Port Wentworth, GA 31407

James Touchton

📞 Work 912-724-9202

✉ jtouchton@cityofportwentworth.com

9/5/2025

Port Wentworth, GA 31407

Trade Area Summary

Attribute Summary for Port Wentworth, GA 31407

Median Household Income	Median Age	Total Population	1st Dominant Segment
$84,937	**32.5**	**25,242**	**Up and Coming Families**
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

Sprouting Explorers

Young homeowners with families

URBANIZATION - Where do people like this usually live?

Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments	Up and Coming Families	Heartland Communities	Traditional Living	Unclassified
% of Households	9,230 (92.0%)	414 (4.1%)	344 (3.4%)	40 (0.4%)
Lifestyle Group	Sprouting Explorers	Cozy Country Living	Hometown	Unclassified
Urbanization Group	Suburban Periphery	Semirural	Metro Cities	Unclassified
Residence Type	Single Family	Single Family	Single Family	Unclassified
Household Type	Married Couples	Married Couples	Married Couples	Unclassified
Average Household Size	3.04	2.35	2.43	–
Median Age	33.9	42.1	36.7	–
Diversity Index	82	41.9	66.4	–
Median Household Income	$99,800	$57,800	$53,000	–
Median Net Worth	$301,800	$164,300	$92,400	–
Median Home Value	$369,200	$157,400	$130,100	–
Homeownership	74.1	71.5	59.3	–
Employment	Professional or Mgmnt/Bus/Financial	Professional or Services	Services or Professional	N/A
Education	Some College No Degree	High School Diploma	High School Diploma	N/A
Preferred Activities	Busy with work and family. Shop around for the best deals.	Motorcycling, hunting, and fishing are popular. Support their local community.	Enjoy outdoor activities and taking trips to the zoo. Fast-food devotees.	N/A. N/A.
Financial	Carry debt, but also maintain retirement plans	Stick to community banks and low-risk investments	Carry credit card balances, have personal loans	N/A
Media	Rely on the Internet for entertainment and information	Trust TV and newspapers more than any other media	TV is seen as the most trusted media	N/A
Vehicle	Own late model import SUVs or compacts	Own domestic truck, SUV	Own 1-2 vehicles	N/A

Port Wentworth, GA 31407

Consumer Segment Details

About this segment

Up and Coming Families

Ranked	In this area	In the United States
1st	**92.0%**	**2.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Up and Coming Families is a market in transition. Residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times

Socioeconomic Traits

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71%.
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

Port Wentworth, GA 31407

Consumer Segment Details

About this segment

Heartland Communities

Ranked	In this area	In the United States
2nd	**4.1%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Neighborhood

- Rural communities or small towns are concentrated in the Midwest, from older Manufacturing cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short.

Socioeconomic Traits

- Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Market Profile

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

Port Wentworth, GA 31407

Consumer Segment Details

About this segment

Traditional Living

Ranked

3rd

dominant segment
for this area

In this area

3.4%

of households fall
into this segment

In the United States

1.9%

of households fall
into this segment

Who Are They?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very Short.
- Households have one or two vehicles.

Market Profile

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

Port Wentworth, GA 31407

Consumer Segment Details

About this segment

Unclassified

Ranked
4th
dominant segment
for this area

In this area
0.4%
of households fall
into this segment

In the United States
0.0%
of households fall
into this segment

Who Are They?

N/A

Neighborhood

- N/A

Socioeconomic Traits

- N/A

Market Profile

- N/A

Port Wentworth, GA 31407

Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Total Population

This chart shows the total population in an area, compared with other geographies.

31407

Chatham County

Georgia **11.13M**
11.47M

● 2024 ● 2029 (Projected)
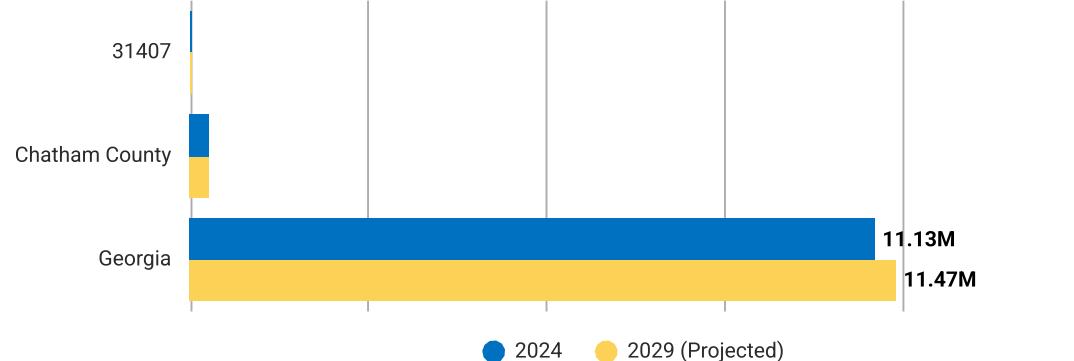
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

