

Westland Square  
 2225 Sunset Blvd, West Columbia, SC, 29169  
 Rings: 1, 3, 5 mile radii

Prepared by WHLR  
 Latitude: 34.00083  
 Longitude: -81.10183

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,560	45,168	126,192
2010 Total Population	5,094	47,718	131,808
2021 Total Population	6,004	53,191	145,658
2021 Group Quarters	229	822	15,392
2026 Total Population	6,363	56,146	154,178
2021-2026 Annual Rate	1.17%	1.09%	1.14%
2021 Total Daytime Population	11,749	66,455	197,387
Workers	8,472	40,186	125,679
Residents	3,277	26,269	71,708
<b>Household Summary</b>			
2000 Households	1,996	21,046	50,723
2000 Average Household Size	2.09	2.09	2.18
2010 Households	2,242	21,927	52,550
2010 Average Household Size	2.18	2.14	2.19
2021 Households	2,615	24,371	59,032
2021 Average Household Size	2.21	2.15	2.21
2026 Households	2,770	25,700	62,866
2026 Average Household Size	2.21	2.15	2.21
2021-2026 Annual Rate	1.16%	1.07%	1.27%
2010 Families	1,308	10,993	26,913
2010 Average Family Size	2.77	2.83	2.89
2021 Families	1,450	11,693	29,121
2021 Average Family Size	2.86	2.89	2.94
2026 Families	1,517	12,210	30,669
2026 Average Family Size	2.88	2.90	2.95
2021-2026 Annual Rate	0.91%	0.87%	1.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,287	22,904	55,248
Owner Occupied Housing Units	64.8%	46.8%	45.5%
Renter Occupied Housing Units	22.6%	45.1%	46.3%
Vacant Housing Units	12.7%	8.1%	8.2%
2010 Housing Units	2,739	24,802	59,722
Owner Occupied Housing Units	56.1%	43.0%	43.4%
Renter Occupied Housing Units	25.7%	45.4%	44.6%
Vacant Housing Units	18.1%	11.6%	12.0%
2021 Housing Units	3,051	27,610	67,378
Owner Occupied Housing Units	56.3%	40.7%	41.5%
Renter Occupied Housing Units	29.4%	47.5%	46.1%
Vacant Housing Units	14.3%	11.7%	12.4%
2026 Housing Units	3,243	29,024	71,503
Owner Occupied Housing Units	55.8%	41.3%	42.0%
Renter Occupied Housing Units	29.6%	47.3%	46.0%
Vacant Housing Units	14.6%	11.5%	12.1%
<b>Median Household Income</b>			
2021	\$52,095	\$43,268	\$43,393
2026	\$57,671	\$47,094	\$47,473
<b>Median Home Value</b>			
2021	\$185,764	\$168,498	\$168,985
2026	\$217,688	\$196,602	\$199,522
<b>Per Capita Income</b>			
2021	\$30,632	\$28,771	\$26,141
2026	\$33,954	\$31,660	\$29,101
<b>Median Age</b>			
2010	44.2	34.8	31.7
2021	44.9	36.8	34.0
2026	45.0	37.7	34.7

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Westland Square  
2225 Sunset Blvd, West Columbia, SC, 29169  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.00083  
Longitude: -81.10183

