



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



Population Consolidated Report (Esri 2022)

Barrow County, GA
 Barrow County, GA (13013)
 Geography: County

Prepared by Esri

Demographic Summary	Census 2010			2022			2022-2027	
	2010	2022	2027	Change	Annual Rate			
Total Population	69,367	86,978	92,688	5,710	1.28%			
Population 50+	17,823	26,590	28,570	1,980	1.45%			
Median Age	33.7	36.4	36.5	0.1	0.05%			
Households	23,971	29,947	31,955	2,008	1.31%			
% Householders 55+	33.0%	39.7%	40.7%	1.0	0.50%			
Total Owner-Occupied Housing Units	18,495	25,013	27,019	2,006	1.55%			
Total Renter-Occupied Housing Units	5,476	4,934	4,936	2	0.01%			
Owner/Renter Ratio (per 100 renters)	338	507	547	40.0	1.53%			
Median Home Value	-	\$214,653	\$238,018	\$23,365	2.09%			
Average Home Value	-	\$266,942	\$308,705	\$41,763	2.95%			
Median Household Income	-	\$72,427	\$82,343	\$9,916	2.60%			
Median Household Income for Householder 55+	-	\$60,277	\$71,446	\$11,169	3.46%			

Population by Age and Sex

Male Population	Census 2010		2022		2027	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	8,152	100.0%	12,465	100.0%	13,354	100.0%
50-54	2,151	26.4%	2,590	20.8%	2,666	20.0%
55-59	1,760	21.6%	2,576	20.7%	2,441	18.3%
60-64	1,582	19.4%	2,257	18.1%	2,392	17.9%
65-69	1,031	12.6%	1,850	14.8%	2,020	15.1%
70-74	694	8.5%	1,518	12.2%	1,607	12.0%
75-79	462	5.7%	905	7.3%	1,200	9.0%
80-84	274	3.4%	462	3.7%	650	4.9%
85+	198	2.4%	307	2.5%	378	2.8%

Female Population	Census 2010		2022		2027	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	9,671	100.0%	14,125	100.0%	15,216	100.0%
50-54	2,262	23.4%	2,732	19.3%	2,725	17.9%
55-59	1,864	19.3%	2,623	18.6%	2,656	17.5%
60-64	1,732	17.9%	2,451	17.4%	2,464	16.2%
65-69	1,254	13.0%	2,058	14.6%	2,320	15.2%
70-74	914	9.5%	1,800	12.7%	1,880	12.4%
75-79	644	6.7%	1,190	8.4%	1,544	10.1%
80-84	507	5.2%	685	4.8%	938	6.2%
85+	494	5.1%	586	4.1%	689	4.5%

Total Population	Census 2010		2022		2027	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	17,823	25.7%	26,590	30.6%	28,570	30.8%
50-54	4,413	6.4%	5,322	6.1%	5,391	5.8%
55-59	3,624	5.2%	5,199	6.0%	5,097	5.5%
60-64	3,314	4.8%	4,708	5.4%	4,856	5.2%
65-69	2,285	3.3%	3,908	4.5%	4,340	4.7%
70-74	1,608	2.3%	3,318	3.8%	3,487	3.8%
75-79	1,106	1.6%	2,095	2.4%	2,744	3.0%
80-84	781	1.1%	1,147	1.3%	1,588	1.7%
85+	692	1.0%	893	1.0%	1,067	1.2%
65+	6,472	9.3%	11,361	13.1%	13,226	14.3%
75+	2,579	3.7%	4,135	4.8%	5,399	5.8%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.

Source: Esri, U.S. Census



Population Consolidated Report (Esri 2022)

Barrow County, GA
 Barrow County, GA (13013)
 Geography: County

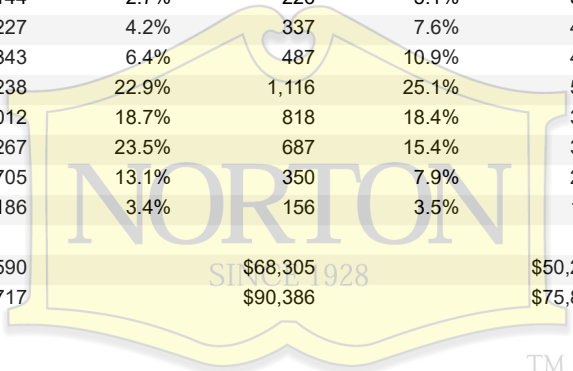
Prepared by Esri

2022 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	5,356	100%	4,124	100%	2,414	100%	11,894	100%
<\$15,000	435	8.1%	387	9.4%	346	14.3%	1,168	9.8%
\$15,000-\$24,999	217	4.1%	315	7.6%	356	14.7%	888	7.5%
\$25,000-\$34,999	309	5.8%	403	9.8%	432	17.9%	1,144	9.6%
\$35,000-\$49,999	452	8.4%	562	13.6%	383	15.9%	1,397	11.7%
\$50,000-\$74,999	1,294	24.2%	967	23.4%	354	14.7%	2,615	22.0%
\$75,000-\$99,999	984	18.4%	656	15.9%	202	8.4%	1,842	15.5%
\$100,000-\$149,999	1,011	18.9%	493	12.0%	194	8.0%	1,698	14.3%
\$150,000-\$199,999	498	9.3%	231	5.6%	95	3.9%	824	6.9%
\$200,000+	156	2.9%	110	2.7%	52	2.2%	318	2.7%
Median HH Income	\$74,172		\$57,633		\$37,124		\$60,277	
Average HH Income	\$89,289		\$75,343		\$58,662		\$78,237	