31407 **576.9**
632.8

Chatham County **704.6**
719.9

Georgia **192.8**
198.8

● 2024 ● 2029 (Projected)
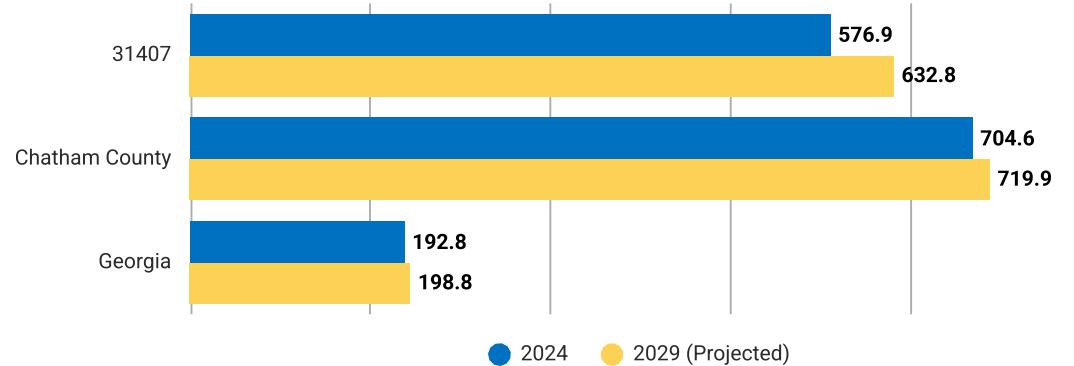
Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

31407

Chatham County

Georgia **11.07M**

Port Wentworth, GA 31407

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Geography	Value
31407	450
Chatham County	786.3
Georgia	191.8

Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Geography	2024	2029 (Projected)
31407	20.26%	9.7%
Chatham County	3.25%	2.17%
Georgia	3.89%	3.1%

● 2024   ● 2029 (Projected)
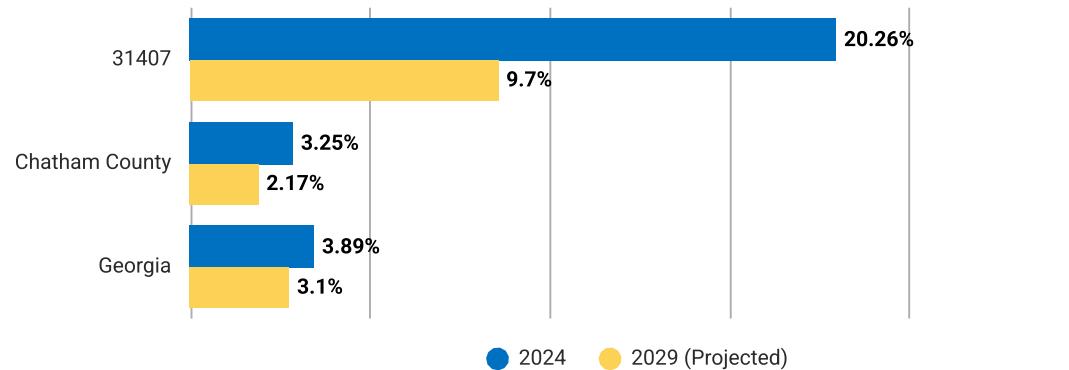
Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Geography	2024	2029 (Projected)
31407	2.5	2.49
Chatham County	2.35	2.32
Georgia	2.58	2.55

● 2024   ● 2029 (Projected)

Port Wentworth, GA 31407
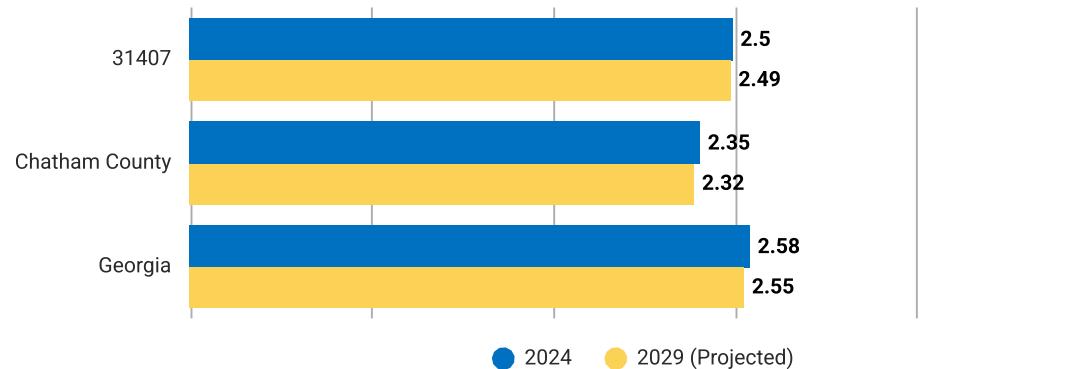
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

| Geography	2024	2029 (Projected)
31407		
Chatham County		
Georgia	8.89M	9.15M

● 2024   ● 2029 (Projected)
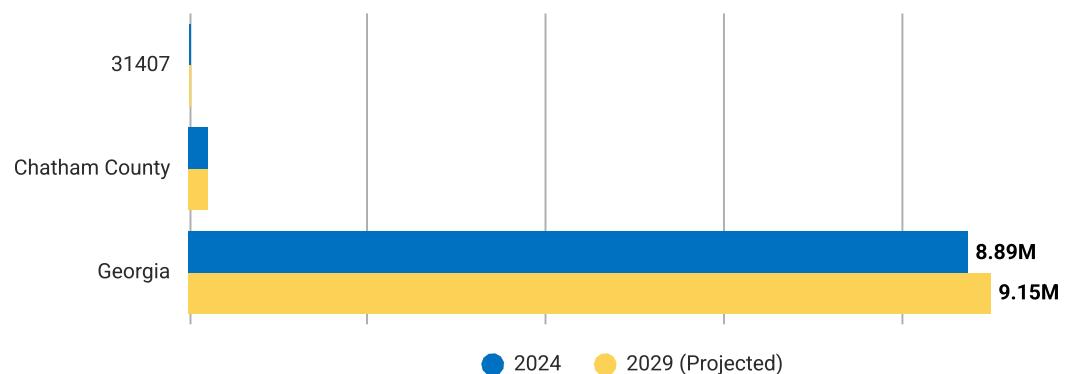
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

