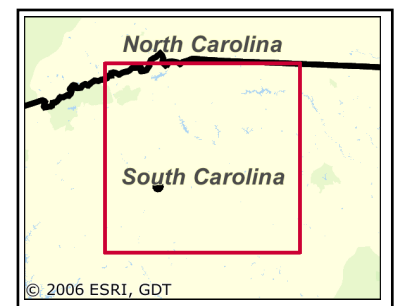


Site Map

Prepared by Greer Development Corporation

Latitude: 34.9258
Longitude: -82.2485

March 15, 2006








Market Profile

Prepared by Greer Development Corporation

Latitude: 34.9258

Longitude: -82.2485

Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes

	2000 Total Population	51,451	116,577	215,998
	2000 Group Quarters	312	3,407	5,691
	2005 Total Population	55,510	126,332	232,634
	2010 Total Population	59,157	134,800	247,909
	2005 - 2010 Annual Rate	1.28%	1.31%	1.28%
	2000 Households	20,006	46,137	87,519
	2000 Average Household Size	2.56	2.45	2.4
	2005 Households	21,854	50,692	95,380
	2005 Average Household Size	2.53	2.42	2.38
	2010 Households	23,445	54,537	102,379
	2010 Average Household Size	2.51	2.41	2.37
	2005 - 2010 Annual Rate	1.42%	1.47%	1.43%
	2000 Families	14,357	31,845	57,480
	2000 Average Family Size	3.02	2.97	2.97
	2005 Families	15,281	33,992	60,980
	2005 Average Family Size	3.01	2.96	2.97
	2010 Families	15,943	35,459	63,463
2010 Average Family Size	3.01	2.96	2.97	
2005 - 2010 Annual Rate	0.85%	0.85%	0.8%	
	2000 Housing Units	21,613	49,616	95,652
	Owner Occupied Housing Units	66.0%	63.8%	58.8%
	Renter Occupied Housing Units	26.6%	29.2%	32.8%
	Vacant Housing Units	7.4%	7.1%	8.4%
	2005 Housing Units	23,778	54,934	104,935
	Owner Occupied Housing Units	67.1%	64.9%	60.0%
	Renter Occupied Housing Units	24.8%	27.4%	30.9%
	Vacant Housing Units	8.1%	7.7%	9.1%
	2010 Housing Units	25,641	59,413	113,204
	Owner Occupied Housing Units	67.5%	65.3%	60.3%
	Renter Occupied Housing Units	23.9%	26.5%	30.1%
	Vacant Housing Units	8.6%	8.2%	9.6%
	Median Household Income			
	2000	\$41,917	\$44,458	\$41,128
	2005	\$49,401	\$52,111	\$48,597
2010	\$57,776	\$61,568	\$57,352	
Median Home Value				
2000	\$101,459	\$112,224	\$110,489	
2005	\$120,454	\$132,194	\$130,768	
2010	\$143,976	\$158,229	\$156,730	
Per Capita Income				
2000	\$20,506	\$23,211	\$22,657	
2005	\$24,835	\$27,949	\$27,330	
2010	\$30,281	\$34,384	\$33,667	
Median Age				
2000	35.7	35.9	35.9	
2005	36.9	37.3	37.2	
2010	38.3	38.7	38.6	

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 2005 and 2010.



Market Profile

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2000 Households by Income

Household Income Base	2000	2005	2010
< \$15,000	20,069 (15.9%)	46,257 (13.0%)	87,611 (16.5%)
\$15,000 - \$24,999	13.8%	12.3%	12.9%
\$25,000 - \$34,999	12.2%	13.2%	13.3%
\$35,000 - \$49,999	16.4%	17.5%	16.5%
\$50,000 - \$74,999	20.8%	20.5%	18.6%
\$75,000 - \$99,999	10.3%	10.7%	9.9%
\$100,000 - \$149,999	7.6%	8.5%	8.1%
\$150,000 - \$199,999	1.7%	2.1%	2.2%
\$200,000 +	1.3%	2.2%	2.1%
Average Household Income	\$52,134	\$57,852	\$55,259

2005 Households by Income

Household Income Base	21,853	50,692	95,381
< \$15,000	13.1%	10.7%	13.6%
\$15,000 - \$24,999	11.2%	10.0%	10.7%
\$25,000 - \$34,999	11.2%	11.2%	11.5%
\$35,000 - \$49,999	15.1%	15.9%	15.4%
\$50,000 - \$74,999	20.4%	20.5%	18.8%
\$75,000 - \$99,999	12.6%	13.0%	11.9%
\$100,000 - \$149,999	11.3%	12.1%	11.5%
\$150,000 - \$199,999	3.0%	3.5%	3.4%
\$200,000 +	2.2%	3.2%	3.2%
Average Household Income	\$62,662	\$68,997	\$66,158

