



Community Profile

Clarke County, GA
 Clarke County, GA (13059)
 Geography: County

Prepared by Esri

	Clarke County...
Population Summary	
2000 Total Population	101,489
2010 Total Population	116,714
2017 Total Population	128,419
2017 Group Quarters	11,706
2022 Total Population	134,947
2017-2022 Annual Rate	1.00%
2017 Total Daytime Population	149,560
Workers	78,175
Residents	71,385
Household Summary	
2000 Households	39,706
2000 Average Household Size	2.35
2010 Households	45,414
2010 Average Household Size	2.37
2017 Households	49,162
2017 Average Household Size	2.37
2022 Households	51,851
2022 Average Household Size	2.38
2017-2022 Annual Rate	1.07%
2010 Families	22,044
2010 Average Family Size	3.00
2017 Families	23,435
2017 Average Family Size	3.02
2022 Families	24,497
2022 Average Family Size	3.04
2017-2022 Annual Rate	0.89%
Housing Unit Summary	
2000 Housing Units	42,126
Owner Occupied Housing Units	39.6%
Renter Occupied Housing Units	54.7%
Vacant Housing Units	5.7%
2010 Housing Units	51,068
Owner Occupied Housing Units	37.5%
Renter Occupied Housing Units	51.4%
Vacant Housing Units	11.1%
2017 Housing Units	54,043
Owner Occupied Housing Units	34.3%
Renter Occupied Housing Units	56.6%
Vacant Housing Units	9.0%
2022 Housing Units	56,957
Owner Occupied Housing Units	34.1%
Renter Occupied Housing Units	57.0%
Vacant Housing Units	9.0%
Median Household Income	
2017	\$35,528
2022	\$38,479
Median Home Value	
2017	\$170,500
2022	\$192,121
Per Capita Income	
2017	\$22,547
2022	\$25,715
Median Age	
2010	26.1
2017	26.7
2022	27.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income	
Household Income Base	49,157
<\$15,000	25.4%
\$15,000 - \$24,999	13.9%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	8.1%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	3.1%
\$200,000+	3.6%
Average Household Income	\$56,379
2022 Households by Income	
Household Income Base	51,846
<\$15,000	24.7%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	3.8%
\$200,000+	4.3%
Average Household Income	\$64,540
2017 Owner Occupied Housing Units by Value	
Total	18,544
<\$50,000	5.7%
\$50,000 - \$99,999	12.0%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	22.6%
\$200,000 - \$249,999	11.7%
\$250,000 - \$299,999	6.8%
\$300,000 - \$399,999	9.2%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	1.1%
Average Home Value	\$216,125
2022 Owner Occupied Housing Units by Value	
Total	19,390
<\$50,000	4.0%
\$50,000 - \$99,999	9.3%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	20.5%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	6.3%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	1.6%
Average Home Value	\$260,483

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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	Clarke County...
2010 Population by Age	
Total	116,714
0 - 4	6.0%
5 - 9	4.9%
10 - 14	4.2%
15 - 24	32.8%
25 - 34	16.8%
35 - 44	10.1%
45 - 54	8.9%
55 - 64	7.9%
65 - 74	4.6%
75 - 84	2.7%
85 +	1.2%
18 +	82.5%
2017 Population by Age	
Total	128,419
0 - 4	5.4%
5 - 9	4.8%
10 - 14	4.2%
15 - 24	32.3%
25 - 34	16.8%
35 - 44	10.2%
45 - 54	8.1%
55 - 64	8.1%
65 - 74	6.0%
75 - 84	2.9%
85 +	1.4%
18 +	83.4%
2022 Population by Age	
Total	134,947
0 - 4	5.4%
5 - 9	4.7%
10 - 14	4.4%
15 - 24	30.9%
25 - 34	16.3%
35 - 44	10.7%
45 - 54	8.1%
55 - 64	7.9%
65 - 74	6.7%
75 - 84	3.5%
85 +	1.5%
18 +	83.1%
2010 Population by Sex	
Males	55,388
Females	61,326
2017 Population by Sex	
Males	61,172
Females	67,247
2022 Population by Sex	
Males	64,363
Females	70,584

