



# Market Profile

Dutch Fork Crossing  
 1180 Dutch Fork Rd, Irmo, South Carolina, 29063  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 34.12633  
 Longitude: -81.22381

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	19,302	44,912	126,438
2010 Total Population	25,740	56,053	153,460
2015 Total Population	28,735	60,706	162,879
2015 Group Quarters	90	181	7,380
2020 Total Population	31,441	65,171	172,991
2015-2020 Annual Rate	1.82%	1.43%	1.21%
<b>Household Summary</b>			
2000 Households	6,567	15,914	47,196
2000 Average Household Size	2.90	2.79	2.54
2010 Households	9,156	20,953	58,918
2010 Average Household Size	2.80	2.67	2.48
2015 Households	10,297	22,827	62,880
2015 Average Household Size	2.78	2.65	2.47
2020 Households	11,285	24,549	66,980
2020 Average Household Size	2.78	2.65	2.47
2015-2020 Annual Rate	1.85%	1.47%	1.27%
2010 Families	7,240	15,998	40,518
2010 Average Family Size	3.17	3.06	2.99
2015 Families	8,086	17,263	43,045
2015 Average Family Size	3.15	3.05	2.98
2020 Families	8,826	18,472	45,736
2020 Average Family Size	3.15	3.05	2.98
2015-2020 Annual Rate	1.77%	1.36%	1.22%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,936	16,890	50,674
Owner Occupied Housing Units	84.8%	82.3%	67.8%
Renter Occupied Housing Units	9.8%	11.9%	25.4%
Vacant Housing Units	5.3%	5.8%	6.9%
2010 Housing Units	9,709	22,554	64,755
Owner Occupied Housing Units	84.6%	79.8%	66.3%
Renter Occupied Housing Units	9.7%	13.2%	24.7%
Vacant Housing Units	5.7%	7.1%	9.0%
2015 Housing Units	10,862	24,456	69,351
Owner Occupied Housing Units	83.7%	78.2%	64.6%
Renter Occupied Housing Units	11.1%	15.1%	26.1%
Vacant Housing Units	5.2%	6.7%	9.3%
2020 Housing Units	11,927	26,353	74,014
Owner Occupied Housing Units	83.6%	78.0%	64.6%
Renter Occupied Housing Units	11.0%	15.2%	25.8%
Vacant Housing Units	5.4%	6.8%	9.5%
<b>Median Household Income</b>			
2015	\$74,176	\$75,035	\$61,725
2020	\$81,600	\$81,134	\$68,513
<b>Median Home Value</b>			
2015	\$236,285	\$222,364	\$206,968
2020	\$264,759	\$246,512	\$236,470
<b>Per Capita Income</b>			
2015	\$34,712	\$35,952	\$32,418
2020	\$38,557	\$39,821	\$35,899
<b>Median Age</b>			
2010	37.6	38.9	37.7
2015	39.0	40.4	38.9
2020	39.7	41.0	39.6

