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

**Population**

*2019 Population: 25,694*

**Race and Ethnicity**

- Black: 26%
- White: 59%
- Hispanic: 7%
- Other: 8%

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

**Age**

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

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

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

**Household Type**

- Married Couple Family: 55%
- Single-headed Family: 15%
- Non-family: 30%

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

**Citizenship**

- Native Born: 92%
- Naturalized: 8%

Source: American Community Survey, 2019 5-year estimates, table B005002

**Educational Attainment**

- Pooler:
  - BA or higher: 38%
  - Less than HS: 8%

- Chatham County:
  - BA or higher: 34%
  - Less than HS: 10%

- Coastal RC:
  - BA or higher: 28%
  - Less than HS: 11%

- Georgia:
  - BA or higher: 31%
  - Less than HS: 13%

Source: American Community Survey, 2019 5-year estimates, table B150002
### Pooler: Economic

#### Labor Force Participation and Employment

Unemployment Rate: 6.4%†

- Civilian Employed: 69%
- Not in Labor force: 24%
- Unemployed: 2%
- Armed Forces: 5%

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

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

#### Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry, fishing and hunting, and mining</td>
<td>0%</td>
</tr>
<tr>
<td>Construction</td>
<td>3%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>13%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>3%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>14%</td>
</tr>
<tr>
<td>Transportation and warehousing, and utilities</td>
<td>11%</td>
</tr>
<tr>
<td>Information</td>
<td>3%</td>
</tr>
<tr>
<td>Finance and insurance, real estate, rental, leasing</td>
<td>9%</td>
</tr>
<tr>
<td>Professional, scientific, mgt, administrative, waste mgt</td>
<td>9%</td>
</tr>
<tr>
<td>Educational services, and health care and social assistance</td>
<td>18%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation, food service</td>
<td>7%</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>3%</td>
</tr>
<tr>
<td>Public administration</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

#### Household Income

<table>
<thead>
<tr>
<th>Region</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pooler</td>
<td>$79,426</td>
<td>$96,021</td>
</tr>
<tr>
<td>Chatham County</td>
<td>$56,842</td>
<td>$80,665</td>
</tr>
<tr>
<td>Coastal RC</td>
<td>$55,217</td>
<td>$75,933</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>Region</th>
<th>Total Population</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pooler</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Chatham County</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Coastal RC</td>
<td>16%</td>
<td>22%</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: 90%
- No: 10%

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

#### Health Insurance

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>72%</td>
</tr>
<tr>
<td>Both</td>
<td>9%</td>
</tr>
<tr>
<td>Public</td>
<td>10%</td>
</tr>
<tr>
<td>None</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

**Occupancy**
- Occupied: 95%
- Vacant: 5%

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

**Tenure and Mortgage Status**
- Renter: 41%
- Owner without Mortgage: 12%
- Owner with Mortgage: 47%

Source: American Community Survey, 2019 5-year estimates, tables B25009 and B25081

**Median Housing Costs**

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pooler</td>
<td>$1,250</td>
<td>$1,462</td>
</tr>
<tr>
<td>Chatham County</td>
<td>$1,085</td>
<td>$1,170</td>
</tr>
<tr>
<td>Coastal RC</td>
<td>$1,009</td>
<td>$1,026</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>Pooler</td>
<td>37%</td>
<td>21%</td>
</tr>
<tr>
<td>Chatham County</td>
<td>49%</td>
<td>23%</td>
</tr>
<tr>
<td>Coastal RC</td>
<td>50%</td>
<td>21%</td>
</tr>
<tr>
<td>Georgia</td>
<td>49%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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

**Vehicles Available**
- 1 vehicle: 29%
- 2 vehicles: 42%
- 3+ vehicles: 27%

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

**Year Structure Built**
- Before 1980: 13%
- Since 2000: 16%
- 1980-1999: 71%

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