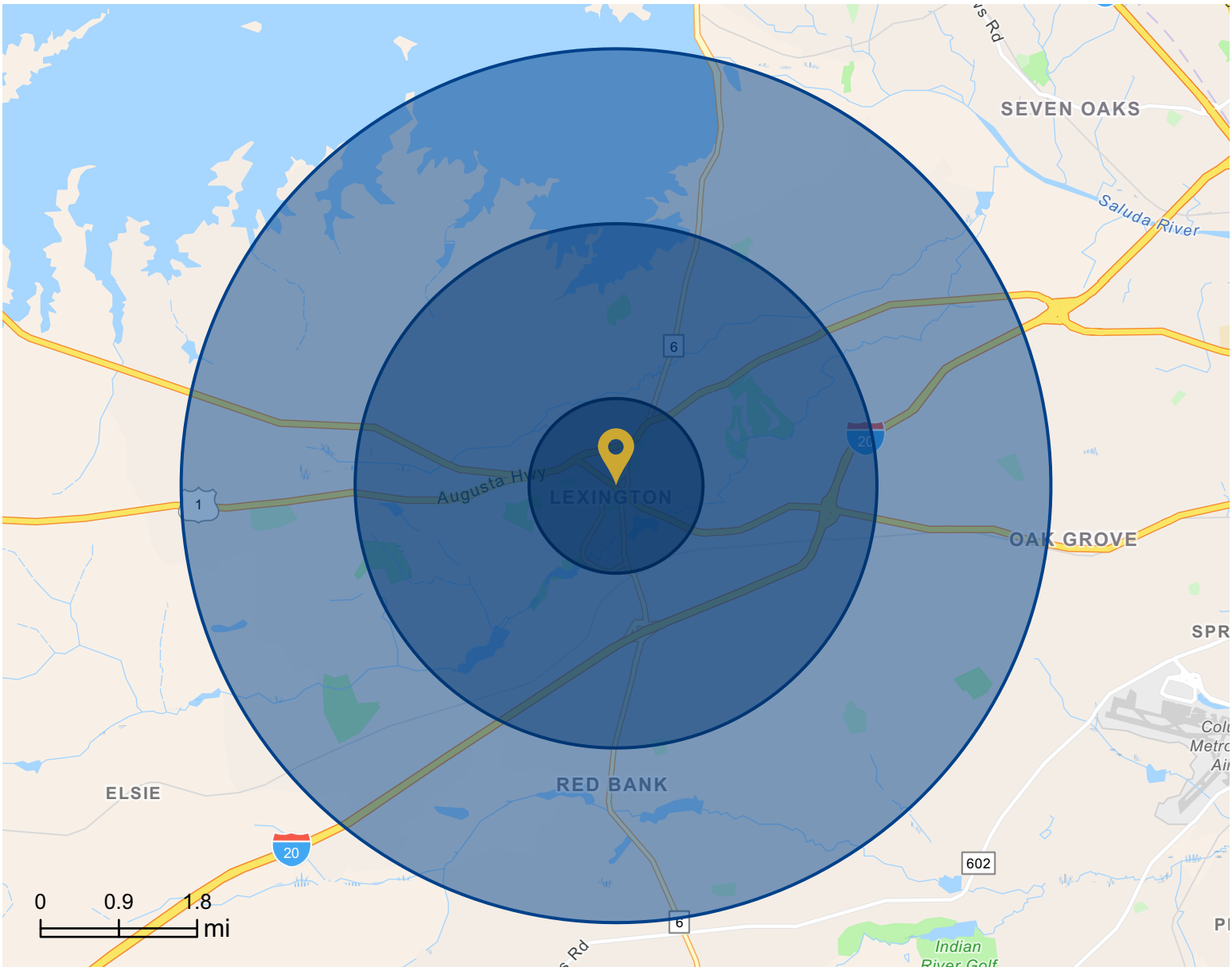
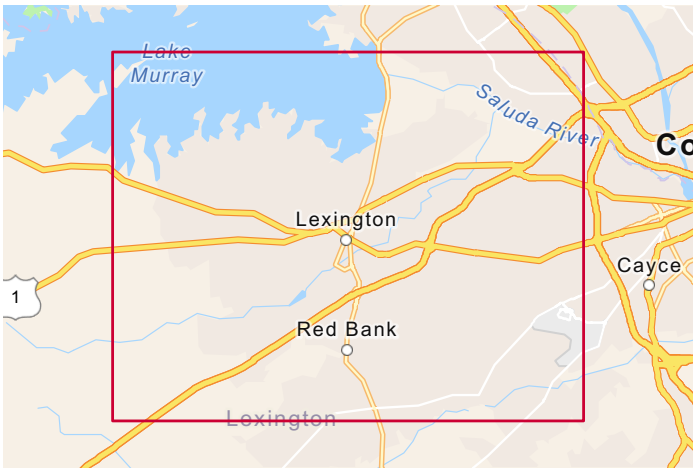
Site Map

102 E Main St, Lexington, South Carolina, 29072

Rings: 1, 3, 5 mile radii

Prepared by SegmentSpot.com
Latitude: 33.98233
Longitude: -81.23727





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Market Profile

102 E Main St, Lexington, South Carolina, 29072

Rings: 1, 3, 5 mile radii

SegmentSpot

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	5,089	31,072	68,191
2020 Total Population	5,410	35,940	84,064
2020 Group Quarters	131	1,092	1,154
2026 Total Population	5,822	39,095	90,425
2026 Group Quarters	131	1,122	1,182
2031 Total Population	6,023	40,435	94,104
2026-2031 Annual Rate	0.68%	0.68%	0.80%
2026 Total Daytime Population	10,231	45,014	84,980
Workers	7,190	24,721	39,582
Residents	3,041	20,293	45,398

Household Summary			
2010 Total Households	2,398	12,109	26,100
2010 Average Household Size	2.05	2.46	2.56
2020 Total Households	2,477	14,163	32,026
2020 Average Household Size	2.13	2.46	2.59
2026 Total Households	2,710	15,865	35,326
2026 Average Household Size	2.10	2.39	2.53
2031 Total Households	2,838	16,672	37,299
2031 Average Household Size	2.08	2.36	2.49
2026-2031 Annual Rate	0.93%	1.00%	1.09%
2026 Families	1,609	10,585	25,139
2026 Average Family Size	2.72	2.95	3.02
2031 Families	1,679	11,093	26,499
2031 Average Family Size	2.69	2.90	2.98
2026-2031 Growth Rate	0.86%	0.94%	1.06%

Median Household Income			
2026	$80,315	$100,624	$102,390
2031	$91,884	$113,565	$117,400

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Per Capita Income	1 mile	3 miles	5 miles
2026	$43,465	$51,351	$50,766
2031	$49,890	$59,222	$58,803

2026 Households by Income			
Household Income Base	2,712	15,865	35,328
<$10,000	1.8%	2.8%	2.8%
$10,000-14,999	1.8%	1.6%	1.4%
$15,000-19,999	2.5%	2.2%	1.6%
$20,000-24,999	4.0%	2.4%	2.2%
$25,000-29,999	3.0%	2.2%	1.8%
$30,000-34,999	2.1%	1.9%	1.6%
$35,000-39,999	2.2%	1.5%	1.6%
$40,000-44,999	2.4%	1.9%	2.1%
$45,000-49,999	3.3%	2.6%	2.7%
$50,000-59,999	9.3%	7.1%	6.7%
$60,000-74,999	13.5%	10.0%	10.6%
$75000-99999	14.9%	13.3%	13.2%
$100,000-124,999	12.2%	13.0%	12.5%
$125,000-149,999	10.2%	10.8%	10.3%
$150000-199999	8.4%	10.4%	11.8%
$200,000-249,999	3.5%	6.9%	7.1%
$250,000-299,999	2.1%	3.8%	3.9%
$300,000-399,999	1.3%	2.5%	2.5%
$400,000-499,999	0.7%	1.4%	1.4%
$500,000+	0.7%	1.6%	2.0%
Average Household Income	$100,733	$125,151	$129,299

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	116	140	146
Percent of Income for Mortgage	21.0%	17.3%	16.5%
Wealth Index	82	107	111

Median Home Value			
2026	$286,171	$295,191	$287,387
2031	$344,947	$365,451	$363,348

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,755	12,304	29,499
<$50,000	0.9%	1.1%	1.3%
$50,000 - $99,999	0.3%	0.8%	1.2%
$100,000 - $149,999	2.9%	2.4%	3.5%
$150,000 - $199,999	8.5%	10.7%	13.7%
$200,000 - $249,999	20.4%	17.6%	17.9%
$250,000 - $299,999	23.6%	19.4%	16.4%
$300,000 - $399,999	25.7%	25.3%	22.3%
$400,000 - $499,999	5.8%	8.9%	9.5%
$500,000 - $749,999	9.1%	10.5%	10.2%
$750,000 - $999,999	2.4%	2.8%	2.8%
$1,000,000 - $1,499,999	0.1%	0.3%	0.6%
$1,500,000 - $1,999,999	0.2%	0.2%	0.3%
$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	$331,993	$344,529	$341,801

Housing Unit Summary			
2010 Total Housing Units	2,629	13,100	28,131
Owner Occupied Housing Units	51.2%	66.4%	72.7%
Renter Occupied Housing Units	40.1%	26.0%	20.1%
Vacant Housing Units	8.8%	7.6%	7.2%
2020 Housing Units	2,697	15,208	34,001
Owner Occupied Housing Units	56.3%	69.6%	76.8%
Renter Occupied Housing Units	35.5%	23.5%	17.4%
Vacant Housing Units	7.5%	6.6%	5.9%
2026 Housing Units	2,903	16,816	37,131
Owner Occupied Housing Units	60.6%	73.2%	79.4%
Renter Occupied Housing Units	32.8%	21.2%	15.7%
Vacant Housing Units	6.6%	5.7%	4.9%
2031 Total Housing Units	3,034	17,624	39,125
Owner Occupied Housing Units	61.7%	74.1%	80.4%
Renter Occupied Housing Units	31.8%	20.4%	15.0%
Vacant Housing Units	6.5%	5.4%	4.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Population by Sex	1 mile	3 miles	5 miles
Males	2,799	18,902	44,247
Females	3,023	20,193	46,178

Median Age			
2010	36.7	37.7	36.6
2020	39.8	40.4	38.8
2026	40.6	41.1	40.0
2031	41.8	42.0	41.0

2026 Population by Age			
Total	5,823	39,095	90,426
0 - 4	5.4%	5.7%	5.9%
5 - 9	5.6%	6.1%	6.3%
10 - 14	6.2%	6.5%	7.2%
15 - 24	12.7%	12.3%	12.5%
25 - 34	12.3%	11.3%	11.3%
35 - 44	14.0%	13.7%	14.1%
45 - 54	12.0%	12.4%	13.3%
55 - 64	11.4%	12.1%	12.1%
65 - 74	10.6%	10.3%	9.8%
75 - 84	7.4%	6.5%	5.7%
85 +	2.9%	2.8%	1.8%
18 +	78.9%	77.7%	76.3%

2026 Population 15+ by Marital Status			
Total	4,820	31,944	72,854
Never Married	19.8%	22.2%	24.3%
Married	61.4%	62.2%	62.1%
Widowed	4.7%	5.5%	4.5%
Divorced	14.1%	10.1%	9.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	4,081	27,153	61,532
Less than 9th Grade	1.0%	1.3%	1.2%
9th - 12th Grade, No Diploma	2.8%	3.0%	3.1%
High School Graduate	20.5%	17.5%	16.9%
GED/Alternative Credential	2.6%	2.3%	3.3%
Some College, No Degree	21.0%	16.4%	18.3%
Associate Degree	8.8%	11.8%	12.8%
Bachelor's Degree	31.4%	30.6%	27.4%
Graduate/Professional Degree	11.9%	17.1%	17.1%

2020 Population by Race/Ethnicity			
Total	5,410	35,940	84,064
White Alone	73.7%	77.0%	77.4%
Black Alone	13.5%	10.0%	9.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.4%	4.0%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.7%	2.1%
Two or More Races	1.9%	1.7%	2.1%
Hispanic Origin	6.0%	5.9%	5.8%
Diversity Index	49.6	45.9	45.2

2026 Population by Race/Ethnicity			
Total	5,821	39,095	90,426
White Alone	70.5%	73.9%	74.5%
Black Alone	14.9%	11.1%	10.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.0%	4.7%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	1.9%	2.4%
Two or More Races	8.0%	7.9%	7.6%
Hispanic Origin	6.8%	6.8%	6.7%
Diversity Index	53.9	50.4	49.7

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,954	19,602	46,956
White Collar	68.9%	71.1%	69.5%
Management/Business/Financial	24.5%	22.3%	22.3%
Professional	26.0%	28.2%	27.6%
Sales	7.4%	10.0%	9.0%
Administrative Support	11.0%	10.6%	10.7%
Services	14.1%	12.0%	12.2%

2026 Employed Pop 16+ by Occupation			
Total	2,954	19,602	46,956
Blue Collar	17.0%	16.9%	18.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	3.2%	3.3%	3.9%
Installation/Maintenance/Repair	5.3%	5.6%	4.8%
Production	3.1%	2.7%	3.0%
Transportation/Material Moving	5.3%	5.1%	6.4%
White Collar	68.9%	71.1%	69.5%
Management/Business/Financial	24.5%	22.3%	22.3%
Professional	26.0%	28.2%	27.6%
Sales	7.4%	10.0%	9.0%
Administrative Support	11.0%	10.6%	10.7%
Services	14.1%	12.0%	12.2%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,954	19,602	46,956
Population 16+ Employed	95.0%	96.0%	96.4%
Population 16+ Unemployment rate	5.0%	4.0%	3.6%
Population 16-24 Employed	12.9%	12.8%	12.8%
Population 16-24 Unemployment rate	10.2%	7.3%	6.0%
Population 25-54 Employed	58.7%	59.7%	60.8%
Population 25-54 Unemployment rate	3.8%	3.5%	3.3%
Population 55-64 Employed	14%	16%	16%
Population 55-64 Unemployment rate	7.8%	4.4%	3.7%
Population 65+ Employed	9%	7%	7%
Population 65+ Unemployment rate	0.7%	0.6%	0.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,806	18,818	45,286
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	9.7%	7.5%	8.2%
Manufacturing	7.6%	8.8%	9.1%
Wholesale Trade	1.4%	1.2%	1.8%
Retail Trade	8.1%	9.8%	10.1%
Transportation/Utilities	5.1%	6.0%	7.1%
Information	1%	2%	2%
Finance/Insurance/Real Estate	11.0%	9.1%	8.4%
Services	51.8%	49.7%	48.5%
Public Administration	4.5%	5.8%	5.0%

