This document presents a concise profile of Pearson 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.
Pearson: Demographic and Social

**Population**

![Population chart](image)

- 2019 Population: 2,042

**Race and Ethnicity**

- 42% Black
- 28% White
- 31% Hispanic

**Source:** U.S. Census Bureau, City Population Estimates, 2019 vintage

**Race and Ethnicity**

- 42% Black
- 28% White
- 31% Hispanic

- Source: American Community Survey, 2019 5-year estimates, table B03002

**Age**

- Male:
  - Under 5: 8%
  - 5-9: 9%
  - 10-14: 8%
  - 15-19: 5%
  - 20-24: 3%
  - 25-29: 4%
  - 30-34: 7%
  - 35-39: 8%
  - 40-44: 9%
  - 45-49: 10%
  - 50-54: 11%
  - 55-59: 11%
  - 60-64: 10%
  - 65-69: 7%
  - 70-74: 4%
  - 75-79: 2%
  - 80-84: 1%
  - 85 and over: 1%

- Female:
  - Under 5: 9%
  - 5-9: 10%
  - 10-14: 9%
  - 15-19: 6%
  - 20-24: 3%
  - 25-29: 5%
  - 30-34: 7%
  - 35-39: 8%
  - 40-44: 9%
  - 45-49: 10%
  - 50-54: 11%
  - 55-59: 10%
  - 60-64: 9%
  - 65-69: 7%
  - 70-74: 4%
  - 75-79: 2%
  - 80-84: 1%
  - 85 and over: 1%

**Source:** American Community Survey, 2019 5-year estimates, table B01001

**Household Type**

- Single-headed Family: 30%
- Married Couple Family: 33%
- Non-family: 37%

**Source:** American Community Survey, 2019 5-year estimates, table B11001

**Citizenship**

- Native Born: 83%
- Naturalized: 3%
- Not Citizen: 14%

**Source:** American Community Survey, 2019 5-year estimates, table B01002

**Educational Attainment**

- Pearson: 40%
- Atkinson County: 33%
- Southern GA RC: 19%
- Georgia: 31%

**Source:** American Community Survey, 2019 5-year estimates, table B15002
Pearson: Economic

### Labor Force Participation and Employment

**Unemployment Rate: 5.1%†**

- Civilian Employed: 60%
- Not in Labor force: 37%
- Unemployed: 3%

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: 7%
- Construction: 13%
- Manufacturing: 22%
- Wholesale Trade: 3%
- Retail Trade: 15%
- Transportation and warehousing, and utilities: 8%
- Information: 1%
- Finance and insurance, real estate, rental, leasing: 1%
- Professional, scientific, mgt, administrative, waste mgt: 9%
- Educational services, and health care and social assistance: 7%
- Arts, entertainment, recreation, accommodation, food service: 7%
- Other services, except public administration: 1%
- Public administration: 7%

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

### Household Income

<table>
<thead>
<tr>
<th>Location</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson</td>
<td>$31,929</td>
<td>$41,822</td>
</tr>
<tr>
<td>Atkinson County</td>
<td>$37,197</td>
<td>$54,979</td>
</tr>
<tr>
<td>Southern GA RC</td>
<td>$40,513</td>
<td>$55,740</td>
</tr>
<tr>
<td>Georgia</td>
<td>$58,700</td>
<td>$82,406</td>
</tr>
</tbody>
</table>

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

### Poverty

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Population</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson</td>
<td>32%</td>
<td>63%</td>
</tr>
<tr>
<td>Atkinson County</td>
<td>30%</td>
<td>53%</td>
</tr>
<tr>
<td>Southern GA RC</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>Georgia</td>
<td>15%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

### Broadband Internet

- Yes: 49%
- No: 51%

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

### Health Insurance

- Private: 27%
- Public: 38%
- Both: 8%
- None: 27%

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

Occupancy
- Occupied: 80%
- Vacant: 20%

Tenure and Mortgage Status
- Renter: 40%
- Owner with Mortgage: 16%
- Owner without Mortgage: 44%

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

Median Housing Costs
- Georgia: $1,056
- Pearson: $510
- Atkinson County: $454
- Southern GA RC: $697
- None: 13%

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

Housing Cost-Burdened Households
- Pearson: 21%
- Atkinson County: 15%
- Southern GA RC: 21%
- Georgia: 21%

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

Vehicles Available
- 1 vehicle: 39%
- 2 vehicles: 40%
- 3+ vehicles: 5%
- None: 13%

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

Year Structure Built
- Before 1980: 14%
- Since 2000: 46%
- 1980-1999: 42%

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