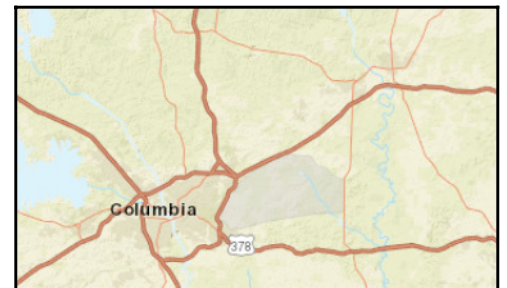
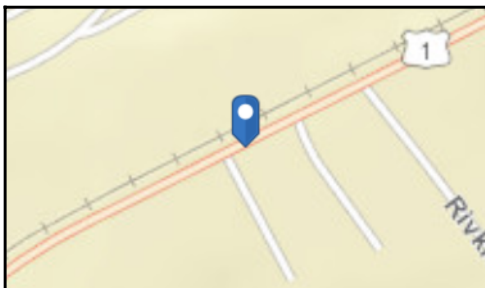
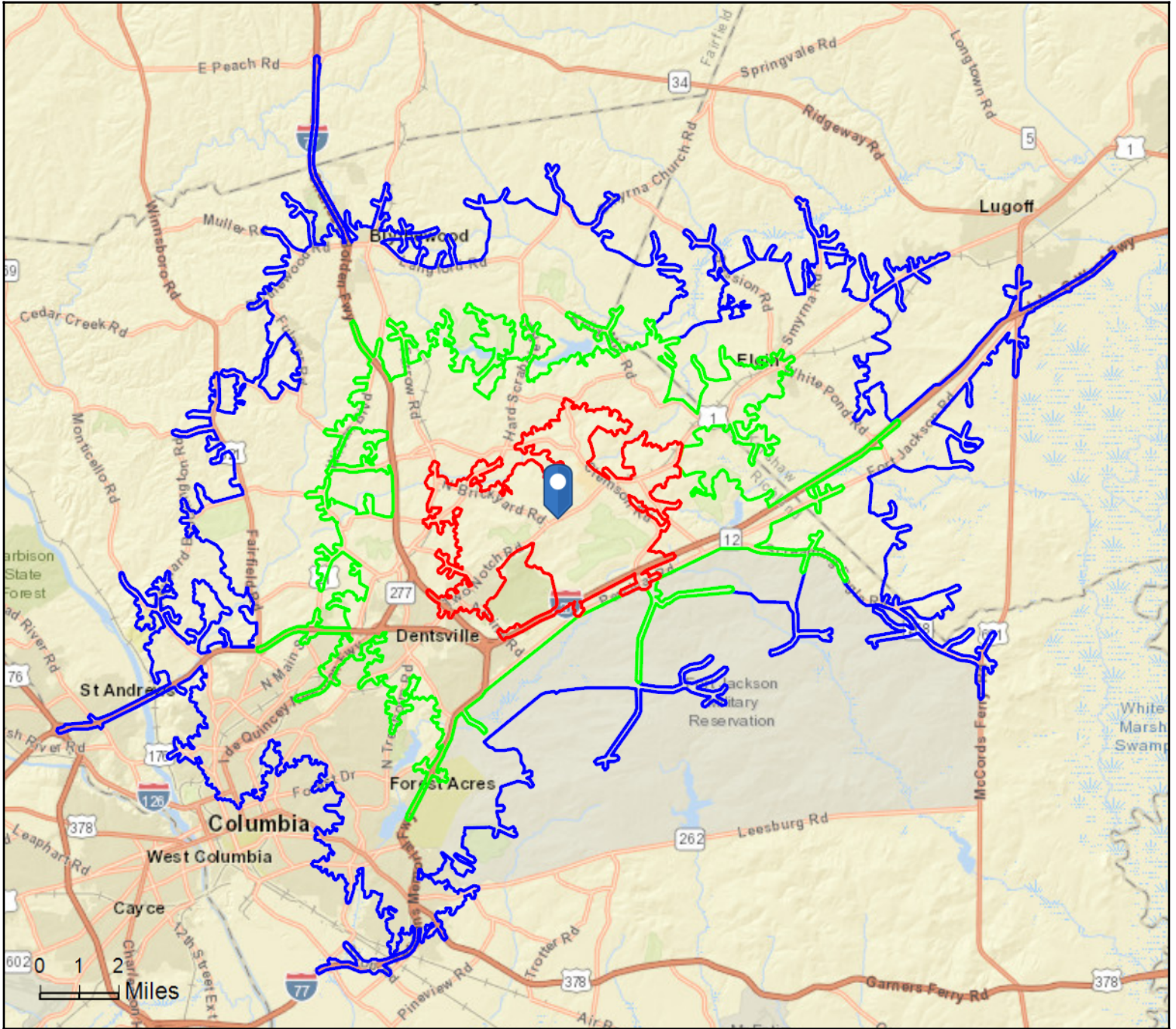


