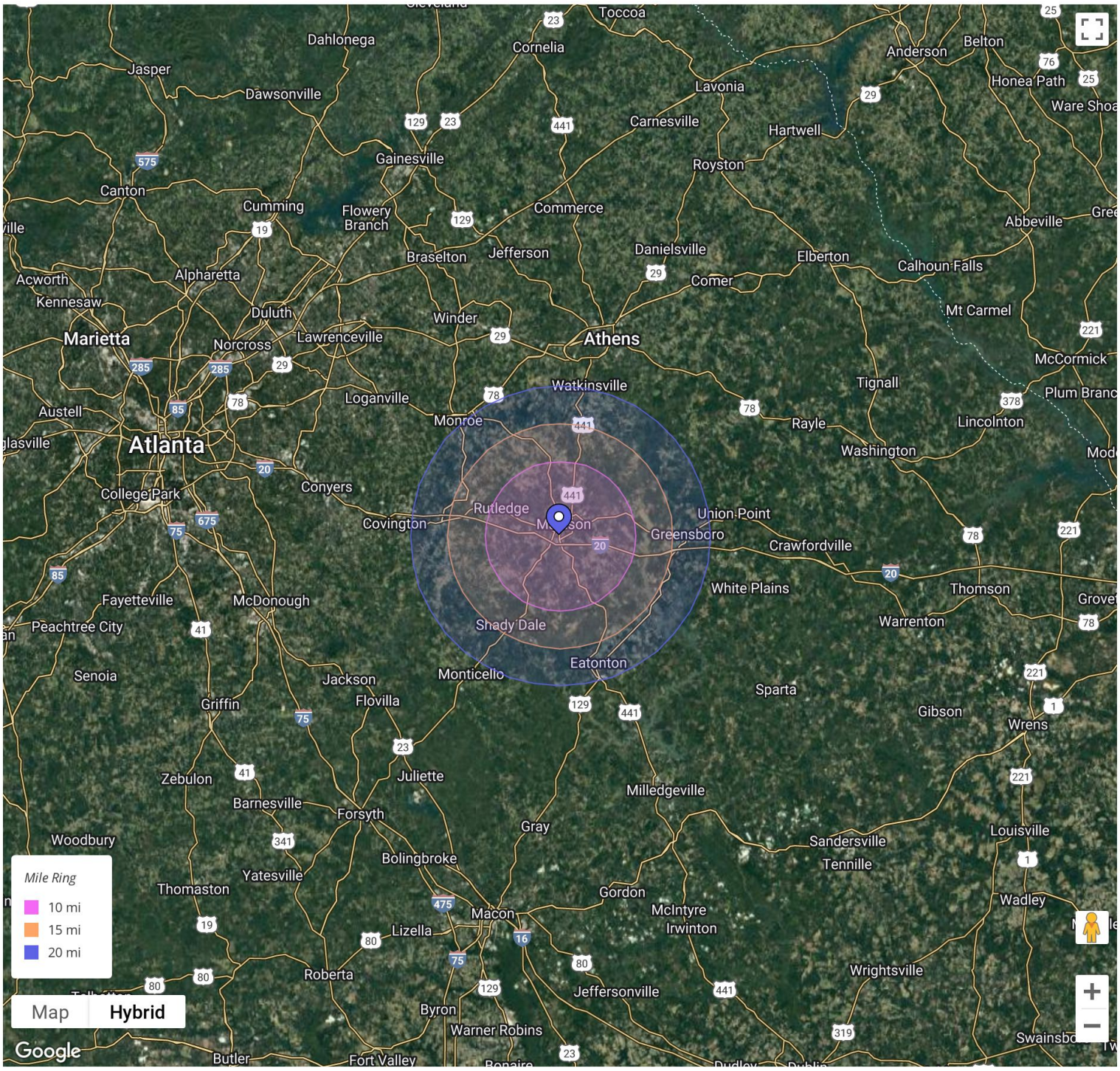
Trade Area Demographics (Beacon Heights)