**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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<b>2015 Households by Income</b>			
Household Income Base	10,297	22,827	62,878
<\$15,000	6.0%	5.7%	8.5%
\$15,000 - \$24,999	4.8%	4.9%	7.9%
\$25,000 - \$34,999	6.2%	5.8%	8.7%
\$35,000 - \$49,999	12.5%	11.6%	13.5%
\$50,000 - \$74,999	21.1%	22.1%	19.8%
\$75,000 - \$99,999	13.3%	14.9%	13.1%
\$100,000 - \$149,999	20.3%	19.8%	16.6%
\$150,000 - \$199,999	9.1%	8.7%	6.5%
\$200,000+	6.9%	6.6%	5.2%
Average Household Income	\$96,073	\$95,312	\$82,787
<b>2020 Households by Income</b>			
Household Income Base	11,285	24,549	66,978
<\$15,000	4.9%	4.7%	7.5%
\$15,000 - \$24,999	3.1%	3.1%	5.6%
\$25,000 - \$34,999	4.5%	4.2%	6.9%
\$35,000 - \$49,999	11.5%	10.8%	13.1%
\$50,000 - \$74,999	21.8%	22.6%	21.0%
\$75,000 - \$99,999	13.4%	15.0%	14.0%
\$100,000 - \$149,999	21.9%	21.5%	18.5%
\$150,000 - \$199,999	11.4%	10.7%	7.8%
\$200,000+	7.6%	7.3%	5.7%
Average Household Income	\$106,496	\$105,383	\$91,591
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	9,096	19,130	44,796
<\$50,000	1.2%	1.1%	2.3%
\$50,000 - \$99,999	3.2%	3.3%	5.8%
\$100,000 - \$149,999	15.7%	15.7%	17.9%
\$150,000 - \$199,999	20.2%	22.7%	22.0%
\$200,000 - \$249,999	13.3%	16.1%	14.8%
\$250,000 - \$299,999	12.5%	12.2%	10.5%
\$300,000 - \$399,999	15.4%	12.9%	11.7%
\$400,000 - \$499,999	7.5%	6.3%	6.0%
\$500,000 - \$749,999	7.4%	6.4%	6.1%
\$750,000 - \$999,999	2.1%	1.9%	1.8%
\$1,000,000 +	1.5%	1.4%	1.3%
Average Home Value	\$293,093	\$279,482	\$265,121
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	9,968	20,552	47,843
<\$50,000	0.5%	0.5%	1.3%
\$50,000 - \$99,999	1.7%	1.7%	3.6%
\$100,000 - \$149,999	9.6%	9.2%	11.8%
\$150,000 - \$199,999	18.6%	20.4%	20.3%
\$200,000 - \$249,999	15.1%	19.5%	17.8%
\$250,000 - \$299,999	15.2%	15.0%	13.1%
\$300,000 - \$399,999	17.4%	14.3%	13.4%
\$400,000 - \$499,999	7.4%	6.4%	6.2%
\$500,000 - \$749,999	9.0%	7.9%	7.8%
\$750,000 - \$999,999	3.4%	3.1%	3.0%
\$1,000,000 +	2.1%	2.0%	1.7%
Average Home Value	\$328,398	\$314,024	\$300,473

**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	25,742	56,055	153,458
0 - 4	6.6%	6.1%	6.1%
5 - 9	8.0%	7.3%	6.6%
10 - 14	8.4%	7.8%	6.9%
15 - 24	12.0%	12.0%	13.1%
25 - 34	11.1%	11.1%	13.5%
35 - 44	15.9%	15.1%	14.5%
45 - 54	17.4%	16.9%	15.7%
55 - 64	11.7%	13.2%	12.4%
65 - 74	5.6%	6.6%	6.7%
75 - 84	2.4%	2.8%	3.2%
85 +	0.9%	1.0%	1.3%
18 +	71.7%	73.6%	75.9%
<b>2015 Population by Age</b>			
Total	28,735	60,706	162,878
0 - 4	6.1%	5.7%	5.7%
5 - 9	7.0%	6.5%	6.2%
10 - 14	8.0%	7.5%	6.7%
15 - 24	12.9%	12.5%	12.9%
25 - 34	10.9%	11.1%	13.4%
35 - 44	13.8%	13.5%	13.6%
45 - 54	16.6%	16.0%	14.7%
55 - 64	13.6%	14.3%	13.3%
65 - 74	7.4%	8.7%	8.6%
75 - 84	2.7%	3.1%	3.5%
85 +	0.9%	1.1%	1.4%
18 +	74.2%	76.0%	77.3%
<b>2020 Population by Age</b>			
Total	31,441	65,171	172,990
0 - 4	5.9%	5.6%	5.6%
5 - 9	6.5%	6.0%	5.8%
10 - 14	7.5%	7.0%	6.5%
15 - 24	11.6%	11.3%	12.3%
25 - 34	12.2%	12.0%	13.2%
35 - 44	13.5%	13.3%	13.8%
45 - 54	14.7%	14.5%	13.5%
55 - 64	14.6%	14.8%	13.7%
65 - 74	9.1%	10.2%	9.9%
75 - 84	3.4%	4.0%	4.3%
85 +	1.0%	1.2%	1.5%
18 +	75.6%	77.1%	78.0%
<b>2010 Population by Sex</b>			
Males	12,439	26,939	75,532
Females	13,301	29,114	77,928
<b>2015 Population by Sex</b>			
Males	13,900	29,211	80,367
Females	14,834	31,495	82,512
<b>2020 Population by Sex</b>			
Males	15,245	31,429	85,461
Females	16,195	33,742	87,531