31407
- 50.3% | 49.7%
- 50.6% | 49.4%

Chatham County
- 51.5% | 48.5%
- 51.8% | 48.2%

Georgia
- 50.8% | 49.2%
- 51% | 49%

● Women 2024   ● Men 2024   ● Women 2029 (Projected)
● Men 2029 (Projected)
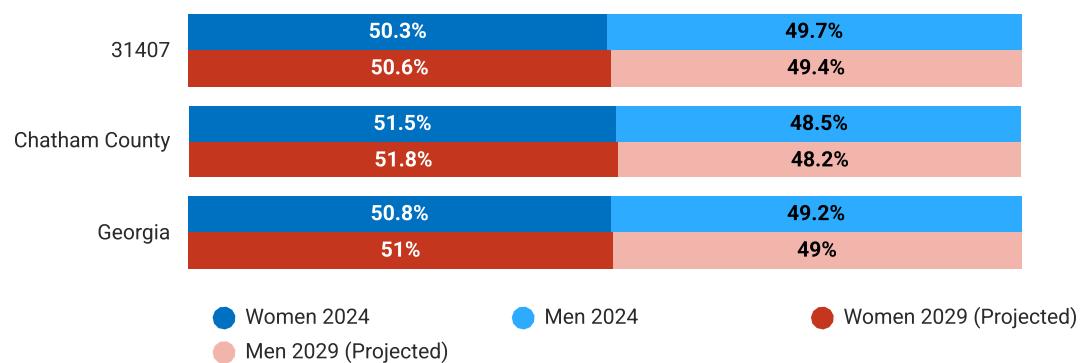
Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Median Age

This chart shows the median age in an area, compared with other geographies.

Geography	2024	2029 (Projected)
31407	32.5	34.11
Chatham County	36.9	38.3
Georgia	38.11	39

● 2024   ● 2029 (Projected)
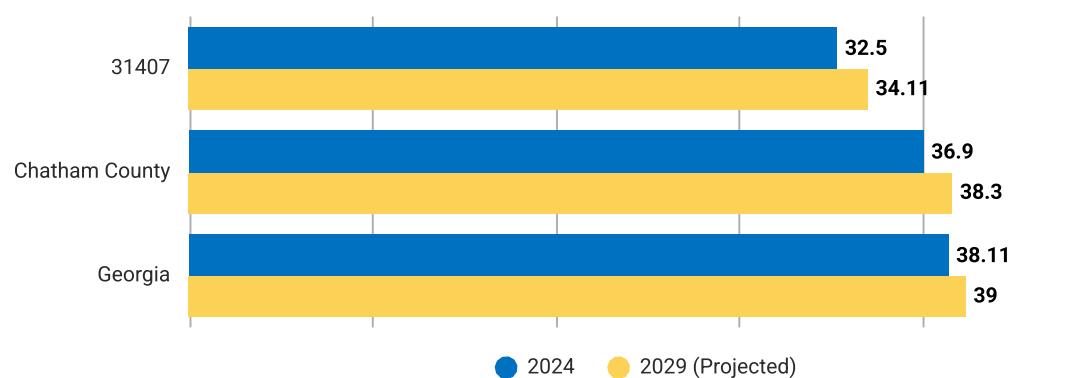
Port Wentworth, GA 31407

Population by Age

This chart breaks down the population of an area by age group.

Age Group	2024	2029 (Projected)
Children	14.63%	13.91%
Tweens	4.01%	4.11%
Teens	8.46%	8.4%
20s	17.32%	15.85%
30s	20.39%	19.19%
40s	13.68%	15.1%
50s	9.71%	10.14%
60s	7.05%	7.32%
70s	3.54%	4.29%
Over 80		1.67%

