



Market Profile

Woodruff, South Carolina, United States 2
 Woodruff, South Carolina, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 34.73957
 Longitude: -82.03705

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	4,702	8,145	15,590
2010 Total Population	4,633	8,143	16,941
2015 Total Population	4,705	8,259	17,669
2015 Group Quarters	158	202	202
2020 Total Population	4,808	8,438	18,341
2015-2020 Annual Rate	0.43%	0.43%	0.75%
Household Summary			
2000 Households	1,807	3,152	5,904
2000 Average Household Size	2.55	2.54	2.62
2010 Households	1,746	3,145	6,413
2010 Average Household Size	2.56	2.52	2.61
2015 Households	1,776	3,199	6,710
2015 Average Household Size	2.56	2.52	2.60
2020 Households	1,817	3,273	6,963
2020 Average Household Size	2.56	2.52	2.61
2015-2020 Annual Rate	0.46%	0.46%	0.74%
2010 Families	1,149	2,151	4,632
2010 Average Family Size	3.18	3.07	3.08
2015 Families	1,155	2,164	4,825
2015 Average Family Size	3.18	3.07	3.08
2020 Families	1,174	2,200	4,992
2020 Average Family Size	3.19	3.07	3.08
2015-2020 Annual Rate	0.33%	0.33%	0.68%
Housing Unit Summary			
2000 Housing Units	2,017	3,470	6,498
Owner Occupied Housing Units	60.4%	65.9%	72.3%
Renter Occupied Housing Units	29.2%	24.9%	18.6%
Vacant Housing Units	10.4%	9.2%	9.1%
2010 Housing Units	2,075	3,641	7,327
Owner Occupied Housing Units	51.5%	59.0%	66.8%
Renter Occupied Housing Units	32.7%	27.4%	20.7%
Vacant Housing Units	15.9%	13.6%	12.5%
2015 Housing Units	2,116	3,718	7,619
Owner Occupied Housing Units	48.8%	56.3%	65.6%
Renter Occupied Housing Units	35.2%	29.7%	22.5%
Vacant Housing Units	16.1%	14.0%	11.9%
2020 Housing Units	2,170	3,814	7,891
Owner Occupied Housing Units	48.2%	55.9%	65.7%
Renter Occupied Housing Units	35.5%	29.9%	22.5%
Vacant Housing Units	16.3%	14.2%	11.8%
Median Household Income			
2015	\$29,974	\$32,748	\$41,493
2020	\$35,630	\$38,876	\$50,550
Median Home Value			
2015	\$84,024	\$90,371	\$109,184
2020	\$95,210	\$102,761	\$146,746
Per Capita Income			
2015	\$15,997	\$17,291	\$21,024
2020	\$18,205	\$19,709	\$24,261
Median Age			
2010	38.6	39.8	39.6
2015	40.1	41.3	40.9
2020	41.8	43.3	42.2

