

NORTON NATIVE INTELLIGENCE | WWW.NORTONINTELLIGENCE.COM 434 GREEN STREET | GAINESVILLE, GA 30501 | (770) 532-0022

Banks County, GA (13011)
Geography: County

| Demographic Summary |  |  |  |  | 2022-2027 | 2022-2027 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Census 2010 | 2022 | 2027 | Change | Annual Rate |
| Total Population |  | 18,401 | 17,878 | 18,150 | 272 | 0.30\% |
| Population 50+ |  | 5,911 | 6,778 | 7,395 | 617 | 1.76\% |
| Median Age |  | 38.3 | 41.1 | 42.8 | 1.7 | 0.81\% |
| Households |  | 6,702 | 6,605 | 6,723 | 118 | 0.35\% |
| \% Householders 55+ |  | 42.1\% | 49.1\% | 51.9\% | 2.8 | 1.12\% |
| Total Owner-Occupied Housing Units |  | 5,141 | 5,060 | 5,078 | 18 | 0.07\% |
| Total Renter-Occupied Housing Units |  | 1,561 | 1,545 | 1,645 | 100 | 1.26\% |
| Owner/Renter Ratio (per 100 renters) |  | 329 | 328 | 309 | -19.0 | -1.19\% |
| Median Home Value |  | - | \$186,034 | \$200,488 | \$14,454 | 1.51\% |
| Average Home Value |  | - | \$214,872 | \$228,269 | \$13,397 | 1.22\% |
| Median Household Income |  | - | \$54,680 | \$58,499 | \$3,819 | 1.36\% |
| Median Household Income for Householder 55+ |  | - | \$46,304 | \$50,867 | \$4,563 | 1.90\% |
| Population by Age and Sex |  |  |  |  |  |  |
|  | Census 2010 |  | 2022 |  | 2027 |  |
| Male Population | Number | \% of 50+ | Number | \% of 50+ | Number | \% of 50+ |
| Total (50+) | 2,877 | 100.0\% | 3,354 | 100.0\% | 3,664 | 100.0\% |
| 50-54 | 674 | 23.4\% | 606 | 18.1\% | 655 | 17.9\% |
| 55-59 | 599 | 20.8\% | 680 | 20.3\% | 628 | 17.1\% |
| 60-64 | 538 | 18.7\% | 610 | 18.2\% | 672 | 18.3\% |
| 65-69 | 436 | 15.2\% | 539 | 16.1\% | 583 | 15.9\% |
| 70-74 | 289 | 10.0\% | 422 | 12.6\% | 472 | 12.9\% |
| 75-79 | 177 | 6.2\% | 284 | 8.5\% | 344 | 9.4\% |
| 80-84 | 96 | 3.3\% | 135 | 4.0\% | 205 | 5.6\% |
| 85+ | 68 | 2.4\% | 78 | 2.3\% | 105 | 2.9\% |
|  | Cen | s 2010 |  |  |  |  |
| Female Population | Number | \% of 50+ | Number | \% of 50+ | Number | \% of 50+ |
| Total ( $50+$ ) | 3,034 | 100.0\% | 3,424 | 100.0\% | 3,731 | 100.0\% |
| 50-54 | 638 | 21.0\% | 576 | 16.8\% | 642 | 17.2\% |
| 55-59 | 585 | 19.3\% | 650 | - 19.0\% | 594 | 15.9\% |
| 60-64 | 576 | 19.0\% | 582 | 17.0\% | 643 | 17.2\% |
| 65-69 | 494 | 16.3\% | 537 | 15.7\% | 560 | 15.0\% |
| 70-74 | 271 | 8.9\% | 475 | 13.9\% | 476 | 12.8\% |
| 75-79 | 207 | 6.8\% | 345 | 10.1\% | 408 | 10.9\% |
| 80-84 | 138 | 4.5\% | 145 | 4.2\% | 272 | 7.3\% |
| 85+ | 125 | 4.1\% | 114 | 3.3\% | 136 | 3.6\% |
|  | Census 2010 |  | 2022 |  | 2027 |  |
| Total Population | Number | \% of Total Pop | Number | \% of Total Pop | Number | \% of Total Pop |
| Total(50+) | 5,911 | 32.1\% | 6,778 | 37.9\% | 7,395 | 40.7\% |
| 50-54 | 1,312 | 7.1\% | 1,182 | 6.6\% | 1,297 | 7.1\% |
| 55-59 | 1,184 | 6.4\% | 1,330 | 7.4\% | 1,222 | 6.7\% |
| 60-64 | 1,114 | 6.1\% | 1,192 | 6.7\% | 1,315 | 7.2\% |
| 65-69 | 930 | 5.1\% | 1,076 | 6.0\% | 1,143 | 6.3\% |
| 70-74 | 560 | 3.0\% | 897 | 5.0\% | 948 | 5.2\% |
| 75-79 | 384 | 2.1\% | 629 | 3.5\% | 752 | 4.1\% |
| 80-84 | 234 | 1.3\% | 280 | 1.6\% | 477 | 2.6\% |
| 85+ | 193 | 1.0\% | 192 | 1.1\% | 241 | 1.3\% |
| 65+ | 2,301 | 12.5\% | 3,074 | 17.2\% | 3,561 | 19.6\% |
| 75+ | 811 | 4.4\% | 1,101 | 6.2\% | 1,470 | 8.1\% |