2026 Consumer Spending			
Apparel & Services: Total $	$5,749,284	$41,227,539	$94,558,447
Average Spent	$2,121.51	$2,598.65	$2,676.74
Spending Potential Index	83	102	105
Education: Total $	$4,472,771	$32,468,307	$73,562,789
Average Spent	$1,650.47	$2,046.54	$2,082.40
Spending Potential Index	82	102	104
Entertainment/Recreation: Total $	$9,765,474	$71,176,449	$163,858,771
Average Spent	$3,603.50	$4,486.38	$4,638.48
Spending Potential Index	84	104	108
Food at Home: Total $	$17,999,174	$128,122,729	$291,113,048
Average Spent	$6,641.76	$8,075.81	$8,240.76
Spending Potential Index	84	102	105
Food Away from Home: Total $	$9,955,662	$71,825,976	$165,503,129
Average Spent	$3,673.68	$4,527.32	$4,685.02
Spending Potential Index	82	101	105
Health Care: Total $	$18,573,442	$134,632,645	$309,389,097
Average Spent	$6,853.67	$8,486.14	$8,758.11
Spending Potential Index	85	106	109
HH Furnishings & Equipment: Total $	$6,419,640	$46,728,650	$107,705,641
Average Spent	$2,368.87	$2,945.39	$3,048.91
Spending Potential Index	83	104	107
Personal Care Products & Services: Total $	$2,565,034	$18,517,901	$42,613,872
Average Spent	$946.51	$1,167.22	$1,206.30
Spending Potential Index	83	102	106

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$60,371,647	$430,988,681	$982,962,798
Average Spent	$22,277.36	$27,166.01	$27,825.48
Spending Potential Index	81	99	101
Support Payments/Gifts in Kind: Total $	$7,034,947	$51,901,507	$120,680,232
Average Spent	$2,595.92	$3,271.45	$3,416.19
Spending Potential Index	85	107	112
Travel: Total $	$7,987,688	$59,049,873	$136,231,848
Average Spent	$2,947.49	$3,722.02	$3,856.42
Spending Potential Index	81	102	105
Vehicle Maintenance & Repairs: Total $	$2,830,016	$20,337,472	$46,610,823
Average Spent	$1,044.29	$1,281.91	$1,319.45
Spending Potential Index	84	103	107

Top Tapestry Segment

1 mile	3 miles	5 miles
Loyal Locals (K3):	**Flourishing Families (H1)**:	**Flourishing Families (H1)**:
This segment is characterized by senior Midwestern and Southern suburbanites in stable growth areas.	This segment is characterized by large Southern and Midwestern suburban families in growing developments.	This segment is characterized by large Southern and Midwestern suburban families in growing developments.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Demographic and Income Profile

102 E Main St, Lexington, South Carolina, 29072

Ring: 1 mile radius

Summary	Census 2020	2026	2031
Total Population	5,410	5,822	6,023
Total Households	2,477	2,710	2,838
Family Households	1,493	1,609	1,679
Average Household Size	2.13	2.10	2.08
Owner Occupied Housing Units	1,519	1,758	1,871
Renter Occupied Housing Units	958	952	966
Median Age	39.8	40.6	41.8

Trends 2026 - 2031	Area	State	National
Population	0.70%	0.90%	0.50%
Households	0.90%	1.30%	0.70%
Family Population	0.90%	1.30%	0.60%
Owner Occupied Housing Units	1.30%	1.50%	0.00%
Median Household Income	2.70%	2.90%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	304	5.6%	315	5.4%	316	5.3%
5-9	343	6.3%	326	5.6%	321	5.3%
10-14	351	6.5%	362	6.2%	332	5.5%
15-19	337	6.2%	355	6.1%	354	5.9%
20-24	292	5.4%	383	6.6%	375	6.2%
25-29	345	6.4%	337	5.8%	427	7.1%
30-34	374	6.9%	381	6.5%	346	5.7%
35-39	372	6.9%	400	6.9%	390	6.5%
40-44	323	6.0%	413	7.1%	418	6.9%
45-49	299	5.5%	350	6.0%	422	7.0%
50-54	320	5.9%	324	5.6%	364	6.0%
55-59	344	6.4%	324	5.6%	315	5.2%
60-64	335	6.2%	337	5.8%	318	5.3%
65-69	313	5.8%	317	5.4%	320	5.3%
70-74	293	5.4%	299	5.1%	303	5.0%
75-79	186	3.4%	277	4.8%	274	4.5%
80-84	136	2.5%	155	2.7%	235	3.9%
Age 85+	146	2.7%	168	2.9%	194	3.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Households by Income	2026		2031	
	Number	Percent	Number	Percent
<$10,000	49	1.8%	45	1.6%
$10,000-14,999	50	1.8%	41	1.4%
$15,000-19,999	67	2.5%	46	1.6%
$20,000-24,999	108	4.0%	87	3.1%
$25,000-29,999	82	3.0%	68	2.4%
$30,000-34,999	58	2.1%	48	1.7%
$35,000-39,999	60	2.2%	49	1.7%
$40,000-44,999	66	2.4%	55	1.9%
$45,000-49,999	90	3.3%	81	2.9%
$50,000-59,999	252	9.3%	238	8.4%
$60,000-74,999	366	13.5%	359	12.7%
$75,000-99,999	403	14.9%	411	14.5%
$100,000-124,999	330	12.2%	358	12.6%
$125,000-149,999	276	10.2%	327	11.5%
$150,000-199,999	229	8.4%	297	10.5%
$200,000-249,999	96	3.5%	143	5.0%
$250,000-299,999	56	2.1%	94	3.3%
$300,000-399,999	35	1.3%	41	1.4%
$400,000-499,999	19	0.7%	19	0.7%
$500,000+	20	0.7%	30	1.1%
Median Household Income	$80,315	-	$91,884	-
Average Household Income	$100,733	-	$114,557	-
Per Capita Income	$43,465	-	$49,890	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,985	73.7%	4,104	70.5%	4,150	68.9%
Black Alone	732	13.5%	870	14.9%	941	15.6%
American Indian	19	0.3%	19	0.3%	20	0.3%
Asian Alone	181	3.4%	232	4.0%	259	4.3%
Pacific Islander	3	0.1%	4	0.1%	5	0.1%
Some Other Race	101	1.9%	124	2.1%	134	2.2%
Two or More Races	388	7.2%	468	8.0%	514	8.5%
Hispanic (Any Race)	323	6.0%	397	6.8%	432	7.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Key Indicators for 2026

