downtown works

2014 Columbia, SC Market Analyses *for* Downtown

This report defines and analyzes the trade areas and target markets for Downtown Columbia as well as for South Two Notch Road, assesses progress since the 2007 Retail Study, and makes recommendations for each area. It includes:

A. Downtown Columbia

1. Demographics—Total + Primary + Secondary Trade Areas pp. 3-4
2. Primary Trade Area—Psychographics & Primary Target Market pp. 5-6
3. Total Trade Area—Psychographics & Total Target Market p. 7
4. Downtown Columbia Assessment, Recommendations & Merchandise Mix pp. 8-9

A. Downtown Columbia

1. Demographics—Total + Primary + Secondary Trade Areas

The map at right outlines the **primary** and **secondary** trade areas for Downtown Columbia.

Today, the **total** trade area population is 412,044. Of these, 114,925 lives within the primary trade area—they are ten minutes or less by car to Downtown Columbia. The remainder of the population, 297,119, lives within a twenty minute drive of Downtown Columbia. By 2018 the total trade area population is expected to increase by 5.5%.

2013 Downtown Columbia *Total* Trade Area Pop. = 412,044

Downtown Columbia PRIMARY and SECONDARY trade areas
(together these make up the TOTAL trade area)

Trade Area Population

	TOTAL trade area	*PRIMARY* trade area	*SECONDARY* trade area
2013 estimated	*412,044*	*114,925*	*297,119*
2018 forecast	*434,840*	*120,833*	*314,007*
2013-2018 est. increase	*5.5%*	*5.1%*	*5.7%*

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

Average Household Income

	PRIMARY trade area	TOTAL* trade area
2013 estimated	$53,302	$62,222
2018 forecast	$61,151	$72,444
2013-2018 est increase	14.7%	16.4%

Key demographic income statistics:

- Average household incomes of $53,302 in the primary trade area is significantly below the $71,842 average income for all US households.
- More than 35% of households in the primary trade area and 46% in the total annually earn $50,000 and up.
- 37% of primary and 40% of total trade area residents are between the ages of 25 and 54, strong years for consumption.

Additional downtown statistics:

- Downtown workers—nearly all of whom are counted within the total trade area population—are important customers for downtown operations. In 2013 there were more than 50,000 workers within a 5-minute drive of downtown Columbia. Of these, approximately 16,000 work within the core of downtown, the City Center Partnership's boundaries.
- Visitors—in 2012 there were more than 1 million visitors to Columbia.
- College students—graduate students and undergrads permanently residing in Columbia are counted in demographics figures. Regardless, they are not the major customer for most shops and eateries, though they do frequent coffee shops, bars and quick/casual food establishments.

Households by Income

	PRIMARY trade area		TOTAL* trade area	
	2013 estimated	2018 forecast	2013 estimated	2018 forecast
$35-$49.9k	13.4%	13.8%	13.6%	13.5%
$50-$74.9k	15.5%	18.0%	19.0%	21.3%
$75-$99.9k	8.0%	9.8%	11.2%	13.2%
$100-$149.9k	7.3%	8.7%	10.2%	11.6%
$150-$199.9k	2.3%	2.8%	3.2%	4.0%
$200k +	2.1%	2.3%	2.4%	2.7%
	35.2%		46%	

Today, more than 35% of primary and 46% of total trade area households annually earn $50k and up.

Age Distribution

	PRIMARY trade area		TOTAL* trade area	
	2013 estimated	2018 forecast	2013 estimated	2018 forecast
Age 15-24	25.6%	24.2%	18.9%	17.7%
Age 25-34	16.7%	16.4%	16.0%	15.9%
Age 35-44	10.1%	10.5%	12.1%	12.4%
Age 45-54	10.7%	9.9%	12.3%	11.2%
Age 55-64	10.7%	10.9%	11.4%	11.5%
Age 65-74	6.1%	7.6%	6.8%	8.2%
Age 75-84	3.8%	4.0%	3.6%	4.0%
	37.5%		40.4%	

More than 37% of primary and just over 40% of total trade area residents are between the ages of 25 and 54.

Source: ESRI Business Solutions; 2010 US Census; City Center Partnership; The Midlands Authority for Conventions, Sports & Tourism, Downtown Works

2. Primary Trade Area— Psychographics & Primary Target Market

Demographic statistics cross-tabulated with information on lifestyles, attitudes and behaviors lead to *psychographic* profiles of a population. These profiles consider occupations and education levels, preferred activities and spending habits, and stages of life. For this analysis we have assessed data from ESRI, which segments the entire U.S. population into 65 unique psychographic groups.

As shown below, its primary target market (PTM) *psychographic* groups make up 25.3% of primary trade area households, or 25,473 people. The PTM is comprised of individuals who are well-educated, physically active, and like to stay current in terms of fashion and technology. Some are more affluent than others, yet they all have a good amount of discretionary income which they tend to spend on electronics, apparel, activewear, meals out, movies and concerts.

PTM members prefer to shop and dine in a downtown setting so long as the right product—a cluster of distinct, quality operators—is offered. A number of additional psychographic groups are considered followers—they will shop and dine in the places patronized by the PTM.

Descriptions of each of the 4 groups that comprise Downtown Columbia's PTM are included on the following page.

Downtown Columbia Primary Target Market (PTM)

as percent of PRIMARY TRADE AREA households

	Metropolitans	Young & Restless	Prosperous Empty Nesters	Urban Chic
PTM	12.0%	8.7%	3.2%	1.4%
U.S.	*1.4%*	*1.5%*	*2.1%*	*1.4%*

PTM

= 25.3% of primary trade area households *(vs. 6.4% in U.S.)*

25,473 people

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

Downtown Columbia Primary Target Market (PTM) Groups

Metropolitans 12.0%
- Live in older city neighborhoods
- More than 75% over the age of 25 have attended college
- Median age is 37.7; just 40% are married
- Live in single family homes and in multi-unit buildings
- Active, urbane lifestyle
- Like to shop, buying everything from electric tools and small appliances to women's apparel and shoes
- Practice yoga, kayak, hike/backpack, ski on water and snow
- Prefer Apple products

Young & Restless 8.7%
- Young, single professionals who lead busy lives
- The median age is 28.6
- Diverse and highly educated, very interested in their careers
- Renters with few children
- Incomes are not high but much of it is disposable
- Highly tech-savvy
- Enjoy bars and nightlife
- Workout in gyms and play a variety of sports

Prosperous Empty Nesters 3.2%
- Median age is 48.9
- Neighborhoods are usually slow growing, established, affluent areas in densely populated city centers
- Eat out several times/week (occasionally entertain at home)
- Have the latest in gadgetry
- Are label-conscious
- Buy the latest sports apparel to look good

Urban Chic 1.4%
- Professionals who live stylishly and are well-educated
- Focus on both quality and style
- Stay fit, eat organic and drink imported
- Dine out all the time yet have well equipped kitchens
- Shop in upscale stores
- Active consumers, emphasize organic-sustainable goods/ services + craftsmanship/artisanship; favor local operators over chains
- One of the top groups to own Apple products

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

3. Total Trade Area— Psychographics & Total Target Market

As shown below, Downtown Columbia's total target market (TTM) psychographic groups make up 21.6% of total trade area households. The TTM groups are the same as the four within the PTM, along with In Style (this group is not present in sufficient enough numbers within the primary trade area to be included in the PTM). In Style is described below.

Downtown Columbia Total Target Market (TTM)

as percent of TOTAL TRADE AREA households

	Young & Restless	In Style	Prosperous Empty Nesters	Metropolitans	Urban Chic
TTM	8.6%	4.4%	4.3%	3.6%	0.7%
U.S.	*1.5%*	*2.3%*	*2.1%*	*1.4%*	*1.4%*

TTM

= 21.6% of total trade area households
(vs. 7.3% in U.S.)

76,312 people

Four of the TTM groups—Young & Restless, Prosperous Empty Nesters, Metropolitans, and Urban Chic—are all part of the PTM and are described on the previous page. In Style is not part of the PTM but is present within the TTM; it is described below.

In Style

- Affluent, well-educated suburbanites who gravitate to urban experiences
- Make frequent trips to downtown to access "hip" and "authentic" restaurants and shops, visit museums or go to concerts
- Median age is 40; they are candidates for downtown lofts/ condos when their kids leave the nest
- Are into fitness
- Are label-conscious and scan the horizon for emerging trends

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

4. Downtown Columbia Assessment, Recommendations, Merchandise Mix

Assessment—Developments Since 2007 Retail Study

- New stores and restaurants compliant with the merchandise mix strategy have opened; collectively they serve as anchors that will interest other operators in opening downtown.
- The facade improvement program has had a positive impact on the look and feel of downtown—there are not nearly as many derelict buildings as there were seven years ago.
- The Farmers' Market is a wonderful addition that activates the street and brings target market customers to Main Street.
- The opening of the Sheraton Hotel hotel and renovation of the Marriott show that large companies see value in investing in and conducting business in downtown Columbia.
- The first store to open as a result of the recruitment program, Uptown on Main, has seen sales growth over the past 5 years. The owner is very optimistic about the continued success of her store and of downtown overall.
- The Art Museum's development campaign will fund critical improvements to the Main Street side of the building.
- Residential development is back on track after the recession and the Hub opens this summer—having more residents in downtown will put additional activity on the streets.
- The Nickelodeon's relocation and new marquee are positive changes.
- We spoke with a variety of stakeholders who all said there is a new "energy" in downtown, and an overwhelmingly positive feeling about it that did not exist seven years ago. Stakeholders also cited a major, long-standing concern with the lack of connectivity between The Vista and Main Street.

