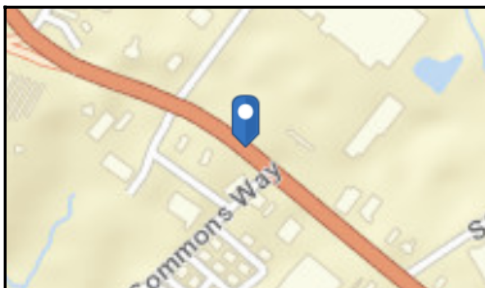
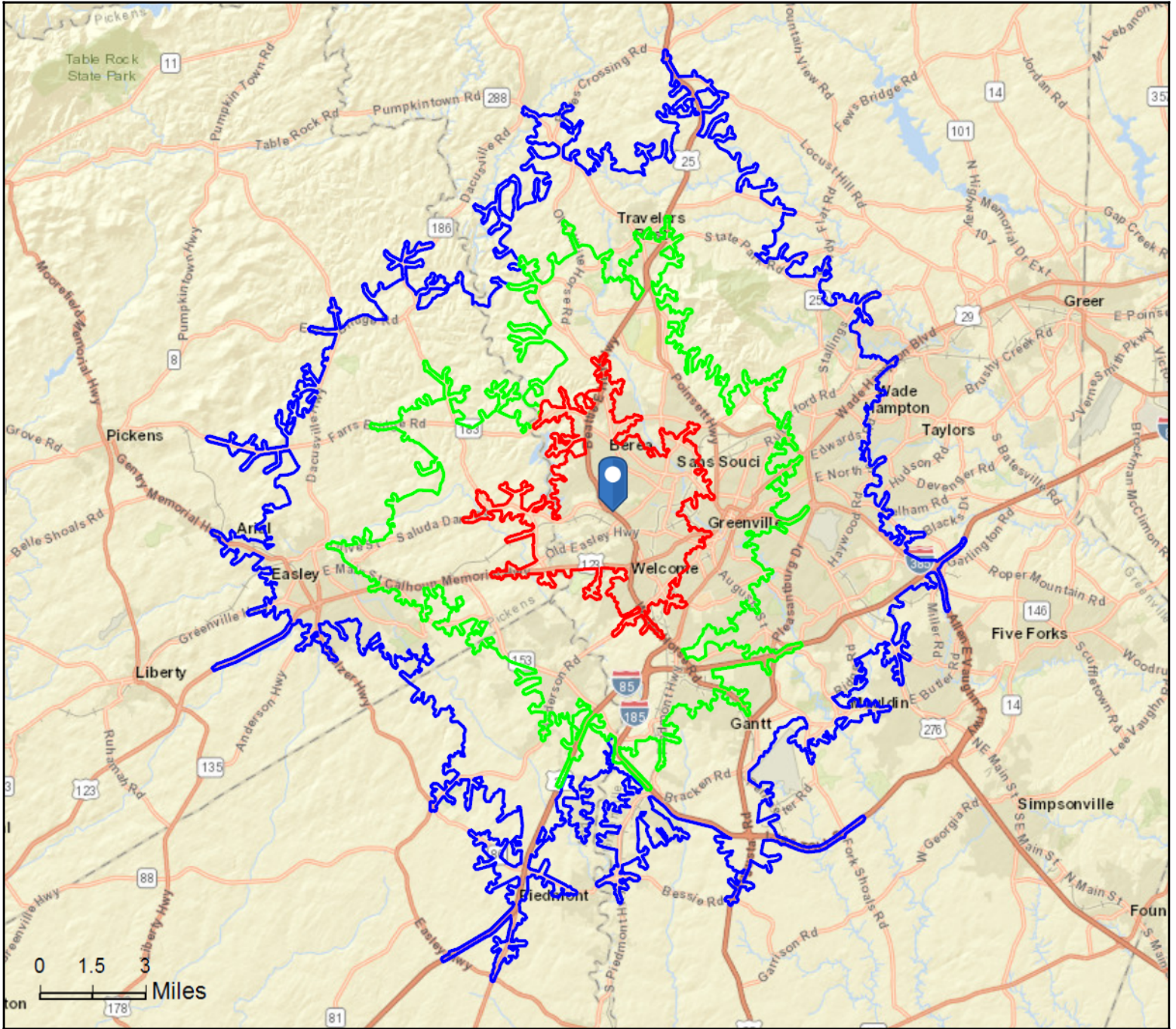


White Horse Plaza
6134 White Horse Rd, Greenville, South Carolina, 29611
Drive Time: 7, 13, 19 minute radii

Prepared by Esri
Latitude: 34.85514
Longitude: -82.45595





Community Profile

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	7 minutes	13 minutes	19 minutes
Population Summary			
2000 Total Population	36,407	107,288	217,288
2010 Total Population	36,729	112,328	230,625
2019 Total Population	41,157	127,942	261,996
2019 Group Quarters	473	4,554	7,669
2024 Total Population	43,824	137,108	279,604
2019-2024 Annual Rate	1.26%	1.39%	1.31%
2019 Total Daytime Population	36,878	161,552	317,262
Workers	12,546	91,528	178,016
Residents	24,332	70,024	139,246
Household Summary			
2000 Households	14,457	43,294	87,847
2000 Average Household Size	2.47	2.37	2.38
2010 Households	13,971	44,471	92,429
2010 Average Household Size	2.58	2.42	2.41
2019 Households	15,540	51,104	105,475
2019 Average Household Size	2.62	2.41	2.41
2024 Households	16,509	54,990	112,790
2024 Average Household Size	2.63	2.41	2.41
2019-2024 Annual Rate	1.22%	1.48%	1.35%
2010 Families	9,075	27,699	58,563
2010 Average Family Size	3.13	3.03	2.99
2019 Families	9,905	30,949	65,387
2019 Average Family Size	3.20	3.07	3.03
2024 Families	10,452	32,918	69,330
2024 Average Family Size	3.22	3.08	3.05
2019-2024 Annual Rate	1.08%	1.24%	1.18%
Housing Unit Summary			
2000 Housing Units	16,349	48,201	96,496
Owner Occupied Housing Units	51.1%	55.2%	57.2%
Renter Occupied Housing Units	37.3%	34.6%	33.8%
Vacant Housing Units	11.6%	10.2%	9.0%
2010 Housing Units	16,441	51,260	104,275
Owner Occupied Housing Units	44.5%	50.2%	53.1%
Renter Occupied Housing Units	40.4%	36.5%	35.5%
Vacant Housing Units	15.0%	13.2%	11.4%
2019 Housing Units	18,228	58,534	118,315
Owner Occupied Housing Units	42.4%	47.1%	50.7%
Renter Occupied Housing Units	42.9%	40.2%	38.4%
Vacant Housing Units	14.7%	12.7%	10.9%
2024 Housing Units	19,293	62,684	126,105
Owner Occupied Housing Units	42.4%	46.8%	50.6%
Renter Occupied Housing Units	43.1%	41.0%	38.9%
Vacant Housing Units	14.4%	12.3%	10.6%
Median Household Income			
2019	\$31,422	\$41,464	\$46,158
2024	\$35,967	\$48,588	\$53,823
Median Home Value			
2019	\$95,665	\$154,581	\$176,311
2024	\$103,330	\$181,132	\$202,107
Per Capita Income			
2019	\$16,336	\$26,472	\$28,472
2024	\$19,182	\$30,699	\$33,072
Median Age			
2010	35.4	36.2	36.5
2019	36.9	38.0	38.3
2024	38.1	39.1	39.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	15,540	51,104	105,475
<\$15,000	21.2%	16.5%	13.9%
