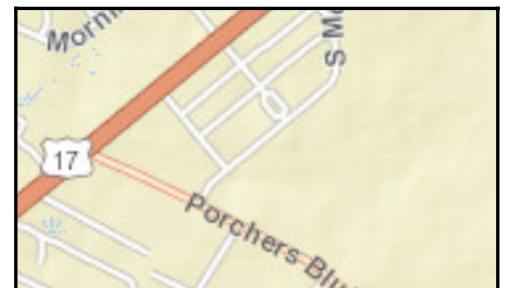
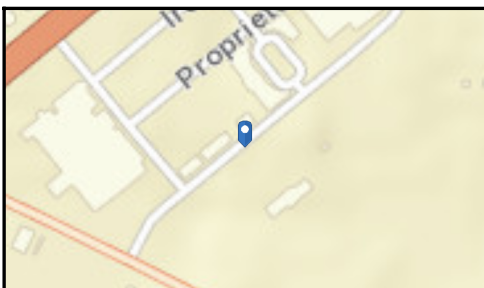
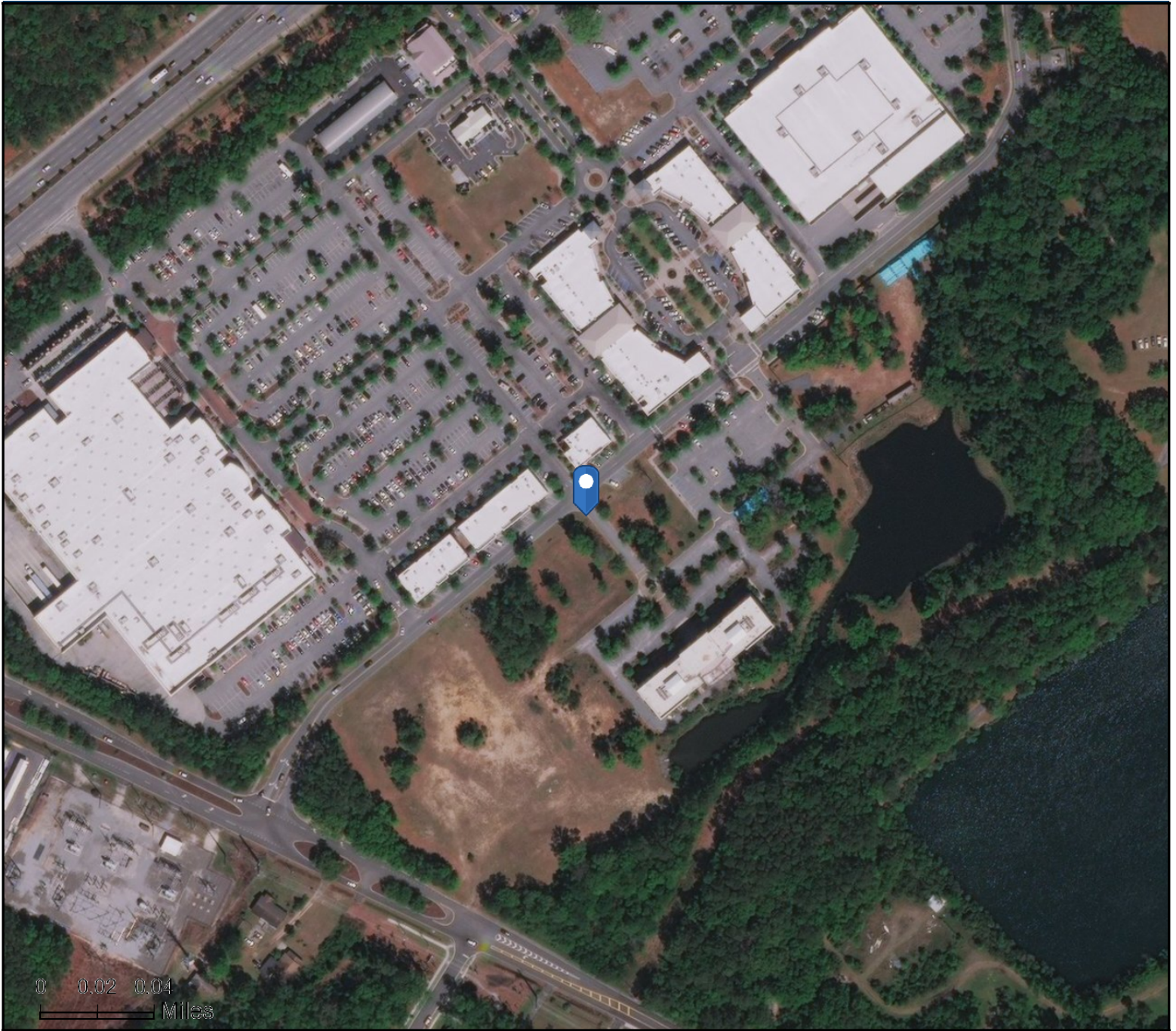


# Site Map on Satellite Imagery - 0.4 Miles Wide

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
Drive Time: 5, 10, 15 minute radii

T. Kyle Swicegood, CCIM  
Latitude: 32.86173  
Longitude: -79.78569



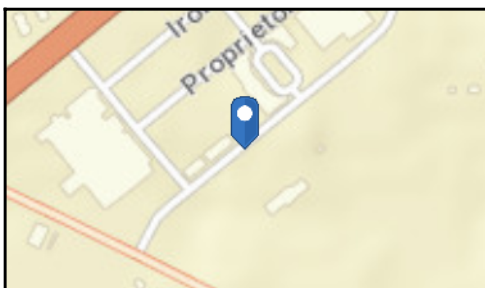
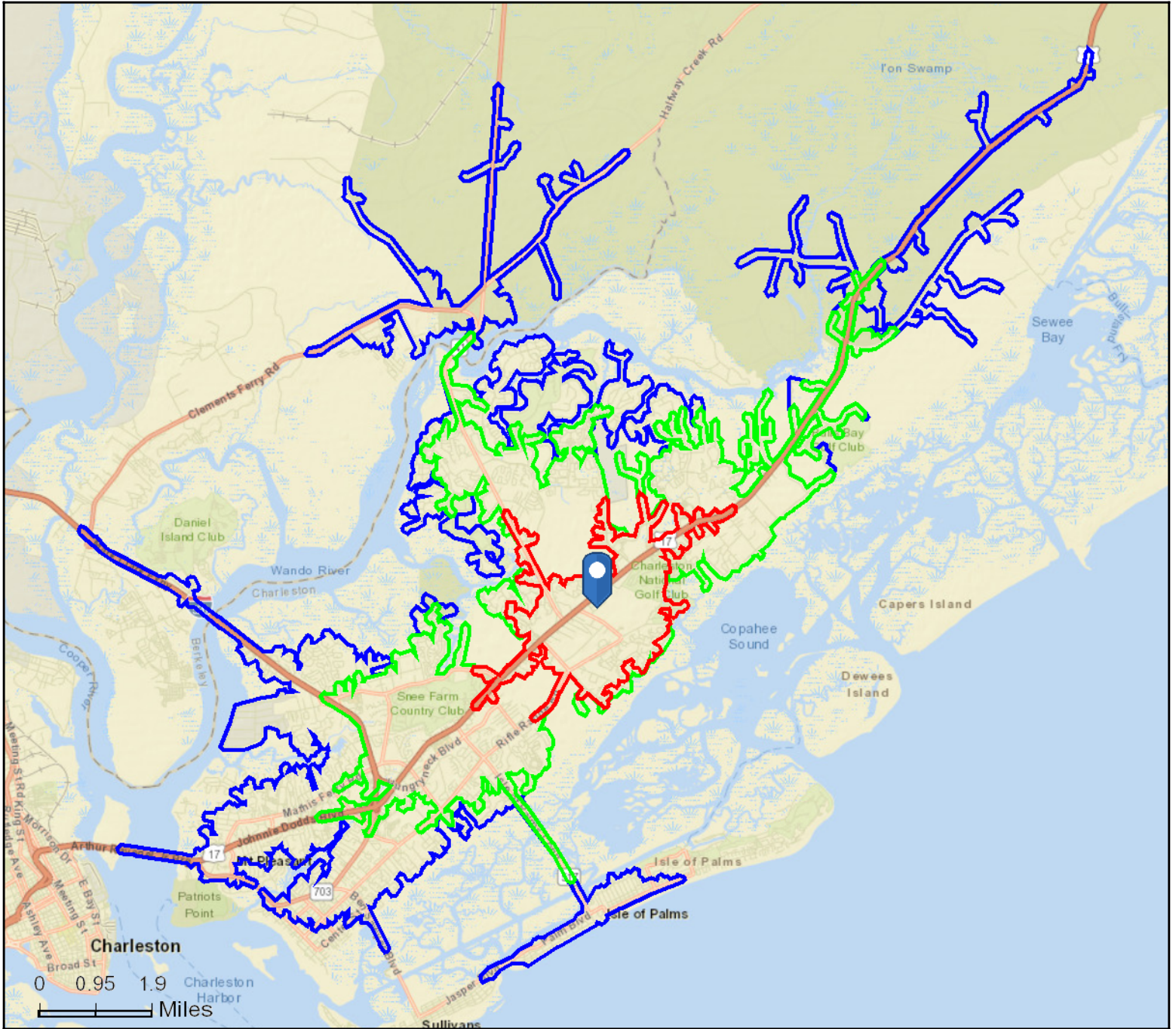
Source: ArcGIS Online World Imagery Basemap

