

Parkway Plaza  
363 Venture Dr, Brunswick, Georgia, 31525  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 31.24785  
Longitude: -81.50681

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	3,459	21,058	39,833
2020 Total Population	3,845	21,844	41,421
2020 Group Quarters	37	104	919
2022 Total Population	3,882	22,273	41,954
2022 Group Quarters	37	104	919
2027 Total Population	3,976	22,873	42,694
2022-2027 Annual Rate	0.48%	0.53%	0.35%
2022 Total Daytime Population	3,010	20,912	38,945
Workers	1,019	9,578	17,310
Residents	1,991	11,334	21,635
<b>Household Summary</b>			
2010 Households	1,246	8,061	15,404
2010 Average Household Size	2.77	2.56	2.55
2020 Total Households	1,488	8,974	16,582
2020 Average Household Size	2.56	2.42	2.44
2022 Total Households	1,527	9,253	16,955
2022 Average Household Size	2.52	2.40	2.42
2027 Total Households	1,589	9,605	17,408
2027 Average Household Size	2.48	2.37	2.40
2022-2027 Annual Rate	0.80%	0.75%	0.53%
2010 Families	925	5,677	10,604
2010 Average Family Size	3.19	3.03	3.04
2022 Total Families	1,102	6,314	11,273
2022 Average Family Size	2.96	2.90	2.96
2027 Total Families	1,141	6,522	11,517
2027 Average Family Size	2.91	2.87	2.93
2022-2027 Annual Rate	0.70%	0.65%	0.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	927	6,387	13,440
Owner Occupied Housing Units	71.5%	64.4%	58.6%
Renter Occupied Housing Units	20.6%	27.2%	32.3%
Vacant Housing Units	7.9%	8.5%	9.1%
2010 Housing Units	1,401	9,109	17,584
Owner Occupied Housing Units	65.9%	56.4%	53.2%
Renter Occupied Housing Units	23.2%	32.1%	34.5%
Vacant Housing Units	11.1%	11.5%	12.4%
2020 Housing Units	1,617	9,777	18,287
Vacant Housing Units	8.0%	8.2%	9.3%
2022 Housing Units	1,664	10,102	18,724
Owner Occupied Housing Units	68.6%	61.8%	60.4%
Renter Occupied Housing Units	23.1%	29.8%	30.2%
Vacant Housing Units	8.2%	8.4%	9.4%
2027 Housing Units	1,714	10,336	19,035
Owner Occupied Housing Units	70.3%	63.7%	61.9%
Renter Occupied Housing Units	22.4%	29.2%	29.6%
Vacant Housing Units	7.3%	7.1%	8.5%
<b>Median Household Income</b>			
2022	\$63,799	\$61,524	\$59,304
2027	\$75,667	\$73,261	\$68,977
<b>Median Home Value</b>			
2022	\$214,048	\$204,768	\$203,706
2027	\$237,984	\$238,197	\$241,341
<b>Per Capita Income</b>			
2022	\$32,824	\$33,033	\$31,554
2027	\$39,538	\$39,873	\$37,957
<b>Median Age</b>			
2010	37.7	36.2	36.3
2022	38.3	38.7	38.8
2027	38.4	39.2	39.4