5,822
Total Population

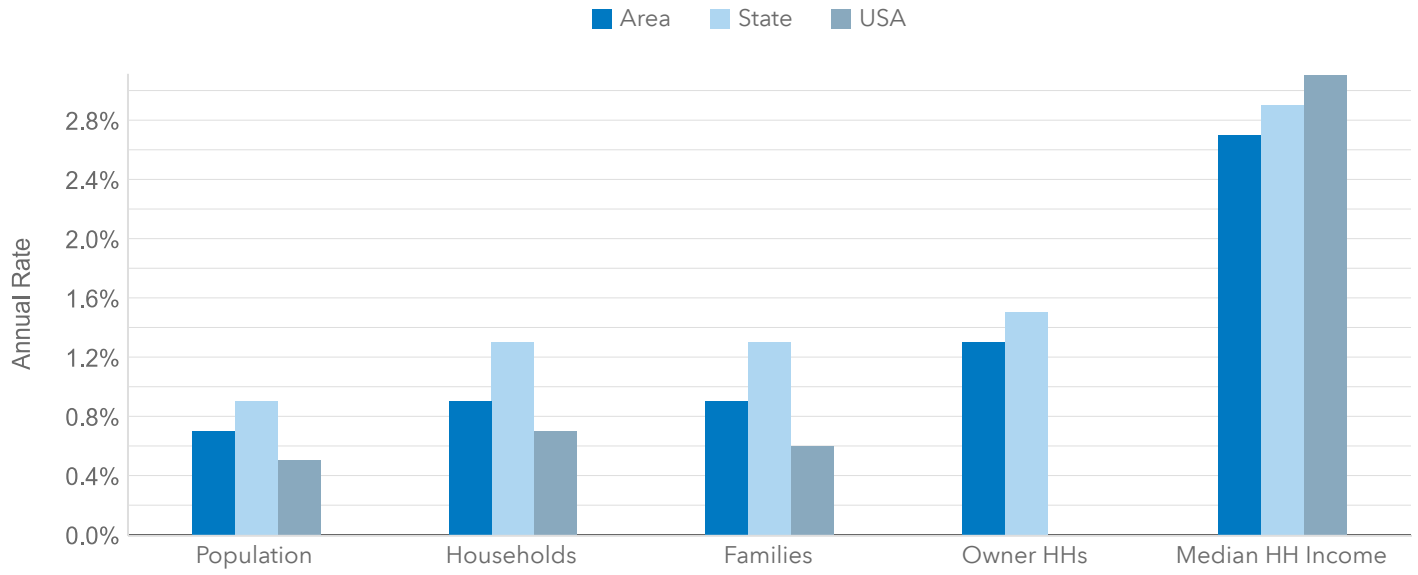
2,710
Total Households

2.10
Average Household Size

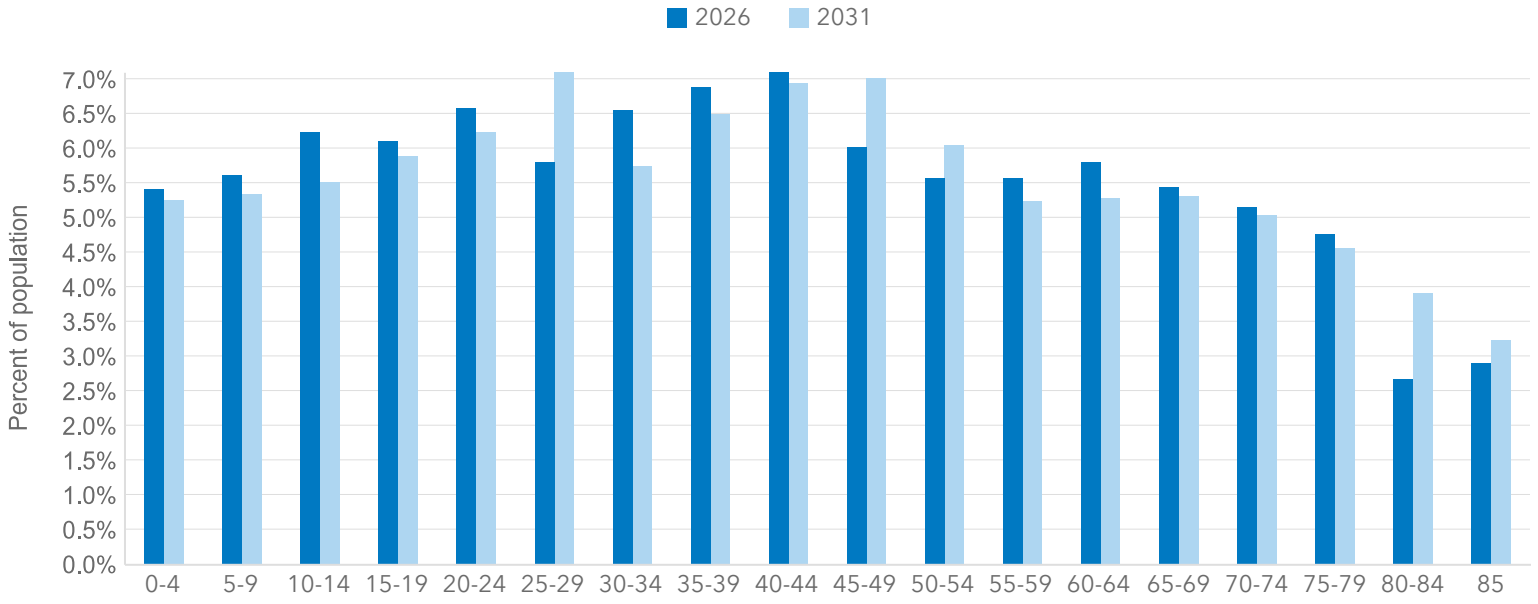
40.6
Median Age

10.2K
Daytime Population

Trends: 2026 - 2031 Annual Rate



Population by Age



Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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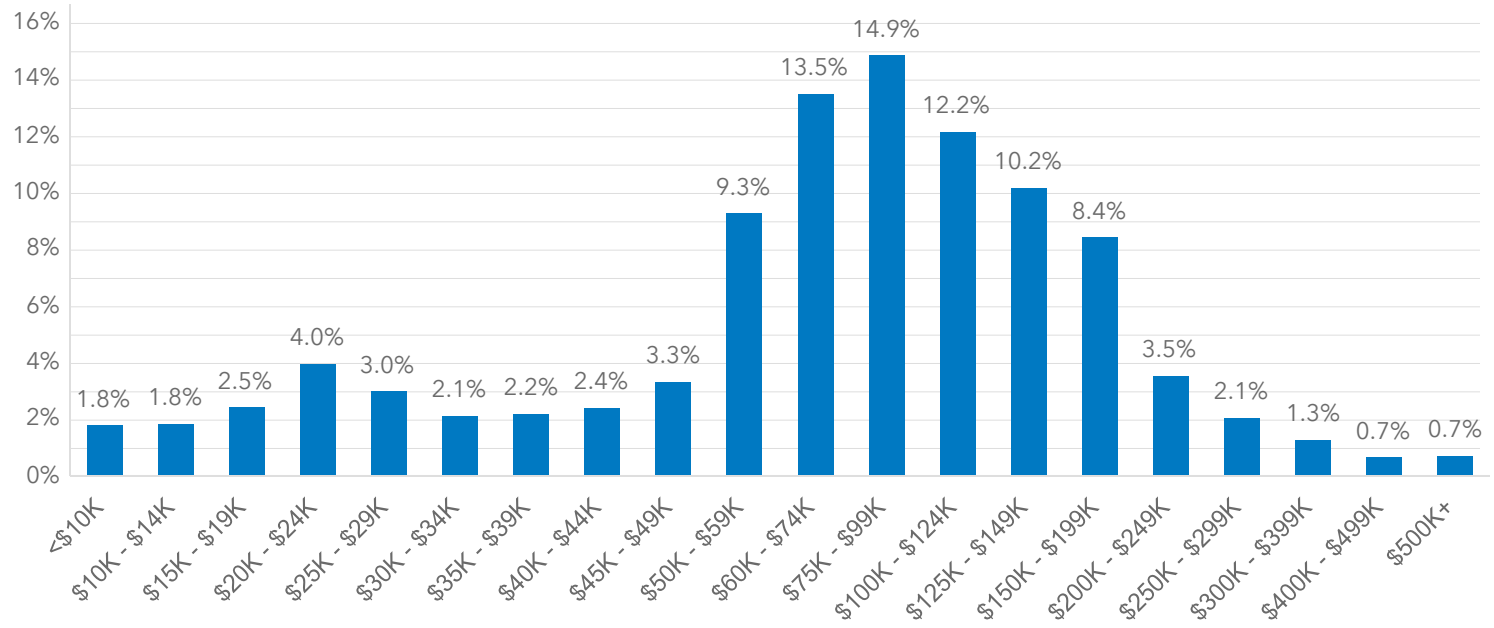
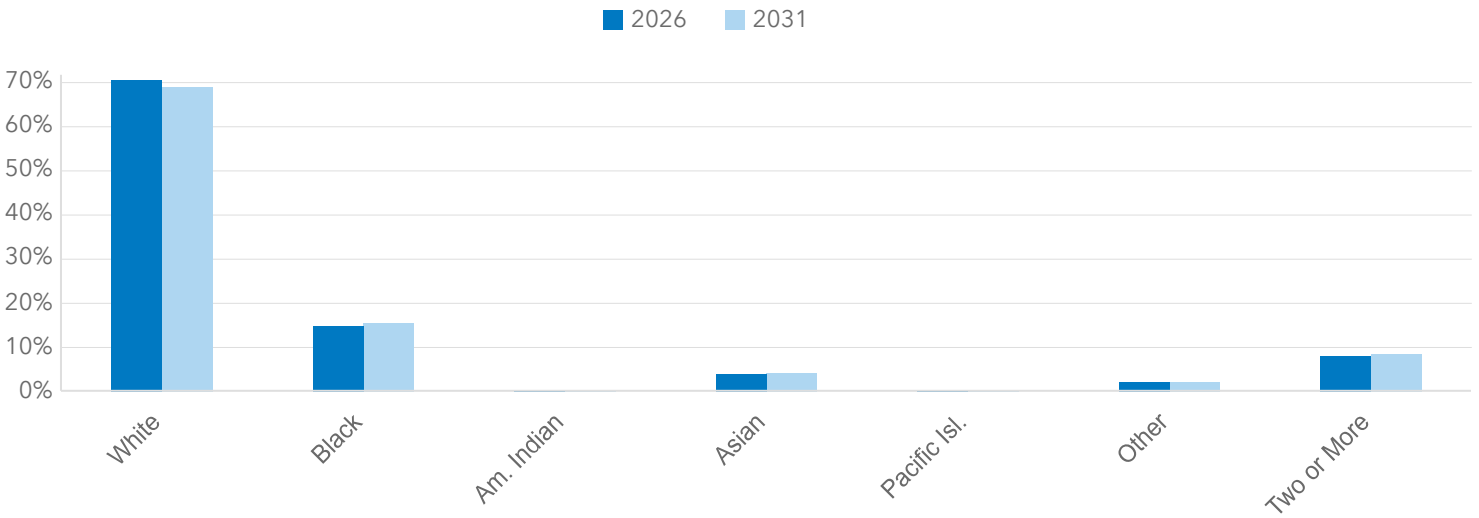
Key Indicators for 2026

$80.3K	$268K	82	116	53.9
Median Household Income	Median Net Worth	Wealth Index	Housing Affordability Index	Diversity Index

Households by Income for 2026



Population by Race



Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Demographic and Income Profile

102 E Main St, Lexington, South Carolina, 29072

Ring: 3 mile radius

SegmentSpot

Summary	Census 2020	2026	2031
Total Population	35,940	39,095	40,435
Total Households	14,163	15,865	16,672
Family Households	9,553	10,585	11,093
Average Household Size	2.46	2.39	2.36
Owner Occupied Housing Units	10,583	12,303	13,068
Renter Occupied Housing Units	3,580	3,562	3,604
Median Age	40.4	41.1	42.0

Trends 2026 - 2031	Area	State	National
Population	0.70%	0.90%	0.50%
Households	1.00%	1.30%	0.70%
Family Population	0.90%	1.30%	0.60%
Owner Occupied Housing Units	1.20%	1.50%	0.00%
Median Household Income	2.40%	2.90%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	2,108	5.9%	2,224	5.7%	2,230	5.5%
5-9	2,353	6.5%	2,393	6.1%	2,335	5.8%
10-14	2,482	6.9%	2,534	6.5%	2,453	6.1%
15-19	2,301	6.4%	2,437	6.2%	2,375	5.9%
20-24	1,726	4.8%	2,354	6.0%	2,296	5.7%
25-29	1,984	5.5%	2,121	5.4%	2,730	6.8%
30-34	2,337	6.5%	2,297	5.9%	2,293	5.7%
35-39	2,509	7.0%	2,576	6.6%	2,398	5.9%
40-44	2,269	6.3%	2,792	7.1%	2,701	6.7%
45-49	2,330	6.5%	2,416	6.2%	2,830	7.0%
50-54	2,315	6.4%	2,497	6.4%	2,456	6.1%
55-59	2,409	6.7%	2,383	6.1%	2,433	6.0%
60-64	2,251	6.3%	2,363	6.0%	2,315	5.7%
65-69	1,937	5.4%	2,195	5.6%	2,239	5.5%
70-74	1,634	4.5%	1,853	4.7%	2,052	5.1%
75-79	1,173	3.3%	1,518	3.9%	1,696	4.2%
80-84	858	2.4%	1,034	2.6%	1,310	3.2%
Age 85+	962	2.7%	1,108	2.8%	1,292	3.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Households by Income	2026		2031	
	Number	Percent	Number	Percent
<$10,000	443	2.8%	405	2.4%
$10,000-14,999	251	1.6%	204	1.2%
$15,000-19,999	347	2.2%	236	1.4%
$20,000-24,999	375	2.4%	295	1.8%
$25,000-29,999	344	2.2%	277	1.7%
$30,000-34,999	301	1.9%	249	1.5%
$35,000-39,999	240	1.5%	194	1.2%
$40,000-44,999	308	1.9%	243	1.5%
$45,000-49,999	416	2.6%	357	2.1%
$50,000-59,999	1,130	7.1%	1,027	6.2%
$60,000-74,999	1,593	10.0%	1,498	9.0%
$75,000-99,999	2,118	13.3%	2,061	12.4%
$100,000-124,999	2,069	13.0%	2,148	12.9%
$125,000-149,999	1,717	10.8%	1,919	11.5%
$150,000-199,999	1,645	10.4%	2,018	12.1%
$200,000-249,999	1,092	6.9%	1,539	9.2%
$250,000-299,999	605	3.8%	986	5.9%
$300,000-399,999	392	2.5%	442	2.6%
$400,000-499,999	217	1.4%	196	1.2%
$500,000+	262	1.6%	379	2.3%
Median Household Income	$100,624	-	$113,565	-
Average Household Income	$125,151	-	$142,298	-
Per Capita Income	$51,351	-	$59,222	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	27,663	77.0%	28,904	73.9%	29,268	72.4%
Black Alone	3,581	10.0%	4,356	11.1%	4,723	11.7%
American Indian	94	0.3%	102	0.3%	107	0.3%
Asian Alone	1,441	4.0%	1,833	4.7%	2,054	5.1%
Pacific Islander	35	0.1%	47	0.1%	54	0.1%
Some Other Race	612	1.7%	752	1.9%	814	2.0%
Two or More Races	2,514	7.0%	3,101	7.9%	3,415	8.4%
Hispanic (Any Race)	2,133	5.9%	2,667	6.8%	2,916	7.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Key Indicators for 2026

