



# Market Profile

Nick's Car Wash  
 115 State Park Rd, Greenville, South Carolina, 29609  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 34.89117  
 Longitude: -82.40430

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	6,584	51,585	129,178
2010 Total Population	6,694	53,365	132,944
2017 Total Population	7,324	58,694	145,814
2017 Group Quarters	23	4,456	7,724
2022 Total Population	7,855	62,601	155,661
2017-2022 Annual Rate	1.41%	1.30%	1.32%
2017 Total Daytime Population	9,083	75,218	184,579
Workers	4,709	43,872	106,096
Residents	4,374	31,346	78,483
<b>Household Summary</b>			
2000 Households	2,848	20,320	53,333
2000 Average Household Size	2.29	2.32	2.28
2010 Households	2,877	20,616	54,156
2010 Average Household Size	2.32	2.37	2.31
2017 Households	3,140	22,748	59,508
2017 Average Household Size	2.33	2.38	2.32
2022 Households	3,364	24,357	63,695
2022 Average Household Size	2.33	2.39	2.32
2017-2022 Annual Rate	1.39%	1.38%	1.37%
2010 Families	1,719	12,167	32,039
2010 Average Family Size	2.95	3.03	2.96
2017 Families	1,845	13,128	34,464
2017 Average Family Size	2.97	3.07	3.00
2022 Families	1,964	13,920	36,547
2022 Average Family Size	2.98	3.09	3.01
2017-2022 Annual Rate	1.26%	1.18%	1.18%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,070	22,475	58,940
Owner Occupied Housing Units	45.0%	51.0%	51.5%
Renter Occupied Housing Units	47.8%	39.4%	38.9%
Vacant Housing Units	7.2%	9.6%	9.5%
2010 Housing Units	3,260	23,540	61,466
Owner Occupied Housing Units	41.4%	47.3%	49.1%
Renter Occupied Housing Units	46.8%	40.2%	39.0%
Vacant Housing Units	11.7%	12.4%	11.9%
2017 Housing Units	3,555	25,860	67,072
Owner Occupied Housing Units	40.6%	46.7%	48.5%
Renter Occupied Housing Units	47.7%	41.3%	40.2%
Vacant Housing Units	11.7%	12.0%	11.3%
2022 Housing Units	3,811	27,706	71,836
Owner Occupied Housing Units	40.0%	46.2%	48.1%
Renter Occupied Housing Units	48.3%	41.7%	40.6%
Vacant Housing Units	11.7%	12.1%	11.3%
<b>Median Household Income</b>			
2017	\$29,625	\$36,460	\$39,645
2022	\$32,886	\$41,186	\$46,060
<b>Median Home Value</b>			
2017	\$120,818	\$141,964	\$148,142
2022	\$138,509	\$162,327	\$170,118
<b>Per Capita Income</b>			
2017	\$19,314	\$22,377	\$24,976
2022	\$22,221	\$25,618	\$28,610
<b>Median Age</b>			
2010	32.7	34.2	35.8
2017	33.6	35.4	36.9
2022	33.8	36.3	37.8