2027 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	5,398	100%	4,453	100%	3,162	100%	13,013	100%
<\$15,000	276	5.1%	276	6.2%	348	11.0%	900	6.9%
\$15,000-\$24,999	144	2.7%	226	5.1%	327	10.3%	697	5.4%
\$25,000-\$34,999	227	4.2%	337	7.6%	448	14.2%	1,012	7.8%
\$35,000-\$49,999	343	6.4%	487	10.9%	449	14.2%	1,279	9.8%
\$50,000-\$74,999	1,238	22.9%	1,116	25.1%	557	17.6%	2,911	22.4%
\$75,000-\$99,999	1,012	18.7%	818	18.4%	345	10.9%	2,175	16.7%
\$100,000-\$149,999	1,267	23.5%	687	15.4%	377	11.9%	2,331	17.9%
\$150,000-\$199,999	705	13.1%	350	7.9%	208	6.6%	1,263	9.7%
\$200,000+	186	3.4%	156	3.5%	103	3.3%	445	3.4%
Median HH Income	\$84,590		\$68,305		\$50,268		\$71,446	
Average HH Income	\$104,717		\$90,386		\$75,822		\$92,792	





Demographic and Income Profile

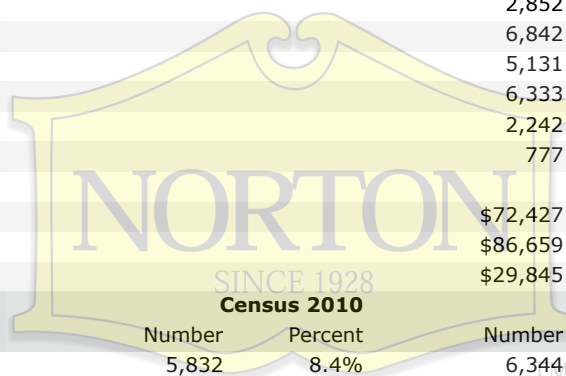
Barrow County, GA
 Barrow County, GA (13013)
 Geography: County

Prepared by Esri

Summary	Census 2010	Census 2020	2022	2027
Population	69,367	83,505	86,978	92,688
Households	23,971	28,727	29,947	31,955
Families	18,214	-	22,244	23,674
Average Household Size	2.88	2.89	2.89	2.89
Owner Occupied Housing Units	18,495	-	25,013	27,019
Renter Occupied Housing Units	5,476	-	4,934	4,936
Median Age	33.7	-	36.4	36.5

Trends: 2022-2027 Annual Rate	Area	State	National
Population	1.28%	0.51%	0.25%
Households	1.31%	0.56%	0.31%
Families	1.25%	0.51%	0.28%
Owner HHs	1.55%	0.77%	0.53%
Median Household Income	2.60%	3.59%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	2,288	7.6%	1,692	5.3%
\$15,000 - \$24,999	1,399	4.7%	1,055	3.3%
\$25,000 - \$34,999	2,083	7.0%	1,740	5.4%
\$35,000 - \$49,999	2,852	9.5%	2,456	7.7%
\$50,000 - \$74,999	6,842	22.8%	6,988	21.9%
\$75,000 - \$99,999	5,131	17.1%	5,589	17.5%
\$100,000 - \$149,999	6,333	21.1%	8,138	25.5%
\$150,000 - \$199,999	2,242	7.5%	3,268	10.2%
\$200,000+	777	2.6%	1,029	3.2%
Median Household Income	\$72,427		\$82,343	
Average Household Income	\$86,659		\$100,462	
Per Capita Income	\$29,845		\$34,642	



