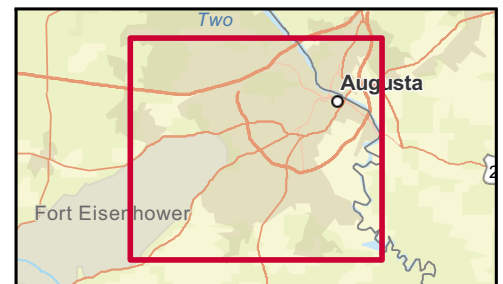
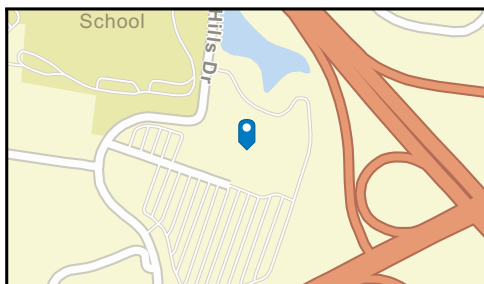
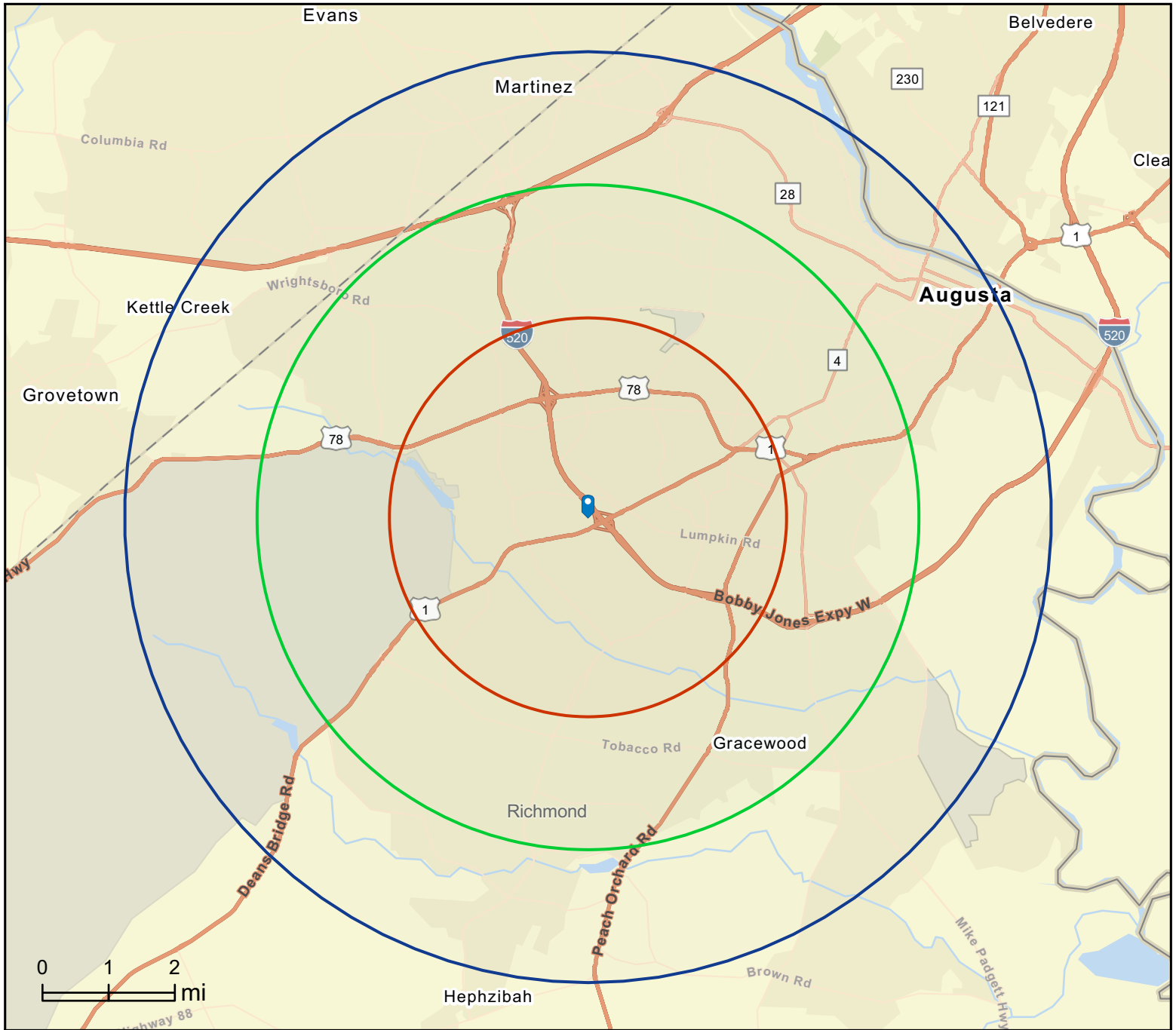


