

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			
2000 Total Population	3,354	25,074	60,013
2010 Total Population	3,614	26,049	60,832
2021 Total Population	3,757	26,154	61,745
2021 Group Quarters	69	443	972
2026 Total Population	3,776	26,210	61,676
2021-2026 Annual Rate	0.10%	0.04%	-0.02%
2021 Total Daytime Population	6,217	28,384	64,901
Workers	4,162	14,768	30,347
Residents	2,055	13,616	34,554
Household Summary			
2000 Households	1,523	10,775	25,261
2000 Average Household Size	2.18	2.29	2.35
2010 Households	1,577	11,207	25,852
2010 Average Household Size	2.25	2.29	2.32
2021 Households	1,649	11,430	26,337
2021 Average Household Size	2.24	2.25	2.31
2026 Households	1,658	11,476	26,344
2026 Average Household Size	2.24	2.25	2.30
2021-2026 Annual Rate	0.11%	0.08%	0.01%
2010 Families	853	7,035	15,494
2010 Average Family Size	3.03	2.90	2.99
2021 Families	865	6,987	15,470
2021 Average Family Size	3.06	2.88	3.01
2026 Families	861	6,968	15,375
2026 Average Family Size	3.07	2.89	3.02
2021-2026 Annual Rate	-0.09%	-0.05%	-0.12%
Housing Unit Summary			
2000 Housing Units	1,695	11,577	28,162
Owner Occupied Housing Units	43.4%	63.7%	53.3%
Renter Occupied Housing Units	46.5%	29.4%	36.4%
Vacant Housing Units	10.1%	6.9%	10.3%
2010 Housing Units	1,751	12,363	29,514
Owner Occupied Housing Units	38.8%	58.1%	48.6%
Renter Occupied Housing Units	51.3%	32.5%	39.0%
Vacant Housing Units	9.9%	9.4%	12.4%
2021 Housing Units	1,820	12,547	30,181
Owner Occupied Housing Units	33.6%	52.2%	43.5%
Renter Occupied Housing Units	57.0%	38.9%	43.7%
Vacant Housing Units	9.4%	8.9%	12.7%
2026 Housing Units	1,847	12,685	30,426
Owner Occupied Housing Units	33.1%	52.2%	43.7%
Renter Occupied Housing Units	56.7%	38.3%	42.9%
Vacant Housing Units	10.2%	9.5%	13.4%
Median Household Income			
2021	\$41,720	\$62,051	\$52,221
2026	\$48,601	\$71,686	\$60,233
Median Home Value			
2021	\$126,187	\$183,652	\$181,799
2026	\$139,053	\$286,770	\$281,261
Per Capita Income			
2021	\$27,438	\$37,352	\$33,755
2026	\$32,203	\$42,895	\$38,922
Median Age			
2010	33.1	37.5	37.3
2021	34.9	38.9	39.2
2026	36.1	40.1	40.1

