



Market Profile

Sweetwater Square
 140 Merovan Dr, North Augusta, South Carolina, 29860
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 33.57361
 Longitude: -81.93668

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	11,817	32,351	162,138
2010 Total Population	14,909	37,910	168,926
2015 Total Population	15,275	38,577	174,291
2015 Group Quarters	183	272	3,414
2020 Total Population	15,684	39,522	180,344
2015-2020 Annual Rate	0.53%	0.49%	0.69%
Household Summary			
2000 Households	4,213	12,142	64,598
2000 Average Household Size	2.77	2.64	2.45
2010 Households	5,583	14,576	69,026
2010 Average Household Size	2.64	2.58	2.40
2015 Households	5,799	14,971	71,708
2015 Average Household Size	2.60	2.56	2.38
2020 Households	5,985	15,385	74,287
2020 Average Household Size	2.59	2.55	2.38
2015-2020 Annual Rate	0.63%	0.55%	0.71%
2010 Families	4,140	10,625	43,806
2010 Average Family Size	3.09	3.04	3.00
2015 Families	4,264	10,833	45,186
2015 Average Family Size	3.06	3.01	2.99
2020 Families	4,380	11,086	46,705
2020 Average Family Size	3.04	3.01	2.99
2015-2020 Annual Rate	0.54%	0.46%	0.66%
Housing Unit Summary			
2000 Housing Units	4,542	13,096	71,864
Owner Occupied Housing Units	78.4%	73.8%	57.1%
Renter Occupied Housing Units	14.4%	18.9%	32.8%
Vacant Housing Units	7.2%	7.3%	10.1%
2010 Housing Units	5,977	15,707	77,164
Owner Occupied Housing Units	76.3%	71.9%	55.5%
Renter Occupied Housing Units	17.1%	20.9%	33.9%
Vacant Housing Units	6.6%	7.2%	10.5%
2015 Housing Units	6,157	16,205	80,782
Owner Occupied Housing Units	74.9%	69.7%	52.8%
Renter Occupied Housing Units	19.3%	22.7%	36.0%
Vacant Housing Units	5.8%	7.6%	11.2%
2020 Housing Units	6,374	16,744	83,971
Owner Occupied Housing Units	74.4%	69.4%	52.8%
Renter Occupied Housing Units	19.5%	22.5%	35.7%
Vacant Housing Units	6.1%	8.1%	11.5%
Median Household Income			
2015	\$59,658	\$52,593	\$41,379
2020	\$67,388	\$58,641	\$49,020
Median Home Value			
2015	\$185,290	\$176,986	\$166,500
2020	\$225,346	\$215,396	\$202,694
Per Capita Income			
2015	\$26,686	\$25,401	\$25,340
2020	\$29,595	\$28,447	\$28,824
Median Age			
2010	38.2	38.2	37.6
2015	39.0	39.1	38.4
2020	40.4	40.3	39.6

