



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

Population Summary	
2010 Total Population	4,740
2020 Total Population	4,187
2020 Group Quarters	107
2022 Total Population	4,080
2022 Group Quarters	107
2027 Total Population	3,967
2022-2027 Annual Rate	-0.56%
2022 Total Daytime Population	4,271
Workers	1,780
Residents	2,491
Household Summary	
2010 Households	1,881
2010 Average Household Size	2.45
2020 Total Households	1,688
2020 Average Household Size	2.42
2022 Households	1,665
2022 Average Household Size	2.39
2027 Households	1,630
2027 Average Household Size	2.37
2022-2027 Annual Rate	-0.42%
2010 Families	1,268
2010 Average Family Size	3.02
2022 Families	1,090
2022 Average Family Size	2.96
2027 Families	1,067
2027 Average Family Size	2.92
2022-2027 Annual Rate	-0.43%
Housing Unit Summary	
2000 Housing Units	2,292
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	37.0%
Vacant Housing Units	8.6%
2010 Housing Units	2,125
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	34.5%
Vacant Housing Units	11.5%
2020 Housing Units	1,944
Vacant Housing Units	13.2%
2022 Housing Units	1,932
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	13.8%
2027 Housing Units	1,903
Owner Occupied Housing Units	53.9%
Renter Occupied Housing Units	31.7%
Vacant Housing Units	14.3%
Median Household Income	
2022	\$30,829
2027	\$36,428
Median Home Value	
2022	\$62,406
2027	\$75,128
Per Capita Income	
2022	\$19,427
2027	\$22,501
Median Age	
2010	41.2
2022	43.9
2027	45.2

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

2022 Households by Income

Household Income Base	1,665
<\$15,000	25.8%
\$15,000 - \$24,999	16.4%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	1.5%
\$200,000+	0.5%
Average Household Income	\$46,788

2027 Households by Income

Household Income Base	1,630
<\$15,000	25.4%
\$15,000 - \$24,999	14.4%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.0%
\$200,000+	0.6%
Average Household Income	\$53,799

2022 Owner Occupied Housing Units by Value

Total	1,045
<\$50,000	43.6%
\$50,000 - \$99,999	25.5%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	11.0%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	3.1%
\$300,000 - \$399,999	0.6%
\$400,000 - \$499,999	0.1%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$84,243

2027 Owner Occupied Housing Units by Value

Total	1,026
<\$50,000	40.4%
\$50,000 - \$99,999	19.0%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	15.3%
\$200,000 - \$249,999	3.7%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	1.2%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$100,975

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

2010 Population by Age

Total	4,739
0 - 4	6.0%
5 - 9	6.2%
10 - 14	7.5%
15 - 24	11.8%
25 - 34	11.1%
35 - 44	12.0%
45 - 54	14.6%
55 - 64	13.9%
65 - 74	9.7%
75 - 84	5.4%
85 +	1.8%
18 +	76.6%

2022 Population by Age

Total	4,080
0 - 4	5.3%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	10.5%
25 - 34	11.2%
35 - 44	12.1%
45 - 54	11.2%
55 - 64	14.9%
65 - 74	12.6%
75 - 84	7.1%
85 +	2.9%
18 +	79.0%

2027 Population by Age

Total	3,966
0 - 4	5.1%
5 - 9	5.4%
10 - 14	6.6%
15 - 24	10.5%
25 - 34	9.8%
35 - 44	12.3%
45 - 54	11.8%
55 - 64	13.5%
65 - 74	13.9%
75 - 84	8.0%
85 +	3.2%
18 +	79.2%

2010 Population by Sex

Males	2,286
Females	2,454

2022 Population by Sex

Males	1,964
Females	2,116

2027 Population by Sex

Males	1,918
Females	2,049

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	4,741
White Alone	78.8%
Black Alone	18.7%
American Indian Alone	0.1%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.4%
Hispanic Origin	1.9%
Diversity Index	36.8

2020 Population by Race/Ethnicity

Total	4,187
White Alone	75.2%
Black Alone	18.6%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	4.8%
Hispanic Origin	2.8%
Diversity Index	43.0

2022 Population by Race/Ethnicity

Total	4,080
White Alone	74.6%
Black Alone	18.8%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	5.1%
Hispanic Origin	2.8%
Diversity Index	43.8

2027 Population by Race/Ethnicity

Total	3,966
White Alone	73.0%
Black Alone	19.6%
American Indian Alone	0.1%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	5.9%
Hispanic Origin	2.9%
Diversity Index	45.8

