

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
Population Summary			
2000 Total Population	1,896	14,723	30,807
2010 Total Population	2,875	19,951	39,144
2021 Total Population	2,890	21,531	41,651
2021 Group Quarters	38	252	596
2026 Total Population	3,016	22,508	43,367
2021-2026 Annual Rate	0.86%	0.89%	0.81%
2021 Total Daytime Population	2,708	20,622	40,142
Workers	1,048	8,280	15,926
Residents	1,660	12,342	24,216
Household Summary			
2000 Households	678	5,588	11,895
2000 Average Household Size	2.74	2.59	2.54
2010 Households	1,061	7,580	15,052
2010 Average Household Size	2.68	2.60	2.56
2021 Households	1,084	8,283	16,162
2021 Average Household Size	2.63	2.57	2.54
2026 Households	1,136	8,688	16,886
2026 Average Household Size	2.62	2.56	2.53
2021-2026 Annual Rate	0.94%	0.96%	0.88%
2010 Families	784	5,308	10,336
2010 Average Family Size	3.09	3.08	3.06
2021 Families	784	5,665	10,863
2021 Average Family Size	3.07	3.08	3.07
2026 Families	817	5,900	11,273
2026 Average Family Size	3.07	3.08	3.07
2021-2026 Annual Rate	0.83%	0.82%	0.74%
Housing Unit Summary			
2000 Housing Units	697	6,056	13,045
Owner Occupied Housing Units	77.0%	63.8%	58.2%
Renter Occupied Housing Units	20.4%	28.5%	33.0%
Vacant Housing Units	2.6%	7.7%	8.8%
2010 Housing Units	1,121	8,504	17,099
Owner Occupied Housing Units	68.6%	56.3%	53.1%
Renter Occupied Housing Units	26.0%	32.9%	34.9%
Vacant Housing Units	5.4%	10.9%	12.0%
2021 Housing Units	1,162	9,370	18,449
Owner Occupied Housing Units	73.4%	61.7%	58.9%
Renter Occupied Housing Units	19.9%	26.7%	28.7%
Vacant Housing Units	6.7%	11.6%	12.4%
2026 Housing Units	1,219	9,834	19,284
Owner Occupied Housing Units	74.1%	62.4%	59.6%
Renter Occupied Housing Units	19.1%	26.0%	28.0%
Vacant Housing Units	6.8%	11.7%	12.4%
Median Household Income			
2021	\$54,859	\$55,061	\$54,488
2026	\$60,255	\$60,175	\$58,995
Median Home Value			
2021	\$178,755	\$176,806	\$179,604
2026	\$231,447	\$231,159	\$226,245
Per Capita Income			
2021	\$24,741	\$26,920	\$26,336
2026	\$28,366	\$30,552	\$29,896
Median Age			
2010	35.7	36.3	36.1
2021	37.7	38.2	38.0
2026	37.8	38.9	38.7

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	1,084	8,283	16,162
<\$15,000	8.2%	9.2%	9.2%
\$15,000 - \$24,999	10.5%	11.5%	13.8%
\$25,000 - \$34,999	13.9%	11.2%	10.5%
\$35,000 - \$49,999	10.6%	11.8%	10.4%
\$50,000 - \$74,999	23.8%	22.2%	23.7%
\$75,000 - \$99,999	9.0%	10.0%	10.2%
\$100,000 - \$149,999	19.9%	19.3%	16.9%
\$150,000 - \$199,999	2.2%	2.2%	2.9%
\$200,000+	1.6%	2.6%	2.5%
Average Household Income	\$66,309	\$69,007	\$67,829
2026 Households by Income			
Household Income Base	1,136	8,688	16,886
<\$15,000	6.6%	7.5%	7.6%
\$15,000 - \$24,999	8.5%	9.5%	11.8%
\$25,000 - \$34,999	12.1%	10.1%	9.6%
\$35,000 - \$49,999	10.1%	11.2%	9.8%
\$50,000 - \$74,999	24.5%	22.8%	24.2%
\$75,000 - \$99,999	9.4%	10.5%	10.6%
\$100,000 - \$149,999	23.9%	22.5%	19.8%
\$150,000 - \$199,999	3.0%	2.8%	3.7%
\$200,000+	2.0%	3.1%	3.0%
Average Household Income	\$75,671	\$78,070	\$76,740
2021 Owner Occupied Housing Units by Value			
Total	853	5,783	10,865
<\$50,000	5.9%	5.9%	5.8%
\$50,000 - \$99,999	9.5%	11.2%	12.1%
\$100,000 - \$149,999	17.5%	17.2%	15.5%
\$150,000 - \$199,999	29.7%	29.4%	27.9%
\$200,000 - \$249,999	18.8%	14.0%	13.6%
