

Waterway Plaza
3364 Sc 9 E, Little River, SC, 29566
Rings: 3, 5, 7 mile radii

Prepared by WHLR
Latitude: 33.87225
Longitude: -78.67395

	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	18,510	31,562	45,281
2020 Total Population	24,703	42,388	59,856
2020 Group Quarters	198	199	201
2022 Total Population	26,021	44,708	63,343
2022 Group Quarters	198	199	201
2027 Total Population	27,736	47,846	68,517
2022-2027 Annual Rate	1.28%	1.37%	1.58%
2022 Total Daytime Population	24,005	44,312	63,272
Workers	9,602	19,558	26,787
Residents	14,403	24,754	36,485
Household Summary			
2010 Households	8,469	14,714	20,974
2010 Average Household Size	2.18	2.14	2.16
2020 Total Households	11,736	20,516	28,886
2020 Average Household Size	2.09	2.06	2.07
2022 Total Households	12,420	21,767	30,743
2022 Average Household Size	2.08	2.04	2.05
2027 Total Households	13,358	23,478	33,509
2027 Average Household Size	2.06	2.03	2.04
2022-2027 Annual Rate	1.47%	1.52%	1.74%
2010 Families	5,435	9,214	13,354
2010 Average Family Size	2.65	2.61	2.61
2022 Total Families	7,630	13,104	18,854
2022 Average Family Size	2.59	2.55	2.55
2027 Total Families	8,163	14,080	20,488
2027 Average Family Size	2.57	2.54	2.53
2022-2027 Annual Rate	1.36%	1.45%	1.68%
Housing Unit Summary			
2000 Housing Units	8,620	21,798	30,953
Owner Occupied Housing Units	52.4%	39.0%	39.9%
Renter Occupied Housing Units	10.7%	9.7%	9.7%
Vacant Housing Units	36.9%	51.3%	50.4%
2010 Housing Units	14,766	33,379	46,886
Owner Occupied Housing Units	44.5%	33.1%	34.1%
Renter Occupied Housing Units	12.8%	11.0%	10.6%
Vacant Housing Units	42.6%	55.9%	55.3%
2020 Housing Units	16,349	35,469	49,144
Vacant Housing Units	28.2%	42.2%	41.2%
2022 Housing Units	17,138	36,967	51,440
Owner Occupied Housing Units	57.8%	46.5%	48.5%
Renter Occupied Housing Units	14.7%	12.4%	11.3%
Vacant Housing Units	27.5%	41.1%	40.2%
2027 Housing Units	18,332	39,357	55,217
Owner Occupied Housing Units	58.2%	47.4%	49.6%
Renter Occupied Housing Units	14.7%	12.3%	11.1%
Vacant Housing Units	27.1%	40.3%	39.3%
Median Household Income			
2022	\$57,357	\$58,774	\$59,667
2027	\$64,928	\$67,133	\$69,536
Median Home Value			
2022	\$235,498	\$250,625	\$254,555
2027	\$246,108	\$265,211	\$276,731
Per Capita Income			
2022	\$37,813	\$40,939	\$41,629
2027	\$45,292	\$49,482	\$50,104
Median Age			
2010	52.0	52.0	52.5
2022	56.5	56.5	57.2
2027	57.8	57.8	58.8

