This document presents a concise profile of Watkinsville 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
Watkinsville: Demographic and Social

### Population

**2019 Population: 2,936**

- **2010:** 2,000
- **2011:** 2,040
- **2012:** 2,080
- **2013:** 2,120
- **2014:** 2,160
- **2015:** 2,200
- **2016:** 2,240
- **2017:** 2,280
- **2018:** 2,320
- **2019:** 2,360

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

### Race and Ethnicity

- **Black:** 6%
- **White:** 88%
- **Hispanic:** 3%
- **Other:** 3%

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

### Age

- **85 and over:** 0%
- **80-84:** 2%
- **75-79:** 4%
- **70-74:** 6%
- **65-69:** 8%
- **60-64:** 10%
- **55-59:** 12%
- **50-54:** 14%
- **45-49:** 16%
- **40-44:** 18%
- **35-39:** 20%
- **30-34:** 22%
- **25-29:** 24%
- **20-24:** 26%
- **15-19:** 28%
- **10-14:** 30%
- **5-9:** 32%
- **Under 5:** 34%

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

### Household Type

- **Married Couple Family:** 48%
- **Single-headed Family:** 23%
- **Non-family:** 29%

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

### Citizenship

- **Native Born:** 92%
- **Naturalized:** 4%
- **Non-Citizen:** 3%

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

### Educational Attainment

- **Watkinsville:** 6% BA or higher, 48% Less than HS
- **Oconee County:** 5% BA or higher, 52% Less than HS
- **Northeast GA RC:** 14% BA or higher, 26% Less than HS
- **Georgia:** 13% BA or higher, 31% Less than HS

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

### Labor Force Participation and Employment

**Unemployment Rate: 1.6%†**

- **Civilian Employed:** 65%
- **Not in Labor force:** 34%
- **Unemployed:** 1%

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: 1%
- Construction: 1%
- Manufacturing: 9%
- Wholesale Trade: 5%
- Retail Trade: 10%
- Transportation and warehousing, and utilities: 2%
- Information: 2%
- Finance and insurance, real estate, rental, leasing: 4%
- Professional, scientific, mgt, administrative, waste mgt: 12%
- Educational services, and health care and social assistance: 36%
- Arts, entertainment, recreation, accommodation, food service: 10%
- Other services, except public administration: 6%
- Public administration: 3%

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>Watkinsville</td>
<td>$72,500</td>
<td>$87,038</td>
</tr>
<tr>
<td>Oconee County</td>
<td>$90,751</td>
<td>$122,678</td>
</tr>
<tr>
<td>Northeast GA RC</td>
<td>$55,326</td>
<td>$73,734</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>Watkinsville</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Oconee County</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Northeast GA RC</td>
<td>21%</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: 88%
- No: 12%

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

### Health Insurance

- Private: 73%
- Both: 10%
- Public: 9%
- None: 6%

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