



# Market Profile

Rosewood Crossing  
 4369 Wildcat Rd, Columbia, South Carolina, 29209  
 Rings: 2, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.99070  
 Longitude: -80.97248

	2 miles	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	31,846	65,350	135,604
2010 Total Population	33,624	70,979	143,401
2015 Total Population	34,583	73,345	148,780
2015 Group Quarters	2,601	9,981	23,297
2020 Total Population	35,995	76,347	155,360
2015-2020 Annual Rate	0.80%	0.81%	0.87%
<b>Household Summary</b>			
2000 Households	14,105	27,229	51,960
2000 Average Household Size	2.10	2.11	2.25
2010 Households	14,365	28,394	53,787
2010 Average Household Size	2.16	2.15	2.23
2015 Households	14,826	29,566	56,358
2015 Average Household Size	2.16	2.14	2.23
2020 Households	15,484	31,018	59,370
2020 Average Household Size	2.16	2.14	2.22
2015-2020 Annual Rate	0.87%	0.96%	1.05%
2010 Families	7,555	13,709	27,328
2010 Average Family Size	2.88	2.86	2.93
2015 Families	7,630	13,971	28,047
2015 Average Family Size	2.89	2.86	2.93
2020 Families	7,866	14,461	29,190
2020 Average Family Size	2.89	2.86	2.94
2015-2020 Annual Rate	0.61%	0.69%	0.80%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,060	29,358	56,376
Owner Occupied Housing Units	55.5%	50.4%	48.6%
Renter Occupied Housing Units	38.1%	42.4%	43.6%
Vacant Housing Units	6.3%	7.2%	7.8%
2010 Housing Units	15,905	32,006	61,465
Owner Occupied Housing Units	54.7%	47.8%	45.3%
Renter Occupied Housing Units	35.6%	40.9%	42.2%
Vacant Housing Units	9.7%	11.3%	12.5%
2015 Housing Units	16,574	33,479	64,637
Owner Occupied Housing Units	51.3%	44.6%	42.1%
Renter Occupied Housing Units	38.2%	43.8%	45.1%
Vacant Housing Units	10.5%	11.7%	12.8%
2020 Housing Units	17,395	35,269	68,409
Owner Occupied Housing Units	50.7%	44.0%	41.5%
Renter Occupied Housing Units	38.3%	43.9%	45.3%
Vacant Housing Units	11.0%	12.1%	13.2%
<b>Median Household Income</b>			
2015	\$53,666	\$45,000	\$40,007
2020	\$61,229	\$52,414	\$46,323
<b>Median Home Value</b>			
2015	\$292,948	\$254,549	\$198,094
2020	\$326,660	\$287,163	\$228,634
<b>Per Capita Income</b>			
2015	\$37,931	\$31,792	\$25,813
2020	\$42,989	\$35,974	\$29,045
<b>Median Age</b>			
2010	33.7	29.3	28.7
2015	34.4	30.1	29.4
2020	35.4	31.4	30.3