June 21, 2018

# Site Map

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
Drive Time: 5, 10, 15 minute radii

T. Kyle Swicegood, CCIM  
Latitude: 32.86173  
Longitude: -79.78569





# Business Summary

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 5, 10, 15 minute radii

T. Kyle Swicegood, CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

Data for all businesses in area		5 minutes		10 minutes		15 minutes						
Total Businesses:		316		1,487		3,772						
Total Employees:		3,057		14,636		35,330						
Total Residential Population:		7,039		40,944		78,428						
Employee/Residential Population Ratio (per 100 Residents)		43		36		45						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	2.5%	60	2.0%	32	2.2%	230	1.6%	74	2.0%	562	1.6%
Construction	28	8.9%	90	2.9%	110	7.4%	587	4.0%	252	6.7%	1,344	3.8%
Manufacturing	4	1.3%	11	0.4%	25	1.7%	154	1.1%	71	1.9%	787	2.2%
Transportation	10	3.2%	91	3.0%	38	2.6%	519	3.5%	102	2.7%	1,556	4.4%
Communication	2	0.6%	10	0.3%	11	0.7%	70	0.5%	26	0.7%	402	1.1%
Utility	1	0.3%	11	0.4%	4	0.3%	221	1.5%	8	0.2%	311	0.9%
Wholesale Trade	4	1.3%	30	1.0%	30	2.0%	264	1.8%	80	2.1%	869	2.5%
Retail Trade Summary	62	19.6%	1,077	35.2%	355	23.9%	5,569	38.1%	792	21.0%	10,690	30.3%
Home Improvement	3	0.9%	17	0.6%	11	0.7%	236	1.6%	31	0.8%	396	1.1%
General Merchandise Stores	2	0.6%	309	10.1%	10	0.7%	654	4.5%	18	0.5%	916	2.6%
Food Stores	4	1.3%	88	2.9%	24	1.6%	746	5.1%	59	1.6%	1,811	5.1%
Auto Dealers, Gas Stations, Auto Aftermarket	6	1.9%	35	1.1%	24	1.6%	197	1.3%	54	1.4%	408	1.2%
Apparel & Accessory Stores	1	0.3%	6	0.2%	46	3.1%	455	3.1%	84	2.2%	687	1.9%
Furniture & Home Furnishings	4	1.3%	66	2.2%	27	1.8%	256	1.7%	71	1.9%	498	1.4%
Eating & Drinking Places	20	6.3%	445	14.6%	113	7.6%	2,255	15.4%	247	6.5%	4,374	12.4%
Miscellaneous Retail	21	6.6%	110	3.6%	101	6.8%	769	5.3%	228	6.0%	1,601	4.5%
Finance, Insurance, Real Estate Summary	39	12.3%	468	15.3%	170	11.4%	1,396	9.5%	480	12.7%	3,902	11.0%
Banks, Savings & Lending Institutions	7	2.2%	134	4.4%	29	2.0%	298	2.0%	81	2.1%	704	2.0%
Securities Brokers	5	1.6%	98	3.2%	18	1.2%	162	1.1%	61	1.6%	460	1.3%
Insurance Carriers & Agents	8	2.5%	28	0.9%	30	2.0%	115	0.8%	78	2.1%	512	1.4%
Real Estate, Holding, Other Investment Offices	19	6.0%	208	6.8%	92	6.2%	821	5.6%	259	6.9%	2,227	6.3%
Services Summary	136	43.0%	1,188	38.9%	602	40.5%	5,411	37.0%	1,613	42.8%	14,251	40.3%
Hotels & Lodging	2	0.6%	12	0.4%	9	0.6%	173	1.2%	33	0.9%	707	2.0%
Automotive Services	5	1.6%	30	1.0%	29	2.0%	182	1.2%	67	1.8%	396	1.1%
Motion Pictures & Amusements	15	4.7%	148	4.8%	59	4.0%	510	3.5%	146	3.9%	1,114	3.2%
Health Services	21	6.6%	221	7.2%	123	8.3%	1,454	9.9%	323	8.6%	3,908	11.1%
Legal Services	2	0.6%	7	0.2%	17	1.1%	68	0.5%	113	3.0%	764	2.2%
Education Institutions & Libraries	7	2.2%	323	10.6%	19	1.3%	865	5.9%	48	1.3%	1,357	3.8%
Other Services	84	26.6%	447	14.6%	346	23.3%	2,159	14.8%	883	23.4%	6,004	17.0%
Government	2	0.6%	22	0.7%	18	1.2%	197	1.3%	47	1.2%	593	1.7%
Unclassified Establishments	20	6.3%	1	0.0%	93	6.3%	19	0.1%	228	6.0%	62	0.2%
Totals	316	100.0%	3,057	100.0%	1,487	100.0%	14,636	100.0%	3,772	100.0%	35,330	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Business Summary