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



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<b>2017 Households by Income</b>			
Household Income Base	3,140	22,748	59,508
<\$15,000	26.2%	20.8%	18.4%
\$15,000 - \$24,999	17.5%	16.3%	14.3%
\$25,000 - \$34,999	11.8%	11.1%	11.9%
\$35,000 - \$49,999	14.2%	13.8%	14.3%
\$50,000 - \$74,999	11.2%	16.3%	17.1%
\$75,000 - \$99,999	9.0%	9.3%	9.9%
\$100,000 - \$149,999	6.7%	7.6%	8.2%
\$150,000 - \$199,999	1.8%	2.2%	2.9%
\$200,000+	1.6%	2.6%	3.1%
Average Household Income	\$45,307	\$53,995	\$58,589
<b>2022 Households by Income</b>			
Household Income Base	3,364	24,357	63,695
<\$15,000	25.6%	19.8%	17.2%
\$15,000 - \$24,999	16.0%	14.8%	12.9%
\$25,000 - \$34,999	10.2%	9.7%	10.2%
\$35,000 - \$49,999	12.1%	11.9%	12.3%
\$50,000 - \$74,999	12.0%	17.3%	18.1%
\$75,000 - \$99,999	11.4%	11.6%	12.3%
\$100,000 - \$149,999	8.7%	9.3%	10.0%
\$150,000 - \$199,999	2.3%	2.6%	3.5%
\$200,000+	1.8%	3.1%	3.5%
Average Household Income	\$52,219	\$62,307	\$67,520
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,443	12,064	32,542
<\$50,000	9.0%	8.1%	7.5%
\$50,000 - \$99,999	33.0%	23.8%	20.7%
\$100,000 - \$149,999	19.1%	21.6%	22.7%
\$150,000 - \$199,999	14.3%	16.4%	16.6%
\$200,000 - \$249,999	7.1%	9.2%	9.1%
\$250,000 - \$299,999	6.4%	5.8%	6.3%
\$300,000 - \$399,999	3.3%	6.2%	7.5%
\$400,000 - \$499,999	0.8%	3.6%	3.0%
\$500,000 - \$749,999	4.0%	3.6%	4.2%
\$750,000 - \$999,999	2.4%	1.2%	1.5%
\$1,000,000 +	0.4%	0.6%	0.9%
Average Home Value	\$176,145	\$190,549	\$202,912
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,524	12,808	34,550
<\$50,000	7.1%	6.2%	5.6%
\$50,000 - \$99,999	28.5%	20.2%	17.3%
\$100,000 - \$149,999	18.7%	19.7%	20.6%
\$150,000 - \$199,999	14.9%	15.8%	16.1%
\$200,000 - \$249,999	8.1%	9.8%	9.6%
\$250,000 - \$299,999	8.7%	6.8%	7.2%
\$300,000 - \$399,999	4.9%	7.9%	9.6%
\$400,000 - \$499,999	0.9%	5.4%	4.3%
\$500,000 - \$749,999	5.3%	6.0%	6.9%
\$750,000 - \$999,999	2.5%	1.5%	2.0%
\$1,000,000 +	0.4%	0.6%	0.8%
Average Home Value	\$195,798	\$220,766	\$233,167

**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.

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<b>2010 Population by Age</b>			
Total	6,694	53,366	132,942
0 - 4	9.7%	7.2%	6.8%
5 - 9	6.6%	5.8%	5.7%
10 - 14	5.8%	5.1%	5.3%
15 - 24	14.7%	17.2%	16.1%
25 - 34	16.3%	15.9%	15.1%
35 - 44	11.5%	13.0%	12.6%
45 - 54	12.7%	12.8%	13.2%
55 - 64	10.7%	10.5%	11.3%
65 - 74	6.4%	6.2%	7.1%
75 - 84	3.9%	4.2%	4.6%
85 +	1.7%	2.0%	2.1%
18 +	74.6%	78.8%	78.9%
<b>2017 Population by Age</b>			
Total	7,326	58,696	145,814
0 - 4	8.8%	6.6%	6.2%
5 - 9	8.1%	6.3%	6.1%
10 - 14	6.5%	5.6%	5.5%
15 - 24	11.6%	15.4%	14.5%
25 - 34	17.4%	15.6%	15.1%
35 - 44	12.1%	13.1%	12.6%
45 - 54	11.3%	11.9%	12.0%
55 - 64	11.1%	11.5%	12.2%
65 - 74	7.9%	8.1%	8.8%
75 - 84	3.6%	3.9%	4.6%
85 +	1.7%	2.1%	2.3%
18 +	73.6%	78.7%	79.2%
<b>2022 Population by Age</b>			
Total	7,854	62,600	155,663
0 - 4	8.7%	6.5%	6.1%
5 - 9	8.1%	6.1%	5.9%
10 - 14	7.6%	6.0%	6.0%
15 - 24	12.4%	15.4%	14.3%
25 - 34	15.1%	14.2%	14.0%
35 - 44	13.8%	13.5%	13.0%
45 - 54	10.1%	11.4%	11.5%
55 - 64	10.6%	11.4%	11.9%
65 - 74	8.2%	8.9%	9.8%
75 - 84	4.0%	4.6%	5.3%
85 +	1.4%	1.9%	2.2%
18 +	72.1%	78.1%	78.8%
<b>2010 Population by Sex</b>			
Males	3,151	26,223	64,497
Females	3,543	27,142	68,447
<b>2017 Population by Sex</b>			
Males	3,456	28,921	71,055
Females	3,869	29,773	74,759
<b>2022 Population by Sex</b>			
Males	3,706	30,878	75,992
Females	4,149	31,723	79,669

