

Hogansville | Retail Opportunities

Table of Contents

Existing Major Retailers	2
Available Retail Properties.....	3
Demographic Summary	4
Daytime Population Density (Population per Square Mile) by Block Group	6
Median Household Income by Block Group	8
Households Density (Households per Square Mile) by Block Group	9
Total Employees by Block Group	10
Tapestry Segmentation.....	11
References	11
Esri Community Profiles.....	12
Esri Business Summaries.....	26

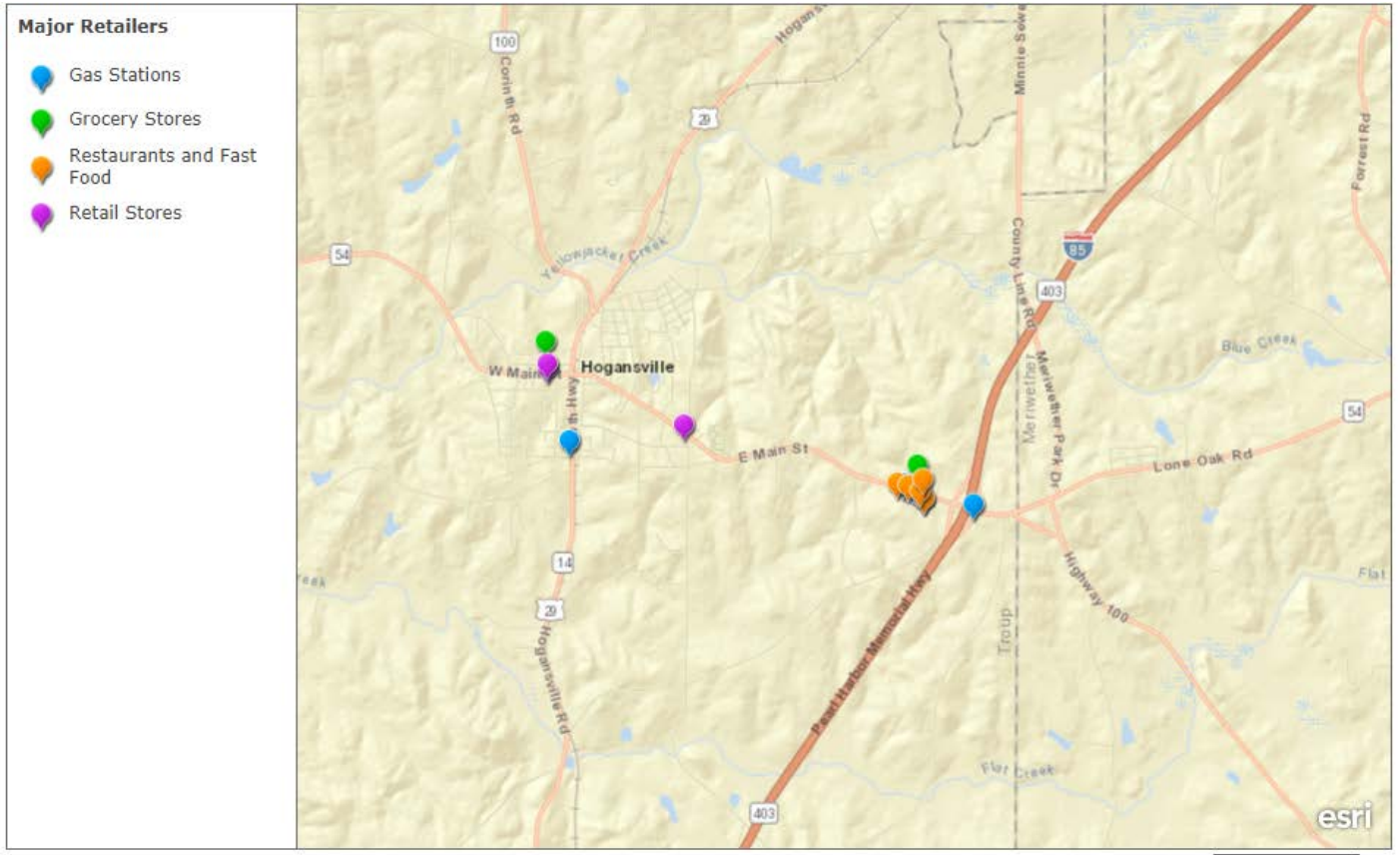
Explore the online Story Map version of this report at arcg.is/0vbnzS.

Visit the City of Hogansville website at CityOfHogansville.org.



