

Georgetown Shopping Center
1620 Highmarket St, Georgetown, South Carolina, 29440
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.37528
Longitude: -79.29158

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,334	12,804	16,346
2010 Total Population	4,971	12,327	16,168
2019 Total Population	5,170	12,853	16,939
2019 Group Quarters	112	138	386
2024 Total Population	5,318	13,245	17,488
2019-2024 Annual Rate	0.57%	0.60%	0.64%
2019 Total Daytime Population	7,910	16,087	20,007
Workers	4,828	8,729	10,286
Residents	3,082	7,358	9,721
Household Summary			
2000 Households	2,040	4,820	6,104
2000 Average Household Size	2.60	2.62	2.62
2010 Households	1,928	4,769	6,167
2010 Average Household Size	2.52	2.56	2.56
2019 Households	2,015	4,984	6,474
2019 Average Household Size	2.51	2.55	2.56
2024 Households	2,078	5,143	6,694
2024 Average Household Size	2.51	2.55	2.55
2019-2024 Annual Rate	0.62%	0.63%	0.67%
2010 Families	1,298	3,318	4,341
2010 Average Family Size	3.09	3.07	3.05
2019 Families	1,338	3,424	4,502
2019 Average Family Size	3.10	3.08	3.07
2024 Families	1,374	3,518	4,636
2024 Average Family Size	3.10	3.09	3.07
2019-2024 Annual Rate	0.53%	0.54%	0.59%
Housing Unit Summary			
2000 Housing Units	2,343	5,357	6,759
Owner Occupied Housing Units	54.4%	61.6%	64.4%
Renter Occupied Housing Units	32.6%	28.4%	25.9%
Vacant Housing Units	13.0%	10.0%	9.7%
2010 Housing Units	2,347	5,564	7,166
Owner Occupied Housing Units	45.2%	53.7%	57.0%
Renter Occupied Housing Units	36.9%	32.0%	29.1%
Vacant Housing Units	17.9%	14.3%	13.9%
2019 Housing Units	2,446	5,820	7,516
Owner Occupied Housing Units	48.0%	56.3%	59.5%
Renter Occupied Housing Units	34.3%	29.4%	26.6%
Vacant Housing Units	17.6%	14.4%	13.9%
2024 Housing Units	2,512	5,981	7,735
Owner Occupied Housing Units	48.5%	56.8%	60.1%
Renter Occupied Housing Units	34.2%	29.2%	26.4%
Vacant Housing Units	17.3%	14.0%	13.5%
Median Household Income			
2019	\$27,391	\$34,047	\$35,181
2024	\$29,613	\$37,513	\$39,101
Median Home Value			
2019	\$156,886	\$141,854	\$152,368
2024	\$185,129	\$148,460	\$161,024
Per Capita Income			
2019	\$16,868	\$19,574	\$20,238
2024	\$18,397	\$21,593	\$22,367
Median Age			
2010	37.5	37.2	38.4
2019	39.3	39.5	40.7
2024	40.7	41.2	42.5

