



Market Profile

4369 Wildcat Rd, Columbia, South Carolina, 29209
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 33.99038
Longitude: -80.97194

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	64,514	134,771	291,179
2010 Total Population	70,251	142,639	307,844
2021 Total Population	73,385	150,994	331,722
2021 Group Quarters	8,365	21,343	29,578
2026 Total Population	76,539	158,362	347,451
2021-2026 Annual Rate	0.85%	0.96%	0.93%
2021 Total Daytime Population	82,796	199,725	392,383
Workers	52,239	128,814	233,920
Residents	30,557	70,911	158,463
Household Summary			
2000 Households	27,189	51,617	113,608
2000 Average Household Size	2.11	2.25	2.31
2010 Households	28,435	53,467	120,299
2010 Average Household Size	2.15	2.23	2.29
2021 Households	29,974	57,985	131,051
2021 Average Household Size	2.17	2.24	2.31
2026 Households	31,359	61,350	137,825
2026 Average Household Size	2.17	2.23	2.31
2021-2026 Annual Rate	0.91%	1.13%	1.01%
2010 Families	13,806	27,159	66,722
2010 Average Family Size	2.86	2.93	2.96
2021 Families	14,010	27,975	70,040
2021 Average Family Size	2.91	2.98	3.01
2026 Families	14,517	29,133	72,861
2026 Average Family Size	2.93	2.99	3.02
2021-2026 Annual Rate	0.71%	0.81%	0.79%
Housing Unit Summary			
2000 Housing Units	29,395	55,999	123,503
Owner Occupied Housing Units	50.3%	48.6%	50.8%
Renter Occupied Housing Units	42.2%	43.5%	41.2%
Vacant Housing Units	7.5%	7.8%	8.0%
2010 Housing Units	32,093	61,095	136,043
Owner Occupied Housing Units	47.9%	45.3%	46.8%
Renter Occupied Housing Units	40.7%	42.2%	41.6%
Vacant Housing Units	11.4%	12.5%	11.6%
2021 Housing Units	34,073	66,851	148,601
Owner Occupied Housing Units	44.3%	41.1%	43.8%
Renter Occupied Housing Units	43.7%	45.7%	44.4%
Vacant Housing Units	12.0%	13.3%	11.8%
2026 Housing Units	35,592	70,539	156,016
Owner Occupied Housing Units	44.3%	40.9%	44.2%
Renter Occupied Housing Units	43.8%	46.1%	44.1%
Vacant Housing Units	11.9%	13.0%	11.7%
Median Household Income			
2021	\$54,612	\$47,570	\$45,458
2026	\$60,567	\$52,757	\$50,369
Median Home Value			
2021	\$275,440	\$212,934	\$179,782
2026	\$326,950	\$274,435	\$227,200
Per Capita Income			
2021	\$38,179	\$31,237	\$28,088
2026	\$42,048	\$34,665	\$31,276
Median Age			
2010	29.6	28.7	32.1
2021	32.0	30.7	34.3
2026	32.7	31.2	34.9

