

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
2020 Total Population	11,815	22,218	131,195
2020 Group Quarters	16	17	644
2025 Total Population	13,189	24,264	141,011
2020-2025 Annual Rate	2.22%	1.78%	1.45%
2020 Total Daytime Population	10,538	18,553	111,470
Workers	4,018	5,872	37,222
Residents	6,520	12,681	74,248
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
2020 Households	4,453	8,313	49,915
2020 Average Household Size	2.65	2.67	2.62
2025 Households	4,972	9,090	53,637
2025 Average Household Size	2.65	2.67	2.62
2020-2025 Annual Rate	2.23%	1.80%	1.45%
2010 Families	2,676	5,411	30,733
2010 Average Family Size	3.13	3.11	3.04
2020 Families	3,172	6,080	36,100
2020 Average Family Size	3.14	3.11	3.06
2025 Families	3,524	6,613	38,648
2025 Average Family Size	3.14	3.11	3.07
2020-2025 Annual Rate	2.13%	1.69%	1.37%
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%
2020 Housing Units	4,789	8,884	54,262
Owner Occupied Housing Units	71.0%	74.2%	68.0%
Renter Occupied Housing Units	22.0%	19.4%	24.0%
Vacant Housing Units	7.0%	6.4%	8.0%
2025 Housing Units	5,355	9,725	58,154
Owner Occupied Housing Units	71.2%	74.4%	68.7%
Renter Occupied Housing Units	21.6%	19.1%	23.5%
Vacant Housing Units	7.2%	6.5%	7.8%
Median Household Income			
2020	\$60,221	\$58,715	\$60,951
2025	\$67,360	\$64,865	\$65,973
Median Home Value			
2020	\$184,778	\$181,724	\$192,545
2025	\$199,124	\$197,306	\$213,650
Per Capita Income			
2020	\$29,197	\$28,217	\$31,887
2025	\$32,572	\$31,398	\$35,292
Median Age			
2010	37.3	38.9	39.2
2020	38.9	40.4	41.1
2025	39.9	41.5	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	4,453	8,313	49,915
<\$15,000	8.5%	8.7%	8.3%
\$15,000 - \$24,999	11.0%	10.4%	8.5%
\$25,000 - \$34,999	9.7%	10.2%	10.4%
\$35,000 - \$49,999	11.7%	12.1%	12.5%
\$50,000 - \$74,999	18.1%	19.6%	19.3%
\$75,000 - \$99,999	15.7%	15.3%	13.9%
\$100,000 - \$149,999	14.1%	14.5%	15.1%
\$150,000 - \$199,999	7.9%	6.2%	6.0%
\$200,000+	3.3%	3.1%	6.0%
Average Household Income	\$77,248	\$75,052	\$83,706
2025 Households by Income			
Household Income Base	4,972	9,090	53,637
<\$15,000	7.0%	7.1%	7.2%
\$15,000 - \$24,999	9.7%	9.1%	7.6%
\$25,000 - \$34,999	8.7%	9.1%	9.7%
\$35,000 - \$49,999	11.0%	11.4%	11.9%
\$50,000 - \$74,999	17.8%	19.3%	18.9%
\$75,000 - \$99,999	16.5%	16.3%	14.3%
\$100,000 - \$149,999	15.8%	16.5%	16.5%
\$150,000 - \$199,999	10.0%	7.8%	7.0%
\$200,000+	3.5%	3.3%	6.9%
Average Household Income	\$86,132	\$83,418	\$92,684
2020 Owner Occupied Housing Units by Value			
Total	3,398	6,592	36,918
<\$50,000	5.7%	8.2%	6.3%
\$50,000 - \$99,999	11.9%	11.9%	13.0%
\$100,000 - \$149,999	17.2%	16.8%	17.1%
\$150,000 - \$199,999	21.9%	20.6%	16.0%
\$200,000 - \$249,999	16.9%	13.4%	11.3%
\$250,000 - \$299,999	9.0%	11.3%	9.2%
\$300,000 - \$399,999	9.6%	10.3%	13.0%
\$400,000 - \$499,999	3.6%	3.4%	5.8%
\$500,000 - \$749,999	2.5%	2.0%	5.5%
\$750,000 - \$999,999	0.4%	0.2%	1.3%
\$1,000,000 - \$1,499,999	1.4%	1.3%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$219,238	\$220,733	\$252,185
2025 Owner Occupied Housing Units by Value			
Total	3,814	7,234	39,959
<\$50,000	4.7%	6.7%	5.2%
\$50,000 - \$99,999	9.8%	9.8%	11.1%
\$100,000 - \$149,999	15.0%	14.7%	15.3%
\$150,000 - \$199,999	20.9%	19.8%	15.2%
\$200,000 - \$249,999	18.2%	14.4%	11.7%
\$250,000 - \$299,999	10.4%	13.1%	10.2%
\$300,000 - \$399,999	11.4%	12.4%	15.0%
\$400,000 - \$499,999	4.4%	4.2%	6.7%
\$500,000 - \$749,999	3.1%	2.5%	6.5%
\$750,000 - \$999,999	0.4%	0.2%	1.5%
\$1,000,000 - \$1,499,999	1.7%	1.6%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.1%	0.3%	0.4%
Average Home Value	\$238,129	\$240,123	\$271,995

