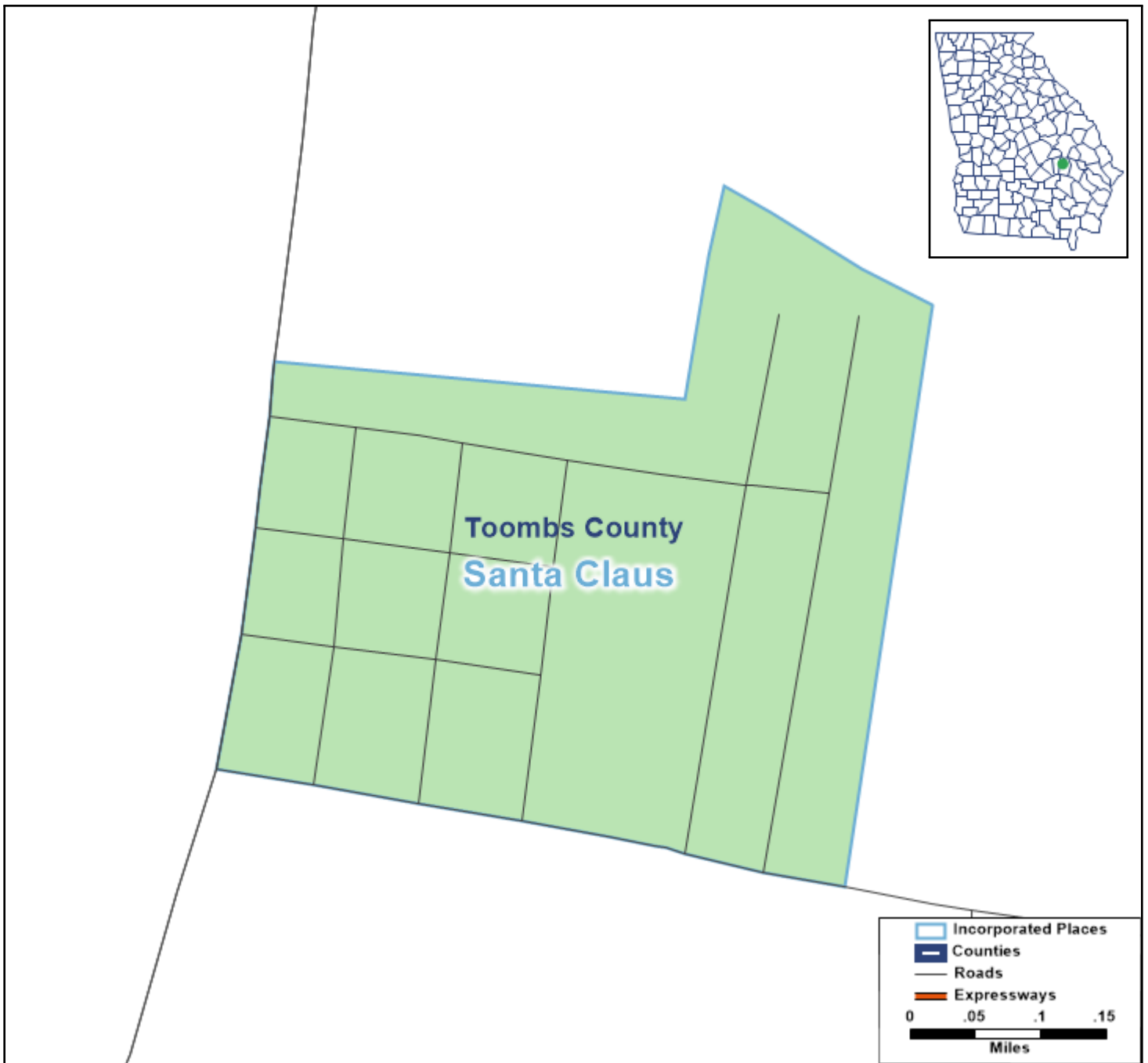# Santa Claus: 2023 GMA Member City Data Profile