Northpointe Commons  
10060 Two Notch Rd, Columbia, South Carolina, 29223  
Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
Latitude: 34.11381  
Longitude: -80.89073





# Community Profile

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	7 minutes	13 minutes	19 minutes
<b>Population Summary</b>			
2000 Total Population	27,484	73,273	172,414
2010 Total Population	37,141	106,920	215,645
2019 Total Population	40,794	121,781	239,761
2019 Group Quarters	114	846	14,661
2024 Total Population	43,217	130,176	253,925
2019-2024 Annual Rate	1.16%	1.34%	1.15%
2019 Total Daytime Population	35,021	108,290	238,356
Workers	15,575	48,574	121,375
Residents	19,446	59,716	116,981
<b>Household Summary</b>			
2000 Households	9,794	26,980	63,172
2000 Average Household Size	2.76	2.64	2.52
2010 Households	14,688	41,248	79,981
2010 Average Household Size	2.52	2.57	2.51
2019 Households	16,088	46,518	88,690
2019 Average Household Size	2.53	2.60	2.54
2024 Households	17,059	49,636	94,014
2024 Average Household Size	2.53	2.61	2.54
2019-2024 Annual Rate	1.18%	1.31%	1.17%
2010 Families	10,396	28,780	53,334
2010 Average Family Size	3.02	3.09	3.07
2019 Families	11,145	31,937	58,209
2019 Average Family Size	3.06	3.15	3.14
2024 Families	11,730	33,887	61,388
2024 Average Family Size	3.07	3.17	3.15
2019-2024 Annual Rate	1.03%	1.19%	1.07%
<b>Housing Unit Summary</b>			
2000 Housing Units	10,335	28,866	68,017
Owner Occupied Housing Units	79.7%	67.2%	61.0%
Renter Occupied Housing Units	15.0%	26.3%	31.9%
Vacant Housing Units	5.2%	6.5%	7.1%
2010 Housing Units	15,690	44,779	88,495
Owner Occupied Housing Units	67.1%	61.5%	58.7%
Renter Occupied Housing Units	26.5%	30.6%	31.7%
Vacant Housing Units	6.4%	7.9%	9.6%
2019 Housing Units	16,998	50,013	97,400
Owner Occupied Housing Units	64.9%	60.6%	57.5%
Renter Occupied Housing Units	29.8%	32.4%	33.5%
Vacant Housing Units	5.4%	7.0%	8.9%
2024 Housing Units	18,023	53,330	103,174
Owner Occupied Housing Units	65.3%	61.1%	58.0%
Renter Occupied Housing Units	29.4%	31.9%	33.1%
Vacant Housing Units	5.3%	6.9%	8.9%
<b>Median Household Income</b>			
2019	\$67,651	\$60,700	\$56,177
2024	\$77,855	\$70,015	\$64,912
<b>Median Home Value</b>			
2019	\$197,599	\$189,046	\$192,873
2024	\$222,792	\$208,285	\$216,690
<b>Per Capita Income</b>			
2019	\$36,246	\$31,196	\$30,158
2024	\$41,577	\$36,146	\$35,015
<b>Median Age</b>			
2010	36.4	34.4	33.7
2019	38.7	36.3	35.5
2024	39.1	36.2	35.7

