



# Market Profile

249 E Main St, Spartanburg, South Carolina, 29306 3  
 249 E Main St, Spartanburg, South Carolina, 29306  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 34.95046  
 Longitude: -81.92744

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	6,761	48,840	89,361
2010 Total Population	6,739	44,330	88,730
2017 Total Population	7,055	46,198	92,891
2017 Group Quarters	2,025	3,682	5,759
2022 Total Population	7,257	47,717	96,217
2017-2022 Annual Rate	0.57%	0.65%	0.71%
2017 Total Daytime Population	18,208	74,172	126,597
Workers	13,918	46,517	73,911
Residents	4,290	27,655	52,686
<b>Household Summary</b>			
2000 Households	2,456	19,524	35,596
2000 Average Household Size	2.28	2.34	2.37
2010 Households	2,174	17,625	35,362
2010 Average Household Size	2.19	2.31	2.35
2017 Households	2,267	18,234	36,755
2017 Average Household Size	2.22	2.33	2.37
2022 Households	2,348	18,816	38,023
2022 Average Household Size	2.23	2.34	2.38
2017-2022 Annual Rate	0.70%	0.63%	0.68%
2010 Families	1,047	10,417	21,449
2010 Average Family Size	3.18	3.00	3.00
2017 Families	1,061	10,567	21,895
2017 Average Family Size	3.25	3.05	3.05
2022 Families	1,085	10,810	22,473
2022 Average Family Size	3.27	3.08	3.07
2017-2022 Annual Rate	0.45%	0.46%	0.52%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,827	21,783	39,523
Owner Occupied Housing Units	35.2%	48.1%	52.3%
Renter Occupied Housing Units	51.7%	41.6%	37.8%
Vacant Housing Units	13.2%	10.4%	9.9%
2010 Housing Units	2,652	20,568	40,578
Owner Occupied Housing Units	31.9%	43.9%	47.3%
Renter Occupied Housing Units	50.1%	41.8%	39.8%
Vacant Housing Units	18.0%	14.3%	12.9%
2017 Housing Units	2,794	21,521	42,511
Owner Occupied Housing Units	31.1%	42.8%	46.3%
Renter Occupied Housing Units	50.0%	42.0%	40.1%
Vacant Housing Units	18.9%	15.3%	13.5%
2022 Housing Units	2,905	22,292	44,107
Owner Occupied Housing Units	30.9%	42.1%	45.9%
Renter Occupied Housing Units	49.9%	42.3%	40.3%
Vacant Housing Units	19.2%	15.6%	13.8%
<b>Median Household Income</b>			
2017	\$28,746	\$33,455	\$38,415
2022	\$31,821	\$37,391	\$43,523
<b>Median Home Value</b>			
2017	\$155,882	\$99,176	\$118,629
2022	\$187,387	\$111,763	\$131,137
<b>Per Capita Income</b>			
2017	\$20,392	\$21,413	\$22,567
2022	\$22,741	\$24,025	\$25,446
<b>Median Age</b>			
2010	26.0	36.3	35.7
2017	27.2	37.1	36.6
2022	27.8	37.6	37.3

