




N Main Street, Heath Springs  
 N Main St, Heath Springs, SC 29058  
 Ring: 10, 20, 30 Miles

Latitude: 34.593361  
 Longitude: -80.675435


	10 miles radius	20 miles radius	30 miles radius
 2000 Total Population	32,505	87,319	250,197
2000 Group Quarters	1,473	2,020	4,243
2010 Total Population	34,338	93,207	321,258
2015 Total Population	36,920	99,429	362,524
2010 - 2015 Annual Rate	1.46%	1.3%	2.45%
 2000 Households	12,039	33,053	93,047
2000 Average Household Size	2.58	2.58	2.64
2010 Households	12,699	35,456	118,967
2010 Average Household Size	2.58	2.57	2.66
2015 Households	13,695	37,914	134,183
2015 Average Household Size	2.58	2.57	2.67
2010 - 2015 Annual Rate	1.52%	1.35%	2.44%
2000 Families	8,711	24,132	68,950
2000 Average Family Size	3.03	3.03	3.08
2010 Families	8,903	25,193	87,076
2010 Average Family Size	3.06	3.04	3.1
2015 Families	9,502	26,710	97,852
2015 Average Family Size	3.07	3.04	3.11
2010 - 2015 Annual Rate	1.31%	1.18%	2.36%
 <b>2000 Housing Units</b>	13,010	37,333	102,266
Owner Occupied Housing Units	70.0%	68.5%	69.6%
Renter Occupied Housing Units	22.5%	20.1%	21.4%
Vacant Housing Units	7.5%	11.5%	9.0%
<b>2010 Housing Units</b>	13,823	40,799	131,861
Owner Occupied Housing Units	68.8%	66.7%	69.5%
Renter Occupied Housing Units	23.0%	20.2%	20.7%
Vacant Housing Units	8.1%	13.1%	9.8%
<b>2015 Housing Units</b>	14,703	43,352	148,803
Owner Occupied Housing Units	69.8%	67.1%	69.7%
Renter Occupied Housing Units	23.4%	20.3%	20.4%
Vacant Housing Units	6.9%	12.5%	9.8%
<b>Median Household Income</b>			
2000	\$32,873	\$34,661	\$37,831
2010	\$40,442	\$42,128	\$49,396
2015	\$44,822	\$47,780	\$55,017
<b>Median Home Value</b>			
2000	\$64,946	\$68,083	\$79,496
2010	\$96,978	\$97,401	\$115,550
2015	\$121,086	\$120,156	\$140,195
<b>Per Capita Income</b>			
2000	\$15,215	\$16,140	\$17,732
2010	\$18,240	\$19,160	\$22,162
2015	\$19,365	\$20,558	\$24,380
<b>Median Age</b>			
2000	35.8	36.2	35.5
2010	38.7	39.3	37.8
2015	39.9	40.4	38.3

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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 Ring: 10, 20, 30 Miles