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 2020 and 2025 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%
2020 Population by Age			
Total	11,816	22,217	131,194
0 - 4	6.1%	5.7%	5.8%
5 - 9	6.9%	6.4%	6.3%
10 - 14	7.2%	6.7%	6.6%
15 - 24	11.5%	11.0%	11.3%
25 - 34	13.1%	13.2%	12.4%
35 - 44	13.4%	12.5%	12.3%
45 - 54	13.5%	14.1%	14.1%
55 - 64	13.8%	15.1%	14.2%
65 - 74	9.7%	10.2%	10.6%
75 - 84	3.8%	4.0%	4.8%
85 +	1.1%	1.0%	1.5%
18 +	75.9%	77.5%	77.6%
2025 Population by Age			
Total	13,189	24,266	141,011
0 - 4	6.0%	5.6%	5.7%
5 - 9	6.6%	6.2%	6.1%
10 - 14	7.4%	6.9%	6.6%
15 - 24	11.2%	10.8%	10.9%
25 - 34	11.8%	11.6%	12.1%
35 - 44	14.1%	13.6%	12.7%
45 - 54	12.5%	12.5%	12.8%
55 - 64	13.4%	14.5%	13.8%
65 - 74	10.8%	11.8%	11.4%
75 - 84	5.0%	5.3%	6.2%
85 +	1.2%	1.2%	1.7%
18 +	75.8%	77.3%	77.7%
2010 Population by Sex			
Males	4,832	9,741	53,750
Females	5,021	9,863	56,658
2020 Population by Sex			
Males	5,846	11,073	64,148
Females	5,969	11,145	67,047
2025 Population by Sex			
Males	6,555	12,107	69,060
Females	6,634	12,157	71,951

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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
2020 Population by Race/Ethnicity			
Total	11,813	22,219	131,194
White Alone	79.6%	83.1%	75.8%
Black Alone	15.1%	11.2%	16.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.5%	1.7%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.4%	3.1%
Two or More Races	2.2%	2.3%	2.5%
Hispanic Origin	4.7%	4.5%	7.2%
Diversity Index	40.2	35.7	47.9
2025 Population by Race/Ethnicity			
Total	13,189	24,265	141,010
White Alone	79.0%	82.2%	74.3%
Black Alone	15.1%	11.4%	16.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.7%	1.9%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.6%	3.5%
Two or More Races	2.4%	2.5%	2.9%
Hispanic Origin	5.5%	5.2%	8.1%
Diversity Index	42.0	37.9	50.6
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.

