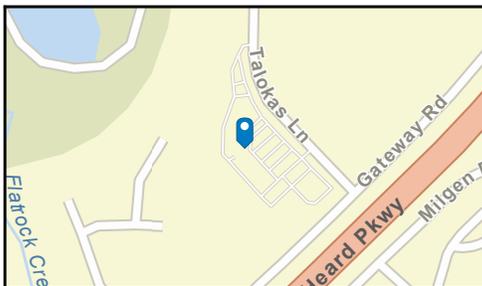
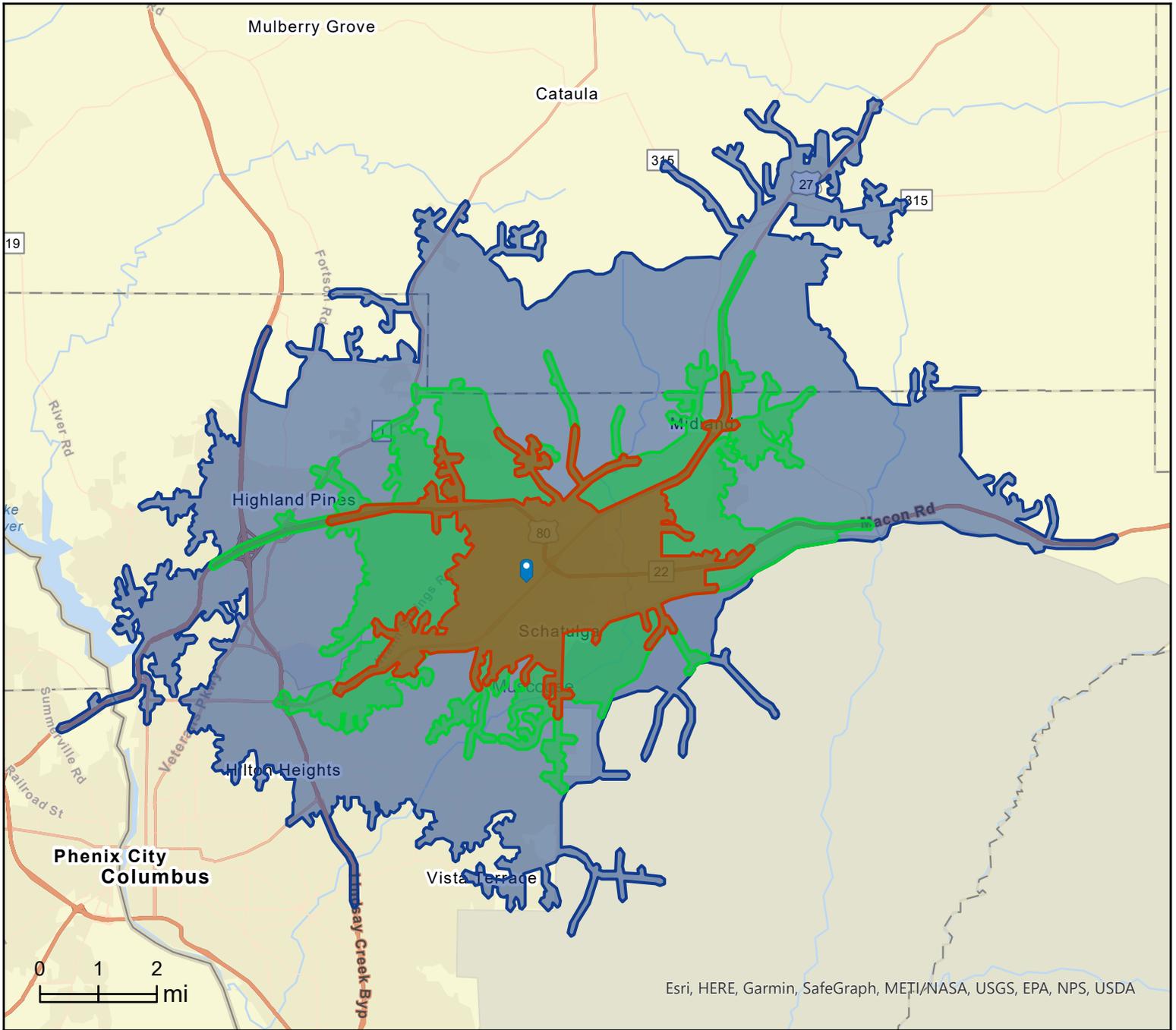


Billings Square Plaza
6361 Talokas Ln, Columbus, Georgia, 31909
Drive Time: 7, 9, 13 minute radii

Prepared by Esri
Latitude: 32.53648
Longitude: -84.87877





Community Profile

Billings Square Plaza
 6361 Talokas Ln, Columbus, Georgia, 31909
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	7 minutes	9 minutes	13 minutes
Population Summary			
2000 Total Population	11,782	28,246	81,500
2010 Total Population	13,592	32,936	94,641
2021 Total Population	14,107	33,567	99,144
2021 Group Quarters	1	437	2,852
2026 Total Population	14,150	33,550	99,670
2021-2026 Annual Rate	0.06%	-0.01%	0.11%
2021 Total Daytime Population	14,465	31,463	95,533
Workers	7,879	15,311	45,690
Residents	6,586	16,152	49,843
Household Summary			
2000 Households	4,811	11,126	31,091
2000 Average Household Size	2.44	2.49	2.53
2010 Households	5,728	13,561	37,183
2010 Average Household Size	2.37	2.39	2.47
2021 Households	6,041	14,065	39,543
2021 Average Household Size	2.34	2.36	2.44
2026 Households	6,077	14,114	39,881
2026 Average Household Size	2.33	2.35	2.43
2021-2026 Annual Rate	0.12%	0.07%	0.17%
2010 Families	3,654	8,677	24,763
2010 Average Family Size	2.95	2.98	3.02
2021 Families	3,751	8,771	25,738
2021 Average Family Size	2.95	2.97	3.02
2026 Families	3,748	8,739	25,789
2026 Average Family Size	2.95	2.97	3.02
2021-2026 Annual Rate	-0.02%	-0.07%	0.04%
Housing Unit Summary			
2000 Housing Units	5,140	11,696	32,554
Owner Occupied Housing Units	47.1%	57.8%	65.1%
Renter Occupied Housing Units	46.5%	37.4%	30.4%
Vacant Housing Units	6.4%	4.9%	4.5%
2010 Housing Units	6,215	14,563	39,990
Owner Occupied Housing Units	42.9%	49.4%	55.9%
Renter Occupied Housing Units	49.3%	43.7%	37.1%
Vacant Housing Units	7.8%	6.9%	7.0%
2021 Housing Units	6,534	15,072	42,370
Owner Occupied Housing Units	39.9%	46.1%	51.8%
Renter Occupied Housing Units	52.6%	47.2%	41.5%
Vacant Housing Units	7.5%	6.7%	6.7%
2026 Housing Units	6,665	15,334	43,315
Owner Occupied Housing Units	39.7%	45.8%	51.5%
Renter Occupied Housing Units	51.4%	46.2%	40.5%
Vacant Housing Units	8.8%	8.0%	7.9%
Median Household Income			
2021	\$57,604	\$55,706	\$57,303
2026	\$63,838	\$61,127	\$63,717
Median Home Value			
2021	\$233,289	\$181,211	\$183,774
2026	\$291,972	\$244,128	\$262,159
Per Capita Income			
2021	\$36,503	\$32,837	\$31,952
2026	\$43,308	\$38,378	\$36,912
Median Age			
2010	31.4	32.7	34.7
2021	34.0	35.2	37.0
2026	35.5	36.5	38.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	6,041	14,065	39,543
<\$15,000	8.3%	8.6%	9.0%
\$15,000 - \$24,999	7.9%	7.9%	8.1%
\$25,000 - \$34,999	11.2%	11.7%	10.9%
\$35,000 - \$49,999	13.4%	14.4%	13.9%