Hogansville | Retail Opportunities

Existing Major Retailers

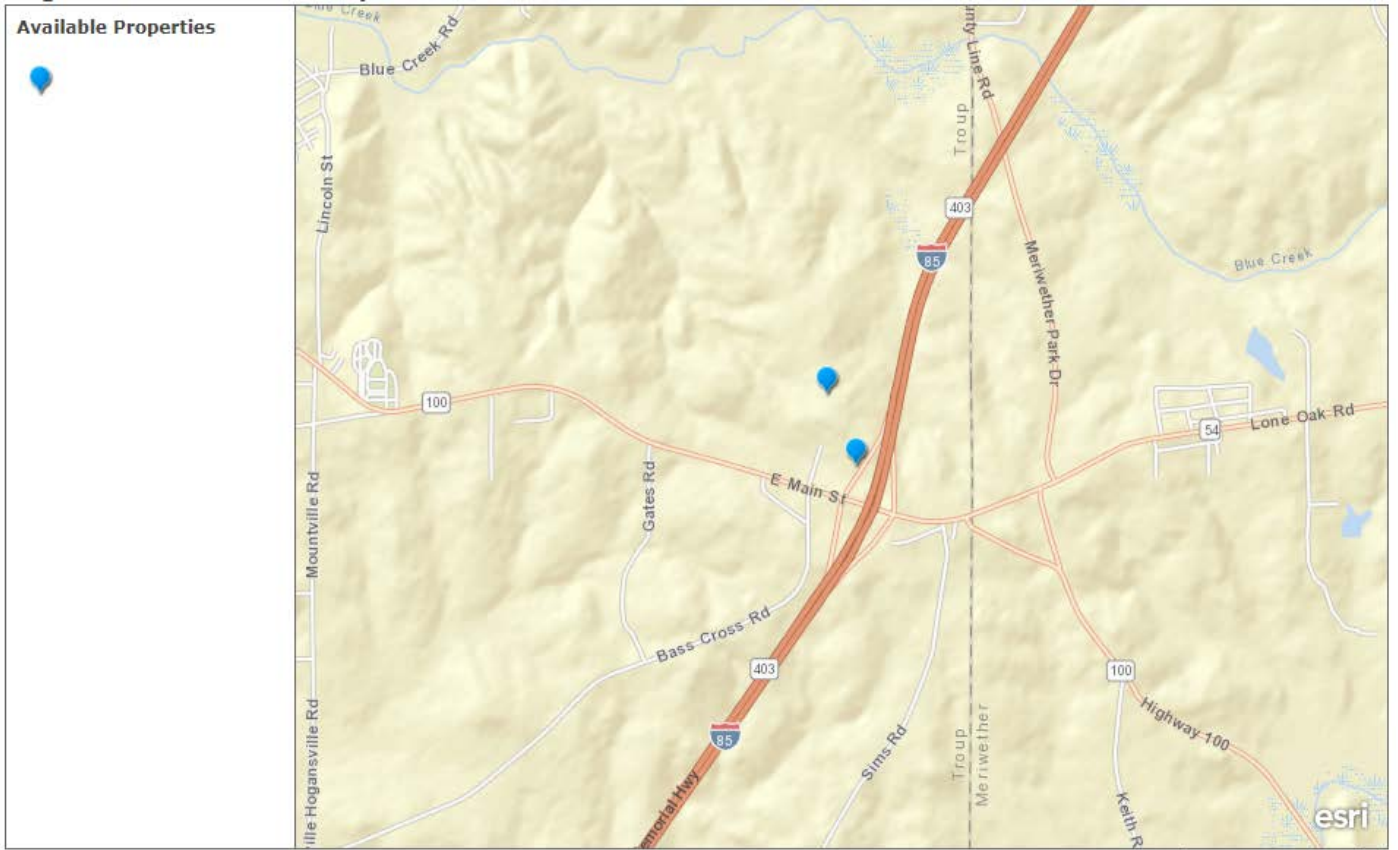


1mi

Esri, HERE, Garmin, INCREMENT P, NGA, USGS



Available Retail Properties



0.6mi

Esri, HERE, Garmin, INCREMENT P, NGA, USGS

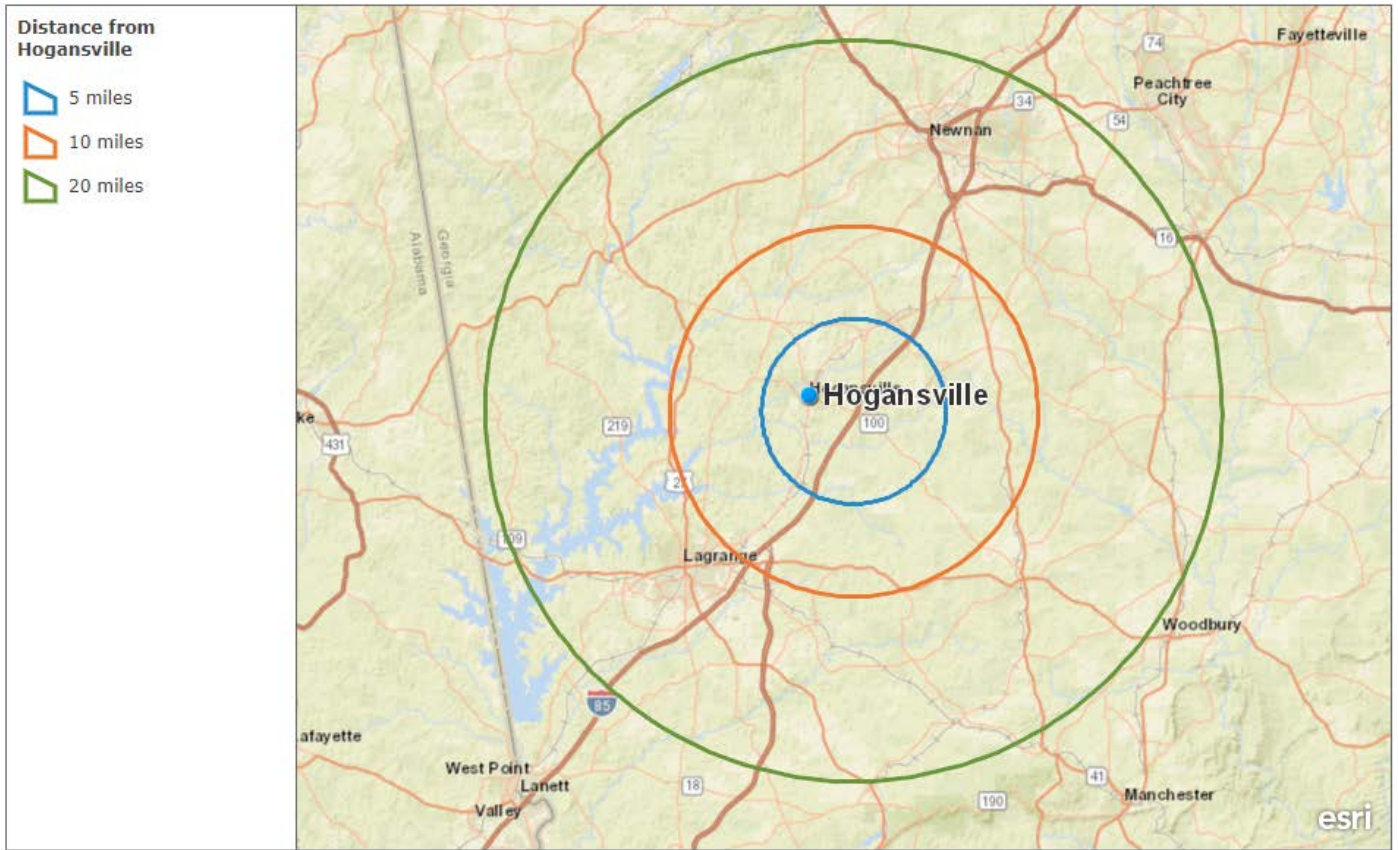
Property

GA HWY 54 & I-85
Silver Companies Site



Demographic Summary

5-10-20 Miles Radii



Esri, HERE, Garmin, NGA, USGS, NPS



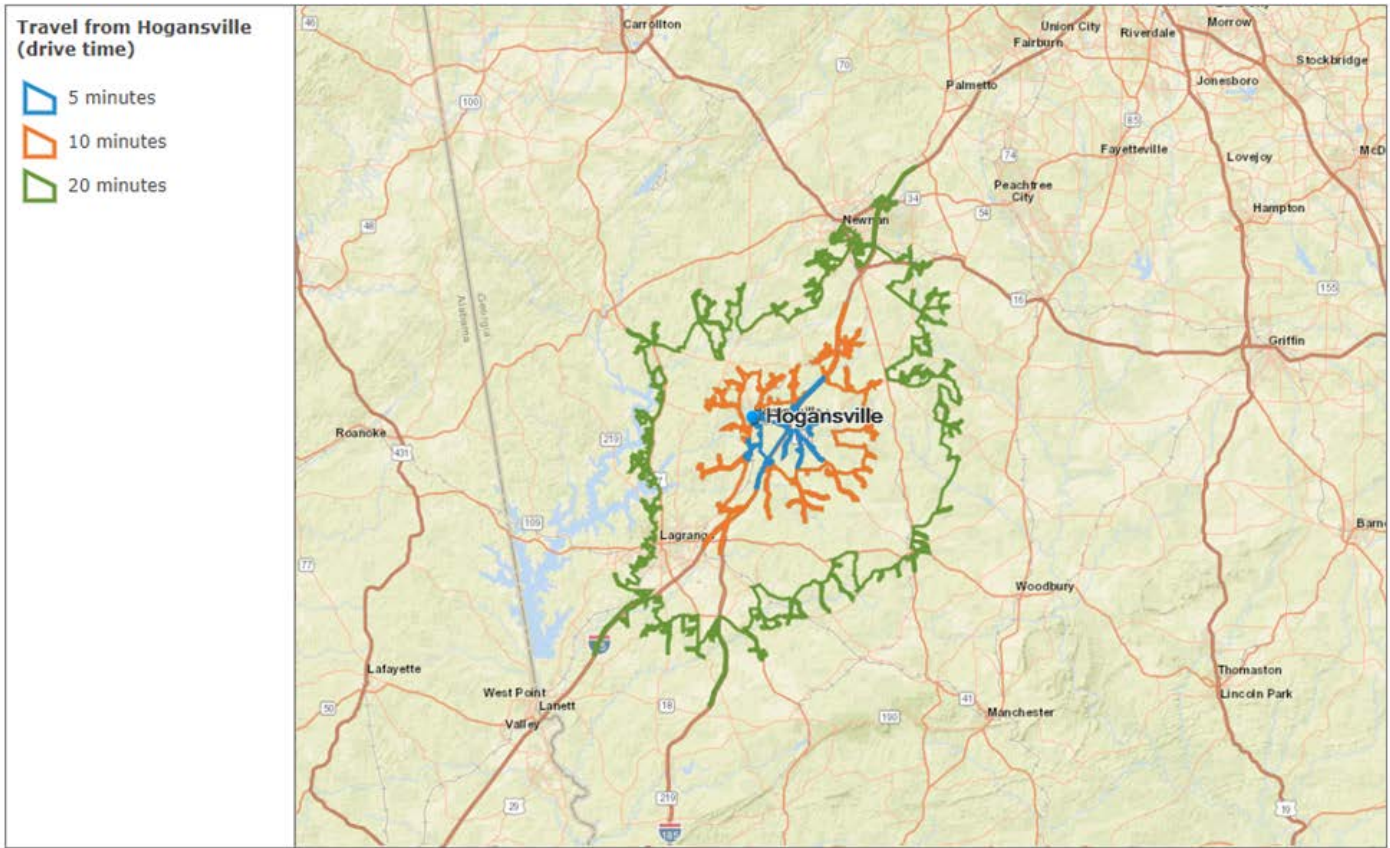
	Radius 1	Radius 2	Radius 3
Population	7,024	25,387	186,224
Average Household Income	\$52,532	\$59,730	\$64,516
Median Age	37.9	37.7	37.1
Employees	2,760	10,422	83,273
Households	2,406	8,665	63,349

Source: Esri. 2017 Data.



Hogansville | Retail Opportunities

5-10-20 Minutes Drive Time



Esri, HERE, Garmin, NGA, USGS, NPS

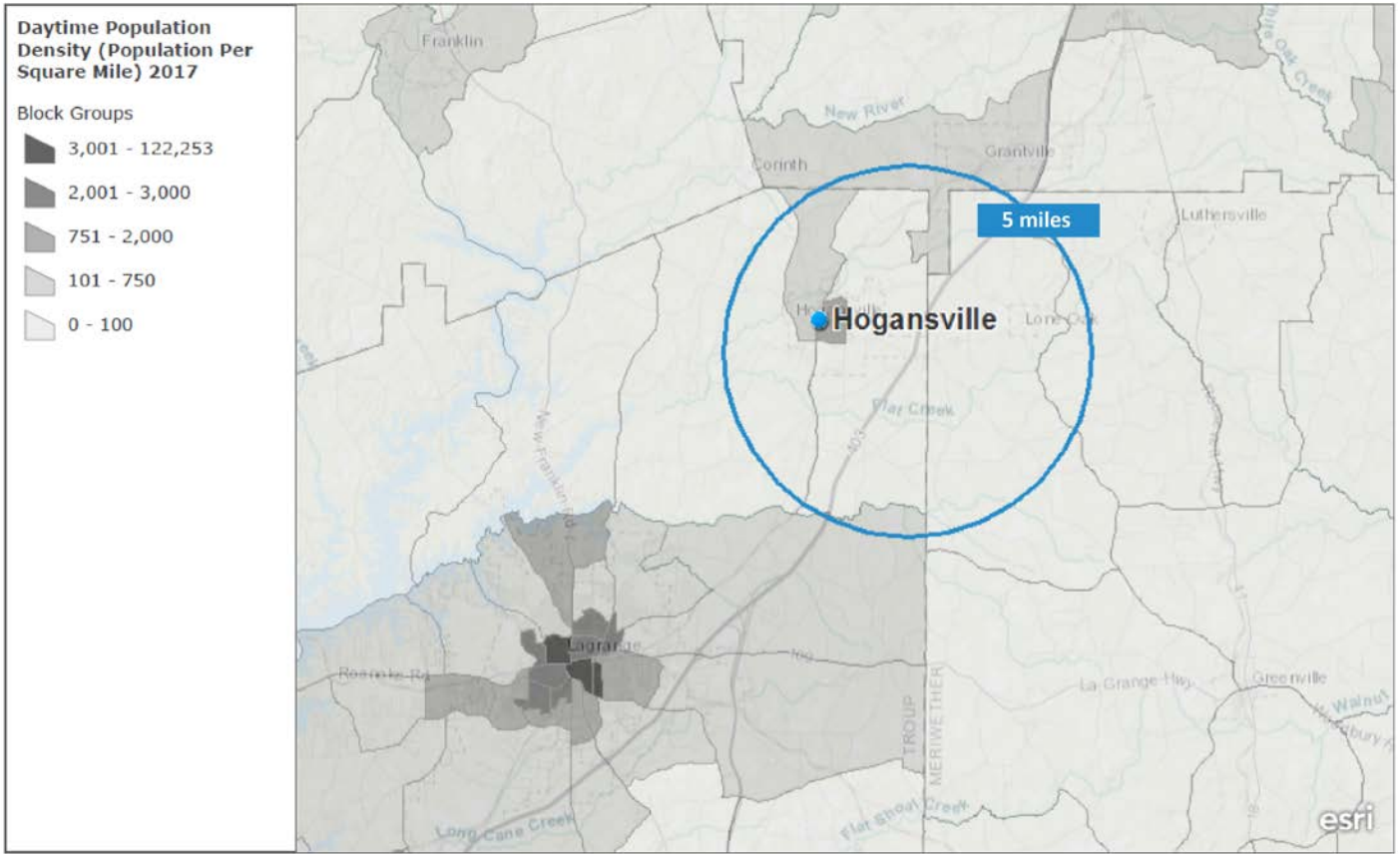


	Drivetime 1	Drivetime 2	Drivetime 3
Population	615	6,260	61,738
Average Household Income	\$46,114	\$52,564	\$56,961
Median Age	35.8	38.7	36.1
Employees	209	2,456	25,697
Households	238	2,165	20,863

Source: Esri. 2017 Data.



