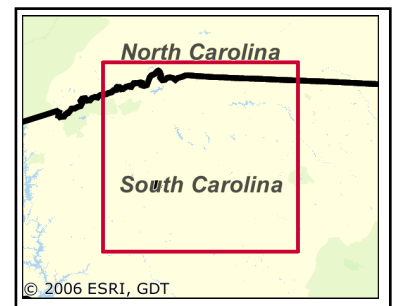
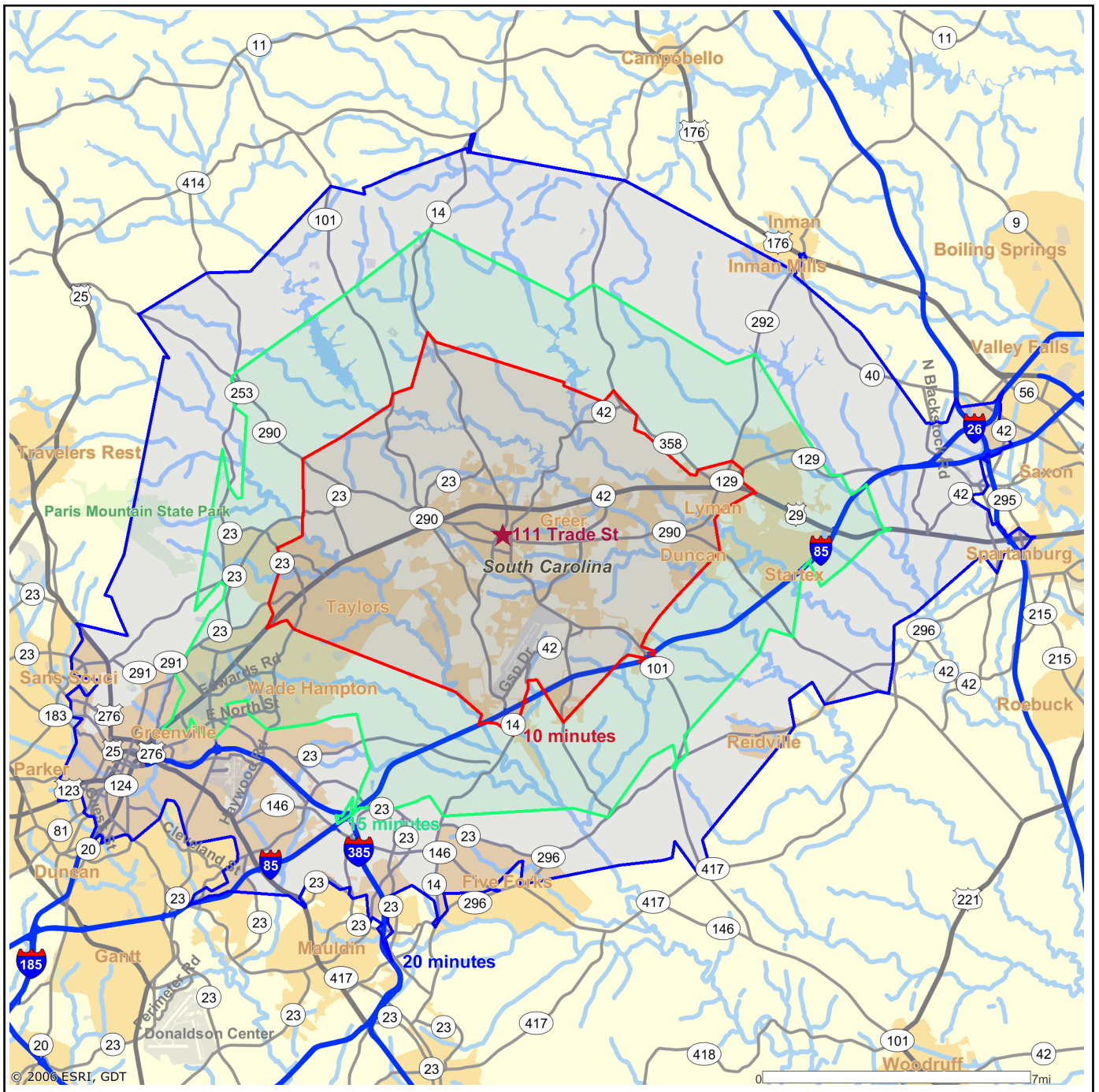


