WHLR
REAL ESTATE INVESTMENT TRUST

Market Profile

Ridgeland Center
113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.48114
Longitude: -80.98015

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,416	7,825	10,113
2020 Total Population	2,451	7,315	9,628
2020 Group Quarters	113	1,044	1,051
2022 Total Population	2,574	7,547	9,968
2022 Group Quarters	113	1,044	1,051
2027 Total Population	2,780	7,982	10,585
2022-2027 Annual Rate	1.55%	1.13%	1.21%
2022 Total Daytime Population	3,033	6,326	7,848
Workers	1,678	2,832	3,150
Residents	1,355	3,494	4,698
Household Summary			
2010 Households	844	2,265	3,141
2010 Average Household Size	2.68	2.81	2.76
2020 Total Households	901	2,320	3,221
2020 Average Household Size	2.59	2.70	2.66
2022 Households	957	2,444	3,399
2022 Average Household Size	2.57	2.66	2.62
2027 Households	1,051	2,657	3,708
2027 Average Household Size	2.54	2.61	2.57
2022-2027 Annual Rate	1.89%	1.69%	1.76%
2010 Families	568	1,575	2,223
2010 Average Family Size	3.23	3.37	3.26
2022 Families	631	1,684	2,388
2022 Average Family Size	3.14	3.21	3.13
2027 Families	689	1,823	2,593
2027 Average Family Size	3.10	3.15	3.07
2022-2027 Annual Rate	1.77%	1.60%	1.66%
Housing Unit Summary			
2000 Housing Units	813	2,092	2,882
Owner Occupied Housing Units	62.2%	66.0%	67.7%
Renter Occupied Housing Units	27.3%	24.0%	22.1%
Vacant Housing Units	10.5%	10.0%	10.1%
2010 Housing Units	1,023	2,715	3,759
Owner Occupied Housing Units	42.4%	54.3%	57.3%
Renter Occupied Housing Units	40.1%	29.1%	26.2%
Vacant Housing Units	17.5%	16.6%	16.4%
2020 Housing Units	996	2,588	3,598
Vacant Housing Units	9.5%	10.4%	10.5%
2022 Housing Units	1,055	2,719	3,786
Owner Occupied Housing Units	48.0%	58.1%	60.6%
Renter Occupied Housing Units	42.7%	31.8%	29.2%
Vacant Housing Units	9.3%	10.1%	10.2%
2027 Housing Units	1,154	2,945	4,111
Owner Occupied Housing Units	49.1%	59.7%	62.1%
Renter Occupied Housing Units	41.9%	30.6%	28.1%
Vacant Housing Units	8.9%	9.8%	9.8%
Median Household Income			
2022	$35,295	$39,862	$40,785
2027	$38,097	$45,453	$47,662
Median Home Value			
2022	$172,348	$167,005	$170,279
2027	$192,910	$184,292	$187,232
Per Capita Income			
2022	$19,757	$21,979	$22,613
2027	$22,920	$26,325	$27,267
Median Age			
2010	31.9	33.7	34.0
2022	33.6	35.6	36.0
2027	34.0	36.5	37.2

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.

August 28, 2022

Market Profile

Ridgeland Center
113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.48114
Longitude: -80.98015

