Primary Retail Trade Area
Psychographic Profile

IRMO, SOUTH CAROLINA

February 2022
### Primary Retail Trade Area • Demographic Snapshot

**Irmo, South Carolina**

#### Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>113,137</td>
</tr>
<tr>
<td>2022</td>
<td>124,228</td>
</tr>
<tr>
<td>2027</td>
<td>127,537</td>
</tr>
</tbody>
</table>

#### Income

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HH</td>
<td>$93,511</td>
</tr>
<tr>
<td>Median HH</td>
<td>$67,418</td>
</tr>
<tr>
<td>Per Capita</td>
<td>$39,063</td>
</tr>
</tbody>
</table>

#### Age Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 9 Years</td>
<td>10.91%</td>
</tr>
<tr>
<td>10 - 17 Years</td>
<td>9.92%</td>
</tr>
<tr>
<td>18 - 24 Years</td>
<td>9.24%</td>
</tr>
<tr>
<td>25 - 34 Years</td>
<td>15.29%</td>
</tr>
<tr>
<td>35 - 44 Years</td>
<td>12.74%</td>
</tr>
<tr>
<td>45 - 54 Years</td>
<td>12.62%</td>
</tr>
<tr>
<td>55 - 64 Years</td>
<td>13.20%</td>
</tr>
<tr>
<td>65 and Older</td>
<td>16.09%</td>
</tr>
<tr>
<td>Median Age</td>
<td>38.51</td>
</tr>
<tr>
<td>Average Age</td>
<td>39.75</td>
</tr>
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#### Educational Attainment (%)

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Graduate or Professional Degree</td>
<td>15.14%</td>
</tr>
<tr>
<td>Bachelors Degree</td>
<td>24.41%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>9.44%</td>
</tr>
<tr>
<td>Some College</td>
<td>21.92%</td>
</tr>
<tr>
<td>High School Graduate (GED)</td>
<td>22.43%</td>
</tr>
<tr>
<td>Some High School, No Degree</td>
<td>5.14%</td>
</tr>
<tr>
<td>Less than 9th Grade</td>
<td>1.52%</td>
</tr>
</tbody>
</table>

#### Race Distribution (%)

<table>
<thead>
<tr>
<th>Race Distribution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>57.50%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>34.98%</td>
</tr>
<tr>
<td>American Indian/Alaskan</td>
<td>0.29%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.04%</td>
</tr>
<tr>
<td>Native Hawaiian/Islander</td>
<td>0.14%</td>
</tr>
<tr>
<td>Other Race</td>
<td>1.23%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2.81%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3.53%</td>
</tr>
</tbody>
</table>
Income Range of Lifemode Summary Groups
Irmo, South Carolina

- **L1 AFFLUENT ESTATES**
  Established wealth — educated, well-traveled married couples

- **L2 UPSCALE AVENUES**
  Prosperous, married couples in higher density neighborhoods

- **L3 UPTOWN INDIVIDUALS**
  Younger, urban singles on the move

- **L4 FAMILY LANDSCAPES**
  Successful younger families in newer housing

- **L5 GENXURBAN**
  Gen X in middle age; families with fewer kids and a mortgage

- **L6 COZY COUNTRY**
  Empty nesters in bucolic settings

- **L7 ETHNIC ENCLAVES**
  Established diversity — young, Hispanic homeowners with families

- **L8 MIDDLE GROUND**
  Lifestyles of thirtysomethings

- **L9 SENIOR STYLES**
  Senior lifestyles reveal the effects of saving for retirement

- **L10 RUSTIC OUTPOSTS**
  Country life with older families, older homes

- **L11 MIDTOWN SINGLES**
  Millennials on the move; single, diverse, and urban

- **L12 HOMETOWN**
  Growing up and staying close to home; single householders

- **L13 NEXT WAVE**
  Urban denizens; young, diverse, hardworking families

- **L14 SCHOLARS AND PATRIOTS**
  College campuses and military neighborhoods
Primary Retail Trade Area • Lifemode Summary Groups Map
Irmo, South Carolina

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### Primary Retail Trade Area • Top Tapestry Segments