This document presents a concise profile of Santa Claus 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, 2021. Population totals are from the Census Bureau's City Population Estimates program, 2022 vintage; all other data come the from the Census Bureau's 2021 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.
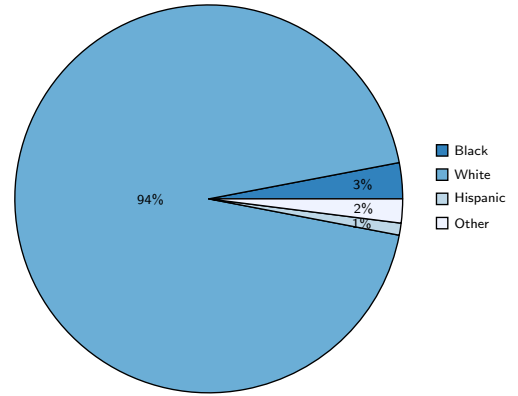
Santa Claus: Demographic and Social
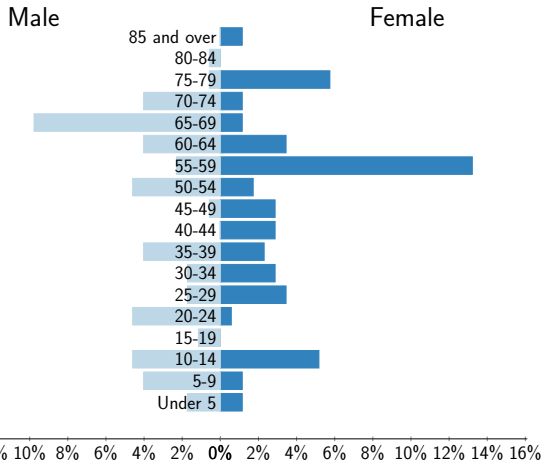
Population

2022 Population: 201
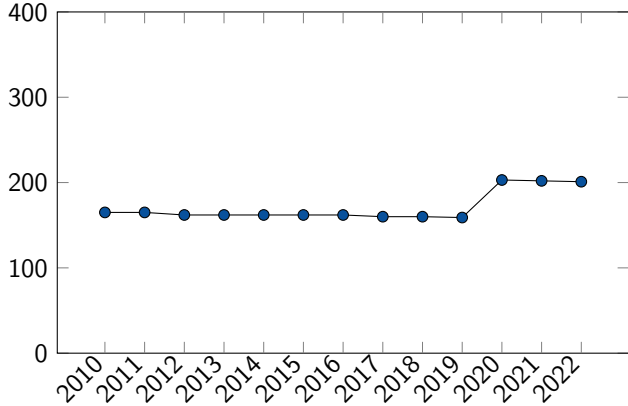
Source: U.S. Census Bureau, City Population Estimates, 2022 vintage
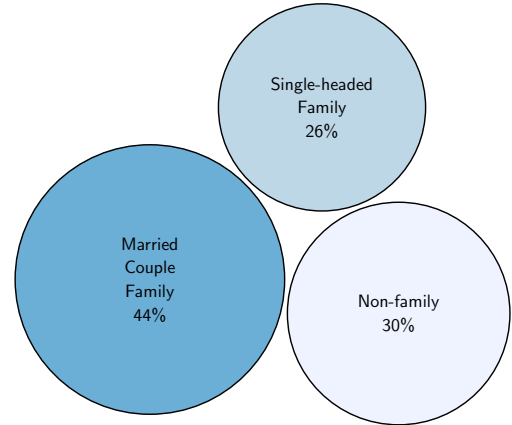
Race and Ethnicity

- Black
- White
- Hispanic
- Other

94%
3%
2%
1%

Source: American Community Survey, 2021 5-year estimates, table B03002

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

16% 14% 12% 10% 8% 6% 4% 2% 0% 2% 4% 6% 8% 10% 12% 14% 16%

Source: American Community Survey, 2021 5-year estimates, table B01001

Household Type

Single-headed Family 26%

Married Couple Family 44%

Non-family 30%

Source: American Community Survey, 2021 5-year estimates, table B11001

Citizenship

Native Born 99%   Naturalized 1%
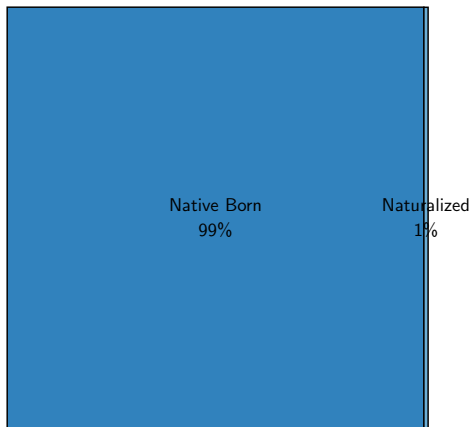
Source: American Community Survey, 2021 5-year estimates, table B05002

