



Community Profile

Morgan County, GA
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 Geography: County

Morgan County...

Population Summary	
2000 Total Population	15,457
2010 Total Population	17,868
2019 Total Population	19,406
2019 Group Quarters	154
2024 Total Population	20,260
2019-2024 Annual Rate	0.87%
2019 Total Daytime Population	20,987
Workers	10,386
Residents	10,601
Household Summary	
2000 Households	5,558
2000 Average Household Size	2.75
2010 Households	6,660
2010 Average Household Size	2.66
2019 Households	7,233
2019 Average Household Size	2.66
2024 Households	7,552
2024 Average Household Size	2.66
2019-2024 Annual Rate	0.87%
2010 Families	5,073
2010 Average Family Size	3.06
2019 Families	5,455
2019 Average Family Size	3.08
2024 Families	5,674
2024 Average Family Size	3.09
2019-2024 Annual Rate	0.79%
Housing Unit Summary	
2000 Housing Units	6,128
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	9.3%
2010 Housing Units	7,472
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	10.9%
2019 Housing Units	8,106
Owner Occupied Housing Units	68.9%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	10.8%
2024 Housing Units	8,467
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	10.8%
Median Household Income	
2019	\$60,548
2024	\$68,937
Median Home Value	
2019	\$259,298
2024	\$319,481
Per Capita Income	
2019	\$29,444
2024	\$33,400
Median Age	
2010	41.4
2019	43.5
2024	44.6

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	7,233
<\$15,000	9.5%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	4.6%
\$200,000+	4.8%
Average Household Income	\$78,975

2024 Households by Income

Household Income Base	7,552
<\$15,000	7.2%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	5.9%
\$200,000+	5.5%
Average Household Income	\$89,581

2019 Owner Occupied Housing Units by Value

Total	5,586
<\$50,000	4.0%
\$50,000 - \$99,999	6.9%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	14.5%
\$300,000 - \$399,999	17.2%
\$400,000 - \$499,999	7.9%
\$500,000 - \$749,999	7.4%
\$750,000 - \$999,999	2.8%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$320,936

2024 Owner Occupied Housing Units by Value

Total	5,894
<\$50,000	2.4%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	11.2%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	13.8%
\$300,000 - \$399,999	19.6%
\$400,000 - \$499,999	10.8%
\$500,000 - \$749,999	12.7%
\$750,000 - \$999,999	5.7%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	1.0%
Average Home Value	\$412,487

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	17,868
0 - 4	5.7%
5 - 9	6.8%
10 - 14	7.7%
15 - 24	11.4%
25 - 34	10.0%
35 - 44	13.4%
45 - 54	15.6%
55 - 64	13.7%
65 - 74	9.3%
75 - 84	4.6%
85 +	1.6%
18 +	75.2%
2019 Population by Age	
Total	19,406
0 - 4	5.4%
5 - 9	5.8%
10 - 14	6.1%
15 - 24	11.3%
25 - 34	11.8%
35 - 44	11.4%
45 - 54	13.7%
55 - 64	15.2%
65 - 74	11.9%
75 - 84	5.7%
85 +	1.7%
18 +	79.0%
2024 Population by Age	
Total	20,260
0 - 4	5.2%
5 - 9	5.7%
10 - 14	6.3%
15 - 24	10.3%
25 - 34	11.4%
35 - 44	11.7%
45 - 54	12.6%
55 - 64	14.8%
65 - 74	13.1%
75 - 84	7.0%
85 +	2.0%
18 +	79.2%
2010 Population by Sex	
Males	8,636
Females	9,232
2019 Population by Sex	
Males	9,407
Females	9,999
2024 Population by Sex	
Males	9,847
Females	10,413

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	17,868
White Alone	72.7%
Black Alone	23.6%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.3%
Hispanic Origin	2.8%
Diversity Index	44.8

2019 Population by Race/Ethnicity

Total	19,406
White Alone	72.5%
Black Alone	22.8%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	1.8%
Hispanic Origin	3.0%
Diversity Index	45.6

2024 Population by Race/Ethnicity

Total	20,260
White Alone	72.4%
Black Alone	22.3%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	2.2%
Hispanic Origin	3.2%
Diversity Index	46.1

2010 Population by Relationship and Household Type

Total	17,868
In Households	99.1%
In Family Households	88.9%
Householder	28.4%
Spouse	21.1%
Child	33.6%
Other relative	3.9%
Nonrelative	1.9%
In Nonfamily Households	10.3%
In Group Quarters	0.9%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.0%

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.



