



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



Population Consolidated Report (Esri 2022)

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

Demographic Summary	Census 2010			2022-2027	
	2010	2022	2027	Change	Annual Rate
Total Population	28,120	30,620	31,523	903	0.58%
Population 50+	9,542	12,037	13,019	982	1.58%
Median Age	39.3	41.7	43.3	1.6	0.76%
Households	10,508	11,464	11,818	354	0.61%
% Householders 55+	43.2%	50.5%	53.3%	2.8	1.09%
Total Owner-Occupied Housing Units	8,122	8,782	9,130	348	0.78%
Total Renter-Occupied Housing Units	2,386	2,682	2,688	6	0.04%
Owner/Renter Ratio (per 100 renters)	340	327	340	13.0	0.78%
Median Home Value	-	\$190,834	\$245,031	\$54,197	5.13%
Average Home Value	-	\$225,225	\$285,027	\$59,802	4.82%
Median Household Income	-	\$57,666	\$67,508	\$9,842	3.20%
Median Household Income for Householder 55+	-	\$48,526	\$57,758	\$9,232	3.54%

Population by Age and Sex

Male Population	Census 2010		2022		2027	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	4,511	100.0%	5,799	100.0%	6,298	100.0%
50-54	1,014	22.5%	995	17.2%	1,002	15.9%
55-59	993	22.0%	1,154	19.9%	1,055	16.8%
60-64	838	18.6%	1,047	18.1%	1,162	18.5%
65-69	674	14.9%	974	16.8%	1,021	16.2%
70-74	454	10.1%	768	13.2%	875	13.9%
75-79	269	6.0%	478	8.2%	636	10.1%
80-84	171	3.8%	243	4.2%	354	5.6%
85+	98	2.2%	140	2.4%	193	3.1%

Female Population	Census 2010		2022		2027	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	5,031	100.0%	6,238	100.0%	6,721	100.0%
50-54	1,096	21.8%	1,038	16.6%	1,012	15.1%
55-59	964	19.2%	1,102	17.7%	1,091	16.2%
60-64	883	17.6%	1,133	18.2%	1,110	16.5%
65-69	678	13.5%	1,029	16.5%	1,109	16.5%
70-74	516	10.3%	807	12.9%	930	13.8%
75-79	365	7.3%	544	8.7%	706	10.5%
80-84	281	5.6%	315	5.0%	443	6.6%
85+	248	4.9%	270	4.3%	320	4.8%

Total Population	Census 2010		2022		2027	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	9,542	33.9%	12,037	39.3%	13,019	41.3%
50-54	2,110	7.5%	2,033	6.6%	2,014	6.4%
55-59	1,957	7.0%	2,256	7.4%	2,146	6.8%
60-64	1,721	6.1%	2,180	7.1%	2,272	7.2%
65-69	1,352	4.8%	2,003	6.5%	2,130	6.8%
70-74	970	3.4%	1,575	5.1%	1,805	5.7%
75-79	634	2.3%	1,022	3.3%	1,342	4.3%
80-84	452	1.6%	558	1.8%	797	2.5%
85+	346	1.2%	410	1.3%	513	1.6%
65+	3,754	13.3%	5,568	18.2%	6,587	20.9%
75+	1,432	5.1%	1,990	6.5%	2,652	8.4%

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

Source: Esri, U.S. Census



Population Consolidated Report (Esri 2022)

Madison County, GA
 Madison County, GA (13195)
 Geography: County

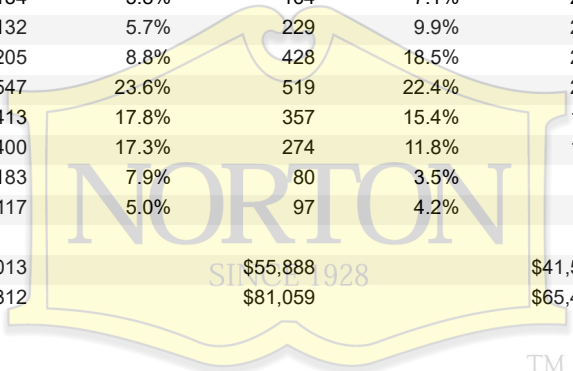
Prepared by Esri

2022 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,374	100%	2,146	100%	1,274	100%	5,794	100%
<\$15,000	273	11.5%	214	10.0%	165	13.0%	652	11.3%
\$15,000-\$24,999	187	7.9%	214	10.0%	260	20.4%	661	11.4%
\$25,000-\$34,999	168	7.1%	259	12.1%	241	18.9%	668	11.5%
\$35,000-\$49,999	270	11.4%	481	22.4%	237	18.6%	988	17.1%
\$50,000-\$74,999	559	23.5%	421	19.6%	143	11.2%	1,123	19.4%
\$75,000-\$99,999	394	16.6%	272	12.7%	102	8.0%	768	13.3%
\$100,000-\$149,999	310	13.1%	179	8.3%	84	6.6%	573	9.9%
\$150,000-\$199,999	122	5.1%	48	2.2%	22	1.7%	192	3.3%
\$200,000+	91	3.8%	58	2.7%	20	1.6%	169	2.9%
Median HH Income	\$60,198		\$46,033		\$33,395		\$48,526	
Average HH Income	\$79,539		\$65,226		\$51,201		\$68,007	

