

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.1357/-81.2552

1 Godley Station Blvd Pooler, GA 31322		1 mi radius	3 mi radius	5 mi radius
Population				
Estimated Population (2023)		5,348	21,472	49,574
Projected Population (2028)		5,365	21,851	50,765
Census Population (2020)		4,935	21,438	48,982
Census Population (2010)		3,902	16,103	33,855
Projected Annual Growth (2023 to 2028)		17 -	379 0.4%	1,191 0.5%
Historical Annual Growth (2020 to 2023)		413 2.8%	34 -	592 0.4%
Historical Annual Growth (2010 to 2020)		1,033 8.8%	5,335 11.0%	15,127 14.9%
Estimated Population Density (2023)		1,703 psm	760 psm	631 psm
Trade Area Size		3.1 sq mi	28.3 sq mi	78.5 sq mi
Households				
Estimated Households (2023)		2,547	9,116	19,205
Projected Households (2028)		2,518	9,154	19,495
Census Households (2020)		2,294	8,982	18,739
Census Households (2010)		1,469	5,958	12,328
Estimated Households with Children (2023)		653 25.6%	2,960 32.5%	6,805 35.4%
Estimated Average Household Size (2023)		2.07	2.34	2.47
Average Household Income				
Estimated Average Household Income (2023)		\$136,775	\$120,453	\$122,432
Projected Average Household Income (2028)		\$149,639	\$125,685	\$125,615
Estimated Average Family Income (2023)		\$155,490	\$117,515	\$121,669
Median Household Income				
Estimated Median Household Income (2023)		\$96,217	\$88,161	\$93,991
Projected Median Household Income (2028)		\$92,466	\$85,334	\$91,260
Estimated Median Family Income (2023)		\$113,788	\$100,919	\$105,670
Per Capita Income				
Estimated Per Capita Income (2023)		\$65,240	\$51,191	\$47,980
Projected Per Capita Income (2028)		\$70,327	\$52,703	\$48,778
Estimated Per Capita Income 5 Year Growth		\$5,087 7.8%	\$1,512 3.0%	\$797 1.7%
Estimated Average Household Net Worth (2023)		\$550,517	\$543,163	\$524,680
Daytime Demos (2023)				
Total Businesses		741	1,681	2,602
Total Employees		5,142	16,453	24,482
Company Headquarter Businesses		12 1.6%	32 1.9%	50 1.9%
Company Headquarter Employees		175 3.4%	1,484 9.0%	2,468 10.1%
Employee Population per Business		6.9	9.8	9.4
Residential Population per Business		7.2	12.8	19.1

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Race & Ethnicity							
White (2023)	3,010	56.3%	11,529	53.7%	25,886	52.2%	
Black or African American (2023)	1,658	31.0%	7,016	32.7%	17,814	35.9%	
American Indian or Alaska Native (2023)	13	0.3%	67	0.3%	122	0.2%	
Asian (2023)	311	5.8%	1,080	5.0%	2,010	4.1%	
Hawaiian or Pacific Islander (2023)	2	-	24	0.1%	44	-	
Other Race (2023)	106	2.0%	577	2.7%	1,216	2.5%	
Two or More Races (2023)	248	4.6%	1,180	5.5%	2,481	5.0%	
Not Hispanic or Latino Population (2023)	5,001	93.5%	19,766	92.1%	45,999	92.8%	
Hispanic or Latino Population (2023)	347	6.5%	1,706	7.9%	3,575	7.2%	
Not Hispanic or Latino Population (2028)	5,014	93.4%	20,118	92.1%	47,101	92.8%	
Hispanic or Latino Population (2028)	352	6.6%	1,733	7.9%	3,664	7.2%	
Not Hispanic or Latino Population (2020)	4,544	92.1%	19,293	90.0%	44,645	91.1%	
Hispanic or Latino Population (2020)	390	7.9%	2,145	10.0%	4,337	8.9%	
Not Hispanic or Latino Population (2010)	3,683	94.4%	15,066	93.6%	31,776	93.9%	
