

Grove Park Shopping Center
1370 Chestnut St, Orangeburg, South Carolina, 29115
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.51369
Longitude: -80.86162

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,713	26,482	37,770
2010 Total Population	5,909	27,226	38,672
2021 Total Population	5,854	25,669	36,446
2021 Group Quarters	379	2,841	2,954
2026 Total Population	5,796	25,163	35,682
2021-2026 Annual Rate	-0.20%	-0.40%	-0.42%
2021 Total Daytime Population	7,830	33,451	43,671
Workers	4,964	19,342	23,486
Residents	2,866	14,109	20,185
Household Summary			
2000 Households	2,396	9,848	13,909
2000 Average Household Size	2.18	2.38	2.47
2010 Households	2,523	10,362	14,690
2010 Average Household Size	2.18	2.33	2.41
2021 Households	2,493	9,772	13,819
2021 Average Household Size	2.20	2.34	2.42
2026 Households	2,463	9,552	13,495
2026 Average Household Size	2.20	2.34	2.43
2021-2026 Annual Rate	-0.24%	-0.45%	-0.47%
2010 Families	1,393	6,030	8,930
2010 Average Family Size	2.89	2.97	3.04
2021 Families	1,336	5,539	8,190
2021 Average Family Size	2.94	3.00	3.07
2026 Families	1,311	5,376	7,943
2026 Average Family Size	2.95	3.01	3.08
2021-2026 Annual Rate	-0.38%	-0.60%	-0.61%
Housing Unit Summary			
2000 Housing Units	2,679	11,313	15,738
Owner Occupied Housing Units	49.3%	52.2%	57.6%
Renter Occupied Housing Units	40.1%	34.9%	30.8%
Vacant Housing Units	10.6%	12.9%	11.6%
2010 Housing Units	2,879	12,133	16,942
Owner Occupied Housing Units	41.4%	44.8%	49.1%
Renter Occupied Housing Units	46.2%	40.6%	37.6%
Vacant Housing Units	12.4%	14.6%	13.3%
2021 Housing Units	2,916	11,729	16,346
Owner Occupied Housing Units	35.2%	39.4%	43.5%
Renter Occupied Housing Units	50.3%	43.9%	41.1%
Vacant Housing Units	14.5%	16.7%	15.5%
2026 Housing Units	2,938	11,816	16,465
Owner Occupied Housing Units	35.1%	39.1%	43.0%
Renter Occupied Housing Units	48.7%	41.7%	39.0%
Vacant Housing Units	16.2%	19.2%	18.0%
Median Household Income			
2021	\$32,343	\$35,172	\$36,270
2026	\$33,337	\$36,623	\$37,996
Median Home Value			
2021	\$110,566	\$120,766	\$118,683
2026	\$114,360	\$124,911	\$123,934
Per Capita Income			
2021	\$20,280	\$19,043	\$19,565
2026	\$21,345	\$20,540	\$21,236
Median Age			
2010	35.2	32.4	33.9
2021	37.1	34.6	36.0
2026	38.2	36.0	37.4