39.1K
Total Population

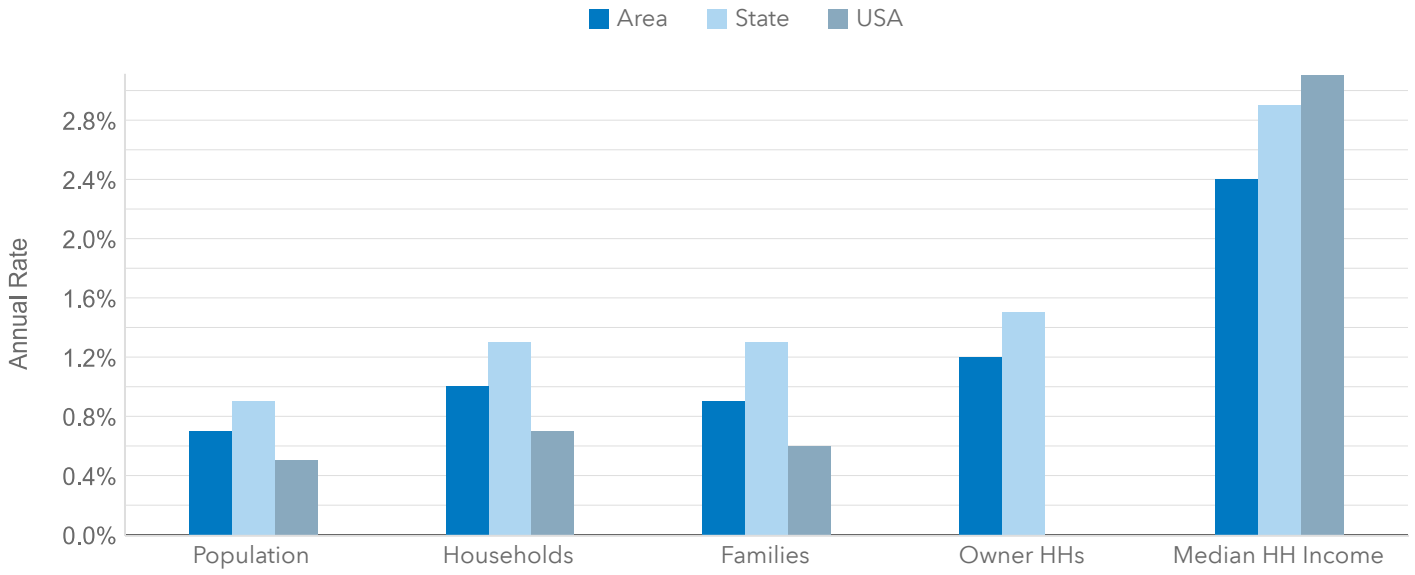
15.9K
Total Households

2.39
Average Household Size

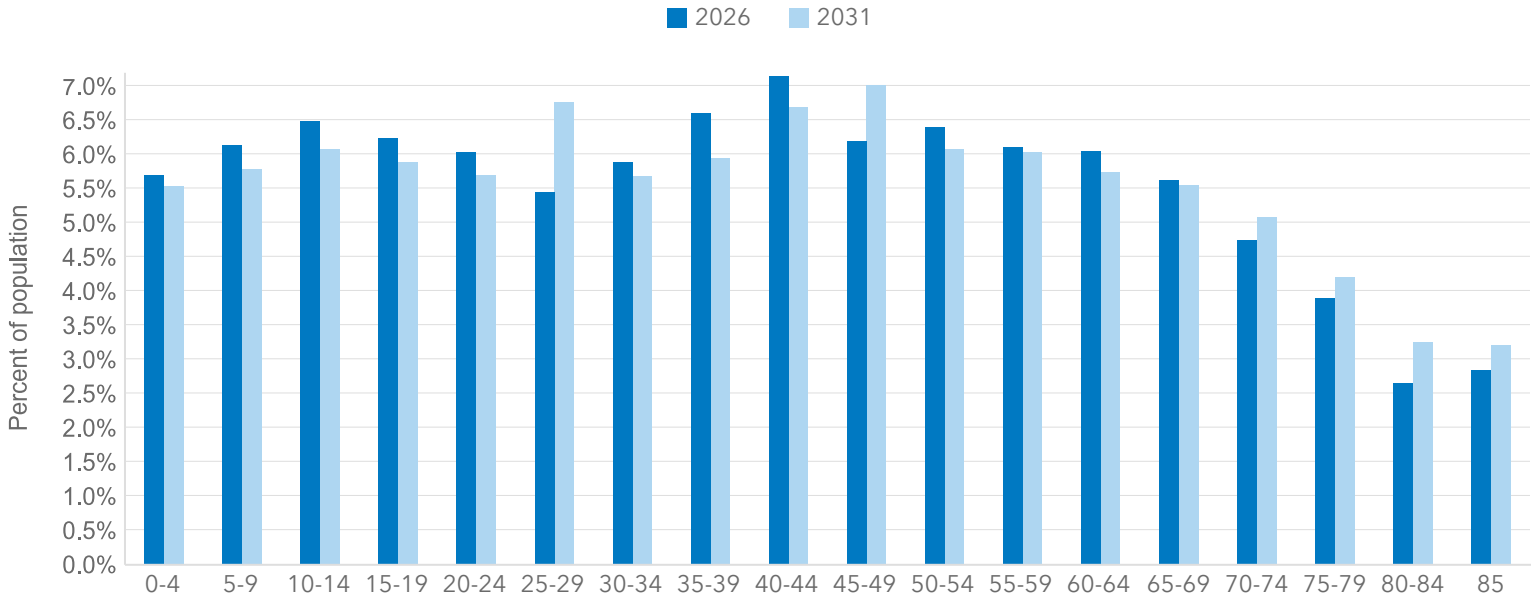
41.1
Median Age

45.0K
Daytime Population

Trends: 2026 - 2031 Annual Rate



Population by Age



Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Key Indicators for 2026

$101K
Median Household Income

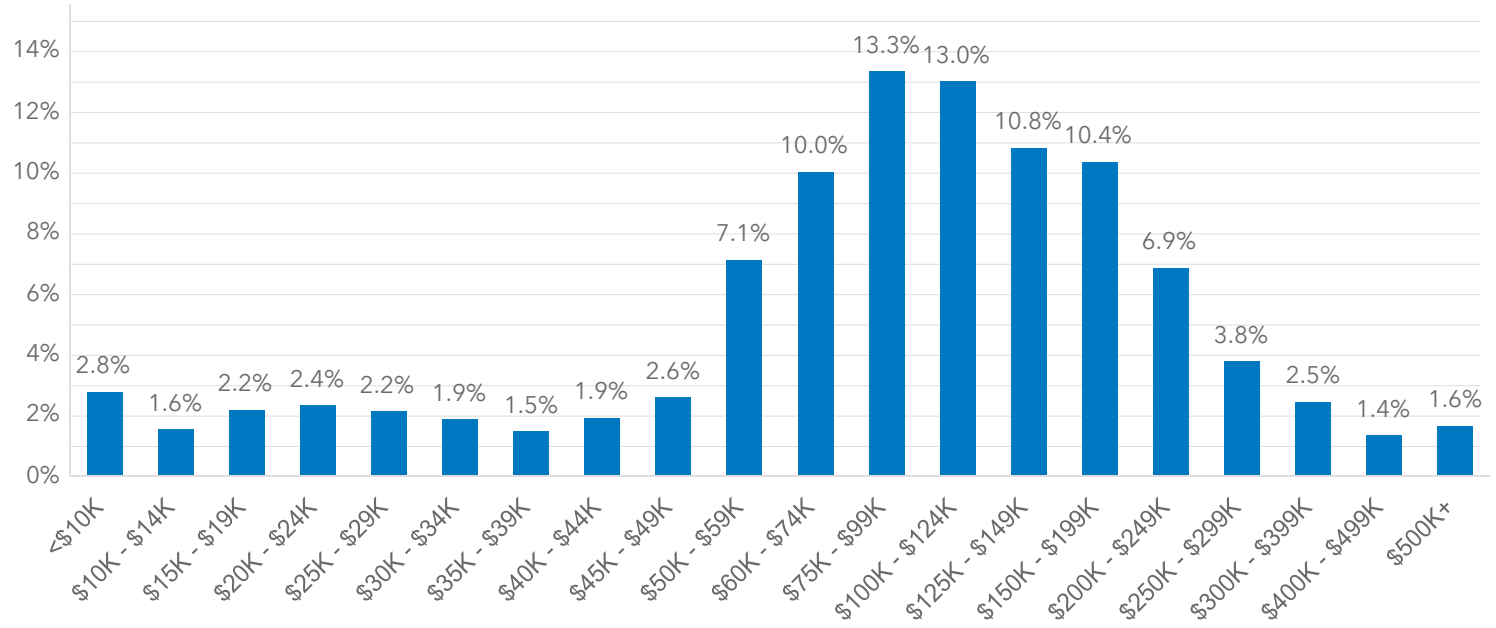
$423K
Median Net Worth

107
Wealth Index

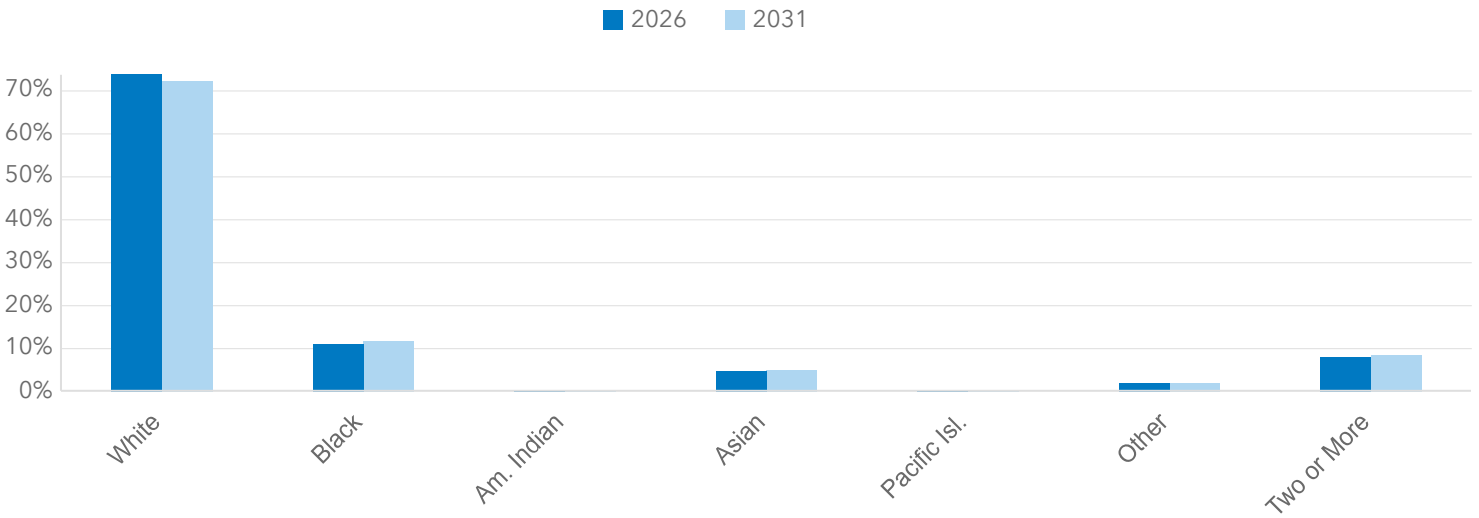
140
Housing Affordability Index

50.4
Diversity Index

Households by Income for 2026



Population by Race



Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Demographic and Income Profile

102 E Main St, Lexington, South Carolina, 29072

Ring: 5 mile radius

Summary	Census 2020	2026	2031
Total Population	84,064	90,425	94,104
Total Households	32,026	35,326	37,299
Family Households	23,022	25,139	26,499
Average Household Size	2.59	2.53	2.49
Owner Occupied Housing Units	26,114	29,500	31,447
Renter Occupied Housing Units	5,912	5,826	5,852
Median Age	38.8	40.0	41.0

Trends 2026 - 2031	Area	State	National
Population	0.80%	0.90%	0.50%
Households	1.10%	1.30%	0.70%
Family Population	1.10%	1.30%	0.60%
Owner Occupied Housing Units	1.30%	1.50%	0.00%
Median Household Income	2.80%	2.90%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	5,156	6.1%	5,352	5.9%	5,433	5.8%
5-9	6,130	7.3%	5,744	6.3%	5,706	6.1%
10-14	6,398	7.6%	6,476	7.2%	5,913	6.3%
15-19	5,614	6.7%	6,010	6.7%	5,945	6.3%
20-24	3,951	4.7%	5,311	5.9%	5,301	5.6%
25-29	4,531	5.4%	4,923	5.4%	6,391	6.8%
30-34	5,553	6.6%	5,277	5.8%	5,510	5.9%
35-39	6,149	7.3%	6,081	6.7%	5,611	6.0%
40-44	5,767	6.9%	6,662	7.4%	6,402	6.8%
45-49	5,740	6.8%	5,996	6.6%	6,725	7.2%
50-54	5,475	6.5%	6,012	6.7%	6,035	6.4%
55-59	5,589	6.7%	5,518	6.1%	5,818	6.2%
60-64	5,105	6.1%	5,414	6.0%	5,369	5.7%
65-69	4,203	5.0%	4,932	5.5%	5,134	5.5%
70-74	3,534	4.2%	3,894	4.3%	4,574	4.9%
75-79	2,310	2.8%	3,197	3.5%	3,485	3.7%
80-84	1,450	1.7%	1,963	2.2%	2,641	2.8%
Age 85+	1,409	1.7%	1,664	1.8%	2,111	2.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Households by Income	2026		2031	
	Number	Percent	Number	Percent
<$10,000	996	2.8%	916	2.5%
$10,000-14,999	513	1.4%	420	1.1%
$15,000-19,999	584	1.6%	404	1.1%
$20,000-24,999	785	2.2%	612	1.6%
$25,000-29,999	636	1.8%	506	1.4%
$30,000-34,999	582	1.6%	481	1.3%
$35,000-39,999	552	1.6%	446	1.2%
$40,000-44,999	754	2.1%	583	1.6%
$45,000-49,999	956	2.7%	812	2.2%
$50,000-59,999	2,368	6.7%	2,116	5.7%
$60,000-74,999	3,740	10.6%	3,462	9.3%
$75,000-99,999	4,669	13.2%	4,503	12.1%
$100,000-124,999	4,426	12.5%	4,567	12.2%
$125,000-149,999	3,658	10.3%	4,056	10.9%
$150,000-199,999	4,167	11.8%	5,143	13.8%
$200,000-249,999	2,499	7.1%	3,557	9.5%
$250,000-299,999	1,363	3.9%	2,237	6.0%
$300,000-399,999	879	2.5%	998	2.7%
$400,000-499,999	509	1.4%	464	1.2%
$500,000+	692	2.0%	1,016	2.7%
Median Household Income	$102,390	-	$117,400	-
Average Household Income	$129,299	-	$147,698	-
Per Capita Income	$50,766	-	$58,803	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	65,097	77.4%	67,381	74.5%	68,703	73.0%
Black Alone	8,037	9.6%	9,612	10.6%	10,464	11.1%
American Indian	283	0.3%	302	0.3%	322	0.3%
Asian Alone	3,168	3.8%	4,033	4.5%	4,552	4.8%
Pacific Islander	64	0.1%	84	0.1%	96	0.1%
Some Other Race	1,765	2.1%	2,137	2.4%	2,332	2.5%
Two or More Races	5,651	6.7%	6,877	7.6%	7,635	8.1%
Hispanic (Any Race)	4,894	5.8%	6,056	6.7%	6,665	7.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Key Indicators for 2026

