



Market Profile

Anderson Central (out parcel)
 191 Monitor Dr, Anderson, South Carolina, 29624
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 34.49033
 Longitude: -82.67636

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	31,500	57,594	95,335
2010 Total Population	31,433	62,279	106,760
2015 Total Population	31,613	63,001	109,547
2015 Group Quarters	1,394	2,202	2,579
2020 Total Population	32,107	64,326	112,904
2015-2020 Annual Rate	0.31%	0.42%	0.61%
Household Summary			
2000 Households	12,833	23,486	37,994
2000 Average Household Size	2.35	2.37	2.45
2010 Households	12,589	25,335	42,559
2010 Average Household Size	2.39	2.37	2.45
2015 Households	12,657	25,654	43,704
2015 Average Household Size	2.39	2.37	2.45
2020 Households	12,848	26,194	45,040
2020 Average Household Size	2.39	2.37	2.45
2015-2020 Annual Rate	0.30%	0.42%	0.60%
2010 Families	7,733	16,275	29,026
2010 Average Family Size	3.01	2.94	2.96
2015 Families	7,676	16,293	29,553
2015 Average Family Size	3.02	2.95	2.96
2020 Families	7,733	16,524	30,306
2020 Average Family Size	3.03	2.95	2.97
2015-2020 Annual Rate	0.15%	0.28%	0.50%
Housing Unit Summary			
2000 Housing Units	14,648	26,116	42,195
Owner Occupied Housing Units	53.1%	58.3%	65.4%
Renter Occupied Housing Units	34.5%	31.7%	24.6%
Vacant Housing Units	12.4%	10.1%	10.0%
2010 Housing Units	14,942	29,038	48,834
Owner Occupied Housing Units	45.1%	51.1%	58.9%
Renter Occupied Housing Units	39.2%	36.1%	28.2%
Vacant Housing Units	15.7%	12.8%	12.8%
2015 Housing Units	15,323	29,766	50,463
Owner Occupied Housing Units	41.7%	48.0%	56.5%
Renter Occupied Housing Units	40.9%	38.2%	30.1%
Vacant Housing Units	17.4%	13.8%	13.4%
2020 Housing Units	15,683	30,488	51,986
Owner Occupied Housing Units	41.3%	47.7%	56.5%
Renter Occupied Housing Units	40.6%	38.2%	30.1%
Vacant Housing Units	18.1%	14.1%	13.4%
Median Household Income			
2015	\$26,494	\$32,906	\$38,586
2020	\$29,955	\$37,854	\$44,919
Median Home Value			
2015	\$95,919	\$119,382	\$127,736
2020	\$110,231	\$142,522	\$162,591
Per Capita Income			
2015	\$15,558	\$18,878	\$21,531
2020	\$17,337	\$21,143	\$24,289
Median Age			
2010	36.8	37.7	39.3
2015	37.8	38.7	40.5
2020	38.7	39.5	41.6

