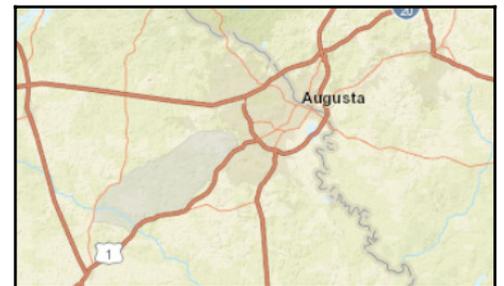
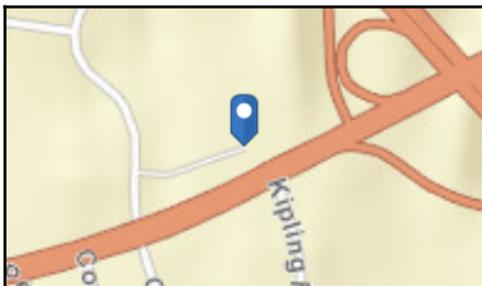
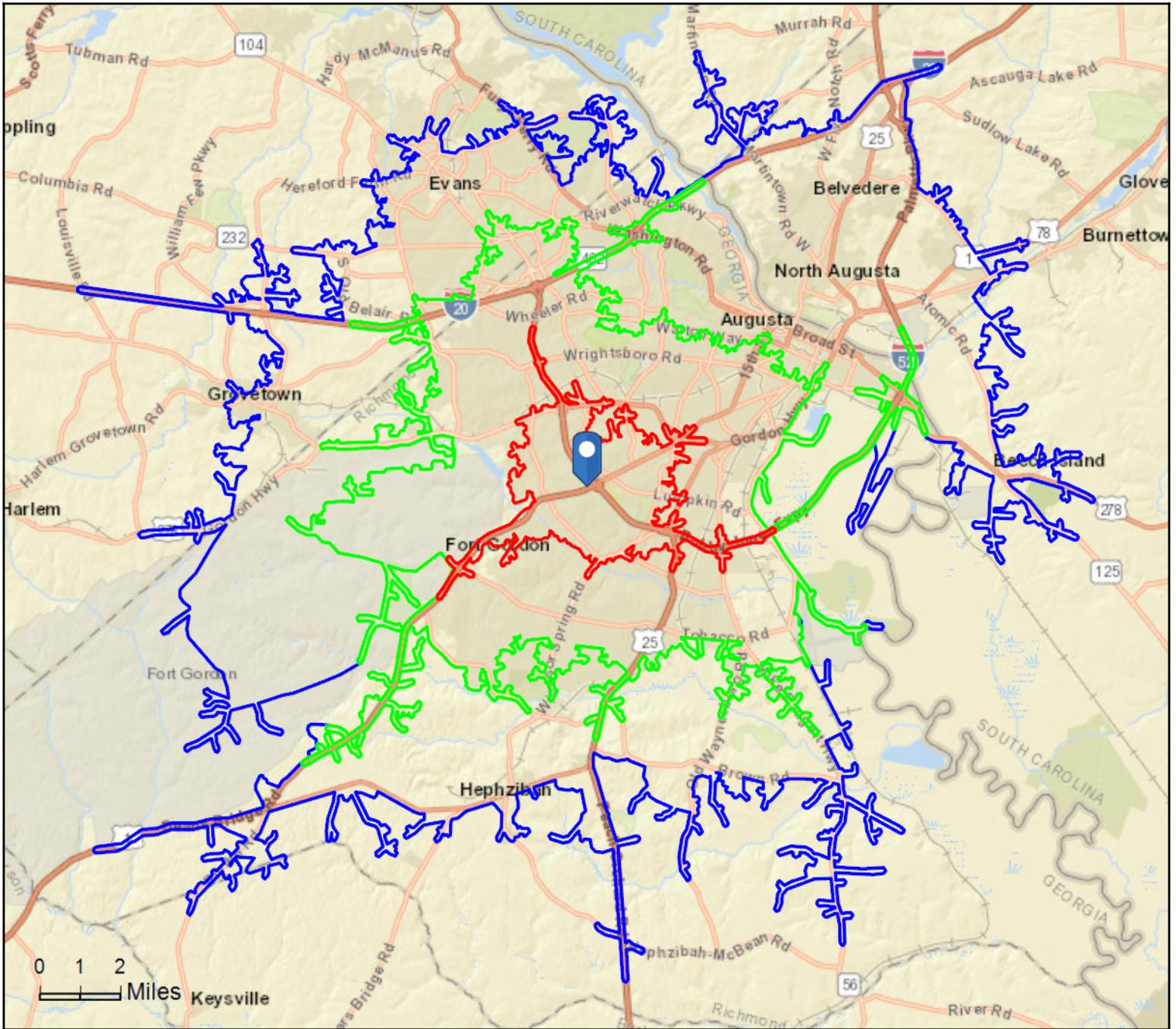


Southpointe Plaza  
3209 Deans Bridge Rd, Augusta, Georgia, 30906  
Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
Latitude: 33.42253  
Longitude: -82.06267





# Community Profile

Southpointe Plaza  
 3209 Deans Bridge Rd, Augusta, Georgia, 30906  
 Drive Time: 7, 13, 19 minute radii

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	7 minutes	13 minutes	19 minutes
<b>Population Summary</b>			
2000 Total Population	27,934	132,701	268,683
2010 Total Population	26,845	134,302	279,749
2019 Total Population	25,953	138,463	297,539
2019 Group Quarters	243	7,917	11,966
2024 Total Population	25,560	140,343	308,325
2019-2024 Annual Rate	-0.30%	0.27%	0.71%
2019 Total Daytime Population	25,372	164,251	335,866
Workers	9,482	85,340	171,581
Residents	15,890	78,911	164,285
<b>Household Summary</b>			
2000 Households	10,148	47,683	100,350
2000 Average Household Size	2.72	2.62	2.56
2010 Households	10,006	50,202	108,269
2010 Average Household Size	2.66	2.53	2.48
2019 Households	9,679	51,974	115,489
2019 Average Household Size	2.66	2.51	2.47
2024 Households	9,535	52,879	120,006
2024 Average Household Size	2.66	2.50	2.47
2019-2024 Annual Rate	-0.30%	0.35%	0.77%
2010 Families	6,979	32,734	70,499
2010 Average Family Size	3.17	3.12	3.07
2019 Families	6,680	33,299	74,256
2019 Average Family Size	3.18	3.12	3.08
2024 Families	6,554	33,675	76,854
2024 Average Family Size	3.19	3.12	3.08
2019-2024 Annual Rate	-0.38%	0.22%	0.69%
<b>Housing Unit Summary</b>			
2000 Housing Units	11,213	52,881	110,577
Owner Occupied Housing Units	56.2%	52.5%	56.4%
Renter Occupied Housing Units	34.3%	37.6%	34.4%
Vacant Housing Units	9.5%	9.8%	9.2%
2010 Housing Units	11,188	56,095	120,112
Owner Occupied Housing Units	49.9%	47.4%	52.5%
Renter Occupied Housing Units	39.5%	42.0%	37.6%
Vacant Housing Units	10.6%	10.5%	9.9%
2019 Housing Units	11,070	57,634	127,564
Owner Occupied Housing Units	44.4%	43.7%	50.8%
Renter Occupied Housing Units	43.0%	46.4%	39.7%
Vacant Housing Units	12.6%	9.8%	9.5%
2024 Housing Units	11,029	58,752	132,339
Owner Occupied Housing Units	45.2%	44.5%	51.8%
Renter Occupied Housing Units	41.3%	45.5%	38.9%
Vacant Housing Units	13.5%	10.0%	9.3%
<b>Median Household Income</b>			
2019	\$33,714	\$38,607	\$46,355
2024	\$38,387	\$44,483	\$52,898
<b>Median Home Value</b>			
2019	\$81,019	\$99,214	\$141,005
2024	\$83,157	\$112,303	\$160,037
<b>Per Capita Income</b>			
2019	\$17,435	\$20,953	\$24,848
2024	\$20,317	\$24,209	\$28,626
<b>Median Age</b>			
2010	33.1	31.9	34.2
2019	34.9	33.7	36.1