90.4K
Total Population

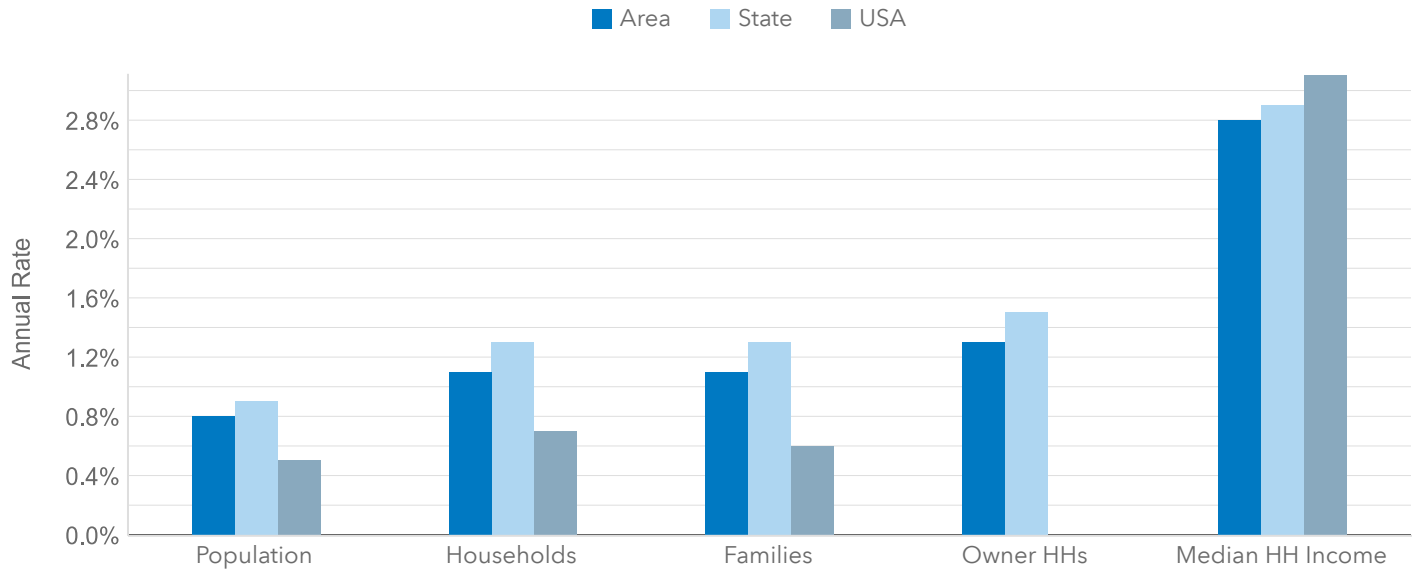
35.3K
Total Households

2.53
Average Household Size

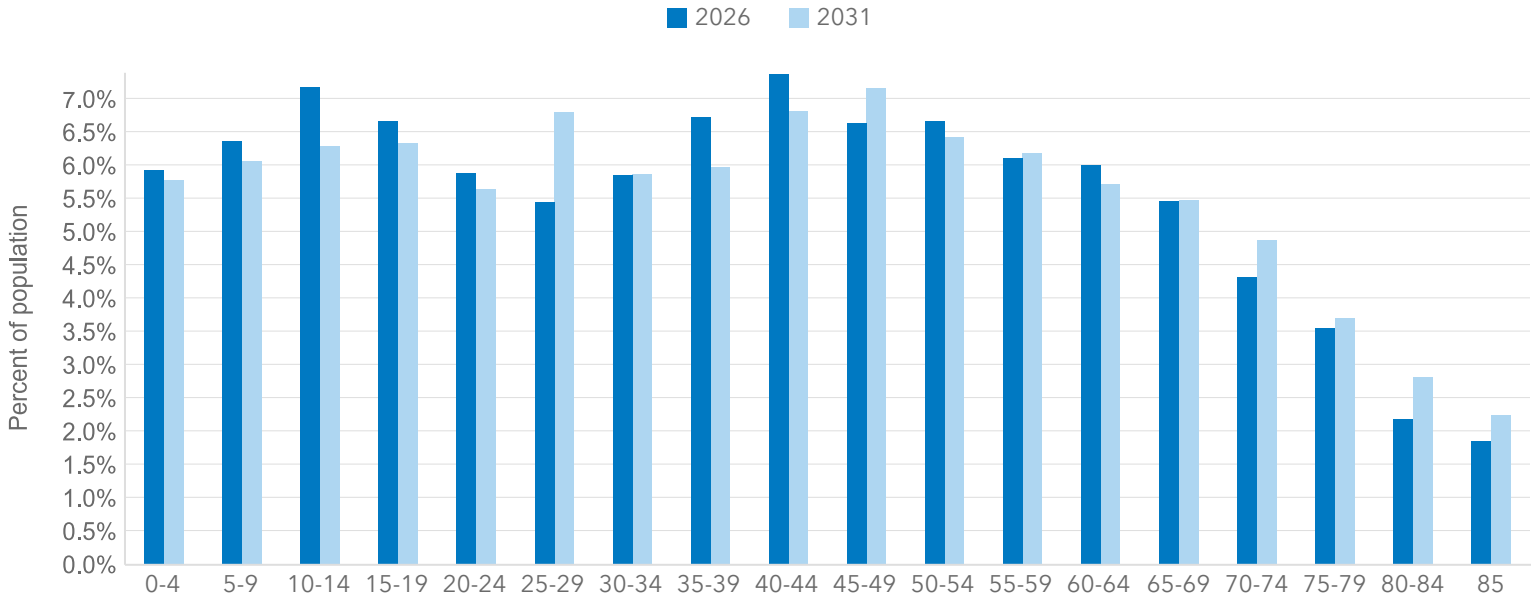
40.0
Median Age

85.0K
Daytime Population

Trends: 2026 - 2031 Annual Rate



Population by Age



Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Key Indicators for 2026

$102K
Median Household Income

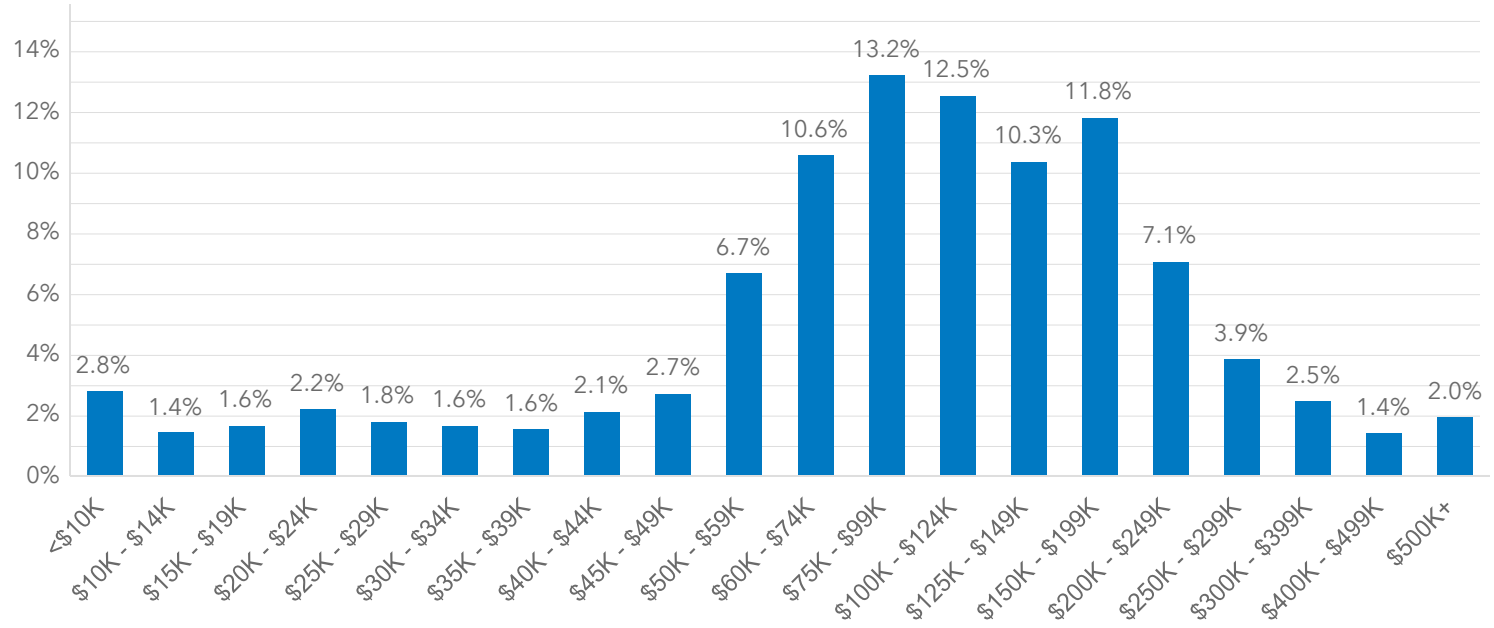
$466K
Median Net Worth

111
Wealth Index

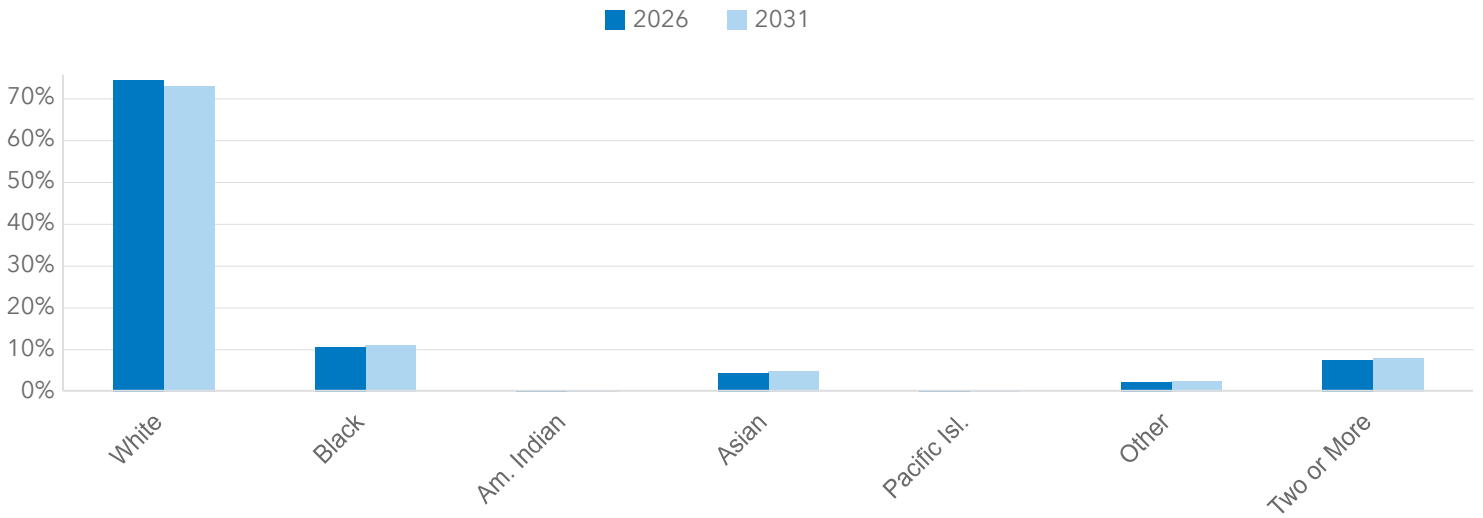
146
Housing Affordability Index

49.7
Diversity Index

Households by Income for 2026



Population by Race



Source: Esri forecasts for 2026 and 2031. U.S. Census Bureau 2020 decennial Census data.

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Retail Market Potential

102 E Main St, Lexington, South Carolina, 29072

Ring: 1 mile radius

SegmentSpot

Demographic Summary	2026	2031
Population	5,822	6,023
Population 18+	4,592	4,826
Households	2,710	2,838
Median Household Income	$80,315	$91,884

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Purchased Men`s Clothing Last 12 Mo	2,927	63.8%	101
Purchased Women`s Clothing Last 12 Mo	2,374	51.7%	101
Purchased Shoes Last 12 Mo	3,484	75.9%	100
Purchased Fine Jewelry Last 12 Mo	972	21.2%	97
Purchased Watch Last 12 Mo	569	12.4%	101
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,482	91.6%	103
HH Purchased or Leased New Vehicle Last 12 Mo	213	7.9%	91
HH Owns or Leases Vehicle 10+ Years Old	1,535	56.6%	104
Automotive Aftermarket (Adults)			
Purchased Gasoline Last 6 Mo	4,209	91.7%	104
Purchased or Changed Motor Oil Last 12 Mo	2,642	57.5%	107
Had Vehicle Tune-Up Last 12 Mo	1,032	22.5%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,809	39.4%	104
Drank Beer or Ale Last 6 Mo	1,673	36.4%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	370	8.1%	104
Own Digital SLR Camera or Camcorder	398	8.7%	95
Printed Digital Photos Last 12 Mo	1,092	23.8%	100
Cell Phones (Adults/Households)			
Purchased Cell Phone Last 12 Mo	1,398	30.4%	96
Have a Smartphone	4,334	94.4%	100
Use Apple iPhone Most Often	2,521	54.9%	94
Use Google Pixel Phone Most Often	177	3.9%	115
Use Samsung Phone Most Often	847	18.4%	110
HH Owns 1 Cell Phone	863	31.9%	106
HH Owns 2 Cell Phones	1,032	38.1%	101
HH Owns 3+ Cell Phones	743	27.4%	93
HH Has Cell Phone Only (No Landline Telephone)	2,116	78.1%	103
Computers (Households)			
HH Owns Computer	2,260	83.4%	101
HH Owns Desktop Computer	1,016	37.5%	103
HH Owns Laptop or Notebook	1,861	68.7%	100
HH Owns Apple or Mac Brand Computer	611	22.6%	89
HH Owns PC or Non-Apple Brand Computer	1,921	70.9%	104
HH Purchased Most Recent Home Computer at Store	969	35.8%	104
HH Purchased Most Recent Home Computer Online	710	26.2%	99
HH Spent $1-499 on Most Recent Home Computer	367	13.5%	105
HH Spent $500-999 on Most Recent Home Computer	500	18.4%	109
HH Spent $1K-1499 on Most Recent Home Computer	291	10.7%	99
HH Spent $1500-1999 on Most Recent Home Computer	107	4.0%	92
HH Spent $2000+ on Most Recent Home Computer	140	5.2%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	3,133	68.2%	104
Purchased Brewed Coffee at Convenience Store Last 30 Days	568	12.4%	103
Purchased Cigarettes at Convenience Store Last 30 Days	237	5.2%	102
Purchased Gas at Convenience Store Last 30 Days	2,072	45.1%	109
Spent $1-19 at Convenience Store Last 30 Days	272	5.9%	100
Spent $20-39 at Convenience Store Last 30 Days	378	8.2%	103
Spent $40-50 at Convenience Store Last 30 Days	302	6.6%	98
Spent $51-99 at Convenience Store Last 30 Days	292	6.4%	115
Spent $100+ at Convenience Store Last 30 Days	1,197	26.1%	109
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,501	54.5%	99
Went to Live Theater Last 12 Mo	552	12.0%	97
Went to Bar or Night Club Last 12 Mo	930	20.3%	104
Dined Out Last 12 Mo	2,526	55.0%	102
Gambled at Casino Last 12 Mo	597	13.0%	100
Visited Theme Park Last 12 Mo	819	17.8%	94
Viewed Movie (Video-on-Demand) Last 30 Days	295	6.4%	90
Viewed TV Show (Video-on-Demand) Last 30 Days	197	4.3%	91
Viewed Program/Event (Video-on-Demand)/12 Mo	399	8.7%	93
Used Internet to Download Movie Last 30 Days	305	6.6%	99
Downloaded Individual Song Last 6 Mo	725	15.8%	96
Used Internet to Watch Movie Last 30 Days	1,583	34.5%	96
Used Internet to Watch TV Program Last 30 Days	1,074	23.4%	102
Played (Console) Video or Electronic Game Last 12 Mo	624	13.6%	105
Played (Portable) Video or Electronic Game Last 12 Mo	352	7.7%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	1,681	36.6%	104
Used ATM or Cash Machine Last 12 Mo	2,726	59.4%	100
Own Any Stock	547	11.9%	89
Own U.S. Savings Bonds	332	7.2%	102
Own Shares in Mutual Fund (Stocks)	500	10.9%	95
Own Shares in Mutual Fund (Bonds)	343	7.5%	101
Have Interest Checking Account	1,750	38.1%	104
Have Non-Interest Checking Account	1,683	36.7%	103
Have Savings Account	3,372	73.5%	102
Have 401(k) Retirement Savings Plan	1,111	24.2%	103
Own or Used Any Credit or Debit Card Last 12 Mo	4,250	92.6%	101
Avg $1-110 Monthly Credit Card Expenditures	475	10.3%	110
Avg $111-225 Monthly Credit Card Expenditures	308	6.7%	100
Avg $226-450 Monthly Credit Card Expenditures	399	8.7%	107
Avg $451-700 Monthly Credit Card Expenditures	408	8.9%	107
Avg $701-1000 Monthly Credit Card Expenditures	346	7.5%	97
Avg $1001-2000 Monthly Credit Card Expenditures	525	11.4%	99
Avg $2001+ Monthly Credit Card Expenditures	567	12.3%	90
Pay Annual Fee for Credit Card	909	19.8%	88
Did Online Banking Last 12 Mo	2,516	54.8%	101
Did Mobile Device Banking Last 12 Mo	2,286	49.8%	101
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,555	94.3%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	2,085	76.9%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	563	20.8%	103
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,502	55.4%	98
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,462	90.8%	100
HH Used Fresh Milk Last 6 Mo	2,218	81.8%	100
HH Used Organic Food Last 6 Mo	590	21.8%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	2,018	44.0%	99
Exercise at Club 2+ Times Per Week	631	13.7%	96
Visited Doctor Last 12 Mo	3,649	79.5%	100
Used Vitamins or Dietary Supplements Last 6 Mo	3,002	65.4%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	921	34.0%	104
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	938	34.6%	101
HH Purchased Low Ticket HH Furnishing Last 12 Mo	562	20.7%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	634	23.4%	105
HH Purchased Small Kitchen Appliance Last 12 Mo	576	21.3%	104
HH Purchased Large Appliance/12 Mo	508	18.8%	111
HH Rented from Storage Facility/12 Mo	88	3.3%	96
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,418	52.7%	107
Personally Carry Any Medical or Hospital or Accident Insurance	3,912	85.2%	101
Homeowner Carries Insurance on Home/Personal Property	2,863	62.4%	107
Renter Carries Insurance on Home/Personal Property	593	12.9%	98
HH Has 1 Vehicle Covered with Auto Insurance	887	32.7%	103
HH Has 2 Vehicles Covered with Auto Insurance	885	32.7%	105
HH Has 3+ Vehicles Covered with Auto Insurance	690	25.5%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,442	53.2%	103
HH Owns 1+ Cats	687	25.4%	105
HH Owns 1+ Dogs	1,049	38.7%	101
HH Owns 1+ Birds	60	2.2%	100
HH Owns 1+ Horses	24	0.9%	86
HH Owns 1+ Oth Pets	141	5.2%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	648	14.1%	91
Buying American Is Important: 4-Agr Cmpl	1,333	29.0%	109
Buy Based on Quality Not Price: 4-Agr Cmpl	670	14.6%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	601	13.1%	104
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	444	9.7%	97
Will Pay More for Environ Safe Products: 4-Agr Cmpl	466	10.2%	92
Buy Based on Price Not Brands: 4-Agr Cmpl	1,326	28.9%	103
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	146	3.2%	82
Reading (Adults)			
Purchased Digital Book Last 12 Mo	774	16.9%	98
Purchased Hardcover Book Last 12 Mo	1,173	25.6%	103
Purchased Paperback Book Last 12 Mo	1,515	33.0%	100
Read Daily Newspaper (Paper Version)	280	6.1%	101
Read Digital Newspaper Last 30 Days	2,279	49.6%	94
Read Magazine (Paper or Electronic Version) Last 6 Mo	3,919	85.4%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	3,447	75.1%	103
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,194	26.0%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	4,242	92.4%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,886	41.1%	105
Ordered Eat-In Fast Food Last 6 Mo	1,601	34.9%	102
Ordered Home Delivery Fast Food Last 6 Mo	555	12.1%	101
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,274	49.5%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,019	22.2%	98
Television & Electronics (Adults/Households)			
Own Tablet	2,506	54.6%	100
Own E-Reader	700	15.3%	98
Own E-Reader or Tablet: Apple iPad	1,568	34.1%	95
HH Owns Internet Connectable TV	1,202	44.4%	105
Own Portable MP3 Player	321	7.0%	104
HH Owns 1 TV	532	19.6%	91
HH Owns 2 TVs	805	29.7%	102
HH Owns 3 TVs	651	24.0%	108
HH Owns 4+ TVs	602	22.2%	104
HH Subscribes to Cable TV	747	27.6%	106
HH Subscribes to Fiber Optic TV	128	4.7%	88
HH Owns Portable GPS Device	428	15.8%	108
HH Purchased Video Game System Last 12 Mo	125	4.6%	75
HH Owns Internet Video Device for TV	1,477	54.5%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	2,855	62.2%	101
Took 3+ Domestic Non-Business Trips Last 12 Mo	731	15.9%	97
Spent $1-999 on Domestic Vacations Last 12 Mo	503	11.0%	107
Spent $1K-1499 on Domestic Vacations Last 12 Mo	321	7.0%	100
Spent $1500-1999 on Domestic Vacations Last 12 Mo	192	4.2%	89
Spent $2K-2999 on Domestic Vacations Last 12 Mo	268	5.8%	104
Spent $3K+ on Domestic Vacations Last 12 Mo	562	12.2%	99
Used Internet Travel Site for Domestic Trip Last 12 Mo	392	8.5%	92
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,299	28.3%	84
Took 3+ Foreign Trips by Plane Last 3 Yrs	258	5.6%	76
Spent $1-999 on Foreign Vacations Last 12 Mo	174	3.8%	90
Spent $1K-2999 on Foreign Vacations Last 12 Mo	178	3.9%	83
Spent $3K+ on Foreign Vacations Last 12 Mo	457	9.9%	83
Used General Travel Site: Foreign Trip Last 3 Yrs	287	6.3%	83
Spent Night at Hotel or Motel Last 12 Mo	2,494	54.3%	99
Took Cruise of More Than One Day Last 3 Yrs	463	10.1%	95
Member of Frequent Flyer Program	1,123	24.5%	88
Member of Hotel Rewards Program	1,380	30.1%	99