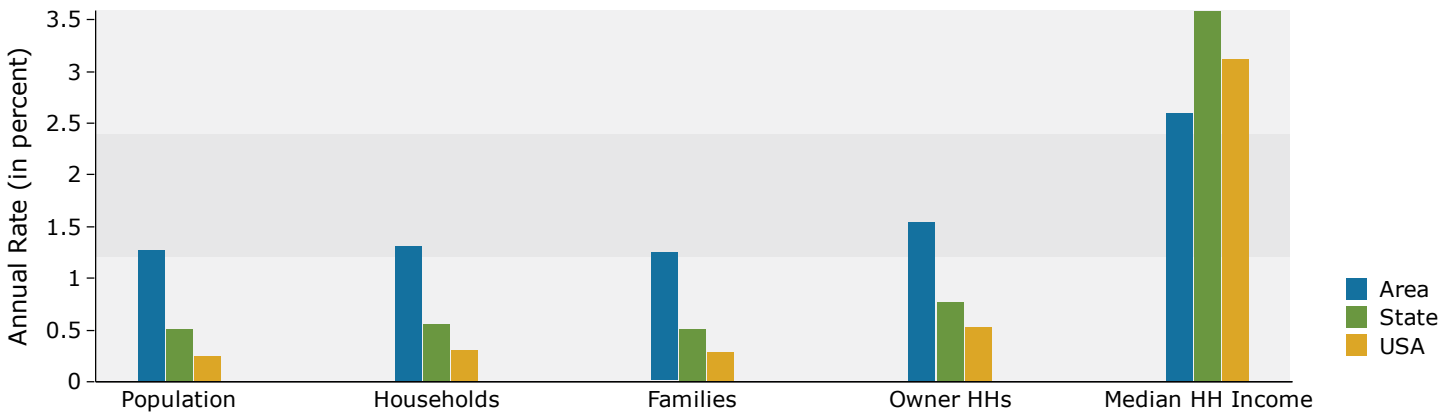
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,832	8.4%	6,344	7.3%	6,753	7.3%
5 - 9	5,634	8.1%	6,548	7.5%	6,939	7.5%
10 - 14	5,165	7.4%	6,392	7.3%	7,126	7.7%
15 - 19	4,693	6.8%	5,478	6.3%	6,085	6.6%
20 - 24	4,030	5.8%	4,729	5.4%	4,933	5.3%
25 - 34	10,755	15.5%	12,167	14.0%	12,516	13.5%
35 - 44	10,427	15.0%	13,031	15.0%	13,540	14.6%
45 - 54	9,421	13.6%	11,021	12.7%	11,617	12.5%
55 - 64	6,938	10.0%	9,907	11.4%	9,953	10.7%
65 - 74	3,893	5.6%	7,226	8.3%	7,827	8.4%
75 - 84	1,887	2.7%	3,242	3.7%	4,332	4.7%
85+	692	1.0%	893	1.0%	1,067	1.2%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	54,665	78.8%	57,644	69.0%	59,513	68.4%	62,161	67.1%
Black Alone	7,889	11.4%	10,369	12.4%	10,900	12.5%	11,858	12.8%
American Indian Alone	186	0.3%	405	0.5%	438	0.5%	500	0.5%
Asian Alone	2,382	3.4%	3,274	3.9%	3,443	4.0%	3,809	4.1%
Pacific Islander Alone	36	0.1%	23	0.0%	23	0.0%	23	0.0%
Some Other Race Alone	2,601	3.7%	5,025	6.0%	5,351	6.2%	5,972	6.4%
Two or More Races	1,608	2.3%	6,765	8.1%	7,310	8.4%	8,365	9.0%
Hispanic Origin (Any Race)	6,037	8.7%	10,560	12.6%	11,180	12.9%	12,237	13.2%

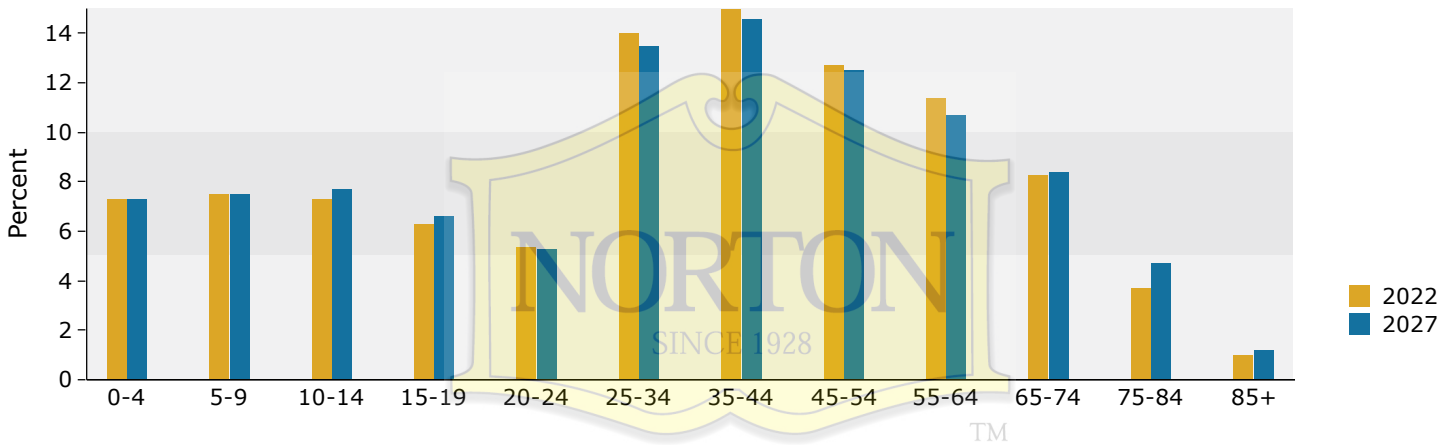
Data Note: Income is expressed in current dollars.