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	1,776	3,199	6,710
<\$15,000	19.3%	18.2%	14.5%
\$15,000 - \$24,999	22.6%	19.9%	15.1%
\$25,000 - \$34,999	14.1%	14.5%	13.6%
\$35,000 - \$49,999	12.8%	12.9%	13.4%
\$50,000 - \$74,999	15.8%	16.6%	17.8%
\$75,000 - \$99,999	9.6%	10.6%	11.9%
\$100,000 - \$149,999	4.7%	5.8%	9.5%
\$150,000 - \$199,999	0.8%	1.1%	2.7%
\$200,000+	0.2%	0.4%	1.4%
Average Household Income	\$41,619	\$44,708	\$55,891
2020 Households by Income			
Household Income Base	1,817	3,273	6,963
<\$15,000	19.2%	17.9%	13.7%
\$15,000 - \$24,999	18.1%	15.8%	11.4%
\$25,000 - \$34,999	12.1%	12.3%	11.1%
\$35,000 - \$49,999	12.5%	12.6%	13.0%
\$50,000 - \$74,999	17.8%	18.3%	19.5%
\$75,000 - \$99,999	12.7%	14.0%	15.0%
\$100,000 - \$149,999	6.4%	7.4%	10.2%
\$150,000 - \$199,999	1.0%	1.3%	4.0%
\$200,000+	0.3%	0.5%	2.0%
Average Household Income	\$47,395	\$50,938	\$64,734
2015 Owner Occupied Housing Units by Value			
Total	1,032	2,095	4,996
<\$50,000	25.4%	22.5%	17.8%
\$50,000 - \$99,999	36.2%	34.1%	28.9%
\$100,000 - \$149,999	20.5%	20.3%	18.0%
\$150,000 - \$199,999	9.5%	10.1%	12.0%
\$200,000 - \$249,999	3.4%	4.4%	7.3%
\$250,000 - \$299,999	1.6%	3.0%	5.0%
\$300,000 - \$399,999	1.3%	2.2%	4.6%
\$400,000 - \$499,999	0.7%	1.2%	2.7%
\$500,000 - \$749,999	1.3%	1.5%	2.7%
\$750,000 - \$999,999	0.1%	0.2%	0.5%
\$1,000,000 +	0.2%	0.4%	0.5%
Average Home Value	\$106,220	\$122,175	\$154,975
2020 Owner Occupied Housing Units by Value			
Total	1,047	2,133	5,188
<\$50,000	21.2%	17.8%	13.0%
\$50,000 - \$99,999	31.9%	31.3%	24.8%
\$100,000 - \$149,999	18.1%	15.7%	13.0%
\$150,000 - \$199,999	12.7%	11.5%	12.4%
\$200,000 - \$249,999	6.3%	7.6%	10.8%
\$250,000 - \$299,999	2.8%	5.3%	8.1%
\$300,000 - \$399,999	2.3%	4.0%	7.2%
\$400,000 - \$499,999	1.4%	2.6%	4.6%
\$500,000 - \$749,999	3.0%	3.2%	4.7%
\$750,000 - \$999,999	0.1%	0.3%	0.7%
\$1,000,000 +	0.3%	0.6%	0.6%
Average Home Value	\$133,206	\$155,052	\$195,543

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	4,634	8,145	16,942
0 - 4	7.1%	6.5%	6.6%
5 - 9	6.8%	6.5%	6.8%
10 - 14	7.2%	7.2%	7.2%
15 - 24	13.4%	13.1%	12.4%
25 - 34	11.0%	10.6%	10.7%
35 - 44	12.8%	13.2%	14.2%
45 - 54	13.9%	14.7%	15.4%
55 - 64	11.9%	12.7%	12.9%
65 - 74	8.7%	8.9%	8.4%
75 - 84	5.2%	4.8%	4.0%
85 +	2.0%	1.8%	1.4%
18 +	74.0%	74.9%	74.7%
2015 Population by Age			
Total	4,704	8,259	17,669
0 - 4	6.9%	6.3%	6.3%
5 - 9	6.8%	6.4%	6.7%
10 - 14	6.4%	6.2%	6.6%
15 - 24	12.6%	12.3%	12.0%
25 - 34	11.8%	11.6%	11.3%
35 - 44	11.6%	11.8%	12.6%
45 - 54	13.4%	14.1%	15.0%
55 - 64	12.8%	13.6%	13.6%
65 - 74	10.1%	10.7%	10.2%
75 - 84	5.4%	5.1%	4.3%
85 +	2.1%	1.8%	1.4%
18 +	75.7%	77.1%	76.5%
2020 Population by Age			
Total	4,808	8,437	18,339
0 - 4	6.4%	5.9%	5.9%
5 - 9	6.5%	6.1%	6.5%
10 - 14	6.7%	6.5%	7.0%
15 - 24	11.7%	11.2%	10.9%
25 - 34	11.2%	11.2%	11.1%
35 - 44	11.0%	11.0%	11.9%
45 - 54	12.9%	13.3%	13.9%
55 - 64	13.7%	14.6%	14.5%
65 - 74	11.0%	11.6%	11.1%
75 - 84	6.6%	6.6%	5.6%
85 +	2.3%	2.0%	1.5%
18 +	76.1%	77.5%	76.6%
2010 Population by Sex			
Males	2,207	3,931	8,275
Females	2,426	4,212	8,666
2015 Population by Sex			
Males	2,271	4,032	8,701
Females	2,434	4,227	8,969
2020 Population by Sex			
Males	2,337	4,144	9,071
Females	2,471	4,293	9,270

