

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
Population Summary			
2010 Total Population	1,825	6,428	12,629
2020 Total Population	2,235	8,122	15,325
2020 Group Quarters	39	56	101
2022 Total Population	2,283	8,445	15,812
2022 Group Quarters	39	56	101
2027 Total Population	2,361	8,920	16,501
2022-2027 Annual Rate	0.67%	1.10%	0.86%
2022 Total Daytime Population	3,408	9,511	16,833
Workers	1,819	4,305	7,982
Residents	1,589	5,206	8,851
Household Summary			
2010 Households	923	3,059	5,787
2010 Average Household Size	1.96	2.10	2.18
2020 Total Households	1,133	3,873	7,125
2020 Average Household Size	1.94	2.08	2.14
2022 Total Households	1,162	4,048	7,403
2022 Average Household Size	1.93	2.07	2.12
2027 Total Households	1,205	4,298	7,793
2027 Average Household Size	1.93	2.06	2.10
2022-2027 Annual Rate	0.73%	1.21%	1.03%
2010 Families	619	2,039	3,881
2010 Average Family Size	2.36	2.54	2.63
2022 Total Families	749	2,604	4,778
2022 Average Family Size	2.39	2.58	2.63
2027 Total Families	773	2,752	5,009
2027 Average Family Size	2.38	2.58	2.61
2022-2027 Annual Rate	0.63%	1.11%	0.95%
Housing Unit Summary			
2000 Housing Units	1,965	4,363	7,748
Owner Occupied Housing Units	30.1%	43.1%	48.9%
Renter Occupied Housing Units	6.9%	9.9%	9.8%
Vacant Housing Units	63.1%	47.1%	41.3%
2010 Housing Units	2,371	5,722	9,975
Owner Occupied Housing Units	29.1%	42.1%	46.9%
Renter Occupied Housing Units	9.7%	11.3%	11.1%
Vacant Housing Units	61.1%	46.5%	42.0%
2020 Housing Units	2,477	6,258	10,939
Vacant Housing Units	54.3%	38.1%	34.9%
2022 Housing Units	2,521	6,476	11,292
Owner Occupied Housing Units	36.3%	47.7%	52.2%
Renter Occupied Housing Units	9.8%	14.8%	13.4%
Vacant Housing Units	53.9%	37.5%	34.4%
2027 Housing Units	2,571	6,747	11,728
Owner Occupied Housing Units	37.3%	49.2%	53.5%
Renter Occupied Housing Units	9.6%	14.5%	13.0%
Vacant Housing Units	53.1%	36.3%	33.6%
Median Household Income			
2022	\$82,911	\$79,307	\$72,399
2027	\$93,138	\$91,679	\$83,161
Median Home Value			
2022	\$480,465	\$413,281	\$405,693
2027	\$576,923	\$463,520	\$469,936
Per Capita Income			
2022	\$60,680	\$56,102	\$52,515
2027	\$68,054	\$62,724	\$59,217
Median Age			
2010	61.3	58.0	55.0
2022	65.5	61.9	59.1
2027	66.9	63.7	60.7

