This document presents a concise profile of Ideal based on the following three topic areas:

Demographic and Social Data
- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

Economic Data
- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

Housing Data
- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

All data in this profile reflect municipal boundaries as of January 1, 2019. Population totals are from the Census Bureau’s City Population Estimates program, 2019 vintage; all other data come from the Census Bureau’s 2019 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Holger Loewendorf, GMA Research Manager, at hloewendorf@gacities.com.
**Ideal: Economic**

**Labor Force Participation and Employment**

**Unemployment Rate: 15.5%**

- Civilian Employed: 70%
- Not in Labor Force: 5%
- Unemployed: 25%

Source: American Community Survey, 2019 5-year estimates, table B23001

† Note: Unemployment rate is based upon the civilian labor force.

**Industry**

- Agriculture, forestry, fishing and hunting, and mining: 6%
- Construction: 0%
- Manufacturing: 18%
- Wholesale Trade: 0%
- Retail Trade: 3%
- Transportation and warehousing, and utilities: 14%
- Information: 0%
- Finance and insurance, real estate, rental, leasing: 0%
- Professional, scientific, mgt, administrative, waste mgt: 0%
- Educational services, and health care and social assistance: 49%
- Arts, entertainment, recreation, accommodation, food service: 0%
- Other services, except public administration: 3%
- Public administration: 7%

Source: American Community Survey, 2019 5-year estimates, table C24030

**Household Income**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>$58,700</td>
<td>$82,406</td>
</tr>
<tr>
<td>River Valley RC</td>
<td>$44,158</td>
<td>$63,899</td>
</tr>
<tr>
<td>Macon County</td>
<td>$32,161</td>
<td>$46,927</td>
</tr>
<tr>
<td>Ideal</td>
<td>$22,188</td>
<td>$30,313</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2019 5-year estimates, tables B19013 and B19025

**Poverty**

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>15%</td>
<td>86%</td>
</tr>
<tr>
<td>River Valley RC</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Macon County</td>
<td>25%</td>
<td>42%</td>
</tr>
<tr>
<td>Ideal</td>
<td>33%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2019 5-year estimates, table B17010

**Broadband Internet**

- Yes: 36%
- No: 64%

Source: American Community Survey, 2019 5-year estimates, table B28002

**Health Insurance**

- Private: 34%
- Public: 51%
- Both: 6%
- None: 9%

Source: American Community Survey, 2019 5-year estimates, table B18135
Ideal: Housing

Occupancy

- Occupied: 63%
- Vacant: 37%

Tenure and Mortgage Status

- Renter: 37%
- Owner without Mortgage: 13%
- Owner with Mortgage: 50%

Source: American Community Survey, 2019 5-year estimates, table B25002

Median Housing Costs

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideal</td>
<td>$419</td>
<td>$493</td>
</tr>
<tr>
<td>Macon County</td>
<td>$592</td>
<td>$500</td>
</tr>
<tr>
<td>River Valley RC</td>
<td>$826</td>
<td>$781</td>
</tr>
<tr>
<td>Georgia</td>
<td>$1,006</td>
<td>$1,056</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2019 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideal</td>
<td>27%</td>
<td>62%</td>
</tr>
<tr>
<td>Macon County</td>
<td>24%</td>
<td>46%</td>
</tr>
<tr>
<td>River Valley RC</td>
<td>23%</td>
<td>50%</td>
</tr>
<tr>
<td>Georgia</td>
<td>21%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2019 5-year estimates, tables B25091 and B25070

Vehicles Available

- 1 vehicle: 40%
- 2 vehicles: 26%
- 3+ vehicles: 16%
- None: 18%

Source: American Community Survey, 2019 5-year estimates, table B25044

Year Structure Built

- Before 1980: 4%
- Since 2000: 63%
- 1980-1999: 32%

Source: American Community Survey, 2019 5-year estimates, table B25034