2027 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,317	100%	2,316	100%	1,670	100%	6,303	100%
<\$15,000	186	8.0%	168	7.3%	170	10.2%	524	8.3%
\$15,000-\$24,999	134	5.8%	164	7.1%	265	15.9%	563	8.9%
\$25,000-\$34,999	132	5.7%	229	9.9%	249	14.9%	610	9.7%
\$35,000-\$49,999	205	8.8%	428	18.5%	287	17.2%	920	14.6%
\$50,000-\$74,999	547	23.6%	519	22.4%	247	14.8%	1,313	20.8%
\$75,000-\$99,999	413	17.8%	357	15.4%	193	11.6%	963	15.3%
\$100,000-\$149,999	400	17.3%	274	11.8%	169	10.1%	843	13.4%
\$150,000-\$199,999	183	7.9%	80	3.5%	51	3.1%	314	5.0%
\$200,000+	117	5.0%	97	4.2%	39	2.3%	253	4.0%
Median HH Income	\$72,013		\$55,888		\$41,583		\$57,758	
Average HH Income	\$96,312		\$81,059		\$65,490		\$82,541	



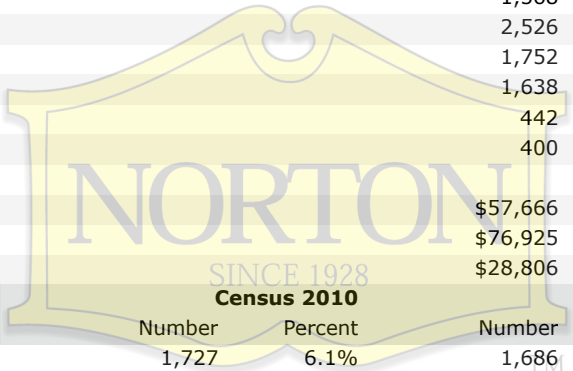


Demographic and Income Profile

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

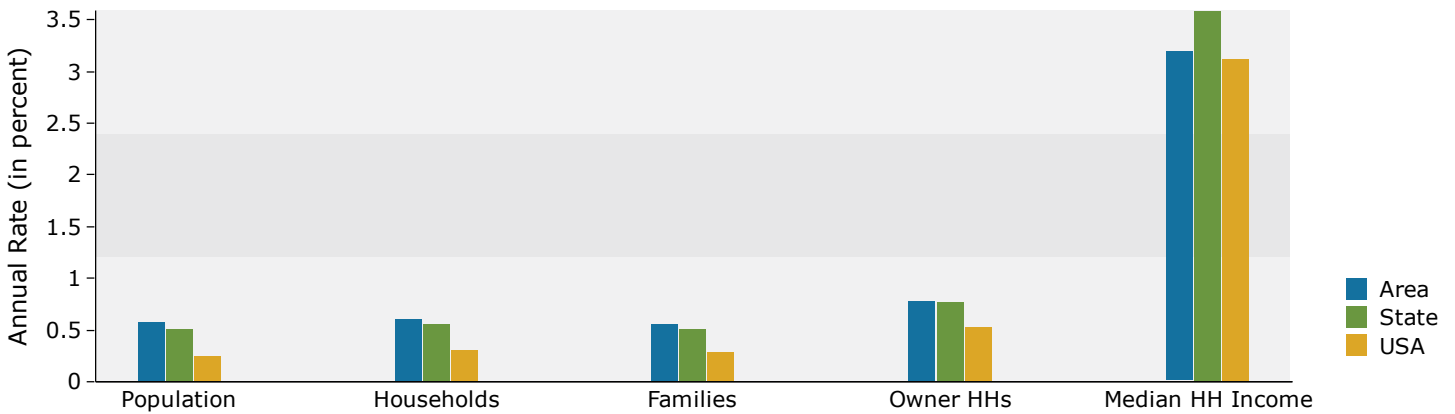
Summary	Census 2010		Census 2020		2022		2027	
Population	28,120		30,120		30,620		31,523	
Households	10,508		11,267		11,464		11,818	
Families	7,804		-		8,309		8,543	
Average Household Size	2.66		2.66		2.66		2.66	
Owner Occupied Housing Units	8,122		-		8,782		9,130	
Renter Occupied Housing Units	2,386		-		2,682		2,688	
Median Age	39.3		-		41.7		43.3	
Trends: 2022-2027 Annual Rate	Area		State		National			
Population	0.58%		0.51%		0.25%			
Households	0.61%		0.56%		0.31%			
Families	0.56%		0.51%		0.28%			
Owner HHs	0.78%		0.77%		0.53%			
Median Household Income	3.20%		3.59%		3.12%			
Households by Income	Census 2010		Census 2020		2022		2027	
	Number		Percent		Number		Percent	