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



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2015 Households by Income			
Household Income Base	5,799	14,971	71,708
<\$15,000	14.9%	14.5%	19.8%
\$15,000 - \$24,999	8.2%	10.2%	12.3%
\$25,000 - \$34,999	7.1%	9.6%	11.3%
\$35,000 - \$49,999	10.9%	13.0%	13.1%
\$50,000 - \$74,999	18.3%	18.4%	15.7%
\$75,000 - \$99,999	15.3%	13.3%	10.7%
\$100,000 - \$149,999	20.7%	15.9%	10.6%
\$150,000 - \$199,999	2.6%	3.2%	3.2%
\$200,000+	1.9%	1.9%	3.3%
Average Household Income	\$69,948	\$65,350	\$61,075
2020 Households by Income			
Household Income Base	5,985	15,385	74,287
<\$15,000	13.5%	13.2%	18.7%
\$15,000 - \$24,999	5.9%	7.4%	9.4%
\$25,000 - \$34,999	5.6%	7.8%	9.6%
\$35,000 - \$49,999	10.2%	12.8%	12.9%
\$50,000 - \$74,999	19.2%	19.8%	16.5%
\$75,000 - \$99,999	17.1%	15.5%	12.9%
\$100,000 - \$149,999	23.2%	17.1%	12.3%
\$150,000 - \$199,999	3.3%	4.2%	3.9%
\$200,000+	2.0%	2.1%	3.7%
Average Household Income	\$77,165	\$72,982	\$69,431
2015 Owner Occupied Housing Units by Value			
Total	4,612	11,294	42,617
<\$50,000	10.6%	9.6%	10.7%
\$50,000 - \$99,999	10.8%	12.2%	15.7%
\$100,000 - \$149,999	17.3%	18.4%	18.0%
\$150,000 - \$199,999	16.1%	18.2%	16.9%
\$200,000 - \$249,999	15.3%	14.0%	11.5%
\$250,000 - \$299,999	11.5%	10.0%	7.9%
\$300,000 - \$399,999	10.0%	9.3%	8.4%
\$400,000 - \$499,999	4.9%	4.4%	4.3%
\$500,000 - \$749,999	2.8%	2.8%	4.2%
\$750,000 - \$999,999	0.2%	0.5%	1.1%
\$1,000,000 +	0.6%	0.7%	1.3%
Average Home Value	\$210,098	\$207,970	\$214,635
2020 Owner Occupied Housing Units by Value			
Total	4,740	11,614	44,318
<\$50,000	6.7%	6.1%	7.8%
\$50,000 - \$99,999	6.9%	7.9%	11.1%
\$100,000 - \$149,999	11.5%	12.4%	13.4%
\$150,000 - \$199,999	14.8%	17.8%	16.8%
\$200,000 - \$249,999	19.8%	18.8%	15.2%
\$250,000 - \$299,999	15.8%	14.0%	10.7%
\$300,000 - \$399,999	13.4%	12.1%	10.0%
\$400,000 - \$499,999	6.2%	5.3%	4.9%
\$500,000 - \$749,999	3.4%	3.7%	5.6%
\$750,000 - \$999,999	0.4%	1.0%	2.3%
\$1,000,000 +	1.0%	1.0%	2.1%
Average Home Value	\$247,141	\$244,716	\$258,024

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.



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2010 Population by Age			
Total	14,907	37,907	168,925
0 - 4	6.6%	6.8%	6.7%
5 - 9	6.8%	6.8%	6.4%
10 - 14	7.3%	6.9%	6.1%
15 - 24	12.4%	12.7%	14.0%
25 - 34	12.7%	12.7%	13.7%
35 - 44	13.8%	13.1%	12.2%
45 - 54	15.6%	15.2%	14.5%
55 - 64	12.0%	12.3%	12.6%
65 - 74	7.1%	7.8%	7.5%
75 - 84	4.0%	4.2%	4.6%
85 +	1.7%	1.5%	1.7%
18 +	74.9%	75.1%	76.8%
2015 Population by Age			
Total	15,275	38,576	174,290
0 - 4	6.2%	6.4%	6.4%
5 - 9	6.7%	6.8%	6.4%
10 - 14	6.6%	6.7%	6.2%
15 - 24	11.8%	11.8%	12.6%
25 - 34	13.4%	13.1%	14.4%
35 - 44	13.0%	12.6%	11.9%
45 - 54	14.4%	13.9%	13.0%
55 - 64	13.3%	13.6%	13.5%
65 - 74	8.7%	9.1%	9.2%
75 - 84	4.1%	4.3%	4.6%
85 +	1.8%	1.7%	1.9%
18 +	76.7%	76.5%	77.7%
2020 Population by Age			
Total	15,686	39,522	180,344
0 - 4	5.9%	6.0%	6.2%
5 - 9	6.3%	6.5%	6.1%
10 - 14	7.0%	7.1%	6.3%
15 - 24	10.5%	10.7%	11.9%
25 - 34	12.1%	12.1%	13.4%
35 - 44	14.4%	13.8%	12.8%
45 - 54	12.9%	12.4%	11.9%
55 - 64	14.1%	14.0%	13.5%
65 - 74	10.1%	10.5%	10.7%
75 - 84	4.8%	5.2%	5.3%
85 +	2.0%	1.8%	2.0%
18 +	77.1%	76.6%	77.9%
2010 Population by Sex			
Males	7,195	18,281	81,157
Females	7,714	19,629	87,769
2015 Population by Sex			
Males	7,399	18,687	84,123
Females	7,877	19,889	90,168
2020 Population by Sex			
Males	7,622	19,223	87,296
Females	8,062	20,299	93,048