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



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2021 Households by Income			
Household Income Base	29,964	57,975	131,031
<\$15,000	13.6%	16.8%	14.9%
\$15,000 - \$24,999	10.1%	11.8%	12.6%
\$25,000 - \$34,999	8.2%	8.8%	10.5%
\$35,000 - \$49,999	14.6%	14.4%	15.8%
\$50,000 - \$74,999	14.2%	14.6%	15.9%
\$75,000 - \$99,999	9.9%	9.5%	10.8%
\$100,000 - \$149,999	12.3%	11.0%	10.2%
\$150,000 - \$199,999	7.5%	6.4%	4.7%
\$200,000+	9.5%	6.7%	4.6%
Average Household Income	\$90,351	\$77,212	\$68,964
2026 Households by Income			
Household Income Base	31,357	61,348	137,813
<\$15,000	12.0%	15.1%	13.3%
\$15,000 - \$24,999	9.0%	10.6%	11.1%
\$25,000 - \$34,999	7.4%	7.8%	9.6%
\$35,000 - \$49,999	14.2%	14.2%	15.6%
\$50,000 - \$74,999	14.5%	15.0%	16.3%
\$75,000 - \$99,999	10.6%	10.3%	11.7%
\$100,000 - \$149,999	13.3%	12.3%	11.7%
\$150,000 - \$199,999	8.7%	7.6%	5.7%
\$200,000+	10.2%	7.2%	5.0%
Average Household Income	\$99,699	\$85,568	\$76,801
2021 Owner Occupied Housing Units by Value			
Total	15,100	27,464	65,126
<\$50,000	1.4%	2.8%	4.4%
\$50,000 - \$99,999	4.9%	9.5%	12.6%
\$100,000 - \$149,999	12.1%	16.0%	19.9%
\$150,000 - \$199,999	15.6%	19.1%	22.0%
\$200,000 - \$249,999	11.2%	10.4%	9.7%
\$250,000 - \$299,999	9.4%	8.5%	7.4%
\$300,000 - \$399,999	16.2%	13.4%	10.1%
\$400,000 - \$499,999	9.6%	6.6%	4.9%
\$500,000 - \$749,999	13.2%	8.8%	5.4%
\$750,000 - \$999,999	4.1%	3.3%	2.2%
\$1,000,000 - \$1,499,999	1.2%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.8%	0.5%	0.4%
\$2,000,000 +	0.2%	0.5%	0.3%
Average Home Value	\$350,220	\$297,529	\$248,724
2026 Owner Occupied Housing Units by Value			
Total	15,762	28,835	68,987
<\$50,000	0.6%	1.3%	2.3%
\$50,000 - \$99,999	2.2%	4.7%	6.8%
\$100,000 - \$149,999	7.3%	10.4%	13.2%
\$150,000 - \$199,999	12.9%	16.9%	21.2%
\$200,000 - \$249,999	11.4%	11.5%	12.1%
\$250,000 - \$299,999	10.4%	10.7%	10.2%
\$300,000 - \$399,999	19.7%	18.4%	14.7%
\$400,000 - \$499,999	10.9%	8.1%	6.6%
\$500,000 - \$749,999	16.9%	11.4%	7.6%
\$750,000 - \$999,999	5.4%	4.6%	3.3%
\$1,000,000 - \$1,499,999	1.2%	0.8%	1.1%
\$1,500,000 - \$1,999,999	0.9%	0.6%	0.5%
\$2,000,000 +	0.2%	0.6%	0.4%
Average Home Value	\$394,717	\$348,804	\$303,892

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.

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2010 Population by Age			
Total	70,253	142,639	307,844
0 - 4	5.2%	5.4%	6.1%
5 - 9	4.7%	4.7%	5.3%
10 - 14	4.2%	4.3%	5.0%
15 - 24	27.0%	29.0%	21.6%
25 - 34	16.3%	15.1%	16.0%
35 - 44	10.5%	9.8%	11.4%
45 - 54	11.1%	11.1%	12.5%
55 - 64	10.0%	9.8%	10.7%
65 - 74	5.4%	5.4%	5.9%
75 - 84	3.7%	3.7%	3.8%
85 +	1.9%	1.6%	1.7%
18 +	83.2%	82.8%	80.2%
2021 Population by Age			
Total	73,383	150,992	331,723
0 - 4	4.6%	4.8%	5.4%
5 - 9	4.4%	4.5%	5.1%
10 - 14	4.5%	4.5%	5.1%
15 - 24	24.4%	26.8%	19.4%
25 - 34	16.5%	15.3%	15.9%
35 - 44	11.1%	10.5%	12.2%
45 - 54	9.0%	8.8%	10.1%
55 - 64	10.6%	10.4%	11.1%
65 - 74	8.6%	8.2%	9.0%
75 - 84	4.3%	4.2%	4.6%
85 +	2.2%	2.0%	2.1%
18 +	83.9%	83.5%	81.3%
2026 Population by Age			
Total	76,539	158,362	347,450
0 - 4	4.7%	4.9%	5.5%
5 - 9	4.5%	4.4%	5.1%
10 - 14	4.3%	4.3%	5.0%
15 - 24	24.3%	26.6%	19.5%
25 - 34	15.4%	14.7%	15.1%
35 - 44	11.7%	11.0%	12.5%
45 - 54	9.1%	9.0%	10.3%
55 - 64	9.6%	9.3%	10.1%
65 - 74	9.0%	8.7%	9.3%
75 - 84	5.4%	5.2%	5.6%
85 +	2.1%	2.0%	2.1%
18 +	83.9%	83.6%	81.4%
2010 Population by Sex			
Males	35,637	71,161	151,090
Females	34,614	71,478	156,754
2021 Population by Sex			
Males	37,271	75,398	163,061
Females	36,114	75,596	168,661
2026 Population by Sex			
Males	38,824	79,076	170,854
Females	37,715	79,286	176,597