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Retail Market Potential

102 E Main St, Lexington, South Carolina, 29072

Ring: 3 mile radius

Demographic Summary	2026	2031
Population	39,095	40,435
Population 18+	30,360	31,880
Households	15,865	16,672
Median Household Income	$100,624	$113,565

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Purchased Men`s Clothing Last 12 Mo	19,690	64.9%	103
Purchased Women`s Clothing Last 12 Mo	15,846	52.2%	102
Purchased Shoes Last 12 Mo	23,374	77.0%	102
Purchased Fine Jewelry Last 12 Mo	6,427	21.2%	97
Purchased Watch Last 12 Mo	3,600	11.9%	97
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	14,765	93.1%	105
HH Purchased or Leased New Vehicle Last 12 Mo	1,425	9.0%	104
HH Owns or Leases Vehicle 10+ Years Old	9,232	58.2%	106
Automotive Aftermarket (Adults)			
Purchased Gasoline Last 6 Mo	28,053	92.4%	104
Purchased or Changed Motor Oil Last 12 Mo	17,140	56.5%	105
Had Vehicle Tune-Up Last 12 Mo	6,951	22.9%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	11,205	36.9%	97
Drank Beer or Ale Last 6 Mo	11,156	36.8%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	2,559	8.4%	109
Own Digital SLR Camera or Camcorder	2,917	9.6%	105
Printed Digital Photos Last 12 Mo	7,745	25.5%	107
Cell Phones (Adults/Households)			
Purchased Cell Phone Last 12 Mo	9,315	30.7%	97
Have a Smartphone	28,775	94.8%	101
Use Apple iPhone Most Often	17,629	58.1%	100
Use Google Pixel Phone Most Often	1,059	3.5%	104
Use Samsung Phone Most Often	5,289	17.4%	104
HH Owns 1 Cell Phone	4,468	28.2%	93
HH Owns 2 Cell Phones	6,350	40.0%	106
HH Owns 3+ Cell Phones	4,684	29.5%	100
HH Has Cell Phone Only (No Landline Telephone)	12,370	78.0%	102
Computers (Households)			
HH Owns Computer	13,543	85.4%	103
HH Owns Desktop Computer	6,023	38.0%	104
HH Owns Laptop or Notebook	11,226	70.8%	104
HH Owns Apple or Mac Brand Computer	3,816	24.1%	95
HH Owns PC or Non-Apple Brand Computer	11,431	72.0%	106
HH Purchased Most Recent Home Computer at Store	5,832	36.8%	107
HH Purchased Most Recent Home Computer Online	4,337	27.3%	103
HH Spent $1-499 on Most Recent Home Computer	2,228	14.0%	109
HH Spent $500-999 on Most Recent Home Computer	2,939	18.5%	109
HH Spent $1K-1499 on Most Recent Home Computer	1,793	11.3%	104
HH Spent $1500-1999 on Most Recent Home Computer	677	4.3%	100
HH Spent $2000+ on Most Recent Home Computer	953	6.0%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	20,929	68.9%	105
Purchased Brewed Coffee at Convenience Store Last 30 Days	3,767	12.4%	103
Purchased Cigarettes at Convenience Store Last 30 Days	1,496	4.9%	97
Purchased Gas at Convenience Store Last 30 Days	13,882	45.7%	111
Spent $1-19 at Convenience Store Last 30 Days	1,911	6.3%	106
Spent $20-39 at Convenience Store Last 30 Days	2,470	8.1%	101
Spent $40-50 at Convenience Store Last 30 Days	2,130	7.0%	105
Spent $51-99 at Convenience Store Last 30 Days	1,902	6.3%	114
Spent $100+ at Convenience Store Last 30 Days	7,737	25.5%	106
Entertainment (Adults)			
Attended Movie Last 6 Mo	16,835	55.5%	101
Went to Live Theater Last 12 Mo	3,905	12.9%	104
Went to Bar or Night Club Last 12 Mo	6,203	20.4%	105
Dined Out Last 12 Mo	17,530	57.7%	107
Gambled at Casino Last 12 Mo	3,917	12.9%	99
Visited Theme Park Last 12 Mo	5,585	18.4%	97
Viewed Movie (Video-on-Demand) Last 30 Days	2,129	7.0%	98
Viewed TV Show (Video-on-Demand) Last 30 Days	1,429	4.7%	100
Viewed Program/Event (Video-on-Demand)/12 Mo	2,855	9.4%	101
Used Internet to Download Movie Last 30 Days	1,983	6.5%	97
Downloaded Individual Song Last 6 Mo	4,876	16.1%	98
Used Internet to Watch Movie Last 30 Days	10,530	34.7%	97
Used Internet to Watch TV Program Last 30 Days	7,237	23.8%	104
Played (Console) Video or Electronic Game Last 12 Mo	4,014	13.2%	102
Played (Portable) Video or Electronic Game Last 12 Mo	2,345	7.7%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	12,185	40.1%	114
Used ATM or Cash Machine Last 12 Mo	18,147	59.8%	101
Own Any Stock	4,184	13.8%	103
Own U.S. Savings Bonds	2,315	7.6%	107
Own Shares in Mutual Fund (Stocks)	3,702	12.2%	106
Own Shares in Mutual Fund (Bonds)	2,467	8.1%	110
Have Interest Checking Account	12,171	40.1%	110
Have Non-Interest Checking Account	11,188	36.9%	103
Have Savings Account	22,751	74.9%	105
Have 401(k) Retirement Savings Plan	7,945	26.2%	111
Own or Used Any Credit or Debit Card Last 12 Mo	28,256	93.1%	102
Avg $1-110 Monthly Credit Card Expenditures	2,901	9.6%	102
Avg $111-225 Monthly Credit Card Expenditures	2,044	6.7%	100
Avg $226-450 Monthly Credit Card Expenditures	2,489	8.2%	101
Avg $451-700 Monthly Credit Card Expenditures	2,633	8.7%	104
Avg $701-1000 Monthly Credit Card Expenditures	2,430	8.0%	103
Avg $1001-2000 Monthly Credit Card Expenditures	3,719	12.3%	106
Avg $2001+ Monthly Credit Card Expenditures	4,437	14.6%	106
Pay Annual Fee for Credit Card	6,540	21.5%	96
Did Online Banking Last 12 Mo	17,279	56.9%	105
Did Mobile Device Banking Last 12 Mo	15,529	51.1%	104
Grocery (Adults)			
HH Used Bread Last 6 Mo	15,002	94.6%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	12,352	77.9%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	3,365	21.2%	105
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	8,937	56.3%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	14,505	91.4%	101
HH Used Fresh Milk Last 6 Mo	13,185	83.1%	102
HH Used Organic Food Last 6 Mo	3,544	22.3%	91

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	13,865	45.7%	103
Exercise at Club 2+ Times Per Week	4,364	14.4%	100
Visited Doctor Last 12 Mo	24,674	81.3%	103
Used Vitamins or Dietary Supplements Last 6 Mo	20,003	65.9%	102
Home (Households)			
HH Did Home Improvement Last 12 Mo	5,708	36.0%	110
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	5,898	37.2%	109
HH Purchased Low Ticket HH Furnishing Last 12 Mo	3,302	20.8%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	3,663	23.1%	104
HH Purchased Small Kitchen Appliance Last 12 Mo	3,328	21.0%	102
HH Purchased Large Appliance/12 Mo	2,937	18.5%	110
HH Rented from Storage Facility/12 Mo	541	3.4%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	16,490	54.3%	110
Personally Carry Any Medical or Hospital or Accident Insurance	26,365	86.8%	103
Homeowner Carries Insurance on Home/Personal Property	20,009	65.9%	113
Renter Carries Insurance on Home/Personal Property	3,704	12.2%	93
HH Has 1 Vehicle Covered with Auto Insurance	4,781	30.1%	95
HH Has 2 Vehicles Covered with Auto Insurance	5,374	33.9%	109
HH Has 3+ Vehicles Covered with Auto Insurance	4,398	27.7%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	9,012	56.8%	110
HH Owns 1+ Cats	4,181	26.4%	110
HH Owns 1+ Dogs	6,772	42.7%	112
HH Owns 1+ Birds	345	2.2%	98
HH Owns 1+ Horses	182	1.1%	111
HH Owns 1+ Oth Pets	896	5.7%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	4,325	14.3%	92
Buying American Is Important: 4-Agr Cmpl	8,867	29.2%	110
Buy Based on Quality Not Price: 4-Agr Cmpl	4,186	13.8%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	3,752	12.4%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,933	9.7%	97
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,167	10.4%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	8,528	28.1%	100
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	955	3.1%	81
Reading (Adults)			
Purchased Digital Book Last 12 Mo	5,335	17.6%	103
Purchased Hardcover Book Last 12 Mo	7,967	26.2%	106
Purchased Paperback Book Last 12 Mo	10,471	34.5%	104
Read Daily Newspaper (Paper Version)	1,651	5.4%	90
Read Digital Newspaper Last 30 Days	15,275	50.3%	96
Read Magazine (Paper or Electronic Version) Last 6 Mo	26,044	85.8%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	22,941	75.6%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	7,892	26.0%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	27,963	92.1%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	12,211	40.2%	102
Ordered Eat-In Fast Food Last 6 Mo	10,768	35.5%	104
Ordered Home Delivery Fast Food Last 6 Mo	3,358	11.1%	92
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	15,297	50.4%	108
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	6,745	22.2%	98
Television & Electronics (Adults/Households)			
Own Tablet	17,113	56.4%	103
Own E-Reader	4,986	16.4%	105
Own E-Reader or Tablet: Apple iPad	11,222	37.0%	102
HH Owns Internet Connectable TV	7,135	45.0%	107
Own Portable MP3 Player	2,229	7.3%	109
HH Owns 1 TV	2,950	18.6%	86
HH Owns 2 TVs	4,552	28.7%	99
HH Owns 3 TVs	3,784	23.9%	107
HH Owns 4+ TVs	3,900	24.6%	116
HH Subscribes to Cable TV	4,108	25.9%	100
HH Subscribes to Fiber Optic TV	882	5.6%	103
HH Owns Portable GPS Device	2,553	16.1%	110
HH Purchased Video Game System Last 12 Mo	776	4.9%	79
HH Owns Internet Video Device for TV	8,859	55.8%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	19,753	65.1%	105
Took 3+ Domestic Non-Business Trips Last 12 Mo	5,283	17.4%	106
Spent $1-999 on Domestic Vacations Last 12 Mo	3,264	10.8%	105
Spent $1K-1499 on Domestic Vacations Last 12 Mo	2,164	7.1%	102
Spent $1500-1999 on Domestic Vacations Last 12 Mo	1,457	4.8%	102
Spent $2K-2999 on Domestic Vacations Last 12 Mo	1,898	6.3%	111
Spent $3K+ on Domestic Vacations Last 12 Mo	4,250	14.0%	114
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,734	9.0%	97
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	9,488	31.3%	93
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,999	6.6%	89
Spent $1-999 on Foreign Vacations Last 12 Mo	1,229	4.0%	96
Spent $1K-2999 on Foreign Vacations Last 12 Mo	1,200	4.0%	85
Spent $3K+ on Foreign Vacations Last 12 Mo	3,506	11.6%	96
Used General Travel Site: Foreign Trip Last 3 Yrs	2,096	6.9%	91
Spent Night at Hotel or Motel Last 12 Mo	17,405	57.3%	105
Took Cruise of More Than One Day Last 3 Yrs	3,329	11.0%	103
Member of Frequent Flyer Program	8,654	28.5%	102
Member of Hotel Rewards Program	10,034	33.0%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

102 E Main St, Lexington, South Carolina, 29072

Ring: 5 mile radius

Demographic Summary	2026	2031
Population	90,425	94,104
Population 18+	68,981	73,247
Households	35,326	37,299
Median Household Income	$102,390	$117,400

