

Litchfield Market Village
 115 Willbrook Blvd, Pawleys Island, South Carolina, 29585
 Rings: 1, 3, 5 mile radii

Prepared by Young's Research
 Latitude: 33.48408
 Longitude: -79.09709

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,322	4,889	10,082
2010 Total Population	1,722	6,371	12,581
2018 Total Population	1,937	7,232	14,026
2018 Group Quarters	8	17	17
2023 Total Population	2,080	7,777	14,971
2018-2023 Annual Rate	1.43%	1.46%	1.31%
2018 Total Daytime Population	2,576	7,882	14,674
Workers	1,416	3,486	6,596
Residents	1,160	4,396	8,078
Household Summary			
2000 Households	641	2,274	4,591
2000 Average Household Size	2.02	2.13	2.19
2010 Households	865	3,038	5,855
2010 Average Household Size	1.98	2.09	2.15
2018 Households	978	3,458	6,547
2018 Average Household Size	1.97	2.09	2.14
2023 Households	1,051	3,723	6,998
2023 Average Household Size	1.97	2.08	2.14
2018-2023 Annual Rate	1.45%	1.49%	1.34%
2010 Families	596	2,021	3,882
2010 Average Family Size	2.36	2.54	2.60
2018 Families	665	2,267	4,272
2018 Average Family Size	2.37	2.57	2.63
2023 Families	710	2,428	4,539
2023 Average Family Size	2.39	2.58	2.64
2018-2023 Annual Rate	1.32%	1.38%	1.22%
Housing Unit Summary			
2000 Housing Units	1,884	4,375	7,698
Owner Occupied Housing Units	27.8%	42.3%	49.7%
Renter Occupied Housing Units	6.3%	9.7%	10.0%
Vacant Housing Units	65.9%	48.0%	40.4%
2010 Housing Units	2,347	5,756	9,975
Owner Occupied Housing Units	29.1%	41.7%	47.1%
Renter Occupied Housing Units	7.8%	11.1%	11.6%
Vacant Housing Units	63.1%	47.2%	41.3%
2018 Housing Units	2,547	6,431	11,093
Owner Occupied Housing Units	31.0%	43.5%	48.4%
Renter Occupied Housing Units	7.4%	10.3%	10.7%
Vacant Housing Units	61.6%	46.2%	41.0%
2023 Housing Units	2,697	6,880	11,834
Owner Occupied Housing Units	31.7%	44.2%	48.9%
Renter Occupied Housing Units	7.2%	9.9%	10.3%
Vacant Housing Units	61.0%	45.9%	40.9%
Median Household Income			
2018	\$62,390	\$56,922	\$56,111
2023	\$72,590	\$61,779	\$59,531
Median Home Value			
2018	\$493,396	\$373,458	\$334,349
2023	\$561,776	\$403,484	\$365,772
Per Capita Income			
2018	\$47,374	\$41,906	\$39,804
2023	\$54,899	\$48,292	\$45,243
Median Age			
2010	61.3	58.1	54.6
2018	64.3	61.0	58.0
2023	66.0	63.1	60.1