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2010 Population by Race/Ethnicity			
Total	70,251	142,639	307,843
White Alone	69.3%	56.8%	48.1%
Black Alone	24.1%	36.9%	44.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.4%	2.1%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	1.7%	2.9%
Two or More Races	1.9%	2.0%	2.1%
Hispanic Origin	4.9%	4.8%	6.1%
Diversity Index	51.0	58.3	62.0
2021 Population by Race/Ethnicity			
Total	73,384	150,994	331,723
White Alone	65.8%	53.7%	45.1%
Black Alone	26.0%	38.5%	45.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.2%	2.9%	2.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.0%	1.9%	3.3%
Two or More Races	2.5%	2.6%	2.7%
Hispanic Origin	5.6%	5.4%	6.8%
Diversity Index	55.2	60.8	63.9
2026 Population by Race/Ethnicity			
Total	76,538	158,361	347,451
White Alone	63.6%	52.2%	43.7%
Black Alone	27.2%	39.1%	46.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.6%	3.2%	3.1%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.2%	2.1%	3.5%
Two or More Races	2.8%	2.9%	3.0%
Hispanic Origin	6.2%	5.9%	7.4%
Diversity Index	57.6	62.1	65.0
2010 Population by Relationship and Household Type			
Total	70,251	142,639	307,844
In Households	87.0%	83.7%	89.5%
In Family Households	57.6%	57.5%	66.4%
Householder	19.5%	19.1%	21.7%
Spouse	13.4%	11.6%	12.8%
Child	20.7%	22.1%	25.8%
Other relative	2.5%	3.1%	3.9%
Nonrelative	1.4%	1.7%	2.3%
In Nonfamily Households	29.4%	26.1%	23.1%
In Group Quarters	13.0%	16.3%	10.5%
Institutionalized Population	0.5%	1.5%	3.2%
Noninstitutionalized Population	12.5%	14.9%	7.3%

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.

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2021 Population 25+ by Educational Attainment			
Total	45,581	89,831	215,194
Less than 9th Grade	1.2%	2.0%	2.8%
9th - 12th Grade, No Diploma	3.5%	5.4%	6.5%
High School Graduate	11.2%	14.5%	19.0%
GED/Alternative Credential	2.1%	3.0%	3.8%
Some College, No Degree	15.6%	19.0%	21.3%
Associate Degree	6.1%	7.0%	8.1%
Bachelor's Degree	32.1%	27.4%	22.0%
Graduate/Professional Degree	28.3%	21.9%	16.4%
2021 Population 15+ by Marital Status			
Total	63,518	130,234	279,712
Never Married	48.6%	54.0%	49.2%
Married	38.3%	32.7%	35.1%
Widowed	4.6%	4.7%	5.5%
Divorced	8.5%	8.5%	10.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	39,211	76,354	170,293
Population 16+ Employed	96.6%	94.5%	93.8%
Population 16+ Unemployment rate	3.4%	5.5%	6.2%
Population 16-24 Employed	21.0%	23.0%	18.1%
Population 16-24 Unemployment rate	4.5%	7.9%	9.0%
Population 25-54 Employed	57.4%	56.3%	61.1%
Population 25-54 Unemployment rate	2.5%	4.7%	5.7%
Population 55-64 Employed	14.1%	13.6%	13.9%
Population 55-64 Unemployment rate	4.7%	5.4%	5.6%
Population 65+ Employed	7.6%	7.2%	6.9%
Population 65+ Unemployment rate	3.8%	3.9%	3.8%
2021 Employed Population 16+ by Industry			
Total	37,893	72,147	159,805
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	3.4%	3.8%	5.8%
Manufacturing	4.0%	4.9%	6.5%
Wholesale Trade	1.8%	1.8%	2.0%
Retail Trade	10.0%	11.4%	11.5%
Transportation/Utilities	3.5%	3.7%	5.1%
Information	1.5%	1.3%	1.6%
Finance/Insurance/Real Estate	10.0%	8.9%	8.5%
Services	58.8%	57.0%	51.1%
Public Administration	6.7%	6.5%	7.4%
2021 Employed Population 16+ by Occupation			
Total	37,894	72,146	159,805
White Collar	74.4%	69.1%	64.4%
Management/Business/Financial	19.8%	17.5%	15.9%
Professional	34.7%	30.6%	26.5%
Sales	10.4%	10.6%	9.7%
Administrative Support	9.5%	10.5%	12.2%
Services	14.8%	17.0%	17.0%
Blue Collar	10.9%	13.9%	18.7%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	2.0%	2.7%	4.3%
Installation/Maintenance/Repair	1.6%	1.9%	2.3%
Production	2.4%	3.4%	4.5%
Transportation/Material Moving	4.6%	5.7%	7.5%