Dec 1, 2021 - Nov 30, 2022

GARNER GROUP

Beacon Heights / 1462 Eatonton Rd, Madison, GA 30650



Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
Overview									
Population	15,810			36,459			83,447		
Pop density (per sq mile)	55			50			72		
Area (based on blockgroups) sq mi	285.15			735.95			1,155.77		
Households									
Households	5,821			13,669			31,254		
Family Households	4,428	(76.1%)	116	10,345	(75.7%)	116	23,408	(74.9%)	114
Non-Family Households	1,393	(23.9%)	69	3,324	(24.3%)	71	7,846	(25.1%)	73
Persons per Household	2.72		101	2.67		99	2.67		99
Gender									
Male	7,785	(49.2%)	100	18,179	(49.9%)	101	40,606	(48.7%)	99
Female	8,025	(50.8%)	100	18,280	(50.1%)	99	42,841	(51.3%)	101
Age									
Median Age	43.46		116	42.71		114	41.8		111
0-5	948	(6%)	98	2,010	(5.5%)	91	4,406	(5.3%)	87
5-15	2,083	(13.2%)	104	4,733	(13%)	103	10,942	(13.1%)	104

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

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Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
15-18	664	(4.2%)	108	1,589	(4.4%)	113	3,632	(4.4%)	112
18-22	676	(4.3%)	79	1,247	(3.4%)	63	3,526	(4.2%)	78
22-25	646	(4.1%)	102	1,160	(3.2%)	80	2,934	(3.5%)	88
25-30	755	(4.8%)	67	1,983	(5.4%)	77	4,558	(5.5%)	77
30-35	719	(4.5%)	67	2,070	(5.7%)	84	4,659	(5.6%)	83
35-40	698	(4.4%)	68	2,005	(5.5%)	85	4,848	(5.8%)	90
40-45	828	(5.2%)	85	2,113	(5.8%)	95	4,931	(5.9%)	96
45-50	1,275	(8.1%)	126	2,288	(6.3%)	98	5,016	(6%)	94
50-55	1,119	(7.1%)	108	2,478	(6.8%)	103	5,655	(6.8%)	103
55-60	1,181	(7.5%)	112	2,484	(6.8%)	102	5,918	(7.1%)	106
60-65	1,148	(7.3%)	117	2,676	(7.3%)	119	5,924	(7.1%)	115
65-70	966	(6.1%)	118	2,613	(7.2%)	138	5,471	(6.6%)	126
70-75	756	(4.8%)	122	2,215	(6.1%)	155	4,773	(5.7%)	146
75-80	723	(4.6%)	167	1,602	(4.4%)	160	3,390	(4.1%)	148
80-85	382	(2.4%)	129	709	(1.9%)	104	1,711	(2.1%)	110
85+	243	(1.5%)	80	484	(1.3%)	69	1,153	(1.4%)	72

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

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Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
Age - Male									
Median Age	41.59		114	41.42		114	40.79		112
0-5	558	(7.2%)	113	1,175	(6.5%)	102	2,145	(5.3%)	84
5-15	1,151	(14.8%)	113	2,485	(13.7%)	104	5,626	(13.9%)	106
15-18	269	(3.5%)	86	783	(4.3%)	107	1,952	(4.8%)	120
18-22	388	(5%)	88	600	(3.3%)	58	1,869	(4.6%)	81
22-25	461	(5.9%)	143	626	(3.4%)	83	1,583	(3.9%)	94
25-30	314	(4%)	55	901	(5%)	68	1,847	(4.5%)	62
30-35	291	(3.7%)	54	1,083	(6%)	86	2,298	(5.7%)	82
35-40	320	(4.1%)	62	1,064	(5.9%)	89	2,496	(6.1%)	93
40-45	354	(4.5%)	73	1,050	(5.8%)	93	2,470	(6.1%)	98
45-50	640	(8.2%)	128	1,150	(6.3%)	99	2,381	(5.9%)	91
50-55	511	(6.6%)	100	1,253	(6.9%)	105	2,769	(6.8%)	104
55-60	558	(7.2%)	109	1,204	(6.6%)	101	3,059	(7.5%)	115
60-65	607	(7.8%)	129	1,134	(6.2%)	104	2,375	(5.8%)	97
65-70	408	(5.2%)	105	1,252	(6.9%)	139	2,548	(6.3%)	126