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	2,493	9,768	13,815
<\$15,000	24.0%	26.3%	25.0%
\$15,000 - \$24,999	13.0%	12.1%	11.9%
\$25,000 - \$34,999	16.4%	11.3%	11.4%
\$35,000 - \$49,999	15.1%	14.5%	14.8%
\$50,000 - \$74,999	10.3%	12.3%	13.2%
\$75,000 - \$99,999	10.9%	8.8%	8.5%
\$100,000 - \$149,999	7.6%	10.9%	11.5%
\$150,000 - \$199,999	0.9%	2.7%	2.8%
\$200,000+	1.7%	0.9%	0.9%
Average Household Income	\$48,064	\$49,697	\$50,821
2026 Households by Income			
Household Income Base	2,463	9,548	13,491
<\$15,000	22.0%	24.1%	22.8%
\$15,000 - \$24,999	12.5%	11.5%	11.2%
\$25,000 - \$34,999	17.7%	12.2%	12.0%
\$35,000 - \$49,999	16.3%	15.1%	15.2%
\$50,000 - \$74,999	10.6%	12.5%	13.5%
\$75,000 - \$99,999	10.3%	8.7%	8.5%
\$100,000 - \$149,999	7.9%	11.5%	12.2%
\$150,000 - \$199,999	1.0%	3.4%	3.6%
\$200,000+	1.7%	0.9%	0.9%
Average Household Income	\$50,723	\$53,830	\$55,335
2021 Owner Occupied Housing Units by Value			
Total	1,026	4,616	7,104
<\$50,000	8.3%	10.4%	13.5%
\$50,000 - \$99,999	34.2%	27.3%	26.2%
\$100,000 - \$149,999	35.3%	29.4%	27.5%
\$150,000 - \$199,999	10.8%	12.2%	11.3%
\$200,000 - \$249,999	3.2%	5.2%	4.8%
\$250,000 - \$299,999	2.6%	4.8%	5.8%
\$300,000 - \$399,999	3.7%	5.0%	5.0%
\$400,000 - \$499,999	0.2%	3.9%	4.1%
\$500,000 - \$749,999	0.6%	0.8%	0.9%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	1.0%	0.4%	0.3%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$139,927	\$159,732	\$159,638
2026 Owner Occupied Housing Units by Value			
Total	1,031	4,616	7,077
<\$50,000	7.0%	8.9%	11.4%
\$50,000 - \$99,999	32.4%	25.9%	24.8%
\$100,000 - \$149,999	37.1%	30.5%	28.8%
\$150,000 - \$199,999	11.8%	13.0%	12.2%
\$200,000 - \$249,999	3.2%	5.3%	4.9%
\$250,000 - \$299,999	2.5%	4.5%	5.7%
\$300,000 - \$399,999	3.9%	5.1%	5.1%
\$400,000 - \$499,999	0.3%	4.7%	4.9%
\$500,000 - \$749,999	0.8%	1.1%	1.3%
\$750,000 - \$999,999	0.0%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	1.1%	0.5%	0.3%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$145,591	\$168,367	\$169,734

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Market Profile

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2010 Population by Age			
Total	5,912	27,227	38,671
0 - 4	7.5%	6.4%	6.7%
5 - 9	5.3%	5.4%	5.7%
10 - 14	4.9%	5.1%	5.6%
15 - 24	18.0%	24.4%	21.5%
25 - 34	13.9%	11.3%	11.7%
35 - 44	11.4%	9.5%	10.3%
45 - 54	11.8%	11.3%	12.2%
55 - 64	11.7%	11.6%	12.0%
65 - 74	8.1%	7.9%	7.8%
75 - 84	5.0%	4.9%	4.6%
85 +	2.2%	2.1%	2.0%
18 +	78.9%	79.9%	78.3%
2021 Population by Age			
Total	5,855	25,669	36,445
0 - 4	6.7%	5.7%	5.9%
5 - 9	5.1%	5.4%	5.9%
10 - 14	4.8%	5.3%	5.8%
15 - 24	15.1%	19.5%	16.8%
25 - 34	15.8%	14.7%	14.6%
35 - 44	10.9%	9.9%	10.6%
45 - 54	10.3%	9.2%	9.8%
55 - 64	11.3%	10.9%	11.5%
65 - 74	11.0%	10.8%	11.0%
75 - 84	6.4%	6.1%	5.8%
85 +	2.4%	2.4%	2.3%
18 +	80.8%	80.9%	79.6%
2026 Population by Age			
Total	5,796	25,160	35,682
0 - 4	6.8%	5.7%	5.8%
5 - 9	4.9%	5.2%	5.6%
10 - 14	4.6%	5.2%	5.7%
15 - 24	15.0%	20.0%	17.3%
25 - 34	14.6%	12.7%	12.4%
35 - 44	12.1%	11.4%	11.9%
45 - 54	10.1%	9.3%	9.9%
55 - 64	10.4%	10.0%	10.7%
65 - 74	11.1%	10.6%	11.0%
75 - 84	7.9%	7.3%	7.1%
85 +	2.6%	2.6%	2.5%
18 +	81.0%	81.0%	79.6%
2010 Population by Sex			
Males	2,800	12,460	17,795
Females	3,109	14,766	20,877
2021 Population by Sex			
Males	2,756	11,803	16,850
Females	3,098	13,867	19,596
2026 Population by Sex			
Males	2,741	11,617	16,555
Females	3,055	13,546	19,127

