



Market Profile

2832 Geer Hwy, Marietta, South Carolina, 29661
Rings: 1, 2, 3 mile radii

For Reference Use Only

Latitude: 35.02090
Longitude: -82.50177

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	1,816	3,787	6,062
2010 Total Population	1,782	3,739	6,078
2016 Total Population	1,785	3,797	6,251
2016 Group Quarters	40	72	101
2021 Total Population	1,821	3,916	6,503
2016-2021 Annual Rate	0.40%	0.62%	0.79%
2016 Total Daytime Population	1,421	3,013	4,959
Workers	507	955	1,487
Residents	914	2,058	3,472
Household Summary			
2000 Households	691	1,456	2,292
2000 Average Household Size	2.57	2.55	2.60
2010 Households	665	1,420	2,286
2010 Average Household Size	2.62	2.58	2.61
2016 Households	657	1,423	2,319
2016 Average Household Size	2.66	2.62	2.65
2021 Households	667	1,460	2,401
2021 Average Household Size	2.67	2.63	2.67
2016-2021 Annual Rate	0.30%	0.51%	0.70%
2010 Families	475	1,025	1,667
2010 Average Family Size	3.06	3.01	3.04
2016 Families	464	1,015	1,673
2016 Average Family Size	3.11	3.07	3.10
2021 Families	468	1,036	1,722
2021 Average Family Size	3.15	3.09	3.13
2016-2021 Annual Rate	0.17%	0.41%	0.58%
Housing Unit Summary			
2000 Housing Units	732	1,616	2,525
Owner Occupied Housing Units	70.6%	69.9%	72.2%
Renter Occupied Housing Units	23.6%	20.2%	18.5%
Vacant Housing Units	5.7%	9.9%	9.2%
2010 Housing Units	740	1,646	2,614
Owner Occupied Housing Units	63.6%	63.7%	66.7%
Renter Occupied Housing Units	26.2%	22.5%	20.8%
Vacant Housing Units	10.1%	13.7%	12.5%
2016 Housing Units	743	1,671	2,678
Owner Occupied Housing Units	60.4%	61.2%	64.4%
Renter Occupied Housing Units	28.0%	24.0%	22.2%
Vacant Housing Units	11.6%	14.8%	13.4%
2021 Housing Units	755	1,715	2,772
Owner Occupied Housing Units	60.3%	61.1%	64.4%
Renter Occupied Housing Units	28.1%	24.1%	22.3%
Vacant Housing Units	11.7%	14.9%	13.4%
Median Household Income			
2016	\$40,255	\$39,558	\$38,948
2021	\$40,692	\$39,370	\$38,643
Median Home Value			
2016	\$73,259	\$79,618	\$87,345
2021	\$79,265	\$86,217	\$95,513
Per Capita Income			
2016	\$18,879	\$18,537	\$18,359
2021	\$19,504	\$19,221	\$19,202
Median Age			
2010	38.2	38.7	38.9
2016	39.2	39.9	40.3
2021	40.9	41.5	41.8