2010 Households by Income

Household Income Base	23,446	54,537	102,380
< \$15,000	10.8%	8.8%	11.3%
\$15,000 - \$24,999	9.6%	8.3%	9.2%
\$25,000 - \$34,999	10.2%	9.2%	9.5%
\$35,000 - \$49,999	13.3%	14.2%	14.0%
\$50,000 - \$74,999	18.5%	19.0%	17.9%
\$75,000 - \$99,999	12.8%	12.9%	11.9%
\$100,000 - \$149,999	15.7%	16.7%	15.5%
\$150,000 - \$199,999	5.0%	5.6%	5.3%
\$200,000 +	4.1%	5.4%	5.3%
Average Household Income	\$75,848	\$84,308	\$81,034

2000 Owner Occupied HUs by Value

Total	14,281	31,773	56,108
< \$50,000	11.6%	9.7%	11.7%
\$50,000 - \$99,999	37.3%	32.2%	32.4%
\$100,000 - \$149,999	31.0%	29.6%	26.2%
\$150,000 - \$199,999	9.8%	13.9%	13.9%
\$200,000 - \$299,999	8.1%	10.6%	10.1%
\$300,000 - \$499,999	1.7%	2.8%	4.3%
\$500,000 - \$999,999	0.4%	0.9%	1.3%
\$1,000,000+	0.0%	0.2%	0.2%
Average Home Value	\$117,821	\$134,001	\$137,220

2000 Specified Renter Occupied HUs by Contract Rent

Total	5,713	14,362	31,281
With Cash Rent	93.4%	95.0%	95.2%
No Cash Rent	6.6%	5.0%	4.8%
Median Rent	\$433	\$505	\$469
Average Rent	\$435	\$509	\$472

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 HUs 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 2005 and 2010.



Market Profile

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Latitude: 34.9258
 Longitude: -82.2485

Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes



2000 Population by Age

Total	51,454	116,576	216,000
0 - 4	6.8%	6.3%	6.4%
5 - 9	7.4%	6.6%	6.8%
10 - 14	7.4%	6.7%	6.7%
15 - 24	12.4%	14.3%	13.4%
25 - 34	14.9%	14.6%	15.2%
35 - 44	16.3%	15.7%	16.0%
45 - 54	13.8%	14.0%	13.9%
55 - 64	9.4%	9.4%	9.2%
65 - 74	6.4%	6.6%	6.4%
75 - 84	4.0%	4.4%	4.5%
85+	1.3%	1.4%	1.5%
18+	74.2%	76.4%	76.3%

2005 Population by Age

Total	55,508	126,328	232,634
0 - 4	6.9%	6.3%	6.4%
5 - 9	6.8%	6.3%	6.4%
10 - 14	7.4%	6.6%	6.7%
15 - 24	12.2%	13.9%	13.3%
25 - 34	14.0%	13.7%	14.0%
35 - 44	15.7%	15.1%	15.5%
45 - 54	14.7%	14.5%	14.6%
55 - 64	10.5%	10.9%	10.6%
65 - 74	6.4%	6.6%	6.3%
75 - 84	4.1%	4.6%	4.5%
85+	1.5%	1.6%	1.7%
18+	74.9%	77.1%	76.7%

2010 Population by Age

Total	59,157	134,797	247,907
0 - 4	6.9%	6.3%	6.4%
5 - 9	6.3%	5.8%	5.9%
10 - 14	7.2%	6.7%	6.7%
15 - 24	12.4%	13.8%	13.6%
25 - 34	12.5%	12.2%	12.5%
35 - 44	15.5%	14.8%	14.8%
45 - 54	15.5%	15.3%	15.4%
55 - 64	11.6%	12.0%	11.8%
65 - 74	6.6%	6.9%	6.7%
75 - 84	4.0%	4.4%	4.3%
85+	1.7%	1.9%	1.9%
18+	75.6%	77.4%	77.2%

2000 Population by Sex

Males	48.4%	48.6%	48.6%
Females	51.6%	51.4%	51.4%

2005 Population by Sex

Males	48.7%	48.7%	48.9%
Females	51.3%	51.3%	51.1%

2010 Population by Sex

Males	48.8%	48.8%	48.9%
Females	51.2%	51.2%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Market Profile

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Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes



