



# Market Profile

Liberty Central  
 946 E Liberty St, York, South Carolina, 29745  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 34.98475  
 Longitude: -81.21521

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	9,710	16,809	59,360
2010 Total Population	10,925	19,391	76,955
2015 Total Population	11,380	20,084	80,052
2015 Group Quarters	379	580	1,003
2020 Total Population	12,109	21,287	85,333
2015-2020 Annual Rate	1.25%	1.17%	1.29%
<b>Household Summary</b>			
2000 Households	3,434	5,949	21,149
2000 Average Household Size	2.70	2.72	2.75
2010 Households	3,994	7,125	28,892
2010 Average Household Size	2.64	2.64	2.63
2015 Households	4,212	7,488	30,469
2015 Average Household Size	2.61	2.60	2.59
2020 Households	4,515	7,997	32,675
2020 Average Household Size	2.60	2.59	2.58
2015-2020 Annual Rate	1.40%	1.32%	1.41%
2010 Families	2,802	5,214	21,366
2010 Average Family Size	3.14	3.07	3.05
2015 Families	2,924	5,426	22,333
2015 Average Family Size	3.11	3.03	3.02
2020 Families	3,116	5,763	23,828
2020 Average Family Size	3.10	3.02	3.01
2015-2020 Annual Rate	1.28%	1.21%	1.30%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,720	6,373	22,550
Owner Occupied Housing Units	59.5%	68.7%	75.8%
Renter Occupied Housing Units	32.8%	24.6%	18.0%
Vacant Housing Units	7.7%	6.7%	6.2%
2010 Housing Units	4,449	7,790	31,258
Owner Occupied Housing Units	57.9%	66.5%	71.8%
Renter Occupied Housing Units	31.8%	25.0%	20.6%
Vacant Housing Units	10.2%	8.5%	7.6%
2015 Housing Units	4,693	8,184	32,961
Owner Occupied Housing Units	55.1%	64.0%	69.5%
Renter Occupied Housing Units	34.6%	27.5%	22.9%
Vacant Housing Units	10.2%	8.5%	7.6%
2020 Housing Units	5,029	8,740	35,319
Owner Occupied Housing Units	55.3%	63.9%	69.6%
Renter Occupied Housing Units	34.4%	27.6%	23.0%
Vacant Housing Units	10.2%	8.5%	7.5%
<b>Median Household Income</b>			
2015	\$36,761	\$42,933	\$55,331
2020	\$44,164	\$51,357	\$62,484
<b>Median Home Value</b>			
2015	\$138,738	\$149,173	\$185,742
2020	\$169,194	\$190,256	\$222,391
<b>Per Capita Income</b>			
2015	\$19,294	\$20,919	\$26,694
2020	\$22,145	\$23,911	\$30,361
<b>Median Age</b>			
2010	36.0	37.5	38.7
2015	36.7	38.6	40.1
2020	37.7	39.7	41.0