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	657	1,423	2,319
<\$15,000	18.7%	18.6%	19.1%
\$15,000 - \$24,999	12.0%	12.4%	12.5%
\$25,000 - \$34,999	11.1%	11.5%	11.9%
\$35,000 - \$49,999	18.6%	19.1%	19.1%
\$50,000 - \$74,999	23.6%	23.0%	22.0%
\$75,000 - \$99,999	7.6%	7.7%	7.8%
\$100,000 - \$149,999	5.9%	5.3%	5.3%
\$150,000 - \$199,999	1.1%	1.2%	1.3%
\$200,000+	1.4%	1.1%	1.1%
Average Household Income	\$49,675	\$48,716	\$48,500
2021 Households by Income			
Household Income Base	667	1,460	2,401
<\$15,000	19.2%	19.3%	19.9%
\$15,000 - \$24,999	14.7%	15.3%	15.2%
\$25,000 - \$34,999	9.4%	9.9%	10.4%
\$35,000 - \$49,999	14.7%	15.0%	14.7%
\$50,000 - \$74,999	25.0%	23.4%	21.9%
\$75,000 - \$99,999	7.9%	8.3%	8.7%
\$100,000 - \$149,999	6.1%	5.9%	6.3%
\$150,000 - \$199,999	1.5%	1.6%	1.7%
\$200,000+	1.5%	1.2%	1.2%
Average Household Income	\$51,689	\$50,907	\$51,101
2016 Owner Occupied Housing Units by Value			
Total	449	1,022	1,724
<\$50,000	33.6%	31.8%	29.0%
\$50,000 - \$99,999	35.2%	30.7%	28.1%
\$100,000 - \$149,999	11.4%	15.0%	17.6%
\$150,000 - \$199,999	12.5%	13.1%	13.3%
\$200,000 - \$249,999	3.6%	4.8%	5.8%
\$250,000 - \$299,999	0.9%	1.3%	2.0%
\$300,000 - \$399,999	2.7%	3.1%	3.2%
\$400,000 - \$499,999	0.0%	0.0%	0.1%
\$500,000 - \$749,999	0.2%	0.2%	0.6%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$92,038	\$99,119	\$110,055
2021 Owner Occupied Housing Units by Value			
Total	455	1,048	1,784
<\$50,000	28.1%	26.4%	24.2%
\$50,000 - \$99,999	37.4%	32.5%	28.4%
\$100,000 - \$149,999	8.1%	8.1%	9.7%
\$150,000 - \$199,999	12.5%	12.3%	11.9%
\$200,000 - \$249,999	6.4%	10.8%	13.1%
\$250,000 - \$299,999	2.4%	3.6%	5.2%
\$300,000 - \$399,999	4.8%	5.6%	5.7%
\$400,000 - \$499,999	0.0%	0.0%	0.3%
\$500,000 - \$749,999	0.2%	0.6%	1.3%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$106,429	\$120,205	\$136,835

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	1,782	3,741	6,076
0 - 4	7.0%	6.8%	6.7%
5 - 9	6.5%	6.4%	6.3%
10 - 14	6.8%	6.6%	6.6%
15 - 24	12.5%	12.5%	12.6%
25 - 34	12.9%	12.8%	12.6%
35 - 44	13.6%	13.4%	13.3%
45 - 54	14.4%	14.7%	14.9%
55 - 64	12.0%	12.7%	13.3%
65 - 74	8.0%	8.2%	8.2%
75 - 84	4.2%	4.2%	4.0%
85 +	2.0%	1.8%	1.6%
18 +	75.0%	75.5%	75.9%
2016 Population by Age			
Total	1,784	3,796	6,248
0 - 4	6.5%	6.4%	6.2%
5 - 9	6.8%	6.4%	6.2%
10 - 14	6.4%	6.2%	6.1%
15 - 24	12.3%	12.0%	12.0%
25 - 34	12.6%	12.6%	12.7%
35 - 44	13.2%	13.0%	12.9%
45 - 54	14.0%	13.9%	13.8%
55 - 64	12.6%	13.4%	13.9%
65 - 74	9.4%	9.9%	10.2%
75 - 84	4.5%	4.6%	4.4%
85 +	1.8%	1.7%	1.5%
18 +	76.1%	76.9%	77.5%
2021 Population by Age			
Total	1,822	3,916	6,504
0 - 4	6.1%	6.1%	5.9%
5 - 9	6.4%	6.3%	6.3%
10 - 14	7.0%	6.7%	6.5%
15 - 24	12.1%	11.6%	11.4%
25 - 34	11.1%	11.1%	11.1%
35 - 44	12.7%	12.8%	12.9%
45 - 54	13.3%	13.0%	13.0%
55 - 64	13.6%	14.1%	14.3%
65 - 74	10.5%	11.2%	11.6%
75 - 84	5.3%	5.4%	5.4%
85 +	1.9%	1.8%	1.6%
18 +	76.1%	76.8%	77.3%
2010 Population by Sex			
Males	902	1,897	3,082
Females	880	1,842	2,996
2016 Population by Sex			
Males	911	1,940	3,186
Females	873	1,858	3,064
2021 Population by Sex			
Males	936	2,013	3,334
Females	885	1,903	3,169