Recommendations

- While there have been many buildings that have renovated retail space, there is still much work to be done. Another round of facade improvement grants are in order.
- Discourage expansion of financial institutions along the main retail streets as they prevent quality shops and restaurants from locating nearby.
- Encourage as much residential development above storefronts as possible—residents activate a district with feet on the street and upper-floor lights on at night.
- On Lady Streets and Main Street, infill development makes sense and can be supported. But we caution to not build new retail complexes within other parts of downtown or close to it as the market is not large enough to support a good deal more. Clustering retail in downtown will create a critical mass of shops and restaurants that can be successful. We would have grave concerns about diluting this effort with new projects.
- Infill development will help connect The Vista and Main Street. Assembly Street acts more like a highway—actively pursue mitigation plans for making this much less of an obstacle between the areas than it is today.
- Develop storefront design and signage criteria in consultation with a retail designer.
- Continue full force with the recruiting efforts. The operators that have been brought in should go a long way towards attracting additional ones. Over time the mix needs to be continually tweaked—recruiting is a never ending process.
- The merchandise mix plans for Main and for Lady Streets defined in the original study remain relevant to the market today. What has been brought in to date has by and large been compliant with the plans, the details of which are on the following page.

MAIN STREET

- Eateries
  - Full-service restaurants of varying cuisine
  - Cafes
  - Coffee shops
  - Wine/tapas bars
- Apparel & accessories
  - Men's clothing
  - Women's clothing
  - Fitness apparel
  - Shoes
  - Handbags
  - Watches/jewelry (complement Sylvan Bros)
- Home décor & furnishings
  - Gift stores
  - Tabletop
  - Home accents
- Surrounding museum
  - Art galleries
  - Photography
  - Sculpture
  - Decorative paper
  - Other cultural/art related uses
- Side streets
  - Spas/salons/barber
  - Services (such as dry cleaning, phone stores)
  - Quick/casual food offerings

LADY STREET

- Lady Street is too long to have retail its entire length; continue to cluster retail around Lincoln
- Retail growth must move towards Main Street to benefit downtown as a whole; both Vista and Downtown will be stronger if connected
- Creative offices such as architects, designers, graphics, arts professionals would be appropriate along Lady Street
- Salons and services
- Home furnishing showrooms
- Urban hardware/home supply
- Art supply
  - Canvas, easels, paints, brushes
- Infill Development
  - Infill development along Lady Street is one of the most critical aspects in downtown Columbia's retail growth
  - Development must be designed to link Main Street and the Vista
  - The City and City Center Partnership must ensure that the ground level spaces are designed appropriately
  - If retail, then retail design specialists must be on board

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Supporting Documents

1. Downtown Trade Area Demographics & Psychographics

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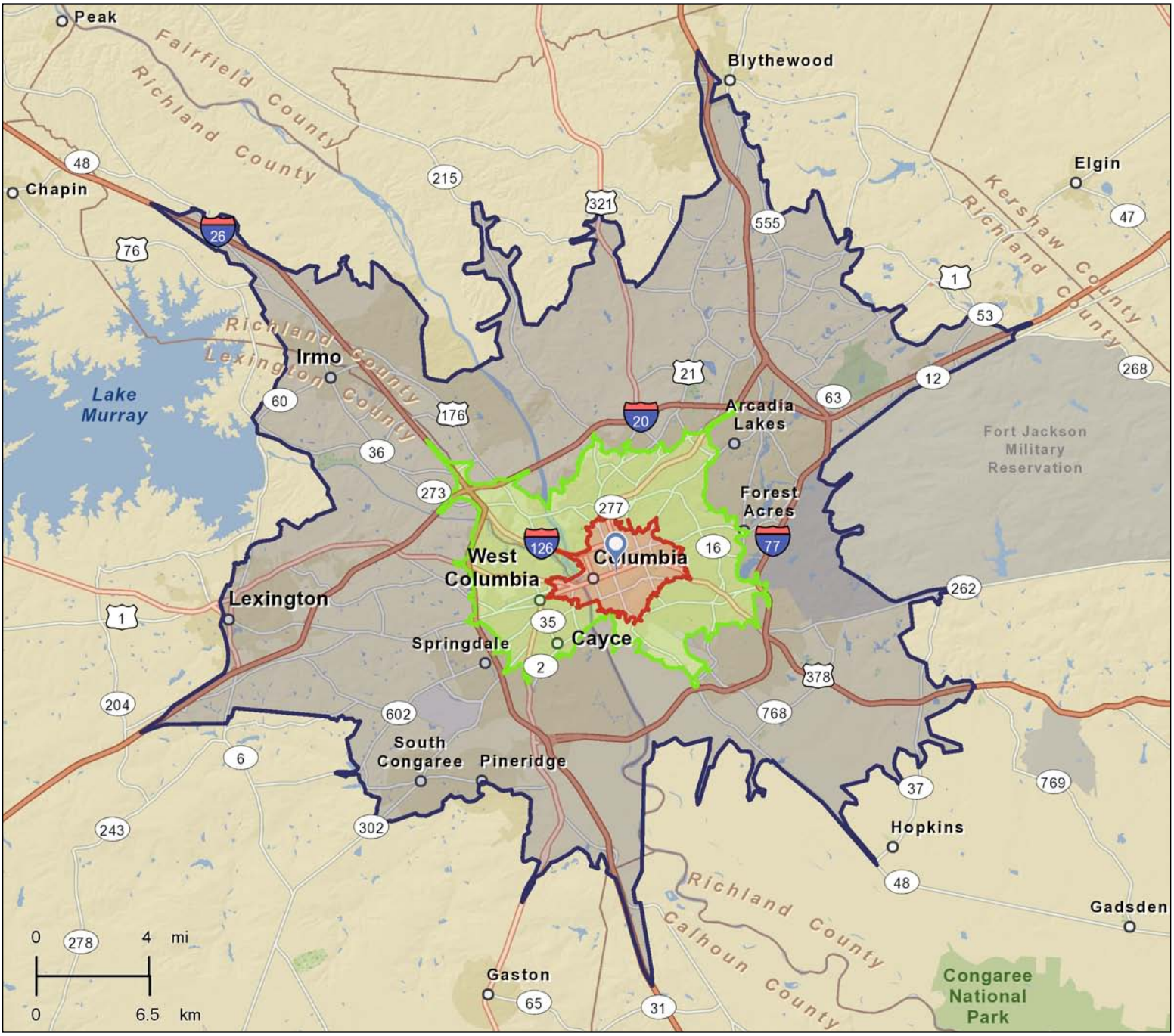
Site Map

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 5, 10, 20 Minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342



March 26, 2014

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Market Profile

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Drive Time: 5, 10, 20 minutes

Prepared by Young's Research
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	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Population Summary			
2000 Total Population	26,889	111,088	365,277
2010 Total Population	26,375	111,607	398,689
2013 Total Population	26,972	114,925	412,044
2013 Group Quarters	9,054	11,418	32,327
2018 Total Population	28,020	120,833	434,840
2013-2018 Annual Rate	0.77%	1.01%	1.08%
Household Summary			
2000 Households	9,125	47,484	141,595
2000 Average Household Size	1.96	2.10	2.38
2010 Households	8,998	47,495	156,548
2010 Average Household Size	1.93	2.11	2.34
2013 Households	9,342	49,222	162,780
2013 Average Household Size	1.92	2.10	2.33
2018 Households	9,902	52,128	172,805
2018 Average Household Size	1.92	2.10	2.33
2013-2018 Annual Rate	1.17%	1.15%	1.20%
2010 Families	2,780	21,316	91,973
2010 Average Family Size	2.80	2.86	2.97
2013 Families	2,843	21,841	95,171
2013 Average Family Size	2.81	2.87	2.97
2018 Families	2,951	22,730	100,026
2018 Average Family Size	2.81	2.88	2.98
2013-2018 Annual Rate	0.75%	0.80%	1.00%
Housing Unit Summary			
2000 Housing Units	10,232	52,185	153,027
Owner Occupied Housing Units	25.6%	42.6%	55.8%
Renter Occupied Housing Units	63.6%	48.4%	36.8%
Vacant Housing Units	10.8%	9.0%	7.5%
2010 Housing Units	10,755	54,495	174,917
Owner Occupied Housing Units	25.6%	38.7%	52.0%
Renter Occupied Housing Units	58.1%	48.4%	37.5%
Vacant Housing Units	16.3%	12.8%	10.5%
2013 Housing Units	10,953	56,176	181,327
Owner Occupied Housing Units	24.4%	37.1%	50.6%
Renter Occupied Housing Units	60.9%	50.6%	39.2%
Vacant Housing Units	14.7%	12.4%	10.2%
2018 Housing Units	11,604	59,515	192,880
Owner Occupied Housing Units	24.6%	37.3%	50.8%
Renter Occupied Housing Units	60.7%	50.3%	38.8%
Vacant Housing Units	14.7%	12.4%	10.4%
Median Household Income			
2013	$27,287	$33,598	$44,593
2018	$32,691	$39,730	$52,157
Median Home Value			
2013	$191,313	$148,676	$151,088
2018	$227,389	$177,596	$176,744
Per Capita Income			
2013	$20,158	$23,150	$25,198
2018	$24,072	$27,072	$29,359
Median Age			
2010	23.7	29.8	33.1
2013	23.9	30.5	33.5
2018	24.2	31.8	34.4