**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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<b>2019 Households by Income</b>			
Household Income Base	16,088	46,518	88,688
<\$15,000	9.1%	10.8%	13.7%
\$15,000 - \$24,999	5.8%	7.2%	8.7%
\$25,000 - \$34,999	9.3%	9.5%	10.1%
\$35,000 - \$49,999	11.2%	11.9%	11.7%
\$50,000 - \$74,999	18.8%	20.1%	17.8%
\$75,000 - \$99,999	14.7%	14.4%	13.3%
\$100,000 - \$149,999	17.1%	15.6%	14.0%
\$150,000 - \$199,999	5.5%	4.6%	4.3%
\$200,000+	8.5%	5.9%	6.5%
Average Household Income	\$93,132	\$81,850	\$79,830
<b>2024 Households by Income</b>			
Household Income Base	17,059	49,636	94,012
<\$15,000	7.6%	8.9%	11.3%
\$15,000 - \$24,999	4.8%	5.9%	7.3%
\$25,000 - \$34,999	8.2%	8.5%	9.2%
\$35,000 - \$49,999	9.4%	10.2%	10.4%
\$50,000 - \$74,999	17.8%	19.4%	17.5%
\$75,000 - \$99,999	15.2%	15.1%	14.1%
\$100,000 - \$149,999	19.8%	18.5%	16.6%
\$150,000 - \$199,999	7.1%	6.1%	5.7%
\$200,000+	10.2%	7.5%	8.0%
Average Household Income	\$106,827	\$95,030	\$92,995
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	11,028	30,294	56,019
<\$50,000	2.2%	3.1%	4.3%
\$50,000 - \$99,999	4.7%	7.4%	10.4%
\$100,000 - \$149,999	22.1%	22.4%	18.7%
\$150,000 - \$199,999	22.1%	21.9%	19.3%
\$200,000 - \$249,999	13.1%	14.9%	13.3%
\$250,000 - \$299,999	9.5%	8.7%	9.0%
\$300,000 - \$399,999	12.2%	10.5%	10.7%
\$400,000 - \$499,999	8.4%	6.1%	6.5%
\$500,000 - \$749,999	3.8%	3.6%	5.1%
\$750,000 - \$999,999	1.4%	1.0%	1.6%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$251,392	\$233,167	\$247,594
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	11,769	32,603	59,884
<\$50,000	1.6%	2.5%	3.5%
\$50,000 - \$99,999	3.4%	6.0%	8.6%
\$100,000 - \$149,999	17.3%	18.0%	15.1%
\$150,000 - \$199,999	21.2%	20.9%	18.2%
\$200,000 - \$249,999	14.0%	15.9%	13.8%
\$250,000 - \$299,999	10.4%	9.6%	10.0%
\$300,000 - \$399,999	15.6%	13.6%	13.7%
\$400,000 - \$499,999	9.9%	7.6%	8.2%
\$500,000 - \$749,999	4.4%	4.3%	6.1%
\$750,000 - \$999,999	1.6%	1.2%	1.9%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$270,626	\$253,214	\$269,788

**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

Northpointe Commons  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Age</b>			
Total	37,141	106,923	215,643
0 - 4	6.6%	7.3%	6.9%
5 - 9	7.3%	7.6%	6.8%
10 - 14	7.5%	7.7%	6.8%
15 - 24	12.5%	12.9%	16.5%
25 - 34	14.0%	15.3%	14.8%
35 - 44	14.5%	15.0%	13.4%
45 - 54	14.9%	14.1%	13.5%
55 - 64	12.5%	10.8%	10.9%
65 - 74	6.3%	5.3%	5.7%
75 - 84	2.8%	2.7%	3.3%
85 +	0.9%	1.0%	1.3%
18 +	73.8%	72.6%	75.3%
<b>2019 Population by Age</b>			
Total	40,792	121,783	239,761
0 - 4	5.9%	6.7%	6.3%
5 - 9	6.3%	6.9%	6.3%
10 - 14	6.7%	7.0%	6.4%
15 - 24	11.9%	12.6%	15.5%
25 - 34	13.7%	15.0%	14.8%
35 - 44	14.2%	14.7%	13.2%
45 - 54	13.2%	12.7%	11.8%
55 - 64	13.0%	11.8%	11.9%
65 - 74	9.7%	8.2%	8.5%
75 - 84	4.1%	3.4%	3.8%
85 +	1.3%	1.2%	1.5%
18 +	77.1%	75.5%	77.3%
<b>2024 Population by Age</b>			
Total	43,216	130,175	253,924
0 - 4	5.9%	6.7%	6.4%
5 - 9	6.2%	6.7%	6.2%
10 - 14	6.6%	6.8%	6.3%
15 - 24	11.3%	12.2%	15.1%
25 - 34	14.2%	15.9%	15.1%
35 - 44	14.3%	14.4%	13.2%
45 - 54	12.5%	12.0%	11.3%
55 - 64	12.0%	11.0%	11.0%
65 - 74	10.1%	8.7%	9.2%
75 - 84	5.3%	4.3%	4.7%
85 +	1.5%	1.3%	1.6%
18 +	77.5%	75.9%	77.5%
<b>2010 Population by Sex</b>			
Males	17,396	50,127	104,360
Females	19,744	56,793	111,285
<b>2019 Population by Sex</b>			
Males	19,074	57,329	116,192
Females	21,721	64,451	123,569
<b>2024 Population by Sex</b>			
Males	20,246	61,415	123,232
Females	22,971	68,760	130,692

