

600 Ross Ave Demographic Report  
600 Ross Ave Easley, SC 29640



Demographic Analysis

Demographic Analysis Report

FOR  
**600 ROSS AVE DEMOGRAPHIC  
REPORT**  
600 ROSS AVE EASLEY, SC 29640

Prepared by  
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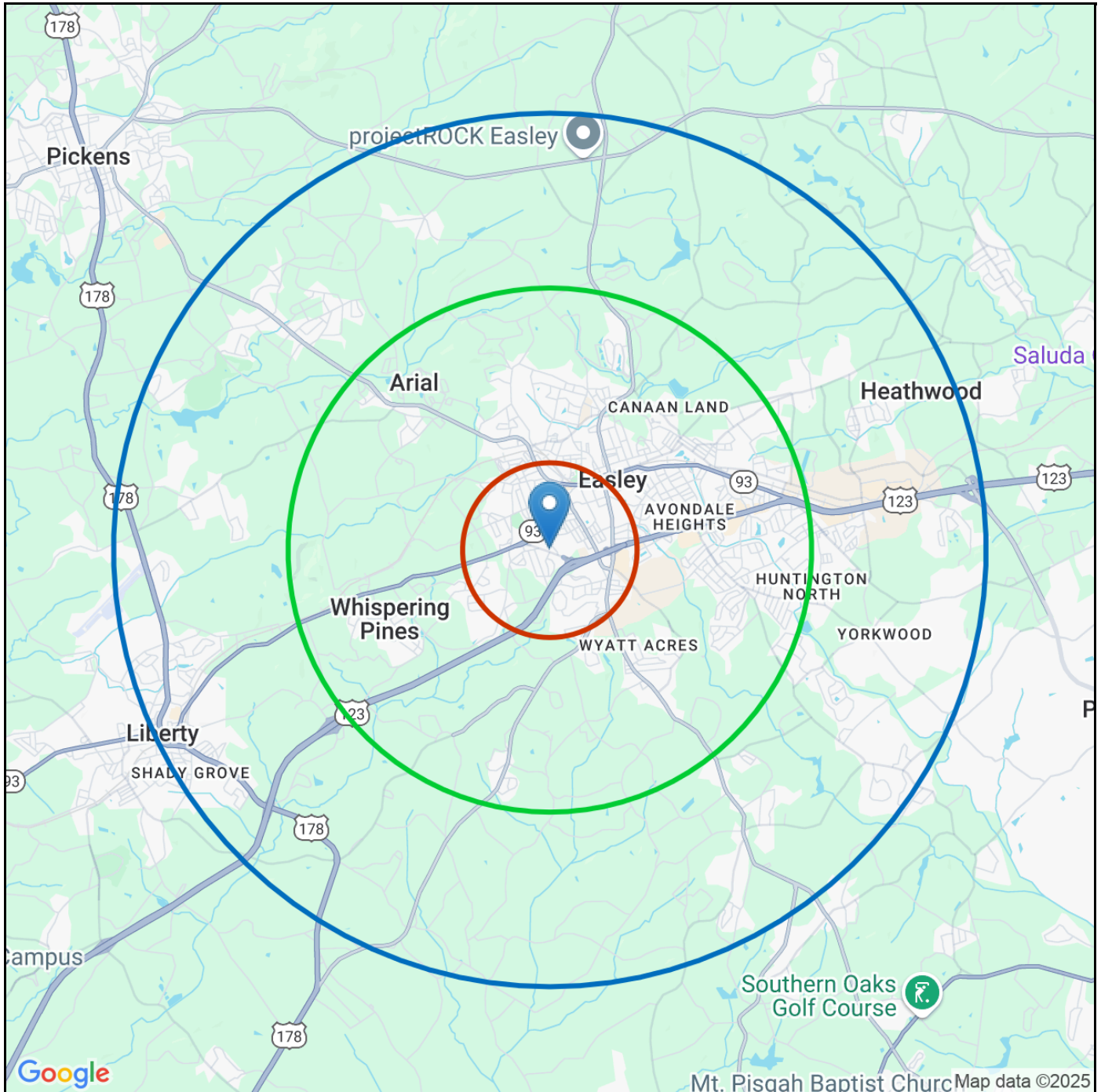
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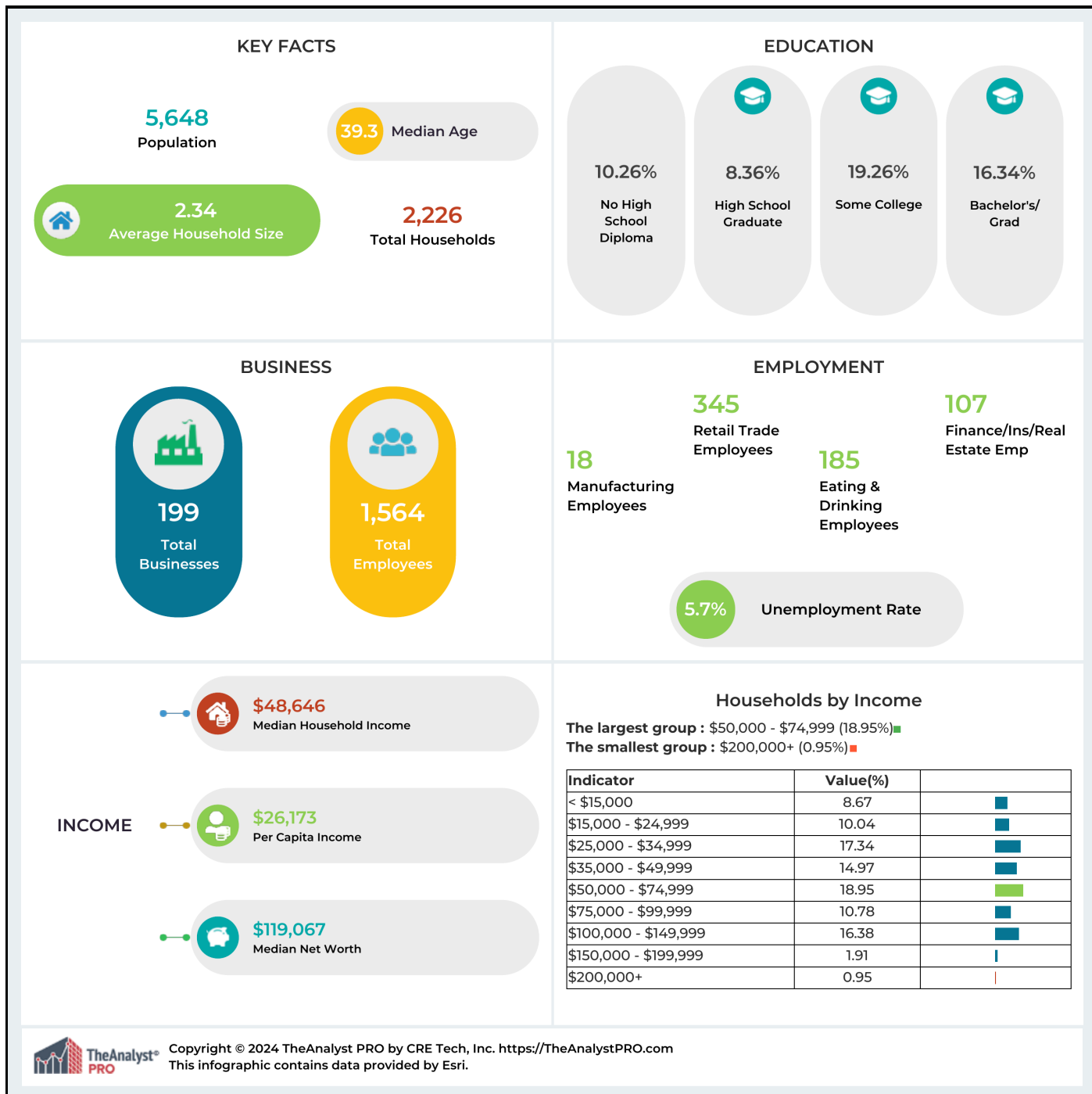
Demographic Analysis

