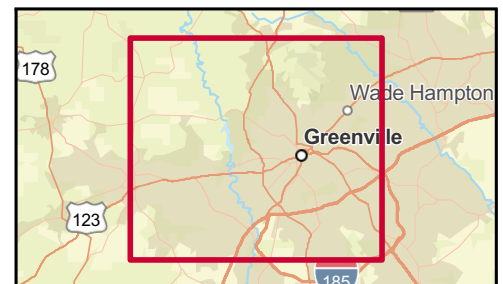
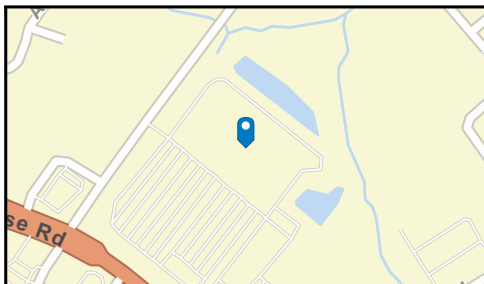
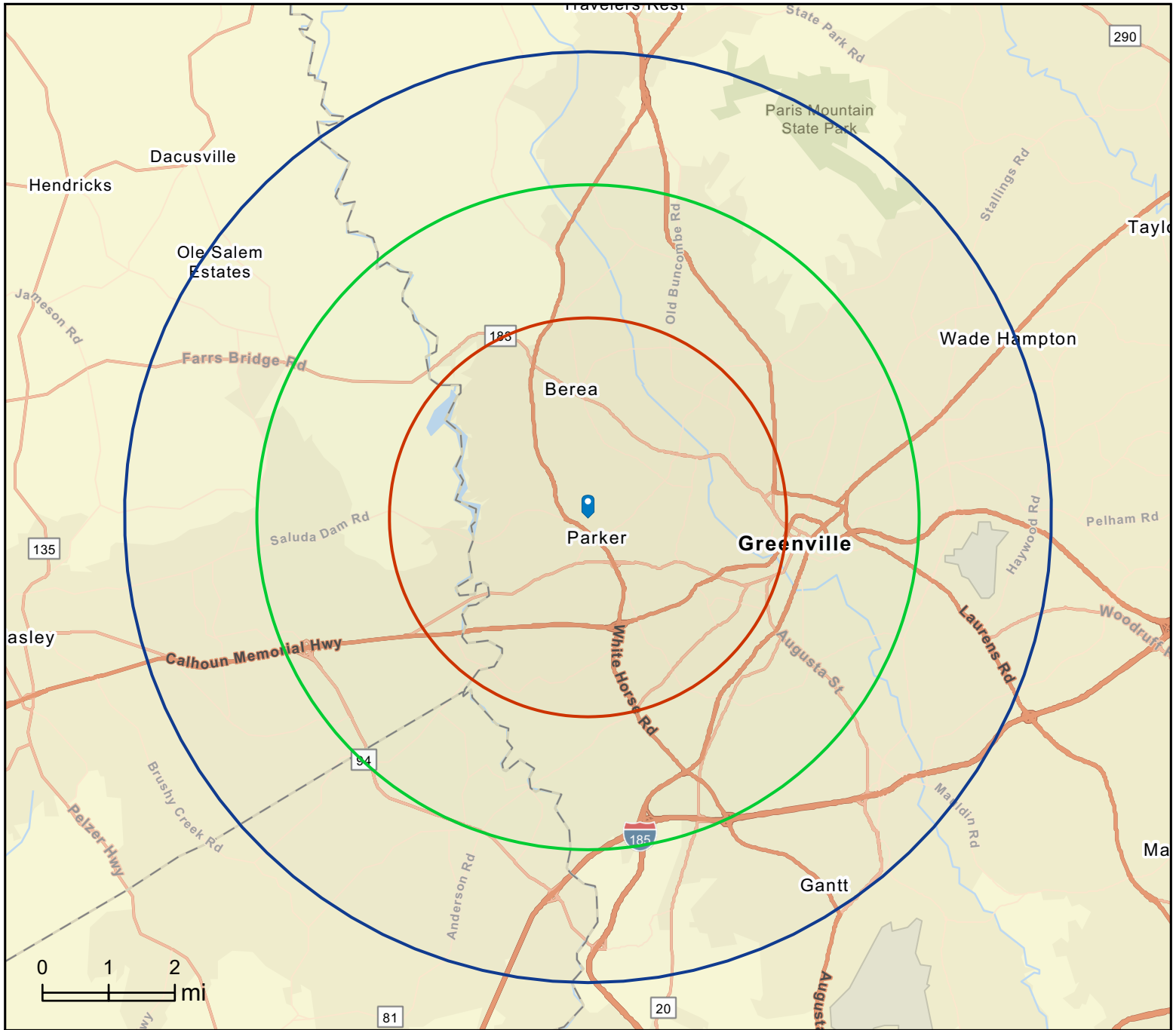