2000 Population by Race/Ethnicity

Total	51,450	116,577	215,998
White Alone	80.7%	84.5%	78.7%
Black Alone	14.1%	10.3%	16.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.7%	2.2%	1.9%
Some Other Race Alone	2.2%	1.7%	1.6%
Two or More Races	1.1%	1.1%	1.1%
Hispanic Origin	4.5%	4.0%	3.8%
Diversity Index	38.6	33.2	40.0

2005 Population by Race/Ethnicity

Total	55,509	126,331	232,634
White Alone	79.3%	82.9%	77.7%
Black Alone	14.1%	10.5%	16.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	2.2%	2.8%	2.4%
Some Other Race Alone	2.8%	2.2%	2.0%
Two or More Races	1.3%	1.3%	1.3%
Hispanic Origin	5.9%	5.3%	4.9%
Diversity Index	42.3	37.0	42.8

2010 Population by Race/Ethnicity

Total	59,157	134,801	247,909
White Alone	77.8%	81.4%	76.4%
Black Alone	14.1%	10.6%	16.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian or Pacific Islander Alone	2.7%	3.4%	3.0%
Some Other Race Alone	3.6%	2.8%	2.5%
Two or More Races	1.5%	1.5%	1.5%
Hispanic Origin	7.5%	6.7%	6.2%
Diversity Index	46.2	41.0	45.9



2000 Population 3+ by School Enrollment

Total	49,376	112,489	207,968
Enrolled in Nursery/Preschool	1.8%	1.7%	1.7%
Enrolled in Kindergarten	1.7%	1.4%	1.6%
Enrolled in Grade 1-8	12.5%	11.3%	11.5%
Enrolled in Grade 9-12	5.8%	5.5%	5.5%
Enrolled in College	3.8%	6.0%	4.8%
Enrolled in Grad/Prof School	0.7%	0.9%	0.9%
Not Enrolled in School	73.6%	73.2%	74.1%

2000 Population 25+ by Educational Attainment

Total	33,997	77,416	144,127
Less than 9th Grade	8.1%	6.0%	6.9%
9th - 12th Grade, No Diploma	12.6%	10.3%	12.2%
High School Graduate	28.2%	24.9%	24.6%
Some College, No Degree	20.9%	20.9%	19.7%
Associate Degree	7.9%	7.9%	7.4%
Bachelor's Degree	16.2%	20.4%	19.8%
Master's/Prof/Doctorate Degree	6.1%	9.5%	9.4%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Market Profile

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Latitude: 34.9258

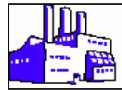
Longitude: -82.2485

Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes



2000 Population 15+ by Sex and Marital Status

Total	40,270	93,947	172,921
Females	52.5%	51.9%	51.9%
Never Married	10.3%	10.9%	11.7%
Married, not Separated	29.0%	29.1%	27.4%
Married, Separated	1.9%	1.5%	1.8%
Widowed	6.5%	5.6%	5.9%
Divorced	4.8%	4.7%	5.2%
Males	47.5%	48.1%	48.1%
Never Married	12.1%	13.4%	13.8%
Married, not Separated	29.9%	29.4%	27.9%
Married, Separated	1.0%	0.9%	1.1%
Widowed	0.9%	0.9%	1.2%
Divorced	3.6%	3.5%	4.1%



2000 Population 16+ by Employment Status

Total	39,477	92,299	170,107
In Labor Force	68.2%	69.3%	67.6%
Civilian Employed	65.4%	66.4%	64.4%
Civilian Unemployed	2.7%	2.7%	3.0%
In Armed Forces	0.1%	0.2%	0.1%
Not in Labor Force	31.8%	30.7%	32.4%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%	93.5%	92.7%
Civilian Unemployed	7.0%	6.5%	7.3%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	93.8%	94.2%	93.4%
Civilian Unemployed	6.2%	5.8%	6.6%

2000 Females 16+ by Employment Status and Age of Children

Total	20,791	47,978	88,400
Own Children < 6 Only	8.6%	7.8%	7.7%
Employed/in Armed Forces	5.3%	4.8%	4.6%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	3.0%	2.7%	2.8%
Own Children <6 and 6-17	6.8%	5.8%	5.7%
Employed/in Armed Forces	4.0%	3.2%	3.1%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	2.6%	2.4%	2.5%
Own Children 6-17 Only	17.9%	16.8%	16.7%
Employed/in Armed Forces	13.7%	12.6%	12.1%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	3.8%	3.8%	4.1%
No Own Children <18	66.8%	69.6%	69.8%
Employed/in Armed Forces	34.0%	37.4%	36.8%
Unemployed	1.8%	1.9%	1.9%
Not in Labor Force	31.0%	30.3%	31.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Market Profile