Location/Study Area Map (Rings: 1, 3, 5 mile radius)



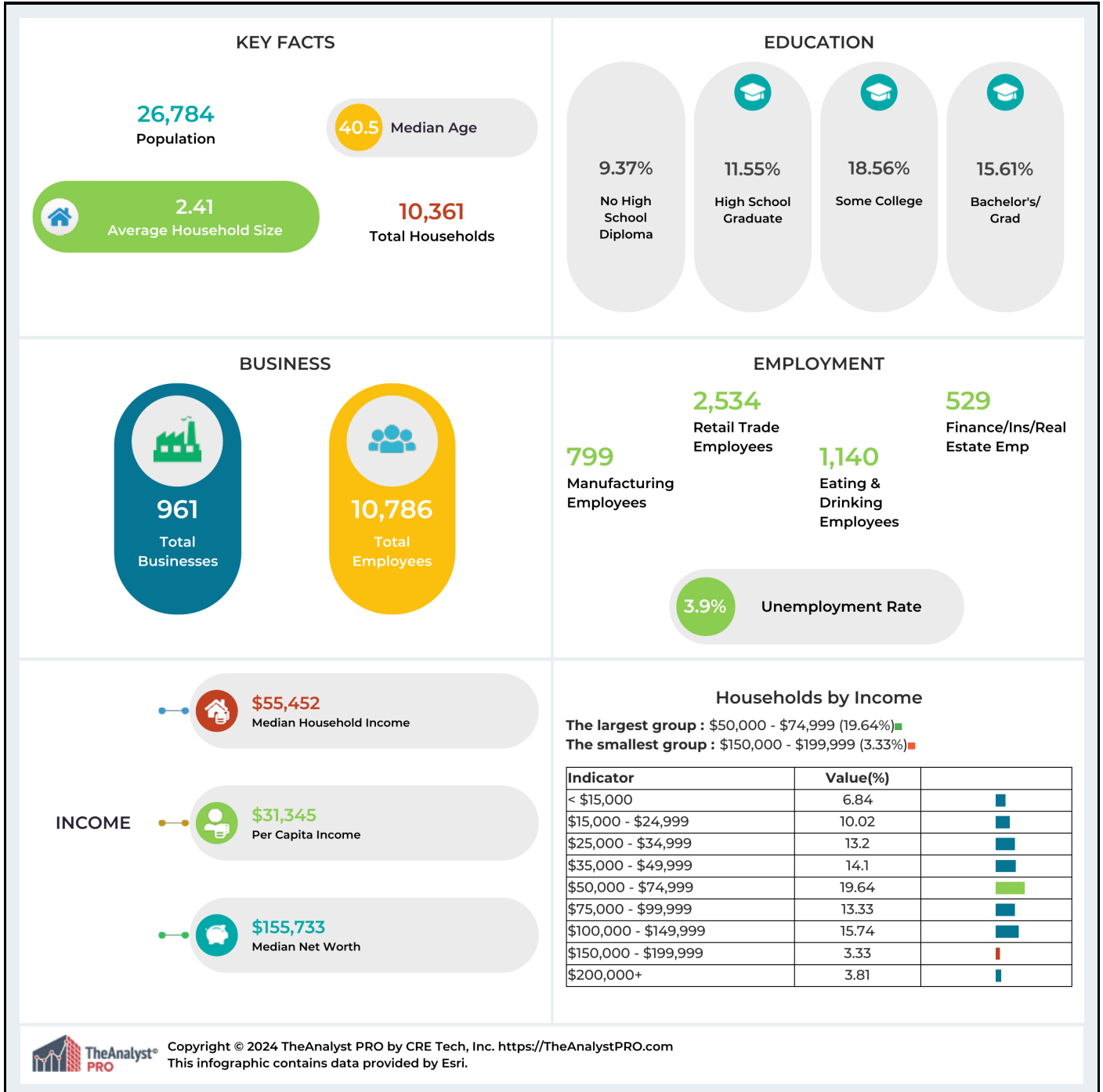
Demographic Analysis

Infographic: Key Facts (Ring: 1 mile radius)



Demographic Analysis

Infographic: Key Facts (Ring: 3 mile radius)



