

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			
2010 Total Population	9,927	19,601	110,496
2020 Total Population	11,704	21,629	130,390
2020 Group Quarters	9	20	704
2022 Total Population	12,215	22,724	136,217
2022 Group Quarters	9	20	704
2027 Total Population	12,885	24,115	142,469
2022-2027 Annual Rate	1.07%	1.20%	0.90%
2022 Total Daytime Population	10,530	17,572	106,373
Workers	4,216	5,363	33,259
Residents	6,314	12,209	73,114
Household Summary			
2010 Households	3,712	7,252	42,101
2010 Average Household Size	2.67	2.70	2.61
2020 Total Households	4,319	8,042	50,359
2020 Average Household Size	2.71	2.69	2.58
2022 Total Households	4,508	8,431	52,769
2022 Average Household Size	2.71	2.69	2.57
2027 Total Households	4,760	8,946	55,366
2027 Average Household Size	2.71	2.69	2.56
2022-2027 Annual Rate	1.09%	1.19%	0.97%
2010 Families	2,701	5,440	30,923
2010 Average Family Size	3.13	3.10	3.03
2022 Total Families	3,150	6,114	37,568
2022 Average Family Size	3.25	3.16	3.05
2027 Total Families	3,316	6,472	39,305
2027 Average Family Size	3.25	3.16	3.04
2022-2027 Annual Rate	1.03%	1.14%	0.91%
Housing Unit Summary			
2000 Housing Units	3,100	6,272	37,443
Owner Occupied Housing Units	69.0%	75.7%	70.3%
Renter Occupied Housing Units	24.4%	18.4%	23.3%
Vacant Housing Units	6.6%	5.9%	6.4%
2010 Housing Units	4,045	7,855	46,395
Owner Occupied Housing Units	67.3%	72.1%	67.2%
Renter Occupied Housing Units	24.5%	20.3%	23.6%
Vacant Housing Units	8.2%	7.7%	9.3%
2020 Housing Units	4,591	8,522	53,552
Vacant Housing Units	5.9%	5.6%	6.0%
2022 Housing Units	4,762	8,889	56,100
Owner Occupied Housing Units	71.0%	74.7%	68.8%
Renter Occupied Housing Units	23.6%	20.2%	25.3%
Vacant Housing Units	5.3%	5.2%	5.9%
2027 Housing Units	5,043	9,458	59,040
Owner Occupied Housing Units	71.2%	75.0%	69.8%
Renter Occupied Housing Units	23.2%	19.5%	24.0%
Vacant Housing Units	5.6%	5.4%	6.2%
Median Household Income			
2022	\$68,512	\$68,798	\$70,637
2027	\$79,251	\$80,046	\$83,806
Median Home Value			
2022	\$234,237	\$246,213	\$263,148
2027	\$250,802	\$265,834	\$300,147
Per Capita Income			
2022	\$33,446	\$33,488	\$37,776
2027	\$39,073	\$39,326	\$44,370
Median Age			
2010	37.4	38.9	39.2
2022	39.1	40.7	41.4
2027	40.0	41.8	42.0