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



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2010 Population by Race/Ethnicity			
Total	14,909	37,910	168,925
White Alone	75.9%	73.2%	61.7%
Black Alone	19.6%	21.6%	31.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.9%	0.7%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.9%	2.5%	2.0%
Two or More Races	1.4%	1.7%	2.0%
Hispanic Origin	3.4%	4.1%	4.2%
Diversity Index	42.5	46.3	55.8
2015 Population by Race/Ethnicity			
Total	15,275	38,576	174,291
White Alone	74.9%	72.1%	60.5%
Black Alone	20.1%	22.0%	31.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	0.8%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	2.7%	2.3%
Two or More Races	1.6%	2.0%	2.4%
Hispanic Origin	3.7%	4.5%	4.9%
Diversity Index	44.2	48.0	57.6
2020 Population by Race/Ethnicity			
Total	15,684	39,521	180,344
White Alone	74.0%	71.2%	59.2%
Black Alone	20.5%	22.3%	32.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	0.9%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.9%	2.6%
Two or More Races	1.9%	2.3%	2.8%
Hispanic Origin	4.1%	5.0%	5.6%
Diversity Index	45.8	49.6	59.4
2010 Population by Relationship and Household Type			
Total	14,909	37,910	168,926
In Households	98.8%	99.3%	98.0%
In Family Households	87.4%	87.0%	79.9%
Householder	27.9%	28.0%	26.0%
Spouse	21.1%	20.7%	17.3%
Child	33.1%	33.0%	30.7%
Other relative	3.7%	3.4%	3.8%
Nonrelative	1.6%	1.9%	2.1%
In Nonfamily Households	11.3%	12.2%	18.1%
In Group Quarters	1.2%	0.7%	2.0%
Institutionalized Population	1.1%	0.6%	1.0%
Noninstitutionalized Population	0.1%	0.1%	1.0%

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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2015 Population 25+ by Educational Attainment			
Total	10,483	26,387	119,413
Less than 9th Grade	6.1%	4.9%	5.0%
9th - 12th Grade, No Diploma	7.0%	6.6%	8.6%
High School Graduate	23.5%	25.1%	23.1%
GED/Alternative Credential	4.7%	4.6%	5.1%
Some College, No Degree	22.8%	23.4%	20.8%
Associate Degree	8.3%	8.7%	8.1%
Bachelor's Degree	18.4%	17.2%	17.3%
Graduate/Professional Degree	9.2%	9.7%	11.9%
2015 Population 15+ by Marital Status			
Total	12,281	30,922	141,325
Never Married	29.8%	29.3%	34.8%
Married	52.3%	51.3%	45.2%
Widowed	7.1%	7.0%	6.6%
Divorced	10.9%	12.4%	13.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	93.6%	90.7%
Civilian Unemployed	5.6%	6.4%	9.3%
2015 Employed Population 16+ by Industry			
Total	6,750	16,581	71,414
Agriculture/Mining	0.3%	0.4%	0.5%
Construction	5.1%	5.5%	5.4%
Manufacturing	13.6%	13.6%	11.5%
Wholesale Trade	1.3%	1.9%	1.8%
Retail Trade	10.7%	9.6%	11.7%
Transportation/Utilities	6.3%	6.7%	5.1%
Information	0.2%	1.0%	1.8%
Finance/Insurance/Real Estate	5.6%	4.9%	4.9%
Services	51.9%	51.1%	52.4%
Public Administration	5.0%	5.4%	4.9%
2015 Employed Population 16+ by Occupation			
Total	6,751	16,579	71,415
White Collar	62.7%	61.0%	59.6%
Management/Business/Financial	12.7%	12.0%	11.3%
Professional	25.9%	24.6%	24.9%
Sales	9.2%	10.3%	11.1%
Administrative Support	14.9%	14.1%	12.3%
Services	12.3%	14.8%	18.9%
Blue Collar	25.1%	24.2%	21.4%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	4.1%	4.8%	4.6%
Installation/Maintenance/Repair	6.1%	5.3%	3.9%
Production	8.3%	8.4%	6.9%
Transportation/Material Moving	6.3%	5.5%	5.8%

