



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	27,232	63,472	142,712
2010 Total Population	25,558	60,295	152,122
2021 Total Population	27,773	66,802	171,179
2021 Group Quarters	659	3,263	5,781
2026 Total Population	29,094	70,459	181,238
2021-2026 Annual Rate	0.93%	1.07%	1.15%
2021 Total Daytime Population	29,278	83,618	185,840
Workers	13,933	44,768	92,206
Residents	15,345	38,850	93,634
Household Summary			
2000 Households	11,231	25,561	55,716
2000 Average Household Size	2.37	2.36	2.46
2010 Households	10,768	24,607	59,658
2010 Average Household Size	2.31	2.31	2.45
2021 Households	11,783	27,466	67,446
2021 Average Household Size	2.30	2.31	2.45
2026 Households	12,344	29,072	71,542
2026 Average Household Size	2.30	2.31	2.45
2021-2026 Annual Rate	0.93%	1.14%	1.19%
2010 Families	6,662	15,218	39,158
2010 Average Family Size	2.94	2.95	3.02
2021 Families	7,085	16,497	43,238
2021 Average Family Size	2.96	2.98	3.05
2026 Families	7,370	17,307	45,562
2026 Average Family Size	2.97	2.99	3.06
2021-2026 Annual Rate	0.79%	0.96%	1.05%
Housing Unit Summary			
2000 Housing Units	12,399	28,226	61,157
Owner Occupied Housing Units	57.9%	54.4%	60.3%
Renter Occupied Housing Units	32.7%	36.2%	30.8%
Vacant Housing Units	9.4%	9.4%	8.9%
2010 Housing Units	12,342	28,198	67,476
Owner Occupied Housing Units	54.6%	50.8%	56.2%
Renter Occupied Housing Units	32.7%	36.4%	32.2%
Vacant Housing Units	12.8%	12.7%	11.6%
2021 Housing Units	13,424	31,322	75,613
Owner Occupied Housing Units	55.7%	51.8%	57.5%
Renter Occupied Housing Units	32.1%	35.9%	31.7%
Vacant Housing Units	12.2%	12.3%	10.8%
2026 Housing Units	14,054	33,088	80,076
Owner Occupied Housing Units	56.2%	52.1%	58.0%
Renter Occupied Housing Units	31.7%	35.8%	31.3%
Vacant Housing Units	12.2%	12.1%	10.7%
Median Household Income			
2021	\$52,654	\$47,653	\$51,999
2026	\$55,662	\$51,389	\$55,263
Median Home Value			
2021	\$194,289	\$169,075	\$168,652
2026	\$246,532	\$217,638	\$214,252
Per Capita Income			
2021	\$35,253	\$29,305	\$27,727
2026	\$38,372	\$32,191	\$30,613
Median Age			
2010	40.4	38.9	37.3
2021	43.0	40.9	39.2
2026	43.6	41.7	40.2