<\$15,000	1,102		9.6%		833		7.0%	
\$15,000 - \$24,999	997		8.7%		776		6.6%	
\$25,000 - \$34,999	1,039		9.1%		886		7.5%	
\$35,000 - \$49,999	1,568		13.7%		1,346		11.4%	
\$50,000 - \$74,999	2,526		22.0%		2,658		22.5%	
\$75,000 - \$99,999	1,752		15.3%		1,962		16.6%	
\$100,000 - \$149,999	1,638		14.3%		2,159		18.3%	
\$150,000 - \$199,999	442		3.9%		658		5.6%	
\$200,000+	400		3.5%		540		4.6%	
Median Household Income			\$57,666				\$67,508	
Average Household Income			\$76,925				\$91,358	
Per Capita Income			\$28,806				\$34,256	
Population by Age	Census 2010		Census 2020		2022		2027	
	Number		Percent		Number		Percent	
0 - 4	1,727		6.1%		1,686		5.3%	
5 - 9	1,888		6.7%		1,833		5.8%	
10 - 14	1,990		7.1%		1,872		6.3%	
15 - 19	2,063		7.3%		1,741		5.9%	
20 - 24	1,524		5.4%		1,590		4.8%	
25 - 34	3,256		11.6%		4,062		13.3%	
35 - 44	3,837		13.6%		3,849		12.6%	
45 - 54	4,403		15.7%		3,983		13.0%	
55 - 64	3,678		13.1%		4,436		14.5%	
65 - 74	2,322		8.3%		3,578		11.7%	
75 - 84	1,086		3.9%		1,580		5.2%	
85+	346		1.2%		410		1.3%	
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number		Percent		Number		Percent	
White Alone	24,634		87.6%		24,183		77.3%	
Black Alone	2,355		8.4%		2,841		9.5%	
American Indian Alone	74		0.3%		85		0.3%	
Asian Alone	178		0.6%		567		1.9%	
Pacific Islander Alone	1		0.0%		7		0.0%	
Some Other Race Alone	527		1.9%		1,062		3.8%	
Two or More Races	351		1.2%		1,739		6.1%	
Hispanic Origin (Any Race)	1,139		4.1%		1,956		6.6%	



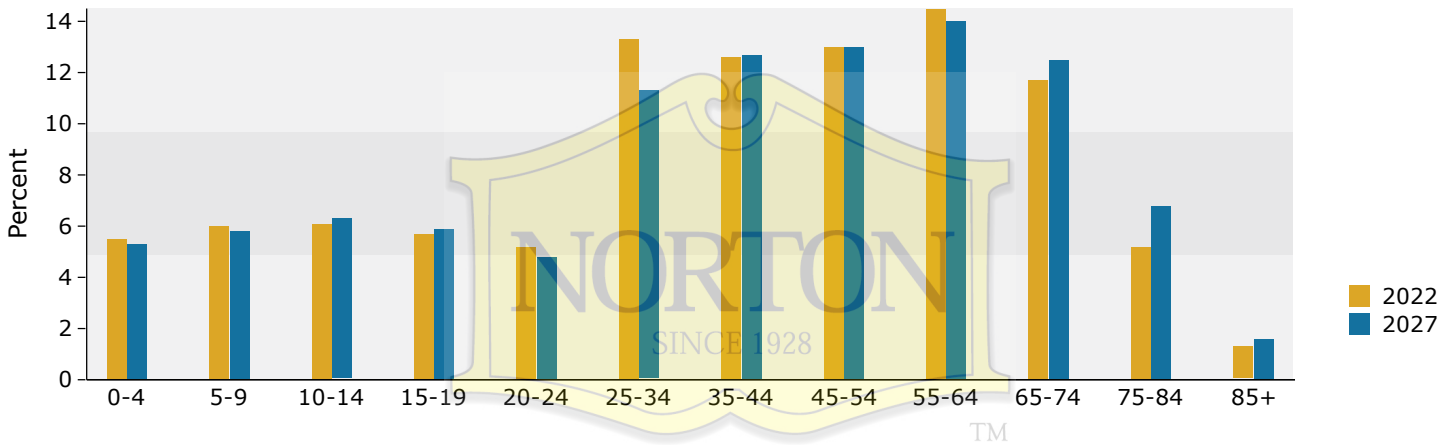
Data Note: Income is expressed in current dollars.

