



Community Profile

Oconee County Labor Shed
 Franklin County, GA (13119) et al.
 Geography: County

Prepared by Esri

	GA(13119),GA(...)
Population Summary	
2000 Total Population	554,647
2010 Total Population	620,695
2019 Total Population	668,842
2019 Group Quarters	20,750
2024 Total Population	695,023
2019-2024 Annual Rate	0.77%
2019 Total Daytime Population	637,992
Workers	257,262
Residents	380,730
Household Summary	
2000 Households	219,060
2000 Average Household Size	2.44
2010 Households	246,366
2010 Average Household Size	2.44
2019 Households	264,932
2019 Average Household Size	2.45
2024 Households	275,256
2024 Average Household Size	2.45
2019-2024 Annual Rate	0.77%
2010 Families	167,557
2010 Average Family Size	2.92
2019 Families	177,644
2019 Average Family Size	2.95
2024 Families	183,680
2024 Average Family Size	2.97
2019-2024 Annual Rate	0.67%
Housing Unit Summary	
2000 Housing Units	264,096
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	19.5%
Vacant Housing Units	17.1%
2010 Housing Units	311,818
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	21.0%
2019 Housing Units	335,613
Owner Occupied Housing Units	55.6%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	21.1%
2024 Housing Units	349,192
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	21.2%
Median Household Income	
2019	\$46,051
2024	\$51,491
Median Home Value	
2019	\$167,676
2024	\$188,574
Per Capita Income	
2019	\$25,308
2024	\$28,649
Median Age	
2010	40.2
2019	42.3
2024	43.5

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	264,932
<\$15,000	14.7%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	3.7%
\$200,000+	2.6%
Average Household Income	\$63,650
2024 Households by Income	
Household Income Base	275,256
<\$15,000	12.6%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	4.8%
\$200,000+	3.1%
Average Household Income	\$72,108
2019 Owner Occupied Housing Units by Value	
Total	186,695
<\$50,000	10.6%
\$50,000 - \$99,999	15.5%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	10.7%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	8.9%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$226,249
2024 Owner Occupied Housing Units by Value	
Total	195,085
<\$50,000	8.5%
\$50,000 - \$99,999	12.8%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	16.9%
\$200,000 - \$249,999	11.5%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	10.6%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	2.4%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$254,855

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	620,695
0 - 4	5.8%
5 - 9	5.9%
10 - 14	6.2%
15 - 24	14.8%
25 - 34	11.0%
35 - 44	12.2%
45 - 54	14.1%
55 - 64	13.3%
65 - 74	9.6%
75 - 84	5.3%
85 +	1.9%
18 +	78.3%
2019 Population by Age	
Total	668,842
0 - 4	5.2%
5 - 9	5.5%
10 - 14	5.7%
15 - 24	13.3%
25 - 34	12.0%
35 - 44	11.2%
45 - 54	12.3%
55 - 64	14.2%
65 - 74	12.2%
75 - 84	6.1%
85 +	2.2%
18 +	80.3%
2024 Population by Age	
Total	695,023
0 - 4	5.1%
5 - 9	5.4%
10 - 14	5.8%
15 - 24	13.1%
25 - 34	10.7%
35 - 44	11.7%
45 - 54	11.8%
55 - 64	13.6%
65 - 74	13.0%
75 - 84	7.5%
85 +	2.4%
18 +	80.3%
2010 Population by Sex	
Males	303,221
Females	317,474
2019 Population by Sex	
Males	328,286
Females	340,556
2024 Population by Sex	
Males	342,114
Females	352,909