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,782	3,738	6,079
White Alone	87.8%	89.3%	90.3%
Black Alone	2.8%	3.3%	3.9%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	5.3%	3.8%
Two or More Races	1.3%	1.4%	1.5%
Hispanic Origin	9.3%	7.1%	5.3%
Diversity Index	35.8	30.6	26.6
2016 Population by Race/Ethnicity			
Total	1,785	3,796	6,250
White Alone	86.3%	88.1%	89.3%
Black Alone	2.9%	3.3%	3.9%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.5%	6.1%	4.4%
Two or More Races	1.7%	1.8%	1.8%
Hispanic Origin	10.8%	8.1%	6.1%
Diversity Index	39.8	33.8	29.3
2021 Population by Race/Ethnicity			
Total	1,821	3,916	6,503
White Alone	84.8%	87.0%	88.4%
Black Alone	2.9%	3.3%	3.9%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.5%	6.8%	4.8%
Two or More Races	2.0%	2.1%	2.2%
Hispanic Origin	12.2%	9.1%	6.9%
Diversity Index	43.4	36.8	31.7
2010 Population by Relationship and Household Type			
Total	1,782	3,739	6,078
In Households	97.8%	98.0%	98.3%
In Family Households	84.6%	85.3%	86.0%
Householder	26.7%	27.1%	27.4%
Spouse	19.3%	20.0%	20.5%
Child	30.6%	31.1%	31.6%
Other relative	4.8%	4.3%	3.9%
Nonrelative	3.1%	2.9%	2.7%
In Nonfamily Households	13.2%	12.8%	12.3%
In Group Quarters	2.2%	2.0%	1.7%
Institutionalized Population	2.0%	1.7%	1.2%
Noninstitutionalized Population	0.3%	0.3%	0.5%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	1,215	2,619	4,338
Less than 9th Grade	28.3%	23.0%	17.7%
9th - 12th Grade, No Diploma	13.0%	14.3%	14.8%
High School Graduate	17.2%	18.9%	20.9%
GED/Alternative Credential	5.8%	6.6%	7.0%
Some College, No Degree	18.6%	18.7%	19.4%
Associate Degree	7.7%	7.9%	8.3%
Bachelor's Degree	6.5%	6.9%	7.4%
Graduate/Professional Degree	2.9%	3.6%	4.4%
2016 Population 15+ by Marital Status			
Total	1,433	3,074	5,088
Never Married	25.8%	25.8%	26.0%
Married	50.2%	52.0%	53.3%
Widowed	8.2%	7.6%	7.3%
Divorced	15.8%	14.6%	13.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	94.3%	94.0%
Civilian Unemployed	4.8%	5.7%	6.0%
2016 Employed Population 16+ by Industry			
Total	883	1,773	2,828
Agriculture/Mining	3.5%	2.5%	2.1%
Construction	35.1%	30.9%	24.8%
Manufacturing	18.6%	17.7%	17.1%
Wholesale Trade	1.8%	2.2%	2.8%
Retail Trade	10.0%	9.6%	10.7%
Transportation/Utilities	1.6%	1.7%	1.8%
Information	0.6%	0.7%	1.2%
Finance/Insurance/Real Estate	3.6%	3.7%	3.5%
Services	24.7%	30.0%	34.5%
Public Administration	0.5%	1.0%	1.3%
2016 Employed Population 16+ by Occupation			
Total	883	1,772	2,828
White Collar	31.0%	35.5%	40.2%
Management/Business/Financial	3.1%	4.2%	6.0%
Professional	11.9%	14.0%	15.2%
Sales	12.3%	11.4%	11.2%
Administrative Support	3.7%	5.9%	7.9%
Services	6.7%	9.9%	12.9%
Blue Collar	62.3%	54.5%	46.8%
Farming/Forestry/Fishing	6.7%	4.6%	3.4%
Construction/Extraction	34.5%	29.2%	22.5%
Installation/Maintenance/Repair	3.1%	2.8%	3.0%
Production	13.0%	12.8%	12.6%
Transportation/Material Moving	5.0%	5.1%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	1,782	3,739	6,078
Population Inside Urbanized Area	58.1%	45.8%	37.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	41.9%	54.2%	62.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	666	1,421	2,285
Households with 1 Person	23.4%	23.0%	22.5%
Households with 2+ People	76.6%	77.0%	77.5%
Family Households	71.3%	72.1%	73.0%
Husband-wife Families	51.7%	53.3%	54.7%
With Related Children	22.1%	22.2%	22.6%
Other Family (No Spouse Present)	19.5%	18.7%	18.2%
Other Family with Male Householder	7.2%	6.8%	6.5%
With Related Children	3.9%	3.9%	3.8%
Other Family with Female Householder	12.5%	11.9%	11.8%
With Related Children	8.6%	7.8%	7.5%
Nonfamily Households	5.3%	4.9%	4.5%
All Households with Children	35.2%	34.6%	34.4%
Multigenerational Households	6.0%	6.0%	5.9%
Unmarried Partner Households	7.2%	6.8%	6.5%
Male-female	6.9%	6.5%	6.2%
Same-sex	0.3%	0.3%	0.3%
2010 Households by Size			
Total	665	1,422	2,286
1 Person Household	23.5%	23.0%	22.5%
2 Person Household	34.0%	34.0%	34.3%
3 Person Household	18.0%	18.8%	18.9%
4 Person Household	13.4%	13.4%	13.5%
5 Person Household	7.1%	7.0%	7.0%
6 Person Household	2.6%	2.5%	2.4%
7 + Person Household	1.5%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	665	1,420	2,286
Owner Occupied	70.8%	73.9%	76.2%
Owned with a Mortgage/Loan	37.3%	39.3%	41.7%
Owned Free and Clear	33.5%	34.6%	34.6%
Renter Occupied	29.2%	26.1%	23.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	740	1,646	2,614
Housing Units Inside Urbanized Area	57.6%	45.1%	36.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	42.4%	54.9%	63.4%