**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	2,267	18,234	36,755
<\$15,000	32.2%	25.4%	20.4%
\$15,000 - \$24,999	12.9%	15.6%	14.4%
\$25,000 - \$34,999	11.2%	10.3%	11.1%
\$35,000 - \$49,999	12.6%	13.2%	14.4%
\$50,000 - \$74,999	12.1%	17.3%	18.3%
\$75,000 - \$99,999	6.7%	8.4%	9.6%
\$100,000 - \$149,999	6.2%	5.5%	7.3%
\$150,000 - \$199,999	2.7%	1.7%	2.2%
\$200,000+	3.5%	2.7%	2.5%
Average Household Income	\$51,313	\$50,616	\$54,625
<b>2022 Households by Income</b>			
Household Income Base	2,348	18,816	38,023
<\$15,000	30.9%	24.3%	19.4%
\$15,000 - \$24,999	11.8%	14.2%	13.0%
\$25,000 - \$34,999	9.9%	9.1%	9.6%
\$35,000 - \$49,999	11.4%	11.7%	12.5%
\$50,000 - \$74,999	13.3%	18.6%	19.4%
\$75,000 - \$99,999	8.3%	10.7%	12.0%
\$100,000 - \$149,999	7.4%	6.6%	8.8%
\$150,000 - \$199,999	3.0%	1.9%	2.5%
\$200,000+	3.9%	2.9%	2.7%
Average Household Income	\$58,382	\$57,332	\$62,100
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	861	9,191	19,689
<\$50,000	9.5%	12.6%	11.0%
\$50,000 - \$99,999	27.9%	38.0%	29.6%
\$100,000 - \$149,999	10.9%	22.0%	25.2%
\$150,000 - \$199,999	13.8%	9.1%	14.3%
\$200,000 - \$249,999	8.5%	4.9%	5.8%
\$250,000 - \$299,999	5.1%	2.7%	3.7%
\$300,000 - \$399,999	12.2%	3.5%	3.7%
\$400,000 - \$499,999	7.3%	2.1%	2.1%
\$500,000 - \$749,999	4.1%	2.9%	2.4%
\$750,000 - \$999,999	0.2%	1.1%	0.9%
\$1,000,000 +	0.3%	1.1%	1.2%
Average Home Value	\$201,890	\$156,889	\$165,076
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	889	9,386	20,254
<\$50,000	6.7%	10.3%	8.7%
\$50,000 - \$99,999	24.5%	34.6%	26.3%
\$100,000 - \$149,999	9.4%	21.7%	24.2%
\$150,000 - \$199,999	12.5%	9.6%	14.9%
\$200,000 - \$249,999	7.1%	5.3%	6.4%
\$250,000 - \$299,999	5.2%	2.9%	4.0%
\$300,000 - \$399,999	14.1%	4.5%	5.0%
\$400,000 - \$499,999	12.4%	3.4%	3.5%
\$500,000 - \$749,999	7.4%	5.1%	4.5%
\$750,000 - \$999,999	0.4%	1.6%	1.4%
\$1,000,000 +	0.3%	1.0%	1.2%
Average Home Value	\$243,090	\$182,017	\$191,932

**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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<b>2010 Population by Age</b>			
Total	6,737	44,329	88,729
0 - 4	5.7%	7.3%	7.0%
5 - 9	4.8%	6.1%	6.2%
10 - 14	3.7%	5.5%	5.9%
15 - 24	34.6%	17.8%	17.7%
25 - 34	10.3%	11.8%	12.3%
35 - 44	9.6%	11.5%	12.1%
45 - 54	10.2%	13.4%	12.9%
55 - 64	10.0%	11.6%	11.5%
65 - 74	5.9%	7.4%	7.3%
75 - 84	3.5%	5.1%	4.9%
85 +	1.7%	2.5%	2.2%
18 +	83.1%	77.3%	77.0%
<b>2017 Population by Age</b>			
Total	7,052	46,199	92,892
0 - 4	5.2%	6.7%	6.4%
5 - 9	4.7%	6.3%	6.2%
10 - 14	4.0%	5.6%	5.8%
15 - 24	33.5%	16.2%	16.1%
25 - 34	10.4%	12.8%	13.5%
35 - 44	9.0%	10.8%	11.2%
45 - 54	9.4%	12.0%	12.0%
55 - 64	10.4%	12.5%	12.1%
65 - 74	7.7%	9.2%	9.2%
75 - 84	3.8%	5.1%	4.9%
85 +	1.9%	2.7%	2.5%
18 +	83.7%	78.2%	78.2%
<b>2022 Population by Age</b>			
Total	7,256	47,717	96,216
0 - 4	5.2%	6.6%	6.3%
5 - 9	4.7%	6.3%	6.2%
10 - 14	4.1%	6.0%	6.1%
15 - 24	32.8%	15.6%	15.6%
25 - 34	10.2%	12.6%	13.1%
35 - 44	9.3%	11.2%	11.7%
45 - 54	8.4%	10.9%	11.1%
55 - 64	10.3%	12.3%	11.8%
65 - 74	8.5%	10.2%	10.0%
75 - 84	4.5%	5.7%	5.7%
85 +	1.9%	2.6%	2.5%
18 +	83.4%	78.0%	78.1%
<b>2010 Population by Sex</b>			
Males	2,863	20,272	41,501
Females	3,876	24,058	47,229
<b>2017 Population by Sex</b>			
Males	3,006	21,213	43,629
Females	4,049	24,985	49,261
<b>2022 Population by Sex</b>			
Males	3,138	22,060	45,402
Females	4,118	25,657	50,815