2024	36.0	34.5	37.2

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	7 minutes	13 minutes	19 minutes
<b>2019 Households by Income</b>			
Household Income Base	9,679	51,974	115,489
<\$15,000	18.1%	17.1%	14.4%
\$15,000 - \$24,999	19.0%	15.2%	13.4%
\$25,000 - \$34,999	14.4%	13.2%	11.4%
\$35,000 - \$49,999	14.3%	14.6%	13.2%
\$50,000 - \$74,999	16.7%	18.2%	19.7%
\$75,000 - \$99,999	10.1%	10.1%	11.2%
\$100,000 - \$149,999	4.3%	7.6%	10.2%
\$150,000 - \$199,999	2.2%	2.5%	3.8%
\$200,000+	1.0%	1.6%	2.6%
Average Household Income	\$47,116	\$53,526	\$62,762
<b>2024 Households by Income</b>			
Household Income Base	9,535	52,879	120,006
<\$15,000	14.7%	13.8%	11.5%
\$15,000 - \$24,999	17.4%	13.8%	11.8%
\$25,000 - \$34,999	13.7%	12.2%	10.4%
\$35,000 - \$49,999	14.6%	14.6%	12.8%
\$50,000 - \$74,999	17.6%	19.1%	20.2%
\$75,000 - \$99,999	11.9%	11.6%	12.5%
\$100,000 - \$149,999	5.6%	9.6%	12.6%
\$150,000 - \$199,999	3.2%	3.4%	5.0%
\$200,000+	1.4%	2.0%	3.1%
Average Household Income	\$54,911	\$61,995	\$72,362
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,920	25,186	64,795
<\$50,000	12.8%	11.8%	8.2%
\$50,000 - \$99,999	59.9%	38.8%	24.7%
\$100,000 - \$149,999	15.1%	19.2%	20.8%
\$150,000 - \$199,999	5.9%	12.0%	17.6%
\$200,000 - \$249,999	1.6%	5.7%	9.5%
\$250,000 - \$299,999	1.5%	3.5%	6.2%
\$300,000 - \$399,999	1.5%	3.5%	6.0%
\$400,000 - \$499,999	0.0%	2.2%	2.7%
\$500,000 - \$749,999	1.4%	2.2%	2.4%
\$750,000 - \$999,999	0.0%	0.6%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$102,297	\$148,581	\$186,142
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,984	26,098	68,512
<\$50,000	12.9%	11.2%	7.4%
\$50,000 - \$99,999	55.9%	34.4%	20.9%
\$100,000 - \$149,999	15.1%	18.0%	18.1%
\$150,000 - \$199,999	7.2%	12.5%	17.4%
\$200,000 - \$249,999	2.2%	6.6%	10.4%
\$250,000 - \$299,999	1.7%	4.2%	7.3%
\$300,000 - \$399,999	2.9%	5.0%	8.2%
\$400,000 - \$499,999	0.1%	3.8%	4.1%
\$500,000 - \$749,999	1.7%	3.2%	3.7%
\$750,000 - \$999,999	0.1%	0.8%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.1%	0.2%	0.6%
Average Home Value	\$110,882	\$169,822	\$216,751

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Southpointe Plaza  
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Prepared by Esri  
 Latitude: 33.42253  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Age</b>			
Total	26,845	134,299	279,748
0 - 4	8.2%	7.8%	7.2%
5 - 9	8.1%	7.1%	6.8%
10 - 14	7.4%	6.6%	6.5%
15 - 24	15.0%	17.4%	15.7%
25 - 34	13.4%	15.2%	14.8%
35 - 44	10.9%	11.2%	12.0%
45 - 54	13.5%	13.1%	13.8%
55 - 64	11.7%	10.7%	11.4%
65 - 74	6.8%	6.0%	6.5%
75 - 84	4.0%	3.5%	3.8%
85 +	0.9%	1.2%	1.4%
18 +	71.3%	74.1%	75.2%