### INCOME

**\$55,452**  
Median Household Income

**\$31,345**  
Per Capita Income

**\$155,733**  
Median Net Worth

### Households by Income

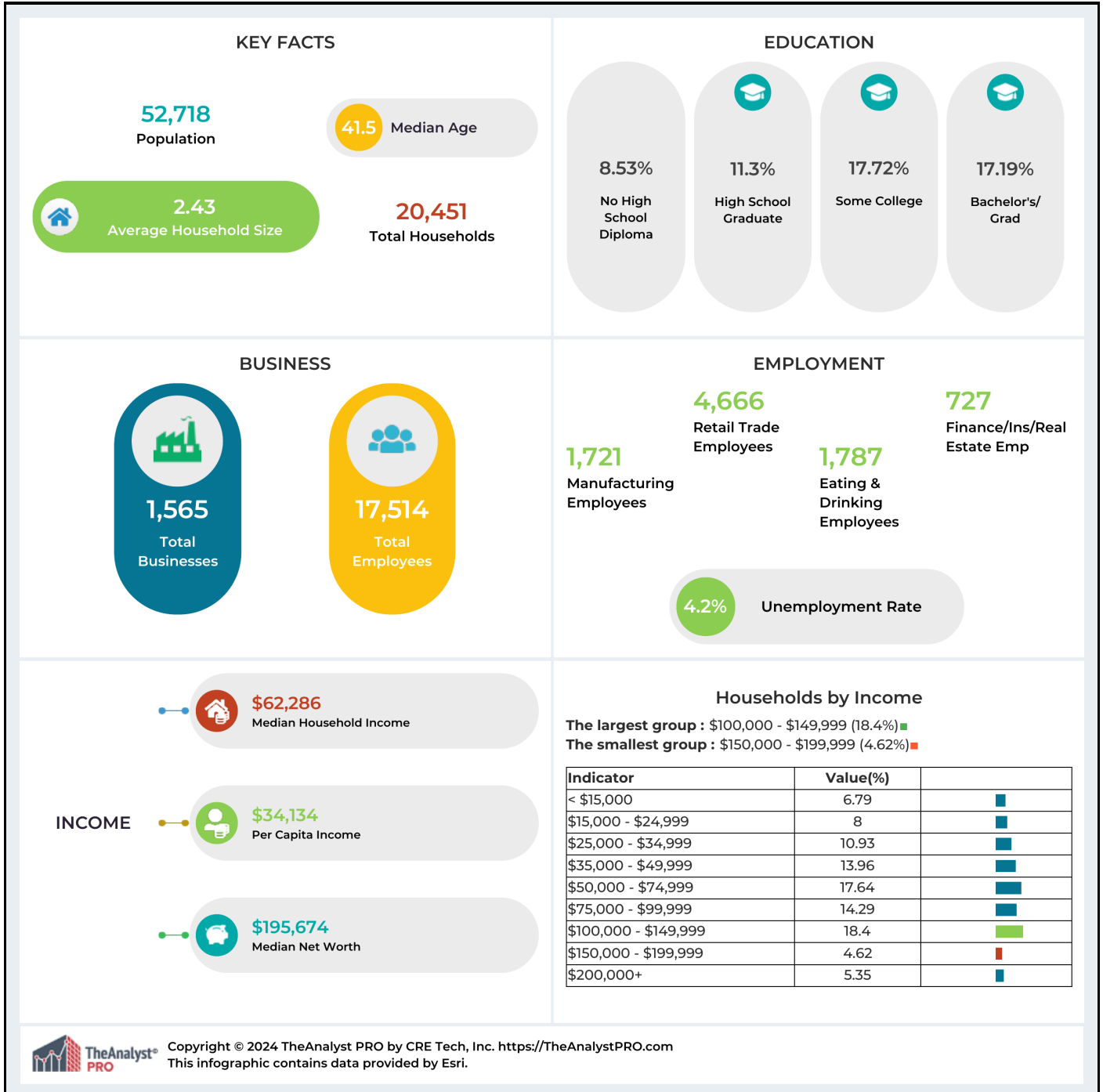
The largest group : \$50,000 - \$74,999 (19.64%) ■  
The smallest group : \$150,000 - \$199,999 (3.33%) ■

Indicator	Value(%)	
< \$15,000	6.84	■
\$15,000 - \$24,999	10.02	■
\$25,000 - \$34,999	13.2	■
\$35,000 - \$49,999	14.1	■
\$50,000 - \$74,999	19.64	■
\$75,000 - \$99,999	13.33	■
\$100,000 - \$149,999	15.74	■
\$150,000 - \$199,999	3.33	■
\$200,000+	3.81	■

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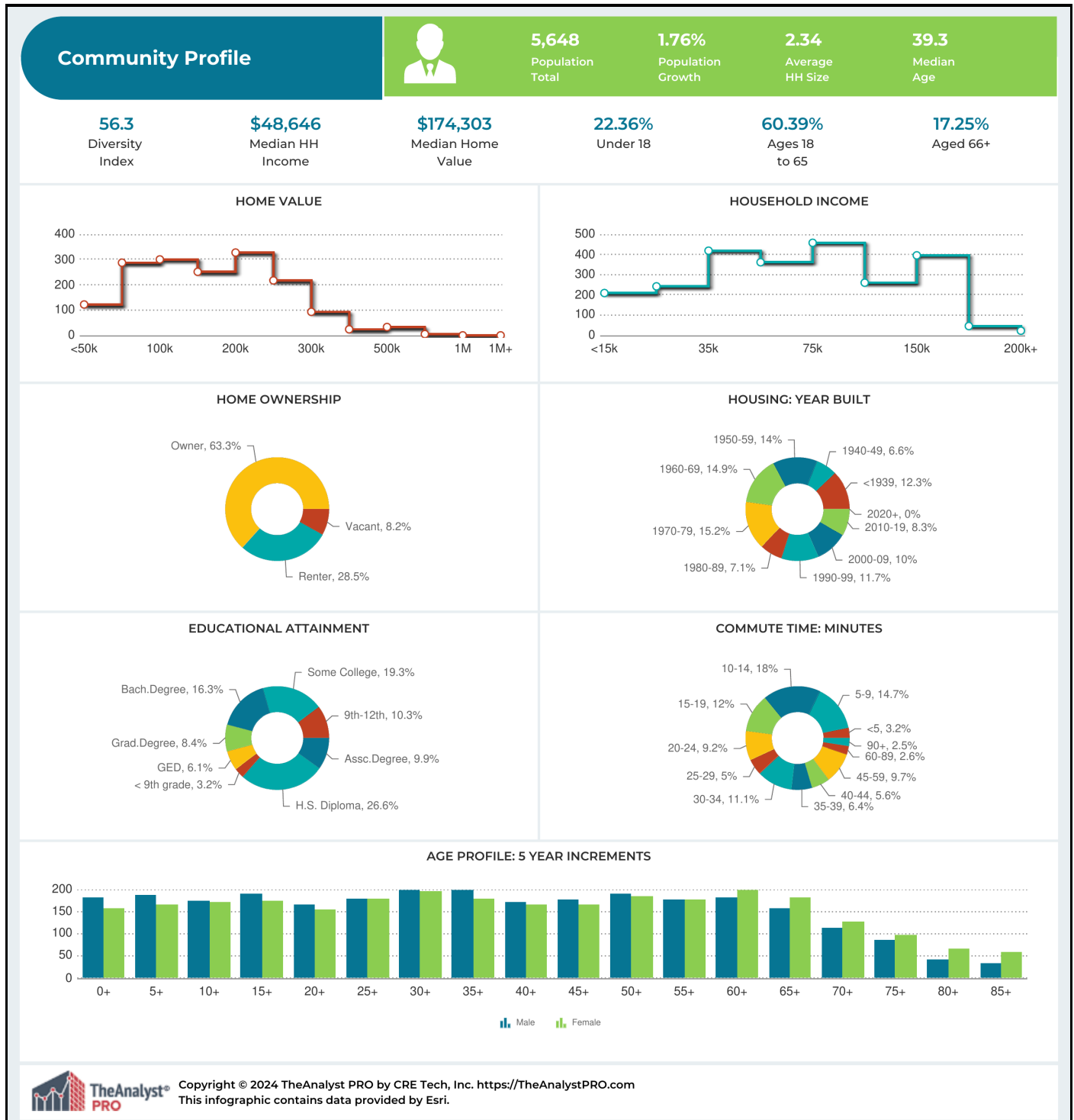
Demographic Analysis