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.	Down the Road (10D)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Southern Satellites (10A)	Down the Road (10D)	Down the Road (10D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$879,211	\$1,855,045	\$2,993,430
Average Spent	\$1,338.22	\$1,303.62	\$1,290.83
Spending Potential Index	66	65	64
Education: Total \$	\$444,719	\$952,768	\$1,568,436
Average Spent	\$676.89	\$669.55	\$676.34
Spending Potential Index	48	47	48
Entertainment/Recreation: Total \$	\$1,305,595	\$2,769,741	\$4,478,944
Average Spent	\$1,987.21	\$1,946.41	\$1,931.41
Spending Potential Index	68	67	66
Food at Home: Total \$	\$2,359,001	\$4,967,049	\$7,975,648
Average Spent	\$3,590.56	\$3,490.55	\$3,439.26
Spending Potential Index	72	70	69
Food Away from Home: Total \$	\$1,379,293	\$2,920,072	\$4,725,105
Average Spent	\$2,099.38	\$2,052.05	\$2,037.56
Spending Potential Index	68	66	66
Health Care: Total \$	\$2,492,076	\$5,312,424	\$8,606,743
Average Spent	\$3,793.11	\$3,733.26	\$3,711.40
Spending Potential Index	72	70	70
HH Furnishings & Equipment: Total \$	\$758,775	\$1,607,499	\$2,603,550
Average Spent	\$1,154.91	\$1,129.65	\$1,122.70
Spending Potential Index	65	64	64
Personal Care Products & Services: Total \$	\$318,779	\$670,799	\$1,081,723
Average Spent	\$485.20	\$471.40	\$466.46
Spending Potential Index	66	64	64
Shelter: Total \$	\$6,123,965	\$12,907,568	\$20,885,490
Average Spent	\$9,321.10	\$9,070.67	\$9,006.25
Spending Potential Index	60	58	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,027,571	\$2,190,043	\$3,554,292
Average Spent	\$1,564.04	\$1,539.03	\$1,532.68
Spending Potential Index	67	66	66
Travel: Total \$	\$692,249	\$1,469,835	\$2,394,501
Average Spent	\$1,053.65	\$1,032.91	\$1,032.56
Spending Potential Index	57	55	55
Vehicle Maintenance & Repairs: Total \$	\$476,526	\$1,006,933	\$1,622,444
Average Spent	\$725.31	\$707.61	\$699.63
Spending Potential Index	70	68	68

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.