● 2024   ● 2029 (Projected)
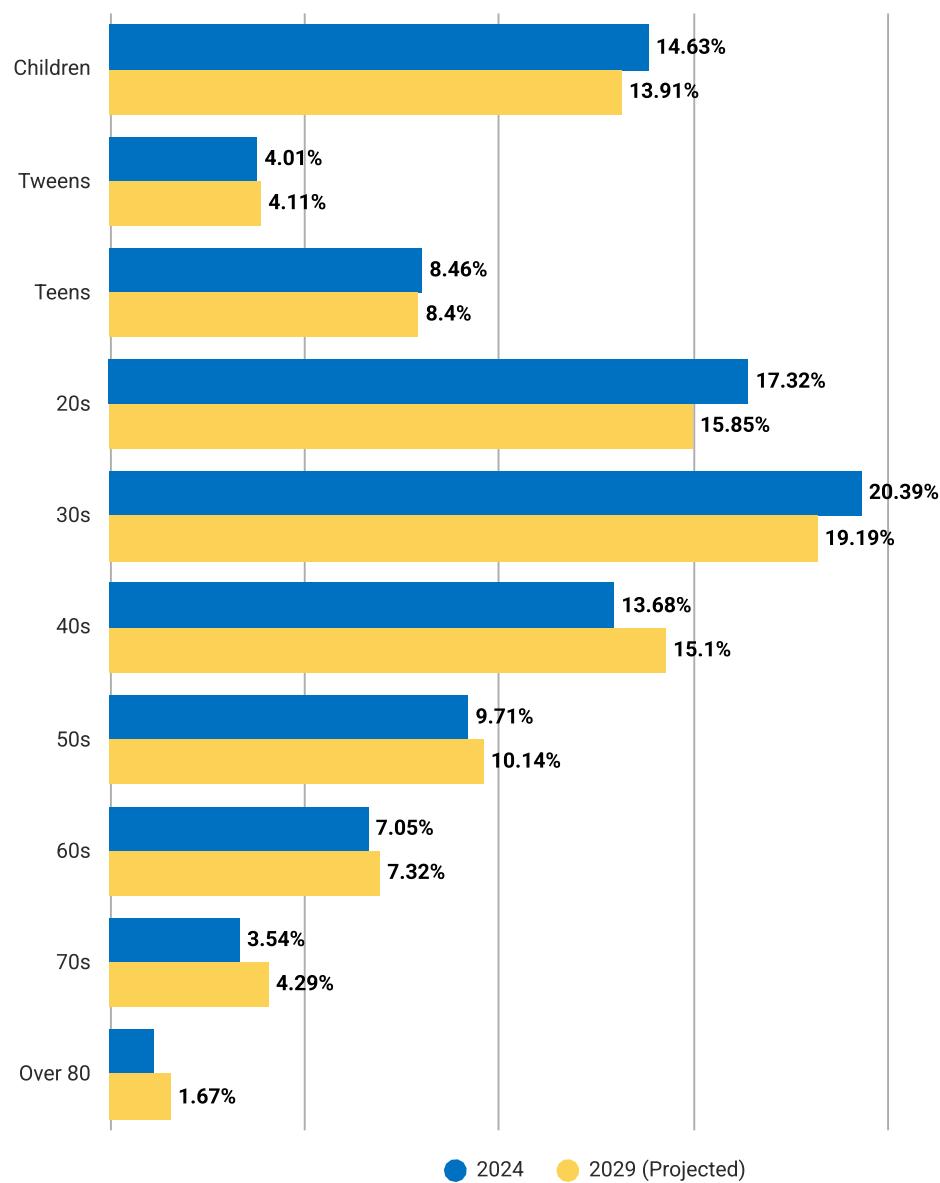
Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

	Married	Unmarried
31407	58.1%	41.9%
Chatham County	45.1%	54.9%
Georgia	49.5%	50.5%
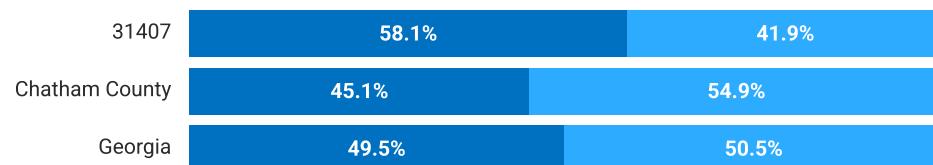
Port Wentworth, GA 31407

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Geography	Percentage
31407	33.02%
Chatham County	38.25%
Georgia	34.44%
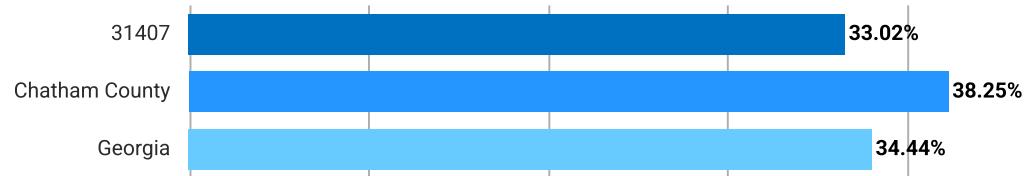
Married

This chart shows the number of people in an area who are married, compared with other geographies.

Geography	Percentage
31407	58.06%
Chatham County	45.05%
Georgia	49.49%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Geography	Percentage
31407	1.82%
Chatham County	5.92%
Georgia	5.43%
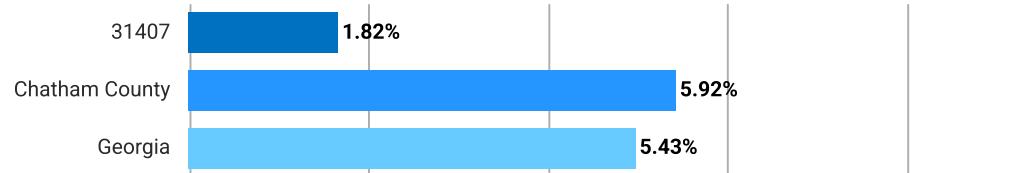
Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

| Geography	Percentage
31407	7.1%
Chatham County	10.77%
Georgia	10.64%

Port Wentworth, GA 31407
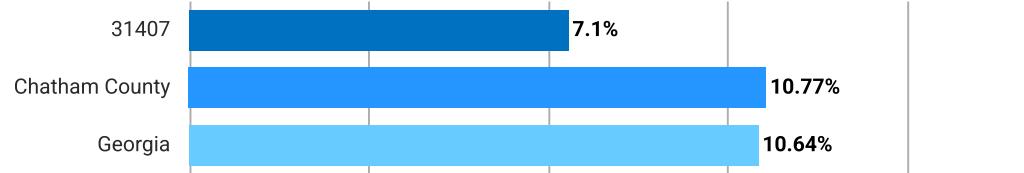
Income

**Source:** U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
31407	$103.98K	$120.83K
Chatham County	$95.41K	$112.99K
Georgia	$107.85K	$125.71K