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	2,615	24,371	59,030
<\$15,000	10.0%	11.8%	15.2%
\$15,000 - \$24,999	10.5%	14.9%	13.5%
\$25,000 - \$34,999	12.1%	12.4%	10.8%
\$35,000 - \$49,999	15.4%	17.3%	16.5%
\$50,000 - \$74,999	16.2%	16.3%	15.7%
\$75,000 - \$99,999	14.2%	11.6%	11.4%
\$100,000 - \$149,999	11.7%	9.3%	9.9%
\$150,000 - \$199,999	6.5%	3.3%	3.9%
\$200,000+	3.3%	3.2%	3.2%
Average Household Income	\$71,275	\$62,635	\$62,851
<b>2026 Households by Income</b>			
Household Income Base	2,770	25,700	62,864
<\$15,000	8.6%	10.5%	13.7%
\$15,000 - \$24,999	8.8%	13.2%	12.1%
\$25,000 - \$34,999	10.8%	11.5%	10.0%
\$35,000 - \$49,999	15.1%	17.4%	16.3%
\$50,000 - \$74,999	17.1%	16.9%	16.0%
\$75,000 - \$99,999	15.2%	12.5%	12.1%
\$100,000 - \$149,999	13.2%	10.8%	11.4%
\$150,000 - \$199,999	7.6%	3.9%	4.8%
\$200,000+	3.5%	3.4%	3.5%
Average Household Income	\$79,028	\$68,986	\$69,857
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,717	11,235	27,955
<\$50,000	4.5%	4.1%	3.9%
\$50,000 - \$99,999	6.8%	11.1%	13.0%
\$100,000 - \$149,999	15.0%	24.0%	23.1%
\$150,000 - \$199,999	33.1%	29.2%	26.2%
\$200,000 - \$249,999	16.7%	11.0%	11.1%
\$250,000 - \$299,999	13.5%	8.9%	7.1%
\$300,000 - \$399,999	6.1%	5.6%	7.7%
\$400,000 - \$499,999	1.5%	1.9%	2.7%
\$500,000 - \$749,999	0.3%	1.3%	2.5%
\$750,000 - \$999,999	2.6%	1.9%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$209,968	\$208,287	\$215,680
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,809	11,965	29,997
<\$50,000	2.0%	1.8%	1.9%
\$50,000 - \$99,999	3.3%	5.8%	7.3%
\$100,000 - \$149,999	9.1%	15.6%	15.4%
\$150,000 - \$199,999	28.6%	28.7%	25.6%
\$200,000 - \$249,999	19.8%	13.9%	13.7%
\$250,000 - \$299,999	18.6%	13.1%	10.5%
\$300,000 - \$399,999	9.7%	9.9%	12.5%
\$400,000 - \$499,999	2.7%	3.0%	3.9%
\$500,000 - \$749,999	0.6%	2.6%	4.3%
\$750,000 - \$999,999	5.7%	3.8%	3.0%
\$1,000,000 - \$1,499,999	0.0%	0.9%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.5%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$259,544	\$267,346	\$273,556

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Westland Square  
2225 Sunset Blvd, West Columbia, SC, 29169  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.00083  
Longitude: -81.10183

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	5,095	47,717	131,805
0 - 4	6.0%	6.6%	5.8%
5 - 9	5.1%	4.9%	4.7%
10 - 14	4.7%	4.2%	4.3%
15 - 24	11.3%	16.5%	23.1%
25 - 34	12.4%	18.2%	16.8%
35 - 44	11.3%	12.0%	11.5%
45 - 54	12.5%	12.6%	12.4%
55 - 64	13.2%	10.6%	10.1%
65 - 74	9.6%	6.7%	5.7%
75 - 84	8.5%	5.0%	3.7%
85 +	5.3%	2.8%	1.7%
18 +	81.1%	81.6%	82.2%
<b>2021 Population by Age</b>			
Total	6,002	53,191	145,655
0 - 4	5.4%	5.8%	5.1%
5 - 9	5.4%	5.2%	4.8%
10 - 14	5.3%	4.9%	4.7%
15 - 24	9.6%	14.0%	20.5%
25 - 34	13.3%	17.5%	16.4%
35 - 44	11.0%	13.1%	12.5%
45 - 54	10.8%	10.5%	10.4%
55 - 64	11.3%	11.1%	10.8%
65 - 74	12.5%	9.2%	8.3%
75 - 84	9.1%	5.6%	4.5%
85 +	6.2%	3.1%	2.1%
18 +	81.2%	81.5%	82.6%
<b>2026 Population by Age</b>			
Total	6,362	56,143	154,179
0 - 4	5.5%	5.8%	5.2%
5 - 9	5.3%	5.0%	4.6%
10 - 14	5.3%	4.8%	4.6%
15 - 24	10.2%	14.9%	20.8%
25 - 34	11.7%	15.8%	15.2%
35 - 44	12.0%	13.4%	12.8%
45 - 54	10.9%	10.6%	10.5%
55 - 64	10.6%	10.3%	9.9%
65 - 74	11.9%	9.5%	8.7%
75 - 84	10.5%	6.6%	5.5%
85 +	6.2%	3.2%	2.2%
18 +	81.0%	81.4%	82.6%
<b>2010 Population by Sex</b>			
Males	2,362	22,988	65,600
Females	2,732	24,730	66,208
<b>2021 Population by Sex</b>			
Males	2,761	25,756	72,446
Females	3,243	27,435	73,212
<b>2026 Population by Sex</b>			
Males	2,931	27,145	76,611
Females	3,432	29,001	77,567

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Westland Square  
2225 Sunset Blvd, West Columbia, SC, 29169  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.00083  
Longitude: -81.10183