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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2015 Households by Income			
Household Income Base	12,657	25,654	43,704
<\$15,000	29.2%	22.1%	17.5%
\$15,000 - \$24,999	18.2%	16.8%	15.1%
\$25,000 - \$34,999	13.3%	13.3%	13.0%
\$35,000 - \$49,999	13.9%	14.3%	14.4%
\$50,000 - \$74,999	13.1%	15.3%	16.6%
\$75,000 - \$99,999	6.6%	9.0%	10.5%
\$100,000 - \$149,999	4.8%	7.0%	9.4%
\$150,000 - \$199,999	0.4%	1.2%	1.9%
\$200,000+	0.5%	1.0%	1.7%
Average Household Income	\$37,586	\$46,116	\$53,677
2020 Households by Income			
Household Income Base	12,848	26,194	45,040
<\$15,000	29.2%	21.6%	16.8%
\$15,000 - \$24,999	14.3%	13.0%	11.5%
\$25,000 - \$34,999	11.6%	11.7%	11.1%
\$35,000 - \$49,999	14.7%	14.7%	14.5%
\$50,000 - \$74,999	15.3%	17.2%	18.3%
\$75,000 - \$99,999	8.1%	10.9%	12.6%
\$100,000 - \$149,999	5.8%	8.2%	10.6%
\$150,000 - \$199,999	0.5%	1.5%	2.6%
\$200,000+	0.5%	1.2%	1.9%
Average Household Income	\$41,980	\$51,715	\$60,601
2015 Owner Occupied Housing Units by Value			
Total	6,389	14,289	28,525
<\$50,000	20.1%	15.7%	16.2%
\$50,000 - \$99,999	32.6%	24.6%	21.9%
\$100,000 - \$149,999	25.1%	25.1%	21.5%
\$150,000 - \$199,999	12.1%	17.6%	16.0%
\$200,000 - \$249,999	4.8%	7.2%	8.5%
\$250,000 - \$299,999	1.9%	3.6%	5.1%
\$300,000 - \$399,999	1.8%	3.2%	5.2%
\$400,000 - \$499,999	0.5%	1.1%	2.5%
\$500,000 - \$749,999	0.5%	1.1%	2.1%
\$750,000 - \$999,999	0.1%	0.2%	0.5%
\$1,000,000 +	0.6%	0.6%	0.5%
Average Home Value	\$117,803	\$143,082	\$161,798
2020 Owner Occupied Housing Units by Value			
Total	6,482	14,542	29,390
<\$50,000	17.5%	12.9%	12.3%
\$50,000 - \$99,999	28.1%	19.9%	16.5%
\$100,000 - \$149,999	21.7%	20.2%	16.7%
\$150,000 - \$199,999	14.6%	19.8%	17.8%
\$200,000 - \$249,999	7.9%	11.1%	12.4%
\$250,000 - \$299,999	3.6%	5.9%	7.9%
\$300,000 - \$399,999	3.4%	5.0%	7.6%
\$400,000 - \$499,999	1.0%	1.8%	3.6%
\$500,000 - \$749,999	1.2%	2.0%	3.5%
\$750,000 - \$999,999	0.5%	0.5%	0.9%
\$1,000,000 +	0.6%	0.9%	0.8%
Average Home Value	\$141,717	\$172,546	\$199,602

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	31,435	62,280	106,759
0 - 4	7.1%	7.2%	6.7%
5 - 9	6.6%	6.4%	6.5%
10 - 14	6.4%	6.4%	6.6%
15 - 24	14.9%	14.0%	12.8%
25 - 34	12.8%	12.6%	11.7%
35 - 44	12.4%	12.5%	12.9%
45 - 54	13.4%	13.4%	14.4%
55 - 64	11.5%	11.5%	12.6%
65 - 74	7.8%	8.1%	8.6%
75 - 84	5.1%	5.6%	5.1%
85 +	2.2%	2.3%	2.0%
18 +	76.2%	76.3%	76.3%
2015 Population by Age			
Total	31,614	62,999	109,547
0 - 4	6.7%	6.8%	6.3%
5 - 9	6.5%	6.5%	6.4%
10 - 14	6.4%	6.1%	6.3%
15 - 24	14.3%	13.4%	12.5%
25 - 34	12.7%	12.9%	11.9%
35 - 44	12.3%	12.1%	12.3%
45 - 54	12.6%	12.6%	13.4%
55 - 64	12.1%	12.1%	13.3%
65 - 74	9.0%	9.4%	10.2%
75 - 84	5.1%	5.6%	5.3%
85 +	2.3%	2.5%	2.1%
18 +	76.9%	77.1%	77.4%
2020 Population by Age			
Total	32,107	64,328	112,906
0 - 4	6.6%	6.6%	6.1%
5 - 9	6.2%	6.2%	6.0%
10 - 14	6.5%	6.4%	6.5%
15 - 24	14.0%	13.0%	12.1%
25 - 34	12.2%	12.5%	11.7%
35 - 44	11.8%	11.7%	11.7%
45 - 54	12.0%	12.0%	12.7%
55 - 64	12.7%	12.6%	13.8%
65 - 74	10.1%	10.2%	11.2%
75 - 84	5.5%	6.1%	6.1%
85 +	2.3%	2.7%	2.3%
18 +	77.1%	77.3%	77.8%
2010 Population by Sex			
Males	14,618	29,166	51,105
Females	16,815	33,113	55,655
2015 Population by Sex			
Males	14,763	29,637	52,600
Females	16,850	33,364	56,947
2020 Population by Sex			
Males	15,050	30,357	54,297
Females	17,056	33,969	58,607

