



Market Profile

3100 N Hwy 14
 3100 N SC-14, Greer, South Carolina, 29651
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.97931
 Longitude: -82.24376

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,228	17,599	42,538
2010 Total Population	1,888	22,543	54,936
2017 Total Population	2,020	24,433	60,579
2017 Group Quarters	4	172	284
2022 Total Population	2,127	25,915	64,873
2017-2022 Annual Rate	1.04%	1.18%	1.38%
2017 Total Daytime Population	1,339	22,621	51,012
Workers	401	9,626	18,879
Residents	938	12,995	32,133
Household Summary			
2000 Households	476	6,951	16,563
2000 Average Household Size	2.57	2.50	2.55
2010 Households	727	8,716	21,055
2010 Average Household Size	2.59	2.57	2.60
2017 Households	773	9,386	23,106
2017 Average Household Size	2.61	2.58	2.61
2022 Households	813	9,929	24,696
2022 Average Household Size	2.61	2.59	2.62
2017-2022 Annual Rate	1.01%	1.13%	1.34%
2010 Families	557	6,338	15,091
2010 Average Family Size	2.96	3.01	3.06
2017 Families	586	6,750	16,354
2017 Average Family Size	2.99	3.04	3.09
2022 Families	614	7,109	17,386
2022 Average Family Size	3.00	3.06	3.10
2017-2022 Annual Rate	0.94%	1.04%	1.23%
Housing Unit Summary			
2000 Housing Units	505	7,455	17,898
Owner Occupied Housing Units	83.4%	71.3%	69.7%
Renter Occupied Housing Units	10.9%	21.9%	22.8%
Vacant Housing Units	5.7%	6.7%	7.5%
2010 Housing Units	795	9,544	23,198
Owner Occupied Housing Units	78.7%	69.5%	66.2%
Renter Occupied Housing Units	12.7%	21.8%	24.6%
Vacant Housing Units	8.6%	8.7%	9.2%
2017 Housing Units	828	10,157	24,980
Owner Occupied Housing Units	80.0%	70.1%	66.9%
Renter Occupied Housing Units	13.3%	22.4%	25.6%
Vacant Housing Units	6.6%	7.6%	7.5%
2022 Housing Units	871	10,749	26,651
Owner Occupied Housing Units	79.9%	70.2%	67.1%
Renter Occupied Housing Units	13.4%	22.2%	25.5%
Vacant Housing Units	6.7%	7.6%	7.3%
Median Household Income			
2017	\$55,646	\$51,279	\$50,679
2022	\$59,656	\$57,447	\$56,611
Median Home Value			
2017	\$158,942	\$164,973	\$154,648
2022	\$186,879	\$189,663	\$178,456
Per Capita Income			
2017	\$24,135	\$24,283	\$23,994
2022	\$27,181	\$27,902	\$27,661
Median Age			
2010	37.9	38.3	36.9
2017	38.8	39.0	37.9
2022	38.7	39.2	38.4

