

Demographic Profile

“Silver and Gold”

Some of the nation’s wealthiest seniors live in the Lake Oconee region. With a median age of 53, many residents have retired from professional occupations. Their affluence has allowed them to move to sunnier climes, and they have the free time and resources to pursue their many interests. Golf is a way of life for many of these active seniors. Residents are avid readers and take active roles in their communities.



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| <i>Total Audience</i> | 22,500* |
| <i>Target Audience</i> | 5,590** |
| <i>Annual Population Growth Rate</i> | +3.26% |
| <i>Women</i> | 49% |
| <i>Men</i> | 51% |

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|------------|-----|
| <i>Age</i> | |
| 35-44 | 10% |
| 45-54 | 16% |
| 55-64 | 27% |
| 65-74 | 16% |
| Median Age | 53 |

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|--------------------------|-----|
| <i>Family Households</i> | 82% |
| ♦Married | 74% |
| ♦With Related Children | 16% |

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| <i>Average Household Income</i> | \$111,806 |
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| <i>Education</i> | |
| Some College or Beyond | 60% |
| College Degree or Beyond | 35% |

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|-------------------------|-----|
| <i>Occupation</i> | |
| Employed | 51% |
| Professional/Managerial | 63% |

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|--------------------|-----------|
| <i>Home Value</i> | |
| \$200,000+ | 56% |
| \$300,000+ | 45% |
| \$500,000+ | 26% |
| Average Home Value | \$371,825 |



*Total audience based on 3.0 RPC

**Target audience based on 2006 total population of the Lake Oconee Region (5-mile radius). Demographic information based on target audience.

SOURCE: ESRI Market Profile

Lake Oconee LIVING

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