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 the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2013 Households by Income			
Household Income Base	9,342	49,222	162,776
<$15,000	30.2%	22.8%	15.4%
$15,000 - $24,999	16.3%	15.3%	13.0%
$25,000 - $34,999	12.1%	13.3%	12.0%
$35,000 - $49,999	11.2%	13.4%	13.6%
$50,000 - $74,999	12.1%	15.5%	19.0%
$75,000 - $99,999	5.6%	8.0%	11.2%
$100,000 - $149,999	7.5%	7.3%	10.2%
$150,000 - $199,999	2.9%	2.3%	3.2%
$200,000+	2.2%	2.1%	2.4%
Average Household Income	$49,050	$52,302	$62,222
2018 Households by Income			
Household Income Base	9,902	52,128	172,801
<$15,000	29.2%	22.0%	14.5%
$15,000 - $24,999	12.0%	11.2%	9.2%
$25,000 - $34,999	10.8%	11.5%	10.0%
$35,000 - $49,999	12.1%	13.8%	13.5%
$50,000 - $74,999	14.0%	18.0%	21.3%
$75,000 - $99,999	6.9%	9.8%	13.2%
$100,000 - $149,999	8.6%	8.7%	11.6%
$150,000 - $199,999	3.7%	2.8%	4.0%
$200,000+	2.6%	2.3%	2.7%
Average Household Income	$59,187	$61,151	$72,444
2013 Owner Occupied Housing Units by Value			
Total	2,673	20,819	91,676
<$50,000	3.7%	3.6%	3.3%
$50,000 - $99,999	15.5%	21.5%	16.2%
$100,000 - $149,999	18.0%	25.6%	30.0%
$150,000 - $199,999	15.5%	18.0%	22.3%
$200,000 - $249,999	10.8%	9.5%	10.6%
$250,000 - $299,999	8.7%	6.0%	5.7%
$300,000 - $399,999	11.0%	7.1%	5.7%
$400,000 - $499,999	7.1%	3.5%	2.5%
$500,000 - $749,999	6.4%	3.4%	2.4%
$750,000 - $999,999	2.0%	1.0%	0.7%
$1,000,000 +	1.3%	0.9%	0.6%
Average Home Value	$254,896	$200,147	$188,487
2018 Owner Occupied Housing Units by Value			
Total	2,857	22,177	97,972
<$50,000	3.0%	3.1%	2.5%
$50,000 - $99,999	9.4%	15.0%	10.8%
$100,000 - $149,999	12.2%	19.9%	22.4%
$150,000 - $199,999	17.0%	22.0%	26.6%
$200,000 - $249,999	15.3%	13.8%	15.4%
$250,000 - $299,999	12.3%	8.5%	8.3%
$300,000 - $399,999	12.4%	7.9%	6.7%
$400,000 - $499,999	7.3%	3.7%	2.8%
$500,000 - $749,999	7.4%	4.0%	3.0%
$750,000 - $999,999	2.4%	1.3%	0.9%
$1,000,000 +	1.3%	0.9%	0.6%
Average Home Value	$280,605	$221,713	$210,717

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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Prepared by Young's Research
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	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2010 Population by Age			
Total	26,375	111,608	398,691
0 - 4	3.0%	5.7%	6.3%
5 - 9	2.1%	4.4%	5.7%
10 - 14	1.8%	3.9%	5.5%
15 - 24	50.1%	27.0%	19.5%
25 - 34	13.9%	15.9%	15.7%
35 - 44	6.8%	10.1%	12.2%
45 - 54	8.0%	11.4%	13.1%
55 - 64	7.4%	10.1%	10.9%
65 - 74	3.5%	5.4%	6.0%
75 - 84	2.2%	4.0%	3.6%
85 +	1.1%	2.1%	1.5%
18 +	91.6%	83.6%	78.9%
2013 Population by Age			
Total	26,972	114,925	412,042
0 - 4	2.9%	5.5%	6.1%
5 - 9	2.3%	4.6%	5.8%
10 - 14	1.9%	4.0%	5.5%
15 - 24	48.8%	25.6%	18.9%
25 - 34	14.8%	16.7%	16.0%
35 - 44	6.7%	10.1%	12.1%
45 - 54	7.6%	10.7%	12.3%
55 - 64	7.8%	10.7%	11.4%
65 - 74	4.0%	6.1%	6.8%
75 - 84	2.2%	3.8%	3.6%
85 +	1.1%	2.2%	1.6%
18 +	91.4%	83.5%	79.4%
2018 Population by Age			
Total	28,022	120,834	434,839
0 - 4	2.9%	5.5%	6.1%
5 - 9	2.3%	4.5%	5.7%
10 - 14	2.1%	4.2%	5.6%
15 - 24	46.6%	24.2%	17.7%
25 - 34	15.2%	16.4%	15.9%
35 - 44	7.1%	10.5%	12.4%
45 - 54	7.1%	9.9%	11.2%
55 - 64	8.0%	10.9%	11.5%
65 - 74	5.0%	7.6%	8.2%
75 - 84	2.6%	4.0%	4.0%
85 +	1.2%	2.2%	1.7%
18 +	91.2%	83.3%	79.4%
2010 Population by Sex			
Males	13,048	53,286	194,435
Females	13,327	58,321	204,254
2013 Population by Sex			
Males	13,340	55,008	201,293
Females	13,632	59,917	210,752
2018 Population by Sex			
Males	13,869	58,014	212,992
Females	14,151	62,819	221,847

