



Community Profile

Marianna Trade Area
Area: 261.38 square miles

Prepared by Esri

Population Summary	
2010 Total Population	8,872
2020 Total Population	7,355
2020 Group Quarters	1,400
2022 Total Population	7,104
2022 Group Quarters	1,400
2027 Total Population	6,997
2022-2027 Annual Rate	-0.30%
2022 Total Daytime Population	5,679
Workers	1,979
Residents	3,700
Household Summary	
2010 Households	2,965
2010 Average Household Size	2.49
2020 Total Households	2,568
2020 Average Household Size	2.32
2022 Households	2,477
2022 Average Household Size	2.30
2027 Households	2,457
2027 Average Household Size	2.28
2022-2027 Annual Rate	-0.16%
2010 Families	1,936
2010 Average Family Size	3.11
2022 Families	1,575
2022 Average Family Size	2.89
2027 Families	1,560
2027 Average Family Size	2.85
2022-2027 Annual Rate	-0.19%
Housing Unit Summary	
2000 Housing Units	3,877
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	34.7%
Vacant Housing Units	11.9%
2010 Housing Units	3,557
Owner Occupied Housing Units	48.4%
Renter Occupied Housing Units	35.0%
Vacant Housing Units	16.6%
2020 Housing Units	3,058
Vacant Housing Units	16.0%
2022 Housing Units	2,984
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	37.3%
Vacant Housing Units	17.0%
2027 Housing Units	2,941
Owner Occupied Housing Units	46.2%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	16.5%
Median Household Income	
2022	\$32,789
2027	\$39,635
Median Home Value	
2022	\$88,179
2027	\$90,808
Per Capita Income	
2022	\$19,347
2027	\$22,514
Median Age	
2010	39.3
2022	39.5
2027	40.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	2,477
<\$15,000	22.8%
\$15,000 - \$24,999	18.7%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	12.6%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	2.9%
\$200,000+	1.1%
Average Household Income	\$53,845

2027 Households by Income

Household Income Base	2,457
<\$15,000	17.6%
\$15,000 - \$24,999	18.2%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	4.1%
\$200,000+	1.3%
Average Household Income	\$62,294

2022 Owner Occupied Housing Units by Value

Total	1,363
<\$50,000	25.2%
\$50,000 - \$99,999	32.4%
\$100,000 - \$149,999	22.5%
\$150,000 - \$199,999	10.1%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	1.2%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$107,227

2027 Owner Occupied Housing Units by Value

Total	1,358
<\$50,000	24.3%
\$50,000 - \$99,999	31.4%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	11.3%
\$200,000 - \$249,999	5.0%
\$250,000 - \$299,999	2.7%
\$300,000 - \$399,999	1.5%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$112,270

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age

Total	8,872
0 - 4	5.8%
5 - 9	5.6%
10 - 14	5.7%
15 - 24	13.2%
25 - 34	14.1%
35 - 44	13.4%
45 - 54	13.9%
55 - 64	13.2%
65 - 74	8.2%
75 - 84	4.9%
85 +	2.1%
18 +	78.9%

2022 Population by Age

Total	7,102
0 - 4	5.3%
5 - 9	5.3%
10 - 14	5.1%
15 - 24	12.5%
25 - 34	16.0%
35 - 44	12.4%
45 - 54	12.4%
55 - 64	11.9%
65 - 74	11.3%
75 - 84	5.5%
85 +	2.2%
18 +	81.0%

2027 Population by Age

Total	6,997
0 - 4	5.3%
5 - 9	5.0%
10 - 14	5.3%
15 - 24	12.5%
25 - 34	14.8%
35 - 44	13.1%
45 - 54	12.1%
55 - 64	11.2%
65 - 74	11.6%
75 - 84	6.8%
85 +	2.3%
18 +	81.1%

2010 Population by Sex

Males	4,897
Females	3,975

2022 Population by Sex

Males	3,880
Females	3,224

2027 Population by Sex

Males	3,836
Females	3,161

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2010 Population by Race/Ethnicity

Total	8,872
White Alone	38.8%
Black Alone	58.4%
American Indian Alone	0.5%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	52.3

2020 Population by Race/Ethnicity

Total	7,355
White Alone	36.6%
Black Alone	57.9%
American Indian Alone	0.4%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	3.7%
Hispanic Origin	2.4%
Diversity Index	55.2

2022 Population by Race/Ethnicity

Total	7,103
White Alone	36.0%
Black Alone	58.2%
American Indian Alone	0.4%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	3.8%
Hispanic Origin	2.5%
Diversity Index	55.3