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 Population by Race/Ethnicity</b>			
Total	37,141	106,919	215,644
White Alone	46.1%	41.3%	45.1%
Black Alone	44.2%	48.6%	46.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	4.1%	3.5%	2.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.3%	3.2%	2.6%
Two or More Races	2.8%	2.9%	2.5%
Hispanic Origin	5.8%	7.4%	6.4%
Diversity Index	63.5	64.8	62.7
<b>2019 Population by Race/Ethnicity</b>			
Total	40,795	121,781	239,760
White Alone	42.5%	38.9%	43.1%
Black Alone	46.1%	49.6%	47.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.1%	4.3%	3.1%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.4%	3.3%	2.7%
Two or More Races	3.4%	3.5%	3.1%
Hispanic Origin	6.2%	7.8%	6.8%
Diversity Index	65.0	65.9	64.0
<b>2024 Population by Race/Ethnicity</b>			
Total	43,217	130,174	253,924
White Alone	40.8%	37.5%	42.0%
Black Alone	46.6%	49.8%	47.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.7%	4.8%	3.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.6%	3.5%	2.9%
Two or More Races	3.9%	4.0%	3.5%
Hispanic Origin	6.7%	8.4%	7.3%
Diversity Index	66.2	66.9	65.0
<b>2010 Population by Relationship and Household Type</b>			
Total	37,141	106,920	215,645
In Households	99.7%	99.2%	93.0%
In Family Households	86.1%	85.2%	78.1%
Householder	27.8%	26.8%	24.7%
Spouse	20.1%	18.2%	16.1%
Child	33.1%	34.2%	31.5%
Other relative	3.4%	3.9%	3.8%
Nonrelative	1.7%	2.1%	2.0%
In Nonfamily Households	13.6%	14.0%	15.0%
In Group Quarters	0.3%	0.8%	7.0%
Institutionalized Population	0.3%	0.7%	0.8%
Noninstitutionalized Population	0.0%	0.1%	6.1%

**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	28,208	81,488	156,881
Less than 9th Grade	1.4%	2.2%	2.5%
9th - 12th Grade, No Diploma	3.2%	4.1%	5.4%
High School Graduate	16.5%	17.2%	18.4%
GED/Alternative Credential	2.3%	3.1%	3.1%
Some College, No Degree	22.0%	22.4%	21.3%
Associate Degree	9.6%	9.7%	8.8%
Bachelor's Degree	26.6%	24.9%	23.8%
Graduate/Professional Degree	18.4%	16.5%	16.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	33,042	96,808	194,133
Never Married	35.6%	37.1%	41.6%
Married	47.3%	47.1%	43.5%
Widowed	4.3%	4.7%	5.0%
Divorced	12.7%	11.0%	9.9%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	96.2%	95.7%
Civilian Unemployed (Unemployment Rate)	3.5%	3.8%	4.3%
<b>2019 Employed Population 16+ by Industry</b>			
Total	21,235	60,962	113,991
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	3.8%	4.4%	4.8%
Manufacturing	7.5%	6.8%	6.4%
Wholesale Trade	2.5%	2.5%	2.3%
Retail Trade	10.4%	10.9%	11.1%
Transportation/Utilities	5.0%	5.4%	4.8%
Information	3.5%	3.0%	2.4%
Finance/Insurance/Real Estate	10.1%	9.5%	8.5%
Services	48.3%	48.4%	51.2%
Public Administration	8.6%	8.6%	8.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	21,237	60,964	113,991
White Collar	68.6%	65.5%	63.5%
Management/Business/Financial	14.8%	13.6%	13.5%
Professional	27.9%	24.9%	24.3%
Sales	9.8%	10.3%	11.1%
Administrative Support	16.1%	16.7%	14.5%
Services	15.0%	18.3%	20.4%
Blue Collar	16.4%	16.2%	16.1%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	2.3%	2.7%	3.0%
Installation/Maintenance/Repair	3.1%	2.8%	2.8%
Production	4.7%	3.7%	4.0%
Transportation/Material Moving	6.3%	6.7%	6.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	37,141	106,920	215,645
Population Inside Urbanized Area	98.8%	97.8%	94.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	2.2%	5.7%