# Site Map

111 Trade St  
Greer, SC 29651

Prepared by Greer Development Corp  
February 27, 2006

Latitude: 34.938333  
Longitude: -82.226485





Latitude: 34.938333  
Longitude: -82.226485

111 Trade St  
Greer, SC 29651  
Drive Time: 10 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 15 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 20 minutes



	111 Trade St Greer, SC 29651 Drive Time: 10 minutes	111 Trade St Greer, SC 29651 Drive Time: 15 minutes	111 Trade St Greer, SC 29651 Drive Time: 20 minutes
2000 Total Population	57,047	126,801	227,369
2000 Group Quarters	343	3,298	5,735
2005 Total Population	61,517	137,496	245,305
2010 Total Population	65,511	146,714	261,505
2005 - 2010 Annual Rate	1.27%	1.31%	1.29%



2000 Households	22,280	49,736	91,335
2000 Average Household Size	2.55	2.48	2.43
2005 Households	24,369	54,678	99,730
2005 Average Household Size	2.51	2.45	2.4
2010 Households	26,139	58,812	107,092
2010 Average Household Size	2.49	2.44	2.39
2005 - 2010 Annual Rate	1.41%	1.47%	1.43%
2000 Families	16,053	34,929	60,788
2000 Average Family Size	3	2.98	2.98
2005 Families	17,102	37,378	64,659
2005 Average Family Size	2.99	2.97	2.98
2010 Families	17,839	39,045	67,372
2010 Average Family Size	2.99	2.97	2.98
2005 - 2010 Annual Rate	0.85%	0.88%	0.83%



<b>2000 Housing Units</b>	24,101	53,682	99,708
Owner Occupied Housing Units	66.5%	64.9%	60.3%
Renter Occupied Housing Units	26.0%	27.9%	31.5%
Vacant Housing Units	7.5%	7.3%	8.3%
<b>2005 Housing Units</b>	26,596	59,553	109,718
Owner Occupied Housing Units	67.4%	65.8%	61.4%
Renter Occupied Housing Units	24.2%	26.0%	29.5%
Vacant Housing Units	8.4%	8.2%	9.1%
<b>2010 Housing Units</b>	28,706	64,452	118,492
Owner Occupied Housing Units	67.6%	66.2%	61.6%
Renter Occupied Housing Units	23.4%	25.1%	28.7%
Vacant Housing Units	8.9%	8.8%	9.6%

**Median Household Income**

2000	\$40,189	\$43,613	\$41,940
2005	\$46,756	\$51,184	\$49,573
2010	\$54,411	\$60,273	\$58,294

**Median Home Value**

2000	\$96,965	\$107,074	\$110,106
2005	\$115,297	\$124,862	\$129,927
2010	\$137,110	\$149,388	\$155,200

**Per Capita Income**

2000	\$19,497	\$22,320	\$22,667
2005	\$23,458	\$26,892	\$27,335
2010	\$28,380	\$32,995	\$33,626

**Median Age**

2000	35.5	35.7	35.9
2005	36.7	37.1	37.2
2010	38.2	38.5	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.



