



Market Profile

Bennettsville Square
 353 SC 9, Bennettsville, South Carolina, 29512
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 34.63824
 Longitude: -79.70271

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	13,184	15,036	25,757
2010 Total Population	13,573	15,475	25,915
2015 Total Population	13,521	15,452	25,794
2015 Group Quarters	3,304	3,547	3,574
2020 Total Population	13,180	15,090	25,232
2015-2020 Annual Rate	-0.51%	-0.47%	-0.44%
Household Summary			
2000 Households	4,570	5,277	9,326
2000 Average Household Size	2.57	2.54	2.59
2010 Households	4,298	5,029	9,197
2010 Average Household Size	2.45	2.43	2.46
2015 Households	4,206	4,945	9,117
2015 Average Household Size	2.43	2.41	2.44
2020 Households	4,095	4,828	8,949
2020 Average Household Size	2.41	2.39	2.42
2015-2020 Annual Rate	-0.53%	-0.48%	-0.37%
2010 Families	2,762	3,265	6,099
2010 Average Family Size	3.10	3.05	3.05
2015 Families	2,675	3,179	5,990
2015 Average Family Size	3.08	3.03	3.03
2020 Families	2,589	3,086	5,849
2020 Average Family Size	3.06	3.02	3.01
2015-2020 Annual Rate	-0.65%	-0.59%	-0.48%
Housing Unit Summary			
2000 Housing Units	5,231	6,026	10,597
Owner Occupied Housing Units	56.4%	58.0%	61.7%
Renter Occupied Housing Units	31.0%	29.6%	26.3%
Vacant Housing Units	12.6%	12.4%	12.0%
2010 Housing Units	5,043	5,885	10,701
Owner Occupied Housing Units	49.1%	50.8%	55.5%
Renter Occupied Housing Units	36.2%	34.6%	30.5%
Vacant Housing Units	14.8%	14.5%	14.1%
2015 Housing Units	5,039	5,885	10,701
Owner Occupied Housing Units	46.4%	48.3%	53.4%
Renter Occupied Housing Units	37.1%	35.7%	31.8%
Vacant Housing Units	16.5%	16.0%	14.8%
2020 Housing Units	4,992	5,828	10,625
Owner Occupied Housing Units	45.8%	47.8%	52.8%
Renter Occupied Housing Units	36.3%	35.0%	31.4%
Vacant Housing Units	18.0%	17.2%	15.8%
Median Household Income			
2015	\$26,498	\$26,540	\$27,504
2020	\$29,174	\$29,085	\$30,002
Median Home Value			
2015	\$98,734	\$95,962	\$90,080
2020	\$120,321	\$117,790	\$112,000
Per Capita Income			
2015	\$13,295	\$13,290	\$14,170
2020	\$14,962	\$14,976	\$15,993
Median Age			
2010	37.3	37.5	38.5
2015	37.6	37.9	39.2
2020	38.5	38.9	40.7