**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	1,527	9,253	16,955
<\$15,000	6.0%	7.3%	7.6%
\$15,000 - \$24,999	8.1%	9.5%	12.0%
\$25,000 - \$34,999	10.3%	9.4%	9.2%
\$35,000 - \$49,999	9.4%	10.7%	9.6%
\$50,000 - \$74,999	24.8%	23.1%	24.3%
\$75,000 - \$99,999	10.9%	10.9%	10.7%
\$100,000 - \$149,999	24.9%	22.7%	19.9%
\$150,000 - \$199,999	3.9%	3.2%	3.8%
\$200,000+	1.8%	3.2%	3.0%
Average Household Income	\$79,140	\$80,224	\$77,910
<b>2027 Households by Income</b>			
Household Income Base	1,589	9,605	17,408
<\$15,000	3.8%	4.7%	5.0%
\$15,000 - \$24,999	5.1%	6.5%	8.4%
\$25,000 - \$34,999	8.3%	8.4%	8.0%
\$35,000 - \$49,999	9.5%	9.1%	8.5%
\$50,000 - \$74,999	23.0%	22.4%	24.3%
\$75,000 - \$99,999	8.4%	10.3%	11.0%
\$100,000 - \$149,999	32.7%	29.2%	24.9%
\$150,000 - \$199,999	6.6%	5.2%	5.9%
\$200,000+	2.6%	4.2%	4.0%
Average Household Income	\$94,658	\$95,904	\$92,979
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,142	6,247	11,302
<\$50,000	4.1%	7.1%	7.8%
\$50,000 - \$99,999	7.9%	10.6%	11.2%
\$100,000 - \$149,999	6.8%	8.7%	8.5%
\$150,000 - \$199,999	20.5%	21.1%	20.7%
\$200,000 - \$249,999	38.2%	26.9%	23.5%
\$250,000 - \$299,999	6.7%	6.1%	7.2%
\$300,000 - \$399,999	8.1%	5.5%	6.6%
\$400,000 - \$499,999	3.2%	8.9%	8.5%
\$500,000 - \$749,999	3.8%	3.2%	3.5%
\$750,000 - \$999,999	0.8%	0.9%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.1%	0.8%	0.8%
Average Home Value	\$231,212	\$243,377	\$250,237
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,205	6,587	11,780
<\$50,000	1.2%	3.4%	3.9%
\$50,000 - \$99,999	2.1%	4.0%	4.6%
\$100,000 - \$149,999	2.3%	3.8%	4.1%
\$150,000 - \$199,999	13.4%	15.9%	16.2%
\$200,000 - \$249,999	40.7%	29.9%	25.6%
\$250,000 - \$299,999	8.5%	8.3%	9.3%
\$300,000 - \$399,999	13.9%	9.6%	11.1%
\$400,000 - \$499,999	6.0%	14.3%	13.1%
\$500,000 - \$749,999	9.4%	6.9%	7.3%
\$750,000 - \$999,999	1.9%	2.1%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.2%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.2%	1.4%	1.6%
Average Home Value	\$302,263	\$322,651	\$335,748

**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	3,459	21,056	39,838
0 - 4	6.7%	7.0%	7.2%
5 - 9	7.1%	6.9%	7.0%
10 - 14	6.6%	6.9%	6.9%
15 - 24	12.9%	14.8%	14.2%
25 - 34	13.3%	12.8%	13.0%
35 - 44	14.1%	13.3%	13.0%
45 - 54	16.2%	14.4%	14.5%
55 - 64	12.2%	11.6%	11.9%
65 - 74	6.8%	7.5%	7.3%
75 - 84	3.2%	3.7%	3.7%
85 +	1.0%	1.1%	1.2%
18 +	75.0%	74.6%	74.4%
<b>2022 Population by Age</b>			
Total	3,882	22,271	41,954
0 - 4	6.4%	6.3%	6.3%
5 - 9	6.8%	6.5%	6.4%
10 - 14	6.9%	6.5%	6.5%
15 - 24	11.3%	11.6%	11.7%
25 - 34	14.2%	14.2%	14.2%
35 - 44	13.2%	12.7%	12.6%
45 - 54	12.9%	12.1%	11.8%
55 - 64	13.6%	12.8%	12.9%
65 - 74	9.7%	10.4%	10.4%
75 - 84	4.0%	5.3%	5.3%
85 +	1.0%	1.5%	1.9%
18 +	76.4%	77.1%	77.3%
<b>2027 Population by Age</b>			
Total	3,977	22,873	42,693
0 - 4	6.5%	6.3%	6.3%
5 - 9	6.7%	6.4%	6.3%
10 - 14	7.0%	6.6%	6.5%
15 - 24	11.3%	11.5%	11.6%
25 - 34	13.5%	13.2%	13.2%
35 - 44	13.6%	13.5%	13.4%
45 - 54	12.1%	11.6%	11.4%
55 - 64	12.3%	11.9%	11.8%
65 - 74	10.5%	10.8%	11.0%
75 - 84	5.1%	6.3%	6.4%
85 +	1.3%	1.9%	2.2%
18 +	75.9%	76.9%	77.2%
<b>2010 Population by Sex</b>			
Males	1,648	10,079	18,926
Females	1,811	10,980	20,907
<b>2022 Population by Sex</b>			
Males	1,853	10,631	20,057
Females	2,030	11,642	21,897
<b>2027 Population by Sex</b>			
Males	1,899	10,943	20,451
Females	2,077	11,930	22,243

