

Lake Murray Center  
760 Highway 378 W, Lexington, South Carolina, 29072  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 33.99269  
Longitude: -81.30253

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	359	10,602	25,267
2010 Total Population	1,283	17,970	39,838
2021 Total Population	2,198	23,216	51,393
2021 Group Quarters	0	185	1,350
2026 Total Population	2,492	25,822	56,652
2021-2026 Annual Rate	2.54%	2.15%	1.97%
2021 Total Daytime Population	1,818	19,299	50,444
Workers	782	7,597	25,116
Residents	1,036	11,702	25,328
<b>Household Summary</b>			
2000 Households	133	3,685	9,063
2000 Average Household Size	2.68	2.83	2.66
2010 Households	474	6,538	14,923
2010 Average Household Size	2.71	2.72	2.58
2021 Households	807	8,457	19,204
2021 Average Household Size	2.72	2.72	2.61
2026 Households	914	9,401	21,162
2026 Average Household Size	2.73	2.73	2.61
2021-2026 Annual Rate	2.52%	2.14%	1.96%
2010 Families	374	5,003	10,751
2010 Average Family Size	3.06	3.14	3.07
2021 Families	626	6,356	13,652
2021 Average Family Size	3.10	3.17	3.12
2026 Families	706	7,037	14,988
2026 Average Family Size	3.11	3.18	3.13
2021-2026 Annual Rate	2.43%	2.06%	1.88%
<b>Housing Unit Summary</b>			
2000 Housing Units	153	3,861	9,772
Owner Occupied Housing Units	76.5%	82.9%	78.0%
Renter Occupied Housing Units	10.5%	12.6%	14.7%
Vacant Housing Units	13.1%	4.6%	7.2%
2010 Housing Units	539	6,954	16,273
Owner Occupied Housing Units	78.3%	80.4%	71.7%
Renter Occupied Housing Units	9.6%	13.6%	20.0%
Vacant Housing Units	12.1%	6.0%	8.3%
2021 Housing Units	883	8,995	20,893
Owner Occupied Housing Units	80.7%	80.5%	72.7%
Renter Occupied Housing Units	10.6%	13.5%	19.2%
Vacant Housing Units	8.6%	6.0%	8.1%
2026 Housing Units	996	9,961	22,936
Owner Occupied Housing Units	81.3%	81.2%	73.6%
Renter Occupied Housing Units	10.3%	13.2%	18.6%
Vacant Housing Units	8.2%	5.6%	7.7%
<b>Median Household Income</b>			
2021	\$100,896	\$91,023	\$84,429
2026	\$109,236	\$100,142	\$93,137
<b>Median Home Value</b>			
2021	\$251,645	\$250,220	\$257,679
2026	\$317,763	\$286,970	\$289,895
<b>Per Capita Income</b>			
2021	\$46,761	\$43,052	\$42,156
2026	\$52,205	\$47,596	\$46,739
<b>Median Age</b>			
2010	33.4	37.4	37.9
2021	35.5	39.5	39.6
2026	36.0	38.9	39.0