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	12,420	21,767	30,743
<\$15,000	5.8%	5.6%	6.1%
\$15,000 - \$24,999	6.7%	6.1%	6.2%
\$25,000 - \$34,999	12.1%	11.5%	10.9%
\$35,000 - \$49,999	14.6%	14.9%	15.0%
\$50,000 - \$74,999	26.7%	25.7%	23.8%
\$75,000 - \$99,999	14.6%	14.3%	14.6%
\$100,000 - \$149,999	11.1%	11.8%	12.7%
\$150,000 - \$199,999	5.4%	5.5%	5.9%
\$200,000+	3.1%	4.6%	4.9%
Average Household Income	\$78,214	\$84,100	\$85,589
2027 Households by Income			
Household Income Base	13,358	23,478	33,509
<\$15,000	4.3%	4.2%	4.5%
\$15,000 - \$24,999	4.3%	4.0%	3.9%
\$25,000 - \$34,999	10.1%	9.9%	8.8%
\$35,000 - \$49,999	14.4%	15.4%	14.6%
\$50,000 - \$74,999	24.2%	21.7%	21.5%
\$75,000 - \$99,999	14.6%	13.2%	14.4%
\$100,000 - \$149,999	15.7%	16.9%	17.0%
\$150,000 - \$199,999	8.4%	8.6%	8.7%
\$200,000+	3.9%	6.2%	6.4%
Average Household Income	\$92,844	\$100,869	\$102,240
2022 Owner Occupied Housing Units by Value			
Total	9,908	17,183	24,950
<\$50,000	2.6%	2.4%	2.8%
\$50,000 - \$99,999	4.8%	3.9%	3.6%
\$100,000 - \$149,999	8.8%	6.7%	6.7%
\$150,000 - \$199,999	17.0%	14.7%	14.8%
\$200,000 - \$249,999	23.8%	22.1%	20.6%
\$250,000 - \$299,999	16.1%	16.8%	15.8%
\$300,000 - \$399,999	13.0%	15.4%	16.8%
\$400,000 - \$499,999	5.5%	8.4%	9.5%
\$500,000 - \$749,999	3.9%	5.7%	5.4%
\$750,000 - \$999,999	2.8%	2.4%	2.7%
\$1,000,000 - \$1,499,999	1.3%	1.0%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.6%	0.5%
Average Home Value	\$287,928	\$307,519	\$307,369
2027 Owner Occupied Housing Units by Value			
Total	10,670	18,640	27,375
<\$50,000	2.3%	2.1%	2.2%
\$50,000 - \$99,999	4.2%	3.4%	2.8%
\$100,000 - \$149,999	7.9%	6.0%	5.1%
\$150,000 - \$199,999	15.4%	12.7%	11.8%
\$200,000 - \$249,999	21.9%	20.2%	18.8%
\$250,000 - \$299,999	17.6%	18.4%	17.6%
\$300,000 - \$399,999	14.0%	16.2%	18.6%
\$400,000 - \$499,999	6.2%	9.5%	12.0%
\$500,000 - \$749,999	4.8%	6.7%	6.5%
\$750,000 - \$999,999	3.4%	2.8%	3.2%
\$1,000,000 - \$1,499,999	1.7%	1.2%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.8%	0.6%
Average Home Value	\$308,538	\$327,594	\$333,714

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	18,508	31,561	45,279
0 - 4	3.9%	3.9%	4.0%
5 - 9	4.4%	4.1%	4.2%
10 - 14	4.9%	4.5%	4.4%
15 - 24	7.9%	8.3%	8.3%
25 - 34	8.8%	8.8%	8.8%
35 - 44	10.8%	10.8%	10.4%
45 - 54	13.4%	13.8%	13.4%
55 - 64	19.2%	19.5%	19.6%
65 - 74	17.0%	16.9%	17.1%
75 - 84	7.7%	7.4%	7.9%
85 +	1.9%	1.9%	2.0%
18 +	83.9%	84.8%	84.8%
2022 Population by Age			
Total	26,021	44,707	63,343
0 - 4	3.3%	3.3%	3.3%
5 - 9	3.8%	3.6%	3.6%
10 - 14	4.2%	4.0%	3.9%
15 - 24	7.3%	7.2%	7.0%
25 - 34	8.1%	8.5%	8.4%
35 - 44	9.6%	9.6%	9.4%
45 - 54	11.3%	11.5%	10.9%
55 - 64	18.0%	18.3%	18.2%
65 - 74	21.2%	21.3%	21.9%
75 - 84	10.4%	10.3%	10.7%
85 +	2.7%	2.5%	2.7%
18 +	86.2%	86.8%	86.8%
2027 Population by Age			
Total	27,736	47,849	68,515
0 - 4	3.2%	3.2%	3.2%
5 - 9	3.6%	3.5%	3.5%
10 - 14	4.3%	4.0%	3.9%
15 - 24	6.8%	6.9%	6.7%
25 - 34	7.4%	7.5%	7.3%
35 - 44	9.8%	9.9%	9.6%
45 - 54	10.9%	11.0%	10.5%
55 - 64	16.6%	16.8%	16.6%
65 - 74	21.4%	21.4%	22.1%
75 - 84	12.9%	12.9%	13.4%
85 +	3.1%	3.0%	3.2%
18 +	86.5%	87.0%	87.1%
2010 Population by Sex			
Males	8,828	15,246	21,933
Females	9,681	16,316	23,348
2022 Population by Sex			
Males	12,621	21,899	31,099
Females	13,400	22,808	32,244
2027 Population by Sex			
Males	13,563	23,598	33,822
Females	14,173	24,247	34,696