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 5, 10, 15 minute radii

T. Kyle Swicegood,CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	15	0.5%	1	0.1%	29	0.2%	2	0.1%	32	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	5	0.0%
Utilities	0	0.0%	0	0.0%	3	0.2%	209	1.4%	4	0.1%	285	0.8%
Construction	32	10.1%	117	3.8%	122	8.2%	675	4.6%	275	7.3%	1,521	4.3%
Manufacturing	5	1.6%	20	0.7%	27	1.8%	149	1.0%	72	1.9%	785	2.2%
Wholesale Trade	4	1.3%	30	1.0%	29	2.0%	245	1.7%	77	2.0%	809	2.3%
Retail Trade	40	12.7%	623	20.4%	238	16.0%	3,284	22.4%	530	14.1%	6,110	17.3%
Motor Vehicle & Parts Dealers	4	1.3%	27	0.9%	18	1.2%	170	1.2%	43	1.1%	351	1.0%
Furniture & Home Furnishings Stores	2	0.6%	12	0.4%	20	1.3%	146	1.0%	48	1.3%	308	0.9%
Electronics & Appliance Stores	4	1.3%	63	2.1%	9	0.6%	120	0.8%	19	0.5%	192	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.9%	17	0.6%	11	0.7%	236	1.6%	31	0.8%	395	1.1%
Food & Beverage Stores	4	1.3%	81	2.6%	24	1.6%	726	5.0%	60	1.6%	1,652	4.7%
Health & Personal Care Stores	5	1.6%	46	1.5%	27	1.8%	290	2.0%	54	1.4%	557	1.6%
Gasoline Stations	2	0.6%	8	0.3%	5	0.3%	27	0.2%	11	0.3%	57	0.2%
Clothing & Clothing Accessories Stores	1	0.3%	6	0.2%	54	3.6%	494	3.4%	100	2.7%	761	2.2%
Sport Goods, Hobby, Book, & Music Stores	3	0.9%	15	0.5%	17	1.1%	177	1.2%	46	1.2%	373	1.1%
General Merchandise Stores	2	0.6%	309	10.1%	10	0.7%	654	4.5%	18	0.5%	916	2.6%
Miscellaneous Store Retailers	8	2.5%	26	0.9%	38	2.6%	224	1.5%	91	2.4%	512	1.4%
Nonstore Retailers	2	0.6%	13	0.4%	5	0.3%	20	0.1%	8	0.2%	36	0.1%
Transportation & Warehousing	4	1.3%	71	2.3%	23	1.5%	466	3.2%	73	1.9%	1,401	4.0%
Information	5	1.6%	54	1.8%	29	2.0%	243	1.7%	78	2.1%	935	2.6%
Finance & Insurance	21	6.6%	261	8.5%	78	5.2%	577	3.9%	223	5.9%	1,684	4.8%
Central Bank/Credit Intermediation & Related Activities	7	2.2%	134	4.4%	30	2.0%	298	2.0%	82	2.2%	709	2.0%
Securities, Commodity Contracts & Other Financial	5	1.6%	98	3.2%	18	1.2%	163	1.1%	62	1.6%	461	1.3%
Insurance Carriers & Related Activities; Funds, Trusts &	9	2.8%	28	0.9%	31	2.1%	117	0.8%	79	2.1%	514	1.5%
Real Estate, Rental & Leasing	22	7.0%	215	7.0%	112	7.5%	855	5.8%	294	7.8%	2,286	6.5%
Professional, Scientific & Tech Services	32	10.1%	147	4.8%	146	9.8%	705	4.8%	483	12.8%	2,805	7.9%
Legal Services	4	1.3%	11	0.4%	19	1.3%	73	0.5%	115	3.0%	769	2.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	4	0.0%
Administrative & Support & Waste Management & Remediation	20	6.3%	91	3.0%	63	4.2%	345	2.4%	142	3.8%	876	2.5%
Educational Services	9	2.8%	334	10.9%	34	2.3%	925	6.3%	74	2.0%	1,469	4.2%
Health Care & Social Assistance	26	8.2%	282	9.2%	147	9.9%	1,861	12.7%	403	10.7%	5,297	15.0%
Arts, Entertainment & Recreation	11	3.5%	136	4.4%	36	2.4%	438	3.0%	101	2.7%	1,059	3.0%
Accommodation & Food Services	22	7.0%	457	14.9%	123	8.3%	2,436	16.6%	284	7.5%	5,119	14.5%
Accommodation	2	0.6%	12	0.4%	9	0.6%	173	1.2%	33	0.9%	707	2.0%
Food Services & Drinking Places	20	6.3%	445	14.6%	114	7.7%	2,263	15.5%	250	6.6%	4,412	12.5%
Other Services (except Public Administration)	38	12.0%	183	6.0%	164	11.0%	977	6.7%	382	10.1%	2,193	6.2%
Automotive Repair & Maintenance	4	1.3%	25	0.8%	19	1.3%	146	1.0%	53	1.4%	344	1.0%
Public Administration	2	0.6%	22	0.7%	18	1.2%	197	1.3%	47	1.2%	593	1.7%
Unclassified Establishments	20	6.3%	1	0.0%	93	6.3%	19	0.1%	228	6.0%	62	0.2%
<b>Total</b>	<b>316</b>	<b>100.0%</b>	<b>3,057</b>	<b>100.0%</b>	<b>1,487</b>	<b>100.0%</b>	<b>14,636</b>	<b>100.0%</b>	<b>3,772</b>	<b>100.0%</b>	<b>35,330</b>	<b>100.0%</b>

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

# DEMOGRAPHIC SUMMARY

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 5 minutes)

Drive Time: 5 minute radii



## INCOME



\$82,157

Median Household Income



\$41,015

Per Capita Income



\$226,393

Median Net Worth

## KEY FACTS

7,039

Population



2,889

Households

41.7

Median Age

\$64,059

Median Disposable Income

## EDUCATION

1%

No High School Diploma



16%

High School Graduate



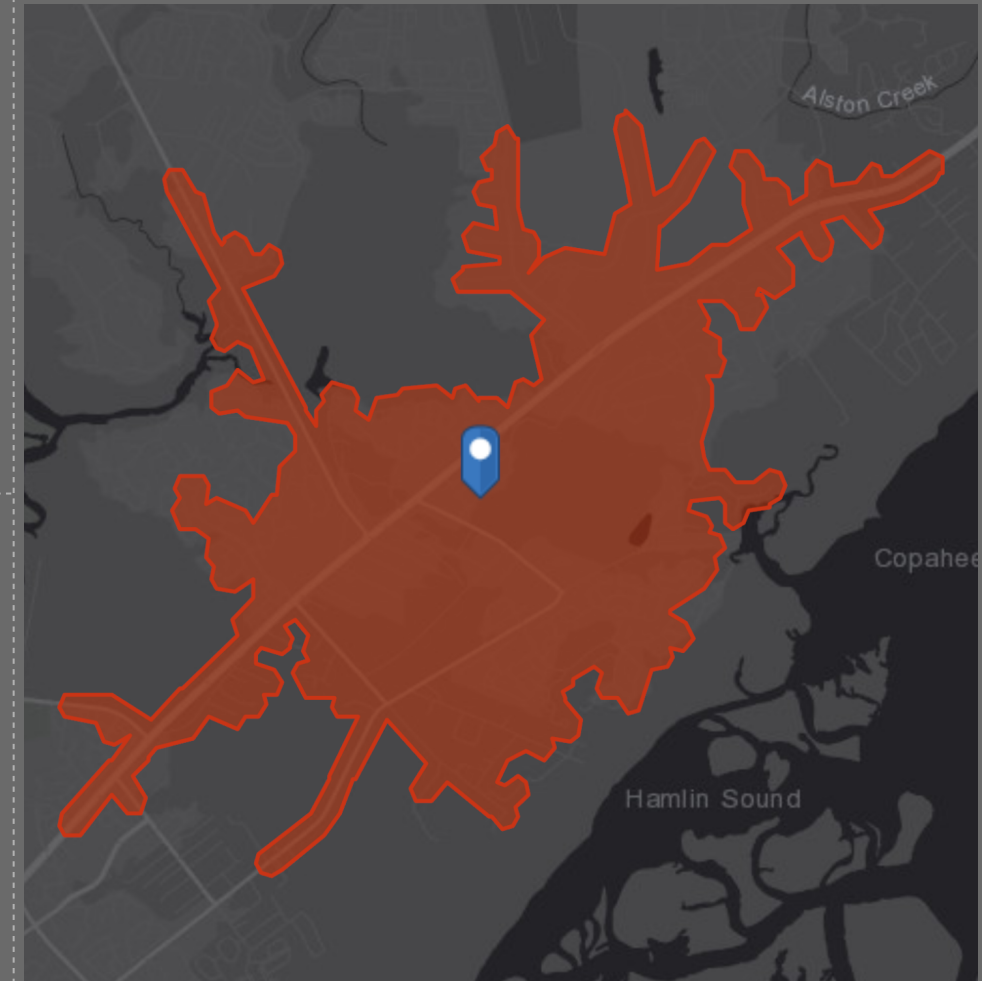
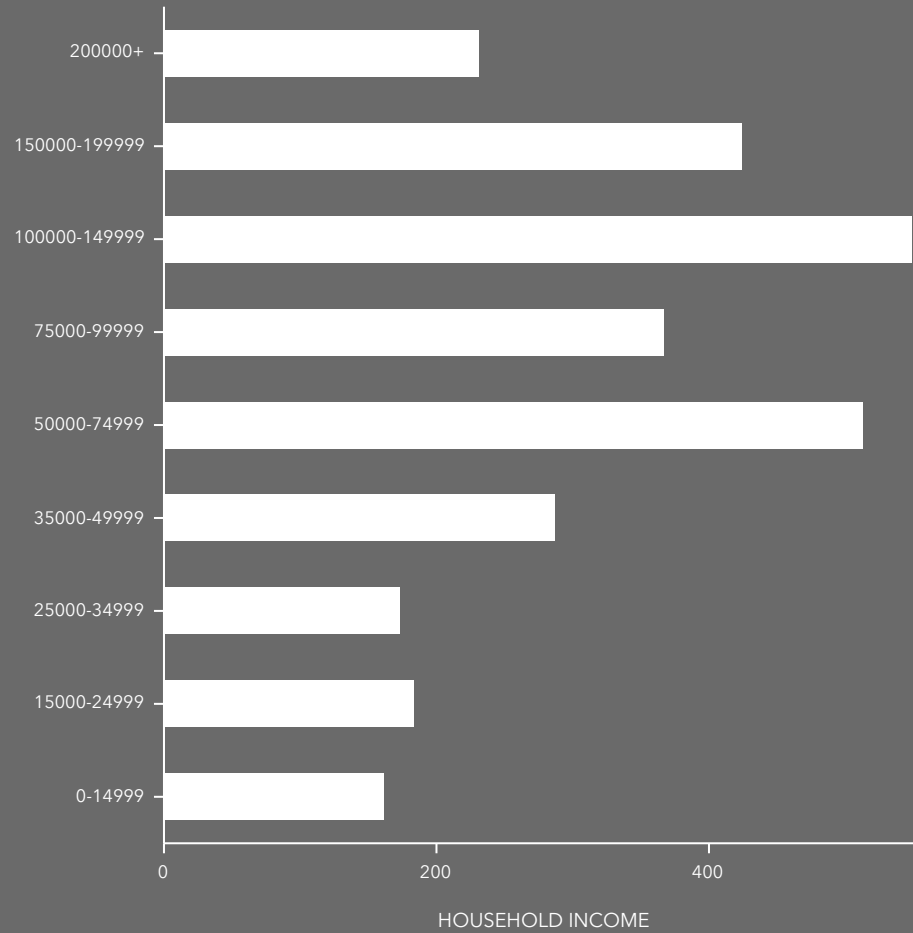
29%

