



Community Profile

GA 53 & GA 515
 Mile 7 GA-5 S, Jasper, Georgia, 30143
 Drive Time: 45 minute radii

Prepared by Esri
 Latitude: 34.46530
 Longitude: -84.45843

45 minutes

Population Summary	
2000 Total Population	475,089
2010 Total Population	654,003
2019 Total Population	782,066
2019 Group Quarters	7,751
2024 Total Population	860,517
2019-2024 Annual Rate	1.93%
2019 Total Daytime Population	722,868
Workers	318,118
Residents	404,750
Household Summary	
2000 Households	170,997
2000 Average Household Size	2.75
2010 Households	235,893
2010 Average Household Size	2.74
2019 Households	279,890
2019 Average Household Size	2.77
2024 Households	306,887
2024 Average Household Size	2.78
2019-2024 Annual Rate	1.86%
2010 Families	175,511
2010 Average Family Size	3.17
2019 Families	206,886
2019 Average Family Size	3.21
2024 Families	226,272
2024 Average Family Size	3.23
2019-2024 Annual Rate	1.81%
Housing Unit Summary	
2000 Housing Units	183,784
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	7.0%
2010 Housing Units	263,263
Owner Occupied Housing Units	68.8%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	10.4%
2019 Housing Units	307,931
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	9.1%
2024 Housing Units	336,796
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	8.9%
Median Household Income	
2019	\$76,105
2024	\$84,853
Median Home Value	
2019	\$250,660
2024	\$288,374
Per Capita Income	
2019	\$35,697
2024	\$40,025
Median Age	
2010	36.7
2019	38.1
2024	38.6

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	279,890
<\$15,000	6.7%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	8.6%
\$200,000+	9.0%
Average Household Income	\$99,854

2024 Households by Income

Household Income Base	306,887
<\$15,000	5.0%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	10.7%
\$200,000+	10.1%
Average Household Income	\$112,379

2019 Owner Occupied Housing Units by Value

Total	212,451
<\$50,000	2.9%
\$50,000 - \$99,999	5.3%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	13.2%
\$300,000 - \$399,999	15.1%
\$400,000 - \$499,999	9.7%
\$500,000 - \$749,999	8.9%
\$750,000 - \$999,999	2.0%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.3%
Average Home Value	\$306,082

2024 Owner Occupied Housing Units by Value

Total	236,091
<\$50,000	2.2%
\$50,000 - \$99,999	3.8%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	13.9%
\$200,000 - \$249,999	12.7%
\$250,000 - \$299,999	12.9%
\$300,000 - \$399,999	16.9%
\$400,000 - \$499,999	12.3%
\$500,000 - \$749,999	12.8%
\$750,000 - \$999,999	3.1%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$354,794

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.

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2010 Population by Age	
Total	654,003
0 - 4	6.9%
5 - 9	7.7%
10 - 14	7.5%
15 - 24	12.8%
25 - 34	12.5%
35 - 44	15.8%
45 - 54	15.3%
55 - 64	11.3%
65 - 74	6.3%
75 - 84	2.9%
85 +	0.9%
18 +	73.5%
2019 Population by Age	
Total	782,067
0 - 4	6.3%
5 - 9	6.9%
10 - 14	7.2%
15 - 24	12.1%
25 - 34	13.3%
35 - 44	13.7%
45 - 54	14.0%
55 - 64	12.8%
65 - 74	8.9%
75 - 84	3.7%
85 +	1.1%
18 +	75.7%
2024 Population by Age	
Total	860,521
0 - 4	6.3%
5 - 9	6.7%
10 - 14	7.0%
15 - 24	11.7%
25 - 34	12.9%
35 - 44	14.4%
45 - 54	12.8%
55 - 64	12.5%
65 - 74	9.7%
75 - 84	4.8%
85 +	1.2%
18 +	76.1%
2010 Population by Sex	
Males	321,963
Females	332,040
2019 Population by Sex	
Males	385,194
Females	396,872
2024 Population by Sex	
Males	424,085
Females	436,432

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 Race/Ethnicity

Total	654,004
White Alone	83.8%
Black Alone	7.0%
American Indian Alone	0.3%
Asian Alone	2.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	2.0%
Hispanic Origin	9.2%
Diversity Index	41.1

2019 Population by Race/Ethnicity

Total	782,067
White Alone	80.4%
Black Alone	8.5%
American Indian Alone	0.4%
Asian Alone	3.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.4%
Two or More Races	2.6%
Hispanic Origin	10.5%
Diversity Index	46.8

2024 Population by Race/Ethnicity

Total	860,517
White Alone	78.4%
Black Alone	9.3%
American Indian Alone	0.4%
Asian Alone	4.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.8%
Two or More Races	2.9%
Hispanic Origin	11.5%
Diversity Index	50.2

2010 Population by Relationship and Household Type

Total	654,003
In Households	98.8%
In Family Households	87.0%
Householder	26.8%
Spouse	21.5%
Child	32.8%
Other relative	3.9%
Nonrelative	2.1%
In Nonfamily Households	11.8%
In Group Quarters	1.2%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.7%

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.