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	10 miles radius	20 miles radius	30 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	12,125	33,224	93,115
< \$15,000	21.4%	20.4%	18.4%
\$15,000 - \$24,999	15.6%	15.1%	13.6%
\$25,000 - \$34,999	16.3%	14.9%	14.1%
\$35,000 - \$49,999	18.4%	19.2%	18.0%
\$50,000 - \$74,999	18.2%	19.0%	20.5%
\$75,000 - \$99,999	6.7%	6.9%	8.5%
\$100,000 - \$149,999	2.5%	3.2%	4.7%
\$150,000 - \$199,999	0.4%	0.7%	1.1%
\$200,000+	0.5%	0.7%	1.0%
Average Household Income	\$39,709	\$42,080	\$47,027
<b>2010 Households by Income</b>			
Household Income Base	12,699	35,456	118,967
< \$15,000	17.2%	16.3%	13.9%
\$15,000 - \$24,999	13.2%	12.5%	10.4%
\$25,000 - \$34,999	12.0%	11.8%	10.3%
\$35,000 - \$49,999	17.7%	17.9%	16.0%
\$50,000 - \$74,999	23.7%	23.5%	22.8%
\$75,000 - \$99,999	9.3%	10.6%	14.0%
\$100,000 - \$149,999	5.9%	5.8%	8.9%
\$150,000 - \$199,999	0.5%	0.7%	2.0%
\$200,000+	0.6%	0.9%	1.8%
Average Household Income	\$47,403	\$49,700	\$59,364
<b>2015 Households by Income</b>			
Household Income Base	13,692	37,914	134,183
< \$15,000	15.3%	14.4%	11.8%
\$15,000 - \$24,999	12.5%	11.6%	9.2%
\$25,000 - \$34,999	9.9%	9.7%	8.3%
\$35,000 - \$49,999	17.0%	16.3%	13.5%
\$50,000 - \$74,999	28.3%	28.3%	25.8%
\$75,000 - \$99,999	8.6%	10.5%	14.7%
\$100,000 - \$149,999	7.2%	7.3%	12.1%
\$150,000 - \$199,999	0.6%	0.9%	2.6%
\$200,000+	0.7%	1.0%	2.1%
Average Household Income	\$50,190	\$53,202	\$65,382
<b>2000 Owner Occupied HUs by Value</b>			
Total	9,145	25,659	71,217
<\$50,000	31.4%	31.6%	25.1%
\$50,000 - 99,999	50.6%	43.2%	39.9%
\$100,000 - 149,999	11.8%	14.6%	18.6%
\$150,000 - 199,999	3.9%	6.3%	8.6%
\$200,000 - \$299,999	1.4%	2.7%	5.0%
\$300,000 - 499,999	0.4%	1.2%	2.0%
\$500,000 - 999,999	0.2%	0.1%	0.6%
\$1,000,000+	0.3%	0.3%	0.2%
Average Home Value	\$76,494	\$85,085	\$101,190
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	2,830	7,210	21,272
With Cash Rent	89.2%	86.9%	88.7%
No Cash Rent	10.8%	13.1%	11.3%
Median Rent	\$307	\$309	\$346
Average Rent	\$299	\$308	\$356

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
 Total	32,506	87,319	250,197
Age 0 - 4	6.2%	6.5%	7.0%
Age 5 - 9	7.4%	7.4%	7.6%
Age 10 - 14	7.2%	7.6%	7.7%
Age 15 - 19	6.9%	6.9%	6.8%
Age 20 - 24	6.3%	5.8%	5.8%
Age 25 - 34	14.7%	13.9%	14.1%
Age 35 - 44	15.4%	15.7%	16.1%
Age 45 - 54	13.9%	14.1%	13.9%
Age 55 - 64	9.6%	9.9%	9.3%
Age 65 - 74	6.9%	7.0%	6.5%
Age 75 - 84	4.3%	4.1%	3.9%
Age 85+	1.2%	1.2%	1.2%
Age 18+	75.0%	74.3%	73.4%
<b>2010 Population by Age</b>			
Total	34,340	93,207	321,258
Age 0 - 4	6.2%	6.4%	7.1%
Age 5 - 9	6.3%	6.5%	7.2%
Age 10 - 14	6.3%	6.7%	7.2%
Age 15 - 19	7.0%	6.8%	6.9%
Age 20 - 24	6.2%	5.8%	5.5%
Age 25 - 34	12.6%	11.8%	12.1%
Age 35 - 44	14.5%	14.1%	14.5%
Age 45 - 54	14.7%	15.2%	15.3%
Age 55 - 64	12.7%	13.1%	12.2%
Age 65 - 74	7.5%	7.8%	6.8%
Age 75 - 84	4.2%	4.2%	3.7%
Age 85+	1.7%	1.6%	1.5%
Age 18+	77.1%	76.2%	74.3%
<b>2015 Population by Age</b>			
Total	36,922	99,429	362,524
Age 0 - 4	6.0%	6.2%	7.0%
Age 5 - 9	6.2%	6.4%	7.1%
Age 10 - 14	6.4%	6.7%	7.3%
Age 15 - 19	6.3%	6.4%	6.7%
Age 20 - 24	6.7%	6.0%	5.6%
Age 25 - 34	12.2%	11.5%	12.0%
Age 35 - 44	13.3%	12.9%	13.5%
Age 45 - 54	14.0%	14.3%	14.4%
Age 55 - 64	13.7%	13.9%	13.0%
Age 65 - 74	9.1%	9.5%	8.3%
Age 75 - 84	4.4%	4.4%	3.7%
Age 85+	1.7%	1.6%	1.4%
Age 18+	77.6%	76.7%	74.4%
<b>2000 Population by Sex</b>			
Males	50.2%	49.4%	49.0%
Females	49.8%	50.6%	51.0%
<b>2010 Population by Sex</b>			
Males	50.8%	50.0%	49.4%
Females	49.2%	50.0%	50.6%
<b>2015 Population by Sex</b>			
Males	50.9%	50.2%	49.5%
Females	49.1%	49.8%	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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

