



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

	Putnam County...
Population Summary	
2000 Total Population	18,812
2010 Total Population	21,218
2018 Total Population	21,678
2018 Group Quarters	172
2023 Total Population	22,336
2018-2023 Annual Rate	0.60%
2018 Total Daytime Population	19,261
Workers	7,037
Residents	12,224
Household Summary	
2000 Households	7,402
2000 Average Household Size	2.50
2010 Households	8,601
2010 Average Household Size	2.45
2018 Households	8,740
2018 Average Household Size	2.46
2023 Households	8,988
2023 Average Household Size	2.47
2018-2023 Annual Rate	0.56%
2010 Families	6,075
2010 Average Family Size	2.88
2018 Families	6,097
2018 Average Family Size	2.91
2023 Families	6,236
2023 Average Family Size	2.93
2018-2023 Annual Rate	0.45%
Housing Unit Summary	
2000 Housing Units	10,319
Owner Occupied Housing Units	56.9%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	28.3%
2010 Housing Units	12,804
Owner Occupied Housing Units	50.3%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	32.8%
2018 Housing Units	13,406
Owner Occupied Housing Units	45.2%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	34.8%
2023 Housing Units	13,956
Owner Occupied Housing Units	45.8%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	35.6%
Median Household Income	
2018	\$43,961
2023	\$49,124
Median Home Value	
2018	\$169,831
2023	\$181,371
Per Capita Income	
2018	\$26,315
2023	\$29,098
Median Age	
2010	43.5
2018	45.8
2023	47.4

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.



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

	Putnam County...
2018 Households by Income	
Household Income Base	8,740
<\$15,000	14.2%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	9.6%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.8%
\$200,000+	3.9%
Average Household Income	\$65,094
2023 Households by Income	
Household Income Base	8,988
<\$15,000	10.9%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	20.5%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	3.2%
\$200,000+	4.0%
Average Household Income	\$72,140
2018 Owner Occupied Housing Units by Value	
Total	6,063
<\$50,000	14.6%
\$50,000 - \$99,999	15.6%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	7.6%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	3.7%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.7%
Average Home Value	\$265,722
2023 Owner Occupied Housing Units by Value	
Total	6,398
<\$50,000	13.1%
\$50,000 - \$99,999	14.3%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	5.0%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	8.6%
\$400,000 - \$499,999	8.6%
\$500,000 - \$749,999	9.3%
\$750,000 - \$999,999	5.1%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.5%
Average Home Value	\$283,425

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.



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

	Putnam County...
2010 Population by Age	
Total	21,218
0 - 4	6.3%
5 - 9	6.0%
10 - 14	5.8%
15 - 24	10.9%
25 - 34	11.2%
35 - 44	11.5%
45 - 54	14.3%
55 - 64	15.7%
65 - 74	11.7%
75 - 84	4.9%
85 +	1.5%
18 +	78.3%
2018 Population by Age	
Total	21,678
0 - 4	5.6%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	9.3%
25 - 34	11.7%
35 - 44	10.9%
45 - 54	12.5%
55 - 64	16.5%
65 - 74	14.4%
75 - 84	6.0%
85 +	1.6%
18 +	79.8%
2023 Population by Age	
Total	22,336
0 - 4	5.3%
5 - 9	5.2%
10 - 14	5.9%
15 - 24	9.5%
25 - 34	9.5%
35 - 44	11.9%
45 - 54	11.5%
55 - 64	16.1%
65 - 74	15.8%
75 - 84	7.4%
85 +	1.8%
18 +	80.1%
2010 Population by Sex	
Males	10,331
Females	10,887
2018 Population by Sex	
Males	10,586
Females	11,092
2023 Population by Sex	
Males	10,971
Females	11,365

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



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

	Putnam County...
2010 Population by Race/Ethnicity	
Total	21,218
White Alone	67.9%
Black Alone	26.0%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.1%
Two or More Races	1.2%
Hispanic Origin	6.3%
Diversity Index	53.4
2018 Population by Race/Ethnicity	
Total	21,678
White Alone	66.2%
Black Alone	27.0%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	1.6%
Hispanic Origin	6.6%
Diversity Index	55.1
2023 Population by Race/Ethnicity	
Total	22,336
White Alone	65.6%
Black Alone	27.2%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	1.9%
Hispanic Origin	6.8%
Diversity Index	56.0
2010 Population by Relationship and Household Type	
Total	21,218
In Households	99.2%
In Family Households	84.9%
Householder	28.6%
Spouse	21.0%
Child	28.7%
Other relative	4.3%
Nonrelative	2.3%
In Nonfamily Households	14.3%
In Group Quarters	0.8%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.1%

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.

