

Grove Park Shopping Center
1370 Chestnut St, Orangeburg, South Carolina, 29115
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.51369
Longitude: -80.86162

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,995	27,163	38,591
2020 Total Population	5,761	25,106	35,445
2020 Group Quarters	332	3,393	3,525
2022 Total Population	5,647	24,609	34,744
2022 Group Quarters	332	3,393	3,525
2027 Total Population	5,484	23,894	33,692
2022-2027 Annual Rate	-0.58%	-0.59%	-0.61%
2022 Total Daytime Population	8,427	33,725	42,974
Workers	5,692	20,001	23,660
Residents	2,735	13,724	19,314
Household Summary			
2010 Households	2,518	10,375	14,759
2010 Average Household Size	2.22	2.32	2.40
2020 Total Households	2,578	9,644	13,785
2020 Average Household Size	2.11	2.25	2.32
2022 Total Households	2,542	9,462	13,523
2022 Average Household Size	2.09	2.24	2.31
2027 Total Households	2,489	9,199	13,146
2027 Average Household Size	2.07	2.23	2.29
2022-2027 Annual Rate	-0.42%	-0.56%	-0.56%
2010 Families	1,390	6,040	8,981
2010 Average Family Size	2.94	2.96	3.01
2022 Total Families	1,326	5,269	7,893
2022 Average Family Size	2.86	2.95	2.99
2027 Total Families	1,290	5,091	7,628
2027 Average Family Size	2.83	2.94	2.97
2022-2027 Annual Rate	-0.55%	-0.68%	-0.68%
Housing Unit Summary			
2000 Housing Units	2,757	11,375	15,791
Owner Occupied Housing Units	47.9%	52.3%	57.8%
Renter Occupied Housing Units	39.0%	34.7%	30.8%
Vacant Housing Units	13.2%	13.0%	11.5%
2010 Housing Units	2,953	12,160	16,996
Owner Occupied Housing Units	40.2%	44.8%	49.2%
Renter Occupied Housing Units	45.1%	40.5%	37.6%
Vacant Housing Units	14.7%	14.7%	13.2%
2020 Housing Units	3,067	12,058	16,779
Vacant Housing Units	15.9%	20.0%	17.8%
2022 Housing Units	3,047	11,935	16,608
Owner Occupied Housing Units	34.2%	38.6%	43.1%
Renter Occupied Housing Units	49.3%	40.7%	38.3%
Vacant Housing Units	16.6%	20.7%	18.6%
2027 Housing Units	2,992	11,660	16,237
Owner Occupied Housing Units	34.5%	39.2%	43.8%
Renter Occupied Housing Units	48.7%	39.7%	37.2%
Vacant Housing Units	16.8%	21.1%	19.0%
Median Household Income			
2022	\$34,438	\$37,689	\$39,516
2027	\$37,290	\$40,837	\$43,089
Median Home Value			
2022	\$111,226	\$125,194	\$121,966
2027	\$125,175	\$139,933	\$138,307
Per Capita Income			
2022	\$24,187	\$21,815	\$22,794
2027	\$26,321	\$24,128	\$25,455
Median Age			
2010	35.2	32.6	33.9
2022	37.6	34.1	35.7
2027	38.7	35.4	37.1

