

Litchfield Market Village  
115 Willbrook Blvd, Pawleys Island, South Carolina, 29585  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 33.48408  
Longitude: -79.09709

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,322	4,806	10,082
2010 Total Population	1,722	6,287	12,581
2021 Total Population	2,406	7,850	15,389
2021 Group Quarters	10	17	17
2026 Total Population	2,606	8,513	16,608
2021-2026 Annual Rate	1.61%	1.63%	1.54%
2021 Total Daytime Population	3,333	9,049	16,483
Workers	1,639	4,088	7,705
Residents	1,694	4,961	8,778
<b>Household Summary</b>			
2000 Households	641	2,238	4,591
2000 Average Household Size	2.02	2.13	2.19
2010 Households	865	3,002	5,855
2010 Average Household Size	1.98	2.09	2.15
2021 Households	1,203	3,776	7,218
2021 Average Household Size	1.99	2.07	2.13
2026 Households	1,305	4,100	7,801
2026 Average Household Size	1.99	2.07	2.13
2021-2026 Annual Rate	1.64%	1.66%	1.57%
2010 Families	596	2,002	3,882
2010 Average Family Size	2.36	2.53	2.60
2021 Families	816	2,473	4,694
2021 Average Family Size	2.38	2.53	2.60
2026 Families	881	2,671	5,047
2026 Average Family Size	2.38	2.54	2.60
2021-2026 Annual Rate	1.54%	1.55%	1.46%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,884	4,337	7,698
Owner Occupied Housing Units	27.8%	41.9%	49.7%
Renter Occupied Housing Units	6.3%	9.7%	10.0%
Vacant Housing Units	65.9%	48.4%	40.4%
2010 Housing Units	2,347	5,715	9,975
Owner Occupied Housing Units	29.1%	41.5%	47.1%
Renter Occupied Housing Units	7.8%	11.1%	11.6%
Vacant Housing Units	63.1%	47.5%	41.3%
2021 Housing Units	2,954	7,017	12,165
Owner Occupied Housing Units	33.3%	44.3%	49.4%
Renter Occupied Housing Units	7.4%	9.5%	10.0%
Vacant Housing Units	59.3%	46.2%	40.7%
2026 Housing Units	3,185	7,574	13,087
Owner Occupied Housing Units	33.8%	44.9%	50.0%
Renter Occupied Housing Units	7.1%	9.2%	9.6%
Vacant Housing Units	59.0%	45.9%	40.4%
<b>Median Household Income</b>			
2021	\$76,553	\$74,504	\$64,595
2026	\$84,388	\$82,120	\$69,737
<b>Median Home Value</b>			
2021	\$456,561	\$393,197	\$356,316
2026	\$498,319	\$434,632	\$412,142
<b>Per Capita Income</b>			
2021	\$56,274	\$53,741	\$46,961
2026	\$61,445	\$58,641	\$51,364
<b>Median Age</b>			
2010	61.3	58.2	54.6
2021	65.3	61.7	58.8
2026	66.6	63.6	60.4