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	2,015	4,984	6,474
<\$15,000	30.0%	23.6%	21.7%
\$15,000 - \$24,999	16.4%	14.7%	14.9%
\$25,000 - \$34,999	12.3%	12.7%	13.2%
\$35,000 - \$49,999	14.3%	13.1%	12.2%
\$50,000 - \$74,999	8.2%	12.5%	13.0%
\$75,000 - \$99,999	6.6%	10.4%	11.1%
\$100,000 - \$149,999	9.8%	10.1%	10.6%
\$150,000 - \$199,999	1.6%	1.8%	1.9%
\$200,000+	0.9%	1.3%	1.4%
Average Household Income	\$43,875	\$50,609	\$52,663
2024 Households by Income			
Household Income Base	2,078	5,143	6,694
<\$15,000	28.5%	21.8%	20.0%
\$15,000 - \$24,999	15.4%	13.5%	13.6%
\$25,000 - \$34,999	11.4%	11.6%	12.1%
\$35,000 - \$49,999	15.7%	14.0%	12.9%
\$50,000 - \$74,999	8.9%	13.4%	14.0%
\$75,000 - \$99,999	6.9%	11.2%	12.1%
\$100,000 - \$149,999	10.4%	10.9%	11.6%
\$150,000 - \$199,999	1.7%	2.0%	2.2%
\$200,000+	1.0%	1.4%	1.6%
Average Household Income	\$47,731	\$55,766	\$58,143
2019 Owner Occupied Housing Units by Value			
Total	1,175	3,274	4,474
<\$50,000	14.6%	8.5%	8.4%
\$50,000 - \$99,999	16.9%	19.9%	17.7%
\$100,000 - \$149,999	16.5%	25.9%	23.1%
\$150,000 - \$199,999	14.2%	15.4%	16.0%
\$200,000 - \$249,999	12.3%	10.8%	12.8%
\$250,000 - \$299,999	4.3%	3.7%	4.4%
\$300,000 - \$399,999	11.4%	8.2%	9.3%
\$400,000 - \$499,999	3.0%	2.0%	2.4%
\$500,000 - \$749,999	3.5%	2.9%	3.3%
\$750,000 - \$999,999	2.6%	1.6%	1.3%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.7%
\$1,500,000 - \$1,999,999	0.3%	0.8%	0.6%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$208,305	\$198,632	\$207,426
2024 Owner Occupied Housing Units by Value			
Total	1,219	3,397	4,650
<\$50,000	13.5%	7.3%	7.2%
\$50,000 - \$99,999	17.1%	19.0%	16.9%
\$100,000 - \$149,999	12.8%	24.4%	22.9%
\$150,000 - \$199,999	9.5%	11.7%	13.7%
\$200,000 - \$249,999	17.3%	15.0%	14.2%
\$250,000 - \$299,999	3.9%	3.4%	4.0%
\$300,000 - \$399,999	11.7%	8.0%	9.2%
\$400,000 - \$499,999	3.4%	2.4%	2.8%
\$500,000 - \$749,999	5.5%	4.3%	5.1%
\$750,000 - \$999,999	4.6%	3.0%	2.3%
\$1,000,000 - \$1,499,999	0.3%	0.4%	1.0%
\$1,500,000 - \$1,999,999	0.4%	1.1%	0.8%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$240,607	\$225,243	\$233,045

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	4,972	12,327	16,165
0 - 4	7.7%	7.6%	7.1%
5 - 9	6.9%	7.2%	6.9%
10 - 14	7.7%	7.8%	7.5%
15 - 24	13.8%	12.7%	12.4%
25 - 34	11.1%	12.3%	12.1%
35 - 44	11.2%	11.4%	11.5%
45 - 54	13.8%	13.5%	13.6%
55 - 64	13.7%	13.6%	13.7%
65 - 74	7.3%	7.5%	8.3%
75 - 84	4.8%	4.7%	5.0%
85 +	1.9%	1.7%	1.9%
18 +	72.7%	73.1%	74.2%
2019 Population by Age			
Total	5,171	12,854	16,940
0 - 4	7.1%	6.9%	6.5%
5 - 9	7.0%	7.0%	6.6%
10 - 14	6.7%	6.7%	6.4%
15 - 24	12.3%	11.8%	11.5%
25 - 34	12.3%	12.3%	12.1%
35 - 44	10.7%	11.9%	11.7%
45 - 54	11.8%	11.7%	11.8%
55 - 64	13.7%	13.2%	13.6%
65 - 74	11.2%	11.5%	12.0%
75 - 84	5.0%	5.0%	5.4%
85 +	2.3%	2.1%	2.2%
18 +	75.4%	75.7%	76.7%
2024 Population by Age			
Total	5,318	13,245	17,486
0 - 4	6.9%	6.6%	6.2%
5 - 9	6.5%	6.6%	6.3%
10 - 14	6.7%	6.8%	6.5%
15 - 24	11.4%	11.2%	11.0%
25 - 34	12.3%	11.5%	11.3%
35 - 44	10.9%	11.7%	11.5%
45 - 54	11.7%	12.1%	12.1%
55 - 64	12.8%	12.4%	12.9%
65 - 74	12.1%	12.2%	12.8%
75 - 84	6.4%	6.6%	7.0%
85 +	2.4%	2.2%	2.3%
18 +	76.0%	76.0%	77.0%
2010 Population by Sex			
Males	2,220	5,621	7,527
Females	2,751	6,706	8,641
2019 Population by Sex			
Males	2,331	5,911	7,944
Females	2,839	6,941	8,995
2024 Population by Sex			
Males	2,424	6,142	8,260
Females	2,894	7,104	9,228

