



Market Profile

Bush River Village 2
 1301 Bush River Rd, Columbia, South Carolina, 29210
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 34.03016
 Longitude: -81.10723

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	52,954	117,252	335,042
2010 Total Population	54,847	122,869	363,188
2015 Total Population	56,197	127,142	378,081
2015 Group Quarters	6,738	9,476	28,758
2020 Total Population	58,148	132,295	396,178
2015-2020 Annual Rate	0.68%	0.80%	0.94%
Household Summary			
2000 Households	22,672	48,855	131,419
2000 Average Household Size	2.09	2.22	2.35
2010 Households	22,569	51,463	143,706
2010 Average Household Size	2.13	2.20	2.33
2015 Households	23,206	53,560	150,714
2015 Average Household Size	2.13	2.20	2.32
2020 Households	24,119	55,968	158,760
2020 Average Household Size	2.13	2.19	2.31
2015-2020 Annual Rate	0.77%	0.88%	1.05%
2010 Families	11,528	27,293	84,018
2010 Average Family Size	2.86	2.90	2.96
2015 Families	11,663	28,007	86,987
2015 Average Family Size	2.86	2.89	2.95
2020 Families	12,002	29,007	90,921
2020 Average Family Size	2.86	2.89	2.94
2015-2020 Annual Rate	0.57%	0.70%	0.89%
Housing Unit Summary			
2000 Housing Units	24,617	53,023	141,994
Owner Occupied Housing Units	40.1%	46.9%	56.6%
Renter Occupied Housing Units	52.0%	45.3%	36.0%
Vacant Housing Units	7.9%	7.9%	7.4%
2010 Housing Units	25,826	58,172	160,309
Owner Occupied Housing Units	38.5%	44.1%	53.3%
Renter Occupied Housing Units	48.9%	44.4%	36.3%
Vacant Housing Units	12.6%	11.5%	10.4%
2015 Housing Units	27,138	61,324	168,856
Owner Occupied Housing Units	35.6%	41.1%	50.7%
Renter Occupied Housing Units	49.9%	46.2%	38.5%
Vacant Housing Units	14.5%	12.7%	10.7%
2020 Housing Units	28,494	64,401	178,299
Owner Occupied Housing Units	35.0%	40.7%	50.5%
Renter Occupied Housing Units	49.6%	46.2%	38.5%
Vacant Housing Units	15.4%	13.1%	11.0%
Median Household Income			
2015	\$37,900	\$39,608	\$47,252
2020	\$42,372	\$44,957	\$53,351
Median Home Value			
2015	\$155,139	\$153,122	\$172,517
2020	\$173,274	\$173,914	\$195,896
Per Capita Income			
2015	\$22,496	\$22,967	\$26,784
2020	\$24,952	\$25,642	\$29,916
Median Age			
2010	33.3	34.1	33.9
2015	34.3	34.9	34.8
2020	35.0	35.9	35.9