\$50,000 - \$74,999	22.7%	23.3%	21.0%
\$75,000 - \$99,999	11.7%	11.3%	13.0%
\$100,000 - \$149,999	11.4%	12.5%	13.6%
\$150,000 - \$199,999	4.8%	4.4%	4.3%
\$200,000+	8.7%	6.0%	6.2%
Average Household Income	\$86,022	\$78,134	\$80,056
2026 Households by Income			
Household Income Base	6,077	14,114	39,881
<\$15,000	6.6%	7.1%	7.3%
\$15,000 - \$24,999	6.0%	6.3%	6.6%
\$25,000 - \$34,999	9.5%	10.0%	9.6%
\$35,000 - \$49,999	12.9%	13.5%	12.8%
\$50,000 - \$74,999	23.0%	23.8%	21.2%
\$75,000 - \$99,999	11.3%	11.3%	13.5%
\$100,000 - \$149,999	13.1%	14.7%	15.8%
\$150,000 - \$199,999	6.3%	5.7%	5.4%
\$200,000+	11.3%	7.8%	7.7%
Average Household Income	\$101,771	\$91,017	\$92,229
2021 Owner Occupied Housing Units by Value			
Total	2,608	6,944	21,965
<\$50,000	0.7%	0.9%	1.6%
\$50,000 - \$99,999	3.9%	7.1%	11.4%
\$100,000 - \$149,999	23.0%	32.1%	28.0%
\$150,000 - \$199,999	12.7%	16.0%	13.3%
\$200,000 - \$249,999	14.5%	11.8%	10.2%
\$250,000 - \$299,999	16.6%	10.3%	10.9%
\$300,000 - \$399,999	14.4%	10.7%	10.9%
\$400,000 - \$499,999	7.1%	5.6%	6.5%
\$500,000 - \$749,999	6.1%	3.4%	4.1%
\$750,000 - \$999,999	0.1%	0.8%	1.7%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.7%	1.2%	0.6%
Average Home Value	\$271,146	\$249,500	\$252,659
2026 Owner Occupied Housing Units by Value			
Total	2,649	7,029	22,319
<\$50,000	0.2%	0.3%	0.8%
\$50,000 - \$99,999	0.9%	2.7%	5.6%
\$100,000 - \$149,999	10.3%	19.7%	17.3%
\$150,000 - \$199,999	8.9%	14.7%	11.1%
\$200,000 - \$249,999	15.8%	14.4%	11.4%
\$250,000 - \$299,999	16.5%	12.9%	15.3%
\$300,000 - \$399,999	22.9%	16.2%	16.0%
\$400,000 - \$499,999	10.7%	8.6%	10.3%
\$500,000 - \$749,999	11.4%	6.5%	7.1%
\$750,000 - \$999,999	0.6%	1.6%	2.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	1.6%	2.3%	1.3%
Average Home Value	\$352,832	\$325,519	\$327,503

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Billings Square Plaza
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 Drive Time: 7, 9, 13 minute radii

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	7 minutes	9 minutes	13 minutes
2010 Population by Age			
Total	13,588	32,936	94,640
0 - 4	7.1%	7.0%	6.7%
5 - 9	6.7%	6.6%	6.6%
10 - 14	6.8%	6.7%	6.7%
15 - 24	17.2%	16.4%	15.2%
25 - 34	17.5%	16.6%	15.2%
35 - 44	13.5%	13.1%	13.2%
45 - 54	12.9%	13.0%	13.8%
55 - 64	10.2%	10.3%	10.7%
65 - 74	4.8%	5.4%	6.1%
75 - 84	2.5%	3.4%	4.2%
85 +	0.8%	1.4%	1.6%
18 +	75.2%	75.6%	75.7%
2021 Population by Age			
Total	14,105	33,568	99,145
0 - 4	6.4%	6.2%	5.9%
5 - 9	6.0%	6.1%	6.1%
10 - 14	5.9%	6.1%	6.1%
15 - 24	14.1%	13.4%	12.8%
25 - 34	19.5%	18.0%	16.1%
35 - 44	14.2%	14.4%	13.9%
45 - 54	10.7%	10.9%	11.6%
55 - 64	10.8%	11.1%	11.9%
65 - 74	7.9%	8.3%	9.0%
75 - 84	3.4%	3.9%	4.5%
