



Market Profile

Woodruff at I-85
 1134 Woodruff Rd, Greenville, SC, 29607
 Drive Times: 5, 10, 15 minute radii

Latitude: 34.82828
 Longitude: -82.30179

	5 minute	10 minute	15 minute
Population Summary			
2000 Total Population	10,906	122,983	261,235
2010 Total Population	14,844	143,825	311,459
2014 Total Population	17,110	151,679	329,461
2014 Group Quarters	309	5,041	6,314
2019 Total Population	19,216	162,670	354,722
2014-2019 Annual Rate	2.35%	1.41%	1.49%
Household Summary			
2000 Households	4,786	50,127	105,007
2000 Average Household Size	2.23	2.36	2.43
2010 Households	6,807	59,072	124,360
2010 Average Household Size	2.14	2.35	2.45
2014 Households	7,864	62,481	131,577
2014 Average Household Size	2.14	2.35	2.46
2019 Households	8,830	67,142	141,598
2019 Average Household Size	2.14	2.35	2.46
2014-2019 Annual Rate	2.34%	1.45%	1.48%
2010 Families	3,721	37,072	81,745
2010 Average Family Size	2.84	2.97	3.03
2014 Families	4,249	38,749	85,657
2014 Average Family Size	2.85	2.98	3.04
2019 Families	4,729	41,267	91,555
2019 Average Family Size	2.86	2.99	3.05
2014-2019 Annual Rate	2.16%	1.27%	1.34%
Housing Unit Summary			
2000 Housing Units	5,321	54,474	114,297
Owner Occupied Housing Units	44.5%	55.7%	59.3%
Renter Occupied Housing Units	45.5%	36.3%	32.5%
Vacant Housing Units	10.1%	8.0%	8.1%
2010 Housing Units	7,596	64,652	137,041
Owner Occupied Housing Units	40.8%	55.1%	58.2%
Renter Occupied Housing Units	48.8%	36.3%	32.5%
Vacant Housing Units	10.4%	8.6%	9.3%
2014 Housing Units	8,374	68,065	144,249
Owner Occupied Housing Units	41.8%	53.7%	56.8%
Renter Occupied Housing Units	52.1%	38.1%	34.4%
Vacant Housing Units	6.1%	8.2%	8.8%
2019 Housing Units	9,090	72,595	154,384
Owner Occupied Housing Units	44.2%	54.1%	57.1%
Renter Occupied Housing Units	53.0%	38.4%	34.6%
Vacant Housing Units	2.9%	7.5%	8.3%
Median Household Income			
2014	\$55,396	\$52,285	\$49,991
2019	\$62,148	\$59,073	\$55,815
Median Home Value			
2014	\$215,577	\$204,962	\$185,150
2019	\$255,930	\$240,202	\$220,348
Per Capita Income			
2014	\$33,139	\$31,167	\$28,362
2019	\$36,128	\$35,062	\$31,515
Median Age			
2010	35.4	36.8	36.8
2014	36.6	37.6	37.6
2019	37.8	38.3	38.2

