



Market Profile

Burger King - Greenville, SC
 1455 Woodruff Rd, Greenville, South Carolina, 29607
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.82138
 Longitude: -82.28199

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,603	32,759	92,823
2010 Total Population	3,095	43,465	120,994
2020 Total Population	4,081	53,705	144,012
2020 Group Quarters	38	435	708
2025 Total Population	4,411	58,383	155,975
2020-2025 Annual Rate	1.57%	1.68%	1.61%
2020 Total Daytime Population	11,890	70,979	175,536
Workers	9,589	43,473	100,677
Residents	2,301	27,506	74,859
Household Summary			
2000 Households	699	13,418	37,799
2000 Average Household Size	2.24	2.41	2.43
2010 Households	1,420	18,113	49,557
2010 Average Household Size	2.15	2.37	2.43
2020 Households	1,890	22,469	58,940
2020 Average Household Size	2.14	2.37	2.43
2025 Households	2,049	24,396	63,753
2025 Average Household Size	2.13	2.38	2.44
2020-2025 Annual Rate	1.63%	1.66%	1.58%
2010 Families	879	11,755	32,775
2010 Average Family Size	2.73	2.98	3.01
2020 Families	1,127	14,243	38,214
2020 Average Family Size	2.75	3.01	3.04
2025 Families	1,208	15,352	41,111
2025 Average Family Size	2.76	3.03	3.06
2020-2025 Annual Rate	1.40%	1.51%	1.47%
Housing Unit Summary			
2000 Housing Units	749	14,596	40,633
Owner Occupied Housing Units	72.0%	61.7%	60.0%
Renter Occupied Housing Units	21.5%	30.2%	33.0%
Vacant Housing Units	6.5%	8.1%	7.0%
2010 Housing Units	1,507	19,487	53,111
Owner Occupied Housing Units	53.9%	62.3%	60.7%
Renter Occupied Housing Units	40.3%	30.7%	32.7%
Vacant Housing Units	5.8%	7.1%	6.7%
2020 Housing Units	1,944	23,910	62,637
Owner Occupied Housing Units	51.4%	57.3%	57.8%
Renter Occupied Housing Units	45.8%	36.6%	36.3%
Vacant Housing Units	2.8%	6.0%	5.9%
2025 Housing Units	2,102	25,938	67,604
Owner Occupied Housing Units	51.0%	56.7%	57.2%
Renter Occupied Housing Units	46.5%	37.4%	37.1%
Vacant Housing Units	2.5%	5.9%	5.7%
Median Household Income			
2020	\$63,525	\$78,925	\$74,977
2025	\$67,181	\$84,315	\$78,721
Median Home Value			
2020	\$241,379	\$244,927	\$242,912
2025	\$254,008	\$260,981	\$258,886
Per Capita Income			
2020	\$40,168	\$43,693	\$41,131
2025	\$45,206	\$48,721	\$45,572
Median Age			
2010	37.5	39.0	37.8
2020	39.7	41.3	39.4
2025	40.3	42.3	40.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	1,890	22,469	58,940
<\$15,000	11.5%	6.0%	5.6%
\$15,000 - \$24,999	6.1%	5.2%	5.4%
\$25,000 - \$34,999	5.9%	7.2%	8.1%
\$35,000 - \$49,999	10.7%	10.0%	11.0%
\$50,000 - \$74,999	24.2%	18.8%	19.9%
\$75,000 - \$99,999	12.2%	14.4%	14.4%
\$100,000 - \$149,999	14.8%	18.7%	17.8%
\$150,000 - \$199,999	5.2%	9.4%	8.7%
\$200,000+	9.1%	10.4%	9.1%
Average Household Income	\$92,053	\$106,075	\$100,544
2025 Households by Income			
Household Income Base	2,049	24,396	63,753
<\$15,000	10.5%	5.3%	5.2%
\$15,000 - \$24,999	5.8%	4.7%	5.0%
\$25,000 - \$34,999	5.5%	6.5%	7.5%
\$35,000 - \$49,999	10.2%	9.3%	10.4%
\$50,000 - \$74,999	23.4%	17.8%	19.3%
\$75,000 - \$99,999	12.1%	14.2%	14.2%
\$100,000 - \$149,999	15.4%	18.9%	17.9%
\$150,000 - \$199,999	6.1%	10.7%	9.7%
\$200,000+	11.1%	12.4%	10.9%
Average Household Income	\$103,385	\$118,493	\$111,549
2020 Owner Occupied Housing Units by Value			
Total	1,000	13,708	36,180
<\$50,000	1.1%	1.3%	1.6%
\$50,000 - \$99,999	0.3%	3.1%	3.1%
\$100,000 - \$149,999	8.2%	11.2%	11.6%
\$150,000 - \$199,999	18.8%	17.0%	19.0%
\$200,000 - \$249,999	26.1%	19.4%	17.1%
\$250,000 - \$299,999	11.4%	12.5%	12.2%
\$300,000 - \$399,999	25.4%	17.9%	18.6%
\$400,000 - \$499,999	2.9%	8.0%	7.3%
\$500,000 - \$749,999	1.5%	7.8%	6.8%
\$750,000 - \$999,999	4.3%	1.2%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.5%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$282,675	\$293,935	\$294,914
2025 Owner Occupied Housing Units by Value			
Total	1,071	14,697	38,654
<\$50,000	0.7%	0.9%	1.2%
\$50,000 - \$99,999	0.2%	2.4%	2.5%
\$100,000 - \$149,999	6.3%	9.4%	9.7%
\$150,000 - \$199,999	16.2%	15.3%	17.4%
\$200,000 - \$249,999	25.5%	19.0%	17.0%
\$250,000 - \$299,999	12.2%	13.7%	13.2%
\$300,000 - \$399,999	28.6%	19.7%	20.4%
\$400,000 - \$499,999	3.3%	8.8%	8.2%
\$500,000 - \$749,999	1.8%	8.8%	7.6%
\$750,000 - \$999,999	5.1%	1.4%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$298,413	\$307,805	\$309,400