Site Map

White Horse Commons
6134 White Horse Rd, Greenville, South Carolina, 29611
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 34.85705
Longitude: -82.45393



Community Profile

White Horse Commons
 6134 White Horse Rd, Greenville, South Carolina, 29611
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	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	48,114	108,095	177,052
2020 Total Population	54,410	121,400	198,141
2020 Group Quarters	889	3,501	6,536
2024 Total Population	59,252	130,604	211,423
2024 Group Quarters	872	3,387	6,427
2029 Total Population	64,669	139,664	224,090
2024-2029 Annual Rate	1.77%	1.35%	1.17%
2024 Total Daytime Population	57,737	160,818	257,724
Workers	24,215	90,716	145,636
Residents	33,522	70,102	112,088
Household Summary			
2010 Households	18,538	43,517	70,843
2010 Average Household Size	2.53	2.39	2.39
2020 Total Households	21,517	49,988	81,667
2020 Average Household Size	2.49	2.36	2.35
2024 Households	23,849	54,602	88,276
2024 Average Household Size	2.45	2.33	2.32
2029 Households	26,522	59,368	95,108
2029 Average Household Size	2.41	2.30	2.29
2024-2029 Annual Rate	2.15%	1.69%	1.50%
2010 Families	11,640	26,511	43,724
2010 Average Family Size	3.13	3.03	3.00
2024 Families	13,840	31,402	51,557
2024 Average Family Size	3.19	3.05	3.01
2029 Families	15,247	33,970	55,324
2029 Average Family Size	3.16	3.01	2.97
2024-2029 Annual Rate	1.96%	1.58%	1.42%
Housing Unit Summary			
2000 Housing Units	21,730	48,603	75,484
Owner Occupied Housing Units	49.4%	53.4%	54.6%
Renter Occupied Housing Units	38.9%	36.5%	36.1%
Vacant Housing Units	11.7%	10.1%	9.3%
2010 Housing Units	21,871	50,094	80,336
Owner Occupied Housing Units	43.1%	49.1%	50.7%
Renter Occupied Housing Units	41.6%	37.7%	37.5%
Vacant Housing Units	15.2%	13.1%	11.8%
2020 Housing Units	24,154	55,607	90,228
Owner Occupied Housing Units	41.0%	47.7%	49.3%
Renter Occupied Housing Units	48.1%	42.2%	41.2%
Vacant Housing Units	10.7%	10.0%	9.4%
2024 Housing Units	27,024	60,754	97,644
Owner Occupied Housing Units	42.6%	49.7%	51.3%
Renter Occupied Housing Units	45.7%	40.1%	39.1%
Vacant Housing Units	11.7%	10.1%	9.6%
2029 Housing Units	29,778	65,728	104,741
Owner Occupied Housing Units	43.9%	51.4%	52.9%
Renter Occupied Housing Units	45.2%	38.9%	37.9%
Vacant Housing Units	10.9%	9.7%	9.2%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024