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	5,095	47,719	131,808
White Alone	75.9%	62.4%	56.0%
Black Alone	12.8%	27.4%	36.6%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	1.2%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.0%	5.7%	3.0%
Two or More Races	1.8%	2.1%	1.9%
Hispanic Origin	13.4%	9.9%	5.8%
Diversity Index	54.5	61.8	60.2
<b>2021 Population by Race/Ethnicity</b>			
Total	6,006	53,192	145,659
White Alone	71.7%	59.2%	53.6%
Black Alone	13.9%	28.4%	37.0%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	1.8%	2.7%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.9%	6.5%	3.5%
Two or More Races	2.3%	2.6%	2.5%
Hispanic Origin	16.3%	11.2%	6.7%
Diversity Index	61.1	65.4	62.8
<b>2026 Population by Race/Ethnicity</b>			
Total	6,363	56,146	154,179
White Alone	69.8%	57.6%	52.4%
Black Alone	14.5%	28.8%	37.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.2%	3.2%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.5%	6.9%	3.7%
Two or More Races	2.5%	2.9%	2.8%
Hispanic Origin	17.4%	11.7%	7.2%
Diversity Index	63.7	67.0	64.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,094	47,718	131,808
In Households	95.9%	98.2%	87.3%
In Family Households	73.8%	68.2%	61.3%
Householder	25.0%	23.0%	20.4%
Spouse	18.1%	14.4%	12.4%
Child	23.5%	23.3%	22.4%
Other relative	4.4%	4.5%	3.7%
Nonrelative	2.7%	2.9%	2.3%
In Nonfamily Households	22.1%	30.1%	26.0%
In Group Quarters	4.1%	1.8%	12.7%
Institutionalized Population	4.1%	1.0%	5.4%
Noninstitutionalized Population	0.0%	0.8%	7.3%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Westland Square  
2225 Sunset Blvd, West Columbia, SC, 29169  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.00083  
Longitude: -81.10183

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>2021 Population 25+ by Educational Attainment</b>			
Total	4,459	37,289	94,464
Less than 9th Grade	3.1%	3.5%	3.1%
9th - 12th Grade, No Diploma	6.3%	5.7%	6.7%
High School Graduate	20.7%	21.5%	20.5%
GED/Alternative Credential	2.4%	3.7%	4.4%
Some College, No Degree	19.1%	23.3%	22.1%
Associate Degree	7.9%	8.1%	8.6%
Bachelor's Degree	24.9%	20.8%	20.1%
Graduate/Professional Degree	15.5%	13.4%	14.4%
<b>2021 Population 15+ by Marital Status</b>			
Total	5,036	44,733	124,344
Never Married	34.7%	44.3%	51.7%
Married	42.2%	35.8%	32.5%
Widowed	11.6%	7.6%	5.6%
Divorced	11.5%	12.4%	10.1%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,852	28,636	74,193
Population 16+ Employed	96.3%	94.6%	93.2%
Population 16+ Unemployment rate	3.7%	5.4%	6.8%
Population 16-24 Employed	11.3%	17.4%	19.4%
Population 16-24 Unemployment rate	4.0%	6.8%	10.2%
Population 25-54 Employed	63.7%	64.9%	62.2%
Population 25-54 Unemployment rate	4.4%	5.5%	6.2%
Population 55-64 Employed	15.5%	12.5%	13.1%
Population 55-64 Unemployment rate	2.3%	4.8%	4.8%
Population 65+ Employed	9.5%	5.2%	5.3%
Population 65+ Unemployment rate	0.0%	0.8%	4.8%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,747	27,080	69,166
Agriculture/Mining	0.0%	0.5%	0.4%
Construction	15.7%	10.4%	7.3%
Manufacturing	6.9%	7.0%	7.0%
Wholesale Trade	4.0%	2.0%	2.2%
Retail Trade	6.7%	11.4%	11.8%
Transportation/Utilities	5.4%	5.8%	5.5%
Information	1.6%	1.3%	1.5%
Finance/Insurance/Real Estate	8.8%	7.8%	7.0%
Services	43.9%	46.7%	50.2%
Public Administration	7.0%	7.1%	7.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,748	27,079	69,167
White Collar	63.3%	60.3%	64.3%
Management/Business/Financial	20.1%	14.7%	15.3%
Professional	26.9%	24.2%	26.5%
Sales	7.0%	8.7%	9.1%
Administrative Support	9.2%	12.7%	13.4%
Services	11.8%	16.7%	16.1%
Blue Collar	24.9%	23.0%	19.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	10.3%	8.3%	5.4%
Installation/Maintenance/Repair	4.6%	2.3%	2.0%
Production	2.7%	5.1%	4.9%
Transportation/Material Moving	7.3%	7.3%	7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Westland Square  
2225 Sunset Blvd, West Columbia, SC, 29169  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.00083  
Longitude: -81.10183