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	1,162	4,048	7,403
<\$15,000	4.0%	8.8%	7.6%
\$15,000 - \$24,999	5.8%	6.0%	6.6%
\$25,000 - \$34,999	7.4%	8.7%	9.8%
\$35,000 - \$49,999	10.5%	7.3%	9.8%
\$50,000 - \$74,999	17.8%	17.0%	17.6%
\$75,000 - \$99,999	11.9%	10.3%	10.2%
\$100,000 - \$149,999	18.6%	19.5%	18.2%
\$150,000 - \$199,999	13.3%	11.4%	10.2%
\$200,000+	10.8%	11.0%	10.1%
Average Household Income	\$121,038	\$117,384	\$110,928
2027 Households by Income			
Household Income Base	1,205	4,298	7,793
<\$15,000	3.1%	6.5%	5.7%
\$15,000 - \$24,999	4.2%	4.8%	6.1%
\$25,000 - \$34,999	6.2%	7.7%	9.3%
\$35,000 - \$49,999	9.9%	7.6%	8.4%
\$50,000 - \$74,999	18.8%	16.9%	17.1%
\$75,000 - \$99,999	10.1%	8.8%	9.1%
\$100,000 - \$149,999	18.2%	20.5%	19.4%
\$150,000 - \$199,999	18.0%	15.6%	14.3%
\$200,000+	11.5%	11.4%	10.7%
Average Household Income	\$135,214	\$130,562	\$124,053
2022 Owner Occupied Housing Units by Value			
Total	914	3,088	5,895
<\$50,000	0.2%	1.9%	3.5%
\$50,000 - \$99,999	0.4%	4.0%	6.2%
\$100,000 - \$149,999	0.2%	1.4%	3.2%
\$150,000 - \$199,999	1.3%	6.2%	7.1%
\$200,000 - \$249,999	2.3%	6.2%	4.7%
\$250,000 - \$299,999	6.7%	8.6%	7.6%
\$300,000 - \$399,999	19.8%	19.0%	16.5%
\$400,000 - \$499,999	23.5%	20.7%	19.2%
\$500,000 - \$749,999	30.4%	20.3%	21.0%
\$750,000 - \$999,999	13.5%	8.2%	6.8%
\$1,000,000 - \$1,499,999	0.8%	0.9%	1.3%
\$1,500,000 - \$1,999,999	0.2%	0.6%	1.0%
\$2,000,000 +	0.4%	2.0%	1.7%
Average Home Value	\$533,909	\$479,372	\$461,645
2027 Owner Occupied Housing Units by Value			
Total	958	3,319	6,270
<\$50,000	0.1%	0.8%	1.7%
\$50,000 - \$99,999	0.2%	2.0%	2.9%
\$100,000 - \$149,999	0.1%	0.9%	2.4%
\$150,000 - \$199,999	0.6%	5.9%	7.2%
\$200,000 - \$249,999	1.0%	5.4%	4.5%
\$250,000 - \$299,999	4.8%	7.7%	6.6%
\$300,000 - \$399,999	13.7%	14.7%	12.4%
\$400,000 - \$499,999	20.3%	19.9%	17.6%
\$500,000 - \$749,999	29.9%	21.8%	22.8%
\$750,000 - \$999,999	26.2%	15.4%	13.7%
\$1,000,000 - \$1,499,999	2.4%	2.4%	4.1%
\$1,500,000 - \$1,999,999	0.3%	0.9%	2.2%
\$2,000,000 +	0.4%	2.3%	1.9%
Average Home Value	\$616,675	\$554,452	\$563,692

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.

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2010 Population by Age			
Total	1,827	6,429	12,628
0 - 4	1.7%	3.2%	3.4%
5 - 9	3.7%	4.2%	4.4%
10 - 14	3.7%	4.4%	5.0%
15 - 24	5.7%	6.4%	7.3%
25 - 34	5.3%	6.1%	6.4%
35 - 44	7.6%	9.0%	10.2%
45 - 54	10.8%	11.6%	13.2%
55 - 64	20.1%	19.7%	19.1%
65 - 74	24.3%	20.9%	18.9%
75 - 84	11.4%	10.4%	9.0%
85 +	5.5%	4.0%	3.1%
18 +	88.5%	85.5%	83.9%
2022 Population by Age			
Total	2,283	8,444	15,812
0 - 4	1.6%	2.5%	2.8%
5 - 9	2.0%	3.1%	3.5%
10 - 14	2.5%	3.5%	4.2%
15 - 24	5.5%	6.3%	6.8%
25 - 34	4.7%	5.9%	6.5%
35 - 44	5.7%	7.0%	8.5%
45 - 54	9.2%	10.5%	11.3%
55 - 64	17.6%	17.1%	17.4%
65 - 74	27.5%	24.4%	23.0%
75 - 84	18.4%	15.0%	12.4%
85 +	5.5%	4.6%	3.7%
18 +	91.9%	88.6%	86.8%
2027 Population by Age			
Total	2,362	8,918	16,502
0 - 4	1.5%	2.4%	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	4.2%	5.4%	6.1%
35 - 44	6.1%	7.1%	8.6%
45 - 54	7.6%	9.1%	10.3%
55 - 64	16.8%	16.4%	16.3%
65 - 74	26.7%	23.9%	22.7%
75 - 84	21.8%	18.3%	15.2%
85 +	6.7%	5.4%	4.3%
18 +	92.9%	89.3%	87.3%
2010 Population by Sex			
Males	849	3,001	5,994
Females	976	3,427	6,634
2022 Population by Sex			
Males	1,077	4,004	7,598
Females	1,205	4,441	8,214
2027 Population by Sex			
Males	1,116	4,248	7,960
Females	1,245	4,672	8,541