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	2,542	9,462	13,523
<\$15,000	22.4%	24.0%	22.5%
\$15,000 - \$24,999	12.4%	11.5%	10.9%
\$25,000 - \$34,999	15.9%	11.1%	11.0%
\$35,000 - \$49,999	15.1%	14.6%	14.9%
\$50,000 - \$74,999	10.0%	12.1%	13.1%
\$75,000 - \$99,999	12.2%	9.9%	9.7%
\$100,000 - \$149,999	9.1%	12.6%	13.6%
\$150,000 - \$199,999	1.1%	3.2%	3.4%
\$200,000+	1.8%	0.9%	1.0%
Average Household Income	\$53,553	\$55,752	\$57,613
2027 Households by Income			
Household Income Base	2,489	9,199	13,146
<\$15,000	18.2%	20.3%	18.7%
\$15,000 - \$24,999	8.6%	8.8%	8.5%
\$25,000 - \$34,999	18.9%	12.5%	12.1%
\$35,000 - \$49,999	20.2%	17.5%	17.2%
\$50,000 - \$74,999	11.2%	13.1%	14.1%
\$75,000 - \$99,999	10.6%	9.4%	9.4%
\$100,000 - \$149,999	9.0%	13.0%	14.3%
\$150,000 - \$199,999	1.5%	4.4%	4.7%
\$200,000+	1.9%	1.0%	1.0%
Average Household Income	\$57,805	\$61,747	\$64,295
2022 Owner Occupied Housing Units by Value			
Total	1,041	4,601	7,161
<\$50,000	10.0%	10.9%	13.6%
\$50,000 - \$99,999	33.1%	27.8%	27.5%
\$100,000 - \$149,999	30.2%	22.4%	20.2%
\$150,000 - \$199,999	12.2%	15.1%	13.9%
\$200,000 - \$249,999	3.9%	6.5%	5.9%
\$250,000 - \$299,999	2.6%	4.7%	5.6%
\$300,000 - \$399,999	4.4%	4.5%	4.7%
\$400,000 - \$499,999	0.5%	5.3%	5.7%
\$500,000 - \$749,999	1.0%	1.3%	1.5%
\$750,000 - \$999,999	0.1%	0.4%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	1.8%	0.9%	0.6%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$159,119	\$177,380	\$174,347
2027 Owner Occupied Housing Units by Value			
Total	1,032	4,564	7,104
<\$50,000	9.5%	9.8%	12.2%
\$50,000 - \$99,999	26.6%	24.5%	24.3%
\$100,000 - \$149,999	27.6%	19.7%	17.7%
\$150,000 - \$199,999	12.5%	15.4%	14.4%
\$200,000 - \$249,999	10.2%	9.3%	8.2%
\$250,000 - \$299,999	2.9%	5.5%	7.0%
\$300,000 - \$399,999	5.1%	4.6%	4.8%
\$400,000 - \$499,999	0.5%	6.5%	7.1%
\$500,000 - \$749,999	1.4%	1.7%	2.0%
\$750,000 - \$999,999	0.0%	1.0%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	3.7%	1.7%	1.1%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$202,837	\$209,098	\$203,562

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	5,996	27,164	38,592
0 - 4	7.5%	6.3%	6.7%
5 - 9	5.3%	5.3%	5.7%
10 - 14	5.0%	5.1%	5.6%
15 - 24	18.1%	24.4%	21.5%
25 - 34	13.9%	11.3%	11.7%
35 - 44	11.4%	9.5%	10.2%
45 - 54	11.8%	11.4%	12.2%
55 - 64	11.7%	11.7%	12.1%
65 - 74	8.1%	7.9%	7.8%
75 - 84	5.0%	4.9%	4.6%
85 +	2.3%	2.2%	2.0%
18 +	78.9%	80.0%	78.3%
2022 Population by Age			
Total	5,645	24,608	34,742
0 - 4	6.7%	5.5%	5.7%
5 - 9	5.1%	5.2%	5.7%
10 - 14	4.8%	5.1%	5.6%
15 - 24	14.5%	21.6%	18.3%
25 - 34	15.8%	13.8%	13.9%
35 - 44	10.8%	9.7%	10.5%
45 - 54	10.4%	9.0%	9.7%
55 - 64	11.5%	10.5%	11.3%
65 - 74	11.2%	10.6%	10.9%
75 - 84	6.8%	6.2%	6.0%
85 +	2.5%	2.7%	2.4%
18 +	80.7%	81.3%	79.9%
2027 Population by Age			
Total	5,483	23,894	33,694
0 - 4	6.8%	5.5%	5.7%
5 - 9	4.9%	5.0%	5.4%
10 - 14	4.7%	5.0%	5.6%
15 - 24	14.4%	22.2%	19.0%
25 - 34	14.5%	11.8%	11.6%
35 - 44	12.0%	11.2%	11.8%
45 - 54	10.2%	9.1%	9.8%
55 - 64	10.5%	9.5%	10.3%
65 - 74	11.2%	10.4%	10.9%
75 - 84	8.2%	7.4%	7.3%
85 +	2.7%	2.9%	2.7%
18 +	80.8%	81.4%	80.0%
2010 Population by Sex			
Males	2,843	12,427	17,756
Females	3,152	14,735	20,835
2022 Population by Sex			
Males	2,649	11,320	16,074
Females	2,998	13,289	18,670
2027 Population by Sex			
Males	2,589	11,035	15,648
Females	2,895	12,859	18,045