Infographic: Key Facts (Ring: 5 mile radius)



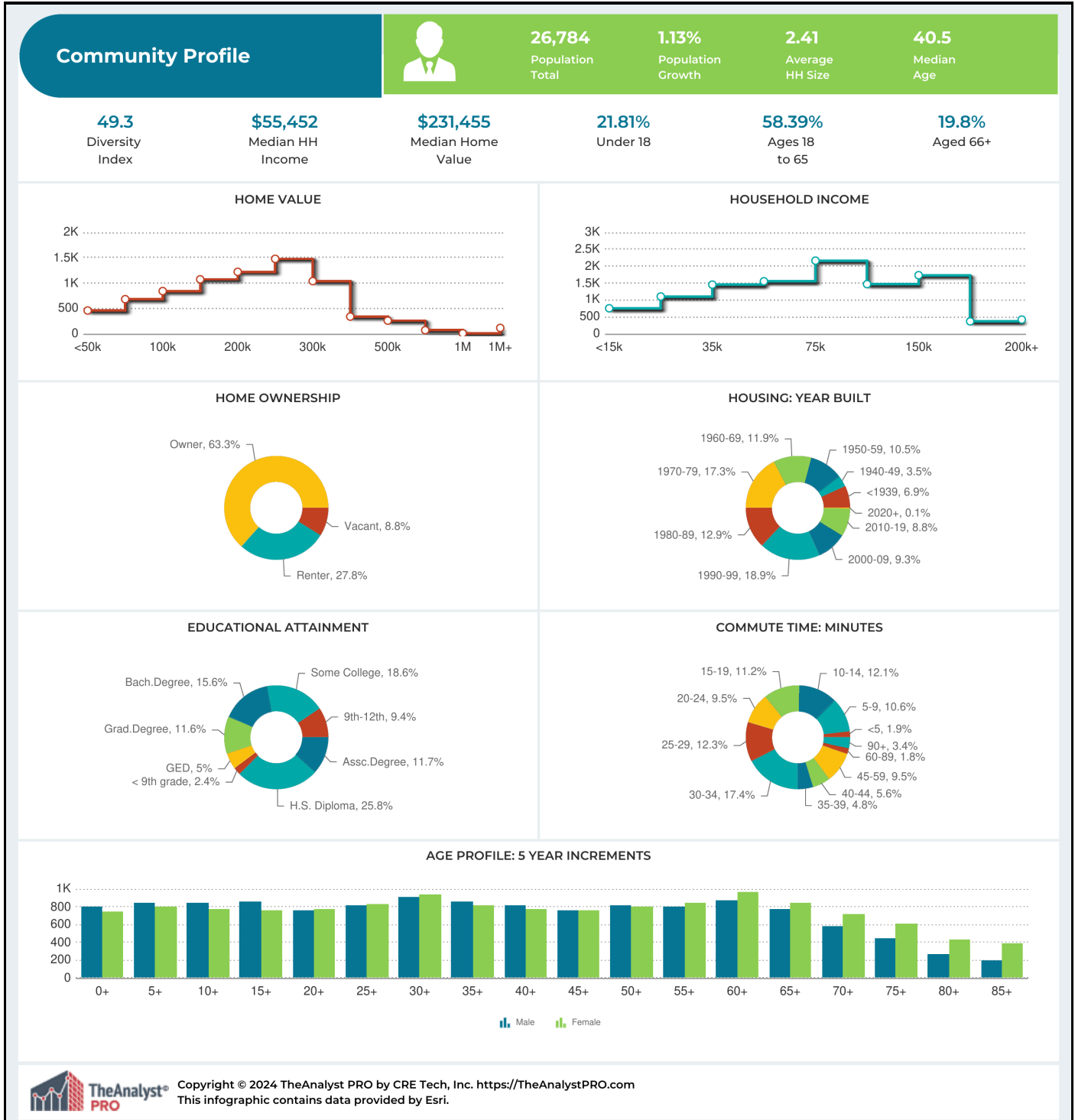
Demographic Analysis

Infographic: Community Profile (Ring: 1 mile radius)



