

Westland Square
2225 Sunset Blvd, West Columbia, SC, 29169
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 34.00083
Longitude: -81.10183

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,009	48,088	130,304
2020 Total Population	5,248	49,284	139,409
2020 Group Quarters	236	746	14,581
2022 Total Population	5,277	49,826	141,967
2022 Group Quarters	236	746	14,564
2027 Total Population	5,276	50,414	144,909
2022-2027 Annual Rate	0.00%	0.23%	0.41%
2022 Total Daytime Population	13,529	69,309	215,634
Workers	10,727	45,222	144,442
Residents	2,802	24,087	71,192
Household Summary			
2010 Households	2,208	22,144	52,397
2010 Average Household Size	2.18	2.14	2.20
2020 Total Households	2,433	23,469	58,396
2020 Average Household Size	2.06	2.07	2.14
2022 Total Households	2,444	23,818	59,512
2022 Average Household Size	2.06	2.06	2.14
2027 Total Households	2,453	24,177	61,081
2027 Average Household Size	2.05	2.05	2.13
2022-2027 Annual Rate	0.07%	0.30%	0.52%
2010 Families	1,300	11,109	26,866
2010 Average Family Size	2.76	2.83	2.90
2022 Total Families	1,346	11,016	27,889
2022 Average Family Size	2.71	2.84	2.94
2027 Total Families	1,338	11,070	28,327
2027 Average Family Size	2.70	2.84	2.93
2022-2027 Annual Rate	-0.12%	0.10%	0.31%
Housing Unit Summary			
2000 Housing Units	2,126	23,243	54,963
Owner Occupied Housing Units	69.3%	46.3%	45.6%
Renter Occupied Housing Units	22.9%	45.6%	46.2%
Vacant Housing Units	7.9%	8.2%	8.2%
2010 Housing Units	2,492	24,978	59,443
Owner Occupied Housing Units	61.2%	43.0%	43.5%
Renter Occupied Housing Units	27.4%	45.7%	44.7%
Vacant Housing Units	11.4%	11.3%	11.9%
2020 Housing Units	2,679	26,313	65,839
Vacant Housing Units	9.2%	10.8%	11.3%
2022 Housing Units	2,695	26,694	67,090
Owner Occupied Housing Units	60.8%	41.0%	40.8%
Renter Occupied Housing Units	29.9%	48.2%	47.9%
Vacant Housing Units	9.3%	10.8%	11.3%
2027 Housing Units	2,706	27,121	68,945
Owner Occupied Housing Units	61.9%	41.9%	41.6%
Renter Occupied Housing Units	28.8%	47.3%	47.0%
Vacant Housing Units	9.3%	10.9%	11.4%
Median Household Income			
2022	\$58,675	\$46,875	\$46,443
2027	\$68,105	\$53,171	\$52,400
Median Home Value			
2022	\$187,898	\$166,640	\$169,810
2027	\$193,512	\$172,366	\$176,412
Per Capita Income			
2022	\$37,030	\$33,403	\$30,332
2027	\$43,295	\$38,476	\$34,973
Median Age			
2010	44.4	34.7	31.7
2022	45.8	37.2	33.5
2027	46.0	38.1	34.1

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.