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Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
70-75	393	(5%)	138	1,127	(6.2%)	169	2,390	(5.9%)	161
75-80	306	(3.9%)	158	730	(4%)	161	1,546	(3.8%)	153
80-85	179	(2.3%)	145	408	(2.2%)	142	887	(2.2%)	138
85+	77	(1%)	72	154	(0.8%)	62	365	(0.9%)	65
Age - Female									
Median Age	45.64		118	43.99		114	42.81		111
0-5	390	(4.9%)	83	835	(4.6%)	78	2,261	(5.3%)	90
5-15	932	(11.6%)	95	2,248	(12.3%)	101	5,316	(12.4%)	102
15-18	395	(4.9%)	132	806	(4.4%)	118	1,680	(3.9%)	105
18-22	288	(3.6%)	69	647	(3.5%)	68	1,657	(3.9%)	74
22-25	185	(2.3%)	60	534	(2.9%)	76	1,351	(3.2%)	82
25-30	441	(5.5%)	80	1,082	(5.9%)	86	2,711	(6.3%)	92
30-35	428	(5.3%)	81	987	(5.4%)	82	2,361	(5.5%)	83
35-40	378	(4.7%)	74	941	(5.1%)	80	2,352	(5.5%)	86
40-45	474	(5.9%)	97	1,063	(5.8%)	96	2,461	(5.7%)	95
45-50	635	(7.9%)	125	1,138	(6.2%)	98	2,635	(6.2%)	97

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Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
50-55	608	(7.6%)	115	1,225	(6.7%)	102	2,886	(6.7%)	102
55-60	623	(7.8%)	115	1,280	(7%)	104	2,859	(6.7%)	99
60-65	541	(6.7%)	106	1,542	(8.4%)	133	3,549	(8.3%)	130
65-70	558	(7%)	129	1,361	(7.4%)	138	2,923	(6.8%)	126
70-75	363	(4.5%)	109	1,088	(6%)	143	2,383	(5.6%)	134
75-80	417	(5.2%)	174	872	(4.8%)	159	1,844	(4.3%)	144
80-85	203	(2.5%)	118	301	(1.6%)	77	824	(1.9%)	90
85+	166	(2.1%)	84	330	(1.8%)	73	788	(1.8%)	74
Population by Generation									
Gen Alpha	3,031	(19.2%)	102	6,743	(18.5%)	99	15,348	(18.4%)	98
Gen Z	1,986	(12.6%)	94	3,996	(11%)	82	10,092	(12.1%)	91
Millennials	2,172	(13.7%)	67	6,058	(16.6%)	82	14,065	(16.9%)	83
Gen X	3,222	(20.4%)	107	6,879	(18.9%)	99	15,602	(18.7%)	98
Baby Boomers	4,051	(25.6%)	117	9,988	(27.4%)	125	22,086	(26.5%)	121
Silent & Greatest	1,348	(8.5%)	130	2,795	(7.7%)	117	6,254	(7.5%)	115

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Beacon Heights

1462 Eatonton Rd, Madison, GA 30650

Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
Ethnicity									
White	11,124	(70.4%)	116	27,084	(74.3%)	122	58,650	(70.3%)	116
Black	3,888	(24.6%)	200	6,763	(18.5%)	151	19,138	(22.9%)	186
Hispanic or Latino	482	(3%)	17	1,856	(5.1%)	28	4,370	(5.2%)	29
Two or more races	246	(1.6%)	64	559	(1.5%)	63	681	(0.8%)	33
Other	33	(<0.5%)	86	47	(<0.5%)	53	57	(<0.5%)	28
American Indian and Alaska Native	24	(<0.5%)	23	28	(<0.5%)	12	83	(<0.5%)	15
Asian	13	(<0.5%)	2	122	(<0.5%)	6	461	(0.6%)	10
Native Hawaiian and Other Pacific Islander			0			0	7	(<0.5%)	5