Some College



54%

Bachelor's/Grad/Prof Degree



## EMPLOYMENT



73%

White Collar



11%

Blue Collar



16%

Services

3.4%

Unemployment Rate

# DEMOGRAPHIC SUMMARY

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 10 minutes)



Drive Time: 10 minute radii

## INCOME



\$80,689

Median Household Income



\$42,001

Per Capita Income



\$218,211

Median Net Worth

## KEY FACTS

40,944

Population



16,331

Households

40.2

Median Age

\$62,784

Median Disposable Income

## EDUCATION

3%

No High School Diploma



13%

High School Graduate



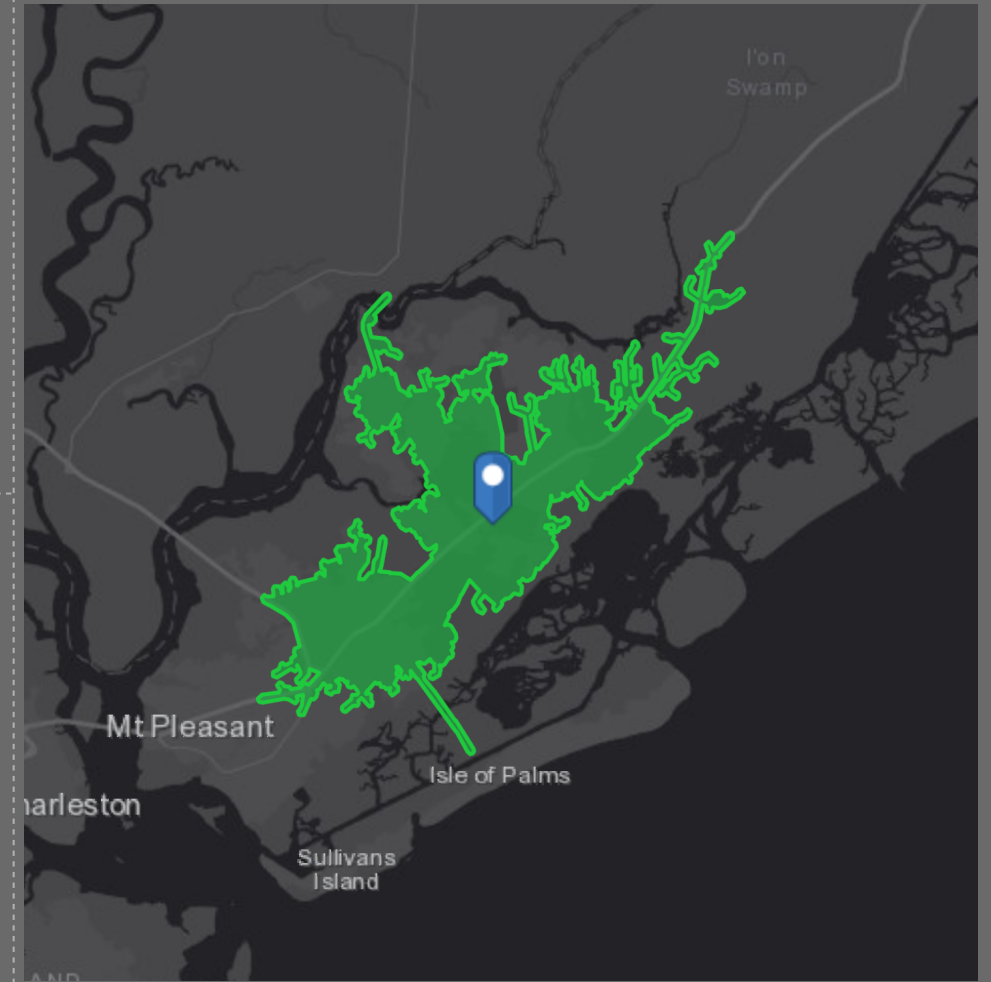
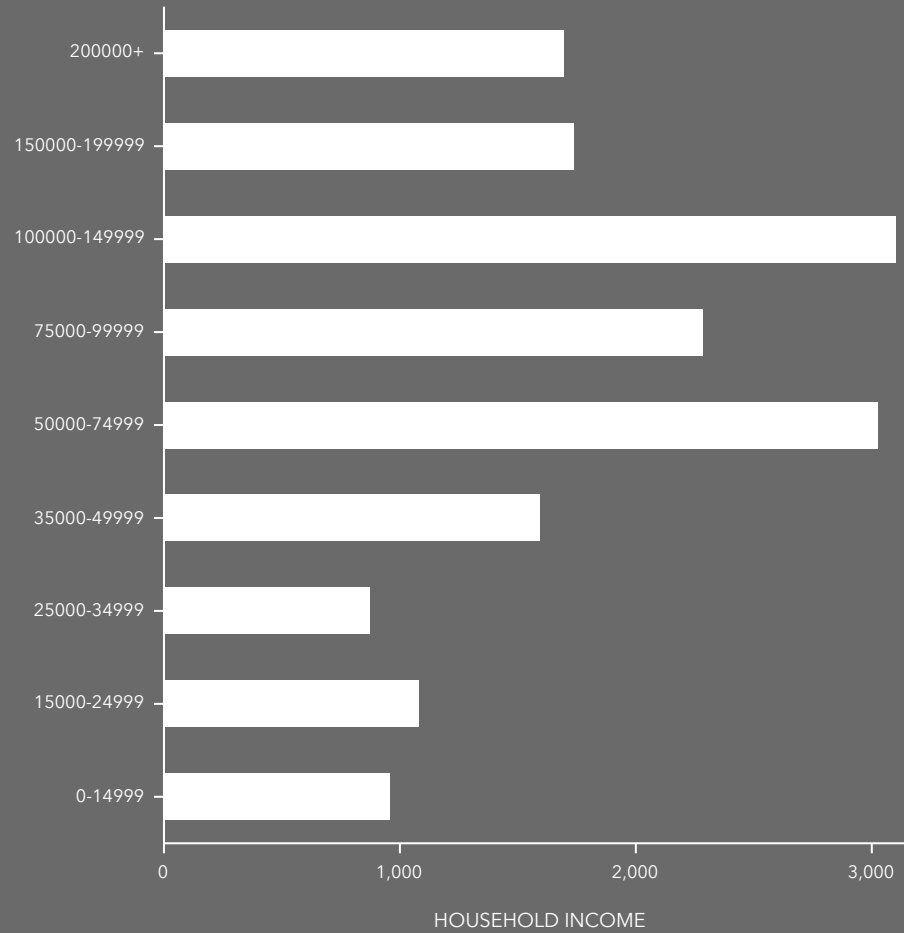
28%

