WHEELER REAL ESTATE COMPANY

Market Profile

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

Prepared by Young's Research
Latitude: 32.27695
Longitude: -81.22974

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	9,852	12,409	33,480
2010 Total Population	15,318	19,993	59,734
2017 Total Population	17,688	24,564	70,903
2017 Group Quarters	1	176	2,303
2022 Total Population	19,641	27,484	79,510
2017-2022 Annual Rate	2.12%	2.27%	2.32%
2017 Total Daytime Population	13,615	19,833	63,288
Workers	4,628	7,448	26,873
Residents	8,987	12,385	36,415
Household Summary			
2000 Households	3,454	4,317	11,322
2000 Average Household Size	2.85	2.86	2.83
2010 Households	5,427	7,076	20,660
2010 Average Household Size	2.82	2.81	2.78
2017 Households	6,261	8,683	24,586
2017 Average Household Size	2.82	2.81	2.79
2022 Households	6,953	9,713	27,585
2022 Average Household Size	2.82	2.81	2.80
2017-2022 Annual Rate	2.12%	2.27%	2.33%
2010 Families	4,123	5,419	15,233
2010 Average Family Size	3.23	3.21	3.21
2017 Families	4,709	6,574	17,914
2017 Average Family Size	3.25	3.22	3.25
2022 Families	5,205	7,325	19,999
2022 Average Family Size	3.26	3.23	3.26
2017-2022 Annual Rate	2.02%	2.19%	2.23%
Housing Unit Summary			
2000 Housing Units	3,719	4,650	12,168
Owner Occupied Housing Units	72.1%	73.9%	73.8%
Renter Occupied Housing Units	20.8%	18.9%	19.2%
Vacant Housing Units	7.1%	7.2%	7.0%
2010 Housing Units	5,965	7,873	22,816
Owner Occupied Housing Units	63.1%	64.4%	63.4%
Renter Occupied Housing Units	27.9%	25.5%	27.1%
Vacant Housing Units	9.0%	10.1%	9.4%
2017 Housing Units	6,903	9,549	26,721
Owner Occupied Housing Units	58.9%	61.6%	60.9%
Renter Occupied Housing Units	31.8%	29.3%	31.1%
Vacant Housing Units	9.3%	9.1%	8.0%
2022 Housing Units	7,661	10,661	29,808
Owner Occupied Housing Units	59.0%	61.7%	61.1%
Renter Occupied Housing Units	31.8%	29.4%	31.4%
Vacant Housing Units	9.2%	8.9%	7.5%
Median Household Income			
2017	$66,520	$70,194	$63,227
2022	$76,248	$78,595	$73,230
Median Home Value			
2017	$183,976	$190,813	$179,912
2022	$205,042	$227,180	$212,341
Per Capita Income			
2017	$27,996	$29,454	$28,214
2022	$32,291	$33,809	$32,195
Median Age			
2010	33.6	33.8	32.6
2017	35.5	35.6	34.5
2022	35.6	36.0	35.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	6,261	8,683	24,586
<$15,000	8.0%	7.4%	7.3%
$15,000 - $24,999	6.4%	5.9%	8.4%
$25,000 - $34,999	6.8%	6.6%	8.0%
$35,000 - $49,999	12.8%	11.9%	12.4%
$50,000 - $74,999	21.6%	21.1%	22.0%
$75,000 - $99,999	21.7%	19.7%	16.1%
$100,000 - $149,999	14.6%	17.9%	17.3%
$150,000 - $199,999	4.6%	5.4%	5.3%
$200,000+	3.5%	4.0%	3.1%
Average Household Income	$78,890	$83,027	$77,532
2022 Households by Income			
Household Income Base	6,953	9,713	27,585
<$15,000	7.4%	6.8%	6.9%
$15,000 - $24,999	5.6%	5.2%	7.5%
$25,000 - $34,999	5.8%	5.6%	6.7%
$35,000 - $49,999	10.6%	9.8%	10.3%
$50,000 - $74,999	18.8%	18.3%	19.6%
$75,000 - $99,999	23.7%	21.4%	17.7%
$100,000 - $149,999	17.6%	21.0%	20.7%
$150,000 - $199,999	5.8%	6.7%	6.7%
$200,000+	4.6%	5.2%	4.0%
Average Household Income	$90,978	$95,531	$89,318
2017 Owner Occupied Housing Units by Value			
Total	4,069	5,882	16,282
<$50,000	3.0%	4.0%	5.6%
$50,000 - $99,999	5.8%	5.3%	9.7%
$100,000 - $149,999	23.4%	19.3%	20.1%
$150,000 - $199,999	26.1%	26.2%	24.3%
$200,000 - $249,999	11.7%	12.8%	14.2%
$250,000 - $299,999	11.1%	11.5%	8.6%
$300,000 - $399,999	10.9%	11.9%	10.6%
$400,000 - $499,999	4.1%	4.7%	3.3%
$500,000 - $749,999	1.2%	1.5%	1.5%
$750,000 - $999,999	1.7%	1.4%	1.1%
$1,000,000 +	0.9%	1.4%	1.0%
Average Home Value	$227,206	$236,882	$214,765
2022 Owner Occupied Housing Units by Value			
Total	4,517	6,580	18,227
<$50,000	1.8%	2.3%	3.3%
$50,000 - $99,999	4.4%	3.8%	7.0%
$100,000 - $149,999	19.2%	15.4%	16.0%
$150,000 - $199,999	23.5%	22.2%	20.3%
$200,000 - $249,999	10.5%	11.5%	13.8%
$250,000 - $299,999	11.8%	12.3%	9.9%
$300,000 - $399,999	15.6%	16.8%	16.0%
$400,000 - $499,999	7.2%	8.5%	6.3%
$500,000 - $749,999	2.6%	3.1%	3.6%
$750,000 - $999,999	2.1%	1.9%	2.4%
$1,000,000 +	1.3%	2.0%	1.4%
Average Home Value	$262,267	$280,356	$265,433