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Purchased Men`s Clothing Last 12 Mo	45,012	65.3%	104
Purchased Women`s Clothing Last 12 Mo	36,171	52.4%	102
Purchased Shoes Last 12 Mo	53,410	77.4%	102
Purchased Fine Jewelry Last 12 Mo	14,695	21.3%	98
Purchased Watch Last 12 Mo	8,244	11.9%	97
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	33,137	93.8%	105
HH Purchased or Leased New Vehicle Last 12 Mo	3,362	9.5%	110
HH Owns or Leases Vehicle 10+ Years Old	20,754	58.8%	107
Automotive Aftermarket (Adults)			
Purchased Gasoline Last 6 Mo	64,025	92.8%	105
Purchased or Changed Motor Oil Last 12 Mo	39,192	56.8%	106
Had Vehicle Tune-Up Last 12 Mo	15,803	22.9%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	25,575	37.1%	98
Drank Beer or Ale Last 6 Mo	25,267	36.6%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	5,772	8.4%	108
Own Digital SLR Camera or Camcorder	6,696	9.7%	106
Printed Digital Photos Last 12 Mo	17,961	26.0%	109
Cell Phones (Adults/Households)			
Purchased Cell Phone Last 12 Mo	21,005	30.4%	96
Have a Smartphone	65,516	95.0%	101
Use Apple iPhone Most Often	40,571	58.8%	101
Use Google Pixel Phone Most Often	2,347	3.4%	102
Use Samsung Phone Most Often	12,067	17.5%	105
HH Owns 1 Cell Phone	9,091	25.7%	85
HH Owns 2 Cell Phones	14,207	40.2%	107
HH Owns 3+ Cell Phones	11,278	31.9%	108
HH Has Cell Phone Only (No Landline Telephone)	27,754	78.6%	103
Computers (Households)			
HH Owns Computer	30,429	86.1%	104
HH Owns Desktop Computer	13,717	38.8%	106
HH Owns Laptop or Notebook	25,250	71.5%	105
HH Owns Apple or Mac Brand Computer	8,697	24.6%	98
HH Owns PC or Non-Apple Brand Computer	25,734	72.8%	107
HH Purchased Most Recent Home Computer at Store	13,137	37.2%	108
HH Purchased Most Recent Home Computer Online	9,789	27.7%	105
HH Spent $1-499 on Most Recent Home Computer	5,034	14.3%	111
HH Spent $500-999 on Most Recent Home Computer	6,568	18.6%	110
HH Spent $1K-1499 on Most Recent Home Computer	4,148	11.7%	108
HH Spent $1500-1999 on Most Recent Home Computer	1,501	4.3%	99
HH Spent $2000+ on Most Recent Home Computer	2,219	6.3%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	47,808	69.3%	105
Purchased Brewed Coffee at Convenience Store Last 30 Days	8,446	12.2%	102
Purchased Cigarettes at Convenience Store Last 30 Days	3,239	4.7%	93
Purchased Gas at Convenience Store Last 30 Days	31,738	46.0%	112
Spent $1-19 at Convenience Store Last 30 Days	4,414	6.4%	108
Spent $20-39 at Convenience Store Last 30 Days	5,704	8.3%	103
Spent $40-50 at Convenience Store Last 30 Days	4,820	7.0%	104
Spent $51-99 at Convenience Store Last 30 Days	4,363	6.3%	115
Spent $100+ at Convenience Store Last 30 Days	17,611	25.5%	106
Entertainment (Adults)			
Attended Movie Last 6 Mo	38,663	56.0%	102
Went to Live Theater Last 12 Mo	8,877	12.9%	104
Went to Bar or Night Club Last 12 Mo	14,000	20.3%	105
Dined Out Last 12 Mo	40,258	58.4%	108
Gambled at Casino Last 12 Mo	9,049	13.1%	101
Visited Theme Park Last 12 Mo	12,966	18.8%	99
Viewed Movie (Video-on-Demand) Last 30 Days	4,800	7.0%	97
Viewed TV Show (Video-on-Demand) Last 30 Days	3,186	4.6%	98
Viewed Program/Event (Video-on-Demand)/12 Mo	6,446	9.3%	100
Used Internet to Download Movie Last 30 Days	4,549	6.6%	98
Downloaded Individual Song Last 6 Mo	11,282	16.4%	99
Used Internet to Watch Movie Last 30 Days	24,166	35.0%	98
Used Internet to Watch TV Program Last 30 Days	16,662	24.1%	106
Played (Console) Video or Electronic Game Last 12 Mo	9,089	13.2%	102
Played (Portable) Video or Electronic Game Last 12 Mo	5,349	7.8%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	28,932	41.9%	119
Used ATM or Cash Machine Last 12 Mo	41,311	59.9%	101
Own Any Stock	9,755	14.1%	106
Own U.S. Savings Bonds	5,298	7.7%	108
Own Shares in Mutual Fund (Stocks)	8,573	12.4%	108
Own Shares in Mutual Fund (Bonds)	5,656	8.2%	111
Have Interest Checking Account	27,960	40.5%	111
Have Non-Interest Checking Account	25,403	36.8%	103
Have Savings Account	52,103	75.5%	105
Have 401(k) Retirement Savings Plan	18,503	26.8%	114
Own or Used Any Credit or Debit Card Last 12 Mo	64,183	93.0%	102
Avg $1-110 Monthly Credit Card Expenditures	6,628	9.6%	102
Avg $111-225 Monthly Credit Card Expenditures	4,686	6.8%	101
Avg $226-450 Monthly Credit Card Expenditures	5,477	7.9%	98
Avg $451-700 Monthly Credit Card Expenditures	5,946	8.6%	103
Avg $701-1000 Monthly Credit Card Expenditures	5,542	8.0%	103
Avg $1001-2000 Monthly Credit Card Expenditures	8,391	12.2%	105
Avg $2001+ Monthly Credit Card Expenditures	10,418	15.1%	110
Pay Annual Fee for Credit Card	15,261	22.1%	99
Did Online Banking Last 12 Mo	39,713	57.6%	106
Did Mobile Device Banking Last 12 Mo	35,857	52.0%	106
Grocery (Adults)			
HH Used Bread Last 6 Mo	33,512	94.9%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	27,635	78.2%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	7,477	21.2%	105
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	20,160	57.1%	101
HH Used Fresh Fruit or Vegetables Last 6 Mo	32,335	91.5%	101
HH Used Fresh Milk Last 6 Mo	29,622	83.8%	103
HH Used Organic Food Last 6 Mo	7,944	22.5%	92

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	31,807	46.1%	104
Exercise at Club 2+ Times Per Week	10,031	14.5%	101
Visited Doctor Last 12 Mo	56,168	81.4%	103
Used Vitamins or Dietary Supplements Last 6 Mo	45,337	65.7%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	13,084	37.0%	113
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	13,473	38.1%	111
HH Purchased Low Ticket HH Furnishing Last 12 Mo	7,362	20.8%	106
HH Purchased Big Ticket HH Furnishing Last 12 Mo	8,185	23.2%	104
HH Purchased Small Kitchen Appliance Last 12 Mo	7,457	21.1%	103
HH Purchased Large Appliance/12 Mo	6,648	18.8%	111
HH Rented from Storage Facility/12 Mo	1,193	3.4%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	38,153	55.3%	112
Personally Carry Any Medical or Hospital or Accident Insurance	60,097	87.1%	104
Homeowner Carries Insurance on Home/Personal Property	46,576	67.5%	116
Renter Carries Insurance on Home/Personal Property	8,010	11.6%	88
HH Has 1 Vehicle Covered with Auto Insurance	10,133	28.7%	90
HH Has 2 Vehicles Covered with Auto Insurance	12,183	34.5%	111
HH Has 3+ Vehicles Covered with Auto Insurance	10,218	28.9%	115

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	20,591	58.3%	113
HH Owns 1+ Cats	9,235	26.1%	109
HH Owns 1+ Dogs	15,866	44.9%	118
HH Owns 1+ Birds	772	2.2%	99
HH Owns 1+ Horses	393	1.1%	108
HH Owns 1+ Oth Pets	2,060	5.8%	112
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	9,573	13.9%	90
Buying American Is Important: 4-Agr Cmpl	20,039	29.1%	109
Buy Based on Quality Not Price: 4-Agr Cmpl	9,281	13.4%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	8,438	12.2%	97
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	6,456	9.4%	94
Will Pay More for Environ Safe Products: 4-Agr Cmpl	7,104	10.3%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	19,358	28.1%	100
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	2,109	3.1%	79
Reading (Adults)			
Purchased Digital Book Last 12 Mo	12,478	18.1%	106
Purchased Hardcover Book Last 12 Mo	18,337	26.6%	107
Purchased Paperback Book Last 12 Mo	23,922	34.7%	105
Read Daily Newspaper (Paper Version)	3,336	4.8%	80
Read Digital Newspaper Last 30 Days	34,437	49.9%	95
Read Magazine (Paper or Electronic Version) Last 6 Mo	59,198	85.8%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	52,643	76.3%	105
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	18,223	26.4%	108
Went to Fast Food or Drive-In Restaurant Last 6 Mo	63,839	92.5%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	28,126	40.8%	104
Ordered Eat-In Fast Food Last 6 Mo	24,862	36.0%	105
Ordered Home Delivery Fast Food Last 6 Mo	7,558	11.0%	91
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	35,521	51.5%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	15,426	22.4%	99
Television & Electronics (Adults/Households)			
Own Tablet	39,545	57.3%	105
Own E-Reader	11,667	16.9%	108
Own E-Reader or Tablet: Apple iPad	26,339	38.2%	106
HH Owns Internet Connectable TV	16,141	45.7%	108
Own Portable MP3 Player	5,147	7.5%	111
HH Owns 1 TV	6,047	17.1%	79
HH Owns 2 TVs	9,814	27.8%	95
HH Owns 3 TVs	8,567	24.3%	109
HH Owns 4+ TVs	9,507	26.9%	126
HH Subscribes to Cable TV	8,823	25.0%	96
HH Subscribes to Fiber Optic TV	2,013	5.7%	106
HH Owns Portable GPS Device	5,694	16.1%	110
HH Purchased Video Game System Last 12 Mo	1,822	5.2%	83
HH Owns Internet Video Device for TV	20,142	57.0%	108

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	45,275	65.6%	106
Took 3+ Domestic Non-Business Trips Last 12 Mo	12,355	17.9%	109
Spent $1-999 on Domestic Vacations Last 12 Mo	7,382	10.7%	105
Spent $1K-1499 on Domestic Vacations Last 12 Mo	4,929	7.2%	103
Spent $1500-1999 on Domestic Vacations Last 12 Mo	3,334	4.8%	103
Spent $2K-2999 on Domestic Vacations Last 12 Mo	4,425	6.4%	114
Spent $3K+ on Domestic Vacations Last 12 Mo	10,012	14.5%	118
Used Internet Travel Site for Domestic Trip Last 12 Mo	6,329	9.2%	99
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	22,129	32.1%	96
Took 3+ Foreign Trips by Plane Last 3 Yrs	4,684	6.8%	92
Spent $1-999 on Foreign Vacations Last 12 Mo	2,802	4.1%	96
Spent $1K-2999 on Foreign Vacations Last 12 Mo	2,801	4.1%	87
Spent $3K+ on Foreign Vacations Last 12 Mo	8,276	12.0%	100
Used General Travel Site: Foreign Trip Last 3 Yrs	4,944	7.2%	95
Spent Night at Hotel or Motel Last 12 Mo	40,032	58.0%	106
Took Cruise of More Than One Day Last 3 Yrs	7,846	11.4%	107
Member of Frequent Flyer Program	20,393	29.6%	106
Member of Hotel Rewards Program	23,473	34.0%	112

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Retail Goods and Services Expenditures

102 E Main St, Lexington, South Carolina, 29072

Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Loyal Locals (K3)	30.6%	Population	5,822	6,023
Metro Fusion (C3)	16.5%	Households	2,710	2,838
Classic Comfort (K4)	15.2%	Families	1,609	1,679
Moderate Metros (C6)	13.7%	Median Age	40.6	41.8
Flourishing Families (H1)	12.9%	Median Household Income	$80,315	$91,884

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	83	$2,121.51	$5,749,284
Men's	83	$419.60	$1,137,119
Women's	84	$710.78	$1,926,205
Children's	83	$287.51	$779,160
Footwear	83	$491.37	$1,331,618
Watches & Jewelry	83	$139.95	$379,272
Apparel Products and Services (1)	81	$72.29	$195,910
Computer			
Computers and Hardware for Home Use	83	$184.28	$499,402
Portable Memory	86	$3.57	$9,671
Computer Software	83	$15.78	$42,755
Computer Accessories	80	$16.49	$44,684
Education	84	$3,603.50	$9,765,474
Educational Books, Supplies, and Other Expenditures	83	$39.83	$107,929
Other School Supplies	87	$78.42	$212,522

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	84	$3,603.50	$9,765,474
Fees and Admissions	81	$831.22	$2,252,612
Membership Fees for Clubs (2)	82	$289.01	$783,207
Fees for Participant Sports, excl. Trips	82	$156.89	$425,172
Tickets to Theatre/Operas/Concerts	81	$109.82	$297,601
Tickets to Movies	83	$31.23	$84,627
Tickets to Parks or Museums	73	$31.85	$86,324
Admission to Sporting Events, excl. Trips	84	$95.54	$258,920
Fees for Recreational Lessons	77	$115.63	$313,356
Dating Services	93	$1.26	$3,405
TV/Video/Audio	86	$1,048.17	$2,840,552
Cable and Satellite Television Services	86	$532.12	$1,442,047
Televisions	89	$96.41	$261,270
Satellite Dishes	66	$0.57	$1,551
VCRs, Video Cameras, and DVD Players	87	$2.98	$8,076
Miscellaneous Video Equipment	87	$26.86	$72,804
Video Cassettes and DVDs	77	$3.02	$8,192
Video Game Hardware/Accessories	89	$38.92	$105,477
Video Game Software	86	$19.46	$52,726
Rental/Streaming/Downloaded Video	87	$195.28	$529,201
Installation of Televisions	88	$1.29	$3,495
Audio (3)	84	$128.22	$347,463
Repair of TV/Radio/Sound Equipment	83	$3.04	$8,249
Pets	84	$959.57	$2,600,447
Toys/Games/Crafts/Hobbies (4)	87	$168.80	$457,449
Recreational Vehicles and Fees (5)	85	$141.96	$384,706
Sports/Recreation/Exercise Equipment (6)	86	$238.88	$647,362
Photo Equipment and Supplies (7)	81	$56.88	$154,144
Reading (8)	80	$110.59	$299,686
Catered Affairs	82	$51.21	$138,786

