

Fort Howard Square  
410 S Columbia Ave, Rincon, Georgia, 31326  
Rings: 3, 5, 10 mile radii

Prepared by WHLR  
Latitude: 32.27695  
Longitude: -81.22974

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2010 Total Population	15,018	19,954	59,825
2020 Total Population	17,265	26,562	83,849
2020 Group Quarters	0	5	2,323
2022 Total Population	18,317	28,515	89,722
2022 Group Quarters	0	5	2,323
2027 Total Population	19,433	30,495	95,838
2022-2027 Annual Rate	1.19%	1.35%	1.33%
2022 Total Daytime Population	15,121	23,715	79,072
Workers	6,617	10,459	36,991
Residents	8,504	13,256	42,081
<b>Household Summary</b>			
2010 Households	5,326	7,048	20,722
2010 Average Household Size	2.82	2.83	2.78
2020 Total Households	6,432	9,587	29,917
2020 Average Household Size	2.68	2.77	2.73
2022 Total Households	6,840	10,331	32,094
2022 Average Household Size	2.68	2.76	2.72
2027 Total Households	7,289	11,097	34,424
2027 Average Household Size	2.67	2.75	2.72
2022-2027 Annual Rate	1.28%	1.44%	1.41%
2010 Families	4,033	5,372	15,275
2010 Average Family Size	3.23	3.24	3.21
2022 Total Families	5,042	7,598	22,839
2022 Average Family Size	3.13	3.22	3.22
2027 Total Families	5,359	8,120	24,462
2027 Average Family Size	3.11	3.21	3.21
2022-2027 Annual Rate	1.23%	1.34%	1.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,627	4,710	12,302
Owner Occupied Housing Units	71.4%	73.9%	74.4%
Renter Occupied Housing Units	20.8%	19.0%	18.8%
Vacant Housing Units	7.8%	7.0%	6.9%
2010 Housing Units	5,873	7,819	22,860
Owner Occupied Housing Units	62.4%	63.9%	63.5%
Renter Occupied Housing Units	28.2%	26.2%	27.1%
Vacant Housing Units	9.3%	9.9%	9.4%
2020 Housing Units	6,778	10,160	32,087
Vacant Housing Units	5.1%	5.6%	6.8%
2022 Housing Units	7,248	11,064	34,709
Owner Occupied Housing Units	60.0%	62.8%	61.4%
Renter Occupied Housing Units	34.3%	30.6%	31.0%
Vacant Housing Units	5.6%	6.6%	7.5%
2027 Housing Units	7,775	11,950	37,388
Owner Occupied Housing Units	60.7%	63.1%	61.9%
Renter Occupied Housing Units	33.0%	29.7%	30.2%
Vacant Housing Units	6.3%	7.1%	7.9%
<b>Median Household Income</b>			
2022	\$72,204	\$79,599	\$82,203
2027	\$81,548	\$90,592	\$94,022
<b>Median Home Value</b>			
2022	\$210,137	\$222,504	\$220,281
2027	\$233,297	\$245,887	\$251,076
<b>Per Capita Income</b>			
2022	\$34,787	\$37,198	\$38,175
2027	\$41,544	\$43,742	\$44,490
<b>Median Age</b>			
2010	33.4	33.8	32.6
2022	36.4	36.2	35.5
2027	36.5	36.5	35.7