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



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2015 Households by Income			
Household Income Base	4,206	4,945	9,117
<\$15,000	26.9%	27.1%	25.7%
\$15,000 - \$24,999	19.9%	19.5%	18.7%
\$25,000 - \$34,999	16.0%	16.3%	17.4%
\$35,000 - \$49,999	10.4%	10.4%	11.5%
\$50,000 - \$74,999	14.1%	14.0%	14.9%
\$75,000 - \$99,999	6.3%	6.3%	6.1%
\$100,000 - \$149,999	4.9%	4.9%	4.4%
\$150,000 - \$199,999	0.9%	0.9%	0.7%
\$200,000+	0.6%	0.6%	0.5%
Average Household Income	\$38,896	\$38,706	\$38,532
2020 Households by Income			
Household Income Base	4,095	4,828	8,949
<\$15,000	26.2%	26.4%	25.1%
\$15,000 - \$24,999	16.9%	16.7%	16.1%
\$25,000 - \$34,999	13.9%	14.2%	15.2%
\$35,000 - \$49,999	10.7%	10.7%	11.7%
\$50,000 - \$74,999	16.2%	15.8%	16.5%
\$75,000 - \$99,999	8.5%	8.5%	8.3%
\$100,000 - \$149,999	5.7%	5.8%	5.6%
\$150,000 - \$199,999	1.1%	1.1%	1.0%
\$200,000+	0.7%	0.7%	0.6%
Average Household Income	\$44,086	\$43,875	\$43,478
2015 Owner Occupied Housing Units by Value			
Total	2,337	2,843	5,711
<\$50,000	23.7%	24.8%	27.2%
\$50,000 - \$99,999	27.0%	27.4%	28.4%
\$100,000 - \$149,999	19.5%	19.1%	18.3%
\$150,000 - \$199,999	11.8%	11.3%	10.1%
\$200,000 - \$249,999	6.5%	6.2%	5.5%
\$250,000 - \$299,999	3.7%	3.5%	3.3%
\$300,000 - \$399,999	3.7%	3.6%	3.3%
\$400,000 - \$499,999	1.7%	1.6%	1.5%
\$500,000 - \$749,999	1.6%	1.5%	1.4%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.6%	0.6%	0.6%
Average Home Value	\$137,404	\$134,333	\$128,323
2020 Owner Occupied Housing Units by Value			
Total	2,285	2,786	5,611
<\$50,000	17.3%	18.1%	20.0%
\$50,000 - \$99,999	23.3%	23.7%	24.7%
\$100,000 - \$149,999	23.2%	22.9%	22.3%
\$150,000 - \$199,999	15.3%	14.8%	13.7%
\$200,000 - \$249,999	8.0%	7.8%	7.1%
\$250,000 - \$299,999	4.2%	4.1%	3.9%
\$300,000 - \$399,999	3.7%	3.6%	3.5%
\$400,000 - \$499,999	1.6%	1.5%	1.5%
\$500,000 - \$749,999	2.1%	2.0%	1.9%
\$750,000 - \$999,999	0.6%	0.6%	0.7%
\$1,000,000 +	0.8%	0.8%	0.8%
Average Home Value	\$155,238	\$153,248	\$149,024

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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2010 Population by Age			
Total	13,573	15,473	25,917
0 - 4	5.4%	5.5%	5.8%
5 - 9	5.1%	5.2%	5.6%
10 - 14	5.6%	5.6%	6.3%
15 - 24	12.3%	12.4%	12.5%
25 - 34	17.9%	17.4%	14.8%
35 - 44	15.3%	15.1%	14.2%
45 - 54	14.6%	14.6%	15.0%
55 - 64	11.2%	11.4%	12.8%
65 - 74	7.2%	7.3%	7.6%
75 - 84	4.0%	4.0%	3.9%
85 +	1.5%	1.5%	1.4%
18 +	80.3%	80.0%	78.3%
2015 Population by Age			
Total	13,523	15,453	25,795
0 - 4	5.1%	5.1%	5.4%
5 - 9	5.2%	5.3%	5.7%
10 - 14	4.7%	4.8%	5.3%
15 - 24	11.7%	11.7%	11.8%
25 - 34	18.9%	18.4%	15.8%
35 - 44	15.4%	15.2%	13.8%
45 - 54	13.6%	13.6%	14.0%
55 - 64	11.5%	11.8%	13.2%
65 - 74	8.4%	8.7%	9.7%
75 - 84	3.9%	3.9%	3.9%
85 +	1.5%	1.5%	1.4%
18 +	82.2%	81.9%	80.4%
2020 Population by Age			
Total	13,183	15,091	25,232
0 - 4	4.7%	4.7%	5.0%
5 - 9	4.9%	4.9%	5.3%
10 - 14	5.2%	5.3%	5.7%
15 - 24	10.6%	10.6%	10.8%
25 - 34	18.8%	18.2%	15.2%
35 - 44	15.4%	15.1%	13.6%
45 - 54	12.6%	12.6%	12.9%
55 - 64	12.2%	12.4%	13.7%
65 - 74	9.4%	9.7%	11.2%
75 - 84	4.7%	4.8%	5.0%
85 +	1.6%	1.6%	1.5%
18 +	82.5%	82.3%	80.9%
2010 Population by Sex			
Males	7,768	8,762	13,814
Females	5,805	6,713	12,101
2015 Population by Sex			
Males	7,911	8,937	13,963
Females	5,610	6,515	11,831
2020 Population by Sex			
Males	7,768	8,787	13,723
Females	5,412	6,303	11,509