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	4,508	8,431	52,769
<\$15,000	4.5%	5.1%	6.4%
\$15,000 - \$24,999	9.6%	8.4%	7.1%
\$25,000 - \$34,999	9.9%	8.7%	8.4%
\$35,000 - \$49,999	12.6%	12.8%	12.6%
\$50,000 - \$74,999	16.7%	18.4%	17.9%
\$75,000 - \$99,999	14.9%	14.6%	13.1%
\$100,000 - \$149,999	15.8%	18.2%	18.5%
\$150,000 - \$199,999	11.9%	9.7%	8.9%
\$200,000+	4.2%	4.1%	7.3%
Average Household Income	\$90,631	\$89,852	\$97,930
2027 Households by Income			
Household Income Base	4,760	8,946	55,366
<\$15,000	3.0%	3.4%	4.6%
\$15,000 - \$24,999	6.5%	5.5%	5.2%
\$25,000 - \$34,999	6.4%	6.0%	6.0%
\$35,000 - \$49,999	10.0%	10.4%	10.4%
\$50,000 - \$74,999	20.3%	20.6%	17.8%
\$75,000 - \$99,999	17.1%	15.6%	14.0%
\$100,000 - \$149,999	16.5%	20.2%	21.0%
\$150,000 - \$199,999	15.0%	13.1%	12.2%
\$200,000+	5.1%	5.1%	8.6%
Average Household Income	\$105,752	\$105,472	\$114,600
2022 Owner Occupied Housing Units by Value			
Total	3,383	6,638	38,592
<\$50,000	5.9%	7.4%	4.3%
\$50,000 - \$99,999	6.7%	5.6%	5.5%
\$100,000 - \$149,999	7.3%	7.4%	8.4%
\$150,000 - \$199,999	16.9%	15.2%	13.0%
\$200,000 - \$249,999	19.4%	15.7%	15.4%
\$250,000 - \$299,999	13.1%	16.6%	12.3%
\$300,000 - \$399,999	14.0%	16.7%	18.6%
\$400,000 - \$499,999	6.2%	6.8%	9.1%
\$500,000 - \$749,999	5.0%	4.1%	8.4%
\$750,000 - \$999,999	1.9%	1.4%	3.2%
\$1,000,000 - \$1,499,999	3.6%	2.9%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.3%	0.2%
Average Home Value	\$296,970	\$292,200	\$316,269
2027 Owner Occupied Housing Units by Value			
Total	3,589	7,097	41,225
<\$50,000	5.2%	6.4%	3.2%
\$50,000 - \$99,999	6.2%	4.8%	3.1%
\$100,000 - \$149,999	6.2%	6.0%	4.9%
\$150,000 - \$199,999	14.8%	13.0%	10.0%
\$200,000 - \$249,999	17.4%	14.1%	14.8%
\$250,000 - \$299,999	13.9%	17.9%	14.0%
\$300,000 - \$399,999	15.2%	18.5%	22.3%
\$400,000 - \$499,999	7.8%	8.6%	11.3%
\$500,000 - \$749,999	6.3%	5.2%	11.0%
\$750,000 - \$999,999	2.5%	1.7%	3.6%
\$1,000,000 - \$1,499,999	4.5%	3.5%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.3%	0.2%
Average Home Value	\$324,937	\$317,640	\$352,189

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

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2010 Population by Age			
Total	9,923	19,601	110,497
0 - 4	6.7%	6.3%	6.5%
5 - 9	7.3%	7.1%	7.0%
10 - 14	8.0%	7.7%	7.3%
15 - 24	12.9%	12.7%	12.0%
25 - 34	11.6%	10.8%	11.2%
35 - 44	14.9%	15.1%	14.8%
45 - 54	15.3%	16.5%	15.6%
55 - 64	11.9%	12.6%	12.9%
65 - 74	6.8%	7.1%	7.6%
75 - 84	3.5%	3.2%	3.8%
85 +	1.1%	0.9%	1.2%
18 +	73.5%	74.5%	74.9%
2022 Population by Age			
Total	12,216	22,725	136,214
0 - 4	6.0%	5.6%	5.7%
5 - 9	6.8%	6.4%	6.3%
10 - 14	7.1%	6.7%	6.6%
15 - 24	11.4%	10.9%	11.2%
25 - 34	13.1%	13.1%	12.3%
35 - 44	13.7%	12.7%	12.6%
45 - 54	13.0%	13.6%	13.6%
55 - 64	13.6%	14.9%	14.1%
65 - 74	10.1%	10.7%	11.1%
75 - 84	4.2%	4.4%	5.2%
85 +	1.1%	1.1%	1.5%
18 +	76.1%	77.7%	77.8%
2027 Population by Age			
Total	12,885	24,113	142,470
0 - 4	5.9%	5.5%	5.7%
5 - 9	6.6%	6.1%	6.1%
10 - 14	7.4%	6.9%	6.6%
15 - 24	11.1%	10.7%	10.7%
25 - 34	11.6%	11.3%	11.6%
35 - 44	14.4%	13.8%	13.1%
45 - 54	12.4%	12.4%	12.7%
55 - 64	13.0%	14.2%	13.4%
65 - 74	11.0%	12.1%	11.7%
75 - 84	5.4%	5.8%	6.6%
85 +	1.2%	1.3%	1.7%
18 +	75.9%	77.6%	77.8%
2010 Population by Sex			
Males	4,868	9,733	53,813
Females	5,058	9,868	56,683
2022 Population by Sex			
Males	6,051	11,337	66,737
Females	6,164	11,387	69,480
2027 Population by Sex			
Males	6,402	12,045	69,940
Females	6,482	12,070	72,529