85 +	1.1%	1.6%	2.0%
18 +	78.5%	78.1%	78.3%
2026 Population by Age			
Total	14,149	33,549	99,669
0 - 4	6.4%	6.2%	5.9%
5 - 9	5.9%	5.9%	5.9%
10 - 14	5.8%	6.0%	6.1%
15 - 24	13.5%	13.1%	12.3%
25 - 34	17.5%	16.1%	15.1%
35 - 44	16.4%	16.3%	15.0%
45 - 54	10.6%	11.0%	11.6%
55 - 64	10.0%	10.2%	11.0%
65 - 74	8.1%	8.7%	9.6%
75 - 84	4.6%	4.9%	5.4%
85 +	1.1%	1.6%	2.0%
18 +	78.7%	78.4%	78.6%
2010 Population by Sex			
Males	6,540	15,536	45,227
Females	7,052	17,400	49,414
2021 Population by Sex			
Males	6,808	16,030	47,758
Females	7,299	17,537	51,386
2026 Population by Sex			
Males	6,836	16,096	48,189
Females	7,314	17,454	51,481

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	13,593	32,935	94,640
White Alone	59.2%	62.8%	59.7%
Black Alone	29.9%	27.5%	32.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.6%	3.9%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.0%	1.8%	1.9%
Two or More Races	3.7%	3.5%	2.9%
Hispanic Origin	7.2%	6.5%	5.9%
Diversity Index	61.6	58.6	59.1
2021 Population by Race/Ethnicity			
Total	14,108	33,567	99,145
White Alone	50.6%	54.6%	53.6%
Black Alone	35.2%	32.3%	35.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	6.3%	5.5%	4.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.4%	2.2%	2.2%
Two or More Races	5.0%	4.8%	4.0%
Hispanic Origin	9.1%	8.4%	7.7%
Diversity Index	68.0	65.7	64.5
2026 Population by Race/Ethnicity			
Total	14,151	33,550	99,670
White Alone	47.4%	51.4%	51.1%
Black Alone	36.5%	33.7%	36.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	7.3%	6.3%	5.1%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.5%	2.4%	2.4%
Two or More Races	5.7%	5.5%	4.6%
Hispanic Origin	10.2%	9.5%	8.6%
Diversity Index	70.3	68.4	66.8
2010 Population by Relationship and Household Type			
Total	13,592	32,936	94,641
In Households	100.0%	98.6%	96.9%
In Family Households	81.2%	80.4%	80.8%
Householder	26.7%	26.4%	26.2%
Spouse	18.5%	18.2%	17.9%
Child	31.0%	30.7%	31.4%
Other relative	3.2%	3.2%	3.5%
Nonrelative	1.7%	1.8%	1.9%
In Nonfamily Households	18.8%	18.2%	16.1%
In Group Quarters	0.0%	1.4%	3.1%
Institutionalized Population	0.0%	0.5%	2.4%
Noninstitutionalized Population	0.0%	0.9%	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	9,548	22,897	68,449
Less than 9th Grade	2.5%	2.5%	2.7%
9th - 12th Grade, No Diploma	2.2%	3.4%	4.6%
High School Graduate	16.2%	18.0%	18.9%
GED/Alternative Credential	3.0%	4.1%	4.5%
Some College, No Degree	26.9%	26.8%	24.7%
Associate Degree	11.5%	10.9%	10.9%
Bachelor's Degree	22.3%	20.2%	19.7%
Graduate/Professional Degree	15.4%	14.0%	14.0%
2021 Population 15+ by Marital Status			
Total	11,537	27,378	81,149
Never Married	34.3%	34.8%	34.7%
Married	47.7%	46.3%	46.8%
Widowed	4.9%	5.7%	5.7%