Latitude: 34.938333  
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111 Trade St  
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Drive Time: 10 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 15 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 20 minutes



**2000 Households by Income**

Household Income Base	2000	2005	2010
< \$15,000	22,439 (16.3%)	49,823 (13.6%)	91,384 (15.8%)
\$15,000 - \$24,999	14.3%	12.5%	12.7%
\$25,000 - \$34,999	13.0%	13.3%	13.1%
\$35,000 - \$49,999	16.8%	17.6%	16.9%
\$50,000 - \$74,999	20.9%	20.5%	19.2%
\$75,000 - \$99,999	9.7%	10.6%	9.9%
\$100,000 - \$149,999	6.5%	8.0%	8.1%
\$150,000 - \$199,999	1.5%	1.9%	2.2%
\$200,000+	1.1%	2.0%	2.1%
Average Household Income	\$49,418	\$56,271	\$55,709

**2005 Households by Income**

Household Income Base	24,367	54,677	99,729
< \$15,000	13.5%	11.1%	13.0%
\$15,000 - \$24,999	11.8%	10.2%	10.5%
\$25,000 - \$34,999	11.7%	11.3%	11.4%
\$35,000 - \$49,999	15.8%	16.0%	15.5%
\$50,000 - \$74,999	20.6%	20.6%	19.4%
\$75,000 - \$99,999	12.3%	12.9%	12.1%
\$100,000 - \$149,999	10.0%	11.7%	11.5%
\$150,000 - \$199,999	2.5%	3.2%	3.4%
\$200,000+	1.8%	3.0%	3.2%
Average Household Income	\$59,191	\$67,135	\$66,633

**2010 Households by Income**

Household Income Base	26,140	58,810	107,092
< \$15,000	11.3%	9.3%	10.9%
\$15,000 - \$24,999	10.0%	8.5%	8.9%
\$25,000 - \$34,999	10.7%	9.5%	9.4%
\$35,000 - \$49,999	14.2%	14.3%	14.0%
\$50,000 - \$74,999	18.8%	19.2%	18.4%
\$75,000 - \$99,999	12.9%	12.9%	12.2%
\$100,000 - \$149,999	14.7%	16.2%	15.6%
\$150,000 - \$199,999	4.1%	5.2%	5.3%
\$200,000+	3.4%	5.0%	5.4%
Average Household Income	\$71,101	\$81,844	\$81,488

**2000 Owner Occupied HUs by Value**

Total	16,046	34,853	59,889
<\$50,000	13.6%	11.5%	11.7%
\$50,000 - 99,999	39.5%	34.2%	32.6%
\$100,000 - 149,999	28.9%	27.7%	26.0%
\$150,000 - 199,999	9.2%	13.1%	13.9%
\$200,000 - \$299,999	6.9%	9.8%	10.1%
\$300,000 - 499,999	1.4%	2.7%	4.2%
\$500,000 - 999,999	0.4%	0.9%	1.2%
\$1,000,000+	0.1%	0.2%	0.3%
Average Home Value	\$111,433	\$128,963	\$137,041

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	6,223	14,864	31,258
With Cash Rent	93.0%	94.7%	95.0%
No Cash Rent	7.0%	5.3%	5.0%
Median Rent	\$415	\$489	\$471
Average Rent	\$420	\$494	\$474

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.



Latitude: 34.938333  
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111 Trade St  
Greer, SC 29651  
Drive Time: 10 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 15 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 20 minutes



**2000 Population by Age**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	57,048	126,799	227,370
0 - 4	6.9%	6.5%	6.5%
5 - 9	7.4%	6.8%	6.8%
10 - 14	7.3%	6.9%	6.7%
15 - 24	12.4%	14.1%	13.4%
25 - 34	15.1%	14.6%	15.2%
35 - 44	16.2%	15.9%	16.1%
45 - 54	13.5%	13.9%	14.0%
55 - 64	9.4%	9.5%	9.2%
65 - 74	6.5%	6.5%	6.3%
75 - 84	4.0%	4.1%	4.4%
85+	1.3%	1.2%	1.5%
18+	74.3%	75.8%	76.1%