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,095	43,465	120,994
0 - 4	7.1%	6.0%	6.4%
5 - 9	6.5%	6.7%	6.9%
10 - 14	6.4%	7.3%	7.2%
15 - 24	11.6%	11.5%	12.1%
25 - 34	14.4%	12.7%	13.3%
35 - 44	15.4%	14.9%	14.8%
45 - 54	12.2%	15.1%	14.9%
55 - 64	11.7%	11.7%	11.7%
65 - 74	8.4%	7.3%	7.1%
75 - 84	4.4%	4.3%	3.8%
85 +	1.9%	2.4%	1.7%
18 +	76.2%	75.5%	75.2%
2020 Population by Age			
Total	4,079	53,703	144,012
0 - 4	6.2%	5.3%	5.7%
5 - 9	6.6%	5.8%	6.2%
10 - 14	6.7%	6.4%	6.5%
15 - 24	11.2%	12.0%	12.1%
25 - 34	12.9%	12.7%	13.6%
35 - 44	13.8%	12.5%	13.1%
45 - 54	13.8%	14.0%	13.6%
55 - 64	10.9%	13.5%	12.8%
65 - 74	9.6%	9.8%	9.3%
75 - 84	6.1%	5.3%	5.0%
85 +	2.3%	2.7%	2.1%
18 +	76.9%	78.6%	77.8%
2025 Population by Age			
Total	4,411	58,384	155,975
0 - 4	6.0%	5.3%	5.7%
5 - 9	6.3%	5.6%	5.9%
10 - 14	6.6%	6.1%	6.3%
15 - 24	11.2%	10.9%	11.4%
25 - 34	12.9%	13.1%	13.7%
35 - 44	13.4%	12.4%	13.2%
45 - 54	13.4%	12.9%	12.7%
55 - 64	11.3%	13.4%	12.7%
65 - 74	9.6%	10.9%	10.1%
75 - 84	6.9%	6.6%	6.1%
85 +	2.4%	2.9%	2.3%
18 +	77.2%	79.3%	78.4%
2010 Population by Sex			
Males	1,431	20,700	58,018
Females	1,664	22,765	62,976
2020 Population by Sex			
Males	1,908	25,650	69,252
Females	2,173	28,055	74,760
2025 Population by Sex			
Males	2,074	27,869	74,932
Females	2,337	30,514	81,043