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income			
Household Income Base	7,864	62,481	131,577
<\$15,000	9.0%	11.5%	13.7%
\$15,000 - \$24,999	8.7%	11.4%	11.7%
\$25,000 - \$34,999	10.6%	10.4%	10.2%
\$35,000 - \$49,999	15.9%	14.5%	14.4%
\$50,000 - \$74,999	19.8%	17.4%	17.6%
\$75,000 - \$99,999	16.6%	12.9%	12.3%
\$100,000 - \$149,999	10.4%	10.6%	10.2%
\$150,000 - \$199,999	5.3%	6.3%	5.8%
\$200,000+	3.7%	5.1%	4.1%
Average Household Income	\$72,287	\$75,045	\$70,599
2019 Households by Income			
Household Income Base	8,830	67,142	141,598
<\$15,000	7.8%	10.4%	12.5%
\$15,000 - \$24,999	6.0%	8.0%	8.3%
\$25,000 - \$34,999	9.1%	9.3%	9.2%
\$35,000 - \$49,999	15.3%	14.2%	14.3%
\$50,000 - \$74,999	20.2%	17.7%	18.1%
\$75,000 - \$99,999	18.2%	14.0%	13.6%
\$100,000 - \$149,999	13.6%	12.6%	12.1%
\$150,000 - \$199,999	5.7%	7.0%	6.5%
\$200,000+	4.1%	6.7%	5.3%
Average Household Income	\$78,860	\$84,299	\$78,526
2014 Owner Occupied Housing Units by Value			
Total	3,498	36,531	81,958
<\$50,000	1.6%	2.1%	3.9%
\$50,000 - \$99,999	4.5%	8.7%	12.3%
\$100,000 - \$149,999	15.2%	17.1%	18.9%
\$150,000 - \$199,999	23.5%	20.6%	21.3%
\$200,000 - \$249,999	16.6%	15.5%	14.3%
\$250,000 - \$299,999	13.0%	10.2%	8.7%
\$300,000 - \$399,999	10.6%	11.1%	9.7%
\$400,000 - \$499,999	5.8%	5.9%	4.6%
\$500,000 - \$749,999	4.0%	5.4%	4.1%
\$750,000 - \$999,999	2.2%	1.7%	1.2%
\$1,000,000 +	2.9%	1.7%	1.2%
Average Home Value	\$281,275	\$263,266	\$232,213
2019 Owner Occupied Housing Units by Value			
Total	4,015	39,264	88,219
<\$50,000	0.7%	1.3%	2.6%
\$50,000 - \$99,999	1.8%	5.0%	7.8%
\$100,000 - \$149,999	7.0%	10.3%	12.0%
\$150,000 - \$199,999	19.4%	18.4%	20.2%
\$200,000 - \$249,999	19.0%	18.6%	18.1%
\$250,000 - \$299,999	17.5%	12.8%	11.5%
\$300,000 - \$399,999	13.9%	13.6%	12.3%
\$400,000 - \$499,999	6.7%	7.1%	5.9%
\$500,000 - \$749,999	5.2%	7.2%	5.8%
\$750,000 - \$999,999	3.9%	3.0%	2.1%
\$1,000,000 +	4.9%	2.5%	1.6%
Average Home Value	\$341,366	\$309,354	\$274,036

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	14,848	143,827	311,457
0 - 4	6.2%	6.4%	7.0%
5 - 9	5.5%	6.3%	6.8%
10 - 14	5.9%	6.4%	6.7%
15 - 24	13.3%	14.2%	12.9%
25 - 34	18.6%	14.1%	13.9%
35 - 44	14.2%	13.9%	14.3%
45 - 54	12.6%	14.2%	14.4%
55 - 64	10.6%	11.4%	11.5%
65 - 74	6.6%	7.0%	6.9%
75 - 84	3.9%	4.1%	3.9%
85 +	2.6%	1.9%	1.7%
18 +	78.9%	76.9%	75.4%
2014 Population by Age			
Total	17,108	151,681	329,463
0 - 4	6.0%	6.1%	6.6%
5 - 9	5.9%	6.3%	6.8%
10 - 14	5.4%	6.3%	6.7%
15 - 24	12.2%	14.1%	12.9%
25 - 34	18.1%	14.0%	13.6%
35 - 44	14.4%	13.3%	13.7%
45 - 54	12.7%	13.7%	14.0%
55 - 64	11.1%	11.9%	12.0%
65 - 74	7.7%	8.1%	8.0%
75 - 84	4.1%	4.3%	3.9%
85 +	2.4%	2.0%	1.7%
18 +	79.2%	77.7%	76.2%
2019 Population by Age			
Total	19,217	162,669	354,723
0 - 4	6.0%	6.1%	6.7%
5 - 9	5.9%	6.1%	6.7%
10 - 14	5.7%	6.4%	6.9%
15 - 24	11.3%	13.2%	12.2%
25 - 34	16.4%	13.7%	13.3%
35 - 44	15.1%	13.1%	13.5%
45 - 54	12.7%	13.0%	13.2%
55 - 64	11.3%	12.3%	12.4%
65 - 74	8.4%	9.0%	8.9%
75 - 84	4.7%	4.9%	4.5%
85 +	2.4%	2.1%	1.8%
18 +	79.1%	77.8%	76.1%
2010 Population by Sex			
Males	7,075	68,764	150,145
Females	7,769	75,061	161,314
2014 Population by Sex			
Males	8,172	72,709	159,217
Females	8,938	78,971	170,245
2019 Population by Sex			
Males	9,189	78,196	171,789
Females	10,027	84,474	182,933