**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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<b>2022 Households by Income</b>			
Household Income Base	6,840	10,331	32,094
<\$15,000	7.2%	6.2%	4.9%
\$15,000 - \$24,999	7.7%	6.5%	6.0%
\$25,000 - \$34,999	5.8%	4.9%	5.1%
\$35,000 - \$49,999	11.7%	10.0%	9.3%
\$50,000 - \$74,999	19.1%	18.1%	18.1%
\$75,000 - \$99,999	17.8%	17.9%	18.3%
\$100,000 - \$149,999	17.0%	19.8%	21.5%
\$150,000 - \$199,999	7.9%	9.4%	9.4%
\$200,000+	5.8%	7.2%	7.5%
Average Household Income	\$92,868	\$101,637	\$104,294
<b>2027 Households by Income</b>			
Household Income Base	7,289	11,097	34,424
<\$15,000	5.3%	4.4%	3.5%
\$15,000 - \$24,999	6.1%	4.9%	4.3%
\$25,000 - \$34,999	4.7%	3.7%	3.8%
\$35,000 - \$49,999	9.7%	7.3%	6.5%
\$50,000 - \$74,999	18.8%	16.9%	16.5%
\$75,000 - \$99,999	16.5%	18.6%	18.9%
\$100,000 - \$149,999	19.8%	22.9%	24.7%
\$150,000 - \$199,999	11.3%	12.4%	12.6%
\$200,000+	7.8%	9.0%	9.2%
Average Household Income	\$110,368	\$119,088	\$121,525
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	4,350	6,949	21,321
<\$50,000	2.9%	3.1%	3.3%
\$50,000 - \$99,999	5.8%	4.3%	4.8%
\$100,000 - \$149,999	13.1%	9.8%	10.9%
\$150,000 - \$199,999	23.1%	21.5%	22.0%
\$200,000 - \$249,999	25.2%	24.9%	22.3%
\$250,000 - \$299,999	16.6%	18.1%	16.1%
\$300,000 - \$399,999	7.5%	10.4%	11.9%
\$400,000 - \$499,999	4.4%	5.8%	5.2%
\$500,000 - \$749,999	1.4%	1.9%	2.7%
\$750,000 - \$999,999	0.0%	0.1%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$219,324	\$235,320	\$244,992
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	4,720	7,543	23,131
<\$50,000	1.7%	1.7%	2.1%
\$50,000 - \$99,999	2.7%	2.0%	2.4%
\$100,000 - \$149,999	6.9%	5.0%	6.2%
\$150,000 - \$199,999	19.3%	16.5%	15.6%
\$200,000 - \$249,999	29.1%	27.0%	23.3%
\$250,000 - \$299,999	20.9%	22.1%	19.8%
\$300,000 - \$399,999	10.5%	14.0%	16.7%
\$400,000 - \$499,999	6.5%	8.2%	7.8%
\$500,000 - \$749,999	2.4%	3.3%	5.0%
\$750,000 - \$999,999	0.0%	0.1%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.5%
Average Home Value	\$248,888	\$267,115	\$286,976

**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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<b>2010 Population by Age</b>			
Total	15,020	19,952	59,827
0 - 4	7.5%	7.3%	7.7%
5 - 9	8.4%	8.4%	7.7%
10 - 14	9.0%	8.8%	7.7%
15 - 24	13.3%	13.4%	14.0%
25 - 34	14.2%	13.9%	16.8%
35 - 44	15.6%	15.5%	15.3%
45 - 54	14.6%	15.2%	14.1%
55 - 64	9.8%	10.0%	9.1%
65 - 74	4.9%	5.0%	4.8%
75 - 84	2.3%	2.2%	2.1%
85 +	0.5%	0.5%	0.7%
18 +	69.9%	70.4%	72.5%
<b>2022 Population by Age</b>			
Total	18,316	28,516	89,722
0 - 4	6.6%	6.6%	7.1%
5 - 9	7.0%	7.0%	7.3%
10 - 14	6.9%	7.0%	7.1%
15 - 24	12.8%	12.6%	11.9%
25 - 34	14.7%	15.1%	15.8%
35 - 44	14.1%	14.5%	16.3%
45 - 54	13.3%	13.2%	12.5%
55 - 64	12.4%	12.3%	11.1%
65 - 74	8.2%	7.9%	7.2%
75 - 84	3.2%	3.1%	2.9%
85 +	0.8%	0.7%	0.8%
18 +	75.5%	75.3%	74.7%
<b>2027 Population by Age</b>			
Total	19,434	30,495	95,837
0 - 4	6.5%	6.6%	7.1%
5 - 9	7.0%	7.0%	7.4%
10 - 14	7.3%	7.2%	7.5%
15 - 24	11.3%	11.2%	11.6%
25 - 34	15.7%	15.6%	15.1%
35 - 44	13.9%	15.0%	17.0%
45 - 54	12.6%	12.4%	12.2%
55 - 64	11.5%	11.3%	10.0%
65 - 74	8.9%	8.6%	7.6%
75 - 84	4.4%	4.2%	3.6%
85 +	0.9%	0.8%	0.9%
18 +	75.4%	75.3%	74.0%
<b>2010 Population by Sex</b>			
Males	7,343	9,800	30,619
Females	7,675	10,154	29,206
<b>2022 Population by Sex</b>			
Males	9,017	14,056	45,068
Females	9,299	14,459	44,654
<b>2027 Population by Sex</b>			
Males	9,586	15,038	48,010
Females	9,847	15,458	47,827

