

Market Profile

South Park S/C
206 E McIntyre St, Mullins, South Carolina, 29574
Rings: 1, 3, 5 mile radii

Prepared by Young's Research

Latitude: 34.20081
Longitude: -79.24944

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,084	8,874	12,051
2010 Total Population	3,768	8,164	11,118
2017 Total Population	3,694	8,011	10,991
2017 Group Quarters	65	92	121
2022 Total Population	3,609	7,837	10,781
2017-2022 Annual Rate	-0.46%	-0.44%	-0.39%
2017 Total Daytime Population	4,254	7,533	10,750
Workers	1,754	2,324	3,837
Residents	2,500	5,209	6,913
Household Summary			
2000 Households	1,599	3,453	4,601
2000 Average Household Size	2.50	2.54	2.59
2010 Households	1,500	3,289	4,400
2010 Average Household Size	2.47	2.45	2.50
2017 Households	1,468	3,223	4,341
2017 Average Household Size	2.47	2.46	2.50
2022 Households	1,434	3,150	4,256
2022 Average Household Size	2.47	2.46	2.50
2017-2022 Annual Rate	-0.47%	-0.46%	-0.39%
2010 Families	994	2,164	2,925
2010 Average Family Size	3.06	3.06	3.10
2017 Families	958	2,091	2,847
2017 Average Family Size	3.09	3.09	3.13
2022 Families	930	2,032	2,776
2022 Average Family Size	3.10	3.10	3.14
2017-2022 Annual Rate	-0.59%	-0.57%	-0.50%
Housing Unit Summary			
2000 Housing Units	1,878	3,915	5,260
Owner Occupied Housing Units	55.5%	61.6%	63.2%
Renter Occupied Housing Units	29.6%	26.6%	24.3%
Vacant Housing Units	14.9%	11.8%	12.5%
2010 Housing Units	1,776	3,765	5,088
Owner Occupied Housing Units	50.6%	56.1%	58.1%
Renter Occupied Housing Units	33.9%	31.2%	28.4%
Vacant Housing Units	15.5%	12.6%	13.5%
2017 Housing Units	1,755	3,734	5,084
Owner Occupied Housing Units	49.4%	54.8%	56.7%
Renter Occupied Housing Units	34.2%	31.5%	28.7%
Vacant Housing Units	16.4%	13.7%	14.6%
2022 Housing Units	1,755	3,734	5,086
Owner Occupied Housing Units	48.0%	53.5%	55.5%
Renter Occupied Housing Units	33.6%	30.9%	28.2%
Vacant Housing Units	18.3%	15.6%	16.3%
Median Household Income			
2017	\$24,511	\$28,376	\$29,749
2022	\$27,864	\$31,612	\$32,963
Median Home Value			
2017	\$90,016	\$90,602	\$89,590
2022	\$90,653	\$90,985	\$90,153
Per Capita Income			
2017	\$14,436	\$16,486	\$17,140
2022	\$16,175	\$18,375	\$19,097
Median Age			
2010	39.1	41.6	41.9
2017	40.3	42.9	43.3
2022	41.3	44.1	44.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	1,468	3,223	4,341
<\$15,000	33.2%	27.9%	26.0%
\$15,000 - \$24,999	17.4%	16.0%	15.5%
\$25,000 - \$34,999	13.6%	14.7%	15.2%
\$35,000 - \$49,999	12.1%	14.4%	14.7%
\$50,000 - \$74,999	12.5%	13.9%	14.3%
\$75,000 - \$99,999	4.8%	5.4%	5.8%
\$100,000 - \$149,999	5.4%	6.2%	6.7%
\$150,000 - \$199,999	0.6%	0.8%	0.9%
\$200,000+	0.5%	0.7%	0.8%
Average Household Income	\$36,573	\$40,600	\$42,354
2022 Households by Income			
Household Income Base	1,434	3,150	4,256
<\$15,000	29.1%	24.2%	22.4%
\$15,000 - \$24,999	15.3%	13.7%	13.3%
\$25,000 - \$34,999	15.6%	16.5%	17.0%
\$35,000 - \$49,999	13.9%	16.0%	16.2%
\$50,000 - \$74,999	14.2%	15.5%	15.9%
\$75,000 - \$99,999	5.2%	5.9%	6.3%
\$100,000 - \$149,999	5.6%	6.5%	7.1%
\$150,000 - \$199,999	0.6%	0.8%	1.0%
\$200,000+	0.6%	0.8%	0.8%
Average Household Income	\$41,043	\$45,344	\$47,251
2017 Owner Occupied Housing Units by Value			
Total	867	2,047	2,884
<\$50,000	21.1%	23.0%	23.9%
\$50,000 - \$99,999	36.1%	33.3%	33.0%
\$100,000 - \$149,999	17.4%	16.7%	16.0%
\$150,000 - \$199,999	10.1%	10.9%	11.8%
\$200,000 - \$249,999	5.2%	5.4%	5.0%
\$250,000 - \$299,999	5.9%	6.4%	5.8%
\$300,000 - \$399,999	2.2%	2.2%	2.6%
\$400,000 - \$499,999	0.5%	0.9%	0.9%
\$500,000 - \$749,999	1.2%	0.9%	0.7%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 +	0.3%	0.3%	0.4%
Average Home Value	\$121,021	\$121,985	\$121,307
2022 Owner Occupied Housing Units by Value			
Total	843	1,996	2,824
<\$50,000	17.4%	19.4%	20.3%
\$50,000 - \$99,999	40.0%	37.4%	37.0%
\$100,000 - \$149,999	20.4%	19.8%	19.0%
\$150,000 - \$199,999	8.2%	8.7%	9.6%
\$200,000 - \$249,999	3.2%	3.4%	3.1%
\$250,000 - \$299,999	7.0%	7.5%	6.8%
\$300,000 - \$399,999	2.4%	2.4%	2.8%
\$400,000 - \$499,999	0.1%	0.4%	0.4%
\$500,000 - \$749,999	0.8%	0.7%	0.6%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 +	0.4%	0.5%	0.5%
Average Home Value	\$119,240	\$121,044	\$120,356