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	18,511	31,561	45,282
White Alone	82.8%	84.6%	81.9%
Black Alone	12.8%	10.8%	13.3%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.9%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.3%	1.8%	2.0%
Two or More Races	1.5%	1.5%	1.5%
Hispanic Origin	3.1%	4.0%	4.4%
Diversity Index	33.9	32.9	36.8
2020 Population by Race/Ethnicity			
Total	24,703	42,388	59,856
White Alone	81.8%	83.7%	82.4%
Black Alone	9.7%	8.0%	9.6%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	1.1%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	2.0%	1.9%
Two or More Races	4.7%	4.7%	4.6%
Hispanic Origin	4.4%	4.5%	4.3%
Diversity Index	37.6	35.1	36.6
2022 Population by Race/Ethnicity			
Total	26,022	44,707	63,343
White Alone	81.0%	83.0%	81.8%
Black Alone	9.9%	8.1%	9.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	1.1%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.1%	2.0%
Two or More Races	5.1%	5.1%	5.0%
Hispanic Origin	4.7%	4.8%	4.6%
Diversity Index	39.0	36.5	37.8
2027 Population by Race/Ethnicity			
Total	27,735	47,846	68,519
White Alone	79.9%	81.8%	80.6%
Black Alone	10.0%	8.2%	9.8%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.1%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.3%	2.2%
Two or More Races	5.9%	6.0%	5.8%
Hispanic Origin	5.1%	5.2%	4.9%
Diversity Index	41.1	38.7	39.9
2010 Population by Relationship and Household Type			
Total	18,510	31,562	45,281
In Households	100.0%	100.0%	100.0%
In Family Households	79.7%	78.3%	79.2%
Householder	29.6%	29.2%	29.6%
Spouse	23.1%	22.7%	23.1%
Child	21.8%	20.8%	20.9%
Other relative	3.2%	3.4%	3.4%
Nonrelative	2.1%	2.2%	2.2%
In Nonfamily Households	20.2%	21.6%	20.8%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
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	21,181	36,630	52,033
Less than 9th Grade	1.6%	1.4%	1.6%
9th - 12th Grade, No Diploma	4.1%	4.5%	4.9%
High School Graduate	26.3%	27.1%	27.2%
GED/Alternative Credential	4.6%	3.8%	4.2%
Some College, No Degree	22.9%	22.7%	22.1%
Associate Degree	12.2%	11.6%	11.4%
Bachelor's Degree	19.6%	19.3%	18.7%
Graduate/Professional Degree	8.8%	9.7%	9.9%
2022 Population 15+ by Marital Status			
Total	23,074	39,849	56,479
Never Married	22.0%	22.2%	21.6%
Married	55.8%	56.2%	57.3%
Widowed	7.5%	7.3%	7.7%
Divorced	14.7%	14.3%	13.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,061	20,728	27,976
Population 16+ Employed	98.0%	97.7%	97.5%
Population 16+ Unemployment rate	2.0%	2.3%	2.5%
Population 16-24 Employed	8.9%	9.2%	9.4%
Population 16-24 Unemployment rate	6.4%	5.8%	5.4%
Population 25-54 Employed	55.1%	55.6%	55.1%
Population 25-54 Unemployment rate	1.3%	1.6%	2.2%
Population 55-64 Employed	22.7%	22.9%	22.6%
Population 55-64 Unemployment rate	1.3%	2.2%	2.0%
Population 65+ Employed	13.3%	12.2%	12.9%
Population 65+ Unemployment rate	2.8%	2.7%	2.9%
2022 Employed Population 16+ by Industry			
Total	11,822	20,255	27,268
Agriculture/Mining	0.3%	0.3%	0.5%
Construction	7.2%	8.0%	8.1%
Manufacturing	2.5%	3.0%	2.9%
Wholesale Trade	1.8%	1.8%	1.6%
Retail Trade	17.4%	16.4%	16.9%
Transportation/Utilities	4.4%	4.2%	4.4%
Information	0.2%	0.5%	0.6%
Finance/Insurance/Real Estate	11.0%	11.0%	9.8%
Services	53.0%	52.6%	52.9%
Public Administration	2.2%	2.3%	2.4%
2022 Employed Population 16+ by Occupation			
Total	11,824	20,254	27,267
White Collar	58.9%	59.1%	58.8%
Management/Business/Financial	12.7%	13.9%	13.7%
Professional	15.3%	15.4%	16.2%
Sales	18.9%	17.9%	16.9%
Administrative Support	11.9%	11.9%	11.9%
Services	25.8%	24.6%	24.3%
Blue Collar	15.4%	16.3%	16.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.1%	4.5%	4.3%
Installation/Maintenance/Repair	3.0%	3.2%	3.5%
Production	1.7%	2.0%	2.4%
Transportation/Material Moving	6.5%	6.6%	6.6%