**Irmo, South Carolina**

<table>
<thead>
<tr>
<th>Tapestry Segmentation</th>
<th>Households Percent</th>
<th>Cumulative Percent</th>
<th>US Households Percent</th>
<th>Cumulative Percent</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workday Drive (4A)</td>
<td>14.5%</td>
<td>14.5%</td>
<td>3.0%</td>
<td>3.0%</td>
<td>488</td>
</tr>
<tr>
<td>Young and Restless (11B)</td>
<td>13.8%</td>
<td>28.3%</td>
<td>1.8%</td>
<td>4.7%</td>
<td>789</td>
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<tr>
<td>Home Improvement (4B)</td>
<td>7.7%</td>
<td>36.1%</td>
<td>1.7%</td>
<td>6.4%</td>
<td>457</td>
</tr>
<tr>
<td>Exurbanites (1E)</td>
<td>7.6%</td>
<td>43.7%</td>
<td>1.9%</td>
<td>8.3%</td>
<td>393</td>
</tr>
<tr>
<td>Comfortable Empty Nesters (5A)</td>
<td>7.3%</td>
<td>50.9%</td>
<td>2.4%</td>
<td>10.8%</td>
<td>298</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>50.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bright Young Professionals (8C)</td>
<td>6.8%</td>
<td>57.7%</td>
<td>2.3%</td>
<td>13.1%</td>
<td>298</td>
</tr>
<tr>
<td>Old and Newcomers (8F)</td>
<td>6.7%</td>
<td>64.4%</td>
<td>2.3%</td>
<td>15.4%</td>
<td>290</td>
</tr>
<tr>
<td>Savvy Suburbanites (1D)</td>
<td>6.5%</td>
<td>70.9%</td>
<td>3.0%</td>
<td>18.3%</td>
<td>219</td>
</tr>
<tr>
<td>In Style (5B)</td>
<td>5.8%</td>
<td>76.7%</td>
<td>2.2%</td>
<td>20.6%</td>
<td>259</td>
</tr>
<tr>
<td>Rustbelt Traditions (5D)</td>
<td>4.4%</td>
<td>81.0%</td>
<td>2.2%</td>
<td>22.7%</td>
<td>201</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>30.2%</td>
<td></td>
<td></td>
<td></td>
<td>12.0%</td>
</tr>
<tr>
<td>Middleburg (4C)</td>
<td>4.0%</td>
<td>85.0%</td>
<td>3.0%</td>
<td>25.7%</td>
<td>133</td>
</tr>
<tr>
<td>Boomburbs (1C)</td>
<td>3.6%</td>
<td>88.5%</td>
<td>1.8%</td>
<td>27.5%</td>
<td>197</td>
</tr>
<tr>
<td>Set to Impress (11D)</td>
<td>2.7%</td>
<td>91.3%</td>
<td>1.4%</td>
<td>28.9%</td>
<td>198</td>
</tr>
<tr>
<td>Professional Pride (1B)</td>
<td>2.4%</td>
<td>93.7%</td>
<td>1.6%</td>
<td>30.5%</td>
<td>146</td>
</tr>
<tr>
<td>Salt of the Earth (6B)</td>
<td>1.6%</td>
<td>95.3%</td>
<td>2.9%</td>
<td>33.4%</td>
<td>57</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>14.3%</td>
<td></td>
<td></td>
<td></td>
<td>10.7%</td>
</tr>
<tr>
<td>Front Porches (8E)</td>
<td>1.6%</td>
<td>96.9%</td>
<td>1.6%</td>
<td>35.0%</td>
<td>99</td>
</tr>
<tr>
<td>Urban Edge Families (7C)</td>
<td>1.3%</td>
<td>98.1%</td>
<td>1.5%</td>
<td>36.4%</td>
<td>87</td>
</tr>
<tr>
<td>Family Foundations (12A)</td>
<td>0.9%</td>
<td>99.0%</td>
<td>1.0%</td>
<td>37.4%</td>
<td>88</td>
</tr>
<tr>
<td>Metro Fusion (11C)</td>
<td>0.6%</td>
<td>99.6%</td>
<td>1.4%</td>
<td>38.8%</td>
<td>45</td>
</tr>
<tr>
<td>College Towns (14B)</td>
<td>0.3%</td>
<td>100.0%</td>
<td>1.0%</td>
<td>39.8%</td>
<td>35</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>4.7%</td>
<td></td>
<td></td>
<td></td>
<td>6.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100.0%</td>
<td>39.8%</td>
<td></td>
<td></td>
<td>251</td>
</tr>
</tbody>
</table>