**2005 Population by Age**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	61,516	137,495	245,306
0 - 4	7.0%	6.5%	6.5%
5 - 9	6.8%	6.4%	6.4%
10 - 14	7.2%	6.7%	6.7%
15 - 24	12.1%	13.7%	13.2%
25 - 34	14.2%	13.6%	14.0%
35 - 44	15.8%	15.4%	15.6%
45 - 54	14.2%	14.4%	14.6%
55 - 64	10.6%	10.9%	10.7%
65 - 74	6.5%	6.6%	6.3%
75 - 84	4.0%	4.3%	4.4%
85+	1.5%	1.4%	1.6%
18+	74.9%	76.5%	76.6%

**2010 Population by Age**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	65,512	146,712	261,505
0 - 4	7.0%	6.4%	6.4%
5 - 9	6.4%	5.9%	5.9%
10 - 14	7.2%	6.9%	6.8%
15 - 24	12.2%	13.7%	13.4%
25 - 34	12.5%	12.1%	12.4%
35 - 44	15.6%	14.9%	14.9%
45 - 54	15.2%	15.3%	15.5%
55 - 64	11.5%	11.9%	11.9%
65 - 74	6.7%	6.9%	6.7%
75 - 84	4.0%	4.3%	4.2%
85+	1.6%	1.7%	1.9%
18+	75.5%	76.9%	77.0%

**2000 Population by Sex**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Males	48.5%	48.7%	48.8%
Females	51.5%	51.3%	51.2%

**2005 Population by Sex**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Males	48.7%	48.8%	49.0%
Females	51.3%	51.2%	51.0%

**2010 Population by Sex**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Males	48.9%	48.9%	49.0%
Females	51.1%	51.1%	51.0%

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



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Drive Time: 20 minutes



2000 Population by Race/Ethnicity

Total	57,047	126,802	227,369
White Alone	81.2%	83.9%	79.5%
Black Alone	14.2%	11.1%	15.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.3%	2.0%	1.9%
Some Other Race Alone	2.1%	1.7%	1.6%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	4.3%	3.8%	3.7%
Diversity Index	37.7	33.6	39.1

2005 Population by Race/Ethnicity

Total	61,517	137,498	245,305
White Alone	79.9%	82.5%	78.4%
Black Alone	14.2%	11.3%	15.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	2.5%	2.5%
Some Other Race Alone	2.7%	2.2%	2.0%
Two or More Races	1.3%	1.3%	1.3%
Hispanic Origin	5.6%	5.0%	4.8%
Diversity Index	41.1	37.3	42.0

2010 Population by Race/Ethnicity

Total	65,512	146,714	261,505
White Alone	78.5%	81.0%	77.1%
Black Alone	14.3%	11.5%	15.5%
American Indian Alone	0.3%	0.3%	0.2%
Asian or Pacific Islander Alone	2.0%	3.1%	3.0%
Some Other Race Alone	3.5%	2.7%	2.5%
Two or More Races	1.5%	1.5%	1.5%
Hispanic Origin	7.2%	6.4%	6.1%
Diversity Index	44.8	41.0	45.2



2000 Population 3+ by School Enrollment

Total	54,710	122,087	218,666
Enrolled in Nursery/Preschool	1.9%	1.8%	1.7%
Enrolled in Kindergarten	1.7%	1.5%	1.6%
Enrolled in Grade 1-8	12.3%	11.7%	11.5%
Enrolled in Grade 9-12	5.8%	5.5%	5.5%
Enrolled in College	3.7%	5.6%	4.7%
Enrolled in Grad/Prof School	0.6%	0.8%	0.8%
Not Enrolled in School	74.1%	73.1%	74.1%

2000 Population 25+ by Educational Attainment

Total	37,755	83,662	151,447
Less than 9th Grade	8.5%	6.4%	6.8%
9th - 12th Grade, No Diploma	13.9%	11.4%	12.2%
High School Graduate	29.9%	26.3%	25.1%
Some College, No Degree	20.5%	20.6%	19.8%
Associate Degree	7.5%	7.7%	7.4%
Bachelor's Degree	14.5%	18.8%	19.4%
Master's/Prof/Doctorate Degree	5.3%	8.8%	9.3%

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.