Site Map

Southpointe Plaza
3209 Deans Bridge Rd, Augusta, Georgia, 30906
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.42443
Longitude: -82.06299



Community Profile

Southpointe Plaza
 3209 Deans Bridge Rd, Augusta, Georgia, 30906
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 33.42443
 Longitude: -82.06299

	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	51,457	130,940	202,841
2020 Total Population	52,854	133,944	209,141
2020 Group Quarters	354	7,124	10,770
2024 Total Population	51,855	134,397	212,428
2024 Group Quarters	373	7,615	11,659
2029 Total Population	50,943	132,953	213,296
2024-2029 Annual Rate	-0.35%	-0.22%	0.08%
2024 Total Daytime Population	49,252	145,444	257,951
Workers	17,970	69,504	140,757
Residents	31,282	75,940	117,194
Household Summary			
2010 Households	19,541	49,218	78,293
2010 Average Household Size	2.62	2.53	2.46
2020 Total Households	20,575	52,039	83,691
2020 Average Household Size	2.55	2.44	2.37
2024 Households	20,381	52,643	85,391
2024 Average Household Size	2.53	2.41	2.35
2029 Households	20,347	52,880	86,850
2029 Average Household Size	2.49	2.37	2.32
2024-2029 Annual Rate	-0.03%	0.09%	0.34%
2010 Families	13,393	32,151	49,660
2010 Average Family Size	3.16	3.12	3.07
2024 Families	12,818	31,515	49,829
2024 Average Family Size	3.28	3.18	3.14
2029 Families	12,717	31,435	50,307
2029 Average Family Size	3.23	3.13	3.11
2024-2029 Annual Rate	-0.16%	-0.05%	0.19%
Housing Unit Summary			
2000 Housing Units	21,338	51,101	81,795
Owner Occupied Housing Units	56.0%	54.1%	53.0%
Renter Occupied Housing Units	34.8%	36.4%	37.4%
Vacant Housing Units	9.3%	9.6%	9.6%
2010 Housing Units	21,672	54,896	87,444
Owner Occupied Housing Units	49.9%	48.7%	49.1%
Renter Occupied Housing Units	40.3%	40.9%	40.4%
Vacant Housing Units	9.8%	10.3%	10.5%
2020 Housing Units	22,695	57,907	93,088
Owner Occupied Housing Units	44.0%	44.3%	45.1%
Renter Occupied Housing Units	46.7%	45.6%	44.8%
Vacant Housing Units	9.6%	10.2%	10.1%
2024 Housing Units	22,776	58,984	95,364
Owner Occupied Housing Units	45.4%	45.3%	46.4%
Renter Occupied Housing Units	44.1%	44.0%	43.2%
Vacant Housing Units	10.5%	10.8%	10.5%
2029 Housing Units	22,910	59,447	96,910
Owner Occupied Housing Units	46.5%	46.5%	47.7%
Renter Occupied Housing Units	42.3%	42.5%	42.0%
Vacant Housing Units	11.2%	11.0%	10.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