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Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes



2005 Employed Population 16+ by Industry

Total	27,231	64,236	114,673
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	9.4%	8.3%	8.3%
Manufacturing	16.5%	15.1%	15.5%
Wholesale Trade	5.0%	4.7%	4.5%
Retail Trade	12.1%	11.4%	11.6%
Transportation/Utilities	3.9%	3.4%	3.5%
Information	3.7%	3.7%	3.6%
Finance/Insurance/Real Estate	7.3%	7.3%	6.8%
Services	39.4%	43.7%	43.7%
Public Administration	2.4%	2.1%	2.2%

2005 Employed Population 16+ by Occupation

Total	27,230	64,237	114,675
White Collar	61.0%	64.4%	63.2%
Management/Business/Financial	13.6%	15.0%	15.0%
Professional	19.5%	22.1%	22.0%
Sales	12.9%	12.9%	12.5%
Administrative Support	14.9%	14.4%	13.7%
Services	14.7%	14.8%	15.3%
Blue Collar	24.4%	20.8%	21.4%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	5.2%	4.4%	4.6%
Installation/Maintenance/Repair	3.9%	3.5%	3.5%
Production	9.3%	8.0%	8.1%
Transportation/Material Moving	5.6%	4.7%	5.0%



2000 Workers 16+ by Means of Transportation to Work

Total	25,441	60,544	108,009
Drove Alone - Car, Truck, or Van	82.5%	81.4%	81.0%
Carpooled - Car, Truck, or Van	12.9%	11.6%	12.4%
Public Transportation	0.3%	0.2%	0.5%
Walked	1.1%	3.2%	2.6%
Other Means	0.8%	0.8%	0.9%
Worked at Home	2.3%	2.8%	2.6%

2000 Workers 16+ by Travel Time to Work

Total	25,440	60,546	108,010
Did not Work at Home	97.7%	97.2%	97.4%
Less than 5 minutes	1.9%	3.0%	3.0%
5 to 9 minutes	8.4%	10.2%	11.3%
10 to 19 minutes	33.3%	37.2%	38.4%
20 to 24 minutes	19.4%	18.2%	17.3%
25 to 34 minutes	23.5%	18.9%	17.6%
35 to 44 minutes	3.6%	3.3%	3.3%
45 to 59 minutes	3.5%	3.2%	3.3%
60 to 89 minutes	1.6%	1.5%	1.6%
90 or more minutes	2.4%	1.9%	1.7%
Worked at Home	2.3%	2.8%	2.6%
Average Travel Time to Work (in min)	23.4	21.4	20.8

2000 Households by Vehicles Available

Total	20,033	46,214	87,532
None	7.3%	5.3%	8.4%
1	31.4%	33.7%	35.1%
2	43.7%	42.7%	39.7%
3	13.5%	13.9%	13.0%
4	2.8%	3.0%	2.8%
5+	1.4%	1.3%	1.0%
Average Number of Vehicles Available	1.8	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



Market Profile



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Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes



2000 Households by Type

Total	20,006	46,138	87,519
Family Households	71.8%	69.0%	65.7%
Married-couple Family	55.9%	55.7%	50.6%
With Related Children	26.3%	24.9%	22.8%
Other Family (No Spouse)	15.9%	13.3%	15.1%
With Related Children	10.5%	8.4%	9.7%
Nonfamily Households	28.2%	31.0%	34.3%
Householder Living Alone	24.0%	26.2%	28.9%
Householder Not Living Alone	4.3%	4.8%	5.4%
Households with Related Children	36.8%	33.4%	32.5%
Households with Persons 65+	21.7%	21.8%	21.7%

2000 Households by Size

Total	20,006	46,137	87,519
1 Person Household	24.0%	26.2%	28.9%
2 Person Household	33.8%	35.2%	33.9%
3 Person Household	18.4%	16.9%	16.4%
4 Person Household	15.1%	13.9%	13.1%
5 Person Household	5.9%	5.3%	5.2%
6 Person Household	1.9%	1.7%	1.7%
7+ Person Household	0.9%	0.7%	0.8%