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	3,765	8,164	11,120
0 - 4	7.6%	6.7%	6.6%
5 - 9	6.7%	6.3%	6.2%
10 - 14	7.3%	6.7%	6.5%
15 - 24	12.7%	12.3%	12.5%
25 - 34	11.2%	11.0%	10.9%
35 - 44	10.2%	10.7%	11.0%
45 - 54	14.5%	14.5%	14.6%
55 - 64	13.2%	14.8%	15.3%
65 - 74	9.0%	9.7%	9.7%
75 - 84	5.3%	5.3%	5.1%
85 +	2.2%	1.9%	1.8%
18 +	74.2%	76.1%	76.6%
2017 Population by Age			
Total	3,694	8,011	10,992
0 - 4	7.0%	6.2%	6.1%
5 - 9	6.7%	6.2%	6.1%
10 - 14	6.5%	6.1%	6.0%
15 - 24	11.8%	11.0%	10.8%
25 - 34	12.2%	12.2%	12.3%
35 - 44	10.0%	10.3%	10.4%
45 - 54	12.0%	12.4%	12.5%
55 - 64	14.1%	14.9%	15.1%
65 - 74	11.3%	12.6%	12.8%
75 - 84	5.8%	5.9%	5.8%
85 +	2.7%	2.3%	2.1%
18 +	76.1%	78.1%	78.4%
2022 Population by Age			
Total	3,610	7,836	10,782
0 - 4	7.0%	6.1%	5.9%
5 - 9	6.4%	5.9%	5.8%
10 - 14	6.6%	6.2%	6.2%
15 - 24	11.1%	10.5%	10.2%
25 - 34	11.8%	11.3%	11.3%
35 - 44	10.7%	11.0%	11.0%
45 - 54	11.1%	11.2%	11.3%
55 - 64	13.2%	14.2%	14.4%
65 - 74	12.6%	14.0%	14.3%
75 - 84	6.9%	7.2%	7.1%
85 +	2.7%	2.5%	2.3%
18 +	76.4%	78.3%	78.5%
2010 Population by Sex			
Males	1,631	3,617	4,979
Females	2,137	4,547	6,139
2017 Population by Sex			
Males	1,605	3,578	4,951
Females	2,089	4,434	6,040
2022 Population by Sex			
Males	1,571	3,514	4,871
Females	2,038	4,323	5,910