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 Drive Time: 20 minutes



**2000 Population 15+ by Sex and Marital Status**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
<b>Total</b>	44,775	101,264	181,589
<b>Females</b>	52.6%	51.8%	51.7%
Never Married	10.4%	10.8%	11.4%
Married, not Separated	28.9%	29.2%	27.8%
Married, Separated	1.8%	1.6%	1.7%
Widowed	6.4%	5.5%	5.7%
Divorced	5.1%	4.7%	5.1%
<b>Males</b>	47.4%	48.2%	48.3%
Never Married	11.8%	13.1%	13.7%
Married, not Separated	29.8%	29.4%	28.3%
Married, Separated	1.1%	1.0%	1.1%
Widowed	1.0%	1.0%	1.1%
Divorced	3.8%	3.7%	4.0%



**2000 Population 16+ by Employment Status**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
<b>Total</b>	43,904	99,484	178,652
<b>In Labor Force</b>	68.1%	69.1%	67.9%
Civilian Employed	65.2%	66.2%	64.8%
Civilian Unemployed	2.8%	2.8%	3.0%
In Armed Forces	0.1%	0.1%	0.1%
<b>Not in Labor Force</b>	31.9%	30.9%	32.1%

**2005 Civilian Population 16+ in Labor Force**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Civilian Employed	92.5%	93.2%	92.5%
Civilian Unemployed	7.5%	6.8%	7.5%

**2010 Civilian Population 16+ in Labor Force**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Civilian Employed	93.3%	93.8%	93.2%
Civilian Unemployed	6.7%	6.2%	6.8%

**2000 Females 16+ by Employment Status and Age of Children**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
<b>Total</b>	23,116	51,619	92,536
<b>Own Children &lt; 6 Only</b>	8.8%	8.1%	7.7%
Employed/in Armed Forces	5.5%	4.9%	4.7%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	2.9%	2.8%	2.8%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.4%	6.0%	5.8%
Employed/in Armed Forces	3.8%	3.4%	3.1%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	2.4%	2.5%	2.5%
<b>Own Children 6-17 Only</b>	17.6%	17.3%	16.9%
Employed/in Armed Forces	13.6%	13.0%	12.3%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	3.7%	3.9%	4.1%
<b>No Own Children &lt; 18</b>	67.1%	68.6%	69.5%
Employed/in Armed Forces	34.1%	36.9%	36.9%
Unemployed	1.9%	1.8%	1.9%
Not in Labor Force	31.1%	29.9%	30.7%

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



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 Drive Time: 20 minutes



**2005 Employed Population 16+ by Industry**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	30,136	69,406	121,183
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	9.8%	8.6%	8.3%
Manufacturing	17.8%	16.2%	16.2%
Wholesale Trade	4.8%	4.7%	4.5%
Retail Trade	12.2%	11.5%	11.6%
Transportation/Utilities	4.2%	3.7%	3.5%
Information	3.4%	3.4%	3.7%
Finance/Insurance/Real Estate	6.7%	6.9%	6.7%
Services	38.3%	42.5%	43.0%
Public Administration	2.4%	2.1%	2.2%

**2005 Employed Population 16+ by Occupation**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	30,132	69,406	121,183
White Collar	58.0%	62.2%	63.0%
Management/Business/Financial	12.1%	14.4%	14.7%
Professional	18.4%	20.9%	21.9%
Sales	12.2%	12.5%	12.5%
Administrative Support	15.3%	14.4%	13.9%
Services	15.1%	15.1%	15.0%
Blue Collar	26.9%	22.8%	22.0%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	5.5%	4.7%	4.7%
Installation/Maintenance/Repair	4.2%	3.7%	3.6%
Production	10.8%	9.0%	8.4%
Transportation/Material Moving	6.1%	5.3%	5.1%