**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	1,203	3,776	7,218
<\$15,000	4.4%	9.2%	8.4%
\$15,000 - \$24,999	6.2%	6.4%	7.6%
\$25,000 - \$34,999	8.0%	9.1%	11.0%
\$35,000 - \$49,999	11.4%	7.5%	10.4%
\$50,000 - \$74,999	19.1%	18.0%	18.8%
\$75,000 - \$99,999	11.0%	10.2%	10.0%
\$100,000 - \$149,999	16.6%	17.0%	15.4%
\$150,000 - \$199,999	12.1%	10.4%	8.4%
\$200,000+	11.2%	12.1%	10.0%
Average Household Income	\$113,182	\$112,138	\$100,274
<b>2026 Households by Income</b>			
Household Income Base	1,305	4,100	7,801
<\$15,000	3.9%	8.1%	7.3%
\$15,000 - \$24,999	5.3%	5.4%	6.5%
\$25,000 - \$34,999	7.7%	8.8%	10.6%
\$35,000 - \$49,999	10.1%	7.0%	10.0%
\$50,000 - \$74,999	18.3%	17.3%	18.4%
\$75,000 - \$99,999	11.0%	10.1%	9.7%
\$100,000 - \$149,999	17.5%	18.0%	16.6%
\$150,000 - \$199,999	14.8%	12.8%	10.4%
\$200,000+	11.6%	12.5%	10.4%
Average Household Income	\$123,395	\$122,203	\$109,512
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	985	3,107	6,007
<\$50,000	0.5%	1.8%	3.9%
\$50,000 - \$99,999	0.9%	4.9%	8.7%
\$100,000 - \$149,999	0.4%	1.9%	6.5%
\$150,000 - \$199,999	2.4%	6.0%	7.9%
\$200,000 - \$249,999	4.0%	8.2%	6.3%
\$250,000 - \$299,999	7.7%	8.9%	7.8%
\$300,000 - \$399,999	21.4%	19.6%	15.7%
\$400,000 - \$499,999	22.4%	19.0%	16.4%
\$500,000 - \$749,999	26.5%	18.5%	17.4%
\$750,000 - \$999,999	12.3%	7.6%	5.6%
\$1,000,000 - \$1,499,999	1.2%	1.4%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.7%
\$2,000,000 +	0.3%	1.6%	1.3%
Average Home Value	\$506,313	\$460,163	\$414,866
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,078	3,403	6,541
<\$50,000	0.2%	1.0%	2.4%
\$50,000 - \$99,999	0.5%	3.4%	6.7%
\$100,000 - \$149,999	0.2%	1.6%	6.3%
\$150,000 - \$199,999	1.8%	5.9%	7.0%
\$200,000 - \$249,999	2.9%	7.2%	5.4%
\$250,000 - \$299,999	5.8%	7.1%	6.4%
\$300,000 - \$399,999	17.1%	16.8%	13.7%
\$400,000 - \$499,999	22.1%	20.0%	17.6%
\$500,000 - \$749,999	30.7%	22.8%	22.5%
\$750,000 - \$999,999	17.8%	11.0%	8.7%
\$1,000,000 - \$1,499,999	0.9%	1.1%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.6%
\$2,000,000 +	0.2%	1.5%	1.2%
Average Home Value	\$548,609	\$494,527	\$456,233

**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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<b>2010 Population by Age</b>			
Total	1,721	6,284	12,579
0 - 4	1.9%	3.2%	3.5%
5 - 9	3.8%	4.3%	4.3%
10 - 14	3.7%	4.4%	5.0%
15 - 24	5.5%	6.4%	7.4%
25 - 34	4.8%	6.1%	6.6%
35 - 44	7.6%	9.0%	10.3%
45 - 54	10.7%	11.4%	13.4%
55 - 64	21.5%	19.7%	18.9%
65 - 74	24.9%	20.9%	18.5%
75 - 84	11.2%	10.6%	9.0%
85 +	4.8%	4.0%	3.1%
18 +	88.5%	85.5%	84.0%
<b>2021 Population by Age</b>			
Total	2,406	7,849	15,387
0 - 4	1.6%	2.5%	2.9%
5 - 9	2.0%	3.1%	3.5%
10 - 14	2.5%	3.6%	4.3%
15 - 24	5.5%	6.3%	6.7%
25 - 34	4.7%	5.8%	6.6%
35 - 44	5.7%	7.0%	8.7%
45 - 54	9.3%	10.5%	11.4%
55 - 64	17.8%	17.3%	17.5%
65 - 74	27.7%	24.4%	22.6%
75 - 84	18.0%	14.8%	12.2%
85 +	5.2%	4.7%	3.7%
18 +	91.8%	88.4%	86.8%
<b>2026 Population by Age</b>			
Total	2,606	8,512	16,607
0 - 4	1.5%	2.3%	2.7%
5 - 9	2.0%	2.9%	3.4%
10 - 14	2.3%	3.5%	4.2%
15 - 24	4.4%	5.6%	6.2%
25 - 34	4.3%	5.3%	6.1%
35 - 44	6.1%	7.0%	8.8%
45 - 54	7.6%	9.1%	10.3%
55 - 64	17.3%	17.0%	16.6%
65 - 74	27.0%	23.8%	22.5%
75 - 84	21.3%	18.1%	14.8%
85 +	6.3%	5.4%	4.2%
18 +	92.7%	89.2%	87.3%
<b>2010 Population by Sex</b>			
Males	803	2,936	5,973
Females	919	3,351	6,608
<b>2021 Population by Sex</b>			
Males	1,136	3,718	7,379
Females	1,269	4,132	8,010
<b>2026 Population by Sex</b>			
Males	1,234	4,048	8,004
Females	1,371	4,465	8,604

