

# Beacon Heights - Trade Area Demographics

Census 2017 (ACS)

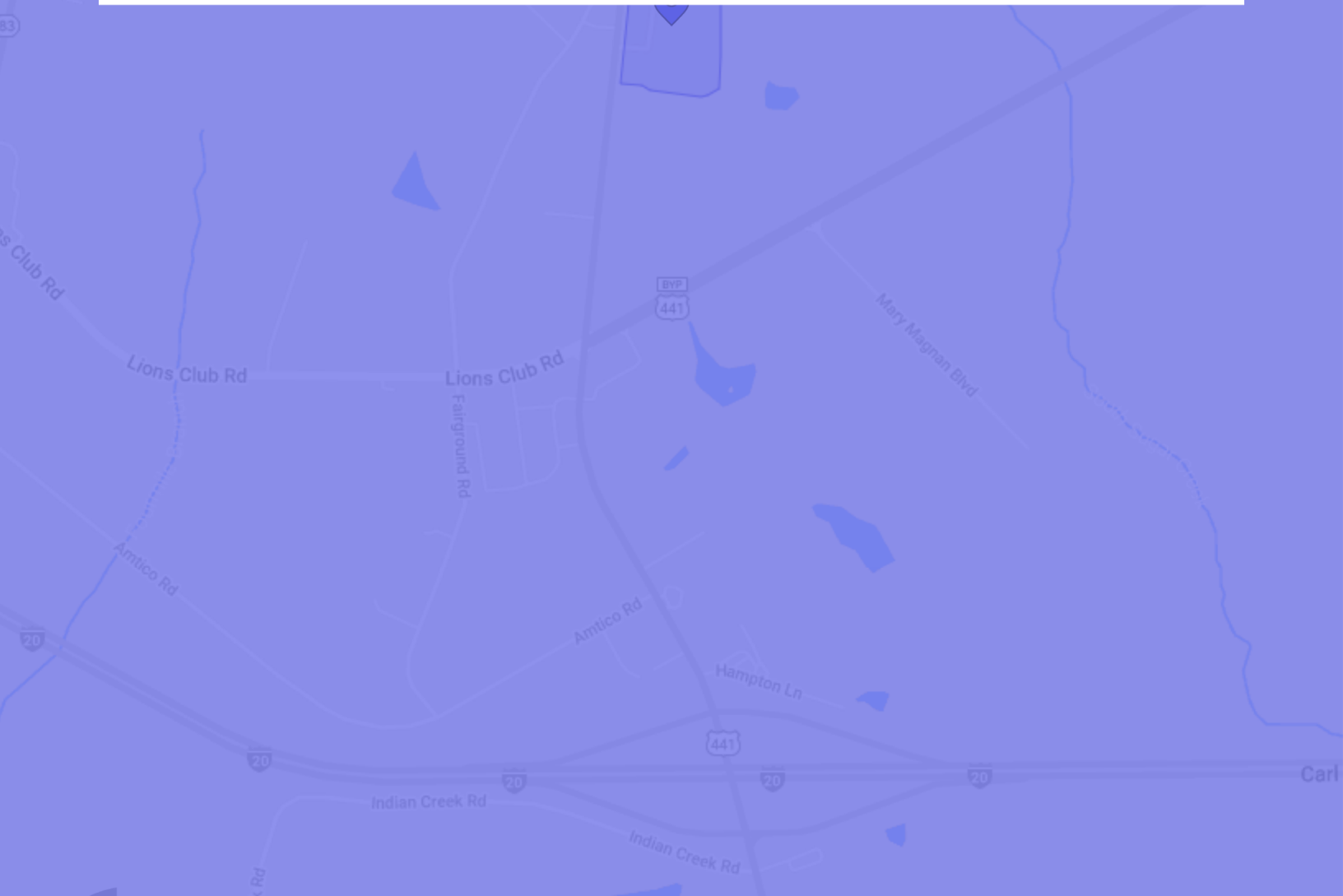
May 1, 2021 - Apr 30, 2022

Property:

**BH**

**Beacon Heights**

1462 Eatonton Rd, Madison, GA 30650

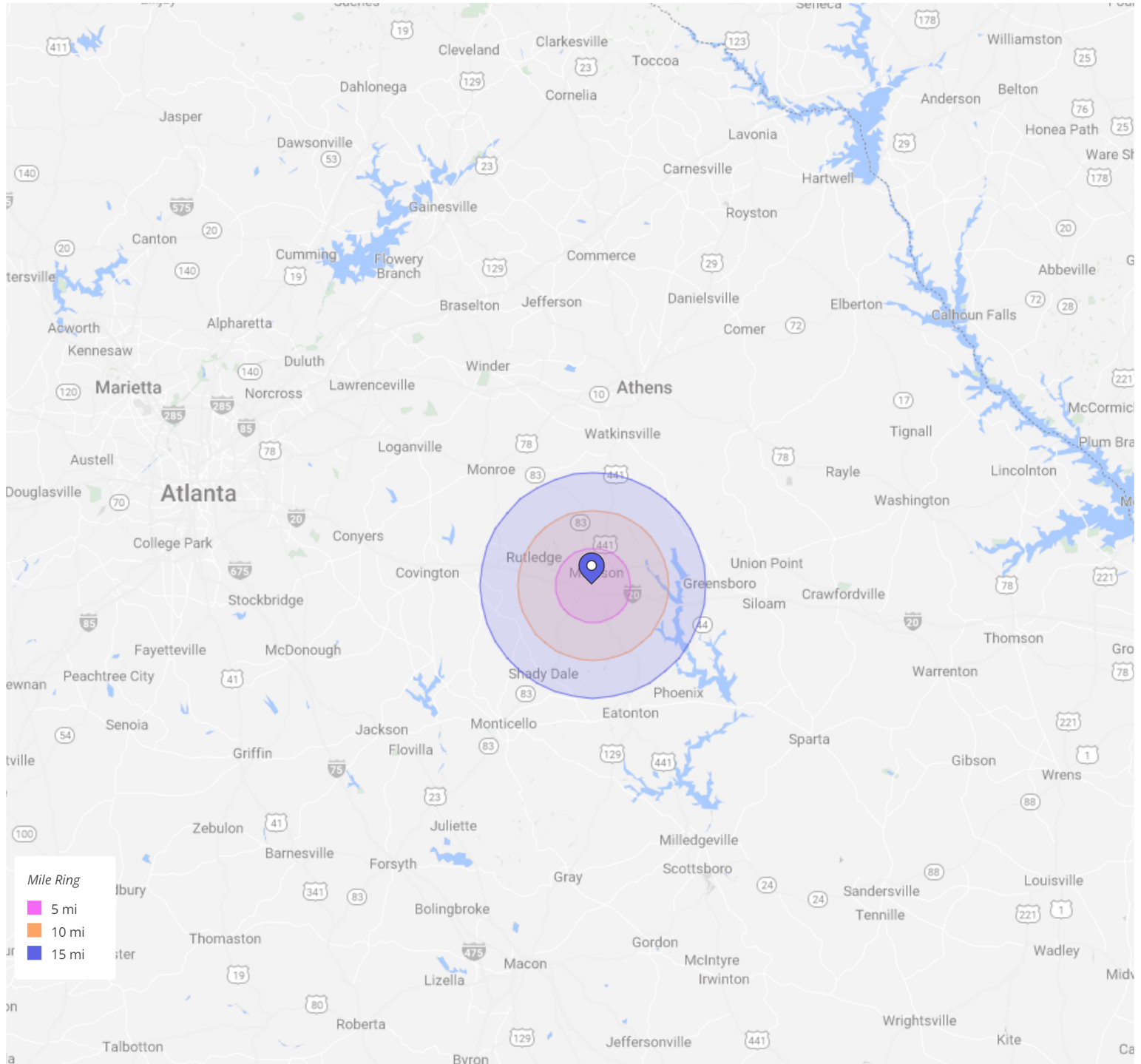


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Beacon Heights / 1462 Eatonton Rd, Madison, GA 30650



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## Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide



### Overview

	5 Miles	10 Miles	15 Miles
Population	7,132	15,339	34,814
Pop density (per sq mile)	93	54	47
Area (based on blockgroups) sq mi	76.44	285.15	735.95

### Households

	5 Miles	10 Miles	15 Miles
Households	2,658	5,661	13,146
Family households	2,063 (77.6%)	4,385 (77.5%)	9,995 (76%)
Non Family households	595 (22.4%)	1,276 (22.5%)	3,151 (24%)
Persons per Household	2.68	2.71	2.65