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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2010 Population by Race/Ethnicity			
Total	31,433	62,279	106,760
White Alone	58.3%	65.6%	74.1%
Black Alone	36.5%	29.5%	21.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.8%	1.4%
Two or More Races	2.0%	1.9%	1.7%
Hispanic Origin	4.8%	4.0%	3.2%
Diversity Index	56.9	52.2	44.1
2015 Population by Race/Ethnicity			
Total	31,613	63,001	109,548
White Alone	57.0%	64.3%	73.0%
Black Alone	36.9%	29.9%	21.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.2%	1.7%
Two or More Races	2.3%	2.2%	2.0%
Hispanic Origin	5.8%	4.9%	3.9%
Diversity Index	59.0	54.3	46.2
2020 Population by Race/Ethnicity			
Total	32,106	64,326	112,903
White Alone	55.8%	63.2%	72.0%
Black Alone	37.0%	30.0%	21.9%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	0.8%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	2.6%	2.1%
Two or More Races	2.7%	2.7%	2.3%
Hispanic Origin	7.1%	5.9%	4.7%
Diversity Index	61.1	56.6	48.5
2010 Population by Relationship and Household Type			
Total	31,433	62,279	106,760
In Households	95.6%	96.5%	97.6%
In Family Households	77.0%	79.4%	82.7%
Householder	24.8%	26.0%	27.2%
Spouse	13.6%	16.3%	19.0%
Child	31.4%	30.9%	30.9%
Other relative	4.3%	3.7%	3.4%
Nonrelative	2.8%	2.4%	2.2%
In Nonfamily Households	18.6%	17.1%	14.9%
In Group Quarters	4.4%	3.5%	2.4%
Institutionalized Population	1.6%	1.8%	1.4%
Noninstitutionalized Population	2.9%	1.7%	1.1%

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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2015 Population 25+ by Educational Attainment			
Total	20,905	42,338	75,085
Less than 9th Grade	9.2%	6.8%	6.2%
9th - 12th Grade, No Diploma	15.8%	12.5%	10.8%
High School Graduate	28.9%	26.7%	24.7%
GED/Alternative Credential	6.4%	5.9%	5.8%
Some College, No Degree	19.0%	20.9%	21.3%
Associate Degree	8.3%	9.3%	10.0%
Bachelor's Degree	8.7%	11.7%	13.7%
Graduate/Professional Degree	3.8%	6.2%	7.6%
2015 Population 15+ by Marital Status			
Total	25,420	50,774	88,785
Never Married	38.6%	33.6%	28.9%
Married	38.1%	45.2%	51.6%
Widowed	10.3%	9.3%	7.8%
Divorced	13.0%	12.0%	11.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.5%	90.6%	92.3%
Civilian Unemployed	11.5%	9.4%	7.7%
2015 Employed Population 16+ by Industry			
Total	12,214	25,886	47,576
Agriculture/Mining	0.2%	0.3%	0.5%
Construction	6.5%	5.4%	6.1%
Manufacturing	21.0%	19.7%	20.1%
Wholesale Trade	2.5%	2.7%	2.7%
Retail Trade	13.3%	13.0%	13.8%
Transportation/Utilities	3.7%	3.8%	3.6%
Information	1.1%	1.1%	1.3%
Finance/Insurance/Real Estate	3.8%	4.1%	4.0%
Services	45.1%	46.9%	44.5%
Public Administration	2.9%	2.9%	3.4%
2015 Employed Population 16+ by Occupation			
Total	12,214	25,885	47,575
White Collar	45.7%	51.7%	54.6%
Management/Business/Financial	6.3%	8.9%	10.2%
Professional	14.1%	17.7%	18.6%
Sales	11.9%	12.3%	13.3%
Administrative Support	13.4%	12.8%	12.5%
Services	22.0%	19.1%	16.9%
Blue Collar	32.3%	29.2%	28.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	5.9%	4.9%	5.3%
Installation/Maintenance/Repair	3.1%	3.9%	4.6%
Production	14.8%	12.1%	11.4%
Transportation/Material Moving	8.4%	8.2%	7.0%