Demographic Analysis

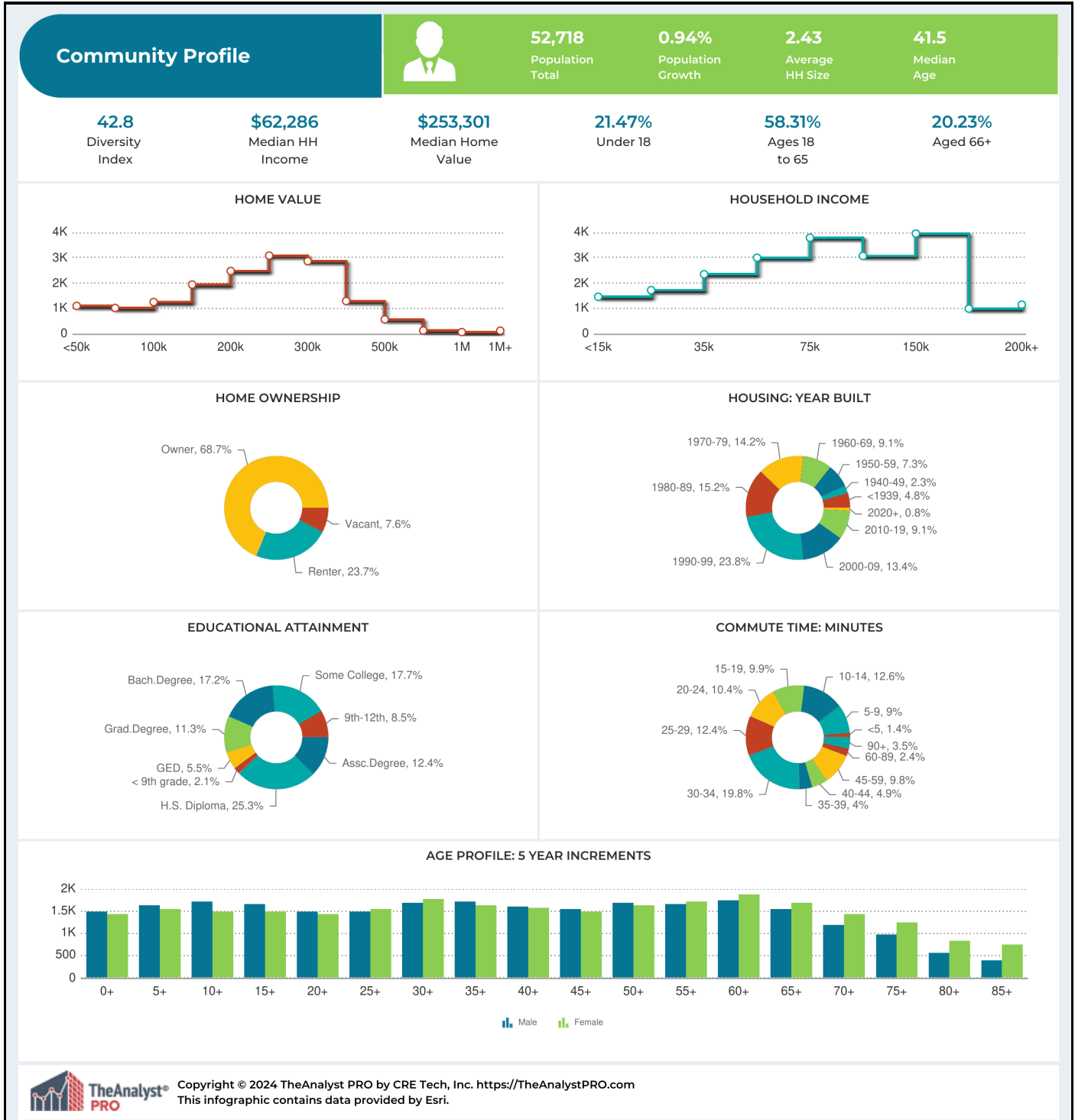
Infographic: Community Profile (Ring: 3 mile radius)





Demographic Analysis

Infographic: Community Profile (Ring: 5 mile radius)



Demographic Analysis

Infographic: Population Trends (Ring: 1 mile radius)

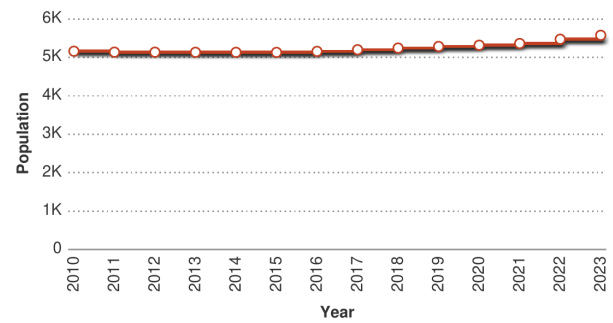
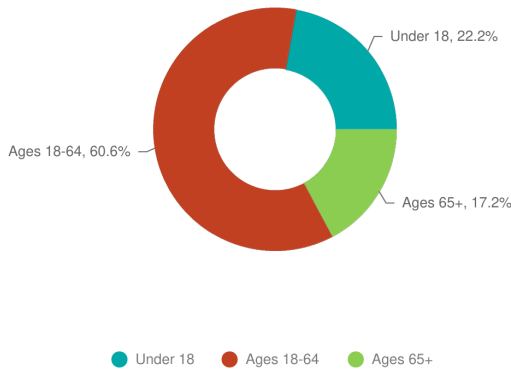
POPULATION TRENDS AND KEY INDICATORS  
1 Miles Ring

<b>5,648</b> Population	<b>2,411</b> Households	<b>39.3</b> Median Age
<b>2.34</b> Avg Size Household	<b>\$48,646</b> Median Household Income	<b>\$174,303</b> Median Home Value
<b>40</b> Wealth Index	<b>116</b> Housing Affordability	<b>56.3</b> Diversity Index