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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Drive Time: 5, 10, 20 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2010 Population by Race/Ethnicity			
Total	26,376	111,607	398,688
White Alone	60.1%	55.3%	53.9%
Black Alone	33.6%	38.3%	38.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.6%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	2.5%	2.5%
Two or More Races	1.6%	1.7%	2.1%
Hispanic Origin	2.7%	5.0%	5.6%
Diversity Index	55.0	59.0	60.4
2013 Population by Race/Ethnicity			
Total	26,972	114,926	412,044
White Alone	60.0%	54.8%	53.3%
Black Alone	33.3%	38.1%	38.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	1.9%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	2.9%	2.9%
Two or More Races	1.7%	1.8%	2.3%
Hispanic Origin	3.0%	5.8%	6.5%
Diversity Index	55.5	60.3	61.8
2018 Population by Race/Ethnicity			
Total	28,020	120,832	434,839
White Alone	59.6%	53.9%	52.2%
Black Alone	33.0%	37.8%	38.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	4.1%	2.1%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	3.6%	3.6%
Two or More Races	1.9%	2.1%	2.6%
Hispanic Origin	3.9%	7.3%	8.1%
Diversity Index	56.9	62.4	64.1
2010 Population by Relationship and Household Type			
Total	26,375	111,607	398,689
In Households	65.7%	89.8%	91.9%
In Family Households	30.6%	56.9%	70.7%
Householder	10.7%	19.0%	23.0%
Spouse	6.2%	10.6%	14.6%
Child	10.7%	21.2%	27.2%
Other relative	2.0%	3.8%	3.7%
Nonrelative	1.1%	2.2%	2.2%
In Nonfamily Households	35.1%	32.9%	21.2%
In Group Quarters	34.3%	10.2%	8.1%
Institutionalized Population	1.2%	1.2%	2.5%
Noninstitutionalized Population	33.1%	9.0%	5.6%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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Market Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 5, 10, 20 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2013 Population 25+ by Educational Attainment			
Total	11,903	69,359	262,892
Less than 9th Grade	5.1%	4.6%	3.5%
9th - 12th Grade, No Diploma	10.7%	10.0%	8.0%
High School Graduate	16.0%	21.7%	23.5%
Some College, No Degree	15.2%	18.8%	22.8%
Associate Degree	4.5%	6.5%	8.5%
Bachelor's Degree	26.0%	22.4%	20.5%
Graduate/Professional Degree	22.6%	16.1%	13.2%
2013 Population 15+ by Marital Status			
Total	25,057	98,739	340,625
Never Married	69.7%	52.4%	41.2%
Married	20.9%	32.5%	42.9%
Widowed	3.3%	5.9%	5.7%
Divorced	6.0%	9.3%	10.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	84.7%	89.3%	91.0%
Civilian Unemployed	15.3%	10.7%	9.0%
2013 Employed Population 16+ by Industry			
Total	11,625	54,108	188,429
Agriculture/Mining	0.4%	0.5%	0.6%
Construction	4.6%	5.2%	5.0%
Manufacturing	3.4%	6.3%	8.3%
Wholesale Trade	1.3%	1.8%	1.9%
Retail Trade	13.6%	12.5%	12.1%
Transportation/Utilities	2.5%	3.2%	4.3%
Information	1.0%	2.0%	1.7%
Finance/Insurance/Real Estate	6.0%	6.7%	7.9%
Services	60.7%	55.3%	50.4%
Public Administration	6.4%	6.5%	7.8%
2013 Employed Population 16+ by Occupation			
Total	11,626	54,109	188,430
White Collar	63.6%	61.2%	62.7%
Management/Business/Financial	12.1%	12.2%	13.2%
Professional	25.7%	24.4%	23.9%
Sales	13.5%	12.0%	11.3%
Administrative Support	12.3%	12.7%	14.3%
Services	24.6%	22.2%	19.5%
Blue Collar	11.9%	16.6%	17.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.1%	4.3%	4.4%
Installation/Maintenance/Repair	1.2%	2.3%	2.7%
Production	2.8%	4.6%	4.9%
Transportation/Material Moving	4.6%	5.2%	5.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
2010 Households by Type			
Total	8,998	47,495	156,547
Households with 1 Person	47.3%	39.9%	32.1%
Households with 2+ People	52.7%	60.1%	67.9%
Family Households	30.9%	44.9%	58.8%
Husband-wife Families	17.8%	25.1%	37.4%
With Related Children	5.6%	9.0%	15.6%
Other Family (No Spouse Present)	13.0%	19.8%	21.4%
Other Family with Male Householder	3.0%	4.2%	4.4%
With Related Children	1.1%	1.9%	2.3%
Other Family with Female Householder	10.1%	15.6%	17.0%
With Related Children	6.2%	9.9%	11.4%
Nonfamily Households	21.8%	15.2%	9.2%
All Households with Children	13.1%	21.1%	29.7%
Multigenerational Households	1.9%	3.0%	3.7%
Unmarried Partner Households	5.7%	6.7%	6.3%
Male-female	4.7%	5.7%	5.5%
Same-sex	1.0%	0.9%	0.7%
2010 Households by Size			
Total	8,999	47,495	156,549
1 Person Household	47.3%	39.9%	32.1%
2 Person Household	31.0%	32.1%	32.8%
3 Person Household	12.1%	13.9%	16.2%
4 Person Household	6.5%	8.5%	11.4%
5 Person Household	2.0%	3.4%	4.8%
6 Person Household	0.7%	1.3%	1.7%
7 + Person Household	0.4%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	8,998	47,495	156,548
Owner Occupied	30.6%	44.5%	58.1%
Owned with a Mortgage/Loan	21.8%	30.1%	42.9%
Owned Free and Clear	8.8%	14.4%	15.2%
Renter Occupied	69.4%	55.5%	41.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

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Top 3 Tapestry Segments				
	1.	Dorms to Diplomas	Metropolitans	Up and Coming Families
	2.	College Towns	Great Expectations	Young and Restless
	3.	Metropolitans	Young and Restless	Great Expectations
2013 Consumer Spending				
Apparel & Services: Total $		$11,061,222	$58,288,574	$221,608,614
Average Spent		$1,184.03	$1,184.20	$1,361.40
Spending Potential Index		52	52	60
Computers & Accessories: Total $		$1,873,193	$9,542,265	$36,297,036
Average Spent		$200.51	$193.86	$222.98
Spending Potential Index		81	78	90
Education: Total $		$13,897,721	$61,162,411	$215,108,502
Average Spent		$1,487.66	$1,242.58	$1,321.47
Spending Potential Index		102	85	91
Entertainment/Recreation: Total $		$21,119,785	$119,647,764	$473,914,643
Average Spent		$2,260.73	$2,430.78	$2,911.38
Spending Potential Index		70	75	90
Food at Home: Total $		$34,336,632	$189,777,365	$725,094,609
Average Spent		$3,675.51	$3,855.54	$4,454.45
Spending Potential Index		73	77	89
Food Away from Home: Total $		$22,905,703	$121,596,508	$466,960,891
Average Spent		$2,451.91	$2,470.37	$2,868.66
Spending Potential Index		77	77	90
Health Care: Total $		$24,549,921	$153,072,453	$619,289,162
Average Spent		$2,627.91	$3,109.84	$3,804.45
Spending Potential Index		59	70	85
HH Furnishings & Equipment: Total $		$10,555,943	$58,238,092	$229,366,013
Average Spent		$1,129.94	$1,183.17	$1,409.06
Spending Potential Index		63	66	78
Investments: Total $		$9,839,363	$53,795,241	$248,421,067
Average Spent		$1,053.24	$1,092.91	$1,526.12
Spending Potential Index		51	53	74
Retail Goods: Total $		$148,910,261	$843,349,782	$3,306,289,754
Average Spent		$15,939.87	$17,133.59	$20,311.40
Spending Potential Index		66	71	84
Shelter: Total $		$109,322,065	$597,561,325	$2,330,658,742
Average Spent		$11,702.21	$12,140.13	$14,317.84
Spending Potential Index		72	75	88
TV/Video/Audio:Total $		$8,948,118	$49,364,331	$188,956,190
Average Spent		$957.84	$1,002.89	$1,160.81
Spending Potential Index		74	78	90
Travel: Total $		$10,746,563	$62,068,408	$254,331,570
Average Spent		$1,150.35	$1,260.99	$1,562.43
Spending Potential Index		63	69	85
Vehicle Maintenance & Repairs: Total $		$7,129,778	$40,067,180	$157,514,192
Average Spent		$763.20	$814.01	$967.65
Spending Potential Index		70	74	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 26, 2014

Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutes

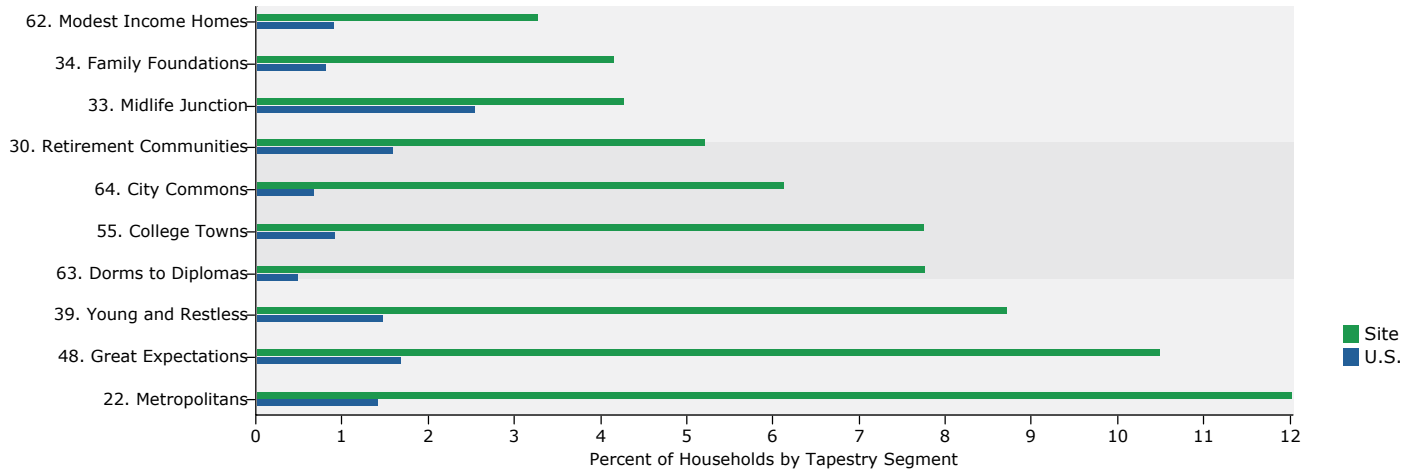
Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Top Twenty Tapestry Segments

