



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 35.01770  
 Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,642	7,014	15,234
2010 Total Population	1,611	7,134	16,089
2016 Total Population	1,628	7,348	16,936
2016 Group Quarters	38	117	539
2021 Total Population	1,671	7,650	17,899
2016-2021 Annual Rate	0.52%	0.81%	1.11%
<b>Household Summary</b>			
2000 Households	628	2,636	5,810
2000 Average Household Size	2.55	2.62	2.57
2010 Households	606	2,682	6,096
2010 Average Household Size	2.59	2.62	2.55
2016 Households	604	2,726	6,335
2016 Average Household Size	2.63	2.65	2.59
2021 Households	617	2,825	6,673
2021 Average Household Size	2.65	2.67	2.60
2016-2021 Annual Rate	0.43%	0.72%	1.05%
2010 Families	432	1,965	4,473
2010 Average Family Size	3.03	3.04	2.97
2016 Families	426	1,976	4,597
2016 Average Family Size	3.09	3.09	3.03
2021 Families	432	2,036	4,814
2021 Average Family Size	3.12	3.12	3.05
2016-2021 Annual Rate	0.28%	0.60%	0.93%
<b>Housing Unit Summary</b>			
2000 Housing Units	667	2,886	6,347
Owner Occupied Housing Units	71.1%	73.1%	71.2%
Renter Occupied Housing Units	23.1%	18.3%	20.4%
Vacant Housing Units	5.8%	8.7%	8.5%
2010 Housing Units	676	3,034	6,852
Owner Occupied Housing Units	64.2%	68.0%	67.1%
Renter Occupied Housing Units	25.4%	20.4%	21.8%
Vacant Housing Units	10.4%	11.6%	11.0%
2016 Housing Units	682	3,108	7,113
Owner Occupied Housing Units	61.4%	65.8%	65.4%
Renter Occupied Housing Units	27.1%	21.9%	23.7%
Vacant Housing Units	11.4%	12.3%	10.9%
2021 Housing Units	697	3,219	7,490
Owner Occupied Housing Units	61.4%	65.8%	65.0%
Renter Occupied Housing Units	27.3%	21.9%	24.1%
Vacant Housing Units	11.5%	12.2%	10.9%
<b>Median Household Income</b>			
2016	\$40,001	\$38,479	\$40,034
2021	\$40,113	\$38,156	\$40,964
<b>Median Home Value</b>			
2016	\$75,000	\$91,855	\$115,614
2021	\$80,921	\$105,228	\$155,477
<b>Per Capita Income</b>			
2016	\$18,958	\$18,373	\$20,784
2021	\$19,602	\$19,306	\$22,246
<b>Median Age</b>			
2010	38.4	38.8	37.7
2016	39.6	40.2	39.0
2021	41.3	41.8	40.4