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	5,996	27,161	38,591
White Alone	23.0%	19.7%	22.5%
Black Alone	71.9%	76.4%	73.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.9%	1.7%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	1.1%
Two or More Races	0.9%	1.1%	1.1%
Hispanic Origin	1.9%	1.9%	2.3%
Diversity Index	45.0	39.9	43.4
2020 Population by Race/Ethnicity			
Total	5,761	25,106	35,445
White Alone	18.5%	16.8%	19.5%
Black Alone	74.2%	77.3%	74.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	2.3%	1.9%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	1.5%
Two or More Races	2.2%	2.2%	2.4%
Hispanic Origin	1.9%	1.8%	2.3%
Diversity Index	43.6	39.6	43.7
2022 Population by Race/Ethnicity			
Total	5,646	24,608	34,744
White Alone	18.2%	16.4%	19.2%
Black Alone	74.3%	77.5%	74.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	2.3%	2.0%
Pacific Islander Alone	0.4%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	1.5%
Two or More Races	2.2%	2.2%	2.5%
Hispanic Origin	1.9%	1.8%	2.3%
Diversity Index	43.6	39.4	43.5
2027 Population by Race/Ethnicity			
Total	5,484	23,894	33,692
White Alone	17.6%	15.8%	18.6%
Black Alone	74.2%	77.6%	74.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.8%	2.5%	2.1%
Pacific Islander Alone	0.4%	0.1%	0.1%
Some Other Race Alone	1.2%	1.1%	1.6%
Two or More Races	2.5%	2.5%	2.8%
Hispanic Origin	2.0%	1.8%	2.4%
Diversity Index	43.8	39.4	43.7
2010 Population by Relationship and Household Type			
Total	5,995	27,162	38,591
In Households	93.1%	88.6%	91.7%
In Family Households	70.1%	68.0%	72.7%
Householder	23.2%	22.0%	23.2%
Spouse	11.8%	11.2%	12.1%
Child	28.2%	27.7%	30.0%
Other relative	5.0%	4.8%	4.9%
Nonrelative	2.0%	2.3%	2.5%
In Nonfamily Households	23.0%	20.6%	19.0%
In Group Quarters	6.9%	11.4%	8.3%
Institutionalized Population	5.3%	2.0%	1.7%
Noninstitutionalized Population	1.6%	9.4%	6.6%

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	3,886	15,394	22,460
Less than 9th Grade	2.1%	1.9%	2.1%
9th - 12th Grade, No Diploma	7.2%	7.6%	7.9%
High School Graduate	17.4%	20.2%	21.7%
GED/Alternative Credential	1.7%	1.9%	2.1%
Some College, No Degree	19.0%	18.7%	18.4%
Associate Degree	19.0%	17.7%	17.1%
Bachelor's Degree	18.7%	16.8%	16.2%
Graduate/Professional Degree	14.7%	15.1%	14.6%
2022 Population 15+ by Marital Status			
Total	4,704	20,711	28,831
Never Married	45.3%	50.7%	47.6%
Married	38.0%	34.2%	36.4%
Widowed	5.8%	8.7%	9.2%
Divorced	10.9%	6.4%	6.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,140	11,919	16,756
Population 16+ Employed	91.2%	91.8%	92.8%
Population 16+ Unemployment rate	8.8%	8.2%	7.2%
Population 16-24 Employed	14.6%	18.5%	16.9%
Population 16-24 Unemployment rate	5.2%	9.8%	8.9%
Population 25-54 Employed	57.8%	57.1%	58.9%
Population 25-54 Unemployment rate	9.4%	8.3%	7.3%
Population 55-64 Employed	14.8%	14.6%	15.4%
Population 55-64 Unemployment rate	16.0%	11.0%	8.7%
Population 65+ Employed	12.8%	9.8%	8.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2022 Employed Population 16+ by Industry			
Total	2,865	10,937	15,555
Agriculture/Mining	0.0%	0.2%	0.6%
Construction	2.8%	2.4%	3.3%
Manufacturing	16.3%	16.6%	18.5%
Wholesale Trade	0.0%	1.8%	2.1%
Retail Trade	12.5%	10.8%	10.0%
Transportation/Utilities	5.3%	5.3%	6.0%
Information	1.0%	1.1%	1.1%
Finance/Insurance/Real Estate	2.9%	5.3%	4.6%
Services	55.1%	51.5%	49.1%
Public Administration	3.9%	4.9%	4.8%
2022 Employed Population 16+ by Occupation			
Total	2,867	10,937	15,558
White Collar	51.6%	57.9%	56.4%
Management/Business/Financial	9.8%	11.5%	12.0%
Professional	24.2%	22.3%	22.1%
Sales	9.5%	10.2%	10.0%
Administrative Support	8.1%	13.8%	12.3%
Services	25.1%	17.2%	15.8%
Blue Collar	23.4%	25.0%	27.9%
Farming/Forestry/Fishing	0.0%	0.4%	0.7%
Construction/Extraction	4.4%	2.4%	3.5%
Installation/Maintenance/Repair	1.7%	2.3%	2.5%
Production	6.7%	9.4%	11.0%
Transportation/Material Moving	10.5%	10.4%	10.2%