Some College



56%

Bachelor's/Grad/Prof Degree



## EMPLOYMENT



74%

White Collar



11%

Blue Collar



15%

Services

3.3%

Unemployment Rate

# DEMOGRAPHIC SUMMARY

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 15 minutes)



Drive Time: 15 minute radii

## INCOME



\$80,643

Median Household Income



\$44,352

Per Capita Income



\$199,065

Median Net Worth

## KEY FACTS

78,428

Population



31,862

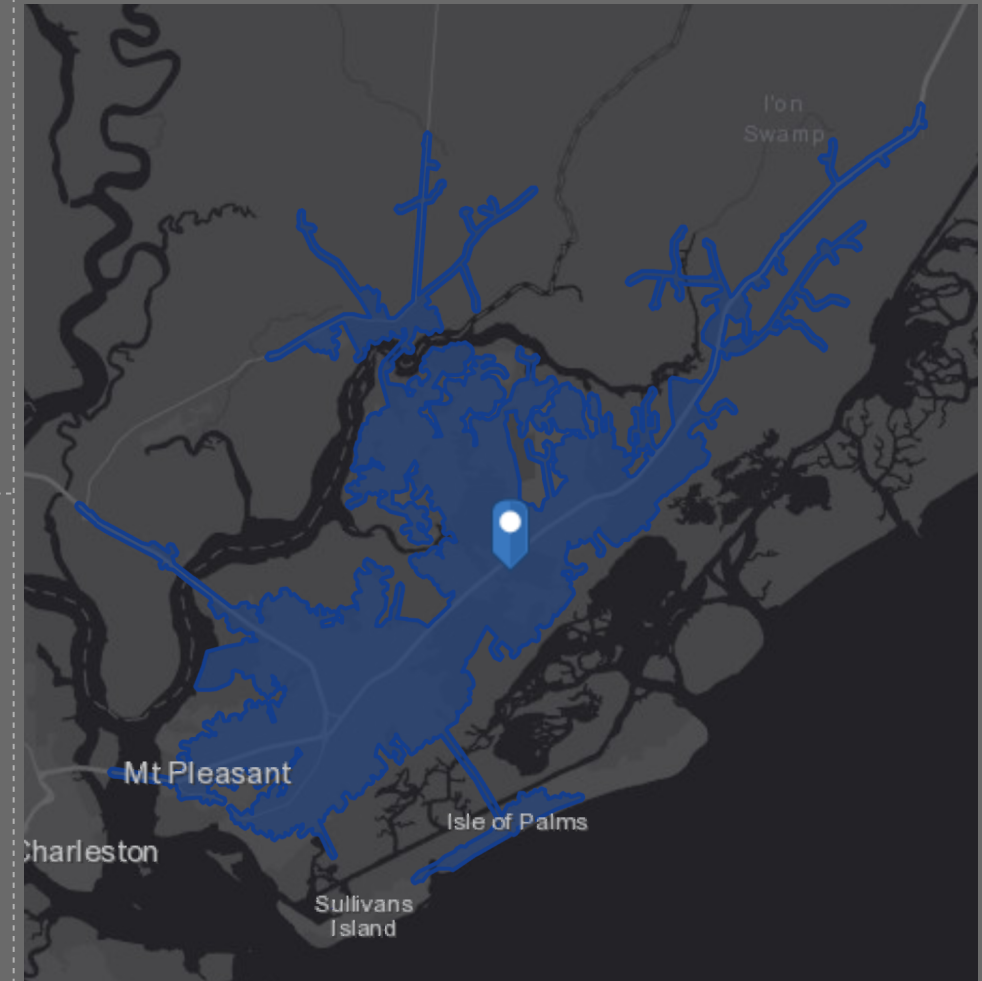
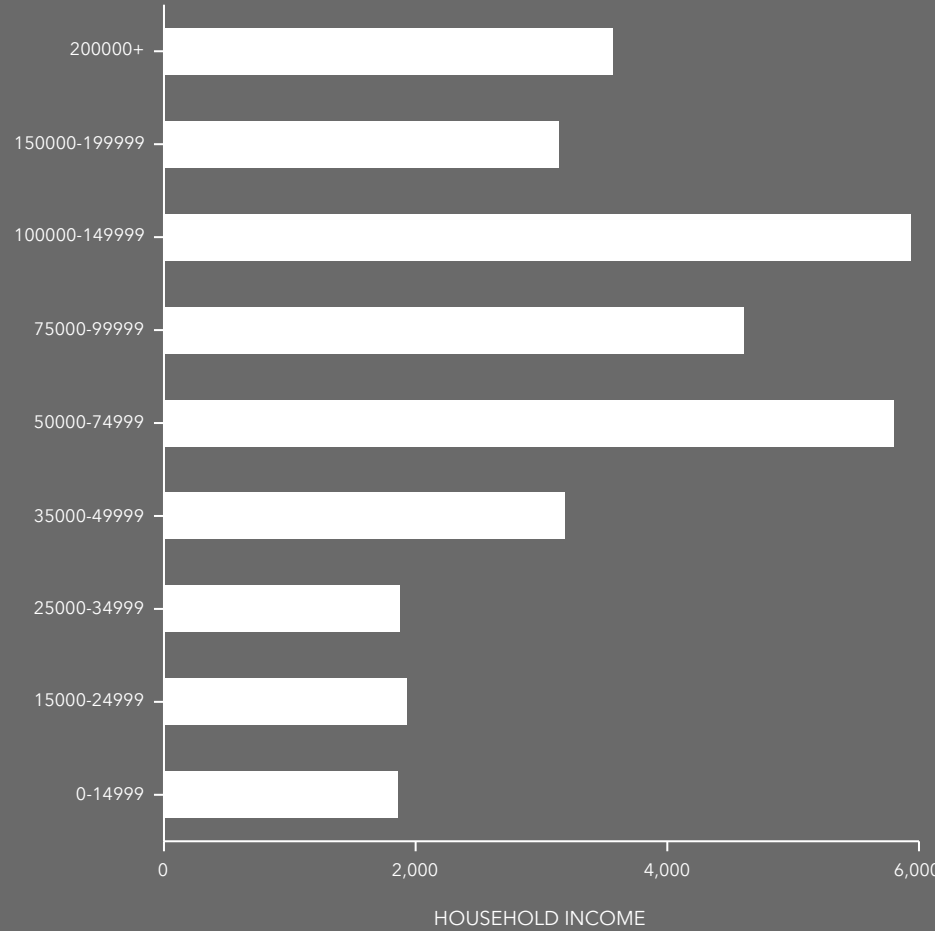
Households

40.6

Median Age

\$62,656

Median Disposable Income



## EDUCATION

4%

No High School Diploma



13%

High School Graduate



26%

Some College



58%

Bachelor's/Grad/Prof Degree

## EMPLOYMENT



76%

White Collar



10%

Blue Collar



14%

Services

3.5%

Unemployment Rate



# Executive Summary

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 5, 10, 15 minute radii

T. Kyle Swicegood, CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2000 Population	2,810	22,051	46,792
2010 Population	5,544	32,895	65,269
2017 Population	7,039	40,944	78,428
2022 Population	8,099	46,256	88,021
2000-2010 Annual Rate	7.03%	4.08%	3.38%
2010-2017 Annual Rate	3.35%	3.07%	2.57%
2017-2022 Annual Rate	2.85%	2.47%	2.33%
2017 Male Population	48.5%	48.5%	48.4%
2017 Female Population	51.5%	51.5%	51.6%
2017 Median Age	41.7	40.2	40.6

In the identified area, the current year population is 78,428. In 2010, the Census count in the area was 65,269. The rate of change since 2010 was 2.57% annually. The five-year projection for the population in the area is 88,021 representing a change of 2.33% annually from 2017 to 2022. Currently, the population is 48.4% male and 51.6% female.

