

Darien Centre
1338 North Way, Darien, Georgia, 31305
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 31.38302
Longitude: -81.43326

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,479	4,661	5,682
2020 Total Population	1,805	3,428	4,173
2020 Group Quarters	21	30	33
2022 Total Population	1,787	3,480	4,233
2022 Group Quarters	21	30	33
2027 Total Population	1,832	3,594	4,346
2022-2027 Annual Rate	0.50%	0.65%	0.53%
2022 Total Daytime Population	2,011	3,508	4,080
Workers	1,125	1,803	2,013
Residents	886	1,705	2,067
Household Summary			
2010 Households	1,036	1,899	2,285
2010 Average Household Size	2.36	2.43	2.46
2020 Total Households	802	1,473	1,761
2020 Average Household Size	2.22	2.31	2.35
2022 Total Households	818	1,517	1,809
2022 Average Household Size	2.16	2.27	2.32
2027 Total Households	853	1,593	1,891
2027 Average Household Size	2.12	2.24	2.28
2022-2027 Annual Rate	0.84%	0.98%	0.89%
2010 Families	699	1,272	1,532
2010 Average Family Size	2.87	2.95	2.99
2022 Total Families	536	986	1,177
2022 Average Family Size	2.68	2.82	2.88
2027 Total Families	558	1,032	1,227
2027 Average Family Size	2.64	2.78	2.83
2022-2027 Annual Rate	0.81%	0.92%	0.84%
Housing Unit Summary			
2000 Housing Units	937	1,715	2,008
Owner Occupied Housing Units	66.8%	65.1%	65.0%
Renter Occupied Housing Units	15.5%	17.7%	17.8%
Vacant Housing Units	17.7%	17.2%	17.2%
2010 Housing Units	1,356	2,530	3,033
Owner Occupied Housing Units	56.6%	54.8%	54.8%
Renter Occupied Housing Units	19.8%	20.2%	20.6%
Vacant Housing Units	23.6%	24.9%	24.7%
2020 Housing Units	983	1,775	2,130
Vacant Housing Units	18.4%	17.0%	17.3%
2022 Housing Units	1,010	1,846	2,211
Owner Occupied Housing Units	55.8%	58.4%	59.2%
Renter Occupied Housing Units	25.0%	23.7%	22.6%
Vacant Housing Units	19.0%	17.8%	18.2%
2027 Housing Units	1,029	1,901	2,266
Owner Occupied Housing Units	58.2%	60.4%	61.2%
Renter Occupied Housing Units	24.7%	23.4%	22.2%
Vacant Housing Units	17.1%	16.2%	16.5%
Median Household Income			
2022	\$47,198	\$45,456	\$47,485
2027	\$52,495	\$52,523	\$54,721
Median Home Value			
2022	\$143,966	\$166,718	\$175,000
2027	\$226,423	\$232,500	\$241,275
Per Capita Income			
2022	\$27,629	\$27,923	\$29,384
2027	\$32,761	\$33,384	\$35,470
Median Age			
2010	39.5	41.7	41.8
2022	42.1	45.3	45.5
2027	42.5	46.1	46.3