Southpointe Plaza
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 Latitude: 33.42443
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	3 miles	5 miles	7 miles
2024 Households by Income			
Household Income Base	20,381	52,643	85,389
<\$15,000	15.9%	13.3%	12.5%
\$15,000 - \$24,999	14.6%	11.5%	10.5%
\$25,000 - \$34,999	12.2%	10.2%	9.7%
\$35,000 - \$49,999	12.5%	12.0%	11.9%
\$50,000 - \$74,999	15.8%	16.1%	17.3%
\$75,000 - \$99,999	10.7%	12.9%	13.0%
\$100,000 - \$149,999	11.5%	13.0%	13.7%
\$150,000 - \$199,999	4.3%	4.5%	5.0%
\$200,000+	2.6%	6.4%	6.4%
Average Household Income	\$63,037	\$79,283	\$81,403
2029 Households by Income			
Household Income Base	20,347	52,880	86,848
<\$15,000	13.7%	11.4%	10.8%
\$15,000 - \$24,999	11.2%	8.5%	7.8%
\$25,000 - \$34,999	10.1%	8.2%	7.8%
\$35,000 - \$49,999	11.5%	10.7%	10.5%
\$50,000 - \$74,999	15.9%	15.9%	16.7%
\$75,000 - \$99,999	12.3%	14.4%	14.2%
\$100,000 - \$149,999	15.1%	16.3%	16.9%
\$150,000 - \$199,999	6.6%	6.4%	7.1%
\$200,000+	3.7%	8.2%	8.3%
Average Household Income	\$77,456	\$95,500	\$97,538
2024 Owner Occupied Housing Units by Value			
Total	10,335	26,681	44,203
<\$50,000	10.4%	8.4%	7.0%
\$50,000 - \$99,999	27.1%	17.5%	12.7%
\$100,000 - \$149,999	23.5%	16.8%	14.6%
\$150,000 - \$199,999	9.0%	9.1%	10.9%
\$200,000 - \$249,999	10.6%	14.1%	17.0%
\$250,000 - \$299,999	3.9%	8.4%	10.7%
\$300,000 - \$399,999	6.2%	12.3%	13.8%
\$400,000 - \$499,999	1.1%	4.4%	5.4%
\$500,000 - \$749,999	6.3%	6.7%	5.8%
\$750,000 - \$999,999	1.6%	1.5%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$185,836	\$235,956	\$249,304
2029 Owner Occupied Housing Units by Value			
Total	10,657	27,601	46,173
<\$50,000	7.4%	5.5%	4.4%
\$50,000 - \$99,999	11.9%	7.3%	4.8%
\$100,000 - \$149,999	10.2%	7.0%	5.3%
\$150,000 - \$199,999	8.4%	5.8%	5.4%
\$200,000 - \$249,999	12.9%	12.0%	14.1%
\$250,000 - \$299,999	13.1%	12.5%	14.1%
\$300,000 - \$399,999	12.1%	21.4%	22.8%
\$400,000 - \$499,999	4.6%	8.4%	10.1%
\$500,000 - \$749,999	12.9%	15.2%	13.9%
\$750,000 - \$999,999	5.3%	3.8%	3.4%
\$1,000,000 - \$1,499,999	1.0%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.4%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$307,170	\$347,332	\$358,900

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

Southpointe Plaza
3209 Deans Bridge Rd, Augusta, Georgia, 30906
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.42443
Longitude: -82.06299