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2010 Households by Type			
Total	2,518	10,375	14,759
Households with 1 Person	37.4%	33.6%	31.9%
Households with 2+ People	62.6%	66.4%	68.1%
Family Households	55.2%	58.2%	60.9%
Husband-wife Families	28.0%	29.7%	31.8%
With Related Children	10.5%	10.9%	12.3%
Other Family (No Spouse Present)	27.2%	28.5%	29.1%
Other Family with Male Householder	4.5%	4.9%	5.1%
With Related Children	2.1%	2.3%	2.6%
Other Family with Female Householder	22.7%	23.6%	23.9%
With Related Children	15.9%	15.7%	16.0%
Nonfamily Households	7.4%	8.1%	7.2%
All Households with Children	29.0%	29.3%	31.4%
Multigenerational Households	4.8%	5.5%	5.9%
Unmarried Partner Households	5.7%	6.0%	6.3%
Male-female	5.2%	5.5%	5.8%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	2,518	10,374	14,759
1 Person Household	37.4%	33.7%	31.9%
2 Person Household	32.0%	31.7%	31.2%
3 Person Household	14.8%	16.0%	16.7%
4 Person Household	8.5%	10.4%	11.2%
5 Person Household	4.3%	4.8%	5.3%
6 Person Household	1.7%	2.0%	2.1%
7 + Person Household	1.3%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	2,518	10,374	14,759
Owner Occupied	47.1%	52.5%	56.7%
Owned with a Mortgage/Loan	28.3%	31.2%	34.0%
Owned Free and Clear	18.8%	21.4%	22.7%
Renter Occupied	52.9%	47.5%	43.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	145	141	153
Percent of Income for Mortgage	17.0%	17.5%	16.3%
Wealth Index	37	39	41
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,953	12,160	16,996
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	100.0%	92.6%	80.5%
Rural Housing Units	0.0%	7.4%	19.4%
2010 Population By Urban/ Rural Status			
Total Population	5,995	27,163	38,591
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	100.0%	92.9%	80.2%
Rural Population	0.0%	7.1%	19.8%

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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Top 3 Tapestry Segments			
1.	City Commons (11E)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Rural Bypasses (10E)
3.	Set to Impress (11D)	City Commons (11E)	Midlife Constants (5E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$3,340,299	\$12,526,375	\$18,294,772
Average Spent	\$1,314.04	\$1,323.86	\$1,352.86
Spending Potential Index	55	55	56
Education: Total \$	\$2,511,638	\$9,390,646	\$13,340,699
Average Spent	\$988.06	\$992.46	\$986.52
Spending Potential Index	50	51	50
Entertainment/Recreation: Total \$	\$4,832,824	\$18,896,031	\$28,281,153
Average Spent	\$1,901.19	\$1,997.04	\$2,091.34
Spending Potential Index	52	54	57
Food at Home: Total \$	\$8,544,859	\$32,633,998	\$48,930,489
Average Spent	\$3,361.47	\$3,448.95	\$3,618.32
Spending Potential Index	54	56	58
Food Away from Home: Total \$	\$5,819,027	\$22,066,303	\$32,669,034
Average Spent	\$2,289.15	\$2,332.10	\$2,415.81
Spending Potential Index	53	54	56
Health Care: Total \$	\$9,613,017	\$37,933,984	\$57,293,081
Average Spent	\$3,781.67	\$4,009.09	\$4,236.71
Spending Potential Index	53	57	60
HH Furnishings & Equipment: Total \$	\$3,343,643	\$13,047,728	\$19,426,528
Average Spent	\$1,315.36	\$1,378.96	\$1,436.55
Spending Potential Index	51	54	56
Personal Care Products & Services: Total \$	\$1,390,196	\$5,273,876	\$7,705,644
Average Spent	\$546.89	\$557.37	\$569.82
Spending Potential Index	54	55	56
Shelter: Total \$	\$30,129,483	\$113,540,495	\$163,853,148
Average Spent	\$11,852.67	\$11,999.63	\$12,116.63
Spending Potential Index	52	52	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,363,431	\$13,571,505	\$20,556,098
Average Spent	\$1,323.14	\$1,434.32	\$1,520.08
Spending Potential Index	49	53	56
Travel: Total \$	\$3,493,909	\$13,739,412	\$20,103,999
Average Spent	\$1,374.47	\$1,452.06	\$1,486.65
Spending Potential Index	48	51	52
Vehicle Maintenance & Repairs: Total \$	\$1,752,554	\$6,773,001	\$10,217,804
Average Spent	\$689.44	\$715.81	\$755.59
Spending Potential Index	55	57	60

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.