**2000 Workers 16+ by Means of Transportation to Work**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	28,199	65,038	113,992
Drove Alone - Car, Truck, or Van	82.1%	81.6%	81.6%
Carpooled - Car, Truck, or Van	13.4%	11.9%	12.1%
Public Transportation	0.3%	0.2%	0.4%
Walked	1.1%	2.9%	2.5%
Other Means	0.8%	0.8%	0.8%
Worked at Home	2.3%	2.6%	2.5%

**2000 Workers 16+ by Travel Time to Work**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	28,198	65,038	113,993
Did Not Work at Home	97.7%	97.4%	97.5%
Less than 5 minutes	2.1%	2.8%	3.0%
5 to 9 minutes	8.7%	10.0%	11.1%
10 to 19 minutes	32.8%	36.9%	38.1%
20 to 24 minutes	19.1%	18.0%	17.5%
25 to 34 minutes	23.3%	19.6%	17.8%
35 to 44 minutes	4.0%	3.5%	3.3%
45 to 59 minutes	3.8%	3.3%	3.3%
60 to 89 minutes	1.6%	1.5%	1.6%
90 or more minutes	2.3%	1.9%	1.7%
Worked at Home	2.3%	2.6%	2.5%
Average Travel Time to Work (in min)	23.4	21.7	21.0

**2000 Households by Vehicles Available**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,308	49,804	91,302
None	7.3%	5.3%	7.7%
1	31.7%	32.9%	34.4%
2	43.0%	42.9%	40.3%
3	13.7%	14.2%	13.5%
4	2.9%	3.3%	3.0%
5+	1.4%	1.4%	1.1%
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 and 2010.



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111 Trade St  
Greer, SC 29651  
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111 Trade St  
Greer, SC 29651  
Drive Time: 20 minutes



**2000 Households by Type**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,282	49,735	91,335
Family Households	72.0%	70.2%	66.6%
Married-couple Family	55.6%	56.1%	51.7%
With Related Children	25.9%	25.4%	23.4%
Other Family (No Spouse)	16.5%	14.1%	14.8%
With Related Children	10.9%	9.1%	9.4%
Nonfamily Households	28.0%	29.8%	33.4%
Householder Living Alone	23.8%	25.2%	28.1%
Householder Not Living Alone	4.2%	4.6%	5.3%
Households with Related Children	36.9%	34.5%	32.9%
Households with Persons 65+	21.9%	21.4%	21.3%

**2000 Households by Size**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,280	49,736	91,335
1 Person Household	23.8%	25.2%	28.1%
2 Person Household	34.2%	35.0%	34.1%
3 Person Household	18.6%	17.6%	16.7%
4 Person Household	14.8%	14.2%	13.4%
5 Person Household	5.8%	5.4%	5.3%
6 Person Household	1.9%	1.7%	1.7%
7+ Person Household	0.9%	0.8%	0.8%

**2000 Households by Year Householder Moved In**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,309	49,803	91,301
Moved in 1999 to March 2000	20.2%	21.9%	24.0%
Moved in 1995 to 1998	27.6%	28.3%	28.8%
Moved in 1990 to 1994	15.9%	14.8%	14.3%
Moved in 1980 to 1989	14.4%	14.4%	13.8%
Moved in 1970 to 1979	10.4%	9.8%	9.2%
Moved in 1969 or Earlier	11.5%	10.8%	9.9%
Median Year Householder Moved In	1994	1995	1995



**2000 Housing Units by Units in Structure**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	24,088	53,704	99,546
1, Detached	73.9%	67.8%	64.8%
1, Attached	1.7%	2.8%	3.0%
2	2.4%	1.9%	2.9%
3 or 4	1.9%	2.2%	3.2%
5 to 9	3.5%	5.3%	5.9%
10 to 19	1.9%	4.8%	5.4%
20+	3.0%	4.9%	6.1%
Mobile Home	11.5%	10.2%	8.6%
Other	0.2%	0.1%	0.1%