**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.



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.01770  
Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>2016 Households by Income</b>			
Household Income Base	604	2,726	6,335
<\$15,000	18.2%	19.6%	18.5%
\$15,000 - \$24,999	12.1%	12.4%	11.9%
\$25,000 - \$34,999	11.6%	12.3%	12.5%
\$35,000 - \$49,999	19.0%	18.8%	16.8%
\$50,000 - \$74,999	22.8%	20.7%	19.4%
\$75,000 - \$99,999	7.8%	8.0%	8.3%
\$100,000 - \$149,999	5.8%	5.9%	8.7%
\$150,000 - \$199,999	1.2%	1.2%	1.4%
\$200,000+	1.3%	1.1%	2.4%
Average Household Income	\$49,615	\$48,554	\$54,743
<b>2021 Households by Income</b>			
Household Income Base	617	2,825	6,673
<\$15,000	18.8%	20.4%	19.1%
\$15,000 - \$24,999	14.9%	15.1%	14.5%
\$25,000 - \$34,999	10.0%	10.6%	10.6%
\$35,000 - \$49,999	15.1%	14.3%	12.3%
\$50,000 - \$74,999	23.8%	20.5%	18.8%
\$75,000 - \$99,999	8.3%	9.0%	9.3%
\$100,000 - \$149,999	6.3%	7.1%	10.8%
\$150,000 - \$199,999	1.6%	1.7%	1.7%
\$200,000+	1.3%	1.3%	2.8%
Average Household Income	\$51,686	\$51,404	\$59,083
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	419	2,046	4,650
<\$50,000	33.2%	26.5%	20.0%
\$50,000 - \$99,999	33.9%	28.1%	24.4%
\$100,000 - \$149,999	11.5%	18.0%	18.0%
\$150,000 - \$199,999	13.1%	13.8%	14.9%
\$200,000 - \$249,999	4.3%	6.1%	8.4%
\$250,000 - \$299,999	0.7%	2.5%	3.3%
\$300,000 - \$399,999	3.3%	3.5%	3.5%
\$400,000 - \$499,999	0.0%	0.2%	2.0%
\$500,000 - \$749,999	0.2%	1.0%	2.5%
\$750,000 - \$999,999	0.0%	0.0%	1.4%
\$1,000,000 +	0.0%	0.2%	1.6%
Average Home Value	\$95,595	\$117,213	\$169,124
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	428	2,119	4,870
<\$50,000	28.0%	21.9%	14.7%
\$50,000 - \$99,999	35.5%	26.8%	19.6%
\$100,000 - \$149,999	7.7%	12.4%	13.9%
\$150,000 - \$199,999	12.4%	12.1%	15.3%
\$200,000 - \$249,999	8.2%	12.6%	13.6%
\$250,000 - \$299,999	1.9%	5.9%	6.8%
\$300,000 - \$399,999	5.8%	5.6%	5.3%
\$400,000 - \$499,999	0.0%	0.4%	2.7%
\$500,000 - \$749,999	0.5%	1.9%	4.0%
\$750,000 - \$999,999	0.0%	0.0%	2.0%
\$1,000,000 +	0.0%	0.3%	2.1%
Average Home Value	\$111,857	\$144,714	\$210,952

**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.



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.01770  
Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	1,611	7,133	16,089
0 - 4	6.9%	6.6%	6.6%
5 - 9	6.3%	6.2%	6.3%
10 - 14	6.7%	6.7%	7.0%
15 - 24	12.6%	12.7%	14.7%
25 - 34	12.9%	12.5%	11.8%
35 - 44	13.5%	13.4%	13.1%
45 - 54	14.3%	15.0%	14.6%
55 - 64	12.4%	13.2%	12.8%
65 - 74	8.1%	8.2%	8.0%
75 - 84	4.2%	3.9%	3.7%
85 +	2.0%	1.5%	1.3%
18 +	75.4%	75.9%	75.5%
<b>2016 Population by Age</b>			
Total	1,629	7,349	16,939
0 - 4	6.4%	6.2%	6.2%
5 - 9	6.6%	6.2%	6.3%
10 - 14	6.3%	6.1%	6.4%
15 - 24	12.2%	12.1%	14.0%
25 - 34	12.6%	12.8%	12.2%
35 - 44	13.1%	12.9%	12.4%
45 - 54	13.9%	13.8%	13.3%
55 - 64	12.9%	14.0%	13.8%
65 - 74	9.6%	10.1%	9.9%
75 - 84	4.6%	4.3%	4.2%
85 +	1.8%	1.4%	1.3%
18 +	76.4%	77.6%	77.2%
<b>2021 Population by Age</b>			
Total	1,672	7,649	17,898
0 - 4	6.0%	5.9%	6.0%
5 - 9	6.3%	6.2%	6.2%
10 - 14	6.8%	6.5%	6.6%
15 - 24	11.8%	11.5%	13.5%
25 - 34	11.1%	11.1%	11.1%
35 - 44	12.7%	12.9%	12.2%
45 - 54	13.2%	13.1%	12.6%
55 - 64	13.8%	14.3%	13.7%
65 - 74	10.9%	11.6%	11.4%
75 - 84	5.4%	5.4%	5.3%
85 +	1.9%	1.5%	1.4%
18 +	76.5%	77.4%	77.3%
<b>2010 Population by Sex</b>			
Males	816	3,603	7,985
Females	795	3,531	8,104
<b>2016 Population by Sex</b>			
Males	832	3,731	8,426
Females	796	3,617	8,510
<b>2021 Population by Sex</b>			
Males	860	3,904	8,935
Females	811	3,746	8,964

