

Butler Square  
201 W Butler Rd, Mauldin, South Carolina, 29662  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 34.77702  
Longitude: -82.31344

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	6,431	36,096	103,532
2020 Total Population	7,070	42,303	124,505
2020 Group Quarters	11	291	850
2022 Total Population	7,674	44,857	131,685
2022 Group Quarters	11	291	852
2027 Total Population	8,020	48,243	139,354
2022-2027 Annual Rate	0.89%	1.47%	1.14%
2022 Total Daytime Population	8,269	47,567	151,639
Workers	4,561	26,184	86,313
Residents	3,708	21,383	65,326
<b>Household Summary</b>			
2010 Households	2,555	14,582	41,572
2010 Average Household Size	2.51	2.46	2.47
2020 Total Households	2,911	17,684	51,373
2020 Average Household Size	2.42	2.38	2.41
2022 Total Households	3,105	18,739	54,453
2022 Average Household Size	2.47	2.38	2.40
2027 Total Households	3,254	20,233	57,817
2027 Average Household Size	2.46	2.37	2.40
2022-2027 Annual Rate	0.94%	1.55%	1.21%
2010 Families	1,671	9,745	28,060
2010 Average Family Size	3.13	3.02	3.02
2022 Total Families	1,954	11,845	35,338
2022 Average Family Size	3.14	3.02	3.01
2027 Total Families	2,038	12,700	37,287
2027 Average Family Size	3.14	3.02	3.01
2022-2027 Annual Rate	0.85%	1.40%	1.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,162	10,960	34,260
Owner Occupied Housing Units	60.7%	64.4%	64.3%
Renter Occupied Housing Units	34.6%	30.3%	29.3%
Vacant Housing Units	4.7%	5.3%	6.4%
2010 Housing Units	2,724	15,785	45,078
Owner Occupied Housing Units	59.0%	61.8%	61.3%
Renter Occupied Housing Units	34.8%	30.6%	30.9%
Vacant Housing Units	6.2%	7.6%	7.8%
2020 Housing Units	3,065	18,856	55,087
Vacant Housing Units	5.0%	6.2%	6.7%
2022 Housing Units	3,373	20,331	58,420
Owner Occupied Housing Units	58.3%	60.6%	63.3%
Renter Occupied Housing Units	33.7%	31.5%	29.9%
Vacant Housing Units	7.9%	7.8%	6.8%
2027 Housing Units	3,553	22,081	62,433
Owner Occupied Housing Units	58.0%	60.4%	63.4%
Renter Occupied Housing Units	33.6%	31.2%	29.2%
Vacant Housing Units	8.4%	8.4%	7.4%
<b>Median Household Income</b>			
2022	\$71,502	\$75,791	\$78,179
2027	\$80,557	\$85,290	\$88,993
<b>Median Home Value</b>			
2022	\$193,356	\$214,243	\$252,400
2027	\$199,884	\$227,623	\$265,433
<b>Per Capita Income</b>			
2022	\$39,911	\$40,869	\$44,974
2027	\$47,516	\$47,571	\$51,620
<b>Median Age</b>			
2010	37.2	36.3	36.8
2022	38.9	39.0	39.4
2027	39.4	39.9	40.3

