



Market Profile

Harris County, GA
Harris County, GA (13145)
Geography: County

Harris County, GA (13145)

Population Summary	
2000 Total Population	23,695
2010 Total Population	32,024
2013 Total Population	33,130
2013 Group Quarters	442
2018 Total Population	34,940
2013-2018 Annual Rate	1.07%
Household Summary	
2000 Households	8,822
2000 Average Household Size	2.66
2010 Households	11,823
2010 Average Household Size	2.67
2013 Households	12,240
2013 Average Household Size	2.67
2018 Households	12,911
2018 Average Household Size	2.67
2013-2018 Annual Rate	1.07%
2010 Families	9,268
2010 Average Family Size	3.04
2013 Families	9,542
2013 Average Family Size	3.05
2018 Families	10,015
2018 Average Family Size	3.06
2013-2018 Annual Rate	0.97%
Housing Unit Summary	
2000 Housing Units	10,288
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	11.9%
Vacant Housing Units	14.2%
2010 Housing Units	13,397
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	12.5%
Vacant Housing Units	11.7%
2013 Housing Units	13,844
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	11.6%
2018 Housing Units	14,718
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	12.3%
Median Household Income	
2013	\$58,677
2018	\$75,713
Median Home Value	
2013	\$208,880
2018	\$243,420
Per Capita Income	
2013	\$27,550
2018	\$31,775
Median Age	
2010	42.0
2013	43.2
2018	44.9

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Households by Income

Household Income Base	12,240
<\$15,000	14.4%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	6.0%
\$200,000+	3.6%

Average Household Income \$74,184

2018 Households by Income

Household Income Base	12,911
<\$15,000	12.7%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	21.1%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	7.5%
\$200,000+	3.6%

Average Household Income \$85,626

2013 Owner Occupied Housing Units by Value

Total	10,260
<\$50,000	5.1%
\$50,000 - \$99,999	12.7%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	16.8%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	13.9%
\$300,000 - \$399,999	13.1%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.4%

Average Home Value \$233,701

2018 Owner Occupied Housing Units by Value

Total	10,881
<\$50,000	3.3%
\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	16.9%
\$200,000 - \$249,999	21.8%
\$250,000 - \$299,999	19.5%
\$300,000 - \$399,999	14.8%
\$400,000 - \$499,999	6.1%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	0.4%

Average Home Value \$271,096

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.

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2010 Population by Age	
Total	32,024
0 - 4	5.5%
5 - 9	6.6%
10 - 14	7.0%
15 - 24	12.0%
25 - 34	9.2%
35 - 44	14.3%
45 - 54	17.0%
55 - 64	15.2%
65 - 74	8.3%
75 - 84	3.8%
85 +	1.1%
18 +	76.2%
2013 Population by Age	
Total	33,130
0 - 4	5.3%
5 - 9	6.1%
10 - 14	6.8%
15 - 24	11.8%
25 - 34	9.5%
35 - 44	13.0%
45 - 54	16.4%
55 - 64	15.9%
65 - 74	9.9%
75 - 84	4.0%
85 +	1.3%
18 +	77.7%
2018 Population by Age	
Total	34,940
0 - 4	5.1%
5 - 9	5.8%
10 - 14	6.6%
15 - 24	10.9%
25 - 34	10.3%
35 - 44	11.5%
45 - 54	15.5%
55 - 64	16.2%
65 - 74	12.2%
75 - 84	4.6%
85 +	1.4%
18 +	78.5%
2010 Population by Sex	
Males	15,975
Females	16,049
2013 Population by Sex	
Males	16,544
Females	16,586
2018 Population by Sex	
Males	17,469
Females	17,471

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	32,024
White Alone	79.3%
Black Alone	17.2%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.5%
Hispanic Origin	2.7%
Diversity Index	37.7

2013 Population by Race/Ethnicity

Total	33,130
White Alone	77.7%
Black Alone	18.4%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	1.5%
Hispanic Origin	3.4%
Diversity Index	40.5