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
2021 Households by Income			
Household Income Base	11,783	27,466	67,446
<\$15,000	13.8%	15.0%	12.9%
\$15,000 - \$24,999	11.4%	11.6%	10.9%
\$25,000 - \$34,999	10.6%	10.6%	10.6%
\$35,000 - \$49,999	11.8%	14.6%	13.4%
\$50,000 - \$74,999	16.2%	17.7%	19.5%
\$75,000 - \$99,999	12.6%	11.5%	12.6%
\$100,000 - \$149,999	10.6%	9.5%	12.0%
\$150,000 - \$199,999	4.6%	4.2%	4.2%
\$200,000+	8.4%	5.4%	4.1%
Average Household Income	\$82,310	\$70,827	\$70,143
2026 Households by Income			
Household Income Base	12,344	29,072	71,542
<\$15,000	12.8%	13.6%	11.6%
\$15,000 - \$24,999	10.7%	10.6%	9.8%
\$25,000 - \$34,999	10.0%	9.9%	9.8%
\$35,000 - \$49,999	11.6%	14.5%	13.1%
\$50,000 - \$74,999	16.3%	18.1%	19.7%
\$75,000 - \$99,999	13.1%	12.3%	13.2%
\$100,000 - \$149,999	11.4%	10.6%	13.3%
\$150,000 - \$199,999	5.1%	4.8%	4.9%
\$200,000+	9.0%	5.7%	4.5%
Average Household Income	\$89,409	\$77,586	\$77,341
2021 Owner Occupied Housing Units by Value			
Total	7,478	16,226	43,506
<\$50,000	3.2%	6.8%	8.3%
\$50,000 - \$99,999	17.7%	20.1%	15.7%
\$100,000 - \$149,999	15.8%	16.9%	18.9%
\$150,000 - \$199,999	15.0%	16.3%	19.0%
\$200,000 - \$249,999	11.8%	11.8%	12.3%
\$250,000 - \$299,999	11.1%	8.1%	8.0%
\$300,000 - \$399,999	10.4%	7.8%	9.1%
\$400,000 - \$499,999	4.1%	4.1%	3.5%
\$500,000 - \$749,999	6.9%	4.5%	3.2%
\$750,000 - \$999,999	2.8%	1.7%	1.0%
\$1,000,000 - \$1,499,999	0.8%	0.8%	0.4%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.2%
\$2,000,000 +	0.1%	0.7%	0.4%
Average Home Value	\$258,893	\$236,169	\$213,694
2026 Owner Occupied Housing Units by Value			
Total	7,894	17,233	46,475
<\$50,000	2.0%	4.1%	4.9%
\$50,000 - \$99,999	10.0%	12.4%	9.2%
\$100,000 - \$149,999	10.9%	12.5%	13.2%
\$150,000 - \$199,999	14.1%	15.8%	18.3%
\$200,000 - \$249,999	14.1%	14.7%	15.4%
\$250,000 - \$299,999	14.6%	11.0%	11.2%
\$300,000 - \$399,999	14.8%	11.5%	14.4%
\$400,000 - \$499,999	5.5%	5.9%	5.2%
\$500,000 - \$749,999	8.5%	6.4%	4.9%
\$750,000 - \$999,999	4.1%	2.8%	1.6%
\$1,000,000 - \$1,499,999	0.8%	1.0%	0.6%
\$1,500,000 - \$1,999,999	0.6%	0.4%	0.2%
\$2,000,000 +	0.1%	1.3%	0.7%
Average Home Value	\$307,328	\$299,027	\$268,893

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	25,561	60,296	152,121
0 - 4	6.5%	6.8%	6.7%
5 - 9	6.5%	6.1%	6.4%
10 - 14	6.3%	6.0%	6.5%
15 - 24	13.1%	15.7%	15.5%
25 - 34	11.2%	10.9%	11.9%
35 - 44	12.1%	11.6%	13.0%
45 - 54	14.1%	13.6%	13.7%
55 - 64	14.0%	12.8%	12.2%
65 - 74	8.4%	8.1%	7.6%
75 - 84	5.5%	5.7%	4.5%
85 +	2.2%	2.7%	1.8%
18 +	76.6%	77.1%	76.2%
2021 Population by Age			
Total	27,772	66,804	171,179
0 - 4	5.8%	6.0%	5.9%
5 - 9	5.8%	6.1%	6.2%
10 - 14	5.9%	5.8%	6.1%
15 - 24	11.6%	13.4%	13.2%
25 - 34	11.9%	12.1%	13.3%
35 - 44	11.1%	10.9%	11.9%
45 - 54	11.9%	11.3%	12.2%
55 - 64	14.0%	13.3%	12.8%
65 - 74	12.4%	11.6%	10.8%
75 - 84	6.8%	6.4%	5.5%
85 +	2.8%	3.1%	2.1%
18 +	78.9%	78.8%	78.4%
2026 Population by Age			
Total	29,092	70,458	181,238
0 - 4	5.7%	5.9%	5.9%
5 - 9	5.7%	5.9%	6.0%
10 - 14	5.9%	5.9%	6.3%
15 - 24	11.5%	13.4%	13.0%
25 - 34	11.0%	11.2%	11.9%
35 - 44	11.6%	11.4%	12.9%
45 - 54	11.3%	10.9%	11.5%
55 - 64	13.3%	12.5%	12.4%
65 - 74	12.7%	12.0%	11.1%
75 - 84	8.3%	7.8%	6.8%
85 +	3.0%	3.2%	2.3%
18 +	79.1%	78.9%	78.3%
2010 Population by Sex			
Males	11,657	27,479	72,425
Females	13,901	32,816	79,697
2021 Population by Sex			
Males	12,670	30,662	81,853
Females	15,103	36,140	89,326
2026 Population by Sex			
Males	13,300	32,499	86,875
Females	15,794	37,960	94,363

