

Audience Profile ?

Parkway Plaza

Parkway Dr, Fort Oglethorpe, GA

View:

Potential Market

Based On:

Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi

Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

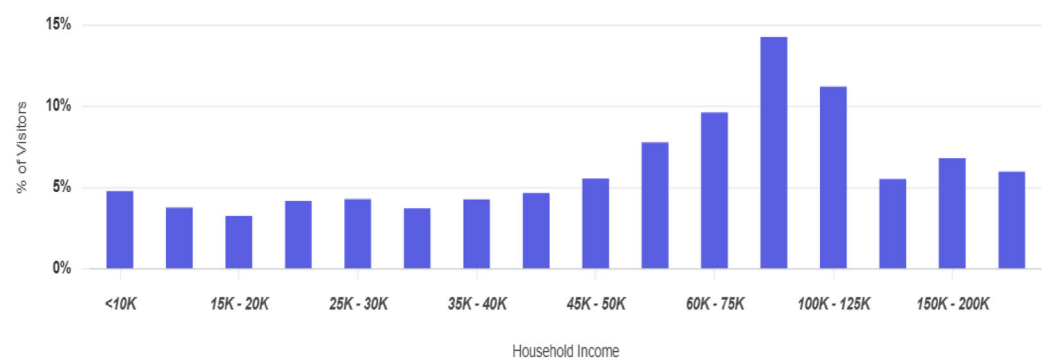
Overview												^	
Population		21,935			75,316			159,877					
Pop density (per sq mile)		835			1,023			1,006					
Area (sq mi) - based on Census Block Groups		26.26			73.66			158.89					
Households												^	
Households		9,235			30,495			64,368					
Family Households		5,856 (63.4%)			19,971 (65.5%)			40,686 (63.2%)			98		
Non-Family Households		3,379 (36.6%)			10,524 (34.5%)			23,682 (36.8%)			104		
Persons per Household		2.38			2.47			2.48			95		
Gender												^	
Age												^	
Age - Male												^	
Age - Female												^	
Population by Generation												^	
Ethnicity												^	
White		19,094 (87%)			62,145 (82.5%)			115,643 (72.3%)			124		
Black		848 (3.9%)			4,106 (5.5%)			21,148 (13.2%)			110		

Search Group or Attribute	3 Mile		5 Mile		7 Mile	
Asian	681 (3.1%)	54	1,200 (1.6%)	28	2,486 (1.6%)	27
Hispanic or Latino	653 (3%)	16	5,060 (6.7%)	35	15,130 (9.5%)	50
Two or more races	601 (2.7%)	71	2,339 (3.1%)	8	4,630 (2.9%)	75
Native Hawaiian and Other Pacific Islander	37 (<0.5%)	99	37 (<0.5%)	29	70 (<0.5%)	26
American Indian and Alaska Native	11 (<0.5%)	10	29 (<0.5%)	7	84 (<0.5%)	10
Other	10 (<0.5%)	9	400 (0.5%)	107	686 (<0.5%)	87
Hispanic or Latino						
Household Income						
Household Average Income	\$74,821.82	68	\$80,534.58	73	\$81,169.58	73
Average Income per Person	\$32,073.2	74	\$33,411.27	77	\$33,588.21	75
Household Median Income	\$56,123.76	71	\$62,674.05	79	\$60,372.14	77
<\$10K	411 (4.5%)	91	1,173 (3.8%)	79	2,781 (4.3%)	89
\$10K - \$15K	236 (2.6%)	72	1,181 (3.9%)	109	3,058 (4.8%)	134
\$15K - \$20K	558 (6%)	193	1,469 (4.8%)	154	2,961 (4.6%)	147
\$20K - \$25K	697 (7.5%)	219	1,726 (5.7%)	165	3,408 (5.3%)	154
\$25K - \$30K	354 (3.8%)	112	1,200 (3.9%)	115	2,819 (4.4%)	128
\$30K - \$35K	206 (2.2%)	65	1,306 (4.3%)	126	2,817 (4.4%)	128
\$35K - \$40K	596 (6.5%)	185	1,499 (4.9%)	141	3,039 (4.7%)	135
\$40K - \$45K	399 (4.3%)	124	1,270 (4.2%)	119	3,000 (4.7%)	133
\$45K - \$50K	730 (7.9%)	229	1,882 (6.2%)	179	3,417 (5.3%)	154
\$50K - \$60K	703 (7.6%)	115	1,950 (6.4%)	97	4,731 (7.3%)	111
\$60K - \$75K	952 (10.3%)	113	3,318 (10.9%)	119	6,167 (9.6%)	105
\$75K - \$100K	1,185 (12.8%)	101	4,088 (13.4%)	105	8,590 (13.3%)	105
\$100K - \$125K	876 (9.5%)	94	3,474 (11.4%)	113	6,718 (10.4%)	104
\$125K - \$150K	279 (3%)	41	1,432 (4.7%)	64	3,374 (5.2%)	71
\$150K - \$200K	748 (8.1%)	87	1,890 (6.2%)	67	3,560 (5.5%)	60
>\$200K	305 (3.3%)	26	1,637 (5.4%)	43	3,928 (6.1%)	49
Household Size						
1 Person Household	2,809 (30.4%)	107	8,836 (29%)	102	19,546 (30.4%)	107
2 Persons Household	3,374 (36.5%)	108	11,023 (36.1%)	107	22,651 (35.2%)	104
3 Persons Household	1,419 (15.4%)	100	5,413 (17.8%)	115	10,200 (15.8%)	103
4 Persons Household	1,000 (10.8%)	85	3,117 (10.2%)	8	6,713 (10.4%)	8