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



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2010 Households by Type			
Total	5,583	14,576	69,025
Households with 1 Person	22.2%	23.1%	30.5%
Households with 2+ People	77.8%	76.9%	69.5%
Family Households	74.2%	72.9%	63.5%
Husband-wife Families	56.3%	53.9%	42.3%
With Related Children	25.7%	23.6%	17.4%
Other Family (No Spouse Present)	17.9%	19.0%	21.2%
Other Family with Male Householder	4.0%	4.4%	4.5%
With Related Children	2.3%	2.6%	2.4%
Other Family with Female Householder	13.9%	14.6%	16.7%
With Related Children	9.0%	9.7%	11.0%
Nonfamily Households	3.6%	4.0%	6.1%
All Households with Children	37.3%	36.3%	31.1%
Multigenerational Households	4.9%	4.6%	4.1%
Unmarried Partner Households	4.9%	5.1%	5.9%
Male-female	4.1%	4.4%	5.2%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	5,583	14,575	69,027
1 Person Household	22.2%	23.1%	30.5%
2 Person Household	34.2%	34.6%	33.2%
3 Person Household	18.2%	18.3%	16.4%
4 Person Household	15.3%	14.2%	11.5%
5 Person Household	6.6%	6.5%	5.3%
6 Person Household	2.2%	2.1%	1.9%
7 + Person Household	1.3%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	5,583	14,576	69,026
Owner Occupied	81.6%	77.5%	62.1%
Owned with a Mortgage/Loan	57.6%	53.5%	41.0%
Owned Free and Clear	24.0%	23.9%	21.1%
Renter Occupied	18.4%	22.5%	37.9%

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.	Soccer Moms (4A)	Soccer Moms (4A)	Modest Income Homes
2.	Rural Bypasses (10E)	Midlife Constants (5E)	Comfortable Empty Nesters
3.	Down the Road (10D)	Comfortable Empty Nesters	Rural Bypasses (10E)
2015 Consumer Spending			
Apparel & Services: Total \$	\$12,438,297	\$29,784,866	\$136,513,196
Average Spent	\$2,144.90	\$1,989.50	\$1,903.74
Spending Potential Index	93	86	82
Computers & Accessories: Total \$	\$1,365,695	\$3,303,799	\$15,118,005
Average Spent	\$235.51	\$220.68	\$210.83
Spending Potential Index	90	85	81
Education: Total \$	\$7,256,477	\$17,966,998	\$84,697,169
Average Spent	\$1,251.33	\$1,200.12	\$1,181.14
Spending Potential Index	82	79	78
Entertainment/Recreation: Total \$	\$18,382,786	\$44,065,838	\$194,082,122
Average Spent	\$3,169.99	\$2,943.41	\$2,706.56
Spending Potential Index	96	89	82
Food at Home: Total \$	\$28,829,388	\$69,331,545	\$313,438,317
Average Spent	\$4,971.44	\$4,631.06	\$4,371.04
Spending Potential Index	95	89	84
Food Away from Home: Total \$	\$17,761,907	\$42,660,950	\$192,515,809
Average Spent	\$3,062.93	\$2,849.57	\$2,684.72
Spending Potential Index	93	87	82
Health Care: Total \$	\$27,241,191	\$66,021,833	\$284,315,417
Average Spent	\$4,697.57	\$4,409.98	\$3,964.91
Spending Potential Index	99	93	84
HH Furnishings & Equipment: Total \$	\$10,251,714	\$24,566,563	\$108,811,382
Average Spent	\$1,767.84	\$1,640.94	\$1,517.42
Spending Potential Index	96	89	82
Investments: Total \$	\$14,188,138	\$32,451,573	\$137,170,562
Average Spent	\$2,446.65	\$2,167.63	\$1,912.90
Spending Potential Index	89	79	69
Retail Goods: Total \$	\$144,337,218	\$345,408,779	\$1,522,554,253
Average Spent	\$24,890.02	\$23,071.86	\$21,232.70
Spending Potential Index	98	90	83
Shelter: Total \$	\$82,923,730	\$203,201,428	\$947,903,353
Average Spent	\$14,299.66	\$13,573.00	\$13,218.93
Spending Potential Index	87	83	80
TV/Video/Audio: Total \$	\$7,233,250	\$17,489,355	\$79,896,969
Average Spent	\$1,247.33	\$1,168.22	\$1,114.20
Spending Potential Index	95	89	85
Travel: Total \$	\$10,386,368	\$25,087,836	\$109,355,120
Average Spent	\$1,791.06	\$1,675.76	\$1,525.01
Spending Potential Index	92	86	78
Vehicle Maintenance & Repairs: Total \$	\$6,112,169	\$14,747,137	\$65,696,956
Average Spent	\$1,054.00	\$985.05	\$916.17
Spending Potential Index	94	88	82

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.