Primary Retail Trade Area • Top Tapestry Segments

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  College campuses and military neighborhoods
WHO ARE WE?
Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD
• Soccer Moms residents prefer the suburban periphery of metropolitan areas.
• Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
• Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
• Median home value is $257,400.
• Most households are married couples with children; average household size is 2.97.
• Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS
• Education: 40.5% college graduates; more than 72% with some college education.
• Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
• Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
• Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
• Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).
**4A LifeMode Group: Family Landscapes Soccer Moms**

**AGE BY SEX**  
*Esri data*

Median Age: **37.0**  
US: **38.2**

- **Male**:  
  - 85+  
  - 80-84  
  - 75-79  
  - 70-74  
  - 65-69  
  - 60-64  
  - 55-59  
  - 50-54  
  - 45-49  
  - 40-44  
  - 35-39  
  - 30-34  
  - 25-29  
  - 20-24  
  - 15-19  
  - 10-14  
  - <5

- **Female**:  
  - 85+  
  - 80-84  
  - 75-79  
  - 70-74  
  - 65-69  
  - 60-64  
  - 55-59  
  - 50-54  
  - 45-49  
  - 40-44  
  - 35-39  
  - 30-34  
  - 25-29  
  - 20-24  
  - 15-19  
  - 10-14  
  - <5

**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

- **$90,500**
- **$56,100**

**Median Net Worth**

- **$284,500**
- **$93,300**

**RACE AND ETHNICITY**  
*Esri data*

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

- **Diversity Index**: **50.8**  
  - US: **64.0**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>US Average</th>
<th>US Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic*</td>
<td>11.1%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Multiple</td>
<td>3.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>3.2%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Asian and Pac. Islander</td>
<td>4.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.5%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Black</td>
<td>8.7%</td>
<td>12.8%</td>
</tr>
<tr>
<td>White</td>
<td>70.2%</td>
<td>78.0%</td>
</tr>
</tbody>
</table>

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

**Typical Housing:**  
*Single Family*

**Median Value:**  
**$257,400**  
US Median: **$207,300**

**Average Household Budget Index**

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>127</td>
</tr>
<tr>
<td>Food</td>
<td>128</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>134</td>
</tr>
<tr>
<td>Transportation</td>
<td>123</td>
</tr>
<tr>
<td>Health Care</td>
<td>129</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>132</td>
</tr>
<tr>
<td>Education</td>
<td>132</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>141</td>
</tr>
<tr>
<td>Other</td>
<td>134</td>
</tr>
</tbody>
</table>

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803.781.7050 | MWILKINS@TOWNOFMOSC.COM | TOWNOFMOSC.COM | IRMO, SOUTH CAROLINA
LifeMode Group: Family Landscapes

Soccer Moms

Market Profile
• Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
• Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
• Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
• Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

![Occupation by Earnings Chart]

- Management
- Office and Administrative Support
- Sales and Related
- Education, Training, and Library
- Healthcare Practitioners and Technical

*Hispanic Can Be of Any Race.

(Chart and data sourced from Esri, Median Household Income and Median Net Worth estimated by Esri.)

Median Household Income
- Median Household Income: $100K, $200K, $300K, $400K, $500K, $600K+

Medians are calculated by the American Community Survey.
WHO ARE WE?
Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US average. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

OUR NEIGHBORHOOD
• One of the youngest markets: More than half the householders under age 35; median age 29.8.
• Primarily single-person households (Index 163) with some shared households (Index 201).
• Highly mobile market, beginning careers and changing addresses frequently.
• Naturally, one of the top 5 renter markets (Index 233).
• Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
• Majority of housing built in 1970 or later (84%).