	3 miles	5 miles	7 miles
Median Household Income			
2024	\$42,620	\$53,258	\$55,918
2029	\$54,027	\$65,547	\$68,000
Median Home Value			
2024	\$126,583	\$189,965	\$213,991
2029	\$246,530	\$300,051	\$308,211
Per Capita Income			
2024	\$24,757	\$31,900	\$33,447
2029	\$30,913	\$38,824	\$40,443
Median Age			
2010	33.2	32.2	33.4
2020	35.9	34.8	35.4
2024	36.5	35.5	36.1
2029	37.8	36.9	37.7
2020 Population by Age			
Total	52,854	133,944	209,141
0 - 4	6.8%	6.3%	6.1%
5 - 9	7.4%	6.4%	6.1%
10 - 14	7.7%	6.7%	6.3%
15 - 24	13.3%	16.0%	15.3%
25 - 34	13.7%	14.8%	15.7%
35 - 44	11.7%	11.5%	11.7%
45 - 54	10.9%	10.4%	10.8%
55 - 64	13.1%	12.7%	12.7%
65 - 74	9.6%	9.5%	9.5%
75 - 84	4.5%	4.2%	4.3%
85 +	1.4%	1.4%	1.5%
18 +	74.0%	76.8%	77.9%
2024 Population by Age			
Total	51,853	134,397	212,425
0 - 4	6.8%	6.2%	6.0%
5 - 9	7.0%	6.1%	5.9%
10 - 14	7.2%	6.1%	5.8%
15 - 24	13.6%	15.9%	15.0%
25 - 34	13.4%	15.0%	15.9%
35 - 44	12.7%	12.2%	12.7%
45 - 54	10.9%	10.3%	10.6%
55 - 64	11.7%	11.5%	11.6%
65 - 74	10.2%	10.1%	10.0%
75 - 84	4.9%	4.9%	4.9%
85 +	1.6%	1.6%	1.6%
18 +	74.7%	77.8%	78.8%
2029 Population by Age			
Total	50,943	132,954	213,296
0 - 4	6.7%	6.0%	5.9%
5 - 9	6.5%	5.7%	5.6%
10 - 14	6.7%	5.9%	5.7%
15 - 24	13.6%	15.5%	14.4%
25 - 34	12.8%	14.3%	14.6%
35 - 44	13.1%	12.8%	13.7%
45 - 54	11.4%	10.7%	10.9%
55 - 64	10.4%	10.2%	10.4%
65 - 74	11.0%	10.8%	10.8%
75 - 84	6.0%	6.2%	6.2%
85 +	1.8%	1.9%	1.9%
18 +	76.1%	78.9%	79.6%
2020 Population by Sex			

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
Males	24,134	64,304	101,265
Females	28,720	69,640	107,876
2024 Population by Sex			
Males	24,115	65,688	104,688
Females	27,740	68,709	107,740
2029 Population by Sex			
Males	23,583	64,668	104,565
Females	27,360	68,285	108,731
2010 Population by Race/Ethnicity			
Total	51,457	130,940	202,841
White Alone	24.8%	33.1%	42.0%
Black Alone	69.8%	60.8%	51.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.1%	1.5%	1.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.4%	1.4%	1.4%
Two or More Races	2.5%	2.7%	2.7%
Hispanic Origin	4.1%	4.4%	4.3%
Diversity Index	49.4	56.0	59.4
2020 Population by Race/Ethnicity			
Total	52,854	133,944	209,141
White Alone	19.2%	28.5%	36.4%
Black Alone	71.6%	61.1%	52.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.1%	1.8%	2.3%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	2.7%	2.5%	2.5%
Two or More Races	4.9%	5.5%	6.0%
Hispanic Origin	5.4%	6.0%	6.1%
Diversity Index	50.3	59.3	63.7
2024 Population by Race/Ethnicity			
Total	51,856	134,398	212,427
White Alone	18.1%	27.2%	35.1%
Black Alone	72.5%	61.9%	53.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.1%	1.9%	2.5%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	2.8%	2.7%	2.6%
Two or More Races	5.0%	5.7%	6.2%
Hispanic Origin	5.5%	6.2%	6.4%
Diversity Index	49.6	59.2	64.0
2029 Population by Race/Ethnicity			
Total	50,944	132,954	213,296
White Alone	16.9%	25.9%	33.8%
Black Alone	73.4%	62.8%	53.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.1%	2.0%	2.7%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	2.8%	2.8%	2.7%
Two or More Races	5.2%	6.0%	6.6%
Hispanic Origin	5.7%	6.5%	6.7%
Diversity Index	49.1	59.1	64.4