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



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.01770  
Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	1,611	7,133	16,090
White Alone	88.5%	90.6%	88.7%
Black Alone	2.9%	4.1%	6.7%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.2%	0.2%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.6%	3.3%	2.3%
Two or More Races	1.4%	1.4%	1.4%
Hispanic Origin	8.5%	4.8%	3.9%
Diversity Index	33.8	25.3	26.7
<b>2016 Population by Race/Ethnicity</b>			
Total	1,628	7,348	16,936
White Alone	87.2%	89.7%	87.8%
Black Alone	2.9%	4.1%	7.0%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	0.2%	0.2%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	3.8%	2.6%
Two or More Races	1.7%	1.8%	1.8%
Hispanic Origin	9.8%	5.5%	4.4%
Diversity Index	37.3	27.8	29.0
<b>2021 Population by Race/Ethnicity</b>			
Total	1,672	7,650	17,898
White Alone	85.8%	88.8%	86.8%
Black Alone	2.9%	4.1%	7.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.5%	4.2%	2.9%
Two or More Races	2.0%	2.2%	2.2%
Hispanic Origin	11.0%	6.2%	5.1%
Diversity Index	40.6	30.2	31.4
<b>2010 Population by Relationship and Household Type</b>			
Total	1,611	7,134	16,089
In Households	97.6%	98.3%	96.6%
In Family Households	84.4%	86.2%	84.9%
Householder	26.7%	27.5%	27.1%
Spouse	19.5%	20.7%	20.1%
Child	30.5%	31.8%	31.8%
Other relative	4.6%	3.7%	3.4%
Nonrelative	3.0%	2.5%	2.4%
In Nonfamily Households	13.3%	12.2%	11.7%
In Group Quarters	2.4%	1.7%	3.4%
Institutionalized Population	2.0%	1.0%	0.8%
Noninstitutionalized Population	0.3%	0.6%	2.5%

**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.



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.01770  
Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	1,116	5,093	11,360
Less than 9th Grade	27.2%	15.4%	9.2%
9th - 12th Grade, No Diploma	13.4%	14.4%	13.4%
High School Graduate	18.1%	22.2%	23.7%
GED/Alternative Credential	5.6%	6.6%	6.8%
Some College, No Degree	17.9%	19.9%	21.5%
Associate Degree	7.7%	8.5%	8.5%
Bachelor's Degree	6.7%	8.2%	10.2%
Graduate/Professional Degree	3.5%	4.7%	6.6%
<b>2016 Population 15+ by Marital Status</b>			
Total	1,314	5,985	13,731
Never Married	25.5%	26.5%	29.1%
Married	51.5%	53.1%	52.7%
Widowed	7.8%	7.3%	6.5%
Divorced	15.2%	13.0%	11.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.0%	94.4%	94.3%
Civilian Unemployed	5.0%	5.6%	5.7%
<b>2016 Employed Population 16+ by Industry</b>			
Total	805	3,391	7,948
Agriculture/Mining	3.1%	2.4%	2.0%
Construction	34.5%	22.0%	13.9%
Manufacturing	17.9%	17.0%	14.7%
Wholesale Trade	2.1%	2.8%	3.2%
Retail Trade	9.8%	12.7%	13.5%
Transportation/Utilities	1.9%	1.8%	3.2%
Information	0.4%	1.4%	1.7%
Finance/Insurance/Real Estate	4.1%	3.3%	3.8%
Services	25.8%	35.1%	41.6%
Public Administration	0.5%	1.5%	2.3%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	807	3,392	7,946
White Collar	31.7%	42.0%	49.3%
Management/Business/Financial	3.9%	6.5%	9.9%
Professional	11.6%	14.8%	15.5%
Sales	11.9%	11.6%	12.9%
Administrative Support	4.3%	9.1%	11.1%
Services	8.1%	13.4%	17.1%
Blue Collar	60.5%	44.7%	33.5%
Farming/Forestry/Fishing	5.7%	3.6%	2.2%
Construction/Extraction	33.7%	20.1%	12.3%
Installation/Maintenance/Repair	3.1%	3.0%	3.5%
Production	12.9%	12.7%	10.1%
Transportation/Material Moving	5.1%	5.3%	5.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,611	7,134	16,089
Population Inside Urbanized Area	55.1%	38.6%	42.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	44.9%	61.4%	57.8%