SOCIOECONOMIC TRAITS
• Education completed: More than 2 out of 3 have some college, an associate’s degree, or a bachelor’s degree or higher. Almost 14% are still enrolled in college (Index 175).
• Labor force participation rate is exceptionally high at 75.0%; unemployment is low at 5.2%.
• These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
• They like to be the first to try new products, but prefer to do research before buying the latest electronics.
• Most of their information comes from the Internet and TV, rather than traditional media.
• Carry their cell phone everywhere they go.
### RACE AND ETHNICITY (Esri data)
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index:** 77.4 US: 64.0

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#### Typical Housing: Multi-Unit Rentals
**Average Rent:** $958
US Average: $1,038

### AVERAGE HOUSEHOLD BUDGET INDEX
The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

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</tr>
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</tr>
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<td>Apparel &amp; Services</td>
<td>73</td>
</tr>
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<td>72</td>
</tr>
<tr>
<td>Health Care</td>
<td>58</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
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<tr>
<td>Education</td>
<td>72</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>62</td>
</tr>
<tr>
<td>Other</td>
<td>63</td>
</tr>
</tbody>
</table>
Market Profile
- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

![Occupation by Earnings Chart](chart.png)
WHO ARE WE?
Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD
• These are low density suburban neighborhoods.
• Eight of every 10 homes are traditional single-family dwellings, owner occupied.
• Majority of the homes were built between 1970 and 2000.
• More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS
• Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
• Cautious consumers that do their research before buying, they protect their investments.
• Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
• They are paying off student loans and home mortgages.
• They spend heavily on eating out, at both fast-food and family restaurants.
• They like to work from home, when possible.
**AGE BY SEX** (Esri data)

**Median Age:** 37.7  US: 38.2

- Male
- Female

**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

- $72,100
- $76,100

**Median Net Worth**

- $190,400
- $193,300

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

**Typical Housing:** Single Family

**Median Value:** $192,600

US Median: $207,300

**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index:** 65.7  US: 64.0

- Hispanic*
- Multiple
- Other
- Asian and Pac. Islander
- American Indian
- Black
- White

**AVG HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

- Housing
- Food
- Apparel & Services
- Transportation
- Health Care
- Entertainment & Recreation
- Education
- Pensions & Social Security
- Other

**Home Ownership**

- Own 79.4%
- Rent 20.6%

*Hispanic Can Be of Any Race.
Market Profile
• Enjoy working on home improvement projects and watching DIY networks.
• Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
• Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
• Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
• Enjoy dining at Chili’s, Chick-fil-A, and KFC.
• Frequently buy children’s clothes and toys.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.
WHO ARE WE?
Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD
• Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
• A larger market of empty nesters, married couples with no children; average household size is 2.50.
• Primarily single-family homes with a high median value of $423,400 (Index 204), most still carrying mortgages.
• Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS
• Residents are college educated; more than half have a bachelor’s degree or higher; nearly 81% have some college education.
• This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
• Unemployment remains low at 3.3% (Index 61); more of the residents prefer self-employment (Index 178) or working from home (Index 177).
• Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
• Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
• Sociable and hardworking, they still find time to stay physically fit.
AGE BY SEX (Esri data)

**Median Age: 51.0**

US: 38.2

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>5-9</td>
<td>4%</td>
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<tr>
<td>10-14</td>
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<tr>
<td>15-19</td>
<td>4%</td>
<td>4%</td>
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<td>20-24</td>
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<td>30-34</td>
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<td>60-64</td>
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<tr>
<td>65-74</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>75-84</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>85+</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

$103,400

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>$0-$10K</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>$10K-$20K</td>
<td>4%</td>
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</tr>
<tr>
<td>$20K-$30K</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td>$30K-$40K</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>$40K-$50K</td>
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</tr>
<tr>
<td>$50K-$60K</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>$60K+$</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Median Net Worth**