	10 miles radius	20 miles radius	30 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	32,506	87,319	250,197
White Alone	68.2%	70.7%	69.6%
Black Alone	29.7%	27.2%	27.1%
American Indian Alone	0.2%	0.2%	0.6%
Asian or Pacific Islander Alone	0.2%	0.2%	0.4%
Some Other Race Alone	1.0%	1.0%	1.5%
Two or More Races	0.7%	0.7%	0.9%
Hispanic Origin	1.6%	1.7%	3.3%
Diversity Index	46.4	44.6	47.8
<b>2010 Population by Race/Ethnicity</b>			
Total	34,338	93,207	321,258
White Alone	62.3%	66.9%	68.8%
Black Alone	34.0%	29.2%	25.6%
American Indian Alone	0.2%	0.2%	0.6%
Asian or Pacific Islander Alone	0.3%	0.4%	0.7%
Some Other Race Alone	2.4%	2.2%	3.0%
Two or More Races	0.8%	1.0%	1.3%
Hispanic Origin	3.8%	3.8%	6.5%
Diversity Index	53.3	50.6	52.7
<b>2015 Population by Race/Ethnicity</b>			
Total	36,921	99,429	362,524
White Alone	61.4%	66.5%	69.2%
Black Alone	34.7%	29.5%	25.0%
American Indian Alone	0.1%	0.2%	0.5%
Asian or Pacific Islander Alone	0.3%	0.5%	0.8%
Some Other Race Alone	2.5%	2.4%	3.0%
Two or More Races	0.9%	1.0%	1.4%
Hispanic Origin	4.0%	4.1%	7.0%
Diversity Index	54.0	51.3	52.9
<b>2000 Population 3+ by School Enrollment</b>			
 Total	31,245	83,976	239,414
Enrolled in Nursery/Preschool	1.7%	1.6%	1.8%
Enrolled in Kindergarten	1.7%	1.7%	1.7%
Enrolled in Grade 1-8	12.5%	13.4%	13.1%
Enrolled in Grade 9-12	6.0%	5.7%	5.9%
Enrolled in College	2.9%	2.6%	2.7%
Enrolled in Grad/Prof School	0.3%	0.3%	0.4%
Not Enrolled in School	74.9%	74.6%	74.4%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	23,355	63,176	212,429
Less than 9th Grade	9.4%	8.1%	6.9%
9th - 12th Grade, No Diploma	14.7%	14.3%	12.3%
High School Graduate	42.4%	40.7%	36.6%
Some College, No Degree	15.1%	16.2%	17.9%
Associate Degree	9.3%	8.7%	8.5%
Bachelor's Degree	5.5%	7.3%	11.9%
Graduate/Professional Degree	3.5%	4.6%	5.8%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	27,891	74,895	252,312
Never Married	29.7%	27.2%	26.5%
Married	52.9%	55.6%	57.0%
Widowed	8.4%	8.1%	7.1%
Divorced	9.0%	9.1%	9.4%
<b>2000 Population 16+ by Employment Status</b>			
 Total	25,329	67,051	190,792
In Labor Force	61.6%	62.4%	65.2%
Civilian Employed	58.3%	58.7%	61.3%
Civilian Unemployed	3.3%	3.7%	3.8%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	38.4%	37.6%	34.8%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	79.8%	81.1%	84.6%
Civilian Unemployed	20.2%	18.9%	15.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	82.8%	84.2%	87.5%
Civilian Unemployed	17.2%	15.8%	12.5%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	12,774	34,393	98,608
Own Children < 6 Only	7.6%	7.6%	8.3%
Employed/in Armed Forces	5.4%	4.9%	5.2%
Unemployed	0.4%	0.5%	0.5%
Not in Labor Force	1.8%	2.1%	2.7%
Own Children < 6 and 6-17 Only	4.8%	5.4%	6.1%
Employed/in Armed Forces	3.3%	3.5%	3.9%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.3%	1.6%	2.0%
Own Children 6-17 Only	20.0%	19.5%	19.2%
Employed/in Armed Forces	14.7%	14.3%	14.0%
Unemployed	1.1%	0.9%	0.7%
Not in Labor Force	4.2%	4.4%	4.4%
No Own Children < 18	67.6%	67.5%	66.3%
Employed/in Armed Forces	31.1%	31.1%	32.1%
Unemployed	1.6%	2.1%	2.3%
Not in Labor Force	35.0%	34.3%	32.0%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	10,152	31,069	122,797
Agriculture/Mining	1.3%	2.2%	1.7%
Construction	9.6%	9.9%	10.4%
Manufacturing	30.2%	25.7%	18.9%
Wholesale Trade	2.9%	2.9%	3.7%
Retail Trade	12.3%	12.0%	12.2%
Transportation/Utilities	3.3%	4.4%	4.3%
Information	1.1%	1.7%	2.1%
Finance/Insurance/Real Estate	5.9%	5.2%	6.3%
Services	29.7%	32.1%	36.4%
Public Administration	3.7%	3.9%	4.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	10,149	31,069	122,797
White Collar	42.7%	44.4%	51.3%
Management/Business/Financial	6.3%	8.0%	10.4%
Professional	12.8%	14.1%	16.2%
Sales	9.1%	8.9%	10.8%
Administrative Support	14.5%	13.5%	13.8%
Services	12.4%	13.7%	15.0%
Blue Collar	44.8%	41.9%	33.7%
Farming/Forestry/Fishing	0.5%	0.9%	0.7%
Construction/Extraction	8.4%	8.4%	8.2%
Installation/Maintenance/Repair	7.1%	6.7%	5.3%
Production	18.0%	15.9%	11.8%
Transportation/Material Moving	10.9%	10.0%	7.8%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	14,387	38,377	114,713
Drove Alone - Car, Truck, or Van	77.4%	78.8%	79.4%
Carpooled - Car, Truck, or Van	18.9%	17.4%	16.4%
Public Transportation	0.6%	0.3%	0.3%
Walked	1.2%	1.3%	1.1%
Other Means	1.0%	0.8%	1.1%
Worked at Home	1.0%	1.4%	1.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	14,388	38,377	114,713
Did Not Work at Home	99.0%	98.6%	98.3%
Less than 5 minutes	2.5%	2.9%	2.4%
5 to 9 minutes	7.4%	8.7%	9.9%
10 to 19 minutes	35.7%	29.3%	28.2%
20 to 24 minutes	10.3%	10.7%	12.1%
25 to 34 minutes	17.6%	18.7%	20.2%
35 to 44 minutes	6.3%	6.7%	6.9%
45 to 59 minutes	10.7%	11.8%	10.3%
60 to 89 minutes	6.1%	6.7%	5.7%
90 or more minutes	2.4%	3.0%	2.6%
Worked at Home	1.0%	1.4%	1.7%
Average Travel Time to Work (in min)	27.1	28.8	27.5
<b>2000 Households by Vehicles Available</b>			
Total	12,022	33,092	93,058
None	9.6%	8.6%	8.4%
1	29.2%	29.9%	29.4%
2	39.0%	39.4%	39.6%
3	15.8%	16.2%	16.3%
4	4.8%	4.1%	4.7%
5+	1.6%	1.7%	1.6%
Average Number of Vehicles Available	1.8	1.8	1.9