**2000 Housing Units by Year Structure Built**

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	24,116	53,762	99,694
1999 to March 2000	3.7%	3.5%	3.6%
1995 to 1998	11.3%	11.9%	11.7%
1990 to 1994	10.3%	10.4%	10.0%
1980 to 1989	17.0%	20.3%	18.9%
1970 to 1979	18.7%	19.1%	17.7%
1969 or Earlier	38.9%	34.7%	38.1%
Median Year Structure Built	1976	1978	1977

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



Latitude: 34.938333  
Longitude: -82.226485


111 Trade St  
Greer, SC 29651  
Drive Time: 10 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 15 minutes

111 Trade St  
Greer, SC 29651  
Drive Time: 20 minutes

**Top 3 Tapestry Segments**

1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Midlife Junction	Enterprising Professio	In Style
3.	Cozy and Comfortable	Midlife Junction	Young and Restless

 **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 \$	\$40,540,057	\$103,531,664	\$189,801,096
Average Spent	\$1,663.59	\$1,893.48	\$1,903.15
Spending Potential Index	63	72	72
Computers & Accessories: Total \$	\$5,213,731	\$13,382,463	\$24,304,830
Average Spent	\$213.95	\$244.75	\$243.71
Spending Potential Index	86	98	98
Education: Total \$	\$23,028,948	\$58,799,421	\$106,592,456
Average Spent	\$945.01	\$1,075.38	\$1,068.81
Spending Potential Index	87	98	98
Entertainment/Recreation: Total \$	\$68,188,569	\$173,226,357	\$311,348,960
Average Spent	\$2,798.17	\$3,168.12	\$3,121.92
Spending Potential Index	88	99	98
Food at Home: Total \$	\$101,494,297	\$255,572,168	\$466,072,893
Average Spent	\$4,164.89	\$4,674.13	\$4,673.35
Spending Potential Index	88	98	98
Food Away from Home: Total \$	\$68,424,217	\$174,082,488	\$318,363,068
Average Spent	\$2,807.84	\$3,183.78	\$3,192.25
Spending Potential Index	87	99	99
Health Care: Total \$	\$79,511,890	\$197,249,642	\$351,892,467
Average Spent	\$3,262.83	\$3,607.48	\$3,528.45
Spending Potential Index	92	102	99
HH Furnishings & Equipment: Total \$	\$39,511,775	\$100,981,189	\$181,813,217
Average Spent	\$1,621.40	\$1,846.83	\$1,823.05
Spending Potential Index	76	87	86
Investments: Total \$	\$82,406,476	\$222,662,792	\$407,616,555
Average Spent	\$3,381.61	\$4,072.26	\$4,087.20
Spending Potential Index	75	90	91
Retail Goods: Total \$	\$523,299,943	\$1,319,143,793	\$2,380,833,386
Average Spent	\$21,474.00	\$24,125.68	\$23,872.79
Spending Potential Index	85	96	95
Shelter: Total \$	\$282,010,002	\$727,902,047	\$1,329,051,090
Average Spent	\$11,572.49	\$13,312.52	\$13,326.49
Spending Potential Index	84	97	97
TV/Video/Sound Equipment: Total \$	\$22,569,339	\$57,033,318	\$104,189,512
Average Spent	\$926.15	\$1,043.08	\$1,044.72
Spending Potential Index	88	99	99
Travel: Total \$	\$36,657,842	\$93,599,869	\$167,473,828
Average Spent	\$1,504.28	\$1,711.84	\$1,679.27
Spending Potential Index	87	99	97
Vehicle Maintenance & Repairs: Total \$	\$21,896,601	\$55,818,542	\$101,467,300
Average Spent	\$898.54	\$1,020.86	\$1,017.42
Spending Potential Index	87	99	98

