South Square
Prepared by WHLR

1889 Great Falls Hwy, Lancaster, SC, 29720
Latitude: 34.69110

Rings: 1, 3, 5 mile radii
Longitude: -80.78612

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,722	19,992	28,699
2020 Total Population	2,557	19,100	28,161
2020 Group Quarters	4	44	381
2022 Total Population	2,561	18,990	27,953
2022 Group Quarters	4	44	381
2027 Total Population	2,730	19,917	29,436
2022-2027 Annual Rate	1.29%	0.96%	1.04%
2022 Total Daytime Population	2,212	18,826	27,869
Workers	720	7,634	11,236
Residents	1,492	11,192	16,633
Household Summary			
2010 Households	1,021	7,828	11,248
2010 Average Household Size	2.66	2.54	2.51
2020 Total Households	1,016	7,828	11,446
2020 Average Household Size	2.51	2.43	2.43
2022 Households	1,022	7,815	11,447
2022 Average Household Size	2.50	2.42	2.41
2027 Households	1,093	8,233	12,127
2027 Average Household Size	2.49	2.41	2.40
2022-2027 Annual Rate	1.35%	1.05%	1.16%
2010 Families	700	5,249	7,651
2010 Average Family Size	3.18	3.08	3.03
2022 Families	669	5,016	7,467
2022 Average Family Size	3.08	3.02	2.99
2027 Families	711	5,256	7,868
2027 Average Family Size	3.08	3.02	2.98
2022-2027 Annual Rate	1.23%	0.94%	1.05%
Housing Unit Summary			
2000 Housing Units	1,183	8,611	11,864
Owner Occupied Housing Units	52.8%	55.9%	60.8%
Renter Occupied Housing Units	40.4%	35.9%	31.8%
Vacant Housing Units	6.8%	8.2%	7.4%
2010 Housing Units	1,171	8,776	12,465
Owner Occupied Housing Units	44.8%	50.2%	55.4%
Renter Occupied Housing Units	42.3%	39.0%	34.8%
Vacant Housing Units	12.8%	10.8%	9.8%
2020 Housing Units	1,142	8,560	12,481
Vacant Housing Units	11.0%	8.6%	8.3%
2022 Housing Units	1,163	8,582	12,526
Owner Occupied Housing Units	52.0%	53.9%	59.2%
Renter Occupied Housing Units	35.9%	37.1%	32.2%
Vacant Housing Units	12.1%	8.9%	8.6%
2027 Housing Units	1,266	9,165	13,442
Owner Occupied Housing Units	51.9%	54.6%	59.9%
Renter Occupied Housing Units	34.4%	35.3%	30.4%
Vacant Housing Units	13.7%	10.2%	9.8%
Median Household Income			
2022	$29,417	$43,774	$48,947
2027	$37,935	$50,624	$54,231
Median Home Value			
2022	$80,372	$161,883	$175,722
2027	$83,077	$168,733	$184,494
Per Capita Income			
2022	$24,098	$25,696	$26,664
2027	$26,009	$29,455	$30,791
Median Age			
2010	32.6	35.4	37.6
2022	33.9	37.4	39.8
2027	35.4	38.8	41.1

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.

