



Market Profile

327 Killian Rd, Columbia, South Carolina, 29203
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.13397
Longitude: -80.96763

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	14,253	54,344	214,166
2010 Total Population	22,720	77,126	254,636
2021 Total Population	28,059	88,374	280,516
2021 Group Quarters	201	876	23,069
2026 Total Population	30,304	94,053	296,080
2021-2026 Annual Rate	1.55%	1.25%	1.09%
2021 Total Daytime Population	27,066	85,899	302,724
Workers	13,726	42,908	170,462
Residents	13,340	42,991	132,262
Household Summary			
2000 Households	4,778	19,052	78,701
2000 Average Household Size	2.79	2.70	2.44
2010 Households	8,431	29,240	94,115
2010 Average Household Size	2.67	2.60	2.44
2021 Households	10,332	33,394	104,667
2021 Average Household Size	2.70	2.62	2.46
2026 Households	11,148	35,496	110,892
2026 Average Household Size	2.70	2.62	2.46
2021-2026 Annual Rate	1.53%	1.23%	1.16%
2010 Families	6,073	20,812	59,276
2010 Average Family Size	3.17	3.10	3.06
2021 Families	7,302	23,309	64,620
2021 Average Family Size	3.23	3.15	3.11
2026 Families	7,842	24,674	67,971
2026 Average Family Size	3.24	3.16	3.12
2021-2026 Annual Rate	1.44%	1.14%	1.02%
Housing Unit Summary			
2000 Housing Units	5,085	20,154	85,048
Owner Occupied Housing Units	73.6%	71.3%	55.9%
Renter Occupied Housing Units	20.4%	23.2%	36.7%
Vacant Housing Units	6.0%	5.5%	7.5%
2010 Housing Units	9,144	31,536	104,887
Owner Occupied Housing Units	67.4%	64.6%	55.0%
Renter Occupied Housing Units	24.8%	28.1%	34.7%
Vacant Housing Units	7.8%	7.3%	10.3%
2021 Housing Units	11,174	36,057	116,831
Owner Occupied Housing Units	65.8%	62.9%	52.8%
Renter Occupied Housing Units	26.7%	29.7%	36.8%
Vacant Housing Units	7.5%	7.4%	10.4%
2026 Housing Units	12,066	38,322	123,586
Owner Occupied Housing Units	66.7%	63.8%	53.3%
Renter Occupied Housing Units	25.7%	28.9%	36.4%
Vacant Housing Units	7.6%	7.4%	10.3%
Median Household Income			
2021	\$59,971	\$58,697	\$53,885
2026	\$67,689	\$66,012	\$59,849
Median Home Value			
2021	\$189,691	\$198,161	\$206,199
2026	\$229,965	\$249,889	\$267,663
Per Capita Income			
2021	\$27,796	\$28,480	\$29,569
2026	\$31,440	\$32,173	\$33,174
Median Age			
2010	33.1	34.9	33.2
2021	35.7	36.9	35.4
2026	34.4	36.4	35.7

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.



