

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
<b>Population Summary</b>			
2010 Total Population	4,960	12,336	16,030
2020 Total Population	4,305	11,658	15,431
2020 Group Quarters	62	163	288
2022 Total Population	4,299	11,631	15,457
2022 Group Quarters	62	163	288
2027 Total Population	4,214	11,462	15,339
2022-2027 Annual Rate	-0.40%	-0.29%	-0.15%
2022 Total Daytime Population	6,151	14,163	17,673
Workers	3,613	7,602	8,839
Residents	2,538	6,561	8,834
<b>Household Summary</b>			
2010 Households	1,935	4,796	6,146
2010 Average Household Size	2.51	2.54	2.57
2020 Total Households	1,833	4,765	6,197
2020 Average Household Size	2.31	2.41	2.44
2022 Total Households	1,823	4,763	6,223
2022 Average Household Size	2.32	2.41	2.44
2027 Total Households	1,797	4,732	6,229
2027 Average Household Size	2.31	2.39	2.42
2022-2027 Annual Rate	-0.29%	-0.13%	0.02%
2010 Families	1,304	3,337	4,336
2010 Average Family Size	3.07	3.05	3.06
2022 Total Families	1,185	3,215	4,269
2022 Average Family Size	2.92	2.95	2.97
2027 Total Families	1,162	3,180	4,258
2027 Average Family Size	2.91	2.94	2.95
2022-2027 Annual Rate	-0.39%	-0.22%	-0.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,362	5,387	6,667
Owner Occupied Housing Units	53.0%	61.7%	64.3%
Renter Occupied Housing Units	32.9%	28.2%	26.1%
Vacant Housing Units	14.1%	10.1%	9.6%
2010 Housing Units	2,378	5,602	7,136
Owner Occupied Housing Units	43.9%	53.8%	57.6%
Renter Occupied Housing Units	37.5%	31.8%	28.5%
Vacant Housing Units	18.6%	14.4%	13.9%
2020 Housing Units	2,292	5,585	7,214
Vacant Housing Units	20.0%	14.7%	14.1%
2022 Housing Units	2,302	5,604	7,264
Owner Occupied Housing Units	42.7%	55.9%	57.8%
Renter Occupied Housing Units	36.5%	29.1%	27.8%
Vacant Housing Units	20.8%	15.0%	14.3%
2027 Housing Units	2,302	5,607	7,303
Owner Occupied Housing Units	43.6%	56.8%	58.9%
Renter Occupied Housing Units	34.4%	27.6%	26.4%
Vacant Housing Units	21.9%	15.6%	14.7%
<b>Median Household Income</b>			
2022	\$33,182	\$43,240	\$46,967
2027	\$36,289	\$48,603	\$54,279
<b>Median Home Value</b>			
2022	\$185,924	\$169,251	\$182,119
2027	\$211,051	\$192,792	\$213,647
<b>Per Capita Income</b>			
2022	\$21,936	\$25,354	\$27,379
2027	\$23,851	\$28,845	\$31,725
<b>Median Age</b>			
2010	37.1	37.3	39.1
2022	39.5	40.6	42.0
2027	40.7	42.2	43.9

**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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<b>2022 Households by Income</b>			
Household Income Base	1,823	4,763	6,223
<\$15,000	23.5%	14.8%	13.9%
\$15,000 - \$24,999	15.5%	12.4%	11.8%
\$25,000 - \$34,999	12.8%	13.9%	13.2%
\$35,000 - \$49,999	15.8%	14.2%	13.2%
\$50,000 - \$74,999	10.1%	15.3%	16.1%
\$75,000 - \$99,999	5.8%	9.7%	10.0%
\$100,000 - \$149,999	12.1%	14.5%	15.3%
\$150,000 - \$199,999	3.2%	3.9%	4.9%
\$200,000+	1.2%	1.2%	1.5%
Average Household Income	\$52,832	\$62,395	\$66,337
<b>2027 Households by Income</b>			
Household Income Base	1,797	4,732	6,229
<\$15,000	19.9%	12.0%	11.0%
\$15,000 - \$24,999	13.5%	10.4%	9.2%
\$25,000 - \$34,999	14.2%	12.8%	11.3%
\$35,000 - \$49,999	19.5%	16.0%	14.5%
\$50,000 - \$74,999	10.5%	15.0%	17.0%
\$75,000 - \$99,999	5.6%	10.8%	11.1%
\$100,000 - \$149,999	11.5%	16.7%	17.4%
\$150,000 - \$199,999	4.1%	5.1%	6.7%
\$200,000+	1.2%	1.3%	1.7%
Average Household Income	\$57,139	\$70,468	\$76,223
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	982	3,133	4,202