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Beacon Heights

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Benchmark: Nationwide

	10 Miles			15 Miles			20 Miles		
Hispanic or Latino									
White	269	(55.8%)	85	772	(41.6%)	64	2,144	(49.1%)	75
Black	124	(25.7%)	1197	147	(7.9%)	368	152	(3.5%)	162
Other	88	(18.3%)	70	774	(41.7%)	160	1,595	(36.5%)	140
Two or more races	1	(<0.5%)	4	75	(4%)	84	391	(8.9%)	185
Native Hawaiian and Other Pacific Islander			0			0			0
Asian			0	24	(1.3%)	351	24	(0.5%)	149
American Indian and Alaska Native			0	64	(3.4%)	342	64	(1.5%)	145
Household Income									
Household Average Income	$87,715.38		99	$84,822.07		96	$87,517.16		99
Average Income per Person	$33,218.49		97	$32,559.54		95	$33,604.17		99
Household Median Income	$68,998.05		109	$65,029.47		103	$61,763.55		98
<$10K	343	(5.9%)	97	838	(6.1%)	101	2,053	(6.6%)	109
$10K - $15K	138	(2.4%)	55	486	(3.6%)	83	1,340	(4.3%)	100
$15K - $20K	250	(4.3%)	98	556	(4.1%)	93	1,101	(3.5%)	80
$20K - $25K	289	(5%)	110	631	(4.6%)	102	1,592	(5.1%)	113

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$25K - $30K	260	(4.5%)	102	532	(3.9%)	89	1,282	(4.1%)	94
$30K - $35K	146	(2.5%)	55	497	(3.6%)	80	1,338	(4.3%)	94
$35K - $40K	213	(3.7%)	87	582	(4.3%)	101	1,385	(4.4%)	105
$40K - $45K	231	(4%)	94	668	(4.9%)	116	1,416	(4.5%)	108
$45K - $50K	217	(3.7%)	97	568	(4.2%)	108	1,478	(4.7%)	123
$50K - $60K	361	(6.2%)	82	993	(7.3%)	97	2,282	(7.3%)	97
$60K - $75K	771	(13.2%)	137	1,442	(10.5%)	109	3,062	(9.8%)	101
$75K - $100K	947	(16.3%)	128	2,031	(14.9%)	117	3,941	(12.6%)	99
$100K - $125K	483	(8.3%)	91	1,212	(8.9%)	97	2,786	(8.9%)	98
$125K - $150K	451	(7.7%)	129	968	(7.1%)	118	1,993	(6.4%)	106
$150K - $200K	327	(5.6%)	83	880	(6.4%)	95	2,024	(6.5%)	96
>$200K	394	(6.8%)	88	785	(5.7%)	75	2,181	(7%)	91

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	10 Miles			15 Miles			20 Miles		
Family Size									
2 Persons	2,136	(48.2%)	111	5,171	(50%)	115	11,627	(49.7%)	114
3 Persons	959	(21.7%)	96	2,186	(21.1%)	94	5,325	(22.7%)	101
4 Persons	907	(20.5%)	107	1,834	(17.7%)	92	3,965	(16.9%)	88
5 Persons	197	(4.4%)	50	596	(5.8%)	64	1,493	(6.4%)	71
6 Persons	102	(2.3%)	67	386	(3.7%)	108	613	(2.6%)	76
7+ Persons	127	(2.9%)	133	172	(1.7%)	77	385	(1.6%)	76
Education									
Elementary	1,266	(11.7%)	98	3,851	(15%)	125	8,108	(14%)	117
High School Graduate	3,765	(34.9%)	129	8,875	(34.5%)	128	19,527	(33.7%)	125
College / Associate Degree	3,478	(32.2%)	111	7,625	(29.6%)	103	15,550	(26.8%)	93
Bachelor Degree	1,284	(11.9%)	60	3,197	(12.4%)	63	8,624	(14.9%)	75
Advanced Degree	1,000	(9.3%)	75	2,172	(8.4%)	68	6,198	(10.7%)	86
Labor Force									
Employed	7,040	(96.2%)	102	16,350	(96.9%)	102	37,614	(95.3%)	101
Unemployed	278	(3.8%)	71	531	(3.1%)	59	1,852	(4.7%)	88