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	13,574	15,474	25,915
White Alone	32.1%	32.9%	40.3%
Black Alone	63.0%	62.1%	52.2%
American Indian Alone	1.2%	1.3%	4.2%
Asian Alone	0.4%	0.4%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.7%	1.2%
Two or More Races	1.6%	1.6%	1.8%
Hispanic Origin	4.5%	4.3%	3.0%
Diversity Index	54.3	54.6	58.9
2015 Population by Race/Ethnicity			
Total	13,522	15,451	25,796
White Alone	31.7%	32.5%	39.8%
Black Alone	62.3%	61.5%	51.9%
American Indian Alone	1.3%	1.4%	4.2%
Asian Alone	0.7%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.0%	1.4%
Two or More Races	1.9%	1.9%	2.2%
Hispanic Origin	5.3%	5.1%	3.6%
Diversity Index	56.0	56.3	60.0
2020 Population by Race/Ethnicity			
Total	13,180	15,090	25,232
White Alone	31.2%	32.0%	39.1%
Black Alone	61.7%	60.9%	51.5%
American Indian Alone	1.4%	1.5%	4.4%
Asian Alone	1.0%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.4%	1.6%
Two or More Races	2.2%	2.3%	2.6%
Hispanic Origin	6.2%	6.0%	4.2%
Diversity Index	57.8	58.0	61.3
2010 Population by Relationship and Household Type			
Total	13,573	15,475	25,915
In Households	77.6%	78.9%	87.3%
In Family Households	65.0%	66.3%	73.9%
Householder	20.6%	21.0%	23.5%
Spouse	10.4%	10.8%	12.9%
Child	28.4%	28.7%	31.2%
Other relative	3.7%	3.8%	4.3%
Nonrelative	1.9%	1.9%	2.1%
In Nonfamily Households	12.6%	12.6%	13.4%
In Group Quarters	22.4%	21.1%	12.7%
Institutionalized Population	22.3%	21.0%	12.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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	9,907	11,291	18,517
Less than 9th Grade	8.6%	9.0%	9.7%
9th - 12th Grade, No Diploma	20.0%	20.0%	18.1%
High School Graduate	27.8%	28.2%	31.2%
GED/Alternative Credential	10.1%	9.9%	9.2%
Some College, No Degree	17.3%	17.3%	17.1%
Associate Degree	4.5%	4.5%	5.2%
Bachelor's Degree	7.0%	6.6%	6.0%
Graduate/Professional Degree	4.8%	4.5%	3.7%
2015 Population 15+ by Marital Status			
Total	11,494	13,101	21,566
Never Married	46.4%	45.9%	42.0%
Married	32.8%	33.7%	38.2%
Widowed	8.4%	8.4%	8.2%
Divorced	12.3%	12.1%	11.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.7%	91.9%	91.5%
Civilian Unemployed	8.3%	8.1%	8.5%
2015 Employed Population 16+ by Industry			
Total	3,642	4,301	8,000
Agriculture/Mining	1.8%	2.1%	2.8%
Construction	1.7%	2.2%	3.3%
Manufacturing	39.8%	38.1%	33.4%
Wholesale Trade	1.9%	1.9%	2.1%
Retail Trade	7.4%	7.0%	10.9%
Transportation/Utilities	5.4%	5.3%	4.6%
Information	1.2%	1.0%	0.8%
Finance/Insurance/Real Estate	3.6%	3.8%	3.1%
Services	34.3%	35.1%	34.0%
Public Administration	3.0%	3.4%	5.1%
2015 Employed Population 16+ by Occupation			
Total	3,644	4,300	7,998
White Collar	35.3%	35.7%	37.7%
Management/Business/Financial	11.5%	12.0%	9.3%
Professional	9.1%	8.9%	9.3%
Sales	4.5%	4.5%	7.8%
Administrative Support	10.2%	10.4%	11.3%
Services	16.3%	18.1%	20.5%
Blue Collar	48.5%	46.2%	41.8%
Farming/Forestry/Fishing	1.3%	1.3%	1.3%
Construction/Extraction	1.0%	1.4%	2.7%
Installation/Maintenance/Repair	3.0%	3.1%	4.2%
Production	34.3%	31.6%	26.2%
Transportation/Material Moving	8.8%	8.7%	7.5%