Market Profile

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2022 Households by Income			
Household Income Base	2,444	23,818	59,511
<\$15,000	8.6%	10.6%	14.1%
\$15,000 - \$24,999	9.2%	13.1%	12.0%
\$25,000 - \$34,999	10.8%	12.0%	10.5%
\$35,000 - \$49,999	14.6%	17.1%	16.3%
\$50,000 - \$74,999	15.7%	16.5%	15.7%
\$75,000 - \$99,999	15.7%	12.7%	11.8%
\$100,000 - \$149,999	13.4%	10.7%	11.0%
\$150,000 - \$199,999	8.1%	3.8%	4.7%
\$200,000+	4.0%	3.6%	3.8%
Average Household Income	\$81,957	\$70,066	\$70,568
2027 Households by Income			
Household Income Base	2,453	24,177	61,080
<\$15,000	6.2%	8.5%	11.7%
\$15,000 - \$24,999	5.9%	10.1%	9.8%
\$25,000 - \$34,999	7.1%	10.6%	10.0%
\$35,000 - \$49,999	15.8%	17.7%	16.5%
\$50,000 - \$74,999	18.8%	17.1%	15.4%
\$75,000 - \$99,999	14.8%	13.0%	12.0%
\$100,000 - \$149,999	15.2%	13.9%	13.8%
\$150,000 - \$199,999	11.5%	5.0%	6.5%
\$200,000+	4.6%	4.0%	4.3%
Average Household Income	\$95,527	\$80,428	\$81,226
2022 Owner Occupied Housing Units by Value			
Total	1,639	10,941	27,395
<\$50,000	5.4%	5.5%	5.5%
\$50,000 - \$99,999	6.6%	11.6%	13.9%
\$100,000 - \$149,999	16.2%	25.1%	22.5%
\$150,000 - \$199,999	28.7%	23.2%	20.6%
\$200,000 - \$249,999	16.9%	11.1%	11.5%
\$250,000 - \$299,999	12.4%	8.8%	7.2%
\$300,000 - \$399,999	9.1%	7.7%	9.6%
\$400,000 - \$499,999	1.7%	2.3%	3.3%
\$500,000 - \$749,999	0.4%	1.4%	2.5%
\$750,000 - \$999,999	2.1%	1.6%	1.5%
\$1,000,000 - \$1,499,999	0.4%	1.1%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$214,530	\$215,441	\$227,969
2027 Owner Occupied Housing Units by Value			
Total	1,674	11,361	28,650
<\$50,000	5.2%	5.2%	5.2%
\$50,000 - \$99,999	6.3%	11.0%	13.2%
\$100,000 - \$149,999	15.2%	23.9%	21.3%
\$150,000 - \$199,999	26.7%	22.1%	19.5%
\$200,000 - \$249,999	16.0%	10.6%	10.8%
\$250,000 - \$299,999	14.0%	9.8%	7.9%
\$300,000 - \$399,999	10.4%	8.7%	10.5%
\$400,000 - \$499,999	2.3%	2.8%	4.0%
\$500,000 - \$749,999	0.5%	1.9%	3.2%
\$750,000 - \$999,999	2.8%	2.2%	2.0%
\$1,000,000 - \$1,499,999	0.6%	1.3%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.7%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$227,897	\$231,319	\$247,074

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	5,008	48,092	130,301
0 - 4	6.1%	6.6%	5.9%
5 - 9	5.2%	5.0%	4.8%
10 - 14	4.8%	4.2%	4.4%
15 - 24	11.2%	16.5%	23.1%
25 - 34	12.2%	18.1%	16.7%
35 - 44	11.3%	11.9%	11.4%
45 - 54	12.7%	12.6%	12.4%
55 - 64	13.5%	10.6%	10.2%
65 - 74	9.5%	6.7%	5.8%
75 - 84	8.4%	5.0%	3.7%
85 +	5.2%	2.8%	1.8%
18 +	81.2%	81.5%	82.0%
2022 Population by Age			
Total	5,276	49,827	141,965
0 - 4	5.3%	5.7%	5.0%
5 - 9	5.3%	5.1%	4.7%
10 - 14	5.3%	4.8%	4.6%
15 - 24	9.5%	14.1%	21.5%
25 - 34	12.7%	17.4%	16.4%
35 - 44	11.1%	12.6%	12.0%
45 - 54	11.3%	10.6%	10.0%
55 - 64	12.0%	11.1%	10.5%
65 - 74	12.8%	9.4%	8.4%
75 - 84	9.3%	6.0%	4.7%
85 +	5.6%	3.2%	2.1%
18 +	81.5%	81.9%	83.1%
2027 Population by Age			
Total	5,277	50,415	144,909
0 - 4	5.3%	5.7%	5.1%
5 - 9	5.3%	5.0%	4.6%
10 - 14	5.3%	4.8%	4.5%
15 - 24	9.9%	14.9%	22.0%
25 - 34	10.9%	15.4%	15.1%
35 - 44	12.1%	13.1%	12.4%
45 - 54	11.6%	10.6%	10.2%
55 - 64	11.1%	10.4%	9.7%
65 - 74	12.1%	9.8%	8.8%
75 - 84	10.6%	7.0%	5.6%
85 +	5.7%	3.4%	2.2%
18 +	81.2%	81.8%	83.1%
2010 Population by Sex			
Males	2,338	23,128	64,281
Females	2,672	24,959	66,023
2022 Population by Sex			
Males	2,473	24,052	69,944
Females	2,804	25,774	72,023
2027 Population by Sex			
Males	2,483	24,345	71,445
Females	2,793	26,070	73,464