<\$50,000	17.9%	8.9%	8.5%
\$50,000 - \$99,999	14.4%	21.4%	18.5%
\$100,000 - \$149,999	9.1%	12.8%	11.3%
\$150,000 - \$199,999	12.1%	17.9%	18.1%
\$200,000 - \$249,999	14.4%	9.8%	9.3%
\$250,000 - \$299,999	2.9%	2.2%	2.8%
\$300,000 - \$399,999	8.5%	7.4%	9.4%
\$400,000 - \$499,999	9.0%	6.2%	7.3%
\$500,000 - \$749,999	6.5%	4.5%	5.5%
\$750,000 - \$999,999	4.2%	6.6%	7.0%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.3%
\$1,500,000 - \$1,999,999	1.1%	2.0%	1.6%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$258,011	\$273,451	\$287,616
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,004	3,185	4,298
<\$50,000	13.8%	6.8%	6.1%
\$50,000 - \$99,999	10.2%	17.3%	15.3%
\$100,000 - \$149,999	7.8%	9.7%	8.2%
\$150,000 - \$199,999	15.1%	18.8%	17.7%
\$200,000 - \$249,999	13.7%	10.9%	9.9%
\$250,000 - \$299,999	2.8%	2.2%	2.9%
\$300,000 - \$399,999	10.8%	10.0%	11.9%
\$400,000 - \$499,999	9.1%	6.8%	9.0%
\$500,000 - \$749,999	6.8%	4.8%	6.8%
\$750,000 - \$999,999	8.1%	9.0%	9.2%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.4%
\$1,500,000 - \$1,999,999	1.5%	3.2%	2.5%
\$2,000,000 +	0.1%	0.2%	0.1%
Average Home Value	\$308,425	\$326,979	\$341,797

**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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<b>2010 Population by Age</b>			
Total	4,960	12,336	16,031
0 - 4	7.9%	7.6%	7.1%
5 - 9	7.0%	7.2%	6.9%
10 - 14	7.7%	7.8%	7.5%
15 - 24	13.9%	12.7%	12.1%
25 - 34	11.2%	12.2%	11.7%
35 - 44	11.2%	11.4%	11.3%
45 - 54	13.8%	13.5%	13.7%
55 - 64	13.5%	13.6%	14.1%
65 - 74	7.2%	7.6%	8.6%
75 - 84	4.6%	4.7%	5.2%
85 +	1.9%	1.8%	1.9%
18 +	72.4%	73.1%	74.2%
<b>2022 Population by Age</b>			
Total	4,299	11,628	15,456
0 - 4	6.7%	6.5%	6.2%
5 - 9	7.2%	6.9%	6.6%
10 - 14	7.1%	6.8%	6.5%
15 - 24	12.1%	11.5%	11.0%
25 - 34	12.1%	11.7%	11.5%
35 - 44	11.2%	12.3%	11.9%
45 - 54	11.0%	11.1%	11.3%
55 - 64	12.7%	12.6%	13.1%
65 - 74	11.9%	12.2%	12.9%
75 - 84	5.7%	5.9%	6.3%
85 +	2.3%	2.4%	2.6%
18 +	75.2%	76.2%	77.2%
<b>2027 Population by Age</b>			
Total	4,215	11,461	15,339
0 - 4	6.5%	6.1%	5.8%
5 - 9	6.6%	6.5%	6.2%
10 - 14	7.0%	6.9%	6.6%
15 - 24	11.7%	11.2%	10.7%
25 - 34	11.8%	10.8%	10.5%
35 - 44	11.1%	11.8%	11.4%
45 - 54	11.7%	12.4%	12.3%
55 - 64	11.6%	11.5%	12.1%
65 - 74	12.1%	12.4%	13.2%
75 - 84	7.4%	7.8%	8.3%
85 +	2.5%	2.6%	2.8%
18 +	75.8%	76.6%	77.5%
<b>2010 Population by Sex</b>			
Males	2,210	5,625	7,390
Females	2,750	6,711	8,639
<b>2022 Population by Sex</b>			
Males	1,943	5,359	7,197
Females	2,357	6,272	8,260
<b>2027 Population by Sex</b>			
Males	1,921	5,316	7,189
Females	2,293	6,146	8,150

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,959	12,335	16,030
White Alone	26.5%	45.0%	51.6%
Black Alone	68.9%	49.4%	43.0%
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	2.5%	3.5%	3.3%
Two or More Races	1.4%	1.3%	1.2%
Hispanic Origin	4.1%	5.4%	5.2%
Diversity Index	49.8	59.8	59.2
<b>2020 Population by Race/Ethnicity</b>			
Total	4,305	11,658	15,431
White Alone	30.0%	46.0%	52.6%
Black Alone	63.3%	46.0%	39.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	3.7%	3.7%
Two or More Races	2.8%	3.3%	3.2%
Hispanic Origin	4.6%	5.8%	5.9%
Diversity Index	55.2	62.1	61.3
<b>2022 Population by Race/Ethnicity</b>			
Total	4,300	11,632	15,457
White Alone	29.6%	45.4%	52.1%
Black Alone	63.6%	46.4%	39.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.0%	3.7%	3.7%
Two or More Races	2.9%	3.4%	3.3%
Hispanic Origin	4.7%	5.9%	5.9%