Educational Attainment

Santa Claus   16%
                   22%

Toombs County   18%
                   17%

Heart of GA RC   19%
                   14%

Georgia   12%
                   33%

0   20   40   60   80   100
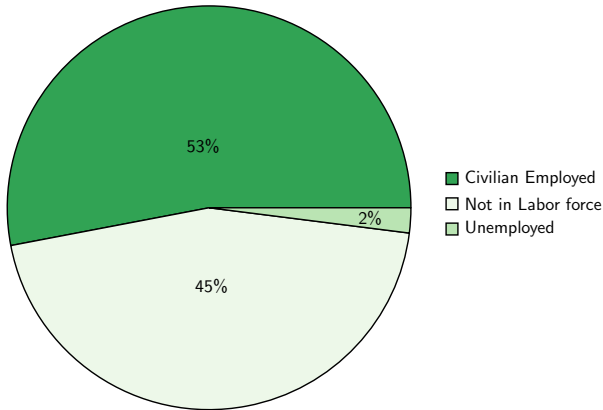
■ BA or higher ■ Less than HS
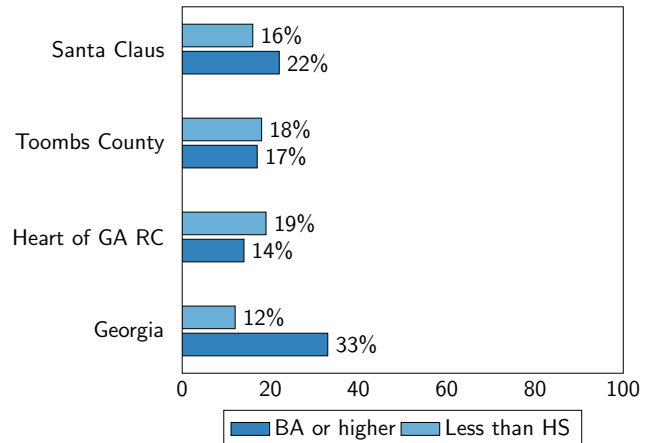
Source: American Community Survey, 2021 5-year estimates, table B15002

Santa Claus: Economic

Labor Force Participation and Employment

Unemployment Rate: 3.8%†

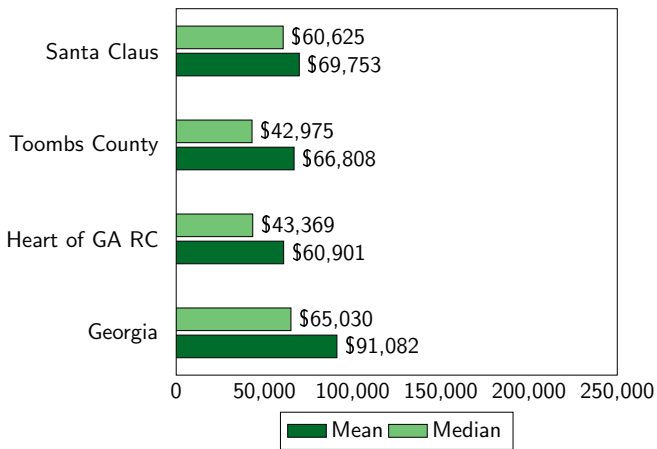- 53% Civilian Employed
- 45% Not in Labor force
- 2% Unemployed

Source: American Community Survey, 2021 5-year estimates, table B23001
†Note: Unemployment rate is based upon the civilian labor force.

Industry

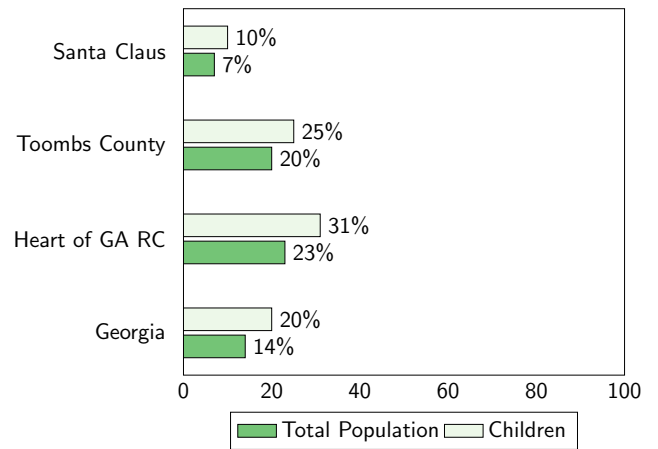|	
Agriculture, forestry, fishing and hunting, and mining	0%
Construction	8%
Manufacturing	14%
Wholesale Trade	5%
Retail Trade	9%
Transportation and warehousing, and utilities	7%
Information	0%
Finance and insurance, real estate, rental, leasing	9%
Professional, scientific, mgt, administrative, waste mgt	4%
Educational services, and health care and social assistance	25%
Arts, entertainment, recreation, accommodation, food service	7%
Other services, except public administration	8%
Public administration	4%