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2021 Households by Income			
Household Income Base	10,332	33,394	104,655
<\$15,000	12.1%	10.8%	13.3%
\$15,000 - \$24,999	5.4%	7.9%	9.6%
\$25,000 - \$34,999	5.0%	8.3%	9.1%
\$35,000 - \$49,999	18.0%	14.9%	14.5%
\$50,000 - \$74,999	19.1%	18.4%	16.2%
\$75,000 - \$99,999	16.0%	15.2%	12.1%
\$100,000 - \$149,999	15.2%	14.1%	13.2%
\$150,000 - \$199,999	6.0%	6.9%	6.9%
\$200,000+	3.2%	3.5%	5.1%
Average Household Income	\$75,473	\$75,701	\$77,072
2026 Households by Income			
Household Income Base	11,148	35,496	110,888
<\$15,000	10.0%	9.2%	11.6%
\$15,000 - \$24,999	4.3%	6.7%	8.3%
\$25,000 - \$34,999	4.9%	7.5%	8.2%
\$35,000 - \$49,999	16.7%	13.8%	14.0%
\$50,000 - \$74,999	18.1%	17.8%	16.2%
\$75,000 - \$99,999	16.7%	15.8%	12.7%
\$100,000 - \$149,999	17.9%	16.4%	14.8%
\$150,000 - \$199,999	7.6%	8.7%	8.5%
\$200,000+	3.8%	4.1%	5.7%
Average Household Income	\$85,444	\$85,628	\$86,519
2021 Owner Occupied Housing Units by Value			
Total	7,354	22,674	61,645
<\$50,000	1.3%	2.1%	3.2%
\$50,000 - \$99,999	3.0%	5.5%	8.4%
\$100,000 - \$149,999	24.2%	18.9%	15.7%
\$150,000 - \$199,999	27.1%	24.4%	21.2%
\$200,000 - \$249,999	16.6%	14.9%	12.2%
\$250,000 - \$299,999	8.0%	10.0%	9.2%
\$300,000 - \$399,999	13.4%	15.3%	15.0%
\$400,000 - \$499,999	2.6%	4.8%	6.5%
\$500,000 - \$749,999	3.3%	3.1%	5.7%
\$750,000 - \$999,999	0.2%	0.6%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$225,326	\$238,203	\$267,577
2026 Owner Occupied Housing Units by Value			
Total	8,045	24,435	65,888
<\$50,000	0.4%	0.9%	1.4%
\$50,000 - \$99,999	1.1%	2.5%	4.2%
\$100,000 - \$149,999	13.0%	9.9%	9.1%
\$150,000 - \$199,999	23.8%	20.1%	17.8%
\$200,000 - \$249,999	19.5%	16.6%	13.3%
\$250,000 - \$299,999	10.5%	12.7%	11.9%
\$300,000 - \$399,999	19.3%	22.5%	21.5%
\$400,000 - \$499,999	4.1%	7.1%	8.7%
\$500,000 - \$749,999	7.8%	6.2%	8.4%
\$750,000 - \$999,999	0.3%	1.0%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$273,511	\$287,862	\$318,069

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 20, 2021



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2010 Population by Age			
Total	22,719	77,127	254,640
0 - 4	7.7%	7.2%	6.5%
5 - 9	7.9%	7.6%	6.3%
10 - 14	8.5%	7.8%	6.3%
15 - 24	13.0%	12.8%	18.0%
25 - 34	16.1%	14.7%	15.4%
35 - 44	16.1%	15.1%	13.2%
45 - 54	13.9%	14.4%	13.3%
55 - 64	10.0%	11.1%	10.8%
65 - 74	4.2%	5.5%	5.5%
75 - 84	1.8%	2.7%	3.2%
85 +	0.6%	1.0%	1.3%
18 +	70.7%	72.6%	76.8%
2021 Population by Age			
Total	28,061	88,374	280,515
0 - 4	6.7%	6.4%	5.9%
5 - 9	7.1%	6.7%	5.9%
10 - 14	6.9%	6.7%	5.9%
15 - 24	12.9%	12.5%	16.5%
25 - 34	15.3%	14.9%	15.3%
35 - 44	15.1%	14.3%	13.2%
45 - 54	13.3%	12.6%	11.3%
55 - 64	11.3%	11.9%	11.6%
65 - 74	8.0%	9.0%	8.9%
75 - 84	2.6%	3.8%	4.0%
85 +	0.7%	1.2%	1.6%
18 +	75.2%	76.3%	78.8%
2026 Population by Age			
Total	30,303	94,050	296,080
0 - 4	6.8%	6.4%	5.9%
5 - 9	6.9%	6.5%	5.8%
10 - 14	7.1%	6.7%	5.8%
15 - 24	12.0%	12.0%	16.0%
25 - 34	18.3%	16.4%	15.4%
35 - 44	13.5%	13.9%	13.3%
45 - 54	12.6%	12.0%	11.2%
55 - 64	10.1%	10.9%	10.6%
65 - 74	8.1%	9.0%	9.3%
75 - 84	3.7%	4.9%	5.1%
85 +	0.8%	1.3%	1.6%
18 +	75.3%	76.5%	79.0%
2010 Population by Sex			
Males	10,626	36,081	125,026
Females	12,094	41,045	129,610
2021 Population by Sex			
Males	13,246	41,571	137,475
Females	14,813	46,804	143,041
2026 Population by Sex			
Males	14,332	44,438	145,213
Females	15,972	49,615	150,867