**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	14,825	29,564	56,356
<\$15,000	13.0%	18.4%	21.1%
\$15,000 - \$24,999	9.8%	10.4%	11.4%
\$25,000 - \$34,999	10.8%	11.3%	11.7%
\$35,000 - \$49,999	13.2%	13.7%	14.2%
\$50,000 - \$74,999	15.8%	14.8%	15.1%
\$75,000 - \$99,999	9.8%	9.0%	9.0%
\$100,000 - \$149,999	11.7%	9.8%	8.8%
\$150,000 - \$199,999	6.6%	4.9%	3.7%
\$200,000+	9.2%	7.8%	5.1%
Average Household Income	\$86,119	\$76,009	\$64,288
<b>2020 Households by Income</b>			
Household Income Base	15,483	31,016	59,368
<\$15,000	11.7%	17.1%	20.0%
\$15,000 - \$24,999	7.2%	7.6%	8.4%
\$25,000 - \$34,999	8.8%	9.3%	9.9%
\$35,000 - \$49,999	13.1%	13.8%	14.6%
\$50,000 - \$74,999	17.1%	16.4%	16.9%
\$75,000 - \$99,999	10.3%	9.9%	10.2%
\$100,000 - \$149,999	13.7%	11.6%	10.3%
\$150,000 - \$199,999	8.0%	5.9%	4.4%
\$200,000+	10.1%	8.4%	5.5%
Average Household Income	\$97,548	\$85,837	\$72,270
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	8,501	14,915	27,183
<\$50,000	1.4%	1.8%	2.4%
\$50,000 - \$99,999	4.3%	6.4%	12.1%
\$100,000 - \$149,999	9.4%	11.9%	18.0%
\$150,000 - \$199,999	13.7%	15.9%	18.1%
\$200,000 - \$249,999	12.5%	13.1%	12.4%
\$250,000 - \$299,999	10.2%	9.8%	8.5%
\$300,000 - \$399,999	17.1%	14.5%	11.1%
\$400,000 - \$499,999	10.0%	8.4%	5.7%
\$500,000 - \$749,999	12.8%	10.6%	6.7%
\$750,000 - \$999,999	4.8%	3.9%	2.4%
\$1,000,000 +	3.9%	3.6%	2.5%
Average Home Value	\$370,407	\$339,194	\$273,918
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	8,818	15,515	28,354
<\$50,000	0.6%	1.1%	1.7%
\$50,000 - \$99,999	2.3%	4.1%	9.1%
\$100,000 - \$149,999	5.5%	7.5%	13.5%
\$150,000 - \$199,999	11.6%	14.0%	17.4%
\$200,000 - \$249,999	13.6%	14.7%	14.6%
\$250,000 - \$299,999	11.6%	11.7%	10.4%
\$300,000 - \$399,999	17.8%	15.4%	12.2%
\$400,000 - \$499,999	9.7%	8.3%	5.9%
\$500,000 - \$749,999	15.0%	12.6%	8.2%
\$750,000 - \$999,999	7.2%	5.9%	3.7%
\$1,000,000 +	5.0%	4.8%	3.3%
Average Home Value	\$417,476	\$383,882	\$310,534

**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	33,624	70,981	143,401
0 - 4	5.8%	5.1%	5.4%
5 - 9	5.5%	4.6%	4.7%
10 - 14	5.0%	4.1%	4.3%
15 - 24	18.5%	27.9%	28.9%
25 - 34	17.0%	16.1%	15.2%
35 - 44	12.3%	10.3%	9.8%
45 - 54	13.0%	10.9%	11.1%
55 - 64	11.5%	9.9%	9.8%
65 - 74	5.7%	5.4%	5.4%
75 - 84	3.7%	3.7%	3.7%
85 +	2.0%	1.9%	1.6%
18 +	80.6%	83.5%	82.8%
<b>2015 Population by Age</b>			
Total	34,583	73,344	148,783
0 - 4	5.3%	4.7%	5.1%
5 - 9	5.5%	4.7%	4.9%
10 - 14	5.4%	4.4%	4.5%
15 - 24	16.3%	26.1%	27.7%
25 - 34	18.4%	17.1%	15.7%
35 - 44	12.0%	10.3%	9.9%
45 - 54	11.6%	9.7%	9.7%
55 - 64	12.3%	10.6%	10.5%
65 - 74	7.7%	7.0%	6.7%
75 - 84	3.4%	3.5%	3.6%
85 +	2.0%	2.0%	1.8%
18 +	80.9%	83.7%	82.9%
<b>2020 Population by Age</b>			
Total	35,994	76,346	155,360
0 - 4	5.3%	4.7%	5.1%
5 - 9	5.2%	4.4%	4.6%
10 - 14	5.3%	4.4%	4.6%
15 - 24	16.2%	25.5%	26.9%
25 - 34	17.5%	16.3%	15.1%
35 - 44	12.6%	11.0%	10.5%
45 - 54	10.7%	9.0%	9.0%
55 - 64	12.0%	10.3%	10.2%
65 - 74	9.2%	8.4%	8.0%
75 - 84	4.2%	4.1%	4.0%
85 +	1.9%	1.9%	1.8%
18 +	81.3%	83.9%	83.0%
<b>2010 Population by Sex</b>			
Males	16,805	36,060	71,515
Females	16,819	34,919	71,885
<b>2015 Population by Sex</b>			
Males	17,327	37,398	74,419
Females	17,255	35,947	74,361
<b>2020 Population by Sex</b>			
Males	18,060	38,947	77,775
Females	17,935	37,400	77,585

