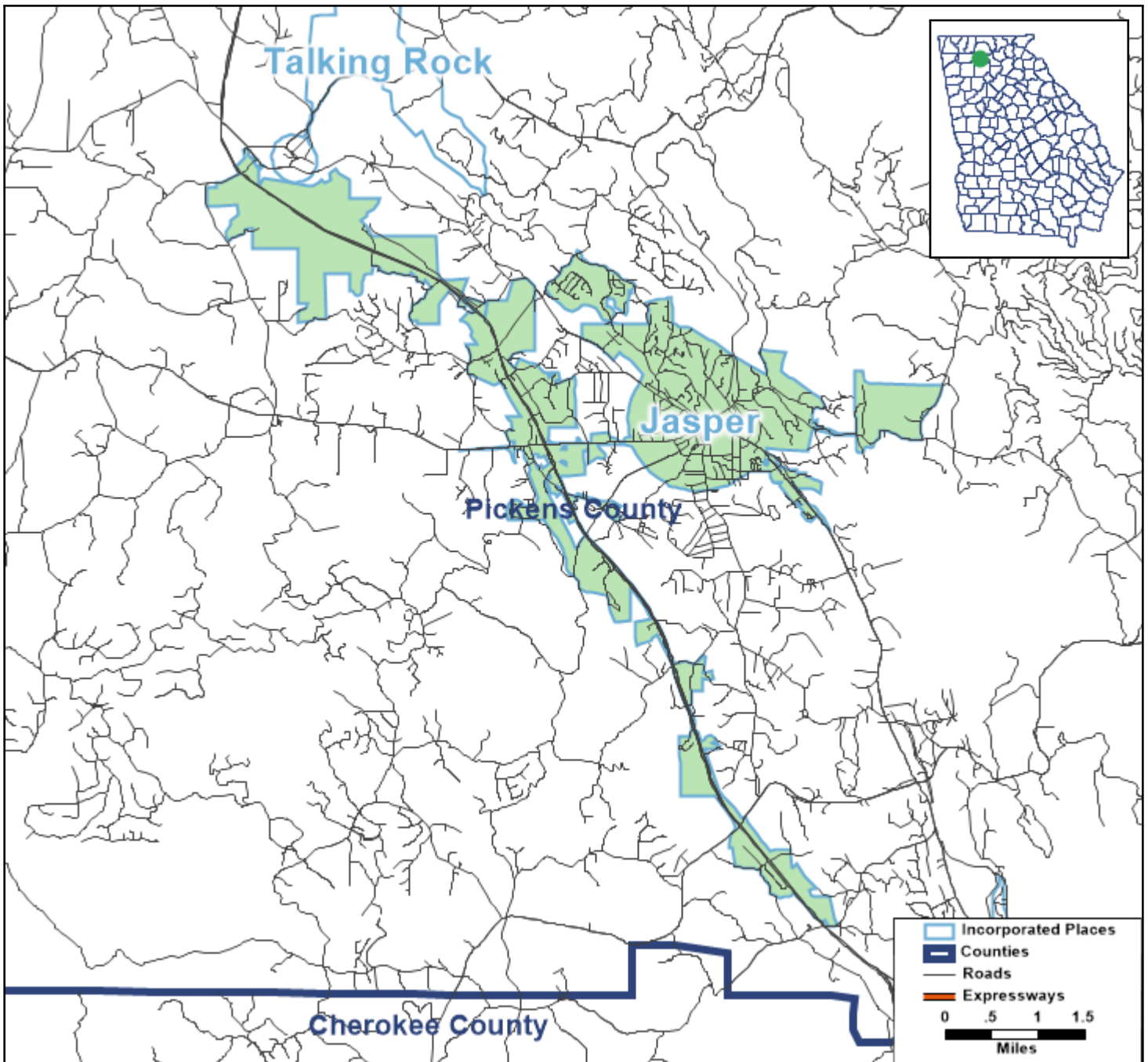# Jasper: 2024 GMA Member City Data Profile