August 28, 2022

WHLR REAL ESTATE INVESTMENT TRUST

South Square

1889 Great Falls Hwy, Lancaster, SC, 29720

Rings: 1, 3, 5 mile radii

Prepared by WHLR

Latitude: 34.69110

Longitude: -80.78612

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	1,022	7,815	11,447
<$15,000	21.8%	22.6%	19.7%
$15,000 - $24,999	24.9%	12.5%	11.9%
$25,000 - $34,999	6.6%	6.5%	6.6%
$35,000 - $49,999	10.6%	12.9%	12.5%
$50,000 - $74,999	17.6%	19.0%	20.5%
$75,000 - $99,999	10.3%	11.5%	12.1%
$100,000 - $149,999	1.6%	9.1%	10.5%
$150,000 - $199,999	0.0%	3.0%	3.4%
$200,000+	6.7%	3.1%	2.8%
Average Household Income	$60,641	$62,685	$65,378
2027 Households by Income			
Household Income Base	1,093	8,233	12,127
<$15,000	21.3%	19.3%	16.4%
$15,000 - $24,999	19.3%	10.9%	9.9%
$25,000 - $34,999	6.2%	6.2%	6.3%
$35,000 - $49,999	12.6%	12.9%	12.6%
$50,000 - $74,999	19.9%	19.0%	20.2%
$75,000 - $99,999	12.3%	13.2%	13.5%
$100,000 - $149,999	2.3%	11.3%	13.5%
$150,000 - $199,999	0.1%	4.0%	4.5%
$200,000+	5.9%	3.3%	3.1%
Average Household Income	$65,220	$71,480	$75,030
2022 Owner Occupied Housing Units by Value			
Total	605	4,628	7,415
<$50,000	37.9%	16.7%	12.3%
$50,000 - $99,999	20.0%	16.8%	15.2%
$100,000 - $149,999	8.3%	11.1%	11.0%
$150,000 - $199,999	19.7%	22.8%	22.4%
$200,000 - $249,999	1.7%	7.7%	8.7%
$250,000 - $299,999	10.2%	9.0%	10.2%
$300,000 - $399,999	1.2%	2.7%	8.9%
$400,000 - $499,999	0.2%	4.4%	4.5%
$500,000 - $749,999	0.2%	5.1%	4.0%
$750,000 - $999,999	0.2%	1.9%	1.7%
$1,000,000 - $1,499,999	0.0%	0.3%	0.2%
$1,500,000 - $1,999,999	0.7%	1.4%	0.9%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$119,959	$219,594	$224,343
2027 Owner Occupied Housing Units by Value			
Total	657	5,000	8,046
<$50,000	36.8%	15.9%	11.6%
$50,000 - $99,999	19.8%	15.7%	13.9%
$100,000 - $149,999	7.8%	10.3%	10.1%
$150,000 - $199,999	19.9%	21.5%	20.9%
$200,000 - $249,999	1.5%	7.3%	8.2%
$250,000 - $299,999	11.7%	10.0%	11.4%
$300,000 - $399,999	1.2%	3.4%	10.2%
$400,000 - $499,999	0.2%	5.3%	5.5%
$500,000 - $749,999	0.2%	6.1%	4.8%
$750,000 - $999,999	0.2%	2.4%	2.1%
$1,000,000 - $1,499,999	0.0%	0.3%	0.2%
$1,500,000 - $1,999,999	0.6%	1.7%	1.1%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$122,370	$238,818	$242,537

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

South Square

1889 Great Falls Hwy, Lancaster, SC, 29720

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,720	19,991	28,699
0 - 4	10.6%	8.6%	7.7%
5 - 9	7.5%	7.0%	6.6%
10 - 14	6.5%	6.7%	6.5%
15 - 24	14.8%	14.2%	13.6%
25 - 34	13.8%	13.1%	12.3%
35 - 44	11.5%	12.9%	12.8%
45 - 54	12.3%	13.3%	13.6%
55 - 64	10.5%	11.1%	12.2%
65 - 74	6.6%	7.4%	8.1%
75 - 84	4.5%	4.3%	4.7%
85 +	1.5%	1.5%	2.0%
18 +	71.3%	73.6%	75.1%
2022 Population by Age			
Total	2,560	18,989	27,954
0 - 4	9.1%	7.3%	6.5%
5 - 9	7.9%	7.2%	6.7%
10 - 14	7.5%	6.9%	6.5%
15 - 24	11.6%	11.1%	10.6%
25 - 34	15.6%	14.3%	13.7%
35 - 44	12.1%	12.5%	12.1%
45 - 54	10.2%	11.7%	12.0%
55 - 64	11.1%	12.2%	12.6%
65 - 74	8.6%	9.8%	11.1%
75 - 84	4.6%	5.2%	6.0%
85 +	1.7%	1.8%	2.2%
18 +	72.0%	75.1%	77.0%
2027 Population by Age			
Total	2,731	19,916	29,436
0 - 4	9.2%	7.2%	6.4%
5 - 9	7.6%	6.9%	6.3%
10 - 14	7.4%	7.1%	6.7%
15 - 24	12.8%	11.6%	10.9%
25 - 34	12.5%	11.7%	11.3%
35 - 44	13.2%	13.5%	13.1%
45 - 54	10.5%	11.9%	12.0%
55 - 64	10.7%	11.8%	12.2%
65 - 74	9.0%	10.3%	11.3%
75 - 84	5.3%	6.0%	7.2%
85 +	1.7%	2.0%	2.5%
18 +	71.6%	74.9%	76.8%
2010 Population by Sex			
Males	1,312	9,481	13,569
Females	1,410	10,511	15,130
2022 Population by Sex			
Males	1,260	9,083	13,339
Females	1,301	9,907	14,614
2027 Population by Sex			
Males	1,347	9,595	14,132
Females	1,383	10,322	15,304

August 28, 2022

South Square   Prepared by WHLR
1889 Great Falls Hwy, Lancaster, SC, 29720   Latitude: 34.69110
Rings: 1, 3, 5 mile radii   Longitude: -80.78612