2010 Population by Relationship and Household Type

Total	4,740
In Households	97.2%
In Family Households	82.3%
Householder	27.2%
Spouse	18.3%
Child	31.9%
Other relative	3.4%
Nonrelative	1.7%
In Nonfamily Households	14.9%
In Group Quarters	2.8%
Institutionalized Population	2.0%
Noninstitutionalized Population	0.8%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

2022 Population 25+ by Educational Attainment

Total	2,938
Less than 9th Grade	8.8%
9th - 12th Grade, No Diploma	12.5%
High School Graduate	37.3%
GED/Alternative Credential	9.0%
Some College, No Degree	17.6%
Associate Degree	4.1%
Bachelor's Degree	7.3%
Graduate/Professional Degree	3.4%

2022 Population 15+ by Marital Status

Total	3,365
Never Married	28.7%
Married	47.0%
Widowed	10.9%
Divorced	13.5%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,683
Population 16+ Employed	95.1%
Population 16+ Unemployment rate	5.0%
Population 16-24 Employed	10.4%
Population 16-24 Unemployment rate	13.9%
Population 25-54 Employed	59.0%
Population 25-54 Unemployment rate	4.2%
Population 55-64 Employed	19.1%
Population 55-64 Unemployment rate	4.1%
Population 65+ Employed	11.5%
Population 65+ Unemployment rate	1.1%

2022 Employed Population 16+ by Industry

Total	1,600
Agriculture/Mining	9.9%
Construction	7.8%
Manufacturing	13.8%
Wholesale Trade	1.9%
Retail Trade	11.8%
Transportation/Utilities	11.1%
Information	0.9%
Finance/Insurance/Real Estate	5.6%
Services	32.8%
Public Administration	4.2%

2022 Employed Population 16+ by Occupation

Total	1,599
White Collar	48.5%
Management/Business/Financial	14.1%
Professional	17.1%
Sales	6.0%
Administrative Support	11.3%
Services	17.8%
Blue Collar	33.6%
Farming/Forestry/Fishing	4.2%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.8%
Production	11.6%
Transportation/Material Moving	9.1%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

2010 Households by Type	
Total	1,881
Households with 1 Person	28.9%
Households with 2+ People	71.1%
Family Households	67.4%
Husband-wife Families	45.3%
With Related Children	18.3%
Other Family (No Spouse Present)	22.1%
Other Family with Male Householder	5.5%
With Related Children	2.9%
Other Family with Female Householder	16.6%
With Related Children	11.1%
Nonfamily Households	3.7%
All Households with Children	32.5%
Multigenerational Households	4.8%
Unmarried Partner Households	5.3%
Male-female	4.8%
Same-sex	0.4%
2010 Households by Size	
Total	1,880
1 Person Household	28.9%
2 Person Household	32.8%
3 Person Household	18.2%
4 Person Household	12.7%
5 Person Household	5.1%
6 Person Household	1.7%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	1,882
Owner Occupied	61.0%
Owned with a Mortgage/Loan	29.0%
Owned Free and Clear	32.0%
Renter Occupied	39.0%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	230
Percent of Income for Mortgage	10.7%
Wealth Index	31
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,125
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	4,740
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Marked Tree Trade Area
Area: 152.21 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Rooted Rural (10B)
2. Small Town Sincerity (12C)
3. Modest Income Homes (12D)

2022 Consumer Spending

Apparel & Services: Total \$	\$1,767,529
Average Spent	\$1,061.58
Spending Potential Index	44
Education: Total \$	\$1,129,903
Average Spent	\$678.62
Spending Potential Index	35
Entertainment/Recreation: Total \$	\$3,101,432
Average Spent	\$1,862.72
Spending Potential Index	51
Food at Home: Total \$	\$5,267,949
Average Spent	\$3,163.93
Spending Potential Index	51
Food Away from Home: Total \$	\$3,276,690
Average Spent	\$1,967.98
Spending Potential Index	46
Health Care: Total \$	\$6,456,671
Average Spent	\$3,877.88
Spending Potential Index	55
HH Furnishings & Equipment: Total \$	\$1,968,263
Average Spent	\$1,182.14
Spending Potential Index	46
Personal Care Products & Services: Total \$	\$740,771
Average Spent	\$444.91
Spending Potential Index	44
Shelter: Total \$	\$14,995,179
Average Spent	\$9,006.11
Spending Potential Index	39
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,244,595
Average Spent	\$1,348.11
Spending Potential Index	50
Travel: Total \$	\$1,890,083
Average Spent	\$1,135.18
Spending Potential Index	40
Vehicle Maintenance & Repairs: Total \$	\$1,122,214
Average Spent	\$674.00
Spending Potential Index	54

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022