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	1,649	11,430	26,337
<\$15,000	13.6%	6.4%	13.5%
\$15,000 - \$24,999	10.4%	7.6%	9.9%
\$25,000 - \$34,999	16.5%	10.9%	11.7%
\$35,000 - \$49,999	17.6%	14.7%	13.0%
\$50,000 - \$74,999	14.1%	18.0%	14.9%
\$75,000 - \$99,999	12.6%	13.9%	12.1%
\$100,000 - \$149,999	9.8%	14.1%	12.1%
\$150,000 - \$199,999	2.3%	6.9%	5.9%
\$200,000+	3.0%	7.4%	6.9%
Average Household Income	\$60,948	\$87,846	\$79,368
2026 Households by Income			
Household Income Base	1,658	11,476	26,344
<\$15,000	10.7%	5.0%	11.4%
\$15,000 - \$24,999	8.6%	5.9%	8.3%
\$25,000 - \$34,999	15.3%	9.7%	10.8%
\$35,000 - \$49,999	16.5%	13.2%	12.0%
\$50,000 - \$74,999	15.0%	17.9%	15.2%
\$75,000 - \$99,999	14.9%	14.8%	13.0%
\$100,000 - \$149,999	12.2%	16.0%	13.8%
\$150,000 - \$199,999	3.0%	8.5%	7.4%
\$200,000+	3.8%	8.9%	8.2%
Average Household Income	\$71,315	\$100,725	\$91,411
2021 Owner Occupied Housing Units by Value			
Total	611	6,553	13,136
<\$50,000	1.0%	1.5%	5.9%
\$50,000 - \$99,999	18.3%	7.0%	11.6%
\$100,000 - \$149,999	58.6%	30.7%	24.5%
\$150,000 - \$199,999	15.4%	16.0%	12.6%
\$200,000 - \$249,999	1.6%	6.2%	5.9%
\$250,000 - \$299,999	2.5%	9.5%	9.9%
\$300,000 - \$399,999	1.1%	16.5%	13.6%
\$400,000 - \$499,999	0.3%	3.6%	5.1%
\$500,000 - \$749,999	0.8%	7.5%	8.8%
\$750,000 - \$999,999	0.3%	0.6%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$138,052	\$249,527	\$253,787
2026 Owner Occupied Housing Units by Value			
Total	611	6,618	13,296
<\$50,000	0.3%	0.6%	4.2%
\$50,000 - \$99,999	8.3%	2.5%	6.3%
\$100,000 - \$149,999	52.7%	17.1%	14.7%
\$150,000 - \$199,999	26.4%	14.3%	10.7%
\$200,000 - \$249,999	2.8%	5.7%	6.1%
\$250,000 - \$299,999	5.6%	13.4%	12.7%
\$300,000 - \$399,999	2.3%	27.5%	21.1%
\$400,000 - \$499,999	0.3%	4.9%	7.1%
\$500,000 - \$749,999	0.8%	12.0%	13.8%
\$750,000 - \$999,999	0.2%	0.8%	1.5%
\$1,000,000 - \$1,499,999	0.0%	1.3%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$156,445	\$315,162	\$320,135

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Market Profile

Rivergate Shopping Center
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2010 Population by Age			
Total	3,611	26,048	60,830
0 - 4	7.1%	6.6%	6.9%
5 - 9	6.3%	6.4%	6.6%
10 - 14	6.6%	6.6%	6.7%
15 - 24	15.3%	13.0%	13.2%
25 - 34	17.3%	14.2%	13.7%
35 - 44	11.8%	12.6%	12.3%
45 - 54	11.3%	13.5%	13.7%
55 - 64	9.6%	12.4%	12.4%
65 - 74	6.3%	7.1%	7.2%
75 - 84	5.9%	5.5%	5.0%
85 +	2.5%	2.0%	2.3%
18 +	75.5%	76.5%	75.7%
2021 Population by Age			
Total	3,756	26,153	61,746
0 - 4	6.4%	5.8%	6.0%
5 - 9	6.0%	6.1%	6.2%
10 - 14	6.6%	6.6%	6.6%
15 - 24	13.8%	12.8%	12.6%
25 - 34	17.4%	13.0%	13.0%
35 - 44	13.0%	13.4%	12.7%
45 - 54	11.0%	11.6%	11.5%
55 - 64	9.5%	12.0%	12.4%
65 - 74	8.2%	10.6%	10.8%
75 - 84	4.6%	5.3%	5.5%
85 +	3.5%	2.8%	2.8%
18 +	76.8%	77.6%	77.4%
2026 Population by Age			
Total	3,775	26,211	61,678
0 - 4	6.5%	5.8%	5.9%
5 - 9	5.9%	6.0%	6.0%
10 - 14	6.5%	6.5%	6.4%
15 - 24	13.6%	12.7%	12.4%
25 - 34	15.8%	12.5%	12.7%
35 - 44	14.3%	13.5%	12.9%
45 - 54	10.9%	12.0%	11.7%
55 - 64	9.2%	10.6%	11.2%
65 - 74	8.5%	10.8%	11.1%
75 - 84	5.5%	6.9%	6.9%
85 +	3.4%	2.8%	2.8%
18 +	76.9%	77.9%	77.8%
2010 Population by Sex			
Males	1,632	12,000	28,064
Females	1,982	14,049	32,768
2021 Population by Sex			
Males	1,694	12,101	28,756
Females	2,063	14,053	32,989
2026 Population by Sex			
Males	1,701	12,155	28,832
Females	2,076	14,056	32,844

