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## **Marketplace on Harden Columbia, South Carolina**

August, 2010

**ASTON**  
properties

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# Demographic Profile Expanded

## Census, Estimates & Projections



Lon: -81.01821 / Lat: 34.003645

August 2010

Marketplace on Harden Columbia, South Carolina	1 Mile		3 Miles		5 Miles	
<b>Population</b>						
Estimated Population (2010)	18,515		80,875		156,540	
Census Population (1990)	18,582		84,051		162,007	
Census Population (2000)	18,253		79,974		155,151	
Projected Population (2015)	17,980		79,955		156,004	
Forecasted Population (2020)	17,820		79,908		156,417	
Historical Annual Growth 1990 to 2000	-329	-0.2 %	-4,078	-0.5 %	-6,855	-0.4 %
Historical Annual Growth 2000 to 2010	262	-0.2 %	902	-0.5 %	1,389	-0.4 %
Projected Annual Growth 2010 to 2015	-536	-0.6 %	-920	-0.2 %	-536	-0.1 %
Est. Population Density (2010)	5,910.48	psm	2,964.87	psm	2,067.08	psm
Trade Area Size	3.13	sq mi	27.28	sq mi	75.73	sq mi
<b>Households</b>						
Estimated Households (2010)	6,132		34,585		68,584	
Census Households (1990)	6,689		33,048		63,540	
Census Households (2000)	6,181		33,203		65,345	
Projected Households (2015)	5,788		34,262		69,462	
Forecasted Households (2020)	5,559		34,809		71,677	
Households with Children (2010)	990	16.1 %	7,432	21.5 %	16,533	24.1 %
Average Household Size	3.02		2.34		2.28	
<b>Average Household Income</b>						
Est. Average Household Income (2010)	49,007		55,085		57,215	
Proj. Average Household Income (2015)	\$53,659		\$58,909		\$60,863	
Average Family Income (2010)	\$79,406		\$75,888		\$74,686	
<b>Median Household Income</b>						
Est. Median Household Income (2010)	\$34,409		\$40,489		\$43,004	
Proj. Median Household Income (2015)	\$38,883		\$42,904		\$45,047	
Median Family Income (2010)	\$62,417		\$57,236		\$57,887	
<b>Per Capita Income</b>						
Est. Per Capita Income (2010)	\$23,039		\$26,489		\$26,879	
Proj. Per Capita Income (2015)	\$25,576		\$28,754		\$29,250	
Per Capita Income Est. 5 year change	\$2,536.79	-9.9 %	\$2,265.32	-7.9 %	\$2,370.30	-8.1 %
<b>Other Income</b>						
Est. Disposable Income (2010)	\$29,018		\$34,487		\$36,612	
Proj. Disposable Income (2015)	\$32,436		\$36,314		\$38,132	
Disposable Income Est. 5 year change	\$3,417.58	11.8 %	\$1,826.52	5.3 %	\$1,520.11	4.2 %
Est. Average Household Net Worth (2010)	\$362,035		\$381,819		\$393,022	
<b>Daytime Demos</b>						
Total Number of Businesses (2010)	2,031		6,618		10,313	
Total Number of Employees (2010)	27,406		93,896		142,757	
Company Headqtrs: Businesses (2010)	18	0.9 %	33	0.5 %	38	0.4 %
Company Headqtrs: Employees (2010)	763	2.8 %	2,744	2.9 %	3,266	2.3 %
Unemployment Rate (2010)	13.17 %		9.70 %		7.76 %	
Employee Population Per Business	13.5 to 1		14.2 to 1		13.8 to 1	
Residential Population per Business	9.1 to 1		12.2 to 1		15.2 to 1	
Est. Adj. Daytime Demographics (Age16+)	35,398		123,353		196,741	

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# Demographic Profile Expanded

