

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
2021 Total Population	5,243	13,093	17,283
2021 Group Quarters	112	138	386
2026 Total Population	5,398	13,506	17,867
2021-2026 Annual Rate	0.58%	0.62%	0.67%
2021 Total Daytime Population	6,764	15,030	18,938
Workers	3,597	7,428	8,890
Residents	3,167	7,602	10,048
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
2021 Households	2,053	5,100	6,631
2021 Average Household Size	2.50	2.54	2.55
2026 Households	2,120	5,274	6,872
2026 Average Household Size	2.49	2.53	2.54
2021-2026 Annual Rate	0.64%	0.67%	0.72%
2010 Families	1,298	3,318	4,341
2010 Average Family Size	3.09	3.07	3.05
2021 Families	1,356	3,488	4,592
2021 Average Family Size	3.08	3.07	3.06
2026 Families	1,393	3,590	4,738
2026 Average Family Size	3.09	3.07	3.06
2021-2026 Annual Rate	0.54%	0.58%	0.63%
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%
2021 Housing Units	2,454	5,861	7,570
Owner Occupied Housing Units	50.1%	58.4%	61.7%
Renter Occupied Housing Units	33.6%	28.6%	25.9%
Vacant Housing Units	16.3%	13.0%	12.4%
2026 Housing Units	2,516	6,022	7,793
Owner Occupied Housing Units	51.5%	59.9%	63.2%
Renter Occupied Housing Units	32.8%	27.7%	25.0%
Vacant Housing Units	15.7%	12.4%	11.8%
Median Household Income			
2021	\$31,105	\$39,275	\$41,793
2026	\$32,719	\$42,342	\$46,115
Median Home Value			
2021	\$173,454	\$160,133	\$171,855
2026	\$188,415	\$171,131	\$182,577
Per Capita Income			
2021	\$18,300	\$21,366	\$22,493
2026	\$19,641	\$23,514	\$24,891
Median Age			
2010	37.5	37.2	38.4
2021	39.5	40.0	41.2
2026	40.2	41.4	42.7

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.

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2021 Households by Income			
Household Income Base	2,053	5,100	6,631
<\$15,000	24.6%	16.7%	15.7%
\$15,000 - \$24,999	16.3%	13.6%	13.1%
\$25,000 - \$34,999	13.4%	14.4%	13.9%
\$35,000 - \$49,999	15.8%	14.5%	13.6%
\$50,000 - \$74,999	10.5%	15.3%	16.2%
\$75,000 - \$99,999	5.3%	8.6%	8.9%
\$100,000 - \$149,999	10.1%	12.5%	13.2%
\$150,000 - \$199,999	2.9%	3.2%	4.0%
\$200,000+	1.1%	1.0%	1.3%
Average Household Income	\$47,371	\$55,011	\$58,292
2026 Households by Income			
Household Income Base	2,120	5,274	6,872
<\$15,000	22.8%	14.9%	13.9%
\$15,000 - \$24,999	15.8%	12.8%	12.0%
\$25,000 - \$34,999	14.0%	14.0%	13.3%
\$35,000 - \$49,999	16.6%	14.6%	13.5%
\$50,000 - \$74,999	10.8%	15.9%	16.9%
\$75,000 - \$99,999	5.2%	9.0%	9.3%
\$100,000 - \$149,999	10.4%	13.7%	14.5%
\$150,000 - \$199,999	3.4%	4.1%	5.2%
\$200,000+	1.1%	1.1%	1.3%
Average Household Income	\$50,704	\$60,407	\$64,364
2021 Owner Occupied Housing Units by Value			
Total	1,229	3,424	4,673
<\$50,000	15.6%	8.5%	8.3%
\$50,000 - \$99,999	14.6%	20.1%	17.4%
\$100,000 - \$149,999	12.4%	17.5%	15.6%
\$150,000 - \$199,999	15.8%	19.7%	19.9%
\$200,000 - \$249,999	14.7%	10.8%	10.8%
\$250,000 - \$299,999	2.5%	2.0%	2.7%
\$300,000 - \$399,999	7.2%	6.0%	8.3%
\$400,000 - \$499,999	8.4%	5.3%	6.1%
\$500,000 - \$749,999	4.1%	3.2%	4.0%
\$750,000 - \$999,999	3.7%	5.4%	5.5%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.7%	1.5%	1.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$234,492	\$242,224	\$254,478
2026 Owner Occupied Housing Units by Value			
Total	1,296	3,606	4,922
<\$50,000	13.4%	7.3%	7.0%
\$50,000 - \$99,999	12.5%	17.4%	15.1%
\$100,000 - \$149,999	12.0%	16.6%	14.6%
\$150,000 - \$199,999	15.8%	20.6%	20.4%
\$200,000 - \$249,999	14.2%	10.8%	10.6%
\$250,000 - \$299,999	2.1%	1.7%	2.4%
\$300,000 - \$399,999	7.7%	6.4%	8.6%
\$400,000 - \$499,999	10.2%	6.5%	7.4%
\$500,000 - \$749,999	5.3%	4.3%	5.5%
\$750,000 - \$999,999	5.8%	6.7%	6.8%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.8%	1.6%	1.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$267,328	\$267,263	\$281,124

