



Market Profile

5 E Butler Rd, Mauldin, South Carolina, 29662
Rings: 1, 3, 5 mile radii

	1 mile	3 miles
Population Summary		
2000 Total Population	5,802	26,988
2010 Total Population	6,652	36,864
2020 Total Population	6,992	45,563
2020 Group Quarters	18	251
2025 Total Population	7,491	50,359
2020-2025 Annual Rate	1.39%	2.02%
2020 Total Daytime Population	7,753	49,520
Workers	4,050	26,314
Residents	3,703	23,206
Household Summary		
2000 Households	2,371	10,682
2000 Average Household Size	2.44	2.50
2010 Households	2,793	14,963
2010 Average Household Size	2.37	2.45
2020 Households	2,969	18,341
2020 Average Household Size	2.35	2.47
2025 Households	3,171	20,246
2025 Average Household Size	2.36	2.47
2020-2025 Annual Rate	1.33%	2.00%
2010 Families	1,757	10,046
2010 Average Family Size	3.00	3.00
2020 Families	1,829	11,967
2020 Average Family Size	3.00	3.07
2025 Families	1,947	13,109
2025 Average Family Size	3.01	3.08
2020-2025 Annual Rate	1.26%	1.84%
Housing Unit Summary		
2000 Housing Units	2,500	11,229
Owner Occupied Housing Units	59.6%	65.3%
Renter Occupied Housing Units	35.3%	29.9%
Vacant Housing Units	5.1%	4.9%
2010 Housing Units	3,011	16,113
Owner Occupied Housing Units	55.4%	63.0%
Renter Occupied Housing Units	37.3%	29.9%
Vacant Housing Units	7.2%	7.1%
2020 Housing Units	3,164	19,573
Owner Occupied Housing Units	54.4%	57.9%
Renter Occupied Housing Units	39.5%	35.8%
Vacant Housing Units	6.2%	6.3%
2025 Housing Units	3,365	21,526
Owner Occupied Housing Units	53.0%	56.4%
Renter Occupied Housing Units	41.2%	37.7%
Vacant Housing Units	5.8%	5.9%
Median Household Income		
2020	\$56,944	\$68,659
2025	\$59,441	\$73,848
Median Home Value		
2020	\$150,214	\$176,919
2025	\$156,664	\$184,081
Per Capita Income		
2020	\$30,153	\$33,823
2025	\$32,665	\$37,243
Median Age		
2010	38.6	36.7
2020	40.5	39.2
2025	41.2	40.0

Data Note: Household population includes persons not residing in group quarters. Average household size is the household population divided by total population. Families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income of all persons 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



Market Profile

5 E Butler Rd, Mauldin, South Carolina, 29662
Rings: 1, 3, 5 mile radii

	1 mile	3 miles
2020 Households by Income		
Household Income Base	2,969	18,341
< \$15,000	7.6%	5.3%
\$15,000 - \$24,999	8.1%	6.3%
\$25,000 - \$34,999	9.3%	8.0%
\$35,000 - \$49,999	15.8%	12.3%
\$50,000 - \$74,999	24.1%	22.2%
\$75,000 - \$99,999	15.3%	17.0%
\$100,000 - \$149,999	12.3%	17.3%
\$150,000 - \$199,999	5.7%	8.2%
\$200,000+	1.7%	3.4%
Average Household Income	\$70,397	\$83,597
2025 Households by Income		
Household Income Base	3,171	20,246
< \$15,000	7.0%	4.8%
\$15,000 - \$24,999	7.5%	5.8%
\$25,000 - \$34,999	8.7%	7.2%
\$35,000 - \$49,999	15.3%	11.5%
\$50,000 - \$74,999	23.8%	21.2%
\$75,000 - \$99,999	16.0%	16.8%
\$100,000 - \$149,999	13.3%	18.5%
\$150,000 - \$199,999	6.5%	10.0%
\$200,000+	2.0%	4.1%
Average Household Income	\$76,530	\$92,070
2020 Owner Occupied Housing Units by Value		
Total	1,721	11,327
< \$50,000	2.7%	1.9%
\$50,000 - \$99,999	6.6%	6.2%
\$100,000 - \$149,999	40.5%	24.3%
\$150,000 - \$199,999	33.9%	32.7%
\$200,000 - \$249,999	7.2%	14.7%
\$250,000 - \$299,999	3.3%	11.0%
\$300,000 - \$399,999	2.7%	5.6%
\$400,000 - \$499,999	1.0%	2.2%
\$500,000 - \$749,999	0.2%	0.9%
\$750,000 - \$999,999	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%
\$1,500,000 - \$1,999,999	1.9%	0.4%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$188,669	\$199,695
2025 Owner Occupied Housing Units by Value		
Total	1,785	12,133
< \$50,000	2.3%	1.5%
\$50,000 - \$99,999	5.5%	5.2%
\$100,000 - \$149,999	37.5%	21.6%
\$150,000 - \$199,999	34.7%	31.9%
\$200,000 - \$249,999	8.1%	15.8%
\$250,000 - \$299,999	4.1%	12.9%
\$300,000 - \$399,999	3.5%	6.6%
\$400,000 - \$499,999	1.3%	2.7%
\$500,000 - \$749,999	0.3%	1.2%
\$750,000 - \$999,999	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%
\$1,500,000 - \$1,999,999	2.5%	0.5%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$205,658	\$211,442

