

Rivergate Shopping Center
121 Tom Hill Sr Blvd, Macon, Georgia, 31210
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.90012
Longitude: -83.68800

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,878	25,557	60,991
2020 Total Population	4,372	28,098	65,454
2020 Group Quarters	0	276	835
2022 Total Population	4,345	27,882	64,882
2022 Group Quarters	0	276	835
2027 Total Population	4,287	27,611	64,552
2022-2027 Annual Rate	-0.27%	-0.20%	-0.10%
2022 Total Daytime Population	7,860	30,227	67,911
Workers	5,510	15,811	31,917
Residents	2,350	14,416	35,994
Household Summary			
2010 Households	1,674	10,963	25,796
2010 Average Household Size	2.25	2.30	2.33
2020 Total Households	2,007	12,048	27,987
2020 Average Household Size	2.18	2.31	2.31
2022 Total Households	1,998	12,038	27,972
2022 Average Household Size	2.17	2.29	2.29
2027 Total Households	1,974	11,968	27,989
2027 Average Household Size	2.17	2.28	2.28
2022-2027 Annual Rate	-0.24%	-0.12%	0.01%
2010 Families	919	6,791	15,433
2010 Average Family Size	3.03	2.92	3.01
2022 Total Families	1,055	7,220	16,308
2022 Average Family Size	3.03	2.98	3.02
2027 Total Families	1,034	7,144	16,250
2027 Average Family Size	3.03	2.97	3.00
2022-2027 Annual Rate	-0.40%	-0.21%	-0.07%
Housing Unit Summary			
2000 Housing Units	1,793	11,275	28,226
Owner Occupied Housing Units	42.3%	63.5%	53.0%
Renter Occupied Housing Units	46.5%	29.2%	36.0%
Vacant Housing Units	11.3%	7.2%	11.0%
2010 Housing Units	1,865	12,111	29,637
Owner Occupied Housing Units	37.6%	56.9%	48.5%
Renter Occupied Housing Units	52.1%	33.6%	38.5%
Vacant Housing Units	10.2%	9.5%	13.0%
2020 Housing Units	2,199	13,139	31,594
Vacant Housing Units	8.7%	8.3%	11.4%
2022 Housing Units	2,189	13,139	31,596
Owner Occupied Housing Units	29.0%	54.2%	46.8%
Renter Occupied Housing Units	62.3%	37.4%	41.8%
Vacant Housing Units	8.7%	8.4%	11.5%
2027 Housing Units	2,187	13,137	31,658
Owner Occupied Housing Units	29.0%	54.4%	46.9%
Renter Occupied Housing Units	61.3%	36.7%	41.5%
Vacant Housing Units	9.7%	8.9%	11.6%
Median Household Income			
2022	\$45,395	\$68,634	\$59,322
2027	\$61,312	\$81,874	\$75,276
Median Home Value			
2022	\$132,119	\$197,067	\$197,056
2027	\$165,901	\$289,995	\$288,820
Per Capita Income			
2022	\$32,721	\$43,168	\$39,804
2027	\$40,445	\$51,436	\$47,865
Median Age			
2010	32.9	37.3	37.5
2022	35.4	39.4	39.6
2027	36.8	40.6	40.6