● 2024　● 2029 (Projected)
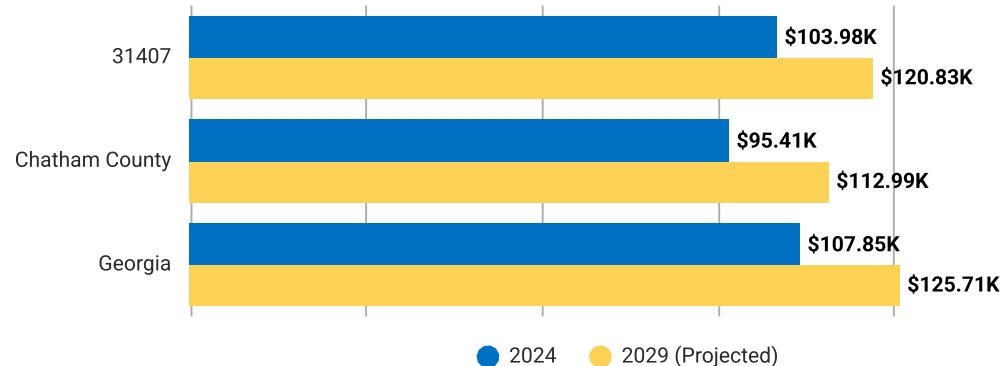
Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
31407	$84.94K	$94.35K
Chatham County	$70.12K	$83.61K
Georgia	$77.09K	$90.23K

● 2024　● 2029 (Projected)
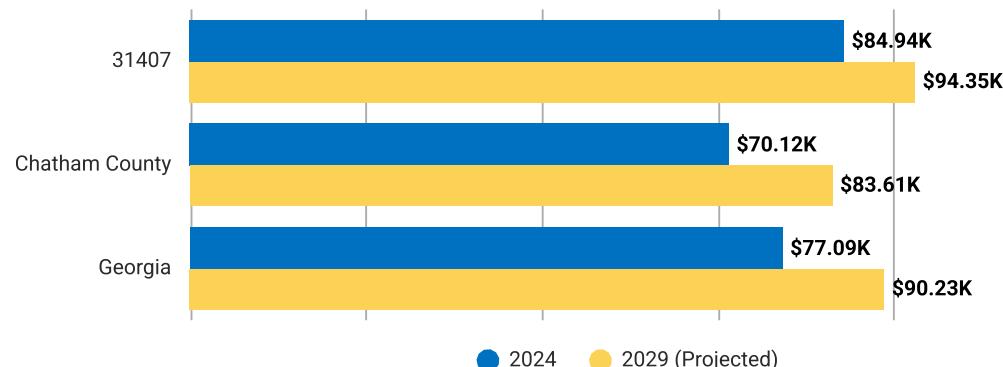
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
31407	$40.93K	$47.89K
Chatham County	$39.02K	$46.88K
Georgia	$40.93K	$48.26K

● 2024　● 2029 (Projected)

9/5/2025

Port Wentworth, GA 31407
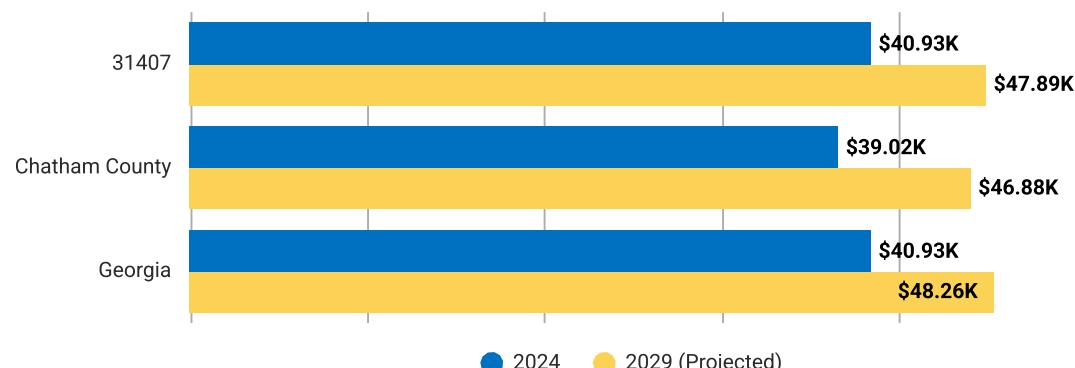
Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

|	
31407	$78.53K
Chatham County	$71.57K
Georgia	$78.93K
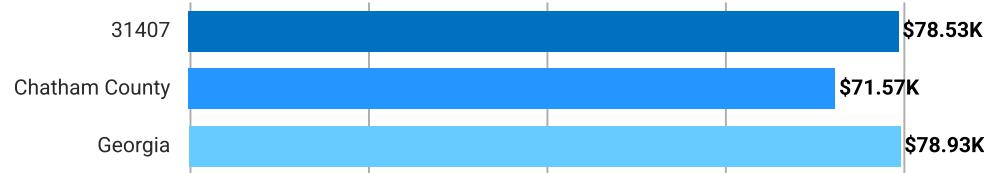
Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