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2010 Population by Race/Ethnicity			
Total	3,615	26,049	60,832
White Alone	53.1%	69.8%	55.4%
Black Alone	38.8%	24.2%	39.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.2%	3.1%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	1.1%	0.9%
Two or More Races	1.7%	1.5%	1.5%
Hispanic Origin	5.4%	2.5%	2.3%
Diversity Index	61.0	48.0	55.5
2021 Population by Race/Ethnicity			
Total	3,758	26,154	61,746
White Alone	43.4%	61.3%	49.3%
Black Alone	46.0%	30.3%	43.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.3%	4.3%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	1.5%	1.2%
Two or More Races	2.5%	2.3%	2.1%
Hispanic Origin	6.9%	3.6%	3.1%
Diversity Index	65.0	56.3	59.0
2026 Population by Race/Ethnicity			
Total	3,776	26,210	61,674
White Alone	39.5%	57.6%	46.5%
Black Alone	48.5%	32.6%	45.5%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	4.8%	5.1%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	1.7%	1.3%
Two or More Races	2.9%	2.8%	2.5%
Hispanic Origin	7.7%	4.2%	3.6%
Diversity Index	66.3	59.5	60.5
2010 Population by Relationship and Household Type			
Total	3,614	26,049	60,832
In Households	98.0%	98.5%	98.6%
In Family Households	73.8%	79.8%	78.3%
Householder	24.1%	26.6%	25.4%
Spouse	14.7%	19.8%	16.6%
Child	27.9%	28.8%	30.4%
Other relative	4.7%	2.9%	3.8%
Nonrelative	2.4%	1.6%	2.1%
In Nonfamily Households	24.2%	18.6%	20.3%
In Group Quarters	2.0%	1.5%	1.4%
Institutionalized Population	2.0%	0.4%	0.8%
Noninstitutionalized Population	0.0%	1.1%	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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2021 Population 25+ by Educational Attainment			
Total	2,524	17,958	42,345
Less than 9th Grade	4.1%	1.9%	3.0%
9th - 12th Grade, No Diploma	4.3%	3.4%	5.9%
High School Graduate	16.4%	15.7%	18.5%
GED/Alternative Credential	4.5%	3.8%	3.6%
Some College, No Degree	22.4%	19.2%	20.4%
Associate Degree	9.4%	8.1%	7.1%
Bachelor's Degree	23.1%	25.6%	21.9%
Graduate/Professional Degree	15.9%	22.3%	19.5%
2021 Population 15+ by Marital Status			
Total	3,043	21,300	50,152
Never Married	41.5%	32.6%	37.0%
Married	37.8%	47.5%	42.7%
Widowed	4.9%	6.2%	6.4%
Divorced	15.8%	13.7%	13.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,853	13,134	28,983
Population 16+ Employed	92.2%	95.9%	94.3%
Population 16+ Unemployment rate	7.8%	4.1%	5.7%
Population 16-24 Employed	8.4%	10.0%	10.4%
Population 16-24 Unemployment rate	32.1%	14.8%	14.2%
Population 25-54 Employed	73.0%	65.4%	64.6%
Population 25-54 Unemployment rate	5.7%	3.6%	5.9%
Population 55-64 Employed	11.7%	15.4%	16.2%
Population 55-64 Unemployment rate	0.5%	1.1%	1.2%
Population 65+ Employed	6.9%	9.2%	8.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	1,709	12,590	27,344
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	7.4%	4.6%	4.2%
Manufacturing	4.7%	6.5%	5.5%
Wholesale Trade	3.3%	1.9%	2.1%
Retail Trade	7.8%	8.5%	10.0%
Transportation/Utilities	7.7%	4.7%	5.7%
Information	0.7%	2.3%	2.2%
Finance/Insurance/Real Estate	12.3%	12.1%	10.9%
Services	51.1%	53.0%	53.4%
Public Administration	4.8%	6.2%	5.5%
2021 Employed Population 16+ by Occupation			
Total	1,711	12,590	27,344
White Collar	66.3%	76.7%	71.1%
Management/Business/Financial	14.8%	22.3%	19.3%
Professional	21.8%	32.7%	30.9%
Sales	12.4%	10.4%	9.7%
Administrative Support	17.3%	11.2%	11.2%
Services	21.0%	12.4%	15.3%
Blue Collar	12.8%	11.0%	13.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.5%	3.1%	2.9%
Installation/Maintenance/Repair	1.0%	1.4%	1.7%
Production	2.7%	2.8%	2.6%
Transportation/Material Moving	3.6%	3.6%	6.5%