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,458	21,059	39,832
White Alone	82.0%	69.5%	64.7%
Black Alone	12.8%	22.8%	27.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	1.9%	1.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.1%	3.1%	3.3%
Two or More Races	1.9%	2.3%	2.2%
Hispanic Origin	4.5%	7.0%	7.2%
Diversity Index	37.0	53.3	57.0
<b>2020 Population by Race/Ethnicity</b>			
Total	3,845	21,844	41,421
White Alone	68.5%	61.5%	58.2%
Black Alone	17.7%	24.4%	27.5%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	3.2%	2.7%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.8%	3.9%	4.7%
Two or More Races	6.9%	6.8%	6.8%
Hispanic Origin	7.6%	8.5%	9.5%
Diversity Index	56.4	62.5	65.1
<b>2022 Population by Race/Ethnicity</b>			
Total	3,883	22,272	41,954
White Alone	68.0%	61.0%	57.9%
Black Alone	17.9%	24.6%	27.5%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	3.2%	2.7%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.8%	4.0%	4.7%
Two or More Races	7.2%	7.1%	7.0%
Hispanic Origin	7.6%	8.6%	9.6%
Diversity Index	56.9	62.9	65.4
<b>2027 Population by Race/Ethnicity</b>			
Total	3,976	22,873	42,694
White Alone	66.7%	60.0%	56.9%
Black Alone	17.9%	24.3%	27.3%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	3.3%	2.8%	2.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.9%	4.1%	4.8%
Two or More Races	8.2%	8.0%	7.9%
Hispanic Origin	7.7%	8.7%	9.7%
Diversity Index	58.4	63.9	66.4
<b>2010 Population by Relationship and Household Type</b>			
Total	3,459	21,059	39,833
In Households	99.9%	98.1%	98.6%
In Family Households	87.6%	84.3%	83.8%
Householder	28.4%	26.8%	26.5%
Spouse	21.9%	18.6%	17.8%
Child	32.0%	31.7%	32.2%
Other relative	3.2%	4.6%	4.6%
Nonrelative	2.4%	2.6%	2.8%
In Nonfamily Households	12.3%	13.7%	14.8%
In Group Quarters	0.1%	1.9%	1.4%
Institutionalized Population	0.1%	0.1%	0.3%
Noninstitutionalized Population	0.1%	1.8%	1.1%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,664	15,386	29,028
Less than 9th Grade	1.8%	4.0%	3.7%
9th - 12th Grade, No Diploma	8.6%	8.1%	8.4%
High School Graduate	26.1%	25.8%	24.9%
GED/Alternative Credential	6.4%	6.6%	5.7%
Some College, No Degree	23.3%	22.3%	23.3%
Associate Degree	9.1%	8.6%	9.6%
Bachelor's Degree	16.1%	14.6%	15.6%
Graduate/Professional Degree	8.6%	10.0%	9.0%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,105	17,972	33,919
Never Married	33.6%	33.9%	33.1%
Married	46.7%	46.1%	46.0%
Widowed	7.3%	6.6%	6.6%
Divorced	12.4%	13.3%	14.3%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,951	11,338	20,917
Population 16+ Employed	98.1%	97.8%	96.8%
Population 16+ Unemployment rate	1.9%	2.2%	3.2%
Population 16-24 Employed	12.1%	12.3%	12.9%
Population 16-24 Unemployment rate	6.5%	5.9%	8.1%
Population 25-54 Employed	65.4%	64.4%	64.4%
Population 25-54 Unemployment rate	1.3%	1.8%	2.4%
Population 55-64 Employed	17.0%	15.9%	15.7%
Population 55-64 Unemployment rate	1.8%	1.9%	2.9%
Population 65+ Employed	5.5%	7.4%	7.0%
Population 65+ Unemployment rate	0.0%	0.2%	1.1%
<b>2022 Employed Population 16+ by Industry</b>			
Total	1,913	11,083	20,258
Agriculture/Mining	1.2%	0.6%	0.6%
Construction	8.4%	6.3%	5.6%
Manufacturing	5.0%	6.7%	6.8%
Wholesale Trade	2.8%	2.4%	1.9%
Retail Trade	11.8%	11.2%	12.4%
Transportation/Utilities	5.6%	7.8%	8.0%
Information	0.1%	0.5%	0.6%
Finance/Insurance/Real Estate	5.0%	5.4%	5.3%
Services	51.2%	50.6%	51.5%
Public Administration	8.9%	8.4%	7.3%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	1,916	11,083	20,257
White Collar	56.6%	51.9%	54.1%
Management/Business/Financial	15.3%	13.9%	13.5%
Professional	21.2%	21.0%	21.8%
Sales	5.9%	5.9%	7.1%
Administrative Support	14.2%	11.1%	11.6%
Services	16.2%	21.4%	20.3%
Blue Collar	27.4%	26.7%	25.6%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	7.4%	5.5%	4.5%
Installation/Maintenance/Repair	6.1%	3.9%	3.7%
Production	2.9%	5.0%	5.2%
Transportation/Material Moving	10.9%	12.2%	12.1%