\$15,000 - \$24,999	17.6%	13.4%	12.0%
\$25,000 - \$34,999	15.7%	12.5%	12.3%
\$35,000 - \$49,999	16.6%	14.7%	14.7%
\$50,000 - \$74,999	14.0%	15.1%	16.0%
\$75,000 - \$99,999	8.1%	9.6%	10.4%
\$100,000 - \$149,999	5.1%	10.3%	11.8%
\$150,000 - \$199,999	1.1%	3.4%	4.0%
\$200,000+	0.6%	4.4%	4.8%
Average Household Income	\$43,080	\$65,302	\$70,118
2024 Households by Income			
Household Income Base	16,509	54,990	112,790
<\$15,000	17.8%	13.8%	11.4%
\$15,000 - \$24,999	15.3%	11.7%	10.3%
\$25,000 - \$34,999	15.4%	12.0%	11.5%
\$35,000 - \$49,999	16.1%	13.5%	13.4%
\$50,000 - \$74,999	15.7%	15.8%	16.4%
\$75,000 - \$99,999	10.2%	10.9%	11.6%
\$100,000 - \$149,999	7.1%	12.6%	14.3%
\$150,000 - \$199,999	1.5%	4.4%	5.2%
\$200,000+	0.9%	5.4%	5.9%
Average Household Income	\$50,595	\$75,716	\$81,423
2019 Owner Occupied Housing Units by Value			
Total	7,730	27,579	59,984
<\$50,000	18.8%	10.1%	7.9%
\$50,000 - \$99,999	34.2%	19.4%	15.7%
\$100,000 - \$149,999	24.7%	19.4%	18.2%
\$150,000 - \$199,999	9.1%	12.7%	15.5%
\$200,000 - \$249,999	4.0%	8.5%	10.2%
\$250,000 - \$299,999	2.3%	6.7%	7.9%
\$300,000 - \$399,999	2.4%	8.3%	9.4%
\$400,000 - \$499,999	0.2%	5.0%	5.3%
\$500,000 - \$749,999	2.9%	6.2%	6.3%
\$750,000 - \$999,999	0.3%	1.8%	1.9%
\$1,000,000 - \$1,499,999	1.0%	1.3%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$137,574	\$237,319	\$246,334
2024 Owner Occupied Housing Units by Value			
Total	8,189	29,312	63,754
<\$50,000	17.3%	8.8%	6.6%
\$50,000 - \$99,999	31.2%	16.8%	13.1%
\$100,000 - \$149,999	23.1%	16.7%	15.0%
\$150,000 - \$199,999	10.0%	12.4%	14.9%
\$200,000 - \$249,999	4.9%	9.1%	10.8%
\$250,000 - \$299,999	3.2%	7.5%	9.0%
\$300,000 - \$399,999	3.8%	10.6%	11.8%
\$400,000 - \$499,999	0.4%	6.2%	6.8%
\$500,000 - \$749,999	4.3%	7.7%	7.9%
\$750,000 - \$999,999	0.5%	1.9%	2.2%
\$1,000,000 - \$1,499,999	1.3%	1.5%	1.2%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.3%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$158,836	\$262,219	\$274,200

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

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	7 minutes	13 minutes	19 minutes
2010 Population by Age			
Total	36,731	112,332	230,624
0 - 4	7.9%	7.3%	6.9%
5 - 9	6.6%	6.2%	6.2%
10 - 14	6.3%	5.8%	6.0%
15 - 24	13.7%	14.5%	14.8%
25 - 34	14.9%	14.5%	14.1%
35 - 44	13.1%	13.2%	13.0%
45 - 54	13.7%	13.7%	13.7%
55 - 64	10.8%	11.4%	11.7%
65 - 74	6.9%	7.1%	7.3%
75 - 84	4.4%	4.3%	4.4%
85 +	1.7%	1.8%	1.8%
18 +	75.3%	77.0%	77.2%
2019 Population by Age			
Total	41,155	127,941	261,996
0 - 4	7.2%	6.5%	6.2%
5 - 9	7.0%	6.4%	6.2%
10 - 14	6.8%	6.2%	6.1%