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2010 Population by Race/Ethnicity			
Total	22,720	77,125	254,637
White Alone	33.0%	35.3%	43.4%
Black Alone	59.8%	57.1%	49.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.0%	2.6%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.1%	2.2%
Two or More Races	2.4%	2.5%	2.3%
Hispanic Origin	6.2%	5.3%	5.6%
Diversity Index	58.8	59.5	61.3
2021 Population by Race/Ethnicity			
Total	28,059	88,375	280,516
White Alone	30.2%	31.9%	40.3%
Black Alone	61.5%	59.0%	50.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.5%	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.3%	2.5%
Two or More Races	3.0%	3.2%	3.0%
Hispanic Origin	6.6%	5.8%	6.2%
Diversity Index	58.8	59.8	62.8
2026 Population by Race/Ethnicity			
Total	30,303	94,053	296,081
White Alone	28.9%	30.6%	39.1%
Black Alone	62.0%	59.4%	51.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.8%	3.6%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.4%	2.7%
Two or More Races	3.4%	3.6%	3.3%
Hispanic Origin	7.1%	6.3%	6.8%
Diversity Index	59.3	60.6	63.7
2010 Population by Relationship and Household Type			
Total	22,720	77,126	254,636
In Households	99.0%	98.8%	90.1%
In Family Households	86.9%	85.7%	73.2%
Householder	26.6%	26.8%	23.3%
Spouse	17.8%	17.8%	14.8%
Child	36.1%	35.1%	29.5%
Other relative	4.2%	4.0%	3.7%
Nonrelative	2.1%	2.0%	2.0%
In Nonfamily Households	12.2%	13.0%	16.9%
In Group Quarters	1.0%	1.2%	9.9%
Institutionalized Population	0.6%	1.1%	3.3%
Noninstitutionalized Population	0.3%	0.2%	6.6%

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.



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2021 Population 25+ by Educational Attainment			
Total	18,611	59,855	184,809
Less than 9th Grade	1.1%	2.0%	2.4%
9th - 12th Grade, No Diploma	5.0%	4.5%	5.9%
High School Graduate	18.0%	17.7%	17.7%
GED/Alternative Credential	3.7%	3.4%	3.7%
Some College, No Degree	23.3%	21.3%	20.3%
Associate Degree	8.2%	9.2%	8.1%
Bachelor's Degree	26.0%	24.6%	23.9%
Graduate/Professional Degree	14.8%	17.3%	18.0%
2021 Population 15+ by Marital Status			
Total	22,238	70,914	230,970
Never Married	40.1%	39.1%	44.4%
Married	47.1%	45.5%	40.6%
Widowed	3.3%	4.7%	5.1%
Divorced	9.4%	10.6%	9.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,987	46,927	143,107
Population 16+ Employed	94.5%	94.1%	93.7%
Population 16+ Unemployment rate	5.5%	5.9%	6.3%
Population 16-24 Employed	12.5%	12.1%	14.7%
Population 16-24 Unemployment rate	12.5%	13.4%	10.6%
Population 25-54 Employed	69.2%	67.0%	63.0%
Population 25-54 Unemployment rate	3.6%	4.3%	5.8%
Population 55-64 Employed	13.9%	14.8%	15.2%
Population 55-64 Unemployment rate	8.5%	7.0%	5.4%
Population 65+ Employed	4.4%	6.0%	7.1%
Population 65+ Unemployment rate	3.6%	3.0%	3.6%
2021 Employed Population 16+ by Industry			
Total	14,160	44,180	134,034
Agriculture/Mining	0.3%	0.6%	0.4%
Construction	3.8%	3.5%	4.6%
Manufacturing	6.9%	7.2%	6.6%
Wholesale Trade	1.1%	1.6%	2.0%
Retail Trade	12.9%	11.5%	11.2%
Transportation/Utilities	8.0%	6.9%	5.2%
Information	1.5%	2.3%	1.8%
Finance/Insurance/Real Estate	8.7%	10.3%	10.1%
Services	47.0%	45.6%	49.2%
Public Administration	9.6%	10.6%	9.0%
2021 Employed Population 16+ by Occupation			
Total	14,161	44,180	134,034
White Collar	67.1%	66.8%	66.6%
Management/Business/Financial	17.6%	17.3%	17.6%
Professional	25.6%	25.7%	27.1%
Sales	9.7%	9.5%	9.8%
Administrative Support	14.2%	14.2%	12.0%
Services	14.4%	15.9%	16.1%
Blue Collar	18.4%	17.3%	17.3%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	1.7%	1.7%	3.0%
Installation/Maintenance/Repair	2.5%	2.5%	2.3%
Production	2.5%	2.8%	3.7%
Transportation/Material Moving	11.6%	10.0%	8.2%