Community Profile

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	3 miles	5 miles	7 miles
2024 Households by Income			
Household Income Base	23,849	54,602	88,276
<\$15,000	13.1%	11.4%	10.5%
\$15,000 - \$24,999	10.2%	8.0%	7.1%
\$25,000 - \$34,999	13.8%	10.9%	10.1%
\$35,000 - \$49,999	14.0%	12.3%	12.6%
\$50,000 - \$74,999	18.2%	17.5%	18.1%
\$75,000 - \$99,999	10.0%	11.6%	12.6%
\$100,000 - \$149,999	12.2%	13.2%	14.1%
\$150,000 - \$199,999	3.7%	5.6%	5.8%
\$200,000+	4.8%	9.4%	9.1%
Average Household Income	\$72,065	\$92,596	\$93,713
2029 Households by Income			
Household Income Base	26,522	59,368	95,108
<\$15,000	10.5%	9.2%	8.3%
\$15,000 - \$24,999	7.4%	5.9%	5.2%
\$25,000 - \$34,999	11.4%	9.0%	8.3%
\$35,000 - \$49,999	12.8%	11.3%	11.5%
\$50,000 - \$74,999	18.6%	17.3%	17.8%
\$75,000 - \$99,999	11.6%	12.5%	13.4%
\$100,000 - \$149,999	16.1%	16.0%	16.9%
\$150,000 - \$199,999	5.7%	7.8%	7.9%
\$200,000+	6.1%	11.0%	10.7%
Average Household Income	\$87,244	\$108,426	\$109,359
2024 Owner Occupied Housing Units by Value			
Total	11,505	30,217	50,058
<\$50,000	9.4%	6.0%	5.4%
\$50,000 - \$99,999	15.7%	8.0%	6.9%
\$100,000 - \$149,999	12.2%	7.5%	6.2%
\$150,000 - \$199,999	11.3%	8.9%	8.0%
\$200,000 - \$249,999	13.6%	13.0%	12.2%
\$250,000 - \$299,999	10.4%	10.0%	10.9%
\$300,000 - \$399,999	10.2%	14.9%	18.1%
\$400,000 - \$499,999	5.0%	8.6%	10.5%
\$500,000 - \$749,999	7.3%	12.1%	11.7%
\$750,000 - \$999,999	1.2%	5.8%	5.6%
\$1,000,000 - \$1,499,999	2.2%	3.7%	3.3%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.5%
\$2,000,000 +	1.3%	1.0%	0.7%
Average Home Value	\$283,857	\$383,015	\$383,979
2029 Owner Occupied Housing Units by Value			
Total	13,058	33,813	55,425
<\$50,000	6.3%	3.5%	2.8%
\$50,000 - \$99,999	7.5%	3.5%	2.8%
\$100,000 - \$149,999	6.1%	3.4%	2.7%
\$150,000 - \$199,999	7.7%	5.4%	4.7%
\$200,000 - \$249,999	14.5%	11.3%	9.7%
\$250,000 - \$299,999	13.2%	11.0%	10.9%
\$300,000 - \$399,999	16.8%	19.5%	21.9%
\$400,000 - \$499,999	8.4%	11.4%	13.6%
\$500,000 - \$749,999	10.4%	15.3%	15.9%
\$750,000 - \$999,999	2.7%	8.0%	8.1%
\$1,000,000 - \$1,499,999	3.3%	5.5%	4.9%
\$1,500,000 - \$1,999,999	0.6%	0.8%	0.7%
\$2,000,000 +	2.4%	1.6%	1.2%
Average Home Value	\$388,790	\$475,713	\$475,258

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024

Community Profile

White Horse Commons
 6134 White Horse Rd, Greenville, South Carolina, 29611
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 34.85705
 Longitude: -82.45393