Tapestry descriptions can be found here

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	22. Metropolitans	12.0%	12.0%	1.4%	1.4%	845
2	48. Great Expectations	10.5%	22.5%	1.7%	3.1%	620
3	39. Young and Restless	8.7%	31.2%	1.5%	4.6%	587
4	63. Dorms to Diplomas	7.8%	39.0%	0.5%	5.1%	1,551
5	55. College Towns	7.8%	46.8%	0.9%	6.0%	829
	Subtotal	**46.8%**		**6.0%**		
6	64. City Commons	6.1%	52.9%	0.7%	6.7%	902
7	30. Retirement Communities	5.2%	58.1%	1.6%	8.3%	326
8	33. Midlife Junction	4.3%	62.4%	2.5%	10.8%	168
9	34. Family Foundations	4.2%	66.6%	0.8%	11.6%	501
10	62. Modest Income Homes	3.3%	69.9%	0.9%	12.5%	357
	Subtotal	**23.1%**		**6.5%**		
11	14. Prosperous Empty Nesters	3.2%	73.1%	2.1%	14.6%	153
12	51. Metro City Edge	3.0%	76.1%	0.9%	15.5%	355
13	29. Rustbelt Retirees	2.9%	79.0%	2.0%	17.5%	150
14	57. Simple Living	2.9%	81.9%	1.4%	18.9%	211
15	50. Heartland Communities	2.7%	84.6%	2.0%	20.9%	134
	Subtotal	**14.7%**		**8.4%**		
16	27. Metro Renters	2.5%	87.1%	1.6%	22.5%	149
17	36. Old and Newcomers	1.9%	89.0%	2.0%	24.5%	91
18	60. City Dimensions	1.7%	90.7%	0.9%	25.4%	202
19	09. Urban Chic	1.4%	92.1%	1.4%	26.8%	100
20	52. Inner City Tenants	1.3%	93.4%	1.4%	28.2%	90
	Subtotal	**8.8%**		**7.3%**		
	Total	**93.4%**		**28.3%**		**331**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2014

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Tapestry Segmentation Area Profile

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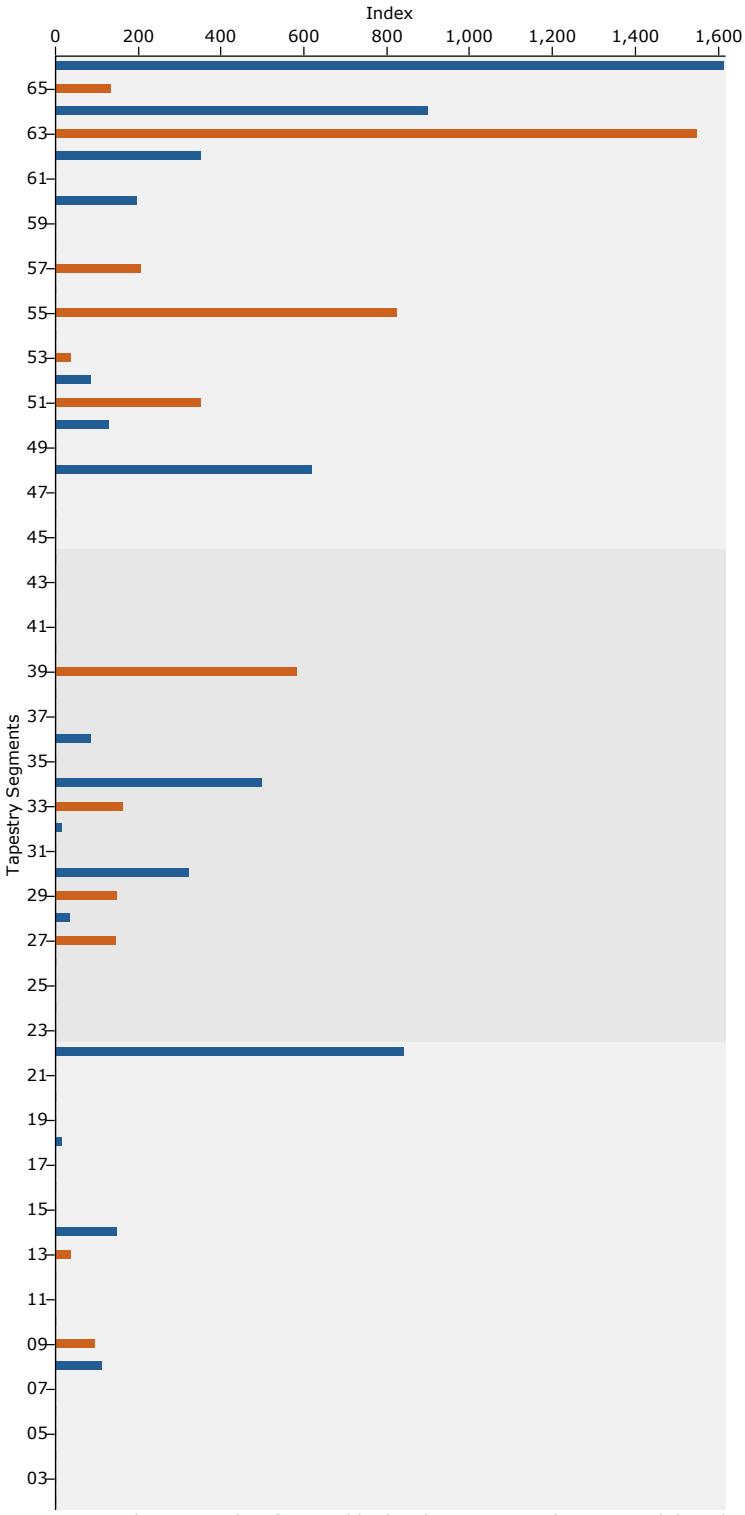
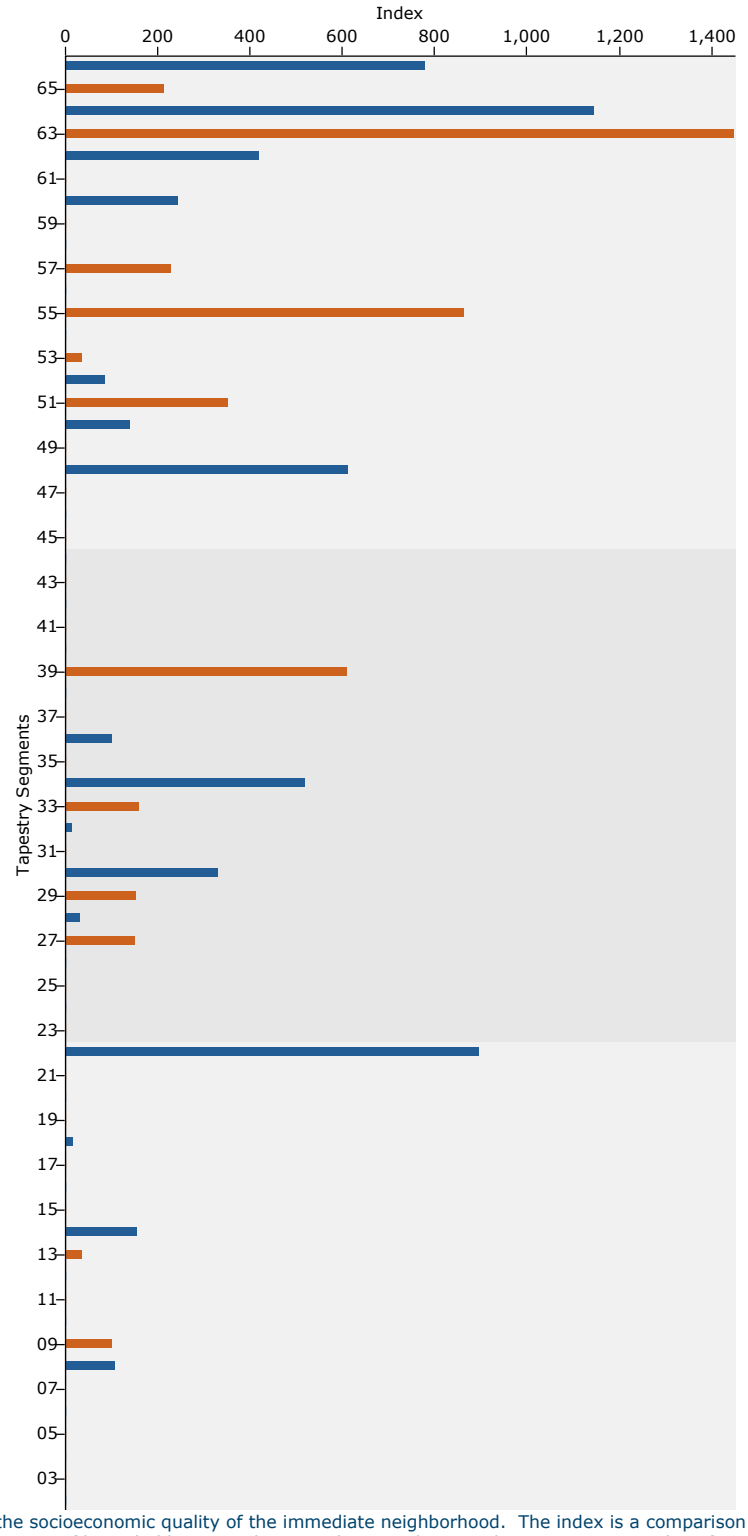
Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
L1. High Society	**572**	**1.2%**	**9**	**1,472**	**1.3%**	**9**
01 Top Rung	554	1.1%	125	1,430	1.2%	125
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	18	0.0%	1	42	0.0%	2
L2. Upscale Avenues	**1,366**	**2.8%**	**21**	2,962	2.6%	20
09 Urban Chic	692	1.4%	100	1,517	1.3%	102
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	466	0.9%	41	961	0.8%	39
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	208	0.4%	19	484	0.4%	19
L3. Metropolis	**9,039**	**18.4%**	**346**	**20,479**	**17.8%**	**341**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	5,925	12.0%	845	12,262	10.7%	900
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,501	3.0%	355	3,786	3.3%	356
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,613	3.3%	357	4,431	3.9%	423
L4. Solo Acts	**6,992**	**14.2%**	**193**	**12,946**	**11.3%**	**203**
08 Laptops and Lattes	573	1.2%	115	942	0.8%	110
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	2.5%	149	1,890	1.6%	152
36 Old and Newcomers	912	1.9%	91	1,866	1.6%	102
39 Young and Restless	4,297	8.7%	587	8,248	7.2%	612
L5. Senior Styles	**8,851**	**18.0%**	**143**	**18,730**	**16.3%**	**153**
14 Prosperous Empty Nesters	1,568	3.2%	153	3,446	3.0%	157
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,444	2.9%	150	3,146	2.7%	155
30 Retirement Communities	2,569	5.2%	326	4,708	4.1%	334
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,336	2.7%	134	3,021	2.6%	142
57 Simple Living	1,440	2.9%	211	3,070	2.7%	230
65 Social Security Set	494	1.0%	135	1,339	1.2%	217
L6. Scholars & Patriots	**7,654**	**15.5%**	**973**	**19,961**	**17.4%**	**951**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	3,823	7.8%	829	8,726	7.6%	865
63 Dorms to Diplomas	3,831	7.8%	1551	11,235	9.8%	1451