Daytime Population Density (Population per Square Mile) by Block Group



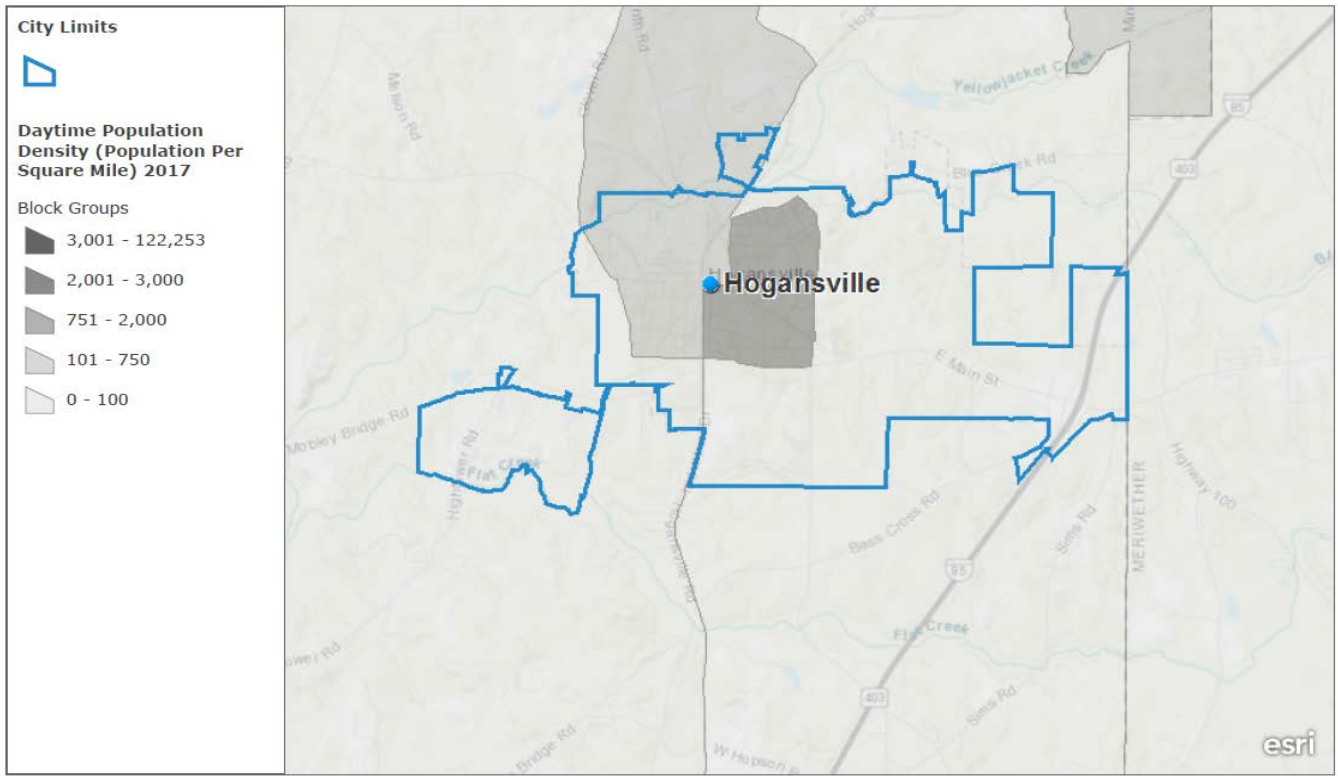
Daytime Population Density | 2017

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS



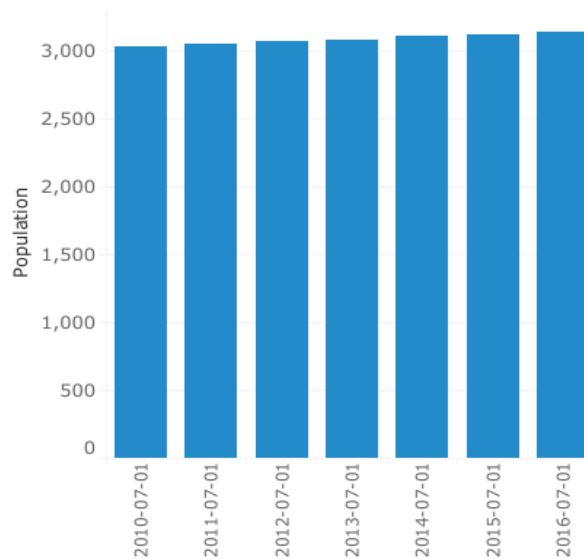
Hogansville | Retail Opportunities

City Limits



Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, NGA, EPA, USDA

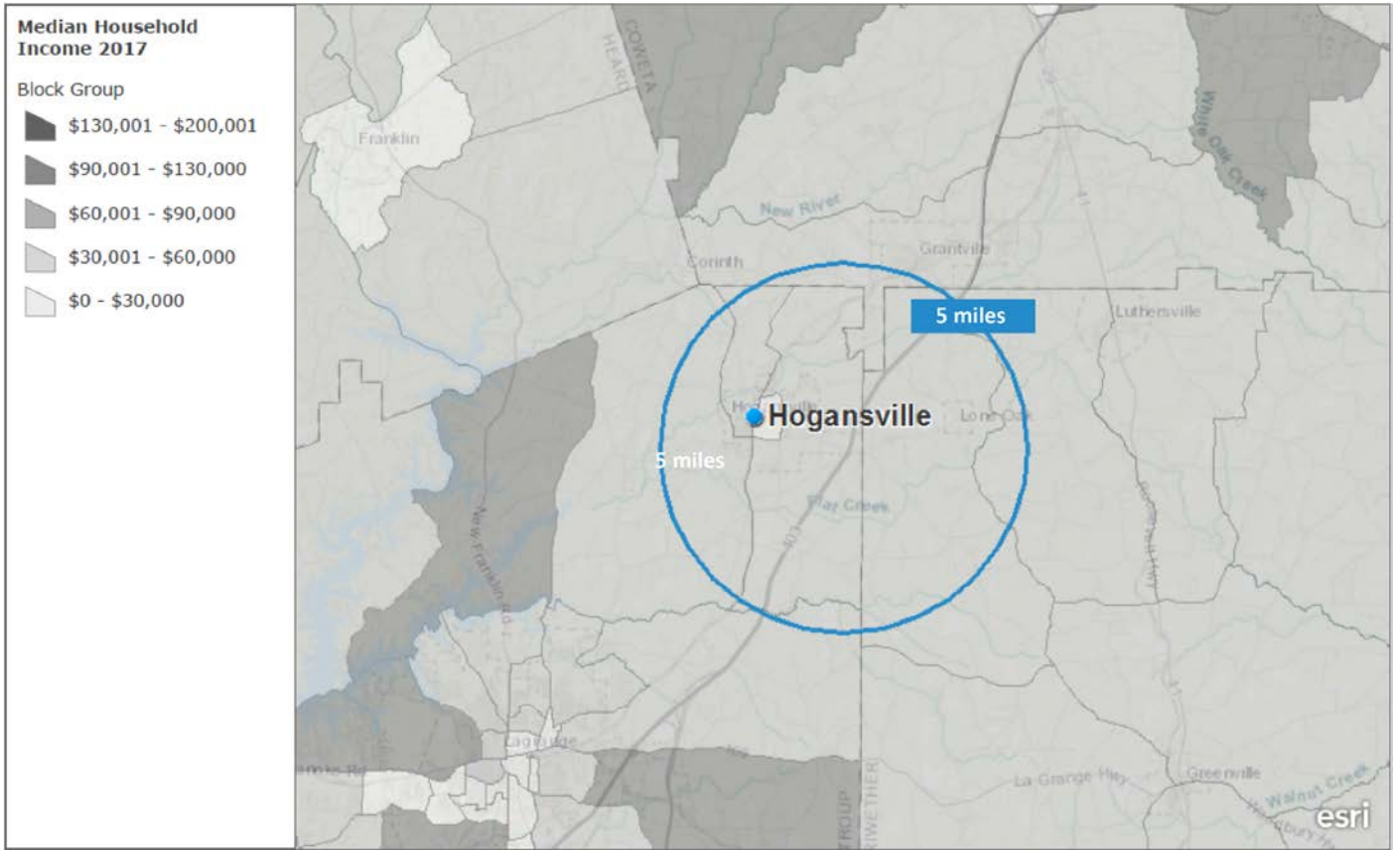
The map shows the daytime population density (daytime population per square mile) by block group for the area surrounding Hogansville with the city limits boundary overlaid for context. Below is information about the historical population within the city limits of Hogansville.