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	3,105	18,739	54,453
<\$15,000	5.8%	4.9%	5.7%
\$15,000 - \$24,999	6.5%	4.6%	5.0%
\$25,000 - \$34,999	5.5%	6.6%	6.7%
\$35,000 - \$49,999	13.1%	12.9%	12.7%
\$50,000 - \$74,999	21.4%	20.3%	17.5%
\$75,000 - \$99,999	17.6%	15.6%	14.5%
\$100,000 - \$149,999	14.1%	19.0%	17.9%
\$150,000 - \$199,999	10.4%	10.9%	10.2%
\$200,000+	5.8%	5.2%	9.8%
Average Household Income	\$95,146	\$96,932	\$108,864
<b>2027 Households by Income</b>			
Household Income Base	3,254	20,233	57,817
<\$15,000	4.2%	3.5%	4.3%
\$15,000 - \$24,999	4.2%	2.9%	3.6%
\$25,000 - \$34,999	3.0%	4.1%	5.0%
\$35,000 - \$49,999	9.3%	10.5%	10.7%
\$50,000 - \$74,999	23.9%	21.0%	16.7%
\$75,000 - \$99,999	18.5%	16.5%	15.2%
\$100,000 - \$149,999	14.9%	20.6%	20.0%
\$150,000 - \$199,999	14.4%	14.7%	13.1%
\$200,000+	7.5%	6.3%	11.2%
Average Household Income	\$112,662	\$112,363	\$124,514
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,967	12,326	36,971
<\$50,000	1.7%	1.8%	2.5%
\$50,000 - \$99,999	1.5%	2.3%	3.5%
\$100,000 - \$149,999	17.4%	13.3%	9.7%
\$150,000 - \$199,999	33.9%	27.2%	15.6%
\$200,000 - \$249,999	17.3%	19.2%	17.9%
\$250,000 - \$299,999	11.4%	17.8%	16.1%
\$300,000 - \$399,999	6.8%	9.8%	16.9%
\$400,000 - \$499,999	5.6%	5.4%	8.8%
\$500,000 - \$749,999	1.7%	2.1%	6.6%
\$750,000 - \$999,999	0.2%	0.4%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.4%
\$1,500,000 - \$1,999,999	2.4%	0.7%	0.4%
\$2,000,000 +	0.2%	0.0%	0.1%
Average Home Value	\$259,078	\$247,446	\$294,471
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,059	13,337	39,603
<\$50,000	1.5%	1.5%	2.3%
\$50,000 - \$99,999	1.3%	1.9%	3.1%
\$100,000 - \$149,999	15.8%	11.6%	8.8%
\$150,000 - \$199,999	31.5%	25.1%	14.3%
\$200,000 - \$249,999	16.0%	17.8%	16.2%
\$250,000 - \$299,999	12.3%	19.6%	17.2%
\$300,000 - \$399,999	8.1%	11.1%	17.7%
\$400,000 - \$499,999	7.7%	7.0%	10.2%
\$500,000 - \$749,999	2.4%	2.8%	7.5%
\$750,000 - \$999,999	0.2%	0.6%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.4%
\$1,500,000 - \$1,999,999	3.1%	0.9%	0.5%
\$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$283,734	\$264,200	\$308,351

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## Market Profile

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<b>2010 Population by Age</b>			
Total	6,431	36,097	103,529
0 - 4	7.0%	7.1%	7.0%
5 - 9	6.5%	6.7%	7.0%
10 - 14	6.9%	7.0%	7.1%
15 - 24	12.6%	12.2%	12.3%
25 - 34	13.7%	14.9%	13.9%
35 - 44	15.3%	15.7%	15.0%
45 - 54	14.7%	14.1%	14.6%
55 - 64	10.9%	11.1%	11.3%
65 - 74	7.3%	6.7%	6.8%
75 - 84	3.8%	3.3%	3.5%
85 +	1.2%	1.2%	1.4%
18 +	75.3%	75.0%	74.6%
<b>2022 Population by Age</b>			
Total	7,676	44,858	131,685
0 - 4	6.1%	6.0%	6.0%
5 - 9	6.5%	6.4%	6.4%
10 - 14	6.6%	6.6%	6.6%
15 - 24	10.8%	11.4%	11.5%
25 - 34	14.4%	13.6%	13.4%
35 - 44	13.8%	14.5%	13.5%
45 - 54	13.2%	13.5%	13.2%
55 - 64	12.7%	12.3%	12.7%
65 - 74	9.2%	9.4%	9.7%
75 - 84	5.1%	4.8%	5.1%
85 +	1.5%	1.5%	1.8%
18 +	77.4%	77.3%	77.2%
<b>2027 Population by Age</b>			
Total	8,020	48,241	139,355
0 - 4	6.1%	5.9%	5.9%
5 - 9	6.3%	6.2%	6.2%
10 - 14	6.7%	6.6%	6.6%
15 - 24	10.6%	11.1%	11.1%
25 - 34	13.6%	13.3%	13.0%
35 - 44	14.6%	14.2%	13.5%
45 - 54	12.4%	13.2%	12.8%
55 - 64	12.0%	12.1%	12.3%
65 - 74	10.0%	9.9%	10.2%
75 - 84	5.8%	5.8%	6.3%
85 +	1.9%	1.7%	2.0%
18 +	77.2%	77.5%	77.5%
<b>2010 Population by Sex</b>			
Males	3,023	17,093	49,407
Females	3,408	19,003	54,125
<b>2022 Population by Sex</b>			
Males	3,680	21,466	63,237
Females	3,994	23,391	68,448
<b>2027 Population by Sex</b>			
Males	3,869	23,129	66,960
Females	4,151	25,114	72,394