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	9,927	19,600	110,497
White Alone	81.6%	85.8%	79.2%
Black Alone	14.7%	10.1%	14.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.8%	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%	1.7%	1.8%
Hispanic Origin	3.4%	3.1%	5.6%
Diversity Index	35.8	29.9	41.8
2020 Population by Race/Ethnicity			
Total	11,704	21,629	130,390
White Alone	76.1%	79.7%	71.2%
Black Alone	13.2%	10.0%	16.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	1.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.1%	3.9%
Two or More Races	6.8%	6.5%	6.8%
Hispanic Origin	5.6%	5.0%	7.7%
Diversity Index	46.2	41.2	53.7
2022 Population by Race/Ethnicity			
Total	12,215	22,724	136,217
White Alone	75.3%	79.1%	70.8%
Black Alone	13.7%	10.4%	16.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	1.1%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.2%	3.9%
Two or More Races	7.2%	6.8%	7.1%
Hispanic Origin	5.7%	5.1%	7.8%
Diversity Index	47.1	42.0	54.3
2027 Population by Race/Ethnicity			
Total	12,884	24,115	142,470
White Alone	74.1%	78.0%	69.5%
Black Alone	14.2%	10.8%	16.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	1.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.3%	4.1%
Two or More Races	7.8%	7.4%	7.8%
Hispanic Origin	5.8%	5.2%	8.0%
Diversity Index	48.6	43.5	55.7
2010 Population by Relationship and Household Type			
Total	9,927	19,601	110,497
In Households	99.8%	99.9%	99.4%
In Family Households	87.5%	88.5%	87.1%
Householder	27.3%	27.8%	27.9%
Spouse	19.3%	20.8%	20.7%
Child	34.5%	33.6%	32.3%
Other relative	4.0%	3.9%	3.9%
Nonrelative	2.4%	2.4%	2.3%
In Nonfamily Households	12.3%	11.4%	12.3%
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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2022 Population 25+ by Educational Attainment			
Total	8,385	16,016	95,766
Less than 9th Grade	5.0%	4.5%	2.8%
9th - 12th Grade, No Diploma	7.0%	8.1%	6.6%
High School Graduate	24.2%	26.0%	23.5%
GED/Alternative Credential	7.1%	6.3%	5.3%
Some College, No Degree	22.8%	23.3%	20.6%
Associate Degree	10.3%	10.9%	12.2%
Bachelor's Degree	16.1%	14.2%	19.4%
Graduate/Professional Degree	7.7%	6.7%	9.5%
2022 Population 15+ by Marital Status			
Total	9,776	18,493	110,979
Never Married	29.2%	28.2%	28.1%
Married	54.3%	57.1%	56.5%
Widowed	5.9%	5.3%	5.6%
Divorced	10.6%	9.4%	9.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,233	11,034	66,398
Population 16+ Employed	95.9%	96.3%	96.0%
Population 16+ Unemployment rate	4.1%	3.7%	4.0%
Population 16-24 Employed	12.0%	11.7%	11.4%
Population 16-24 Unemployment rate	8.1%	7.6%	9.9%
Population 25-54 Employed	66.1%	65.8%	64.8%
Population 25-54 Unemployment rate	3.3%	3.0%	3.1%
Population 55-64 Employed	17.0%	18.1%	17.9%
Population 55-64 Unemployment rate	5.0%	3.8%	1.8%
Population 65+ Employed	4.9%	4.4%	5.9%
Population 65+ Unemployment rate	0.0%	3.3%	7.5%
2022 Employed Population 16+ by Industry			
Total	5,979	10,623	63,754
Agriculture/Mining	0.4%	0.4%	0.7%
Construction	5.5%	7.0%	7.5%
Manufacturing	16.0%	16.5%	15.3%
Wholesale Trade	3.6%	3.7%	3.2%
Retail Trade	13.4%	13.6%	11.7%
Transportation/Utilities	13.4%	11.8%	9.0%
Information	2.5%	1.7%	1.3%
Finance/Insurance/Real Estate	6.3%	5.7%	6.9%
Services	36.2%	36.0%	40.9%
Public Administration	2.6%	3.7%	3.3%
2022 Employed Population 16+ by Occupation			
Total	5,978	10,622	63,754
White Collar	57.4%	54.0%	59.1%
Management/Business/Financial	13.1%	11.9%	17.6%
Professional	21.2%	19.6%	20.3%
Sales	9.2%	9.0%	9.6%
Administrative Support	13.8%	13.5%	11.7%
Services	12.4%	13.2%	13.8%
Blue Collar	30.2%	32.7%	27.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	2.6%	4.2%	4.6%
Installation/Maintenance/Repair	6.8%	6.9%	4.5%
Production	9.9%	10.4%	8.3%
Transportation/Material Moving	10.8%	11.1%	9.5%