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,722	19,992	28,700
White Alone	57.0%	52.3%	56.8%
Black Alone	33.7%	39.9%	36.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.2%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	5.5%	4.3%
Two or More Races	2.2%	1.5%	1.4%
Hispanic Origin	10.1%	8.0%	6.4%
Diversity Index	63.7	62.8	59.5
2020 Population by Race/Ethnicity			
Total	2,557	19,100	28,161
White Alone	48.1%	46.9%	52.0%
Black Alone	34.7%	40.1%	36.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.2%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.3%	5.9%	4.8%
Two or More Races	8.5%	6.2%	5.6%
Hispanic Origin	14.4%	10.4%	8.5%
Diversity Index	72.5	68.4	65.3
2022 Population by Race/Ethnicity			
Total	2,561	18,990	27,952
White Alone	47.1%	46.1%	51.1%
Black Alone	35.8%	41.0%	37.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.2%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	5.9%	4.9%
Two or More Races	8.4%	6.1%	5.5%
Hispanic Origin	14.5%	10.5%	8.6%
Diversity Index	72.7	68.6	65.6
2027 Population by Race/Ethnicity			
Total	2,730	19,917	29,435
White Alone	46.6%	45.8%	50.9%
Black Alone	36.2%	41.3%	37.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.1%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.6%	6.1%	5.0%
Two or More Races	8.2%	6.0%	5.3%
Hispanic Origin	14.9%	10.8%	8.8%
Diversity Index	73.0	68.7	65.7
2010 Population by Relationship and Household Type			
Total	2,722	19,993	28,699
In Households	99.8%	99.5%	98.4%
In Family Households	85.0%	84.1%	83.6%
Householder	25.8%	26.1%	26.5%
Spouse	12.8%	14.5%	16.0%
Child	37.0%	35.2%	33.7%
Other relative	6.2%	5.1%	4.5%
Nonrelative	3.3%	3.2%	2.9%
In Nonfamily Households	14.7%	15.4%	14.8%
In Group Quarters	0.2%	0.5%	1.6%
Institutionalized Population	0.0%	0.1%	1.3%
Noninstitutionalized Population	0.2%	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

Market Profile

South Square

1889 Great Falls Hwy, Lancaster, SC, 29720

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	1,636	12,808	19,497
Less than 9th Grade	4.0%	6.6%	6.6%
9th - 12th Grade, No Diploma	12.5%	13.0%	12.3%
High School Graduate	46.4%	35.1%	34.9%
GED/Alternative Credential	3.7%	4.4%	4.0%
Some College, No Degree	15.4%	18.5%	18.6%
Associate Degree	11.2%	8.9%	8.6%
Bachelor's Degree	6.6%	9.5%	10.0%
Graduate/Professional Degree	0.1%	4.1%	5.1%
2022 Population 15+ by Marital Status			
Total	1,934	14,916	22,448
Never Married	34.1%	37.4%	36.1%
Married	47.3%	42.4%	44.3%
Widowed	12.2%	10.3%	10.5%
Divorced	6.4%	9.9%	9.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,168	8,498	12,167
Population 16+ Employed	92.9%	92.6%	93.5%
Population 16+ Unemployment rate	7.1%	7.4%	6.5%
Population 16-24 Employed	15.1%	11.9%	11.0%
Population 16-24 Unemployment rate	12.8%	11.4%	11.1%
Population 25-54 Employed	70.3%	71.1%	70.3%
Population 25-54 Unemployment rate	6.2%	7.3%	6.6%
Population 55-64 Employed	11.5%	13.3%	14.5%
Population 55-64 Unemployment rate	6.7%	4.6%	3.3%
Population 65+ Employed	3.0%	3.7%	4.2%
Population 65+ Unemployment rate	0.0%	4.3%	3.0%
2022 Employed Population 16+ by Industry			
Total	1,085	7,872	11,378
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	6.9%	5.4%	6.1%
Manufacturing	26.5%	24.0%	21.6%
Wholesale Trade	0.9%	2.1%	2.2%
Retail Trade	10.5%	13.1%	12.9%
Transportation/Utilities	8.9%	6.4%	6.1%
Information	5.5%	1.6%	1.3%
Finance/Insurance/Real Estate	1.7%	5.6%	6.4%
Services	30.5%	36.4%	38.0%
Public Administration	8.6%	5.3%	5.4%
2022 Employed Population 16+ by Occupation			
Total	1,084	7,872	11,378
White Collar	26.8%	41.6%	45.2%
Management/Business/Financial	1.1%	7.7%	9.4%
Professional	9.2%	11.8%	14.1%
Sales	5.9%	10.0%	9.2%
Administrative Support	10.6%	12.1%	12.5%
Services	24.6%	17.1%	16.5%
Blue Collar	48.5%	41.3%	38.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	2.9%	3.9%	4.6%
Installation/Maintenance/Repair	5.4%	5.6%	5.6%
Production	22.6%	17.7%	14.8%
Transportation/Material Moving	17.6%	13.8%	13.0%