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,998	12,038	27,972
<\$15,000	11.5%	5.5%	11.2%
\$15,000 - \$24,999	10.0%	6.7%	8.6%
\$25,000 - \$34,999	15.6%	9.8%	11.0%
\$35,000 - \$49,999	17.1%	14.0%	12.5%
\$50,000 - \$74,999	14.7%	17.4%	14.7%
\$75,000 - \$99,999	13.5%	14.3%	12.8%
\$100,000 - \$149,999	10.5%	15.4%	13.7%
\$150,000 - \$199,999	2.8%	8.3%	7.3%
\$200,000+	4.4%	8.7%	8.2%
Average Household Income	\$71,097	\$99,831	\$92,255
2027 Households by Income			
Household Income Base	1,974	11,968	27,989
<\$15,000	7.0%	3.3%	8.3%
\$15,000 - \$24,999	9.5%	4.5%	6.2%
\$25,000 - \$34,999	16.7%	7.7%	9.3%
\$35,000 - \$49,999	12.7%	11.9%	10.7%
\$50,000 - \$74,999	7.9%	17.6%	15.3%
\$75,000 - \$99,999	16.5%	14.9%	14.1%
\$100,000 - \$149,999	18.3%	18.0%	16.3%
\$150,000 - \$199,999	7.0%	11.4%	9.5%
\$200,000+	4.5%	10.8%	10.3%
Average Household Income	\$87,624	\$118,503	\$110,309
2022 Owner Occupied Housing Units by Value			
Total	635	7,125	14,778
<\$50,000	0.8%	1.5%	5.9%
\$50,000 - \$99,999	19.4%	6.5%	11.8%
\$100,000 - \$149,999	46.5%	21.2%	16.9%
\$150,000 - \$199,999	23.9%	22.1%	16.3%
\$200,000 - \$249,999	3.1%	8.4%	7.6%
\$250,000 - \$299,999	3.8%	10.5%	9.8%
\$300,000 - \$399,999	0.8%	17.7%	14.5%
\$400,000 - \$499,999	0.3%	2.8%	4.0%
\$500,000 - \$749,999	1.1%	7.9%	11.1%
\$750,000 - \$999,999	0.3%	1.0%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$145,984	\$255,323	\$261,389
2027 Owner Occupied Housing Units by Value			
Total	634	7,143	14,851
<\$50,000	0.3%	0.5%	3.1%
\$50,000 - \$99,999	5.0%	1.4%	4.8%
\$100,000 - \$149,999	30.9%	9.0%	9.4%
\$150,000 - \$199,999	42.9%	19.1%	14.6%
\$200,000 - \$249,999	8.7%	8.5%	8.4%
\$250,000 - \$299,999	8.5%	14.3%	12.6%
\$300,000 - \$399,999	0.6%	26.7%	20.3%
\$400,000 - \$499,999	0.6%	4.5%	6.3%
\$500,000 - \$749,999	1.6%	14.1%	17.2%
\$750,000 - \$999,999	0.6%	1.6%	3.1%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$181,240	\$323,338	\$332,568

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

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2010 Population by Age			
Total	3,879	25,556	60,991
0 - 4	7.0%	6.7%	6.8%
5 - 9	6.4%	6.3%	6.6%
10 - 14	7.0%	6.5%	6.7%
15 - 24	15.5%	12.9%	13.1%
25 - 34	16.8%	14.6%	13.6%
35 - 44	12.0%	12.5%	12.3%
45 - 54	11.6%	13.3%	13.7%
55 - 64	9.9%	12.5%	12.5%
65 - 74	6.5%	7.1%	7.2%
75 - 84	5.5%	5.6%	5.1%
85 +	1.7%	2.1%	2.3%
18 +	74.6%	76.7%	75.8%
2022 Population by Age			
Total	4,347	27,883	64,882
0 - 4	6.6%	5.8%	5.9%
5 - 9	6.1%	6.1%	6.2%
10 - 14	6.1%	6.5%	6.4%
15 - 24	13.0%	12.2%	12.4%
25 - 34	17.5%	13.1%	13.0%
35 - 44	13.0%	13.3%	12.7%
45 - 54	11.1%	11.6%	11.5%
55 - 64	9.7%	12.1%	12.4%
65 - 74	8.5%	10.8%	10.9%
75 - 84	4.9%	5.6%	5.8%
85 +	3.5%	2.8%	2.8%
18 +	77.9%	77.9%	77.7%
2027 Population by Age			
Total	4,287	27,608	64,552
0 - 4	6.7%	5.8%	5.9%
5 - 9	6.0%	6.0%	6.0%
10 - 14	6.1%	6.4%	6.3%
15 - 24	12.8%	12.0%	12.0%
25 - 34	15.8%	12.5%	12.6%
35 - 44	14.4%	13.6%	13.0%
45 - 54	11.0%	12.0%	11.8%
55 - 64	9.4%	10.7%	11.1%
65 - 74	8.8%	11.0%	11.3%
75 - 84	5.8%	7.2%	7.2%
85 +	3.3%	2.8%	2.9%
18 +	77.9%	78.1%	78.0%
2010 Population by Sex			
Males	1,791	11,780	28,158
Females	2,086	13,777	32,833
2022 Population by Sex			
Males	1,938	13,033	30,437
Females	2,407	14,849	34,445
2027 Population by Sex			
Males	1,910	12,941	30,408
Females	2,377	14,670	34,144