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	5,010	48,088	130,305
White Alone	75.9%	62.3%	56.4%
Black Alone	12.5%	27.5%	36.2%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	1.3%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.2%	5.7%	3.0%
Two or More Races	1.7%	2.1%	2.0%
Hispanic Origin	13.6%	9.9%	6.0%
Diversity Index	54.1	61.6	60.0
2020 Population by Race/Ethnicity			
Total	5,248	49,284	139,409
White Alone	69.5%	56.2%	54.6%
Black Alone	12.7%	28.2%	32.1%
American Indian Alone	0.9%	0.6%	0.4%
Asian Alone	1.9%	2.5%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.0%	5.5%	3.3%
Two or More Races	8.1%	6.9%	5.9%
Hispanic Origin	13.8%	10.1%	6.9%
Diversity Index	61.1	67.0	64.5
2022 Population by Race/Ethnicity			
Total	5,276	49,825	141,967
White Alone	68.8%	55.6%	54.2%
Black Alone	12.9%	28.4%	32.2%
American Indian Alone	0.9%	0.6%	0.4%
Asian Alone	2.0%	2.6%	3.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.0%	5.5%	3.3%
Two or More Races	8.4%	7.1%	6.1%
Hispanic Origin	13.9%	10.0%	6.9%
Diversity Index	61.8	67.3	64.8
2027 Population by Race/Ethnicity			
Total	5,275	50,415	144,908
White Alone	67.5%	54.2%	53.0%
Black Alone	13.2%	28.8%	32.5%
American Indian Alone	1.0%	0.7%	0.4%
Asian Alone	2.1%	2.8%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.3%	5.7%	3.5%
Two or More Races	8.9%	7.7%	6.7%
Hispanic Origin	14.3%	10.2%	7.0%
Diversity Index	63.3	68.4	65.8
2010 Population by Relationship and Household Type			
Total	5,010	48,088	130,303
In Households	95.9%	98.3%	88.3%
In Family Households	74.3%	68.3%	62.1%
Householder	25.2%	23.1%	20.6%
Spouse	18.3%	14.4%	12.6%
Child	23.6%	23.4%	22.7%
Other relative	4.5%	4.5%	3.8%
Nonrelative	2.7%	2.9%	2.4%
In Nonfamily Households	21.6%	30.0%	26.2%
In Group Quarters	4.1%	1.7%	11.7%
Institutionalized Population	4.1%	1.0%	4.4%
Noninstitutionalized Population	0.0%	0.7%	7.3%

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.

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2022 Population 25+ by Educational Attainment			
Total	3,936	35,063	91,029
Less than 9th Grade	3.0%	3.1%	2.6%
9th - 12th Grade, No Diploma	6.5%	5.7%	6.1%
High School Graduate	21.8%	21.9%	20.7%
GED/Alternative Credential	2.5%	3.9%	4.3%
Some College, No Degree	16.5%	21.6%	20.2%
Associate Degree	8.7%	8.8%	9.4%
Bachelor's Degree	26.0%	21.5%	21.4%
Graduate/Professional Degree	15.1%	13.5%	15.3%
2022 Population 15+ by Marital Status			
Total	4,438	42,071	121,572
Never Married	32.9%	44.3%	53.1%
Married	43.8%	35.9%	32.0%
Widowed	12.1%	7.8%	5.6%
Divorced	11.2%	11.9%	9.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,573	27,151	72,173
Population 16+ Employed	97.2%	95.9%	95.2%
Population 16+ Unemployment rate	2.8%	4.1%	4.8%
Population 16-24 Employed	11.6%	18.2%	20.3%
Population 16-24 Unemployment rate	4.3%	6.2%	8.6%
Population 25-54 Employed	62.6%	63.9%	61.7%
Population 25-54 Unemployment rate	3.3%	4.0%	4.1%
Population 55-64 Employed	16.2%	12.5%	12.8%
Population 55-64 Unemployment rate	1.5%	3.2%	2.9%
Population 65+ Employed	9.6%	5.4%	5.2%
Population 65+ Unemployment rate	0.0%	0.6%	3.1%
2022 Employed Population 16+ by Industry			
Total	2,501	26,026	68,694
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	16.9%	10.2%	7.2%
Manufacturing	6.8%	7.1%	7.0%
Wholesale Trade	4.0%	1.9%	2.2%
Retail Trade	6.2%	11.6%	11.8%
Transportation/Utilities	5.7%	6.2%	5.6%
Information	1.5%	1.3%	1.5%
Finance/Insurance/Real Estate	7.6%	7.4%	6.7%
Services	44.3%	47.2%	51.0%
Public Administration	6.8%	6.6%	6.7%
2022 Employed Population 16+ by Occupation			
Total	2,500	26,024	68,694
White Collar	61.5%	58.9%	62.9%
Management/Business/Financial	20.8%	14.3%	15.2%
Professional	25.0%	23.4%	25.7%
Sales	6.0%	8.7%	8.9%
Administrative Support	9.7%	12.5%	13.1%
Services	11.8%	17.3%	17.2%
Blue Collar	26.7%	23.7%	19.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	11.1%	8.2%	5.3%
Installation/Maintenance/Repair	5.0%	2.3%	2.1%
Production	3.2%	5.4%	5.1%
Transportation/Material Moving	7.4%	7.7%	7.3%