	3 miles	5 miles	7 miles
Median Household Income			
2024	\$48,470	\$58,212	\$61,027
2029	\$58,417	\$69,804	\$72,911
Median Home Value			
2024	\$205,272	\$282,849	\$302,328
2029	\$279,884	\$361,373	\$374,619
Per Capita Income			
2024	\$29,164	\$38,809	\$39,237
2029	\$35,962	\$46,196	\$46,529
Median Age			
2010	36.1	36.4	35.9
2020	35.7	36.6	36.6
2024	36.4	37.1	37.1
2029	37.3	38.3	38.4
2020 Population by Age			
Total	54,410	121,400	198,141
0 - 4	6.6%	6.2%	6.0%
5 - 9	6.7%	6.5%	6.2%
10 - 14	7.2%	6.5%	6.2%
15 - 24	12.0%	12.4%	13.6%
25 - 34	16.5%	16.2%	15.9%
35 - 44	12.9%	13.0%	12.5%
45 - 54	11.6%	11.4%	11.4%
55 - 64	12.3%	12.2%	12.0%
65 - 74	8.6%	9.4%	9.5%
75 - 84	4.1%	4.6%	4.9%
85 +	1.5%	1.6%	1.8%
18 +	75.8%	77.4%	78.2%
2024 Population by Age			
Total	59,251	130,603	211,422
0 - 4	6.6%	6.2%	5.9%
5 - 9	6.6%	6.2%	6.0%
10 - 14	6.7%	6.2%	6.0%
15 - 24	12.7%	12.8%	13.6%
25 - 34	15.4%	15.6%	15.6%
35 - 44	14.1%	14.0%	13.6%
45 - 54	11.6%	11.4%	11.3%
55 - 64	11.6%	11.3%	11.3%
65 - 74	8.9%	9.5%	9.6%
75 - 84	4.3%	5.1%	5.4%
85 +	1.5%	1.7%	1.8%
18 +	76.3%	77.8%	78.7%
2029 Population by Age			
Total	64,670	139,663	224,090
0 - 4	6.5%	6.1%	5.8%
5 - 9	6.1%	5.8%	5.6%
10 - 14	6.3%	6.0%	5.8%
15 - 24	13.1%	12.9%	13.4%
25 - 34	14.5%	14.2%	14.1%
35 - 44	14.4%	14.6%	14.4%
45 - 54	11.9%	11.9%	11.6%
55 - 64	10.9%	10.6%	10.6%
65 - 74	9.5%	10.0%	10.1%
75 - 84	5.2%	6.1%	6.3%
85 +	1.6%	1.9%	2.1%
18 +	77.4%	78.7%	79.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024

Community Profile

White Horse Commons
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	3 miles	5 miles	7 miles
2020 Population by Sex			
Males	26,852	59,240	95,837
Females	27,558	62,160	102,304
2024 Population by Sex			
Males	29,702	64,767	103,949
Females	29,550	65,837	107,474
2029 Population by Sex			
Males	32,219	68,883	109,653
Females	32,450	70,781	114,438
2010 Population by Race/Ethnicity			
Total	48,114	108,095	177,053
White Alone	55.6%	63.4%	65.9%
Black Alone	29.0%	25.8%	24.4%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.7%	0.8%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	11.5%	7.4%	6.1%
Two or More Races	2.6%	2.2%	2.0%
Hispanic Origin	18.4%	12.3%	10.6%
Diversity Index	71.5	62.8	59.6
2020 Population by Race/Ethnicity			
Total	54,410	121,400	198,141
White Alone	45.8%	57.8%	60.7%
Black Alone	25.4%	22.0%	21.1%
American Indian Alone	1.4%	0.9%	0.7%
Asian Alone	0.8%	1.0%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.4%	11.1%	9.0%
Two or More Races	8.3%	7.0%	6.8%
Hispanic Origin	27.7%	17.9%	14.9%
Diversity Index	81.1	71.7	68.2
2024 Population by Race/Ethnicity			
Total	59,251	130,605	211,423
White Alone	44.4%	56.7%	59.6%
Black Alone	25.3%	22.0%	21.0%
American Indian Alone	1.4%	0.9%	0.7%
Asian Alone	0.8%	1.1%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.4%	11.8%	9.6%
Two or More Races	8.7%	7.4%	7.2%
Hispanic Origin	29.1%	19.0%	15.8%
Diversity Index	82.0	73.0	69.6
2029 Population by Race/Ethnicity			
Total	64,670	139,663	224,090
White Alone	42.6%	54.9%	58.0%
Black Alone	25.8%	22.6%	21.5%
American Indian Alone	1.4%	0.9%	0.7%
Asian Alone	0.9%	1.2%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.2%	12.5%	10.2%
Two or More Races	9.1%	7.9%	7.7%
Hispanic Origin	30.2%	20.0%	16.8%
Diversity Index	82.8	74.6	71.2