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	1,825	6,428	12,629
White Alone	95.5%	87.1%	86.8%
Black Alone	3.1%	11.3%	11.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.5%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	0.3%	0.6%	0.8%
Hispanic Origin	0.5%	0.9%	1.4%
Diversity Index	9.7	24.2	25.4
2020 Population by Race/Ethnicity			
Total	2,235	8,122	15,325
White Alone	93.3%	86.7%	86.0%
Black Alone	2.3%	7.8%	8.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.3%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	1.0%	1.0%
Two or More Races	3.0%	3.8%	3.8%
Hispanic Origin	2.1%	2.7%	2.6%
Diversity Index	16.3	28.2	28.9
2022 Population by Race/Ethnicity			
Total	2,283	8,443	15,812
White Alone	93.0%	86.0%	85.5%
Black Alone	2.4%	8.3%	8.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	1.1%	1.1%
Two or More Races	3.2%	3.9%	4.0%
Hispanic Origin	2.1%	2.8%	2.6%
Diversity Index	16.8	29.2	29.7
2027 Population by Race/Ethnicity			
Total	2,361	8,920	16,501
White Alone	92.7%	85.1%	84.7%
Black Alone	2.5%	8.7%	9.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.3%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	1.1%	1.1%
Two or More Races	3.4%	4.4%	4.4%
Hispanic Origin	2.1%	2.8%	2.6%
Diversity Index	17.4	30.6	31.0
2010 Population by Relationship and Household Type			
Total	1,825	6,428	12,629
In Households	99.3%	99.7%	99.9%
In Family Households	80.6%	81.6%	82.0%
Householder	33.4%	31.8%	31.0%
Spouse	30.6%	27.7%	26.2%
Child	14.8%	19.3%	21.4%
Other relative	1.3%	1.9%	2.3%
Nonrelative	0.5%	0.9%	1.1%
In Nonfamily Households	18.7%	18.1%	17.9%
In Group Quarters	0.7%	0.3%	0.1%
Institutionalized Population	0.7%	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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2022 Population 25+ by Educational Attainment			
Total	2,020	7,142	13,066
Less than 9th Grade	0.1%	2.6%	2.3%
9th - 12th Grade, No Diploma	0.0%	1.5%	2.7%
High School Graduate	15.3%	17.3%	18.8%
GED/Alternative Credential	1.7%	2.5%	2.3%
Some College, No Degree	18.3%	18.6%	18.7%
Associate Degree	6.7%	7.5%	8.4%
Bachelor's Degree	33.8%	27.0%	27.5%
Graduate/Professional Degree	24.1%	22.9%	19.3%
2022 Population 15+ by Marital Status			
Total	2,145	7,672	14,138
Never Married	10.6%	14.8%	19.7%
Married	72.4%	70.0%	63.9%
Widowed	9.3%	8.1%	7.5%
Divorced	7.6%	7.1%	8.9%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	729	3,387	7,295
Population 16+ Employed	96.3%	97.2%	97.1%
Population 16+ Unemployment rate	3.6%	2.8%	2.9%
Population 16-24 Employed	7.3%	8.1%	9.1%
Population 16-24 Unemployment rate	27.1%	19.8%	11.2%
Population 25-54 Employed	47.2%	49.3%	50.5%
Population 25-54 Unemployment rate	0.0%	0.1%	0.9%
Population 55-64 Employed	23.5%	22.3%	23.0%
Population 55-64 Unemployment rate	2.4%	1.7%	3.4%
Population 65+ Employed	22.1%	20.3%	17.4%
Population 65+ Unemployment rate	2.5%	2.3%	3.5%
2022 Employed Population 16+ by Industry			
Total	702	3,291	7,081
Agriculture/Mining	0.1%	1.7%	2.5%
Construction	5.3%	5.9%	6.5%
Manufacturing	15.0%	10.1%	8.2%
Wholesale Trade	3.6%	3.3%	2.6%
Retail Trade	21.9%	16.2%	13.4%
Transportation/Utilities	3.4%	3.3%	3.6%
Information	0.1%	0.6%	0.6%
Finance/Insurance/Real Estate	12.3%	9.5%	7.9%
Services	38.3%	48.3%	53.1%
Public Administration	0.1%	1.1%	1.8%
2022 Employed Population 16+ by Occupation			
Total	702	3,293	7,081
White Collar	70.9%	65.1%	60.6%
Management/Business/Financial	27.1%	23.4%	19.1%
Professional	15.5%	17.6%	20.1%
Sales	20.9%	17.1%	13.9%
Administrative Support	7.4%	7.0%	7.4%
Services	9.7%	17.9%	23.3%
Blue Collar	19.4%	17.0%	16.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.6%
Construction/Extraction	4.0%	4.5%	4.9%
Installation/Maintenance/Repair	2.0%	2.1%	1.7%
Production	5.4%	5.8%	4.5%
Transportation/Material Moving	8.0%	4.5%	4.4%