Diversity Index	55.0	62.2	61.5
<b>2027 Population by Race/Ethnicity</b>			
Total	4,215	11,463	15,340
White Alone	29.3%	45.0%	51.9%
Black Alone	63.5%	46.5%	39.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.0%	3.8%	3.8%
Two or More Races	3.2%	3.7%	3.6%
Hispanic Origin	4.7%	5.9%	5.9%
Diversity Index	55.2	62.5	61.8
<b>2010 Population by Relationship and Household Type</b>			
Total	4,960	12,336	16,029
In Households	97.7%	98.8%	98.5%
In Family Households	83.6%	85.3%	85.3%
Householder	25.7%	26.9%	27.3%
Spouse	11.7%	15.1%	16.7%
Child	37.9%	35.5%	33.9%
Other relative	5.3%	5.1%	4.8%
Nonrelative	3.0%	2.8%	2.6%
In Nonfamily Households	14.2%	13.5%	13.2%
In Group Quarters	2.3%	1.2%	1.5%
Institutionalized Population	0.3%	0.3%	0.8%
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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,876	7,950	10,777
Less than 9th Grade	1.6%	2.8%	3.4%
9th - 12th Grade, No Diploma	13.0%	10.8%	9.7%
High School Graduate	28.3%	26.0%	25.4%
GED/Alternative Credential	4.9%	3.9%	4.1%
Some College, No Degree	19.5%	23.0%	22.8%
Associate Degree	11.6%	12.6%	12.7%
Bachelor's Degree	11.3%	11.8%	12.7%
Graduate/Professional Degree	9.8%	9.2%	9.1%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,396	9,286	12,478
Never Married	45.2%	41.2%	38.1%
Married	33.4%	42.2%	44.7%
Widowed	10.2%	7.3%	7.4%
Divorced	11.2%	9.3%	9.7%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,936	5,329	6,938
Population 16+ Employed	91.4%	95.5%	95.8%
Population 16+ Unemployment rate	8.6%	4.5%	4.2%
Population 16-24 Employed	16.7%	15.4%	15.1%
Population 16-24 Unemployment rate	8.9%	5.8%	5.5%
Population 25-54 Employed	58.9%	61.0%	60.4%
Population 25-54 Unemployment rate	8.9%	4.4%	3.9%
Population 55-64 Employed	12.3%	13.0%	14.2%
Population 55-64 Unemployment rate	13.9%	6.5%	5.1%
Population 65+ Employed	12.1%	10.6%	10.4%
Population 65+ Unemployment rate	0.5%	0.2%	3.1%
<b>2022 Employed Population 16+ by Industry</b>			
Total	1,770	5,090	6,645
Agriculture/Mining	0.8%	1.0%	1.9%
Construction	3.1%	7.3%	7.9%
Manufacturing	15.3%	13.9%	12.9%
Wholesale Trade	0.5%	0.9%	1.0%
Retail Trade	19.4%	12.8%	12.6%
Transportation/Utilities	4.7%	5.4%	5.8%
Information	0.5%	1.0%	0.8%
Finance/Insurance/Real Estate	1.8%	2.8%	3.8%
Services	46.6%	47.8%	47.4%
Public Administration	7.3%	7.1%	5.9%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	1,770	5,091	6,646
White Collar	50.7%	52.3%	53.3%
Management/Business/Financial	18.6%	17.7%	18.3%
Professional	15.7%	17.7%	18.4%
Sales	12.9%	9.9%	9.1%
Administrative Support	3.4%	7.0%	7.4%
Services	20.3%	20.3%	19.2%
Blue Collar	29.0%	27.5%	27.5%
Farming/Forestry/Fishing	0.8%	0.7%	0.6%
Construction/Extraction	2.1%	5.8%	5.7%
Installation/Maintenance/Repair	2.2%	1.4%	1.6%
Production	8.4%	7.8%	7.2%
Transportation/Material Moving	15.5%	11.8%	12.4%

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<b>2010 Households by Type</b>			
Total	1,936	4,796	6,146
Households with 1 Person	29.1%	26.9%	26.0%
Households with 2+ People	70.9%	73.1%	74.0%
Family Households	67.4%	69.6%	70.5%
Husband-wife Families	30.8%	39.1%	43.0%
With Related Children	12.8%	16.1%	17.0%
Other Family (No Spouse Present)	36.6%	30.5%	27.6%
Other Family with Male Householder	4.9%	4.8%	4.6%
With Related Children	2.6%	2.8%	2.7%
Other Family with Female Householder	31.8%	25.7%	23.0%
With Related Children	22.4%	17.9%	15.8%