Source: American Communities Survey



Median Household Income by Block Group

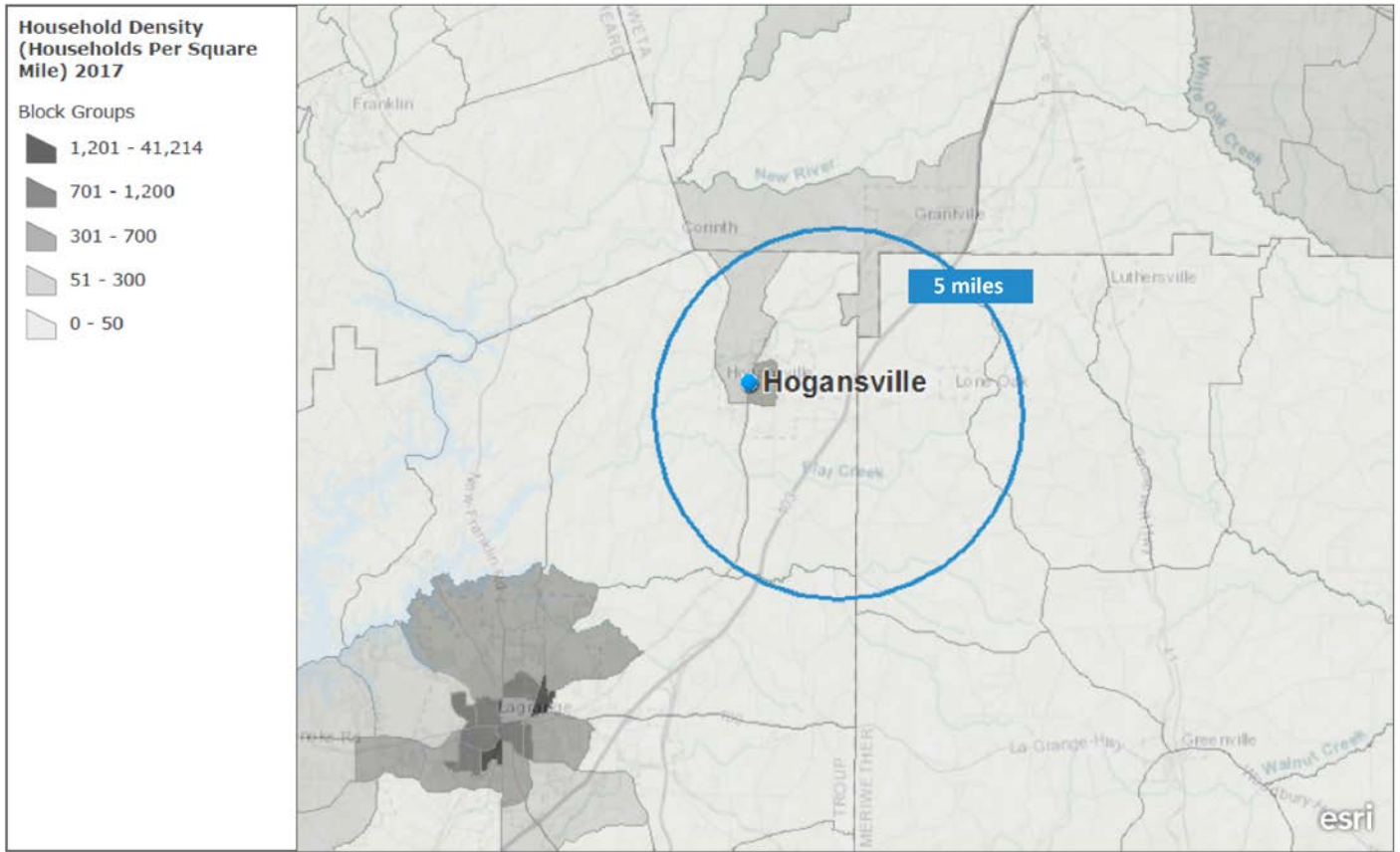


Median Household Income | 2017

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS



Households Density (Households per Square Mile) by Block Group



Household Density | 2017

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS



Hogansville | Retail Opportunities

Total Employees by Block Group



Total Employees | 2017

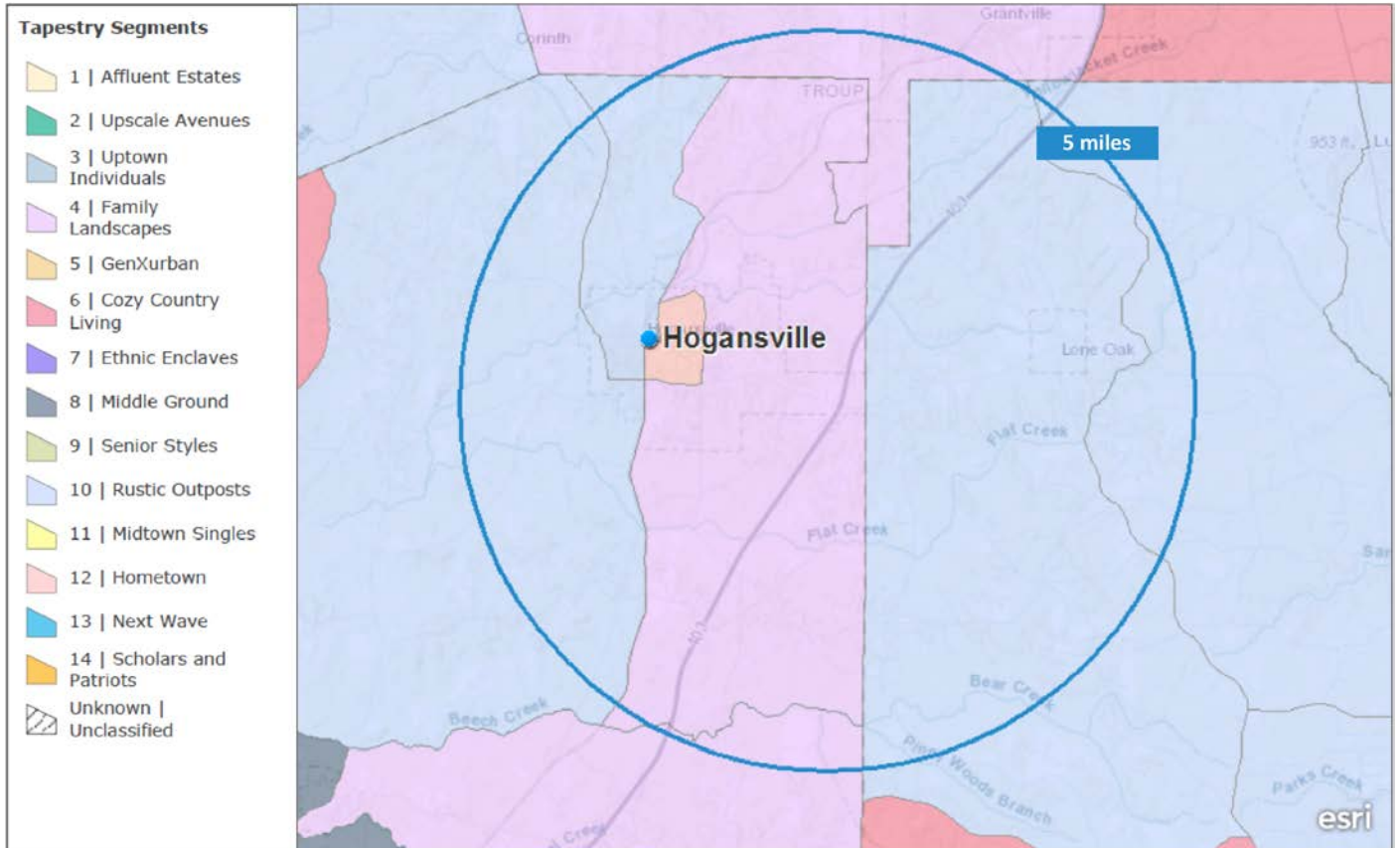
Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS



Tapestry Segmentation

Tapestry segmentation is a tool that classifies neighborhoods into 67 unique segments based on demographics and socioeconomic characteristics. Tapestry segments help retailers and others understand how the population of a given neighborhood thinks, their lifestyle choices, what they buy, and how they spend their free time. For more information, please refer to the guide to Esri tapestry segmentation at goo.gl/CSbMhS.

The map below shows the dominant tapestry segment by block group in the Hogansville region. Explore the online map at arcg.is/0vbnzS for more information.



Dominant Tapestry Segments | 2017

Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS

References

- Esri Business Analyst
- U.S. Census Bureau



	5 miles	10 miles	20 miles
Population Summary			
2000 Total Population	5,691	19,068	136,207
2010 Total Population	6,511	23,826	172,669
2017 Total Population	7,024	25,387	186,224
2017 Group Quarters	12	194	3,068
2022 Total Population	7,386	26,699	196,984
2017-2022 Annual Rate	1.01%	1.01%	1.13%
2017 Total Daytime Population	5,546	18,361	169,655
Workers	1,240	3,230	66,580
Residents	4,306	15,131	103,075
Household Summary			
2000 Households	2,171	6,925	49,344
2000 Average Household Size	2.61	2.73	2.71
2010 Households	2,406	8,665	63,349
2010 Average Household Size	2.70	2.73	2.68
2017 Households	2,567	9,190	68,088
2017 Average Household Size	2.73	2.74	2.69
2022 Households	2,685	9,642	71,978
2022 Average Household Size	2.75	2.75	2.69
2017-2022 Annual Rate	0.90%	0.96%	1.12%
2010 Families	1,737	6,391	45,793
2010 Average Family Size	3.17	3.17	3.15
2017 Families	1,838	6,721	48,738
2017 Average Family Size	3.22	3.20	3.17
2022 Families	1,913	7,021	51,277
2022 Average Family Size	3.25	3.21	3.19
2017-2022 Annual Rate	0.80%	0.88%	1.02%
Housing Unit Summary			
2000 Housing Units	2,422	7,610	53,120
Owner Occupied Housing Units	66.2%	68.8%	64.8%
Renter Occupied Housing Units	23.4%	22.2%	28.1%
Vacant Housing Units	10.4%	9.0%	7.1%
2010 Housing Units	2,827	10,094	71,131
Owner Occupied Housing Units	58.3%	61.2%	59.4%
Renter Occupied Housing Units	26.8%	24.6%	29.7%
Vacant Housing Units	14.9%	14.2%	10.9%
2017 Housing Units	2,990	10,519	75,913
Owner Occupied Housing Units	55.5%	58.8%	56.2%
Renter Occupied Housing Units	30.4%	28.6%	33.5%
Vacant Housing Units	14.1%	12.6%	10.3%
2022 Housing Units	3,131	11,040	80,305
Owner Occupied Housing Units	55.5%	58.7%	55.9%
Renter Occupied Housing Units	30.3%	28.7%	33.7%
Vacant Housing Units	14.2%	12.7%	10.4%
Median Household Income			
2017	\$39,443	\$44,813	\$50,260
2022	\$40,753	\$48,105	\$53,954
Median Home Value			
2017	\$111,467	\$123,159	\$154,375
2022	\$129,879	\$142,585	\$184,281
Per Capita Income			
2017	\$19,250	\$21,743	\$23,924
2022	\$21,572	\$24,705	\$27,236
Median Age			
2010	36.9	36.5	36.1
2017	37.9	37.7	37.1
2022	38.6	38.7	37.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	5 miles	10 miles	20 miles
2017 Households by Income			
Household Income Base	2,567	9,190	68,088
<\$15,000	17.1%	14.0%	13.9%
\$15,000 - \$24,999	14.0%	11.2%	10.5%
\$25,000 - \$34,999	11.2%	12.2%	10.6%
\$35,000 - \$49,999	20.1%	17.3%	14.7%
\$50,000 - \$74,999	18.6%	19.8%	19.9%
\$75,000 - \$99,999	8.2%	10.6%	12.4%
\$100,000 - \$149,999	7.4%	9.6%	11.8%
\$150,000 - \$199,999	1.7%	3.2%	3.8%
\$200,000+	1.8%	2.0%	2.5%
Average Household Income	\$52,532	\$59,730	\$64,516
2022 Households by Income			
Household Income Base	2,685	9,642	71,978
<\$15,000	17.2%	14.0%	13.6%
\$15,000 - \$24,999	13.4%	10.6%	9.7%
\$25,000 - \$34,999	10.4%	11.2%	9.5%
\$35,000 - \$49,999	19.0%	15.7%	13.1%
\$50,000 - \$74,999	17.8%	18.6%	18.4%
\$75,000 - \$99,999	9.0%	11.7%	13.8%
\$100,000 - \$149,999	8.5%	11.1%	13.8%
\$150,000 - \$199,999	2.3%	4.4%	4.9%
\$200,000+	2.4%	2.7%	3.2%
Average Household Income	\$59,194	\$68,062	\$73,668
2017 Owner Occupied Housing Units by Value			
Total	1,659	6,180	42,689
<\$50,000	13.4%	10.2%	6.7%
\$50,000 - \$99,999	29.9%	26.2%	17.2%
\$100,000 - \$149,999	29.2%	29.2%	24.5%
\$150,000 - \$199,999	9.8%	12.7%	18.9%
\$200,000 - \$249,999	7.8%	8.0%	10.4%
\$250,000 - \$299,999	1.2%	3.5%	6.5%
\$300,000 - \$399,999	4.9%	4.6%	8.8%
\$400,000 - \$499,999	0.1%	1.7%	2.7%
\$500,000 - \$749,999	2.0%	1.2%	2.7%
\$750,000 - \$999,999	0.1%	0.4%	0.8%
\$1,000,000 +	1.6%	2.2%	0.9%
Average Home Value	\$151,040	\$170,999	\$197,285
2022 Owner Occupied Housing Units by Value			
Total	1,738	6,477	44,915
<\$50,000	9.0%	6.7%	4.4%
\$50,000 - \$99,999	23.9%	20.0%	12.9%
\$100,000 - \$149,999	28.6%	27.3%	20.9%
\$150,000 - \$199,999	10.1%	12.7%	17.2%
\$200,000 - \$249,999	10.1%	9.4%	10.8%
\$250,000 - \$299,999	2.0%	5.1%	8.1%
\$300,000 - \$399,999	9.3%	8.1%	12.9%
\$400,000 - \$499,999	0.3%	3.6%	4.6%
\$500,000 - \$749,999	4.0%	2.8%	5.4%
\$750,000 - \$999,999	0.2%	0.9%	1.5%
\$1,000,000 +	2.4%	3.4%	1.2%
Average Home Value	\$192,678	\$220,638	\$241,889