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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2010 Households by Type			
Total	12,589	25,335	42,559
Households with 1 Person	32.9%	30.6%	27.2%
Households with 2+ People	67.1%	69.4%	72.8%
Family Households	61.4%	64.2%	68.2%
Husband-wife Families	33.6%	40.3%	47.7%
With Related Children	13.7%	16.0%	19.1%
Other Family (No Spouse Present)	27.8%	23.9%	20.5%
Other Family with Male Householder	5.4%	4.7%	4.6%
With Related Children	2.7%	2.5%	2.5%
Other Family with Female Householder	22.4%	19.2%	15.9%
With Related Children	14.6%	12.9%	10.4%
Nonfamily Households	5.7%	5.2%	4.6%
All Households with Children	31.4%	31.7%	32.4%
Multigenerational Households	4.9%	4.3%	4.1%
Unmarried Partner Households	7.1%	6.3%	5.8%
Male-female	6.6%	5.8%	5.3%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	12,590	25,334	42,560
1 Person Household	32.9%	30.6%	27.2%
2 Person Household	31.2%	33.4%	35.1%
3 Person Household	16.7%	16.4%	16.5%
4 Person Household	10.9%	11.4%	12.8%
5 Person Household	5.2%	5.2%	5.5%
6 Person Household	2.0%	1.9%	2.0%
7 + Person Household	1.2%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	12,589	25,335	42,559
Owner Occupied	53.5%	58.6%	67.6%
Owned with a Mortgage/Loan	32.1%	36.8%	43.4%
Owned Free and Clear	21.4%	21.8%	24.2%
Renter Occupied	46.5%	41.4%	32.4%

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. Modest Income Homes	Old and Newcomers (8F)	Rural Bypasses (10E)	
2. Hardscrabble Road (8G)	Modest Income Homes	Old and Newcomers (8F)	
3. Rustbelt Traditions (5D)	Rural Bypasses (10E)	Salt of the Earth (6B)	

2015 Consumer Spending			
Apparel & Services: Total \$	\$14,721,593	\$36,608,912	\$71,950,529
Average Spent	\$1,163.12	\$1,427.03	\$1,646.31
Spending Potential Index	50	62	71
Computers & Accessories: Total \$	\$1,589,131	\$4,001,881	\$7,873,219
Average Spent	\$125.55	\$155.99	\$180.15
Spending Potential Index	48	60	69
Education: Total \$	\$8,634,951	\$21,858,201	\$41,934,723
Average Spent	\$682.23	\$852.04	\$959.52
Spending Potential Index	45	56	63
Entertainment/Recreation: Total \$	\$21,239,379	\$52,800,270	\$105,512,425
Average Spent	\$1,678.07	\$2,058.17	\$2,414.25
Spending Potential Index	51	62	73
Food at Home: Total \$	\$35,190,060	\$86,708,817	\$170,959,429
Average Spent	\$2,780.28	\$3,379.93	\$3,911.76
Spending Potential Index	53	65	75
Food Away from Home: Total \$	\$20,553,706	\$51,525,406	\$102,148,930
Average Spent	\$1,623.90	\$2,008.47	\$2,337.29
Spending Potential Index	49	61	71
Health Care: Total \$	\$32,368,001	\$79,643,513	\$159,934,884
Average Spent	\$2,557.32	\$3,104.53	\$3,659.50
Spending Potential Index	54	65	77
HH Furnishings & Equipment: Total \$	\$11,773,302	\$29,333,244	\$58,732,390
Average Spent	\$930.18	\$1,143.42	\$1,343.87
Spending Potential Index	51	62	73
Investments: Total \$	\$12,040,893	\$34,264,046	\$71,812,325
Average Spent	\$951.32	\$1,335.62	\$1,643.15
Spending Potential Index	35	48	60
Retail Goods: Total \$	\$169,357,091	\$418,721,567	\$838,387,923
Average Spent	\$13,380.51	\$16,321.88	\$19,183.32
Spending Potential Index	52	64	75
Shelter: Total \$	\$100,595,197	\$251,731,200	\$487,182,589
Average Spent	\$7,947.79	\$9,812.55	\$11,147.32
Spending Potential Index	48	60	68
TV/Video/Audio: Total \$	\$9,103,780	\$22,204,070	\$43,530,276
Average Spent	\$719.27	\$865.52	\$996.02
Spending Potential Index	55	66	76
Travel: Total \$	\$11,177,105	\$28,489,661	\$57,215,417
Average Spent	\$883.08	\$1,110.53	\$1,309.16
Spending Potential Index	45	57	67
Vehicle Maintenance & Repairs: Total \$	\$7,160,847	\$17,825,639	\$35,409,779
Average Spent	\$565.76	\$694.85	\$810.22
Spending Potential Index	51	62	73

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.