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<b>2000 Households by Type</b>			
 Total	12,039	33,053	93,047
Family Households	72.4%	73.0%	74.1%
Married-couple Family	51.6%	53.5%	54.8%
With Related Children	23.2%	24.2%	25.9%
Other Family (No Spouse)	20.8%	19.5%	19.3%
With Related Children	14.4%	13.3%	12.9%
Nonfamily Households	27.6%	27.0%	25.9%
Householder Living Alone	24.1%	23.4%	22.0%
Householder Not Living Alone	3.6%	3.6%	3.9%
Households with Related Children	37.6%	37.5%	38.8%
Households with Persons 65+	24.1%	23.9%	22.5%
<b>2000 Households by Size</b>			
Total	12,039	33,053	93,047
1 Person Household	24.1%	23.4%	22.0%
2 Person Household	33.1%	33.4%	33.3%
3 Person Household	19.4%	19.1%	19.1%
4 Person Household	15.2%	14.9%	15.5%
5 Person Household	5.4%	6.1%	6.4%
6 Person Household	1.8%	1.9%	2.2%
7+ Person Household	0.9%	1.1%	1.4%
<b>2000 Households by Year Householder Moved In</b>			
Total	12,022	33,092	93,058
Moved in 1999 to March 2000	14.8%	15.2%	15.9%
Moved in 1995 to 1998	24.1%	26.0%	27.7%
Moved in 1990 to 1994	13.8%	13.8%	14.7%
Moved in 1980 to 1989	16.1%	16.8%	16.7%
Moved in 1970 to 1979	14.4%	13.3%	12.4%
Moved in 1969 or Earlier	16.8%	15.0%	12.6%
Median Year Householder Moved In	1991	1992	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	12,977	37,312	102,190
1, Detached	72.1%	68.7%	69.6%
1, Attached	0.4%	0.5%	0.8%
2	2.0%	1.6%	1.7%
3 or 4	2.6%	2.0%	1.9%
5 to 9	0.9%	1.4%	2.4%
10 to 19	0.3%	0.4%	0.7%
20+	0.6%	0.6%	0.7%
Mobile Home	21.0%	24.6%	22.1%
Other	0.1%	0.2%	0.1%
<b>2000 Housing Units by Year Structure Built</b>			
Total	12,972	37,312	102,190
1999 to March 2000	2.5%	3.0%	3.7%
1995 to 1998	8.7%	10.7%	12.4%
1990 to 1994	9.8%	9.1%	10.0%
1980 to 1989	16.4%	17.8%	18.6%
1970 to 1979	20.5%	20.7%	19.5%
1969 or Earlier	42.1%	38.7%	35.8%
Median Year Structure Built	1974	1975	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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	10 miles radius	20 miles radius	30 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Southern Satellites	Southern Satellites	Southern Satellites
2.	Salt of the Earth	Rural Bypasses	Midland Crowd
3.	Home Town	Salt of the Earth	Salt of the Earth