This document presents a concise profile of Jasper 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
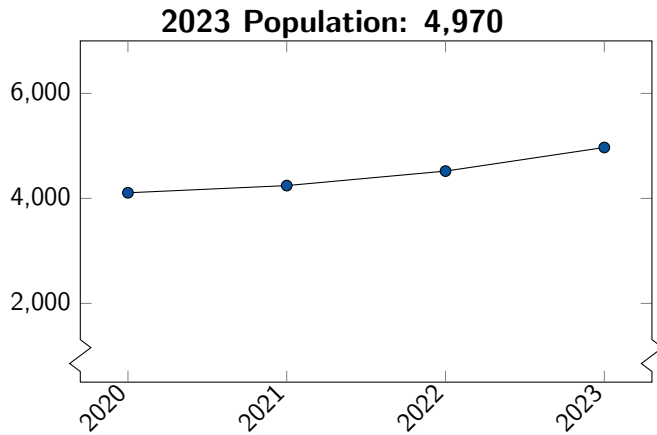- Health Insurance

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, 2022. Population totals are from the Census Bureau's City Population Estimates program, 2023 vintage; all other data come the from the Census Bureau's 2022 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Claire Chan, GMA Research Analyst, at cchan@gacities.com.
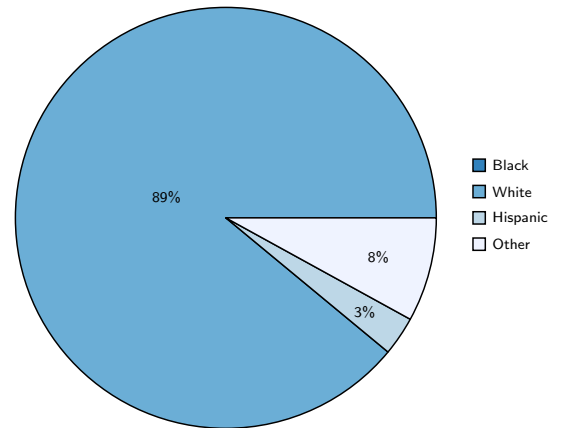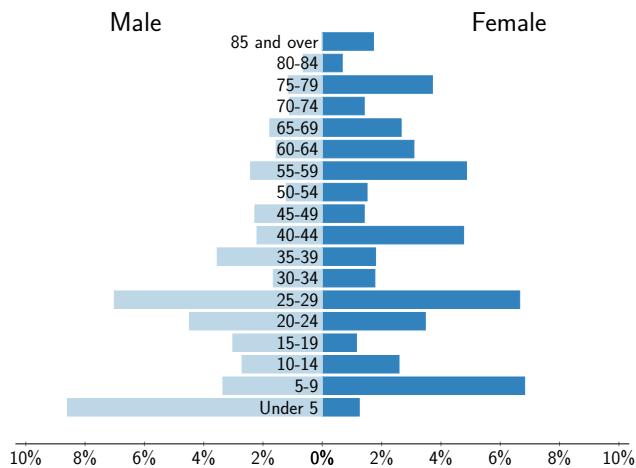
Jasper: Demographic and Social

Population

2023 Population: 4,970

Race and Ethnicity

- Black
- White
- Hispanic
- Other

89%
8%
3%

Age

Male | Female

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

10% 8% 6% 4% 2% 0% 2% 4% 6% 8% 10%

Household Type

Single-headed Family 21%

Married Couple Family 47%

Non-family 32%

Citizenship

Native Born 98%

Not Citizen 1%

Educational Attainment

Jasper — 18% / 16%
Pickens County — 10% / 24%
Northwest GA RC — 15% / 21%
Georgia — 11% / 34%