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles	10 miles
2010 Population by Age			
Total	15,319	19,990	59,735
0 - 4	7.4%	7.2%	7.7%
5 - 9	8.4%	8.3%	7.7%
10 - 14	9.0%	8.8%	7.6%
15 - 24	13.3%	13.4%	14.0%
25 - 34	14.0%	14.0%	16.9%
35 - 44	15.6%	15.7%	15.3%
45 - 54	14.7%	15.1%	14.1%
55 - 64	9.9%	9.9%	9.1%
65 - 74	4.9%	4.9%	4.7%
75 - 84	2.3%	2.2%	2.1%
85 +	0.5%	0.5%	0.7%
18 +	70.1%	70.5%	72.5%
2017 Population by Age			
Total	17,688	24,564	70,902
0 - 4	7.0%	6.8%	7.2%
5 - 9	7.1%	7.1%	7.3%
10 - 14	7.4%	7.6%	7.2%
15 - 24	13.6%	13.4%	12.8%
25 - 34	14.0%	14.3%	16.3%
35 - 44	14.4%	14.6%	15.4%
45 - 54	14.1%	14.4%	13.3%
55 - 64	11.8%	11.7%	10.8%
65 - 74	7.2%	7.0%	6.5%
75 - 84	2.6%	2.4%	2.4%
85 +	0.7%	0.7%	0.8%
18 +	74.1%	74.3%	74.5%
2022 Population by Age			
Total	19,641	27,484	79,510
0 - 4	6.9%	6.7%	7.2%
5 - 9	7.2%	7.1%	7.4%
10 - 14	7.4%	7.4%	7.5%
15 - 24	12.1%	12.2%	12.2%
25 - 34	15.4%	15.1%	15.7%
35 - 44	14.1%	14.8%	16.4%
45 - 54	12.7%	13.1%	12.2%
55 - 64	11.8%	11.7%	10.6%
65 - 74	8.0%	7.9%	7.1%
75 - 84	3.4%	3.2%	3.0%
85 +	0.8%	0.7%	0.8%
18 +	74.4%	74.6%	74.0%
2010 Population by Sex			
Males	7,503	9,893	30,584
Females	7,815	10,100	29,150
2017 Population by Sex			
Males	8,698	12,209	36,110
Females	8,990	12,355	34,793
2022 Population by Sex			
Males	9,689	13,684	40,338
Females	9,953	13,801	39,172