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2020 Population by Relationship and Household Type			
Total	52,854	133,944	209,141
In Households	99.3%	94.7%	94.9%
Householder	38.7%	38.8%	40.0%
Opposite-Sex Spouse	10.5%	11.8%	12.9%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.4%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	30.9%	27.2%	25.9%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.3%	1.3%	1.3%
Grandchild	5.2%	4.2%	3.7%
Brother or Sister	2.0%	1.6%	1.5%
Parent	1.2%	1.1%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	2.3%	1.8%	1.7%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.1%	3.0%	3.1%
In Group Quarters	0.7%	5.3%	5.1%
Institutionalized	0.3%	1.6%	1.7%
Noninstitutionalized	0.3%	3.8%	3.5%
2024 Population 25+ by Educational Attainment			
Total	33,908	88,218	142,922
Less than 9th Grade	1.9%	2.4%	2.4%
9th - 12th Grade, No Diploma	9.7%	7.3%	7.4%
High School Graduate	33.0%	27.3%	25.7%
GED/Alternative Credential	7.5%	6.8%	6.3%
Some College, No Degree	21.9%	20.2%	20.1%
Associate Degree	10.6%	11.6%	11.3%
Bachelor's Degree	8.7%	14.3%	15.7%
Graduate/Professional Degree	6.6%	10.2%	11.1%
2024 Population 15+ by Marital Status			
Total	40,955	109,616	174,783
Never Married	46.8%	45.7%	43.6%
Married	32.8%	34.9%	37.1%
Widowed	7.2%	6.4%	6.2%
Divorced	13.2%	12.9%	13.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	22,527	55,673	91,543
Population 16+ Employed	92.4%	93.4%	94.2%
Population 16+ Unemployment rate	7.6%	6.6%	5.8%
Population 16-24 Employed	14.7%	14.1%	13.5%
Population 16-24 Unemployment rate	13.5%	15.8%	13.5%
Population 25-54 Employed	63.7%	62.7%	63.6%
Population 25-54 Unemployment rate	7.3%	5.4%	5.1%
Population 55-64 Employed	15.5%	15.9%	15.8%
Population 55-64 Unemployment rate	5.2%	4.5%	3.5%
Population 65+ Employed	6.1%	7.4%	7.1%
Population 65+ Unemployment rate	2.4%	1.8%	1.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2024 Employed Population 16+ by Industry			
Total	20,807	51,971	86,189
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	5.5%	5.1%	5.5%
Manufacturing	13.2%	11.1%	10.0%
Wholesale Trade	1.3%	1.4%	1.2%
Retail Trade	12.9%	12.2%	11.3%
Transportation/Utilities	5.4%	4.4%	4.9%
Information	1.0%	1.3%	1.6%
Finance/Insurance/Real Estate	1.5%	3.2%	3.5%
Services	52.9%	54.7%	55.4%
Public Administration	5.8%	6.5%	6.3%
2024 Employed Population 16+ by Occupation			
Total	20,810	51,971	86,188
White Collar	51.5%	55.9%	58.1%
Management/Business/Financial	8.1%	11.2%	12.2%
Professional	17.7%	22.3%	24.4%
Sales	9.4%	9.1%	8.7%
Administrative Support	16.4%	13.3%	12.9%
Services	20.1%	20.9%	20.7%
Blue Collar	28.3%	23.2%	21.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.4%	3.8%	3.8%
Installation/Maintenance/Repair	2.5%	2.8%	2.7%
Production	9.7%	7.7%	6.6%
Transportation/Material Moving	10.7%	8.9%	8.0%
2020 Households by Type			
Total	20,575	52,039	83,691
Married Couple Households	27.5%	30.8%	32.6%
With Own Children <18	7.9%	9.6%	10.6%
Without Own Children <18	19.6%	21.2%	22.0%
Cohabiting Couple Households	7.1%	6.6%	6.5%
With Own Children <18	3.1%	2.5%	2.3%
Without Own Children <18	4.0%	4.0%	4.2%
Male Householder, No Spouse/Partner	19.9%	21.4%	22.1%
Living Alone	13.0%	14.9%	15.6%
65 Years and over	3.6%	3.8%	3.9%
With Own Children <18	1.7%	1.6%	1.6%
Without Own Children <18, With Relatives	3.7%	3.3%	3.2%
No Relatives Present	1.5%	1.6%	1.7%
Female Householder, No Spouse/Partner	45.5%	41.2%	38.8%
Living Alone	16.8%	17.4%	17.9%
65 Years and over	7.7%	7.3%	7.4%
With Own Children <18	13.9%	11.1%	9.5%
Without Own Children <18, With Relatives	13.5%	11.4%	10.0%
No Relatives Present	1.2%	1.3%	1.4%
2020 Households by Size			
Total	20,575	52,039	83,691
1 Person Household	29.8%	32.3%	33.6%
2 Person Household	29.6%	30.4%	31.0%
3 Person Household	17.5%	16.6%	15.8%
4 Person Household	11.7%	10.9%	10.5%
5 Person Household	6.4%	5.6%	5.3%
6 Person Household	2.9%	2.5%	2.3%
7 + Person Household	2.0%	1.7%	1.4%