### Median Age

The median age in this area is 41.7, compared to U.S. median age of 38.2.

### Race and Ethnicity

2017 White Alone	80.8%	83.9%	85.9%
2017 Black Alone	15.4%	11.2%	9.4%
2017 American Indian/Alaska Native Alone	0.3%	0.3%	0.2%
2017 Asian Alone	1.8%	2.3%	2.2%
2017 Pacific Islander Alone	0.0%	0.0%	0.0%
2017 Other Race	0.4%	0.8%	0.7%
2017 Two or More Races	1.3%	1.5%	1.5%
2017 Hispanic Origin (Any Race)	2.3%	3.2%	2.9%

Persons of Hispanic origin represent 2.9% of the population in the identified area compared to 18.1% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 29.5 in the identified area, compared to 64.0 for the U.S. as a whole.

### Households

2000 Households	1,119	8,484	18,450
2010 Households	2,250	13,126	26,485
2017 Total Households	2,889	16,331	31,862
2022 Total Households	3,318	18,431	35,736
2000-2010 Annual Rate	7.23%	4.46%	3.68%
2010-2017 Annual Rate	3.51%	3.06%	2.58%
2017-2022 Annual Rate	2.81%	2.45%	2.32%
2017 Average Household Size	2.44	2.50	2.44

The household count in this area has changed from 26,485 in 2010 to 31,862 in the current year, a change of 2.58% annually. The five-year projection of households is 35,736, a change of 2.32% annually from the current year total. Average household size is currently 2.44, compared to 2.44 in the year 2010. The number of families in the current year is 20,652 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.





# Executive Summary

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 5, 10, 15 minute radii

T. Kyle Swicegood,CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

	5 minutes	10 minutes	15 minutes
<b>Median Household Income</b>			
2017 Median Household Income	\$82,157	\$80,689	\$80,643
2022 Median Household Income	\$86,722	\$86,661	\$86,851
2017-2022 Annual Rate	1.09%	1.44%	1.49%
<b>Average Household Income</b>			
2017 Average Household Income	\$104,014	\$107,019	\$108,924
2022 Average Household Income	\$113,984	\$119,665	\$122,068
2017-2022 Annual Rate	1.85%	2.26%	2.30%
<b>Per Capita Income</b>			
2017 Per Capita Income	\$41,015	\$42,001	\$44,352
2022 Per Capita Income	\$44,837	\$46,883	\$49,636
2017-2022 Annual Rate	1.80%	2.22%	2.28%

Current median household income is \$80,643 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$86,851 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$108,924 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$122,068 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$44,352 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$49,636 in five years, compared to \$34,828 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	1,203	8,981	19,830
2000 Owner Occupied Housing Units	949	6,765	13,773
2000 Renter Occupied Housing Units	170	1,720	4,677
2000 Vacant Housing Units	84	496	1,380
2010 Total Housing Units	2,517	14,414	29,559
2010 Owner Occupied Housing Units	1,792	10,126	19,222
2010 Renter Occupied Housing Units	458	3,000	7,263
2010 Vacant Housing Units	267	1,288	3,074
2017 Total Housing Units	3,186	17,435	34,792
2017 Owner Occupied Housing Units	2,278	12,482	22,901
2017 Renter Occupied Housing Units	611	3,849	8,961
2017 Vacant Housing Units	297	1,104	2,930
2022 Total Housing Units	3,639	19,533	38,812
2022 Owner Occupied Housing Units	2,615	14,073	25,724
2022 Renter Occupied Housing Units	703	4,358	10,013
2022 Vacant Housing Units	321	1,102	3,076

Currently, 65.8% of the 34,792 housing units in the area are owner occupied; 25.8%, renter occupied; and 8.4% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 29,559 housing units in the area - 65.0% owner occupied, 24.6% renter occupied, and 10.4% vacant. The annual rate of change in housing units since 2010 is 7.51%. Median home value in the area is \$379,973, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 2.86% annually to \$437,445.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

## MARKETING PROFILE

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 5 minutes)

Drive Time: 5 minute radii



## KEY FACTS

7,039

Population

41.7

Median Age

2.4

Average Household Size

\$82,157

Median Household Income

## ANNUAL HOUSEHOLD SPENDING

\$2,747  
Apparel & Services

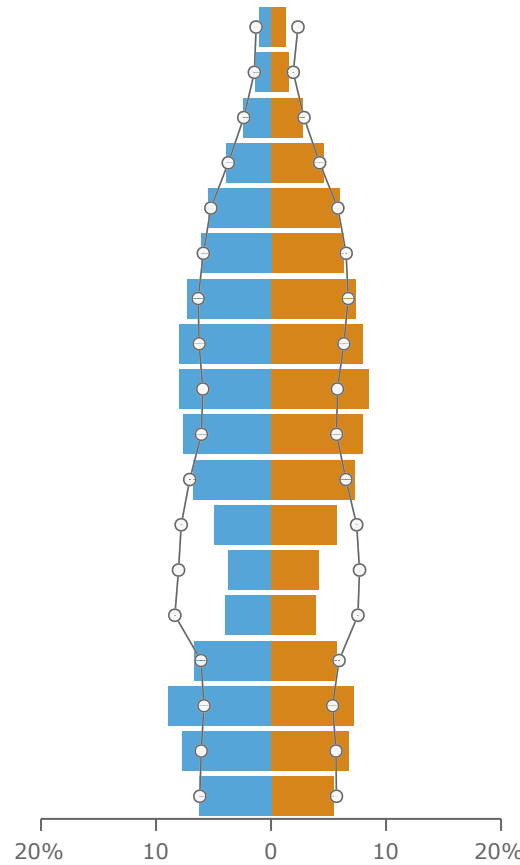
\$5,880  
Groceries

\$219  
Computers & Hardware

\$6,889  
Health Care

\$4,116  
Eating Out

## Age Pyramid



The largest group:  
2017 Female Population Age 45-49 (Esri)

The smallest group:  
2017 Male Population Age 85+ (Esri)

Dots show comparison to Charleston County

## EDUCATION

1%  
No High School Diploma

16%  
High School Graduate

29%  
Some College

54%  
Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING

\$2,876  
Travel

\$80  
Sports Events

\$85  
Theatre/Operas/Concerts

\$5  
Online Games

\$100  
Movies/Museums/Parks

## Tapestry Segments

1D	Savvy Suburbanites 1,789 households	61.9% of Households
1C	Boomburbs 584 households	20.2% of Households
5B	In Style 335 households	11.6% of Households

## MARKETING PROFILE

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 10 minutes)

Drive Time: 10 minute radii



## KEY FACTS

40,944

Population

40.2

Median Age

2.5

Average Household Size

\$80,689

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$2,866

Apparel & Services



\$231

Computers & Hardware



\$4,358

Eating Out



\$6,241

Groceries



\$7,135

Health Care

## Age Pyramid



The largest group:  
2017 Female Population Age 45-49 (Esri)

The smallest group:  
2017 Male Population Age 85+ (Esri)

