



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.37856
 Longitude: -82.07262

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,766	42,958	85,307
2010 Total Population	5,264	44,218	85,459
2015 Total Population	5,185	44,104	85,381
2015 Group Quarters	61	436	3,589
2020 Total Population	5,165	44,203	85,684
2015-2020 Annual Rate	-0.08%	0.04%	0.07%
Household Summary			
2000 Households	1,946	13,864	27,610
2000 Average Household Size	2.96	3.09	2.91
2010 Households	1,915	15,082	29,127
2010 Average Household Size	2.72	2.90	2.81
2015 Households	1,906	15,191	29,326
2015 Average Household Size	2.69	2.87	2.79
2020 Households	1,905	15,294	29,526
2020 Average Household Size	2.68	2.86	2.78
2015-2020 Annual Rate	-0.01%	0.14%	0.14%
2010 Families	1,452	11,653	21,581
2010 Average Family Size	3.11	3.30	3.25
2015 Families	1,431	11,650	21,550
2015 Average Family Size	3.10	3.28	3.25
2020 Families	1,421	11,674	21,586
2020 Average Family Size	3.10	3.27	3.24
2015-2020 Annual Rate	-0.14%	0.04%	0.03%
Housing Unit Summary			
2000 Housing Units	2,112	14,776	30,154
Owner Occupied Housing Units	64.7%	67.7%	61.3%
Renter Occupied Housing Units	27.5%	26.1%	30.2%
Vacant Housing Units	7.9%	6.2%	8.4%
2010 Housing Units	2,110	16,452	32,231
Owner Occupied Housing Units	56.4%	62.4%	55.9%
Renter Occupied Housing Units	34.3%	29.3%	34.4%
Vacant Housing Units	9.2%	8.3%	9.6%
2015 Housing Units	2,136	16,654	32,689
Owner Occupied Housing Units	51.3%	58.6%	52.1%
Renter Occupied Housing Units	37.9%	32.6%	37.6%
Vacant Housing Units	10.8%	8.8%	10.3%
2020 Housing Units	2,146	16,838	32,991
Owner Occupied Housing Units	50.9%	58.7%	52.0%
Renter Occupied Housing Units	37.8%	32.2%	37.5%
Vacant Housing Units	11.2%	9.2%	10.5%
Median Household Income			
2015	\$38,518	\$42,455	\$36,999
2020	\$42,357	\$48,481	\$41,179
Median Home Value			
2015	\$119,606	\$124,968	\$113,085
2020	\$128,853	\$140,340	\$128,515
Per Capita Income			
2015	\$16,612	\$18,258	\$16,827
2020	\$18,755	\$20,826	\$19,066
Median Age			
2010	33.2	33.1	31.8
2015	34.7	34.2	32.7
2020	36.2	35.5	33.9

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.37856
 Longitude: -82.07262

	1 mile	3 miles	5 miles
2015 Households by Income			
Household Income Base	1,906	15,191	29,326
<\$15,000	17.1%	15.2%	19.8%
\$15,000 - \$24,999	11.4%	11.1%	12.7%
\$25,000 - \$34,999	15.6%	13.5%	14.4%
\$35,000 - \$49,999	18.8%	17.6%	16.7%
\$50,000 - \$74,999	20.3%	22.0%	18.4%
\$75,000 - \$99,999	10.8%	12.0%	10.2%
\$100,000 - \$149,999	4.6%	6.3%	5.9%
\$150,000 - \$199,999	0.8%	1.2%	1.0%
\$200,000+	0.5%	1.2%	0.9%
Average Household Income	\$46,770	\$52,426	\$47,216
2020 Households by Income			
Household Income Base	1,905	15,294	29,526
<\$15,000	16.5%	14.3%	19.2%
\$15,000 - \$24,999	9.4%	8.8%	10.1%
\$25,000 - \$34,999	13.9%	11.6%	12.8%
\$35,000 - \$49,999	17.6%	16.6%	16.1%
\$50,000 - \$74,999	21.9%	22.7%	19.1%
\$75,000 - \$99,999	13.1%	14.9%	13.0%
\$100,000 - \$149,999	5.9%	8.0%	7.3%
\$150,000 - \$199,999	1.0%	1.7%	1.4%
\$200,000+	0.6%	1.5%	1.0%
Average Household Income	\$52,624	\$59,557	\$53,502
2015 Owner Occupied Housing Units by Value			
Total	1,096	9,762	17,019
<\$50,000	5.9%	5.8%	8.2%
\$50,000 - \$99,999	23.2%	24.0%	32.6%
\$100,000 - \$149,999	53.3%	40.3%	35.5%
\$150,000 - \$199,999	13.3%	17.0%	13.8%
\$200,000 - \$249,999	2.6%	8.4%	6.1%
\$250,000 - \$299,999	0.9%	3.0%	2.3%
\$300,000 - \$399,999	0.4%	0.8%	1.0%
\$400,000 - \$499,999	0.2%	0.2%	0.3%
\$500,000 - \$749,999	0.1%	0.2%	0.2%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 +	0.1%	0.2%	0.1%
Average Home Value	\$121,054	\$133,799	\$122,729
2020 Owner Occupied Housing Units by Value			
Total	1,093	9,877	17,143
<\$50,000	4.5%	4.2%	6.2%
\$50,000 - \$99,999	17.4%	18.4%	26.2%
\$100,000 - \$149,999	48.7%	34.0%	30.9%
\$150,000 - \$199,999	20.6%	21.9%	18.6%
\$200,000 - \$249,999	5.3%	13.5%	10.3%
\$250,000 - \$299,999	1.8%	5.1%	4.2%
\$300,000 - \$399,999	0.7%	1.4%	1.8%
\$400,000 - \$499,999	0.4%	0.5%	0.8%
\$500,000 - \$749,999	0.3%	0.6%	0.7%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$136,790	\$155,144	\$145,194