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

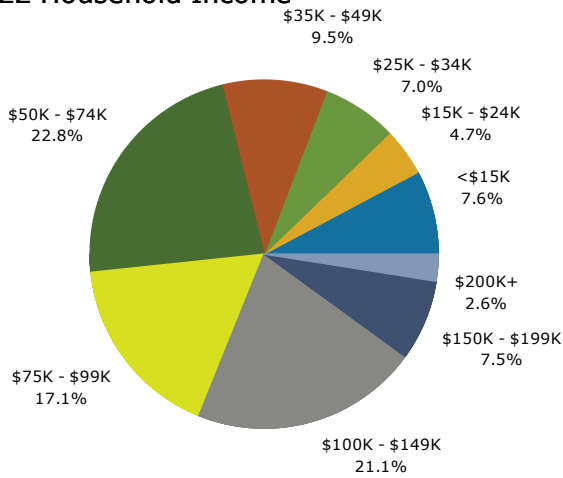
Trends 2022-2027



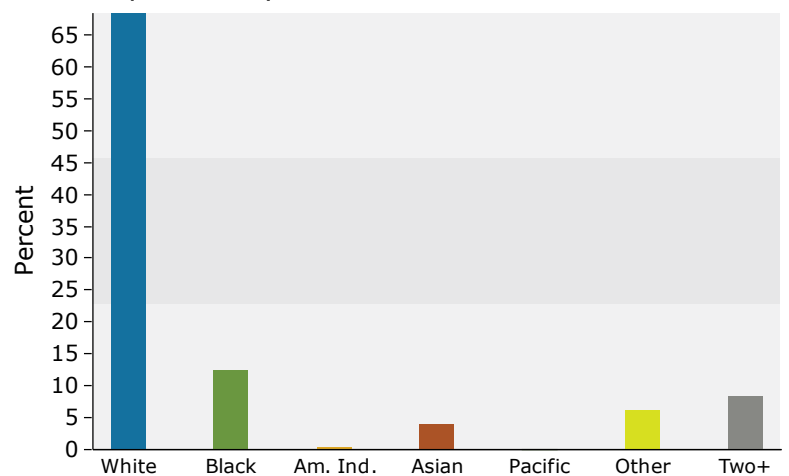
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 12.9%

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

Barrow County...

Population

2010 Population	69,367
2020 Population	83,505
2022 Population	86,978
2027 Population	92,688
2010-2020 Annual Rate	1.87%
2020-2022 Annual Rate	1.83%
2022-2027 Annual Rate	1.28%
2022 Male Population	49.5%
2022 Female Population	50.5%
2022 Median Age	36.4

In the identified area, the current year population is 86,978. In 2020, the Census count in the area was 83,505. The rate of change since 2020 was 1.83% annually. The five-year projection for the population in the area is 92,688 representing a change of 1.28% annually from 2022 to 2027. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 36.4, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	68.4%
2022 Black Alone	12.5%
2022 American Indian/Alaska Native Alone	0.5%
2022 Asian Alone	4.0%
2022 Pacific Islander Alone	0.0%
2022 Other Race	6.2%
2022 Two or More Races	8.4%
2022 Hispanic Origin (Any Race)	12.9%

Persons of Hispanic origin represent 12.9% 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 61.5 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	68
2010 Households	23,971
2020 Households	28,727
2022 Households	29,947
2027 Households	31,955
2010-2020 Annual Rate	1.83%
2020-2022 Annual Rate	1.87%
2022-2027 Annual Rate	1.31%
2022 Average Household Size	2.89

The household count in this area has changed from 28,727 in 2020 to 29,947 in the current year, a change of 1.87% annually. The five-year projection of households is 31,955, a change of 1.31% annually from the current year total. Average household size is currently 2.89, compared to 2.89 in the year 2020. The number of families in the current year is 22,244 in the specified area.

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.

Barrow County...

Mortgage Income

2022 Percent of Income for Mortgage 15.6%

Median Household Income

2022 Median Household Income \$72,427

2027 Median Household Income \$82,343

2022-2027 Annual Rate 2.60%

Average Household Income

2022 Average Household Income \$86,659

2027 Average Household Income \$100,462

2022-2027 Annual Rate 3.00%

Per Capita Income

2022 Per Capita Income \$29,845

2027 Per Capita Income \$34,642

2022-2027 Annual Rate 3.03%

Households by Income

Current median household income is \$72,427 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$82,343 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$86,659 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$100,462 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$29,845 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$34,642 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 153