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	23,204	53,558	150,710
<\$15,000	16.1%	16.7%	15.2%
\$15,000 - \$24,999	14.3%	13.3%	11.3%
\$25,000 - \$34,999	15.0%	13.5%	11.1%
\$35,000 - \$49,999	17.8%	16.8%	14.5%
\$50,000 - \$74,999	16.6%	17.3%	17.9%
\$75,000 - \$99,999	9.1%	10.2%	11.6%
\$100,000 - \$149,999	7.5%	8.7%	11.3%
\$150,000 - \$199,999	2.3%	2.1%	3.6%
\$200,000+	1.3%	1.3%	3.5%
Average Household Income	\$51,406	\$52,950	\$65,467
2020 Households by Income			
Household Income Base	24,117	55,966	158,756
<\$15,000	15.3%	15.8%	14.2%
\$15,000 - \$24,999	11.2%	10.1%	8.3%
\$25,000 - \$34,999	12.8%	11.5%	9.2%
\$35,000 - \$49,999	18.5%	17.3%	14.5%
\$50,000 - \$74,999	18.8%	19.4%	19.6%
\$75,000 - \$99,999	10.4%	11.7%	12.9%
\$100,000 - \$149,999	8.9%	10.2%	13.0%
\$150,000 - \$199,999	2.8%	2.6%	4.4%
\$200,000+	1.4%	1.5%	3.8%
Average Household Income	\$57,135	\$59,114	\$72,999
2015 Owner Occupied Housing Units by Value			
Total	9,643	25,211	85,610
<\$50,000	3.7%	3.9%	4.4%
\$50,000 - \$99,999	14.1%	14.3%	12.0%
\$100,000 - \$149,999	29.5%	30.1%	23.8%
\$150,000 - \$199,999	26.5%	25.9%	21.8%
\$200,000 - \$249,999	14.1%	12.5%	12.6%
\$250,000 - \$299,999	5.8%	5.7%	7.6%
\$300,000 - \$399,999	3.3%	3.9%	8.0%
\$400,000 - \$499,999	1.0%	1.5%	3.7%
\$500,000 - \$749,999	1.1%	1.3%	3.8%
\$750,000 - \$999,999	0.2%	0.2%	1.2%
\$1,000,000 +	0.7%	0.5%	1.2%
Average Home Value	\$175,656	\$175,373	\$220,870
2020 Owner Occupied Housing Units by Value			
Total	9,964	26,233	90,040
<\$50,000	2.7%	2.8%	3.0%
\$50,000 - \$99,999	10.2%	10.6%	8.8%
\$100,000 - \$149,999	23.8%	23.2%	17.8%
\$150,000 - \$199,999	28.6%	28.0%	22.2%
\$200,000 - \$249,999	17.9%	16.7%	16.2%
\$250,000 - \$299,999	7.8%	8.2%	10.0%
\$300,000 - \$399,999	4.2%	5.2%	9.4%
\$400,000 - \$499,999	1.6%	2.0%	4.0%
\$500,000 - \$749,999	2.0%	2.4%	5.1%
\$750,000 - \$999,999	0.5%	0.5%	1.9%
\$1,000,000 +	0.7%	0.5%	1.6%
Average Home Value	\$197,895	\$199,407	\$251,553

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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2010 Population by Age			
Total	54,846	122,868	363,185
0 - 4	6.4%	6.5%	6.1%
5 - 9	5.0%	5.2%	5.6%
10 - 14	4.4%	4.8%	5.5%
15 - 24	17.1%	17.2%	19.3%
25 - 34	20.1%	17.8%	15.1%
35 - 44	13.0%	12.6%	12.2%
45 - 54	12.8%	13.3%	13.5%
55 - 64	9.9%	10.8%	11.2%
65 - 74	5.7%	6.2%	6.3%
75 - 84	3.7%	3.9%	3.7%
85 +	1.9%	1.9%	1.6%
18 +	80.8%	80.2%	79.3%
2015 Population by Age			
Total	56,198	127,143	378,082
0 - 4	5.9%	6.0%	5.7%
5 - 9	5.6%	5.8%	5.7%
10 - 14	4.6%	4.9%	5.4%
15 - 24	14.3%	15.2%	18.2%
25 - 34	21.0%	18.3%	15.4%
35 - 44	13.7%	13.0%	12.1%
45 - 54	11.7%	12.1%	12.3%
55 - 64	10.1%	11.3%	12.0%
65 - 74	7.2%	7.7%	7.9%
75 - 84	3.8%	3.9%	3.8%
85 +	2.0%	1.9%	1.7%
18 +	80.6%	80.2%	80.0%
2020 Population by Age			
Total	58,148	132,295	396,175
0 - 4	5.9%	6.0%	5.6%
5 - 9	5.3%	5.5%	5.4%
10 - 14	5.2%	5.4%	5.6%
15 - 24	14.4%	14.9%	17.4%
25 - 34	19.3%	16.8%	14.7%
35 - 44	14.7%	13.9%	12.7%
45 - 54	10.7%	11.2%	11.3%
55 - 64	10.2%	11.3%	12.0%
65 - 74	7.9%	8.6%	9.0%
75 - 84	4.3%	4.4%	4.4%
85 +	2.1%	2.0%	1.8%
18 +	80.4%	80.0%	80.1%
2010 Population by Sex			
Males	27,969	60,598	177,356
Females	26,878	62,271	185,832
2015 Population by Sex			
Males	28,809	63,000	185,257
Females	27,387	64,142	192,824
2020 Population by Sex			
Males	29,774	65,569	194,306
Females	28,374	66,726	201,872