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	2,242	21,927	52,550
Households with 1 Person	34.7%	38.9%	36.9%
Households with 2+ People	65.3%	61.1%	63.1%
Family Households	58.3%	50.1%	51.2%
Husband-wife Families	42.1%	31.4%	31.2%
With Related Children	14.7%	11.3%	11.7%
Other Family (No Spouse Present)	16.2%	18.7%	20.0%
Other Family with Male Householder	4.2%	4.7%	4.5%
With Related Children	2.3%	2.4%	2.3%
Other Family with Female Householder	12.0%	14.0%	15.4%
With Related Children	6.8%	9.0%	10.1%
Nonfamily Households	7.0%	10.9%	11.9%
All Households with Children	24.4%	23.1%	24.5%
Multigenerational Households	2.7%	2.8%	3.1%
Unmarried Partner Households	5.7%	7.4%	7.2%
Male-female	4.7%	6.5%	6.3%
Same-sex	0.9%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	2,241	21,927	52,550
1 Person Household	34.7%	38.9%	36.9%
2 Person Household	36.4%	33.3%	33.2%
3 Person Household	12.9%	13.3%	14.3%
4 Person Household	8.6%	8.5%	9.3%
5 Person Household	4.6%	3.6%	3.8%
6 Person Household	1.5%	1.4%	1.5%
7 + Person Household	1.5%	1.0%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,242	21,927	52,550
Owner Occupied	68.6%	48.6%	49.3%
Owned with a Mortgage/Loan	40.1%	31.5%	34.4%
Owned Free and Clear	28.5%	17.1%	14.9%
Renter Occupied	31.4%	51.4%	50.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	161	149	149
Percent of Income for Mortgage	15.0%	16.3%	16.3%
Wealth Index	73	55	55
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,739	24,802	59,722
Housing Units Inside Urbanized Area	100.0%	99.8%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,094	47,718	131,808
Population Inside Urbanized Area	100.0%	99.8%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.6%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Westland Square  
2225 Sunset Blvd, West Columbia, SC, 29169  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.00083  
Longitude: -81.10183

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Comfortable Empty Nesters (5A)	Young and Restless (11B)	Young and Restless (11B)
2.	Small Town Simplicity (12C)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Down the Road (10D)	Retirement Communities (9E)	College Towns (14B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,302,761	\$36,833,583	\$89,343,591
Average Spent	\$1,645.42	\$1,511.37	\$1,513.48
Spending Potential Index	78	71	71
Education: Total \$	\$3,287,299	\$27,950,779	\$70,255,501
Average Spent	\$1,257.09	\$1,146.89	\$1,190.13
Spending Potential Index	73	66	69
Entertainment/Recreation: Total \$	\$6,686,545	\$53,942,355	\$130,344,001
Average Spent	\$2,557.00	\$2,213.38	\$2,208.02
Spending Potential Index	79	69	68
Food at Home: Total \$	\$11,388,501	\$94,212,497	\$225,350,540
Average Spent	\$4,355.07	\$3,865.76	\$3,817.43
Spending Potential Index	80	71	70
Food Away from Home: Total \$	\$7,683,098	\$65,702,315	\$159,191,058
Average Spent	\$2,938.09	\$2,695.92	\$2,696.69
Spending Potential Index	77	71	71
Health Care: Total \$	\$13,416,604	\$105,434,513	\$252,951,843
Average Spent	\$5,130.63	\$4,326.23	\$4,285.00
Spending Potential Index	82	69	69
HH Furnishings & Equipment: Total \$	\$4,621,968	\$37,483,319	\$90,951,895
Average Spent	\$1,767.48	\$1,538.03	\$1,540.72
Spending Potential Index	78	68	68
Personal Care Products & Services: Total \$	\$1,850,266	\$15,394,212	\$37,187,560
Average Spent	\$707.56	\$631.66	\$629.96
Spending Potential Index	79	70	70
Shelter: Total \$	\$40,042,017	\$338,197,824	\$820,830,341
Average Spent	\$15,312.43	\$13,877.06	\$13,904.84
Spending Potential Index	76	69	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,962,403	\$38,763,058	\$93,015,296
Average Spent	\$1,897.67	\$1,590.54	\$1,575.68
Spending Potential Index	79	67	66
Travel: Total \$	\$5,001,389	\$39,871,927	\$97,544,288
Average Spent	\$1,912.58	\$1,636.04	\$1,652.40
Spending Potential Index	76	65	65
Vehicle Maintenance & Repairs: Total \$	\$2,338,974	\$19,471,565	\$46,987,946
Average Spent	\$894.45	\$798.96	\$795.97
Spending Potential Index	81	72	72

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.