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles
2010 Population by Age		
Total	6,653	36,861
0 - 4	6.4%	7.0%
5 - 9	6.0%	6.8%
10 - 14	6.7%	7.1%
15 - 24	12.5%	12.0%
25 - 34	13.5%	14.6%
35 - 44	14.2%	15.7%
45 - 54	14.7%	14.3%
55 - 64	11.6%	11.3%
65 - 74	8.6%	6.8%
75 - 84	4.5%	3.3%
85 +	1.4%	1.2%
18 +	77.0%	75.0%
2020 Population by Age		
Total	6,992	45,561
0 - 4	5.6%	6.0%
5 - 9	5.9%	6.5%
10 - 14	6.0%	6.8%
15 - 24	11.2%	11.4%
25 - 34	13.8%	13.1%
35 - 44	13.1%	14.2%
45 - 54	13.2%	14.3%
55 - 64	13.3%	12.6%
65 - 74	9.8%	9.2%
75 - 84	6.1%	4.4%
85 +	2.0%	1.5%
18 +	79.3%	77.0%
2025 Population by Age		
Total	7,493	50,360
0 - 4	5.6%	5.9%
5 - 9	5.7%	6.2%
10 - 14	6.1%	6.7%
15 - 24	10.6%	11.2%
25 - 34	13.3%	13.2%
35 - 44	13.8%	13.8%
45 - 54	12.2%	13.4%
55 - 64	12.7%	12.6%
65 - 74	10.8%	9.9%
75 - 84	6.7%	5.4%
85 +	2.5%	1.7%
18 +	79.1%	77.2%
2010 Population by Sex		
Males	3,090	17,451
Females	3,562	19,413
2020 Population by Sex		
Males	3,290	21,778
Females	3,702	23,785
2025 Population by Sex		
Males	3,551	24,146
Females	3,940	26,213

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



Market Profile

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	1 mile	3 miles
2010 Population by Race/Ethnicity		
Total	6,652	36,864
White Alone	60.7%	68.1%
Black Alone	31.8%	24.0%
American Indian Alone	0.3%	0.3%
Asian Alone	1.8%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.1%	2.4%
Two or More Races	2.2%	2.1%
Hispanic Origin	7.8%	7.1%
Diversity Index	59.7	54.6
2020 Population by Race/Ethnicity		
Total	6,993	45,563
White Alone	60.5%	68.2%
Black Alone	30.3%	22.1%
American Indian Alone	0.3%	0.2%
Asian Alone	2.5%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.5%	2.7%
Two or More Races	2.9%	2.6%
Hispanic Origin	9.1%	8.0%
Diversity Index	61.8	56.1
2025 Population by Race/Ethnicity		
Total	7,490	50,361
White Alone	60.5%	67.4%
Black Alone	29.2%	21.7%
American Indian Alone	0.3%	0.3%
Asian Alone	2.9%	4.8%
Pacific Islander Alone	0.1%	0.2%
Some Other Race Alone	3.8%	2.8%
Two or More Races	3.3%	3.0%
Hispanic Origin	10.0%	8.8%
Diversity Index	62.9	57.8
2010 Population by Relationship and Household Type		
Total	6,652	36,864
In Households	99.7%	99.3%
In Family Households	81.3%	83.4%
Householder	26.9%	27.2%
Spouse	18.1%	20.0%
Child	30.5%	31.5%
Other relative	3.7%	3.0%
Nonrelative	2.1%	1.7%
In Nonfamily Households	18.4%	15.9%
In Group Quarters	0.3%	0.7%
Institutionalized Population	0.1%	0.6%
Noninstitutionalized Population	0.2%	0.2%