2010 Total Housing Units 26,400

2010 Owner Occupied Housing Units 18,495

2010 Renter Occupied Housing Units 5,476

2010 Vacant Housing Units 2,429

2020 Total Housing Units 30,019

2020 Vacant Housing Units 1,292

2022 Total Housing Units 31,481

2022 Owner Occupied Housing Units 25,013

2022 Renter Occupied Housing Units 4,934

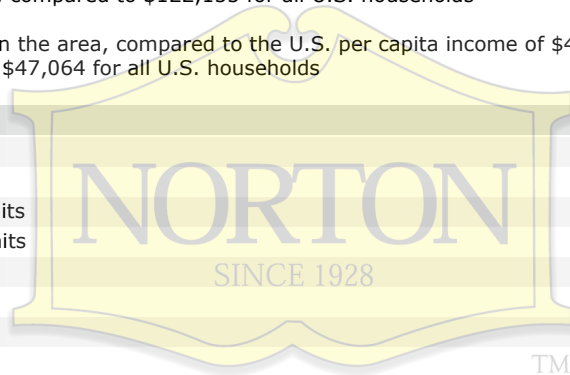
2022 Vacant Housing Units 1,534

2027 Total Housing Units 33,712

2027 Owner Occupied Housing Units 27,019

2027 Renter Occupied Housing Units 4,936

2027 Vacant Housing Units 1,757



Currently, 79.5% of the 31,481 housing units in the area are owner occupied; 15.7%, renter occupied; and 4.9% 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 30,019 housing units in the area and 4.3% vacant housing units. The annual rate of change in housing units since 2020 is 2.14%. Median home value in the area is \$214,653, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 2.09% annually to \$238,018.

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.

Summary	2022	2027	2022-2027 Change	2022-2027 Annual Rate
Population	86,978	92,688	5,710	1.28%
Households	29,947	31,955	2,008	1.31%
Median Age	36.4	36.5	0.1	0.05%
Average Household Size	2.89	2.89	0.00	0.00%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
Household	29,947	100%	31,955	100%
<\$15,000	2,288	7.6%	1,692	5.3%
\$15,000-\$24,999	1,399	4.7%	1,055	3.3%
\$25,000-\$34,999	2,083	7.0%	1,740	5.4%
\$35,000-\$49,999	2,852	9.5%	2,456	7.7%
\$50,000-\$74,999	6,842	22.8%	6,988	21.9%
\$75,000-\$99,999	5,131	17.1%	5,589	17.5%
\$100,000-\$149,999	6,333	21.1%	8,138	25.5%
\$150,000-\$199,999	2,242	7.5%	3,268	10.2%
\$200,000+	777	2.6%	1,029	3.2%
Median Household Income	\$72,427		\$82,343	
Average Household Income	\$86,659		\$100,462	
Per Capita Income	\$29,845		\$34,642	



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.

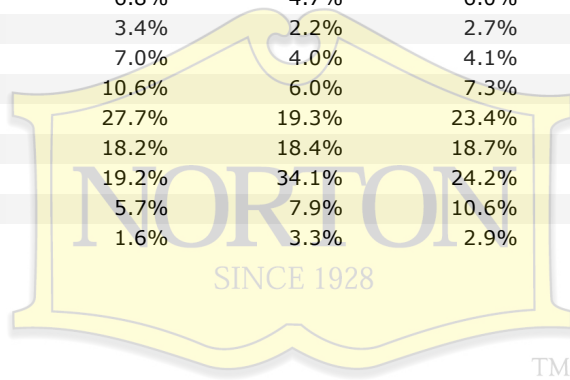


Household Income Profile

Barrow County, GA
 Barrow County, GA (13013)
 Geography: County

Prepared by Esri

2022 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	871	5,002	6,417	5,763	5,356	4,124	2,414
<\$15,000	129	340	304	347	435	387	346
\$15,000-\$24,999	50	168	139	154	217	315	356
\$25,000-\$34,999	95	348	257	239	309	403	432
\$35,000-\$49,999	122	528	387	418	452	562	383
\$50,000-\$74,999	257	1,384	1,239	1,347	1,294	967	354
\$75,000-\$99,999	117	910	1,182	1,080	984	656	202
\$100,000-\$149,999	90	960	2,188	1,397	1,011	493	194
\$150,000-\$199,999	11	286	510	611	498	231	95
\$200,000+	0	78	211	170	156	110	52
Median HH Income	\$52,312	\$68,207	\$92,065	\$81,877	\$74,172	\$57,633	\$37,124
Average HH Income	\$58,578	\$81,787	\$101,091	\$96,445	\$89,289	\$75,343	\$58,662
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	14.8%	6.8%	4.7%	6.0%	8.1%	9.4%	14.3%
\$15,000-\$24,999	5.7%	3.4%	2.2%	2.7%	4.1%	7.6%	14.7%
\$25,000-\$34,999	10.9%	7.0%	4.0%	4.1%	5.8%	9.8%	17.9%
\$35,000-\$49,999	14.0%	10.6%	6.0%	7.3%	8.4%	13.6%	15.9%
\$50,000-\$74,999	29.5%	27.7%	19.3%	23.4%	24.2%	23.4%	14.7%
\$75,000-\$99,999	13.4%	18.2%	18.4%	18.7%	18.4%	15.9%	8.4%
\$100,000-\$149,999	10.3%	19.2%	34.1%	24.2%	18.9%	12.0%	8.0%
\$150,000-\$199,999	1.3%	5.7%	7.9%	10.6%	9.3%	5.6%	3.9%
\$200,000+	0.0%	1.6%	3.3%	2.9%	2.9%	2.7%	2.2%



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.