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	818	1,517	1,809
<\$15,000	10.5%	10.6%	10.0%
\$15,000 - \$24,999	19.6%	18.4%	18.4%
\$25,000 - \$34,999	8.4%	9.5%	9.5%
\$35,000 - \$49,999	13.4%	15.1%	13.9%
\$50,000 - \$74,999	20.0%	18.8%	18.7%
\$75,000 - \$99,999	12.8%	12.8%	13.0%
\$100,000 - \$149,999	10.8%	10.2%	10.7%
\$150,000 - \$199,999	1.2%	1.5%	2.4%
\$200,000+	3.2%	3.1%	3.4%
Average Household Income	\$65,375	\$65,044	\$68,104
2027 Households by Income			
Household Income Base	853	1,593	1,891
<\$15,000	8.3%	8.5%	7.9%
\$15,000 - \$24,999	16.1%	15.4%	14.8%
\$25,000 - \$34,999	9.4%	9.9%	9.7%
\$35,000 - \$49,999	13.1%	13.4%	12.5%
\$50,000 - \$74,999	20.6%	19.6%	19.7%
\$75,000 - \$99,999	12.4%	13.5%	13.5%
\$100,000 - \$149,999	14.0%	13.4%	13.7%
\$150,000 - \$199,999	1.9%	2.3%	3.6%
\$200,000+	4.1%	4.1%	4.6%
Average Household Income	\$75,997	\$76,579	\$80,729
2022 Owner Occupied Housing Units by Value			
Total	564	1,078	1,310
<\$50,000	22.0%	17.0%	16.0%
\$50,000 - \$99,999	10.1%	10.6%	9.0%
\$100,000 - \$149,999	20.6%	17.4%	16.6%
\$150,000 - \$199,999	9.2%	15.1%	16.6%
\$200,000 - \$249,999	15.4%	15.5%	14.6%
\$250,000 - \$299,999	3.7%	3.0%	3.6%
\$300,000 - \$399,999	3.4%	5.8%	5.6%
\$400,000 - \$499,999	6.7%	4.7%	4.0%
\$500,000 - \$749,999	7.4%	9.6%	12.2%
\$750,000 - \$999,999	0.4%	0.6%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.4%	0.8%	0.8%
Average Home Value	\$222,747	\$228,614	\$242,857
2027 Owner Occupied Housing Units by Value			
Total	599	1,149	1,387
<\$50,000	14.2%	10.5%	9.5%
\$50,000 - \$99,999	5.5%	5.2%	4.5%
\$100,000 - \$149,999	13.0%	10.2%	9.3%
\$150,000 - \$199,999	6.5%	11.1%	11.6%
\$200,000 - \$249,999	20.5%	20.0%	18.4%
\$250,000 - \$299,999	5.5%	4.5%	5.6%
\$300,000 - \$399,999	6.2%	10.3%	10.8%
\$400,000 - \$499,999	13.7%	9.7%	8.7%
\$500,000 - \$749,999	12.0%	16.2%	19.0%
\$750,000 - \$999,999	0.3%	0.6%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	2.7%	1.7%	1.6%
Average Home Value	\$317,542	\$319,626	\$336,699

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.

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

Market Profile

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2010 Population by Age			
Total	2,479	4,663	5,683
0 - 4	6.5%	6.2%	6.1%
5 - 9	6.1%	5.7%	5.6%
10 - 14	6.7%	6.1%	6.1%
15 - 24	14.3%	13.3%	13.5%
25 - 34	10.5%	10.1%	9.9%
35 - 44	14.5%	13.5%	13.6%
45 - 54	15.2%	15.2%	15.0%
55 - 64	13.0%	14.2%	14.3%
65 - 74	8.5%	10.1%	10.1%
75 - 84	3.6%	4.4%	4.4%
85 +	1.1%	1.3%	1.4%
18 +	75.4%	77.2%	77.2%
2022 Population by Age			
Total	1,787	3,483	4,234
0 - 4	5.5%	5.3%	5.2%
5 - 9	5.8%	5.3%	5.1%
10 - 14	5.7%	5.1%	5.1%
15 - 24	11.1%	10.7%	10.8%
25 - 34	14.4%	12.7%	12.1%
35 - 44	10.8%	10.6%	10.9%
45 - 54	13.4%	12.9%	12.7%
55 - 64	14.7%	15.8%	16.0%
65 - 74	11.8%	14.2%	14.3%
75 - 84	5.4%	6.0%	6.0%
85 +	1.3%	1.6%	1.6%
18 +	80.0%	81.2%	81.2%
2027 Population by Age			
Total	1,833	3,594	4,346
0 - 4	5.6%	5.3%	5.2%
5 - 9	5.6%	5.1%	5.0%
10 - 14	5.9%	5.1%	5.2%
15 - 24	10.7%	10.3%	10.4%
25 - 34	13.2%	11.7%	11.2%
35 - 44	11.8%	11.2%	11.5%
45 - 54	11.8%	11.6%	11.6%
55 - 64	14.6%	15.2%	15.3%
65 - 74	12.8%	15.3%	15.5%
75 - 84	6.5%	7.3%	7.3%
85 +	1.6%	1.9%	1.9%
18 +	79.5%	81.1%	81.2%
2010 Population by Sex			
Males	1,196	2,247	2,755
Females	1,283	2,414	2,927
2022 Population by Sex			
Males	864	1,674	2,055
Females	922	1,806	2,178
2027 Population by Sex			
Males	889	1,732	2,113
Females	943	1,862	2,233