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	978	3,458	6,547
<\$15,000	14.4%	13.6%	12.0%
\$15,000 - \$24,999	10.4%	9.5%	10.2%
\$25,000 - \$34,999	8.3%	8.1%	9.6%
\$35,000 - \$49,999	9.8%	11.9%	11.6%
\$50,000 - \$74,999	12.2%	18.7%	20.2%
\$75,000 - \$99,999	14.5%	11.3%	11.1%
\$100,000 - \$149,999	16.0%	14.4%	13.1%
\$150,000 - \$199,999	4.4%	4.2%	4.5%
\$200,000+	9.9%	8.1%	7.8%
Average Household Income	\$95,476	\$87,635	\$85,300
2023 Households by Income			
Household Income Base	1,051	3,723	6,998
<\$15,000	14.0%	13.2%	11.7%
\$15,000 - \$24,999	8.8%	8.1%	9.1%
\$25,000 - \$34,999	7.2%	7.2%	8.8%
\$35,000 - \$49,999	9.7%	11.8%	11.6%
\$50,000 - \$74,999	11.0%	17.2%	18.5%
\$75,000 - \$99,999	12.2%	9.7%	9.5%
\$100,000 - \$149,999	19.0%	17.4%	15.7%
\$150,000 - \$199,999	5.8%	5.5%	5.7%
\$200,000+	12.2%	9.9%	9.4%
Average Household Income	\$110,624	\$100,900	\$96,815
2018 Owner Occupied Housing Units by Value			
Total	789	2,796	5,364
<\$50,000	2.0%	3.3%	7.3%
\$50,000 - \$99,999	0.4%	6.7%	8.8%
\$100,000 - \$149,999	2.4%	2.9%	5.0%
\$150,000 - \$199,999	0.9%	4.8%	6.9%
\$200,000 - \$249,999	2.2%	6.5%	7.3%
\$250,000 - \$299,999	10.5%	7.6%	7.8%
\$300,000 - \$399,999	19.0%	24.9%	20.5%
\$400,000 - \$499,999	13.4%	14.9%	12.6%
\$500,000 - \$749,999	27.9%	15.7%	11.7%
\$750,000 - \$999,999	14.2%	7.5%	6.8%
\$1,000,000 - \$1,499,999	2.3%	2.7%	3.3%
\$1,500,000 - \$1,999,999	2.7%	1.6%	1.5%
\$2,000,000 +	2.0%	0.9%	0.7%
Average Home Value	\$586,072	\$453,210	\$407,631
2023 Owner Occupied Housing Units by Value			
Total	856	3,042	5,784
<\$50,000	1.4%	2.4%	5.7%
\$50,000 - \$99,999	0.4%	6.2%	8.3%
\$100,000 - \$149,999	2.2%	2.9%	5.2%
\$150,000 - \$199,999	0.7%	4.6%	6.5%
\$200,000 - \$249,999	1.5%	5.2%	6.0%
\$250,000 - \$299,999	7.5%	5.6%	6.1%
\$300,000 - \$399,999	15.5%	22.5%	18.7%
\$400,000 - \$499,999	13.4%	16.0%	13.2%
\$500,000 - \$749,999	30.3%	18.0%	13.9%
\$750,000 - \$999,999	19.6%	10.7%	10.2%
\$1,000,000 - \$1,499,999	2.8%	3.1%	3.8%
\$1,500,000 - \$1,999,999	3.2%	1.9%	1.8%
\$2,000,000 +	1.8%	0.8%	0.7%
Average Home Value	\$632,459	\$490,590	\$451,214

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,721	6,371	12,579
0 - 4	1.9%	3.2%	3.5%
5 - 9	3.8%	4.2%	4.3%
10 - 14	3.7%	4.4%	5.0%
15 - 24	5.5%	6.4%	7.4%
25 - 34	4.8%	6.1%	6.6%
35 - 44	7.6%	9.0%	10.3%
45 - 54	10.7%	11.5%	13.4%
55 - 64	21.5%	19.7%	18.9%
65 - 74	24.9%	20.9%	18.5%
75 - 84	11.2%	10.6%	9.0%
85 +	4.8%	4.0%	3.1%
18 +	88.5%	85.5%	84.0%
2018 Population by Age			
Total	1,937	7,231	14,027
0 - 4	1.6%	2.7%	3.0%
5 - 9	2.1%	3.2%	3.6%
10 - 14	3.0%	3.7%	4.4%
15 - 24	5.5%	6.4%	7.0%
25 - 34	5.0%	6.1%	6.7%
35 - 44	5.8%	7.0%	8.6%
45 - 54	9.9%	10.9%	11.9%
55 - 64	18.7%	17.9%	18.0%
65 - 74	27.8%	24.5%	22.4%
75 - 84	15.7%	13.2%	11.0%
85 +	5.0%	4.5%	3.6%
18 +	91.3%	88.1%	86.3%
2023 Population by Age			
Total	2,080	7,778	14,971
0 - 4	1.5%	2.4%	2.8%
5 - 9	2.0%	2.9%	3.4%
10 - 14	2.5%	3.4%	4.1%
15 - 24	4.9%	5.8%	6.4%
25 - 34	4.4%	5.7%	6.5%
35 - 44	6.0%	6.8%	8.6%
45 - 54	8.3%	9.4%	10.6%
55 - 64	17.7%	17.2%	17.0%
65 - 74	27.7%	25.2%	23.4%
75 - 84	19.4%	16.2%	13.4%
85 +	5.6%	4.9%	3.9%
18 +	92.4%	89.1%	87.2%
2010 Population by Sex			
Males	803	2,976	5,973
Females	919	3,395	6,608
2018 Population by Sex			
Males	914	3,399	6,683
Females	1,023	3,833	7,343
2023 Population by Sex			
Males	983	3,662	7,157
Females	1,096	4,115	7,814