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 miles	10 miles	20 miles
2010 Population by Age			
Total	6,512	23,827	172,670
0 - 4	7.8%	7.5%	7.4%
5 - 9	7.1%	7.2%	7.4%
10 - 14	7.3%	7.4%	7.4%
15 - 24	13.3%	13.1%	13.2%
25 - 34	12.0%	12.7%	13.1%
35 - 44	12.8%	13.7%	14.4%
45 - 54	14.3%	14.7%	14.3%
55 - 64	12.2%	12.0%	11.4%
65 - 74	7.3%	6.9%	6.7%
75 - 84	4.3%	3.4%	3.5%
85 +	1.4%	1.2%	1.3%
18 +	73.6%	73.4%	73.3%
2017 Population by Age			
Total	7,025	25,387	186,223
0 - 4	7.3%	6.9%	6.9%
5 - 9	7.0%	7.1%	7.1%
10 - 14	6.9%	7.0%	7.0%
15 - 24	11.9%	11.9%	12.6%
25 - 34	13.2%	13.5%	13.6%
35 - 44	12.3%	12.8%	13.2%
45 - 54	12.2%	13.1%	13.3%
55 - 64	13.5%	13.3%	12.3%
65 - 74	9.9%	9.2%	8.7%
75 - 84	4.2%	3.8%	3.9%
85 +	1.5%	1.3%	1.4%
18 +	75.2%	75.3%	75.2%
2022 Population by Age			
Total	7,385	26,700	196,985
0 - 4	7.1%	6.7%	6.7%
5 - 9	7.2%	7.0%	6.9%
10 - 14	7.3%	7.3%	7.1%
15 - 24	11.2%	11.3%	12.1%
25 - 34	12.6%	12.6%	13.3%
35 - 44	12.8%	13.5%	13.5%
45 - 54	11.2%	12.0%	12.4%
55 - 64	12.7%	13.0%	12.2%
65 - 74	11.3%	10.6%	9.6%
75 - 84	5.1%	4.8%	4.8%
85 +	1.6%	1.4%	1.4%
18 +	74.5%	75.1%	75.3%
2010 Population by Sex			
Males	3,127	11,585	83,727
Females	3,384	12,241	88,942
2017 Population by Sex			
Males	3,381	12,362	90,418
Females	3,643	13,025	95,807
2022 Population by Sex			
Males	3,570	13,029	95,724
Females	3,816	13,671	101,260

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	5 miles	10 miles	20 miles
2010 Population by Race/Ethnicity			
Total	6,510	23,825	172,668
White Alone	68.1%	69.3%	67.8%
Black Alone	28.4%	26.0%	26.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	0.6%	1.4%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.2%	2.5%
Two or More Races	1.6%	1.7%	1.9%
Hispanic Origin	2.8%	2.8%	5.3%
Diversity Index	48.5	48.1	52.5
2017 Population by Race/Ethnicity			
Total	7,024	25,386	186,225
White Alone	64.3%	66.0%	65.3%
Black Alone	31.3%	28.4%	27.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.7%	1.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.4%	2.7%
Two or More Races	2.0%	2.1%	2.3%
Hispanic Origin	3.4%	3.4%	5.8%
Diversity Index	52.2	51.8	55.3
2022 Population by Race/Ethnicity			
Total	7,386	26,699	196,984
White Alone	61.9%	63.9%	63.5%
Black Alone	33.0%	29.7%	28.4%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	0.7%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.6%	2.9%
Two or More Races	2.4%	2.5%	2.6%
Hispanic Origin	3.9%	4.0%	6.4%
Diversity Index	54.5	54.1	57.3
2010 Population by Relationship and Household Type			
Total	6,511	23,826	172,669
In Households	99.8%	99.2%	98.4%
In Family Households	87.3%	87.4%	86.0%
Householder	26.7%	26.9%	26.5%
Spouse	17.5%	18.8%	18.5%
Child	35.2%	34.5%	33.9%
Other relative	5.3%	4.7%	4.6%
Nonrelative	2.6%	2.5%	2.5%
In Nonfamily Households	12.6%	11.8%	12.4%
In Group Quarters	0.2%	0.8%	1.6%
Institutionalized Population	0.1%	0.7%	1.2%
Noninstitutionalized Population	0.0%	0.0%	0.4%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 miles	10 miles	20 miles
2017 Population 25+ by Educational Attainment			
Total	4,698	17,052	123,799
Less than 9th Grade	5.9%	5.6%	4.7%
9th - 12th Grade, No Diploma	16.8%	14.5%	10.2%
High School Graduate	31.7%	31.0%	27.9%
GED/Alternative Credential	7.2%	6.6%	6.3%
Some College, No Degree	20.8%	21.5%	22.1%
Associate Degree	4.2%	6.0%	7.0%
Bachelor's Degree	9.6%	9.7%	13.6%
Graduate/Professional Degree	3.9%	5.0%	8.3%
2017 Population 15+ by Marital Status			
Total	5,536	20,060	147,298
Never Married	25.1%	25.9%	29.2%
Married	50.4%	54.1%	52.9%
Widowed	7.7%	7.0%	6.3%
Divorced	16.7%	13.0%	11.6%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.5%	93.0%	94.1%
Civilian Unemployed (Unemployment Rate)	7.5%	7.0%	5.9%
2017 Employed Population 16+ by Industry			
Total	2,760	10,422	83,273
Agriculture/Mining	0.7%	1.1%	0.9%
Construction	7.8%	7.0%	5.4%
Manufacturing	20.7%	19.5%	18.7%
Wholesale Trade	1.8%	2.2%	2.3%
Retail Trade	13.3%	11.9%	12.3%
Transportation/Utilities	11.1%	9.4%	8.9%
Information	1.2%	1.8%	1.4%
Finance/Insurance/Real Estate	4.2%	4.0%	5.0%
Services	35.7%	38.9%	40.9%
Public Administration	3.6%	4.1%	4.2%
2017 Employed Population 16+ by Occupation			
Total	2,759	10,420	83,272
White Collar	42.6%	47.3%	52.7%
Management/Business/Financial	11.2%	11.0%	13.0%
Professional	8.9%	12.8%	16.3%
Sales	9.6%	9.8%	9.8%
Administrative Support	13.0%	13.7%	13.5%
Services	19.5%	17.7%	17.4%
Blue Collar	37.9%	35.0%	29.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	7.2%	7.7%	5.0%
Installation/Maintenance/Repair	5.8%	6.3%	6.1%
Production	14.4%	12.8%	10.5%
Transportation/Material Moving	10.4%	8.2%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	6,511	23,826	172,669
Population Inside Urbanized Area	0.0%	0.0%	34.9%
Population Inside Urbanized Cluster	6.4%	20.6%	21.5%
Rural Population	93.6%	79.4%	43.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 miles	10 miles	20 miles
2010 Households by Type			
Total	2,406	8,665	63,350
Households with 1 Person	23.3%	21.6%	23.1%
Households with 2+ People	76.7%	78.4%	76.9%
Family Households	72.2%	73.8%	72.3%
Husband-wife Families	47.4%	51.7%	50.5%
With Related Children	21.4%	24.0%	23.8%
Other Family (No Spouse Present)	24.8%	22.1%	21.8%
Other Family with Male Householder	5.2%	5.1%	5.0%
With Related Children	2.4%	2.7%	2.8%
Other Family with Female Householder	19.7%	17.0%	16.8%
With Related Children	12.2%	11.2%	11.6%
Nonfamily Households	4.5%	4.7%	4.6%
All Households with Children	36.8%	38.6%	38.7%
Multigenerational Households	7.1%	6.6%	5.8%
Unmarried Partner Households	6.5%	6.3%	6.1%
Male-female	5.8%	5.5%	5.4%
Same-sex	0.7%	0.8%	0.7%
2010 Households by Size			
Total	2,405	8,663	63,349
1 Person Household	23.3%	21.6%	23.1%
2 Person Household	32.0%	32.7%	31.8%
3 Person Household	17.3%	18.3%	18.2%
4 Person Household	14.8%	15.2%	15.2%
5 Person Household	7.3%	7.2%	7.0%
6 Person Household	3.3%	3.2%	2.9%
7 + Person Household	2.0%	1.9%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	2,406	8,665	63,349
Owner Occupied	68.5%	71.3%	66.6%
Owned with a Mortgage/Loan	44.5%	50.1%	49.9%
Owned Free and Clear	24.1%	21.2%	16.7%
Renter Occupied	31.5%	28.7%	33.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,827	10,094	71,131
Housing Units Inside Urbanized Area	0.0%	0.0%	34.3%
Housing Units Inside Urbanized Cluster	5.1%	20.8%	21.8%
Rural Housing Units	94.9%	79.2%	43.8%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 miles	10 miles	20 miles
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Southern Satellites (10A)	Rural Bypasses (10E)	Southern Satellites (10A)
3.	Rural Bypasses (10E)	Southern Satellites (10A)	Rural Bypasses (10E)
2017 Consumer Spending			
Apparel & Services: Total \$	\$3,576,555	\$14,603,035	\$117,739,850
Average Spent	\$1,393.28	\$1,589.01	\$1,729.23
Spending Potential Index	65	74	80
Education: Total \$	\$1,890,985	\$8,066,340	\$71,378,190
Average Spent	\$736.65	\$877.73	\$1,048.32
Spending Potential Index	51	60	72
Entertainment/Recreation: Total \$	\$5,483,444	\$22,105,615	\$173,533,062
Average Spent	\$2,136.13	\$2,405.40	\$2,548.66
Spending Potential Index	68	77	82
Food at Home: Total \$	\$9,136,951	\$36,573,422	\$285,351,093
Average Spent	\$3,559.39	\$3,979.70	\$4,190.92
Spending Potential Index	71	79	83
Food Away from Home: Total \$	\$5,725,000	\$23,256,170	\$185,622,796
Average Spent	\$2,230.23	\$2,530.60	\$2,726.22
Spending Potential Index	67	76	82
Health Care: Total \$	\$10,490,233	\$41,761,177	\$319,050,937
Average Spent	\$4,086.57	\$4,544.20	\$4,685.86
Spending Potential Index	73	81	84
HH Furnishings & Equipment: Total \$	\$3,371,048	\$13,681,372	\$108,568,867
Average Spent	\$1,313.22	\$1,488.72	\$1,594.54
Spending Potential Index	68	77	82
Personal Care Products & Services: Total \$	\$1,317,244	\$5,388,389	\$43,394,741
Average Spent	\$513.15	\$586.33	\$637.33
Spending Potential Index	64	74	80
Shelter: Total \$	\$25,280,797	\$103,678,353	\$856,285,111
Average Spent	\$9,848.38	\$11,281.65	\$12,576.15
Spending Potential Index	61	69	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,143,841	\$16,639,145	\$130,026,780
Average Spent	\$1,614.27	\$1,810.57	\$1,909.69
Spending Potential Index	69	77	82
Travel: Total \$	\$3,136,224	\$13,063,499	\$107,464,648
Average Spent	\$1,221.75	\$1,421.49	\$1,578.32
Spending Potential Index	59	69	76
Vehicle Maintenance & Repairs: Total \$	\$1,943,491	\$7,789,065	\$60,602,896
Average Spent	\$757.11	\$847.56	\$890.07
Spending Potential Index	71	79	83

