



# Demographics near 3003 Scarlett Brunswick, GA

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## Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	3,036	23,914	44,662
Total Population (Current Year)	3,143	25,331	46,915
Total Population (Five Year Projection)	3,345	27,534	49,908
Adult Population (US Census 2010)	2,260	17,817	32,979
Adult Population (Current Year)	2,392	19,205	35,210
Adult Population (Five Year Projection)	2,563	20,937	37,630
% Female Population (US Census 2010)	53.07%	52.68%	52.98%
% Male Population (US Census 2010)	46.93%	47.32%	47.02%
% Female Population (Current Year)	53.11%	52.76%	53.06%
% Male Population (Current Year)	46.89%	47.24%	46.94%
% Female Population (Five Year Projection)	52.96%	52.75%	53.02%
% Male Population (Five Year Projection)	47.04%	47.25%	46.98%
Total Daytime Population	3,303	26,414	50,799
Population aged 16 and under (Children)	885	5,836	9,723
Daytime population (Age 16+)	2,418	20,577	41,076
Civilian 16+, at Workplace	1,504	13,203	26,398
Retired population (Age 65+)	490	3,105	5,758
Homemakers (Age 16+)	400	2,652	4,751

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	0%	0%	0.56%
% Suburban Style	0.14%	12.02%	14.28%
% Thriving Boomers	0%	5.74%	12.92%
% Promising Families	0%	0%	0%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	0%	0%
% Autumn Years	0%	14.1%	8.92%
% Significant Singles	0%	0%	0%
% Blue Sky Boomers	0%	0%	0.82%
% Families in Motion	0%	0%	0%
% Pastoral Pride	17.4%	14.36%	11.92%
% Singles and Starters	7.89%	23.71%	17.17%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	74.57%	28.72%	18.68%
% Aspirational Fusion	0%	0%	3.12%
% Economic Challenges	0%	1.36%	11.6%
% Unclassified	0%	0%	0%

## Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	38.33	36.7	36.52
% Age 18+	76.09%	75.82%	75.05%
% Age 55+	30.06%	26.79%	26.88%
% Age 65+	18.42%	14.73%	14.76%

## Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	80.15%	66.35%	59.09%
% Black/African American (2010 US Census, Not Hispanic/Latino)	16.53%	29.27%	37.05%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.22%	0.21%	0.2%
% Asian (2010 US Census, Not Hispanic/Latino)	1.06%	1.81%	1.5%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0%	0.15%	0.15%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.08%	0.15%	0.16%
% Two or more races (2010 US Census, Not Hispanic/Latino)	1.96%	2.04%	1.86%
% White (2010 US Census, Hispanic/Latino)	30.63%	42.15%	40.92%
% Black/African American (2010 US Census, Hispanic/Latino)	3.99%	4.66%	4.35%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.99%	1.21%	1.66%

% Asian (2010 US Census, Hispanic/Latino)	0.35%	0.42%	0.44%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0.17%	0.3%
% Some other race (2010 US Census, Hispanic/Latino)	58.49%	46.09%	46.53%
% Two or more races (2010 US Census, Hispanic/Latino)	5.55%	5.29%	5.79%
% White (Current Year, Not Hispanic/Latino)	78.03%	64.04%	57.34%
% Black/African American (Current Year, Not Hispanic/Latino)	17.96%	30.44%	37.89%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.27%	0.25%	0.24%
% Asian (Current Year, Not Hispanic/Latino)	1.26%	2.42%	1.96%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0%	0.17%	0.16%
% Some other race (Current Year, Not Hispanic/Latino)	0.07%	0.16%	0.17%
% Two or more races (Current Year, Not Hispanic/Latino)	2.41%	2.52%	2.24%
% White (Current Year), Hispanic/Latino	31.52%	40.84%	39.59%
% Black/African American (Current Year, Hispanic/Latino)	4.94%	6.19%	5.7%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.87%	1.1%	1.5%
% Asian (Current Year, Hispanic/Latino)	0.34%	0.43%	0.43%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0.19%	0.3%
% Some other race (Current Year, Hispanic/Latino)	56.7%	45.2%	46.04%
% Two or more races (Current Year, Hispanic/Latino)	5.62%	6.04%	6.44%
% White (Five Year Projection, Not Hispanic/Latino)	76.09%	63.34%	57.19%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	19.33%	30.42%	37.4%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.28%	0.26%	0.25%
% Asian (Five Year Projection, Not Hispanic/Latino)	1.37%	2.69%	2.21%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0%	0.16%	0.15%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.07%	0.16%	0.17%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	2.86%	2.97%	2.64%
% White (Five Year Projection, Hispanic/Latino)	31.73%	41.25%	39.97%
% Black/African American (Five Year Projection, Hispanic/Latino)	5.27%	6.36%	5.84%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.78%	1.06%	1.45%
% Asian (Five Year Projection, Hispanic/Latino)	0.29%	0.37%	0.38%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0.19%	0.29%
% Some other race (Five Year Projection, Hispanic/Latino)	56.3%	44.37%	45.31%
% Two or more races (Five Year Projection, Hispanic/Latino)	5.64%	6.4%	6.76%