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2010 Households by Type			
Total	2,209	22,144	52,398
Households with 1 Person	34.2%	38.9%	36.9%
Households with 2+ People	65.8%	61.1%	63.1%
Family Households	58.9%	50.2%	51.3%
Husband-wife Families	42.4%	31.4%	31.3%
With Related Children	14.9%	11.2%	11.8%
Other Family (No Spouse Present)	16.5%	18.8%	20.0%
Other Family with Male Householder	4.4%	4.7%	4.5%
With Related Children	2.4%	2.4%	2.3%
Other Family with Female Householder	12.1%	14.0%	15.4%
With Related Children	6.8%	9.0%	10.1%
Nonfamily Households	7.0%	10.9%	11.8%
All Households with Children	24.9%	23.2%	24.6%
Multigenerational Households	2.8%	2.8%	3.1%
Unmarried Partner Households	5.7%	7.4%	7.2%
Male-female	4.8%	6.5%	6.3%
Same-sex	1.0%	0.9%	0.9%
2010 Households by Size			
Total	2,208	22,144	52,397
1 Person Household	34.2%	38.9%	36.9%
2 Person Household	36.4%	33.4%	33.1%
3 Person Household	12.8%	13.3%	14.3%
4 Person Household	8.7%	8.5%	9.4%
5 Person Household	4.8%	3.5%	3.9%
6 Person Household	1.5%	1.4%	1.5%
7 + Person Household	1.5%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,208	22,143	52,396
Owner Occupied	69.1%	48.5%	49.3%
Owned with a Mortgage/Loan	40.2%	31.5%	34.4%
Owned Free and Clear	28.9%	17.0%	14.9%
Renter Occupied	30.9%	51.5%	50.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	148	134	130
Percent of Income for Mortgage	16.9%	18.7%	19.3%
Wealth Index	73	52	53
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,492	24,978	59,443
Housing Units Inside Urbanized Area	100.0%	99.8%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.4%
2010 Population By Urban/ Rural Status			
Total Population	5,009	48,088	130,304
Population Inside Urbanized Area	100.0%	99.7%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.5%

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.	Comfortable Empty Nesters (5A)	Young and Restless (11B)	Young and Restless (11B)
2.	Small Town Sincerity (12C)	Rustbelt Traditions (5D)	College Towns (14B)
3.	Down the Road (10D)	Retirement Communities (9E)	Rustbelt Traditions (5D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,622,737	\$40,249,860	\$101,201,963
Average Spent	\$1,891.46	\$1,689.89	\$1,700.53
Spending Potential Index	79	70	71
Education: Total \$	\$3,519,958	\$30,598,046	\$79,972,817
Average Spent	\$1,440.24	\$1,284.66	\$1,343.81
Spending Potential Index	73	66	69
Entertainment/Recreation: Total \$	\$7,182,950	\$59,058,372	\$147,637,929
Average Spent	\$2,939.01	\$2,479.57	\$2,480.81
Spending Potential Index	80	68	68
Food at Home: Total \$	\$12,220,774	\$103,010,575	\$255,072,523
Average Spent	\$5,000.32	\$4,324.90	\$4,286.07
Spending Potential Index	81	70	69
Food Away from Home: Total \$	\$8,260,321	\$71,801,493	\$180,432,557
Average Spent	\$3,379.84	\$3,014.59	\$3,031.87
Spending Potential Index	78	70	70
Health Care: Total \$	\$14,389,784	\$115,646,627	\$286,284,531
Average Spent	\$5,887.80	\$4,855.43	\$4,810.53
Spending Potential Index	83	69	68
HH Furnishings & Equipment: Total \$	\$4,983,163	\$41,030,992	\$102,970,739
Average Spent	\$2,038.94	\$1,722.69	\$1,730.25
Spending Potential Index	80	67	68
Personal Care Products & Services: Total \$	\$1,981,331	\$16,836,780	\$42,097,608
Average Spent	\$810.69	\$706.89	\$707.38
Spending Potential Index	80	69	69
Shelter: Total \$	\$42,825,922	\$369,289,148	\$929,698,680
Average Spent	\$17,522.88	\$15,504.62	\$15,622.04
Spending Potential Index	77	68	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,351,045	\$42,590,226	\$105,435,941
Average Spent	\$2,189.46	\$1,788.15	\$1,771.68
Spending Potential Index	81	66	65
Travel: Total \$	\$5,383,294	\$43,615,092	\$110,380,562
Average Spent	\$2,202.66	\$1,831.18	\$1,854.76
Spending Potential Index	77	64	65
Vehicle Maintenance & Repairs: Total \$	\$2,518,039	\$21,361,874	\$53,291,744
Average Spent	\$1,030.29	\$896.88	\$895.48
Spending Potential Index	82	71	71

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.