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.
Source: Esri, U.S. Census



[^0]Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Trends 2022-2027


Population by Age


## 2022 Household Income



2022 Population by Race


2022 Percent Hispanic Origin:6.5\%

Banks County, GA
Banks County, GA (13011)
Geography: County

| Population | Banks County,... |
| :--- | ---: |
| 2010 Population | 18,401 |
| 2020 Population | 18,035 |
| 2022 Population | 17,878 |
| 2027 Population | 18,150 |
| $2010-2020$ Annual Rate | $-0.20 \%$ |
| $2020-2022$ Annual Rate | $-0.39 \%$ |
| $2022-2027$ Annual Rate | $0.30 \%$ |
| 2022 Male Population | $50.7 \%$ |
| 2022 Female Population | $49.3 \%$ |
| 2022 Median Age | 41.1 |

In the identified area, the current year population is 17,878 . In 2020 , the Census count in the area was 18,035 . The rate of change since 2020 was $-0.39 \%$ annually. The five-year projection for the population in the area is 18,150 representing a change of $0.30 \%$ annually from 2022 to 2027 . Currently, the population is $50.7 \%$ male and $49.3 \%$ female.

## Median Age

The median age in this area is 41.1, compared to U.S. median age of 38.9.


Persons of Hispanic origin represent $6.5 \%$ of the population in the identified area compared to $19.0 \%$ 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 32.4 in the identified area, compared to 71.6 for the U.S. as a whole.

| Households | 54 |
| :--- | ---: |
| 2022 Wealth Index | 6,702 |
| 2010 Households | 6,652 |
| 2020 Households | 6,605 |
| 2022 Households | 6,723 |
| 2027 Households | $-0.07 \%$ |
| $2010-2020$ Annual Rate | $-0.31 \%$ |
| $2020-2022$ Annual Rate | $0.35 \%$ |
| $2022-2027$ Annual Rate | 2.71 |

The household count in this area has changed from 6,652 in 2020 to 6,605 in the current year, a change of $-0.31 \%$ annually. The five-year projection of households is 6,723 , a change of $0.35 \%$ annually from the current year total. Average household size is currently 2.71 , compared to 2.71 in the year 2020. The number of families in the current year is 4,919 in the specified area.

|  | Banks County, ... |
| :---: | :---: |
| Mortgage Income |  |
| 2022 Percent of Income for Mortgage | 17.9\% |
| Median Household Income |  |
| 2022 Median Household Income | \$54,680 |
| 2027 Median Household Income | \$58,499 |
| 2022-2027 Annual Rate | 1.36\% |
| Average Household Income |  |
| 2022 Average Household Income | \$70,452 |
| 2027 Average Household Income | \$78,203 |
| 2022-2027 Annual Rate | 2.11\% |
| Per Capita Income |  |
| 2022 Per Capita Income | \$26,029 |
| 2027 Per Capita Income | \$28,968 |
| 2022-2027 Annual Rate | 2.16\% |
| Households by Income |  |

Current median household income is $\$ 54,680$ in the area, compared to $\$ 72,414$ for all U.S. households. Median household income is projected to be $\$ 58,499$ in five years, compared to $\$ 84,445$ for all U.S. households

Current average household income is $\$ 70,452$ in this area, compared to $\$ 105,029$ for all U.S. households. Average household income is projected to be $\$ 78,203$ in five years, compared to $\$ 122,155$ for all U.S. households

Current per capita income is $\$ 26,029$ in the area, compared to the U.S. per capita income of $\$ 40,363$. The per capita income is projected to be $\$ 28,968$ in five years, compared to $\$ 47,064$ for all U.S. households


Currently, $70.6 \%$ of the 7,171 housing units in the area are owner occupied; $21.5 \%$, renter occupied; and $7.9 \%$ are vacant. Currently, in the U.S., $58.2 \%$ of the housing units in the area are owner occupied; $31.8 \%$ are renter occupied; and $10.0 \%$ are vacant. In 2020 , there were 7,211 housing units in the area and $7.8 \%$ vacant housing units. The annual rate of change in housing units since 2020 is $-0.25 \%$. Median home value in the area is $\$ 186,034$, compared to a median home value of $\$ 283,272$ for the U.S. In five years, median value is projected to change by $1.51 \%$ annually to $\$ 200,488$.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.