Hispanic or Latino Population (2010)	219	5.6%	1,037	6.4%	2,079	6.1%	
Projected Hispanic Annual Growth (2023 to 2028)	4	0.2%	27	0.3%	88	0.5%	
Historic Hispanic Annual Growth (2010 to 2023)	128	4.5%	670	5.0%	1,497	5.5%	
Age Distribution (2023)							
Age Under 5	300	5.6%	1,416	6.6%	3,331	6.7%	
Age 5 to 9 Years	266	5.0%	1,352	6.3%	3,267	6.6%	
Age 10 to 14 Years	281	5.3%	1,363	6.3%	3,268	6.6%	
Age 15 to 19 Years	245	4.6%	1,118	5.2%	2,759	5.6%	
Age 20 to 24 Years	383	7.2%	1,163	5.4%	2,811	5.7%	
Age 25 to 29 Years	574	10.7%	2,061	9.6%	4,790	9.7%	
Age 30 to 34 Years	489	9.1%	2,109	9.8%	5,042	10.2%	
Age 35 to 39 Years	458	8.6%	1,929	9.0%	4,573	9.2%	
Age 40 to 44 Years	377	7.1%	1,578	7.4%	3,754	7.6%	
Age 45 to 49 Years	344	6.4%	1,308	6.1%	3,079	6.2%	
Age 50 to 54 Years	328	6.1%	1,190	5.5%	2,795	5.6%	
Age 55 to 59 Years	329	6.1%	1,194	5.6%	2,600	5.2%	
Age 60 to 64 Years	312	5.8%	1,129	5.3%	2,423	4.9%	
Age 65 to 74 Years	453	8.5%	1,695	7.9%	3,422	6.9%	
Age 75 to 84 Years	155	2.9%	678	3.2%	1,317	2.7%	
Age 85 Years or Over	53	1.0%	188	0.9%	342	0.7%	
Median Age	36.6		35.4		34.5		
Gender Age Distribution (2023)							
Female Population	2,700	50.5%	10,991	51.2%	24,476	49.4%	
Age 0 to 19 Years	525	19.5%	2,514	22.9%	6,059	24.8%	
Age 20 to 64 Years	1,808	66.9%	7,038	64.0%	15,612	63.8%	
Age 65 Years or Over	367	13.6%	1,439	13.1%	2,805	11.5%	
Female Median Age	37.3		36.1		35.3		
Male Population	2,648	49.5%	10,481	48.8%	25,098	50.6%	
Age 0 to 19 Years	567	21.4%	2,736	26.1%	6,566	26.2%	
Age 20 to 64 Years	1,786	67.5%	6,624	63.2%	16,255	64.8%	
Age 65 Years or Over	295	11.1%	1,122	10.7%	2,277	9.1%	
Male Median Age	35.9		34.6		33.8		

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Household Income Distribution (2023)						
HH Income \$200,000 or More	298	11.7%	1,091	12.0%	2,040	10.6%
HH Income \$150,000 to \$199,999	213	8.4%	672	7.4%	2,067	10.8%
HH Income \$100,000 to \$149,999	664	26.1%	1,746	19.1%	4,015	20.9%
HH Income \$75,000 to \$99,999	322	12.6%	1,652	18.1%	3,453	18.0%
HH Income \$50,000 to \$74,999	421	16.5%	1,563	17.1%	3,088	16.1%
HH Income \$35,000 to \$49,999	193	7.6%	917	10.1%	1,992	10.4%
HH Income \$25,000 to \$34,999	48	1.9%	447	4.9%	920	4.8%
HH Income \$15,000 to \$24,999	286	11.2%	615	6.7%	882	4.6%
HH Income Under \$15,000	103	4.0%	414	4.5%	747	3.9%
HH Income \$35,000 or More	2,111	82.9%	7,640	83.8%	16,655	86.7%
HH Income \$75,000 or More	1,497	58.8%	5,161	56.6%	11,575	60.3%
Housing (2023)						
Total Housing Units	2,723		9,924		21,101	
Housing Units Occupied	2,547	93.5%	9,116	91.9%	19,205	91.0%
Housing Units Owner-Occupied	1,218	47.8%	5,984	65.6%	13,068	68.0%
Housing Units, Renter-Occupied	1,330	52.2%	3,132	34.4%	6,136	32.0%
Housing Units, Vacant	176	6.9%	808	8.9%	1,896	9.9%
Marital Status (2023)						
Never Married	1,513	33.6%	4,510	26.0%	11,509	29.0%
Currently Married	2,549	56.6%	9,944	57.3%	20,003	50.4%
Separated	48	1.1%	394	2.3%	1,821	4.6%
Widowed	129	2.9%	877	5.1%	1,614	4.1%
Divorced	263	5.8%	1,616	9.3%	4,760	12.0%
Household Type (2023)						
Population Family	3,956	74.0%	17,328	80.7%	39,709	80.1%
Population Non-Family	1,325	24.8%	3,993	18.6%	7,810	15.8%