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,431	36,096	103,531
White Alone	61.7%	66.7%	67.6%
Black Alone	30.7%	25.4%	24.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	2.8%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	2.5%	2.8%
Two or More Races	2.1%	2.1%	2.0%
Hispanic Origin	8.3%	7.4%	6.7%
Diversity Index	59.6	55.8	54.5
<b>2020 Population by Race/Ethnicity</b>			
Total	7,070	42,303	124,505
White Alone	54.8%	58.7%	61.7%
Black Alone	30.1%	25.0%	23.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.4%	3.4%	3.1%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	4.8%	4.7%	4.5%
Two or More Races	7.8%	7.9%	7.1%
Hispanic Origin	10.2%	10.1%	9.4%
Diversity Index	67.4	65.9	63.3
<b>2022 Population by Race/Ethnicity</b>			
Total	7,673	44,856	131,686
White Alone	54.3%	58.0%	61.3%
Black Alone	30.1%	25.2%	23.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.5%	3.4%	3.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	4.8%	4.8%	4.6%
Two or More Races	8.0%	8.1%	7.4%
Hispanic Origin	10.2%	10.2%	9.5%
Diversity Index	67.7	66.5	63.8
<b>2027 Population by Race/Ethnicity</b>			
Total	8,021	48,244	139,354
White Alone	53.2%	57.0%	60.2%
Black Alone	30.2%	25.0%	23.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.6%	3.6%	3.4%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	5.2%	5.1%	5.0%
Two or More Races	8.6%	8.8%	8.0%
Hispanic Origin	10.5%	10.5%	9.9%
Diversity Index	68.8	67.6	65.0
<b>2010 Population by Relationship and Household Type</b>			
Total	6,431	36,097	103,532
In Households	99.8%	99.3%	99.2%
In Family Households	83.3%	83.3%	83.6%
Householder	26.8%	27.2%	27.1%
Spouse	19.1%	19.6%	19.8%
Child	31.9%	31.6%	32.0%
Other relative	3.6%	3.1%	3.1%
Nonrelative	1.9%	1.8%	1.7%
In Nonfamily Households	16.5%	16.0%	15.6%
In Group Quarters	0.2%	0.7%	0.8%
Institutionalized Population	0.0%	0.5%	0.4%
Noninstitutionalized Population	0.1%	0.2%	0.4%

**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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	5,367	31,178	91,431
Less than 9th Grade	3.8%	1.9%	1.8%
9th - 12th Grade, No Diploma	4.9%	4.5%	4.9%
High School Graduate	20.2%	17.6%	17.1%
GED/Alternative Credential	3.9%	3.8%	3.6%
Some College, No Degree	21.2%	21.3%	19.0%
Associate Degree	12.7%	10.6%	9.8%
Bachelor's Degree	19.3%	25.1%	27.2%
Graduate/Professional Degree	14.0%	15.1%	16.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	6,195	36,289	106,628
Never Married	33.6%	33.9%	31.8%
Married	47.4%	51.2%	53.5%
Widowed	5.8%	4.2%	4.9%
Divorced	13.1%	10.7%	9.8%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,230	24,698	69,540
Population 16+ Employed	94.8%	96.3%	96.7%
Population 16+ Unemployment rate	5.2%	3.7%	3.3%
Population 16-24 Employed	10.6%	11.9%	12.3%
Population 16-24 Unemployment rate	16.9%	6.5%	7.1%
Population 25-54 Employed	65.6%	66.0%	65.3%
Population 25-54 Unemployment rate	3.3%	3.5%	2.5%
Population 55-64 Employed	18.4%	17.1%	17.1%
Population 55-64 Unemployment rate	3.5%	2.0%	3.0%
Population 65+ Employed	5.5%	4.9%	5.3%
Population 65+ Unemployment rate	6.4%	4.6%	4.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,012	23,786	67,274
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	3.9%	3.4%	4.7%
Manufacturing	15.3%	17.2%	18.4%
Wholesale Trade	1.3%	2.5%	2.8%
Retail Trade	12.8%	10.0%	9.3%
Transportation/Utilities	6.8%	6.0%	5.4%
Information	3.0%	1.9%	1.7%
Finance/Insurance/Real Estate	4.5%	6.2%	6.5%
Services	49.6%	49.8%	48.0%
Public Administration	2.7%	3.1%	3.0%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,011	23,788	67,273
White Collar	63.1%	65.1%	67.0%
Management/Business/Financial	13.0%	16.5%	19.3%
Professional	27.9%	28.1%	27.5%
Sales	8.6%	8.6%	8.9%
Administrative Support	13.5%	11.9%	11.3%
Services	13.2%	14.4%	12.9%
Blue Collar	23.7%	20.5%	20.1%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	4.1%	1.8%	2.3%
Installation/Maintenance/Repair	3.1%	2.9%	2.3%
Production	9.1%	8.0%	7.7%
Transportation/Material Moving	7.3%	7.7%	7.6%