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	5 minutes	10 minutes	20 minutes
Population Summary			
2000 Total Population	514	5,295	49,135
2010 Total Population	567	5,816	57,560
2017 Total Population	615	6,260	61,738
2017 Group Quarters	1	18	1,700
2022 Total Population	648	6,580	64,720
2017-2022 Annual Rate	1.05%	1.00%	0.95%
2017 Total Daytime Population	794	5,147	64,857
Workers	384	1,311	29,262
Residents	410	3,836	35,595
Household Summary			
2000 Households	237	2,009	17,990
2000 Average Household Size	2.16	2.62	2.67
2010 Households	238	2,165	20,863
2010 Average Household Size	2.38	2.68	2.69
2017 Households	254	2,306	22,217
2017 Average Household Size	2.42	2.71	2.70
2022 Households	266	2,413	23,263
2022 Average Household Size	2.43	2.72	2.71
2017-2022 Annual Rate	0.93%	0.91%	0.92%
2010 Families	170	1,563	14,805
2010 Average Family Size	2.79	3.14	3.18
2017 Families	180	1,650	15,617
2017 Average Family Size	2.84	3.19	3.21
2022 Families	188	1,719	16,277
2022 Average Family Size	2.86	3.21	3.23
2017-2022 Annual Rate	0.87%	0.82%	0.83%
Housing Unit Summary			
2000 Housing Units	255	2,258	19,777
Owner Occupied Housing Units	64.7%	65.5%	58.3%
Renter Occupied Housing Units	28.6%	23.5%	32.6%
Vacant Housing Units	6.7%	11.0%	9.0%
2010 Housing Units	280	2,582	24,019
Owner Occupied Housing Units	53.6%	57.4%	52.3%
Renter Occupied Housing Units	31.4%	26.4%	34.6%
Vacant Housing Units	15.0%	16.2%	13.1%
2017 Housing Units	296	2,719	25,372
Owner Occupied Housing Units	50.0%	54.8%	49.4%
Renter Occupied Housing Units	35.8%	30.0%	38.1%
Vacant Housing Units	14.2%	15.2%	12.4%
2022 Housing Units	310	2,849	26,585
Owner Occupied Housing Units	49.4%	54.5%	49.3%
Renter Occupied Housing Units	36.1%	30.2%	38.2%
Vacant Housing Units	14.2%	15.3%	12.5%
Median Household Income			
2017	\$33,315	\$39,347	\$40,563
2022	\$34,783	\$40,734	\$43,010
Median Home Value			
2017	\$98,246	\$109,557	\$125,146
2022	\$115,789	\$127,602	\$143,074
Per Capita Income			
2017	\$16,594	\$19,350	\$21,024
2022	\$18,387	\$21,601	\$23,816
Median Age			
2010	35.1	37.8	35.0
2017	35.8	38.7	36.1
2022	36.0	39.7	37.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	5 minutes	10 minutes	20 minutes
2017 Households by Income			
Household Income Base	254	2,306	22,217
<\$15,000	21.7%	17.0%	17.9%
\$15,000 - \$24,999	18.1%	13.7%	12.7%
\$25,000 - \$34,999	11.8%	11.8%	12.6%
\$35,000 - \$49,999	14.2%	19.7%	15.1%
\$50,000 - \$74,999	16.1%	18.3%	17.6%
\$75,000 - \$99,999	8.3%	8.8%	10.2%
\$100,000 - \$149,999	7.9%	7.0%	8.6%
\$150,000 - \$199,999	1.2%	1.8%	3.0%
\$200,000+	0.8%	1.8%	2.3%
Average Household Income	\$46,114	\$52,564	\$56,961
2022 Households by Income			
Household Income Base	266	2,413	23,263
<\$15,000	21.4%	17.1%	17.9%
\$15,000 - \$24,999	17.3%	13.1%	12.1%
\$25,000 - \$34,999	11.3%	11.0%	11.6%
\$35,000 - \$49,999	13.5%	18.6%	13.9%
\$50,000 - \$74,999	16.2%	17.4%	16.7%
\$75,000 - \$99,999	8.6%	9.9%	11.0%
\$100,000 - \$149,999	8.3%	8.1%	9.7%
\$150,000 - \$199,999	1.9%	2.4%	4.1%
\$200,000+	1.1%	2.3%	3.1%
Average Household Income	\$51,420	\$58,962	\$64,876
2017 Owner Occupied Housing Units by Value			
Total	148	1,489	12,541
<\$50,000	12.8%	13.8%	9.5%
\$50,000 - \$99,999	38.5%	30.8%	26.7%
\$100,000 - \$149,999	25.0%	28.8%	27.4%
\$150,000 - \$199,999	12.2%	9.8%	13.9%
\$200,000 - \$249,999	2.7%	7.7%	7.2%
\$250,000 - \$299,999	0.0%	1.1%	4.0%
\$300,000 - \$399,999	7.4%	4.3%	5.6%
\$400,000 - \$499,999	0.0%	0.3%	1.9%
\$500,000 - \$749,999	1.4%	1.9%	1.6%
\$750,000 - \$999,999	0.0%	0.4%	0.5%
\$1,000,000 +	0.0%	1.3%	1.5%
Average Home Value	\$125,169	\$147,668	\$170,377
2022 Owner Occupied Housing Units by Value			
Total	153	1,552	13,107
<\$50,000	9.2%	9.3%	6.6%
\$50,000 - \$99,999	33.3%	24.9%	21.2%
\$100,000 - \$149,999	24.8%	28.5%	25.8%
\$150,000 - \$199,999	12.4%	10.1%	13.8%
\$200,000 - \$249,999	4.6%	9.9%	8.1%
\$250,000 - \$299,999	0.0%	1.7%	5.8%
\$300,000 - \$399,999	14.4%	8.2%	9.1%
\$400,000 - \$499,999	0.0%	0.5%	3.4%
\$500,000 - \$749,999	2.0%	4.1%	3.1%
\$750,000 - \$999,999	0.0%	0.9%	0.9%
\$1,000,000 +	0.0%	1.9%	2.3%
Average Home Value	\$151,948	\$189,514	\$210,815

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 minutes	10 minutes	20 minutes
2010 Population by Age			
Total	569	5,817	57,562
0 - 4	8.8%	7.4%	7.7%
5 - 9	7.0%	6.9%	7.4%
10 - 14	6.9%	7.1%	7.4%
15 - 24	14.2%	13.4%	14.2%
25 - 34	12.8%	11.7%	13.2%
35 - 44	11.8%	12.7%	13.5%
45 - 54	13.4%	14.6%	14.1%
55 - 64	12.1%	12.7%	11.3%
65 - 74	6.3%	7.4%	6.3%
75 - 84	4.7%	4.4%	3.6%
85 +	1.6%	1.5%	1.2%
18 +	72.6%	74.3%	72.9%
2017 Population by Age			
Total	616	6,259	61,737
0 - 4	8.4%	6.9%	7.1%
5 - 9	7.3%	6.8%	7.3%
10 - 14	6.7%	6.6%	7.0%
15 - 24	12.3%	11.8%	13.1%
25 - 34	14.3%	13.3%	13.9%
35 - 44	12.0%	11.9%	12.8%
45 - 54	10.7%	12.5%	12.7%
55 - 64	12.8%	14.1%	12.4%
65 - 74	9.3%	10.1%	8.4%
75 - 84	4.4%	4.4%	3.8%
85 +	1.8%	1.7%	1.4%
18 +	74.0%	76.1%	74.7%
2022 Population by Age			
Total	647	6,582	64,721
0 - 4	8.3%	6.7%	7.0%
5 - 9	8.0%	6.9%	7.0%
10 - 14	7.3%	7.0%	7.3%
15 - 24	11.3%	11.0%	12.6%
25 - 34	13.8%	12.5%	13.4%
35 - 44	12.7%	12.5%	13.4%
45 - 54	9.7%	11.4%	11.8%
55 - 64	11.3%	13.2%	12.1%
65 - 74	10.8%	11.8%	9.6%
75 - 84	4.9%	5.4%	4.5%
85 +	1.9%	1.7%	1.4%
18 +	72.6%	75.7%	74.7%
2010 Population by Sex			
Males	265	2,779	27,945
Females	302	3,037	29,615
2017 Population by Sex			
Males	289	2,994	30,005
Females	326	3,266	31,733
2022 Population by Sex			
Males	307	3,155	31,474
Females	341	3,425	33,247

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	5 minutes	10 minutes	20 minutes
2010 Population by Race/Ethnicity			
Total	567	5,816	57,560
White Alone	76.2%	64.4%	58.5%
Black Alone	20.1%	32.2%	35.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.7%	0.6%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.2%	1.1%	2.2%
Two or More Races	1.6%	1.4%	1.7%
Hispanic Origin	3.7%	2.6%	4.0%
Diversity Index	42.3	50.8	56.6
2017 Population by Race/Ethnicity			
Total	615	6,260	61,737
White Alone	72.0%	60.8%	55.3%
Black Alone	23.4%	35.0%	37.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.7%	0.7%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.3%	2.5%
Two or More Races	2.1%	1.8%	2.1%
Hispanic Origin	4.6%	3.3%	4.7%
Diversity Index	47.6	53.9	59.1
2022 Population by Race/Ethnicity			
Total	648	6,578	64,720
White Alone	69.1%	58.6%	53.2%
Black Alone	25.3%	36.6%	39.0%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.8%	0.7%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.7%	1.5%	2.7%
Two or More Races	2.6%	2.1%	2.5%
Hispanic Origin	5.2%	3.8%	5.2%
Diversity Index	51.2	55.8	60.8
2010 Population by Relationship and Household Type			
Total	567	5,816	57,560
In Households	99.8%	99.7%	97.3%
In Family Households	86.6%	87.1%	84.4%
Householder	26.1%	26.8%	25.8%
Spouse	16.9%	17.3%	16.2%
Child	35.4%	34.8%	34.7%
Other relative	4.9%	5.5%	5.1%
Nonrelative	2.8%	2.7%	2.6%
In Nonfamily Households	13.2%	12.6%	12.9%
In Group Quarters	0.2%	0.3%	2.7%
Institutionalized Population	0.2%	0.3%	2.0%
Noninstitutionalized Population	0.0%	0.0%	0.7%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 minutes	10 minutes	20 minutes
2017 Population 25+ by Educational Attainment			
Total	401	4,248	40,404
Less than 9th Grade	7.0%	6.2%	5.7%
9th - 12th Grade, No Diploma	14.0%	18.0%	12.8%
High School Graduate	37.2%	31.8%	30.0%
GED/Alternative Credential	6.5%	6.8%	7.2%
Some College, No Degree	19.2%	20.1%	21.9%
Associate Degree	2.7%	4.0%	6.1%
Bachelor's Degree	8.5%	8.7%	9.9%
Graduate/Professional Degree	5.0%	4.5%	6.3%
2017 Population 15+ by Marital Status			
Total	477	4,986	48,514
Never Married	21.8%	25.6%	32.8%
Married	54.7%	49.8%	47.2%
Widowed	8.6%	8.4%	7.1%
Divorced	14.9%	16.2%	12.9%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	91.3%	92.7%	92.6%
Civilian Unemployed (Unemployment Rate)	8.7%	7.3%	7.4%
2017 Employed Population 16+ by Industry			
Total	209	2,456	25,697
Agriculture/Mining	0.0%	0.6%	0.9%
Construction	5.7%	6.8%	6.6%
Manufacturing	17.7%	21.6%	22.4%
Wholesale Trade	1.0%	2.1%	1.7%
Retail Trade	16.3%	13.2%	12.0%
Transportation/Utilities	11.5%	10.8%	7.6%
Information	1.0%	0.8%	1.2%
Finance/Insurance/Real Estate	6.2%	3.9%	4.0%
Services	34.0%	36.7%	39.7%
Public Administration	5.7%	3.6%	3.8%
2017 Employed Population 16+ by Occupation			
Total	208	2,455	25,695
White Collar	54.5%	41.2%	46.5%
Management/Business/Financial	15.8%	10.7%	10.5%
Professional	10.0%	8.0%	13.4%
Sales	9.1%	9.5%	9.5%
Administrative Support	19.6%	12.9%	13.1%
Services	16.3%	20.4%	18.9%
Blue Collar	28.7%	38.4%	34.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	3.3%	6.5%	6.7%
Installation/Maintenance/Repair	5.3%	5.9%	5.2%
Production	10.5%	15.0%	13.7%
Transportation/Material Moving	9.6%	11.0%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	567	5,816	57,560
Population Inside Urbanized Area	0.0%	0.0%	6.3%
Population Inside Urbanized Cluster	0.0%	3.9%	44.9%
Rural Population	100.0%	96.1%	48.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	5 minutes	10 minutes	20 minutes
2010 Households by Type			
Total	238	2,165	20,863
Households with 1 Person	23.1%	23.3%	24.2%
Households with 2+ People	76.9%	76.7%	75.8%
Family Households	71.4%	72.2%	71.0%
Husband-wife Families	46.2%	46.9%	44.4%
With Related Children	21.8%	20.5%	20.9%
Other Family (No Spouse Present)	25.2%	25.3%	26.5%
Other Family with Male Householder	5.0%	5.4%	5.4%
With Related Children	2.5%	2.5%	2.9%
Other Family with Female Householder	20.2%	20.0%	21.1%
With Related Children	12.6%	12.2%	14.5%
Nonfamily Households	5.5%	4.5%	4.8%
All Households with Children	37.8%	35.8%	39.0%
Multigenerational Households	8.4%	7.3%	6.6%
Unmarried Partner Households	6.3%	6.7%	6.7%
Male-female	5.9%	5.9%	6.0%
Same-sex	0.4%	0.8%	0.7%
2010 Households by Size			
Total	238	2,164	20,865
1 Person Household	23.1%	23.3%	24.2%
2 Person Household	31.9%	32.3%	31.0%
3 Person Household	17.2%	17.3%	18.2%
4 Person Household	14.3%	14.5%	14.7%
5 Person Household	7.1%	7.2%	7.0%
6 Person Household	3.8%	3.4%	3.0%
7 + Person Household	2.5%	2.0%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	238	2,165	20,863
Owner Occupied	63.0%	68.5%	60.2%
Owned with a Mortgage/Loan	37.8%	44.1%	42.1%
Owned Free and Clear	24.8%	24.3%	18.1%
Renter Occupied	37.0%	31.5%	39.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	280	2,582	24,019
Housing Units Inside Urbanized Area	0.0%	0.0%	6.7%
Housing Units Inside Urbanized Cluster	0.0%	3.8%	44.6%
Rural Housing Units	100.0%	96.2%	48.8%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