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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<b>2010 Population by Race/Ethnicity</b>			
Total	25,740	56,053	153,459
White Alone	77.2%	76.0%	69.3%
Black Alone	17.8%	18.6%	25.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.2%	2.3%	2.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.8%	1.0%
Two or More Races	1.8%	2.0%	1.8%
Hispanic Origin	2.6%	2.7%	3.0%
Diversity Index	40.4	41.9	48.6
<b>2015 Population by Race/Ethnicity</b>			
Total	28,735	60,707	162,879
White Alone	76.3%	74.7%	68.5%
Black Alone	18.1%	19.2%	25.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.6%	2.8%	2.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.8%	1.1%
Two or More Races	1.9%	2.2%	2.0%
Hispanic Origin	2.9%	3.0%	3.2%
Diversity Index	41.9	43.9	49.9
<b>2020 Population by Race/Ethnicity</b>			
Total	31,440	65,171	172,992
White Alone	75.1%	73.2%	67.6%
Black Alone	18.4%	19.8%	25.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.1%	3.2%	3.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.9%	1.2%
Two or More Races	2.2%	2.5%	2.3%
Hispanic Origin	3.2%	3.3%	3.5%
Diversity Index	43.9	46.0	51.3
<b>2010 Population by Relationship and Household Type</b>			
Total	25,740	56,053	153,460
In Households	99.6%	99.7%	95.2%
In Family Households	90.3%	88.8%	80.6%
Householder	28.4%	28.6%	26.4%
Spouse	23.1%	23.1%	20.1%
Child	35.2%	33.3%	29.9%
Other relative	2.3%	2.4%	2.7%
Nonrelative	1.3%	1.3%	1.6%
In Nonfamily Households	9.3%	10.9%	14.6%
In Group Quarters	0.4%	0.3%	4.8%
Institutionalized Population	0.3%	0.3%	4.5%
Noninstitutionalized Population	0.0%	0.0%	0.3%

**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.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	18,945	41,189	111,539
Less than 9th Grade	0.4%	0.6%	1.4%
9th - 12th Grade, No Diploma	4.4%	3.4%	5.0%
High School Graduate	16.2%	15.5%	16.5%
GED/Alternative Credential	1.9%	1.8%	3.1%
Some College, No Degree	19.7%	20.9%	21.5%
Associate Degree	9.5%	9.5%	9.4%
Bachelor's Degree	30.3%	30.5%	26.7%
Graduate/Professional Degree	17.6%	17.8%	16.5%
<b>2015 Population 15+ by Marital Status</b>			
Total	22,643	48,762	132,525
Never Married	23.9%	25.2%	31.0%
Married	61.7%	60.3%	53.6%
Widowed	3.7%	4.5%	5.1%
Divorced	10.7%	10.1%	10.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.6%	95.7%	94.9%
Civilian Unemployed	3.4%	4.3%	5.1%
<b>2015 Employed Population 16+ by Industry</b>			
Total	15,206	31,442	77,886
Agriculture/Mining	0.2%	0.2%	0.5%
Construction	4.1%	4.3%	4.3%
Manufacturing	7.5%	7.5%	7.6%
Wholesale Trade	3.0%	2.8%	2.3%
Retail Trade	13.2%	12.5%	12.2%
Transportation/Utilities	4.7%	4.4%	4.1%
Information	2.3%	1.9%	2.1%
Finance/Insurance/Real Estate	7.2%	8.7%	9.3%
Services	49.9%	50.1%	49.4%
Public Administration	8.0%	7.6%	8.3%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	15,206	31,442	77,887
White Collar	72.8%	74.2%	72.0%
Management/Business/Financial	20.1%	18.7%	17.1%
Professional	26.1%	28.9%	27.4%
Sales	11.7%	11.9%	12.1%
Administrative Support	14.8%	14.6%	15.4%
Services	13.8%	13.0%	14.7%
Blue Collar	13.4%	12.8%	13.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	2.3%	2.9%	3.0%
Installation/Maintenance/Repair	2.8%	2.4%	2.8%
Production	3.9%	3.6%	3.3%
Transportation/Material Moving	4.4%	3.9%	4.0%