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2010 Households by Type			
Total	922	3,059	5,787
Households with 1 Person	28.4%	29.1%	27.9%
Households with 2+ People	71.6%	70.9%	72.1%
Family Households	67.1%	66.7%	67.1%
Husband-wife Families	61.5%	58.1%	56.7%
With Related Children	9.9%	11.6%	13.1%
Other Family (No Spouse Present)	5.6%	8.6%	10.4%
Other Family with Male Householder	1.5%	1.7%	2.5%
With Related Children	1.0%	1.1%	1.4%
Other Family with Female Householder	4.1%	6.9%	7.9%
With Related Children	2.2%	4.2%	4.6%
Nonfamily Households	4.4%	4.2%	5.0%
All Households with Children	13.1%	17.0%	19.3%
Multigenerational Households	1.1%	2.0%	2.2%
Unmarried Partner Households	2.8%	3.8%	4.5%
Male-female	2.3%	3.1%	3.7%
Same-sex	0.5%	0.7%	0.7%
2010 Households by Size			
Total	922	3,060	5,786
1 Person Household	28.4%	29.1%	27.9%
2 Person Household	54.7%	49.8%	47.9%
3 Person Household	8.8%	9.9%	11.4%
4 Person Household	5.9%	7.2%	8.3%
5 Person Household	1.8%	2.9%	3.3%
6 Person Household	0.2%	0.7%	0.8%
7 + Person Household	0.2%	0.5%	0.4%
2010 Households by Tenure and Mortgage Status			
Total	922	3,060	5,787
Owner Occupied	74.9%	78.8%	80.9%
Owned with a Mortgage/Loan	47.5%	49.8%	50.8%
Owned Free and Clear	27.4%	29.0%	30.1%
Renter Occupied	25.1%	21.2%	19.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	86	95	88
Percent of Income for Mortgage	30.5%	27.5%	29.5%
Wealth Index	154	146	136
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,371	5,722	9,975
Housing Units Inside Urbanized Area	0.0%	0.0%	11.7%
Housing Units Inside Urbanized Cluster	91.6%	79.2%	69.3%
Rural Housing Units	8.4%	20.7%	18.9%
2010 Population By Urban/ Rural Status			
Total Population	1,825	6,428	12,629
Population Inside Urbanized Area	0.0%	0.0%	15.2%
Population Inside Urbanized Cluster	86.1%	80.3%	70.7%
Rural Population	13.9%	19.7%	14.1%

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.	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
2.		Rooted Rural (10B)	Senior Escapes (9D)
3.		Exurbanites (1E)	The Great Outdoors (6C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$3,022,205	\$10,247,124	\$17,748,695
Average Spent	\$2,600.86	\$2,531.40	\$2,397.50
Spending Potential Index	108	105	100
Education: Total \$	\$2,387,468	\$7,883,180	\$13,764,516
Average Spent	\$2,054.62	\$1,947.43	\$1,859.32
Spending Potential Index	105	99	95
Entertainment/Recreation: Total \$	\$4,937,102	\$17,011,345	\$29,402,710
Average Spent	\$4,248.80	\$4,202.41	\$3,971.73
Spending Potential Index	116	114	108
Food at Home: Total \$	\$8,176,886	\$28,229,382	\$48,892,661
Average Spent	\$7,036.91	\$6,973.66	\$6,604.44
Spending Potential Index	114	113	107
Food Away from Home: Total \$	\$5,488,716	\$18,716,900	\$32,495,894
Average Spent	\$4,723.51	\$4,623.74	\$4,389.56
Spending Potential Index	110	107	102
Health Care: Total \$	\$10,590,374	\$36,369,309	\$61,779,998
Average Spent	\$9,113.92	\$8,984.51	\$8,345.27
Spending Potential Index	129	127	118
HH Furnishings & Equipment: Total \$	\$3,555,535	\$12,026,607	\$20,620,348
Average Spent	\$3,059.84	\$2,971.00	\$2,785.40
Spending Potential Index	119	116	109
Personal Care Products & Services: Total \$	\$1,440,920	\$4,806,082	\$8,184,871
Average Spent	\$1,240.03	\$1,187.27	\$1,105.62
Spending Potential Index	122	116	108
Shelter: Total \$	\$29,438,225	\$97,858,004	\$171,626,139
Average Spent	\$25,334.10	\$24,174.41	\$23,183.32
Spending Potential Index	111	106	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,631,478	\$15,474,176	\$26,317,038
Average Spent	\$3,985.78	\$3,822.67	\$3,554.92
Spending Potential Index	147	141	131
Travel: Total \$	\$4,291,114	\$14,116,988	\$24,102,659
Average Spent	\$3,692.87	\$3,487.40	\$3,255.80
Spending Potential Index	129	121	113
Vehicle Maintenance & Repairs: Total \$	\$1,742,465	\$6,026,768	\$10,388,376
Average Spent	\$1,499.54	\$1,488.83	\$1,403.27
Spending Potential Index	119	118	111

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.