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	10 Miles			15 Miles			20 Miles		
Marital Status									
Married	7,276	(56.9%)	114	17,909	(60.3%)	121	38,927	(57.2%)	114
Never Married	3,571	(27.9%)	84	7,232	(24.3%)	73	18,494	(27.2%)	81
Divorced	1,114	(8.7%)	80	2,750	(9.3%)	85	6,350	(9.3%)	86
Widowed	818	(6.4%)	111	1,825	(6.1%)	106	4,328	(6.4%)	110
Family Households									
Married-couple Family	3,298	(74.5%)	101	8,185	(79.1%)	108	17,736	(75.8%)	103
Female Householder	805	(18.2%)	96	1,481	(14.3%)	75	4,187	(17.9%)	94
Male Householder	325	(7.3%)	98	679	(6.6%)	88	1,485	(6.3%)	85

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	10 Miles			15 Miles			20 Miles		
Transport to Work									
Drove alone	5,240	(75.7%)	99	12,506	(78.4%)	103	29,821	(80.7%)	106
Carpooled	838	(12.1%)	134	1,773	(11.1%)	123	3,855	(10.4%)	116
Worked from home	485	(7%)	136	990	(6.2%)	120	2,122	(5.7%)	111
Walked	172	(2.5%)	93	289	(1.8%)	68	439	(1.2%)	45
Other	130	(1.9%)	204	333	(2.1%)	226	594	(1.6%)	174
Public transportation	29	(<0.5%)	8	35	(<0.5%)	4	72	(<0.5%)	4
Bicycle	26	(<0.5%)	69	26	(<0.5%)	30	26	(<0.5%)	13
Motorcycle			0	9	(<0.5%)	36	17	(<0.5%)	29
Taxicab			0			0			0
Travel Time to Work									
Median travel time to work	21		93	23		101	22		99
Less than 10 minutes	1,619	(25.2%)	205	2,295	(15.3%)	125	4,779	(13.7%)	112
10-15 minutes	691	(10.7%)	81	1,676	(11.2%)	84	4,669	(13.4%)	101
15-20 minutes	770	(12%)	79	2,143	(14.3%)	95	5,250	(15.1%)	100
20-25 minutes	592	(9.2%)	64	1,984	(13.3%)	92	4,611	(13.2%)	92

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25-30 minutes	451	(7%)	108	949	(6.3%)	98	2,069	(5.9%)	92
30-35 minutes	708	(11%)	80	2,083	(13.9%)	101	4,795	(13.8%)	100
35-45 minutes	276	(4.3%)	61	827	(5.5%)	78	1,853	(5.3%)	75
45-60 minutes	476	(7.4%)	89	1,086	(7.3%)	87	2,900	(8.3%)	100
60 or more minutes	852	(13.2%)	142	1,928	(12.9%)	138	3,898	(11.2%)	120
Housing Units									
Occupied	5,821	(88.3%)	100	13,669	(84.5%)	96	31,254	(83.4%)	95
Vacant	774	(11.7%)	97	2,510	(15.5%)	128	6,205	(16.6%)	137
Occupied Housing Units									
Owner occupied	4,147	(71.2%)	111	10,462	(76.5%)	120	23,740	(76%)	119
Renter occupied	1,674	(28.8%)	80	3,207	(23.5%)	65	7,514	(24%)	67