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	25,559	60,295	152,121
White Alone	59.2%	57.5%	64.8%
Black Alone	35.7%	37.5%	27.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.6%	1.8%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.4%	3.3%
Two or More Races	1.5%	1.5%	1.7%
Hispanic Origin	2.5%	3.4%	6.5%
Diversity Index	54.4	55.9	56.4
2021 Population by Race/Ethnicity			
Total	27,774	66,803	171,179
White Alone	57.9%	56.9%	63.5%
Black Alone	35.4%	36.4%	26.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.3%	2.3%	3.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	1.9%	4.1%
Two or More Races	2.1%	2.2%	2.3%
Hispanic Origin	3.3%	4.5%	8.1%
Diversity Index	56.8	58.2	59.7
2026 Population by Race/Ethnicity			
Total	29,096	70,459	181,238
White Alone	57.2%	56.5%	62.6%
Black Alone	35.1%	35.8%	26.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.6%	2.6%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.3%	2.2%	4.8%
Two or More Races	2.5%	2.5%	2.7%
Hispanic Origin	4.0%	5.4%	9.4%
Diversity Index	58.3	59.7	61.8
2010 Population by Relationship and Household Type			
Total	25,558	60,295	152,122
In Households	97.3%	94.4%	96.1%
In Family Households	78.5%	76.4%	80.0%
Householder	26.3%	25.2%	25.7%
Spouse	16.9%	15.2%	17.2%
Child	30.2%	30.2%	30.9%
Other relative	3.3%	3.7%	4.0%
Nonrelative	1.8%	2.1%	2.1%
In Nonfamily Households	18.8%	18.0%	16.2%
In Group Quarters	2.7%	5.6%	3.9%
Institutionalized Population	1.7%	1.4%	1.6%
Noninstitutionalized Population	1.1%	4.2%	2.3%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
2021 Population 25+ by Educational Attainment			
Total	19,702	45,871	117,432
Less than 9th Grade	2.6%	4.2%	4.3%
9th - 12th Grade, No Diploma	7.8%	9.6%	8.8%
High School Graduate	19.6%	22.6%	23.4%
GED/Alternative Credential	3.5%	4.3%	4.6%
Some College, No Degree	17.9%	18.8%	19.9%
Associate Degree	8.2%	8.8%	10.5%
Bachelor's Degree	23.3%	19.1%	17.4%
Graduate/Professional Degree	17.2%	12.5%	11.1%
2021 Population 15+ by Marital Status			
Total	22,922	54,858	139,997
Never Married	36.1%	37.7%	35.5%
Married	44.4%	43.2%	46.8%
Widowed	7.1%	7.4%	6.6%
Divorced	12.3%	11.7%	11.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,138	30,022	81,732
Population 16+ Employed	95.3%	93.8%	94.8%
Population 16+ Unemployment rate	4.7%	6.2%	5.2%
Population 16-24 Employed	13.1%	15.2%	14.1%
Population 16-24 Unemployment rate	7.0%	11.2%	12.6%
Population 25-54 Employed	59.0%	59.1%	61.6%
Population 25-54 Unemployment rate	4.8%	6.2%	4.5%
Population 55-64 Employed	18.8%	17.8%	17.2%
Population 55-64 Unemployment rate	0.8%	1.6%	1.6%
Population 65+ Employed	9.0%	7.9%	7.1%
Population 65+ Unemployment rate	8.6%	6.1%	4.1%
2021 Employed Population 16+ by Industry			
Total	12,518	28,156	77,457
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	3.2%	3.4%	5.1%
Manufacturing	16.4%	18.9%	20.7%
Wholesale Trade	2.8%	3.2%	2.9%
Retail Trade	12.7%	12.0%	12.2%
Transportation/Utilities	4.4%	4.5%	4.9%
Information	0.7%	1.4%	1.7%
Finance/Insurance/Real Estate	5.3%	4.9%	5.1%
Services	51.6%	48.7%	44.6%
Public Administration	2.8%	2.8%	2.6%
2021 Employed Population 16+ by Occupation			
Total	12,519	28,155	77,456
White Collar	66.5%	59.1%	57.8%
Management/Business/Financial	15.5%	13.6%	13.6%
Professional	31.4%	25.6%	23.8%
Sales	9.6%	9.3%	9.7%
Administrative Support	10.0%	10.6%	10.8%
Services	11.8%	13.6%	12.8%
Blue Collar	21.7%	27.3%	29.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.5%	2.1%	3.5%
Installation/Maintenance/Repair	1.6%	2.7%	3.5%
Production	9.7%	11.3%	11.4%
Transportation/Material Moving	8.9%	11.1%	10.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
2010 Households by Type			
Total	10,768	24,607	59,659
Households with 1 Person	33.5%	33.3%	29.0%
Households with 2+ People	66.5%	66.7%	71.0%
Family Households	61.9%	61.8%	65.6%
Husband-wife Families	39.8%	37.2%	43.8%
With Related Children	15.1%	13.9%	18.3%
Other Family (No Spouse Present)	22.0%	24.6%	21.9%
Other Family with Male Householder	3.9%	4.3%	4.9%
With Related Children	1.9%	2.2%	2.7%
Other Family with Female Householder	18.1%	20.3%	17.0%
With Related Children	12.3%	13.8%	11.4%
Nonfamily Households	4.6%	4.8%	5.3%
All Households with Children	29.6%	30.3%	32.9%
Multigenerational Households	3.8%	4.4%	4.6%
Unmarried Partner Households	5.2%	5.7%	5.9%
Male-female	4.7%	5.2%	5.3%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	10,769	24,607	59,658
1 Person Household	33.5%	33.3%	29.0%
2 Person Household	33.2%	32.6%	32.9%
3 Person Household	15.2%	15.8%	16.7%
4 Person Household	11.0%	10.7%	12.3%
5 Person Household	4.5%	4.8%	5.6%
6 Person Household	1.7%	1.8%	2.2%
7 + Person Household	0.8%	1.0%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	10,768	24,607	59,658
Owner Occupied	62.6%	58.2%	63.6%
Owned with a Mortgage/Loan	41.4%	36.9%	41.7%
Owned Free and Clear	21.2%	21.3%	21.9%
Renter Occupied	37.4%	41.8%	36.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	153	158	176
Percent of Income for Mortgage	15.5%	14.9%	13.6%
Wealth Index	97	78	72
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,342	28,198	67,476
Housing Units Inside Urbanized Area	97.0%	93.6%	83.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.0%	6.4%	16.7%
2010 Population By Urban/ Rural Status			
Total Population	25,558	60,295	152,122
Population Inside Urbanized Area	96.7%	93.2%	82.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.3%	6.8%	17.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