0 20 40 60 80 100

- BA or higher
- Less than HS
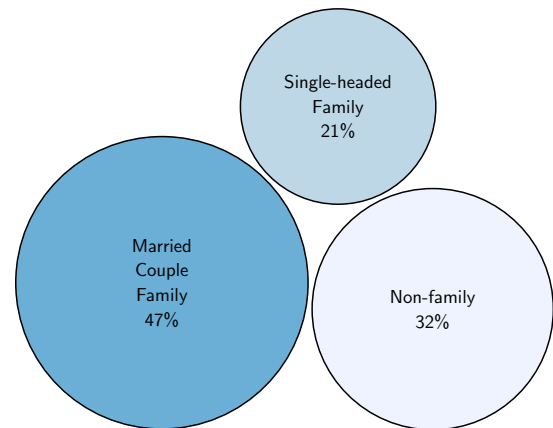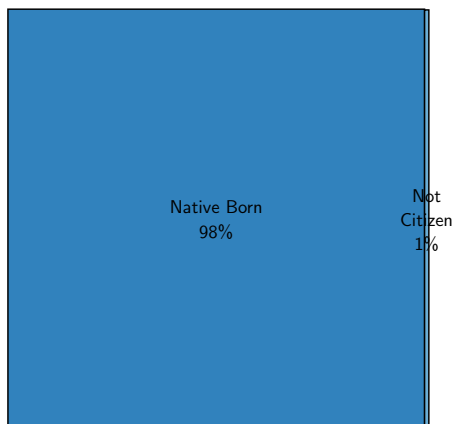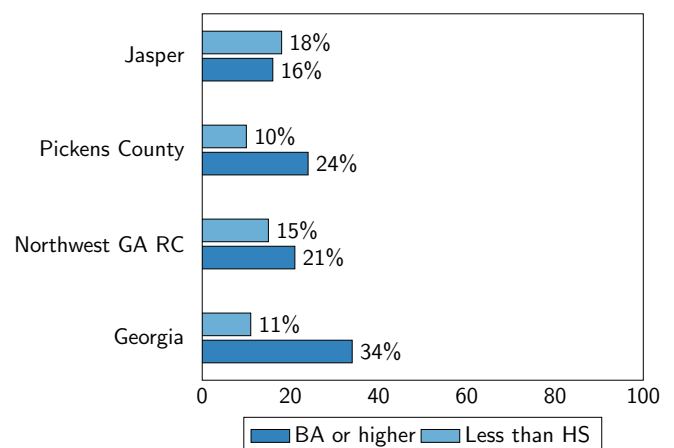
Jasper: Economic

Labor Force Participation and Employment

Unemployment Rate: 1.1%†

- Civilian Employed
- Not in Labor force
- Unemployed

51%
1%
48%
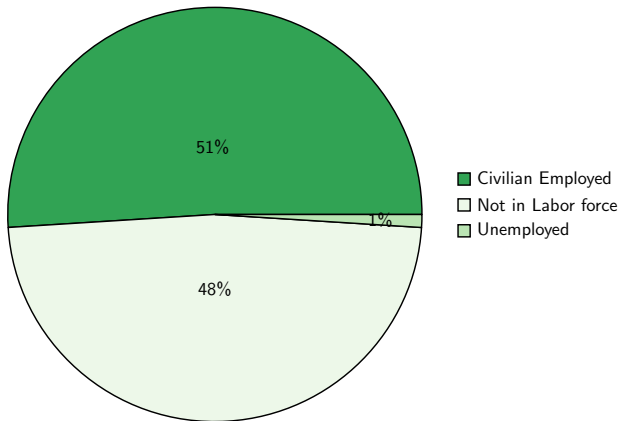
Source: American Community Survey, 2022 5-year estimates, table B23001
†**Note:** Unemployment rate is based upon the civilian labor force.

Industry

Agriculture, forestry, fishing and hunting, and mining	0%
Construction	11%
Manufacturing	21%
Wholesale Trade	2%
Retail Trade	20%
Transportation and warehousing, and utilities	5%
Information	1%
Finance and insurance, real estate, rental, leasing	5%
Professional, scientific, mgt, administrative, waste mgt	4%
Educational services, and health care and social assistance	17%
Arts, entertainment, recreation, accommodation, food service	5%
Other services, except public administration	6%
Public administration	2%

Source: American Community Survey, 2022 5-year estimates, table C24030

Household Income

	Median	Mean
Jasper	$43,192	$74,586
Pickens County	$72,558	$91,717
Northwest GA RC	$66,017	$83,909
Georgia	$71,355	$99,345

- Mean
- Median

Source: American Community Survey, 2022 5-year estimates, tables B19013 and B19025

Poverty

	Children	Total Population
Jasper	49%	26%
Pickens County	23%	13%
Northwest GA RC	17%	12%
Georgia	19%	14%