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.37856
 Longitude: -82.07262

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,264	44,215	85,458
0 - 4	7.4%	7.6%	8.0%
5 - 9	8.3%	8.2%	8.0%
10 - 14	8.5%	8.4%	7.7%
15 - 24	15.0%	14.9%	16.5%
25 - 34	13.3%	13.3%	14.0%
35 - 44	11.4%	12.2%	11.8%
45 - 54	15.1%	15.1%	13.9%
55 - 64	12.2%	11.9%	10.8%
65 - 74	6.5%	5.6%	5.7%
75 - 84	1.9%	2.3%	2.8%
85 +	0.4%	0.5%	0.7%
18 +	70.7%	70.4%	71.1%
2015 Population by Age			
Total	5,186	44,103	85,381
0 - 4	7.0%	7.3%	7.6%
5 - 9	7.5%	7.5%	7.6%
10 - 14	8.2%	7.9%	7.4%
15 - 24	14.6%	14.5%	15.9%
25 - 34	13.1%	13.9%	14.6%
35 - 44	12.0%	12.1%	11.7%
45 - 54	11.9%	12.4%	11.8%
55 - 64	13.8%	13.6%	12.3%
65 - 74	8.9%	7.5%	7.2%
75 - 84	2.6%	2.7%	3.1%
85 +	0.5%	0.6%	0.8%
18 +	72.8%	73.0%	73.0%
2020 Population by Age			
Total	5,164	44,205	85,685
0 - 4	6.9%	7.1%	7.5%
5 - 9	7.0%	7.1%	7.2%
10 - 14	7.6%	7.6%	7.3%
15 - 24	13.9%	13.1%	14.8%
25 - 34	13.0%	14.4%	14.8%
35 - 44	12.8%	12.9%	12.4%
45 - 54	10.8%	11.0%	10.5%
55 - 64	13.3%	13.1%	12.2%
65 - 74	9.8%	9.3%	8.6%
75 - 84	4.2%	3.5%	3.7%
85 +	0.7%	0.8%	1.0%
18 +	73.9%	73.8%	73.6%
2010 Population by Sex			
Males	2,460	20,694	40,833
Females	2,804	23,524	44,626
2015 Population by Sex			
Males	2,418	20,680	40,881
Females	2,767	23,424	44,500
2020 Population by Sex			
Males	2,409	20,812	41,195
Females	2,756	23,391	44,490