$505,400

<table>
<thead>
<tr>
<th>Net Worth Range</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$100K</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>$100K-$200K</td>
<td>4%</td>
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</tr>
<tr>
<td>$200K-$300K</td>
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<td>4%</td>
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<td>$300K-$400K</td>
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<tr>
<td>$500K-$600K</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>$600K+$</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 35.2**

US: 64.0

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>70.2%</td>
<td>86.3%</td>
</tr>
<tr>
<td>Black</td>
<td>3.3%</td>
<td>12.1%</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.4%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Asian &amp; Pac. Islander</td>
<td>0.6%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Hispanic*</td>
<td>18.1%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Other</td>
<td>2.0%</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

HOUUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

**Typical Housing:**

Single Family

**Median Value:**

$423,400

US Median: $207,300

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget Index</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
<td>166</td>
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<tr>
<td>Food</td>
<td>159</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>167</td>
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<tr>
<td>Transportation</td>
<td>158</td>
</tr>
<tr>
<td>Health Care</td>
<td>173</td>
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<tr>
<td>Entertainment &amp; Recreation</td>
<td>172</td>
</tr>
<tr>
<td>Education</td>
<td>176</td>
</tr>
<tr>
<td>Pensions &amp; Social Security</td>
<td>179</td>
</tr>
<tr>
<td>Other</td>
<td>179</td>
</tr>
</tbody>
</table>
LifeMode Group: Affluent Estates
Exurbanites

Market Profile
- Exurbanites residents’ preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.
WHO ARE WE?
Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD
• Married couples, some with children, but most without (Index 149).
• Average household size slightly higher at 2.52.
• Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
• Most homes built between 1950 and 1990 (Index 131).
• Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS
• Education: 36% college graduates; nearly 68% with some college education.
• Low unemployment at 4%; average labor force participation at 61%.
• Most households income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
• Comfortable Empty Nesters residents physically and financially active.
• Prefer eating at home instead of dining out.
• Home maintenance a priority among these homeowners.
The index compares the average amount spent in this market's household budgets for

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

- **Median Household Income**
  - $75,000
  - $66,100
  - $100K $200K $300K $400K $500K $600K+

- **Median Net Worth**
  - $293,000
  - $93,300
  - $100K $200K $300K $400K $500K $600K+

### RACE AND ETHNICITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

- **Diversity Index**: 33.0
- **US**: 64.0

### HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

- **Typical Housing**: Single Family
  - **Median Value**: $203,400
    - US Median: $207,300

- **Home Ownership**
  - Own: 86.9%
  - Rent: 13.1%

- **US Percentage**: 62.7% Own 37.3% Rent

---

5A LifeMode Group: GenXurban Comfortable Empty Nesters

**AGE BY SEX** (Esri data)

- **Median Age**: 48.0
- **US**: 38.2

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>&lt;5</td>
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<tr>
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<tr>
<td>85+</td>
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</table>

**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

- $75,000
- $66,100
- $100K $200K $300K $400K $500K $600K+

**Median Net Worth**

- $293,000
- $93,300
- $100K $200K $300K $400K $500K $600K+

**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

- **Diversity Index**: 33.0
- **US**: 64.0

<table>
<thead>
<tr>
<th>Race</th>
<th>Hispanic*</th>
<th>White</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic*</td>
<td>6.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple</td>
<td>18.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1.7%</td>
<td></td>
<td></td>
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<td>Asian and Pac. Islander</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>0.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>5.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>70.2%</td>
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<td></td>
</tr>
</tbody>
</table>

**Housing**

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- **Typical Housing**: Single Family
  - **Median Value**: $203,400
    - US Median: $207,300

- **Home Ownership**
  - Own: 86.9%
  - Rent: 13.1%

**Usual Percentage**: 62.7% Own 37.3% Rent

---

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**Average Households Budget Index**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

- **Housing**
- **Food**
- **Apparel & Services**
- **Transportation**
- **Health Care**
- **Entertainment & Recreation**
- **Education**
- **Pensions & Social Security**
- **Other**

- **Median**
  - $110
  - $108
  - $109
  - $110
  - $119
  - $113
  - $114
  - $115
  - $116

- **0 50 100 150 200 250 300 350**
Market Profile
- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn’t a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.