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2010 Population by Race/Ethnicity			
Total	5,908	27,226	38,672
White Alone	23.2%	19.7%	22.6%
Black Alone	71.7%	76.4%	73.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.9%	1.8%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	1.1%
Two or More Races	0.9%	1.1%	1.1%
Hispanic Origin	1.9%	1.9%	2.3%
Diversity Index	45.2	40.1	43.6
2021 Population by Race/Ethnicity			
Total	5,854	25,670	36,445
White Alone	23.2%	20.3%	23.1%
Black Alone	70.7%	74.9%	71.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.1%	1.9%	1.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.2%	1.1%	1.5%
Two or More Races	1.3%	1.5%	1.6%
Hispanic Origin	2.4%	2.4%	2.9%
Diversity Index	47.2	42.6	46.1
2026 Population by Race/Ethnicity			
Total	5,796	25,163	35,681
White Alone	23.0%	20.2%	23.1%
Black Alone	70.1%	74.3%	71.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	2.1%	1.8%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	1.4%	1.2%	1.7%
Two or More Races	1.5%	1.8%	1.8%
Hispanic Origin	2.7%	2.7%	3.3%
Diversity Index	48.4	43.8	47.3
2010 Population by Relationship and Household Type			
Total	5,909	27,226	38,672
In Households	93.1%	88.6%	91.7%
In Family Households	70.1%	68.0%	72.6%
Householder	23.2%	22.0%	23.2%
Spouse	11.8%	11.2%	12.1%
Child	28.2%	27.8%	30.0%
Other relative	5.0%	4.8%	4.9%
Nonrelative	2.0%	2.2%	2.6%
In Nonfamily Households	23.0%	20.6%	19.0%
In Group Quarters	6.9%	11.4%	8.3%
Institutionalized Population	5.3%	2.0%	1.7%
Noninstitutionalized Population	1.6%	9.3%	6.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	3,996	16,453	23,946
Less than 9th Grade	2.3%	2.2%	2.4%
9th - 12th Grade, No Diploma	7.7%	8.4%	8.6%
High School Graduate	16.6%	20.1%	21.6%
GED/Alternative Credential	1.8%	1.9%	2.1%
Some College, No Degree	20.9%	20.4%	20.0%
Associate Degree	17.9%	16.3%	15.6%
Bachelor's Degree	18.1%	16.1%	15.6%
Graduate/Professional Degree	14.7%	14.7%	14.2%
2021 Population 15+ by Marital Status			
Total	4,879	21,460	30,060
Never Married	46.2%	50.5%	47.7%
Married	36.8%	33.8%	35.7%
Widowed	5.6%	8.7%	9.2%
Divorced	11.5%	6.9%	7.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,307	13,035	18,094
Population 16+ Employed	88.3%	88.8%	90.2%
Population 16+ Unemployment rate	11.7%	11.2%	9.8%
Population 16-24 Employed	13.8%	17.3%	15.6%
Population 16-24 Unemployment rate	4.9%	12.2%	10.8%
Population 25-54 Employed	57.6%	57.1%	59.1%
Population 25-54 Unemployment rate	12.8%	11.8%	10.4%
Population 55-64 Employed	14.4%	15.0%	15.8%
Population 55-64 Unemployment rate	22.1%	14.8%	11.9%
Population 65+ Employed	14.1%	10.6%	9.5%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	2,921	11,573	16,315
Agriculture/Mining	0.0%	0.1%	0.6%
Construction	2.9%	2.4%	3.3%
Manufacturing	16.6%	16.7%	18.7%
Wholesale Trade	0.0%	2.0%	2.2%
Retail Trade	12.6%	10.9%	10.1%
Transportation/Utilities	5.1%	5.0%	5.6%
Information	1.0%	1.1%	1.1%
Finance/Insurance/Real Estate	3.2%	5.5%	4.8%
Services	54.6%	50.9%	48.6%
Public Administration	4.1%	5.4%	5.1%
2021 Employed Population 16+ by Occupation			
Total	2,919	11,575	16,316
White Collar	52.9%	59.3%	57.6%
Management/Business/Financial	10.2%	11.5%	12.1%
Professional	24.7%	22.8%	22.5%
Sales	9.7%	10.7%	10.4%
Administrative Support	8.3%	14.3%	12.6%
Services	24.0%	16.4%	15.1%
Blue Collar	23.0%	24.4%	27.3%
Farming/Forestry/Fishing	0.0%	0.6%	0.7%
Construction/Extraction	4.5%	2.3%	3.4%
Installation/Maintenance/Repair	1.7%	2.3%	2.4%
Production	6.5%	8.9%	10.7%
Transportation/Material Moving	10.3%	10.3%	10.0%