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	4,971	12,327	16,167
White Alone	27.6%	44.9%	50.7%
Black Alone	67.7%	49.5%	43.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.6%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.5%	3.7%
Two or More Races	1.3%	1.3%	1.2%
Hispanic Origin	4.2%	5.4%	5.9%
Diversity Index	50.8	59.9	60.2
2019 Population by Race/Ethnicity			
Total	5,172	12,853	16,939
White Alone	29.7%	48.1%	54.0%
Black Alone	64.8%	45.5%	39.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	3.6%	3.7%
Two or More Races	1.8%	1.7%	1.5%
Hispanic Origin	4.4%	5.4%	5.8%
Diversity Index	53.4	60.6	60.0
2024 Population by Race/Ethnicity			
Total	5,319	13,245	17,489
White Alone	31.0%	49.8%	55.6%
Black Alone	62.6%	43.1%	37.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.9%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	3.9%	4.0%
Two or More Races	2.2%	2.1%	1.9%
Hispanic Origin	4.7%	5.7%	6.1%
Diversity Index	55.6	61.3	60.3
2010 Population by Relationship and Household Type			
Total	4,971	12,327	16,168
In Households	97.7%	98.9%	97.6%
In Family Households	83.5%	85.4%	84.5%
Householder	25.8%	26.9%	26.9%
Spouse	12.0%	15.0%	16.2%
Child	37.5%	35.5%	33.9%
Other relative	5.3%	5.1%	4.8%
Nonrelative	2.9%	2.8%	2.6%
In Nonfamily Households	14.2%	13.5%	13.1%
In Group Quarters	2.3%	1.1%	2.4%
Institutionalized Population	0.3%	0.3%	1.7%
Noninstitutionalized Population	2.0%	0.9%	0.7%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	3,460	8,692	11,668
Less than 9th Grade	3.1%	3.9%	4.9%
9th - 12th Grade, No Diploma	13.1%	11.0%	10.0%
High School Graduate	32.4%	26.5%	25.8%
GED/Alternative Credential	4.5%	4.6%	4.9%
Some College, No Degree	19.3%	23.0%	21.7%
Associate Degree	8.9%	11.5%	11.5%
Bachelor's Degree	10.2%	11.7%	12.9%
Graduate/Professional Degree	8.5%	7.9%	8.2%
2019 Population 15+ by Marital Status			
Total	4,095	10,203	13,615
Never Married	39.1%	37.6%	36.9%
Married	39.7%	44.0%	44.8%
Widowed	8.8%	7.5%	8.0%
Divorced	12.4%	10.8%	10.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	88.8%	93.9%	94.3%
Civilian Unemployed (Unemployment Rate)	11.2%	6.1%	5.7%
2019 Employed Population 16+ by Industry			
Total	2,113	5,542	7,198
Agriculture/Mining	0.7%	0.9%	1.7%
Construction	3.2%	7.0%	7.6%
Manufacturing	14.9%	13.3%	12.3%
Wholesale Trade	0.6%	1.1%	1.2%
Retail Trade	19.3%	12.9%	12.7%
Transportation/Utilities	4.0%	4.5%	4.7%
Information	0.6%	1.2%	1.0%
Finance/Insurance/Real Estate	1.6%	2.4%	3.3%
Services	48.5%	50.4%	50.3%
Public Administration	6.7%	6.3%	5.2%
2019 Employed Population 16+ by Occupation			
Total	2,112	5,541	7,197
White Collar	48.9%	50.4%	51.7%
Management/Business/Financial	14.3%	13.8%	14.5%
Professional	14.5%	16.6%	17.4%
Sales	16.0%	12.0%	11.1%
Administrative Support	4.0%	8.0%	8.7%
Services	25.4%	25.3%	24.0%
Blue Collar	25.7%	24.3%	24.3%
Farming/Forestry/Fishing	0.9%	0.8%	0.7%
Construction/Extraction	2.1%	5.3%	5.3%
Installation/Maintenance/Repair	2.6%	1.8%	2.0%
Production	9.4%	8.4%	7.8%
Transportation/Material Moving	10.6%	8.0%	8.5%
2010 Population By Urban/ Rural Status			
Total Population	4,971	12,327	16,168
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	96.2%	87.8%	74.0%
Rural Population	3.8%	12.2%	26.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,928	4,768	6,168
Households with 1 Person	29.2%	26.9%	26.0%
Households with 2+ People	70.8%	73.1%	74.0%
Family Households	67.3%	69.6%	70.4%
Husband-wife Families	31.5%	39.0%	42.4%
With Related Children	13.0%	16.1%	17.0%
Other Family (No Spouse Present)	35.8%	30.6%	27.9%
Other Family with Male Householder	4.8%	4.8%	4.8%
With Related Children	2.6%	2.8%	2.9%
Other Family with Female Householder	31.0%	25.8%	23.2%
With Related Children	21.6%	18.0%	16.0%
Nonfamily Households	3.5%	3.5%	3.6%
All Households with Children	37.7%	37.4%	36.3%
Multigenerational Households	7.8%	6.5%	6.1%
Unmarried Partner Households	6.2%	5.7%	5.4%
Male-female	5.8%	5.3%	5.0%
Same-sex	0.5%	0.4%	0.4%
2010 Households by Size			
Total	1,929	4,769	6,168
1 Person Household	29.2%	26.9%	26.0%
2 Person Household	29.5%	32.0%	33.4%
3 Person Household	17.6%	17.3%	17.1%
4 Person Household	13.2%	13.3%	13.5%
5 Person Household	6.1%	6.1%	5.9%
6 Person Household	2.5%	2.4%	2.4%
7 + Person Household	2.0%	1.8%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	1,928	4,769	6,167
Owner Occupied	55.1%	62.7%	66.2%
Owned with a Mortgage/Loan	29.4%	37.1%	39.5%
Owned Free and Clear	25.7%	25.6%	26.7%
Renter Occupied	44.9%	37.3%	33.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,347	5,564	7,166
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	96.7%	88.8%	75.5%
Rural Housing Units	3.3%	11.2%	24.5%