October 15, 2018



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

	Putnam County...
2018 Population 25+ by Educational Attainment	
Total	15,951
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	10.3%
High School Graduate	33.9%
GED/Alternative Credential	3.8%
Some College, No Degree	19.5%
Associate Degree	8.2%
Bachelor's Degree	12.8%
Graduate/Professional Degree	6.6%
2018 Population 15+ by Marital Status	
Total	17,975
Never Married	25.1%
Married	58.3%
Widowed	5.3%
Divorced	11.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.0%
Civilian Unemployed (Unemployment Rate)	2.0%
2018 Employed Population 16+ by Industry	
Total	9,594
Agriculture/Mining	4.4%
Construction	6.5%
Manufacturing	12.9%
Wholesale Trade	2.3%
Retail Trade	11.3%
Transportation/Utilities	7.4%
Information	2.3%
Finance/Insurance/Real Estate	5.2%
Services	43.5%
Public Administration	4.3%
2018 Employed Population 16+ by Occupation	
Total	9,594
White Collar	51.0%
Management/Business/Financial	12.9%
Professional	16.7%
Sales	8.8%
Administrative Support	12.6%
Services	23.3%
Blue Collar	25.7%
Farming/Forestry/Fishing	2.6%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.5%
Production	8.4%
Transportation/Material Moving	6.5%
2010 Population By Urban/ Rural Status	
Total Population	21,218
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	19.1%
Rural Population	80.9%

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



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

	Putnam County...
2010 Households by Type	
Total	8,601
Households with 1 Person	24.7%
Households with 2+ People	75.3%
Family Households	70.6%
Husband-wife Families	51.8%
With Related Children	16.8%
Other Family (No Spouse Present)	18.8%
Other Family with Male Householder	4.6%
With Related Children	2.3%
Other Family with Female Householder	14.2%
With Related Children	9.4%
Nonfamily Households	4.7%
All Households with Children	29.0%
Multigenerational Households	5.0%
Unmarried Partner Households	5.7%
Male-female	5.1%
Same-sex	0.6%
2010 Households by Size	
Total	8,601
1 Person Household	24.7%
2 Person Household	40.2%
3 Person Household	15.1%
4 Person Household	11.5%
5 Person Household	5.4%
6 Person Household	1.9%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	8,601
Owner Occupied	74.9%
Owned with a Mortgage/Loan	47.0%
Owned Free and Clear	27.9%
Renter Occupied	25.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,804
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	15.0%
Rural Housing Units	85.0%

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



Market Profile

Putnam County, GA 4
 Putnam County, GA (13237)
 Geography: County

Prepared by Esri

		Putnam County...
Top 3 Tapestry Segments		
	1.	Rural Resort Dwellers (6E)
	2.	Rural Bypasses (10E)
	3.	Silver & Gold (9A)
2018 Consumer Spending		
Apparel & Services: Total \$		\$14,127,706
Average Spent		\$1,616.44
Spending Potential Index		74
Education: Total \$		\$7,297,188
Average Spent		\$834.92
Spending Potential Index		58
Entertainment/Recreation: Total \$		\$24,412,350
Average Spent		\$2,793.18
Spending Potential Index		87
Food at Home: Total \$		\$38,417,354
Average Spent		\$4,395.58
Spending Potential Index		88
Food Away from Home: Total \$		\$23,657,327
Average Spent		\$2,706.79
Spending Potential Index		77
Health Care: Total \$		\$47,799,224
Average Spent		\$5,469.02
Spending Potential Index		96
HH Furnishings & Equipment: Total \$		\$14,688,568
Average Spent		\$1,680.61
Spending Potential Index		80
Personal Care Products & Services: Total \$		\$5,574,231
Average Spent		\$637.78
Spending Potential Index		77
Shelter: Total \$		\$103,053,343
Average Spent		\$11,791.00
Spending Potential Index		70
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$18,026,149
Average Spent		\$2,062.49
Spending Potential Index		83
Travel: Total \$		\$13,486,703
Average Spent		\$1,543.10
Spending Potential Index		72
Vehicle Maintenance & Repairs: Total \$		\$8,122,484
Average Spent		\$929.35
Spending Potential Index		86

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.