



Community Profile

Eatonton, Georgia
 Drive Time: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.32609
 Longitude: -83.38822

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	6,848	20,396	54,673
2010 Total Population	6,604	23,091	64,835
2018 Total Population	6,454	23,578	67,355
2018 Group Quarters	153	188	2,708
2023 Total Population	6,518	24,200	68,836
2018-2023 Annual Rate	0.20%	0.52%	0.44%
2018 Total Daytime Population	6,474	22,213	73,389
Workers	3,074	8,961	34,813
Residents	3,400	13,252	38,576
Household Summary			
2000 Households	2,451	7,957	20,971
2000 Average Household Size	2.69	2.53	2.52
2010 Households	2,461	9,232	25,360
2010 Average Household Size	2.62	2.48	2.47
2018 Households	2,391	9,384	26,132
2018 Average Household Size	2.64	2.49	2.47
2023 Households	2,411	9,619	26,733
2023 Average Household Size	2.64	2.50	2.47
2018-2023 Annual Rate	0.17%	0.50%	0.46%
2010 Families	1,691	6,551	17,237
2010 Average Family Size	3.18	2.92	2.91
2018 Families	1,619	6,586	17,596
2018 Average Family Size	3.22	2.95	2.92
2023 Families	1,623	6,719	17,971
2023 Average Family Size	3.23	2.95	2.92
2018-2023 Annual Rate	0.05%	0.40%	0.42%
Housing Unit Summary			
2000 Housing Units	2,716	10,654	26,087
Owner Occupied Housing Units	61.5%	58.1%	58.3%
Renter Occupied Housing Units	28.8%	16.6%	22.1%
Vacant Housing Units	9.8%	25.3%	19.6%
2010 Housing Units	2,822	13,205	33,355
Owner Occupied Housing Units	56.5%	51.9%	51.9%
Renter Occupied Housing Units	30.7%	18.0%	24.1%
Vacant Housing Units	12.8%	30.1%	24.0%
2018 Housing Units	2,889	13,793	35,134
Owner Occupied Housing Units	48.4%	47.1%	48.2%
Renter Occupied Housing Units	34.3%	20.9%	26.2%
Vacant Housing Units	17.2%	32.0%	25.6%
2023 Housing Units	2,949	14,355	36,637
Owner Occupied Housing Units	49.4%	47.6%	48.7%
Renter Occupied Housing Units	32.3%	19.4%	24.3%
Vacant Housing Units	18.2%	33.0%	27.0%
Median Household Income			
2018	\$35,009	\$44,829	\$44,845
2023	\$38,051	\$49,916	\$49,657
Median Home Value			
2018	\$101,935	\$173,753	\$187,225
2023	\$107,131	\$190,865	\$233,887
Per Capita Income			
2018	\$17,081	\$26,086	\$26,613
2023	\$19,200	\$28,872	\$29,638
Median Age			
2010	37.5	42.7	39.8
2018	39.0	45.0	41.7
2023	41.0	46.6	43.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	2,391	9,384	26,132
<\$15,000	20.8%	14.1%	16.5%
\$15,000 - \$24,999	16.5%	11.3%	11.1%
\$25,000 - \$34,999	12.7%	11.1%	10.3%
\$35,000 - \$49,999	21.5%	18.6%	16.6%
\$50,000 - \$74,999	13.7%	18.3%	16.5%
\$75,000 - \$99,999	6.6%	9.9%	9.8%
\$100,000 - \$149,999	5.5%	10.2%	11.0%
\$150,000 - \$199,999	1.8%	3.1%	4.0%
\$200,000+	0.9%	3.6%	4.2%
Average Household Income	\$44,950	\$65,114	\$67,473
2023 Households by Income			
Household Income Base	2,411	9,619	26,733
<\$15,000	16.5%	11.0%	13.8%
\$15,000 - \$24,999	14.4%	9.3%	9.8%
\$25,000 - \$34,999	12.2%	10.1%	9.7%
\$35,000 - \$49,999	24.3%	19.7%	17.0%
\$50,000 - \$74,999	15.6%	19.8%	17.5%
\$75,000 - \$99,999	8.0%	11.5%	10.8%
\$100,000 - \$149,999	6.1%	11.5%	12.3%
\$150,000 - \$199,999	2.1%	3.5%	4.5%
\$200,000+	1.0%	3.7%	4.7%
Average Household Income	\$50,669	\$72,187	\$75,275
2018 Owner Occupied Housing Units by Value			
Total	1,399	6,495	16,926
<\$50,000	18.6%	13.1%	10.2%
\$50,000 - \$99,999	30.5%	16.2%	16.0%
\$100,000 - \$149,999	22.2%	12.5%	12.2%
\$150,000 - \$199,999	12.1%	17.3%	15.6%
\$200,000 - \$249,999	4.2%	5.1%	5.9%
\$250,000 - \$299,999	2.1%	4.7%	5.3%
\$300,000 - \$399,999	4.6%	10.6%	11.1%
\$400,000 - \$499,999	2.4%	7.2%	6.2%
\$500,000 - \$749,999	2.6%	7.5%	8.6%
\$750,000 - \$999,999	0.3%	3.5%	4.6%
\$1,000,000 - \$1,499,999	0.3%	1.4%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.9%
\$2,000,000 +	0.1%	0.6%	1.0%
Average Home Value	\$143,866	\$270,354	\$313,149
2023 Owner Occupied Housing Units by Value			
Total	1,458	6,830	17,844
<\$50,000	17.6%	11.6%	8.5%
\$50,000 - \$99,999	29.4%	14.2%	12.7%
\$100,000 - \$149,999	21.4%	11.2%	10.2%
\$150,000 - \$199,999	12.1%	16.0%	14.3%
\$200,000 - \$249,999	4.3%	5.4%	6.3%
\$250,000 - \$299,999	2.1%	5.1%	5.4%
\$300,000 - \$399,999	5.1%	11.0%	11.9%
\$400,000 - \$499,999	3.1%	8.2%	7.2%
\$500,000 - \$749,999	4.1%	10.6%	12.3%
\$750,000 - \$999,999	0.5%	5.0%	6.7%
\$1,000,000 - \$1,499,999	0.3%	1.1%	2.5%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.8%
\$2,000,000 +	0.1%	0.5%	1.2%
Average Home Value	\$157,848	\$296,238	\$359,931