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<b>2010 Population by Race/Ethnicity</b>			
Total	15,018	19,952	59,824
White Alone	77.2%	78.9%	72.8%
Black Alone	16.8%	15.7%	20.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.5%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.4%	1.3%	2.6%
Two or More Races	2.6%	2.4%	2.2%
Hispanic Origin	4.2%	4.0%	6.2%
Diversity Index	42.6	40.2	49.4
<b>2020 Population by Race/Ethnicity</b>			
Total	17,265	26,562	83,849
White Alone	67.9%	66.2%	61.7%
Black Alone	19.1%	20.8%	23.9%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	2.1%	1.9%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.7%	3.7%
Two or More Races	8.0%	8.0%	7.8%
Hispanic Origin	6.9%	7.0%	8.5%
Diversity Index	56.0	57.5	62.4
<b>2022 Population by Race/Ethnicity</b>			
Total	18,318	28,515	89,721
White Alone	67.4%	65.4%	60.9%
Black Alone	19.1%	21.1%	24.2%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	2.1%	1.9%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.8%	3.8%
Two or More Races	8.4%	8.3%	8.1%
Hispanic Origin	7.0%	7.1%	8.7%
Diversity Index	56.5	58.4	63.1
<b>2027 Population by Race/Ethnicity</b>			
Total	19,433	30,496	95,838
White Alone	66.3%	64.0%	60.0%
Black Alone	19.3%	21.5%	24.2%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	2.1%	2.0%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	3.1%	4.1%
Two or More Races	9.1%	9.0%	8.7%
Hispanic Origin	7.3%	7.4%	9.0%
Diversity Index	57.9	59.9	64.2
<b>2010 Population by Relationship and Household Type</b>			
Total	15,018	19,954	59,825
In Households	100.0%	100.0%	96.1%
In Family Households	89.1%	89.3%	84.3%
Householder	26.9%	27.1%	25.6%
Spouse	19.9%	20.6%	19.4%
Child	36.7%	36.4%	33.5%
Other relative	3.3%	3.2%	3.5%
Nonrelative	2.2%	2.1%	2.4%
In Nonfamily Households	10.9%	10.7%	11.8%
In Group Quarters	0.0%	0.0%	3.9%
Institutionalized Population	0.0%	0.0%	3.8%
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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	12,198	19,043	59,756
Less than 9th Grade	3.3%	2.7%	3.0%
9th - 12th Grade, No Diploma	5.7%	5.1%	5.6%
High School Graduate	25.6%	26.0%	25.4%
GED/Alternative Credential	6.5%	5.9%	5.7%
Some College, No Degree	19.1%	19.1%	20.6%
Associate Degree	13.5%	12.3%	9.8%
Bachelor's Degree	18.0%	19.4%	20.6%
Graduate/Professional Degree	8.3%	9.5%	9.4%
<b>2022 Population 15+ by Marital Status</b>			
Total	14,548	22,630	70,420
Never Married	26.3%	26.2%	27.4%
Married	53.0%	56.8%	57.7%
Widowed	7.5%	5.9%	4.8%
Divorced	13.3%	11.2%	10.1%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,975	15,635	47,301
Population 16+ Employed	98.2%	97.9%	97.4%
Population 16+ Unemployment rate	1.8%	2.1%	2.6%
Population 16-24 Employed	11.2%	12.1%	12.9%
Population 16-24 Unemployment rate	9.3%	8.4%	7.8%
Population 25-54 Employed	66.7%	66.7%	68.6%
Population 25-54 Unemployment rate	1.0%	1.3%	1.7%
Population 55-64 Employed	17.2%	16.3%	14.1%
Population 55-64 Unemployment rate	0.1%	1.0%	3.0%
Population 65+ Employed	4.9%	4.9%	4.4%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	9,798	15,302	46,050
Agriculture/Mining	0.4%	0.3%	0.5%
Construction	7.0%	7.0%	8.3%
Manufacturing	16.6%	17.6%	16.9%
Wholesale Trade	2.0%	2.1%	2.2%
Retail Trade	8.5%	8.6%	8.9%
Transportation/Utilities	15.9%	15.1%	13.1%
Information	2.1%	1.6%	1.5%
Finance/Insurance/Real Estate	3.3%	4.3%	4.9%
Services	39.1%	38.1%	38.0%
Public Administration	5.1%	5.4%	5.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	9,798	15,301	46,051
White Collar	61.7%	61.4%	58.3%
Management/Business/Financial	21.5%	21.1%	19.1%
Professional	20.7%	21.0%	21.3%
Sales	5.9%	6.5%	6.9%
Administrative Support	13.6%	12.8%	10.9%
Services	10.8%	11.0%	12.5%
Blue Collar	27.5%	27.7%	29.2%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	3.9%	4.2%	6.0%
Installation/Maintenance/Repair	3.7%	4.5%	5.1%
Production	6.4%	6.8%	6.1%
Transportation/Material Moving	13.3%	11.9%	11.7%