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	3,769	8,164	11,118
White Alone	36.6%	42.2%	45.8%
Black Alone	59.8%	54.4%	50.8%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	0.9%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	0.7%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	1.7%	1.8%	1.9%
Diversity Index	52.5	54.3	54.8
2017 Population by Race/Ethnicity			
Total	3,694	8,012	10,990
White Alone	36.3%	41.8%	45.5%
Black Alone	59.5%	54.2%	50.7%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	1.0%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.8%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	2.0%	2.1%	2.2%
Diversity Index	53.3	55.0	55.6
2022 Population by Race/Ethnicity			
Total	3,610	7,836	10,782
White Alone	36.0%	41.5%	45.1%
Black Alone	59.2%	54.0%	50.4%
American Indian Alone	1.3%	1.3%	1.3%
Asian Alone	1.1%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	0.9%
Two or More Races	1.4%	1.5%	1.4%
Hispanic Origin	2.3%	2.3%	2.4%
Diversity Index	54.1	55.8	56.3
2010 Population by Relationship and Household Type			
Total	3,768	8,164	11,118
In Households	98.3%	98.9%	98.9%
In Family Households	83.0%	83.3%	83.7%
Householder	25.8%	26.5%	26.6%
Spouse	12.3%	14.0%	14.8%
Child	36.8%	34.9%	34.5%
Other relative	5.8%	5.8%	5.7%
Nonrelative	2.2%	2.1%	2.1%
In Nonfamily Households	15.3%	15.6%	15.2%
In Group Quarters	1.7%	1.1%	1.1%
Institutionalized Population	1.7%	1.1%	1.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment			
Total	2,514	5,648	7,804
Less than 9th Grade	5.9%	5.8%	5.5%
9th - 12th Grade, No Diploma	12.4%	14.0%	13.5%
High School Graduate	31.1%	33.5%	33.9%
GED/Alternative Credential	5.3%	4.8%	4.6%
Some College, No Degree	19.7%	18.9%	18.7%
Associate Degree	3.9%	4.4%	4.9%
Bachelor's Degree	18.1%	14.6%	14.4%
Graduate/Professional Degree	3.7%	3.9%	4.5%
2017 Population 15+ by Marital Status			
Total	2,949	6,532	8,987
Never Married	41.2%	34.3%	32.9%
Married	33.4%	41.5%	42.8%
Widowed	10.3%	10.7%	10.4%
Divorced	15.1%	13.4%	13.9%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	89.8%	92.2%	93.3%
Civilian Unemployed (Unemployment Rate)	10.1%	7.8%	6.7%
2017 Employed Population 16+ by Industry			
Total	1,204	2,838	4,119
Agriculture/Mining	0.5%	1.6%	2.5%
Construction	2.4%	2.4%	2.6%
Manufacturing	16.1%	20.6%	21.1%
Wholesale Trade	0.5%	0.5%	0.5%
Retail Trade	19.7%	16.3%	15.5%
Transportation/Utilities	0.9%	1.7%	1.5%
Information	0.7%	0.7%	0.7%
Finance/Insurance/Real Estate	8.1%	7.4%	6.9%
Services	50.1%	47.0%	46.1%
Public Administration	1.1%	1.8%	2.4%
2017 Employed Population 16+ by Occupation			
Total	1,204	2,841	4,117
White Collar	46.2%	46.8%	49.1%
Management/Business/Financial	7.6%	9.8%	10.9%
Professional	15.9%	16.9%	18.2%
Sales	10.4%	9.5%	10.3%
Administrative Support	12.3%	10.6%	9.8%
Services	24.3%	21.5%	19.6%
Blue Collar	29.5%	31.8%	31.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.9%	3.1%	3.6%
Installation/Maintenance/Repair	7.1%	6.0%	5.5%
Production	13.0%	16.7%	16.7%
Transportation/Material Moving	6.5%	6.0%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	3,768	8,164	11,118
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	78.1%	61.1%	49.7%
Rural Population	21.9%	38.9%	50.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,501	3,289	4,399
Households with 1 Person	29.9%	30.6%	30.0%
Households with 2+ People	70.1%	69.4%	70.0%
Family Households	66.2%	65.8%	66.5%
Husband-wife Families	31.9%	34.9%	36.8%
With Related Children	12.1%	13.0%	13.8%
Other Family (No Spouse Present)	34.3%	30.9%	29.7%
Other Family with Male Householder	4.7%	5.1%	5.3%
With Related Children	2.0%	2.2%	2.4%
Other Family with Female Householder	29.6%	25.8%	24.4%
With Related Children	19.0%	15.8%	14.9%
Nonfamily Households	3.9%	3.6%	3.5%
All Households with Children	33.6%	31.3%	31.5%
Multigenerational Households	7.8%	7.4%	7.5%
Unmarried Partner Households	6.3%	5.7%	5.6%
Male-female	5.5%	5.0%	4.8%
Same-sex	0.9%	0.8%	0.8%
2010 Households by Size			
Total	1,501	3,287	4,401
1 Person Household	29.9%	30.7%	30.0%
2 Person Household	30.3%	31.5%	31.9%
3 Person Household	17.4%	16.6%	16.5%
4 Person Household	11.5%	11.3%	11.6%
5 Person Household	6.6%	5.9%	5.8%
6 Person Household	2.1%	2.2%	2.2%
7 + Person Household	2.2%	1.9%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	1,500	3,289	4,400
Owner Occupied	59.9%	64.3%	67.2%
Owned with a Mortgage/Loan	28.5%	30.7%	32.5%
Owned Free and Clear	31.4%	33.5%	34.6%
Renter Occupied	40.1%	35.7%	32.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,776	3,765	5,088
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	77.2%	62.0%	51.2%
Rural Housing Units	22.8%	38.0%	48.8%