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,739	44,331	88,730
White Alone	54.0%	47.0%	54.2%
Black Alone	42.5%	47.0%	37.4%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	1.0%	1.5%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	2.5%	3.9%
Two or More Races	1.5%	1.7%	1.8%
Hispanic Origin	3.2%	5.0%	7.5%
Diversity Index	55.7	59.9	62.6
<b>2017 Population by Race/Ethnicity</b>			
Total	7,054	46,198	92,890
White Alone	53.0%	46.2%	53.2%
Black Alone	42.8%	46.7%	37.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.1%	1.7%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	2.8%	4.4%
Two or More Races	1.9%	2.2%	2.2%
Hispanic Origin	3.7%	5.7%	8.5%
Diversity Index	56.9	61.5	64.4
<b>2022 Population by Race/Ethnicity</b>			
Total	7,256	47,718	96,217
White Alone	52.2%	45.5%	52.3%
Black Alone	43.0%	46.3%	36.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.3%	1.9%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.1%	3.3%	5.0%
Two or More Races	2.3%	2.5%	2.6%
Hispanic Origin	4.3%	6.6%	9.6%
Diversity Index	58.1	63.0	66.2
<b>2010 Population by Relationship and Household Type</b>			
Total	6,739	44,330	88,730
In Households	70.8%	91.9%	93.7%
In Family Households	50.7%	72.8%	74.8%
Householder	16.8%	23.7%	24.1%
Spouse	7.8%	12.1%	14.2%
Child	21.4%	30.4%	29.9%
Other relative	3.4%	4.4%	4.3%
Nonrelative	1.4%	2.3%	2.3%
In Nonfamily Households	20.0%	19.1%	18.9%
In Group Quarters	29.2%	8.1%	6.3%
Institutionalized Population	1.8%	2.1%	2.4%
Noninstitutionalized Population	27.5%	6.0%	3.9%

**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	3,709	30,101	60,739
Less than 9th Grade	7.9%	7.2%	6.2%
9th - 12th Grade, No Diploma	14.4%	14.6%	11.9%
High School Graduate	19.0%	23.7%	22.3%
GED/Alternative Credential	4.4%	5.1%	4.6%
Some College, No Degree	16.5%	18.7%	20.0%
Associate Degree	8.0%	9.1%	9.3%
Bachelor's Degree	17.2%	13.5%	16.3%
Graduate/Professional Degree	12.6%	8.2%	9.5%
<b>2017 Population 15+ by Marital Status</b>			
Total	6,073	37,575	75,723
Never Married	56.9%	42.0%	40.0%
Married	25.5%	36.8%	40.6%
Widowed	7.6%	9.0%	8.1%
Divorced	10.0%	12.2%	11.4%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.0%	92.3%	93.8%
Civilian Unemployed (Unemployment Rate)	7.0%	7.7%	6.2%
<b>2017 Employed Population 16+ by Industry</b>			
Total	2,765	18,381	40,091
Agriculture/Mining	0.2%	0.5%	0.6%
Construction	2.3%	3.8%	4.1%
Manufacturing	11.5%	19.1%	19.2%
Wholesale Trade	2.4%	3.1%	3.1%
Retail Trade	9.3%	10.6%	11.8%
Transportation/Utilities	1.4%	2.9%	3.0%
Information	1.3%	1.7%	1.4%
Finance/Insurance/Real Estate	3.4%	3.7%	4.3%
Services	67.0%	53.4%	50.8%
Public Administration	1.1%	1.3%	1.7%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	2,764	18,381	40,091
White Collar	68.1%	53.4%	53.9%
Management/Business/Financial	11.9%	8.9%	9.5%
Professional	26.5%	20.8%	20.5%
Sales	12.3%	11.2%	11.7%
Administrative Support	17.4%	12.6%	12.2%
Services	18.1%	20.4%	19.3%
Blue Collar	13.8%	26.2%	26.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	2.7%	3.6%	3.7%
Installation/Maintenance/Repair	0.7%	2.7%	2.8%
Production	6.7%	10.5%	11.8%
Transportation/Material Moving	3.7%	9.2%	8.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,739	44,330	88,730
Population Inside Urbanized Area	100.0%	99.9%	98.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	1.9%

