

Grove Park Shopping Center
1370 Chestnut St, Orangeburg, South Carolina, 29115
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.51369
Longitude: -80.86162

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,713	26,482	37,770
2010 Total Population	5,909	27,226	38,672
2019 Total Population	5,802	25,975	36,993
2019 Group Quarters	372	2,792	2,903
2024 Total Population	5,721	25,474	36,259
2019-2024 Annual Rate	-0.28%	-0.39%	-0.40%
2019 Total Daytime Population	6,973	35,987	46,406
Workers	3,947	20,980	24,898
Residents	3,026	15,007	21,508
Household Summary			
2000 Households	2,396	9,848	13,909
2000 Average Household Size	2.18	2.38	2.47
2010 Households	2,523	10,362	14,690
2010 Average Household Size	2.18	2.33	2.41
2019 Households	2,466	9,887	14,011
2019 Average Household Size	2.20	2.34	2.43
2024 Households	2,425	9,653	13,676
2024 Average Household Size	2.21	2.35	2.44
2019-2024 Annual Rate	-0.33%	-0.48%	-0.48%
2010 Families	1,393	6,030	8,930
2010 Average Family Size	2.89	2.97	3.04
2019 Families	1,332	5,642	8,357
2019 Average Family Size	2.95	3.02	3.09
2024 Families	1,300	5,473	8,107
2024 Average Family Size	2.96	3.03	3.10
2019-2024 Annual Rate	-0.49%	-0.61%	-0.61%
Housing Unit Summary			
2000 Housing Units	2,679	11,313	15,738
Owner Occupied Housing Units	49.3%	52.2%	57.6%
Renter Occupied Housing Units	40.1%	34.9%	30.8%
Vacant Housing Units	10.6%	12.9%	11.6%
2010 Housing Units	2,879	12,133	16,942
Owner Occupied Housing Units	41.4%	44.8%	49.1%
Renter Occupied Housing Units	46.2%	40.6%	37.6%
Vacant Housing Units	12.4%	14.6%	13.3%
2019 Housing Units	2,899	11,852	16,559
Owner Occupied Housing Units	41.7%	45.7%	50.0%
Renter Occupied Housing Units	43.4%	37.7%	34.7%
Vacant Housing Units	14.9%	16.6%	15.4%
2024 Housing Units	2,921	11,940	16,682
Owner Occupied Housing Units	40.4%	44.1%	48.3%
Renter Occupied Housing Units	42.7%	36.7%	33.7%
Vacant Housing Units	17.0%	19.2%	18.0%
Median Household Income			
2019	\$28,358	\$33,380	\$35,130
2024	\$30,865	\$35,988	\$36,920
Median Home Value			
2019	\$112,659	\$125,152	\$122,464
2024	\$116,568	\$129,448	\$126,993
Per Capita Income			
2019	\$18,398	\$18,806	\$19,362
2024	\$19,537	\$19,936	\$20,540
Median Age			
2010	35.2	32.4	33.9
2019	36.6	34.3	35.6
2024	37.8	35.5	37.0