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2019 Population 25+ by Educational Attainment	
Total	13,850
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	29.6%
GED/Alternative Credential	5.1%
Some College, No Degree	20.8%
Associate Degree	8.8%
Bachelor's Degree	14.0%
Graduate/Professional Degree	9.2%
2019 Population 15+ by Marital Status	
Total	16,046
Never Married	26.5%
Married	57.5%
Widowed	6.6%
Divorced	9.5%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%
2019 Employed Population 16+ by Industry	
Total	8,876
Agriculture/Mining	2.4%
Construction	7.0%
Manufacturing	12.6%
Wholesale Trade	3.0%
Retail Trade	8.2%
Transportation/Utilities	8.6%
Information	1.9%
Finance/Insurance/Real Estate	6.0%
Services	45.9%
Public Administration	4.5%
2019 Employed Population 16+ by Occupation	
Total	8,876
White Collar	53.4%
Management/Business/Financial	15.8%
Professional	15.2%
Sales	10.0%
Administrative Support	12.5%
Services	15.6%
Blue Collar	31.0%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	5.6%
Production	9.0%
Transportation/Material Moving	9.7%
2010 Population By Urban/ Rural Status	
Total Population	17,868
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	24.6%
Rural Population	75.4%

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 Households by Type

Total	6,660
Households with 1 Person	20.7%
Households with 2+ People	79.3%
Family Households	76.2%
Husband-wife Families	56.7%
With Related Children	23.4%
Other Family (No Spouse Present)	19.5%
Other Family with Male Householder	4.8%
With Related Children	2.4%
Other Family with Female Householder	14.7%
With Related Children	9.2%
Nonfamily Households	3.1%

All Households with Children 35.4%

Multigenerational Households	5.8%
Unmarried Partner Households	4.7%
Male-female	4.2%
Same-sex	0.5%

2010 Households by Size

Total	6,660
1 Person Household	20.7%
2 Person Household	35.8%
3 Person Household	17.4%
4 Person Household	15.3%
5 Person Household	6.9%
6 Person Household	2.6%
7 + Person Household	1.3%

2010 Households by Tenure and Mortgage Status

Total	6,660
Owner Occupied	77.0%
Owned with a Mortgage/Loan	51.9%
Owned Free and Clear	25.1%
Renter Occupied	23.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	7,472
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	25.3%
Rural Housing Units	74.7%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. The Great Outdoors (6C)
3. Rooted Rural (10B)

2019 Consumer Spending

Apparel & Services: Total \$	\$13,856,821
Average Spent	\$1,915.78
Spending Potential Index	89
Education: Total \$	\$9,464,230
Average Spent	\$1,308.48
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$22,561,892
Average Spent	\$3,119.30
Spending Potential Index	95
Food at Home: Total \$	\$35,711,939
Average Spent	\$4,937.36
Spending Potential Index	95
Food Away from Home: Total \$	\$24,101,628
Average Spent	\$3,332.18
Spending Potential Index	91
Health Care: Total \$	\$42,542,088
Average Spent	\$5,881.67
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$14,129,708
Average Spent	\$1,953.51
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$5,716,594
Average Spent	\$790.35
Spending Potential Index	89
Shelter: Total \$	\$111,596,592
Average Spent	\$15,428.81
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,231,919
Average Spent	\$2,382.40
Spending Potential Index	96
Travel: Total \$	\$14,240,118
Average Spent	\$1,968.77
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$7,767,104
Average Spent	\$1,073.84
Spending Potential Index	94

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.

June 24, 2020