### Gender

	5 Miles	10 Miles	15 Miles
Male	3,048 (42.7%)	7,171 (46.8%)	16,629 (47.8%)
Female	4,084 (57.3%)	8,168 (53.2%)	18,185 (52.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

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	5 Miles		10 Miles		15 Miles	
<b>Age</b>						
Median Age	41.73	111	42.99	114	42.96	114
0-18	1,735 (24.3%)	106	3,585 (23.4%)	102	7,973 (22.9%)	100
18-25	575 (8.1%)	83	1,332 (8.7%)	90	2,461 (7.1%)	73
25-35	605 (8.5%)	62	1,231 (8%)	59	3,262 (9.4%)	68
35-45	870 (12.2%)	96	1,714 (11.2%)	88	4,196 (12.1%)	95
45-55	835 (11.7%)	87	2,362 (15.4%)	115	5,036 (14.5%)	108
55-65	1,194 (16.7%)	132	2,255 (14.7%)	116	5,180 (14.9%)	117
65+	1,318 (18.5%)	124	2,860 (18.6%)	125	6,706 (19.3%)	129

## Population by Generation

Gen Alpha & Gen Z	1,735 (24.3%)	106	3,585 (23.4%)	102	7,973 (22.9%)	100
Millennials	1,180 (16.5%)	71	2,563 (16.7%)	71	5,723 (16.4%)	70
Gen X	1,705 (23.9%)	92	4,076 (26.6%)	102	9,232 (26.5%)	102
Baby Boomers	1,194 (16.7%)	132	2,255 (14.7%)	116	5,180 (14.9%)	117
Silent & Greatest	1,318 (18.5%)	124	2,860 (18.6%)	125	6,706 (19.3%)	129

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### Ethnicity

	5 Miles		10 Miles		15 Miles	
White	4,120	(57.8%)	10,773	(70.2%)	26,154	(75.1%)
Black	2,867	(40.2%)	3,896	(25.4%)	6,384	(18.3%)
Latino	86	(1.2%)	433	(2.8%)	1,601	(4.6%)
Other ethnicity	59	(0.8%)	226	(1.5%)	454	(1.3%)
Asian	0		11	(<0.5%)	221	(0.6%)

### Household Income

	5 Miles		10 Miles		15 Miles	
Household Average Income	\$70,093.42		\$75,282.23		\$73,638.6	
Average Income Per Person	\$26,122.87		\$27,783.6		\$27,806.43	
Household Median Income	\$51,885.72		\$58,893.44		\$55,119.76	
<\$10K	169	(6.4%)	402	(7.1%)	925	(7%)
\$10K - \$15K	140	(5.3%)	217	(3.8%)	684	(5.2%)
\$15K - \$20K	119	(4.5%)	273	(4.8%)	607	(4.6%)
\$20K - \$25K	156	(5.9%)	261	(4.6%)	640	(4.9%)
\$25K - \$30K	156	(5.9%)	295	(5.2%)	745	(5.7%)
\$30K - \$35K	179	(6.7%)	280	(4.9%)	651	(5%)

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	5 Miles		10 Miles		15 Miles				
\$35K - \$40K	158	(5.9%)	132	330	(5.8%)	130	749	(5.7%)	127
\$40K - \$45K	67	(2.5%)	56	186	(3.3%)	73	504	(3.8%)	85
\$45K - \$50K	152	(5.7%)	144	261	(4.6%)	116	555	(4.2%)	106
\$50K - \$60K	175	(6.6%)	86	366	(6.5%)	84	1,002	(7.6%)	99
\$60K - \$75K	279	(10.5%)	106	628	(11.1%)	112	1,390	(10.6%)	107
\$75K - \$100K	356	(13.4%)	110	945	(16.7%)	136	1,887	(14.4%)	117
\$100K - \$125K	159	(6%)	70	371	(6.6%)	76	915	(7%)	81
\$125K - \$150K	167	(6.3%)	117	344	(6.1%)	113	800	(6.1%)	113
\$150K - \$200K	77	(2.9%)	50	245	(4.3%)	75	561	(4.3%)	74
>\$200K	149	(5.6%)	90	257	(4.5%)	73	531	(4%)	65