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 belong to the same racial or ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment		
Total	4,982	31,547
Less than 9th Grade	3.7%	1.9%
9th - 12th Grade, No Diploma	4.6%	3.9%
High School Graduate	24.5%	19.0%
GED/Alternative Credential	5.0%	4.0%
Some College, No Degree	22.8%	22.8%
Associate Degree	11.1%	10.5%
Bachelor's Degree	16.7%	24.6%
Graduate/Professional Degree	11.5%	13.3%
2020 Population 15+ by Marital Status		
Total	5,767	36,761
Never Married	34.6%	33.9%
Married	43.6%	49.6%
Widowed	7.9%	5.1%
Divorced	13.8%	11.3%
2020 Civilian Population 16+ in Labor Force		
Civilian Population 16+	3,723	24,950
Population 16+ Employed	88.9%	90.2%
Population 16+ Unemployment rate	11.1%	9.8%
Population 16-24 Employed	10.2%	11.1%
Population 16-24 Unemployment rate	20.1%	16.1%
Population 25-54 Employed	64.3%	66.5%
Population 25-54 Unemployment rate	10.3%	9.2%
Population 55-64 Employed	19.5%	17.3%
Population 55-64 Unemployment rate	8.1%	7.6%
Population 65+ Employed	6.0%	5.1%
Population 65+ Unemployment rate	12.0%	9.6%
2020 Employed Population 16+ by Industry		
Total	3,309	22,510
Agriculture/Mining	0.1%	0.0%
Construction	3.4%	3.3%
Manufacturing	16.2%	18.0%
Wholesale Trade	1.4%	2.5%
Retail Trade	12.2%	8.8%
Transportation/Utilities	7.8%	4.9%
Information	2.6%	2.0%
Finance/Insurance/Real Estate	3.9%	6.6%
Services	49.1%	50.8%
Public Administration	3.3%	3.0%
2020 Employed Population 16+ by Occupation		
Total	3,307	22,508
White Collar	57.8%	66.1%
Management/Business/Financial	8.5%	14.0%
Professional	24.1%	28.1%
Sales	9.2%	9.3%
Administrative Support	16.0%	14.7%
Services	15.0%	15.1%
Blue Collar	27.0%	18.9%
Farming/Forestry/Fishing	0.1%	0.0%
Construction/Extraction	4.6%	1.9%
Installation/Maintenance/Repair	3.7%	3.0%
Production	11.3%	8.7%
Transportation/Material Moving	7.3%	5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles
2010 Households by Type		
Total	2,794	14,963
Households with 1 Person	31.8%	27.6%
Households with 2+ People	68.2%	72.4%
Family Households	62.9%	67.1%
Husband-wife Families	42.1%	49.4%
With Related Children	17.1%	22.8%
Other Family (No Spouse Present)	20.8%	17.8%
Other Family with Male Householder	4.2%	4.0%
With Related Children	2.3%	2.3%
Other Family with Female Householder	16.6%	13.8%
With Related Children	11.3%	9.4%
Nonfamily Households	5.3%	5.2%
All Households with Children	30.9%	34.8%
Multigenerational Households	4.3%	3.6%
Unmarried Partner Households	5.4%	5.1%
Male-female	4.9%	4.5%
Same-sex	0.5%	0.6%
2010 Households by Size		
Total	2,792	14,963
1 Person Household	31.8%	27.6%
2 Person Household	33.0%	33.8%
3 Person Household	16.1%	17.0%
4 Person Household	11.8%	13.4%
5 Person Household	5.0%	5.6%