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<b>2010 Households by Type</b>			
Total	9,156	20,953	58,918
Households with 1 Person	17.2%	19.5%	25.9%
Households with 2+ People	82.8%	80.5%	74.1%
Family Households	79.1%	76.4%	68.8%
Husband-wife Families	64.4%	61.7%	52.4%
With Related Children	33.0%	29.1%	23.5%
Other Family (No Spouse Present)	14.6%	14.6%	16.3%
Other Family with Male Householder	3.1%	3.0%	3.5%
With Related Children	1.9%	1.8%	2.0%
Other Family with Female Householder	11.6%	11.6%	12.9%
With Related Children	8.0%	8.1%	9.0%
Nonfamily Households	3.8%	4.1%	5.4%
All Households with Children	43.3%	39.3%	34.8%
Multigenerational Households	3.1%	3.1%	2.9%
Unmarried Partner Households	4.3%	4.2%	5.2%
Male-female	3.6%	3.6%	4.4%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	9,156	20,953	58,918
1 Person Household	17.2%	19.5%	25.9%
2 Person Household	32.9%	34.9%	34.6%
3 Person Household	20.3%	19.3%	17.2%
4 Person Household	19.2%	16.8%	14.3%
5 Person Household	7.1%	6.6%	5.5%
6 Person Household	2.5%	2.0%	1.7%
7 + Person Household	0.8%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,156	20,953	58,918
Owner Occupied	89.7%	85.8%	72.8%
Owned with a Mortgage/Loan	76.4%	71.1%	57.8%
Owned Free and Clear	13.3%	14.8%	15.0%
Renter Occupied	10.3%	14.2%	27.2%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2.</b>	Home Improvement (4B)	Home Improvement (4B)	Exurbanites (1E)
<b>3.</b>	Boomburbs (1C)	Exurbanites (1E)	Young and Restless (11B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$30,349,861	\$66,571,046	\$161,346,989
Average Spent	\$2,947.45	\$2,916.33	\$2,565.95
Spending Potential Index	127	126	111
Computers & Accessories: Total \$	\$3,506,316	\$7,675,295	\$18,452,252
Average Spent	\$340.52	\$336.24	\$293.45
Spending Potential Index	130	129	112
Education: Total \$	\$20,853,716	\$45,758,895	\$107,358,082
Average Spent	\$2,025.22	\$2,004.60	\$1,707.35
Spending Potential Index	133	132	112
Entertainment/Recreation: Total \$	\$44,046,847	\$96,725,376	\$230,081,945
Average Spent	\$4,277.64	\$4,237.32	\$3,659.06
Spending Potential Index	129	128	111
Food at Home: Total \$	\$65,235,205	\$144,437,249	\$354,741,701
Average Spent	\$6,335.36	\$6,327.47	\$5,641.57
Spending Potential Index	121	121	108
Food Away from Home: Total \$	\$43,392,425	\$95,225,215	\$229,843,745
Average Spent	\$4,214.08	\$4,171.60	\$3,655.28
Spending Potential Index	128	127	111
Health Care: Total \$	\$60,906,459	\$135,563,006	\$324,882,908
Average Spent	\$5,914.97	\$5,938.71	\$5,166.71
Spending Potential Index	125	125	109
HH Furnishings & Equipment: Total \$	\$24,767,632	\$54,291,844	\$129,926,775
Average Spent	\$2,405.33	\$2,378.40	\$2,066.27
Spending Potential Index	131	129	112
Investments: Total \$	\$38,179,156	\$80,558,419	\$180,089,830
Average Spent	\$3,707.79	\$3,529.08	\$2,864.02
Spending Potential Index	135	128	104
Retail Goods: Total \$	\$329,885,710	\$727,673,252	\$1,757,758,261
Average Spent	\$32,037.07	\$31,877.74	\$27,954.17
Spending Potential Index	126	125	110
Shelter: Total \$	\$216,745,302	\$476,543,154	\$1,146,667,774
Average Spent	\$21,049.36	\$20,876.29	\$18,235.81
Spending Potential Index	128	127	111
TV/Video/Audio: Total \$	\$16,321,910	\$36,297,138	\$89,452,095
Average Spent	\$1,585.11	\$1,590.10	\$1,422.58
Spending Potential Index	121	122	109
Travel: Total \$	\$27,903,382	\$60,791,843	\$140,060,237
Average Spent	\$2,709.86	\$2,663.16	\$2,227.42
Spending Potential Index	139	136	114
Vehicle Maintenance & Repairs: Total \$	\$14,762,500	\$32,471,303	\$77,983,425
Average Spent	\$1,433.67	\$1,422.50	\$1,240.19
Spending Potential Index	128	127	111

**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.