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	54,847	122,869	363,188
White Alone	44.5%	52.2%	59.9%
Black Alone	48.0%	40.3%	33.6%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.9%	1.9%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	3.1%	2.2%
Two or More Races	2.1%	2.1%	1.9%
Hispanic Origin	5.9%	6.0%	4.9%
Diversity Index	61.9	61.4	57.2
2015 Population by Race/Ethnicity			
Total	56,197	127,141	378,080
White Alone	42.9%	51.0%	58.9%
Black Alone	48.7%	40.8%	33.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.3%	2.3%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	3.3%	2.3%
Two or More Races	2.3%	2.3%	2.1%
Hispanic Origin	6.3%	6.3%	5.2%
Diversity Index	62.9	62.4	58.3
2020 Population by Race/Ethnicity			
Total	58,148	132,295	396,178
White Alone	41.5%	49.7%	57.8%
Black Alone	49.2%	41.2%	34.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.7%	2.7%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	3.4%	2.4%
Two or More Races	2.6%	2.6%	2.4%
Hispanic Origin	6.7%	6.6%	5.5%
Diversity Index	63.7	63.4	59.5
2010 Population by Relationship and Household Type			
Total	54,847	122,869	363,188
In Households	87.7%	92.3%	92.1%
In Family Households	62.6%	66.9%	70.5%
Householder	21.0%	22.2%	23.1%
Spouse	12.0%	13.3%	15.1%
Child	23.1%	24.9%	26.7%
Other relative	3.9%	4.0%	3.5%
Nonrelative	2.6%	2.5%	2.1%
In Nonfamily Households	25.1%	25.4%	21.6%
In Group Quarters	12.3%	7.7%	7.9%
Institutionalized Population	11.7%	6.0%	2.8%
Noninstitutionalized Population	0.5%	1.8%	5.2%

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 be from different race/ethnic groups.

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2015 Population 25+ by Educational Attainment			
Total	39,097	86,610	245,970
Less than 9th Grade	2.3%	2.8%	2.6%
9th - 12th Grade, No Diploma	9.1%	8.3%	6.8%
High School Graduate	19.0%	20.5%	19.1%
GED/Alternative Credential	5.4%	4.6%	3.5%
Some College, No Degree	24.4%	22.6%	21.9%
Associate Degree	8.3%	8.3%	8.8%
Bachelor's Degree	20.3%	20.6%	22.2%
Graduate/Professional Degree	11.2%	12.4%	15.1%
2015 Population 15+ by Marital Status			
Total	47,123	105,893	314,672
Never Married	46.6%	44.4%	42.3%
Married	35.3%	37.6%	40.6%
Widowed	6.1%	6.2%	5.9%
Divorced	12.0%	11.7%	11.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.0%	91.8%	92.3%
Civilian Unemployed	8.0%	8.2%	7.7%
2015 Employed Population 16+ by Industry			
Total	24,873	58,221	171,472
Agriculture/Mining	0.6%	0.4%	0.5%
Construction	3.8%	5.5%	5.0%
Manufacturing	7.7%	7.6%	7.4%
Wholesale Trade	2.1%	2.1%	2.3%
Retail Trade	13.0%	11.8%	11.5%
Transportation/Utilities	4.2%	4.3%	4.1%
Information	4.0%	3.0%	2.0%
Finance/Insurance/Real Estate	9.2%	7.4%	8.0%
Services	47.5%	50.6%	52.1%
Public Administration	7.8%	7.3%	7.1%
2015 Employed Population 16+ by Occupation			
Total	24,874	58,220	171,472
White Collar	64.4%	61.9%	64.6%
Management/Business/Financial	11.3%	11.7%	13.6%
Professional	23.8%	23.5%	25.1%
Sales	12.5%	11.0%	11.2%
Administrative Support	16.7%	15.7%	14.6%
Services	19.0%	19.7%	18.9%
Blue Collar	16.6%	18.4%	16.6%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	3.5%	5.0%	4.6%
Installation/Maintenance/Repair	3.3%	3.3%	2.7%
Production	4.1%	4.4%	4.1%
Transportation/Material Moving	5.4%	5.5%	5.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	22,569	51,462	143,705
Households with 1 Person	39.3%	36.8%	32.1%
Households with 2+ People	60.7%	63.2%	67.9%
Family Households	51.1%	53.0%	58.5%
Husband-wife Families	29.2%	31.7%	38.3%
With Related Children	10.7%	12.0%	15.9%
Other Family (No Spouse Present)	21.9%	21.3%	20.1%
Other Family with Male Householder	4.6%	4.5%	4.3%
With Related Children	2.5%	2.3%	2.2%
Other Family with Female Householder	17.3%	16.8%	15.9%
With Related Children	12.0%	11.2%	10.5%
Nonfamily Households	9.6%	10.2%	9.4%
All Households with Children	25.6%	26.0%	29.0%
Multigenerational Households	2.9%	3.3%	3.5%
Unmarried Partner Households	8.1%	7.3%	6.2%
Male-female	7.1%	6.4%	5.4%
Same-sex	1.0%	0.9%	0.8%
2010 Households by Size			
Total	22,569	51,463	143,706
1 Person Household	39.3%	36.8%	32.1%
2 Person Household	32.8%	32.8%	33.1%
3 Person Household	13.4%	14.4%	16.0%
4 Person Household	8.4%	9.5%	11.5%
5 Person Household	3.7%	4.0%	4.6%
6 Person Household	1.4%	1.6%	1.6%
7 + Person Household	1.0%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	22,569	51,463	143,706
Owner Occupied	44.1%	49.8%	59.5%
Owned with a Mortgage/Loan	30.8%	35.3%	43.5%
Owned Free and Clear	13.3%	14.5%	15.9%
Renter Occupied	55.9%	50.2%	40.5%