\$250,000 - \$299,999	2.3%	2.6%	3.4%
\$300,000 - \$399,999	5.0%	3.6%	5.2%
\$400,000 - \$499,999	4.5%	10.9%	10.5%
\$500,000 - \$749,999	4.1%	2.3%	2.8%
\$750,000 - \$999,999	2.6%	2.4%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.6%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$217,391	\$225,860	\$235,284
2026 Owner Occupied Housing Units by Value			
Total	903	6,135	11,490
<\$50,000	2.4%	2.6%	2.9%
\$50,000 - \$99,999	3.5%	5.0%	6.0%
\$100,000 - \$149,999	8.9%	9.2%	9.2%
\$150,000 - \$199,999	21.9%	23.4%	24.1%
\$200,000 - \$249,999	21.0%	15.7%	14.9%
\$250,000 - \$299,999	3.0%	4.1%	4.6%
\$300,000 - \$399,999	10.6%	7.3%	8.9%
\$400,000 - \$499,999	10.5%	19.9%	17.4%
\$500,000 - \$749,999	11.3%	6.0%	5.8%
\$750,000 - \$999,999	6.8%	5.6%	3.9%
\$1,000,000 - \$1,499,999	0.0%	1.3%	2.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$322,536	\$320,522	\$317,066

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,876	19,948	39,145
0 - 4	7.5%	7.1%	7.3%
5 - 9	7.2%	6.9%	7.0%
10 - 14	7.0%	6.9%	6.9%
15 - 24	14.0%	14.2%	14.3%
25 - 34	13.3%	13.1%	13.1%
35 - 44	14.4%	13.4%	13.1%
45 - 54	15.6%	14.4%	14.4%
55 - 64	11.3%	11.7%	11.8%
65 - 74	6.2%	7.5%	7.2%
75 - 84	2.6%	3.7%	3.8%
85 +	0.8%	1.1%	1.2%
18 +	73.8%	74.6%	74.4%
2021 Population by Age			
Total	2,891	21,532	41,651
0 - 4	6.4%	6.2%	6.4%
5 - 9	6.7%	6.4%	6.5%
10 - 14	6.8%	6.4%	6.6%
15 - 24	12.2%	12.4%	12.5%
25 - 34	14.2%	14.3%	14.1%
35 - 44	13.0%	12.5%	12.5%
45 - 54	12.6%	12.0%	11.8%
55 - 64	13.6%	12.8%	12.8%
65 - 74	9.5%	10.3%	10.2%
75 - 84	3.8%	5.1%	5.0%
85 +	1.0%	1.5%	1.6%
18 +	76.2%	77.2%	76.7%
2026 Population by Age			
Total	3,017	22,507	43,367
0 - 4	6.6%	6.3%	6.4%
5 - 9	6.7%	6.3%	6.4%
10 - 14	7.0%	6.5%	6.5%
15 - 24	12.4%	12.3%	12.4%
25 - 34	13.5%	13.3%	13.1%
35 - 44	13.4%	13.2%	13.1%
45 - 54	11.9%	11.5%	11.4%
55 - 64	12.1%	12.0%	11.9%
65 - 74	10.3%	10.7%	10.8%
75 - 84	4.9%	6.2%	6.1%
85 +	1.2%	1.8%	1.8%
18 +	75.6%	77.1%	76.8%
2010 Population by Sex			
Males	1,384	9,507	18,585
Females	1,491	10,444	20,559
2021 Population by Sex			
Males	1,385	10,290	19,828
Females	1,505	11,241	21,822
2026 Population by Sex			
Males	1,445	10,782	20,705
Females	1,571	11,726	22,662

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2010 Population by Race/Ethnicity			
Total	2,875	19,952	39,145
White Alone	78.9%	70.5%	64.2%
Black Alone	15.0%	21.9%	28.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.9%	1.8%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.5%	3.1%	3.3%
Two or More Races	2.4%	2.3%	2.2%
Hispanic Origin	4.7%	6.9%	7.3%
Diversity Index	41.2	52.6	57.5
2021 Population by Race/Ethnicity			
Total	2,889	21,531	41,650
White Alone	75.4%	67.1%	61.3%
Black Alone	16.4%	23.1%	29.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.0%	2.8%	2.6%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.7%	3.5%	3.8%
Two or More Races	3.1%	2.9%	2.8%
Hispanic Origin	5.3%	7.8%	8.2%
Diversity Index	46.4	56.8	60.9
2026 Population by Race/Ethnicity			
Total	3,015	22,509	43,367
White Alone	73.7%	65.5%	59.8%
Black Alone	16.8%	23.5%	29.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.7%	3.4%	3.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.8%	3.7%	3.9%
Two or More Races	3.6%	3.3%	3.1%
Hispanic Origin	5.7%	8.3%	8.7%