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
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March 26, 2014

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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
L7. High Hopes	**5,590**	**11.4%**	**281**	**11,803**	**10.3%**	**267**
28 Aspiring Young Families	414	0.8%	36	914	0.8%	34
48 Great Expectations	5,176	10.5%	620	10,889	9.5%	615
L8. Global Roots	1,471	3.0%	36	**3,968**	**3.5%**	**35**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	617	1.3%	90	1,360	1.2%	89
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	854	1.7%	202	2,608	2.3%	246
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**3,027**	**6.1%**	**69**	**9,294**	**8.1%**	**77**
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	3,027	6.1%	902	9,294	8.1%	1148
L10. Traditional Living	**4,369**	**8.9%**	**111**	**9,813**	**8.5%**	**111**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	208	0.4%	18	463	0.4%	17
33 Midlife Junction	2,109	4.3%	168	4,208	3.7%	162
34 Family Foundations	2,052	4.2%	501	5,142	4.5%	522
L11. Factories & Farms	**278**	**0.6%**	**6**	**640**	**0.6%**	**6**
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	278	0.6%	40	640	0.6%	40
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	13	0.0%	1617	2,856	2.5%	781

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
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Tapestry Segmentation Area Profile

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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
U1. Principal Urban Centers I	**1,783**	**3.6%**	**43**	**2,832**	**2.5%**	**30**
08 Laptops and Lattes	573	1.2%	115	942	0.8%	110
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	2.5%	149	1,890	1.6%	152
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**3,521**	**7.2%**	**149**	**10,633**	**9.3%**	**170**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	3,027	6.1%	902	9,294	8.1%	1148
65 Social Security Set	494	1.0%	135	1,339	1.2%	217
U3. Metro Cities I	**7,171**	**14.6%**	**120**	**15,209**	**13.2%**	**109**
01 Top Rung	554	1.1%	125	1,430	1.2%	125
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	692	1.4%	100	1,517	1.3%	102
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	5,925	12.0%	845	12,262	10.7%	900
U4. Metro Cities II	**15,546**	**31.6%**	**286**	**36,081**	**31.4%**	**311**
28 Aspiring Young Families	414	0.8%	36	914	0.8%	34
30 Retirement Communities	2,569	5.2%	326	4,708	4.1%	334
34 Family Foundations	2,052	4.2%	501	5,142	4.5%	522
36 Old and Newcomers	912	1.9%	91	1,866	1.6%	102
39 Young and Restless	4,297	8.7%	587	8,248	7.2%	612
52 Inner City Tenants	617	1.3%	90	1,360	1.2%	89
60 City Dimensions	854	1.7%	202	2,608	2.3%	246
63 Dorms to Diplomas	3,831	7.8%	1551	11,235	9.8%	1451
U5. Urban Outskirts I	**5,384**	**10.9%**	**104**	**11,352**	**9.9%**	**88**
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	208	0.4%	18	463	0.4%	17
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	5,176	10.5%	620	10,889	9.5%	615

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 26, 2014

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Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 10 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	49,222	100.0%		114,924	100.0%	
U6. Urban Outskirts II	**8,377**	**17.0%**	**334**	**20,013**	**17.4%**	**335**
51 Metro City Edge	1,501	3.0%	355	3,786	3.3%	356
55 College Towns	3,823	7.8%	829	8,726	7.6%	865
57 Simple Living	1,440	2.9%	211	3,070	2.7%	230
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,613	3.3%	357	4,431	3.9%	423
U7. Suburban Periphery I	**2,052**	**4.2%**	**26**	**4,449**	**3.9%**	**23**
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	18	0.0%	1	42	0.0%	2
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	466	0.9%	41	961	0.8%	39
14 Prosperous Empty Nesters	1,568	3.2%	153	3,446	3.0%	157
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**4,039**	**8.2%**	**92**	**8,478**	**7.4%**	**89**
18 Cozy and Comfortable	208	0.4%	19	484	0.4%	19
29 Rustbelt Retirees	1,444	2.9%	150	3,146	2.7%	155
33 Midlife Junction	2,109	4.3%	168	4,208	3.7%	162
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	278	0.6%	40	640	0.6%	40
U9. Small Towns	**1,336**	**2.7%**	**59**	**3,021**	**2.6%**	**60**
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,336	2.7%	134	3,021	2.6%	142
U10. Rural I	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	13	0.0%	1617	2,856	2.5%	781

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Tapestry Segmentation Area Profile

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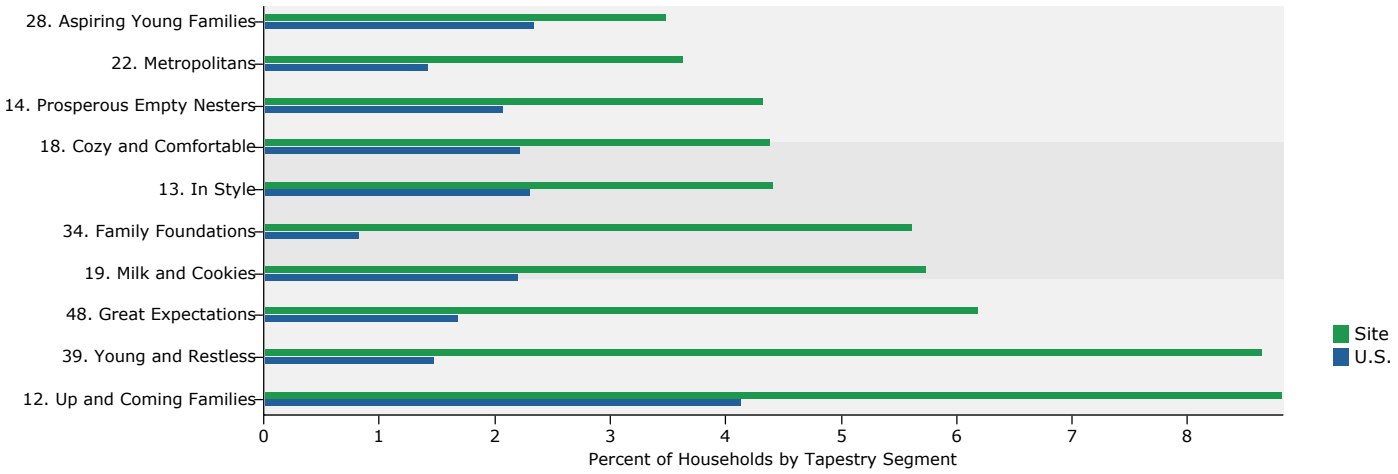
Top Twenty Tapestry Segments