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	15,317	19,994	59,733
White Alone	77.7%	79.0%	72.6%
Black Alone	16.4%	15.4%	20.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	1.6%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.3%	2.7%
Two or More Races	2.6%	2.4%	2.2%
Hispanic Origin	4.1%	4.0%	6.4%
Diversity Index	41.9	40.0	49.9
2017 Population by Race/Ethnicity			
Total	17,687	24,564	70,903
White Alone	75.0%	76.3%	70.5%
Black Alone	17.3%	16.4%	21.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.2%	2.1%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.9%	1.8%	3.2%
Two or More Races	3.2%	3.0%	2.8%
Hispanic Origin	6.3%	5.9%	7.9%
Diversity Index	47.7	45.8	53.7
2022 Population by Race/Ethnicity			
Total	19,642	27,484	79,510
White Alone	72.8%	74.5%	68.8%
Black Alone	18.1%	16.9%	21.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.8%	2.7%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	2.1%	3.5%
Two or More Races	3.7%	3.5%	3.2%
Hispanic Origin	7.3%	6.9%	9.0%
Diversity Index	51.3	49.1	56.5
2010 Population by Relationship and Household Type			
Total	15,318	19,993	59,734
In Households	100.0%	99.4%	96.1%
In Family Households	89.2%	89.0%	84.3%
Householder	27.0%	27.0%	25.6%
Spouse	20.0%	20.5%	19.3%
Child	36.7%	36.3%	33.5%
Other relative	3.3%	3.2%	3.5%
Nonrelative	2.2%	2.1%	2.4%
In Nonfamily Households	10.8%	10.4%	11.8%
In Group Quarters	0.0%	0.6%	3.9%
Institutionalized Population	0.0%	0.6%	3.9%
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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment			
Total	11,458	16,005	46,421
Less than 9th Grade	2.5%	2.5%	2.9%
9th - 12th Grade, No Diploma	7.8%	7.0%	9.0%
High School Graduate	28.0%	27.2%	25.9%
GED/Alternative Credential	5.4%	5.8%	6.4%
Some College, No Degree	24.1%	24.2%	21.8%
Associate Degree	10.0%	9.7%	8.6%
Bachelor's Degree	15.6%	16.2%	16.1%
Graduate/Professional Degree	6.7%	7.5%	9.3%
2017 Population 15+ by Marital Status			
Total	13,867	19,304	55,509
Never Married	26.2%	26.4%	28.5%
Married	56.3%	56.6%	54.4%
Widowed	4.5%	4.2%	4.3%
Divorced	13.0%	12.8%	12.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.7%	96.2%	96.0%
Civilian Unemployed (Unemployment Rate)	4.3%	3.9%	4.0%
2017 Employed Population 16+ by Industry			
Total	8,679	12,177	33,920
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	8.2%	8.3%	9.5%
Manufacturing	16.4%	16.3%	15.5%
Wholesale Trade	2.0%	2.1%	1.8%
Retail Trade	14.1%	13.0%	11.4%
Transportation/Utilities	9.7%	10.0%	8.4%
Information	0.9%	1.0%	1.5%
Finance/Insurance/Real Estate	4.0%	4.0%	4.4%
Services	38.5%	38.4%	41.0%
Public Administration	6.3%	6.7%	6.2%
2017 Employed Population 16+ by Occupation			
Total	8,678	12,178	33,919
White Collar	61.2%	60.4%	58.1%
Management/Business/Financial	15.6%	15.6%	14.8%
Professional	17.7%	19.1%	21.1%
Sales	11.1%	9.9%	8.9%
Administrative Support	16.7%	15.9%	13.3%
Services	12.4%	12.9%	14.7%
Blue Collar	26.4%	26.6%	27.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.0%	6.0%	7.4%
Installation/Maintenance/Repair	5.2%	5.2%	5.3%
Production	6.8%	6.7%	6.8%
Transportation/Material Moving	8.4%	8.7%	7.5%
2010 Population By Urban/ Rural Status			
Total Population	15,318	19,993	59,734
Population Inside Urbanized Area	0.1%	5.4%	28.2%
Population Inside Urbanized Cluster	77.2%	60.6%	29.7%
Rural Population	22.8%	34.0%	42.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	5,426	7,076	20,661
Households with 1 Person	19.0%	18.4%	20.3%
Households with 2+ People	81.0%	81.6%	79.7%
Family Households	76.0%	76.6%	73.7%
Husband-wife Families	56.4%	58.2%	55.7%
With Related Children	30.3%	31.2%	29.4%
Other Family (No Spouse Present)	19.6%	18.3%	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	14.8%	13.6%	12.9%
With Related Children	10.9%	10.0%	9.3%
Nonfamily Households	5.0%	5.0%	6.0%
All Households with Children	45.0%	44.8%	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%
2010 Households by Size			
Total	5,426	7,076	20,661
1 Person Household	19.0%	18.4%	20.3%
2 Person Household	30.6%	30.9%	31.4%
3 Person Household	20.1%	20.1%	19.4%
4 Person Household	17.4%	17.9%	16.6%
5 Person Household	8.0%	8.0%	7.7%
6 Person Household	3.2%	3.1%	2.9%
7 + Person Household	1.6%	1.6%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	5,427	7,076	20,660
Owner Occupied	69.3%	71.6%	70.0%
Owned with a Mortgage/Loan	56.1%	58.0%	56.2%
Owned Free and Clear	13.2%	13.6%	13.8%
Renter Occupied	30.7%	28.4%	30.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,965	7,873	22,816
Housing Units Inside Urbanized Area	0.1%	6.5%	29.6%
Housing Units Inside Urbanized Cluster	78.1%	60.7%	29.2%
Rural Housing Units	21.9%	32.9%	41.2%

