

Oconee County, GA

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Taxes & Incentives

Effective Property Tax:	Job Tax Credit:	\$1250	Opportunity Zone:	No
\$9.27 per \$1,000 FMV	Job Tax Credit Tier:	4	Federal Opp. Zone:	No
Total Millage Rate: 23.19	Investment Tax Credit:	1%	Less Developed Census Tract:	No
Total Sales Tax: 7%	Freeport Category 1,2,3,4:	100%, 100%, 100%, 0%	Military Zone:	No
			Foreign Trade Zone:	No
			New Market Tax Credit:	Yes

Workforce

County Laborforce: ¹	18,305	Working Residents	Workers Employed in County
County Average Weekly Wage:	\$780	Working in County: 28.2%	Residents of County: 21.2%
County Unemployment Rate:	4.6%	Working in Other Counties: 71.8%	Residents of Other Counties: 78.8%
Draw Area Laborforce:	216,000		
Draw Area Average Weekly Wage:	\$814		

Top Draw Area Colleges & Universities ²

Name	City	County	Enrollment
University of Georgia	Athens	Clarke	37,606
Athens Technical College	Athens	Clarke	4,207
Lanier Technical College - Barrow Campus	Winder	Barrow	429
Athens Technical College - Walton Career Academy	Monroe	Walton	334
Athens Technical College - Walton County	Monroe	Walton	285

¹ Monthly workforce data from the Georgia Department of Labor

² Includes contiguous counties according to Georgia Department of Labor draw areas

Sources: Georgia Department of Revenue, Georgia Department of Labor, Georgia Dept. of Community Affairs, TCSG, University System of Georgia, OnTheMap

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Community Profile Report

Oconee County, GA

Population Summary	
2000 Total Population	26,225
2010 Total Population	32,808
2020 Total Population	40,871
2020 Group Quarters	151
2025 Total Population	44,963
2019-2024 Annual Rate	1.93%
2020 Total Daytime Population	39,481
Workers	15,205
Residents	24,276
Household Summary	
2000 Households	9,051
2000 Average Household Size	2.87
2010 Households	11,622
2010 Average Household Size	2.81
2020 Households	14,474
2020 Average Household Size	2.81
2025 Households	15,928
2025 Average Household Size	2.81
2019-2024 Annual Rate	1.93%
2010 Families	9,346
2010 Average Family Size	3.16
2020 Families	11,514
2020 Average Family Size	3.18
2025 Families	12,624
2025 Average Family Size	3.19
2019-2024 Annual Rate	1.86%
Housing Unit Summary	
2000 Housing Units	9,528
Owner Occupied Housing Units	76.2%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	5.0%
2010 Housing Units	12,383
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	17.8%
Vacant Housing Units	6.1%
2020 Housing Units	15,316
Owner Occupied Housing Units	76.8%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	5.5%
2025 Housing Units	16,802
Owner Occupied Housing Units	76.9%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	5.2%
Median Household Income	
2020	\$89,434
2025	\$99,981
Median Home Value	
2020	\$296,785
2025	\$320,437
Per Capita Income	
2020	\$40,583
2025	\$44,712
Median Age	
2010	38.9
2020	41.1
2025	41.9

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.



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2020 Households by Income	
Household Income Base	14,474
<\$15,000	3.9%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	11.0%
\$200,000+	12.1%
Average Household Income	\$114,587
2025 Households by Income	
Household Income Base	15,928
<\$15,000	3.2%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	24.1%
\$150,000 - \$199,999	12.3%
\$200,000+	13.6%
Average Household Income	\$126,207
2020 Owner Occupied Housing Units by Value	
Total	11,759
<\$50,000	1.4%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	17.1%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	23.6%
\$400,000 - \$499,999	10.5%
\$500,000 - \$749,999	11.0%
\$750,000 - \$999,999	2.4%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.6%
Average Home Value	\$349,462
2025 Owner Occupied Housing Units by Value	
Total	12,928
<\$50,000	1.1%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	25.5%
\$400,000 - \$499,999	11.9%
\$500,000 - \$749,999	13.0%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.7%
Average Home Value	\$373,718

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	32,808
0 - 4	5.9%
5 - 9	8.2%
10 - 14	8.9%
15 - 24	12.3%
25 - 34	9.3%
35 - 44	15.0%
45 - 54	16.8%
55 - 64	12.8%
65 - 74	6.5%
75 - 84	3.1%
85 +	1.3%
18 +	71.6%
2020 Population by Age	
Total	40,871
0 - 4	5.3%
5 - 9	6.3%
10 - 14	7.1%
15 - 24	12.7%
25 - 34	11.5%
35 - 44	11.8%
45 - 54	14.8%
55 - 64	15.1%
65 - 74	9.9%
75 - 84	4.2%
85 +	1.4%
18 +	76.6%
2025 Population by Age	
Total	44,963
0 - 4	5.3%
5 - 9	6.1%
10 - 14	6.9%
15 - 24	11.0%
25 - 34	11.9%
35 - 44	12.8%
45 - 54	13.0%
55 - 64	14.5%
65 - 74	11.4%
75 - 84	5.7%
85 +	1.5%
18 +	77.7%
2010 Population by Sex	
Males	16,007
Females	16,801
2020 Population by Sex	
Males	19,898
Females	20,973
2025 Population by Sex	
Males	21,880
Females	23,083