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2010 Households by Type			
Total	28,435	53,467	120,299
Households with 1 Person	37.1%	35.6%	34.3%
Households with 2+ People	62.9%	64.4%	65.7%
Family Households	48.6%	50.8%	55.5%
Husband-wife Families	33.4%	31.0%	32.8%
With Related Children	13.8%	12.4%	13.0%
Other Family (No Spouse Present)	15.2%	19.8%	22.6%
Other Family with Male Householder	3.3%	3.8%	4.5%
With Related Children	1.5%	1.8%	2.3%
Other Family with Female Householder	11.9%	16.0%	18.1%
With Related Children	7.6%	10.3%	12.1%
Nonfamily Households	14.3%	13.6%	10.3%
All Households with Children	23.1%	24.7%	27.7%
Multigenerational Households	1.9%	3.1%	3.9%
Unmarried Partner Households	5.1%	5.6%	6.5%
Male-female	4.4%	4.9%	5.8%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	28,436	53,466	120,298
1 Person Household	37.1%	35.6%	34.3%
2 Person Household	32.8%	32.5%	32.4%
3 Person Household	14.7%	15.3%	15.6%
4 Person Household	10.1%	10.2%	10.4%
5 Person Household	3.7%	4.1%	4.5%
6 Person Household	1.0%	1.4%	1.7%
7 + Person Household	0.6%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	28,435	53,467	120,299
Owner Occupied	54.0%	51.8%	52.9%
Owned with a Mortgage/Loan	38.1%	36.2%	37.2%
Owned Free and Clear	16.0%	15.6%	15.8%
Renter Occupied	46.0%	48.2%	47.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	114	128	145
Percent of Income for Mortgage	21.2%	18.8%	16.6%
Wealth Index	99	79	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	32,093	61,095	136,043
Housing Units Inside Urbanized Area	100.0%	99.9%	96.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	3.5%
2010 Population By Urban/ Rural Status			
Total Population	70,251	142,639	307,844
Population Inside Urbanized Area	100.0%	99.9%	96.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	3.7%

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.	In Style (5B)	In Style (5B)	Young and Restless (11B)
2.	Emerald City (8B)	Dorms to Diplomas (14C)	Bright Young Professionals (8C)
3.	Young and Restless (11B)	College Towns (14B)	Modest Income Homes (12D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$64,037,351	\$106,774,848	\$215,319,205
Average Spent	\$2,136.43	\$1,841.42	\$1,643.02
Spending Potential Index	101	87	77
Education: Total \$	\$55,376,644	\$90,048,836	\$170,384,162
Average Spent	\$1,847.49	\$1,552.97	\$1,300.14
Spending Potential Index	107	90	75
Entertainment/Recreation: Total \$	\$93,645,488	\$155,872,809	\$316,525,188
Average Spent	\$3,124.22	\$2,688.16	\$2,415.28
Spending Potential Index	97	83	75
Food at Home: Total \$	\$159,087,391	\$266,492,981	\$545,527,773
Average Spent	\$5,307.51	\$4,595.90	\$4,162.71
Spending Potential Index	97	84	76
Food Away from Home: Total \$	\$114,226,157	\$190,013,863	\$384,124,065
Average Spent	\$3,810.84	\$3,276.95	\$2,931.10
Spending Potential Index	100	86	77
Health Care: Total \$	\$176,864,156	\$298,533,242	\$615,852,550
Average Spent	\$5,900.59	\$5,148.46	\$4,699.33
Spending Potential Index	95	83	75
HH Furnishings & Equipment: Total \$	\$65,687,668	\$108,769,734	\$221,631,332
Average Spent	\$2,191.49	\$1,875.83	\$1,691.18
Spending Potential Index	97	83	75
Personal Care Products & Services: Total \$	\$26,756,971	\$44,494,482	\$90,134,093
Average Spent	\$892.67	\$767.34	\$687.78
Spending Potential Index	99	86	77
Shelter: Total \$	\$607,058,960	\$998,740,435	\$1,993,049,085
Average Spent	\$20,252.85	\$17,224.12	\$15,208.19
Spending Potential Index	100	85	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$68,634,792	\$111,649,079	\$229,369,538
Average Spent	\$2,289.81	\$1,925.48	\$1,750.23
Spending Potential Index	96	81	73
Travel: Total \$	\$73,229,747	\$119,304,345	\$239,926,297
Average Spent	\$2,443.11	\$2,057.50	\$1,830.79
Spending Potential Index	97	81	72
Vehicle Maintenance & Repairs: Total \$	\$32,981,115	\$55,421,142	\$113,464,975
Average Spent	\$1,100.32	\$955.78	\$865.81
Spending Potential Index	99	86	78

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.

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