Tapestry descriptions can be found here

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	12. Up and Coming Families	8.8%	8.8%	4.1%	4.1%	213
2	39. Young and Restless	8.6%	17.4%	1.5%	5.6%	582
3	48. Great Expectations	6.2%	23.6%	1.7%	7.3%	365
4	19. Milk and Cookies	5.8%	29.4%	2.2%	9.5%	260
5	34. Family Foundations	5.6%	35.0%	0.8%	10.3%	676
	Subtotal	**35.0%**		**10.3%**		
6	13. In Style	4.4%	39.4%	2.3%	12.6%	191
7	18. Cozy and Comfortable	4.4%	43.8%	2.2%	14.8%	198
8	14. Prosperous Empty Nesters	4.3%	48.1%	2.1%	16.9%	207
9	22. Metropolitans	3.6%	51.7%	1.4%	18.3%	255
10	28. Aspiring Young Families	3.5%	55.2%	2.3%	20.6%	149
	Subtotal	**20.2%**		**10.3%**		
11	07. Exurbanites	3.4%	58.6%	2.5%	23.1%	139
12	36. Old and Newcomers	3.2%	61.8%	2.0%	25.1%	158
13	29. Rustbelt Retirees	3.1%	64.9%	2.0%	27.1%	161
14	41. Crossroads	3.0%	67.9%	1.5%	28.6%	206
15	63. Dorms to Diplomas	2.7%	70.6%	0.5%	29.1%	536
	Subtotal	**15.4%**		**8.5%**		
16	33. Midlife Junction	2.6%	73.2%	2.5%	31.6%	104
17	55. College Towns	2.6%	75.8%	0.9%	32.5%	277
18	64. City Commons	2.5%	78.3%	0.7%	33.2%	363
19	32. Rustbelt Traditions	2.2%	80.5%	2.4%	35.6%	91
20	26. Midland Crowd	2.1%	82.6%	3.2%	38.8%	67
	Subtotal	**12.0%**		**9.7%**		
	Total	**82.8%**		**39.0%**		**213**

Top Ten Tapestry Segments Site vs. U.S.



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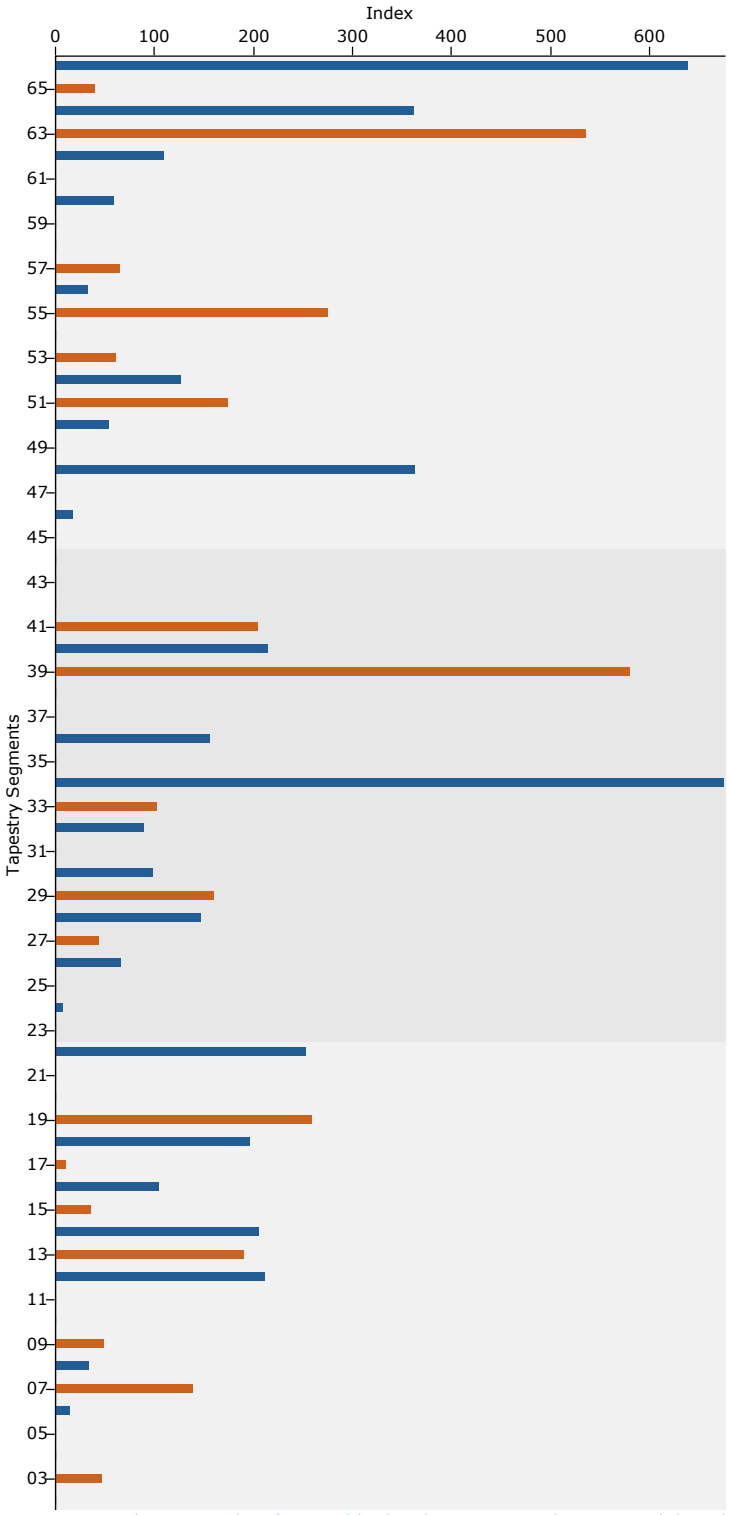
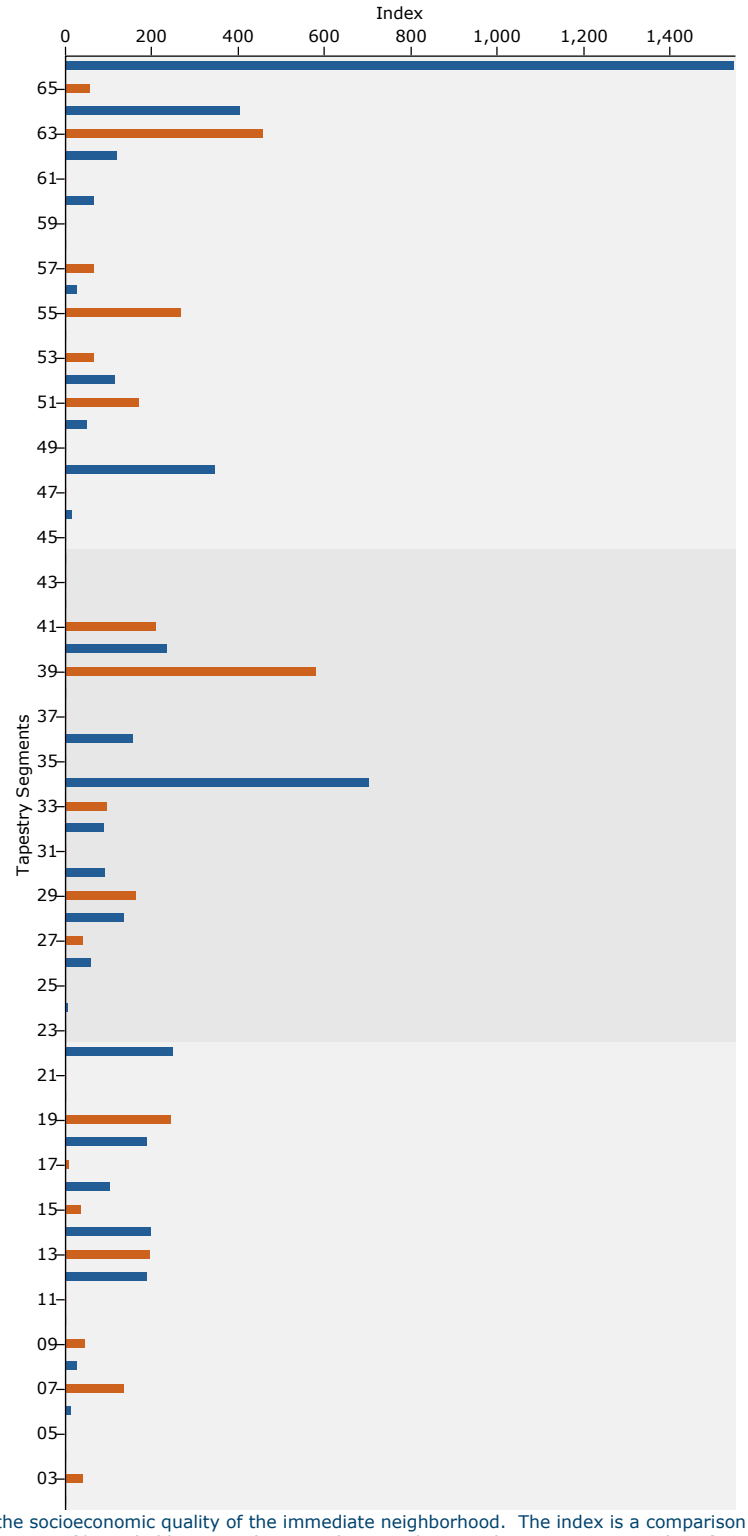
Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
L1. High Society	**7,990**	**4.9%**	**39**	**19,952**	**4.8%**	**35**
01 Top Rung	778	0.5%	53	2,011	0.5%	49
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	990	0.6%	48	2,274	0.6%	43
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	639	0.4%	16	1,654	0.4%	15
07 Exurbanites	5,583	3.4%	139	14,013	3.4%	139
L2. Upscale Avenues	**19,366**	**11.9%**	**90**	46,230	11.2%	86
09 Urban Chic	1,166	0.7%	51	2,552	0.6%	48
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	7,193	4.4%	191	17,376	4.2%	198
16 Enterprising Professionals	3,257	2.0%	106	7,354	1.8%	107
17 Green Acres	603	0.4%	12	1,458	0.4%	11
18 Cozy and Comfortable	7,147	4.4%	198	17,490	4.2%	194
L3. Metropolis	**10,056**	**6.2%**	**116**	**23,386**	**5.7%**	**109**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	5,925	3.6%	255	12,262	3.0%	251
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	2,463	1.5%	176	6,553	1.6%	172
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,668	1.0%	111	4,571	1.1%	122
L4. Solo Acts	**21,084**	**13.0%**	**176**	**41,418**	**10.1%**	**181**
08 Laptops and Lattes	573	0.4%	35	942	0.2%	31
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	0.7%	45	1,890	0.5%	43
36 Old and Newcomers	5,229	3.2%	158	10,432	2.5%	160
39 Young and Restless	14,072	8.6%	582	28,154	6.8%	583
L5. Senior Styles	**19,190**	**11.8%**	**93**	**42,745**	**10.4%**	**98**
14 Prosperous Empty Nesters	7,048	4.3%	207	15,968	3.9%	203
15 Silver and Gold	621	0.4%	37	1,254	0.3%	38
29 Rustbelt Retirees	5,105	3.1%	161	12,032	2.9%	165
30 Retirement Communities	2,596	1.6%	100	4,787	1.2%	95
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,822	1.1%	55	4,146	1.0%	54
57 Simple Living	1,504	0.9%	66	3,219	0.8%	67
65 Social Security Set	494	0.3%	41	1,339	0.3%	60
L6. Scholars & Patriots	**9,166**	**5.6%**	**352**	**25,227**	**6.1%**	**335**
40 Military Proximity	558	0.3%	216	2,692	0.7%	238
55 College Towns	4,230	2.6%	277	9,815	2.4%	271
63 Dorms to Diplomas	4,378	2.7%	536	12,720	3.1%	458