Population Group Quarters	67	1.3%	151	0.7%	2,055	4.1%
Family Households	1,496	58.7%	5,924	65.0%	13,044	67.9%
Non-Family Households	1,052	41.3%	3,192	35.0%	6,161	32.1%
Married Couple with Children	464	18.2%	2,088	21.0%	4,747	23.7%
Average Family Household Size	2.6		2.9		3.0	
Household Size (2023)						
1 Person Households	806	31.6%	2,603	28.6%	4,896	25.5%
2 Person Households	1,149	45.1%	3,536	38.8%	7,146	37.2%
3 Person Households	306	12.0%	1,413	15.5%	3,293	17.1%
4 Person Households	195	7.7%	994	10.9%	2,416	12.6%
5 Person Households	66	2.6%	391	4.3%	984	5.1%
6 or More Person Households	25	1.0%	178	2.0%	469	2.4%
Household Vehicles (2023)						
Households with 0 Vehicles Available	66	2.6%	203	2.2%	340	1.8%
Households with 1 Vehicles Available	847	33.2%	2,848	31.2%	5,287	27.5%
Households with 2 or More Vehicles Available	1,635	64.2%	6,064	66.5%	13,577	70.7%
Total Vehicles Available	4,628		17,691		39,602	
Average Vehicles Per Household	1.8		1.9		2.1	

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		4,457		17,076		39,029	
Estimated Civilian Employed		2,961	66.4%	11,175	65.4%	24,729	63.4%
Estimated Civilian Unemployed		46	1.0%	327	1.9%	788	2.0%
Estimated in Armed Forces		249	5.6%	593	3.5%	963	2.5%
Estimated Not in Labor Force		1,201	26.9%	4,982	29.2%	12,549	32.2%
Unemployment Rate		1.0%		1.9%		2.0%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		2,961		11,175		24,729	
Management, Business, Financial Operations		551	18.6%	1,923	17.2%	4,171	16.9%
Professional, Related		786	26.5%	2,398	21.5%	6,259	25.3%
Service		455	15.4%	1,985	17.8%	4,143	16.8%
Sales, Office		433	14.6%	2,138	19.1%	4,860	19.7%
Farming, Fishing, Forestry		1	-	4	-	12	-
Construct, Extraction, Maintenance		177	6.0%	729	6.5%	1,739	7.0%
Production, Transport Material Moving		558	18.8%	1,998	17.9%	3,546	14.3%
White Collar Workers		1,770	59.8%	6,459	57.8%	15,290	61.8%
Blue Collar Workers		1,191	40.2%	4,716	42.2%	9,440	38.2%
Consumer Expenditure (2023)							
Total Household Expenditure		\$220.69 M		\$722.83 M		\$1.55 B	
Total Non-Retail Expenditure		\$116.73 M	52.9%	\$381.75 M	52.8%	\$820.14 M	52.8%
Total Retail Expenditure		\$103.96 M	47.1%	\$341.07 M	47.2%	\$734.33 M	47.2%
Apparel		\$7.82 M	3.5%	\$25.67 M	3.6%	\$55.44 M	3.6%
Contributions		\$7.35 M	3.3%	\$24.2 M	3.3%	\$51.91 M	3.3%
Education		\$6.91 M	3.1%	\$22.54 M	3.1%	\$48.83 M	3.1%
Entertainment		\$12.58 M	5.7%	\$41.36 M	5.7%	\$89.36 M	5.7%
Food and Beverages		\$32.28 M	14.6%	\$105.71 M	14.6%	\$227.36 M	14.6%
Furnishings and Equipment		\$7.84 M	3.6%	\$25.73 M	3.6%	\$55.55 M	3.6%
Gifts		\$5.73 M	2.6%	\$18.72 M	2.6%	\$39.74 M	2.6%
Health Care		\$18.22 M	8.3%	\$60 M	8.3%	\$128.65 M	8.3%
Household Operations		\$8.67 M	3.9%	\$28.52 M	3.9%	\$61.37 M	3.9%
Miscellaneous Expenses		\$4.17 M	1.9%	\$13.68 M	1.9%	\$29.45 M	1.9%
Personal Care		\$2.97 M	1.3%	\$9.71 M	1.3%	\$20.91 M	1.3%
Personal Insurance		\$1.57 M	0.7%	\$5.22 M	0.7%	\$11.32 M	0.7%
Reading		\$480.61 K	0.2%	\$1.58 M	0.2%	\$3.39 M	0.2%
Shelter		\$46.82 M	21.2%	\$152.23 M	21.1%	\$326.91 M	21.0%
Tobacco		\$1.26 M	0.6%	\$4.09 M	0.6%	\$8.67 M	0.6%