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	2,466	9,883	14,007
<\$15,000	26.1%	23.7%	22.1%
\$15,000 - \$24,999	20.1%	19.0%	18.5%
\$25,000 - \$34,999	9.5%	8.4%	9.2%
\$35,000 - \$49,999	13.2%	14.0%	14.8%
\$50,000 - \$74,999	13.4%	13.1%	13.2%
\$75,000 - \$99,999	10.0%	9.1%	9.3%
\$100,000 - \$149,999	5.4%	8.8%	8.7%
\$150,000 - \$199,999	1.4%	2.9%	3.0%
\$200,000+	0.9%	1.0%	1.1%
Average Household Income	\$43,827	\$49,305	\$50,529
2024 Households by Income			
Household Income Base	2,425	9,649	13,672
<\$15,000	25.1%	22.7%	21.1%
\$15,000 - \$24,999	19.2%	18.0%	17.5%
\$25,000 - \$34,999	8.9%	7.9%	8.7%
\$35,000 - \$49,999	14.3%	15.1%	15.8%
\$50,000 - \$74,999	14.3%	13.8%	13.9%
\$75,000 - \$99,999	10.5%	9.5%	9.7%
\$100,000 - \$149,999	5.5%	8.9%	8.9%
\$150,000 - \$199,999	1.4%	3.0%	3.2%
\$200,000+	0.9%	1.0%	1.2%
Average Household Income	\$46,682	\$52,535	\$53,845
2019 Owner Occupied Housing Units by Value			
Total	1,209	5,413	8,270
<\$50,000	6.6%	10.8%	13.4%
\$50,000 - \$99,999	35.2%	26.9%	26.5%
\$100,000 - \$149,999	32.5%	24.4%	22.5%
\$150,000 - \$199,999	9.4%	12.9%	12.2%
\$200,000 - \$249,999	5.1%	9.5%	9.2%
\$250,000 - \$299,999	4.4%	7.3%	7.8%
\$300,000 - \$399,999	5.3%	5.0%	5.2%
\$400,000 - \$499,999	0.0%	1.8%	1.9%
\$500,000 - \$749,999	0.8%	0.6%	0.5%
\$750,000 - \$999,999	0.0%	0.4%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.7%	0.3%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$144,024	\$157,173	\$156,811
2024 Owner Occupied Housing Units by Value			
Total	1,179	5,263	8,049
<\$50,000	5.3%	9.0%	10.9%
\$50,000 - \$99,999	32.8%	25.6%	25.7%
\$100,000 - \$149,999	36.0%	26.2%	24.8%
\$150,000 - \$199,999	10.1%	10.2%	11.1%
\$200,000 - \$249,999	4.4%	12.8%	11.2%
\$250,000 - \$299,999	4.3%	7.1%	6.8%
\$300,000 - \$399,999	5.1%	5.1%	5.3%
\$400,000 - \$499,999	0.0%	2.2%	2.3%
\$500,000 - \$749,999	1.2%	0.9%	0.8%
\$750,000 - \$999,999	0.0%	0.5%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.9%	0.4%	0.3%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$151,693	\$166,936	\$165,793

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	5,912	27,227	38,671
0 - 4	7.5%	6.4%	6.7%
5 - 9	5.3%	5.4%	5.7%
10 - 14	4.9%	5.1%	5.6%
15 - 24	18.0%	24.4%	21.5%
25 - 34	13.9%	11.3%	11.7%
35 - 44	11.4%	9.5%	10.3%
45 - 54	11.8%	11.3%	12.2%
55 - 64	11.7%	11.6%	12.0%
65 - 74	8.1%	7.9%	7.8%
75 - 84	5.0%	4.9%	4.6%
85 +	2.2%	2.1%	2.0%
18 +	78.9%	79.9%	78.3%
2019 Population by Age			
Total	5,800	25,975	36,993
0 - 4	6.9%	5.8%	6.1%
5 - 9	5.2%	5.5%	5.9%
10 - 14	4.8%	5.3%	5.7%
15 - 24	15.5%	20.8%	17.8%
25 - 34	15.7%	13.5%	13.8%
35 - 44	10.8%	9.7%	10.4%
45 - 54	10.6%	9.6%	10.3%
55 - 64	11.6%	11.2%	11.8%
65 - 74	10.6%	10.5%	10.6%
75 - 84	5.9%	5.7%	5.4%
85 +	2.4%	2.4%	2.2%
18 +	80.5%	80.6%	79.3%
2024 Population by Age			
Total	5,723	25,477	36,261
0 - 4	6.9%	5.8%	6.0%
5 - 9	4.9%	5.3%	5.7%
10 - 14	4.7%	5.3%	5.8%
15 - 24	15.2%	21.0%	18.0%
25 - 34	14.9%	12.0%	12.1%
35 - 44	11.7%	11.0%	11.5%
45 - 54	10.2%	9.4%	10.0%
55 - 64	10.7%	10.3%	11.0%
65 - 74	11.0%	10.6%	10.9%
75 - 84	7.3%	6.9%	6.7%
85 +	2.5%	2.5%	2.3%
18 +	80.7%	80.6%	79.3%
2010 Population by Sex			
Males	2,800	12,460	17,795
Females	3,109	14,766	20,877
2019 Population by Sex			
Males	2,738	11,939	17,092
Females	3,064	14,035	19,901
2024 Population by Sex			
Males	2,708	11,747	16,801
Females	3,013	13,727	19,459