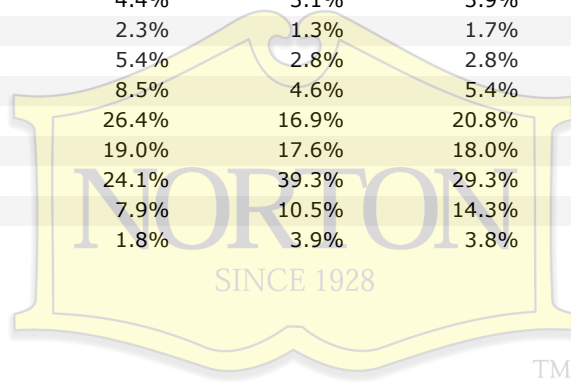


Household Income Profile

Barrow County, GA
 Barrow County, GA (13013)
 Geography: County

Prepared by Esri

2027 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	946	5,194	6,692	6,110	5,398	4,453	3,162
<\$15,000	119	231	205	237	276	276	348
\$15,000-\$24,999	46	122	86	104	144	226	327
\$25,000-\$34,999	81	283	190	174	227	337	448
\$35,000-\$49,999	98	441	309	329	343	487	449
\$50,000-\$74,999	303	1,372	1,132	1,270	1,238	1,116	557
\$75,000-\$99,999	148	989	1,178	1,099	1,012	818	345
\$100,000-\$149,999	131	1,250	2,633	1,793	1,267	687	377
\$150,000-\$199,999	20	411	701	873	705	350	208
\$200,000+	0	95	258	231	186	156	103
Median HH Income	\$57,498	\$77,725	\$102,202	\$95,361	\$84,590	\$68,305	\$50,268
Average HH Income	\$67,726	\$94,040	\$114,381	\$112,078	\$104,717	\$90,386	\$75,822
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	12.6%	4.4%	3.1%	3.9%	5.1%	6.2%	11.0%
\$15,000-\$24,999	4.9%	2.3%	1.3%	1.7%	2.7%	5.1%	10.3%
\$25,000-\$34,999	8.6%	5.4%	2.8%	2.8%	4.2%	7.6%	14.2%
\$35,000-\$49,999	10.4%	8.5%	4.6%	5.4%	6.4%	10.9%	14.2%
\$50,000-\$74,999	32.0%	26.4%	16.9%	20.8%	22.9%	25.1%	17.6%
\$75,000-\$99,999	15.6%	19.0%	17.6%	18.0%	18.7%	18.4%	10.9%
\$100,000-\$149,999	13.8%	24.1%	39.3%	29.3%	23.5%	15.4%	11.9%
\$150,000-\$199,999	2.1%	7.9%	10.5%	14.3%	13.1%	7.9%	6.6%
\$200,000+	0.0%	1.8%	3.9%	3.8%	3.4%	3.5%	3.3%



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.



Housing Profile

Barrow County, GA
 Barrow County, GA (13013)
 Geography: County

Prepared by Esri

Population		Households	
2010 Total Population	69,367	2022 Median Household Income	\$72,427
2020 Total Population	83,505	2027 Median Household Income	\$82,343
2022 Total Population	86,978	2022-2027 Annual Rate	2.60%
2027 Total Population	92,688		
2022-2027 Annual Rate	1.28%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	26,400	100.0%	31,481	100.0%	33,712	100.0%
Occupied	23,971	90.8%	29,947	95.1%	31,955	94.8%
Owner	18,495	70.1%	25,013	79.5%	27,019	80.1%
Renter	5,476	20.7%	4,934	15.7%	4,936	14.6%
Vacant	2,429	9.2%	1,534	4.9%	1,757	5.2%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	25,013	100.0%	27,019	100.0%
<\$50,000	540	2.2%	327	1.2%
\$50,000-\$99,999	941	3.8%	439	1.6%
\$100,000-\$149,999	1,742	7.0%	954	3.5%
\$150,000-\$199,999	7,436	29.7%	6,267	23.2%
\$200,000-\$249,999	6,304	25.2%	7,263	26.9%
\$250,000-\$299,999	1,950	7.8%	2,561	9.5%
\$300,000-\$399,999	2,909	11.6%	4,208	15.6%
\$400,000-\$499,999	923	3.7%	1,386	5.1%
\$500,000-\$749,999	1,830	7.3%	2,916	10.8%
\$750,000-\$999,999	276	1.1%	479	1.8%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	128	0.5%	171	0.6%
\$2,000,000+	34	0.1%	48	0.2%
Median Value	\$214,653		\$238,018	
Average Value	\$266,942		\$308,705	



Census 2010 Housing Units	Number	Percent
Total	26,400	100.0%
In Urbanized Areas	4,278	16.2%
In Urban Clusters	14,075	53.3%
Rural Housing Units	8,047	30.5%

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.