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	4,633	8,143	16,941
White Alone	69.6%	76.2%	81.9%
Black Alone	22.7%	17.3%	12.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.5%	0.5%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	3.5%	2.6%
Two or More Races	2.6%	2.3%	2.0%
Hispanic Origin	6.9%	5.5%	4.7%
Diversity Index	53.3	45.3	37.4
2015 Population by Race/Ethnicity			
Total	4,705	8,261	17,670
White Alone	68.2%	74.9%	80.9%
Black Alone	22.9%	17.5%	12.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.6%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.9%	3.9%	2.9%
Two or More Races	3.2%	2.8%	2.4%
Hispanic Origin	7.7%	6.2%	5.4%
Diversity Index	55.7	47.7	39.8
2020 Population by Race/Ethnicity			
Total	4,810	8,438	18,340
White Alone	66.5%	73.5%	79.7%
Black Alone	22.8%	17.5%	12.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.7%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.8%	4.6%	3.3%
Two or More Races	3.9%	3.4%	2.9%
Hispanic Origin	9.1%	7.3%	6.3%
Diversity Index	58.7	50.7	42.5
2010 Population by Relationship and Household Type			
Total	4,633	8,143	16,941
In Households	96.6%	97.5%	98.8%
In Family Households	81.5%	83.5%	86.6%
Householder	25.0%	26.2%	27.3%
Spouse	15.3%	17.7%	20.2%
Child	33.7%	33.0%	33.1%
Other relative	4.9%	4.2%	3.7%
Nonrelative	2.7%	2.4%	2.2%
In Nonfamily Households	15.1%	14.0%	12.2%
In Group Quarters	3.4%	2.5%	1.2%
Institutionalized Population	2.3%	1.7%	0.8%
Noninstitutionalized Population	1.1%	0.8%	0.4%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment			
Total	3,169	5,673	12,070
Less than 9th Grade	15.2%	13.0%	8.2%
9th - 12th Grade, No Diploma	19.5%	16.1%	12.7%
High School Graduate	27.8%	27.6%	26.0%
GED/Alternative Credential	9.8%	9.8%	8.7%
Some College, No Degree	11.1%	13.1%	17.2%
Associate Degree	6.3%	7.2%	9.0%
Bachelor's Degree	6.7%	8.0%	11.2%
Graduate/Professional Degree	3.5%	5.2%	7.1%
2015 Population 15+ by Marital Status			
Total	3,760	6,694	14,190
Never Married	27.2%	26.1%	24.3%
Married	49.8%	51.9%	57.3%
Widowed	12.6%	11.3%	8.0%
Divorced	10.4%	10.7%	10.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	84.8%	85.4%	88.8%
Civilian Unemployed	15.1%	14.6%	11.2%
2015 Employed Population 16+ by Industry			
Total	1,478	2,743	6,800
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	7.1%	7.0%	8.8%
Manufacturing	26.6%	26.7%	25.3%
Wholesale Trade	2.9%	3.4%	3.1%
Retail Trade	11.2%	11.4%	11.2%
Transportation/Utilities	1.7%	4.1%	5.4%
Information	0.1%	0.3%	1.3%
Finance/Insurance/Real Estate	2.5%	2.3%	4.4%
Services	45.5%	42.6%	38.4%
Public Administration	2.4%	1.9%	1.8%
2015 Employed Population 16+ by Occupation			
Total	1,480	2,741	6,801
White Collar	33.5%	38.7%	47.1%
Management/Business/Financial	6.1%	7.0%	11.0%
Professional	10.9%	11.7%	14.4%
Sales	6.9%	8.1%	9.0%
Administrative Support	9.6%	11.9%	12.7%
Services	22.9%	20.9%	15.9%
Blue Collar	43.7%	40.3%	37.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.0%	6.2%	6.4%
Installation/Maintenance/Repair	7.2%	6.8%	6.2%
Production	23.1%	18.9%	16.2%
Transportation/Material Moving	7.4%	8.5%	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,746	3,145	6,413
Households with 1 Person	30.2%	27.9%	24.2%
Households with 2+ People	69.8%	72.1%	75.8%
Family Households	65.8%	68.4%	72.2%
Husband-wife Families	40.4%	46.2%	53.4%
With Related Children	16.6%	18.8%	23.1%
Other Family (No Spouse Present)	25.4%	22.2%	18.8%
Other Family with Male Householder	5.8%	5.7%	5.4%
With Related Children	3.0%	3.3%	3.3%
Other Family with Female Householder	19.6%	16.5%	13.4%
With Related Children	13.2%	10.9%	8.6%
Nonfamily Households	4.0%	3.7%	3.6%
All Households with Children	33.1%	33.4%	35.4%
Multigenerational Households	5.5%	5.4%	5.3%
Unmarried Partner Households	6.9%	6.3%	5.7%
Male-female	6.4%	5.8%	5.2%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,745	3,145	6,412
1 Person Household	30.3%	27.9%	24.2%
2 Person Household	30.2%	32.0%	33.3%
3 Person Household	15.9%	16.5%	17.2%
4 Person Household	11.7%	12.6%	14.3%
5 Person Household	6.3%	6.4%	6.8%
6 Person Household	3.8%	3.1%	2.7%
7 + Person Household	1.8%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,746	3,145	6,413
Owner Occupied	61.2%	68.3%	76.4%
Owned with a Mortgage/Loan	34.8%	39.8%	48.0%
Owned Free and Clear	26.3%	28.5%	28.3%
Renter Occupied	38.8%	31.7%	23.6%