## Census, Estimates & Projections



Lon: -81.01821 / Lat: 34.003645

August 2010

Marketplace on Harden Columbia, South Carolina	1 Mile		3 Miles		5 Miles	
<b>Race &amp; Ethnicity</b>						
White (2010)	8,462	45.7 %	41,767	51.6 %	80,624	51.5 %
Black or African American (2010)	9,264	50.0 %	36,082	44.6 %	70,214	44.9 %
American Indian & Alaska Native (2010)	44	0.2 %	286	0.4 %	575	0.4 %
Asian (2010)	550	3.0 %	1,715	2.1 %	3,100	2.0 %
Hawaiin & Pacific Islander (2010)	10	0.1 %	69	0.1 %	117	0.1 %
Other Race (2010)	64	0.3 %	398	0.5 %	827	0.5 %
Multi Race (2010)	121	0.7 %	558	0.7 %	1,083	0.7 %
Not Hispanic or Latino Population (2010)	17,998	97.2 %	78,048	96.5 %	150,813	96.3 %
Hispanic or Latino Population (2010)	517	2.8 %	2,828	3.5 %	5,727	3.7 %
Not of Hispanic Origin Population (1990)	18,393	99.0 %	83,128	98.9 %	160,185	98.9 %
Hispanic Origin Population (1990)	188	1.0 %	923	1.1 %	1,821	1.1 %
Not Hispanic or Latino Population (2000)	17,918	98.2 %	78,241	97.8 %	151,761	97.8 %
Hispanic or Latino Population (2000)	335	1.8 %	1,732	2.2 %	3,390	2.2 %
Not Hispanic or Latino Population (2015)	17,396	96.8 %	76,671	95.9 %	149,216	95.6 %
Hispanic or Latino Population (2015)	583	3.2 %	3,284	4.1 %	6,788	4.4 %
Hist. Hispanic Ann Growth (1990 to 2010)	328	11.6 %	1,905	13.8 %	3,906	14.3 %
Proj. Hispanic Ann Growth (2010 to 2015)	67	2.6 %	456	3.2 %	1,061	3.7 %
<b>Age</b>						
Age 0 to 4 yrs (2010)	667	3.6 %	4,514	5.6 %	9,453	6.0 %
Age 5 to 9 yrs (2010)	577	3.1 %	3,770	4.7 %	8,092	5.2 %
Age 10 to 14 yrs (2010)	560	3.0 %	3,607	4.5 %	7,734	4.9 %
Age 15 to 19 yrs (2010)	3,183	17.2 %	7,510	9.3 %	11,881	7.6 %
Age 20 to 24 yrs (2010)	5,033	27.2 %	12,669	15.7 %	19,203	12.3 %
Age 25 to 29 yrs (2010)	1,253	6.8 %	6,468	8.0 %	12,048	7.7 %
Age 30 to 34 yrs (2010)	698	3.8 %	4,290	5.3 %	8,350	5.3 %
Age 35 to 39 yrs (2010)	649	3.5 %	4,165	5.2 %	8,442	5.4 %
Age 40 to 44 yrs (2010)	697	3.8 %	4,427	5.5 %	9,103	5.8 %
Age 45 to 49 yrs (2010)	820	4.4 %	4,868	6.0 %	9,965	6.4 %
Age 50 to 54 yrs (2010)	850	4.6 %	4,678	5.8 %	9,810	6.3 %
Age 55 to 59 yrs (2010)	847	4.6 %	4,448	5.5 %	9,678	6.2 %
Age 60 to 64 yrs (2010)	715	3.9 %	3,866	4.8 %	8,783	5.6 %
Population age 65-74 (2010)	979	5.3 %	5,567	6.9 %	12,651	8.1 %
Population age 75-84 (2010)	647	3.5 %	3,937	4.9 %	7,808	5.0 %
Population age 85+ (2010)	340	1.8 %	2,091	2.6 %	3,539	2.3 %
Median Age (2010)	28.4 yrs		34.4 yrs		36.7 yrs	
<b>Gender Age Distribution</b>						
<b>Population Female (2010)</b>	10,176	55.0 %	43,294	53.5 %	83,898	53.6 %
Age 0 to 19 yrs (2010)	2,981	29.3 %	10,108	23.3 %	18,896	22.5 %
Age 20 to 64 yrs (2010)	5,889	57.9 %	25,890	59.8 %	50,352	60.0 %
Age 65 yrs plus (2010)	1,306	12.8 %	7,296	16.9 %	14,649	17.5 %
Median Age Females (2010)	29.0 Yrs		36.2 Yrs		38.6 Yrs	
<b>Population Male (2010)</b>	8,339	45.0 %	37,581	46.5 %	72,642	46.4 %
Age 0 to 19 yrs (2010)	2,006	24.1 %	9,294	24.7 %	18,263	25.1 %
Age 20 to 64 yrs (2010)	5,675	68.0 %	23,987	63.8 %	45,030	62.0 %
Age 65 yrs plus (2010)	659	7.9 %	4,300	11.4 %	9,349	12.9 %
Median Age Males (2010)	28.1 yrs		32.4 yrs		34.4 yrs	

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# Demographic Profile Expanded

