

Clover Plaza
905 Bethel St, Clover, SC, 29710
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 35.10722
Longitude: -81.21165

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	7,780	16,549	93,167
2010 Total Population	9,853	19,604	110,408
2019 Total Population	11,413	21,747	128,162
2019 Group Quarters	17	18	653
2024 Total Population	12,438	23,376	138,059
2019-2024 Annual Rate	1.73%	1.46%	1.50%
2019 Total Daytime Population	9,895	16,675	97,812
Workers	3,898	4,785	28,182
Residents	5,997	11,890	69,630
Household Summary			
2000 Households	2,895	5,955	34,870
2000 Average Household Size	2.68	2.77	2.64
2010 Households	3,681	7,255	41,923
2010 Average Household Size	2.67	2.70	2.62
2019 Households	4,277	8,087	48,608
2019 Average Household Size	2.66	2.69	2.62
2024 Households	4,658	8,702	52,329
2024 Average Household Size	2.67	2.68	2.63
2019-2024 Annual Rate	1.72%	1.48%	1.49%
2010 Families	2,676	5,411	30,733
2010 Average Family Size	3.13	3.11	3.04
2019 Families	3,058	5,938	35,229
2019 Average Family Size	3.15	3.12	3.07
2024 Families	3,312	6,354	37,798
2024 Average Family Size	3.16	3.13	3.08
2019-2024 Annual Rate	1.61%	1.36%	1.42%
Housing Unit Summary			
2000 Housing Units	3,103	6,302	37,285
Owner Occupied Housing Units	69.0%	76.1%	70.0%
Renter Occupied Housing Units	24.3%	18.4%	23.5%
Vacant Housing Units	6.7%	5.5%	6.5%
2010 Housing Units	4,018	7,827	46,255
Owner Occupied Housing Units	67.0%	72.4%	66.8%
Renter Occupied Housing Units	24.6%	20.3%	23.9%
Vacant Housing Units	8.4%	7.3%	9.4%
2019 Housing Units	4,642	8,691	52,992
Owner Occupied Housing Units	70.0%	73.6%	67.2%
Renter Occupied Housing Units	22.1%	19.5%	24.6%
Vacant Housing Units	7.9%	6.9%	8.3%
2024 Housing Units	5,053	9,349	56,943
Owner Occupied Housing Units	70.8%	74.1%	68.1%
Renter Occupied Housing Units	21.4%	19.0%	23.8%
Vacant Housing Units	7.8%	6.9%	8.1%
Median Household Income			
2019	\$59,579	\$57,857	\$59,188
2024	\$69,285	\$66,113	\$67,256
Median Home Value			
2019	\$183,994	\$182,949	\$193,747
2024	\$211,382	\$213,757	\$228,383
Per Capita Income			
2019	\$28,610	\$27,471	\$30,387
2024	\$33,192	\$31,767	\$34,750
Median Age			
2010	37.3	38.9	39.2
2019	38.7	40.3	41.0
2024	39.7	41.4	41.7