**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	4,212	7,488	30,469
<\$15,000	19.2%	14.7%	11.3%
\$15,000 - \$24,999	14.8%	13.3%	10.1%
\$25,000 - \$34,999	14.0%	13.8%	10.2%
\$35,000 - \$49,999	12.8%	13.6%	13.1%
\$50,000 - \$74,999	14.4%	15.7%	18.3%
\$75,000 - \$99,999	13.1%	14.6%	15.3%
\$100,000 - \$149,999	8.3%	10.8%	15.2%
\$150,000 - \$199,999	2.7%	2.6%	3.7%
\$200,000+	0.7%	0.9%	2.8%
Average Household Income	\$51,168	\$56,319	\$69,774
<b>2020 Households by Income</b>			
Household Income Base	4,515	7,997	32,675
<\$15,000	18.2%	13.8%	10.2%
\$15,000 - \$24,999	11.3%	9.8%	7.1%
\$25,000 - \$34,999	11.8%	11.4%	8.1%
\$35,000 - \$49,999	12.8%	13.6%	12.9%
\$50,000 - \$74,999	16.2%	17.6%	19.6%
\$75,000 - \$99,999	16.3%	19.0%	18.2%
\$100,000 - \$149,999	8.8%	10.0%	15.0%
\$150,000 - \$199,999	3.7%	3.7%	5.7%
\$200,000+	0.9%	1.1%	3.2%
Average Household Income	\$58,373	\$63,958	\$78,910
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	2,588	5,237	22,915
<\$50,000	4.2%	4.0%	2.9%
\$50,000 - \$99,999	21.6%	19.9%	13.2%
\$100,000 - \$149,999	31.2%	26.5%	19.5%
\$150,000 - \$199,999	18.6%	18.4%	20.0%
\$200,000 - \$249,999	8.6%	10.4%	15.5%
\$250,000 - \$299,999	5.0%	6.1%	9.2%
\$300,000 - \$399,999	5.8%	7.9%	10.2%
\$400,000 - \$499,999	2.6%	3.5%	4.0%
\$500,000 - \$749,999	1.5%	2.1%	3.5%
\$750,000 - \$999,999	0.3%	0.4%	1.0%
\$1,000,000 +	0.5%	0.7%	0.8%
Average Home Value	\$172,517	\$190,550	\$224,529
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,783	5,589	24,567
<\$50,000	3.1%	2.6%	1.8%
\$50,000 - \$99,999	15.5%	12.7%	7.7%
\$100,000 - \$149,999	23.5%	19.0%	12.8%
\$150,000 - \$199,999	20.7%	19.6%	19.0%
\$200,000 - \$249,999	12.8%	14.8%	19.5%
\$250,000 - \$299,999	8.1%	9.3%	12.7%
\$300,000 - \$399,999	8.7%	11.7%	13.5%
\$400,000 - \$499,999	3.8%	5.0%	5.1%
\$500,000 - \$749,999	2.6%	3.6%	5.0%
\$750,000 - \$999,999	0.7%	1.0%	1.7%
\$1,000,000 +	0.6%	0.9%	1.1%
Average Home Value	\$206,567	\$232,182	\$265,033

**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	10,926	19,390	76,961
0 - 4	7.7%	7.1%	6.5%
5 - 9	7.4%	7.1%	6.9%
10 - 14	6.8%	6.9%	7.2%
15 - 24	13.4%	13.2%	12.3%
25 - 34	13.4%	12.4%	11.8%
35 - 44	13.3%	14.1%	14.4%
45 - 54	13.6%	15.1%	16.1%
55 - 64	11.2%	12.0%	12.7%
65 - 74	6.8%	7.0%	7.2%
75 - 84	4.3%	3.7%	3.5%
85 +	2.1%	1.5%	1.3%
18 +	73.5%	74.6%	75.0%
<b>2015 Population by Age</b>			
Total	11,380	20,083	80,052
0 - 4	7.3%	6.6%	6.1%
5 - 9	7.5%	7.0%	6.6%
10 - 14	7.1%	6.9%	6.9%
15 - 24	12.2%	12.2%	11.9%
25 - 34	13.8%	13.0%	12.2%
35 - 44	12.5%	12.7%	13.1%
45 - 54	13.1%	14.4%	15.1%
55 - 64	11.8%	13.0%	13.8%
65 - 74	8.2%	8.7%	9.1%
75 - 84	4.4%	3.9%	3.8%
85 +	2.1%	1.5%	1.3%
18 +	74.3%	75.7%	76.5%
<b>2020 Population by Age</b>			
Total	12,108	21,286	85,332
0 - 4	6.9%	6.2%	5.8%
5 - 9	7.2%	6.7%	6.3%
10 - 14	7.5%	7.2%	7.0%
15 - 24	11.9%	11.7%	11.3%
25 - 34	13.1%	12.5%	12.0%
35 - 44	12.5%	12.1%	12.7%
45 - 54	12.4%	13.5%	13.8%
55 - 64	12.3%	13.8%	14.4%
65 - 74	9.3%	10.0%	10.6%
75 - 84	4.8%	4.7%	4.7%
85 +	2.1%	1.6%	1.5%
18 +	74.1%	75.8%	76.8%
<b>2010 Population by Sex</b>			
Males	5,218	9,483	37,533
Females	5,707	9,908	39,421
<b>2015 Population by Sex</b>			
Males	5,439	9,834	39,095
Females	5,941	10,250	40,957
<b>2020 Population by Sex</b>			
Males	5,797	10,434	41,690
Females	6,312	10,853	43,643