## Housing & Households

### Housing and Household's

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	4.01	31.69	80.13
Total Housing Units (Current Year)	1,408	10,960	20,155
Total Households (Current Year)	1,297	9,845	17,933
Total Households (Five Year Projection)	1,401	10,883	19,414
Owner-Occupied: Owned with a mortgage or loan	427	3,451	5,960
Owner-Occupied: Owned free and clear	315	1,915	3,445
Renter-Occupied	555	4,480	8,529

### Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	15	112	207
Housing Value \$10,000-\$14,999	33	129	210
Housing Value \$15,000-\$19,999	17	69	116
Housing Value \$20,000-\$24,999	4	59	100
Housing Value \$25,000-\$29,999	9	114	212
Housing Value \$30,000-\$34,999	13	80	182
Housing Value \$35,000-\$39,999	24	96	218
Housing Value \$40,000-\$49,999	29	227	427
Housing Value \$50,000-\$59,999	23	198	372
Housing Value \$60,000-\$69,999	28	215	387
Housing Value \$70,000-\$79,999	23	253	407
Housing Value \$80,000-\$89,999	36	325	525
Housing Value \$90,000-\$99,999	54	341	558
Housing Value \$100,000-\$124,999	126	683	1,090
Housing Value \$125,000-\$149,999	88	495	788
Housing Value \$150,000-\$174,999	68	394	674
Housing Value \$175,000-\$199,999	46	385	656
Housing Value \$200,000-\$249,999	37	461	838

Housing Value \$250,000-\$299,999	24	314	582
Housing Value \$300,000-\$399,999	11	188	385
Housing Value \$400,000-\$499,999	9	93	193
Housing Value \$500,000-\$749,999	7	61	142
Housing Value \$750,000-\$999,999	12	46	84
Housing Value \$1,000,000 or more	7	29	53
Total Owner-occupied housing units (OOHU)	742	5,365	9,405

## Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$21,450	\$21,941	\$20,775
Per Capita Income (Current Year, based on Total Population)	\$22,726	\$23,753	\$22,792
Per Capita Income (Five Year Projection, based on Total Population)	\$25,846	\$27,299	\$26,359
Average (Mean) Household Income (Current Year)	\$55,053	\$60,863	\$59,219
Median Household Income (Current Year)	\$40,488	\$42,575	\$41,162

## % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	9.22%	8.35%	10.13%
% Household Income \$10,000-\$14,999	6.27%	5.79%	7.61%
% Household Income \$15,000-\$19,999	8.56%	6.26%	6.43%
% Household Income \$20,000-\$24,999	7.48%	7.37%	6.88%
% Household Income \$25,000-\$29,999	6.55%	6.87%	6.32%
% Household Income \$30,000-\$34,999	5.39%	6.33%	5.85%
% Household Income \$35,000-\$39,999	6.1%	6.19%	5.61%
% Household Income \$40,000-\$44,999	4.02%	5.32%	4.79%
% Household Income \$45,000-\$49,999	4.73%	4.63%	4.43%
% Household Income \$50,000-\$59,999	8.31%	7.13%	7.32%
% Household Income \$60,000-\$74,999	12.68%	9.92%	9.5%
% Household Income \$75,000-\$99,999	10.08%	11.79%	11.09%
% Household Income \$100,000-\$124,999	3.06%	5.32%	5.42%
% Household Income \$125,000-\$149,999	2.7%	2.64%	2.78%
% Household Income \$150,000-\$199,999	3.14%	3.76%	3.49%

% Household Income \$200,000-\$249,999	0.49%	0.93%	0.94%
% Household Income \$250,000-\$499,999	1.1%	0.91%	0.98%
% Household Income \$500,000+	0.13%	0.48%	0.44%

## Education (Current Year)

Education			
	1-mi.	3-mi.	5-mi.
College undergraduate	167	1,087	2,242
Graduate or prof school	17	260	405

Educational Attainment			
	1-mi.	3-mi.	5-mi.
No schooling completed	25	236	451
Nursery to 4th grade	10	61	120
5th and 6th grade	25	156	263
7th and 8th grade	30	272	608
9th grade	81	515	795
10th grade	46	447	920
11th grade	78	613	1,177
12th grade, no diploma	39	236	513
High school graduate, GED	846	6,046	10,970
Some college, <1 year	204	1,308	2,411
Some college, 1+ years	332	2,795	5,230
Associate's degree	147	1,264	2,214
Bachelor's degree	158	1,697	3,116
Master's degree	65	794	1,378
Professional school degree	13	244	450
Doctorate degree	27	81	169