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

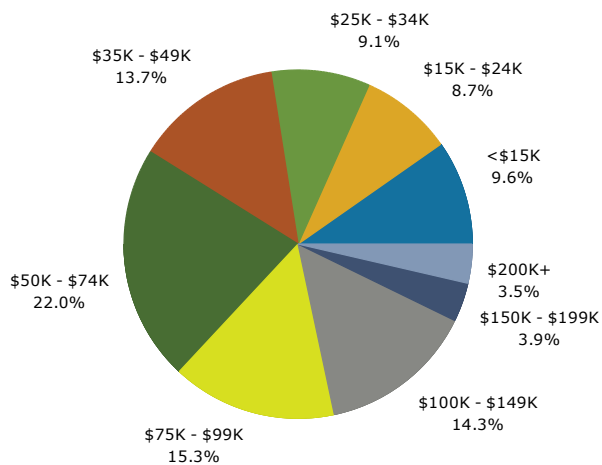
Trends 2022-2027



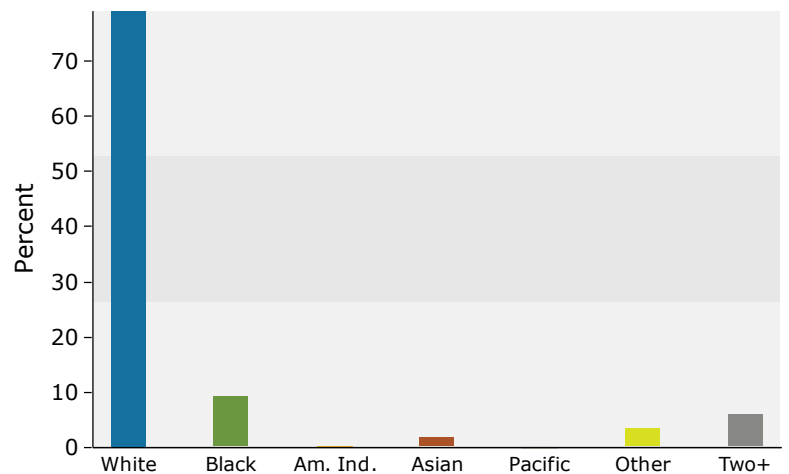
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 6.6%

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

	Madison Count...
Population	
2010 Population	28,120
2020 Population	30,120
2022 Population	30,620
2027 Population	31,523
2010-2020 Annual Rate	0.69%
2020-2022 Annual Rate	0.73%
2022-2027 Annual Rate	0.58%
2022 Male Population	49.6%
2022 Female Population	50.4%
2022 Median Age	41.7

In the identified area, the current year population is 30,620. In 2020, the Census count in the area was 30,120. The rate of change since 2020 was 0.73% annually. The five-year projection for the population in the area is 31,523 representing a change of 0.58% annually from 2022 to 2027. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 41.7, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	79.0%
2022 Black Alone	9.3%
2022 American Indian/Alaska Native Alone	0.3%
2022 Asian Alone	1.9%
2022 Pacific Islander Alone	0.0%
2022 Other Race	3.5%
2022 Two or More Races	6.1%
2022 Hispanic Origin (Any Race)	6.6%

Persons of Hispanic origin represent 6.6% 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 44.1 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	63
2010 Households	10,508
2020 Households	11,267
2022 Households	11,464
2027 Households	11,818
2010-2020 Annual Rate	0.70%
2020-2022 Annual Rate	0.77%
2022-2027 Annual Rate	0.61%
2022 Average Household Size	2.66

The household count in this area has changed from 11,267 in 2020 to 11,464 in the current year, a change of 0.77% annually. The five-year projection of households is 11,818, a change of 0.61% annually from the current year total. Average household size is currently 2.66, compared to 2.66 in the year 2020. The number of families in the current year is 8,309 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.



Executive Summary

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

Madison Count...

Mortgage Income

2022 Percent of Income for Mortgage 17.4%

Median Household Income

2022 Median Household Income \$57,666

2027 Median Household Income \$67,508

2022-2027 Annual Rate 3.20%

Average Household Income

2022 Average Household Income \$76,925

2027 Average Household Income \$91,358

2022-2027 Annual Rate 3.50%

Per Capita Income

2022 Per Capita Income \$28,806

2027 Per Capita Income \$34,256

2022-2027 Annual Rate 3.53%

Households by Income

Current median household income is \$57,666 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$67,508 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$76,925 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$91,358 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$28,806 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$34,256 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 137