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	10,925	19,392	76,954
White Alone	64.3%	74.1%	79.3%
Black Alone	29.3%	20.3%	15.7%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	0.6%	0.6%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	2.4%	1.7%
Two or More Races	2.0%	1.9%	1.7%
Hispanic Origin	6.5%	5.2%	3.9%
Diversity Index	56.2	46.7	39.5
<b>2015 Population by Race/Ethnicity</b>			
Total	11,379	20,083	80,052
White Alone	62.6%	72.5%	77.8%
Black Alone	30.2%	21.1%	16.5%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	0.6%	0.7%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	2.8%	2.0%
Two or More Races	2.2%	2.2%	2.0%
Hispanic Origin	7.6%	6.0%	4.6%
Diversity Index	58.5	49.4	42.4
<b>2020 Population by Race/Ethnicity</b>			
Total	12,109	21,287	85,332
White Alone	61.0%	71.0%	76.2%
Black Alone	30.8%	21.8%	17.2%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	0.7%	0.8%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.2%	3.2%	2.3%
Two or More Races	2.6%	2.6%	2.4%
Hispanic Origin	8.6%	6.9%	5.4%
Diversity Index	60.6	52.0	45.2
<b>2010 Population by Relationship and Household Type</b>			
Total	10,925	19,391	76,955
In Households	96.5%	97.0%	98.7%
In Family Households	83.4%	85.1%	86.9%
Householder	25.9%	26.6%	27.8%
Spouse	15.8%	18.3%	21.0%
Child	33.6%	32.8%	32.3%
Other relative	5.2%	4.8%	3.7%
Nonrelative	2.9%	2.6%	2.1%
In Nonfamily Households	13.1%	11.9%	11.8%
In Group Quarters	3.5%	3.0%	1.3%
Institutionalized Population	3.4%	2.9%	1.3%
Noninstitutionalized Population	0.1%	0.1%	0.0%

**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	7,496	13,512	54,821
Less than 9th Grade	11.4%	8.3%	4.9%
9th - 12th Grade, No Diploma	11.4%	11.1%	7.9%
High School Graduate	29.5%	28.3%	25.0%
GED/Alternative Credential	5.9%	6.0%	5.3%
Some College, No Degree	18.9%	21.0%	22.3%
Associate Degree	7.4%	7.7%	9.8%
Bachelor's Degree	10.6%	12.1%	15.9%
Graduate/Professional Degree	4.9%	5.4%	8.9%
<b>2015 Population 15+ by Marital Status</b>			
Total	8,891	15,965	64,370
Never Married	35.6%	31.5%	26.2%
Married	45.6%	51.3%	57.3%
Widowed	7.2%	6.1%	5.5%
Divorced	11.6%	11.2%	10.9%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.9%	91.6%	94.4%
Civilian Unemployed	10.1%	8.4%	5.6%
<b>2015 Employed Population 16+ by Industry</b>			
Total	4,166	8,049	36,207
Agriculture/Mining	1.5%	1.8%	1.0%
Construction	6.8%	7.4%	6.7%
Manufacturing	20.7%	18.4%	16.2%
Wholesale Trade	1.7%	3.5%	3.3%
Retail Trade	9.4%	9.5%	10.5%
Transportation/Utilities	4.8%	6.0%	5.7%
Information	1.0%	1.4%	2.0%
Finance/Insurance/Real Estate	6.2%	5.5%	6.5%
Services	45.4%	43.1%	44.6%
Public Administration	2.6%	3.4%	3.5%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	4,165	8,047	36,205
White Collar	50.4%	51.5%	59.0%
Management/Business/Financial	11.6%	12.9%	14.1%
Professional	13.2%	14.3%	19.5%
Sales	11.3%	9.7%	11.5%
Administrative Support	14.3%	14.6%	13.9%
Services	17.5%	17.0%	15.8%
Blue Collar	32.0%	31.4%	25.2%
Farming/Forestry/Fishing	0.7%	1.0%	0.5%
Construction/Extraction	6.3%	6.9%	5.5%
Installation/Maintenance/Repair	4.1%	4.5%	4.8%
Production	13.7%	12.2%	8.8%
Transportation/Material Moving	7.3%	6.7%	5.5%