6 Person Household	1.6%	1.8%
7 + Person Household	0.6%	0.8%
2010 Households by Tenure and Mortgage Status		
Total	2,793	14,963
Owner Occupied	59.8%	67.9%
Owned with a Mortgage/Loan	44.4%	54.0%
Owned Free and Clear	15.4%	13.9%
Renter Occupied	40.2%	32.1%
2020 Affordability, Mortgage and Wealth		
Housing Affordability Index	219	224
Percent of Income for Mortgage	11.0%	10.8%
Wealth Index	64	78
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	3,011	16,113
Housing Units Inside Urbanized Area	98.7%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%
Rural Housing Units	1.3%	1.0%
2010 Population By Urban/ Rural Status		
Total Population	6,652	36,864
Population Inside Urbanized Area	98.7%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%
Rural Population	1.3%	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families w relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.	Old and Newcomers (8F)	Middleburg (4C)
2.	Middleburg (4C)	Green Acres (6A)
3.	Midlife Constants (5E)	Soccer Moms (4A)
2020 Consumer Spending		
Apparel & Services: Total \$	\$5,014,607	\$37,003,699
Average Spent	\$1,688.99	\$2,017.54
Spending Potential Index	79	94
Education: Total \$	\$3,855,411	\$29,052,180
Average Spent	\$1,298.56	\$1,584.00
Spending Potential Index	73	89
Entertainment/Recreation: Total \$	\$7,633,000	\$55,374,105
Average Spent	\$2,570.90	\$3,019.14
Spending Potential Index	79	93
Food at Home: Total \$	\$12,502,867	\$90,717,778
Average Spent	\$4,211.14	\$4,946.17
Spending Potential Index	79	93
Food Away from Home: Total \$	\$8,824,832	\$64,834,444
Average Spent	\$2,972.32	\$3,534.95
Spending Potential Index	79	94
Health Care: Total \$	\$13,939,154	\$99,675,350
Average Spent	\$4,694.90	\$5,434.56
Spending Potential Index	82	95
HH Furnishings & Equipment: Total \$	\$5,209,837	\$38,192,959
Average Spent	\$1,754.74	\$2,082.38
Spending Potential Index	80	95
Personal Care Products & Services: Total \$	\$2,204,336	\$16,089,804
Average Spent	\$742.45	\$877.26
Spending Potential Index	81	95
Shelter: Total \$	\$43,937,957	\$323,117,442
Average Spent	\$14,798.91	\$17,617.22
Spending Potential Index	76	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,815,739	\$41,446,861
Average Spent	\$1,958.82	\$2,259.79
Spending Potential Index	84	96
Travel: Total \$	\$5,566,600	\$40,952,963
Average Spent	\$1,874.91	\$2,232.86
Spending Potential Index	78	93
Vehicle Maintenance & Repairs: Total \$	\$2,862,051	\$20,276,052
Average Spent	\$963.98	\$1,105.50
Spending Potential Index	83	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are in categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household and 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Prepared by Esri