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,721	6,286	12,580
White Alone	95.8%	87.2%	86.7%
Black Alone	3.0%	11.2%	11.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.1%	0.3%	0.5%
Two or More Races	0.3%	0.6%	0.8%
Hispanic Origin	0.5%	0.9%	1.4%
Diversity Index	9.2	24.1	25.7
<b>2021 Population by Race/Ethnicity</b>			
Total	2,406	7,852	15,390
White Alone	96.3%	89.5%	89.0%
Black Alone	2.3%	8.7%	8.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.7%	0.5%	0.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	0.4%	0.7%	1.0%
Hispanic Origin	0.5%	0.9%	1.3%
Diversity Index	8.1	20.5	22.1
<b>2026 Population by Race/Ethnicity</b>			
Total	2,606	8,513	16,607
White Alone	96.4%	90.2%	89.7%
Black Alone	2.0%	7.9%	8.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.7%	0.5%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	0.5%	0.8%	1.1%
Hispanic Origin	0.5%	0.9%	1.4%
Diversity Index	8.0	19.5	21.2
<b>2010 Population by Relationship and Household Type</b>			
Total	1,722	6,287	12,581
In Households	99.5%	99.7%	99.9%
In Family Households	82.1%	81.6%	81.4%
Householder	33.9%	31.8%	30.8%
Spouse	31.2%	27.7%	25.8%
Child	15.0%	19.2%	21.4%
Other relative	1.3%	2.0%	2.4%
Nonrelative	0.5%	0.9%	1.2%
In Nonfamily Households	17.5%	18.1%	18.4%
In Group Quarters	0.5%	0.3%	0.1%
Institutionalized Population	0.5%	0.3%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**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	2,129	6,629	12,715
Less than 9th Grade	0.1%	2.5%	2.4%
9th - 12th Grade, No Diploma	0.0%	1.5%	2.9%
High School Graduate	14.3%	15.6%	17.5%
GED/Alternative Credential	1.6%	2.4%	2.3%
Some College, No Degree	19.4%	19.9%	20.6%
Associate Degree	6.0%	6.8%	7.4%
Bachelor's Degree	33.7%	27.4%	27.9%
Graduate/Professional Degree	24.9%	23.9%	19.1%
<b>2021 Population 15+ by Marital Status</b>			
Total	2,261	7,121	13,747
Never Married	10.3%	14.3%	19.0%
Married	72.6%	70.4%	64.0%
Widowed	9.1%	7.7%	7.4%
Divorced	8.0%	7.5%	9.6%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	768	3,067	7,050
Population 16+ Employed	93.5%	95.1%	94.8%
Population 16+ Unemployment rate	6.5%	4.9%	5.2%
Population 16-24 Employed	6.0%	7.0%	8.3%
Population 16-24 Unemployment rate	41.1%	30.5%	16.3%
Population 25-54 Employed	48.5%	50.6%	51.9%
Population 25-54 Unemployment rate	0.0%	0.1%	1.8%
Population 55-64 Employed	23.4%	22.2%	22.9%
Population 55-64 Unemployment rate	6.1%	4.4%	6.9%
Population 65+ Employed	22.1%	20.1%	16.9%
Population 65+ Unemployment rate	5.4%	4.6%	7.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	718	2,917	6,681
Agriculture/Mining	0.1%	1.7%	2.8%
Construction	4.9%	5.6%	6.5%
Manufacturing	14.9%	10.1%	8.1%
Wholesale Trade	4.0%	3.9%	2.6%
Retail Trade	22.3%	16.4%	13.2%
Transportation/Utilities	3.3%	3.3%	3.4%
Information	0.1%	0.7%	0.7%
Finance/Insurance/Real Estate	12.5%	10.5%	7.9%
Services	37.6%	46.6%	53.0%
Public Administration	0.1%	1.3%	1.9%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	715	2,915	6,679
White Collar	73.5%	68.7%	63.0%
Management/Business/Financial	27.9%	25.1%	19.3%
Professional	16.3%	18.4%	21.8%
Sales	22.0%	18.3%	14.3%
Administrative Support	7.4%	6.9%	7.6%
Services	8.5%	15.4%	22.1%
Blue Collar	17.5%	15.8%	14.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.7%
Construction/Extraction	3.6%	4.1%	4.8%
Installation/Maintenance/Repair	1.8%	2.1%	1.7%
Production	4.7%	5.1%	3.9%
Transportation/Material Moving	7.4%	4.5%	3.8%