<b>2019 Population by Age</b>			
Total	25,953	138,464	297,541
0 - 4	7.6%	7.1%	6.5%
5 - 9	7.7%	6.8%	6.5%
10 - 14	7.6%	6.5%	6.3%
15 - 24	13.0%	15.5%	13.6%
25 - 34	14.2%	16.1%	15.5%
35 - 44	11.7%	12.0%	12.6%
45 - 54	10.5%	10.3%	11.4%
55 - 64	12.1%	11.6%	12.5%
65 - 74	9.5%	8.4%	9.1%
75 - 84	4.6%	4.0%	4.3%
85 +	1.4%	1.5%	1.7%
18 +	72.9%	75.9%	77.1%
<b>2024 Population by Age</b>			
Total	25,561	140,342	308,324
0 - 4	7.6%	7.0%	6.5%
5 - 9	7.5%	6.6%	6.3%
10 - 14	7.5%	6.4%	6.3%
15 - 24	13.3%	15.5%	13.5%
25 - 34	12.9%	15.1%	14.3%
35 - 44	12.7%	12.8%	13.5%
45 - 54	10.5%	10.2%	11.1%
55 - 64	11.0%	10.5%	11.5%
65 - 74	10.1%	9.3%	10.0%
75 - 84	5.4%	4.8%	5.2%
85 +	1.5%	1.6%	1.8%
18 +	73.0%	76.0%	77.2%
<b>2010 Population by Sex</b>			
Males	12,232	64,176	135,067
Females	14,613	70,126	144,682
<b>2019 Population by Sex</b>			
Males	11,871	66,682	144,673
Females	14,083	71,781	152,866
<b>2024 Population by Sex</b>			
Males	11,760	67,900	150,385
Females	13,800	72,443	157,940

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	26,844	134,303	279,749
White Alone	22.7%	33.2%	48.8%
Black Alone	72.4%	60.5%	44.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.0%	1.6%	2.1%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.1%	1.4%	1.8%
Two or More Races	2.4%	2.7%	2.7%
Hispanic Origin	3.7%	4.5%	4.8%
Diversity Index	46.5	56.4	60.7
<b>2019 Population by Race/Ethnicity</b>			
Total	25,952	138,462	297,540
White Alone	19.7%	30.2%	45.5%
Black Alone	74.8%	62.4%	45.8%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	1.0%	1.9%	2.5%
Pacific Islander Alone	0.1%	0.3%	0.2%
Some Other Race Alone	1.3%	1.7%	2.2%
Two or More Races	2.8%	3.2%	3.4%
Hispanic Origin	4.4%	5.7%	6.2%
Diversity Index	45.2	57.0	63.1
<b>2024 Population by Race/Ethnicity</b>			
Total	25,561	140,343	308,325
White Alone	18.3%	28.6%	43.9%
Black Alone	75.8%	63.4%	46.6%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	1.1%	2.0%	2.7%
Pacific Islander Alone	0.1%	0.3%	0.2%
Some Other Race Alone	1.4%	1.8%	2.5%
Two or More Races	3.1%	3.6%	3.8%
Hispanic Origin	5.0%	6.4%	7.0%
Diversity Index	45.0	57.4	64.3
<b>2010 Population by Relationship and Household Type</b>			
Total	26,845	134,302	279,749
In Households	99.2%	94.6%	96.1%
In Family Households	85.7%	78.7%	79.7%
Householder	25.7%	24.4%	25.2%
Spouse	11.9%	12.9%	15.3%
Child	39.5%	34.2%	32.8%
Other relative	5.4%	4.6%	4.1%
Nonrelative	3.2%	2.6%	2.4%
In Nonfamily Households	13.5%	15.8%	16.4%
In Group Quarters	0.8%	5.4%	3.9%
Institutionalized Population	0.7%	1.5%	1.5%
Noninstitutionalized Population	0.1%	3.9%	2.4%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	16,634	88,759	199,569
Less than 9th Grade	5.3%	4.4%	3.7%