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

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<b>2021 Households by Income</b>			
Household Income Base	807	8,457	19,204
<\$15,000	2.1%	3.8%	5.3%
\$15,000 - \$24,999	3.1%	6.2%	6.6%
\$25,000 - \$34,999	3.8%	4.7%	5.6%
\$35,000 - \$49,999	8.4%	9.9%	10.4%
\$50,000 - \$74,999	14.1%	14.3%	15.7%
\$75,000 - \$99,999	17.7%	15.8%	14.4%
\$100,000 - \$149,999	23.3%	21.4%	19.5%
\$150,000 - \$199,999	10.3%	11.1%	10.3%
\$200,000+	17.1%	12.9%	12.3%
Average Household Income	\$128,882	\$116,526	\$111,756
<b>2026 Households by Income</b>			
Household Income Base	914	9,401	21,162
<\$15,000	1.8%	3.3%	4.5%
\$15,000 - \$24,999	2.5%	5.1%	5.5%
\$25,000 - \$34,999	3.1%	3.9%	4.6%
\$35,000 - \$49,999	6.8%	8.8%	9.3%
\$50,000 - \$74,999	12.1%	13.2%	14.8%
\$75,000 - \$99,999	17.0%	15.6%	14.4%
\$100,000 - \$149,999	24.9%	22.8%	21.0%
\$150,000 - \$199,999	12.4%	13.1%	12.3%
\$200,000+	19.4%	14.3%	13.5%
Average Household Income	\$144,034	\$128,947	\$123,985
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	713	7,241	15,194
<\$50,000	0.3%	1.0%	1.2%
\$50,000 - \$99,999	0.6%	1.0%	1.4%
\$100,000 - \$149,999	7.3%	8.7%	7.8%
\$150,000 - \$199,999	18.9%	18.8%	17.5%
\$200,000 - \$249,999	22.6%	20.4%	19.6%
\$250,000 - \$299,999	10.7%	15.7%	16.6%
\$300,000 - \$399,999	21.5%	17.1%	18.5%
\$400,000 - \$499,999	3.6%	7.1%	7.2%
\$500,000 - \$749,999	10.2%	6.4%	6.1%
\$750,000 - \$999,999	3.9%	2.2%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.4%	0.6%	0.6%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$320,091	\$310,743	\$318,108
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	810	8,090	16,888
<\$50,000	0.1%	0.3%	0.3%
\$50,000 - \$99,999	0.1%	0.3%	0.4%
\$100,000 - \$149,999	2.8%	4.1%	3.6%
\$150,000 - \$199,999	11.1%	13.2%	12.2%
\$200,000 - \$249,999	19.5%	19.2%	18.6%
\$250,000 - \$299,999	11.2%	17.5%	18.6%
\$300,000 - \$399,999	28.1%	22.4%	23.9%
\$400,000 - \$499,999	4.9%	9.4%	9.2%
\$500,000 - \$749,999	15.6%	9.1%	8.0%
\$750,000 - \$999,999	5.8%	2.9%	3.2%
\$1,000,000 - \$1,499,999	0.0%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.5%	0.7%	0.7%
\$2,000,000 +	0.0%	0.3%	0.6%
Average Home Value	\$375,742	\$350,658	\$356,043

**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.

## Market Profile

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<b>2010 Population by Age</b>			
Total	1,283	17,968	39,836
0 - 4	9.0%	6.8%	6.4%
5 - 9	9.7%	8.5%	7.7%
10 - 14	7.9%	8.7%	7.9%
15 - 24	9.3%	10.3%	11.2%
25 - 34	17.1%	11.6%	12.4%
35 - 44	18.0%	16.7%	15.9%
45 - 54	12.5%	15.2%	15.3%
55 - 64	9.1%	11.3%	11.5%
65 - 74	4.5%	6.2%	6.6%
75 - 84	2.1%	3.3%	3.6%
85 +	0.5%	1.3%	1.6%
18 +	69.3%	71.3%	73.7%
<b>2021 Population by Age</b>			
Total	2,199	23,218	51,390
0 - 4	7.8%	6.0%	5.8%
5 - 9	8.1%	6.7%	6.3%
10 - 14	8.0%	7.2%	6.6%
15 - 24	12.9%	12.8%	12.8%
25 - 34	12.3%	11.8%	12.7%
35 - 44	16.4%	13.0%	12.8%
45 - 54	14.2%	14.8%	14.3%
55 - 64	9.9%	13.1%	13.2%
65 - 74	7.0%	9.1%	9.5%
75 - 84	2.7%	4.0%	4.4%
85 +	0.7%	1.5%	1.8%
18 +	71.6%	75.6%	77.2%
<b>2026 Population by Age</b>			
Total	2,490	25,824	56,652
0 - 4	7.9%	6.2%	6.0%
5 - 9	8.0%	6.6%	6.2%
10 - 14	7.9%	7.1%	6.6%
15 - 24	12.6%	11.4%	11.5%
25 - 34	12.0%	13.5%	14.4%
35 - 44	17.0%	13.4%	13.1%
45 - 54	13.9%	13.1%	12.5%
55 - 64	9.2%	12.5%	12.5%
65 - 74	7.4%	9.8%	10.0%
75 - 84	3.4%	5.0%	5.5%
85 +	0.8%	1.5%	1.8%
18 +	71.8%	76.1%	77.4%
<b>2010 Population by Sex</b>			
Males	628	8,747	19,519
Females	655	9,223	20,319
<b>2021 Population by Sex</b>			
Males	1,051	11,225	25,062
Females	1,147	11,991	26,331
<b>2026 Population by Sex</b>			
Males	1,194	12,492	27,534
Females	1,298	13,330	29,117