## Employment and Occupation

### Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	1,390	11,099	19,798
Total Civilian employed population aged 16+ (Current Year)	1,381	11,394	20,274
Total Civilian employed population aged 16+ (Five Year Projection)	1,415	11,973	20,938

### % Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.02%	0.2%	0.16%
% Civilian, Employed (2010 US Census)	95.13%	91.56%	89.52%
% Civilian, Unemployed (2010 US Census)	4.85%	8.23%	10.32%
% Not in Labor Force (2010 US Census)	37.96%	34.7%	35.63%
% Armed Forces (Current Year)	0.03%	0.25%	0.2%
% Civilian, Employed (Current Year)	96.8%	94.43%	93.15%
% Civilian, Unemployed (Current Year)	3.17%	5.32%	6.65%
% Not in Labor Force (Current Year)	42.24%	39.27%	40.31%
% Armed Forces (Five Year Projection)	0.03%	0.26%	0.2%
% Civilian, Employed (Five Year Projection)	97.4%	95.27%	94.31%
% Civilian, Unemployed (Five Year Projection)	2.57%	4.47%	5.5%
% Not in Labor Force (Five Year Projection)	45.09%	41.95%	43%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	1,381	11,394	20,274
Car, truck, or van	1,261	10,395	18,553
Public transport (not taxi)	0	117	266
Worked at home	32	285	496

## Travel Time to Work (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
< 5 minutes	20	338	720
5-9 minutes	224	1,650	2,754
10-14 minutes	315	2,576	4,590
15-19 minutes	334	2,784	4,852
20-24 minutes	135	1,755	3,134
25-29 minutes	42	414	718
30-34 minutes	147	811	1,549
35-39 minutes	26	128	246
40-44 minutes	17	65	115
45-59 minutes	53	301	579
60-89 minutes	14	194	307
90+ minutes	22	94	214

## Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$492,660	\$3,924,836	\$6,852,476
Total Apparel and services	\$1,996,749	\$17,198,142	\$29,593,891
Total Cash contributions	\$2,220,850	\$17,013,464	\$30,036,631
Total Education	\$1,196,066	\$11,042,713	\$19,366,026
Total Entertainment	\$2,757,605	\$21,382,373	\$37,838,600
Total Food	\$6,928,382	\$54,845,386	\$97,146,605
Total Gifts	\$1,162,102	\$9,872,325	\$17,322,735
Total Healthcare	\$5,298,727	\$40,406,979	\$71,183,122
Total Housing	\$19,147,340	\$153,400,317	\$272,397,655
Total Miscellaneous	\$817,754	\$6,007,727	\$10,531,561
Total Personal care products and services	\$636,306	\$4,987,165	\$8,849,323
Total Personal insurance and pensions	\$6,105,132	\$54,086,364	\$94,945,597
Total Reading	\$96,632	\$713,810	\$1,248,200
Total Tobacco products and smoking supplies	\$523,630	\$4,010,825	\$7,091,087
Total Transportation	\$11,592,292	\$95,546,208	\$169,660,336

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$46,492,353	\$373,593,593	\$658,658,102
Building Material & Garden Equipment & Supply Dealers	\$2,811,691	\$21,650,802	\$38,162,334
Clothing & Clothing Accessories Stores	\$2,307,421	\$19,869,053	\$34,141,810
Electronics and Appliance Stores	\$840,389	\$6,555,070	\$11,501,728
Food & Beverage Stores	\$6,012,858	\$47,407,229	\$83,971,534
Food Services & Drinking Places	\$4,753,370	\$37,642,255	\$66,413,926
Furniture & Home Furnishings Stores	\$913,173	\$7,424,240	\$13,087,196
Gasoline stations	\$3,753,195	\$30,741,084	\$54,797,313
General Merchandise Stores	\$5,743,437	\$45,708,440	\$80,410,877

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$10,743,279	\$87,104,545	\$152,398,526
Health & Personal Care Stores	\$2,894,917	\$21,582,216	\$38,062,896
Miscellaneous Store Retailers	\$1,070,023	\$8,249,293	\$14,507,409
Motor Vehicle & Parts Dealers	\$10,165,910	\$85,237,495	\$150,734,944
Nonstore retailers	\$4,554,317	\$36,050,371	\$63,245,545
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$671,652	\$5,476,046	\$9,620,588

## Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	2	18	28
Construction (15-17)	16	86	145
Finance, Insurance, & Real Estate (60-69)	10	83	165
Manufacturing (20-39)	6	39	67
Mining (10-14)	0	0	0
Public Administration (90-98)	1	31	63
Retail Trade (52-59)	38	285	455
Services (70-89)	55	424	899
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	7	47	85
Wholesale Trade (50-51)	7	56	84