9th - 12th Grade, No Diploma	16.9%	11.7%	9.6%
High School Graduate	33.0%	28.1%	24.4%
GED/Alternative Credential	4.2%	4.7%	4.8%
Some College, No Degree	21.3%	23.0%	22.0%
Associate Degree	7.6%	8.9%	9.8%
Bachelor's Degree	8.0%	11.8%	15.8%
Graduate/Professional Degree	3.7%	7.4%	9.8%
<b>2019 Population 15+ by Marital Status</b>			
Total	20,014	110,262	240,104
Never Married	44.3%	45.3%	38.8%
Married	35.9%	35.7%	42.0%
Widowed	6.9%	6.4%	6.7%
Divorced	12.9%	12.5%	12.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.5%	91.1%	92.9%
Civilian Unemployed (Unemployment Rate)	10.5%	8.9%	7.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	10,190	53,899	124,925
Agriculture/Mining	1.2%	0.4%	0.4%
Construction	8.7%	6.7%	7.0%
Manufacturing	8.8%	8.6%	8.7%
Wholesale Trade	1.2%	1.6%	1.6%
Retail Trade	14.6%	14.6%	13.1%
Transportation/Utilities	5.5%	5.2%	5.1%
Information	1.8%	1.8%	2.0%
Finance/Insurance/Real Estate	3.1%	3.9%	4.2%
Services	49.7%	51.4%	52.1%
Public Administration	5.4%	5.9%	5.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	10,189	53,898	124,924
White Collar	45.8%	54.4%	58.2%
Management/Business/Financial	5.4%	8.0%	9.9%
Professional	14.7%	19.1%	22.6%
Sales	10.4%	12.1%	11.1%
Administrative Support	15.3%	15.2%	14.6%
Services	26.0%	23.5%	21.4%
Blue Collar	28.2%	22.1%	20.4%
Farming/Forestry/Fishing	1.3%	0.3%	0.2%
Construction/Extraction	8.0%	5.2%	4.8%
Installation/Maintenance/Repair	3.8%	3.4%	3.6%
Production	7.3%	6.3%	6.1%
Transportation/Material Moving	7.7%	6.9%	5.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	26,845	134,302	279,749
Population Inside Urbanized Area	100.0%	98.7%	95.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.3%	4.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	10,006	50,203	108,269
Households with 1 Person	25.5%	28.8%	29.0%
Households with 2+ People	74.5%	71.2%	71.0%
Family Households	69.7%	65.2%	65.1%
Husband-wife Families	32.1%	34.6%	39.7%
With Related Children	12.8%	15.0%	17.2%
Other Family (No Spouse Present)	37.7%	30.6%	25.4%
Other Family with Male Householder	5.8%	5.3%	5.0%
With Related Children	3.2%	2.8%	2.7%
Other Family with Female Householder	31.9%	25.3%	20.5%
With Related Children	22.5%	17.5%	14.0%
Nonfamily Households	4.8%	6.0%	5.9%
All Households with Children	39.0%	35.8%	34.4%
Multigenerational Households	8.2%	6.1%	5.0%
Unmarried Partner Households	7.7%	7.0%	6.4%
Male-female	7.0%	6.3%	5.7%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	10,005	50,202	108,270
1 Person Household	25.5%	28.8%	29.0%
2 Person Household	29.4%	30.5%	31.4%
3 Person Household	19.2%	17.9%	17.6%
4 Person Household	12.9%	12.2%	12.4%
5 Person Household	7.4%	6.2%	5.9%