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,284	17,969	39,838
White Alone	88.7%	89.8%	87.4%
Black Alone	6.3%	5.8%	7.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	1.7%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.2%	1.3%
Two or More Races	1.2%	1.2%	1.3%
Hispanic Origin	4.0%	3.4%	3.6%
Diversity Index	26.8	24.4	28.4
<b>2021 Population by Race/Ethnicity</b>			
Total	2,198	23,217	51,393
White Alone	86.3%	87.3%	85.0%
Black Alone	7.0%	6.5%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.9%	2.8%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	1.5%	1.6%
Two or More Races	1.5%	1.6%	1.7%
Hispanic Origin	4.7%	4.1%	4.3%
Diversity Index	31.6	29.3	32.9
<b>2026 Population by Race/Ethnicity</b>			
Total	2,492	25,823	56,652
White Alone	84.8%	86.0%	83.6%
Black Alone	7.4%	6.8%	8.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	3.5%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	1.6%	1.7%
Two or More Races	1.8%	1.9%	2.0%
Hispanic Origin	5.0%	4.4%	4.6%
Diversity Index	34.3	31.8	35.5
<b>2010 Population by Relationship and Household Type</b>			
Total	1,283	17,970	39,838
In Households	100.0%	99.0%	96.6%
In Family Households	90.3%	88.6%	84.0%
Householder	28.6%	28.2%	27.2%
Spouse	24.2%	23.8%	22.2%
Child	34.5%	33.5%	31.2%
Other relative	1.9%	2.0%	2.1%
Nonrelative	1.2%	1.1%	1.3%
In Nonfamily Households	9.7%	10.4%	12.6%
In Group Quarters	0.0%	1.0%	3.4%
Institutionalized Population	0.0%	0.9%	3.2%
Noninstitutionalized Population	0.0%	0.1%	0.2%

**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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	1,388	15,636	35,264
Less than 9th Grade	0.0%	1.2%	1.8%
9th - 12th Grade, No Diploma	2.7%	2.5%	3.5%
High School Graduate	14.7%	16.2%	16.4%
GED/Alternative Credential	1.4%	2.1%	2.9%
Some College, No Degree	20.7%	21.8%	20.4%
Associate Degree	8.7%	9.1%	9.7%
Bachelor's Degree	37.4%	30.6%	28.0%
Graduate/Professional Degree	14.4%	16.4%	17.3%
<b>2021 Population 15+ by Marital Status</b>			
Total	1,673	18,606	41,828
Never Married	25.5%	24.8%	25.7%
Married	65.3%	61.5%	59.8%
Widowed	2.7%	5.1%	5.3%
Divorced	6.5%	8.7%	9.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,214	11,891	26,046
Population 16+ Employed	96.8%	97.6%	97.4%
Population 16+ Unemployment rate	3.3%	2.4%	2.6%
Population 16-24 Employed	11.9%	11.3%	10.7%
Population 16-24 Unemployment rate	17.2%	11.0%	9.0%
Population 25-54 Employed	71.0%	67.0%	66.3%
Population 25-54 Unemployment rate	0.5%	0.9%	1.1%
Population 55-64 Employed	12.3%	17.7%	18.2%
Population 55-64 Unemployment rate	4.6%	2.3%	2.7%
Population 65+ Employed	4.9%	4.1%	4.9%
Population 65+ Unemployment rate	0.0%	1.1%	7.6%
<b>2021 Employed Population 16+ by Industry</b>			
Total	1,175	11,603	25,361
Agriculture/Mining	0.0%	0.4%	0.7%
Construction	7.1%	5.4%	6.7%
Manufacturing	7.8%	8.9%	8.9%
Wholesale Trade	3.6%	2.8%	2.5%
Retail Trade	9.7%	10.5%	9.8%
Transportation/Utilities	4.5%	5.9%	6.4%
Information	1.0%	1.4%	1.2%
Finance/Insurance/Real Estate	8.4%	10.3%	10.0%
Services	51.7%	47.5%	47.2%
Public Administration	6.1%	6.8%	6.5%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	1,177	11,604	25,361
White Collar	73.6%	76.8%	75.0%
Management/Business/Financial	20.5%	21.9%	23.0%
Professional	31.1%	30.3%	29.0%
Sales	9.9%	12.4%	11.6%
Administrative Support	12.2%	12.3%	11.5%
Services	10.4%	9.7%	10.3%
Blue Collar	16.2%	13.5%	14.7%
Farming/Forestry/Fishing	0.0%	0.3%	0.5%
Construction/Extraction	2.8%	2.4%	3.0%
Installation/Maintenance/Repair	1.8%	2.5%	2.8%
Production	2.2%	2.9%	2.9%
Transportation/Material Moving	9.4%	5.2%	5.5%