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Clarke County...
2010 Population by Race/Ethnicity	
Total	116,714
White Alone	61.9%
Black Alone	26.6%
American Indian Alone	0.2%
Asian Alone	4.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.9%
Two or More Races	2.2%
Hispanic Origin	10.4%
Diversity Index	63.0
2017 Population by Race/Ethnicity	
Total	128,419
White Alone	60.1%
Black Alone	27.5%
American Indian Alone	0.2%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.1%
Two or More Races	2.6%
Hispanic Origin	10.8%
Diversity Index	64.6
2022 Population by Race/Ethnicity	
Total	134,947
White Alone	58.7%
Black Alone	27.8%
American Indian Alone	0.2%
Asian Alone	4.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.4%
Two or More Races	2.9%
Hispanic Origin	11.6%
Diversity Index	66.2
2010 Population by Relationship and Household Type	
Total	116,714
In Households	92.1%
In Family Households	58.6%
Householder	18.9%
Spouse	12.2%
Child	21.8%
Other relative	3.7%
Nonrelative	2.0%
In Nonfamily Households	33.5%
In Group Quarters	7.9%
Institutionalized Population	0.7%
Noninstitutionalized Population	7.2%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Clarke County...
2017 Population 25+ by Educational Attainment	
Total	68,550
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	17.5%
GED/Alternative Credential	3.7%
Some College, No Degree	17.9%
Associate Degree	5.9%
Bachelor's Degree	20.7%
Graduate/Professional Degree	21.6%
2017 Population 15+ by Marital Status	
Total	110,016
Never Married	57.5%
Married	30.5%
Widowed	4.0%
Divorced	8.0%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	94.4%
Civilian Unemployed (Unemployment Rate)	5.6%
2017 Employed Population 16+ by Industry	
Total	57,975
Agriculture/Mining	1.6%
Construction	3.3%
Manufacturing	7.9%
Wholesale Trade	1.8%
Retail Trade	11.6%
Transportation/Utilities	2.3%
Information	1.2%
Finance/Insurance/Real Estate	3.6%
Services	63.8%
Public Administration	2.8%
2017 Employed Population 16+ by Occupation	
Total	57,975
White Collar	61.5%
Management/Business/Financial	11.0%
Professional	29.3%
Sales	10.8%
Administrative Support	10.4%
Services	21.5%
Blue Collar	17.0%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	1.8%
Production	5.8%
Transportation/Material Moving	5.5%
2010 Population By Urban/ Rural Status	
Total Population	116,714
Population Inside Urbanized Area	94.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	5.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	45,414
Households with 1 Person	30.6%
Households with 2+ People	69.4%
Family Households	48.5%
Husband-wife Families	31.3%
With Related Children	13.2%
Other Family (No Spouse Present)	17.2%
Other Family with Male Householder	3.8%
With Related Children	1.9%
Other Family with Female Householder	13.4%
With Related Children	8.8%
Nonfamily Households	20.9%
All Households with Children	24.2%
Multigenerational Households	3.0%
Unmarried Partner Households	6.7%
Male-female	5.9%
Same-sex	0.8%
2010 Households by Size	
Total	45,414
1 Person Household	30.6%
2 Person Household	34.1%
3 Person Household	15.9%
4 Person Household	11.9%
5 Person Household	4.4%
6 Person Household	1.8%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	45,414
Owner Occupied	42.2%
Owned with a Mortgage/Loan	30.3%
Owned Free and Clear	11.9%
Renter Occupied	57.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	51,068
Housing Units Inside Urbanized Area	94.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.7%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Clarke County...

Top 3 Tapestry Segments

1. College Towns (14B)
2. Dorms to Diplomas (14C)
3. In Style (5B)

2017 Consumer Spending

Apparel & Services: Total \$	\$78,366,153
Average Spent	\$1,594.04
Spending Potential Index	74
Education: Total \$	\$64,934,052
Average Spent	\$1,320.82
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$107,337,982
Average Spent	\$2,183.35
Spending Potential Index	70
Food at Home: Total \$	\$182,653,530
Average Spent	\$3,715.34
Spending Potential Index	74
Food Away from Home: Total \$	\$124,200,904
Average Spent	\$2,526.36
Spending Potential Index	76
Health Care: Total \$	\$179,179,878
Average Spent	\$3,644.68
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$68,353,556
Average Spent	\$1,390.37
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$27,631,067
Average Spent	\$562.04
Spending Potential Index	71
Shelter: Total \$	\$595,471,775
Average Spent	\$12,112.44
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$75,308,755
Average Spent	\$1,531.85
Spending Potential Index	65
Travel: Total \$	\$65,883,119
Average Spent	\$1,340.12
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$37,630,158
Average Spent	\$765.43
Spending Potential Index	71

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 18, 2018