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.

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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%
2021 Population by Age			
Total	5,244	13,091	17,282
0 - 4	7.0%	6.8%	6.4%
5 - 9	6.8%	6.8%	6.5%
10 - 14	6.9%	6.8%	6.5%
15 - 24	12.4%	11.7%	11.4%
25 - 34	12.0%	12.0%	12.0%
35 - 44	11.1%	12.2%	12.0%
45 - 54	11.7%	11.5%	11.6%
55 - 64	13.1%	12.8%	13.2%
65 - 74	11.6%	12.0%	12.6%
75 - 84	5.3%	5.4%	5.8%
85 +	2.2%	2.1%	2.2%
18 +	75.5%	76.0%	77.1%
2026 Population by Age			
Total	5,397	13,505	17,868
0 - 4	6.8%	6.5%	6.1%
5 - 9	6.5%	6.5%	6.2%
10 - 14	6.9%	6.9%	6.6%
15 - 24	11.8%	11.3%	11.0%
25 - 34	12.0%	11.3%	11.1%
35 - 44	11.1%	11.7%	11.5%
45 - 54	11.8%	12.3%	12.2%
55 - 64	12.1%	11.9%	12.4%
65 - 74	11.7%	12.1%	12.8%
75 - 84	7.0%	7.3%	7.7%
85 +	2.3%	2.2%	2.3%
18 +	75.8%	76.2%	77.2%
2010 Population by Sex			
Males	2,220	5,621	7,527
Females	2,751	6,706	8,641
2021 Population by Sex			
Males	2,367	6,029	8,115
Females	2,876	7,065	9,168
2026 Population by Sex			
Males	2,455	6,262	8,441
Females	2,944	7,244	9,426

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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
2021 Population by Race/Ethnicity			
Total	5,244	13,093	17,283
White Alone	31.0%	49.3%	55.2%
Black Alone	63.1%	44.0%	38.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	3.9%	4.0%
Two or More Races	2.0%	1.8%	1.6%
Hispanic Origin	4.8%	5.8%	6.2%
Diversity Index	55.1	61.0	60.2
2026 Population by Race/Ethnicity			
Total	5,399	13,506	17,865
White Alone	32.4%	51.0%	56.8%
Black Alone	60.7%	41.6%	35.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.8%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	4.3%	4.4%
Two or More Races	2.4%	2.1%	1.9%
Hispanic Origin	5.3%	6.3%	6.8%
Diversity Index	57.4	61.9	60.6
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.

