



Community Profile

Baldwin County, GA (13009)

Geography: County

	Baldwin Count...
Population Summary	
2000 Total Population	44,700
2010 Total Population	45,720
2020 Total Population	46,917
2020 Group Quarters	5,686
2025 Total Population	46,720
2020-2025 Annual Rate	-0.08%
2020 Total Daytime Population	45,757
Workers	16,010
Residents	29,747
Household Summary	
2000 Households	14,758
2000 Average Household Size	2.50
2010 Households	16,788
2010 Average Household Size	2.45
2020 Households	16,913
2020 Average Household Size	2.44
2025 Households	16,861
2025 Average Household Size	2.43
2020-2025 Annual Rate	-0.06%
2010 Families	10,373
2010 Average Family Size	2.97
2020 Families	10,232
2020 Average Family Size	2.98
2025 Families	10,128
2025 Average Family Size	2.98
2020-2025 Annual Rate	-0.20%
Housing Unit Summary	
2000 Housing Units	17,173
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	14.1%
2010 Housing Units	20,159
Owner Occupied Housing Units	49.3%
Renter Occupied Housing Units	34.0%
Vacant Housing Units	16.7%
2020 Housing Units	20,501
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	37.7%
Vacant Housing Units	17.5%
2025 Housing Units	20,946
Owner Occupied Housing Units	43.6%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	19.5%
Median Household Income	
2020	\$38,282
2025	\$41,366
Median Home Value	
2020	\$132,987
2025	\$148,307
Per Capita Income	
2020	\$19,816
2025	\$21,900
Median Age	
2010	34.1
2020	35.8
2025	37.4

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Baldwin County, GA (13009)
 Geography: County

Baldwin Count...

2020 Households by Income

Household Income Base	16,913
<\$15,000	22.7%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	2.8%
\$200,000+	1.4%
Average Household Income	\$53,310

2025 Households by Income

Household Income Base	16,861
<\$15,000	20.7%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	3.5%
\$200,000+	1.6%
Average Household Income	\$59,017

2020 Owner Occupied Housing Units by Value

Total	9,178
<\$50,000	16.4%
\$50,000 - \$99,999	22.6%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	9.4%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$170,955

2025 Owner Occupied Housing Units by Value

Total	9,122
<\$50,000	14.4%
\$50,000 - \$99,999	20.3%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	14.3%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	10.9%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$185,661

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Baldwin County, GA (13009)

Geography: County

Baldwin Count...

2010 Population by Age

Total	45,720
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.3%
15 - 24	21.7%
25 - 34	12.1%
35 - 44	11.3%
45 - 54	13.9%
55 - 64	11.8%
65 - 74	7.1%
75 - 84	3.6%
85 +	1.3%
18 +	79.5%

2020 Population by Age

Total	46,917
0 - 4	5.2%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	18.7%
25 - 34	14.4%
35 - 44	11.3%
45 - 54	11.5%
55 - 64	12.5%
65 - 74	9.6%
75 - 84	4.4%
85 +	1.6%
18 +	81.2%

2025 Population by Age

Total	46,720
0 - 4	5.1%
5 - 9	5.1%
10 - 14	5.4%
15 - 24	19.2%
25 - 34	12.2%
35 - 44	12.1%
45 - 54	11.2%
55 - 64	11.7%
65 - 74	10.4%
75 - 84	5.7%
85 +	1.7%
18 +	81.3%

2010 Population by Sex

Males	22,683
Females	23,037

2020 Population by Sex

Males	23,718
Females	23,199

2025 Population by Sex

Males	23,667
Females	23,053

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Baldwin County, GA (13009)

Geography: County

	Baldwin Count...
2010 Population by Race/Ethnicity	
Total	45,720
White Alone	54.9%
Black Alone	41.5%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.2%
Hispanic Origin	2.0%
Diversity Index	54.5
2020 Population by Race/Ethnicity	
Total	46,917
White Alone	52.3%
Black Alone	43.4%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	1.5%
Hispanic Origin	2.2%
Diversity Index	55.8
2025 Population by Race/Ethnicity	
Total	46,720
White Alone	51.3%
Black Alone	43.9%
American Indian Alone	0.3%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	1.7%
Hispanic Origin	2.4%
Diversity Index	56.6
2010 Population by Relationship and Household Type	
Total	45,720
In Households	90.0%
In Family Households	69.6%
Householder	22.7%
Spouse	14.0%
Child	27.6%
Other relative	3.2%
Nonrelative	2.2%
In Nonfamily Households	20.4%
In Group Quarters	10.0%
Institutionalized Population	6.1%
Noninstitutionalized Population	3.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Baldwin County, GA (13009)
 Geography: County

Baldwin Count...