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	14,845	143,826	311,459
White Alone	70.8%	70.2%	70.6%
Black Alone	19.0%	21.8%	20.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.9%	3.1%	2.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.1%	2.7%	3.9%
Two or More Races	2.0%	1.8%	1.9%
Hispanic Origin	5.9%	6.6%	8.2%
Diversity Index	51.9	52.5	53.9
2014 Population by Race/Ethnicity			
Total	17,110	151,679	329,461
White Alone	70.0%	69.3%	69.6%
Black Alone	18.8%	21.8%	20.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.2%	3.4%	2.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	3.1%	4.4%
Two or More Races	2.2%	2.1%	2.2%
Hispanic Origin	7.0%	7.7%	9.6%
Diversity Index	53.9	54.6	56.4
2019 Population by Race/Ethnicity			
Total	19,216	162,670	354,724
White Alone	68.5%	68.0%	68.1%
Black Alone	18.9%	21.7%	20.5%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	6.8%	3.8%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	3.6%	5.2%
Two or More Races	2.6%	2.4%	2.5%
Hispanic Origin	8.5%	9.2%	11.5%
Diversity Index	56.9	57.5	59.6
2010 Population by Relationship and Household Type			
Total	14,844	143,825	311,458
In Households	97.9%	96.5%	98.0%
In Family Households	72.8%	78.2%	81.5%
Householder	25.0%	25.7%	26.2%
Spouse	17.9%	18.9%	19.0%
Child	25.9%	29.0%	30.9%
Other relative	2.5%	3.0%	3.4%
Nonrelative	1.5%	1.6%	1.9%
In Nonfamily Households	25.1%	18.3%	16.4%
In Group Quarters	2.1%	3.5%	2.0%
Institutionalized Population	2.0%	1.4%	0.8%
Noninstitutionalized Population	0.1%	2.1%	1.3%

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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2014 Population 25+ by Educational Attainment			
Total	12,063	102,091	220,752
Less than 9th Grade	3.0%	3.9%	5.2%
9th - 12th Grade, No Diploma	2.8%	6.5%	8.1%
High School Graduate	15.7%	18.5%	21.0%
GED/Alternative Credential	1.8%	2.5%	3.1%
Some College, No Degree	20.7%	18.6%	19.3%
Associate Degree	7.9%	8.6%	8.2%
Bachelor's Degree	30.1%	26.7%	23.1%
Graduate/Professional Degree	18.0%	14.7%	12.1%
2014 Population 15+ by Marital Status			
Total	14,156	123,432	263,182
Never Married	35.2%	32.3%	30.8%
Married	49.9%	51.3%	52.2%
Widowed	4.5%	6.3%	6.3%
Divorced	10.5%	10.2%	10.7%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	95.7%	94.3%	93.8%
Civilian Unemployed	4.3%	5.7%	6.2%
2014 Employed Population 16+ by Industry			
Total	9,153	72,710	151,914
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	2.6%	4.0%	5.5%
Manufacturing	18.5%	16.7%	17.6%
Wholesale Trade	3.3%	3.4%	3.7%
Retail Trade	11.6%	10.2%	10.4%
Transportation/Utilities	3.4%	3.3%	3.3%
Information	2.6%	1.8%	1.6%
Finance/Insurance/Real Estate	6.4%	7.2%	6.4%
Services	48.6%	50.6%	48.7%
Public Administration	2.9%	2.6%	2.5%
2014 Employed Population 16+ by Occupation			
Total	9,154	72,711	151,914
White Collar	75.4%	68.4%	64.2%
Management/Business/Financial	16.5%	17.1%	15.5%
Professional	32.0%	25.8%	23.2%
Sales	16.8%	12.4%	12.2%
Administrative Support	10.0%	13.1%	13.2%
Services	10.7%	15.8%	16.7%
Blue Collar	13.9%	15.9%	19.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.6%	2.4%	3.9%
Installation/Maintenance/Repair	3.3%	2.5%	2.7%
Production	5.6%	6.8%	7.7%
Transportation/Material Moving	3.4%	4.2%	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	6,806	59,071	124,360
Households with 1 Person	37.6%	31.2%	28.6%
Households with 2+ People	62.4%	68.8%	71.4%
Family Households	54.7%	62.8%	65.7%
Husband-wife Families	39.3%	46.0%	47.7%
With Related Children	16.3%	20.3%	21.8%
Other Family (No Spouse Present)	15.4%	16.8%	18.1%
Other Family with Male Householder	3.4%	3.8%	4.2%
With Related Children	1.9%	1.9%	2.3%
Other Family with Female Householder	12.0%	13.0%	13.9%
With Related Children	8.4%	8.6%	9.1%
Nonfamily Households	7.7%	6.0%	5.6%
All Households with Children	26.9%	31.2%	33.7%
Multigenerational Households	2.2%	3.0%	3.5%
Unmarried Partner Households	5.3%	5.0%	5.4%
Male-female	4.6%	4.4%	4.7%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	6,808	59,071	124,359
1 Person Household	37.6%	31.2%	28.6%
2 Person Household	33.3%	33.4%	32.9%
3 Person Household	14.3%	15.5%	16.3%
4 Person Household	9.4%	12.3%	13.3%
5 Person Household	3.7%	5.1%	5.7%
6 Person Household	1.1%	1.7%	2.0%
7 + Person Household	0.5%	0.8%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	6,807	59,072	124,360
Owner Occupied	45.5%	60.3%	64.1%
Owned with a Mortgage/Loan	33.9%	44.9%	47.9%
Owned Free and Clear	11.6%	15.4%	16.3%
Renter Occupied	54.5%	39.7%	35.9%