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Source: Esri

March 26, 2014

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Tapestry Segmentation Area Profile

1200 Gervais St, Columbia, South Carolina, 29201
Drive Time: 20 minutes

Prepared by Young's Research
Latitude: 34.00122
Longitude: -81.03342

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
L7. High Hopes	**15,754**	**9.7%**	**239**	**35,409**	**8.6%**	**223**
28 Aspiring Young Families	5,680	3.5%	149	13,113	3.2%	138
48 Great Expectations	10,074	6.2%	365	22,296	5.4%	351
L8. Global Roots	3,752	2.3%	28	**9,218**	**2.2%**	**23**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	2,898	1.8%	128	6,610	1.6%	120
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	854	0.5%	61	2,608	0.6%	69
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**27,749**	**17.0%**	**191**	**74,703**	**18.1%**	**172**
12 Up and Coming Families	14,366	8.8%	213	38,033	9.2%	194
19 Milk and Cookies	9,360	5.8%	260	24,878	6.0%	247
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	4,023	2.5%	363	11,792	2.9%	406
L10. Traditional Living	**17,350**	**10.7%**	**133**	**43,746**	**10.6%**	**139**
24 Main Street, USA	318	0.2%	9	745	0.2%	8
32 Rustbelt Traditions	3,563	2.2%	91	8,924	2.2%	93
33 Midlife Junction	4,310	2.6%	104	9,141	2.2%	98
34 Family Foundations	9,159	5.6%	676	24,936	6.1%	706
L11. Factories & Farms	**2,215**	**1.4%**	**15**	**5,752**	**1.4%**	**15**
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	1,417	0.9%	62	3,865	0.9%	67
56 Rural Bypasses	798	0.5%	33	1,887	0.5%	31
L12. American Quilt	**9,092**	**5.6%**	**64**	**23,942**	**5.8%**	**68**
26 Midland Crowd	3,497	2.1%	67	8,724	2.1%	63
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	4,877	3.0%	206	13,487	3.3%	212
46 Rooted Rural	718	0.4%	19	1,731	0.4%	19
66 Unclassified	17	0.0%	640	20,317	4.9%	1550

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Latitude: 34.00122
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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
U1. Principal Urban Centers I	**1,783**	**1.1%**	**13**	**2,832**	**0.7%**	**8**
08 Laptops and Lattes	573	0.4%	35	942	0.2%	31
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	1,210	0.7%	45	1,890	0.5%	43
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**4,517**	**2.8%**	**58**	**13,131**	**3.2%**	**59**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	4,023	2.5%	363	11,792	2.9%	406
65 Social Security Set	494	0.3%	41	1,339	0.3%	60
U3. Metro Cities I	**21,476**	**13.2%**	**109**	**51,331**	**12.5%**	**102**
01 Top Rung	778	0.5%	53	2,011	0.5%	49
03 Connoisseurs	990	0.6%	48	2,274	0.6%	43
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	1,166	0.7%	51	2,552	0.6%	48
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,257	2.0%	106	7,354	1.8%	107
19 Milk and Cookies	9,360	5.8%	260	24,878	6.0%	247
22 Metropolitans	5,925	3.6%	255	12,262	3.0%	251
U4. Metro Cities II	**44,866**	**27.6%**	**249**	**103,360**	**25.1%**	**249**
28 Aspiring Young Families	5,680	3.5%	149	13,113	3.2%	138
30 Retirement Communities	2,596	1.6%	100	4,787	1.2%	95
34 Family Foundations	9,159	5.6%	676	24,936	6.1%	706
36 Old and Newcomers	5,229	3.2%	158	10,432	2.5%	160
39 Young and Restless	14,072	8.6%	582	28,154	6.8%	583
52 Inner City Tenants	2,898	1.8%	128	6,610	1.6%	120
60 City Dimensions	854	0.5%	61	2,608	0.6%	69
63 Dorms to Diplomas	4,378	2.7%	536	12,720	3.1%	458
U5. Urban Outskirts I	**13,955**	**8.6%**	**82**	**31,965**	**7.8%**	**69**
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	318	0.2%	9	745	0.2%	8
32 Rustbelt Traditions	3,563	2.2%	91	8,924	2.2%	93
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	10,074	6.2%	365	22,296	5.4%	351

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	Number	Percent	Index	Number	Percent	Index
Total:	162,781	100.0%		412,045	100.0%	
U6. Urban Outskirts II	**9,865**	**6.1%**	**119**	**24,158**	**5.9%**	**113**
51 Metro City Edge	2,463	1.5%	176	6,553	1.6%	172
55 College Towns	4,230	2.6%	277	9,815	2.4%	271
57 Simple Living	1,504	0.9%	66	3,219	0.8%	67
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,668	1.0%	111	4,571	1.1%	122
U7. Suburban Periphery I	**35,450**	**21.8%**	**134**	**88,298**	**21.4%**	**129**
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	639	0.4%	16	1,654	0.4%	15
07 Exurbanites	5,583	3.4%	139	14,013	3.4%	139
12 Up and Coming Families	14,366	8.8%	213	38,033	9.2%	194
13 In Style	7,193	4.4%	191	17,376	4.2%	198
14 Prosperous Empty Nesters	7,048	4.3%	207	15,968	3.9%	203
15 Silver and Gold	621	0.4%	37	1,254	0.3%	38
U8. Suburban Periphery II	**18,537**	**11.4%**	**127**	**45,220**	**11.0%**	**132**
18 Cozy and Comfortable	7,147	4.4%	198	17,490	4.2%	194
29 Rustbelt Retirees	5,105	3.1%	161	12,032	2.9%	165
33 Midlife Junction	4,310	2.6%	104	9,141	2.2%	98
40 Military Proximity	558	0.3%	216	2,692	0.7%	238
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,417	0.9%	62	3,865	0.9%	67
U9. Small Towns	**6,699**	**4.1%**	**89**	**17,633**	**4.3%**	**98**
41 Crossroads	4,877	3.0%	206	13,487	3.3%	212
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,822	1.1%	55	4,146	1.0%	54
U10. Rural I	**4,100**	**2.5%**	**24**	**10,182**	**2.5%**	**23**
17 Green Acres	603	0.4%	12	1,458	0.4%	11
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	3,497	2.1%	67	8,724	2.1%	63
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**1,516**	**0.9%**	**12**	**3,618**	**0.9%**	**12**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	718	0.4%	19	1,731	0.4%	19
56 Rural Bypasses	798	0.5%	33	1,887	0.5%	31
66 Unclassified	17	0.0%	640	20,317	4.9%	1550

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

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