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2010 Households by Type			
Total	8,431	29,240	94,115
Households with 1 Person	24.0%	24.3%	30.3%
Households with 2+ People	76.0%	75.7%	69.7%
Family Households	72.0%	71.2%	63.0%
Husband-wife Families	48.4%	47.4%	40.0%
With Related Children	25.9%	23.6%	18.4%
Other Family (No Spouse Present)	23.7%	23.8%	23.0%
Other Family with Male Householder	4.3%	4.4%	4.3%
With Related Children	2.9%	2.6%	2.4%
Other Family with Female Householder	19.3%	19.4%	18.7%
With Related Children	14.2%	13.8%	12.8%
Nonfamily Households	4.0%	4.5%	6.7%
All Households with Children	43.4%	40.4%	33.9%
Multigenerational Households	4.9%	5.2%	4.5%
Unmarried Partner Households	5.5%	5.4%	5.9%
Male-female	4.9%	4.8%	5.1%
Same-sex	0.6%	0.6%	0.8%
2010 Households by Size			
Total	8,431	29,242	94,116
1 Person Household	24.0%	24.3%	30.3%
2 Person Household	29.5%	31.6%	31.7%
3 Person Household	18.9%	18.6%	16.5%
4 Person Household	16.0%	15.0%	12.4%
5 Person Household	7.3%	6.7%	5.7%
6 Person Household	2.8%	2.5%	2.1%
7 + Person Household	1.5%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	8,431	29,240	94,115
Owner Occupied	73.1%	69.7%	61.3%
Owned with a Mortgage/Loan	64.4%	58.4%	47.2%
Owned Free and Clear	8.7%	11.3%	14.1%
Renter Occupied	26.9%	30.3%	38.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	176	165	148
Percent of Income for Mortgage	13.3%	14.2%	16.1%
Wealth Index	68	71	75
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,144	31,536	104,887
Housing Units Inside Urbanized Area	95.0%	94.3%	93.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.0%	5.7%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	22,720	77,126	254,636
Population Inside Urbanized Area	95.1%	94.4%	93.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.9%	5.6%	6.5%

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.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Middleburg (4C)	Middleburg (4C)	Bright Young Professionals (8C)
3.	Bright Young Professionals (8C)	Workday Drive (4A)	Middleburg (4C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$18,117,115	\$58,728,079	\$189,076,143
Average Spent	\$1,753.50	\$1,758.64	\$1,806.45
Spending Potential Index	83	83	85
Education: Total \$	\$13,156,563	\$44,109,528	\$145,251,293
Average Spent	\$1,273.38	\$1,320.88	\$1,387.75
Spending Potential Index	74	77	80
Entertainment/Recreation: Total \$	\$27,082,849	\$87,734,101	\$281,151,333
Average Spent	\$2,621.26	\$2,627.24	\$2,686.15
Spending Potential Index	81	81	83
Food at Home: Total \$	\$45,484,589	\$147,751,610	\$477,433,513
Average Spent	\$4,402.30	\$4,424.50	\$4,561.45
Spending Potential Index	81	81	84
Food Away from Home: Total \$	\$32,595,693	\$105,337,766	\$337,621,264
Average Spent	\$3,154.83	\$3,154.39	\$3,225.67
Spending Potential Index	83	83	85
Health Care: Total \$	\$52,672,644	\$170,907,241	\$548,367,389
Average Spent	\$5,098.01	\$5,117.90	\$5,239.16
Spending Potential Index	82	82	84
HH Furnishings & Equipment: Total \$	\$19,665,070	\$63,353,966	\$199,989,830
Average Spent	\$1,903.32	\$1,897.17	\$1,910.72
Spending Potential Index	84	84	85
Personal Care Products & Services: Total \$	\$7,666,405	\$24,867,660	\$79,749,694
Average Spent	\$742.01	\$744.67	\$761.94
Spending Potential Index	83	83	85
Shelter: Total \$	\$167,076,800	\$542,828,273	\$1,750,784,934
Average Spent	\$16,170.81	\$16,255.26	\$16,727.19
Spending Potential Index	80	81	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,508,239	\$68,414,018	\$212,004,056
Average Spent	\$2,081.71	\$2,048.69	\$2,025.51
Spending Potential Index	87	86	85
Travel: Total \$	\$21,535,329	\$69,477,946	\$218,723,832
Average Spent	\$2,084.33	\$2,080.55	\$2,089.71
Spending Potential Index	82	82	83
Vehicle Maintenance & Repairs: Total \$	\$9,710,343	\$31,281,423	\$100,123,014
Average Spent	\$939.83	\$936.74	\$956.59
Spending Potential Index	85	85	86

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.