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2010 Households by Type			
Total	2,523	10,362	14,690
Households with 1 Person	37.4%	33.6%	32.0%
Households with 2+ People	62.6%	66.4%	68.0%
Family Households	55.2%	58.2%	60.8%
Husband-wife Families	28.1%	29.8%	31.7%
With Related Children	10.5%	11.1%	12.3%
Other Family (No Spouse Present)	27.1%	28.4%	29.0%
Other Family with Male Householder	4.5%	4.9%	5.1%
With Related Children	2.1%	2.4%	2.6%
Other Family with Female Householder	22.6%	23.6%	23.9%
With Related Children	15.9%	15.7%	16.0%
Nonfamily Households	7.4%	8.2%	7.3%
All Households with Children	29.0%	29.5%	31.4%
Multigenerational Households	4.8%	5.5%	5.9%
Unmarried Partner Households	5.7%	6.0%	6.3%
Male-female	5.2%	5.5%	5.8%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	2,523	10,362	14,691
1 Person Household	37.4%	33.6%	32.0%
2 Person Household	32.1%	31.6%	31.2%
3 Person Household	14.8%	16.0%	16.7%
4 Person Household	8.4%	10.5%	11.1%
5 Person Household	4.3%	4.9%	5.3%
6 Person Household	1.7%	1.9%	2.1%
7 + Person Household	1.3%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	2,523	10,362	14,690
Owner Occupied	47.2%	52.4%	56.6%
Owned with a Mortgage/Loan	28.4%	31.3%	33.9%
Owned Free and Clear	18.8%	21.1%	22.7%
Renter Occupied	52.8%	47.6%	43.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	167	167	176
Percent of Income for Mortgage	14.3%	14.4%	13.7%
Wealth Index	38	41	42
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,879	12,133	16,942
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	100.0%	92.2%	80.7%
Rural Housing Units	0.0%	7.8%	19.3%
2010 Population By Urban/ Rural Status			
Total Population	5,909	27,226	38,672
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	100.0%	92.4%	80.1%
Rural Population	0.0%	7.6%	19.9%

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.

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Top 3 Tapestry Segments			
1.	City Commons (11E)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Rural Bypasses (10E)
3.	Set to Impress (11D)	City Commons (11E)	Midlife Constants (5E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,935,162	\$11,513,941	\$16,480,061
Average Spent	\$1,177.36	\$1,178.26	\$1,192.57
Spending Potential Index	56	56	56
Education: Total \$	\$2,204,796	\$8,574,122	\$11,953,882
Average Spent	\$884.39	\$877.42	\$865.03
Spending Potential Index	51	51	50
Entertainment/Recreation: Total \$	\$4,253,359	\$17,456,336	\$25,539,576
Average Spent	\$1,706.12	\$1,786.36	\$1,848.15
Spending Potential Index	53	55	57
Food at Home: Total \$	\$7,512,484	\$30,176,123	\$44,229,294
Average Spent	\$3,013.43	\$3,088.02	\$3,200.61
Spending Potential Index	55	57	59
Food Away from Home: Total \$	\$5,115,901	\$20,330,434	\$29,464,051
Average Spent	\$2,052.11	\$2,080.48	\$2,132.14
Spending Potential Index	54	55	56
Health Care: Total \$	\$8,465,662	\$35,122,943	\$51,820,839
Average Spent	\$3,395.77	\$3,594.24	\$3,749.97
Spending Potential Index	54	58	60
HH Furnishings & Equipment: Total \$	\$2,942,807	\$12,027,626	\$17,518,695
Average Spent	\$1,180.43	\$1,230.83	\$1,267.73
Spending Potential Index	52	55	56
Personal Care Products & Services: Total \$	\$1,222,626	\$4,846,722	\$6,939,883
Average Spent	\$490.42	\$495.98	\$502.20
Spending Potential Index	55	55	56
Shelter: Total \$	\$26,493,523	\$104,097,778	\$147,349,381
Average Spent	\$10,627.17	\$10,652.66	\$10,662.81
Spending Potential Index	53	53	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,966,258	\$12,546,053	\$18,559,814
Average Spent	\$1,189.83	\$1,283.88	\$1,343.06
Spending Potential Index	50	54	56
Travel: Total \$	\$3,076,852	\$12,602,940	\$18,066,434
Average Spent	\$1,234.20	\$1,289.70	\$1,307.36
Spending Potential Index	49	51	52
Vehicle Maintenance & Repairs: Total \$	\$1,541,906	\$6,271,062	\$9,243,114
Average Spent	\$618.49	\$641.74	\$668.87
Spending Potential Index	56	58	60

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.