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

South Square
1889 Great Falls Hwy, Lancaster, SC, 29720
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 34.69110
Longitude: -80.78612

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,021	7,828	11,248
Households with 1 Person	25.2%	27.7%	27.1%
Households with 2+ People	74.8%	72.3%	72.9%
Family Households	68.6%	67.1%	68.0%
Husband-wife Families	34.2%	37.3%	41.0%
With Related Children	15.4%	15.9%	16.6%
Other Family (No Spouse Present)	34.4%	29.8%	27.0%
Other Family with Male Householder	7.1%	5.7%	5.3%
With Related Children	3.8%	3.0%	2.8%
Other Family with Female Householder	27.2%	24.1%	21.7%
With Related Children	19.3%	16.6%	14.7%
Nonfamily Households	6.3%	5.3%	4.9%
All Households with Children	39.1%	36.1%	34.6%
Multigenerational Households	8.2%	6.5%	5.9%
Unmarried Partner Households	9.3%	8.1%	7.5%
Male-female	8.4%	7.3%	6.7%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	1,021	7,828	11,248
1 Person Household	25.2%	27.7%	27.1%
2 Person Household	31.2%	31.2%	32.8%
3 Person Household	17.9%	17.3%	17.4%
4 Person Household	13.7%	13.2%	13.1%
5 Person Household	6.7%	6.2%	5.9%
6 Person Household	3.2%	2.6%	2.3%
7 + Person Household	2.1%	1.8%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,020	7,828	11,247
Owner Occupied	51.5%	56.2%	61.4%
Owned with a Mortgage/Loan	28.6%	36.4%	39.7%
Owned Free and Clear	22.8%	19.9%	21.7%
Renter Occupied	48.5%	43.8%	38.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	176	130	134
Percent of Income for Mortgage	14.4%	19.5%	18.9%
Wealth Index	54	51	54
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,171	8,776	12,465
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	98.0%	91.5%	78.7%
Rural Housing Units	2.0%	8.5%	21.3%
2010 Population By Urban/ Rural Status			
Total Population	2,722	19,992	28,699
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	97.8%	91.6%	78.1%
Rural Population	2.2%	8.4%	21.9%

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

South Square

1889 Great Falls Hwy, Lancaster, SC, 29720

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Down the Road (10D)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Small Town Sincerity (12C)	Down the Road (10D)	Comfortable Empty Nesters (5A)
3.	City Commons (11E)	Modest Income Homes (12D)	Small Town Sincerity (12C)
2022 Consumer Spending			
Apparel & Services: Total $	$1,481,862	$11,562,411	$17,445,714
Average Spent	$1,449.96	$1,479.52	$1,524.04
Spending Potential Index	60	61	63
Education: Total $	$1,017,682	$8,038,784	$12,064,759
Average Spent	$995.77	$1,028.64	$1,053.97
Spending Potential Index	51	52	54
Entertainment/Recreation: Total $	$2,288,496	$17,883,174	$27,659,816
Average Spent	$2,239.23	$2,288.31	$2,416.34
Spending Potential Index	61	62	66
Food at Home: Total $	$4,015,496	$30,802,651	$47,250,727
Average Spent	$3,929.06	$3,941.48	$4,127.78
Spending Potential Index	63	64	67
Food Away from Home: Total $	$2,664,377	$20,625,915	$31,310,453
Average Spent	$2,607.02	$2,639.27	$2,735.25
Spending Potential Index	60	61	63
Health Care: Total $	$4,602,474	$36,496,932	$56,663,768
Average Spent	$4,503.40	$4,670.11	$4,950.10
Spending Potential Index	64	66	70
HH Furnishings & Equipment: Total $	$1,550,462	$12,256,977	$18,769,425
Average Spent	$1,517.09	$1,568.39	$1,639.68
Spending Potential Index	59	61	64
Personal Care Products & Services: Total $	$622,050	$4,882,014	$7,391,611
Average Spent	$608.66	$624.70	$645.72
Spending Potential Index	60	61	63
Shelter: Total $	$13,201,273	$102,193,521	$153,716,677
Average Spent	$12,917.10	$13,076.59	$13,428.56
Spending Potential Index	56	57	59
Support Payments/Cash Contributions/Gifts in Kind: Total $	$1,660,044	$12,865,716	$20,006,828
Average Spent	$1,624.31	$1,646.28	$1,747.78
Spending Potential Index	60	61	64
Travel: Total $	$1,576,662	$12,616,861	$19,258,830
Average Spent	$1,542.72	$1,614.44	$1,682.43
Spending Potential Index	54	56	59
Vehicle Maintenance & Repairs: Total $	$833,247	$6,422,096	$9,880,913
Average Spent	$815.31	$821.77	$863.19
Spending Potential Index	65	65	69

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.

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