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<b>2010 Households by Type</b>			
Total	1,244	8,062	15,405
Households with 1 Person	21.1%	24.7%	25.7%
Households with 2+ People	78.9%	75.3%	74.3%
Family Households	74.4%	70.4%	68.8%
Husband-wife Families	57.3%	48.6%	46.2%
With Related Children	26.4%	21.4%	20.1%
Other Family (No Spouse Present)	17.0%	21.8%	22.7%
Other Family with Male Householder	4.7%	5.2%	5.1%
With Related Children	3.0%	3.0%	3.1%
Other Family with Female Householder	12.3%	16.5%	17.5%
With Related Children	8.2%	11.5%	12.2%
Nonfamily Households	4.5%	4.8%	5.5%
All Households with Children	38.4%	36.6%	36.0%
Multigenerational Households	5.2%	5.1%	5.1%
Unmarried Partner Households	6.6%	6.5%	6.8%
Male-female	5.9%	5.8%	6.1%
Same-sex	0.6%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	1,247	8,061	15,404
1 Person Household	21.2%	24.8%	25.7%
2 Person Household	33.8%	33.2%	32.7%
3 Person Household	19.6%	18.1%	18.0%
4 Person Household	16.1%	14.0%	13.5%
5 Person Household	6.5%	6.2%	6.1%
6 Person Household	1.9%	2.4%	2.5%
7 + Person Household	0.9%	1.4%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,248	8,065	15,404
Owner Occupied	74.0%	63.7%	60.7%
Owned with a Mortgage/Loan	56.9%	44.9%	42.5%
Owned Free and Clear	16.9%	18.8%	18.2%
Renter Occupied	26.0%	36.3%	39.3%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	138	140	136
Percent of Income for Mortgage	17.7%	17.5%	18.1%
Wealth Index	57	65	64
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,401	9,109	17,584
Housing Units Inside Urbanized Area	96.8%	92.5%	85.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.2%	7.5%	14.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,459	21,058	39,833
Population Inside Urbanized Area	97.1%	92.3%	85.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.9%	7.7%	14.2%

**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.	Down the Road (10D)	Down the Road (10D)	Old and Newcomers (8F)
3.		Old and Newcomers (8F)	Down the Road (10D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,805,063	\$17,190,473	\$30,601,347
Average Spent	\$1,836.98	\$1,857.83	\$1,804.86
Spending Potential Index	76	77	75
Education: Total \$	\$1,957,826	\$12,801,578	\$23,015,708
Average Spent	\$1,282.14	\$1,383.51	\$1,357.46
Spending Potential Index	65	71	69
Entertainment/Recreation: Total \$	\$4,277,565	\$26,216,835	\$46,757,416
Average Spent	\$2,801.29	\$2,833.33	\$2,757.74
Spending Potential Index	76	77	75
Food at Home: Total \$	\$7,217,071	\$44,492,013	\$79,090,805
Average Spent	\$4,726.31	\$4,808.39	\$4,664.75
Spending Potential Index	76	78	75
Food Away from Home: Total \$	\$5,064,128	\$30,938,011	\$54,828,009
Average Spent	\$3,316.39	\$3,343.57	\$3,233.74
Spending Potential Index	77	78	75
Health Care: Total \$	\$8,522,184	\$52,006,833	\$92,535,526
Average Spent	\$5,581.00	\$5,620.54	\$5,457.71
Spending Potential Index	79	79	77
HH Furnishings & Equipment: Total \$	\$3,068,964	\$18,540,448	\$32,822,326
Average Spent	\$2,009.80	\$2,003.72	\$1,935.85
Spending Potential Index	78	78	76
Personal Care Products & Services: Total \$	\$1,191,888	\$7,331,536	\$13,033,457
Average Spent	\$780.54	\$792.34	\$768.71
Spending Potential Index	77	78	75
Shelter: Total \$	\$25,382,925	\$159,149,442	\$284,488,327
Average Spent	\$16,622.74	\$17,199.77	\$16,779.02
Spending Potential Index	73	75	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,340,385	\$20,040,291	\$35,520,353
Average Spent	\$2,187.55	\$2,165.82	\$2,094.98
Spending Potential Index	81	80	77
Travel: Total \$	\$3,316,799	\$20,215,000	\$35,944,555
Average Spent	\$2,172.10	\$2,184.70	\$2,120.00
Spending Potential Index	76	76	74
Vehicle Maintenance & Repairs: Total \$	\$1,532,371	\$9,299,583	\$16,564,770
Average Spent	\$1,003.52	\$1,005.03	\$976.98
Spending Potential Index	80	80	78

**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.