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.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Hardscrabble Road (8G)	Rooted Rural (10B)	Southern Satellites (10A)
3.	Rooted Rural (10B)	Hardscrabble Road (8G)	Rooted Rural (10B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$2,306,197	\$4,417,047	\$11,491,400
Average Spent	\$1,298.53	\$1,380.76	\$1,712.58
Spending Potential Index	56	60	74
Computers & Accessories: Total \$	\$235,581	\$454,746	\$1,220,943
Average Spent	\$132.65	\$142.15	\$181.96
Spending Potential Index	52	56	72
Education: Total \$	\$1,065,851	\$2,028,976	\$5,875,808
Average Spent	\$600.14	\$634.25	\$875.68
Spending Potential Index	39	42	57
Entertainment/Recreation: Total \$	\$3,430,349	\$6,653,955	\$17,213,449
Average Spent	\$1,931.50	\$2,080.01	\$2,565.34
Spending Potential Index	58	63	77
Food at Home: Total \$	\$5,784,014	\$11,108,614	\$27,903,510
Average Spent	\$3,256.76	\$3,472.53	\$4,158.50
Spending Potential Index	62	66	80
Food Away from Home: Total \$	\$3,192,255	\$6,170,276	\$16,302,371
Average Spent	\$1,797.44	\$1,928.81	\$2,429.56
Spending Potential Index	55	59	74
Health Care: Total \$	\$5,363,557	\$10,460,845	\$26,470,821
Average Spent	\$3,020.02	\$3,270.04	\$3,944.98
Spending Potential Index	64	69	83
HH Furnishings & Equipment: Total \$	\$1,864,054	\$3,627,050	\$9,552,736
Average Spent	\$1,049.58	\$1,133.81	\$1,423.66
Spending Potential Index	57	62	77
Investments: Total \$	\$3,006,796	\$5,859,789	\$13,428,149
Average Spent	\$1,693.02	\$1,831.76	\$2,001.21
Spending Potential Index	61	66	73
Retail Goods: Total \$	\$28,322,554	\$54,909,274	\$139,464,305
Average Spent	\$15,947.38	\$17,164.51	\$20,784.55
Spending Potential Index	63	67	82
Shelter: Total \$	\$13,999,777	\$26,782,656	\$72,677,885
Average Spent	\$7,882.76	\$8,372.20	\$10,831.28
Spending Potential Index	48	51	66
TV/Video/Audio: Total \$	\$1,462,822	\$2,802,122	\$7,062,687
Average Spent	\$823.66	\$875.94	\$1,052.56
Spending Potential Index	63	67	80
Travel: Total \$	\$1,625,051	\$3,188,034	\$8,876,880
Average Spent	\$915.01	\$996.57	\$1,322.93
Spending Potential Index	47	51	68
Vehicle Maintenance & Repairs: Total \$	\$1,119,287	\$2,168,679	\$5,672,345
Average Spent	\$630.23	\$677.92	\$845.36
Spending Potential Index	56	61	76

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.