31407	1.93%
Chatham County	2%
Georgia	3.39%
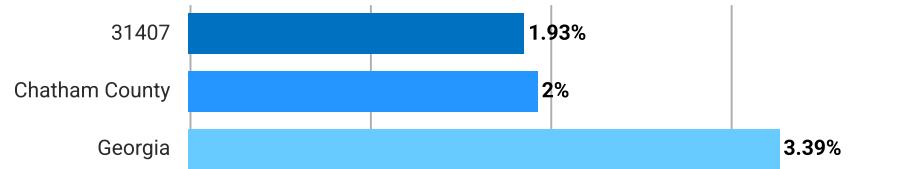
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

31407	5.44%
Chatham County	5.08%
Georgia	5.99%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

|	
31407	3.5%
Chatham County	5.17%
Georgia	5.12%
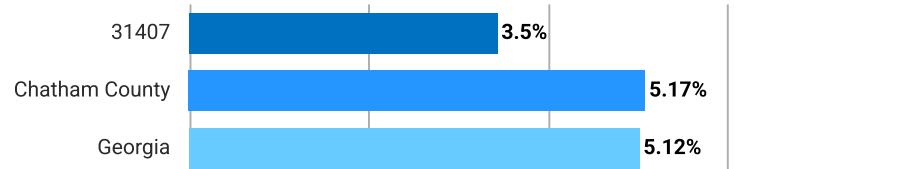
High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

|	
31407	22.44%
Chatham County	20.52%
Georgia	22.85%
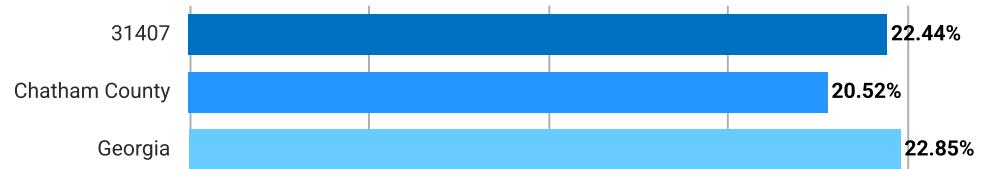
Port Wentworth, GA 31407

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

|	
31407	20.47%
Chatham County	20.58%
Georgia	17.65%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

31407	4.69%
Chatham County	8.53%
Georgia	9.53%
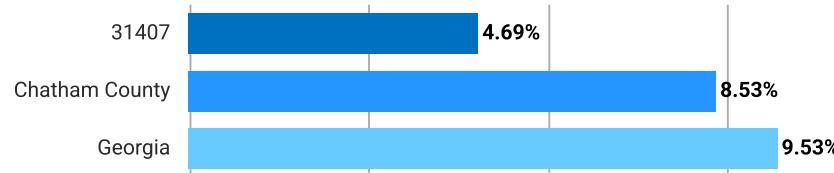
Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

31407	22.41%
Chatham County	22.08%
Georgia	21.24%
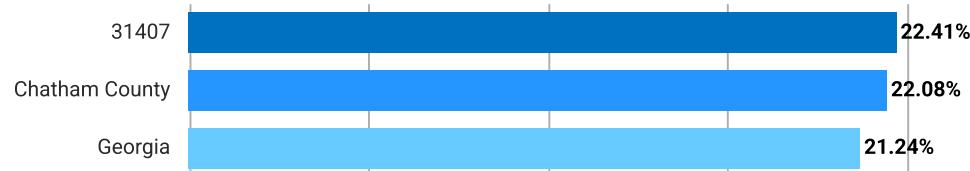
Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

31407	19.12%
Chatham County	16.04%
Georgia	14.23%

Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

31407	
Chatham County	
Georgia	220.55K

Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

|	
31407	
Chatham County	
Georgia	**5.27M**

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

Chatham County ○ Georgia ○ USA
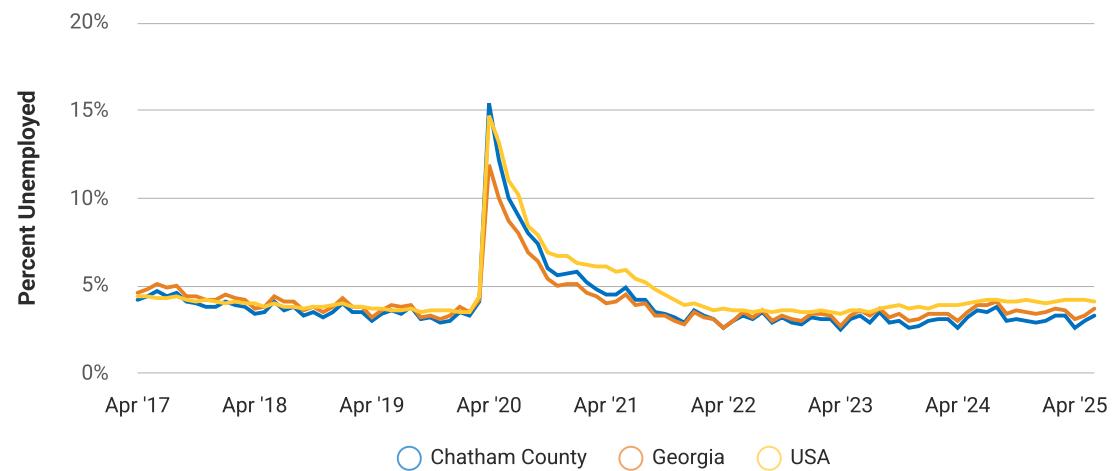
Port Wentworth, GA 31407