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<b>2010 Households by Type</b>			
Total	2,174	17,625	35,362
Households with 1 Person	45.3%	35.5%	33.2%
Households with 2+ People	54.7%	64.5%	66.8%
Family Households	48.2%	59.1%	60.7%
Husband-wife Families	23.4%	30.3%	35.7%
With Related Children	8.6%	11.5%	14.3%
Other Family (No Spouse Present)	24.8%	28.8%	24.9%
Other Family with Male Householder	3.2%	4.8%	4.9%
With Related Children	1.5%	2.4%	2.6%
Other Family with Female Householder	21.6%	24.0%	20.0%
With Related Children	15.4%	16.4%	13.7%
Nonfamily Households	6.5%	5.4%	6.2%
All Households with Children	25.9%	30.6%	31.1%
Multigenerational Households	3.6%	5.0%	4.7%
Unmarried Partner Households	5.2%	6.4%	6.4%
Male-female	4.7%	5.7%	5.8%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,174	17,626	35,362
1 Person Household	45.3%	35.5%	33.2%
2 Person Household	28.2%	30.7%	31.6%
3 Person Household	12.6%	15.8%	16.0%
4 Person Household	8.0%	10.1%	10.7%
5 Person Household	3.4%	4.9%	5.1%
6 Person Household	1.5%	1.9%	2.1%
7 + Person Household	0.9%	1.2%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,174	17,625	35,362
Owner Occupied	38.9%	51.2%	54.3%
Owned with a Mortgage/Loan	26.3%	31.8%	34.7%
Owned Free and Clear	12.6%	19.4%	19.6%
Renter Occupied	61.1%	48.8%	45.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,652	20,568	40,578
Housing Units Inside Urbanized Area	100.0%	99.9%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	2.0%

**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>			
<b>1.</b>	Modest Income Homes	Modest Income Homes	Modest Income Homes
<b>2.</b>	Social Security Set (9F)	Small Town Simplicity	Small Town Simplicity
<b>3.</b>	In Style (5B)	City Commons (11E)	Old and Newcomers (8F)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,158,152	\$24,608,835	\$53,908,641
Average Spent	\$1,393.10	\$1,349.61	\$1,466.70
Spending Potential Index	65	62	68
Education: Total \$	\$2,269,692	\$16,134,411	\$35,910,003
Average Spent	\$1,001.19	\$884.85	\$977.01
Spending Potential Index	69	61	67
Entertainment/Recreation: Total \$	\$4,528,124	\$36,524,763	\$79,021,349
Average Spent	\$1,997.41	\$2,003.11	\$2,149.95
Spending Potential Index	64	64	69
Food at Home: Total \$	\$7,762,499	\$62,103,208	\$132,898,523
Average Spent	\$3,424.13	\$3,405.90	\$3,615.79
Spending Potential Index	68	68	72
Food Away from Home: Total \$	\$4,980,607	\$38,957,234	\$85,017,993
Average Spent	\$2,197.00	\$2,136.52	\$2,313.10
Spending Potential Index	66	64	69
Health Care: Total \$	\$8,017,986	\$66,689,975	\$143,455,020
Average Spent	\$3,536.83	\$3,657.45	\$3,903.01
Spending Potential Index	63	65	70
HH Furnishings & Equipment: Total \$	\$2,798,998	\$22,556,744	\$49,150,317
Average Spent	\$1,234.67	\$1,237.07	\$1,337.24
Spending Potential Index	64	64	69
Personal Care Products & Services: Total \$	\$1,162,605	\$9,130,034	\$19,912,642
Average Spent	\$512.84	\$500.71	\$541.77
Spending Potential Index	64	63	68
Shelter: Total \$	\$24,887,507	\$188,333,479	\$408,436,554
Average Spent	\$10,978.17	\$10,328.70	\$11,112.41
Spending Potential Index	68	64	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,306,187	\$26,947,061	\$58,478,946
Average Spent	\$1,458.40	\$1,477.85	\$1,591.05
Spending Potential Index	62	63	68
Travel: Total \$	\$2,751,672	\$21,851,222	\$48,396,811
Average Spent	\$1,213.79	\$1,198.38	\$1,316.74
Spending Potential Index	59	58	64
Vehicle Maintenance & Repairs: Total \$	\$1,579,528	\$12,854,236	\$27,718,903
Average Spent	\$696.75	\$704.96	\$754.15
Spending Potential Index	65	66	70

**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.