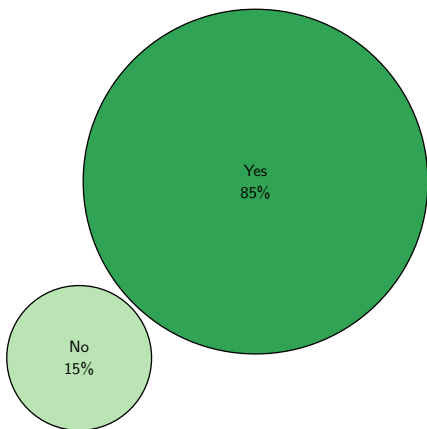Source: American Community Survey, 2021 5-year estimates, table C24030

Household Income

	Median	Mean
Santa Claus	$60,625	$69,753
Toombs County	$42,975	$66,808
Heart of GA RC	$43,369	$60,901
Georgia	$65,030	$91,082

Source: American Community Survey, 2021 5-year estimates, tables B19013 and B19025

Poverty

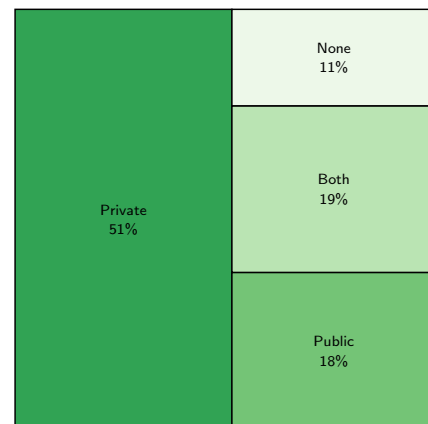|	Children	Total Population
Santa Claus	10%	7%
Toombs County	25%	20%
Heart of GA RC	31%	23%
Georgia	20%	14%

Source: American Community Survey, 2021 5-year estimates, table B17010

Broadband Internet

- Yes 85%
- No 15%

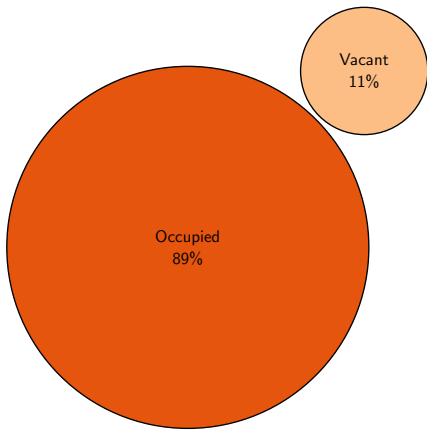Source: American Community Survey, 2021 5-year estimates, table B28002

Health Insurance

- Private 51%
- None 11%
- Both 19%
- Public 18%

Source: American Community Survey, 2021 5-year estimates, table B18135

Santa Claus: Housing

Occupancy

Vacant
11%

Occupied
89%

Source: American Community Survey, 2021 5-year estimates, table B25002

Tenure and Mortgage Status

Renter
38%

Owner without Mortgage
29%

Owner with Mortgage
33%
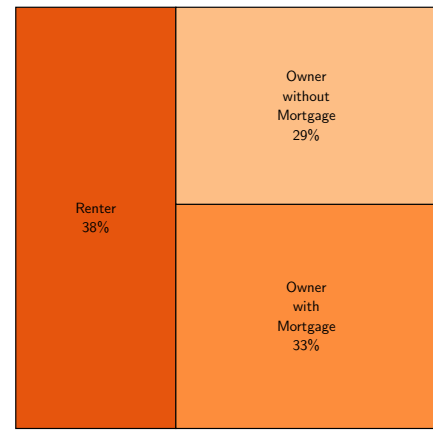
Source: American Community Survey, 2021 5-year estimates, tables B25009 and B25081

Median Housing Costs

|	
Santa Claus	$795 (Renters) / $650 (Owners)
Toombs County	$635 (Renters) / $666 (Owners)
Heart of GA RC	$648 (Renters) / $533 (Owners)
Georgia	$1,110 (Renters) / $1,124 (Owners)