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.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Modest Income Homes	Modest Income Homes	Southern Satellites (10A)
3.	City Commons (11E)	Midlife Constants (5E)	Modest Income Homes
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,413,495	\$3,415,036	\$4,796,483
Average Spent	\$962.87	\$1,059.58	\$1,104.93
Spending Potential Index	45	49	51
Education: Total \$	\$836,889	\$1,763,844	\$2,424,219
Average Spent	\$570.09	\$547.27	\$558.45
Spending Potential Index	39	38	38
Entertainment/Recreation: Total \$	\$2,161,481	\$5,412,932	\$7,621,822
Average Spent	\$1,472.40	\$1,679.47	\$1,755.78
Spending Potential Index	47	54	56
Food at Home: Total \$	\$3,669,081	\$9,190,388	\$12,912,955
Average Spent	\$2,499.37	\$2,851.50	\$2,974.65
Spending Potential Index	50	57	59
Food Away from Home: Total \$	\$2,250,399	\$5,488,999	\$7,716,002
Average Spent	\$1,532.97	\$1,703.07	\$1,777.47
Spending Potential Index	46	51	53
Health Care: Total \$	\$4,091,876	\$10,536,051	\$14,894,942
Average Spent	\$2,787.38	\$3,269.02	\$3,431.22
Spending Potential Index	50	58	61
HH Furnishings & Equipment: Total \$	\$1,321,557	\$3,264,785	\$4,594,035
Average Spent	\$900.24	\$1,012.96	\$1,058.29
Spending Potential Index	46	52	54
Personal Care Products & Services: Total \$	\$523,520	\$1,266,819	\$1,778,361
Average Spent	\$356.62	\$393.06	\$409.67
Spending Potential Index	45	49	51
Shelter: Total \$	\$10,490,300	\$24,334,669	\$33,896,689
Average Spent	\$7,145.98	\$7,550.32	\$7,808.50
Spending Potential Index	44	47	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,626,145	\$4,061,405	\$5,730,528
Average Spent	\$1,107.73	\$1,260.13	\$1,320.09
Spending Potential Index	47	54	56
Travel: Total \$	\$1,239,049	\$2,956,402	\$4,149,443
Average Spent	\$844.04	\$917.28	\$955.87
Spending Potential Index	41	44	46
Vehicle Maintenance & Repairs: Total \$	\$767,747	\$1,935,523	\$2,726,017
Average Spent	\$522.99	\$600.53	\$627.97
Spending Potential Index	49	56	59

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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