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

| Industry	Count
Manufacturing	2.48K
Health Care and Social Assistance	1.99K
Transportation and Warehousing	1.51K
Retail Trade	1.38K
Professional, Scientific and Technical	1.2K
Construction	815
Education	759
Public Administration	745
Accommodation and Food	667
Arts, Entertainment and Recreation	586
Other	579
Wholesale Trade	238
Administrative Support and Waste Management	220
Real Estate, Rental and Leasing	176
Finance and Insurance	168
Information	
Utilities	
Agriculture, Forestry, Fishing and Hunting	
Business Management	
Mining	

Port Wentworth, GA 31407

Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.
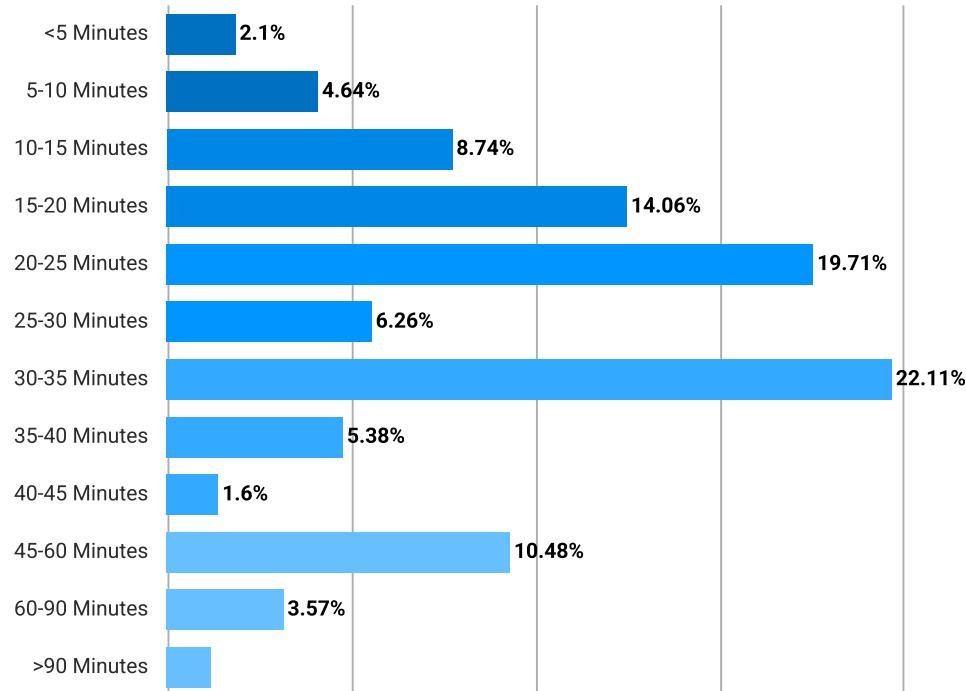
Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Commute Time	Percentage
<5 Minutes	2.1%
5-10 Minutes	4.64%
10-15 Minutes	8.74%
15-20 Minutes	14.06%
20-25 Minutes	19.71%
25-30 Minutes	6.26%
30-35 Minutes	22.11%
35-40 Minutes	5.38%
40-45 Minutes	1.6%
45-60 Minutes	10.48%
60-90 Minutes	3.57%
>90 Minutes	

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.
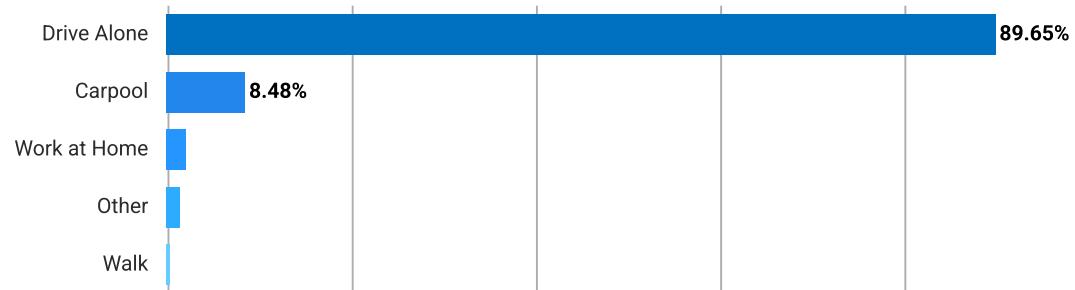
Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Type	Percentage
Drive Alone	89.65%
Carpool	8.48%
Work at Home	
Other	
Walk	

Port Wentworth, GA 31407

Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.
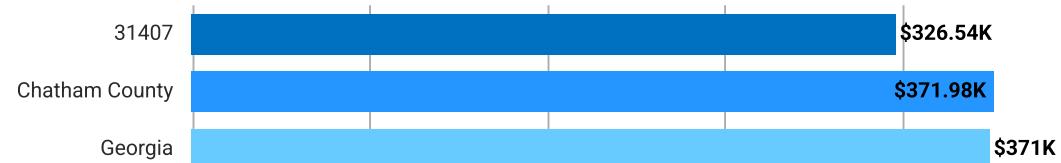
Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

|	
31407	$326.54K
Chatham County	$371.98K
Georgia	$371K

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.
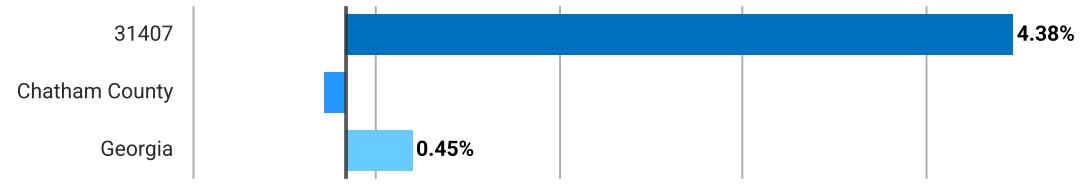
Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