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 Population by Race/Ethnicity			
Total	2,478	4,662	5,681
White Alone	62.2%	65.6%	65.6%
Black Alone	35.4%	31.7%	31.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.6%	0.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	1.1%	1.3%	1.2%
Hispanic Origin	1.4%	1.6%	1.5%
Diversity Index	50.2	48.5	48.4
2020 Population by Race/Ethnicity			
Total	1,805	3,428	4,173
White Alone	63.5%	65.9%	66.2%
Black Alone	29.9%	27.2%	27.0%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.3%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.8%	0.8%
Two or More Races	5.0%	5.0%	5.2%
Hispanic Origin	1.8%	1.9%	2.0%
Diversity Index	52.3	50.8	50.7
2022 Population by Race/Ethnicity			
Total	1,786	3,480	4,233
White Alone	63.4%	66.0%	66.2%
Black Alone	29.7%	26.8%	26.6%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.3%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.9%	0.8%
Two or More Races	5.3%	5.3%	5.5%
Hispanic Origin	1.8%	1.9%	2.0%
Diversity Index	52.6	50.8	50.8
2027 Population by Race/Ethnicity			
Total	1,831	3,594	4,346
White Alone	62.5%	65.1%	65.3%
Black Alone	29.2%	26.3%	26.0%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.3%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.0%	0.9%
Two or More Races	6.6%	6.5%	6.8%
Hispanic Origin	2.0%	2.1%	2.2%
Diversity Index	53.9	52.3	52.2
2010 Population by Relationship and Household Type			
Total	2,479	4,661	5,682
In Households	98.6%	99.0%	99.0%
In Family Households	83.5%	83.1%	83.2%
Householder	26.3%	26.9%	27.1%
Spouse	16.5%	17.7%	17.7%
Child	32.4%	30.7%	30.7%
Other relative	5.9%	5.3%	5.1%
Nonrelative	2.5%	2.6%	2.6%
In Nonfamily Households	15.1%	15.8%	15.8%
In Group Quarters	1.4%	1.0%	1.0%
Institutionalized Population	1.4%	1.0%	1.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	1,285	2,565	3,119
Less than 9th Grade	1.2%	0.7%	0.8%
9th - 12th Grade, No Diploma	16.7%	13.8%	12.3%
High School Graduate	27.2%	29.2%	29.3%
GED/Alternative Credential	12.7%	12.3%	13.2%
Some College, No Degree	20.9%	19.6%	19.9%
Associate Degree	8.9%	8.2%	7.7%
Bachelor's Degree	7.5%	10.1%	9.7%
Graduate/Professional Degree	4.9%	6.1%	7.1%
2022 Population 15+ by Marital Status			
Total	1,484	2,937	3,579
Never Married	30.1%	27.6%	26.7%
Married	45.4%	46.8%	47.6%
Widowed	11.3%	11.0%	11.8%
Divorced	13.2%	14.6%	14.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	949	1,808	2,209
Population 16+ Employed	95.4%	96.0%	96.4%
Population 16+ Unemployment rate	4.6%	4.0%	3.6%
Population 16-24 Employed	12.7%	12.4%	12.5%
Population 16-24 Unemployment rate	12.9%	11.2%	9.8%
Population 25-54 Employed	60.4%	57.5%	56.3%
Population 25-54 Unemployment rate	3.5%	3.1%	2.9%
Population 55-64 Employed	18.9%	20.9%	21.5%
Population 55-64 Unemployment rate	2.8%	2.7%	2.1%
Population 65+ Employed	8.0%	9.3%	9.6%
Population 65+ Unemployment rate	2.7%	2.4%	1.9%
2022 Employed Population 16+ by Industry			
Total	905	1,735	2,130
Agriculture/Mining	0.9%	1.2%	0.9%
Construction	4.8%	4.3%	4.6%
Manufacturing	10.7%	13.0%	14.4%
Wholesale Trade	1.7%	1.4%	1.3%
Retail Trade	12.3%	13.4%	12.9%
Transportation/Utilities	11.7%	10.9%	12.4%
Information	1.0%	0.9%	1.0%
Finance/Insurance/Real Estate	5.4%	4.4%	3.8%
Services	39.3%	39.8%	39.3%
Public Administration	12.2%	10.6%	9.3%
2022 Employed Population 16+ by Occupation			
Total	905	1,735	2,127
White Collar	42.3%	41.8%	42.2%
Management/Business/Financial	11.3%	10.1%	10.1%
Professional	10.2%	10.1%	11.0%
Sales	11.8%	10.0%	9.2%
Administrative Support	9.1%	11.6%	12.0%
Services	21.0%	22.0%	20.9%
Blue Collar	36.7%	36.2%	36.7%
Farming/Forestry/Fishing	1.2%	1.0%	0.8%
Construction/Extraction	2.5%	2.4%	2.5%
Installation/Maintenance/Repair	5.3%	7.0%	6.2%
Production	10.5%	10.2%	10.2%
Transportation/Material Moving	17.1%	15.6%	16.9%