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
5 Persons Household	438 (4.7%) 80	1,148 (3.8%) 64	2,810 (4.4%) 74	
6 Persons Household	172 (1.9%) 82	711 (2.3%) 103	1,791 (2.8%) 123	
7+ Persons Household	23 (<0.5%) 17	247 (0.8%) 56	657 (1%) 70	
Education				
Elementary	1,813 (11.1%) 105	6,492 (12%) 113	14,405 (13.1%) 124	
High School Graduate	5,526 (33.7%) 129	16,830 (31%) 118	31,901 (28.9%) 110	
College / Associate Degree	5,360 (32.7%) 116	18,291 (33.7%) 119	35,907 (32.6%) 115	
Bachelor Degree	2,185 (13.3%) 63	8,369 (15.4%) 72	17,642 (16%) 75	
Advanced Degree	1,506 (9.2%) 67	4,306 (7.9%) 58	10,366 (9.4%) 69	
Labor Force				
Marital Status				
Married	9,442 (51.3%) 103	31,432 (50.2%) 101	61,755 (47.6%) 96	
Never Married	4,047 (22%) 64	16,888 (27%) 75	40,351 (31.1%) 91	
Divorced	3,280 (17.8%) 167	9,784 (15.6%) 146	19,168 (14.8%) 138	
Widowed	1,640 (8.9%) 160	4,491 (7.2%) 129	8,357 (6.4%) 116	
Family Households				
Transport to Work				
Travel Time to Work				
Housing Units				
Occupied Housing Units				
Vacant Housing Units				
Value of Owner-Occupied Housing Units				
Types of Housing Units Structure				
Health Insurance				
SNAP Households				

Household Income ?

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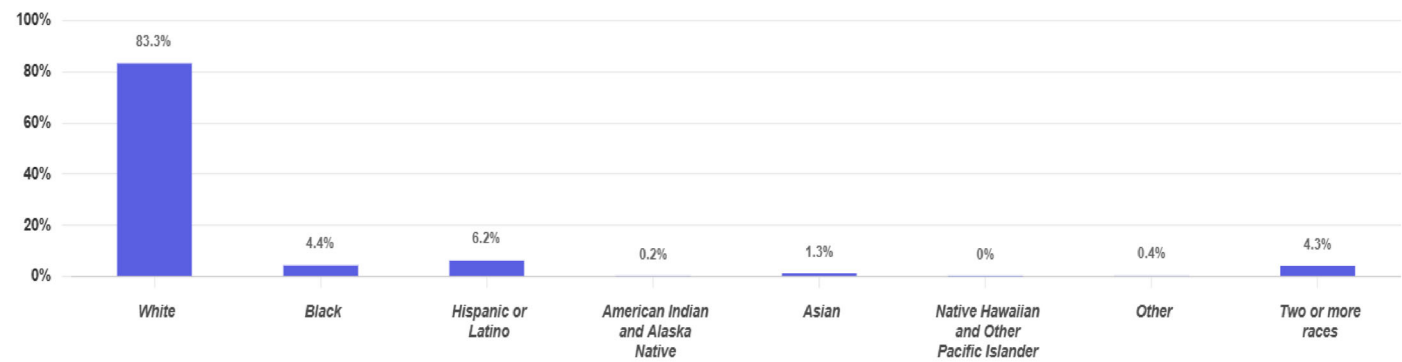


Average Income	85K
Median Income	66K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

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