## Census, Estimates & Projections



Lon: -81.01821 / Lat: 34.003645

August 2010

Marketplace on Harden Columbia, South Carolina	1 Mile		3 Miles		5 Miles	
<b>Household Income Distribution</b>						
HH Income \$200,000 or More (2010)	197	3.2 %	863	2.5 %	1,589	2.3 %
HH Income \$150,000 to 199,999 (2010)	252	4.1 %	1,153	3.3 %	2,071	3.0 %
HH Income \$100,000 to 149,999 (2010)	335	5.5 %	2,635	7.6 %	5,838	8.5 %
HH Income \$75,000 to 99,999(2010)	401	6.5 %	2,836	8.2 %	6,057	8.8 %
HH Income \$50,000 to 74,999(2010)	541	8.8 %	4,604	13.3 %	10,633	15.5 %
HH Income \$35,000 to 49,999(2010)	572	9.3 %	4,968	14.4 %	10,377	15.1 %
HH Income \$25,000 to 34,999(2010)	587	9.6 %	4,301	12.4 %	8,946	13.0 %
HH Income \$15,000 to 24,999(2010)	952	15.5 %	4,805	13.9 %	9,230	13.5 %
HH Income \$0 to 14,999 (2010)	2,296	37.4 %	8,421	24.3 %	13,843	20.2 %
HH Income \$35000+ (2010)	2,297	37.5 %	17,059	49.3 %	36,566	53.3 %
HH Income \$75000+ (2010)	1,184	19.3 %	7,487	21.6 %	15,556	22.7 %
<b>Housing</b>						
Total Housing Units (2010)	6,986		39,188		76,778	
<b>Housing Units Occupied (2010)</b>	6,132	87.8 %	34,585	88.3 %	68,584	89.3 %
<i>Housing Units, Owner Occupied (2010)</i>	1,792	25.7 %	15,094	38.5 %	34,182	44.5 %
<i>Housing Units, Renter Occupied (2010)</i>	4,340	62.1 %	19,491	49.7 %	34,403	44.8 %
Housing Units, Vacant (2010)	854	12.2 %	4,603	11.7 %	8,194	10.7 %
Median Years in Residence (2010)	3 yrs		3 yrs		4 yrs	
<b>Marital Status</b>						
Never Married (2010)	8,930	55.2 %	30,058	44.0 %	49,849	38.2 %
Now Married (2010)	2,339	14.5 %	18,728	27.4 %	45,772	35.0 %
Separated (2010)	2,954	18.3 %	8,229	12.0 %	12,160	9.3 %
Widowed (2010)	989	6.1 %	5,083	7.4 %	10,206	7.8 %
Divorced (2010)	974	6.0 %	6,223	9.1 %	12,645	9.7 %
<b>Household Type</b>						
Population Family (2010)	5,723	30.9 %	43,313	53.6 %	99,648	63.7 %
Population Non-Family (2010)	5,313	28.7 %	25,151	31.1 %	43,175	27.6 %
Population Group Qtrs (2010)	7,480	40.4 %	12,411	15.3 %	13,717	8.8 %
Family Household (2010)	2,006	32.7 %	15,027	43.4 %	34,093	49.7 %
Married Couple Family With Kids (2010)	320	17.9 %	2,856	18.9 %	7,195	21.1 %
Average Family Household Size (2010)	2.85		2.88		2.92	
Non-Family Household (2010)	4,126	67.3 %	19,558	56.6 %	34,491	50.3 %
<b>Household Size</b>						
1 Person Household (2010)	3,222	52.5 %	15,440	44.6 %	27,839	40.6 %
2 Person Households (2010)	1,705	27.8 %	10,597	30.6 %	21,727	31.7 %
3 Person Households (2010)	661	10.8 %	4,410	12.8 %	9,610	14.0 %
4 Person Households (2010)	319	5.2 %	2,511	7.3 %	5,716	8.3 %
5 Person Households (2010)	138	2.2 %	989	2.9 %	2,261	3.3 %
6+ Person Households (2010)	86	1.4 %	638	1.8 %	1,432	2.1 %
<b>Household Vehicles</b>						
Total Vehicles Available (2010)	8,169		52,878		111,170	
Household: 0 Vehicles Available (2010)	1,139	13.9 %	4,297	8.1 %	6,919	6.2 %
Household: 1 Vehicles Available (2010)	2,765	33.8 %	15,251	28.8 %	28,757	25.9 %
Household: 2+ Vehicles Available (2010)	2,228	27.3 %	15,037	28.4 %	32,908	29.6 %
Average Vehicles Per Household (2010)	1		2		2	

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## Census, Estimates & Projections