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024

Community Profile

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	3 miles	5 miles	7 miles
2020 Population by Relationship and Household Type			
Total	54,410	121,400	198,141
In Households	98.4%	97.1%	96.7%
Householder	39.8%	41.2%	41.2%
Opposite-Sex Spouse	12.9%	15.1%	16.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.3%	2.8%	2.7%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	26.5%	25.3%	24.9%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.2%	1.0%	0.9%
Grandchild	3.3%	2.6%	2.4%
Brother or Sister	1.9%	1.4%	1.3%
Parent	1.3%	1.0%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	2.3%	1.6%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.3%	3.6%	3.4%
In Group Quarters	1.6%	2.9%	3.3%
Institutionalized	1.0%	1.5%	1.0%
Noninstitutionalized	0.6%	1.4%	2.3%
2024 Population 25+ by Educational Attainment			
Total	39,937	89,582	144,953
Less than 9th Grade	6.4%	3.9%	3.3%
9th - 12th Grade, No Diploma	12.1%	8.9%	7.8%
High School Graduate	27.3%	21.4%	20.4%
GED/Alternative Credential	6.0%	5.2%	4.5%
Some College, No Degree	15.4%	15.1%	15.8%
Associate Degree	8.4%	8.8%	9.2%
Bachelor's Degree	16.5%	22.1%	23.7%
Graduate/Professional Degree	8.0%	14.5%	15.3%
2024 Population 15+ by Marital Status			
Total	47,489	106,239	173,601
Never Married	42.9%	37.8%	37.1%
Married	39.7%	45.2%	46.6%
Widowed	6.9%	6.3%	6.1%
Divorced	10.6%	10.7%	10.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	27,736	63,677	104,878
Population 16+ Employed	94.3%	95.6%	95.6%
Population 16+ Unemployment rate	5.7%	4.4%	4.4%
Population 16-24 Employed	13.6%	13.5%	14.3%
Population 16-24 Unemployment rate	12.1%	9.5%	10.5%
Population 25-54 Employed	69.5%	68.0%	66.8%
Population 25-54 Unemployment rate	3.9%	3.2%	3.0%
Population 55-64 Employed	13.1%	13.1%	13.2%
Population 55-64 Unemployment rate	5.2%	4.1%	4.0%
Population 65+ Employed	3.8%	5.5%	5.6%
Population 65+ Unemployment rate	15.4%	7.2%	5.8%

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	3 miles	5 miles	7 miles
2024 Employed Population 16+ by Industry			
Total	26,148	60,852	100,246
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	12.6%	8.8%	7.9%
Manufacturing	15.1%	13.7%	13.6%
Wholesale Trade	1.9%	2.5%	2.7%
Retail Trade	11.2%	10.0%	9.3%
Transportation/Utilities	2.9%	3.2%	3.2%
Information	3.1%	2.3%	2.3%
Finance/Insurance/Real Estate	5.8%	6.3%	6.3%
Services	44.7%	50.6%	52.0%
Public Administration	2.5%	2.4%	2.4%
2024 Employed Population 16+ by Occupation			
Total	26,148	60,853	100,243
White Collar	47.9%	58.9%	60.4%
Management/Business/Financial	12.3%	16.0%	16.1%
Professional	16.3%	24.2%	25.1%
Sales	10.2%	10.0%	10.0%
Administrative Support	9.1%	8.8%	9.1%
Services	18.8%	16.2%	16.6%
Blue Collar	33.3%	24.9%	23.0%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	10.2%	6.2%	5.3%
Installation/Maintenance/Repair	3.4%	2.8%	2.5%
Production	10.0%	8.3%	8.0%
Transportation/Material Moving	9.4%	7.4%	7.0%
2020 Households by Type			
Total	21,517	49,988	81,667
Married Couple Households	32.9%	37.2%	39.3%
With Own Children <18	12.6%	13.9%	14.3%
Without Own Children <18	20.3%	23.3%	25.0%
Cohabiting Couple Households	8.6%	7.2%	6.8%
With Own Children <18	3.2%	2.3%	2.2%
Without Own Children <18	5.4%	4.8%	4.7%
Male Householder, No Spouse/Partner	24.2%	22.2%	21.2%
Living Alone	16.1%	15.7%	15.0%
65 Years and over	4.1%	4.1%	3.8%
With Own Children <18	1.9%	1.4%	1.4%
Without Own Children <18, With Relatives	3.8%	3.0%	2.8%
No Relatives Present	2.4%	2.0%	2.0%
Female Householder, No Spouse/Partner	34.3%	33.4%	32.7%
Living Alone	16.3%	18.0%	18.0%
65 Years and over	6.7%	7.8%	7.9%
With Own Children <18	7.7%	6.7%	6.4%
Without Own Children <18, With Relatives	8.7%	7.1%	6.8%
No Relatives Present	1.6%	1.6%	1.5%
2020 Households by Size			
Total	21,517	49,988	81,667
1 Person Household	32.5%	33.7%	33.0%
2 Person Household	30.8%	32.4%	33.5%
3 Person Household	15.5%	14.4%	14.3%
4 Person Household	11.1%	11.0%	11.2%
5 Person Household	5.9%	5.3%	5.2%
6 Person Household	2.6%	2.0%	1.9%
7 + Person Household	1.5%	1.1%	1.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024