15 - 24	11.7%	12.5%	13.0%
25 - 34	14.7%	14.3%	14.1%
35 - 44	13.2%	13.0%	12.7%
45 - 54	12.2%	12.2%	12.3%
55 - 64	12.3%	12.7%	12.7%
65 - 74	8.8%	9.5%	9.7%
75 - 84	4.4%	4.6%	4.9%
85 +	1.9%	2.0%	2.0%
18 +	75.6%	77.6%	78.1%
2024 Population by Age			
Total	43,824	137,108	279,603
0 - 4	7.1%	6.4%	6.1%
5 - 9	6.8%	6.2%	6.0%
10 - 14	6.9%	6.3%	6.2%
15 - 24	12.2%	12.9%	13.1%
25 - 34	12.8%	12.7%	12.8%
35 - 44	13.5%	13.2%	13.0%
45 - 54	12.0%	12.0%	11.9%
55 - 64	12.0%	12.2%	12.2%
65 - 74	9.8%	10.4%	10.5%
75 - 84	5.1%	5.7%	5.9%
85 +	1.8%	2.0%	2.0%
18 +	75.3%	77.5%	78.0%
2010 Population by Sex			
Males	18,107	54,821	111,654
Females	18,622	57,507	118,971
2019 Population by Sex			
Males	20,280	62,592	127,455
Females	20,876	65,350	134,541
2024 Population by Sex			
Males	21,588	67,124	136,181
Females	22,236	69,984	143,423

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	36,728	112,328	230,626
White Alone	55.4%	65.9%	68.9%
Black Alone	28.0%	23.3%	22.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.7%	0.9%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	12.7%	7.4%	5.3%
Two or More Races	2.6%	2.1%	1.9%
Hispanic Origin	20.1%	12.2%	9.4%
Diversity Index	73.8	61.7	56.4
2019 Population by Race/Ethnicity			
Total	41,156	127,941	261,995
White Alone	54.3%	64.9%	68.1%
Black Alone	26.6%	22.6%	21.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.9%	1.1%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	14.6%	8.3%	6.0%
Two or More Races	3.1%	2.6%	2.4%
Hispanic Origin	22.8%	13.7%	10.6%
Diversity Index	76.3	63.9	58.6
2024 Population by Race/Ethnicity			
Total	43,824	137,107	279,603
White Alone	53.4%	64.2%	67.3%
Black Alone	26.0%	22.3%	21.4%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	1.0%	1.2%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	15.5%	8.8%	6.4%
Two or More Races	3.6%	2.9%	2.7%
Hispanic Origin	24.5%	14.8%	11.5%
Diversity Index	77.7	65.4	60.2
2010 Population by Relationship and Household Type			
Total	36,729	112,328	230,625
In Households	98.2%	95.6%	96.4%
In Family Households	81.3%	77.4%	78.5%
Householder	24.7%	24.6%	25.3%
Spouse	13.9%	15.9%	17.0%
Child	32.5%	29.6%	29.6%
Other relative	6.3%	4.6%	4.1%
Nonrelative	3.9%	2.8%	2.5%
In Nonfamily Households	16.9%	18.2%	17.9%
In Group Quarters	1.8%	4.4%	3.6%
Institutionalized Population	0.8%	1.5%	0.9%
Noninstitutionalized Population	1.0%	2.9%	2.7%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	27,724	87,425	179,382
Less than 9th Grade	12.3%	7.1%	5.2%
9th - 12th Grade, No Diploma	17.9%	12.9%	10.5%
High School Graduate	27.8%	22.9%	22.3%
GED/Alternative Credential	6.4%	5.1%	4.6%