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2021 Population 25+ by Educational Attainment			
Total	3,510	8,898	11,975
Less than 9th Grade	1.7%	2.9%	3.6%
9th - 12th Grade, No Diploma	12.8%	10.8%	9.7%
High School Graduate	27.1%	25.1%	24.7%
GED/Alternative Credential	4.7%	3.8%	4.0%
Some College, No Degree	21.6%	24.9%	24.7%
Associate Degree	10.9%	11.4%	11.6%
Bachelor's Degree	11.4%	11.8%	12.5%
Graduate/Professional Degree	9.9%	9.4%	9.2%
2021 Population 15+ by Marital Status			
Total	4,160	10,434	13,942
Never Married	44.6%	41.0%	37.9%
Married	33.3%	41.5%	44.1%
Widowed	10.1%	7.4%	7.4%
Divorced	11.9%	10.1%	10.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,476	6,038	7,800
Population 16+ Employed	84.4%	91.3%	91.9%
Population 16+ Unemployment rate	15.6%	8.7%	8.1%
Population 16-24 Employed	16.7%	15.2%	15.1%
Population 16-24 Unemployment rate	12.6%	8.7%	8.2%
Population 25-54 Employed	58.3%	61.3%	61.0%
Population 25-54 Unemployment rate	16.4%	8.8%	7.7%
Population 55-64 Employed	12.5%	12.9%	13.9%
Population 55-64 Unemployment rate	26.8%	14.4%	11.7%
Population 65+ Employed	12.6%	10.5%	10.0%
Population 65+ Unemployment rate	0.8%	0.5%	5.3%
2021 Employed Population 16+ by Industry			
Total	2,089	5,510	7,165
Agriculture/Mining	0.8%	1.0%	1.9%
Construction	3.2%	7.2%	7.7%
Manufacturing	15.4%	13.9%	12.9%
Wholesale Trade	0.5%	1.0%	1.0%
Retail Trade	20.2%	13.5%	13.2%
Transportation/Utilities	4.2%	5.0%	5.3%
Information	0.5%	1.0%	0.8%
Finance/Insurance/Real Estate	1.8%	2.9%	4.0%
Services	45.7%	47.3%	47.2%
Public Administration	7.8%	7.3%	6.0%
2021 Employed Population 16+ by Occupation			
Total	2,089	5,511	7,164
White Collar	52.2%	54.2%	55.3%
Management/Business/Financial	19.1%	18.5%	19.2%
Professional	15.8%	18.3%	19.1%
Sales	14.1%	10.7%	9.8%
Administrative Support	3.3%	6.8%	7.1%
Services	19.0%	19.4%	18.4%
Blue Collar	28.8%	26.4%	26.3%
Farming/Forestry/Fishing	0.7%	0.6%	0.6%
Construction/Extraction	2.2%	5.4%	5.4%
Installation/Maintenance/Repair	2.2%	1.5%	1.7%
Production	8.3%	7.5%	6.9%
Transportation/Material Moving	15.3%	11.4%	11.8%

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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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	102	141	140
Percent of Income for Mortgage	23.4%	17.1%	17.3%
Wealth Index	44	49	54
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%
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%

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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,310,110	\$6,486,757	\$8,851,551
Average Spent	\$1,125.24	\$1,271.91	\$1,334.87
Spending Potential Index	53	60	63
Education: Total \$	\$1,636,162	\$4,366,895	\$5,841,860
Average Spent	\$796.96	\$856.25	\$880.99
Spending Potential Index	46	50	51
Entertainment/Recreation: Total \$	\$3,497,597	\$10,733,745	\$15,003,571
Average Spent	\$1,703.65	\$2,104.66	\$2,262.64
Spending Potential Index	53	65	70
Food at Home: Total \$	\$6,077,157	\$18,270,267	\$25,564,293
Average Spent	\$2,960.13	\$3,582.41	\$3,855.27
Spending Potential Index	54	66	71
Food Away from Home: Total \$	\$4,056,069	\$11,617,664	\$16,083,255
Average Spent	\$1,975.68	\$2,277.97	\$2,425.46
Spending Potential Index	52	60	64
Health Care: Total \$	\$7,258,857	\$22,163,115	\$31,148,647
Average Spent	\$3,535.73	\$4,345.71	\$4,697.43
Spending Potential Index	57	70	75
HH Furnishings & Equipment: Total \$	\$2,411,263	\$6,991,003	\$9,698,344
Average Spent	\$1,174.51	\$1,370.78	\$1,462.58
Spending Potential Index	52	61	65
Personal Care Products & Services: Total \$	\$978,151	\$2,765,413	\$3,753,848
Average Spent	\$476.45	\$542.24	\$566.11
Spending Potential Index	53	60	63
Shelter: Total \$	\$20,675,471	\$57,040,098	\$76,566,080
Average Spent	\$10,070.86	\$11,184.33	\$11,546.69
Spending Potential Index	50	55	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,469,943	\$7,731,296	\$10,884,838
Average Spent	\$1,203.09	\$1,515.94	\$1,641.51
Spending Potential Index	50	63	69
Travel: Total \$	\$2,490,630	\$7,100,678	\$9,639,666
Average Spent	\$1,213.17	\$1,392.29	\$1,453.73
Spending Potential Index	48	55	58
Vehicle Maintenance & Repairs: Total \$	\$1,264,444	\$3,837,193	\$5,406,269
Average Spent	\$615.90	\$752.39	\$815.30
Spending Potential Index	56	68	74

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.