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2010 Households by Type			
Total	4,299	5,029	9,196
Households with 1 Person	32.4%	31.7%	30.2%
Households with 2+ People	67.6%	68.3%	69.8%
Family Households	64.2%	64.9%	66.3%
Husband-wife Families	32.4%	33.4%	36.5%
With Related Children	12.6%	13.1%	14.6%
Other Family (No Spouse Present)	31.9%	31.5%	29.9%
Other Family with Male Householder	4.8%	4.9%	5.4%
With Related Children	2.4%	2.4%	2.7%
Other Family with Female Householder	27.0%	26.6%	24.5%
With Related Children	17.7%	17.3%	15.9%
Nonfamily Households	3.4%	3.4%	3.5%
All Households with Children	33.0%	33.2%	33.6%
Multigenerational Households	7.1%	7.2%	7.2%
Unmarried Partner Households	6.3%	6.2%	6.3%
Male-female	5.9%	5.8%	5.8%
Same-sex	0.3%	0.4%	0.4%
2010 Households by Size			
Total	4,299	5,028	9,196
1 Person Household	32.4%	31.7%	30.2%
2 Person Household	30.1%	30.2%	30.5%
3 Person Household	16.5%	16.8%	17.9%
4 Person Household	11.5%	11.6%	11.8%
5 Person Household	5.8%	5.9%	5.7%
6 Person Household	2.3%	2.3%	2.4%
7 + Person Household	1.5%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	4,298	5,029	9,197
Owner Occupied	57.6%	59.5%	64.6%
Owned with a Mortgage/Loan	30.5%	31.6%	32.4%
Owned Free and Clear	27.1%	27.8%	32.1%
Renter Occupied	42.4%	40.5%	35.4%

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.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Modest Income Homes	Modest Income Homes	Modest Income Homes
2015 Consumer Spending			
Apparel & Services: Total \$	\$5,025,234	\$5,890,434	\$10,861,413
Average Spent	\$1,194.78	\$1,191.19	\$1,191.34
Spending Potential Index	52	51	51
Computers & Accessories: Total \$	\$518,635	\$604,658	\$1,099,833
Average Spent	\$123.31	\$122.28	\$120.64
Spending Potential Index	47	47	46
Education: Total \$	\$2,353,351	\$2,699,345	\$4,697,407
Average Spent	\$559.52	\$545.87	\$515.24
Spending Potential Index	37	36	34
Entertainment/Recreation: Total \$	\$7,583,965	\$8,896,214	\$16,440,468
Average Spent	\$1,803.13	\$1,799.03	\$1,803.28
Spending Potential Index	54	54	54
Food at Home: Total \$	\$12,608,379	\$14,825,763	\$27,563,422
Average Spent	\$2,997.71	\$2,998.13	\$3,023.30
Spending Potential Index	57	57	58
Food Away from Home: Total \$	\$7,009,923	\$8,204,011	\$15,069,348
Average Spent	\$1,666.65	\$1,659.05	\$1,652.88
Spending Potential Index	51	50	50
Health Care: Total \$	\$11,988,584	\$14,076,818	\$26,082,314
Average Spent	\$2,850.35	\$2,846.68	\$2,860.84
Spending Potential Index	60	60	60
HH Furnishings & Equipment: Total \$	\$4,123,398	\$4,829,963	\$8,893,008
Average Spent	\$980.36	\$976.74	\$975.43
Spending Potential Index	53	53	53
Investments: Total \$	\$6,679,755	\$8,018,217	\$15,697,549
Average Spent	\$1,588.15	\$1,621.48	\$1,721.79
Spending Potential Index	58	59	62
Retail Goods: Total \$	\$62,277,694	\$73,255,850	\$136,332,049
Average Spent	\$14,806.87	\$14,814.13	\$14,953.61
Spending Potential Index	58	58	59
Shelter: Total \$	\$31,017,019	\$35,989,951	\$64,624,517
Average Spent	\$7,374.47	\$7,278.05	\$7,088.35
Spending Potential Index	45	44	43
TV/Video/Audio: Total \$	\$3,203,195	\$3,761,196	\$6,965,876
Average Spent	\$761.58	\$760.61	\$764.05
Spending Potential Index	58	58	58
Travel: Total \$	\$3,675,858	\$4,270,594	\$7,698,469
Average Spent	\$873.96	\$863.62	\$844.41
Spending Potential Index	45	44	43
Vehicle Maintenance & Repairs: Total \$	\$2,470,904	\$2,891,780	\$5,312,472
Average Spent	\$587.47	\$584.79	\$582.70
Spending Potential Index	53	52	52

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.