HISTORICAL & FORECAST POPULATION



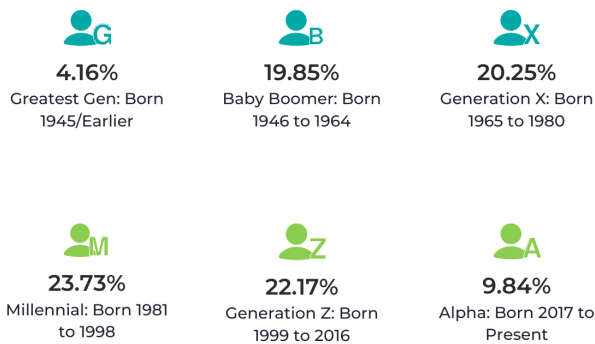
POPULATION BY AGE



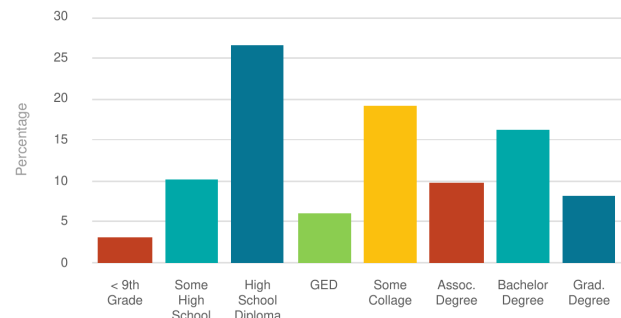
DAYTIME POPULATION



POPULATION BY GENERATION



POPULATION BY EDUCATION



Demographic Analysis

Infographic: Population Trends (Ring: 3 mile radius)

POPULATION TRENDS AND KEY INDICATORS  
3 Miles Ring

<b>26,784</b> Population	<b>11,003</b> Households	<b>40.5</b> Median Age
<b>2.41</b> Avg Size Household	<b>\$55,452</b> Median Household Income	<b>\$231,455</b> Median Home Value
<b>56</b> Wealth Index	<b>100</b> Housing Affordability	<b>49.3</b> Diversity Index

HISTORICAL & FORECAST POPULATION

2019-2024  
Historic  
Growth Rate

**1.13%**

2024-2029  
Forecasted  
Growth Rate

**0.43%**

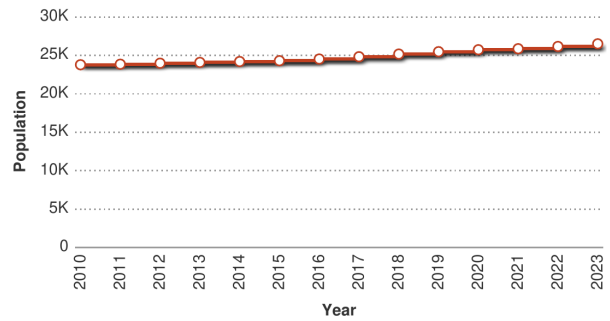
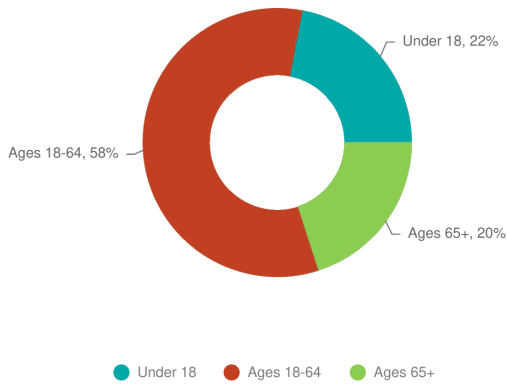
Household  
Population

**27,213**

Population  
Density

**971**

POPULATION BY AGE



DAYTIME POPULATION

**28,503**  
2024 Total Daytime Population

**14,366**  
2024 Daytime Pop: Residents

**14,137**  
2024 Daytime Pop: Workers

**1,008**  
2024 Daytime Pop Density

POPULATION BY GENERATION

**5.54%**  
Greatest Gen: Born  
1945/Earlier

**21.14%**  
Baby Boomer: Born  
1946 to 1964

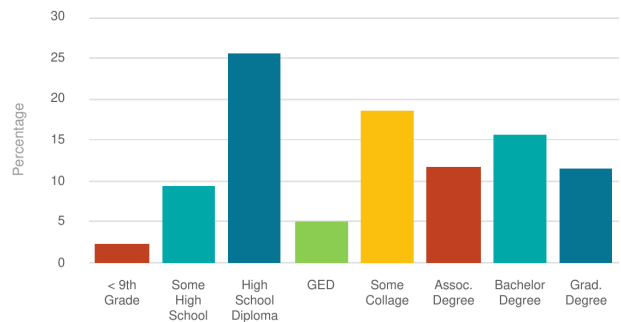
**19.12%**  
Generation X: Born  
1965 to 1980

**23.05%**  
Millennial: Born 1981  
to 1998

**21.61%**  
Generation Z: Born  
1999 to 2016

**9.54%**  
Alpha: Born 2017 to  
Present

POPULATION BY EDUCATION



Demographic Analysis

Infographic: Population Trends (Ring: 5 mile radius)

POPULATION TRENDS AND KEY INDICATORS  
5 Miles Ring

<b>52,718</b> Population	<b>21,468</b> Households	<b>41.5</b> Median Age
<b>2.43</b> Avg Size Household	<b>\$62,286</b> Median Household Income	<b>\$253,301</b> Median Home Value
<b>69</b> Wealth Index	<b>103</b> Housing Affordability	<b>42.8</b> Diversity Index

HISTORICAL & FORECAST POPULATION

2019-2024  
Historic  
Growth Rate

**0.94%**

2024-2029  
Forecasted  
Growth Rate

**0.72%**

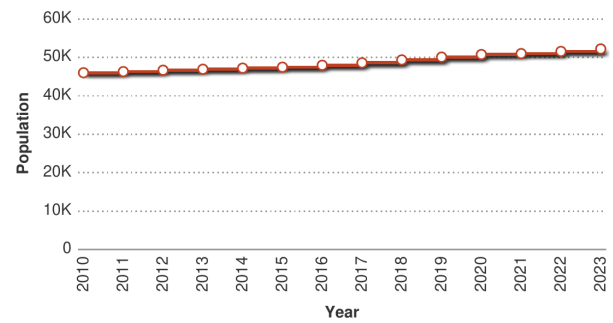
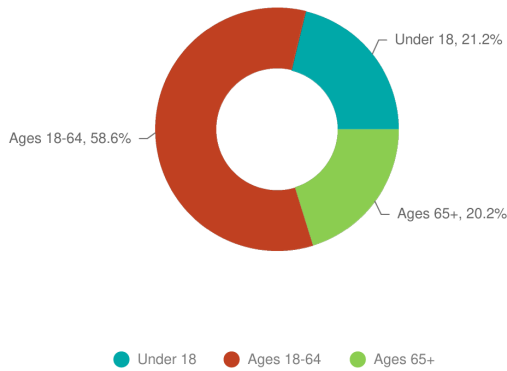
Household  
Population