Some College, No Degree	17.3%	17.7%	18.8%
Associate Degree	6.3%	7.3%	8.7%
Bachelor's Degree	8.2%	16.3%	18.5%
Graduate/Professional Degree	3.8%	10.7%	11.4%
2019 Population 15+ by Marital Status			
Total	32,524	103,450	213,317
Never Married	39.9%	37.9%	35.7%
Married	40.6%	45.2%	47.1%
Widowed	6.4%	5.6%	5.9%
Divorced	13.1%	11.3%	11.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.9%	95.8%	96.1%
Civilian Unemployed (Unemployment Rate)	5.1%	4.2%	3.9%
2019 Employed Population 16+ by Industry			
Total	17,070	57,947	123,831
Agriculture/Mining	2.6%	1.0%	0.6%
Construction	13.2%	9.0%	8.1%
Manufacturing	13.8%	13.9%	13.8%
Wholesale Trade	2.6%	3.3%	3.5%
Retail Trade	11.6%	10.3%	10.0%
Transportation/Utilities	5.8%	4.2%	4.3%
Information	2.1%	2.2%	2.3%
Finance/Insurance/Real Estate	2.8%	4.4%	4.6%
Services	43.5%	49.5%	50.5%
Public Administration	2.0%	2.1%	2.2%
2019 Employed Population 16+ by Occupation			
Total	17,071	57,946	123,829
White Collar	40.7%	53.5%	56.8%
Management/Business/Financial	8.3%	12.0%	12.6%
Professional	9.8%	19.2%	20.9%
Sales	10.4%	10.6%	10.5%
Administrative Support	12.2%	11.7%	12.7%
Services	23.3%	20.4%	19.8%
Blue Collar	36.1%	26.1%	23.3%
Farming/Forestry/Fishing	0.6%	0.2%	0.2%
Construction/Extraction	11.9%	6.9%	5.6%
Installation/Maintenance/Repair	4.9%	3.8%	3.4%
Production	11.5%	9.6%	8.9%
Transportation/Material Moving	7.3%	5.6%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	36,729	112,328	230,625
Population Inside Urbanized Area	97.3%	94.9%	91.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.7%	5.1%	9.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	13,971	44,471	92,430
Households with 1 Person	28.3%	31.2%	30.4%
Households with 2+ People	71.7%	68.8%	69.6%
Family Households	65.0%	62.3%	63.4%
Husband-wife Families	36.5%	40.2%	42.5%
With Related Children	15.7%	17.0%	17.7%
Other Family (No Spouse Present)	28.4%	22.0%	20.9%
Other Family with Male Householder	7.1%	5.3%	5.1%
With Related Children	3.6%	2.8%	2.6%
Other Family with Female Householder	21.3%	16.7%	15.8%
With Related Children	13.8%	10.8%	10.2%
Nonfamily Households	6.7%	6.5%	6.3%
All Households with Children	33.8%	31.2%	31.0%
Multigenerational Households	6.1%	4.5%	4.1%
Unmarried Partner Households	8.5%	6.8%	6.3%
Male-female	7.9%	6.1%	5.7%
Same-sex	0.6%	0.7%	0.6%
2010 Households by Size			
Total	13,970	44,471	92,427
1 Person Household	28.3%	31.2%	30.4%
2 Person Household	30.7%	32.1%	33.2%
3 Person Household	17.1%	15.8%	16.0%
4 Person Household	11.9%	11.5%	11.7%
5 Person Household	6.6%	5.6%	5.4%
6 Person Household	3.0%	2.3%	2.1%