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2010 Households by Type			
Total	1,036	1,898	2,286
Households with 1 Person	26.9%	27.6%	27.8%
Households with 2+ People	73.1%	72.4%	72.2%
Family Households	67.5%	67.0%	67.0%
Husband-wife Families	42.4%	43.7%	43.7%
With Related Children	17.6%	16.1%	16.0%
Other Family (No Spouse Present)	25.0%	23.3%	23.4%
Other Family with Male Householder	5.6%	5.2%	5.3%
With Related Children	2.9%	2.6%	2.7%
Other Family with Female Householder	19.4%	18.2%	18.0%
With Related Children	13.4%	11.9%	11.8%
Nonfamily Households	5.6%	5.4%	5.2%
All Households with Children	34.3%	31.0%	30.9%
Multigenerational Households	6.8%	6.4%	6.1%
Unmarried Partner Households	6.9%	6.6%	6.5%
Male-female	6.1%	5.8%	5.8%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	1,035	1,899	2,286
1 Person Household	27.0%	27.5%	27.8%
2 Person Household	32.7%	35.4%	35.5%
3 Person Household	17.8%	16.3%	16.1%
4 Person Household	12.1%	11.2%	11.3%
5 Person Household	6.6%	6.0%	5.9%
6 Person Household	2.3%	1.9%	1.9%
7 + Person Household	1.6%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	1,036	1,898	2,286
Owner Occupied	74.0%	73.1%	72.7%
Owned with a Mortgage/Loan	44.4%	42.5%	42.3%
Owned Free and Clear	29.6%	30.6%	30.4%
Renter Occupied	26.0%	26.9%	27.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	154	128	128
Percent of Income for Mortgage	16.1%	19.3%	19.4%
Wealth Index	50	52	55
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,356	2,530	3,033
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	68.8%	61.5%	56.0%
Rural Housing Units	31.2%	38.5%	44.0%
2010 Population By Urban/ Rural Status			
Total Population	2,479	4,661	5,682
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	73.3%	66.9%	59.9%
Rural Population	26.7%	33.1%	40.1%

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.

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Top 3 Tapestry Segments			
1.	Down the Road (10D)	Down the Road (10D)	Rural Bypasses (10E)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Down the Road (10D)
3.	Senior Escapes (9D)	Senior Escapes (9D)	Senior Escapes (9D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$1,232,359	\$2,254,474	\$2,806,219
Average Spent	\$1,506.55	\$1,486.14	\$1,551.25
Spending Potential Index	63	62	64
Education: Total \$	\$796,838	\$1,472,207	\$1,823,605
Average Spent	\$974.13	\$970.47	\$1,008.07
Spending Potential Index	50	49	51
Entertainment/Recreation: Total \$	\$1,993,728	\$3,685,234	\$4,645,753
Average Spent	\$2,437.32	\$2,429.29	\$2,568.13
Spending Potential Index	66	66	70
Food at Home: Total \$	\$3,538,832	\$6,511,274	\$8,206,806
Average Spent	\$4,326.20	\$4,292.20	\$4,536.65
Spending Potential Index	70	69	73
Food Away from Home: Total \$	\$2,309,141	\$4,221,280	\$5,270,621
Average Spent	\$2,822.91	\$2,782.65	\$2,913.56
Spending Potential Index	65	65	68
Health Care: Total \$	\$4,115,136	\$7,660,721	\$9,675,711
Average Spent	\$5,030.73	\$5,049.91	\$5,348.65
Spending Potential Index	71	71	75
HH Furnishings & Equipment: Total \$	\$1,373,402	\$2,529,361	\$3,162,979
Average Spent	\$1,678.98	\$1,667.34	\$1,748.47
Spending Potential Index	66	65	68
Personal Care Products & Services: Total \$	\$519,608	\$968,016	\$1,199,210
Average Spent	\$635.22	\$638.11	\$662.91
Spending Potential Index	62	63	65
Shelter: Total \$	\$10,686,954	\$19,970,411	\$24,597,185
Average Spent	\$13,064.74	\$13,164.41	\$13,597.12
Spending Potential Index	57	57	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,550,190	\$2,968,446	\$3,700,506
Average Spent	\$1,895.10	\$1,956.79	\$2,045.61
Spending Potential Index	70	72	75
Travel: Total \$	\$1,348,703	\$2,552,507	\$3,145,679
Average Spent	\$1,648.78	\$1,682.60	\$1,738.90
Spending Potential Index	57	59	61
Vehicle Maintenance & Repairs: Total \$	\$751,797	\$1,380,902	\$1,744,157
Average Spent	\$919.07	\$910.28	\$964.16
Spending Potential Index	73	72	77

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.