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



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2017 Households by Income			
Household Income Base	773	9,386	23,106
<\$15,000	8.2%	13.0%	12.6%
\$15,000 - \$24,999	11.0%	12.9%	12.3%
\$25,000 - \$34,999	6.2%	9.5%	9.8%
\$35,000 - \$49,999	14.5%	13.0%	14.5%
\$50,000 - \$74,999	30.1%	20.1%	20.5%
\$75,000 - \$99,999	16.7%	13.1%	12.9%
\$100,000 - \$149,999	8.7%	13.5%	12.6%
\$150,000 - \$199,999	4.3%	3.5%	3.2%
\$200,000+	0.3%	1.3%	1.6%
Average Household Income	\$63,150	\$62,554	\$62,511
2022 Households by Income			
Household Income Base	813	9,929	24,696
<\$15,000	7.5%	11.9%	11.6%
\$15,000 - \$24,999	9.6%	11.2%	10.7%
\$25,000 - \$34,999	5.2%	8.1%	8.2%
\$35,000 - \$49,999	12.2%	10.9%	12.2%
\$50,000 - \$74,999	30.3%	20.1%	20.6%
\$75,000 - \$99,999	19.1%	15.3%	15.2%
\$100,000 - \$149,999	10.6%	16.5%	15.4%
\$150,000 - \$199,999	5.3%	4.3%	4.1%
\$200,000+	0.2%	1.7%	2.1%
Average Household Income	\$71,213	\$72,143	\$72,282
2017 Owner Occupied Housing Units by Value			
Total	662	7,115	16,718
<\$50,000	6.2%	6.3%	8.2%
\$50,000 - \$99,999	14.8%	14.1%	16.4%
\$100,000 - \$149,999	25.2%	22.6%	23.3%
\$150,000 - \$199,999	20.7%	23.3%	22.4%
\$200,000 - \$249,999	18.9%	12.8%	10.8%
\$250,000 - \$299,999	6.6%	6.5%	6.4%
\$300,000 - \$399,999	2.4%	8.2%	7.1%
\$400,000 - \$499,999	3.2%	3.4%	2.6%
\$500,000 - \$749,999	1.8%	2.4%	2.2%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$175,492	\$191,019	\$181,153
2022 Owner Occupied Housing Units by Value			
Total	696	7,541	17,891
<\$50,000	3.7%	3.8%	5.3%
\$50,000 - \$99,999	10.2%	10.1%	12.9%
\$100,000 - \$149,999	21.1%	18.4%	19.6%
\$150,000 - \$199,999	20.3%	22.2%	21.5%
\$200,000 - \$249,999	21.6%	13.8%	11.7%
\$250,000 - \$299,999	8.8%	7.9%	8.0%
\$300,000 - \$399,999	3.7%	11.5%	10.3%
\$400,000 - \$499,999	6.2%	6.0%	4.7%
\$500,000 - \$749,999	4.5%	5.5%	5.3%
\$750,000 - \$999,999	0.0%	0.5%	0.6%
\$1,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$211,746	\$231,518	\$219,896

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	1,888	22,543	54,938
0 - 4	7.2%	7.4%	7.6%
5 - 9	6.6%	6.5%	6.8%
10 - 14	7.0%	6.6%	6.7%
15 - 24	11.1%	12.3%	12.6%
25 - 34	14.6%	12.7%	13.7%
35 - 44	13.8%	13.7%	13.9%
45 - 54	14.8%	14.8%	14.4%
55 - 64	11.9%	12.1%	11.5%
65 - 74	8.3%	7.8%	7.5%
75 - 84	3.7%	4.3%	3.9%
85 +	1.2%	1.7%	1.4%
18 +	75.1%	75.5%	75.0%
2017 Population by Age			
Total	2,019	24,434	60,581
0 - 4	6.5%	6.7%	6.9%
5 - 9	6.9%	7.1%	7.3%
10 - 14	6.5%	6.5%	6.7%
15 - 24	11.1%	10.8%	11.0%
25 - 34	13.1%	13.5%	14.1%
35 - 44	14.0%	12.9%	13.5%
45 - 54	13.5%	13.4%	13.3%
55 - 64	12.6%	12.8%	12.3%
65 - 74	9.7%	9.7%	9.2%
75 - 84	4.6%	4.7%	4.2%
85 +	1.3%	1.9%	1.5%
18 +	76.5%	76.2%	75.6%
2022 Population by Age			
Total	2,127	25,915	64,874
0 - 4	6.5%	6.5%	6.8%
5 - 9	6.9%	6.9%	7.1%
10 - 14	7.2%	7.3%	7.5%
15 - 24	10.6%	10.4%	10.7%
25 - 34	13.4%	12.8%	12.8%
35 - 44	14.7%	13.7%	14.4%
45 - 54	11.8%	12.2%	12.3%
55 - 64	12.3%	12.6%	12.2%
65 - 74	9.4%	10.1%	9.6%
75 - 84	5.5%	5.5%	5.0%
85 +	1.5%	1.9%	1.6%
18 +	75.6%	75.4%	74.8%
2010 Population by Sex			
Males	944	10,913	26,752
Females	944	11,630	28,184
2017 Population by Sex			
Males	1,014	11,875	29,636
Females	1,006	12,558	30,944
2022 Population by Sex			
Males	1,068	12,625	31,826
Females	1,059	13,291	33,047