Divorced	13.1%	13.2%	12.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,407	17,221	48,531
Population 16+ Employed	96.1%	95.4%	94.8%
Population 16+ Unemployment rate	3.9%	4.7%	5.2%
Population 16-24 Employed	12.0%	10.7%	10.6%
Population 16-24 Unemployment rate	8.1%	10.6%	13.7%
Population 25-54 Employed	69.8%	69.2%	68.2%
Population 25-54 Unemployment rate	3.4%	4.0%	4.1%
Population 55-64 Employed	12.2%	14.0%	15.2%
Population 55-64 Unemployment rate	4.6%	4.8%	4.7%
Population 65+ Employed	6.0%	6.0%	6.1%
Population 65+ Unemployment rate	0.2%	0.5%	1.3%
2021 Employed Population 16+ by Industry			
Total	7,116	16,421	46,025
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	4.6%	4.4%	4.5%
Manufacturing	9.5%	8.3%	8.5%
Wholesale Trade	0.5%	1.2%	1.2%
Retail Trade	12.3%	11.1%	11.4%
Transportation/Utilities	4.1%	4.4%	4.7%
Information	1.6%	1.8%	1.7%
Finance/Insurance/Real Estate	16.7%	17.4%	15.5%
Services	41.1%	43.4%	43.7%
Public Administration	9.4%	7.9%	8.5%
2021 Employed Population 16+ by Occupation			
Total	7,116	16,419	46,026
White Collar	70.5%	70.0%	67.8%
Management/Business/Financial	19.6%	18.3%	17.0%
Professional	27.6%	27.1%	27.1%
Sales	12.5%	11.6%	10.7%
Administrative Support	10.7%	12.9%	13.0%
Services	14.6%	13.7%	14.9%
Blue Collar	14.9%	16.3%	17.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.4%	2.3%	3.2%
Installation/Maintenance/Repair	2.7%	3.2%	2.8%
Production	3.1%	3.5%	3.9%
Transportation/Material Moving	7.7%	7.2%	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	5,728	13,561	37,184
Households with 1 Person	29.0%	29.3%	27.5%
Households with 2+ People	71.0%	70.7%	72.5%
Family Households	63.8%	64.0%	66.6%
Husband-wife Families	44.3%	44.2%	45.5%
With Related Children	20.5%	20.2%	20.5%
Other Family (No Spouse Present)	19.5%	19.8%	21.1%
Other Family with Male Householder	4.2%	4.1%	4.3%
With Related Children	2.6%	2.5%	2.5%
Other Family with Female Householder	15.3%	15.7%	16.8%
With Related Children	11.5%	11.1%	11.5%
Nonfamily Households	7.2%	6.7%	5.9%
All Households with Children	35.0%	34.3%	34.8%
Multigenerational Households	3.6%	3.5%	4.3%
Unmarried Partner Households	5.8%	5.4%	5.1%
Male-female	5.3%	4.9%	4.5%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	5,727	13,562	37,183
1 Person Household	29.0%	29.3%	27.5%
2 Person Household	32.9%	32.6%	32.8%
3 Person Household	18.7%	18.1%	18.0%
4 Person Household	12.4%	12.9%	13.3%
5 Person Household	4.8%	4.8%	5.6%
6 Person Household	1.4%	1.5%	1.8%
7 + Person Household	0.7%	0.7%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	5,728	13,561	37,183
Owner Occupied	46.6%	53.0%	60.1%
Owned with a Mortgage/Loan	37.7%	41.6%	45.8%
Owned Free and Clear	8.9%	11.4%	14.3%