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

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2019 Households by Income			
Household Income Base	4,277	8,087	48,608
<\$15,000	7.6%	7.8%	8.8%
\$15,000 - \$24,999	12.2%	11.5%	9.5%
\$25,000 - \$34,999	8.3%	9.1%	9.3%
\$35,000 - \$49,999	12.4%	13.1%	13.2%
\$50,000 - \$74,999	19.9%	20.9%	19.5%
\$75,000 - \$99,999	14.6%	14.0%	13.9%
\$100,000 - \$149,999	15.3%	15.5%	14.8%
\$150,000 - \$199,999	6.8%	5.6%	6.0%
\$200,000+	3.1%	2.6%	4.9%
Average Household Income	\$76,120	\$73,508	\$80,034
2024 Households by Income			
Household Income Base	4,658	8,702	52,329
<\$15,000	5.8%	6.0%	7.1%
\$15,000 - \$24,999	9.8%	9.4%	8.0%
\$25,000 - \$34,999	7.3%	8.1%	8.3%
\$35,000 - \$49,999	10.9%	11.5%	11.9%
\$50,000 - \$74,999	19.5%	20.6%	19.2%
\$75,000 - \$99,999	15.5%	15.0%	14.5%
\$100,000 - \$149,999	18.2%	18.6%	17.3%
\$150,000 - \$199,999	9.0%	7.5%	7.9%
\$200,000+	3.9%	3.3%	5.9%
Average Household Income	\$88,347	\$84,904	\$91,584
2019 Owner Occupied Housing Units by Value			
Total	3,250	6,393	35,590
<\$50,000	6.2%	8.2%	6.1%
\$50,000 - \$99,999	11.5%	11.8%	13.0%
\$100,000 - \$149,999	18.1%	16.8%	17.3%
\$150,000 - \$199,999	21.0%	20.0%	15.6%
\$200,000 - \$249,999	16.2%	13.5%	11.2%
\$250,000 - \$299,999	6.8%	10.2%	9.1%
\$300,000 - \$399,999	9.9%	10.0%	12.3%
\$400,000 - \$499,999	4.8%	4.5%	7.0%
\$500,000 - \$749,999	2.8%	2.3%	5.4%
\$750,000 - \$999,999	0.6%	0.3%	1.4%
\$1,000,000 - \$1,499,999	2.1%	1.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$230,862	\$229,716	\$256,987
2024 Owner Occupied Housing Units by Value			
Total	3,575	6,926	38,792
<\$50,000	4.5%	6.0%	4.7%
\$50,000 - \$99,999	8.4%	8.6%	10.5%
\$100,000 - \$149,999	13.7%	12.9%	14.2%
\$150,000 - \$199,999	19.4%	18.5%	14.1%
\$200,000 - \$249,999	17.5%	14.6%	11.5%
\$250,000 - \$299,999	8.1%	12.2%	10.0%
\$300,000 - \$399,999	14.0%	14.1%	15.6%
\$400,000 - \$499,999	7.0%	6.7%	9.2%
\$500,000 - \$749,999	3.9%	3.3%	6.9%
\$750,000 - \$999,999	0.9%	0.5%	1.7%
\$1,000,000 - \$1,499,999	2.5%	2.1%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$265,344	\$264,160	\$286,800

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	9,851	19,604	110,409
0 - 4	6.7%	6.3%	6.5%
5 - 9	7.3%	7.0%	7.0%
10 - 14	8.0%	7.6%	7.3%
15 - 24	13.0%	12.9%	12.0%
25 - 34	11.7%	10.8%	11.3%
35 - 44	14.9%	15.1%	14.8%
45 - 54	15.2%	16.5%	15.6%
55 - 64	11.8%	12.5%	12.9%
65 - 74	6.7%	7.1%	7.6%
75 - 84	3.5%	3.3%	3.8%
85 +	1.1%	1.0%	1.2%
18 +	73.4%	74.6%	74.9%
2019 Population by Age			
Total	11,413	21,748	128,162
0 - 4	6.2%	5.8%	5.8%
5 - 9	6.9%	6.4%	6.4%
10 - 14	7.2%	6.8%	6.7%
15 - 24	11.7%	11.2%	11.1%
25 - 34	13.0%	13.0%	12.3%
35 - 44	13.4%	12.5%	12.8%
45 - 54	13.6%	14.2%	14.0%
55 - 64	13.7%	15.0%	14.2%
65 - 74	9.5%	10.1%	10.7%
75 - 84	3.8%	4.0%	4.7%
85 +	1.1%	1.0%	1.5%
18 +	75.8%	77.3%	77.4%
2024 Population by Age			
Total	12,438	23,375	138,059
0 - 4	6.1%	5.7%	5.8%
5 - 9	6.7%	6.2%	6.2%
10 - 14	7.4%	6.9%	6.7%
15 - 24	11.4%	10.9%	10.7%
25 - 34	11.9%	11.7%	11.7%
35 - 44	14.1%	13.4%	13.1%
45 - 54	12.5%	12.7%	12.8%
55 - 64	13.4%	14.6%	13.8%
65 - 74	10.6%	11.5%	11.5%
75 - 84	4.8%	5.2%	6.0%
85 +	1.1%	1.2%	1.6%
18 +	75.6%	77.2%	77.5%
2010 Population by Sex			
Males	4,832	9,741	53,750
Females	5,021	9,863	56,658
2019 Population by Sex			
Males	5,642	10,833	62,676
Females	5,770	10,914	65,486
2024 Population by Sex			
Males	6,173	11,657	67,686
Females	6,265	11,720	70,373