2010 Total Housing Units 11,784

2010 Owner Occupied Housing Units 8,122

2010 Renter Occupied Housing Units 2,386

2010 Vacant Housing Units 1,276

2020 Total Housing Units 12,114

2020 Vacant Housing Units 847

2022 Total Housing Units 12,404

2022 Owner Occupied Housing Units 8,782

2022 Renter Occupied Housing Units 2,682

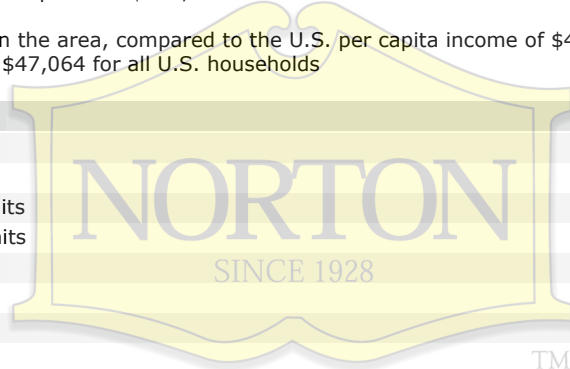
2022 Vacant Housing Units 940

2027 Total Housing Units 12,812

2027 Owner Occupied Housing Units 9,130

2027 Renter Occupied Housing Units 2,688

2027 Vacant Housing Units 994



Currently, 70.8% of the 12,404 housing units in the area are owner occupied; 21.6%, renter occupied; and 7.6% 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 12,114 housing units in the area and 7.0% vacant housing units. The annual rate of change in housing units since 2020 is 1.06%. Median home value in the area is \$190,834, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 5.13% annually to \$245,031.

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.



Household Income Profile

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

Summary	2022	2027	2022-2027 Change	2022-2027 Annual Rate
Population	30,620	31,523	903	0.58%
Households	11,464	11,818	354	0.61%
Median Age	41.7	43.3	1.6	0.76%
Average Household Size	2.66	2.66	0.00	0.00%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
Household	11,464	100%	11,818	100%
<\$15,000	1,102	9.6%	833	7.0%
\$15,000-\$24,999	997	8.7%	776	6.6%
\$25,000-\$34,999	1,039	9.1%	886	7.5%
\$35,000-\$49,999	1,568	13.7%	1,346	11.4%
\$50,000-\$74,999	2,526	22.0%	2,658	22.5%
\$75,000-\$99,999	1,752	15.3%	1,962	16.6%
\$100,000-\$149,999	1,638	14.3%	2,159	18.3%
\$150,000-\$199,999	442	3.9%	658	5.6%
\$200,000+	400	3.5%	540	4.6%
Median Household Income	\$57,666		\$67,508	
Average Household Income	\$76,925		\$91,358	
Per Capita Income	\$28,806		\$34,256	



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.

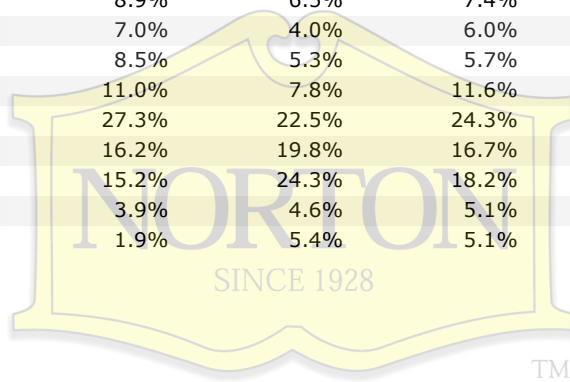


Household Income Profile

Madison County, GA
 Madison County, GA (13195)
 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	269	1,525	1,842	2,034	2,374	2,146	1,274
<\$15,000	45	136	119	150	273	214	165
\$15,000-\$24,999	33	107	74	122	187	214	260
\$25,000-\$34,999	29	129	97	116	168	259	241
\$35,000-\$49,999	34	168	143	235	270	481	237
\$50,000-\$74,999	76	417	415	495	559	421	143
\$75,000-\$99,999	34	247	364	339	394	272	102
\$100,000-\$149,999	16	232	447	370	310	179	84
\$150,000-\$199,999	2	60	84	104	122	48	22
\$200,000+	0	29	99	103	91	58	20
Median HH Income	\$46,387	\$60,376	\$78,697	\$67,988	\$60,198	\$46,033	\$33,395
Average HH Income	\$51,776	\$74,863	\$96,339	\$89,620	\$79,539	\$65,226	\$51,201
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	16.7%	8.9%	6.5%	7.4%	11.5%	10.0%	13.0%
\$15,000-\$24,999	12.3%	7.0%	4.0%	6.0%	7.9%	10.0%	20.4%
\$25,000-\$34,999	10.8%	8.5%	5.3%	5.7%	7.1%	12.1%	18.9%
\$35,000-\$49,999	12.6%	11.0%	7.8%	11.6%	11.4%	22.4%	18.6%
\$50,000-\$74,999	28.3%	27.3%	22.5%	24.3%	23.5%	19.6%	11.2%
\$75,000-\$99,999	12.6%	16.2%	19.8%	16.7%	16.6%	12.7%	8.0%
\$100,000-\$149,999	5.9%	15.2%	24.3%	18.2%	13.1%	8.3%	6.6%
\$150,000-\$199,999	0.7%	3.9%	4.6%	5.1%	5.1%	2.2%	1.7%
\$200,000+	0.0%	1.9%	5.4%	5.1%	3.8%	2.7%	1.6%



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.

