



# Executive Summary

Rings: 3, 5, 10 mile radii

300 Tanger Outlets Blvd, Pooler, GA 31322,

Latitude: 32.1363

Longitude: -81.248

	3 mile	5 mile	10 mile
<b>Population</b>			
2010 Population	15,522	32,937	112,664
2020 Population	22,027	49,371	145,763
2023 Population	23,831	55,579	157,073
2028 Population	24,854	58,304	165,083
2010-2020 Annual Rate	3.56%	4.13%	2.61%
2020-2023 Annual Rate	2.45%	3.71%	2.33%
2023-2028 Annual Rate	0.84%	0.96%	1.00%
2023 Male Population	48.8%	50.4%	49.6%
2023 Female Population	51.2%	49.6%	50.4%
2023 Median Age	35.9	35.5	34.7

In the identified area, the current year population is 157,073. In 2020, the Census count in the area was 145,763. The rate of change since 2020 was 2.33% annually. The five-year projection for the population in the area is 165,083 representing a change of 1.00% annually from 2023 to 2028. Currently, the population is 49.6% male and 50.4% female.

### Median Age

The median age in this area is 34.7, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	50.2%	50.0%	45.6%
2023 Black Alone	29.7%	32.4%	37.9%
2023 American Indian/Alaska Native Alone	0.5%	0.4%	0.5%
2023 Asian Alone	6.1%	4.9%	3.9%
2023 Pacific Islander Alone	0.2%	0.1%	0.1%
2023 Other Race	4.4%	4.1%	4.9%
2023 Two or More Races	9.0%	8.1%	7.1%
2023 Hispanic Origin (Any Race)	10.7%	9.7%	9.9%

Persons of Hispanic origin represent 9.9% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 70.4 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	83	84	70
2010 Households	6,247	12,020	40,527
2020 Households	8,928	18,707	54,209
2023 Households	9,698	21,071	58,882
2028 Households	10,136	22,263	62,472
2010-2020 Annual Rate	3.64%	4.52%	2.95%
2020-2023 Annual Rate	2.58%	3.73%	2.58%
2023-2028 Annual Rate	0.89%	1.11%	1.19%
2023 Average Household Size	2.44	2.54	2.54

The household count in this area has changed from 54,209 in 2020 to 58,882 in the current year, a change of 2.58% annually. The five-year projection of households is 62,472, a change of 1.19% annually from the current year total. Average household size is currently 2.54, compared to 2.55 in the year 2020. The number of families in the current year is 38,685 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	17.7%	17.6%	20.8%
<b>Median Household Income</b>			
2023 Median Household Income	\$84,519	\$87,371	\$70,527
2028 Median Household Income	\$96,453	\$100,875	\$80,937
2023-2028 Annual Rate	2.68%	2.92%	2.79%
<b>Average Household Income</b>			
2023 Average Household Income	\$113,120	\$113,775	\$93,976
2028 Average Household Income	\$133,517	\$133,252	\$109,786
2023-2028 Annual Rate	3.37%	3.21%	3.16%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$45,614	\$43,556	\$35,571
2028 Per Capita Income	\$53,954	\$51,255	\$41,868
2023-2028 Annual Rate	3.42%	3.31%	3.31%
<b>GINI Index</b>			
2023 Gini Index	35.4	34.2	39.9
<b>Households by Income</b>			

Current median household income is \$70,527 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$80,937 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$93,976 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$109,786 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$35,571 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$41,868 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	136	137	115
2010 Total Housing Units	6,871	13,242	46,161
2010 Owner Occupied Housing Units	3,694	8,241	25,047
2010 Renter Occupied Housing Units	2,552	3,778	15,485
2010 Vacant Housing Units	624	1,222	5,634
2020 Total Housing Units	9,787	20,227	60,549
2020 Vacant Housing Units	859	1,520	6,340
2023 Total Housing Units	10,690	22,845	65,749
2023 Owner Occupied Housing Units	5,492	12,254	33,264
2023 Renter Occupied Housing Units	4,206	8,817	25,618
2023 Vacant Housing Units	992	1,774	6,867
2028 Total Housing Units	11,119	23,972	69,242
2028 Owner Occupied Housing Units	5,839	13,029	35,411
2028 Renter Occupied Housing Units	4,298	9,234	27,061
2028 Vacant Housing Units	983	1,709	6,770
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	58.6	57.3	47.8

Currently, 50.6% of the 65,749 housing units in the area are owner occupied; 39.0%, renter occupied; and 10.4% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 60,549 housing units in the area and 10.5% vacant housing units. The annual rate of change in housing units since 2020 is 2.57%. Median home value in the area is \$244,449, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.61% annually to \$264,835.

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**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.