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2010 Population by Race/Ethnicity			
Total	1,721	6,371	12,580
White Alone	95.8%	87.3%	86.7%
Black Alone	3.0%	11.1%	11.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.5%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.1%	0.3%	0.5%
Two or More Races	0.3%	0.6%	0.8%
Hispanic Origin	0.5%	0.9%	1.4%
Diversity Index	9.2	23.9	25.7
2018 Population by Race/Ethnicity			
Total	1,936	7,232	14,027
White Alone	96.2%	89.0%	88.5%
Black Alone	2.4%	9.2%	9.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.7%	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	0.4%	0.7%	1.0%
Hispanic Origin	0.5%	0.9%	1.3%
Diversity Index	8.3	21.3	22.9
2023 Population by Race/Ethnicity			
Total	2,080	7,776	14,971
White Alone	96.4%	89.8%	89.2%
Black Alone	2.1%	8.2%	8.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	0.4%	0.8%	1.1%
Hispanic Origin	0.5%	0.9%	1.4%
Diversity Index	8.0	20.2	21.8
2010 Population by Relationship and Household Type			
Total	1,722	6,371	12,581
In Households	99.5%	99.7%	99.9%
In Family Households	82.1%	81.4%	81.4%
Householder	33.9%	31.8%	30.8%
Spouse	31.2%	27.6%	25.8%
Child	15.0%	19.2%	21.4%
Other relative	1.3%	2.0%	2.4%
Nonrelative	0.5%	0.9%	1.2%
In Nonfamily Households	17.5%	18.3%	18.4%
In Group Quarters	0.5%	0.3%	0.1%
Institutionalized Population	0.5%	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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2018 Population 25+ by Educational Attainment			
Total	1,703	6,074	11,507
Less than 9th Grade	0.1%	0.0%	0.3%
9th - 12th Grade, No Diploma	1.5%	1.7%	2.5%
High School Graduate	14.7%	17.4%	18.5%
GED/Alternative Credential	1.5%	1.3%	1.8%
Some College, No Degree	23.5%	24.6%	24.1%
Associate Degree	6.0%	7.7%	8.4%
Bachelor's Degree	30.4%	26.7%	27.0%
Graduate/Professional Degree	22.2%	20.5%	17.3%
2018 Population 15+ by Marital Status			
Total	1,809	6,539	12,488
Never Married	14.0%	20.2%	20.8%
Married	72.2%	60.7%	59.9%
Widowed	6.7%	9.8%	9.3%
Divorced	7.0%	9.3%	9.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.6%	98.5%	98.4%
Civilian Unemployed (Unemployment Rate)	1.4%	1.5%	1.6%
2018 Employed Population 16+ by Industry			
Total	791	2,892	6,058
Agriculture/Mining	0.0%	1.8%	1.3%
Construction	4.4%	2.9%	4.8%
Manufacturing	9.6%	10.3%	9.2%
Wholesale Trade	1.0%	1.7%	2.4%
Retail Trade	15.8%	17.3%	14.7%
Transportation/Utilities	3.4%	2.6%	2.7%
Information	2.0%	1.1%	0.9%
Finance/Insurance/Real Estate	13.3%	12.6%	9.0%
Services	49.3%	48.2%	53.3%
Public Administration	1.0%	1.6%	1.8%
2018 Employed Population 16+ by Occupation			
Total	792	2,894	6,057
White Collar	75.2%	65.5%	62.5%
Management/Business/Financial	30.3%	24.5%	19.2%
Professional	13.7%	12.6%	19.4%
Sales	16.7%	18.5%	14.8%
Administrative Support	14.5%	9.9%	9.0%
Services	16.1%	24.1%	26.4%
Blue Collar	8.8%	10.5%	11.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.4%	2.3%	3.3%
Installation/Maintenance/Repair	2.8%	2.4%	2.1%
Production	0.0%	4.3%	4.0%
Transportation/Material Moving	2.7%	1.5%	1.5%
2010 Population By Urban/ Rural Status			
Total Population	1,722	6,371	12,581
Population Inside Urbanized Area	0.0%	1.3%	15.4%
Population Inside Urbanized Cluster	74.7%	81.4%	69.7%
Rural Population	25.3%	17.3%	15.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	865	3,038	5,856
Households with 1 Person	27.1%	29.3%	28.4%
Households with 2+ People	72.9%	70.7%	71.6%
Family Households	68.9%	66.5%	66.3%
Husband-wife Families	63.5%	57.9%	55.5%
With Related Children	10.3%	11.5%	12.9%
Other Family (No Spouse Present)	5.3%	8.7%	10.7%
Other Family with Male Householder	1.4%	1.8%	2.5%
With Related Children	1.0%	1.1%	1.5%
Other Family with Female Householder	3.9%	6.9%	8.2%
With Related Children	2.2%	4.1%	4.8%
Nonfamily Households	4.0%	4.2%	5.3%
All Households with Children	13.4%	16.9%	19.4%
Multigenerational Households	1.2%	2.0%	2.2%
Unmarried Partner Households	2.9%	3.7%	4.6%
Male-female	2.3%	3.1%	3.8%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	864	3,038	5,855
1 Person Household	27.1%	29.3%	28.4%
2 Person Household	55.7%	49.8%	47.3%
3 Person Household	8.8%	9.8%	11.6%
4 Person Household	5.9%	7.0%	8.2%
5 Person Household	2.1%	2.9%	3.2%
6 Person Household	0.2%	0.7%	0.8%
7 + Person Household	0.2%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	865	3,038	5,855
Owner Occupied	78.8%	79.0%	80.3%
Owned with a Mortgage/Loan	50.2%	49.9%	50.2%
Owned Free and Clear	28.7%	29.1%	30.1%
Renter Occupied	21.2%	21.0%	19.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,347	5,756	9,975
Housing Units Inside Urbanized Area	0.0%	0.7%	12.3%
Housing Units Inside Urbanized Cluster	86.6%	80.0%	68.1%
Rural Housing Units	13.4%	19.2%	19.6%