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,693	53,365	132,944
White Alone	61.5%	69.4%	68.3%
Black Alone	26.8%	18.0%	20.9%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	1.3%	1.5%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.2%	8.4%	6.7%
Two or More Races	2.5%	2.0%	2.1%
Hispanic Origin	12.0%	14.3%	11.9%
Diversity Index	64.5	61.2	59.7
<b>2017 Population by Race/Ethnicity</b>			
Total	7,324	58,695	145,814
White Alone	60.0%	68.0%	67.2%
Black Alone	26.7%	17.9%	20.6%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	1.5%	1.7%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.0%	9.3%	7.4%
Two or More Races	3.0%	2.4%	2.5%
Hispanic Origin	13.3%	15.7%	13.2%
Diversity Index	66.7	63.6	61.8
<b>2022 Population by Race/Ethnicity</b>			
Total	7,855	62,601	155,660
White Alone	58.9%	66.9%	66.3%
Black Alone	26.7%	17.8%	20.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	1.6%	1.8%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.7%	10.0%	7.9%
Two or More Races	3.5%	2.8%	2.9%
Hispanic Origin	14.5%	17.1%	14.3%
Diversity Index	68.6	65.6	63.6
<b>2010 Population by Relationship and Household Type</b>			
Total	6,694	53,365	132,944
In Households	99.7%	91.6%	94.2%
In Family Households	78.8%	71.8%	73.8%
Householder	25.4%	22.9%	24.0%
Spouse	14.4%	15.0%	15.9%
Child	31.2%	26.8%	27.1%
Other relative	4.8%	4.5%	4.3%
Nonrelative	3.2%	2.7%	2.5%
In Nonfamily Households	20.8%	19.8%	20.4%
In Group Quarters	0.3%	8.4%	5.8%
Institutionalized Population	0.0%	2.4%	1.3%
Noninstitutionalized Population	0.3%	5.9%	4.5%

**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.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	4,763	38,857	98,637
Less than 9th Grade	6.1%	7.4%	6.2%
9th - 12th Grade, No Diploma	17.2%	13.0%	10.5%
High School Graduate	19.5%	20.7%	21.3%
GED/Alternative Credential	6.1%	4.6%	4.2%
Some College, No Degree	20.3%	18.8%	19.6%
Associate Degree	6.6%	7.1%	7.8%
Bachelor's Degree	15.7%	17.8%	19.6%
Graduate/Professional Degree	8.4%	10.6%	10.8%
<b>2017 Population 15+ by Marital Status</b>			
Total	5,615	47,883	119,791
Never Married	40.9%	40.8%	38.5%
Married	39.6%	41.8%	43.0%
Widowed	5.2%	5.2%	5.9%
Divorced	14.3%	12.3%	12.7%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.5%	94.6%	94.6%
Civilian Unemployed (Unemployment Rate)	6.5%	5.4%	5.4%
<b>2017 Employed Population 16+ by Industry</b>			
Total	2,987	26,770	67,449
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	5.0%	9.5%	7.3%
Manufacturing	20.9%	12.1%	13.4%
Wholesale Trade	1.7%	2.5%	3.1%
Retail Trade	9.5%	10.5%	10.5%
Transportation/Utilities	3.3%	3.5%	3.0%
Information	0.3%	1.3%	1.8%
Finance/Insurance/Real Estate	6.4%	4.7%	5.5%
Services	51.4%	53.6%	52.9%
Public Administration	1.6%	2.0%	2.2%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	2,987	26,770	67,449
White Collar	48.8%	53.4%	57.0%
Management/Business/Financial	9.0%	10.6%	12.2%
Professional	18.2%	20.8%	21.5%
Sales	11.1%	10.7%	11.1%
Administrative Support	10.4%	11.2%	12.3%
Services	22.0%	21.7%	20.8%
Blue Collar	29.3%	24.9%	22.2%
Farming/Forestry/Fishing	0.2%	0.4%	0.2%
Construction/Extraction	4.8%	9.0%	6.3%
Installation/Maintenance/Repair	3.9%	2.5%	2.5%
Production	12.6%	7.4%	7.8%
Transportation/Material Moving	7.8%	5.6%	5.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,694	53,365	132,944
Population Inside Urbanized Area	99.5%	98.3%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.5%	1.7%	2.9%