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2010 Households by Type			
Total	3,712	7,252	42,100
Households with 1 Person	23.1%	20.6%	22.0%
Households with 2+ People	76.9%	79.4%	78.0%
Family Households	72.8%	75.0%	73.5%
Husband-wife Families	51.6%	56.0%	54.5%
With Related Children	23.9%	24.9%	23.5%
Other Family (No Spouse Present)	21.2%	19.0%	19.0%
Other Family with Male Householder	5.6%	5.6%	5.0%
With Related Children	3.2%	3.4%	3.0%
Other Family with Female Householder	15.6%	13.3%	13.9%
With Related Children	10.5%	8.7%	9.3%
Nonfamily Households	4.1%	4.4%	4.6%
All Households with Children	38.2%	37.6%	36.3%
Multigenerational Households	5.0%	5.3%	4.8%
Unmarried Partner Households	6.3%	6.3%	6.1%
Male-female	5.5%	5.6%	5.4%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	3,711	7,252	42,100
1 Person Household	23.1%	20.6%	22.0%
2 Person Household	31.7%	34.1%	35.2%
3 Person Household	18.3%	18.5%	18.0%
4 Person Household	15.6%	15.7%	14.9%
5 Person Household	7.2%	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	3,712	7,252	42,101
Owner Occupied	73.3%	78.0%	74.0%
Owned with a Mortgage/Loan	52.0%	55.0%	54.3%
Owned Free and Clear	21.3%	23.0%	19.7%
Renter Occupied	26.7%	22.0%	26.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	139	133	124
Percent of Income for Mortgage	18.0%	18.9%	19.6%
Wealth Index	74	75	93
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,045	7,855	46,395
Housing Units Inside Urbanized Area	0.3%	7.2%	57.0%
Housing Units Inside Urbanized Cluster	63.9%	33.5%	12.9%
Rural Housing Units	35.8%	59.3%	30.2%
2010 Population By Urban/ Rural Status			
Total Population	9,927	19,601	110,496
Population Inside Urbanized Area	0.3%	7.8%	56.4%
Population Inside Urbanized Cluster	64.3%	33.2%	13.0%
Rural Population	35.3%	59.0%	30.6%

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.

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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)	Middleburg (4C)
3.	Urban Edge Families (7C)	Urban Edge Families (7C)	Green Acres (6A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$9,336,282	\$17,307,371	\$117,788,273
Average Spent	\$2,071.05	\$2,052.83	\$2,232.15
Spending Potential Index	86	85	93
Education: Total \$	\$6,697,783	\$12,175,299	\$87,381,080
Average Spent	\$1,485.75	\$1,444.11	\$1,655.92
Spending Potential Index	76	74	84
Entertainment/Recreation: Total \$	\$14,603,838	\$27,365,712	\$185,267,737
Average Spent	\$3,239.54	\$3,245.84	\$3,510.92
Spending Potential Index	88	88	96
Food at Home: Total \$	\$24,708,758	\$46,179,634	\$308,753,755
Average Spent	\$5,481.09	\$5,477.36	\$5,851.04
Spending Potential Index	89	88	95
Food Away from Home: Total \$	\$16,955,674	\$31,515,486	\$211,965,137
Average Spent	\$3,761.24	\$3,738.05	\$4,016.85
Spending Potential Index	87	87	93
Health Care: Total \$	\$29,788,438	\$56,211,396	\$371,578,973
Average Spent	\$6,607.91	\$6,667.23	\$7,041.61
Spending Potential Index	93	94	99
HH Furnishings & Equipment: Total \$	\$10,274,099	\$19,157,826	\$129,467,037
Average Spent	\$2,279.08	\$2,272.31	\$2,453.47
Spending Potential Index	89	89	96
Personal Care Products & Services: Total \$	\$3,980,386	\$7,373,067	\$50,221,941
Average Spent	\$882.96	\$874.52	\$951.73
Spending Potential Index	87	86	93
Shelter: Total \$	\$83,817,202	\$152,800,517	\$1,067,693,163
Average Spent	\$18,592.99	\$18,123.65	\$20,233.34
Spending Potential Index	81	79	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,024,292	\$20,720,902	\$139,721,089
Average Spent	\$2,445.50	\$2,457.70	\$2,647.79
Spending Potential Index	90	90	97
Travel: Total \$	\$10,900,143	\$20,054,373	\$139,677,304
Average Spent	\$2,417.96	\$2,378.65	\$2,646.96
Spending Potential Index	84	83	92
Vehicle Maintenance & Repairs: Total \$	\$5,160,623	\$9,667,469	\$64,742,715
Average Spent	\$1,144.77	\$1,146.66	\$1,226.91
Spending Potential Index	91	91	97

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.