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2020 Population 25+ by Educational Attainment			
Total	8,071	15,581	91,765
Less than 9th Grade	5.2%	4.4%	3.2%
9th - 12th Grade, No Diploma	6.2%	7.9%	7.0%
High School Graduate	27.8%	27.9%	23.9%
GED/Alternative Credential	7.9%	7.4%	5.9%
Some College, No Degree	21.4%	23.2%	22.1%
Associate Degree	11.7%	11.3%	11.3%
Bachelor's Degree	12.5%	11.6%	18.1%
Graduate/Professional Degree	7.3%	6.1%	8.5%
2020 Population 15+ by Marital Status			
Total	9,427	18,028	106,650
Never Married	28.0%	27.1%	28.0%
Married	54.1%	55.7%	54.4%
Widowed	5.6%	5.1%	5.8%
Divorced	12.4%	12.1%	11.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,953	10,664	64,237
Population 16+ Employed	89.6%	89.9%	89.0%
Population 16+ Unemployment rate	10.4%	10.1%	11.0%
Population 16-24 Employed	10.9%	10.0%	10.4%
Population 16-24 Unemployment rate	20.1%	18.9%	20.8%
Population 25-54 Employed	65.5%	65.6%	64.6%
Population 25-54 Unemployment rate	8.9%	8.9%	10.0%
Population 55-64 Employed	18.6%	20.0%	19.5%
Population 55-64 Unemployment rate	10.1%	9.6%	8.4%
Population 65+ Employed	5.0%	4.4%	5.5%
Population 65+ Unemployment rate	7.3%	8.4%	10.2%
2020 Employed Population 16+ by Industry			
Total	5,333	9,586	57,165
Agriculture/Mining	0.3%	0.3%	0.7%
Construction	5.5%	7.1%	7.6%
Manufacturing	16.9%	17.5%	16.6%
Wholesale Trade	3.5%	3.6%	3.1%
Retail Trade	12.4%	12.5%	10.8%
Transportation/Utilities	12.0%	10.5%	8.1%
Information	2.7%	1.8%	1.4%
Finance/Insurance/Real Estate	6.7%	6.1%	7.0%
Services	37.3%	37.2%	41.3%
Public Administration	2.7%	3.7%	3.4%
2020 Employed Population 16+ by Occupation			
Total	5,332	9,587	57,164
White Collar	58.3%	54.7%	58.5%
Management/Business/Financial	10.5%	9.5%	14.3%
Professional	20.9%	18.9%	19.5%
Sales	10.0%	9.5%	10.2%
Administrative Support	16.9%	16.7%	14.5%
Services	13.6%	14.5%	15.2%
Blue Collar	28.2%	30.8%	26.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	2.7%	4.3%	4.8%
Installation/Maintenance/Repair	7.2%	7.4%	4.8%
Production	10.7%	11.4%	9.6%
Transportation/Material Moving	7.4%	7.8%	6.9%

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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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	190	190	177
Percent of Income for Mortgage	12.8%	12.9%	13.2%
Wealth Index	72	71	95
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%
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%

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)
2020 Consumer Spending			
Apparel & Services: Total \$	\$8,144,170	\$14,720,399	\$98,759,365
Average Spent	\$1,828.92	\$1,770.77	\$1,978.55
Spending Potential Index	85	83	92
Education: Total \$	\$6,169,430	\$11,024,924	\$77,034,423
Average Spent	\$1,385.45	\$1,326.23	\$1,543.31
Spending Potential Index	77	74	86
Entertainment/Recreation: Total \$	\$12,689,289	\$23,234,582	\$154,537,473
Average Spent	\$2,849.60	\$2,794.97	\$3,096.01
Spending Potential Index	88	86	95
Food at Home: Total \$	\$20,999,524	\$38,364,409	\$252,228,975
Average Spent	\$4,715.81	\$4,614.99	\$5,053.17
Spending Potential Index	88	86	95
Food Away from Home: Total \$	\$14,643,012	\$26,625,575	\$175,865,764
Average Spent	\$3,288.35	\$3,202.88	\$3,523.30
Spending Potential Index	87	85	93
Health Care: Total \$	\$23,646,211	\$43,482,308	\$283,607,209
Average Spent	\$5,310.18	\$5,230.64	\$5,681.80
Spending Potential Index	92	91	99
HH Furnishings & Equipment: Total \$	\$8,614,618	\$15,662,236	\$104,391,975
Average Spent	\$1,934.57	\$1,884.07	\$2,091.39
Spending Potential Index	89	86	96
Personal Care Products & Services: Total \$	\$3,554,949	\$6,438,093	\$43,067,455
Average Spent	\$798.33	\$774.46	\$862.82
Spending Potential Index	87	84	94
Shelter: Total \$	\$69,273,312	\$123,544,363	\$847,453,877
Average Spent	\$15,556.55	\$14,861.59	\$16,977.94
Spending Potential Index	80	77	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,599,179	\$17,693,046	\$116,017,090
Average Spent	\$2,155.67	\$2,128.36	\$2,324.29
Spending Potential Index	92	91	99
Travel: Total \$	\$8,873,821	\$15,982,198	\$109,382,974
Average Spent	\$1,992.77	\$1,922.55	\$2,191.38
Spending Potential Index	83	80	91
Vehicle Maintenance & Repairs: Total \$	\$4,534,327	\$8,287,388	\$55,511,542
Average Spent	\$1,018.26	\$996.92	\$1,112.12
Spending Potential Index	88	86	96

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.