2020 Population 25+ by Educational Attainment	
Total	30,607
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	10.2%
High School Graduate	30.6%
GED/Alternative Credential	5.7%
Some College, No Degree	18.6%
Associate Degree	8.3%
Bachelor's Degree	12.9%
Graduate/Professional Degree	9.7%
2020 Population 15+ by Marital Status	
Total	39,389
Never Married	44.5%
Married	38.5%
Widowed	5.6%
Divorced	11.4%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	18,764
Population 16+ Employed	84.3%
Population 16+ Unemployment rate	15.7%
Population 16-24 Employed	15.6%
Population 16-24 Unemployment rate	30.4%
Population 25-54 Employed	65.4%
Population 25-54 Unemployment rate	12.9%
Population 55-64 Employed	13.9%
Population 55-64 Unemployment rate	9.7%
Population 65+ Employed	5.1%
Population 65+ Unemployment rate	12.1%
2020 Employed Population 16+ by Industry	
Total	15,812
Agriculture/Mining	2.8%
Construction	6.1%
Manufacturing	9.6%
Wholesale Trade	0.3%
Retail Trade	10.2%
Transportation/Utilities	4.6%
Information	1.3%
Finance/Insurance/Real Estate	3.7%
Services	49.1%
Public Administration	12.3%
2020 Employed Population 16+ by Occupation	
Total	15,812
White Collar	51.2%
Management/Business/Financial	8.1%
Professional	22.7%
Sales	9.4%
Administrative Support	11.0%
Services	25.7%
Blue Collar	23.0%
Farming/Forestry/Fishing	1.9%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	4.7%
Production	6.1%
Transportation/Material Moving	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

February 26, 2021



Community Profile

Baldwin County, GA (13009)

Geography: County

	Baldwin Count...
2010 Households by Type	
Total	16,788
Households with 1 Person	26.9%
Households with 2+ People	73.1%
Family Households	61.8%
Husband-wife Families	38.0%
With Related Children	14.7%
Other Family (No Spouse Present)	23.8%
Other Family with Male Householder	4.6%
With Related Children	2.5%
Other Family with Female Householder	19.2%
With Related Children	12.8%
Nonfamily Households	11.3%
All Households with Children	30.5%
Multigenerational Households	4.6%
Unmarried Partner Households	6.4%
Male-female	5.8%
Same-sex	0.6%
2010 Households by Size	
Total	16,788
1 Person Household	26.9%
2 Person Household	34.1%
3 Person Household	18.6%
4 Person Household	12.4%
5 Person Household	4.9%
6 Person Household	2.0%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	16,788
Owner Occupied	59.2%
Owned with a Mortgage/Loan	37.4%
Owned Free and Clear	21.8%
Renter Occupied	40.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	161
Percent of Income for Mortgage	14.5%
Wealth Index	46
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	20,159
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	64.2%
Rural Housing Units	35.8%
2010 Population By Urban/ Rural Status	
Total Population	45,720
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	64.9%
Rural Population	35.1%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Baldwin County, GA (13009)

Geography: County

	Baldwin Count...
Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Rural Bypasses (10E)
3.	Rooted Rural (10B)
2020 Consumer Spending	
Apparel & Services: Total \$	\$21,600,671
Average Spent	\$1,277.16
Spending Potential Index	60
Education: Total \$	\$17,282,263
Average Spent	\$1,021.83
Spending Potential Index	57
Entertainment/Recreation: Total \$	\$34,285,725
Average Spent	\$2,027.18
Spending Potential Index	62
Food at Home: Total \$	\$57,377,343
Average Spent	\$3,392.50
Spending Potential Index	64
Food Away from Home: Total \$	\$39,131,000
Average Spent	\$2,313.66
Spending Potential Index	61
Health Care: Total \$	\$62,323,104
Average Spent	\$3,684.92
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$22,446,170
Average Spent	\$1,327.15
Spending Potential Index	61
Personal Care Products & Services: Total \$	\$9,207,195
Average Spent	\$544.39
Spending Potential Index	59
Shelter: Total \$	\$183,449,053
Average Spent	\$10,846.63
Spending Potential Index	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,229,203
Average Spent	\$1,491.70
Spending Potential Index	64
Travel: Total \$	\$22,245,300
Average Spent	\$1,315.28
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total \$	\$12,947,874
Average Spent	\$765.56
Spending Potential Index	66

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.