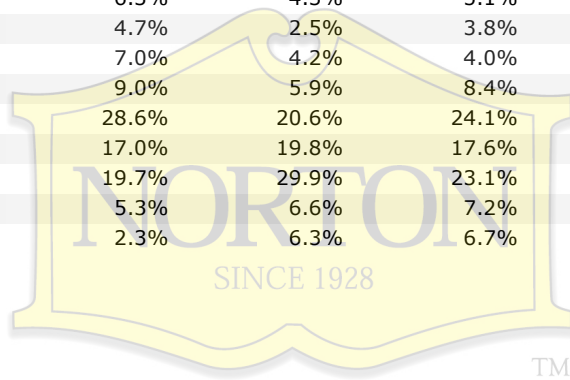


Household Income Profile

Madison County, GA
 Madison County, GA (13195)
 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	264	1,320	1,875	2,056	2,317	2,316	1,670
<\$15,000	41	83	81	104	186	168	170
\$15,000-\$24,999	26	62	46	79	134	164	265
\$25,000-\$34,999	23	92	78	83	132	229	249
\$35,000-\$49,999	25	119	110	172	205	428	287
\$50,000-\$74,999	84	378	387	496	547	519	247
\$75,000-\$99,999	42	225	371	361	413	357	193
\$100,000-\$149,999	21	260	560	475	400	274	169
\$150,000-\$199,999	2	70	123	149	183	80	51
\$200,000+	0	31	119	137	117	97	39
Median HH Income	\$53,050	\$68,076	\$88,859	\$80,024	\$72,013	\$55,888	\$41,583
Average HH Income	\$59,047	\$87,023	\$111,305	\$107,132	\$96,312	\$81,059	\$65,490
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	15.5%	6.3%	4.3%	5.1%	8.0%	7.3%	10.2%
\$15,000-\$24,999	9.8%	4.7%	2.5%	3.8%	5.8%	7.1%	15.9%
\$25,000-\$34,999	8.7%	7.0%	4.2%	4.0%	5.7%	9.9%	14.9%
\$35,000-\$49,999	9.5%	9.0%	5.9%	8.4%	8.8%	18.5%	17.2%
\$50,000-\$74,999	31.8%	28.6%	20.6%	24.1%	23.6%	22.4%	14.8%
\$75,000-\$99,999	15.9%	17.0%	19.8%	17.6%	17.8%	15.4%	11.6%
\$100,000-\$149,999	8.0%	19.7%	29.9%	23.1%	17.3%	11.8%	10.1%
\$150,000-\$199,999	0.8%	5.3%	6.6%	7.2%	7.9%	3.5%	3.1%
\$200,000+	0.0%	2.3%	6.3%	6.7%	5.0%	4.2%	2.3%



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

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

Population		Households	
2010 Total Population	28,120	2022 Median Household Income	\$57,666
2020 Total Population	30,120	2027 Median Household Income	\$67,508
2022 Total Population	30,620	2022-2027 Annual Rate	3.20%
2027 Total Population	31,523		
2022-2027 Annual Rate	0.58%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	11,784	100.0%	12,404	100.0%	12,812	100.0%
Occupied	10,508	89.2%	11,464	92.4%	11,818	92.2%
Owner	8,122	68.9%	8,782	70.8%	9,130	71.3%
Renter	2,386	20.2%	2,682	21.6%	2,688	21.0%
Vacant	1,276	10.8%	940	7.6%	994	7.8%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	8,782	100.0%	9,130	100.0%
<\$50,000	1,203	13.7%	774	8.5%
\$50,000-\$99,999	799	9.1%	402	4.4%
\$100,000-\$149,999	1,351	15.4%	785	8.6%
\$150,000-\$199,999	1,271	14.5%	1,145	12.5%
\$200,000-\$249,999	1,313	15.0%	1,620	17.7%
\$250,000-\$299,999	755	8.6%	1,062	11.6%
\$300,000-\$399,999	969	11.0%	1,498	16.4%
\$400,000-\$499,999	679	7.7%	1,091	11.9%
\$500,000-\$749,999	320	3.6%	546	6.0%
\$750,000-\$999,999	83	0.9%	152	1.7%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	23	0.3%	31	0.3%
\$2,000,000+	16	0.2%	24	0.3%
Median Value	\$190,834		\$245,031	
Average Value	\$225,225		\$285,027	



Census 2010 Housing Units	Number	Percent
Total	11,784	100.0%
In Urbanized Areas	949	8.1%
In Urban Clusters	1	0.0%
Rural Housing Units	10,834	91.9%

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.