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. Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
	2. Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Soccer Moms (4A)
	3. Old and Newcomers (8F)	Old and Newcomers (8F)	Middleburg (4C)

2015 Consumer Spending			
Apparel & Services: Total \$	\$38,730,022	\$90,731,453	\$311,334,713
Average Spent	\$1,668.97	\$1,694.02	\$2,065.73
Spending Potential Index	72	73	89
Computers & Accessories: Total \$	\$4,371,729	\$10,202,103	\$35,187,577
Average Spent	\$188.39	\$190.48	\$233.47
Spending Potential Index	72	73	89
Education: Total \$	\$24,509,784	\$58,058,775	\$204,091,883
Average Spent	\$1,056.18	\$1,084.00	\$1,354.17
Spending Potential Index	69	71	89
Entertainment/Recreation: Total \$	\$51,519,057	\$123,445,023	\$432,455,898
Average Spent	\$2,220.07	\$2,304.80	\$2,869.38
Spending Potential Index	67	70	87
Food at Home: Total \$	\$85,855,397	\$203,575,037	\$695,861,655
Average Spent	\$3,699.71	\$3,800.88	\$4,617.10
Spending Potential Index	71	73	88
Food Away from Home: Total \$	\$54,303,648	\$127,601,862	\$440,384,632
Average Spent	\$2,340.07	\$2,382.41	\$2,921.99
Spending Potential Index	71	73	89
Health Care: Total \$	\$71,661,932	\$174,743,103	\$614,399,230
Average Spent	\$3,088.08	\$3,262.57	\$4,076.59
Spending Potential Index	65	69	86
HH Furnishings & Equipment: Total \$	\$29,685,824	\$70,422,022	\$245,457,291
Average Spent	\$1,279.23	\$1,314.82	\$1,628.63
Spending Potential Index	69	71	88
Investments: Total \$	\$33,383,876	\$79,996,546	\$297,962,959
Average Spent	\$1,438.59	\$1,493.59	\$1,977.01
Spending Potential Index	52	54	72
Retail Goods: Total \$	\$405,916,515	\$969,362,595	\$3,365,804,834
Average Spent	\$17,491.88	\$18,098.63	\$22,332.40
Spending Potential Index	69	71	88
Shelter: Total \$	\$272,727,239	\$638,918,933	\$2,197,822,157
Average Spent	\$11,752.45	\$11,929.03	\$14,582.73
Spending Potential Index	71	73	89
TV/Video/Audio: Total \$	\$21,701,352	\$51,785,945	\$177,374,404
Average Spent	\$935.16	\$966.88	\$1,176.89
Spending Potential Index	71	74	90
Travel: Total \$	\$29,321,691	\$69,925,684	\$250,316,451
Average Spent	\$1,263.54	\$1,305.56	\$1,660.87
Spending Potential Index	65	67	85
Vehicle Maintenance & Repairs: Total \$	\$17,949,894	\$42,633,411	\$148,083,459
Average Spent	\$773.50	\$795.99	\$982.55
Spending Potential Index	69	71	88

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.