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### Family Size

Family Size	5 Miles	10 Miles	15 Miles
2 Persons	939 (45.5%)	1,993 (45.5%)	4,929 (49.3%)
3 Persons	430 (20.8%)	1,138 (26%)	2,332 (23.3%)
4 Persons	488 (23.7%)	862 (19.7%)	1,754 (17.5%)
5 Persons	159 (7.7%)	280 (6.4%)	575 (5.8%)
6 Persons	30 (1.5%)	56 (1.3%)	274 (2.7%)
7+ Persons	17 (0.8%)	56 (1.3%)	131 (1.3%)

### Education

Education	5 Miles	10 Miles	15 Miles
Elementary	961 (13.5%)	2,074 (13.5%)	5,137 (14.8%)
High School Graduate	2,145 (30.1%)	5,270 (34.4%)	12,480 (35.8%)
College / Associate Degree	2,182 (30.6%)	4,518 (29.5%)	10,187 (29.3%)
Bachelor Degree	1,095 (15.3%)	2,152 (14%)	4,413 (12.7%)
Advanced Degree	749 (10.5%)	1,324 (8.6%)	2,597 (7.5%)

### Labor Force

Labor Force	5 Miles	10 Miles	15 Miles
Unemployment	337 (4.7%)	852 (5.6%)	1,782 (5.1%)

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### Marital Status

Category	5 Miles	10 Miles	15 Miles
Married	3,514 (49.3%)	8,505 (55.4%)	20,801 (59.7%)
Never Married	2,180 (30.6%)	4,205 (27.4%)	8,107 (23.3%)
Divorced	875 (12.3%)	1,501 (9.8%)	3,612 (10.4%)
Widowed	564 (7.9%)	1,128 (7.4%)	2,293 (6.6%)

### Transport to Work

Category	5 Miles	10 Miles	15 Miles
Drove alone	2,285 (76.8%)	4,999 (77.3%)	11,674 (78.9%)
Carpool	388 (13%)	750 (11.6%)	1,731 (11.7%)
Worked at home	230 (7.7%)	517 (8%)	922 (6.2%)
Other	53 (1.8%)	108 (1.7%)	193 (1.3%)
Bicycle	18 (0.6%)	18 (<0.5%)	18 (<0.5%)
Walked	0	63 (1%)	209 (1.4%)
Public transport	0	9 (<0.5%)	43 (<0.5%)

### Housing Units

Occupied	2,658	5,661	13,146
Vacant	468	876	2,685

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### Occupied Housing Units

	5 Miles	10 Miles	15 Miles
Owner occupied	1,905 (71.7%)	4,180 (73.8%)	10,051 (76.5%)
Renter occupied	753 (28.3%)	1,481 (26.2%)	3,095 (23.5%)

### Value of Owner-Occupied Housing Units

	5 Miles	10 Miles	15 Miles
Median house value	\$231,382.6€	\$219,010.4€	\$186,491.5€
<\$100K	361 (19%)	745 (17.8%)	2,461 (24.5%)
\$100K - \$200K	444 (23.3%)	1,149 (27.5%)	2,965 (29.5%)
\$200K - \$300K	470 (24.7%)	1,031 (24.7%)	1,957 (19.5%)
\$300K - \$400K	350 (18.4%)	639 (15.3%)	1,262 (12.6%)
\$400K - \$500K	86 (4.5%)	215 (5.1%)	612 (6.1%)
\$500K - \$1000K	135 (7.1%)	283 (6.8%)	597 (5.9%)
>\$1000K	59 (3.1%)	118 (2.8%)	197 (2%)

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### Types of Housing Units

#### Structure

Structure	5 Miles	10 Miles	15 Miles
Single Unit	2,588 (82.8%)	5,256 (80.4%)	12,249 (77.4%)
Mobile home	282 (9%)	873 (13.4%)	2,687 (17%)
Multi-unit	256 (8.2%)	408 (6.2%)	893 (5.6%)
Boat, RV, van, etc.	0	0	2 (<0.5%)

### SNAP Households

SNAP Households	5 Miles	10 Miles	15 Miles
Non-snap households	2,145 (80.7%)	4,778 (84.4%)	11,325 (86.1%)
Snap households	513 (19.3%)	883 (15.6%)	1,821 (13.9%)

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