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<b>2010 Households by Type</b>			
Total	2,556	14,582	41,571
Households with 1 Person	29.5%	27.9%	27.1%
Households with 2+ People	70.5%	72.1%	72.9%
Family Households	65.4%	66.8%	67.5%
Husband-wife Families	46.4%	48.3%	49.5%
With Related Children	21.3%	22.2%	23.1%
Other Family (No Spouse Present)	19.0%	18.5%	18.0%
Other Family with Male Householder	4.0%	4.2%	4.0%
With Related Children	2.2%	2.4%	2.3%
Other Family with Female Householder	14.9%	14.3%	14.0%
With Related Children	10.3%	9.8%	9.4%
Nonfamily Households	5.1%	5.3%	5.4%
All Households with Children	34.1%	34.8%	35.1%
Multigenerational Households	4.3%	3.7%	3.6%
Unmarried Partner Households	5.2%	5.3%	5.1%
Male-female	4.7%	4.7%	4.5%
Same-sex	0.5%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	2,554	14,582	41,571
1 Person Household	29.6%	27.9%	27.1%
2 Person Household	31.8%	33.6%	33.5%
3 Person Household	16.8%	17.1%	16.9%
4 Person Household	13.3%	13.2%	13.8%
5 Person Household	6.0%	5.6%	5.9%
6 Person Household	1.8%	1.7%	1.9%
7 + Person Household	0.8%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,555	14,582	41,570
Owner Occupied	62.9%	66.9%	66.5%
Owned with a Mortgage/Loan	49.9%	53.2%	51.8%
Owned Free and Clear	13.0%	13.7%	14.7%
Renter Occupied	37.1%	33.1%	33.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	175	168	148
Percent of Income for Mortgage	14.3%	14.9%	17.0%
Wealth Index	75	77	103
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,724	15,785	45,078
Housing Units Inside Urbanized Area	98.1%	99.0%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.9%	1.0%	1.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,431	36,096	103,532
Population Inside Urbanized Area	98.1%	99.0%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.9%	1.0%	1.4%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Old and Newcomers (8F)	Green Acres (6A)	Workday Drive (4A)
3.	Workday Drive (4A)	Workday Drive (4A)	Bright Young Professionals (8C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,809,819	\$42,065,484	\$136,925,122
Average Spent	\$2,193.18	\$2,244.81	\$2,514.56
Spending Potential Index	91	93	104
Education: Total \$	\$5,033,920	\$31,873,534	\$106,938,779
Average Spent	\$1,621.23	\$1,700.92	\$1,963.87
Spending Potential Index	83	87	100
Entertainment/Recreation: Total \$	\$10,428,233	\$63,778,340	\$207,757,127
Average Spent	\$3,358.53	\$3,403.51	\$3,815.35
Spending Potential Index	91	93	104
Food at Home: Total \$	\$17,264,651	\$106,636,507	\$346,791,926
Average Spent	\$5,560.27	\$5,690.62	\$6,368.65
Spending Potential Index	90	92	103
Food Away from Home: Total \$	\$12,149,077	\$75,054,621	\$243,570,709
Average Spent	\$3,912.75	\$4,005.26	\$4,473.04
Spending Potential Index	91	93	104
Health Care: Total \$	\$20,485,758	\$124,583,398	\$404,683,953
Average Spent	\$6,597.67	\$6,648.35	\$7,431.80
Spending Potential Index	93	94	105
HH Furnishings & Equipment: Total \$	\$7,412,143	\$45,298,639	\$147,238,225
Average Spent	\$2,387.16	\$2,417.35	\$2,703.95
Spending Potential Index	93	94	106
Personal Care Products & Services: Total \$	\$2,902,249	\$17,828,217	\$58,057,707
Average Spent	\$934.70	\$951.40	\$1,066.20
Spending Potential Index	92	93	105
Shelter: Total \$	\$62,638,800	\$388,183,871	\$1,267,726,949
Average Spent	\$20,173.53	\$20,715.29	\$23,281.12
Spending Potential Index	88	90	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,054,618	\$48,318,763	\$156,972,934
Average Spent	\$2,594.08	\$2,578.51	\$2,882.72
Spending Potential Index	96	95	106
Travel: Total \$	\$8,188,416	\$50,110,408	\$163,387,219
Average Spent	\$2,637.17	\$2,674.12	\$3,000.52
Spending Potential Index	92	93	104
Vehicle Maintenance & Repairs: Total \$	\$3,658,145	\$22,383,392	\$72,563,441
Average Spent	\$1,178.15	\$1,194.48	\$1,332.59
Spending Potential Index	94	95	106

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.