Dots show comparison to Berkeley County

## EDUCATION

3%

No High School Diploma



13%

High School Graduate



28%

Some College



56%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$2,903

Travel



\$83

Theatre/Operas/Concerts



\$106

Movies/Museums/Parks



\$80

Sports Events



\$6

Online Games

## Tapestry Segments



1C

Boomburbs  
3,300 households

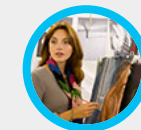
20.2%  
of Households



4A

Soccer Moms  
2,676 households

16.4%  
of Households



8B

Emerald City  
2,537 households

15.5%  
of Households

## MARKETING PROFILE

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 15 minutes)

Drive Time: 15 minute radii



## KEY FACTS

78,428

Population

40.6

Median Age



2.4

Average Household Size

\$80,643

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$2,922

Apparel & Services



\$237

Computers & Hardware



\$4,449

Eating Out



\$6,385

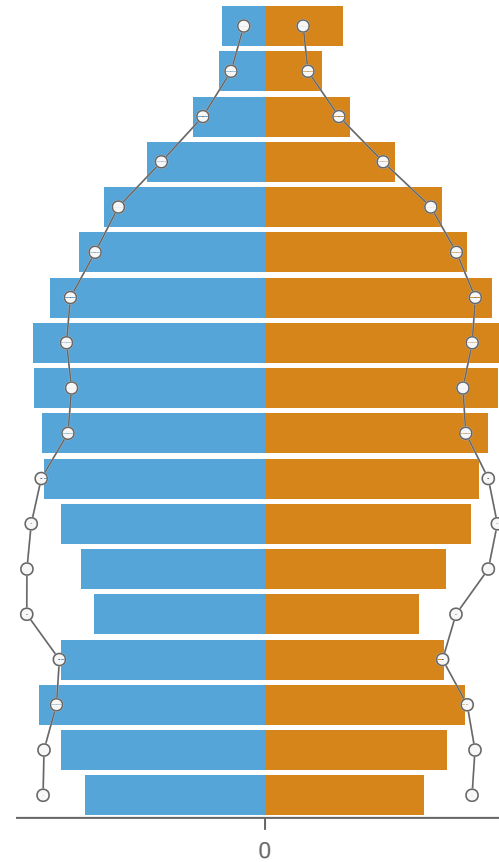
Groceries



\$7,238

Health Care

## Age Pyramid



The largest group:  
2017 Female Population Age 50-54 (Esri)

The smallest group:  
2017 Male Population Age 85+ (Esri)

Dots show comparison to Berkeley County

## EDUCATION

4%

No High School Diploma



13%

High School Graduate



26%

Some College



58%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$2,943

Travel



\$85

Theatre/Operas/Concerts



\$109

Movies/Museums/Parks



\$81

Sports Events



\$6

Online Games

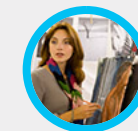
## Tapestry Segments



1C

Boomburbs  
5,714 households

17.9%  
of Households



8B

Emerald City  
4,974 households

15.6%  
of Households



1E

Exurbanites  
4,157 households

13.0%  
of Households



# Net Worth Profile

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 5 minute radius

T. Kyle Swicegood, CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

Summary	Census 2010	2017	2022	2017-2022 Change	2017-2022 Annual Rate
Population	5,544	7,039	8,099	1,060	2.85%
Median Age	40.0	41.7	42.7	1.0	0.48%
Households	2,250	2,889	3,318	429	2.81%
Average Household Size	2.46	2.44	2.44	0.00	0.00%

2017 Households by Net Worth	Number	Percent
Total	2,889	100.0%
<\$15,000	405	14.0%
\$15,000-\$34,999	149	5.2%
\$35,000-\$49,999	90	3.1%
\$50,000-\$74,999	160	5.5%
\$75,000-\$99,999	129	4.5%
\$100,000-\$149,999	236	8.2%
\$150,000-\$249,999	335	11.6%
\$250,000-\$500,000	523	18.1%
\$500,000+	862	29.8%
Median Net Worth	\$226,393	
Average Net Worth	\$808,783	

2017 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	49	313	569	684	575	451	249
<\$15,000	12	90	103	94	66	24	16
\$15,000-\$34,999	19	40	35	28	17	5	5
\$35,000-\$49,999	5	19	28	16	13	6	2
\$50,000-\$99,999	3	57	88	58	36	28	19
\$100,000-\$149,999	3	30	57	54	36	40	17
\$150,000-\$249,999	4	28	63	91	70	42	36
\$250,000+	2	49	193	344	337	306	153
Median Net Worth	\$23,711	\$53,947	\$122,099	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$62,919	\$151,897	\$615,799	\$756,556	\$1,036,733	\$1,389,872	\$783,615

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2017 and 2022.



# Net Worth Profile

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 10 minute radius

T. Kyle Swicegood,CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

Summary	Census 2010	2017	2022	2017-2022 Change	2017-2022 Annual Rate
Population	32,895	40,944	46,256	5,312	2.47%
Median Age	38.4	40.2	41.0	0.8	0.39%
Households	13,126	16,331	18,431	2,100	2.45%
Average Household Size	2.50	2.50	2.50	0.00	0.00%

2017 Households by Net Worth	Number	Percent
Total	16,331	100.0%
<\$15,000	2,640	16.2%
\$15,000-\$34,999	944	5.8%
\$35,000-\$49,999	505	3.1%
\$50,000-\$74,999	854	5.2%
\$75,000-\$99,999	706	4.3%
\$100,000-\$149,999	1,249	7.6%
\$150,000-\$249,999	1,684	10.3%
\$250,000-\$500,000	2,604	15.9%
\$500,000+	5,145	31.5%
Median Net Worth	\$218,211	
Average Net Worth	\$904,244	

2017 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	351	2,243	3,178	3,678	3,167	2,363	1,352
<\$15,000	131	731	599	552	392	134	101
\$15,000-\$34,999	81	289	260	156	98	28	32
\$35,000-\$49,999	23	117	150	92	74	33	15
\$50,000-\$99,999	33	321	429	328	204	140	105
\$100,000-\$149,999	17	227	286	249	173	198	99
\$150,000-\$249,999	24	215	371	398	287	213	175
\$250,000+	41	341	1,084	1,904	1,939	1,617	824
Median Net Worth	\$22,636	\$47,441	\$122,838	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$125,743	\$164,650	\$640,380	\$858,681	\$1,260,732	\$1,612,036	\$1,004,751

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2017 and 2022.



# Net Worth Profile

1200 Innovation Way, Mount Pleasant, South Carolina, 29466  
 Drive Time: 15 minute radius

T. Kyle Swicegood,CCIM  
 Latitude: 32.86173  
 Longitude: -79.78569

Summary	Census 2010	2017	2022	2017-2022 Change	2017-2022 Annual Rate
Population	65,269	78,428	88,021	9,593	2.33%
Median Age	39.0	40.6	41.4	0.8	0.39%
Households	26,485	31,862	35,736	3,874	2.32%
Average Household Size	2.44	2.44	2.45	0.01	0.08%

2017 Households by Net Worth	Number	Percent
Total	31,862	100.0%
<\$15,000	5,564	17.5%
\$15,000-\$34,999	1,965	6.2%
\$35,000-\$49,999	1,053	3.3%
\$50,000-\$74,999	1,721	5.4%
\$75,000-\$99,999	1,366	4.3%
\$100,000-\$149,999	2,387	7.5%
\$150,000-\$249,999	3,240	10.2%
\$250,000-\$500,000	4,870	15.3%
\$500,000+	9,696	30.4%
Median Net Worth	\$199,065	
Average Net Worth	\$897,498	

2017 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	873	4,721	5,992	6,662	6,121	4,507	2,985
<\$15,000	400	1,716	1,150	983	757	238	321
\$15,000-\$34,999	205	667	476	289	195	46	87
\$35,000-\$49,999	44	268	321	179	145	58	39
\$50,000-\$99,999	82	619	860	610	401	265	248
\$100,000-\$149,999	30	409	534	457	359	354	245
\$150,000-\$249,999	46	399	660	733	610	417	376
\$250,000+	66	643	1,991	3,413	3,654	3,129	1,670
Median Net Worth	\$16,909	\$33,886	\$114,472	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$92,333	\$151,420	\$642,504	\$861,506	\$1,274,670	\$1,710,505	\$904,485

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2017 and 2022.