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2010 Households by Type			
Total	8,470	14,713	20,974
Households with 1 Person	29.3%	30.2%	29.6%
Households with 2+ People	70.7%	69.8%	70.4%
Family Households	64.2%	62.6%	63.7%
Husband-wife Families	50.1%	48.8%	49.8%
With Related Children	11.1%	10.5%	10.5%
Other Family (No Spouse Present)	14.1%	13.8%	13.8%
Other Family with Male Householder	3.6%	3.9%	3.8%
With Related Children	2.2%	2.2%	2.1%
Other Family with Female Householder	10.4%	10.0%	10.0%
With Related Children	6.8%	6.2%	6.2%
Nonfamily Households	6.6%	7.1%	6.8%
All Households with Children	20.5%	19.3%	19.2%
Multigenerational Households	3.1%	3.0%	3.1%
Unmarried Partner Households	6.7%	6.8%	6.6%
Male-female	6.0%	6.0%	5.9%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	8,470	14,713	20,977
1 Person Household	29.3%	30.2%	29.5%
2 Person Household	45.5%	45.2%	45.9%
3 Person Household	12.4%	12.3%	12.2%
4 Person Household	7.8%	7.2%	7.2%
5 Person Household	3.4%	3.3%	3.4%
6 Person Household	1.1%	1.1%	1.1%
7 + Person Household	0.7%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	8,470	14,714	20,976
Owner Occupied	77.6%	75.1%	76.2%
Owned with a Mortgage/Loan	50.8%	47.8%	46.9%
Owned Free and Clear	26.8%	27.3%	29.3%
Renter Occupied	22.4%	24.9%	23.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	117	116
Percent of Income for Mortgage	21.6%	22.5%	22.5%
Wealth Index	74	85	90
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,766	33,379	46,886
Housing Units Inside Urbanized Area	85.3%	88.9%	85.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	14.7%	11.1%	14.3%
2010 Population By Urban/ Rural Status			
Total Population	18,510	31,562	45,281
Population Inside Urbanized Area	78.4%	78.7%	73.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	21.6%	21.3%	27.0%

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)	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)
2.	The Great Outdoors (6C)	Silver & Gold (9A)	Silver & Gold (9A)
3.	Rural Resort Dwellers (6E)	The Great Outdoors (6C)	The Great Outdoors (6C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$20,997,643	\$39,608,110	\$57,179,998
Average Spent	\$1,690.63	\$1,819.64	\$1,859.94
Spending Potential Index	70	76	77
Education: Total \$	\$16,044,283	\$29,385,063	\$41,856,316
Average Spent	\$1,291.81	\$1,349.98	\$1,361.49
Spending Potential Index	66	69	69
Entertainment/Recreation: Total \$	\$35,285,785	\$67,835,584	\$97,242,588
Average Spent	\$2,841.05	\$3,116.44	\$3,163.08
Spending Potential Index	77	85	86
Food at Home: Total \$	\$58,949,604	\$113,276,736	\$163,159,372
Average Spent	\$4,746.34	\$5,204.06	\$5,307.20
Spending Potential Index	77	84	86
Food Away from Home: Total \$	\$38,524,983	\$72,615,922	\$104,923,196
Average Spent	\$3,101.85	\$3,336.06	\$3,412.91
Spending Potential Index	72	77	79
Health Care: Total \$	\$73,387,465	\$141,457,838	\$204,007,448
Average Spent	\$5,908.81	\$6,498.73	\$6,635.90
Spending Potential Index	83	92	94
HH Furnishings & Equipment: Total \$	\$24,089,757	\$45,324,007	\$65,441,694
Average Spent	\$1,939.59	\$2,082.23	\$2,128.67
Spending Potential Index	76	81	83
Personal Care Products & Services: Total \$	\$9,510,222	\$17,715,677	\$25,763,740
Average Spent	\$765.72	\$813.88	\$838.04
Spending Potential Index	75	80	82
Shelter: Total \$	\$206,588,046	\$385,378,651	\$553,994,900
Average Spent	\$16,633.50	\$17,704.72	\$18,020.20
Spending Potential Index	73	77	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,111,099	\$61,798,635	\$88,348,858
Average Spent	\$2,585.43	\$2,839.10	\$2,873.79
Spending Potential Index	95	105	106
Travel: Total \$	\$28,091,910	\$52,010,181	\$74,795,278
Average Spent	\$2,261.83	\$2,389.41	\$2,432.92
Spending Potential Index	79	83	85
Vehicle Maintenance & Repairs: Total \$	\$12,605,182	\$24,396,205	\$35,013,151
Average Spent	\$1,014.91	\$1,120.79	\$1,138.90
Spending Potential Index	81	89	90

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.