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	9,853	19,603	110,407
White Alone	81.4%	85.5%	79.1%
Black Alone	14.8%	10.5%	15.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.9%	1.0%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	2.5%
Two or More Races	1.6%	1.6%	1.8%
Hispanic Origin	3.4%	3.2%	5.7%
Diversity Index	36.0	30.5	42.2
2019 Population by Race/Ethnicity			
Total	11,412	21,747	128,162
White Alone	80.0%	83.5%	76.4%
Black Alone	15.1%	11.1%	15.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.3%	1.5%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.4%	3.1%
Two or More Races	2.1%	2.1%	2.4%
Hispanic Origin	4.5%	4.3%	7.0%
Diversity Index	39.5	34.8	47.0
2024 Population by Race/Ethnicity			
Total	12,437	23,377	138,059
White Alone	79.1%	82.6%	74.9%
Black Alone	15.3%	11.4%	16.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.5%	1.7%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.4%	1.5%	3.4%
Two or More Races	2.3%	2.4%	2.8%
Hispanic Origin	5.2%	4.9%	7.9%
Diversity Index	41.4	37.0	49.6
2010 Population by Relationship and Household Type			
Total	9,853	19,604	110,408
In Households	99.8%	99.9%	99.4%
In Family Households	87.5%	88.3%	87.0%
Householder	27.2%	27.7%	27.9%
Spouse	19.2%	20.7%	20.7%
Child	34.7%	33.5%	32.3%
Other relative	4.0%	4.0%	3.9%
Nonrelative	2.4%	2.4%	2.3%
In Nonfamily Households	12.3%	11.6%	12.4%
In Group Quarters	0.2%	0.1%	0.6%
Institutionalized Population	0.0%	0.0%	0.5%
Noninstitutionalized Population	0.2%	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.

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	7,764	15,184	89,706
Less than 9th Grade	5.7%	5.4%	4.1%
9th - 12th Grade, No Diploma	6.5%	8.8%	7.4%
High School Graduate	26.6%	27.4%	23.8%
GED/Alternative Credential	8.5%	7.9%	5.9%
Some College, No Degree	17.9%	19.5%	21.9%
Associate Degree	11.4%	11.3%	10.3%
Bachelor's Degree	14.6%	12.8%	18.1%
Graduate/Professional Degree	8.6%	6.9%	8.5%
2019 Population 15+ by Marital Status			
Total	9,094	17,622	103,915
Never Married	29.3%	27.6%	28.5%
Married	56.2%	57.4%	54.6%
Widowed	4.5%	4.6%	5.5%
Divorced	10.0%	10.4%	11.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	95.9%	95.6%
Civilian Unemployed (Unemployment Rate)	4.5%	4.1%	4.4%
2019 Employed Population 16+ by Industry			
Total	5,501	9,997	59,250
Agriculture/Mining	0.4%	0.4%	0.7%
Construction	5.5%	7.1%	7.6%
Manufacturing	15.8%	16.3%	16.3%
Wholesale Trade	4.3%	4.4%	3.5%
Retail Trade	13.1%	13.1%	11.6%
Transportation/Utilities	11.6%	10.1%	7.8%
Information	3.4%	2.2%	1.4%
Finance/Insurance/Real Estate	5.6%	5.1%	6.2%
Services	38.0%	37.8%	41.7%
Public Administration	2.5%	3.5%	3.3%
2019 Employed Population 16+ by Occupation			
Total	5,499	9,993	59,249
White Collar	57.0%	53.6%	57.4%
Management/Business/Financial	10.2%	9.3%	13.7%
Professional	19.9%	18.0%	18.5%
Sales	10.5%	10.0%	10.8%
Administrative Support	16.5%	16.3%	14.3%
Services	15.4%	16.1%	16.5%
Blue Collar	27.5%	30.2%	26.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	2.5%	4.0%	4.7%
Installation/Maintenance/Repair	7.5%	7.6%	5.0%
Production	10.2%	10.9%	9.4%
Transportation/Material Moving	7.3%	7.6%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	9,853	19,604	110,408
Population Inside Urbanized Area	0.3%	8.8%	56.3%
Population Inside Urbanized Cluster	64.7%	33.2%	13.0%
Rural Population	35.0%	58.0%	30.8%

