This document presents a concise profile of Rocky Ford 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.
Rocky Ford: Economic

**Labor Force Participation and Employment**

Unemployment Rate: 13.7%†

<table>
<thead>
<tr>
<th>Civilian Employed</th>
<th>Not in Labor force</th>
<th>Unemployed</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>49%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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>5%</td>
</tr>
<tr>
<td>Construction</td>
<td>2%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>10%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>8%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>2%</td>
</tr>
<tr>
<td>Transportation and warehousing, and utilities</td>
<td>11%</td>
</tr>
<tr>
<td>Information</td>
<td>0%</td>
</tr>
<tr>
<td>Finance and insurance, real estate, rental, leasing</td>
<td>0%</td>
</tr>
<tr>
<td>Professional, scientific, mgt, administrative, waste mgt</td>
<td>0%</td>
</tr>
<tr>
<td>Educational services, and health care and social assistance</td>
<td>22%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation, food</td>
<td>17%</td>
</tr>
<tr>
<td>service</td>
<td></td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>13%</td>
</tr>
<tr>
<td>Public administration</td>
<td>11%</td>
</tr>
</tbody>
</table>

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>Rocky Ford</td>
<td>$46,250</td>
<td>$44,932</td>
</tr>
<tr>
<td>Screven County</td>
<td>$39,842</td>
<td>$56,501</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></th>
<th>Total Population</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rocky Ford</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Screven County</td>
<td>22%</td>
<td>37%</td>
</tr>
<tr>
<td>Coastal RC</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Georgia</td>
<td>22%</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

**Broadband Internet**

Yes 79%

No 21%

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>34%</td>
</tr>
<tr>
<td>Public</td>
<td>39%</td>
</tr>
<tr>
<td>Both</td>
<td>16%</td>
</tr>
<tr>
<td>None</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

Occupancy

- Occupied: 55%
- Vacant: 45%

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

Tenure and Mortgage Status

- Renter: 61%
- Owner with Mortgage: 13%
- Owner without Mortgage: 26%

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

Median Housing Costs

- Rocky Ford:
  - Owners: $540
  - Renters: $1,009

- Screven County:
  - Owners: $663
  - Renters: $1,026

- Coastal RC:
  - Owners: $1,006
  - Renters: $1,056

- Georgia:
  - Owners: $1,006
  - Renters: $1,056

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

Housing Cost-Burdened Households

- Rocky Ford:
  - Owners: 35%
  - Renters: 19%

- Screven County:
  - Owners: 48%
  - Renters: 20%

- Coastal RC:
  - Owners: 50%
  - Renters: 21%

- Georgia:
  - Owners: 49%
  - Renters: 21%

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

Vehicles Available

- 1 vehicle: 49%
- 2 vehicles: 32%
- 3+ vehicles: 19%

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

Year Structure Built

- Before 1980: 78%
- 1980-1999: 19%
- Since 2000: 3%

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