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.37856
Longitude: -82.07262

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,264	44,219	85,459
White Alone	19.5%	20.6%	29.2%
Black Alone	73.4%	73.2%	64.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	1.4%	1.3%
Pacific Islander Alone	0.5%	0.3%	0.3%
Some Other Race Alone	1.2%	1.2%	1.3%
Two or More Races	3.1%	2.9%	3.0%
Hispanic Origin	3.7%	4.2%	4.4%
Diversity Index	46.4	46.7	53.9
2015 Population by Race/Ethnicity			
Total	5,185	44,104	85,382
White Alone	18.1%	19.1%	27.6%
Black Alone	74.2%	74.1%	65.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	1.4%	1.3%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	1.3%	1.3%	1.4%
Two or More Races	3.6%	3.4%	3.5%
Hispanic Origin	4.1%	4.7%	5.1%
Diversity Index	46.3	46.7	54.2
2020 Population by Race/Ethnicity			
Total	5,165	44,203	85,685
White Alone	16.7%	17.8%	25.9%
Black Alone	74.8%	74.7%	66.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.2%	1.5%	1.4%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	1.4%	1.4%	1.6%
Two or More Races	4.1%	3.9%	4.0%
Hispanic Origin	4.6%	5.3%	5.8%
Diversity Index	46.5	46.9	54.6
2010 Population by Relationship and Household Type			
Total	5,264	44,218	85,459
In Households	98.8%	99.0%	95.8%
In Family Households	88.5%	89.6%	85.0%
Householder	26.4%	26.5%	25.3%
Spouse	14.1%	15.2%	13.8%
Child	40.0%	40.3%	38.3%
Other relative	5.4%	4.9%	4.7%
Nonrelative	2.7%	2.7%	2.8%
In Nonfamily Households	10.3%	9.4%	10.7%
In Group Quarters	1.2%	1.0%	4.2%
Institutionalized Population	0.8%	0.8%	1.6%
Noninstitutionalized Population	0.4%	0.2%	2.7%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.37856
 Longitude: -82.07262

	1 mile	3 miles	5 miles
2015 Population 25+ by Educational Attainment			
Total	3,257	27,697	52,426
Less than 9th Grade	3.4%	3.3%	4.8%
9th - 12th Grade, No Diploma	7.1%	7.3%	9.9%
High School Graduate	31.1%	29.0%	28.6%
GED/Alternative Credential	4.2%	4.5%	5.8%
Some College, No Degree	33.6%	29.9%	26.7%
Associate Degree	10.7%	11.2%	9.9%
Bachelor's Degree	6.2%	9.3%	9.3%
Graduate/Professional Degree	3.7%	5.6%	4.9%
2015 Population 15+ by Marital Status			
Total	4,014	34,104	66,030
Never Married	40.6%	39.6%	42.4%
Married	38.7%	41.6%	37.9%
Widowed	5.4%	4.9%	5.8%
Divorced	15.4%	13.9%	13.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	83.4%	87.0%	87.3%
Civilian Unemployed	16.6%	13.0%	12.7%
2015 Employed Population 16+ by Industry			
Total	1,820	17,588	31,178
Agriculture/Mining	0.0%	0.5%	0.5%
Construction	4.9%	4.8%	5.1%
Manufacturing	7.1%	9.9%	11.6%
Wholesale Trade	0.0%	0.9%	1.2%
Retail Trade	14.3%	11.7%	12.4%
Transportation/Utilities	6.2%	6.6%	5.9%
Information	1.2%	2.2%	1.7%
Finance/Insurance/Real Estate	1.1%	2.7%	2.9%
Services	55.4%	51.7%	51.0%
Public Administration	9.9%	9.1%	7.6%
2015 Employed Population 16+ by Occupation			
Total	1,822	17,585	31,177
White Collar	54.7%	56.5%	52.3%
Management/Business/Financial	6.5%	7.8%	6.9%
Professional	14.1%	21.1%	18.4%
Sales	13.4%	8.9%	10.4%
Administrative Support	20.8%	18.7%	16.6%
Services	25.5%	21.2%	22.7%
Blue Collar	19.9%	22.3%	25.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	5.5%	3.7%	4.1%
Installation/Maintenance/Repair	2.3%	2.8%	3.4%
Production	5.2%	7.1%	9.1%
Transportation/Material Moving	6.9%	8.7%	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.37856
 Longitude: -82.07262