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	957	2,444	3,399
<$15,000	16.4%	13.3%	12.4%
$15,000 - $24,999	15.8%	13.2%	13.7%
$25,000 - $34,999	17.1%	15.5%	15.1%
$35,000 - $49,999	20.8%	19.4%	18.4%
$50,000 - $74,999	7.9%	13.1%	13.7%
$75,000 - $99,999	6.2%	9.2%	10.4%
$100,000 - $149,999	9.7%	9.4%	9.5%
$150,000 - $199,999	5.0%	4.9%	4.3%
$200,000+	0.9%	2.0%	2.4%
Average Household Income	$54,486	$61,929	$63,349
2027 Households by Income			
Household Income Base	1,051	2,657	3,708
<$15,000	13.0%	10.5%	10.0%
$15,000 - $24,999	14.0%	10.8%	11.6%
$25,000 - $34,999	16.9%	14.5%	14.1%
$35,000 - $49,999	21.5%	18.6%	16.2%
$50,000 - $74,999	7.8%	13.1%	13.3%
$75,000 - $99,999	8.2%	11.3%	13.2%
$100,000 - $149,999	12.4%	12.9%	13.2%
$150,000 - $199,999	4.9%	5.6%	5.2%
$200,000+	1.3%	2.8%	3.2%
Average Household Income	$62,268	$73,119	$75,091
2022 Owner Occupied Housing Units by Value			
Total	506	1,579	2,293
<$50,000	9.7%	12.5%	12.0%
$50,000 - $99,999	22.1%	18.7%	18.6%
$100,000 - $149,999	12.3%	14.0%	13.7%
$150,000 - $199,999	13.0%	14.1%	14.1%
$200,000 - $249,999	9.3%	7.2%	7.2%
$250,000 - $299,999	4.0%	4.2%	3.8%
$300,000 - $399,999	18.0%	13.2%	13.1%
$400,000 - $499,999	1.2%	2.8%	3.6%
$500,000 - $749,999	7.3%	8.4%	7.3%
$750,000 - $999,999	2.8%	3.0%	3.1%
$1,000,000 - $1,499,999	0.2%	1.8%	3.4%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$230,050	$248,322	$265,205
2027 Owner Occupied Housing Units by Value			
Total	567	1,757	2,554
<$50,000	8.3%	11.3%	11.0%
$50,000 - $99,999	20.5%	17.0%	17.0%
$100,000 - $149,999	11.1%	12.9%	12.5%
$150,000 - $199,999	11.8%	12.9%	12.8%
$200,000 - $249,999	8.8%	6.6%	6.7%
$250,000 - $299,999	4.4%	4.7%	4.2%
$300,000 - $399,999	21.7%	15.2%	14.9%
$400,000 - $499,999	1.4%	3.3%	4.2%
$500,000 - $749,999	8.6%	10.5%	9.1%
$750,000 - $999,999	3.2%	3.6%	3.6%
$1,000,000 - $1,499,999	0.2%	2.0%	4.1%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$250,220	$273,379	$292,035

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.

August 28, 2022

Market Profile

Ridgeland Center
113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,417	7,827	10,111
0 - 4	9.4%	6.9%	7.1%
5 - 9	7.7%	6.3%	6.6%
10 - 14	6.0%	5.7%	6.1%
15 - 24	14.7%	15.4%	15.0%
25 - 34	16.7%	17.8%	16.7%
35 - 44	12.6%	14.1%	13.9%
45 - 54	12.2%	14.0%	14.3%
55 - 64	9.4%	9.7%	10.1%
65 - 74	5.1%	5.3%	5.7%
75 - 84	3.6%	3.1%	3.0%
85 +	2.4%	1.6%	1.5%
18 +	72.7%	77.3%	76.3%
2022 Population by Age			
Total	2,572	7,548	9,968
0 - 4	8.6%	6.6%	6.6%
5 - 9	8.1%	6.5%	6.6%
10 - 14	7.8%	6.2%	6.3%
15 - 24	12.7%	12.9%	12.5%
25 - 34	14.9%	16.9%	16.5%
35 - 44	14.1%	14.8%	14.3%
45 - 54	10.7%	12.0%	12.0%
55 - 64	10.0%	11.0%	11.6%
65 - 74	7.6%	8.0%	8.5%
75 - 84	3.8%	3.8%	4.0%
85 +	1.6%	1.3%	1.3%
18 +	71.5%	77.3%	77.2%
2027 Population by Age			
Total	2,781	7,980	10,586
0 - 4	8.7%	6.5%	6.4%
5 - 9	8.0%	6.4%	6.5%
10 - 14	7.7%	6.4%	6.5%
15 - 24	13.7%	13.1%	12.7%
25 - 34	13.2%	15.3%	14.7%
35 - 44	14.4%	14.8%	14.4%
45 - 54	10.9%	12.1%	12.1%
55 - 64	9.2%	10.3%	10.8%
65 - 74	8.2%	8.8%	9.4%
75 - 84	4.4%	4.8%	5.1%
85 +	1.6%	1.4%	1.4%
18 +	71.1%	76.9%	76.8%
2010 Population by Sex			
Males	1,232	4,488	5,613
Females	1,183	3,337	4,499
2022 Population by Sex			
Males	1,286	4,122	5,331
Females	1,288	3,425	4,637
2027 Population by Sex			
Males	1,384	4,353	5,664
Females	1,396	3,629	4,922

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

August 28, 2022

Ridgeland Center
113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.48114
Longitude: -80.98015