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	10 Miles			15 Miles			20 Miles		
Vacant Housing Units									
Other	397	(51.3%)	145	714	(28.4%)	81	1,946	(31.4%)	89
For seasonal, recreational or occasional use	292	(37.7%)	116	1,398	(55.7%)	171	3,075	(49.6%)	152
For rent	52	(6.7%)	40	162	(6.5%)	39	442	(7.1%)	43
For sale only	18	(2.3%)	31	190	(7.6%)	100	582	(9.4%)	124
Rented, not occupied	8	(1%)	28	15	(0.6%)	16	32	(0.5%)	14
Sold, not occupied	7	(0.9%)	23	31	(1.2%)	31	128	(2.1%)	53
For migrant workers			0			0			0

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	10 Miles			15 Miles			20 Miles		
Value of Owner-Occupied Housing Units									
Median house value	$235,334...		108	$213,612...		98	$205,882...		95
<$100K	514	(12.4%)	65	2,050	(19.6%)	103	5,116	(21.6%)	114
$100K - $200K	980	(23.6%)	87	2,808	(26.8%)	98	6,458	(27.2%)	100
$200K - $300K	1,239	(29.9%)	152	2,411	(23%)	118	4,541	(19.1%)	98
$300K - $400K	681	(16.4%)	134	1,612	(15.4%)	126	2,958	(12.5%)	102
$400K - $500K	322	(7.8%)	109	649	(6.2%)	87	1,601	(6.7%)	95
$500K - $1000K	280	(6.8%)	59	669	(6.4%)	56	2,171	(9.1%)	80
>$1000K	131	(3.2%)	93	263	(2.5%)	74	895	(3.8%)	112
Types of Housing Units Structure									
Single Unit	5,372	(81.5%)	121	12,851	(79.4%)	118	29,449	(78.6%)	117
Mobile home	763	(11.6%)	187	2,395	(14.8%)	239	5,307	(14.2%)	229
Multi-unit	460	(7%)	27	931	(5.8%)	22	2,701	(7.2%)	27
Boat, RV, van, etc.			0	2	(<0.5%)	14	2	(<0.5%)	6
Health Insurance									
Employer based health insurance only	6,750	(43.2%)	92	15,314	(42.2%)	90	35,707	(43.4%)	93

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Beacon Heights

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	10 Miles			15 Miles			20 Miles		
No health insurance coverage	1,868	(12%)	135	4,482	(12.4%)	140	9,986	(12.1%)	137
Medicaid/means-tested public coverage only	1,837	(11.8%)	78	3,930	(10.8%)	72	10,101	(12.3%)	82
Medicare coverage only	1,086	(7%)	133	2,676	(7.4%)	141	5,710	(6.9%)	133
Direct purchase health insurance only	1,083	(6.9%)	105	2,786	(7.7%)	116	5,460	(6.6%)	100
Other coverage combinations	1,077	(6.9%)	123	2,309	(6.4%)	113	5,087	(6.2%)	110
Medicare and medicaid/means-tested publi...	567	(3.6%)	161	1,066	(2.9%)	130	1,839	(2.2%)	99
Employer based and medicare coverage	531	(3.4%)	110	1,516	(4.2%)	135	3,423	(4.2%)	134
With direct purchase and medicare coverage	427	(2.7%)	86	1,269	(3.5%)	110	3,049	(3.7%)	117
Employer based and direct purchase coverage	217	(1.4%)	103	539	(1.5%)	110	1,212	(1.5%)	109
Other public only combinations	121	(0.8%)	163	186	(0.5%)	108	299	(<0.5%)	76
Other private only combinations	32	(<0.5%)	52	32	(<0.5%)	23	116	(<0.5%)	36
VA Health Care only	22	(<0.5%)	51	43	(<0.5%)	43	65	(<0.5%)	29
TRICARE/military health coverage only	7	(<0.5%)	5	126	(<0.5%)	35	239	(<0.5%)	29
SNAP Households									
Non-snap Households	4,886	(83.9%)	95	11,729	(85.8%)	97	27,008	(86.4%)	98
Snap Households	935	(16.1%)	137	1,940	(14.2%)	121	4,246	(13.6%)	116

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)