- Total Population
- Children

Source: American Community Survey, 2022 5-year estimates, table B17010

Broadband Internet

Yes 97%
No 3%

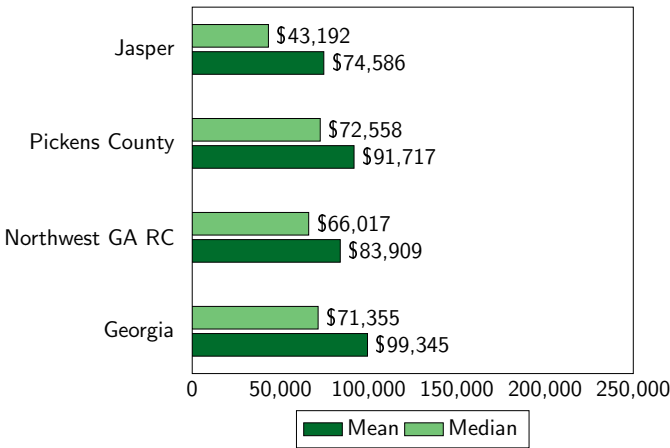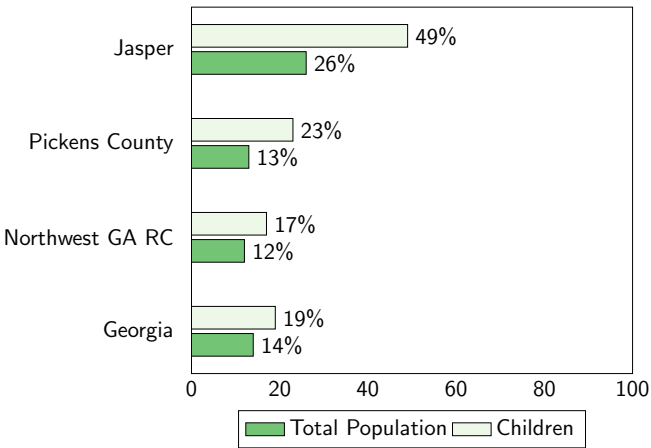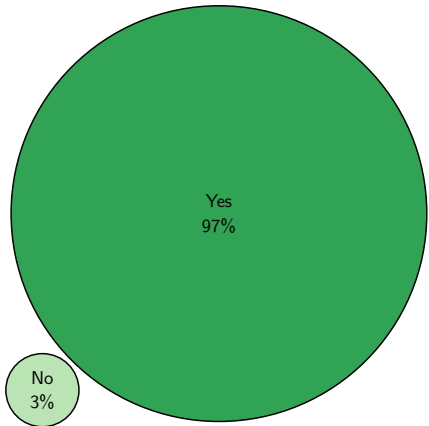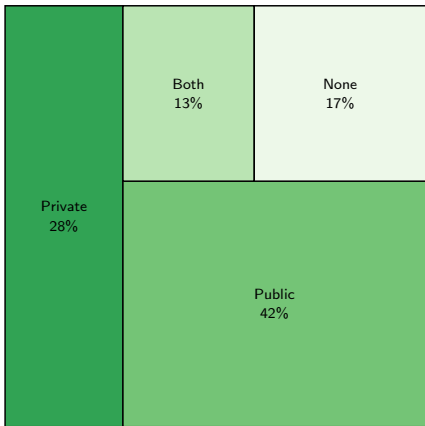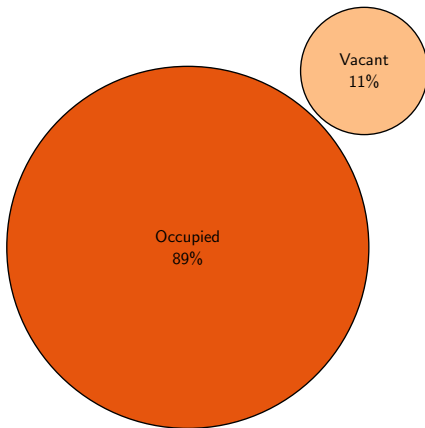Source: American Community Survey, 2022 5-year estimates, table B28002

Health Insurance

Private 28%
Both 13%
None 17%
Public 42%

Source: American Community Survey, 2022 5-year estimates, table B18135

Jasper: Housing

Occupancy

Vacant
11%

Occupied
89%

Source: American Community Survey, 2022 5-year estimates, table B25002

Tenure and Mortgage Status

Renter
55%

Owner without Mortgage
16%

Owner with Mortgage
29%

Source: American Community Survey, 2022 5-year estimates, tables B25009 and B25081