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$14,128,802	\$41,254,537	\$167,039,615
Average Spent	\$1,112.59	\$1,163.54	\$1,404.08
Spending Potential Index	46	49	59
Computers & Accessories: Total \$	\$1,808,295	\$5,283,939	\$21,689,572
Average Spent	\$142.40	\$149.03	\$182.32
Spending Potential Index	65	68	83
Education: Total \$	\$9,291,168	\$26,889,818	\$115,802,186
Average Spent	\$731.65	\$758.40	\$973.40
Spending Potential Index	60	62	80
Entertainment/Recreation: Total \$	\$29,402,153	\$86,147,346	\$340,342,924
Average Spent	\$2,315.31	\$2,429.70	\$2,860.82
Spending Potential Index	72	75	89
Food at Home: Total \$	\$41,455,219	\$120,611,151	\$467,278,720
Average Spent	\$3,264.45	\$3,401.71	\$3,927.80
Spending Potential Index	73	76	88
Food Away from Home: Total \$	\$28,378,075	\$82,817,505	\$330,323,314
Average Spent	\$2,234.67	\$2,335.78	\$2,776.60
Spending Potential Index	69	73	86
Health Care: Total \$	\$38,060,854	\$110,498,162	\$413,560,526
Average Spent	\$2,997.15	\$3,116.49	\$3,476.26
Spending Potential Index	80	84	93
HH Furnishings & Equipment: Total \$	\$15,576,731	\$45,744,669	\$184,038,164
Average Spent	\$1,226.61	\$1,290.18	\$1,546.97
Spending Potential Index	60	63	75
Investments: Total \$	\$14,823,371	\$43,108,095	\$167,541,216
Average Spent	\$1,167.29	\$1,215.82	\$1,408.30
Spending Potential Index	67	70	81
Retail Goods: Total \$	\$224,050,434	\$654,074,705	\$2,541,250,030
Average Spent	\$17,643.16	\$18,447.50	\$21,360.97
Spending Potential Index	71	74	86
Shelter: Total \$	\$117,886,575	\$347,595,782	\$1,478,506,408
Average Spent	\$9,283.14	\$9,803.58	\$12,427.87
Spending Potential Index	59	62	79
TV/Video/Audio: Total \$	\$11,394,885	\$33,133,994	\$129,773,919
Average Spent	\$897.31	\$934.51	\$1,090.84
Spending Potential Index	72	75	88
Travel: Total \$	\$14,305,047	\$42,493,244	\$178,845,456
Average Spent	\$1,126.47	\$1,198.48	\$1,503.32
Spending Potential Index	60	63	79
Vehicle Maintenance & Repairs: Total \$	\$8,565,534	\$25,043,245	\$98,429,899
Average Spent	\$674.50	\$706.32	\$827.37
Spending Potential Index	72	75	88

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.