Legend: Owners, Renters
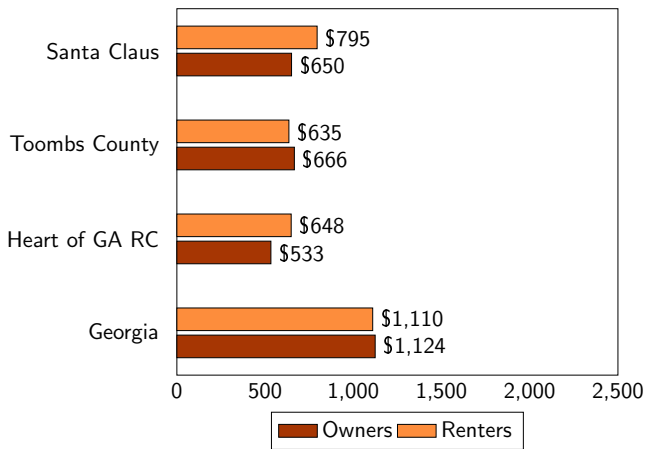
Source: American Community Survey, 2021 5-year estimates, tables B25088 and B25064
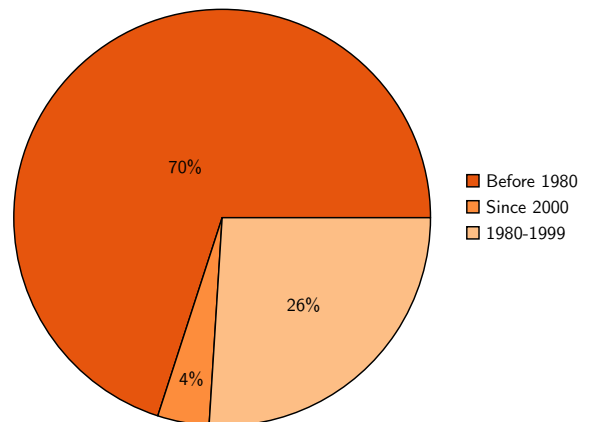
Housing Cost-Burdened Households

Santa Claus	6% (Renters) / 10% (Owners)
Toombs County	40% (Renters) / 22% (Owners)
Heart of GA RC	43% (Renters) / 19% (Owners)
Georgia	50% (Renters) / 20% (Owners)

Legend: Owners, Renters
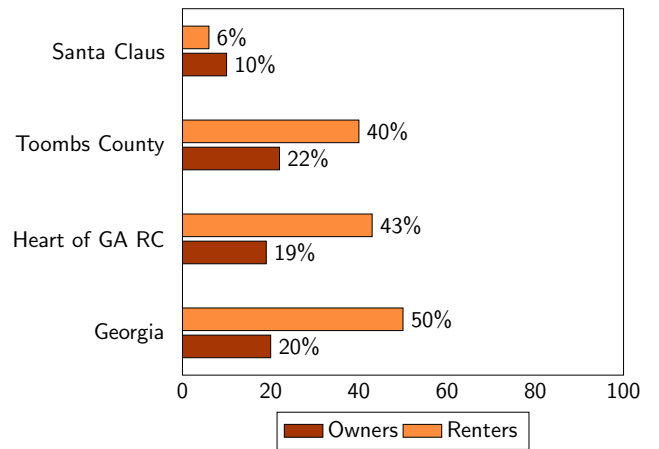
Source: American Community Survey, 2021 5-year estimates, tables B25091 and B25070

Vehicles Available

None
5%

3+
36%

1 vehicle
36%

2 vehicles
23%
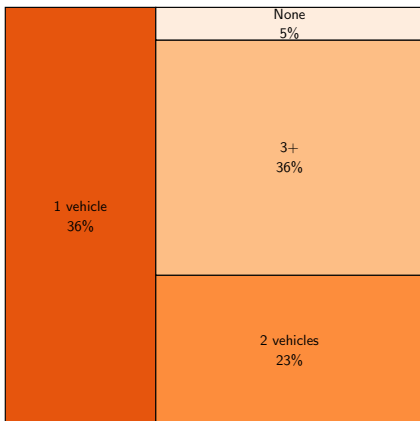
Source: American Community Survey, 2021 5-year estimates, table B25044

Year Structure Built

70%
Before 1980

4%
Since 2000

26%
1980-1999

Source: American Community Survey, 2021 5-year estimates, table B25034