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	18,495	100.0%
Owned with a Mortgage/Loan	15,242	82.4%
Owned Free and Clear	3,253	17.6%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	2,429	100.0%
For Rent	667	27.5%
Rented- Not Occupied	20	0.8%
For Sale Only	767	31.6%
Sold - Not Occupied	87	3.6%
Seasonal/Recreational/Occasional Use	87	3.6%
For Migrant Workers	0	0.0%
Other Vacant	801	33.0%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,971	18,495	77.2%
15-24	808	406	50.2%
25-34	4,660	3,381	72.6%
35-44	5,413	4,147	76.6%
45-54	5,190	4,108	79.2%
55-64	3,965	3,259	82.2%
65-74	2,358	1,936	82.1%
75-84	1,204	971	80.6%
85+	373	287	76.9%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,971	18,495	77.2%
White Alone	19,756	15,668	79.3%
Black/African American Alone	2,720	1,751	64.4%
American Indian/Alaska Native	61	42	68.9%
Asian Alone	519	421	81.1%
Pacific Islander Alone	8	5	62.5%
Other Race Alone	593	381	64.2%
Two or More Races	314	227	72.3%
Hispanic Origin	1,409	970	68.8%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,971	18,495	77.2%
1-Person	4,505	3,227	71.6%
2-Person	7,393	6,086	82.3%
3-Person	4,588	3,609	78.7%
4-Person	3,975	3,079	77.5%
5-Person	2,067	1,505	72.8%
6-Person	847	558	65.9%
7+ Person	596	431	72.3%

2022 Housing Affordability	
Housing Affordability Index	153
Percent of Income for Mortgage	15.6%

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 Annual Rate
Population	69,367	83,505	1.87%
Households	23,971	28,727	1.83%
Housing Units	26,400	30,019	1.29%

	2010	
Population by Race	Number	Percent
Total	69,367	100.0%
Population Reporting One Race	67,759	97.7%
White	54,665	78.8%
Black	7,889	11.4%
American Indian	186	0.3%
Asian	2,382	3.4%
Pacific Islander	36	0.1%
Some Other Race	2,601	3.7%
Population Reporting Two or More Races	1,608	2.3%
Total Hispanic Population	6,037	8.7%

Population by Sex	Number	Percent
Male	34,208	49.3%
Female	35,159	50.7%

Population by Age	Number	Percent
Total	69,367	100.0%
Age 0 - 4	5,832	8.4%
Age 5 - 9	5,634	8.1%
Age 10 - 14	5,165	7.4%
Age 15 - 19	4,693	6.8%
Age 20 - 24	4,030	5.8%
Age 25 - 29	5,255	7.6%
Age 30 - 34	5,500	7.9%
Age 35 - 39	5,390	7.8%
Age 40 - 44	5,037	7.3%
Age 45 - 49	5,008	7.2%
Age 50 - 54	4,413	6.4%
Age 55 - 59	3,624	5.2%
Age 60 - 64	3,314	4.8%
Age 65 - 69	2,285	3.3%
Age 70 - 74	1,608	2.3%
Age 75 - 79	1,106	1.6%
Age 80 - 84	781	1.1%
Age 85+	692	1.0%
Age 18+	49,778	71.8%
Age 65+	6,472	9.3%



Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

	2010	
Households by Type		
Total	23,971	100.0%
Households with 1 Person	4,505	18.8%
Households with 2+ People	19,466	81.2%
Family Households	18,214	76.0%
Husband-wife Families	13,658	57.0%
With Own Children	6,600	27.5%
Other Family (No Spouse Present)	4,556	19.0%
With Own Children	2,426	10.1%
Nonfamily Households	1,252	5.2%
All Households with Children	10,214	42.6%
Multigenerational Households	1,483	6.2%
Unmarried Partner Households	1,629	6.8%
Male-female	1,464	6.1%
Same-sex	165	0.7%
Average Household Size	2.88	
Family Households by Size		
Total	18,214	100.0%
2 People	6,363	34.9%
3 People	4,448	24.4%
4 People	3,922	21.5%
5 People	2,049	11.2%
6 People	842	4.6%
7+ People	590	3.2%
Average Family Size	3.28	
Nonfamily Households by Size		
Total	5,757	100.0%
1 Person	4,505	78.3%
2 People	1,030	17.9%
3 People	140	2.4%
4 People	53	0.9%
5 People	18	0.3%
6 People	5	0.1%
7+ People	6	0.1%
Average Nonfamily Size	1.28	
Population by Relationship and Household Type		
Total	69,367	100.0%
In Households	69,078	99.6%
In Family Households	61,715	89.0%
Householder	18,214	26.3%
Spouse	13,658	19.7%
Child	24,361	35.1%
Other relative	3,557	5.1%
Nonrelative	1,925	2.8%
In Nonfamily Households	7,363	10.6%
In Group Quarters	289	0.4%
Institutionalized Population	150	0.2%
Noninstitutionalized Population	139	0.2%



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.