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	3 miles	5 miles	7 miles
2020 Households by Tenure and Mortgage Status			
Total	21,517	49,988	81,667
Owner Occupied	46.0%	53.0%	54.5%
Owned with a Mortgage/Loan	27.3%	33.5%	34.8%
Owned Free and Clear	18.7%	19.5%	19.7%
Renter Occupied	54.0%	47.0%	45.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	97	85	83
Percent of Income for Mortgage	26.5%	30.4%	31.0%
Wealth Index	46	71	75
2020 Housing Units By Urban/ Rural Status			
Total	24,154	55,607	90,228
Urban Housing Units	98.7%	97.5%	96.4%
Rural Housing Units	1.3%	2.5%	3.6%
2020 Population By Urban/ Rural Status			
Total	54,410	121,400	198,141
Urban Population	98.7%	97.2%	96.0%
Rural Population	1.3%	2.8%	4.0%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024

Community Profile

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Top 3 Tapestry Segments			
1.	Hometown Heritage (8G)	Hometown Heritage (8G)	Young and Restless (11B)
2.	Modest Income Homes (12D)	Modest Income Homes	Southern Satellites (10A)
3.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Hometown Heritage (8G)
2024 Consumer Spending			
Apparel & Services: Total \$	\$39,120,809	\$111,724,185	\$182,246,752
Average Spent	\$1,640.35	\$2,046.16	\$2,064.51
Spending Potential Index	69	86	87
Education: Total \$	\$25,150,830	\$75,620,324	\$124,843,187
Average Spent	\$1,054.59	\$1,384.94	\$1,414.24
Spending Potential Index	61	80	82
Entertainment/Recreation: Total \$	\$62,067,884	\$182,668,310	\$298,707,166
Average Spent	\$2,602.54	\$3,345.45	\$3,383.79
Spending Potential Index	64	82	83
Food at Home: Total \$	\$118,733,574	\$340,763,359	\$552,838,821
Average Spent	\$4,978.56	\$6,240.86	\$6,262.62
Spending Potential Index	68	85	86
Food Away from Home: Total \$	\$63,064,759	\$181,882,161	\$296,686,915
Average Spent	\$2,644.34	\$3,331.05	\$3,360.90
Spending Potential Index	68	86	86
Health Care: Total \$	\$122,015,776	\$352,726,852	\$573,294,474
Average Spent	\$5,116.18	\$6,459.96	\$6,494.34
Spending Potential Index	67	84	84
HH Furnishings & Equipment: Total \$	\$49,154,823	\$143,558,842	\$234,794,166
Average Spent	\$2,061.09	\$2,629.19	\$2,659.77
Spending Potential Index	65	83	84
Personal Care Products & Services: Total \$	\$15,547,526	\$45,389,177	\$74,353,821
Average Spent	\$651.92	\$831.27	\$842.29
Spending Potential Index	65	83	85
Shelter: Total \$	\$405,751,786	\$1,189,810,393	\$1,948,380,692
Average Spent	\$17,013.37	\$21,790.60	\$22,071.47
Spending Potential Index	64	82	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$51,902,770	\$154,767,824	\$253,418,658
Average Spent	\$2,176.31	\$2,834.47	\$2,870.75
Spending Potential Index	62	81	82
Travel: Total \$	\$43,488,589	\$130,900,171	\$215,120,454
Average Spent	\$1,823.50	\$2,397.35	\$2,436.91
Spending Potential Index	60	79	80
Vehicle Maintenance & Repairs: Total \$	\$24,018,383	\$68,961,403	\$112,524,320
Average Spent	\$1,007.10	\$1,262.98	\$1,274.69
Spending Potential Index	68	85	86

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 23, 2024