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. Bright Young Professionals	Young and Restless (11B)	Middleburg (4C)	
2. In Style (5B)	In Style (5B)	In Style (5B)	
3. Green Acres (6A)	Bright Young Professionals	Soccer Moms (4A)	
2014 Consumer Spending			
Apparel & Services: Total \$	\$12,228,530	\$99,203,987	\$193,988,462
Average Spent	\$1,555.00	\$1,587.75	\$1,474.33
Spending Potential Index	69	70	65
Computers & Accessories: Total \$	\$2,099,621	\$16,889,466	\$32,959,553
Average Spent	\$266.99	\$270.31	\$250.50
Spending Potential Index	105	106	98
Education: Total \$	\$11,780,085	\$97,981,837	\$187,968,125
Average Spent	\$1,497.98	\$1,568.19	\$1,428.58
Spending Potential Index	101	106	96
Entertainment/Recreation: Total \$	\$25,545,766	\$212,312,238	\$423,803,313
Average Spent	\$3,248.44	\$3,398.03	\$3,220.95
Spending Potential Index	101	105	100
Food at Home: Total \$	\$40,566,140	\$331,329,451	\$659,634,649
Average Spent	\$5,158.46	\$5,302.88	\$5,013.30
Spending Potential Index	101	104	98
Food Away from Home: Total \$	\$26,138,386	\$211,433,833	\$416,271,138
Average Spent	\$3,323.80	\$3,383.97	\$3,163.71
Spending Potential Index	104	106	99
Health Care: Total \$	\$34,648,312	\$294,442,782	\$595,798,824
Average Spent	\$4,405.94	\$4,712.52	\$4,528.14
Spending Potential Index	95	102	98
HH Furnishings & Equipment: Total \$	\$12,785,993	\$104,990,498	\$208,184,962
Average Spent	\$1,625.89	\$1,680.36	\$1,582.23
Spending Potential Index	91	94	88
Investments: Total \$	\$17,211,981	\$144,606,676	\$286,312,892
Average Spent	\$2,188.71	\$2,314.41	\$2,176.01
Spending Potential Index	82	86	81
Retail Goods: Total \$	\$187,156,331	\$1,547,082,260	\$3,098,795,410
Average Spent	\$23,799.13	\$24,760.84	\$23,551.19
Spending Potential Index	96	100	95
Shelter: Total \$	\$129,983,676	\$1,055,657,608	\$2,058,438,598
Average Spent	\$16,528.95	\$16,895.66	\$15,644.36
Spending Potential Index	103	105	98
TV/Video/Audio: Total \$	\$10,166,817	\$83,565,485	\$166,833,511
Average Spent	\$1,292.83	\$1,337.45	\$1,267.95
Spending Potential Index	101	105	99
Travel: Total \$	\$14,737,816	\$122,989,244	\$241,857,988
Average Spent	\$1,874.09	\$1,968.43	\$1,838.15
Spending Potential Index	98	103	97
Vehicle Maintenance & Repairs: Total \$	\$8,663,179	\$70,948,272	\$140,968,351
Average Spent	\$1,101.63	\$1,135.52	\$1,071.38
Spending Potential Index	101	104	98

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.