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2010 Population by Race/Ethnicity			
Total	3,878	25,557	60,992
White Alone	52.3%	69.5%	55.7%
Black Alone	39.4%	24.6%	39.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.2%	3.0%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	1.2%	0.9%
Two or More Races	1.6%	1.5%	1.5%
Hispanic Origin	6.2%	2.6%	2.3%
Diversity Index	61.9	48.3	55.4
2020 Population by Race/Ethnicity			
Total	4,372	28,098	65,454
White Alone	38.5%	56.8%	47.2%
Black Alone	49.2%	33.0%	43.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.9%	3.6%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.5%	1.3%
Two or More Races	6.2%	4.9%	4.4%
Hispanic Origin	5.0%	4.4%	3.6%
Diversity Index	64.2	60.0	61.1
2022 Population by Race/Ethnicity			
Total	4,345	27,882	64,881
White Alone	38.0%	56.1%	46.6%
Black Alone	49.4%	33.5%	44.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.9%	3.7%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.5%	1.4%
Two or More Races	6.4%	5.0%	4.5%
Hispanic Origin	5.0%	4.4%	3.6%
Diversity Index	64.3	60.5	61.3
2027 Population by Race/Ethnicity			
Total	4,287	27,609	64,553
White Alone	36.0%	54.1%	45.0%
Black Alone	50.4%	34.5%	45.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	4.0%	3.8%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.7%	1.5%
Two or More Races	7.1%	5.7%	5.1%
Hispanic Origin	5.1%	4.6%	3.8%
Diversity Index	64.7	62.0	62.1
2010 Population by Relationship and Household Type			
Total	3,878	25,558	60,992
In Households	97.2%	98.5%	98.6%
In Family Households	74.2%	79.3%	78.2%
Householder	24.0%	26.5%	25.4%
Spouse	14.7%	19.6%	16.6%
Child	28.2%	28.5%	30.3%
Other relative	5.0%	2.9%	3.8%
Nonrelative	2.3%	1.7%	2.1%
In Nonfamily Households	23.1%	19.3%	20.3%
In Group Quarters	2.8%	1.5%	1.4%
Institutionalized Population	2.8%	0.4%	0.8%
Noninstitutionalized Population	0.0%	1.0%	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.

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2022 Population 25+ by Educational Attainment			
Total	2,963	19,340	44,846
Less than 9th Grade	3.5%	1.7%	2.6%
9th - 12th Grade, No Diploma	4.1%	3.1%	5.5%
High School Graduate	17.8%	16.4%	19.1%
GED/Alternative Credential	4.8%	3.9%	3.7%
Some College, No Degree	20.7%	18.1%	18.8%
Associate Degree	10.3%	8.8%	7.9%
Bachelor's Degree	23.2%	26.2%	22.7%
Graduate/Professional Degree	15.6%	21.8%	19.7%
2022 Population 15+ by Marital Status			
Total	3,529	22,753	52,862
Never Married	41.5%	32.8%	36.8%
Married	37.8%	47.8%	43.6%
Widowed	5.3%	6.4%	6.6%
Divorced	15.5%	12.9%	13.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,109	13,931	30,142
Population 16+ Employed	95.9%	97.7%	97.0%
Population 16+ Unemployment rate	4.1%	2.3%	3.0%
Population 16-24 Employed	9.3%	10.6%	11.1%
Population 16-24 Unemployment rate	22.0%	9.5%	9.0%
Population 25-54 Employed	72.7%	65.2%	64.6%
Population 25-54 Unemployment rate	2.2%	1.7%	2.8%
Population 55-64 Employed	11.3%	15.2%	15.8%
Population 55-64 Unemployment rate	0.0%	0.5%	0.5%
Population 65+ Employed	6.7%	9.0%	8.5%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%
2022 Employed Population 16+ by Industry			
Total	2,023	13,617	29,240
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	7.3%	4.7%	4.2%
Manufacturing	4.6%	6.2%	5.4%
Wholesale Trade	3.1%	2.0%	2.1%
Retail Trade	8.0%	8.4%	9.8%
Transportation/Utilities	8.3%	4.9%	6.2%
Information	0.7%	2.4%	2.2%
Finance/Insurance/Real Estate	11.6%	11.6%	10.4%
Services	52.0%	53.9%	54.2%
Public Administration	4.5%	5.7%	5.2%
2022 Employed Population 16+ by Occupation			
Total	2,026	13,617	29,239
White Collar	63.9%	75.2%	69.6%
Management/Business/Financial	13.7%	21.6%	19.0%
Professional	20.7%	31.5%	29.8%
Sales	12.3%	10.5%	9.7%
Administrative Support	17.2%	11.6%	11.2%
Services	22.4%	13.4%	16.3%
Blue Collar	13.8%	11.4%	14.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.6%	3.2%	2.9%
Installation/Maintenance/Repair	1.1%	1.5%	1.8%
Production	3.0%	3.0%	2.7%
Transportation/Material Moving	4.2%	3.6%	6.7%