2018 Population by Race/Ethnicity

Total	34,940
White Alone	75.2%
Black Alone	19.9%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	1.7%
Hispanic Origin	4.6%
Diversity Index	44.8

2010 Population by Relationship and Household Type

Total	32,024
In Households	98.6%
In Family Households	89.3%
Householder	28.9%
Spouse	23.6%
Child	32.0%
Other relative	3.3%
Nonrelative	1.3%
In Nonfamily Households	9.4%
In Group Quarters	1.4%
Institutionalized Population	1.0%
Noninstitutionalized Population	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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment

Total	23,179
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	28.2%
Some College, No Degree	23.6%
Associate Degree	9.2%
Bachelor's Degree	16.3%
Graduate/Professional Degree	11.7%

2013 Population 15+ by Marital Status

Total	27,100
Never Married	21.5%
Married	64.4%
Widowed	6.1%
Divorced	8.0%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	91.6%
Civilian Unemployed	8.4%

2013 Employed Population 16+ by Industry

Total	14,139
Agriculture/Mining	0.8%
Construction	6.2%
Manufacturing	10.0%
Wholesale Trade	2.5%
Retail Trade	11.3%
Transportation/Utilities	2.7%
Information	1.6%
Finance/Insurance/Real Estate	9.5%
Services	51.0%
Public Administration	4.5%

2013 Employed Population 16+ by Occupation

Total	14,139
White Collar	68.3%
Management/Business/Financial	15.7%
Professional	27.5%
Sales	13.9%
Administrative Support	11.3%
Services	12.3%
Blue Collar	19.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	5.9%
Production	5.1%
Transportation/Material Moving	3.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	11,823
Households with 1 Person	18.5%
Households with 2+ People	81.5%
Family Households	78.4%
Husband-wife Families	64.0%
With Related Children	27.4%
Other Family (No Spouse Present)	14.4%
Other Family with Male Householder	4.1%
With Related Children	2.1%
Other Family with Female Householder	10.3%
With Related Children	5.9%
Nonfamily Households	3.1%

All Households with Children 35.8%

Multigenerational Households	4.9%
Unmarried Partner Households	3.7%
Male-female	3.1%
Same-sex	0.6%

2010 Households by Size

Total	11,823
1 Person Household	18.5%
2 Person Household	37.0%
3 Person Household	18.3%
4 Person Household	16.3%
5 Person Household	6.7%
6 Person Household	2.2%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	11,823
Owner Occupied	85.8%
Owned with a Mortgage/Loan	62.3%
Owned Free and Clear	23.6%
Renter Occupied	14.2%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Green Acres
2. Rooted Rural
3. Rural Resort Dwellers

2013 Consumer Spending

Apparel & Services: Total \$	\$17,889,345
Average Spent	\$1,461.55
Spending Potential Index	65
Computers & Accessories: Total \$	\$2,984,640
Average Spent	\$243.84
Spending Potential Index	98
Education: Total \$	\$16,315,405
Average Spent	\$1,332.96
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$43,982,740
Average Spent	\$3,593.36
Spending Potential Index	110
Food at Home: Total \$	\$65,667,907
Average Spent	\$5,365.03
Spending Potential Index	107
Food Away from Home: Total \$	\$39,036,629
Average Spent	\$3,189.27
Spending Potential Index	100
Health Care: Total \$	\$63,732,411
Average Spent	\$5,206.90
Spending Potential Index	117
HH Furnishings & Equipment: Total \$	\$20,642,730
Average Spent	\$1,686.50
Spending Potential Index	94
Investments: Total \$	\$20,116,078
Average Spent	\$1,643.47
Spending Potential Index	79
Retail Goods: Total \$	\$312,980,308
Average Spent	\$25,570.29
Spending Potential Index	106
Shelter: Total \$	\$191,073,087
Average Spent	\$15,610.55
Spending Potential Index	96
TV/Video/Audio: Total \$	\$16,768,430
Average Spent	\$1,369.97
Spending Potential Index	106
Travel: Total \$	\$23,417,349
Average Spent	\$1,913.18
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$14,279,893
Average Spent	\$1,166.66
Spending Potential Index	107

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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