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	3,681	7,255	41,924
Households with 1 Person	23.2%	21.0%	22.1%
Households with 2+ People	76.8%	79.0%	77.9%
Family Households	72.7%	74.6%	73.3%
Husband-wife Families	51.3%	55.5%	54.3%
With Related Children	23.8%	24.7%	23.4%
Other Family (No Spouse Present)	21.4%	19.0%	19.0%
Other Family with Male Householder	5.7%	5.6%	5.0%
With Related Children	3.3%	3.4%	3.0%
Other Family with Female Householder	15.6%	13.4%	14.0%
With Related Children	10.6%	8.7%	9.4%
Nonfamily Households	4.1%	4.4%	4.6%
All Households with Children	38.2%	37.4%	36.3%
Multigenerational Households	5.1%	5.3%	4.8%
Unmarried Partner Households	6.3%	6.3%	6.1%
Male-female	5.6%	5.6%	5.4%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	3,679	7,257	41,922
1 Person Household	23.2%	21.0%	22.1%
2 Person Household	31.6%	33.9%	35.2%
3 Person Household	18.2%	18.5%	18.0%
4 Person Household	15.5%	15.5%	14.9%
5 Person Household	7.3%	7.2%	6.3%
6 Person Household	2.7%	2.4%	2.3%
7 + Person Household	1.4%	1.6%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,681	7,255	41,923
Owner Occupied	73.1%	78.1%	73.7%
Owned with a Mortgage/Loan	51.6%	54.5%	54.0%
Owned Free and Clear	21.5%	23.6%	19.6%
Renter Occupied	26.9%	21.9%	26.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,018	7,827	46,255
Housing Units Inside Urbanized Area	0.3%	7.8%	56.8%
Housing Units Inside Urbanized Cluster	64.0%	33.6%	12.9%
Rural Housing Units	35.7%	58.6%	30.3%

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.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Green Acres (6A)	Green Acres (6A)	Green Acres (6A)
3.	American Dreamers (7C)	American Dreamers (7C)	Middleburg (4C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,031,730	\$14,663,821	\$95,136,334
Average Spent	\$1,877.89	\$1,813.26	\$1,957.22
Spending Potential Index	88	85	91
Education: Total \$	\$5,483,471	\$9,928,974	\$67,101,464
Average Spent	\$1,282.08	\$1,227.77	\$1,380.46
Spending Potential Index	80	77	87
Entertainment/Recreation: Total \$	\$12,442,112	\$22,897,539	\$148,622,282
Average Spent	\$2,909.07	\$2,831.40	\$3,057.57
Spending Potential Index	89	87	94
Food at Home: Total \$	\$19,910,337	\$36,608,245	\$235,081,277
Average Spent	\$4,655.21	\$4,526.80	\$4,836.27
Spending Potential Index	90	87	93
Food Away from Home: Total \$	\$13,933,625	\$25,501,578	\$164,863,281
Average Spent	\$3,257.80	\$3,153.40	\$3,391.69
Spending Potential Index	89	86	92
Health Care: Total \$	\$23,585,933	\$43,646,829	\$279,553,247
Average Spent	\$5,514.60	\$5,397.16	\$5,751.18
Spending Potential Index	93	91	97
HH Furnishings & Equipment: Total \$	\$8,087,149	\$14,749,616	\$96,546,081
Average Spent	\$1,890.85	\$1,823.87	\$1,986.22
Spending Potential Index	89	86	93
Personal Care Products & Services: Total \$	\$3,390,104	\$6,196,975	\$40,263,429
Average Spent	\$792.64	\$766.29	\$828.33
Spending Potential Index	89	86	93
Shelter: Total \$	\$65,133,540	\$117,022,681	\$781,917,818
Average Spent	\$15,228.79	\$14,470.47	\$16,086.20
Spending Potential Index	82	78	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,611,597	\$17,815,698	\$114,682,550
Average Spent	\$2,247.28	\$2,203.00	\$2,359.33
Spending Potential Index	91	89	95
Travel: Total \$	\$8,072,788	\$14,643,594	\$97,776,389
Average Spent	\$1,887.49	\$1,810.76	\$2,011.53
Spending Potential Index	84	81	90
Vehicle Maintenance & Repairs: Total \$	\$4,314,838	\$7,918,498	\$51,972,061
Average Spent	\$1,008.85	\$979.16	\$1,069.21
Spending Potential Index	88	86	93

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.