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



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.01770  
Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	606	2,682	6,096
Households with 1 Person	23.6%	22.1%	22.4%
Households with 2+ People	76.4%	77.9%	77.6%
Family Households	71.3%	73.3%	73.4%
Husband-wife Families	52.0%	55.0%	54.6%
With Related Children	21.9%	22.9%	23.0%
Other Family (No Spouse Present)	19.3%	18.2%	18.8%
Other Family with Male Householder	6.9%	6.4%	5.8%
With Related Children	3.8%	3.8%	3.4%
Other Family with Female Householder	12.4%	11.9%	13.0%
With Related Children	8.3%	7.5%	8.5%
Nonfamily Households	5.1%	4.6%	4.2%
All Households with Children	34.8%	34.6%	35.4%
Multigenerational Households	5.9%	5.8%	5.4%
Unmarried Partner Households	7.1%	6.4%	6.2%
Male-female	6.8%	6.1%	5.9%
Same-sex	0.3%	0.3%	0.3%
<b>2010 Households by Size</b>			
Total	605	2,681	6,095
1 Person Household	23.6%	22.2%	22.4%
2 Person Household	34.0%	34.9%	34.8%
3 Person Household	18.3%	18.7%	18.4%
4 Person Household	13.1%	13.6%	14.0%
5 Person Household	6.9%	6.9%	6.5%
6 Person Household	2.5%	2.5%	2.5%
7 + Person Household	1.5%	1.3%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	606	2,682	6,096
Owner Occupied	71.6%	76.9%	75.5%
Owned with a Mortgage/Loan	37.8%	43.1%	45.0%
Owned Free and Clear	33.8%	33.8%	30.4%
Renter Occupied	28.4%	23.1%	24.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	676	3,034	6,852
Housing Units Inside Urbanized Area	54.4%	38.1%	41.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	45.6%	61.9%	58.2%

**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.

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



# Market Profile

2710 Geer Hwy, Marietta, South Carolina, 29661  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.01770  
Longitude: -82.49733

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Rural Bypasses (10E)	Southern Satellites (10A)	Southern Satellites (10A)
<b>2.</b>	Down the Road (10D)	Rural Bypasses (10E)	Heartland Communities
<b>3.</b>	Southern Satellites (10A)	Down the Road (10D)	Old and Newcomers (8F)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$806,709	\$3,514,426	\$9,099,471
Average Spent	\$1,335.61	\$1,289.22	\$1,436.38
Spending Potential Index	66	64	71
Education: Total \$	\$407,079	\$1,856,995	\$5,072,401
Average Spent	\$673.97	\$681.22	\$800.69
Spending Potential Index	48	48	57
Entertainment/Recreation: Total \$	\$1,202,123	\$5,255,300	\$13,739,263
Average Spent	\$1,990.27	\$1,927.84	\$2,168.79
Spending Potential Index	68	66	74
Food at Home: Total \$	\$2,169,782	\$9,334,685	\$24,356,958
Average Spent	\$3,592.35	\$3,424.32	\$3,844.82
Spending Potential Index	72	69	77
Food Away from Home: Total \$	\$1,266,637	\$5,551,762	\$14,399,275
Average Spent	\$2,097.08	\$2,036.60	\$2,272.97
Spending Potential Index	68	66	73
Health Care: Total \$	\$2,301,979	\$10,091,811	\$26,563,753
Average Spent	\$3,811.22	\$3,702.06	\$4,193.17
Spending Potential Index	72	70	79
HH Furnishings & Equipment: Total \$	\$696,982	\$3,058,949	\$8,010,209
Average Spent	\$1,153.94	\$1,122.14	\$1,264.44
Spending Potential Index	65	64	72
Personal Care Products & Services: Total \$	\$292,259	\$1,268,957	\$3,325,161
Average Spent	\$483.87	\$465.50	\$524.89
Spending Potential Index	66	64	72
Shelter: Total \$	\$5,604,317	\$24,558,461	\$64,810,810
Average Spent	\$9,278.67	\$9,008.97	\$10,230.59
Spending Potential Index	60	58	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$947,585	\$4,172,919	\$11,014,799
Average Spent	\$1,568.85	\$1,530.78	\$1,738.72
Spending Potential Index	68	66	75
Travel: Total \$	\$634,721	\$2,819,632	\$7,534,435
Average Spent	\$1,050.86	\$1,034.35	\$1,189.33
Spending Potential Index	56	56	64
Vehicle Maintenance & Repairs: Total \$	\$438,664	\$1,900,394	\$4,993,196
Average Spent	\$726.26	\$697.14	\$788.19
Spending Potential Index	70	67	76

**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.