	5 minutes	10 minutes	20 minutes
Top 3 Tapestry Segments			
1.	Small Town Simplicity	Rural Bypasses (10E)	Middleburg (4C)
2.	Middleburg (4C)	Middleburg (4C)	Rural Bypasses (10E)
3.	Southern Satellites (10A)	Small Town Simplicity	Bright Young Professionals
2017 Consumer Spending			
Apparel & Services: Total \$	\$308,594	\$3,197,369	\$33,785,834
Average Spent	\$1,214.94	\$1,386.54	\$1,520.72
Spending Potential Index	56	64	70
Education: Total \$	\$178,595	\$1,649,796	\$20,102,666
Average Spent	\$703.13	\$715.44	\$904.83
Spending Potential Index	48	49	62
Entertainment/Recreation: Total \$	\$472,321	\$4,974,909	\$50,435,142
Average Spent	\$1,859.53	\$2,157.38	\$2,270.11
Spending Potential Index	60	69	73
Food at Home: Total \$	\$789,248	\$8,343,015	\$84,140,660
Average Spent	\$3,107.28	\$3,617.96	\$3,787.22
Spending Potential Index	62	72	75
Food Away from Home: Total \$	\$493,975	\$5,135,870	\$53,647,600
Average Spent	\$1,944.78	\$2,227.18	\$2,414.71
Spending Potential Index	58	67	72
Health Care: Total \$	\$885,125	\$9,579,747	\$93,693,759
Average Spent	\$3,484.74	\$4,154.27	\$4,217.21
Spending Potential Index	62	74	75
HH Furnishings & Equipment: Total \$	\$291,245	\$3,037,352	\$31,372,592
Average Spent	\$1,146.63	\$1,317.15	\$1,412.10
Spending Potential Index	59	68	73
Personal Care Products & Services: Total \$	\$114,874	\$1,180,903	\$12,465,942
Average Spent	\$452.26	\$512.10	\$561.10
Spending Potential Index	57	64	70
Shelter: Total \$	\$2,271,791	\$22,567,661	\$246,210,863
Average Spent	\$8,944.06	\$9,786.50	\$11,082.09
Spending Potential Index	55	60	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$351,167	\$3,736,651	\$37,614,447
Average Spent	\$1,382.55	\$1,620.40	\$1,693.05
Spending Potential Index	59	69	72
Travel: Total \$	\$277,160	\$2,788,915	\$30,199,115
Average Spent	\$1,091.18	\$1,209.42	\$1,359.28
Spending Potential Index	53	58	66
Vehicle Maintenance & Repairs: Total \$	\$167,120	\$1,769,860	\$17,751,644
Average Spent	\$657.95	\$767.50	\$799.01
Spending Potential Index	61	72	75

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Business Summary

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

Data for all businesses in area	5 miles		10 miles		20 miles							
	Number	Percent	Number	Percent	Number	Percent						
Total Businesses:	150		400		5,516							
Total Employees:	1,327		3,522		64,789							
Total Residential Population:	7,024		25,387		186,224							
Employee/Residential Population Ratio (per 100 Residents)	19		14		35							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.7%	5	0.4%	12	3.0%	36	1.0%	116	2.1%	563	0.9%
Construction	5	3.3%	42	3.2%	27	6.8%	183	5.2%	377	6.8%	2,358	3.6%
Manufacturing	5	3.3%	231	17.4%	8	2.0%	272	7.7%	171	3.1%	7,165	11.1%
Transportation	4	2.7%	27	2.0%	14	3.5%	53	1.5%	144	2.6%	1,226	1.9%
Communication	0	0.0%	0	0.0%	0	0.0%	1	0.0%	41	0.7%	508	0.8%
Utility	2	1.3%	11	0.8%	4	1.0%	20	0.6%	22	0.4%	489	0.8%
Wholesale Trade	5	3.3%	36	2.7%	11	2.8%	216	6.1%	194	3.5%	4,353	6.7%
Retail Trade Summary	50	33.3%	490	36.9%	111	27.8%	953	27.1%	1,231	22.3%	16,559	25.6%
Home Improvement	2	1.3%	11	0.8%	8	2.0%	60	1.7%	69	1.3%	836	1.3%
General Merchandise Stores	3	2.0%	22	1.7%	8	2.0%	95	2.7%	70	1.3%	2,255	3.5%
Food Stores	7	4.7%	196	14.8%	13	3.2%	222	6.3%	132	2.4%	1,707	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	12	8.0%	59	4.4%	25	6.2%	148	4.2%	224	4.1%	3,093	4.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%	2	0.5%	17	0.5%	62	1.1%	466	0.7%
Furniture & Home Furnishings	0	0.0%	1	0.1%	4	1.0%	23	0.7%	79	1.4%	640	1.0%
Eating & Drinking Places	16	10.7%	163	12.3%	28	7.0%	317	9.0%	316	5.7%	5,407	8.3%
Miscellaneous Retail	11	7.3%	37	2.8%	22	5.5%	71	2.0%	279	5.1%	2,156	3.3%
Finance, Insurance, Real Estate Summary	7	4.7%	21	1.6%	21	5.2%	80	2.3%	488	8.8%	3,182	4.9%
Banks, Savings & Lending Institutions	2	1.3%	8	0.6%	5	1.2%	23	0.7%	112	2.0%	831	1.3%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	1	0.0%	34	0.6%	105	0.2%
Insurance Carriers & Agents	0	0.0%	1	0.1%	4	1.0%	11	0.3%	130	2.4%	865	1.3%
Real Estate, Holding, Other Investment Offices	4	2.7%	11	0.8%	12	3.0%	44	1.2%	213	3.9%	1,382	2.1%
Services Summary	55	36.7%	341	25.7%	152	38.0%	1,356	38.5%	2,188	39.7%	22,858	35.3%
Hotels & Lodging	3	2.0%	8	0.6%	6	1.5%	61	1.7%	54	1.0%	767	1.2%
Automotive Services	7	4.7%	11	0.8%	18	4.5%	46	1.3%	200	3.6%	778	1.2%
Motion Pictures & Amusements	2	1.3%	4	0.3%	7	1.8%	15	0.4%	134	2.4%	809	1.2%
Health Services	3	2.0%	27	2.0%	8	2.0%	87	2.5%	337	6.1%	7,087	10.9%
Legal Services	1	0.7%	3	0.2%	2	0.5%	6	0.2%	59	1.1%	232	0.4%
Education Institutions & Libraries	4	2.7%	169	12.7%	15	3.8%	703	20.0%	126	2.3%	5,468	8.4%
Other Services	35	23.3%	119	9.0%	97	24.2%	438	12.4%	1,278	23.2%	7,718	11.9%
Government	12	8.0%	121	9.1%	29	7.2%	352	10.0%	397	7.2%	5,496	8.5%
Unclassified Establishments	4	2.7%	0	0.0%	10	2.5%	0	0.0%	147	2.7%	31	0.0%
Totals	150	100.0%	1,327	100.0%	400	100.0%	3,522	100.0%	5,516	100.0%	64,789	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Rings: 5, 10, 20 mile radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.7%	5	0.4%	7	1.8%	27	0.8%	26	0.5%	101	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	18	0.0%
Utilities	1	0.7%	3	0.2%	2	0.5%	6	0.2%	11	0.2%	357	0.6%
Construction	5	3.3%	42	3.2%	27	6.8%	184	5.2%	397	7.2%	2,524	3.9%
Manufacturing	5	3.3%	233	17.6%	9	2.2%	281	8.0%	182	3.3%	7,151	11.0%
Wholesale Trade	5	3.3%	36	2.7%	11	2.8%	216	6.1%	190	3.4%	3,346	5.2%
Retail Trade	34	22.7%	326	24.6%	82	20.5%	619	17.6%	882	16.0%	11,952	18.4%
Motor Vehicle & Parts Dealers	6	4.0%	13	1.0%	13	3.2%	80	2.3%	139	2.5%	2,665	4.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	0.2%	3	0.1%	48	0.9%	1,358	2.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%	2	0.5%	5	0.1%	27	0.5%	211	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.3%	11	0.8%	8	2.0%	60	1.7%	68	1.2%	834	1.3%
Food & Beverage Stores	6	4.0%	185	13.9%	16	4.0%	218	6.2%	128	2.3%	1,625	2.5%
Health & Personal Care Stores	4	2.7%	32	2.4%	6	1.5%	45	1.3%	78	1.4%	683	1.1%
Gasoline Stations	6	4.0%	46	3.5%	12	3.0%	68	1.9%	85	1.5%	429	0.7%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	3	0.8%	19	0.5%	75	1.4%	530	0.8%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	2	0.2%	2	0.5%	6	0.2%	36	0.7%	691	1.1%
General Merchandise Stores	3	2.0%	22	1.7%	8	2.0%	95	2.7%	70	1.3%	2,255	3.5%
Miscellaneous Store Retailers	6	4.0%	14	1.1%	10	2.5%	21	0.6%	107	1.9%	491	0.8%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	21	0.4%	181	0.3%
Transportation & Warehousing	5	3.3%	28	2.1%	13	3.2%	52	1.5%	118	2.1%	998	1.5%
Information	1	0.7%	2	0.2%	4	1.0%	16	0.5%	80	1.5%	815	1.3%
Finance & Insurance	2	1.3%	10	0.8%	9	2.2%	36	1.0%	290	5.3%	1,827	2.8%
Central Bank/Credit Intermediation & Related Activities	2	1.3%	8	0.6%	5	1.2%	23	0.7%	126	2.3%	857	1.3%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	1	0.0%	34	0.6%	105	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	1	0.1%	4	1.0%	11	0.3%	130	2.4%	865	1.3%
Real Estate, Rental & Leasing	6	4.0%	13	1.0%	19	4.8%	54	1.5%	308	5.6%	1,615	2.5%
Professional, Scientific & Tech Services	7	4.7%	13	1.0%	19	4.8%	74	2.1%	360	6.5%	2,307	3.6%
Legal Services	1	0.7%	3	0.2%	2	0.5%	6	0.2%	64	1.2%	244	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.1%	8	0.0%
Administrative & Support & Waste Management & Remediation	4	2.7%	38	2.9%	16	4.0%	81	2.3%	210	3.8%	1,123	1.7%
Educational Services	3	2.0%	169	12.7%	13	3.2%	727	20.6%	137	2.5%	5,521	8.5%
Health Care & Social Assistance	4	2.7%	36	2.7%	15	3.8%	174	4.9%	460	8.3%	9,287	14.3%
Arts, Entertainment & Recreation	1	0.7%	4	0.3%	5	1.2%	16	0.5%	99	1.8%	775	1.2%
Accommodation & Food Services	19	12.7%	171	12.9%	34	8.5%	378	10.7%	373	6.8%	6,213	9.6%
Accommodation	3	2.0%	8	0.6%	6	1.5%	61	1.7%	54	1.0%	767	1.2%
Food Services & Drinking Places	16	10.7%	163	12.3%	28	7.0%	317	9.0%	319	5.8%	5,446	8.4%
Other Services (except Public Administration)	29	19.3%	76	5.7%	74	18.5%	227	6.4%	841	15.2%	3,320	5.1%
Automotive Repair & Maintenance	4	2.7%	8	0.6%	12	3.0%	35	1.0%	140	2.5%	602	0.9%
Public Administration	12	8.0%	121	9.1%	29	7.2%	352	10.0%	399	7.2%	5,499	8.5%
Unclassified Establishments	4	2.7%	0	0.0%	10	2.5%	0	0.0%	147	2.7%	31	0.0%
Total	150	100.0%	1,327	100.0%	400	100.0%	3,522	100.0%	5,516	100.0%	64,789	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