Diversity Index	48.9	58.9	62.6
2010 Population by Relationship and Household Type			
Total	2,875	19,951	39,144
In Households	98.7%	98.8%	98.6%
In Family Households	86.8%	84.6%	83.7%
Householder	27.2%	26.9%	26.4%
Spouse	20.0%	18.5%	17.6%
Child	32.8%	31.9%	32.2%
Other relative	4.1%	4.6%	4.6%
Nonrelative	2.7%	2.7%	2.8%
In Nonfamily Households	12.0%	14.2%	14.9%
In Group Quarters	1.3%	1.2%	1.4%
Institutionalized Population	0.0%	0.1%	0.3%
Noninstitutionalized Population	1.2%	1.1%	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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2021 Population 25+ by Educational Attainment			
Total	1,956	14,755	28,337
Less than 9th Grade	2.1%	4.6%	4.4%
9th - 12th Grade, No Diploma	9.8%	8.8%	9.0%
High School Graduate	26.8%	25.3%	24.2%
GED/Alternative Credential	6.6%	6.7%	5.5%
Some College, No Degree	25.8%	24.0%	25.0%
Associate Degree	7.6%	7.6%	8.7%
Bachelor's Degree	14.0%	13.4%	14.6%
Graduate/Professional Degree	7.4%	9.7%	8.6%
2021 Population 15+ by Marital Status			
Total	2,311	17,426	33,552
Never Married	33.4%	33.7%	32.8%
Married	45.8%	46.0%	46.1%
Widowed	7.6%	6.8%	6.7%
Divorced	13.2%	13.6%	14.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,269	9,568	18,485
Population 16+ Employed	97.0%	96.7%	95.3%
Population 16+ Unemployment rate	2.9%	3.3%	4.7%
Population 16-24 Employed	11.9%	11.4%	12.4%
Population 16-24 Unemployment rate	6.4%	6.4%	8.7%
Population 25-54 Employed	67.3%	67.6%	67.5%
Population 25-54 Unemployment rate	2.6%	3.0%	4.1%
Population 55-64 Employed	16.2%	15.0%	14.6%
Population 55-64 Unemployment rate	2.4%	3.2%	5.3%
Population 65+ Employed	4.5%	6.0%	5.5%
Population 65+ Unemployment rate	0.0%	0.4%	1.6%
2021 Employed Population 16+ by Industry			
Total	1,231	9,256	17,610
Agriculture/Mining	1.0%	0.6%	0.6%
Construction	9.3%	6.2%	5.6%
Manufacturing	5.4%	6.9%	6.9%
Wholesale Trade	3.2%	2.6%	2.0%
Retail Trade	12.1%	11.1%	12.7%
Transportation/Utilities	5.0%	7.5%	7.4%
Information	0.1%	0.4%	0.6%
Finance/Insurance/Real Estate	5.2%	5.6%	5.6%
Services	48.9%	49.7%	50.8%
Public Administration	10.2%	9.4%	7.8%
2021 Employed Population 16+ by Occupation			
Total	1,233	9,257	17,608
White Collar	56.9%	53.4%	56.3%
Management/Business/Financial	15.3%	14.3%	14.2%
Professional	20.5%	21.7%	22.7%
Sales	5.8%	6.2%	7.6%
Administrative Support	15.3%	11.1%	11.8%
Services	14.5%	20.2%	18.9%
Blue Collar	28.8%	26.4%	24.8%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	8.3%	5.4%	4.4%
Installation/Maintenance/Repair	6.1%	3.9%	3.6%
Production	2.8%	4.7%	5.0%
Transportation/Material Moving	11.5%	12.4%	11.7%

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2010 Households by Type			
Total	1,061	7,580	15,052
Households with 1 Person	21.3%	24.9%	25.8%
Households with 2+ People	78.7%	75.1%	74.2%
Family Households	73.9%	70.0%	68.7%
Husband-wife Families	54.6%	48.0%	45.9%
With Related Children	26.5%	21.2%	20.0%
Other Family (No Spouse Present)	19.3%	22.0%	22.8%
Other Family with Male Householder	5.5%	5.4%	5.1%
With Related Children	3.2%	3.1%	3.1%
Other Family with Female Householder	13.9%	16.6%	17.7%
With Related Children	9.5%	11.5%	12.3%
Nonfamily Households	4.8%	5.1%	5.5%
All Households with Children	40.0%	36.4%	36.0%
Multigenerational Households	5.4%	5.1%	5.1%
