



Executive Summary

The Highlands at East Ellijay
 30540, Ellijay, Georgia
 Rings: 3, 5, 10 mile radii

Latitude: 34.65846
 Longitude: -84.48843

	3 mile	5 mile	10 mile
Population			
2000 Population	5,312	12,317	22,304
2010 Population	6,229	14,430	26,894
2014 Population	6,361	14,757	27,454
2019 Population	6,621	15,320	28,408
2000-2010 Annual Rate	1.61%	1.60%	1.89%
2010-2014 Annual Rate	0.49%	0.53%	0.49%
2014-2019 Annual Rate	0.80%	0.75%	0.69%
2014 Male Population	49.1%	49.6%	50.0%
2014 Female Population	50.9%	50.4%	50.0%
2014 Median Age	41.2	41.5	43.8

In the identified area, the current year population is 27,454. In 2010, the Census count in the area was 26,894. The rate of change since 2010 was 0.49% annually. The five-year projection for the population in the area is 28,408 representing a change of 0.69% annually from 2014 to 2019. Currently, the population is 50.0% male and 50.0% female.

Median Age

The median age in this area is 41.2, compared to U.S. median age of 37.7.

Race and Ethnicity

2014 White Alone	85.5%	87.4%	90.5%
2014 Black Alone	1.4%	1.3%	1.0%
2014 American Indian/Alaska Native Alone	0.3%	0.4%	0.4%
2014 Asian Alone	0.7%	0.4%	0.4%
2014 Pacific Islander Alone	0.4%	0.3%	0.1%
2014 Other Race	10.0%	8.6%	6.1%
2014 Two or More Races	1.7%	1.6%	1.5%
2014 Hispanic Origin (Any Race)	17.0%	15.4%	11.1%

Persons of Hispanic origin represent 11.1% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 34.3 in the identified area, compared to 62.6 for the U.S. as a whole.

Households

2000 Households	1,960	4,648	8,541
2010 Households	2,347	5,582	10,624
2014 Total Households	2,433	5,776	10,952
2019 Total Households	2,547	6,029	11,393
2000-2010 Annual Rate	1.82%	1.85%	2.21%
2010-2014 Annual Rate	0.85%	0.81%	0.72%
2014-2019 Annual Rate	0.92%	0.86%	0.79%
2014 Average Household Size	2.58	2.53	2.49

The household count in this area has changed from 10,624 in 2010 to 10,952 in the current year, a change of 0.72% annually. The five-year projection of households is 11,393, a change of 0.79% annually from the current year total. Average household size is currently 2.49, compared to 2.51 in the year 2010. The number of families in the current year is 7,713 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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Median Household Income			
2014 Median Household Income	\$34,369	\$34,028	\$36,227
2019 Median Household Income	\$39,239	\$38,666	\$40,654
2014-2019 Annual Rate	2.69%	2.59%	2.33%
Average Household Income			
2014 Average Household Income	\$45,220	\$44,657	\$46,574
2019 Average Household Income	\$50,144	\$49,555	\$51,724
2014-2019 Annual Rate	2.09%	2.10%	2.12%
Per Capita Income			
2014 Per Capita Income	\$17,544	\$17,592	\$18,702
2019 Per Capita Income	\$19,535	\$19,615	\$20,878
2014-2019 Annual Rate	2.17%	2.20%	2.23%

Current median household income is \$36,227 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$40,654 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$46,574 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$51,724 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$18,702 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$20,878 in five years, compared to \$32,168 for all U.S. households

Housing			
2000 Total Housing Units	2,556	5,780	10,703
2000 Owner Occupied Housing Units	1,410	3,360	6,614
2000 Renter Occupied Housing Units	550	1,288	1,927
2000 Vacant Housing Units	596	1,132	2,162
2010 Total Housing Units	3,554	7,839	14,772
2010 Owner Occupied Housing Units	1,681	3,945	8,051
2010 Renter Occupied Housing Units	666	1,637	2,573
2010 Vacant Housing Units	1,207	2,257	4,148
2014 Total Housing Units	3,758	8,266	15,520
2014 Owner Occupied Housing Units	1,685	3,952	8,074
2014 Renter Occupied Housing Units	748	1,824	2,878
2014 Vacant Housing Units	1,325	2,490	4,568
2019 Total Housing Units	3,969	8,704	16,288
2019 Owner Occupied Housing Units	1,757	4,113	8,377
2019 Renter Occupied Housing Units	789	1,917	3,016
2019 Vacant Housing Units	1,422	2,675	4,895

Currently, 52.0% of the 15,520 housing units in the area are owner occupied; 18.5%, renter occupied; and 29.4% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 14,772 housing units in the area - 54.5% owner occupied, 17.4% renter occupied, and 28.1% vacant. The annual rate of change in housing units since 2010 is 2.22%. Median home value in the area is \$147,902, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 1.42% annually to \$158,714.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.