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<b>2010 Population by Race/Ethnicity</b>			
Total	33,624	70,980	143,402
White Alone	77.1%	69.6%	56.6%
Black Alone	16.9%	23.9%	37.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	2.5%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	1.7%	1.7%
Two or More Races	1.6%	1.9%	2.0%
Hispanic Origin	5.1%	4.8%	4.8%
Diversity Index	43.6	50.8	58.3
<b>2015 Population by Race/Ethnicity</b>			
Total	34,584	73,346	148,779
White Alone	76.0%	68.5%	55.5%
Black Alone	17.5%	24.3%	37.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	2.8%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	1.8%	1.8%
Two or More Races	1.8%	2.1%	2.2%
Hispanic Origin	5.5%	5.2%	5.1%
Diversity Index	45.5	52.3	59.4
<b>2020 Population by Race/Ethnicity</b>			
Total	35,996	76,347	155,359
White Alone	74.8%	67.3%	54.4%
Black Alone	18.0%	24.7%	38.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	3.2%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.0%	2.0%
Two or More Races	2.0%	2.3%	2.5%
Hispanic Origin	6.2%	5.8%	5.7%
Diversity Index	47.7	54.1	60.6
<b>2010 Population by Relationship and Household Type</b>			
Total	33,624	70,979	143,401
In Households	92.3%	85.9%	83.8%
In Family Households	66.1%	56.6%	57.6%
Householder	22.5%	19.2%	19.1%
Spouse	16.7%	13.2%	11.6%
Child	23.0%	20.3%	22.1%
Other relative	2.5%	2.5%	3.1%
Nonrelative	1.4%	1.4%	1.7%
In Nonfamily Households	26.2%	29.4%	26.2%
In Group Quarters	7.7%	14.1%	16.2%
Institutionalized Population	0.6%	0.5%	1.5%
Noninstitutionalized Population	7.1%	13.5%	14.8%

**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	23,332	44,112	86,099
Less than 9th Grade	2.3%	2.9%	3.3%
9th - 12th Grade, No Diploma	3.6%	4.2%	7.0%
High School Graduate	9.6%	11.8%	15.7%
GED/Alternative Credential	1.3%	1.7%	2.2%
Some College, No Degree	15.4%	17.7%	20.8%
Associate Degree	8.0%	7.8%	8.1%
Bachelor's Degree	32.1%	28.6%	23.7%
Graduate/Professional Degree	27.6%	25.3%	19.2%
<b>2015 Population 15+ by Marital Status</b>			
Total	28,987	63,245	127,366
Never Married	40.7%	50.8%	53.7%
Married	42.7%	34.5%	31.4%
Widowed	5.4%	5.1%	5.3%
Divorced	11.2%	9.5%	9.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.7%	92.7%	89.8%
Civilian Unemployed	6.3%	7.3%	10.2%
<b>2015 Employed Population 16+ by Industry</b>			
Total	16,239	31,562	59,837
Agriculture/Mining	0.6%	0.5%	0.5%
Construction	3.9%	4.1%	4.4%
Manufacturing	3.6%	4.0%	5.0%
Wholesale Trade	3.4%	2.6%	2.1%
Retail Trade	8.9%	10.8%	11.1%
Transportation/Utilities	2.0%	2.1%	2.8%
Information	2.1%	2.2%	1.8%
Finance/Insurance/Real Estate	9.7%	8.8%	7.6%
Services	59.3%	58.2%	57.4%
Public Administration	6.4%	6.8%	7.2%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	16,238	31,564	59,837
White Collar	75.2%	70.4%	63.7%
Management/Business/Financial	16.6%	14.9%	13.5%
Professional	34.5%	32.4%	26.9%
Sales	13.8%	12.8%	11.5%
Administrative Support	10.3%	10.3%	11.9%
Services	15.4%	18.8%	22.2%
Blue Collar	9.5%	10.8%	14.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.9%	3.2%	3.9%
Installation/Maintenance/Repair	1.6%	2.0%	1.8%
Production	2.0%	2.4%	3.9%
Transportation/Material Moving	3.0%	3.1%	4.4%