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments				
	1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
	2.	Soccer Moms (4A)	Soccer Moms (4A)	Up and Coming Families
	3.	Southern Satellites (10A)	Up and Coming Families	Southern Satellites (10A)
2017 Consumer Spending				
Apparel & Services: Total $		$13,412,786	$19,600,147	$52,216,126
Average Spent		$2,142.28	$2,257.30	$2,123.82
Spending Potential Index		99	105	98
Education: Total $		$8,061,310	$11,838,099	$30,764,595
Average Spent		$1,287.54	$1,363.37	$1,251.31
Spending Potential Index		88	94	86
Entertainment/Recreation: Total $		$19,203,786	$27,981,565	$74,168,913
Average Spent		$3,067.21	$3,222.57	$3,016.71
Spending Potential Index		98	103	97
Food at Home: Total $		$30,802,646	$44,617,069	$119,042,947
Average Spent		$4,919.76	$5,138.44	$4,841.90
Spending Potential Index		98	102	96
Food Away from Home: Total $		$21,071,855	$30,651,858	$81,558,249
Average Spent		$3,365.57	$3,530.10	$3,317.26
Spending Potential Index		101	106	100
Health Care: Total $		$34,842,844	$50,425,176	$132,669,867
Average Spent		$5,565.06	$5,807.34	$5,396.16
Spending Potential Index		99	104	96
HH Furnishings & Equipment: Total $		$12,297,927	$17,905,945	$47,409,553
Average Spent		$1,964.21	$2,062.18	$1,928.32
Spending Potential Index		101	106	99
Personal Care Products & Services: Total $		$4,911,439	$7,159,351	$18,943,836
Average Spent		$784.45	$824.53	$770.51
Spending Potential Index		99	104	97
Shelter: Total $		$96,334,472	$140,530,762	$374,925,965
Average Spent		$15,386.44	$16,184.59	$15,249.57
Spending Potential Index		95	100	94
Support Payments/Cash Contributions/Gifts in Kind: Total $		$14,645,106	$21,283,176	$55,927,892
Average Spent		$2,339.10	$2,451.13	$2,274.79
Spending Potential Index		100	105	97
Travel: Total $		$12,401,505	$18,244,021	$47,990,479
Average Spent		$1,980.75	$2,101.12	$1,951.94
Spending Potential Index		96	101	94
Vehicle Maintenance & Repairs: Total $		$6,632,990	$9,625,175	$25,546,999
Average Spent		$1,059.41	$1,108.51	$1,039.09
Spending Potential Index		99	103	97

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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