Data Note: 2022 household income represents an estimate of annual income as of July 1, 2022 and 2027 household income represents an estimate of annual income as of July 1, 2027.
Source: Esri forecasts for 2022 and 2027.

Banks County, GA

|  |  | $\mathbf{2 0 2 2}$ Households by Income and Age of Householder |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Data Note: 2022 household income represents an estimate of annual income as of July 1, 2022 and 2027 household income represents an estimate of annual income as of July 1, 2027.
Source: Esri forecasts for 2022 and 2027.

Banks County, GA

| 2027 Households by Income and Age of Householder |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 150 | 761 | 1,104 | 1,218 | 1,318 | 1,213 | 959 |
| <\$15,000 | 31 | 71 | 64 | 78 | 125 | 101 | 165 |
| \$15,000-\$24,999 | 23 | 62 | 57 | 75 | 92 | 127 | 212 |
| \$25,000-\$34,999 | 14 | 48 | 41 | 38 | 73 | 120 | 119 |
| \$35,000-\$49,999 | 18 | 105 | 107 | 131 | 174 | 230 | 168 |
| \$50,000-\$74,999 | 43 | 197 | 276 | 314 | 346 | 270 | 109 |
| \$75,000-\$99,999 | 15 | 134 | 216 | 212 | 217 | 184 | 85 |
| \$100,000-\$149,999 | 6 | 107 | 244 | 238 | 206 | 111 | 62 |
| \$150,000-\$199,999 | 0 | 28 | 54 | 71 | 54 | 50 | 31 |
| \$200,000+ | 0 | 9 | 45 | 61 | 31 | 20 | 8 |
| Median HH Income | \$39,796 | \$59,141 | \$75,559 | \$71,871 | \$61,213 | \$51,710 | \$33,243 |
| Average HH Income | \$48,026 | \$74,327 | \$95,071 | \$96,143 | \$79,869 | \$69,926 | \$51,978 |
|  |  |  | rcent Dis |  |  |  |  |
|  | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| HH Income Base | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| <\$15,000 | 20.7\% | 9.3\% | 5.8\% | 6.4\% | 9.5\% | 8.3\% | 17.2\% |
| \$15,000-\$24,999 | 15.3\% | 8.1\% | 5.2\% | 6.2\% | 7.0\% | 10.5\% | 22.1\% |
| \$25,000-\$34,999 | 9.3\% | 6.3\% | 3.7\% | 3.1\% | 5.5\% | 9.9\% | 12.4\% |
| \$35,000-\$49,999 | 12.0\% | 13.8\% | 9.7\% | 10.8\% | 13.2\% | 19.0\% | 17.5\% |
| \$50,000-\$74,999 | 28.7\% | 25.9\% | 25.0\% | 25.8\% | 26.3\% | 22.3\% | 11.4\% |
| \$75,000-\$99,999 | 10.0\% | 17.6\% | 19.6\% | 17.4\% | 16.5\% | 15.2\% | 8.9\% |
| \$100,000-\$149,999 | 4.0\% | 14.1\% | 22.1\% | 19.5\% | 15.6\% | 9.2\% | 6.5\% |
| \$150,000-\$199,999 | 0.0\% | 3.7\% | 4.9\% | 5.8\% | 4.1\% | 4.1\% | 3.2\% |
| \$200,000+ | 0.0\% | 1.2\% | 4.1\% | -5.0\% | 2.4\% | 1.6\% | 0.8\% |

Data Note: 2022 household income represents an estimate of annual income as of July 1, 2022 and 2027 household income represents an estimate of annual income as of July 1, 2027.
Source: Esri forecasts for 2022 and 2027.