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	Spending Potential Index	Average Amount Spent	Total
Food	84	$10,315.44	$27,954,836
Food at Home	84	$6,641.76	$17,999,174
Bakery and Cereal Products	85	$887.16	$2,404,212
Meats, Poultry, Fish, and Eggs	85	$1,420.45	$3,849,414
Dairy Products	84	$676.02	$1,832,016
Fruits and Vegetables	82	$1,044.43	$2,830,394
Snacks and Other Food at Home (9)	85	$1,852.92	$5,021,413
Food Away from Home	82	$3,673.68	$9,955,662
Alcoholic Beverages	82	$585.95	$1,587,918
Financial			
Value of Stocks/Bonds/Mutual Funds	76	$43,068.86	$116,716,601
Value of Retirement Plans	85	$138,823.66	$376,212,118
Value of Other Financial Assets	83	$11,922.10	$32,308,880
Vehicle Loan Amount excluding Interest	85	$3,364.51	$9,117,818
Value of Credit Card Debt	84	$2,777.03	$7,525,747
Health			
Nonprescription Drugs	87	$176.03	$477,047
Prescription Drugs	90	$408.84	$1,107,951
Eyeglasses and Contact Lenses	85	$120.08	$325,413
Personal Care Products (10)	84	$547.93	$1,484,890
Smoking Products	89	$406.13	$1,100,608
Home			
Mortgage Payment and Basics (11)	80	$11,028.55	$29,887,360
Maintenance and Remodeling Services	78	$3,737.29	$10,128,061
Maintenance and Remodeling Materials (12)	81	$614.77	$1,666,040
Utilities, Fuel, and Public Services	85	$5,219.50	$14,144,840

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	83	$89.65	$242,941
Furniture	84	$697.19	$1,889,390
Rugs	88	$33.17	$89,900
Major Appliances (14)	84	$414.05	$1,122,080
Housewares (15)	79	$86.92	$235,547
Small Appliances	79	$60.08	$162,810
Luggage	78	$19.52	$52,900
Telephones and Accessories	86	$57.09	$154,701
Household Operations			
Child Care	79	$477.97	$1,295,289
Lawn and Garden (16)	84	$601.68	$1,630,550
Moving/Storage/Freight Express	78	$77.58	$210,241
Housekeeping Supplies (17)	86	$803.78	$2,178,233
Insurance			
Owners and Renters Insurance	86	$819.03	$2,219,573
Vehicle Insurance	85	$2,117.50	$5,738,415
Life/Other Insurance	82	$606.65	$1,644,012
Health Insurance	86	$4,463.71	$12,096,656
Transportation			
Payments on Vehicles excluding Leases	85	$2,784.37	$7,545,653
Gasoline/Diesel Fuel/Electric Vehicle Charging	84	$2,762.18	$7,485,505
Vehicle Maintenance and Repairs	84	$1,044.29	$2,830,016
Travel			
Airline Fares	78	$705.89	$1,912,954
Lodging on Trips	82	$952.15	$2,580,325
Food and Drink on Trips	81	$712.84	$1,931,789

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Goods and Services Expenditures

102 E Main St, Lexington, South Carolina, 29072

Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	16.2%	Population	39,095	40,435
Classic Comfort (K4)	15.7%	Households	15,865	16,672
City Greens (K6)	9.3%	Families	10,585	11,093
Savvy Suburbanites (L1)	8.5%	Median Age	41.1	42.0
Moderate Metros (C6)	7.3%	Median Household Income	$100,624	$113,565

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	$2,598.65	$41,227,539
Men's	100	$509.41	$8,081,720
Women's	104	$875.22	$13,885,364
Children's	102	$356.62	$5,657,787
Footwear	101	$597.79	$9,483,900
Watches & Jewelry	102	$172.04	$2,729,433
Apparel Products and Services (1)	98	$87.57	$1,389,336
Computer			
Computers and Hardware for Home Use	101	$223.12	$3,539,729
Portable Memory	104	$4.32	$68,587
Computer Software	100	$19.08	$302,772
Computer Accessories	97	$19.96	$316,667
Education	104	$4,486.38	$71,176,449
Educational Books, Supplies, and Other Expenditures	102	$48.85	$774,939
Other School Supplies	106	$95.74	$1,518,967

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	104	$4,486.38	$71,176,449
Fees and Admissions	103	$1,050.86	$16,671,868
Membership Fees for Clubs (2)	103	$360.42	$5,718,013
Fees for Participant Sports, excl. Trips	105	$201.38	$3,194,973
Tickets to Theatre/Operas/Concerts	101	$135.63	$2,151,746
Tickets to Movies	101	$38.31	$607,806
Tickets to Parks or Museums	96	$41.83	$663,708
Admission to Sporting Events, excl. Trips	107	$122.09	$1,936,922
Fees for Recreational Lessons	100	$149.76	$2,375,958
Dating Services	106	$1.43	$22,742
TV/Video/Audio	105	$1,275.02	$20,228,256
Cable and Satellite Television Services	104	$647.38	$10,270,726
Televisions	107	$116.19	$1,843,376
Satellite Dishes	90	$0.77	$12,231
VCRs, Video Cameras, and DVD Players	107	$3.69	$58,556
Miscellaneous Video Equipment	106	$32.88	$521,623
Video Cassettes and DVDs	91	$3.59	$56,962
Video Game Hardware/Accessories	104	$45.56	$722,765
Video Game Software	101	$22.89	$363,101
Rental/Streaming/Downloaded Video	106	$238.94	$3,790,729
Installation of Televisions	109	$1.60	$25,423
Audio (3)	103	$157.95	$2,505,827
Repair of TV/Radio/Sound Equipment	98	$3.59	$56,936
Pets	104	$1,193.53	$18,935,329
Toys/Games/Crafts/Hobbies (4)	107	$208.27	$3,304,273
Recreational Vehicles and Fees (5)	111	$186.05	$2,951,630
Sports/Recreation/Exercise Equipment (6)	109	$304.23	$4,826,685
Photo Equipment and Supplies (7)	101	$70.95	$1,125,647
Reading (8)	98	$135.56	$2,150,646
Catered Affairs	102	$64.02	$1,015,718

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Food	102	$12,603.13	$199,948,705
Food at Home	102	$8,075.81	$128,122,729
Bakery and Cereal Products	103	$1,081.54	$17,158,708
Meats, Poultry, Fish, and Eggs	102	$1,717.08	$27,241,475
Dairy Products	103	$824.89	$13,086,827
Fruits and Vegetables	100	$1,269.78	$20,145,129
Snacks and Other Food at Home (9)	104	$2,262.25	$35,890,669
Food Away from Home	101	$4,527.32	$71,825,976
Alcoholic Beverages	101	$722.60	$11,464,080
Financial			
Value of Stocks/Bonds/Mutual Funds	98	$55,301.28	$877,354,754
Value of Retirement Plans	108	$177,112.28	$2,809,886,320
Value of Other Financial Assets	106	$15,116.70	$239,826,454
Vehicle Loan Amount excluding Interest	107	$4,217.47	$66,910,160
Value of Credit Card Debt	103	$3,437.75	$54,539,910
Health			
Nonprescription Drugs	107	$216.14	$3,429,006
Prescription Drugs	110	$503.84	$7,993,443
Eyeglasses and Contact Lenses	106	$149.29	$2,368,438
Personal Care Products (10)	102	$669.26	$10,617,860
Smoking Products	106	$483.70	$7,673,847
Home			
Mortgage Payment and Basics (11)	105	$14,389.34	$228,286,868
Maintenance and Remodeling Services	102	$4,882.18	$77,455,751
Maintenance and Remodeling Materials (12)	107	$807.11	$12,804,779
Utilities, Fuel, and Public Services	104	$6,390.82	$101,390,418

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	101	$109.07	$1,730,398
Furniture	103	$860.67	$13,654,463
Rugs	109	$41.14	$652,716
Major Appliances (14)	106	$522.61	$8,291,279
Housewares (15)	100	$109.82	$1,742,255
Small Appliances	96	$73.01	$1,158,370
Luggage	98	$24.33	$385,943
Telephones and Accessories	106	$70.24	$1,114,414
Household Operations			
Child Care	102	$616.14	$9,775,024
Lawn and Garden (16)	106	$763.27	$12,109,259
Moving/Storage/Freight Express	92	$92.25	$1,463,541
Housekeeping Supplies (17)	105	$982.96	$15,594,672
Insurance			
Owners and Renters Insurance	110	$1,049.38	$16,648,379
Vehicle Insurance	104	$2,582.23	$40,967,076
Life/Other Insurance	105	$776.63	$12,321,303
Health Insurance	106	$5,521.27	$87,594,941
Transportation			
Payments on Vehicles excluding Leases	107	$3,484.86	$55,287,341
Gasoline/Diesel Fuel/Electric Vehicle Charging	103	$3,388.64	$53,760,722
Vehicle Maintenance and Repairs	103	$1,281.91	$20,337,472
Travel			
Airline Fares	97	$884.17	$14,027,393
Lodging on Trips	104	$1,206.25	$19,137,151
Food and Drink on Trips	102	$895.61	$14,208,845

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

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Retail Goods and Services Expenditures

102 E Main St, Lexington, South Carolina, 29072

Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	19.8%	Population	90,425	94,104
Classic Comfort (K4)	19.5%	Households	35,326	37,299
Boomburbs (H2)	14.1%	Families	25,139	26,499
Savvy Suburbanites (L1)	6.4%	Median Age	40.0	41.0
Middle Ground (K2)	6.1%	Median Household Income	$102,390	$117,400

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	105	$2,676.74	$94,558,447
Men's	102	$520.80	$18,397,956
Women's	107	$902.10	$31,867,698
Children's	108	$374.57	$13,232,049
Footwear	103	$612.21	$21,626,861
Watches & Jewelry	106	$178.40	$6,302,222
Apparel Products and Services (1)	100	$88.65	$3,131,662
Computer			
Computers and Hardware for Home Use	103	$226.72	$8,009,206
Portable Memory	106	$4.44	$156,977
Computer Software	100	$19.09	$674,502
Computer Accessories	98	$20.27	$716,151
Education	108	$4,638.48	$163,858,771
Educational Books, Supplies, and Other Expenditures	106	$50.72	$1,791,754
Other School Supplies	109	$98.66	$3,485,144

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	108	$4,638.48	$163,858,771
Fees and Admissions	107	$1,098.08	$38,790,836
Membership Fees for Clubs (2)	106	$372.02	$13,142,108
Fees for Participant Sports, excl. Trips	111	$213.34	$7,536,385
Tickets to Theatre/Operas/Concerts	103	$138.48	$4,891,890
Tickets to Movies	105	$39.76	$1,404,630
Tickets to Parks or Museums	104	$45.09	$1,592,880
Admission to Sporting Events, excl. Trips	114	$129.89	$4,588,654
Fees for Recreational Lessons	106	$158.12	$5,585,719
Dating Services	101	$1.37	$48,569
TV/Video/Audio	107	$1,300.93	$45,956,771
Cable and Satellite Television Services	106	$656.28	$23,183,619
Televisions	110	$119.74	$4,229,893
Satellite Dishes	99	$0.85	$29,920
VCRs, Video Cameras, and DVD Players	111	$3.81	$134,729
Miscellaneous Video Equipment	108	$33.34	$1,177,599
Video Cassettes and DVDs	92	$3.61	$127,486
Video Game Hardware/Accessories	105	$46.16	$1,630,503
Video Game Software	100	$22.80	$805,518
Rental/Streaming/Downloaded Video	110	$247.70	$8,750,206
Installation of Televisions	115	$1.69	$59,547
Audio (3)	105	$161.29	$5,697,884
Repair of TV/Radio/Sound Equipment	100	$3.68	$129,868
Pets	108	$1,231.30	$43,496,796
Toys/Games/Crafts/Hobbies (4)	111	$215.67	$7,618,630
Recreational Vehicles and Fees (5)	118	$197.62	$6,981,159
Sports/Recreation/Exercise Equipment (6)	115	$320.73	$11,330,072
Photo Equipment and Supplies (7)	104	$73.06	$2,581,009
Reading (8)	98	$136.08	$4,807,052
Catered Affairs	105	$65.81	$2,324,922

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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	Spending Potential Index	Average Amount Spent	Total
Food	105	$12,925.78	$456,616,177
Food at Home	105	$8,240.76	$291,113,048
Bakery and Cereal Products	105	$1,101.55	$38,913,345
Meats, Poultry, Fish, and Eggs	104	$1,749.40	$61,799,355
Dairy Products	105	$842.20	$29,751,384
Fruits and Vegetables	102	$1,296.35	$45,794,802
Snacks and Other Food at Home (9)	106	$2,313.67	$81,732,702
Food Away from Home	105	$4,685.02	$165,503,129
Alcoholic Beverages	103	$738.28	$26,080,375
Financial			
Value of Stocks/Bonds/Mutual Funds	101	$56,855.71	$2,008,484,730
Value of Retirement Plans	112	$183,240.11	$6,473,140,232
Value of Other Financial Assets	110	$15,680.68	$553,935,536
Vehicle Loan Amount excluding Interest	114	$4,485.07	$158,439,740
Value of Credit Card Debt	107	$3,559.59	$125,745,976
Health			
Nonprescription Drugs	109	$221.14	$7,812,117
Prescription Drugs	113	$517.21	$18,270,903
Eyeglasses and Contact Lenses	109	$153.28	$5,414,768
Personal Care Products (10)	106	$693.22	$24,488,675
Smoking Products	106	$482.38	$17,040,621
Home			
Mortgage Payment and Basics (11)	112	$15,331.95	$541,616,585
Maintenance and Remodeling Services	108	$5,143.64	$181,704,247
Maintenance and Remodeling Materials (12)	113	$857.70	$30,299,108
Utilities, Fuel, and Public Services	107	$6,576.04	$232,305,030

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	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	104	$111.54	$3,940,172
Furniture	106	$887.80	$31,362,351
Rugs	112	$42.30	$1,494,363
Major Appliances (14)	111	$548.49	$19,375,933
Housewares (15)	103	$113.23	$4,000,057
Small Appliances	99	$74.92	$2,646,494
Luggage	101	$25.14	$887,984
Telephones and Accessories	109	$72.25	$2,552,385
Household Operations			
Child Care	108	$650.60	$22,983,226
Lawn and Garden (16)	110	$790.44	$27,923,132
Moving/Storage/Freight Express	93	$92.71	$3,275,048
Housekeeping Supplies (17)	107	$1,005.60	$35,523,850
Insurance			
Owners and Renters Insurance	116	$1,106.83	$39,099,869
Vehicle Insurance	108	$2,673.26	$94,435,755
Life/Other Insurance	110	$813.16	$28,725,616
Health Insurance	110	$5,699.87	$201,353,565
Transportation			
Payments on Vehicles excluding Leases	112	$3,661.13	$129,332,961
Gasoline/Diesel Fuel/Electric Vehicle Charging	107	$3,512.52	$124,083,284
Vehicle Maintenance and Repairs	107	$1,319.45	$46,610,823
Travel			
Airline Fares	100	$908.57	$32,096,130
Lodging on Trips	107	$1,248.40	$44,100,869
Food and Drink on Trips	106	$929.18	$32,824,100

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

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(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

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(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

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