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	3 miles	5 miles	7 miles
2020 Households by Tenure and Mortgage Status			
Total	20,575	52,039	83,691
Owner Occupied	48.5%	49.3%	50.2%
Owned with a Mortgage/Loan	31.6%	33.2%	34.3%
Owned Free and Clear	16.9%	16.0%	15.9%
Renter Occupied	51.5%	50.7%	49.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	109	102
Percent of Income for Mortgage	18.6%	22.3%	24.0%
Wealth Index	41	61	63
2020 Housing Units By Urban/ Rural Status			
Total	22,695	57,907	93,088
Urban Housing Units	99.6%	99.4%	98.1%
Rural Housing Units	0.4%	0.6%	1.9%
2020 Population By Urban/ Rural Status			
Total	52,854	133,944	209,141
Urban Population	99.6%	99.3%	97.9%
Rural Population	0.4%	0.7%	2.1%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
Top 3 Tapestry Segments			
1.	Family Foundations (12A)	Family Foundations (12A)	Young and Restless (11B)
2.	Hometown Heritage (8G)	Modest Income Homes	Family Foundations (12A)
3.	City Commons (11E)	Young and Restless (11B)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$29,499,281	\$94,672,630	\$156,167,358
Average Spent	\$1,447.39	\$1,798.39	\$1,828.85
Spending Potential Index	61	76	77
Education: Total \$	\$18,760,963	\$62,097,313	\$103,550,439
Average Spent	\$920.51	\$1,179.59	\$1,212.66
Spending Potential Index	53	68	70
Entertainment/Recreation: Total \$	\$46,235,399	\$150,370,145	\$251,256,210
Average Spent	\$2,268.55	\$2,856.41	\$2,942.42
Spending Potential Index	55	70	72
Food at Home: Total \$	\$88,151,248	\$283,496,611	\$469,187,201
Average Spent	\$4,325.17	\$5,385.27	\$5,494.57
Spending Potential Index	59	74	75
Food Away from Home: Total \$	\$45,356,408	\$148,326,772	\$247,307,425
Average Spent	\$2,225.43	\$2,817.60	\$2,896.18
Spending Potential Index	57	72	74
Health Care: Total \$	\$93,643,818	\$297,231,412	\$493,868,411
Average Spent	\$4,594.66	\$5,646.17	\$5,783.61
Spending Potential Index	60	73	75
HH Furnishings & Equipment: Total \$	\$36,877,504	\$119,309,273	\$198,605,297
Average Spent	\$1,809.41	\$2,266.38	\$2,325.83
Spending Potential Index	57	72	74
Personal Care Products & Services: Total \$	\$11,298,053	\$37,158,108	\$61,961,018
Average Spent	\$554.34	\$705.85	\$725.62
Spending Potential Index	56	71	73
Shelter: Total \$	\$299,854,464	\$980,453,816	\$1,630,828,333
Average Spent	\$14,712.45	\$18,624.58	\$19,098.36
Spending Potential Index	55	70	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$39,037,029	\$126,662,491	\$212,750,925
Average Spent	\$1,915.36	\$2,406.07	\$2,491.49
Spending Potential Index	55	69	71
Travel: Total \$	\$32,683,796	\$107,269,164	\$179,384,682
Average Spent	\$1,603.64	\$2,037.67	\$2,100.74
Spending Potential Index	53	67	69
Vehicle Maintenance & Repairs: Total \$	\$17,790,459	\$57,499,913	\$95,675,478
Average Spent	\$872.89	\$1,092.26	\$1,120.44
Spending Potential Index	59	74	76

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024