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	3,095	43,466	120,992
White Alone	72.9%	78.8%	78.0%
Black Alone	16.9%	12.2%	13.7%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	5.8%	5.1%	4.1%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.6%	1.8%	2.1%
Two or More Races	2.6%	1.9%	1.8%
Hispanic Origin	5.9%	5.2%	6.3%
Diversity Index	50.0	42.4	44.6
2020 Population by Race/Ethnicity			
Total	4,082	53,704	144,012
White Alone	70.0%	77.5%	76.5%
Black Alone	16.8%	11.6%	13.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.8%	6.3%	5.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	2.0%	2.4%
Two or More Races	3.4%	2.3%	2.3%
Hispanic Origin	6.9%	6.0%	7.2%
Diversity Index	54.4	45.2	47.6
2025 Population by Race/Ethnicity			
Total	4,411	58,382	155,975
White Alone	68.4%	76.3%	75.3%
Black Alone	16.4%	11.3%	13.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.0%	7.2%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	2.1%	2.5%
Two or More Races	3.9%	2.7%	2.6%
Hispanic Origin	7.7%	6.7%	7.9%
Diversity Index	56.8	47.4	49.7
2010 Population by Relationship and Household Type			
Total	3,095	43,465	120,994
In Households	98.7%	98.9%	99.4%
In Family Households	78.7%	81.7%	82.8%
Householder	26.7%	26.8%	27.1%
Spouse	20.1%	21.8%	21.5%
Child	28.4%	29.8%	30.3%
Other relative	2.3%	2.2%	2.6%
Nonrelative	1.3%	1.1%	1.3%
In Nonfamily Households	19.9%	17.1%	16.6%
In Group Quarters	1.3%	1.1%	0.6%
Institutionalized Population	1.3%	1.1%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2020 Population 25+ by Educational Attainment			
Total	2,832	37,871	100,110
Less than 9th Grade	2.7%	1.3%	1.3%
9th - 12th Grade, No Diploma	1.7%	2.6%	2.7%
High School Graduate	17.8%	16.0%	14.6%
GED/Alternative Credential	1.8%	2.7%	2.7%
Some College, No Degree	21.2%	17.3%	18.4%
Associate Degree	8.0%	9.1%	10.2%
Bachelor's Degree	27.9%	33.0%	31.7%
Graduate/Professional Degree	18.9%	18.1%	18.5%
2020 Population 15+ by Marital Status			
Total	3,288	44,302	117,513
Never Married	28.6%	29.9%	29.4%
Married	51.1%	54.6%	54.6%
Widowed	6.2%	5.9%	5.5%
Divorced	14.1%	9.7%	10.5%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,005	28,904	76,443
Population 16+ Employed	89.4%	91.0%	91.0%
Population 16+ Unemployment rate	10.6%	9.0%	9.0%
Population 16-24 Employed	12.6%	12.0%	11.8%
Population 16-24 Unemployment rate	20.7%	15.1%	15.1%
Population 25-54 Employed	67.5%	62.7%	65.5%
Population 25-54 Unemployment rate	8.7%	8.3%	8.3%
Population 55-64 Employed	14.8%	19.1%	17.1%
Population 55-64 Unemployment rate	9.6%	7.1%	7.8%
Population 65+ Employed	5.1%	6.2%	5.6%
Population 65+ Unemployment rate	9.0%	8.0%	8.1%
2020 Employed Population 16+ by Industry			
Total	1,792	26,316	69,540
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	5.9%	4.4%	4.4%
Manufacturing	17.1%	17.8%	17.3%
Wholesale Trade	2.3%	3.0%	2.6%
Retail Trade	7.3%	7.6%	7.9%
Transportation/Utilities	2.8%	3.6%	3.7%
Information	4.2%	2.1%	2.0%
Finance/Insurance/Real Estate	6.5%	8.1%	7.9%
Services	50.9%	50.5%	51.4%
Public Administration	3.1%	2.8%	2.8%
2020 Employed Population 16+ by Occupation			
Total	1,792	26,316	69,539
White Collar	72.5%	73.7%	72.7%
Management/Business/Financial	17.7%	19.5%	19.3%
Professional	28.3%	30.4%	29.7%
Sales	14.1%	11.2%	10.4%
Administrative Support	12.4%	12.6%	13.2%
Services	18.1%	12.5%	13.4%
Blue Collar	9.4%	13.8%	13.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.7%	1.6%	2.0%
Installation/Maintenance/Repair	0.9%	1.8%	1.9%
Production	4.2%	6.4%	6.9%
Transportation/Material Moving	3.5%	3.9%	3.0%