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<b>2010 Households by Type</b>			
Total	2,877	20,617	54,157
Households with 1 Person	32.8%	33.4%	33.7%
Households with 2+ People	67.2%	66.6%	66.3%
Family Households	59.7%	59.0%	59.2%
Husband-wife Families	33.8%	38.7%	39.1%
With Related Children	13.9%	16.2%	15.7%
Other Family (No Spouse Present)	26.0%	20.4%	20.1%
Other Family with Male Householder	5.0%	5.2%	5.0%
With Related Children	2.7%	2.7%	2.5%
Other Family with Female Householder	21.0%	15.1%	15.1%
With Related Children	15.2%	9.8%	9.6%
Nonfamily Households	7.5%	7.6%	7.1%
All Households with Children	32.4%	29.2%	28.3%
Multigenerational Households	3.6%	3.6%	3.6%
Unmarried Partner Households	7.3%	6.8%	6.4%
Male-female	6.6%	6.0%	5.7%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	2,876	20,617	54,157
1 Person Household	32.8%	33.4%	33.7%
2 Person Household	32.4%	32.1%	32.9%
3 Person Household	15.8%	15.1%	14.9%
4 Person Household	10.7%	10.5%	10.3%
5 Person Household	5.3%	5.1%	4.9%
6 Person Household	1.8%	2.1%	1.9%
7 + Person Household	1.3%	1.7%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,877	20,616	54,156
Owner Occupied	46.9%	54.1%	55.7%
Owned with a Mortgage/Loan	30.0%	36.0%	37.6%
Owned Free and Clear	17.0%	18.0%	18.2%
Renter Occupied	53.1%	45.9%	44.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,260	23,540	61,466
Housing Units Inside Urbanized Area	99.5%	98.4%	97.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	1.6%	2.7%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Bright Young Professionals	Hardscrabble Road (8G)	Young and Restless (11B)
2.	Hardscrabble Road (8G)	Old and Newcomers (8F)	Hardscrabble Road (8G)
3.	Traditional Living (12B)	In Style (5B)	Small Town Simplicity
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,871,894	\$33,103,401	\$94,030,787
Average Spent	\$1,233.09	\$1,455.22	\$1,580.14
Spending Potential Index	57	67	73
Education: Total \$	\$2,520,727	\$21,755,713	\$61,680,261
Average Spent	\$802.78	\$956.38	\$1,036.50
Spending Potential Index	55	66	71
Entertainment/Recreation: Total \$	\$5,598,535	\$48,150,487	\$136,526,185
Average Spent	\$1,782.97	\$2,116.69	\$2,294.25
Spending Potential Index	57	68	74
Food at Home: Total \$	\$9,534,667	\$80,616,011	\$229,272,341
Average Spent	\$3,036.52	\$3,543.87	\$3,852.80
Spending Potential Index	60	70	77
Food Away from Home: Total \$	\$6,114,133	\$52,018,015	\$148,302,147
Average Spent	\$1,947.18	\$2,286.71	\$2,492.14
Spending Potential Index	58	69	75
Health Care: Total \$	\$9,953,735	\$86,629,466	\$245,520,686
Average Spent	\$3,169.98	\$3,808.22	\$4,125.84
Spending Potential Index	57	68	74
HH Furnishings & Equipment: Total \$	\$3,516,803	\$30,072,935	\$85,223,660
Average Spent	\$1,120.00	\$1,322.00	\$1,432.14
Spending Potential Index	58	68	74
Personal Care Products & Services: Total \$	\$1,413,417	\$12,189,795	\$34,670,430
Average Spent	\$450.13	\$535.86	\$582.62
Spending Potential Index	57	67	73
Shelter: Total \$	\$29,058,771	\$249,872,617	\$710,440,838
Average Spent	\$9,254.39	\$10,984.38	\$11,938.58
Spending Potential Index	57	68	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,035,512	\$35,510,455	\$100,890,694
Average Spent	\$1,285.19	\$1,561.04	\$1,695.41
Spending Potential Index	55	67	72
Travel: Total \$	\$3,383,337	\$29,833,699	\$84,625,543
Average Spent	\$1,077.50	\$1,311.49	\$1,422.09
Spending Potential Index	52	63	69
Vehicle Maintenance & Repairs: Total \$	\$1,967,793	\$16,820,835	\$47,820,554
Average Spent	\$626.69	\$739.44	\$803.60
Spending Potential Index	58	69	75

**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.