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	6,605	23,090	64,835
0 - 4	7.8%	6.5%	6.0%
5 - 9	7.2%	6.3%	5.9%
10 - 14	6.9%	6.0%	5.7%
15 - 24	13.2%	11.1%	16.6%
25 - 34	12.0%	11.3%	10.8%
35 - 44	12.6%	11.7%	11.0%
45 - 54	13.7%	14.4%	13.5%
55 - 64	12.1%	15.4%	14.4%
65 - 74	8.2%	11.2%	10.1%
75 - 84	4.3%	4.7%	4.5%
85 +	1.8%	1.4%	1.5%
18 +	73.7%	77.7%	79.0%
2018 Population by Age			
Total	6,456	23,577	67,355
0 - 4	7.0%	5.7%	5.3%
5 - 9	6.8%	5.9%	5.5%
10 - 14	6.9%	6.1%	5.5%
15 - 24	11.7%	9.6%	15.1%
25 - 34	12.9%	11.8%	11.7%
35 - 44	11.5%	11.0%	10.2%
45 - 54	12.7%	12.5%	11.6%
55 - 64	13.4%	16.1%	14.8%
65 - 74	10.4%	14.1%	13.3%
75 - 84	4.7%	5.7%	5.4%
85 +	2.0%	1.5%	1.7%
18 +	75.4%	79.2%	80.7%
2023 Population by Age			
Total	6,519	24,197	68,834
0 - 4	6.6%	5.4%	5.1%
5 - 9	6.3%	5.4%	5.2%
10 - 14	6.9%	6.1%	5.5%
15 - 24	12.1%	9.9%	14.8%
25 - 34	10.9%	9.6%	10.2%
35 - 44	12.3%	11.9%	10.9%
45 - 54	11.7%	11.6%	10.8%
55 - 64	13.5%	15.5%	13.9%
65 - 74	11.9%	15.5%	14.6%
75 - 84	6.0%	7.4%	7.2%
85 +	2.0%	1.8%	1.8%
18 +	76.0%	79.5%	81.0%
2010 Population by Sex			
Males	3,067	11,258	31,228
Females	3,537	11,833	33,607
2018 Population by Sex			
Males	3,005	11,530	32,633
Females	3,448	12,049	34,722
2023 Population by Sex			
Males	3,050	11,892	33,524
Females	3,468	12,307	35,312