7 + Person Household	2.4%	1.5%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	13,971	44,471	92,429
Owner Occupied	52.4%	57.9%	59.9%
Owned with a Mortgage/Loan	33.0%	38.5%	40.4%
Owned Free and Clear	19.4%	19.4%	19.6%
Renter Occupied	47.6%	42.1%	40.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	16,441	51,260	104,275
Housing Units Inside Urbanized Area	97.3%	95.1%	91.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.7%	4.9%	8.4%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Southern Satellites (10A)
2.	Small Town Simplicity (12C)	Southern Satellites (10A)	Young and Restless (11B)
3.	Modest Income Homes (12D)	In Style (5B)	Hardscrabble Road (8G)
2019 Consumer Spending			
Apparel & Services: Total \$	\$17,051,097	\$83,691,021	\$184,847,424
Average Spent	\$1,097.24	\$1,637.66	\$1,752.52
Spending Potential Index	51	76	82
Education: Total \$	\$11,265,293	\$56,864,962	\$127,102,644
Average Spent	\$724.92	\$1,112.73	\$1,205.05
Spending Potential Index	45	70	76
Entertainment/Recreation: Total \$	\$25,963,526	\$127,945,650	\$282,350,740
Average Spent	\$1,670.75	\$2,503.63	\$2,676.94
Spending Potential Index	51	77	82
Food at Home: Total \$	\$43,103,986	\$208,718,495	\$458,740,397
Average Spent	\$2,773.74	\$4,084.19	\$4,349.28
Spending Potential Index	54	79	84
Food Away from Home: Total \$	\$28,987,720	\$143,451,870	\$318,235,956
Average Spent	\$1,865.36	\$2,807.06	\$3,017.17
Spending Potential Index	51	76	82
Health Care: Total \$	\$49,361,875	\$240,749,702	\$529,246,495
Average Spent	\$3,176.44	\$4,710.98	\$5,017.74
Spending Potential Index	54	79	85
HH Furnishings & Equipment: Total \$	\$16,568,919	\$82,503,703	\$183,149,703
Average Spent	\$1,066.21	\$1,614.43	\$1,736.43
Spending Potential Index	50	76	81
Personal Care Products & Services: Total \$	\$6,853,511	\$34,415,767	\$76,654,964
Average Spent	\$441.02	\$673.45	\$726.76
Spending Potential Index	50	76	82
Shelter: Total \$	\$139,237,165	\$693,288,229	\$1,537,709,281
Average Spent	\$8,959.92	\$13,566.22	\$14,578.90
Spending Potential Index	48	73	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,251,136	\$97,403,807	\$215,044,869
Average Spent	\$1,238.81	\$1,905.99	\$2,038.82
Spending Potential Index	50	77	82
Travel: Total \$	\$15,703,952	\$80,937,033	\$180,826,489
Average Spent	\$1,010.55	\$1,583.77	\$1,714.40
Spending Potential Index	45	71	76
Vehicle Maintenance & Repairs: Total \$	\$9,357,200	\$46,367,613	\$102,388,184
Average Spent	\$602.14	\$907.32	\$970.73
Spending Potential Index	53	79	85

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.