**54,286**

Population  
Density

**697**

POPULATION BY AGE



DAYTIME POPULATION

**51,035**  
2024 Total Daytime Population

**28,272**  
2024 Daytime Pop: Residents

**22,763**  
2024 Daytime Pop: Workers

**650**  
2024 Daytime Pop Density

POPULATION BY GENERATION

**5.59%**  
Greatest Gen: Born  
1945/Earlier

**21.55%**  
Baby Boomer: Born  
1946 to 1964

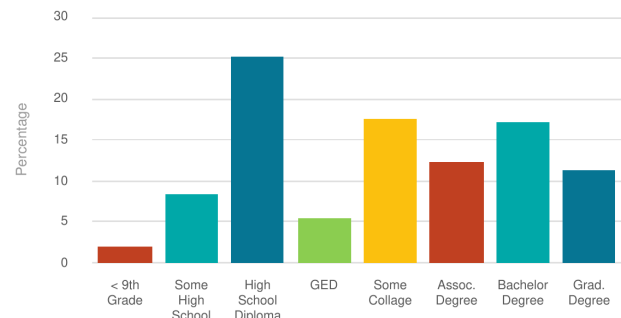
**19.8%**  
Generation X: Born  
1965 to 1980

**22.5%**  
Millennial: Born 1981  
to 1998

**21.35%**  
Generation Z: Born  
1999 to 2016

**9.21%**  
Alpha: Born 2017 to  
Present

POPULATION BY EDUCATION



Demographic Analysis

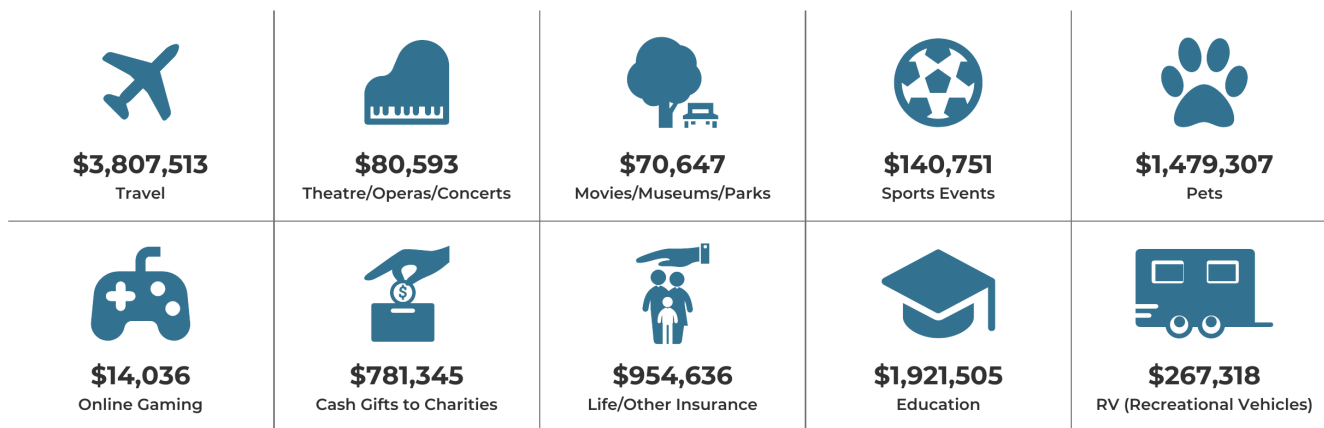
Infographic: Lifestyle / Tapestry (Ring: 1 mile radius)

## Lifestyle and Tapestry Segmentation Infographic

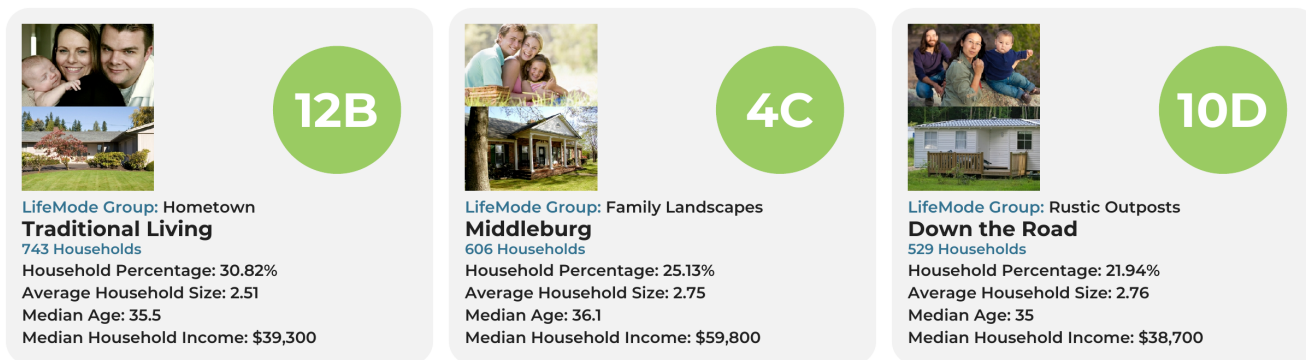
### LIFESTYLE SPENDING



### ANNUAL LIFESTYLE SPENDING



### TAPESTRY SEGMENTS



Demographic Analysis

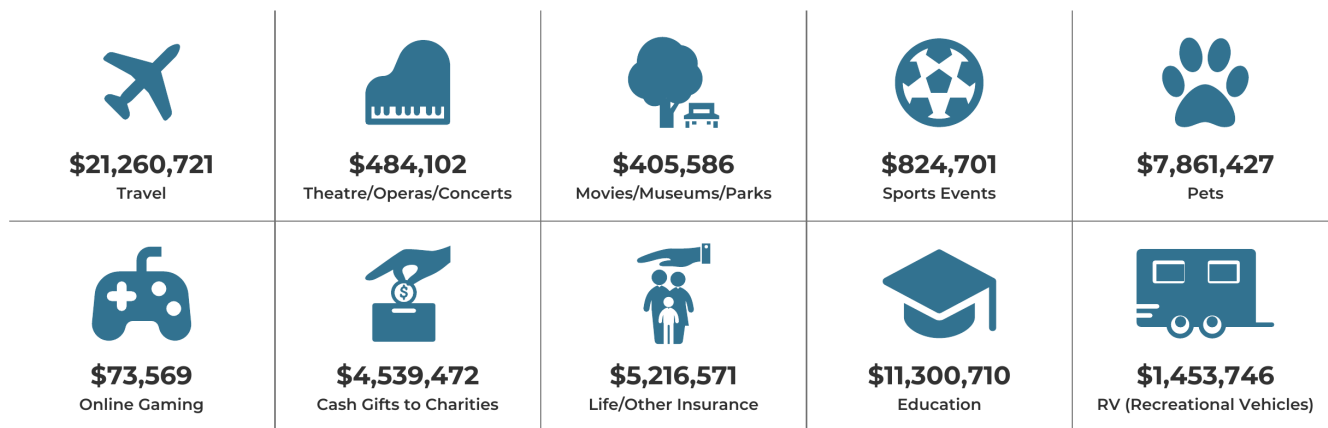
Infographic: Lifestyle / Tapestry (Ring: 3 mile radius)