Latitude: 34.77874

Longitude: -82.30857

5 miles

81,161
104,139
126,108
774
137,840
1.80%
141,844
75,878
65,966
31,723
2.54
41,458
2.49
50,231
2.50
54,874
2.50
1.78%
28,144
3.04
33,528
3.07
36,436
3.08
1.68%
33,850
64.9%
28.8%
6.3%
44,903
62.1%
30.2%
7.7%
53,948
60.0%
33.1%
6.9%
58,777
59.2%
34.2%
6.6%
\$68,864
\$74,418
\$201,052
\$215,936
\$36,543
\$40,688
37.0
39.0
39.8

per household. Persons in
received by all persons aged

July 09, 2020



Prepared by Esri

Latitude: 34.77874

Longitude: -82.30857

5 miles

50,231

7.0%

6.3%

8.3%

11.9%

20.2%

15.3%

16.5%

7.6%

6.9%

\$91,517

54,874

6.3%

5.7%

7.6%

11.2%

19.5%

15.3%

17.1%

8.9%

8.4%

\$101,971

32,348

2.7%

7.8%

17.8%

21.4%

16.0%

11.4%

12.3%

5.2%

3.7%

1.0%

0.3%

0.3%

0.1%

\$242,832

34,775

2.1%

6.6%

15.7%

20.3%

16.6%

12.7%

13.8%

5.9%

4.4%

1.1%

0.3%

0.3%

0.1%

\$257,002

vidends, net rents,

July 09, 2020



Prepared by Esri
Latitude: 34.77874
Longitude: -82.30857

5 miles

104,142
6.9%
7.0%
7.2%
12.2%
13.7%
15.0%
14.7%
11.3%
6.9%
3.5%
1.4%
74.5%
126,107
6.1%
6.5%
6.8%
11.8%
13.3%
13.4%
13.9%
12.8%
9.1%
4.6%
1.7%
76.8%
137,838
6.0%
6.3%
6.7%
11.3%
13.1%
13.4%
13.0%
12.7%
9.8%
5.6%
1.9%
77.1%
49,726
54,413
60,473
65,635
66,199
71,641



Prepared by Esri

Latitude: 34.77874

Longitude: -82.30857

5 miles

104,139
69.0%
23.7%
0.3%
2.6%
0.1%
2.5%
1.9%
6.4%
53.1
126,109
68.8%
22.2%
0.2%
3.4%
0.1%
2.8%
2.5%
7.4%
54.8
137,839
68.2%
21.7%
0.2%
4.0%
0.1%
3.0%
2.8%
8.1%
56.4
104,139
99.2%
83.7%
27.1%
20.1%
31.9%
3.0%
1.6%
15.4%
0.8%
0.5%
0.3%

... from different race/ethnic

July 09, 2020



Prepared by Esri

Latitude: 34.77874

Longitude: -82.30857

5 miles

86,744

1.9%

4.4%

18.6%

3.8%

19.9%

10.3%

26.2%

15.0%

101,639

31.6%

51.9%

5.3%

11.2%

66,676

90.8%

9.2%

11.6%

15.8%

66.2%

8.3%

17.1%

8.0%

5.1%

8.2%

60,562

0.1%

4.6%

19.4%

2.7%

8.5%

4.6%

1.8%

6.9%

48.5%

2.9%

60,564

67.2%

15.9%

27.2%

9.8%

14.2%

14.0%

18.9%

0.0%

2.2%

2.6%

8.6%

5.4%

July 09, 2020



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Latitude: 34.77874

Longitude: -82.30857

5 miles

41,458
26.8%
73.2%
67.9%
50.3%
23.6%
17.5%
3.9%
2.2%
13.6%
9.2%
5.3%
35.3%
3.5%
5.0%
4.4%
0.6%
41,458
26.8%
33.6%
17.0%
14.0%
5.9%
1.9%
0.9%
41,458
67.3%
52.6%
14.7%
32.7%
198
12.2%
101
44,903
98.8%
0.0%
1.2%
104,139
98.8%
0.0%
1.2%

with 3 or more parent-child
related to the householder.
polygons or non-standard

July 09, 2020



Prepared by Esri

Latitude: 34.77874

Longitude: -82.30857

5 miles

Middleburg (4C)

Soccer Moms (4A)

Green Acres (6A)

\$110,607,327

\$2,201.97

103

\$88,985,103

\$1,771.52

99

\$165,847,659

\$3,301.70

102

\$270,893,417

\$5,392.95

101

\$193,423,010

\$3,850.67

102

\$297,187,684

\$5,916.42

103

\$114,118,394

\$2,271.87

104

\$48,016,037

\$955.90

104

\$968,117,502

\$19,273.31

99

\$123,580,443

\$2,460.24

105

\$122,726,739

\$2,443.25

101

\$60,661,354

\$1,207.65

104

e shown by broad budget
represent annual figures. The