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2010 Households by Type			
Total	1,673	10,963	25,794
Households with 1 Person	38.2%	32.2%	34.1%
Households with 2+ People	61.8%	67.8%	65.9%
Family Households	54.9%	61.9%	59.8%
Husband-wife Families	33.6%	45.8%	39.3%
With Related Children	13.4%	18.9%	16.3%
Other Family (No Spouse Present)	21.4%	16.2%	20.6%
Other Family with Male Householder	4.7%	3.3%	4.0%
With Related Children	2.7%	1.9%	2.2%
Other Family with Female Householder	16.7%	12.9%	16.6%
With Related Children	11.4%	8.6%	11.1%
Nonfamily Households	6.9%	5.8%	6.0%
All Households with Children	27.9%	29.7%	29.8%
Multigenerational Households	3.2%	2.9%	3.5%
Unmarried Partner Households	6.8%	5.1%	5.8%
Male-female	6.0%	4.4%	5.0%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	1,673	10,963	25,794
1 Person Household	38.2%	32.2%	34.2%
2 Person Household	29.9%	34.5%	32.2%
3 Person Household	14.5%	14.9%	14.9%
4 Person Household	10.0%	11.1%	10.8%
5 Person Household	4.2%	4.7%	4.9%
6 Person Household	2.2%	1.8%	1.9%
7 + Person Household	0.9%	0.8%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	1,674	10,963	25,798
Owner Occupied	41.9%	62.9%	55.7%
Owned with a Mortgage/Loan	28.0%	45.3%	40.0%
Owned Free and Clear	14.0%	17.6%	15.8%
Renter Occupied	58.1%	37.1%	44.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	149	151	131
Percent of Income for Mortgage	15.3%	15.1%	17.5%
Wealth Index	43	92	86
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,865	12,111	29,637
Housing Units Inside Urbanized Area	99.5%	95.4%	91.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	4.6%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	3,878	25,557	60,991
Population Inside Urbanized Area	99.5%	94.7%	89.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.5%	5.3%	10.6%

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.

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	In Style (5B)	In Style (5B)
2.	Front Porches (8E)	Old and Newcomers (8F)	Modest Income Homes (12D)
3.	In Style (5B)	Golden Years (9B)	City Commons (11E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$3,330,242	\$27,575,431	\$60,164,886
Average Spent	\$1,666.79	\$2,290.70	\$2,150.90
Spending Potential Index	69	95	89
Education: Total \$	\$2,708,099	\$22,678,171	\$48,256,729
Average Spent	\$1,355.40	\$1,883.88	\$1,725.18
Spending Potential Index	69	96	88
Entertainment/Recreation: Total \$	\$4,980,941	\$42,007,644	\$90,119,461
Average Spent	\$2,492.96	\$3,489.59	\$3,221.77
Spending Potential Index	68	95	88
Food at Home: Total \$	\$8,531,530	\$69,744,991	\$152,807,712
Average Spent	\$4,270.04	\$5,793.74	\$5,462.88
Spending Potential Index	69	94	88
Food Away from Home: Total \$	\$5,931,700	\$48,765,902	\$106,374,497
Average Spent	\$2,968.82	\$4,051.00	\$3,802.89
Spending Potential Index	69	94	88
Health Care: Total \$	\$9,628,415	\$81,472,581	\$176,496,315
Average Spent	\$4,819.03	\$6,767.95	\$6,309.75
Spending Potential Index	68	96	89
HH Furnishings & Equipment: Total \$	\$3,465,740	\$29,558,485	\$63,245,075
Average Spent	\$1,734.60	\$2,455.43	\$2,261.01
Spending Potential Index	68	96	88
Personal Care Products & Services: Total \$	\$1,412,878	\$11,798,172	\$25,626,020
Average Spent	\$707.15	\$980.08	\$916.13
Spending Potential Index	69	96	90
Shelter: Total \$	\$31,752,797	\$260,952,454	\$565,380,016
Average Spent	\$15,892.29	\$21,677.39	\$20,212.36
Spending Potential Index	69	95	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,687,791	\$31,868,457	\$66,820,330
Average Spent	\$1,845.74	\$2,647.32	\$2,388.83
Spending Potential Index	68	97	88
Travel: Total \$	\$3,835,378	\$33,420,864	\$70,328,770
Average Spent	\$1,919.61	\$2,776.28	\$2,514.26
Spending Potential Index	67	97	88
Vehicle Maintenance & Repairs: Total \$	\$1,751,962	\$14,424,340	\$31,463,843
Average Spent	\$876.86	\$1,198.23	\$1,124.83
Spending Potential Index	70	95	89

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.