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August 2010

Marketplace on Harden Columbia, South Carolina	1 Mile		3 Miles		5 Miles	
<b>Labor Force</b>						
Est. Labor: Population Age 16+ (2010)	15,954		67,343		128,758	
Est. Civilian Employed (2010)	7,735	48.5 %	36,926	54.8 %	72,568	56.4 %
Est. Civilian Unemployed (2010)	2,101	13.2 %	6,530	9.7 %	9,993	7.8 %
Est. In Armed Forces (2010)	226	1.4 %	960	1.4 %	2,206	1.7 %
Est. Not in Labor Force (2010)	5,892	36.9 %	22,927	34.0 %	43,991	34.2 %
<b>Occupation (2000)</b>						
Occupation: Population 16+	7,968		37,968		74,334	
Mgmt, Business, & Financial Operations	745	9.3 %	4,811	12.7 %	9,496	12.8 %
Professional and Related	2,459	30.9 %	10,797	28.4 %	19,167	25.8 %
Service	1,510	18.9 %	6,750	17.8 %	12,738	17.1 %
Sales and Office	2,335	29.3 %	10,168	26.8 %	20,252	27.2 %
Farming, Fishing, and Forestry	0	0.0 %	116	0.3 %	226	0.3 %
Construction, Extraction, & Maintenance	334	4.2 %	2,335	6.1 %	5,249	7.1 %
Production, Transport, & Material Moving	584	7.3 %	2,991	7.9 %	7,206	9.7 %
Percent White Collar Workers		69.5 %		67.9 %		65.8 %
Percent Blue Collar Workers		30.5 %		32.1 %		34.2 %
<b>Consumer Expenditure (in Millions)</b>						
<b>Total Household Expenditure (2010)</b>	\$259		\$1,594		\$3,250	
Total Non-Retail Expenditures (2010)	\$148	57.0 %	\$911	57.1 %	\$1,859	57.2 %
Total Retail Expenditures (2010)	\$112	43.0 %	\$683	42.9 %	\$1,390	42.8 %
Apparel (2010)	\$13	4.8 %	\$76	4.8 %	\$155	4.8 %
Contributions (2010)	\$10	3.8 %	\$59	3.7 %	\$119	3.7 %
Education (2010)	\$7	2.7 %	\$39	2.5 %	\$78	2.4 %
Entertainment (2010)	\$14	5.5 %	\$88	5.5 %	\$179	5.5 %
Food And Beverages (2010)	\$40	15.5 %	\$247	15.5 %	\$503	15.5 %
Furnishings And Equipment (2010)	\$11	4.2 %	\$68	4.3 %	\$139	4.3 %
Gifts (2010)	\$7	2.7 %	\$42	2.6 %	\$85	2.6 %
Health Care (2010)	\$16	6.3 %	\$101	6.3 %	\$205	6.3 %
Household Operations (2010)	\$9	3.5 %	\$55	3.5 %	\$113	3.5 %
Miscellaneous Expenses (2010)	\$4	1.7 %	\$27	1.7 %	\$55	1.7 %
Personal Care (2010)	\$4	1.5 %	\$23	1.5 %	\$47	1.5 %
Personal Insurance (2010)	\$3	1.0 %	\$16	1.0 %	\$32	1.0 %
Reading (2010)	\$1	0.3 %	\$5	0.3 %	\$11	0.3 %
Shelter (2010)	\$50	19.4 %	\$308	19.3 %	\$626	19.3 %
Tobacco (2010)	\$2	0.7 %	\$11	0.7 %	\$22	0.7 %
Transportation (2010)	\$50	19.1 %	\$313	19.6 %	\$644	19.8 %
Utilities (2010)	\$19	7.2 %	\$115	7.2 %	\$234	7.2 %
<b>Educational Attainment</b>						
Adult Population (25 Years+)(2010)	8,495		48,804		100,178	
Elementary (0 to 8)(2010)	491	5.8 %	2,100	4.3 %	3,767	3.8 %
Some High School (9 to 11)(2010)	953	11.2 %	4,767	9.8 %	9,426	9.4 %
High School Graduate (12)(2010)	1,436	16.9 %	10,167	20.8 %	23,560	23.5 %
Some College (13 to 16)(2010)	1,431	16.8 %	8,494	17.4 %	18,918	18.9 %
Associate Degree Only(2010)	403	4.7 %	2,873	5.9 %	6,720	6.7 %
Bachelor Degree Only(2010)	1,996	23.5 %	11,566	23.7 %	22,246	22.2 %
Graduate Degree(2010)	1,786	21.0 %	8,837	18.1 %	15,541	15.5 %