## MARKETING PROFILE

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 5 minutes)

Drive Time: 5 minute radii



## KEY FACTS

7,039

Population

41.7

Median Age

2.4

Average Household Size

\$82,157

Median Household Income

## ANNUAL HOUSEHOLD SPENDING

\$2,747  
Apparel & Services

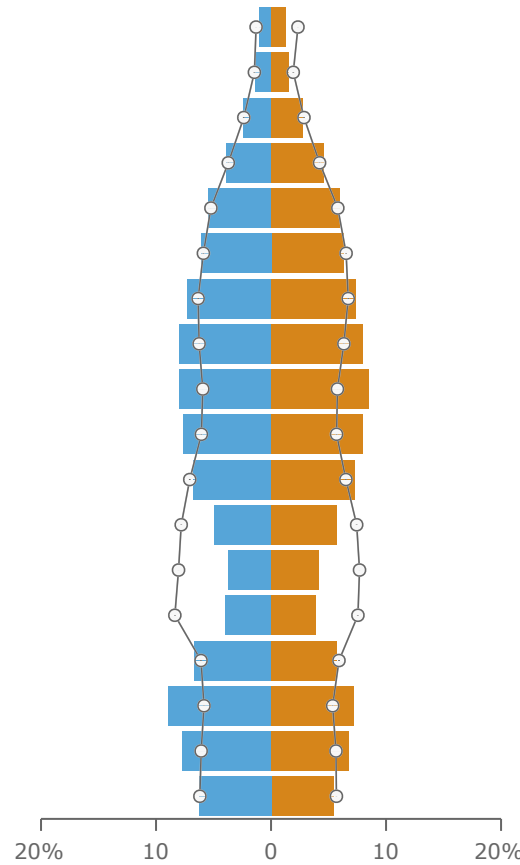
\$5,880  
Groceries

\$219  
Computers & Hardware

\$6,889  
Health Care

\$4,116  
Eating Out

## Age Pyramid



The largest group:  
2017 Female Population Age 45-49 (Esri)

The smallest group:  
2017 Male Population Age 85+ (Esri)

Dots show comparison to Charleston County

## EDUCATION

1%  
No High School Diploma

16%  
High School Graduate

29%  
Some College

54%  
Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING

\$2,876  
Travel

\$80  
Sports Events

\$85  
Theatre/Operas/Concerts

\$5  
Online Games

\$100  
Movies/Museums/Parks

## Tapestry Segments

1D	Savvy Suburbanites 1,789 households	61.9% of Households
1C	Boomburbs 584 households	20.2% of Households
5B	In Style 335 households	11.6% of Households



## MARKETING PROFILE

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 10 minutes)

Drive Time: 10 minute radii



## KEY FACTS

40,944

Population

40.2

Median Age

2.5

Average Household Size

\$80,689

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$2,866

Apparel & Services



\$231

Computers & Hardware



\$4,358

Eating Out



\$6,241

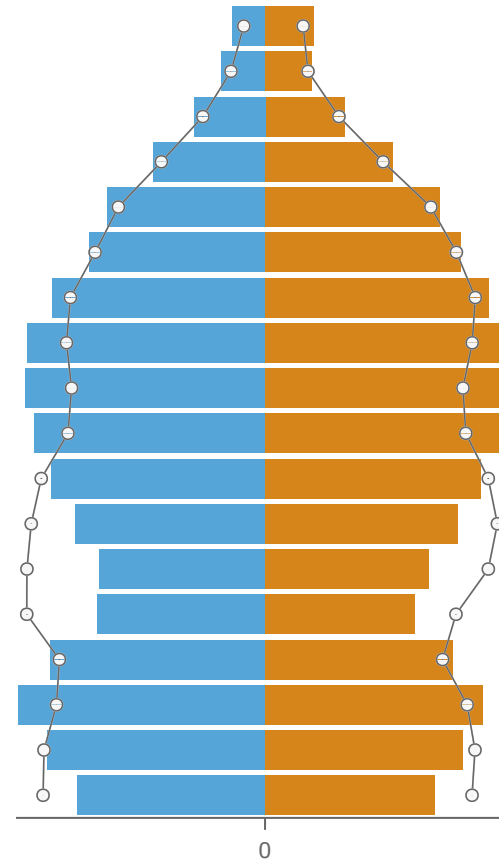
Groceries



\$7,135

Health Care

## Age Pyramid



The largest group:  
2017 Female Population Age 45-49 (Esri)

The smallest group:  
2017 Male Population Age 85+ (Esri)

Dots show comparison to Berkeley County

## EDUCATION

3%

No High School Diploma



13%

High School Graduate



28%

Some College



56%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$2,903

Travel



\$83

Theatre/Operas/Concerts



\$106

Movies/Museums/Parks



\$80

Sports Events



\$6

Online Games

## Tapestry Segments



1C

Boomburbs  
3,300 households

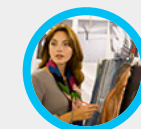
20.2%  
of Households



4A

Soccer Moms  
2,676 households

16.4%  
of Households



8B

Emerald City  
2,537 households

15.5%  
of Households

## MARKETING PROFILE

1200 Innovation Way, Mount Pleasant, South Carolina, 29466 (Drive time of 15 minutes)

Drive Time: 15 minute radii



## KEY FACTS

78,428

Population

40.6

Median Age

2.4

Average Household Size

\$80,643

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$2,922

Apparel & Services



\$237

Computers & Hardware



\$4,449

Eating Out



\$6,385

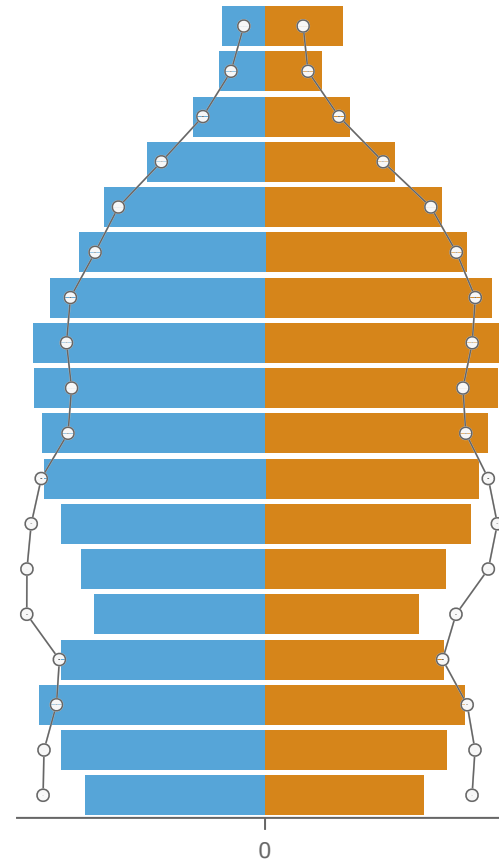
Groceries



\$7,238

Health Care

## Age Pyramid



The largest group:  
2017 Female Population Age 50-54 (Esri)

The smallest group:  
2017 Male Population Age 85+ (Esri)

Dots show comparison to Berkeley County

## EDUCATION

4%

No High School Diploma



13%

High School Graduate



26%

Some College



58%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$2,943

Travel



\$85

Theatre/Operas/Concerts



\$109

Movies/Museums/Parks



\$81

Sports Events



\$6

Online Games

## Tapestry Segments



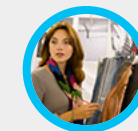
1C

Boomburbs

5,714 households

17.9%

of Households



8B

Emerald City

4,974 households

15.6%

of Households



1E

Exurbanites

4,157 households

13.0%

of Households