Southport Rd & Cedar Springs Rd, Spartanburg, South
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.92136
Longitude: -81.88710

	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Modest Income Homes (12D)	Middleburg (4C)
2.	Modest Income Homes (12D)	Small Town Simplicity (12C)	Rural Bypasses (10E)
3.	In Style (5B)	Old and Newcomers (8F)	Green Acres (6A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$22,536,762	\$45,478,702	\$109,923,304
Average Spent	\$1,912.65	\$1,655.82	\$1,629.80
Spending Potential Index	90	78	77
Education: Total \$	\$17,128,999	\$33,849,074	\$81,392,809
Average Spent	\$1,453.70	\$1,232.40	\$1,206.78
Spending Potential Index	84	71	70
Entertainment/Recreation: Total \$	\$34,963,484	\$70,749,905	\$171,819,395
Average Spent	\$2,967.28	\$2,575.91	\$2,547.51
Spending Potential Index	92	80	79
Food at Home: Total \$	\$59,009,390	\$120,915,964	\$292,045,741
Average Spent	\$5,008.01	\$4,402.39	\$4,330.07
Spending Potential Index	92	81	79
Food Away from Home: Total \$	\$39,873,089	\$80,814,749	\$196,790,707
Average Spent	\$3,383.95	\$2,942.36	\$2,917.75
Spending Potential Index	89	78	77
Health Care: Total \$	\$69,905,797	\$142,499,223	\$345,017,082
Average Spent	\$5,932.77	\$5,188.20	\$5,115.46
Spending Potential Index	95	83	82
HH Furnishings & Equipment: Total \$	\$23,913,369	\$48,058,489	\$117,743,741
Average Spent	\$2,029.48	\$1,749.74	\$1,745.75
Spending Potential Index	90	78	77
Personal Care Products & Services: Total \$	\$9,653,136	\$19,353,959	\$46,582,024
Average Spent	\$819.24	\$704.65	\$690.66
Spending Potential Index	91	79	77
Shelter: Total \$	\$208,745,646	\$414,830,685	\$994,636,469
Average Spent	\$17,715.83	\$15,103.43	\$14,747.15
Spending Potential Index	88	75	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,432,268	\$50,869,998	\$125,013,986
Average Spent	\$2,158.39	\$1,852.11	\$1,853.54
Spending Potential Index	90	77	78
Travel: Total \$	\$25,822,603	\$50,762,223	\$124,394,241
Average Spent	\$2,191.51	\$1,848.18	\$1,844.35
Spending Potential Index	87	73	73
Vehicle Maintenance & Repairs: Total \$	\$12,259,606	\$25,071,430	\$61,048,485
Average Spent	\$1,040.45	\$912.82	\$905.15
Spending Potential Index	94	82	82

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021