Housing Profile

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	8,122	100.0%
Owned with a Mortgage/Loan	5,154	63.5%
Owned Free and Clear	2,968	36.5%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,276	100.0%
For Rent	320	25.1%
Rented- Not Occupied	12	0.9%
For Sale Only	231	18.1%
Sold - Not Occupied	42	3.3%
Seasonal/Recreational/Occasional Use	116	9.1%
For Migrant Workers	1	0.1%
Other Vacant	554	43.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	10,508	8,122	77.3%
15-24	311	112	36.0%
25-34	1,310	787	60.1%
35-44	1,952	1,446	74.1%
45-54	2,391	1,922	80.4%
55-64	2,123	1,795	84.6%
65-74	1,486	1,271	85.5%
75-84	714	611	85.6%
85+	221	178	80.5%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	10,508	8,122	77.3%
White Alone	9,442	7,356	77.9%
Black/African American Alone	821	587	71.5%
American Indian/Alaska Native	24	18	75.0%
Asian Alone	42	38	90.5%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	103	74	71.8%
Two or More Races	76	49	64.5%
Hispanic Origin	230	154	67.0%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	10,508	8,122	77.3%
1-Person	2,263	1,612	71.2%
2-Person	3,680	3,035	82.5%
3-Person	1,911	1,483	77.6%
4-Person	1,509	1,151	76.3%
5-Person	682	502	73.6%
6-Person	275	201	73.1%
7+ Person	188	138	73.4%

2022 Housing Affordability	
Housing Affordability Index	137
Percent of Income for Mortgage	17.4%

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 Census Profile

Madison County, GA
 Madison County, GA (13195)
 Geography: County

Prepared by Esri

	2010	2020	2010-2020 Annual Rate
Population	28,120	30,120	0.69%
Households	10,508	11,267	0.70%
Housing Units	11,784	12,114	0.28%

	2010	
Population by Race	Number	Percent
Total	28,120	100.0%
Population Reporting One Race	27,769	98.8%
White	24,634	87.6%
Black	2,355	8.4%
American Indian	74	0.3%
Asian	178	0.6%
Pacific Islander	1	0.0%
Some Other Race	527	1.9%
Population Reporting Two or More Races	351	1.2%
Total Hispanic Population	1,139	4.1%

Population by Sex	Number	Percent
Male	13,898	49.4%
Female	14,222	50.6%

Population by Age	Number	Percent
Total	28,120	100.0%
Age 0 - 4	1,727	6.1%
Age 5 - 9	1,888	6.7%
Age 10 - 14	1,990	7.1%
Age 15 - 19	2,063	7.3%
Age 20 - 24	1,524	5.4%
Age 25 - 29	1,587	5.6%
Age 30 - 34	1,669	5.9%
Age 35 - 39	1,855	6.6%
Age 40 - 44	1,982	7.0%
Age 45 - 49	2,293	8.2%
Age 50 - 54	2,110	7.5%
Age 55 - 59	1,957	7.0%
Age 60 - 64	1,721	6.1%
Age 65 - 69	1,352	4.8%
Age 70 - 74	970	3.4%
Age 75 - 79	634	2.3%
Age 80 - 84	452	1.6%
Age 85+	346	1.2%
Age 18+	21,246	75.6%
Age 65+	3,754	13.3%



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	10,508	100.0%
Households with 1 Person	2,263	21.5%
Households with 2+ People	8,245	78.5%
Family Households	7,804	74.3%
Husband-wife Families	5,974	56.9%
With Own Children	2,308	22.0%
Other Family (No Spouse Present)	1,830	17.4%
With Own Children	899	8.6%
Nonfamily Households	441	4.2%
All Households with Children	3,724	35.4%
Multigenerational Households	488	4.6%
Unmarried Partner Households	611	5.8%
Male-female	538	5.1%
Same-sex	73	0.7%
Average Household Size	2.66	
Family Households by Size		
Total	7,804	100.0%
2 People	3,322	42.6%
3 People	1,860	23.8%
4 People	1,486	19.0%
5 People	677	8.7%
6 People	273	3.5%
7+ People	186	2.4%
Average Family Size	3.07	
Nonfamily Households by Size		
Total	2,704	100.0%
1 Person	2,263	83.7%
2 People	358	13.2%
3 People	51	1.9%
4 People	23	0.9%
5 People	5	0.2%
6 People	2	0.1%
7+ People	2	0.1%
Average Nonfamily Size	1.21	
Population by Relationship and Household Type		
Total	28,120	100.0%
In Households	27,916	99.3%
In Family Households	24,640	87.6%
Householder	7,804	27.8%
Spouse	5,974	21.2%
Child	9,140	32.5%
Other relative	1,051	3.7%
Nonrelative	671	2.4%
In Nonfamily Households	3,276	11.7%
In Group Quarters	204	0.7%
Institutionalized Population	150	0.5%
Noninstitutionalized Population	54	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.