2027 Population by Race/Ethnicity

Total	6,996
White Alone	34.6%
Black Alone	58.8%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	4.4%
Hispanic Origin	2.7%
Diversity Index	55.7

2010 Population by Relationship and Household Type

Total	8,871
In Households	83.1%
In Family Households	69.5%
Householder	22.6%
Spouse	12.7%
Child	28.7%
Other relative	3.8%
Nonrelative	1.7%
In Nonfamily Households	13.6%
In Group Quarters	16.9%
Institutionalized Population	16.8%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2022 Population 25+ by Educational Attainment

Total	5,093
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	14.8%
High School Graduate	31.6%
GED/Alternative Credential	12.8%
Some College, No Degree	16.5%
Associate Degree	6.9%
Bachelor's Degree	9.2%
Graduate/Professional Degree	2.4%

2022 Population 15+ by Marital Status

Total	5,984
Never Married	39.3%
Married	38.6%
Widowed	7.1%
Divorced	15.1%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,148
Population 16+ Employed	95.2%
Population 16+ Unemployment rate	4.8%
Population 16-24 Employed	11.1%
Population 16-24 Unemployment rate	12.7%
Population 25-54 Employed	62.8%
Population 25-54 Unemployment rate	4.1%
Population 55-64 Employed	16.2%
Population 55-64 Unemployment rate	4.0%
Population 65+ Employed	9.9%
Population 65+ Unemployment rate	0.5%

2022 Employed Population 16+ by Industry

Total	2,045
Agriculture/Mining	15.7%
Construction	6.1%
Manufacturing	8.7%
Wholesale Trade	2.1%
Retail Trade	8.9%
Transportation/Utilities	6.6%
Information	0.0%
Finance/Insurance/Real Estate	4.4%
Services	39.8%
Public Administration	7.6%

2022 Employed Population 16+ by Occupation

Total	2,045
White Collar	42.7%
Management/Business/Financial	10.6%
Professional	14.3%
Sales	5.8%
Administrative Support	12.1%
Services	20.6%
Blue Collar	36.7%
Farming/Forestry/Fishing	7.0%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	2.0%
Production	12.1%
Transportation/Material Moving	11.0%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Households by Type	
Total	2,965
Households with 1 Person	31.5%
Households with 2+ People	68.5%
Family Households	65.3%
Husband-wife Families	36.2%
With Related Children	11.9%
Other Family (No Spouse Present)	29.1%
Other Family with Male Householder	5.0%
With Related Children	2.6%
Other Family with Female Householder	24.1%
With Related Children	17.0%
Nonfamily Households	3.2%
All Households with Children	32.0%
Multigenerational Households	6.3%
Unmarried Partner Households	5.0%
Male-female	4.5%
Same-sex	0.5%
2010 Households by Size	
Total	2,965
1 Person Household	31.5%
2 Person Household	32.9%
3 Person Household	16.1%
4 Person Household	9.8%
5 Person Household	5.8%
6 Person Household	2.5%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	2,966
Owner Occupied	58.0%
Owned with a Mortgage/Loan	25.3%
Owned Free and Clear	32.7%
Renter Occupied	42.0%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	178
Percent of Income for Mortgage	14.2%
Wealth Index	37
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,557
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	52.7%
Rural Housing Units	47.3%
2010 Population By Urban/ Rural Status	
Total Population	8,872
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	42.9%
Rural Population	57.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. Modest Income Homes (12D)
3. City Commons (11E)

2022 Consumer Spending

Apparel & Services: Total \$	\$3,134,033
Average Spent	\$1,265.25
Spending Potential Index	53
Education: Total \$	\$2,088,415
Average Spent	\$843.12
Spending Potential Index	43
Entertainment/Recreation: Total \$	\$5,074,868
Average Spent	\$2,048.80
Spending Potential Index	56
Food at Home: Total \$	\$9,085,288
Average Spent	\$3,667.86
Spending Potential Index	59
Food Away from Home: Total \$	\$5,744,868
Average Spent	\$2,319.28
Spending Potential Index	54
Health Care: Total \$	\$10,573,608
Average Spent	\$4,268.72
Spending Potential Index	60
HH Furnishings & Equipment: Total \$	\$3,371,648
Average Spent	\$1,361.18
Spending Potential Index	53
Personal Care Products & Services: Total \$	\$1,292,654
Average Spent	\$521.86
Spending Potential Index	51
Shelter: Total \$	\$26,386,471
Average Spent	\$10,652.59
Spending Potential Index	47
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,596,379
Average Spent	\$1,451.91
Spending Potential Index	53
Travel: Total \$	\$3,164,077
Average Spent	\$1,277.38
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$1,916,716
Average Spent	\$773.81
Spending Potential Index	61

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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