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 (12D)	Midlife Constants (5E)	Rural Bypasses (10E)
2.	Midlife Constants (5E)	Modest Income Homes (12D)	Midlife Constants (5E)
3.	City Commons (11E)	Rural Bypasses (10E)	Modest Income Homes (12D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,205,087	\$6,195,087	\$8,393,472
Average Spent	\$1,094.34	\$1,242.99	\$1,296.49
Spending Potential Index	51	58	61
Education: Total \$	\$1,509,752	\$4,033,115	\$5,361,913
Average Spent	\$749.26	\$809.21	\$828.22
Spending Potential Index	47	51	52
Entertainment/Recreation: Total \$	\$3,386,160	\$10,113,908	\$13,890,069
Average Spent	\$1,680.48	\$2,029.28	\$2,145.52
Spending Potential Index	51	62	66
Food at Home: Total \$	\$5,561,275	\$16,345,930	\$22,472,241
Average Spent	\$2,759.94	\$3,279.68	\$3,471.15
Spending Potential Index	53	63	67
Food Away from Home: Total \$	\$3,757,705	\$10,653,396	\$14,437,753
Average Spent	\$1,864.87	\$2,137.52	\$2,230.11
Spending Potential Index	51	58	61
Health Care: Total \$	\$6,541,853	\$19,641,431	\$26,963,533
Average Spent	\$3,246.58	\$3,940.90	\$4,164.90
Spending Potential Index	55	66	70
HH Furnishings & Equipment: Total \$	\$2,164,504	\$6,197,939	\$8,381,393
Average Spent	\$1,074.20	\$1,243.57	\$1,294.62
Spending Potential Index	50	58	61
Personal Care Products & Services: Total \$	\$912,645	\$2,526,208	\$3,378,169
Average Spent	\$452.93	\$506.86	\$521.81
Spending Potential Index	51	57	59
Shelter: Total \$	\$18,572,607	\$50,319,139	\$66,024,256
Average Spent	\$9,217.17	\$10,096.14	\$10,198.37
Spending Potential Index	50	55	55
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,602,707	\$7,568,348	\$10,437,297
Average Spent	\$1,291.67	\$1,518.53	\$1,612.19
Spending Potential Index	52	61	65
Travel: Total \$	\$2,092,419	\$5,930,034	\$7,945,735
Average Spent	\$1,038.42	\$1,189.81	\$1,227.33
Spending Potential Index	46	53	55
Vehicle Maintenance & Repairs: Total \$	\$1,211,331	\$3,566,371	\$4,862,607
Average Spent	\$601.16	\$715.56	\$751.10
Spending Potential Index	53	63	66

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.