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	6,604	23,091	64,835
White Alone	37.1%	67.3%	65.3%
Black Alone	55.4%	26.6%	29.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.7%	1.1%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	5.3%	3.9%	2.5%
Two or More Races	1.4%	1.2%	1.2%
Hispanic Origin	7.6%	6.1%	4.2%
Diversity Index	61.9	53.6	52.7
2018 Population by Race/Ethnicity			
Total	6,453	23,578	67,355
White Alone	35.7%	65.8%	64.4%
Black Alone	56.3%	27.4%	29.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.6%	0.9%	1.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.3%	4.0%	2.7%
Two or More Races	1.7%	1.6%	1.5%
Hispanic Origin	7.7%	6.4%	4.6%
Diversity Index	61.9	55.3	54.1
2023 Population by Race/Ethnicity			
Total	6,518	24,200	68,836
White Alone	35.3%	65.1%	64.1%
Black Alone	56.3%	27.5%	29.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	0.6%	1.1%	1.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.4%	4.2%	2.9%
Two or More Races	1.9%	1.8%	1.8%
Hispanic Origin	7.8%	6.7%	4.9%
Diversity Index	62.2	56.3	55.0
2010 Population by Relationship and Household Type			
Total	6,604	23,091	64,835
In Households	97.7%	99.2%	96.6%
In Family Households	83.8%	85.2%	79.4%
Householder	25.9%	28.4%	26.5%
Spouse	14.1%	20.8%	18.9%
Child	35.5%	29.4%	28.1%
Other relative	5.9%	4.3%	3.8%
Nonrelative	2.4%	2.3%	2.1%
In Nonfamily Households	13.9%	14.0%	17.2%
In Group Quarters	2.3%	0.8%	3.4%
Institutionalized Population	2.3%	0.8%	1.6%
Noninstitutionalized Population	0.0%	0.0%	1.9%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	4,362	17,156	46,180
Less than 9th Grade	9.5%	4.8%	4.3%
9th - 12th Grade, No Diploma	9.6%	9.2%	10.8%
High School Graduate	41.6%	32.7%	28.2%
GED/Alternative Credential	3.0%	3.9%	4.4%
Some College, No Degree	18.2%	20.0%	19.3%
Associate Degree	6.1%	8.4%	8.0%
Bachelor's Degree	5.9%	13.1%	14.0%
Graduate/Professional Degree	6.2%	7.7%	10.9%
2018 Population 15+ by Marital Status			
Total	5,117	19,420	56,374
Never Married	38.1%	27.4%	33.2%
Married	45.7%	56.2%	49.9%
Widowed	6.1%	5.7%	6.5%
Divorced	10.1%	10.6%	10.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	97.6%	96.0%
Civilian Unemployed (Unemployment Rate)	2.0%	2.4%	4.0%
2018 Employed Population 16+ by Industry			
Total	3,060	10,464	28,756
Agriculture/Mining	8.1%	4.5%	3.5%
Construction	4.8%	6.3%	5.9%
Manufacturing	13.4%	12.6%	12.2%
Wholesale Trade	1.0%	1.9%	1.6%
Retail Trade	12.1%	10.6%	10.0%
Transportation/Utilities	6.3%	7.3%	5.6%
Information	0.6%	1.8%	1.5%
Finance/Insurance/Real Estate	1.4%	5.1%	5.6%
Services	47.8%	45.0%	49.6%
Public Administration	4.3%	4.7%	4.5%
2018 Employed Population 16+ by Occupation			
Total	3,063	10,465	28,756
White Collar	34.5%	50.5%	52.0%
Management/Business/Financial	7.0%	12.4%	11.9%
Professional	10.3%	17.6%	19.1%
Sales	8.0%	8.7%	9.3%
Administrative Support	9.1%	11.8%	11.6%
Services	36.2%	23.9%	23.3%
Blue Collar	29.4%	25.6%	24.8%
Farming/Forestry/Fishing	4.6%	2.8%	2.2%
Construction/Extraction	5.8%	5.0%	4.8%
Installation/Maintenance/Repair	3.2%	3.2%	3.1%
Production	10.3%	8.5%	8.6%
Transportation/Material Moving	5.5%	6.1%	6.1%
2010 Population By Urban/ Rural Status			
Total Population	6,604	23,091	64,835
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	52.3%	27.4%	43.8%
Rural Population	47.7%	72.6%	56.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,461	9,231	25,360
Households with 1 Person	26.9%	24.2%	24.4%
Households with 2+ People	73.1%	75.8%	75.6%
Family Households	68.7%	71.0%	68.0%
Husband-wife Families	37.2%	51.8%	48.4%
With Related Children	16.1%	17.5%	16.7%
Other Family (No Spouse Present)	31.5%	19.2%	19.5%
Other Family with Male Householder	6.2%	4.6%	4.4%
With Related Children	2.8%	2.4%	2.2%
Other Family with Female Householder	25.3%	14.5%	15.2%
With Related Children	17.4%	9.8%	10.0%
Nonfamily Households	4.3%	4.8%	7.6%
All Households with Children	36.8%	30.1%	29.2%
Multigenerational Households	7.7%	5.0%	4.7%
Unmarried Partner Households	6.6%	5.6%	5.5%
Male-female	6.1%	5.1%	4.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	2,462	9,231	25,361
1 Person Household	26.9%	24.2%	24.4%
2 Person Household	31.1%	39.5%	38.8%
3 Person Household	17.9%	15.7%	16.4%
4 Person Household	12.5%	11.7%	12.0%
5 Person Household	6.7%	5.4%	5.1%
6 Person Household	2.9%	2.0%	2.0%
7 + Person Household	2.0%	1.5%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,461	9,232	25,360
Owner Occupied	64.8%	74.2%	68.2%
Owned with a Mortgage/Loan	37.4%	47.0%	43.8%
Owned Free and Clear	27.3%	27.3%	24.4%
Renter Occupied	35.2%	25.8%	31.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,822	13,205	33,355
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	55.3%	22.9%	38.5%
Rural Housing Units	44.7%	77.1%	61.5%