Nonfamily Households	3.5%	3.5%	3.5%
All Households with Children	38.3%	37.3%	36.0%
Multigenerational Households	7.9%	6.5%	6.1%
Unmarried Partner Households	6.4%	5.7%	5.4%
Male-female	5.9%	5.3%	5.0%
Same-sex	0.5%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	1,937	4,796	6,147
1 Person Household	29.1%	26.9%	25.9%
2 Person Household	29.2%	32.1%	33.7%
3 Person Household	17.8%	17.3%	17.1%
4 Person Household	13.3%	13.3%	13.4%
5 Person Household	6.1%	6.2%	5.8%
6 Person Household	2.5%	2.4%	2.3%
7 + Person Household	2.1%	1.8%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,936	4,796	6,146
Owner Occupied	53.9%	62.8%	66.9%
Owned with a Mortgage/Loan	28.6%	37.2%	40.4%
Owned Free and Clear	25.3%	25.7%	26.5%
Renter Occupied	46.1%	37.2%	33.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	86	123	123
Percent of Income for Mortgage	29.5%	20.6%	20.4%
Wealth Index	41	47	51
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,378	5,602	7,136
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	96.6%	88.3%	75.6%
Rural Housing Units	3.4%	11.7%	24.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,960	12,336	16,030
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	96.1%	87.4%	74.7%
Rural Population	3.9%	12.6%	25.3%

**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.	Modest Income Homes (12D)	Midlife Constants (5E)	Midlife Constants (5E)
2.	Midlife Constants (5E)	Modest Income Homes (12D)	Rural Bypasses (10E)
3.	City Commons (11E)	Rural Bypasses (10E)	Rooted Rural (10B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,291,592	\$6,852,226	\$9,433,319
Average Spent	\$1,257.04	\$1,438.64	\$1,515.88
Spending Potential Index	52	60	63
Education: Total \$	\$1,624,799	\$4,597,191	\$6,207,041
Average Spent	\$891.28	\$965.19	\$997.44
Spending Potential Index	45	49	51
Entertainment/Recreation: Total \$	\$3,463,674	\$11,412,687	\$16,080,017
Average Spent	\$1,899.99	\$2,396.11	\$2,583.97
Spending Potential Index	52	65	70
Food at Home: Total \$	\$6,027,507	\$19,378,315	\$27,327,750
Average Spent	\$3,306.37	\$4,068.51	\$4,391.41
Spending Potential Index	53	66	71
Food Away from Home: Total \$	\$4,022,551	\$12,288,712	\$17,154,953
Average Spent	\$2,206.56	\$2,580.04	\$2,756.70
Spending Potential Index	51	60	64
Health Care: Total \$	\$7,181,796	\$23,563,028	\$33,374,739
Average Spent	\$3,939.55	\$4,947.10	\$5,363.13
Spending Potential Index	56	70	76
HH Furnishings & Equipment: Total \$	\$2,387,334	\$7,406,659	\$10,358,456
Average Spent	\$1,309.56	\$1,555.04	\$1,664.54
Spending Potential Index	51	61	65
Personal Care Products & Services: Total \$	\$969,109	\$2,924,236	\$4,004,632
Average Spent	\$531.60	\$613.95	\$643.52
Spending Potential Index	52	60	63
Shelter: Total \$	\$20,488,183	\$60,216,289	\$81,569,543
Average Spent	\$11,238.72	\$12,642.51	\$13,107.75
Spending Potential Index	49	55	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,441,064	\$8,228,795	\$11,665,313
Average Spent	\$1,339.04	\$1,727.65	\$1,874.55
Spending Potential Index	49	64	69
Travel: Total \$	\$2,462,793	\$7,521,374	\$10,298,640
Average Spent	\$1,350.96	\$1,579.13	\$1,654.93
Spending Potential Index	47	55	58
Vehicle Maintenance & Repairs: Total \$	\$1,253,364	\$4,073,122	\$5,782,552
Average Spent	\$687.53	\$855.16	\$929.22
Spending Potential Index	55	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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.