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2010 Households by Type			
Total	1,576	11,207	25,852
Households with 1 Person	39.1%	31.5%	34.0%
Households with 2+ People	60.9%	68.5%	66.0%
Family Households	54.1%	62.8%	59.9%
Husband-wife Families	33.4%	46.8%	39.1%
With Related Children	13.6%	19.5%	16.2%
Other Family (No Spouse Present)	20.7%	16.0%	20.8%
Other Family with Male Householder	4.6%	3.3%	4.0%
With Related Children	2.7%	2.0%	2.2%
Other Family with Female Householder	16.1%	12.7%	16.8%
With Related Children	11.0%	8.5%	11.2%
Nonfamily Households	6.8%	5.7%	6.0%
All Households with Children	27.5%	30.2%	30.0%
Multigenerational Households	3.3%	2.9%	3.6%
Unmarried Partner Households	6.7%	5.1%	5.8%
Male-female	6.0%	4.4%	5.0%
Same-sex	0.8%	0.7%	0.8%
2010 Households by Size			
Total	1,577	11,207	25,853
1 Person Household	39.1%	31.5%	34.0%
2 Person Household	29.8%	34.6%	32.1%
3 Person Household	14.4%	15.1%	14.9%
4 Person Household	9.7%	11.4%	10.9%
5 Person Household	4.1%	4.8%	4.9%
6 Person Household	2.2%	1.8%	1.9%
7 + Person Household	0.8%	0.8%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	1,577	11,207	25,852
Owner Occupied	43.1%	64.1%	55.5%
Owned with a Mortgage/Loan	28.9%	46.3%	39.7%
Owned Free and Clear	14.2%	17.8%	15.8%
Renter Occupied	56.9%	35.9%	44.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	173	176	149
Percent of Income for Mortgage	12.7%	12.4%	14.6%
Wealth Index	44	94	85
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,751	12,363	29,514
Housing Units Inside Urbanized Area	100.0%	94.3%	91.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	5.7%	8.7%
2010 Population By Urban/ Rural Status			
Total Population	3,614	26,049	60,832
Population Inside Urbanized Area	100.0%	93.4%	89.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	6.6%	10.2%

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.	Front Porches (8E)	In Style (5B)	In Style (5B)
2.	Old and Newcomers (8F)	Golden Years (9B)	Modest Income Homes (12D)
3.	In Style (5B)	Old and Newcomers (8F)	City Commons (11E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,348,448	\$23,084,752	\$48,927,117
Average Spent	\$1,424.16	\$2,019.66	\$1,857.73
Spending Potential Index	67	95	88
Education: Total \$	\$1,930,417	\$18,992,287	\$39,105,905
Average Spent	\$1,170.66	\$1,661.62	\$1,484.83
Spending Potential Index	68	96	86
Entertainment/Recreation: Total \$	\$3,519,419	\$35,061,591	\$73,001,351
Average Spent	\$2,134.27	\$3,067.51	\$2,771.82
Spending Potential Index	66	95	86
Food at Home: Total \$	\$6,019,131	\$58,365,824	\$124,424,764
Average Spent	\$3,650.17	\$5,106.37	\$4,724.33
Spending Potential Index	67	94	87
Food Away from Home: Total \$	\$4,183,744	\$40,840,878	\$86,477,601
Average Spent	\$2,537.14	\$3,573.13	\$3,283.50
Spending Potential Index	67	94	87
Health Care: Total \$	\$6,788,565	\$67,928,459	\$143,163,145
Average Spent	\$4,116.78	\$5,943.00	\$5,435.82
Spending Potential Index	66	95	87
HH Furnishings & Equipment: Total \$	\$2,448,263	\$24,676,715	\$51,180,454
Average Spent	\$1,484.70	\$2,158.94	\$1,943.29
Spending Potential Index	66	96	86
Personal Care Products & Services: Total \$	\$996,647	\$9,864,348	\$20,819,137
Average Spent	\$604.39	\$863.02	\$790.49
Spending Potential Index	67	96	88
Shelter: Total \$	\$22,480,550	\$218,407,118	\$459,402,457
Average Spent	\$13,632.84	\$19,108.23	\$17,443.23
Spending Potential Index	68	95	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,602,304	\$26,508,898	\$53,827,970
Average Spent	\$1,578.11	\$2,319.24	\$2,043.82
Spending Potential Index	66	97	85
Travel: Total \$	\$2,719,763	\$27,864,726	\$56,675,422
Average Spent	\$1,649.34	\$2,437.86	\$2,151.93
Spending Potential Index	65	96	85
Vehicle Maintenance & Repairs: Total \$	\$1,232,782	\$12,055,185	\$25,560,379
Average Spent	\$747.59	\$1,054.70	\$970.51
Spending Potential Index	67	95	88

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.