5 - 9	7.2%	7.3%	7.2%
10 - 14	6.5%	6.9%	6.8%
15 - 24	13.1%	13.1%	13.0%
25 - 34	12.0%	12.0%	12.2%
35 - 44	12.2%	12.8%	13.0%
45 - 54	13.5%	13.9%	14.1%
55 - 64	12.4%	12.2%	12.3%
65 - 74	7.9%	7.9%	7.9%
75 - 84	5.2%	4.6%	4.5%
85 +	2.5%	2.0%	1.8%
18 +	74.1%	73.8%	74.2%
2020 Population by Age			
Total	23,196	37,074	47,075
0 - 4	6.7%	6.6%	6.5%
5 - 9	7.0%	7.0%	6.8%
10 - 14	6.9%	6.9%	6.7%
15 - 24	11.1%	11.3%	11.4%
25 - 34	12.4%	12.7%	12.8%
35 - 44	12.0%	12.2%	12.5%
45 - 54	12.0%	12.5%	12.7%
55 - 64	12.8%	13.0%	13.2%
65 - 74	10.5%	10.3%	10.4%
75 - 84	5.9%	5.4%	5.2%
85 +	2.7%	2.1%	2.0%
18 +	75.6%	75.8%	76.3%
2025 Population by Age			
Total	23,031	36,849	46,856
0 - 4	6.5%	6.4%	6.2%
5 - 9	6.6%	6.6%	6.4%
10 - 14	6.9%	7.0%	6.8%
15 - 24	11.5%	11.6%	11.5%
25 - 34	11.1%	11.2%	11.3%
35 - 44	12.1%	12.2%	12.4%
45 - 54	12.0%	12.4%	12.5%
55 - 64	12.3%	12.7%	12.9%
65 - 74	11.1%	11.2%	11.3%
75 - 84	7.1%	6.6%	6.4%
85 +	2.8%	2.3%	2.1%
18 +	75.9%	76.0%	76.5%
2010 Population by Sex			
Males	10,673	17,334	22,302
Females	12,619	19,739	24,464
2020 Population by Sex			
Males	10,710	17,459	22,605
Females	12,484	19,617	24,470
2025 Population by Sex			
Males	10,684	17,421	22,583
Females	12,346	19,428	24,274

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	23,291	37,072	46,767
White Alone	48.4%	54.4%	59.3%
Black Alone	47.5%	41.8%	37.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.2%	1.2%
Two or More Races	1.2%	1.2%	1.2%
Hispanic Origin	2.1%	2.3%	2.3%
Diversity Index	55.9	55.1	53.3
2020 Population by Race/Ethnicity			
Total	23,194	37,075	47,074
White Alone	45.5%	51.5%	56.6%
Black Alone	49.5%	43.9%	38.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.2%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.4%	1.4%
Two or More Races	1.4%	1.5%	1.5%
Hispanic Origin	2.3%	2.6%	2.7%
Diversity Index	56.8	56.6	55.3
2025 Population by Race/Ethnicity			
Total	23,031	36,849	46,857
White Alone	44.2%	50.0%	55.3%
Black Alone	50.3%	44.8%	39.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	1.7%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.5%	1.5%
Two or More Races	1.6%	1.7%	1.8%
Hispanic Origin	2.5%	2.8%	2.9%
Diversity Index	57.3	57.4	56.3
2010 Population by Relationship and Household Type			
Total	23,292	37,073	46,766
In Households	96.9%	97.8%	97.4%
In Family Households	82.3%	84.0%	84.1%
Householder	26.3%	26.7%	26.8%
Spouse	16.2%	17.1%	17.7%
Child	33.7%	34.2%	33.7%
Other relative	3.9%	3.8%	3.7%
Nonrelative	2.1%	2.2%	2.2%
In Nonfamily Households	14.6%	13.7%	13.3%
In Group Quarters	3.1%	2.2%	2.6%
Institutionalized Population	2.8%	2.0%	2.3%
Noninstitutionalized Population	0.3%	0.3%	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	15,831	25,285	32,324
Less than 9th Grade	4.2%	4.4%	4.2%
9th - 12th Grade, No Diploma	8.1%	8.5%	9.0%
High School Graduate	35.8%	35.8%	36.3%
GED/Alternative Credential	5.0%	6.5%	7.1%
Some College, No Degree	16.2%	16.3%	16.5%
Associate Degree	10.7%	9.8%	9.6%
Bachelor's Degree	10.3%	10.2%	9.5%
Graduate/Professional Degree	9.6%	8.6%	7.9%
2020 Population 15+ by Marital Status			
Total	18,414	29,490	37,681
Never Married	38.0%	36.8%	35.4%
Married	41.4%	43.4%	45.0%
Widowed	7.8%	7.7%	7.8%
Divorced	12.7%	12.1%	11.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,857	14,235	17,937
Population 16+ Employed	86.8%	86.9%	87.2%
Population 16+ Unemployment rate	13.2%	13.1%	12.8%
Population 16-24 Employed	8.7%	8.7%	8.9%
Population 16-24 Unemployment rate	21.0%	21.7%	20.7%
Population 25-54 Employed	65.3%	66.9%	67.4%
Population 25-54 Unemployment rate	13.2%	12.8%	12.4%
Population 55-64 Employed	16.5%	16.8%	16.7%
Population 55-64 Unemployment rate	10.5%	10.5%	10.4%
Population 65+ Employed	9.5%	7.6%	7.0%
Population 65+ Unemployment rate	9.6%	10.5%	10.5%
2020 Employed Population 16+ by Industry			
Total	7,687	12,369	15,646
Agriculture/Mining	1.9%	2.0%	2.4%
Construction	2.9%	5.4%	6.9%
Manufacturing	10.4%	11.4%	11.4%
Wholesale Trade	0.6%	0.8%	1.0%
Retail Trade	12.2%	12.2%	11.7%
Transportation/Utilities	4.8%	5.4%	5.8%
Information	2.1%	1.7%	1.5%
Finance/Insurance/Real Estate	4.3%	3.8%	3.6%
Services	53.1%	50.0%	47.9%
Public Administration	7.6%	7.4%	7.8%
2020 Employed Population 16+ by Occupation			
Total	7,686	12,369	15,648
White Collar	60.9%	55.9%	54.2%
Management/Business/Financial	9.4%	9.5%	9.5%
Professional	26.0%	23.4%	22.6%
Sales	13.0%	11.1%	9.8%
Administrative Support	12.6%	11.9%	12.4%
Services	19.7%	19.1%	18.3%
Blue Collar	19.3%	25.0%	27.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	2.7%	4.8%	6.2%
Installation/Maintenance/Repair	1.7%	3.1%	3.6%
Production	5.3%	6.8%	7.4%
Transportation/Material Moving	9.7%	10.2%	10.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 29, 2020