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,416	7,825	10,113
White Alone	46.6%	41.6%	43.7%
Black Alone	41.1%	49.7%	47.4%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	0.5%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.9%	6.3%	6.5%
Two or More Races	1.3%	1.1%	1.2%
Hispanic Origin	19.4%	12.8%	13.1%
Diversity Index	72.8	67.0	67.6
2020 Population by Race/Ethnicity			
Total	2,451	7,315	9,628
White Alone	39.7%	38.5%	40.2%
Black Alone	35.2%	43.4%	41.5%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	0.8%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	17.1%	11.7%	11.7%
Two or More Races	6.9%	5.3%	5.5%
Hispanic Origin	25.0%	17.2%	17.3%
Diversity Index	80.3	74.7	74.9
2022 Population by Race/Ethnicity			
Total	2,574	7,546	9,967
White Alone	39.8%	38.9%	40.6%
Black Alone	34.7%	42.8%	41.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	0.8%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	17.2%	11.8%	11.7%
Two or More Races	7.1%	5.5%	5.7%
Hispanic Origin	25.0%	17.2%	17.2%
Diversity Index	80.4	74.9	75.0
2027 Population by Race/Ethnicity			
Total	2,778	7,981	10,584
White Alone	40.1%	39.7%	41.5%
Black Alone	33.2%	41.0%	39.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	0.8%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.8%	12.2%	12.1%
Two or More Races	7.7%	6.0%	6.1%
Hispanic Origin	25.5%	17.5%	17.4%
Diversity Index	80.9	75.5	75.5
2010 Population by Relationship and Household Type			
Total	2,416	7,825	10,113
In Households	93.5%	81.4%	85.6%
In Family Households	79.9%	70.6%	74.7%
Householder	22.6%	20.7%	22.0%
Spouse	12.3%	12.2%	13.5%
Child	33.2%	29.2%	30.6%
Other relative	7.7%	5.6%	5.7%
Nonrelative	4.1%	2.8%	2.9%
In Nonfamily Households	13.7%	10.8%	11.0%
In Group Quarters	6.5%	18.6%	14.4%
Institutionalized Population	5.7%	18.2%	14.1%
Noninstitutionalized Population	0.8%	0.4%	0.3%

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

August 28, 2022

Ridgeland Center
113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	1,616	5,119	6,785
Less than 9th Grade	3.8%	3.0%	2.7%
9th - 12th Grade, No Diploma	15.8%	15.6%	15.1%
High School Graduate	35.9%	34.4%	34.0%
GED/Alternative Credential	5.1%	5.5%	5.4%
Some College, No Degree	16.5%	17.4%	18.3%
Associate Degree	9.3%	7.7%	7.4%
Bachelor's Degree	10.5%	11.6%	11.9%
Graduate/Professional Degree	3.2%	4.9%	5.2%
2022 Population 15+ by Marital Status			
Total	1,944	6,092	8,032
Never Married	44.1%	44.0%	43.2%
Married	38.9%	37.9%	38.6%
Widowed	5.9%	4.5%	4.4%
Divorced	11.1%	13.6%	13.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,251	3,522	4,776
Population 16+ Employed	95.8%	96.1%	96.6%
Population 16+ Unemployment rate	4.2%	3.9%	3.4%
Population 16-24 Employed	14.2%	13.6%	13.2%
Population 16-24 Unemployment rate	11.5%	10.1%	9.1%
Population 25-54 Employed	65.4%	64.6%	64.8%
Population 25-54 Unemployment rate	2.4%	2.5%	2.2%
Population 55-64 Employed	13.9%	14.7%	15.1%
Population 55-64 Unemployment rate	6.2%	5.3%	4.7%
Population 65+ Employed	6.5%	7.0%	6.9%
Population 65+ Unemployment rate	0.0%	0.0%	0.3%
2022 Employed Population 16+ by Industry			
Total	1,198	3,386	4,613
Agriculture/Mining	1.7%	1.3%	1.5%
Construction	16.8%	14.5%	15.2%
Manufacturing	1.7%	3.7%	4.2%
Wholesale Trade	2.8%	2.1%	2.0%
Retail Trade	14.4%	17.1%	15.8%
Transportation/Utilities	7.4%	6.6%	6.7%
Information	1.4%	1.1%	1.1%
Finance/Insurance/Real Estate	2.3%	3.5%	3.5%
Services	48.6%	45.0%	44.5%
Public Administration	3.1%	5.1%	5.5%
2022 Employed Population 16+ by Occupation			
Total	1,199	3,384	4,614
White Collar	33.5%	32.8%	32.3%
Management/Business/Financial	7.4%	7.8%	8.0%
Professional	6.5%	8.4%	8.4%
Sales	11.7%	9.6%	9.0%
Administrative Support	7.8%	7.0%	6.9%
Services	35.1%	31.3%	31.5%
Blue Collar	31.6%	35.9%	36.1%
Farming/Forestry/Fishing	2.1%	1.2%	1.3%
Construction/Extraction	15.1%	13.5%	14.6%
Installation/Maintenance/Repair	2.2%	2.0%	2.2%
Production	2.8%	4.6%	4.4%
Transportation/Material Moving	9.4%	14.5%	13.6%