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.

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Top 3 Tapestry Segments			
1.	Rural Bypasses (10E)	Rural Resort Dwellers (6E)	Rural Bypasses (10E)
2.	Heartland Communities	Rural Bypasses (10E)	Silver & Gold (9A)
3.	City Commons (11E)	Rooted Rural (10B)	Rural Resort Dwellers (6E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,795,269	\$15,286,191	\$45,034,079
Average Spent	\$1,169.08	\$1,628.96	\$1,723.33
Spending Potential Index	54	75	79
Education: Total \$	\$1,440,615	\$8,068,645	\$26,526,740
Average Spent	\$602.52	\$859.83	\$1,015.11
Spending Potential Index	42	59	70
Entertainment/Recreation: Total \$	\$4,601,168	\$25,930,088	\$72,541,653
Average Spent	\$1,924.37	\$2,763.22	\$2,775.97
Spending Potential Index	60	86	86
Food at Home: Total \$	\$7,465,077	\$40,838,848	\$114,223,990
Average Spent	\$3,122.16	\$4,351.97	\$4,371.04
Spending Potential Index	62	87	87
Food Away from Home: Total \$	\$4,588,854	\$25,498,525	\$74,730,449
Average Spent	\$1,919.22	\$2,717.23	\$2,859.73
Spending Potential Index	55	77	81
Health Care: Total \$	\$8,861,736	\$50,594,393	\$137,337,233
Average Spent	\$3,706.29	\$5,391.56	\$5,255.52
Spending Potential Index	65	94	92
HH Furnishings & Equipment: Total \$	\$2,757,613	\$15,731,223	\$45,174,597
Average Spent	\$1,153.33	\$1,676.39	\$1,728.71
Spending Potential Index	55	80	83
Personal Care Products & Services: Total \$	\$1,058,232	\$6,017,475	\$17,537,088
Average Spent	\$442.59	\$641.25	\$671.10
Spending Potential Index	53	77	81
Shelter: Total \$	\$19,717,354	\$111,294,340	\$334,972,404
Average Spent	\$8,246.49	\$11,860.01	\$12,818.48
Spending Potential Index	49	71	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,332,352	\$19,371,562	\$54,883,410
Average Spent	\$1,393.71	\$2,064.32	\$2,100.24
Spending Potential Index	56	83	84
Travel: Total \$	\$2,379,643	\$14,481,223	\$42,586,705
Average Spent	\$995.25	\$1,543.18	\$1,629.68
Spending Potential Index	46	72	76
Vehicle Maintenance & Repairs: Total \$	\$1,548,966	\$8,663,452	\$24,415,791
Average Spent	\$647.83	\$923.22	\$934.33
Spending Potential Index	60	86	87

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.