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.	Top Tier (1A)	Rooted Rural (10B)	Senior Escapes (9D)
3.	Professional Pride (1B)	Exurbanites (1E)	Rooted Rural (10B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,234,410	\$7,282,733	\$13,632,834
Average Spent	\$2,284.67	\$2,106.05	\$2,082.30
Spending Potential Index	105	97	96
Education: Total \$	\$1,376,819	\$4,391,907	\$8,264,489
Average Spent	\$1,407.79	\$1,270.07	\$1,262.33
Spending Potential Index	97	88	87
Entertainment/Recreation: Total \$	\$3,695,726	\$12,112,622	\$22,283,707
Average Spent	\$3,778.86	\$3,502.78	\$3,403.65
Spending Potential Index	117	109	106
Food at Home: Total \$	\$5,383,708	\$17,860,540	\$33,288,329
Average Spent	\$5,504.81	\$5,164.99	\$5,084.52
Spending Potential Index	110	103	101
Food Away from Home: Total \$	\$3,774,708	\$12,286,730	\$22,809,147
Average Spent	\$3,859.62	\$3,553.13	\$3,483.91
Spending Potential Index	110	101	99
Health Care: Total \$	\$7,176,750	\$23,573,441	\$42,788,390
Average Spent	\$7,338.19	\$6,817.07	\$6,535.57
Spending Potential Index	128	119	114
HH Furnishings & Equipment: Total \$	\$2,420,790	\$7,843,081	\$14,405,973
Average Spent	\$2,475.25	\$2,268.10	\$2,200.39
Spending Potential Index	118	109	105
Personal Care Products & Services: Total \$	\$959,847	\$3,093,326	\$5,682,346
Average Spent	\$981.44	\$894.54	\$867.93
Spending Potential Index	119	108	105
Shelter: Total \$	\$17,877,054	\$57,403,300	\$106,813,738
Average Spent	\$18,279.20	\$16,600.14	\$16,314.91
Spending Potential Index	109	99	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,209,399	\$10,307,610	\$18,467,082
Average Spent	\$3,281.59	\$2,980.80	\$2,820.69
Spending Potential Index	132	120	113
Travel: Total \$	\$2,585,485	\$8,212,451	\$15,006,925
Average Spent	\$2,643.65	\$2,374.91	\$2,292.18
Spending Potential Index	123	110	106
Vehicle Maintenance & Repairs: Total \$	\$1,231,192	\$4,036,763	\$7,449,426
Average Spent	\$1,258.89	\$1,167.37	\$1,137.84
Spending Potential Index	117	109	106

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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