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	1,889	22,543	54,935
White Alone	86.9%	84.3%	80.1%
Black Alone	6.4%	10.1%	12.1%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	1.0%	0.7%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.2%	2.9%	4.7%
Two or More Races	2.1%	1.8%	1.9%
Hispanic Origin	8.9%	7.0%	9.7%
Diversity Index	36.3	37.4	45.8
2017 Population by Race/Ethnicity			
Total	2,020	24,432	60,579
White Alone	86.0%	83.5%	79.1%
Black Alone	6.3%	10.0%	11.9%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	1.0%	0.8%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	3.3%	5.4%
Two or More Races	2.6%	2.2%	2.2%
Hispanic Origin	10.0%	7.9%	10.9%
Diversity Index	39.0	39.6	48.5
2022 Population by Race/Ethnicity			
Total	2,127	25,915	64,872
White Alone	85.1%	82.8%	78.2%
Black Alone	6.3%	9.9%	11.8%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	1.2%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	3.7%	6.0%
Two or More Races	3.0%	2.6%	2.6%
Hispanic Origin	11.1%	8.9%	12.3%
Diversity Index	41.5	41.8	51.0
2010 Population by Relationship and Household Type			
Total	1,888	22,543	54,936
In Households	99.8%	99.2%	99.5%
In Family Households	89.1%	86.6%	86.3%
Householder	29.4%	28.2%	27.6%
Spouse	23.8%	21.5%	20.5%
Child	31.2%	31.6%	32.1%
Other relative	2.8%	3.2%	3.8%
Nonrelative	1.9%	2.1%	2.3%
In Nonfamily Households	10.7%	12.6%	13.2%
In Group Quarters	0.2%	0.8%	0.5%
Institutionalized Population	0.2%	0.6%	0.2%
Noninstitutionalized Population	0.0%	0.2%	0.3%

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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2017 Population 25+ by Educational Attainment			
Total	1,390	16,823	41,245
Less than 9th Grade	1.7%	3.6%	5.1%
9th - 12th Grade, No Diploma	12.5%	9.7%	10.0%
High School Graduate	24.9%	23.6%	24.0%
GED/Alternative Credential	6.5%	4.9%	5.2%
Some College, No Degree	18.7%	21.0%	20.6%
Associate Degree	16.5%	10.8%	10.5%
Bachelor's Degree	13.1%	18.9%	17.6%
Graduate/Professional Degree	6.0%	7.5%	7.1%
2017 Population 15+ by Marital Status			
Total	1,616	19,465	47,882
Never Married	27.2%	24.2%	26.8%
Married	60.5%	59.0%	55.2%
Widowed	3.0%	6.5%	6.6%
Divorced	9.3%	10.2%	11.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	96.3%	95.9%
Civilian Unemployed (Unemployment Rate)	2.2%	3.7%	4.1%
2017 Employed Population 16+ by Industry			
Total	1,100	11,588	28,875
Agriculture/Mining	0.0%	0.2%	0.5%
Construction	5.6%	8.4%	8.5%
Manufacturing	19.3%	17.7%	17.1%
Wholesale Trade	6.6%	4.2%	4.5%
Retail Trade	14.7%	12.6%	11.9%
Transportation/Utilities	0.6%	4.2%	4.7%
Information	1.5%	1.4%	1.8%
Finance/Insurance/Real Estate	8.5%	5.5%	4.9%
Services	40.8%	43.5%	43.7%
Public Administration	2.2%	2.2%	2.4%
2017 Employed Population 16+ by Occupation			
Total	1,099	11,587	28,874
White Collar	58.8%	58.2%	55.9%
Management/Business/Financial	19.1%	14.4%	13.4%
Professional	15.3%	19.4%	18.7%
Sales	15.0%	11.0%	11.3%
Administrative Support	9.5%	13.4%	12.5%
Services	14.6%	16.9%	17.0%
Blue Collar	26.5%	24.9%	27.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	6.5%	6.4%	7.2%
Installation/Maintenance/Repair	3.2%	3.8%	3.5%
Production	11.0%	8.3%	9.2%
Transportation/Material Moving	5.7%	6.2%	6.9%
2010 Population By Urban/ Rural Status			
Total Population	1,888	22,543	54,936
Population Inside Urbanized Area	98.9%	90.6%	90.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.1%	9.4%	9.8%