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<b>2010 Households by Type</b>			
Total	5,327	7,049	20,722
Households with 1 Person	19.3%	18.8%	20.4%
Households with 2+ People	80.7%	81.2%	79.6%
Family Households	75.7%	76.2%	73.7%
Husband-wife Families	56.0%	57.8%	55.7%
With Related Children	30.2%	30.7%	29.5%
Other Family (No Spouse Present)	19.7%	18.4%	18.0%
Other Family with Male Householder	4.8%	4.7%	5.1%
With Related Children	3.2%	3.1%	3.2%
Other Family with Female Householder	14.9%	13.7%	12.9%
With Related Children	11.1%	10.1%	9.3%
Nonfamily Households	5.0%	5.0%	5.9%
All Households with Children	45.1%	44.4%	42.5%
Multigenerational Households	4.3%	4.3%	4.6%
Unmarried Partner Households	6.7%	6.4%	7.0%
Male-female	6.0%	5.7%	6.2%
Same-sex	0.7%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	5,326	7,048	20,721
1 Person Household	19.3%	18.8%	20.4%
2 Person Household	30.4%	31.1%	31.4%
3 Person Household	20.1%	19.7%	19.4%
4 Person Household	17.3%	17.8%	16.6%
5 Person Household	8.1%	8.0%	7.7%
6 Person Household	3.2%	3.1%	2.8%
7 + Person Household	1.6%	1.5%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,325	7,048	20,722
Owner Occupied	68.9%	70.9%	70.1%
Owned with a Mortgage/Loan	55.9%	57.3%	56.3%
Owned Free and Clear	12.9%	13.7%	13.8%
Renter Occupied	31.1%	29.1%	29.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	150	157	166
Percent of Income for Mortgage	15.3%	14.7%	14.1%
Wealth Index	72	84	83
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,873	7,819	22,860
Housing Units Inside Urbanized Area	0.0%	4.8%	30.1%
Housing Units Inside Urbanized Cluster	80.1%	61.2%	29.3%
Rural Housing Units	19.9%	34.0%	40.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,018	19,954	59,825
Population Inside Urbanized Area	0.0%	3.6%	28.8%
Population Inside Urbanized Cluster	79.5%	60.8%	29.7%
Rural Population	20.5%	35.6%	41.5%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Workday Drive (4A)	Workday Drive (4A)	Up and Coming Families (7A)
3.	Southern Satellites (10A)	Up and Coming Families (7A)	Workday Drive (4A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,600,248	\$24,084,133	\$77,061,252
Average Spent	\$2,134.54	\$2,331.25	\$2,401.11
Spending Potential Index	89	97	100
Education: Total \$	\$10,429,519	\$17,323,313	\$54,198,484
Average Spent	\$1,524.78	\$1,676.83	\$1,688.74
Spending Potential Index	78	86	86
Entertainment/Recreation: Total \$	\$22,432,524	\$36,936,115	\$117,225,558
Average Spent	\$3,279.61	\$3,575.27	\$3,652.57
Spending Potential Index	89	97	100
Food at Home: Total \$	\$37,012,518	\$60,916,789	\$195,274,629
Average Spent	\$5,411.19	\$5,896.50	\$6,084.46
Spending Potential Index	87	95	98
Food Away from Home: Total \$	\$26,140,109	\$43,207,625	\$138,940,969
Average Spent	\$3,821.65	\$4,182.33	\$4,329.19
Spending Potential Index	89	97	100
Health Care: Total \$	\$44,388,354	\$72,691,213	\$230,443,686
Average Spent	\$6,489.53	\$7,036.22	\$7,180.27
Spending Potential Index	92	99	101
HH Furnishings & Equipment: Total \$	\$16,053,061	\$26,584,126	\$84,994,976
Average Spent	\$2,346.94	\$2,573.24	\$2,648.31
Spending Potential Index	92	100	103
Personal Care Products & Services: Total \$	\$6,202,675	\$10,231,077	\$32,691,593
Average Spent	\$906.82	\$990.33	\$1,018.62
Spending Potential Index	89	97	100
Shelter: Total \$	\$132,500,630	\$219,160,505	\$701,840,450
Average Spent	\$19,371.44	\$21,213.87	\$21,868.28
Spending Potential Index	85	93	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,379,079	\$28,994,014	\$93,780,661
Average Spent	\$2,540.80	\$2,806.51	\$2,922.06
Spending Potential Index	94	103	108
Travel: Total \$	\$17,636,129	\$29,183,293	\$92,201,337
Average Spent	\$2,578.38	\$2,824.83	\$2,872.85
Spending Potential Index	90	98	100
Vehicle Maintenance & Repairs: Total \$	\$7,887,324	\$13,000,744	\$41,856,787
Average Spent	\$1,153.12	\$1,258.42	\$1,304.19
Spending Potential Index	92	100	104

**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.