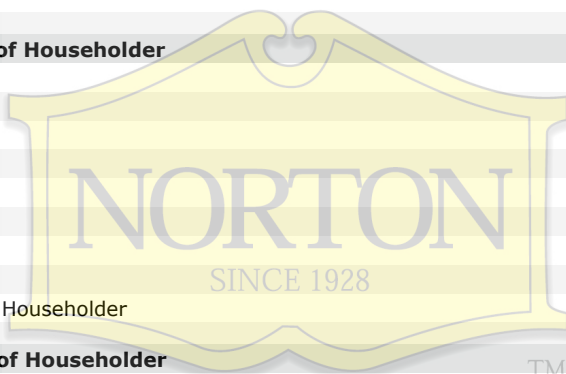
Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

2010		
Family Households by Age of Householder		
Total		18,214 100.0%
Householder Age 15 - 44		9,086 49.9%
Householder Age 45 - 54		3,994 21.9%
Householder Age 55 - 64		2,775 15.2%
Householder Age 65 - 74		1,553 8.5%
Householder Age 75+		806 4.4%
Nonfamily Households by Age of Householder		
Total		5,757 100.0%
Householder Age 15 - 44		1,795 31.2%
Householder Age 45 - 54		1,196 20.8%
Householder Age 55 - 64		1,190 20.7%
Householder Age 65 - 74		805 14.0%
Householder Age 75+		771 13.4%
Households by Race of Householder		
Total		23,971 100.0%
Householder is White Alone		19,756 82.4%
Householder is Black Alone		2,720 11.3%
Householder is American Indian Alone		61 0.3%
Householder is Asian Alone		519 2.2%
Householder is Pacific Islander Alone		8 0.0%
Householder is Some Other Race Alone		593 2.5%
Householder is Two or More Races		314 1.3%
Households with Hispanic Householder		1,409 5.9%
Husband-wife Families by Race of Householder		
Total		13,658 100.0%
Householder is White Alone		11,569 84.7%
Householder is Black Alone		1,105 8.1%
Householder is American Indian Alone		37 0.3%
Householder is Asian Alone		389 2.8%
Householder is Pacific Islander Alone		6 0.0%
Householder is Some Other Race Alone		394 2.9%
Householder is Two or More Races		158 1.2%
Husband-wife Families with Hispanic Householder		952 7.0%
Other Families (No Spouse) by Race of Householder		
Total		4,556 100.0%
Householder is White Alone		3,319 72.8%
Householder is Black Alone		936 20.5%
Householder is American Indian Alone		10 0.2%
Householder is Asian Alone		83 1.8%
Householder is Pacific Islander Alone		1 0.0%
Householder is Some Other Race Alone		119 2.6%
Householder is Two or More Races		88 1.9%
Other Families with Hispanic Householder		270 5.9%
Nonfamily Households by Race of Householder		
Total		5,757 100.0%
Householder is White Alone		4,868 84.6%
Householder is Black Alone		679 11.8%
Householder is American Indian Alone		14 0.2%
Householder is Asian Alone		47 0.8%
Householder is Pacific Islander Alone		1 0.0%
Householder is Some Other Race Alone		80 1.4%
Householder is Two or More Races		68 1.2%
Nonfamily Households with Hispanic Householder		187 3.2%



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

	2010	
Total Housing Units by Occupancy		
Total	26,400	100.0%
Occupied Housing Units	23,971	90.8%
Vacant Housing Units		
For Rent	667	2.5%
Rented, not Occupied	20	0.1%
For Sale Only	767	2.9%
Sold, not Occupied	87	0.3%
For Seasonal/Recreational/Occasional Use	87	0.3%
For Migrant Workers	0	0.0%
Other Vacant	801	3.0%
Total Vacancy Rate	9.2%	
Households by Tenure and Mortgage Status		
Total	23,971	100.0%
Owner Occupied	18,495	77.2%
Owned with a Mortgage/Loan	15,242	63.6%
Owned Free and Clear	3,253	13.6%
Average Household Size	2.86	
Renter Occupied	5,476	22.8%
Average Household Size	2.97	
Owner-occupied Housing Units by Race of Householder		
Total	18,495	100.0%
Householder is White Alone	15,668	84.7%
Householder is Black Alone	1,751	9.5%
Householder is American Indian Alone	42	0.2%
Householder is Asian Alone	421	2.3%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	381	2.1%
Householder is Two or More Races	227	1.2%
Owner-occupied Housing Units with Hispanic Householder	970	5.2%
Renter-occupied Housing Units by Race of Householder		
Total	5,476	100.0%
Householder is White Alone	4,088	74.7%
Householder is Black Alone	969	17.7%
Householder is American Indian Alone	19	0.3%
Householder is Asian Alone	98	1.8%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	212	3.9%
Householder is Two or More Races	87	1.6%
Renter-occupied Housing Units with Hispanic Householder	439	8.0%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.78	
Householder is Black Alone	2.96	
Householder is American Indian Alone	3.10	
Householder is Asian Alone	4.49	
Householder is Pacific Islander Alone	4.88	
Householder is Some Other Race Alone	4.27	
Householder is Two or More Races	3.26	
Householder is Hispanic	4.07	



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 INDICATORS
- TEMPERATURE GAUGES
- MARKET WATCH
- LAKE REPORTS
- RESIDENTIAL REPORTS
- COUNTY DASHBOARDS
- ANNUAL TRAFFIC PATTERNS
- NFOGRAPHICS
- CUSTOM CONSULTATIONS



GA400 770.887.0053 | GAINESVILLE 770.532.0022
HABERSHAM 706.754.5700 | BRASELTON 770.307.0087