| Census 2010 Owner Occupied Housing Units by Mortgage Status | Number | Percent |
| :--- | ---: | ---: |
| Total | 5,141 | $100.0 \%$ |
| Owned with a Mortgage/Loan | 3,191 | $62.1 \%$ |
| Owned Free and Clear | 1,950 | $37.9 \%$ |
| Census 2010 Vacant Housing Units by Status |  |  |
| Total | Number | Percent |
| For Rent | 899 | $100.0 \%$ |
| Rented- Not Occupied | 137 | $15.2 \%$ |
| For Sale Only | 8 | $0.9 \%$ |
| Sold - Not Occupied | 125 | $13.9 \%$ |
| Seasonal/Recreational/Occasional Use | 16 | $1.8 \%$ |
| For Migrant Workers | 121 | $13.5 \%$ |
| Other Vacant | 0 | $0.0 \%$ |
|  | 492 | $54.7 \%$ |

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership


Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership


Census 2010 Occupied Housing Units by Size and Home Ownership

|  | Owner Occupied Units <br> Number |  | Oc of Occupied |
| :--- | ---: | ---: | ---: |


| 2022 Housing Affordability | 136 |
| :--- | ---: |
| Housing Affordability Index | $17.9 \%$ |
| Percent of Income for Mortgage |  |

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

|  | 2010 | 2020 | 2010-2020 <br> Annual Rate |
| :---: | :---: | :---: | :---: |
| Population | 18,401 | 18,035 | -0.20\% |
| Households | 6,702 | 6,652 | -0.07\% |
| Housing Units | 7,601 | 7,211 | -0.53\% |
|  |  | 2010 |  |
| Population by Race |  | Number | Percent |
| Total |  | 18,401 | 100.0\% |
| Population Reporting One Race |  | 18,141 | 98.6\% |
| White |  | 16,879 | 91.7\% |
| Black |  | 431 | 2.3\% |
| American Indian |  | 57 | 0.3\% |
| Asian |  | 165 | 0.9\% |
| Pacific Islander |  | 3 | 0.0\% |
| Some Other Race |  | 606 | 3.3\% |
| Population Reporting Two or More Races |  | 260 | 1.4\% |
|  |  |  |  |
| Total Hispanic Population |  | 1,041 | 5.7\% |
|  |  |  |  |
| Population by Sex |  |  |  |
| Male |  | 9,301 | 50.5\% |
| Female |  | 9,100 | 49.5\% |
| Population by Age |  |  |  |
| Total |  | 18,401 | 100.0\% |
| Age 0-4 |  | 1,133 | 6.2\% |
| Age 5-9 |  | 1,315 | 7.1\% |
| Age 10-14 |  | 1,372 | 7.5\% |
| Age 15-19 |  | 1,345 | 7.3\% |
| Age 20-24 |  | 1,049 | 5.7\% |
| Age 25-29 |  | 994 | 5.4\% |
| Age 30-34 |  | 1,107 | 6.0\% |
| Age 35-39 |  | 1,360 | 7.4\% |
| Age 40-44 |  | 1,308 | 7.1\% |
| Age 45-49 |  | 1,507 | 8.2\% |
| Age 50-54 |  | 1,312 | 7.1\% |
| Age 55-59 |  | 1,184 | 6.4\% |
| Age 60-64 |  | 1,114 | 6.1\% |
| Age 65-69 |  | 930 | 5.1\% |
| Age 70-74 |  | 560 | 3.0\% |
| Age 75-79 |  | 384 | 2.1\% |
| Age 80-84 |  | 234 | 1.3\% |
| Age 85+ |  | 193 | 1.0\% |
|  |  |  |  |
| Age 18+ |  | 13,757 | 74.8\% |
| Age 65+ |  | 2,301 | 12.5\% |

[^1]Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.


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. Average family size excludes nonrelatives.
Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

2010 Census Profile
Banks County, GA
Banks County, GA (13011)
Geography: County


Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.


## SERVICES

- INSURANCE
- REAL ESTATE
- COMMERCIAL
- RESIDENTIAL
- ACREAGE
- INVESTMENTS
- RECREATIONAL TOURISM
- MANAGEMENT
- MULTI FAMILY
- COMMERCIAL
- HOME RENTAL
- COMMUNITY MANAGEMENT
- RAW ACREAGE
- RELOCATION
- HOME SERVICES
- CONSULTATION
- RESEARCH
- MORTGAGE
- DEVELOPMENT
- REO


## DATA PRODUCTS

- COUNTY DEMOGRAPHICS
- ANNUAL FORECASTS
- DEEP DIVE
- MONTHLY NDICATORS
- TEMPERATURE GAUGES
- MARKET WATCH
- LAKE REPORTS
- RESIDENTIAL REPORTS
- COUNTY DASHBOARDS
- ANNUAL TRAFFIC PATTERNS
- NFOGRAPHICS
- CUSTOM

CONSULTATIONS


[^0]:    Data Note: Income is expressed in current dollars.

[^1]:    Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