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Marketplace on Harden Columbia, South Carolina	1 Mile		3 Miles		5 Miles	
<b>Units In Structure</b>						
1 Detached Unit (2000)	2,289	33.7 %	19,266	52.9 %	41,315	58.1 %
1 Attached Unit (2000)	260	3.8 %	1,410	3.9 %	2,297	3.2 %
2 to 4 Units (2000)	1,537	22.6 %	6,868	18.8 %	10,017	14.1 %
5 to 9 Units (2000)	685	10.1 %	3,060	8.4 %	6,508	9.2 %
10 to 19 Units (2000)	383	5.6 %	1,415	3.9 %	3,284	4.6 %
20 to 49 Units (2000)	177	2.6 %	968	2.7 %	1,966	2.8 %
50 or more Units (2000)	1,443	21.3 %	3,203	8.8 %	4,207	5.9 %
Mobile Home or Trailer (2000)	7		248		1,492	
Other Structure (2000)	8		9		26	
<b>Homes Built By Year</b>						
Homes Built 1999 to 2000	61	0.9 %	277	0.8 %	771	1.1 %
Homes Built 1995 to 1998	105	1.5 %	1,190	3.3 %	2,682	3.8 %
Homes Built 1990 to 1994	117	1.7 %	1,182	3.2 %	3,343	4.7 %
Homes Built 1980 to 1989	600	8.8 %	3,040	8.3 %	8,004	11.3 %
Homes Built 1970 to 1979	1,166	17.2 %	5,085	14.0 %	12,536	17.6 %
Homes Built 1960 to 1969	1,198	17.6 %	6,790	18.6 %	14,967	21.0 %
Homes Built 1950 to 1959	1,021	15.0 %	8,126	22.3 %	14,869	20.9 %
Homes Built Before 1949	2,520	37.1 %	10,757	29.5 %	13,940	19.6 %
<b>Home Values (2000)</b>						
Home Values \$1,000,000+	3	0.2 %	41	0.3 %	71	0.2 %
Home Values \$500,000-\$999,999	48	3.3 %	188	1.4 %	386	1.3 %
Home Values \$400,000-\$499,999	62	4.2 %	252	1.9 %	419	1.4 %
Home Values \$300,000-\$399,999	150	10.1 %	494	3.7 %	913	3.0 %
Home Values \$200,000-\$299,999	237	16.0 %	1,194	8.9 %	2,139	7.1 %
Home Values \$150,000-\$199,999	200	13.5 %	1,604	12.0 %	2,843	9.4 %
Home Values \$100,000-\$149,999	241	16.3 %	2,813	21.1 %	6,629	22.0 %
Home Values \$70,000-\$99,999	256	17.3 %	3,717	27.9 %	8,840	29.3 %
Home Values \$50,000-\$69,999	178	12.0 %	1,975	14.8 %	5,150	17.1 %
Home Values \$25,000-\$49,999	77	5.2 %	911	6.8 %	2,455	8.1 %
Home Values \$0-\$24,999	31	2.1 %	152	1.1 %	335	1.1 %
Owner Occupied Median Home Value	\$172,005		\$122,274		\$112,584	
Renter Occupied Median Rent	\$312		\$345		\$372	
<b>Transportation to Work (2000)</b>						
Drive to Work Alone	4,698	58.8 %	27,370	71.8 %	56,472	75.2 %
Drive to Work in Carpool	856	10.7 %	4,508	11.8 %	9,437	12.6 %
Travel to Work - Public Transportation	419	5.2 %	1,703	4.5 %	2,437	3.2 %
Drive to Work Motorcycle	88	1.1 %	122	0.3 %	146	0.2 %
Walk or Bicycle to Work	1,625	20.3 %	3,170	8.3 %	4,023	5.4 %
Other Means	103	1.3 %	461	1.2 %	914	1.2 %
Work at Home	206	2.6 %	783	2.1 %	1,642	2.2 %
<b>Travel Time (2000)</b>						
Travel to Work in 14 Minutes or Less	4,283	55.0 %	16,638	44.6 %	28,100	38.3 %
Travel to Work in 15 to 29 Minutes	2,472	31.7 %	14,821	39.7 %	33,075	45.0 %
Travel to Work in 30 to 59 Minutes	840	10.8 %	4,406	11.8 %	9,368	12.8 %
Travel to Work in 60 Minutes or More	195	2.5 %	1,468	3.9 %	2,887	3.9 %
Average Travel Time to Work	15 mins		18 mins		19 mins	

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