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

August 28, 2022

Ridgeland Center

Prepared by WHLR

113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936

Latitude: 32.48114

Rings: 1, 3, 5 mile radii

Longitude: -80.98015

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	843	2,265	3,140
Households with 1 Person	26.3%	25.6%	24.3%
Households with 2+ People	73.7%	74.4%	75.7%
Family Households	67.4%	69.5%	70.8%
Husband-wife Families	36.4%	41.0%	43.3%
With Related Children	17.8%	19.5%	20.7%
Other Family (No Spouse Present)	31.1%	28.5%	27.5%
Other Family with Male Householder	8.4%	7.6%	7.5%
With Related Children	4.4%	4.2%	4.3%
Other Family with Female Householder	22.7%	20.9%	19.9%
With Related Children	15.3%	13.9%	13.1%
Nonfamily Households	6.3%	4.9%	4.9%
All Households with Children	37.7%	38.0%	38.5%
Multigenerational Households	5.8%	6.5%	6.3%
Unmarried Partner Households	8.4%	7.7%	7.5%
Male-female	7.5%	6.8%	6.7%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	844	2,265	3,142
1 Person Household	26.3%	25.6%	24.3%
2 Person Household	29.3%	30.1%	30.6%
3 Person Household	14.9%	16.2%	16.8%
4 Person Household	14.0%	13.7%	14.2%
5 Person Household	7.5%	7.4%	7.2%
6 Person Household	4.4%	4.1%	4.1%
7 + Person Household	3.7%	2.9%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	844	2,264	3,140
Owner Occupied	51.4%	65.1%	68.6%
Owned with a Mortgage/Loan	28.6%	37.2%	39.9%
Owned Free and Clear	22.9%	27.9%	28.8%
Renter Occupied	48.6%	34.9%	31.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	114	114
Percent of Income for Mortgage	25.7%	22.1%	22.0%
Wealth Index	37	45	47
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,023	2,715	3,759
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	71.9%	49.0%	40.5%
Rural Housing Units	28.1%	51.0%	59.5%
2010 Population By Urban/ Rural Status			
Total Population	2,416	7,825	10,113
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	71.3%	57.1%	48.8%
Rural Population	28.7%	42.9%	51.2%

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.

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

August 28, 2022

Ridgeland Center
113 N Jacob Smart Blvd, Ridgeland, South Carolina, 29936
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.48114
Longitude: -80.98015

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Front Porches (8E)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Heartland Communities (6F)	Down the Road (10D)	Down the Road (10D)
3.	Down the Road (10D)	Front Porches (8E)	Front Porches (8E)
2022 Consumer Spending			
Apparel & Services: Total $	$1,206,291	$3,492,892	$4,978,596
Average Spent	$1,260.49	$1,429.17	$1,464.72
Spending Potential Index	52	59	61
Education: Total $	$955,200	$2,526,086	$3,548,303
Average Spent	$998.12	$1,033.59	$1,043.93
Spending Potential Index	51	53	53
Entertainment/Recreation: Total $	$1,881,389	$5,557,388	$7,877,568
Average Spent	$1,965.92	$2,273.89	$2,317.61
Spending Potential Index	54	62	63
Food at Home: Total $	$3,229,740	$9,452,970	$13,424,348
Average Spent	$3,374.86	$3,867.83	$3,949.50
Spending Potential Index	55	62	64
Food Away from Home: Total $	$2,179,933	$6,336,657	$9,044,030
Average Spent	$2,277.88	$2,592.74	$2,660.79
Spending Potential Index	53	60	62
Health Care: Total $	$3,662,429	$11,140,885	$15,881,215
Average Spent	$3,826.99	$4,558.46	$4,672.32
Spending Potential Index	54	64	66
HH Furnishings & Equipment: Total $	$1,271,929	$3,766,535	$5,387,087
Average Spent	$1,329.08	$1,541.14	$1,584.90
Spending Potential Index	52	60	62
Personal Care Products & Services: Total $	$513,833	$1,493,196	$2,125,652
Average Spent	$536.92	$610.96	$625.38
Spending Potential Index	53	60	61
Shelter: Total $	$11,446,874	$31,804,399	$44,954,643
Average Spent	$11,961.21	$13,013.26	$13,225.84
Spending Potential Index	52	57	58
Support Payments/Cash Contributions/Gifts in Kind: Total $	$1,336,212	$4,056,505	$5,832,351
Average Spent	$1,396.25	$1,659.78	$1,715.90
Spending Potential Index	51	61	63
Travel: Total $	$1,379,133	$3,969,209	$5,650,410
Average Spent	$1,441.10	$1,624.06	$1,662.37
Spending Potential Index	50	57	58
Vehicle Maintenance & Repairs: Total $	$656,713	$1,960,224	$2,794,117
Average Spent	$686.22	$802.06	$822.04
Spending Potential Index	54	64	65

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.

August 28, 2022