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,915	15,081	29,127
Households with 1 Person	20.3%	19.2%	21.8%
Households with 2+ People	79.7%	80.8%	78.2%
Family Households	75.8%	77.3%	74.1%
Husband-wife Families	40.4%	44.1%	40.5%
With Related Children	17.3%	20.2%	18.8%
Other Family (No Spouse Present)	35.4%	33.1%	33.6%
Other Family with Male Householder	6.3%	5.7%	5.8%
With Related Children	3.3%	3.3%	3.3%
Other Family with Female Householder	29.1%	27.4%	27.8%
With Related Children	21.2%	19.7%	20.0%
Nonfamily Households	3.9%	3.5%	4.1%
All Households with Children	42.3%	43.6%	42.5%
Multigenerational Households	8.8%	8.6%	7.8%
Unmarried Partner Households	6.6%	6.7%	7.2%
Male-female	6.1%	6.0%	6.5%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	1,914	15,083	29,129
1 Person Household	20.3%	19.2%	21.8%
2 Person Household	29.9%	29.3%	29.2%
3 Person Household	20.2%	20.9%	20.2%
4 Person Household	15.2%	15.7%	14.9%
5 Person Household	8.7%	8.5%	8.0%
6 Person Household	3.5%	3.9%	3.5%
7 + Person Household	2.2%	2.4%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	1,915	15,082	29,127
Owner Occupied	62.2%	68.0%	61.9%
Owned with a Mortgage/Loan	49.7%	55.1%	46.6%
Owned Free and Clear	12.5%	12.9%	15.3%
Renter Occupied	37.8%	32.0%	38.1%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

3693 Windsor Spring Rd, Augusta, Georgia, 30815
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.37856
 Longitude: -82.07262

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
	2. Down the Road (10D)	Down the Road (10D)	Down the Road (10D)
	3. Rural Bypasses (10E)	Home Improvement (4B)	Hardscrabble Road (8G)
2015 Consumer Spending			
Apparel & Services: Total \$	\$2,748,473	\$24,569,407	\$43,338,145
Average Spent	\$1,442.01	\$1,617.37	\$1,477.81
Spending Potential Index	62	70	64
Computers & Accessories: Total \$	\$299,455	\$2,719,032	\$4,739,451
Average Spent	\$157.11	\$178.99	\$161.61
Spending Potential Index	60	69	62
Education: Total \$	\$1,570,479	\$14,551,608	\$25,761,814
Average Spent	\$823.97	\$957.91	\$878.46
Spending Potential Index	54	63	58
Entertainment/Recreation: Total \$	\$3,932,407	\$35,212,377	\$61,040,012
Average Spent	\$2,063.17	\$2,317.98	\$2,081.43
Spending Potential Index	62	70	63
Food at Home: Total \$	\$6,340,226	\$55,861,053	\$99,329,716
Average Spent	\$3,326.46	\$3,677.25	\$3,387.09
Spending Potential Index	64	70	65
Food Away from Home: Total \$	\$3,890,628	\$34,960,739	\$61,077,140
Average Spent	\$2,041.25	\$2,301.41	\$2,082.70
Spending Potential Index	62	70	63
Health Care: Total \$	\$6,014,745	\$52,459,334	\$90,397,307
Average Spent	\$3,155.69	\$3,453.32	\$3,082.50
Spending Potential Index	67	73	65
HH Furnishings & Equipment: Total \$	\$2,242,972	\$20,060,845	\$34,695,751
Average Spent	\$1,176.80	\$1,320.57	\$1,183.11
Spending Potential Index	64	72	64
Investments: Total \$	\$2,114,703	\$21,438,864	\$33,606,202
Average Spent	\$1,109.50	\$1,411.29	\$1,145.95
Spending Potential Index	40	51	42
Retail Goods: Total \$	\$31,146,111	\$276,178,642	\$482,683,054
Average Spent	\$16,341.09	\$18,180.41	\$16,459.22
Spending Potential Index	64	71	65
Shelter: Total \$	\$19,069,616	\$170,877,828	\$299,214,667
Average Spent	\$10,005.05	\$11,248.62	\$10,203.05
Spending Potential Index	61	68	62
TV/Video/Audio: Total \$	\$1,658,770	\$14,434,129	\$25,696,882
Average Spent	\$870.29	\$950.18	\$876.25
Spending Potential Index	67	73	67
Travel: Total \$	\$2,205,359	\$20,216,572	\$33,921,536
Average Spent	\$1,157.06	\$1,330.83	\$1,156.71
Spending Potential Index	59	68	59
Vehicle Maintenance & Repairs: Total \$	\$1,342,666	\$12,000,703	\$20,847,014
Average Spent	\$704.44	\$789.99	\$710.87
Spending Potential Index	63	71	64

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.