**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.

## Community Tapestry Descriptions for 10, 15 and 20 Minute Drive Times

**Midland Crowd** - Tapestry's largest market, *Midland Crowd*, represents 11 million people, nearly 4 percent of the total US population, with a median age of 36 years and an average family size of 3.1 people. The median household income of \$47,000 is just below the US median of \$48,100. These differences distinguish the *Midland Crowd* residents. These neighborhoods are located in mainly rural areas, which since 2000, have been growing at an annual rate of more than 2.5 percent. Approximately 40 percent of the homes were built after 1990; more than 95 percent of their homes are single-family houses or mobile homes. These do-it-yourselfers take pride in their homes and vehicles. Their vehicle of choice is a used truck such as a Ford or Chevrolet. For leisure, they go fishing and hunting, listen to country music, and watch television. They are politically conservative, devoted pet lovers, and interested in domestic travel.

**Midlife Junction** - Somewhere between the child rearing years and retirement lies Tapestry's *Midlife Junction* segment. Few households still have children. Most of the labor force is still employed but approaching retirement. Approximately one-third of these residents already draw retirement income. Most still own their homes, but many have eschewed home ownership responsibilities and moved into multiunit apartments, somewhere between urban and rural. *Midlife Junction* residents have a median age of 40 years and a median household income of \$42,900. They live quiet, settled lives. They spend their money prudently and do not succumb to fads. They are comfortable shopping online or by phone. Dining out on the weekends at full-service restaurants is a favorite activity; they also patronize fast-food establishments. They enjoy gardening, watching television, and reading books and the newspaper.

**Cozy and Comfortable** - Settled, married, and still working, *Cozy and Comfortable* families are nearing retirement. Many couples are still living in the pre-1970's, single-family homes in which they raised their children. These houses carry a current market value of \$151,000 and are located mainly in suburban areas of the Midwest and Northeast. With a median age of 40 years, most of the population in this market is older than the US average. Residents prefer mutual funds and consult financial planners. They are likely to have a second mortgage and hold home equity credit lines to complete their home improvement projects. Television is more important than technology for *Cozy and Comfortable* residents; many

households own four or more TV sets. The Golf Channel and Home and Garden Television are among their favorite channels. They own home computers, but they are content with old equipment and software.

**Enterprising Professionals** - This market is home to young, highly educated working professionals. Single or recently married, they prefer newer neighborhoods with townhomes or apartments. Typically found in cities, these residents would rather rent than own. Median household income is almost \$65,000. Their lifestyle reflects their youth, mobility and growing consumer clout. To keep in touch, *Enterprising Professionals* residents rely on cell phones, PDAs, and PCs. They use the Internet to search for a job or a place to live, track their investments, or shop. *Enterprising Professionals* residents travel for business and pleasure. They practice yoga, take aerobic classes and jog to stay physically fit.

**In Style** - *In Style* residents live in the affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urban lifestyle, favoring townhomes over traditional single-family houses. Professional couples are predominant in these neighborhoods. Labor force participation is high and most households have fewer children than the US average. Their median age is approximately 38 years. Technologically savvy, *In Style* residents own cell phones, PDAs, and fully equipped PCs. Home remodeling and yard work are contracted out. Physical fitness is integral to their lives; they subscribe to Weight Watchers for diet control, work out in regular exercise programs, and take vitamins.

**Young and Restless** - Change is the constant in this market. With a median age under 29 years, the population is young and on the go. More than 70 percent have moved in the past five years. Still not settled, single-person or shared households are the standard-almost 60 percent of this growing segment. *Young and Restless* residents are renters who favor multiunit apartment buildings. Many are college graduates; some are still enrolled in college. Their median household income is nearly \$40,000. Technologically savvy, they use the Internet to communicate with family and friends, shop, bank, and search for new employment opportunities. They read magazines to keep up with trends in lifestyle and entertainment. They watch movies in the theater and on video, work out at the gym, and go to bars and nightclubs.