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	726	8,716	21,054
Households with 1 Person	19.7%	23.0%	23.6%
Households with 2+ People	80.3%	77.0%	76.4%
Family Households	76.7%	72.7%	71.7%
Husband-wife Families	62.3%	55.5%	53.2%
With Related Children	25.9%	23.7%	23.7%
Other Family (No Spouse Present)	14.5%	17.2%	18.4%
Other Family with Male Householder	5.1%	4.5%	5.0%
With Related Children	3.3%	2.5%	2.8%
Other Family with Female Householder	9.4%	12.7%	13.4%
With Related Children	6.3%	8.6%	8.9%
Nonfamily Households	3.6%	4.3%	4.7%
All Households with Children	35.8%	35.2%	35.8%
Multigenerational Households	3.9%	3.9%	4.3%
Unmarried Partner Households	4.8%	5.4%	5.7%
Male-female	4.3%	4.7%	5.0%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	728	8,715	21,056
1 Person Household	19.6%	23.0%	23.6%
2 Person Household	39.1%	35.8%	34.4%
3 Person Household	17.4%	18.0%	18.0%
4 Person Household	13.7%	13.7%	14.0%
5 Person Household	6.6%	6.1%	6.2%
6 Person Household	2.3%	2.3%	2.4%
7 + Person Household	1.1%	1.1%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	727	8,716	21,055
Owner Occupied	86.1%	76.1%	72.9%
Owned with a Mortgage/Loan	62.0%	54.6%	52.6%
Owned Free and Clear	24.1%	21.5%	20.4%
Renter Occupied	13.9%	23.9%	27.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	795	9,544	23,198
Housing Units Inside Urbanized Area	98.9%	91.2%	90.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	8.8%	9.6%

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.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Top Tier (1A)	Midlife Constants (5E)	Green Acres (6A)
3.	Professional Pride (1B)	Green Acres (6A)	Southern Satellites (10A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,327,193	\$15,668,262	\$38,742,158
Average Spent	\$1,716.94	\$1,669.32	\$1,676.71
Spending Potential Index	79	77	78
Education: Total \$	\$797,890	\$9,752,588	\$23,809,392
Average Spent	\$1,032.20	\$1,039.06	\$1,030.44
Spending Potential Index	71	71	71
Entertainment/Recreation: Total \$	\$1,899,168	\$22,951,071	\$56,538,257
Average Spent	\$2,456.88	\$2,445.25	\$2,446.91
Spending Potential Index	79	78	78
Food at Home: Total \$	\$3,047,564	\$37,075,343	\$91,962,773
Average Spent	\$3,942.51	\$3,950.07	\$3,980.04
Spending Potential Index	78	78	79
Food Away from Home: Total \$	\$2,085,834	\$24,602,255	\$60,747,322
Average Spent	\$2,698.36	\$2,621.17	\$2,629.07
Spending Potential Index	81	79	79
Health Care: Total \$	\$3,443,772	\$42,348,256	\$104,143,186
Average Spent	\$4,455.07	\$4,511.85	\$4,507.19
Spending Potential Index	80	81	81
HH Furnishings & Equipment: Total \$	\$1,217,071	\$14,487,230	\$35,699,610
Average Spent	\$1,574.48	\$1,543.49	\$1,545.04
Spending Potential Index	81	79	79
Personal Care Products & Services: Total \$	\$486,046	\$5,805,161	\$14,268,493
Average Spent	\$628.78	\$618.49	\$617.52
Spending Potential Index	79	78	78
Shelter: Total \$	\$9,540,611	\$114,256,474	\$281,221,706
Average Spent	\$12,342.32	\$12,173.07	\$12,170.94
Spending Potential Index	76	75	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,447,776	\$17,510,431	\$42,859,359
Average Spent	\$1,872.93	\$1,865.59	\$1,854.90
Spending Potential Index	80	80	79
Travel: Total \$	\$1,226,846	\$14,665,980	\$35,838,143
Average Spent	\$1,587.12	\$1,562.54	\$1,551.03
Spending Potential Index	77	75	75
Vehicle Maintenance & Repairs: Total \$	\$656,045	\$7,971,207	\$19,683,083
Average Spent	\$848.70	\$849.27	\$851.86
Spending Potential Index	79	79	79

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.