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	5,908	27,226	38,672
White Alone	23.2%	19.7%	22.6%
Black Alone	71.7%	76.4%	73.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.9%	1.8%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	1.1%
Two or More Races	0.9%	1.1%	1.1%
Hispanic Origin	1.9%	1.9%	2.3%
Diversity Index	45.2	40.1	43.6
2019 Population by Race/Ethnicity			
Total	5,801	25,975	36,993
White Alone	23.2%	20.3%	23.1%
Black Alone	70.6%	74.9%	72.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	2.1%	1.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	1.4%
Two or More Races	1.2%	1.5%	1.5%
Hispanic Origin	2.2%	2.3%	2.7%
Diversity Index	47.1	42.4	45.8
2024 Population by Race/Ethnicity			
Total	5,721	25,474	36,261
White Alone	22.9%	20.2%	23.1%
Black Alone	69.9%	74.2%	71.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.8%	2.4%	2.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.2%	1.1%	1.5%
Two or More Races	1.5%	1.8%	1.8%
Hispanic Origin	2.4%	2.5%	3.0%
Diversity Index	48.3	43.6	47.0
2010 Population by Relationship and Household Type			
Total	5,909	27,226	38,672
In Households	93.1%	88.6%	91.7%
In Family Households	70.1%	68.0%	72.6%
Householder	23.2%	22.0%	23.2%
Spouse	11.8%	11.2%	12.1%
Child	28.2%	27.8%	30.0%
Other relative	5.0%	4.8%	4.9%
Nonrelative	2.0%	2.2%	2.6%
In Nonfamily Households	23.0%	20.6%	19.0%
In Group Quarters	6.9%	11.4%	8.3%
Institutionalized Population	5.3%	2.0%	1.7%
Noninstitutionalized Population	1.6%	9.3%	6.6%

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	3,921	16,259	23,843
Less than 9th Grade	2.9%	3.5%	3.3%
9th - 12th Grade, No Diploma	7.6%	7.5%	9.1%
High School Graduate	19.3%	20.9%	22.4%
GED/Alternative Credential	4.5%	3.0%	2.6%
Some College, No Degree	20.2%	19.4%	19.3%
Associate Degree	14.2%	14.0%	13.9%
Bachelor's Degree	23.1%	18.8%	16.6%
Graduate/Professional Degree	8.2%	13.0%	12.8%
2019 Population 15+ by Marital Status			
Total	4,820	21,654	30,424
Never Married	52.6%	53.0%	49.5%
Married	32.8%	30.9%	33.8%
Widowed	5.5%	8.3%	8.8%
Divorced	9.1%	7.8%	7.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	89.1%	89.5%	90.8%
Civilian Unemployed (Unemployment Rate)	10.9%	10.5%	9.2%
2019 Employed Population 16+ by Industry			
Total	2,722	11,041	15,614
Agriculture/Mining	0.0%	0.1%	0.5%
Construction	2.9%	2.4%	3.4%
Manufacturing	15.9%	16.4%	18.3%
Wholesale Trade	0.0%	2.3%	2.6%
Retail Trade	11.8%	10.6%	9.8%
Transportation/Utilities	4.5%	4.6%	5.3%
Information	1.2%	1.4%	1.4%
Finance/Insurance/Real Estate	2.6%	4.6%	3.9%
Services	57.5%	52.7%	50.3%
Public Administration	3.6%	4.8%	4.5%
2019 Employed Population 16+ by Occupation			
Total	2,721	11,043	15,612
White Collar	49.1%	57.1%	55.3%
Management/Business/Financial	7.4%	8.5%	9.0%
Professional	21.6%	20.0%	20.0%
Sales	10.4%	11.5%	11.3%
Administrative Support	9.8%	17.1%	15.0%
Services	30.7%	20.4%	18.8%
Blue Collar	20.1%	22.5%	25.8%
Farming/Forestry/Fishing	0.0%	0.6%	0.9%
Construction/Extraction	4.2%	2.1%	3.3%
Installation/Maintenance/Repair	1.8%	2.6%	2.8%
Production	7.1%	9.9%	11.8%
Transportation/Material Moving	7.0%	7.2%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	5,909	27,226	38,672
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	100.0%	92.4%	80.1%
Rural Population	0.0%	7.6%	19.9%