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2010 Population by Race/Ethnicity	
Total	620,695
White Alone	85.4%
Black Alone	9.2%
American Indian Alone	0.9%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	1.6%
Hispanic Origin	4.3%
Diversity Index	32.4
2019 Population by Race/Ethnicity	
Total	668,842
White Alone	84.2%
Black Alone	9.1%
American Indian Alone	0.8%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	2.0%
Hispanic Origin	5.3%
Diversity Index	35.5
2024 Population by Race/Ethnicity	
Total	695,023
White Alone	83.3%
Black Alone	9.0%
American Indian Alone	0.8%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.4%
Hispanic Origin	6.1%
Diversity Index	37.8
2010 Population by Relationship and Household Type	
Total	620,695
In Households	96.7%
In Family Households	80.9%
Householder	27.0%
Spouse	20.5%
Child	28.1%
Other relative	3.3%
Nonrelative	2.0%
In Nonfamily Households	15.8%
In Group Quarters	3.3%
Institutionalized Population	1.0%
Noninstitutionalized Population	2.2%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment	
Total	469,512
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	25.2%
GED/Alternative Credential	6.4%
Some College, No Degree	20.0%
Associate Degree	10.0%
Bachelor's Degree	14.1%
Graduate/Professional Degree	9.7%
2019 Population 15+ by Marital Status	
Total	558,800
Never Married	29.0%
Married	53.2%
Widowed	6.9%
Divorced	10.9%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	95.8%
Civilian Unemployed (Unemployment Rate)	4.2%
2019 Employed Population 16+ by Industry	
Total	290,439
Agriculture/Mining	1.2%
Construction	8.5%
Manufacturing	16.8%
Wholesale Trade	2.5%
Retail Trade	10.7%
Transportation/Utilities	4.3%
Information	1.2%
Finance/Insurance/Real Estate	3.9%
Services	47.5%
Public Administration	3.4%
2019 Employed Population 16+ by Occupation	
Total	290,439
White Collar	52.8%
Management/Business/Financial	10.7%
Professional	19.6%
Sales	10.0%
Administrative Support	12.6%
Services	19.8%
Blue Collar	27.4%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	4.7%
Production	10.5%
Transportation/Material Moving	5.5%
2010 Population By Urban/ Rural Status	
Total Population	620,695
Population Inside Urbanized Area	29.7%
Population Inside Urbanized Cluster	17.2%
Rural Population	53.2%

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2010 Households by Type	
Total	246,366
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	68.0%
Husband-wife Families	51.7%
With Related Children	19.6%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	4.5%
With Related Children	2.5%
Other Family with Female Householder	11.9%
With Related Children	7.5%
Nonfamily Households	5.6%
All Households with Children	30.0%
Multigenerational Households	3.8%
Unmarried Partner Households	5.2%
Male-female	4.6%
Same-sex	0.6%
2010 Households by Size	
Total	246,366
1 Person Household	26.4%
2 Person Household	37.1%
3 Person Household	15.9%
4 Person Household	12.4%
5 Person Household	5.2%
6 Person Household	1.9%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	246,366
Owner Occupied	72.1%
Owned with a Mortgage/Loan	42.7%
Owned Free and Clear	29.5%
Renter Occupied	27.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	311,818
Housing Units Inside Urbanized Area	25.7%
Housing Units Inside Urbanized Cluster	15.5%
Rural Housing Units	58.8%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Rooted Rural (10B)
3. Rural Resort Dwellers (6E)

2019 Consumer Spending

Apparel & Services: Total \$	\$410,244,216
Average Spent	\$1,548.49
Spending Potential Index	72
Education: Total \$	\$275,852,116
Average Spent	\$1,041.22
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$672,229,483
Average Spent	\$2,537.37
Spending Potential Index	78
Food at Home: Total \$	\$1,070,907,760
Average Spent	\$4,042.20
Spending Potential Index	78
Food Away from Home: Total \$	\$714,325,258
Average Spent	\$2,696.26
Spending Potential Index	73
Health Care: Total \$	\$1,286,278,660
Average Spent	\$4,855.13
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$416,078,670
Average Spent	\$1,570.51
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$169,503,810
Average Spent	\$639.80
Spending Potential Index	72
Shelter: Total \$	\$3,343,053,941
Average Spent	\$12,618.54
Spending Potential Index	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$509,798,095
Average Spent	\$1,924.26
Spending Potential Index	78
Travel: Total \$	\$412,195,150
Average Spent	\$1,555.85
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$236,218,520
Average Spent	\$891.62
Spending Potential Index	78

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

April 09, 2020