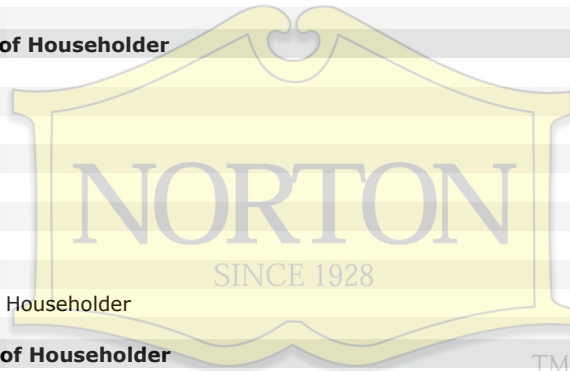
Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

	2010	
Family Households by Age of Householder		
Total	7,804	100.0%
Householder Age 15 - 44	2,935	37.6%
Householder Age 45 - 54	1,827	23.4%
Householder Age 55 - 64	1,588	20.3%
Householder Age 65 - 74	982	12.6%
Householder Age 75+	472	6.0%
Nonfamily Households by Age of Householder		
Total	2,704	100.0%
Householder Age 15 - 44	638	23.6%
Householder Age 45 - 54	564	20.9%
Householder Age 55 - 64	535	19.8%
Householder Age 65 - 74	504	18.6%
Householder Age 75+	463	17.1%
Households by Race of Householder		
Total	10,508	100.0%
Householder is White Alone	9,442	89.9%
Householder is Black Alone	821	7.8%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	42	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	103	1.0%
Householder is Two or More Races	76	0.7%
Households with Hispanic Householder	230	2.2%
Husband-wife Families by Race of Householder		
Total	5,974	100.0%
Householder is White Alone	5,499	92.0%
Householder is Black Alone	329	5.5%
Householder is American Indian Alone	11	0.2%
Householder is Asian Alone	29	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	71	1.2%
Householder is Two or More Races	35	0.6%
Husband-wife Families with Hispanic Householder	149	2.5%
Other Families (No Spouse) by Race of Householder		
Total	1,830	100.0%
Householder is White Alone	1,492	81.5%
Householder is Black Alone	275	15.0%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	10	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	27	1.5%
Householder is Two or More Races	22	1.2%
Other Families with Hispanic Householder	61	3.3%
Nonfamily Households by Race of Householder		
Total	2,704	100.0%
Householder is White Alone	2,451	90.6%
Householder is Black Alone	217	8.0%
Householder is American Indian Alone	9	0.3%
Householder is Asian Alone	3	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.2%
Householder is Two or More Races	19	0.7%
Nonfamily Households with Hispanic Householder	20	0.7%



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

	2010	
Total Housing Units by Occupancy		
Total	11,784	100.0%
Occupied Housing Units	10,508	89.2%
Vacant Housing Units		
For Rent	320	2.7%
Rented, not Occupied	12	0.1%
For Sale Only	231	2.0%
Sold, not Occupied	42	0.4%
For Seasonal/Recreational/Occasional Use	116	1.0%
For Migrant Workers	1	0.0%
Other Vacant	554	4.7%
Total Vacancy Rate	10.8%	
Households by Tenure and Mortgage Status		
Total	10,508	100.0%
Owner Occupied	8,122	77.3%
Owned with a Mortgage/Loan	5,154	49.0%
Owned Free and Clear	2,968	28.2%
Average Household Size	2.65	
Renter Occupied	2,386	22.7%
Average Household Size	2.68	
Owner-occupied Housing Units by Race of Householder		
Total	8,122	100.0%
Householder is White Alone	7,356	90.6%
Householder is Black Alone	587	7.2%
Householder is American Indian Alone	18	0.2%
Householder is Asian Alone	38	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	74	0.9%
Householder is Two or More Races	49	0.6%
Owner-occupied Housing Units with Hispanic Householder	154	1.9%
Renter-occupied Housing Units by Race of Householder		
Total	2,386	100.0%
Householder is White Alone	2,086	87.4%
Householder is Black Alone	234	9.8%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	4	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	29	1.2%
Householder is Two or More Races	27	1.1%
Renter-occupied Housing Units with Hispanic Householder	76	3.2%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.62	
Householder is Black Alone	2.83	
Householder is American Indian Alone	2.38	
Householder is Asian Alone	3.45	
Householder is Pacific Islander Alone	0.00	
Householder is Some Other Race Alone	4.57	
Householder is Two or More Races	2.88	
Householder is Hispanic	4.20	



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