Renter Occupied	53.4%	47.0%	39.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	165	170
Percent of Income for Mortgage	17.0%	13.6%	13.5%
Wealth Index	74	70	80
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,215	14,563	39,990
Housing Units Inside Urbanized Area	96.0%	96.6%	93.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.0%	3.4%	6.3%
2010 Population By Urban/ Rural Status			
Total Population	13,592	32,936	94,641
Population Inside Urbanized Area	95.5%	96.0%	93.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.5%	4.0%	7.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Bright Young Professionals (8C)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
2.	In Style (5B)	In Style (5B)	Family Foundations (12A)
3.	Workday Drive (4A)	Old and Newcomers (8F)	In Style (5B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$12,147,068	\$25,590,139	\$73,230,103
Average Spent	\$2,010.77	\$1,819.42	\$1,851.91
Spending Potential Index	95	86	87
Education: Total \$	\$9,387,089	\$19,727,674	\$57,223,804
Average Spent	\$1,553.90	\$1,402.61	\$1,447.13
Spending Potential Index	90	81	84
Entertainment/Recreation: Total \$	\$18,082,269	\$38,263,812	\$110,665,949
Average Spent	\$2,993.26	\$2,720.50	\$2,798.62
Spending Potential Index	93	84	87
Food at Home: Total \$	\$30,552,191	\$64,645,635	\$185,689,797
Average Spent	\$5,057.47	\$4,596.21	\$4,695.90
Spending Potential Index	93	84	86
Food Away from Home: Total \$	\$21,712,362	\$45,766,398	\$130,197,285
Average Spent	\$3,594.17	\$3,253.92	\$3,292.55
Spending Potential Index	95	86	87
Health Care: Total \$	\$34,748,802	\$74,001,165	\$216,149,819
Average Spent	\$5,752.16	\$5,261.37	\$5,466.20
Spending Potential Index	92	84	88
HH Furnishings & Equipment: Total \$	\$12,864,079	\$27,178,689	\$78,049,115
Average Spent	\$2,129.46	\$1,932.36	\$1,973.78
Spending Potential Index	94	86	88
Personal Care Products & Services: Total \$	\$5,133,070	\$10,857,214	\$31,168,147
Average Spent	\$849.71	\$771.93	\$788.21
Spending Potential Index	95	86	88
Shelter: Total \$	\$113,746,490	\$240,067,383	\$685,103,253
Average Spent	\$18,829.08	\$17,068.42	\$17,325.53
Spending Potential Index	93	85	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,831,414	\$29,028,798	\$82,120,948
Average Spent	\$2,289.59	\$2,063.90	\$2,076.75
Spending Potential Index	96	86	87
Travel: Total \$	\$14,314,771	\$30,249,757	\$86,975,230
Average Spent	\$2,369.60	\$2,150.71	\$2,199.51
Spending Potential Index	94	85	87
Vehicle Maintenance & Repairs: Total \$	\$6,408,283	\$13,506,622	\$38,593,935
Average Spent	\$1,060.80	\$960.30	\$976.00
Spending Potential Index	96	87	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.