Unmarried Partner Households	6.8%	6.5%	6.8%
Male-female	6.1%	5.8%	6.2%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	1,060	7,583	15,052
1 Person Household	21.3%	24.8%	25.8%
2 Person Household	32.5%	33.3%	32.5%
3 Person Household	19.3%	18.1%	18.0%
4 Person Household	16.5%	13.8%	13.5%
5 Person Household	6.8%	6.1%	6.1%
6 Person Household	2.3%	2.3%	2.5%
7 + Person Household	1.3%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	1,061	7,580	15,052
Owner Occupied	72.5%	63.1%	60.3%
Owned with a Mortgage/Loan	54.8%	44.2%	42.3%
Owned Free and Clear	17.8%	19.0%	18.1%
Renter Occupied	27.5%	36.9%	39.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	174	178	173
Percent of Income for Mortgage	13.7%	13.5%	13.8%
Wealth Index	54	62	62
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,121	8,504	17,099
Housing Units Inside Urbanized Area	92.0%	91.7%	87.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	8.0%	8.3%	12.8%
2010 Population By Urban/ Rural Status			
Total Population	2,875	19,951	39,144
Population Inside Urbanized Area	93.4%	91.6%	87.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	6.6%	8.4%	12.5%

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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Top 3 Tapestry Segments			
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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$1,671,376	\$13,253,794	\$25,429,079
Average Spent	\$1,541.86	\$1,600.12	\$1,573.39
Spending Potential Index	73	75	74
Education: Total \$	\$1,164,922	\$9,866,329	\$19,067,428
Average Spent	\$1,074.65	\$1,191.15	\$1,179.77
Spending Potential Index	62	69	68
Entertainment/Recreation: Total \$	\$2,547,563	\$20,202,886	\$38,816,536
Average Spent	\$2,350.15	\$2,439.08	\$2,401.72
Spending Potential Index	73	75	74
Food at Home: Total \$	\$4,304,562	\$34,372,489	\$65,728,167
Average Spent	\$3,971.00	\$4,149.76	\$4,066.83
Spending Potential Index	73	76	75
Food Away from Home: Total \$	\$3,019,142	\$23,866,854	\$45,560,084
Average Spent	\$2,785.19	\$2,881.43	\$2,818.96
Spending Potential Index	73	76	74
Health Care: Total \$	\$5,077,702	\$40,118,492	\$76,889,585
Average Spent	\$4,684.23	\$4,843.47	\$4,757.43
Spending Potential Index	75	78	76
HH Furnishings & Equipment: Total \$	\$1,828,077	\$14,274,979	\$27,256,814
Average Spent	\$1,686.42	\$1,723.41	\$1,686.48
Spending Potential Index	75	76	75
Personal Care Products & Services: Total \$	\$710,190	\$5,654,089	\$10,829,859
Average Spent	\$655.16	\$682.61	\$670.08
Spending Potential Index	73	76	75
Shelter: Total \$	\$15,121,380	\$122,726,093	\$236,059,044
Average Spent	\$13,949.61	\$14,816.62	\$14,605.81
Spending Potential Index	69	74	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,990,487	\$15,442,705	\$29,470,458
Average Spent	\$1,836.24	\$1,864.39	\$1,823.44
Spending Potential Index	77	78	76
Travel: Total \$	\$1,973,523	\$15,535,985	\$29,797,882
Average Spent	\$1,820.59	\$1,875.65	\$1,843.70
Spending Potential Index	72	74	73
Vehicle Maintenance & Repairs: Total \$	\$913,723	\$7,177,129	\$13,765,447
Average Spent	\$842.92	\$866.49	\$851.72
Spending Potential Index	76	78	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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.