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2010 Households by Type			
Total	1,420	18,113	49,557
Households with 1 Person	32.2%	30.0%	28.3%
Households with 2+ People	67.8%	70.0%	71.7%
Family Households	61.9%	64.9%	66.1%
Husband-wife Families	46.8%	52.7%	52.6%
With Related Children	20.1%	24.7%	24.5%
Other Family (No Spouse Present)	15.1%	12.2%	13.5%
Other Family with Male Householder	2.4%	2.8%	3.2%
With Related Children	1.5%	1.6%	1.8%
Other Family with Female Householder	12.7%	9.4%	10.3%
With Related Children	9.4%	6.4%	7.0%
Nonfamily Households	5.9%	5.1%	5.6%
All Households with Children	31.4%	32.9%	33.5%
Multigenerational Households	2.0%	2.3%	2.6%
Unmarried Partner Households	4.4%	3.8%	4.4%
Male-female	3.7%	3.3%	3.8%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	1,421	18,113	49,558
1 Person Household	32.2%	30.0%	28.3%
2 Person Household	34.8%	33.2%	34.0%
3 Person Household	14.9%	15.5%	15.8%
4 Person Household	12.3%	13.7%	14.0%
5 Person Household	4.0%	5.5%	5.6%
6 Person Household	1.3%	1.6%	1.6%
7 + Person Household	0.6%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,420	18,113	49,557
Owner Occupied	57.3%	67.0%	65.0%
Owned with a Mortgage/Loan	43.2%	51.5%	50.2%
Owned Free and Clear	14.1%	15.5%	14.8%
Renter Occupied	42.7%	33.0%	35.0%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	154	188	179
Percent of Income for Mortgage	15.9%	13.0%	13.5%
Wealth Index	101	130	119
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,507	19,487	53,111
Housing Units Inside Urbanized Area	100.0%	100.0%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	3,095	43,465	120,994
Population Inside Urbanized Area	100.0%	100.0%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	In Style (5B)	Bright Young Professionals	Young and Restless (11B)
2.	Soccer Moms (4A)	Professional Pride (1B)	Professional Pride (1B)
3.	Bright Young Professionals (8C)	In Style (5B)	Soccer Moms (4A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,133,160	\$56,879,320	\$142,931,224
Average Spent	\$2,186.86	\$2,531.46	\$2,425.03
Spending Potential Index	102	118	113
Education: Total \$	\$3,403,148	\$47,727,807	\$118,849,260
Average Spent	\$1,800.61	\$2,124.16	\$2,016.44
Spending Potential Index	101	119	113
Entertainment/Recreation: Total \$	\$6,286,129	\$85,289,085	\$211,299,280
Average Spent	\$3,325.99	\$3,795.86	\$3,584.99
Spending Potential Index	102	117	110
Food at Home: Total \$	\$10,032,538	\$137,976,501	\$345,578,839
Average Spent	\$5,308.22	\$6,140.75	\$5,863.23
Spending Potential Index	99	115	110
Food Away from Home: Total \$	\$7,163,475	\$99,114,588	\$249,403,627
Average Spent	\$3,790.20	\$4,411.17	\$4,231.48
Spending Potential Index	101	117	112
Health Care: Total \$	\$11,155,217	\$151,129,162	\$372,641,148
Average Spent	\$5,902.23	\$6,726.12	\$6,322.38
Spending Potential Index	103	117	110
HH Furnishings & Equipment: Total \$	\$4,339,804	\$58,807,651	\$145,696,126
Average Spent	\$2,296.19	\$2,617.28	\$2,471.94
Spending Potential Index	105	120	113
Personal Care Products & Services: Total \$	\$1,800,346	\$24,743,699	\$61,704,597
Average Spent	\$952.56	\$1,101.24	\$1,046.91
Spending Potential Index	104	120	114
Shelter: Total \$	\$36,729,877	\$505,014,344	\$1,265,181,688
Average Spent	\$19,433.80	\$22,476.05	\$21,465.59
Spending Potential Index	100	116	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,886,165	\$63,935,076	\$156,222,473
Average Spent	\$2,585.27	\$2,845.48	\$2,650.53
Spending Potential Index	110	122	113
Travel: Total \$	\$4,772,756	\$64,727,831	\$159,097,615
Average Spent	\$2,525.27	\$2,880.76	\$2,699.31
Spending Potential Index	105	120	112
Vehicle Maintenance & Repairs: Total \$	\$2,366,773	\$31,217,262	\$77,267,250
Average Spent	\$1,252.26	\$1,389.35	\$1,310.95
Spending Potential Index	108	120	113

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.