Transportation		\$40.29 M	18.3%	\$132.12 M	18.3%	\$284.85 M	18.3%
Utilities		\$15.72 M	7.1%	\$51.74 M	7.2%	\$110.76 M	7.1%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		3,872		15,060		34,138	
Elementary (Grade Level 0 to 8)		38	1.0%	266	1.8%	767	2.2%
Some High School (Grade Level 9 to 11)		136	3.5%	740	4.9%	1,771	5.2%
High School Graduate		1,053	27.2%	3,545	23.5%	7,834	22.9%
Some College		620	16.0%	3,371	22.4%	7,443	21.8%
Associate Degree Only		335	8.7%	1,754	11.6%	3,466	10.2%
Bachelor Degree Only		954	24.6%	3,473	23.1%	8,119	23.8%
Graduate Degree		735	19.0%	1,910	12.7%	4,738	13.9%

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Units In Structure (2023)							
1 Detached Unit		1,223	83.2%	5,981	100.4%	13,437	109.0%
1 Attached Unit		109	7.4%	347	5.8%	706	5.7%
2 to 4 Units		359	24.4%	801	13.4%	1,077	8.7%
5 to 9 Units		120	8.2%	461	7.7%	600	4.9%
10 to 19 Units		274	18.6%	480	8.1%	874	7.1%
20 to 49 Units		230	15.6%	340	5.7%	868	7.0%
50 or More Units		219	14.9%	354	5.9%	541	4.4%
Mobile Home or Trailer		14	0.9%	352	5.9%	1,053	8.5%
Other Structure	-	-	-	-	-	49	0.4%
Homes Built By Year (2023)							
Homes Built 2010 or later		700	47.6%	2,642	44.3%	6,050	49.1%
Homes Built 2000 to 2009		713	48.5%	2,497	41.9%	5,530	44.9%
Homes Built 1990 to 1999		269	18.3%	901	15.1%	1,990	16.1%
Homes Built 1980 to 1989		356	24.3%	1,051	17.6%	1,937	15.7%
Homes Built 1970 to 1979		204	13.9%	802	13.5%	1,352	11.0%
Homes Built 1960 to 1969		94	6.4%	290	4.9%	589	4.8%
Homes Built 1950 to 1959		127	8.6%	383	6.4%	685	5.6%
Homes Built Before 1949		84	5.7%	550	9.2%	1,072	8.7%
Home Values (2023)							
Home Values \$1,000,000 or More		9	0.7%	53	0.9%	144	1.1%
Home Values \$500,000 to \$999,999		40	3.3%	319	5.3%	741	5.7%
Home Values \$400,000 to \$499,999		85	7.0%	333	5.6%	840	6.4%
Home Values \$300,000 to \$399,999		172	14.1%	715	11.9%	1,841	14.1%
Home Values \$200,000 to \$299,999		693	56.9%	2,377	39.7%	4,581	35.1%
Home Values \$150,000 to \$199,999		120	9.9%	1,039	17.4%	2,441	18.7%
Home Values \$100,000 to \$149,999		28	2.3%	444	7.4%	884	6.8%
Home Values \$70,000 to \$99,999		50	4.1%	218	3.6%	520	4.0%
Home Values \$50,000 to \$69,999		5	0.4%	54	0.9%	188	1.4%
Home Values \$25,000 to \$49,999		5	0.4%	303	5.1%	520	4.0%
Home Values Under \$25,000		10	0.8%	130	2.2%	369	2.8%
Owner-Occupied Median Home Value		\$261,357		\$229,456		\$234,451	
Renter-Occupied Median Rent		\$1,136		\$1,168		\$1,189	
Transportation To Work (2023)							
Drive to Work Alone		2,198	74.2%	9,272	83.0%	20,945	84.7%
Drive to Work in Carpool		274	9.3%	632	5.7%	990	4.0%
Travel to Work by Public Transportation		2	-	9	-	17	-
Drive to Work on Motorcycle	-	-	-	15	0.1%	20	-
Walk or Bicycle to Work		6	0.2%	25	0.2%	62	0.2%
Other Means		39	1.3%	229	2.1%	406	1.6%
Work at Home		442	14.9%	992	8.9%	2,291	9.3%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		766	25.9%	2,729	24.4%	5,094	20.6%
Travel to Work in 15 to 29 Minutes		783	26.5%	3,650	32.7%	8,507	34.4%
Travel to Work in 30 to 59 Minutes		959	32.4%	3,566	31.9%	8,101	32.8%
Travel to Work in 60 Minutes or More		10	0.4%	238	2.1%	738	3.0%
Average Minutes Travel to Work		21.3		22.9		23.8	