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<b>2010 Households by Type</b>			
Total	474	6,538	14,922
Households with 1 Person	17.1%	20.0%	23.7%
Households with 2+ People	82.9%	80.0%	76.3%
Family Households	78.9%	76.5%	72.0%
Husband-wife Families	66.7%	64.5%	58.9%
With Related Children	36.9%	33.4%	29.0%
Other Family (No Spouse Present)	12.0%	12.0%	13.2%
Other Family with Male Householder	2.3%	2.9%	3.4%
With Related Children	1.5%	1.9%	2.1%
Other Family with Female Householder	9.9%	9.1%	9.8%
With Related Children	7.6%	6.9%	7.1%
Nonfamily Households	4.0%	3.5%	4.3%
All Households with Children	46.6%	42.4%	38.6%
Multigenerational Households	1.9%	2.4%	2.4%
Unmarried Partner Households	4.4%	3.7%	4.5%
Male-female	4.2%	3.2%	3.9%
Same-sex	0.2%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	475	6,538	14,923
1 Person Household	17.1%	20.0%	23.7%
2 Person Household	34.1%	33.7%	33.9%
3 Person Household	18.7%	18.1%	17.5%
4 Person Household	19.6%	18.8%	16.5%
5 Person Household	7.6%	6.6%	5.9%
6 Person Household	2.1%	2.0%	1.8%
7 + Person Household	0.8%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	474	6,538	14,923
Owner Occupied	89.0%	85.5%	78.2%
Owned with a Mortgage/Loan	76.8%	70.4%	62.4%
Owned Free and Clear	12.2%	15.1%	15.8%
Renter Occupied	11.0%	14.5%	21.8%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	236	214	192
Percent of Income for Mortgage	10.5%	11.5%	12.8%
Wealth Index	155	146	139
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	539	6,954	16,273
Housing Units Inside Urbanized Area	98.9%	91.6%	87.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	8.4%	12.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,283	17,970	39,838
Population Inside Urbanized Area	98.8%	92.1%	87.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	7.9%	12.8%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.		Midlife Constants (5E)	Middleburg (4C)
3.		Professional Pride (1B)	Exurbanites (1E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,410,172	\$22,343,435	\$49,031,396
Average Spent	\$2,986.58	\$2,642.00	\$2,553.19
Spending Potential Index	141	125	120
Education: Total \$	\$1,635,418	\$17,081,550	\$37,734,415
Average Spent	\$2,026.54	\$2,019.81	\$1,964.92
Spending Potential Index	117	117	114
Entertainment/Recreation: Total \$	\$3,577,035	\$34,167,893	\$74,694,387
Average Spent	\$4,432.51	\$4,040.19	\$3,889.52
Spending Potential Index	137	125	120
Food at Home: Total \$	\$5,989,080	\$56,089,473	\$123,532,704
Average Spent	\$7,421.41	\$6,632.31	\$6,432.65
Spending Potential Index	136	122	118
Food Away from Home: Total \$	\$4,370,823	\$40,027,131	\$87,726,024
Average Spent	\$5,416.14	\$4,733.02	\$4,568.11
Spending Potential Index	143	125	120
Health Care: Total \$	\$6,914,333	\$66,333,193	\$145,451,080
Average Spent	\$8,567.95	\$7,843.58	\$7,574.00
Spending Potential Index	137	126	121
HH Furnishings & Equipment: Total \$	\$2,681,112	\$24,862,983	\$53,792,426
Average Spent	\$3,322.32	\$2,939.93	\$2,801.11
Spending Potential Index	147	130	124
Personal Care Products & Services: Total \$	\$1,019,900	\$9,561,981	\$20,968,083
Average Spent	\$1,263.82	\$1,130.66	\$1,091.86
Spending Potential Index	141	126	122
Shelter: Total \$	\$22,154,696	\$208,798,407	\$458,535,155
Average Spent	\$27,453.15	\$24,689.42	\$23,877.06
Spending Potential Index	136	122	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,070,101	\$27,877,706	\$59,622,711
Average Spent	\$3,804.34	\$3,296.41	\$3,104.70
Spending Potential Index	159	138	130
Travel: Total \$	\$2,881,015	\$27,724,113	\$59,988,763
Average Spent	\$3,570.03	\$3,278.24	\$3,123.76
Spending Potential Index	141	130	124
Vehicle Maintenance & Repairs: Total \$	\$1,311,226	\$11,947,820	\$26,163,198
Average Spent	\$1,624.82	\$1,412.77	\$1,362.38
Spending Potential Index	147	127	123

**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.