Community Profile Report

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2010 Population by Race/Ethnicity	
Total	32,808
White Alone	88.4%
Black Alone	5.0%
American Indian Alone	0.1%
Asian Alone	3.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	1.4%
Hispanic Origin	4.4%
Diversity Index	28.1
2020 Population by Race/Ethnicity	
Total	40,871
White Alone	85.8%
Black Alone	5.2%
American Indian Alone	0.2%
Asian Alone	4.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	1.9%
Hispanic Origin	5.2%
Diversity Index	33.3
2025 Population by Race/Ethnicity	
Total	44,963
White Alone	84.4%
Black Alone	5.2%
American Indian Alone	0.2%
Asian Alone	5.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	2.0%
Hispanic Origin	5.8%
Diversity Index	36.0
2010 Population by Relationship and Household Type	
Total	32,808
In Households	99.6%
In Family Households	91.2%
Householder	28.5%
Spouse	23.9%
Child	35.4%
Other relative	2.4%
Nonrelative	1.1%
In Nonfamily Households	8.4%
In Group Quarters	0.4%
Institutionalized Population	0.3%
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.

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2020 Population 25+ by Educational Attainment	
Total	28,033
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	16.6%
GED/Alternative Credential	2.3%
Some College, No Degree	14.6%
Associate Degree	8.3%
Bachelor's Degree	24.9%
Graduate/Professional Degree	28.5%
2020 Population 15+ by Marital Status	
Total	33,233
Never Married	23.9%
Married	61.6%
Widowed	4.7%
Divorced	9.8%
2020 Civilian Population 16+ in Labor Force	
Civilian Employed	88.6%
Civilian Unemployed (Unemployment Rate)	11.4%
2020 Employed Population 16+ by Industry	
Total	16,680
Agriculture/Mining	1.1%
Construction	5.5%
Manufacturing	10.2%
Wholesale Trade	2.9%
Retail Trade	8.1%
Transportation/Utilities	3.9%
Information	1.2%
Finance/Insurance/Real Estate	4.7%
Services	57.1%
Public Administration	5.3%
2020 Employed Population 16+ by Occupation	
Total	16,680
White Collar	74.7%
Management/Business/Financial	20.2%
Professional	35.3%
Sales	9.2%
Administrative Support	10.1%
Services	11.1%
Blue Collar	14.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.2%
Installation/Maintenance/Repair	1.5%
Production	5.1%
Transportation/Material Moving	3.9%
2010 Population By Urban/ Rural Status	
Total Population	32,808
Population Inside Urbanized Area	49.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	50.3%

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2010 Households by Type	
Total	11,622
Households with 1 Person	16.3%
Households with 2+ People	83.7%
Family Households	80.4%
Husband-wife Families	67.4%
With Related Children	34.4%
Other Family (No Spouse Present)	13.1%
Other Family with Male Householder	3.5%
With Related Children	2.2%
Other Family with Female Householder	9.5%
With Related Children	6.6%
Nonfamily Households	3.3%
All Households with Children	43.4%
Multigenerational Households	3.4%
Unmarried Partner Households	3.4%
Male-female	2.8%
Same-sex	0.6%
2010 Households by Size	
Total	11,622
1 Person Household	16.3%
2 Person Household	33.3%
3 Person Household	19.4%
4 Person Household	19.4%
5 Person Household	8.2%
6 Person Household	2.4%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	11,622
Owner Occupied	81.0%
Owned with a Mortgage/Loan	61.7%
Owned Free and Clear	19.4%
Renter Occupied	19.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,383
Housing Units Inside Urbanized Area	50.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	49.4%

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.

Community Profile Report

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Top 3 Tapestry Segments		
1.		N/A
2.		N/A
3.		N/A
2020 Consumer Spending		
Apparel & Services: Total \$		\$38,319,626
Average Spent		\$2,647.48
Spending Potential Index		123
Education: Total \$		\$33,521,590
Average Spent		\$2,315.99
Spending Potential Index		129
Entertainment/Recreation: Total \$		\$59,946,562
Average Spent		\$4,141.67
Spending Potential Index		127
Food at Home: Total \$		\$93,985,027
Average Spent		\$6,493.37
Spending Potential Index		122
Food Away from Home: Total \$		\$66,751,264
Average Spent		\$4,611.80
Spending Potential Index		122
Health Care: Total \$		\$107,279,995
Average Spent		\$7,411.91
Spending Potential Index		129
HH Furnishings & Equipment: Total \$		\$41,086,632
Average Spent		\$2,838.65
Spending Potential Index		130
Personal Care Products & Services: Total \$		\$16,874,338
Average Spent		\$1,165.84
Spending Potential Index		127
Shelter: Total \$		\$342,318,045
Average Spent		\$23,650.55
Spending Potential Index		122
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$45,016,353
Average Spent		\$3,110.15
Spending Potential Index		133
Travel: Total \$		\$46,261,345
Average Spent		\$3,196.17
Spending Potential Index		133
Vehicle Maintenance & Repairs: Total \$		\$20,981,961
Average Spent		\$1,449.63
Spending Potential Index		125

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.