Median Housing Costs

|	Owners	Renters
Jasper	$1,025	$956
Pickens County	$1,031	$990
Northwest GA RC	$976	$924
Georgia	$1,207	$1,221
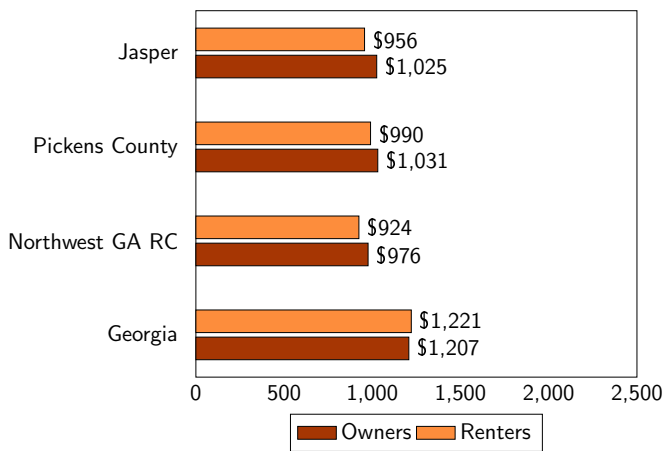
Source: American Community Survey, 2022 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households

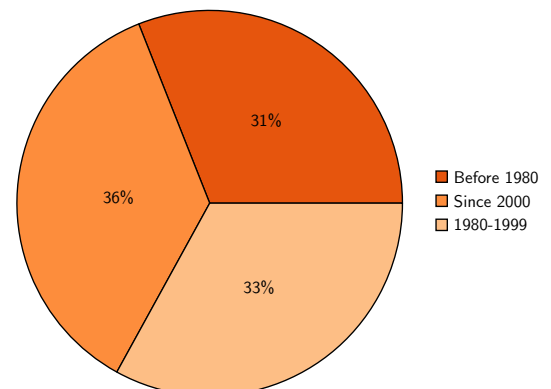|	Owners	Renters
Jasper	30%	46%
Pickens County	19%	43%
Northwest GA RC	18%	44%
Georgia	20%	50%
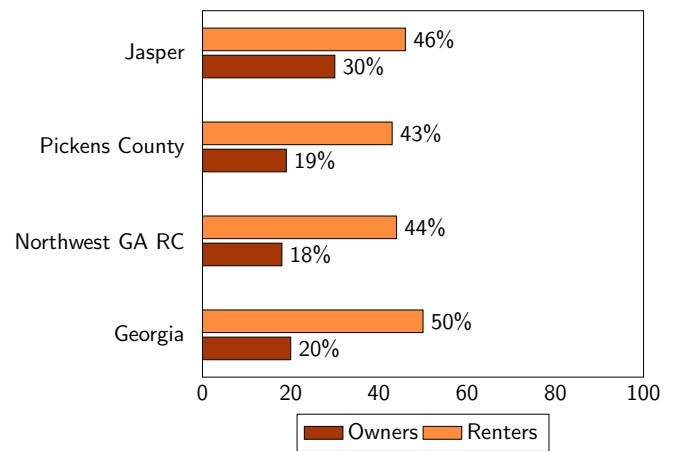
Source: American Community Survey, 2022 5-year estimates, tables B25091 and B25070

Vehicles Available

1 vehicle
50%

3+
12%

None
5%

2 vehicles
33%
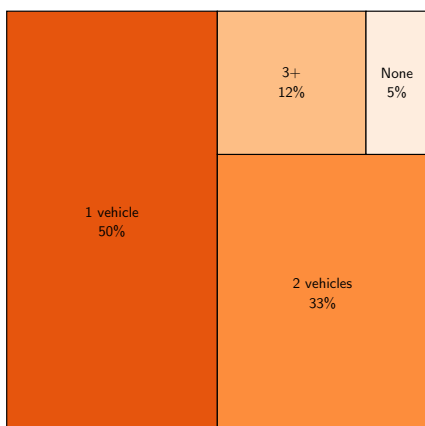
Source: American Community Survey, 2022 5-year estimates, table B25044

Year Structure Built

31%
36%
33%

Before 1980
Since 2000
1980-1999

Source: American Community Survey, 2022 5-year estimates, table B25034