31407	4.38%
Chatham County	
Georgia	0.45%

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

|	
31407	$346.19K
Chatham County	$374.99K
Georgia	$395K
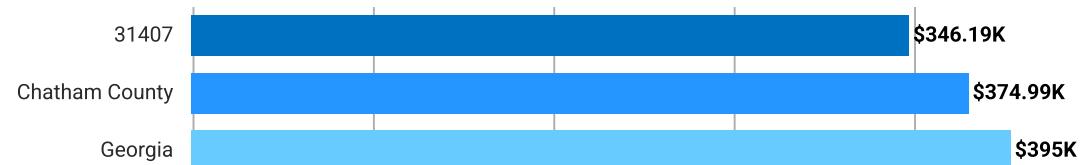
12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly

31407	-2.48%
Chatham County	-1.06%
Georgia	-0.48%

Port Wentworth, GA 31407

Traffic Counts

Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day
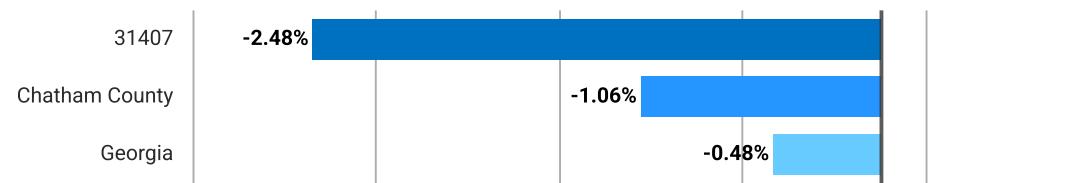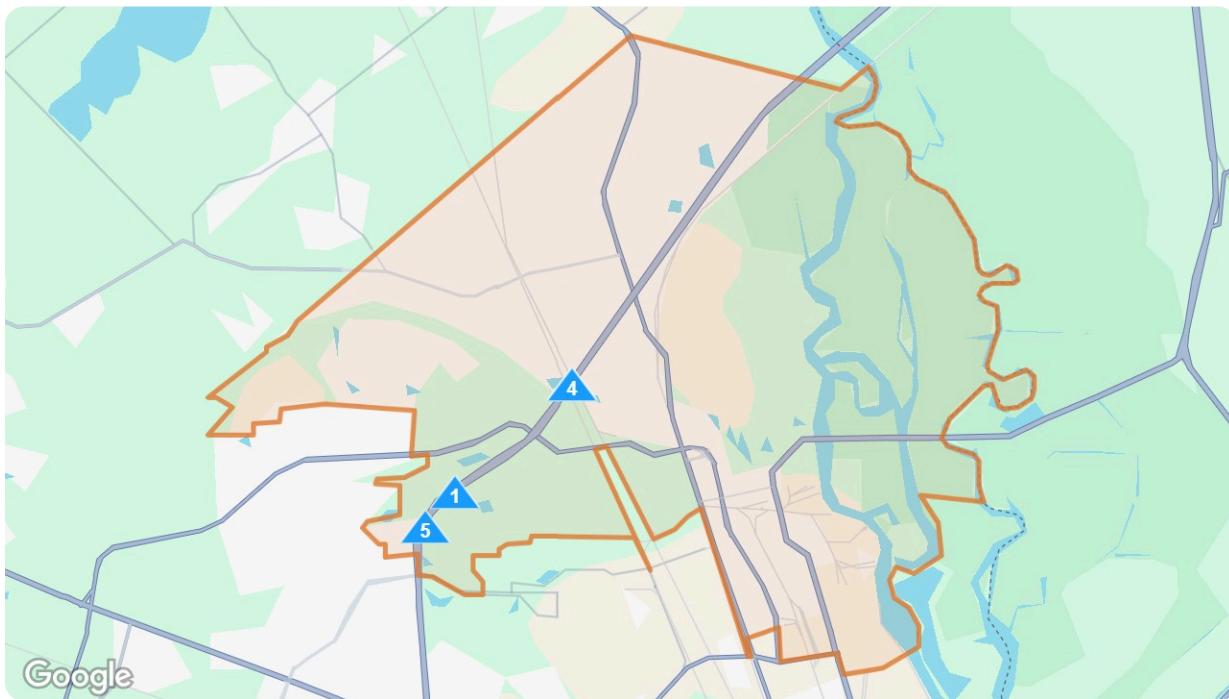
Traffic Counts by Highest Traffic Count

1 87,600

2022 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲ Count	Type
2019	▲ 78,800	AADT
2018	▲ 77,800	AADT
2012	▲ 62,430	AADT

2 82,400

2022 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲ Count	Type
2019	▲ 77,200	AADT

3 81,876

Meinhard Rd

2024 Est. daily traffic counts

Cross: Monteith Rd
Cross Dir: NE
Distance: 0.39 miles

Historical counts

Year	▲ Count	Type
2018	▲ 79,600	AADT

4 81,791

Meinhard Rd

2024 Est. daily traffic counts

Cross: Monteith Rd
Cross Dir: NE
Distance: –

5 79,719

I- 95

2024 Est. daily traffic counts

Cross: Airways Ave
Cross Dir: S
Distance: –

AADT - Annual Average Daily Traffic   **ADT** - Average Daily Traffic   **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.

- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.

- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

For more information about RPR, please visit RPR's public website: **https://blog.narrpr.com**