2000 Households by Year Householder Moved In

Total	20,033	46,213	87,530
Moved in 1999 to March 2000	20.8%	22.4%	24.2%
Moved in 1995 to 1998	27.4%	28.5%	28.8%
Moved in 1990 to 1994	16.0%	14.9%	14.3%
Moved in 1980 to 1989	14.5%	14.2%	13.5%
Moved in 1970 to 1979	10.3%	9.5%	9.1%
Moved in 1969 or Earlier	11.0%	10.4%	10.1%
Median Year Householder Moved In	1994	1995	1995



2000 Housing Units by Units in Structure

Total	21,628	49,714	95,598
1, Detached	74.6%	67.5%	64.7%
1, Attached	2.3%	3.1%	3.1%
2	2.6%	2.0%	3.0%
3 or 4	1.9%	2.4%	3.5%
5 to 9	4.1%	5.8%	6.3%
10 to 19	2.3%	5.2%	5.5%
20+	3.3%	5.8%	6.5%
Mobile Home	8.7%	8.1%	7.4%
Other	0.2%	0.1%	0.1%

2000 Housing Units by Year Structure Built

Total	21,635	49,690	95,659
1999 to March 2000	3.7%	3.3%	3.3%
1995 to 1998	11.3%	11.4%	11.1%
1990 to 1994	10.2%	10.6%	9.6%
1980 to 1989	16.9%	20.6%	18.6%
1970 to 1979	19.0%	19.7%	17.5%
1969 or Earlier	38.9%	34.5%	40.0%
Median Year Structure Built	1976	1978	1976

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





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Drive Time: 10 minutes Drive Time: 15 minutes Drive Time: 20 minutes

Top 3 Tapestry Segments

1.	Midlife Junction	Midland Crowd	Midland Crowd
2.	Cozy and Comfortable	Enterprising Professionals	In Style
3.	Midland Crowd	Midlife Junction	Modest Income Homes



2005 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 \$	\$38,819,943	\$99,184,182	\$181,075,134
Average Spent	\$1,776.33	\$1,956.60	\$1,898.46
Spending Potential Index	68	74	72
Computers & Accessories: Total \$	\$5,011,994	\$12,847,609	\$23,157,193
Average Spent	\$229.34	\$253.44	\$242.79
Spending Potential Index	92	102	98
Education: Total \$	\$22,490,116	\$56,891,742	\$102,147,891
Average Spent	\$1,029.11	\$1,122.30	\$1,070.96
Spending Potential Index	94	103	98
Entertainment/Recreation: Total \$	\$64,517,363	\$164,631,101	\$294,889,114
Average Spent	\$2,952.20	\$3,247.67	\$3,091.73
Spending Potential Index	92	102	97
Food at Home: Total \$	\$95,203,277	\$242,111,192	\$442,694,148
Average Spent	\$4,356.33	\$4,776.12	\$4,641.37
Spending Potential Index	92	100	98
Food Away from Home: Total \$	\$65,008,756	\$166,088,532	\$303,157,222
Average Spent	\$2,974.68	\$3,276.42	\$3,178.41
Spending Potential Index	92	102	99
Health Care: Total \$	\$73,847,644	\$185,420,351	\$332,945,367
Average Spent	\$3,379.14	\$3,657.78	\$3,490.73
Spending Potential Index	95	103	98
HH Furnishings & Equipment: Total \$	\$37,653,377	\$96,344,677	\$172,432,237
Average Spent	\$1,722.95	\$1,900.59	\$1,807.84
Spending Potential Index	81	89	85
Investments: Total \$	\$84,477,755	\$221,774,139	\$392,662,154
Average Spent	\$3,865.55	\$4,374.93	\$4,116.82
Spending Potential Index	86	97	91
Retail Goods: Total \$	\$489,241,508	\$1,246,291,988	\$2,252,977,681
Average Spent	\$22,386.82	\$24,585.58	\$23,621.07
Spending Potential Index	89	98	94
Shelter: Total \$	\$271,972,664	\$700,339,019	\$1,266,808,271
Average Spent	\$12,444.98	\$13,815.57	\$13,281.70
Spending Potential Index	90	100	96
TV/Video/Sound Equipment: Total \$	\$21,402,440	\$54,327,332	\$99,279,242
Average Spent	\$979.34	\$1,071.71	\$1,040.88
Spending Potential Index	93	102	99
Travel: Total \$	\$35,234,244	\$89,687,954	\$159,147,202
Average Spent	\$1,612.26	\$1,769.27	\$1,668.56
Spending Potential Index	93	102	97
Vehicle Maintenance & Repairs: Total \$	\$20,673,133	\$53,128,484	\$96,310,342
Average Spent	\$945.97	\$1,048.06	\$1,009.75
Spending Potential Index	91	101	97

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.