April 21, 2020



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2019 Population 25+ by Educational Attainment	
Total	528,204
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	6.0%
High School Graduate	19.0%
GED/Alternative Credential	4.3%
Some College, No Degree	20.7%
Associate Degree	7.8%
Bachelor's Degree	25.7%
Graduate/Professional Degree	12.8%
2019 Population 15+ by Marital Status	
Total	623,175
Never Married	26.9%
Married	58.3%
Widowed	4.3%
Divorced	10.6%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%
2019 Employed Population 16+ by Industry	
Total	382,641
Agriculture/Mining	0.6%
Construction	8.0%
Manufacturing	11.4%
Wholesale Trade	3.2%
Retail Trade	11.9%
Transportation/Utilities	4.9%
Information	3.1%
Finance/Insurance/Real Estate	7.9%
Services	46.3%
Public Administration	2.8%
2019 Employed Population 16+ by Occupation	
Total	382,640
White Collar	66.2%
Management/Business/Financial	19.2%
Professional	21.1%
Sales	13.6%
Administrative Support	12.2%
Services	15.3%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	3.0%
Production	5.3%
Transportation/Material Moving	5.1%
2010 Population By Urban/ Rural Status	
Total Population	654,003
Population Inside Urbanized Area	70.0%
Population Inside Urbanized Cluster	5.4%
Rural Population	24.7%

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2010 Households by Type

Total	235,893
Households with 1 Person	20.2%
Households with 2+ People	79.8%
Family Households	74.4%
Husband-wife Families	59.7%
With Related Children	29.8%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	4.2%
With Related Children	2.4%
Other Family with Female Householder	10.5%
With Related Children	6.8%
Nonfamily Households	5.4%
All Households with Children	39.5%
Multigenerational Households	4.2%
Unmarried Partner Households	5.1%
Male-female	4.4%
Same-sex	0.7%

2010 Households by Size

Total	235,892
1 Person Household	20.2%
2 Person Household	33.0%
3 Person Household	18.1%
4 Person Household	16.9%
5 Person Household	7.5%
6 Person Household	2.7%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	235,893
Owner Occupied	76.8%
Owned with a Mortgage/Loan	61.1%
Owned Free and Clear	15.7%
Renter Occupied	23.2%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	263,263
Housing Units Inside Urbanized Area	66.3%
Housing Units Inside Urbanized Cluster	5.5%
Rural Housing Units	28.1%

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.

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Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Middleburg (4C)
3. Professional Pride (1B)

2019 Consumer Spending

Apparel & Services: Total \$	\$687,620,048
Average Spent	\$2,456.75
Spending Potential Index	115
Education: Total \$	\$488,040,679
Average Spent	\$1,743.69
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$1,052,595,378
Average Spent	\$3,760.75
Spending Potential Index	115
Food at Home: Total \$	\$1,652,090,660
Average Spent	\$5,902.64
Spending Potential Index	114
Food Away from Home: Total \$	\$1,188,759,751
Average Spent	\$4,247.24
Spending Potential Index	116
Health Care: Total \$	\$1,921,667,125
Average Spent	\$6,865.79
Spending Potential Index	116
HH Furnishings & Equipment: Total \$	\$698,428,172
Average Spent	\$2,495.37
Spending Potential Index	117
Personal Care Products & Services: Total \$	\$291,518,845
Average Spent	\$1,041.55
Spending Potential Index	117
Shelter: Total \$	\$5,714,358,976
Average Spent	\$20,416.45
Spending Potential Index	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$804,534,149
Average Spent	\$2,874.47
Spending Potential Index	116
Travel: Total \$	\$719,071,544
Average Spent	\$2,569.12
Spending Potential Index	114
Vehicle Maintenance & Repairs: Total \$	\$368,545,370
Average Spent	\$1,316.75
Spending Potential Index	115

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.

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