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 Households by Type</b>			
Total	3,994	7,125	28,891
Households with 1 Person	25.4%	22.1%	21.6%
Households with 2+ People	74.6%	77.9%	78.4%
Family Households	70.2%	73.2%	74.0%
Husband-wife Families	42.7%	50.4%	55.8%
With Related Children	19.5%	22.2%	24.4%
Other Family (No Spouse Present)	27.5%	22.8%	18.2%
Other Family with Male Householder	6.2%	5.9%	4.8%
With Related Children	3.4%	3.4%	2.9%
Other Family with Female Householder	21.3%	16.9%	13.3%
With Related Children	14.6%	11.5%	8.9%
Nonfamily Households	4.5%	4.7%	4.4%
All Households with Children	38.0%	37.4%	36.6%
Multigenerational Households	5.8%	5.7%	4.6%
Unmarried Partner Households	7.5%	7.3%	5.9%
Male-female	6.7%	6.5%	5.3%
Same-sex	0.8%	0.8%	0.6%
<b>2010 Households by Size</b>			
Total	3,994	7,127	28,893
1 Person Household	25.4%	22.1%	21.6%
2 Person Household	32.0%	34.0%	35.0%
3 Person Household	17.7%	18.2%	18.3%
4 Person Household	13.5%	14.3%	15.0%
5 Person Household	6.6%	6.9%	6.6%
6 Person Household	3.1%	2.8%	2.3%
7 + Person Household	1.7%	1.7%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,994	7,125	28,892
Owner Occupied	64.5%	72.7%	77.7%
Owned with a Mortgage/Loan	46.6%	52.8%	57.9%
Owned Free and Clear	17.9%	20.0%	19.8%
Renter Occupied	35.5%	27.3%	22.3%

**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>			
1.	Rural Bypasses (10E)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Hardscrabble Road (8G)	Rural Bypasses (10E)	Green Acres (6A)
3.	Southern Satellites (10A)	Hardscrabble Road (8G)	Middleburg (4C)

<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,649,670	\$12,978,488	\$65,275,033
Average Spent	\$1,578.74	\$1,733.24	\$2,142.34
Spending Potential Index	68	75	93
Computers & Accessories: Total \$	\$713,305	\$1,388,863	\$7,160,082
Average Spent	\$169.35	\$185.48	\$235.00
Spending Potential Index	65	71	90
Education: Total \$	\$3,689,393	\$7,056,571	\$38,018,106
Average Spent	\$875.92	\$942.38	\$1,247.76
Spending Potential Index	57	62	82
Entertainment/Recreation: Total \$	\$9,730,865	\$19,003,117	\$95,095,379
Average Spent	\$2,310.27	\$2,537.81	\$3,121.05
Spending Potential Index	70	77	94
Food at Home: Total \$	\$15,827,084	\$30,718,748	\$150,189,905
Average Spent	\$3,757.62	\$4,102.40	\$4,929.27
Spending Potential Index	72	79	94
Food Away from Home: Total \$	\$9,394,470	\$18,490,446	\$93,559,147
Average Spent	\$2,230.41	\$2,469.34	\$3,070.63
Spending Potential Index	68	75	93
Health Care: Total \$	\$14,831,395	\$29,011,975	\$141,987,120
Average Spent	\$3,521.22	\$3,874.46	\$4,660.05
Spending Potential Index	74	82	98
HH Furnishings & Equipment: Total \$	\$5,425,747	\$10,721,385	\$54,006,665
Average Spent	\$1,288.16	\$1,431.81	\$1,772.51
Spending Potential Index	70	78	96
Investments: Total \$	\$6,392,921	\$11,550,953	\$59,120,388
Average Spent	\$1,517.79	\$1,542.60	\$1,940.35
Spending Potential Index	55	56	70
Retail Goods: Total \$	\$77,988,800	\$153,050,044	\$752,511,008
Average Spent	\$18,515.86	\$20,439.38	\$24,697.59
Spending Potential Index	73	80	97
Shelter: Total \$	\$43,801,467	\$84,730,113	\$439,405,088
Average Spent	\$10,399.21	\$11,315.45	\$14,421.38
Spending Potential Index	63	69	88
TV/Video/Audio: Total \$	\$4,053,874	\$7,922,753	\$38,584,419
Average Spent	\$962.46	\$1,058.06	\$1,266.35
Spending Potential Index	74	81	97
Travel: Total \$	\$5,159,054	\$10,103,297	\$53,494,591
Average Spent	\$1,224.85	\$1,349.27	\$1,755.71
Spending Potential Index	63	69	90
Vehicle Maintenance & Repairs: Total \$	\$3,252,137	\$6,366,105	\$32,032,679
Average Spent	\$772.11	\$850.17	\$1,051.32
Spending Potential Index	69	76	94

**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.