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2010 Households by Type			
Total	9,114	14,291	18,029
Households with 1 Person	28.7%	26.9%	26.3%
Households with 2+ People	71.3%	73.1%	73.7%
Family Households	67.4%	69.2%	69.9%
Husband-wife Families	41.4%	44.3%	46.3%
With Related Children	17.1%	18.6%	19.6%
Other Family (No Spouse Present)	26.0%	25.0%	23.6%
Other Family with Male Householder	4.4%	4.7%	4.9%
With Related Children	2.4%	2.8%	2.9%
Other Family with Female Householder	21.6%	20.3%	18.7%
With Related Children	15.0%	14.0%	12.7%
Nonfamily Households	3.9%	3.9%	3.8%
All Households with Children	35.0%	35.8%	35.6%
Multigenerational Households	4.9%	5.0%	4.9%
Unmarried Partner Households	5.4%	5.6%	5.4%
Male-female	4.8%	5.0%	4.8%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	9,114	14,291	18,030
1 Person Household	28.7%	26.9%	26.3%
2 Person Household	32.0%	32.3%	32.6%
3 Person Household	16.9%	17.4%	17.5%
4 Person Household	13.0%	13.6%	13.7%
5 Person Household	5.8%	6.1%	6.1%
6 Person Household	2.2%	2.3%	2.3%
7 + Person Household	1.4%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	9,114	14,291	18,029
Owner Occupied	57.6%	62.0%	65.6%
Owned with a Mortgage/Loan	36.7%	38.4%	39.9%
Owned Free and Clear	20.9%	23.6%	25.7%
Renter Occupied	42.4%	38.0%	34.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	150	174	200
Percent of Income for Mortgage	15.2%	13.2%	11.5%
Wealth Index	52	49	49
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,169	16,133	20,572
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	76.9%	57.0%	44.8%
Rural Housing Units	23.1%	43.0%	55.2%
2010 Population By Urban/ Rural Status			
Total Population	23,292	37,073	46,766
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	76.3%	56.5%	44.9%
Rural Population	23.7%	43.5%	55.1%

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.	Midlife Constants (5E)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Modest Income Homes (12D)	Midlife Constants (5E)	Midlife Constants (5E)
2020 Consumer Spending			
Apparel & Services: Total \$	\$12,137,454	\$18,511,454	\$23,277,632
Average Spent	\$1,335.69	\$1,293.51	\$1,280.89
Spending Potential Index	62	60	60
Education: Total \$	\$9,437,246	\$14,019,016	\$17,413,161
Average Spent	\$1,038.54	\$979.60	\$958.19
Spending Potential Index	58	55	54
Entertainment/Recreation: Total \$	\$19,002,255	\$29,652,342	\$37,709,077
Average Spent	\$2,091.15	\$2,072.00	\$2,075.01
Spending Potential Index	64	64	64
Food at Home: Total \$	\$31,603,310	\$49,389,741	\$62,738,063
Average Spent	\$3,477.86	\$3,451.17	\$3,452.27
Spending Potential Index	65	65	65
Food Away from Home: Total \$	\$21,492,094	\$33,280,850	\$42,137,068
Average Spent	\$2,365.15	\$2,325.54	\$2,318.66
Spending Potential Index	63	62	62
Health Care: Total \$	\$35,290,724	\$55,136,115	\$70,230,609
Average Spent	\$3,883.65	\$3,852.71	\$3,864.56
Spending Potential Index	68	67	67
HH Furnishings & Equipment: Total \$	\$12,629,798	\$19,567,850	\$24,768,387
Average Spent	\$1,389.88	\$1,367.33	\$1,362.92
Spending Potential Index	64	63	62
Personal Care Products & Services: Total \$	\$5,263,717	\$7,985,930	\$10,036,870
Average Spent	\$579.26	\$558.03	\$552.30
Spending Potential Index	63	61	60
Shelter: Total \$	\$104,377,059	\$156,225,560	\$194,828,359
Average Spent	\$11,486.42	\$10,916.47	\$10,720.76
Spending Potential Index	59	56	55
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,926,035	\$22,003,670	\$28,147,414
Average Spent	\$1,532.52	\$1,537.54	\$1,548.86
Spending Potential Index	65	66	66
Travel: Total \$	\$12,924,608	\$19,625,351	\$24,673,168
Average Spent	\$1,422.32	\$1,371.35	\$1,357.68
Spending Potential Index	59	57	56
Vehicle Maintenance & Repairs: Total \$	\$6,943,012	\$10,838,036	\$13,755,896
Average Spent	\$764.06	\$757.32	\$756.94
Spending Potential Index	66	65	65

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.