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<b>2010 Households by Type</b>			
Total	865	3,003	5,856
Households with 1 Person	27.1%	29.2%	28.4%
Households with 2+ People	72.9%	70.8%	71.6%
Family Households	68.9%	66.7%	66.3%
Husband-wife Families	63.5%	58.0%	55.5%
With Related Children	10.3%	11.5%	12.9%
Other Family (No Spouse Present)	5.3%	8.6%	10.7%
Other Family with Male Householder	1.4%	1.8%	2.5%
With Related Children	1.0%	1.1%	1.5%
Other Family with Female Householder	3.9%	6.8%	8.2%
With Related Children	2.2%	4.1%	4.8%
Nonfamily Households	4.0%	4.1%	5.3%
All Households with Children	13.4%	16.9%	19.4%
Multigenerational Households	1.2%	2.0%	2.2%
Unmarried Partner Households	2.9%	3.7%	4.6%
Male-female	2.3%	3.0%	3.8%
Same-sex	0.6%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	864	3,002	5,855
1 Person Household	27.1%	29.2%	28.4%
2 Person Household	55.7%	49.9%	47.3%
3 Person Household	8.8%	9.8%	11.6%
4 Person Household	5.9%	7.1%	8.2%
5 Person Household	2.1%	2.9%	3.2%
6 Person Household	0.2%	0.7%	0.8%
7 + Person Household	0.2%	0.5%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	865	3,002	5,855
Owner Occupied	78.8%	78.9%	80.3%
Owned with a Mortgage/Loan	50.2%	50.0%	50.2%
Owned Free and Clear	28.7%	28.9%	30.1%
Renter Occupied	21.2%	21.1%	19.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	115	110
Percent of Income for Mortgage	25.0%	22.1%	23.1%
Wealth Index	188	182	153
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,347	5,715	9,975
Housing Units Inside Urbanized Area	0.0%	0.1%	12.3%
Housing Units Inside Urbanized Cluster	86.6%	80.6%	68.1%
Rural Housing Units	13.4%	19.3%	19.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,722	6,287	12,581
Population Inside Urbanized Area	0.0%	0.2%	15.4%
Population Inside Urbanized Cluster	74.7%	82.5%	69.7%
Rural Population	25.3%	17.4%	15.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
2.		Rooted Rural (10B)	Senior Escapes (9D)
3.		Exurbanites (1E)	Rooted Rural (10B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,925,762	\$9,125,963	\$15,698,144
Average Spent	\$2,432.05	\$2,416.83	\$2,174.86
Spending Potential Index	115	114	103
Education: Total \$	\$2,311,281	\$7,055,967	\$12,173,529
Average Spent	\$1,921.26	\$1,868.64	\$1,686.55
Spending Potential Index	111	108	98
Entertainment/Recreation: Total \$	\$4,779,552	\$15,114,274	\$25,877,337
Average Spent	\$3,973.03	\$4,002.72	\$3,585.11
Spending Potential Index	123	124	111
Food at Home: Total \$	\$7,915,951	\$25,067,160	\$43,037,808
Average Spent	\$6,580.18	\$6,638.55	\$5,962.57
Spending Potential Index	121	122	109
Food Away from Home: Total \$	\$5,313,564	\$16,655,012	\$28,683,117
Average Spent	\$4,416.93	\$4,410.76	\$3,973.83
Spending Potential Index	116	116	105
Health Care: Total \$	\$10,252,421	\$32,308,316	\$54,216,094
Average Spent	\$8,522.38	\$8,556.23	\$7,511.23
Spending Potential Index	137	137	120
HH Furnishings & Equipment: Total \$	\$3,442,073	\$10,713,116	\$18,179,589
Average Spent	\$2,861.24	\$2,837.16	\$2,518.65
Spending Potential Index	127	126	112
Personal Care Products & Services: Total \$	\$1,394,938	\$4,288,363	\$7,226,071
Average Spent	\$1,159.55	\$1,135.69	\$1,001.12
Spending Potential Index	129	127	112
Shelter: Total \$	\$28,498,811	\$87,421,459	\$151,612,498
Average Spent	\$23,689.78	\$23,151.87	\$21,004.78
Spending Potential Index	118	115	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,483,681	\$13,798,636	\$23,109,748
Average Spent	\$3,727.08	\$3,654.30	\$3,201.68
Spending Potential Index	156	153	134
Travel: Total \$	\$4,154,179	\$12,626,367	\$21,230,449
Average Spent	\$3,453.18	\$3,343.85	\$2,941.32
Spending Potential Index	137	132	116
Vehicle Maintenance & Repairs: Total \$	\$1,686,861	\$5,349,542	\$9,138,703
Average Spent	\$1,402.21	\$1,416.72	\$1,266.10
Spending Potential Index	127	128	114

**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.