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	14,365	28,394	53,787
Households with 1 Person	36.6%	37.3%	35.6%
Households with 2+ People	63.4%	62.7%	64.4%
Family Households	52.6%	48.3%	50.8%
Husband-wife Families	39.0%	33.3%	31.0%
With Related Children	16.8%	13.7%	12.3%
Other Family (No Spouse Present)	13.5%	15.0%	19.8%
Other Family with Male Householder	3.2%	3.3%	3.8%
With Related Children	1.4%	1.5%	1.8%
Other Family with Female Householder	10.3%	11.7%	16.0%
With Related Children	6.6%	7.5%	10.4%
Nonfamily Households	10.8%	14.4%	13.5%
All Households with Children	25.0%	22.9%	24.7%
Multigenerational Households	1.4%	1.9%	3.2%
Unmarried Partner Households	5.2%	5.1%	5.7%
Male-female	4.4%	4.4%	4.9%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	14,364	28,393	53,785
1 Person Household	36.6%	37.3%	35.6%
2 Person Household	34.1%	32.7%	32.4%
3 Person Household	13.7%	14.7%	15.3%
4 Person Household	10.0%	10.0%	10.2%
5 Person Household	4.0%	3.6%	4.1%
6 Person Household	1.0%	1.0%	1.4%
7 + Person Household	0.5%	0.6%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	14,365	28,394	53,787
Owner Occupied	60.6%	53.9%	51.8%
Owned with a Mortgage/Loan	43.3%	37.9%	36.2%
Owned Free and Clear	17.3%	15.9%	15.5%
Renter Occupied	39.4%	46.1%	48.2%

**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>	In Style (5B)	In Style (5B)	In Style (5B)
<b>2.</b>	Emerald City (8B)	Emerald City (8B)	Modest Income Homes
<b>3.</b>	Set to Impress (11D)	Young and Restless (11B)	Dorms to Diplomas (14C)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$40,194,582	\$71,632,778	\$115,467,696
Average Spent	\$2,711.09	\$2,422.81	\$2,048.83
Spending Potential Index	117	105	89
Computers & Accessories: Total \$	\$4,620,788	\$8,260,060	\$13,174,536
Average Spent	\$311.67	\$279.38	\$233.77
Spending Potential Index	119	107	90
Education: Total \$	\$27,759,232	\$51,253,610	\$80,751,226
Average Spent	\$1,872.33	\$1,733.53	\$1,432.83
Spending Potential Index	123	114	94
Entertainment/Recreation: Total \$	\$55,847,378	\$97,877,437	\$157,783,423
Average Spent	\$3,766.85	\$3,310.47	\$2,799.66
Spending Potential Index	114	100	85
Food at Home: Total \$	\$88,479,996	\$157,485,498	\$256,665,946
Average Spent	\$5,967.89	\$5,326.57	\$4,554.21
Spending Potential Index	114	102	87
Food Away from Home: Total \$	\$56,900,092	\$101,227,609	\$162,666,502
Average Spent	\$3,837.86	\$3,423.78	\$2,886.31
Spending Potential Index	117	104	88
Health Care: Total \$	\$77,345,993	\$134,262,201	\$220,103,348
Average Spent	\$5,216.92	\$4,541.10	\$3,905.45
Spending Potential Index	110	96	82
HH Furnishings & Equipment: Total \$	\$31,365,223	\$55,288,380	\$89,321,225
Average Spent	\$2,115.56	\$1,870.00	\$1,584.89
Spending Potential Index	115	102	86
Investments: Total \$	\$47,930,221	\$77,845,742	\$110,591,533
Average Spent	\$3,232.85	\$2,632.95	\$1,962.30
Spending Potential Index	117	96	71
Retail Goods: Total \$	\$426,450,620	\$753,457,188	\$1,225,546,100
Average Spent	\$28,763.70	\$25,483.91	\$21,745.73
Spending Potential Index	113	100	85
Shelter: Total \$	\$291,018,044	\$515,282,851	\$824,075,332
Average Spent	\$19,628.90	\$17,428.22	\$14,622.15
Spending Potential Index	119	106	89
TV/Video/Audio: Total \$	\$22,283,924	\$39,995,044	\$65,814,499
Average Spent	\$1,503.03	\$1,352.74	\$1,167.79
Spending Potential Index	115	103	89
Travel: Total \$	\$33,620,021	\$57,700,689	\$90,826,270
Average Spent	\$2,267.64	\$1,951.59	\$1,611.59
Spending Potential Index	116	100	82
Vehicle Maintenance & Repairs: Total \$	\$19,076,669	\$33,565,723	\$54,171,808
Average Spent	\$1,286.70	\$1,135.28	\$961.21
Spending Potential Index	115	102	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 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.