## Lifestyle and Tapestry Segmentation Infographic

### LIFESTYLE SPENDING



### ANNUAL LIFESTYLE SPENDING



### TAPESTRY SEGMENTS

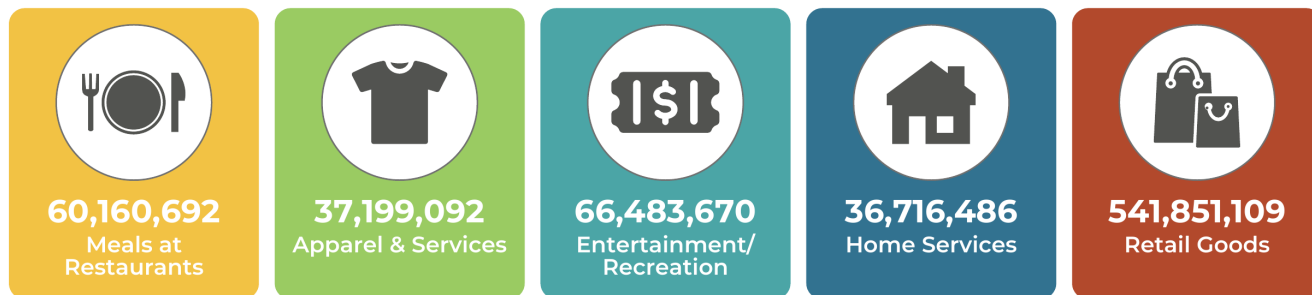


Demographic Analysis

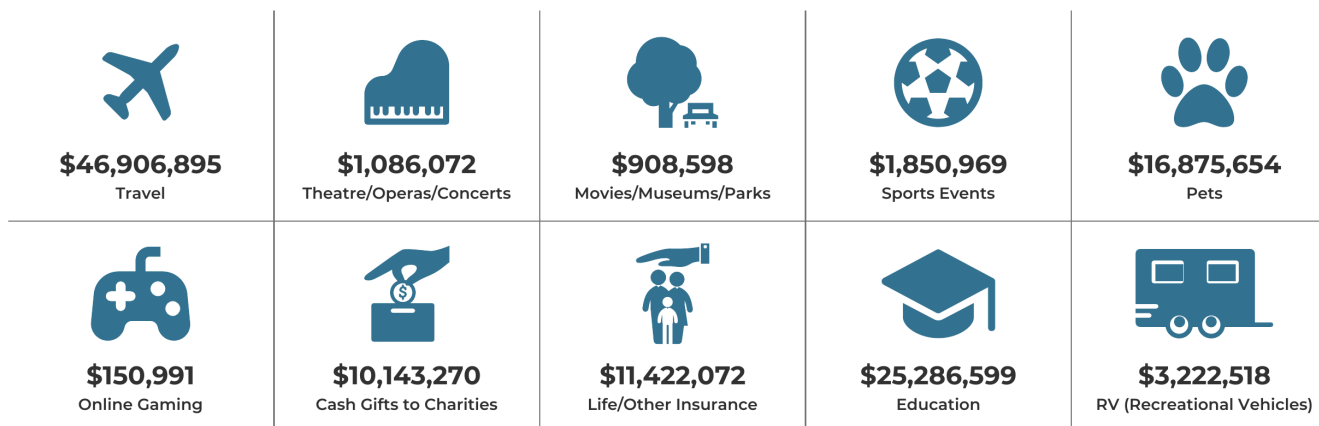
Infographic: Lifestyle / Tapestry (Ring: 5 mile radius)

## Lifestyle and Tapestry Segmentation Infographic

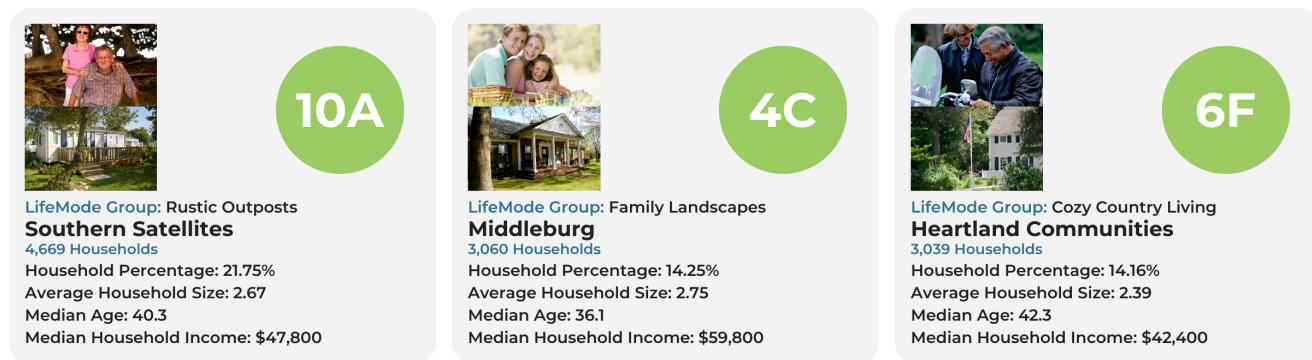
### LIFESTYLE SPENDING



### ANNUAL LIFESTYLE SPENDING



### TAPESTRY SEGMENTS



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Demographic Analysis

Infographic: Lifestyle / Tapestry

Esri Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)