Data for all businesses in area		5 minutes				10 minutes				20 minutes			
Total Businesses:		51				154				2,407			
Total Employees:		487				1,331				28,305			
Total Residential Population:		615				6,260				61,738			
Employee/Residential Population Ratio (per 100 Residents)		79				21				46			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Agriculture & Mining	0	0.0%	1	0.2%	2	1.3%	7	0.5%	42	1.7%	183	0.6%	
Construction	1	2.0%	17	3.5%	5	3.2%	43	3.2%	154	6.4%	1,072	3.8%	
Manufacturing	2	3.9%	75	15.4%	5	3.2%	228	17.1%	67	2.8%	2,356	8.3%	
Transportation	1	2.0%	11	2.3%	5	3.2%	29	2.2%	66	2.7%	540	1.9%	
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.8%	241	0.9%	
Utility	0	0.0%	0	0.0%	2	1.3%	10	0.8%	12	0.5%	262	0.9%	
Wholesale Trade	1	2.0%	4	0.8%	5	3.2%	37	2.8%	81	3.4%	2,693	9.5%	
Retail Trade Summary	20	39.2%	224	46.0%	51	33.1%	484	36.4%	575	23.9%	8,022	28.3%	
Home Improvement	1	2.0%	6	1.2%	2	1.3%	12	0.9%	36	1.5%	517	1.8%	
General Merchandise Stores	1	2.0%	8	1.6%	2	1.3%	24	1.8%	33	1.4%	1,153	4.1%	
Food Stores	3	5.9%	94	19.3%	7	4.5%	188	14.1%	62	2.6%	891	3.1%	
Auto Dealers, Gas Stations, Auto Aftermarket	6	11.8%	29	6.0%	11	7.1%	58	4.4%	104	4.3%	1,523	5.4%	
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	30	1.2%	168	0.6%	
Furniture & Home Furnishings	0	0.0%	0	0.0%	0	0.0%	3	0.2%	32	1.3%	186	0.7%	
Eating & Drinking Places	7	13.7%	76	15.6%	16	10.4%	160	12.0%	146	6.1%	2,594	9.2%	
Miscellaneous Retail	3	5.9%	11	2.3%	11	7.1%	39	2.9%	131	5.4%	990	3.5%	
Finance, Insurance, Real Estate Summary	2	3.9%	5	1.0%	7	4.5%	23	1.7%	221	9.2%	1,525	5.4%	
Banks, Savings & Lending Institutions	1	2.0%	2	0.4%	2	1.3%	10	0.8%	54	2.2%	375	1.3%	
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.8%	59	0.2%	
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.0%	1	0.1%	60	2.5%	608	2.1%	
Real Estate, Holding, Other Investment Offices	1	2.0%	3	0.6%	4	2.6%	12	0.9%	88	3.7%	483	1.7%	
Services Summary	18	35.3%	95	19.5%	56	36.4%	350	26.3%	906	37.6%	8,350	29.5%	
Hotels & Lodging	2	3.9%	4	0.8%	3	1.9%	10	0.8%	28	1.2%	329	1.2%	
Automotive Services	2	3.9%	3	0.6%	6	3.9%	11	0.8%	88	3.7%	310	1.1%	
Motion Pictures & Amusements	1	2.0%	2	0.4%	2	1.3%	4	0.3%	56	2.3%	336	1.2%	
Health Services	1	2.0%	10	2.1%	3	1.9%	29	2.2%	93	3.9%	1,364	4.8%	
Legal Services	0	0.0%	0	0.0%	1	0.6%	3	0.2%	26	1.1%	102	0.4%	
Education Institutions & Libraries	2	3.9%	39	8.0%	4	2.6%	168	12.6%	54	2.2%	2,435	8.6%	
Other Services	10	19.6%	36	7.4%	36	23.4%	125	9.4%	562	23.3%	3,475	12.3%	
Government	4	7.8%	54	11.1%	12	7.8%	119	8.9%	204	8.5%	3,045	10.8%	
Unclassified Establishments	2	3.9%	0	0.0%	4	2.6%	0	0.0%	60	2.5%	16	0.1%	
Totals	51	100.0%	487	100.0%	154	100.0%	1,331	100.0%	2,407	100.0%	28,305	100.0%	

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

Loan Oak Rd & Bass Cross Rd, Hogansville, Georgia 2
 1892 E Main St, Hogansville, Georgia, 30230
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri
 Latitude: 33.16075
 Longitude: -84.87154

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.2%	2	1.3%	6	0.5%	10	0.4%	37	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	14	0.0%
Utilities	0	0.0%	0	0.0%	1	0.6%	2	0.2%	5	0.2%	164	0.6%
Construction	1	2.0%	17	3.5%	5	3.2%	43	3.2%	160	6.6%	1,121	4.0%
Manufacturing	2	3.9%	75	15.4%	5	3.2%	230	17.3%	73	3.0%	2,348	8.3%
Wholesale Trade	1	2.0%	4	0.8%	5	3.2%	37	2.8%	79	3.3%	2,120	7.5%
Retail Trade	13	25.5%	148	30.4%	35	22.7%	322	24.2%	413	17.2%	5,925	20.9%
Motor Vehicle & Parts Dealers	2	3.9%	5	1.0%	5	3.2%	14	1.1%	65	2.7%	1,300	4.6%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19	0.8%	690	2.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	0.4%	48	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	2.0%	6	1.2%	2	1.3%	12	0.9%	36	1.5%	517	1.8%
Food & Beverage Stores	2	3.9%	90	18.5%	7	4.5%	177	13.3%	67	2.8%	866	3.1%
Health & Personal Care Stores	1	2.0%	9	1.8%	4	2.6%	33	2.5%	34	1.4%	244	0.9%
Gasoline Stations	3	5.9%	24	4.9%	6	3.9%	44	3.3%	39	1.6%	223	0.8%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	35	1.5%	185	0.7%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.2%	1	0.6%	2	0.2%	14	0.6%	368	1.3%
General Merchandise Stores	1	2.0%	8	1.6%	2	1.3%	24	1.8%	33	1.4%	1,153	4.1%
Miscellaneous Store Retailers	2	3.9%	5	1.0%	6	3.9%	15	1.1%	51	2.1%	223	0.8%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	0.4%	106	0.4%
Transportation & Warehousing	2	3.9%	11	2.3%	6	3.9%	30	2.3%	54	2.2%	437	1.5%
Information	0	0.0%	1	0.2%	1	0.6%	3	0.2%	39	1.6%	382	1.3%
Finance & Insurance	1	2.0%	2	0.4%	3	1.9%	11	0.8%	139	5.8%	1,052	3.7%
Central Bank/Credit Intermediation & Related Activities	1	2.0%	2	0.4%	2	1.3%	10	0.8%	59	2.5%	384	1.4%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.8%	59	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	0	0.0%	1	0.1%	60	2.5%	608	2.1%
Real Estate, Rental & Leasing	2	3.9%	3	0.6%	6	3.9%	14	1.1%	129	5.4%	596	2.1%
Professional, Scientific & Tech Services	2	3.9%	3	0.6%	8	5.2%	16	1.2%	138	5.7%	1,022	3.6%
Legal Services	0	0.0%	0	0.0%	1	0.6%	3	0.2%	28	1.2%	109	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	3	0.0%
Administrative & Support & Waste Management & Remediation	1	2.0%	13	2.7%	4	2.6%	40	3.0%	94	3.9%	559	2.0%
Educational Services	1	2.0%	38	7.8%	3	1.9%	169	12.7%	59	2.5%	2,468	8.7%
Health Care & Social Assistance	1	2.0%	11	2.3%	4	2.6%	38	2.9%	155	6.4%	2,277	8.0%
Arts, Entertainment & Recreation	0	0.0%	2	0.4%	1	0.6%	5	0.4%	40	1.7%	324	1.1%
Accommodation & Food Services	8	15.7%	81	16.6%	19	12.3%	170	12.8%	176	7.3%	2,935	10.4%
Accommodation	2	3.9%	4	0.8%	3	1.9%	10	0.8%	28	1.2%	329	1.2%
Food Services & Drinking Places	7	13.7%	76	15.6%	16	10.4%	160	12.0%	147	6.1%	2,607	9.2%
Other Services (except Public Administration)	9	17.6%	22	4.5%	30	19.5%	77	5.8%	378	15.7%	1,459	5.2%
Automotive Repair & Maintenance	2	3.9%	3	0.6%	4	2.6%	8	0.6%	59	2.5%	226	0.8%
Public Administration	4	7.8%	54	11.1%	12	7.8%	119	8.9%	204	8.5%	3,046	10.8%
Unclassified Establishments	2	3.9%	0	0.0%	4	2.6%	0	0.0%	60	2.5%	16	0.1%
Total	51	100.0%	487	100.0%	154	100.0%	1,331	100.0%	2,407	100.0%	28,305	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.