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	14,687	41,247	79,981
Households with 1 Person	24.7%	25.3%	27.7%
Households with 2+ People	75.3%	74.7%	72.3%
Family Households	70.8%	69.8%	66.7%
Husband-wife Families	51.3%	47.4%	43.5%
With Related Children	23.6%	23.6%	20.6%
Other Family (No Spouse Present)	19.5%	22.4%	23.2%
Other Family with Male Householder	3.5%	4.3%	4.4%
With Related Children	2.2%	2.6%	2.5%
Other Family with Female Householder	16.0%	18.1%	18.8%
With Related Children	11.5%	13.2%	13.0%
Nonfamily Households	4.5%	4.9%	5.6%
All Households with Children	37.6%	39.8%	36.4%
Multigenerational Households	4.1%	4.4%	4.6%
Unmarried Partner Households	4.9%	5.5%	5.6%
Male-female	4.3%	4.9%	4.9%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	14,687	41,249	79,980
1 Person Household	24.7%	25.3%	27.7%
2 Person Household	33.8%	31.8%	31.9%
3 Person Household	18.1%	18.3%	17.3%
4 Person Household	14.1%	14.4%	13.4%
5 Person Household	6.1%	6.5%	6.1%
6 Person Household	2.2%	2.4%	2.3%
7 + Person Household	0.9%	1.2%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	14,688	41,248	79,981
Owner Occupied	71.7%	66.8%	64.9%
Owned with a Mortgage/Loan	60.2%	56.0%	50.7%
Owned Free and Clear	11.4%	10.8%	14.3%
Renter Occupied	28.3%	33.2%	35.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	15,690	44,779	88,495
Housing Units Inside Urbanized Area	98.7%	97.8%	94.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.3%	2.2%	5.6%

**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.	Bright Young Professionals (8C) Up and Coming Families (7A) Up and Coming Families (7A)		
2.	Exurbanites (1E)	Bright Young Professionals	Middleburg (4C)
3.	Home Improvement (4B)	Soccer Moms (4A)	Bright Young Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$36,592,234	\$95,253,171	\$176,530,523
Average Spent	\$2,274.50	\$2,047.66	\$1,990.42
Spending Potential Index	106	96	93
Education: Total \$	\$26,144,679	\$65,438,646	\$122,534,207
Average Spent	\$1,625.10	\$1,406.74	\$1,381.60
Spending Potential Index	102	88	87
Entertainment/Recreation: Total \$	\$55,652,166	\$141,633,804	\$264,323,470
Average Spent	\$3,459.23	\$3,044.71	\$2,980.31
Spending Potential Index	106	93	91
Food at Home: Total \$	\$86,780,807	\$226,114,875	\$423,567,812
Average Spent	\$5,394.13	\$4,860.80	\$4,775.82
Spending Potential Index	104	94	92
Food Away from Home: Total \$	\$63,436,782	\$164,698,153	\$304,632,477
Average Spent	\$3,943.11	\$3,540.53	\$3,434.80
Spending Potential Index	107	96	93
Health Care: Total \$	\$101,274,665	\$256,766,097	\$484,597,568
Average Spent	\$6,295.04	\$5,519.71	\$5,463.95
Spending Potential Index	106	93	92
HH Furnishings & Equipment: Total \$	\$37,737,436	\$96,178,044	\$177,231,836
Average Spent	\$2,345.69	\$2,067.54	\$1,998.33
Spending Potential Index	110	97	94
Personal Care Products & Services: Total \$	\$15,772,081	\$40,440,276	\$74,656,705
Average Spent	\$980.36	\$869.35	\$841.77
Spending Potential Index	111	98	95
Shelter: Total \$	\$311,479,924	\$799,922,096	\$1,489,149,974
Average Spent	\$19,361.01	\$17,195.97	\$16,790.51
Spending Potential Index	105	93	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$43,350,371	\$108,547,703	\$203,174,931
Average Spent	\$2,694.58	\$2,333.46	\$2,290.84
Spending Potential Index	109	94	92
Travel: Total \$	\$39,434,884	\$97,652,219	\$179,438,484
Average Spent	\$2,451.20	\$2,099.24	\$2,023.21
Spending Potential Index	109	94	90
Vehicle Maintenance & Repairs: Total \$	\$19,894,030	\$51,296,466	\$95,850,492
Average Spent	\$1,236.58	\$1,102.72	\$1,080.74
Spending Potential Index	108	96	94

**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.