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	2,523	10,362	14,690
Households with 1 Person	37.4%	33.6%	32.0%
Households with 2+ People	62.6%	66.4%	68.0%
Family Households	55.2%	58.2%	60.8%
Husband-wife Families	28.1%	29.8%	31.7%
With Related Children	10.5%	11.1%	12.3%
Other Family (No Spouse Present)	27.1%	28.4%	29.0%
Other Family with Male Householder	4.5%	4.9%	5.1%
With Related Children	2.1%	2.4%	2.6%
Other Family with Female Householder	22.6%	23.6%	23.9%
With Related Children	15.9%	15.7%	16.0%
Nonfamily Households	7.4%	8.2%	7.3%
All Households with Children	29.0%	29.5%	31.4%
Multigenerational Households	4.8%	5.5%	5.9%
Unmarried Partner Households	5.7%	6.0%	6.3%
Male-female	5.2%	5.5%	5.8%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	2,523	10,362	14,691
1 Person Household	37.4%	33.6%	32.0%
2 Person Household	32.1%	31.6%	31.2%
3 Person Household	14.8%	16.0%	16.7%
4 Person Household	8.4%	10.5%	11.1%
5 Person Household	4.3%	4.9%	5.3%
6 Person Household	1.7%	1.9%	2.1%
7 + Person Household	1.3%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	2,523	10,362	14,690
Owner Occupied	47.2%	52.4%	56.6%
Owned with a Mortgage/Loan	28.4%	31.3%	33.9%
Owned Free and Clear	18.8%	21.1%	22.7%
Renter Occupied	52.8%	47.6%	43.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,879	12,133	16,942
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	100.0%	92.2%	80.7%
Rural Housing Units	0.0%	7.8%	19.3%

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.	City Commons (11E)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Rural Bypasses (10E)
3.	Set to Impress (11D)	City Commons (11E)	Midlife Constants (5E)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,776,628	\$12,246,365	\$17,840,150
Average Spent	\$1,125.96	\$1,238.63	\$1,273.30
Spending Potential Index	53	58	59
Education: Total \$	\$1,910,219	\$8,465,512	\$11,966,925
Average Spent	\$774.62	\$856.23	\$854.11
Spending Potential Index	49	54	54
Entertainment/Recreation: Total \$	\$4,086,001	\$18,657,210	\$27,452,931
Average Spent	\$1,656.93	\$1,887.04	\$1,959.38
Spending Potential Index	51	58	60
Food at Home: Total \$	\$6,851,458	\$30,536,451	\$44,933,047
Average Spent	\$2,778.37	\$3,088.55	\$3,206.98
Spending Potential Index	54	60	62
Food Away from Home: Total \$	\$4,694,211	\$20,823,673	\$30,301,337
Average Spent	\$1,903.57	\$2,106.17	\$2,162.68
Spending Potential Index	52	57	59
Health Care: Total \$	\$7,629,342	\$35,115,097	\$51,792,631
Average Spent	\$3,093.81	\$3,551.64	\$3,696.57
Spending Potential Index	52	60	62
HH Furnishings & Equipment: Total \$	\$2,647,172	\$11,984,934	\$17,471,595
Average Spent	\$1,073.47	\$1,212.19	\$1,246.99
Spending Potential Index	50	57	58
Personal Care Products & Services: Total \$	\$1,126,910	\$5,017,817	\$7,257,065
Average Spent	\$456.98	\$507.52	\$517.95
Spending Potential Index	52	57	58
Shelter: Total \$	\$23,524,819	\$102,470,356	\$145,458,697
Average Spent	\$9,539.67	\$10,364.15	\$10,381.75
Spending Potential Index	52	56	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,099,905	\$14,303,736	\$20,991,043
Average Spent	\$1,257.06	\$1,446.72	\$1,498.18
Spending Potential Index	51	58	60
Travel: Total \$	\$2,575,367	\$11,754,284	\$16,930,166
Average Spent	\$1,044.35	\$1,188.86	\$1,208.35
Spending Potential Index	47	53	54
Vehicle Maintenance & Repairs: Total \$	\$1,514,849	\$6,784,995	\$9,896,200
Average Spent	\$614.29	\$686.25	\$706.32
Spending Potential Index	54	60	62

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.