6 Person Household	3.2%	2.6%	2.2%
7 + Person Household	2.5%	1.8%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	10,006	50,202	108,269
Owner Occupied	55.8%	53.0%	58.3%
Owned with a Mortgage/Loan	39.0%	38.1%	41.8%
Owned Free and Clear	16.8%	15.0%	16.5%
Renter Occupied	44.2%	47.0%	41.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	11,188	56,095	120,112
Housing Units Inside Urbanized Area	100.0%	99.1%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.9%	4.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Family Foundations (12A)	Family Foundations (12A)	Middleburg (4C)
2.	City Commons (11E)	Modest Income Homes (12D)	Family Foundations (12A)
3.	Hardscrabble Road (8G)	Young and Restless (11B)	Young and Restless (11B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,452,638	\$70,638,719	\$181,803,262
Average Spent	\$1,183.25	\$1,359.12	\$1,574.20
Spending Potential Index	55	63	73
Education: Total \$	\$7,803,109	\$47,898,294	\$125,202,660
Average Spent	\$806.19	\$921.58	\$1,084.11
Spending Potential Index	51	58	68
Entertainment/Recreation: Total \$	\$17,204,630	\$104,785,194	\$273,548,464
Average Spent	\$1,777.52	\$2,016.11	\$2,368.61
Spending Potential Index	54	62	72
Food at Home: Total \$	\$28,322,962	\$172,928,806	\$445,347,610
Average Spent	\$2,926.23	\$3,327.22	\$3,856.19
Spending Potential Index	57	64	75
Food Away from Home: Total \$	\$19,592,419	\$121,177,906	\$312,752,122
Average Spent	\$2,024.22	\$2,331.51	\$2,708.07
Spending Potential Index	55	63	74
Health Care: Total \$	\$32,904,083	\$195,682,560	\$510,128,835
Average Spent	\$3,399.53	\$3,765.01	\$4,417.12
Spending Potential Index	57	63	74
HH Furnishings & Equipment: Total \$	\$11,200,399	\$68,975,788	\$179,859,314
Average Spent	\$1,157.19	\$1,327.12	\$1,557.37
Spending Potential Index	54	62	73
Personal Care Products & Services: Total \$	\$4,784,099	\$29,255,822	\$75,945,576
Average Spent	\$494.28	\$562.89	\$657.60
Spending Potential Index	56	63	74
Shelter: Total \$	\$96,932,116	\$593,206,119	\$1,527,469,252
Average Spent	\$10,014.68	\$11,413.52	\$13,226.10
Spending Potential Index	54	62	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,897,873	\$78,948,548	\$208,672,980
Average Spent	\$1,332.56	\$1,519.00	\$1,806.86
Spending Potential Index	54	61	73
Travel: Total \$	\$10,950,269	\$67,401,356	\$178,522,789
Average Spent	\$1,131.34	\$1,296.83	\$1,545.80
Spending Potential Index	50	58	69
Vehicle Maintenance & Repairs: Total \$	\$6,103,908	\$38,391,419	\$99,625,212
Average Spent	\$630.63	\$738.67	\$862.64
Spending Potential Index	55	65	75

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.