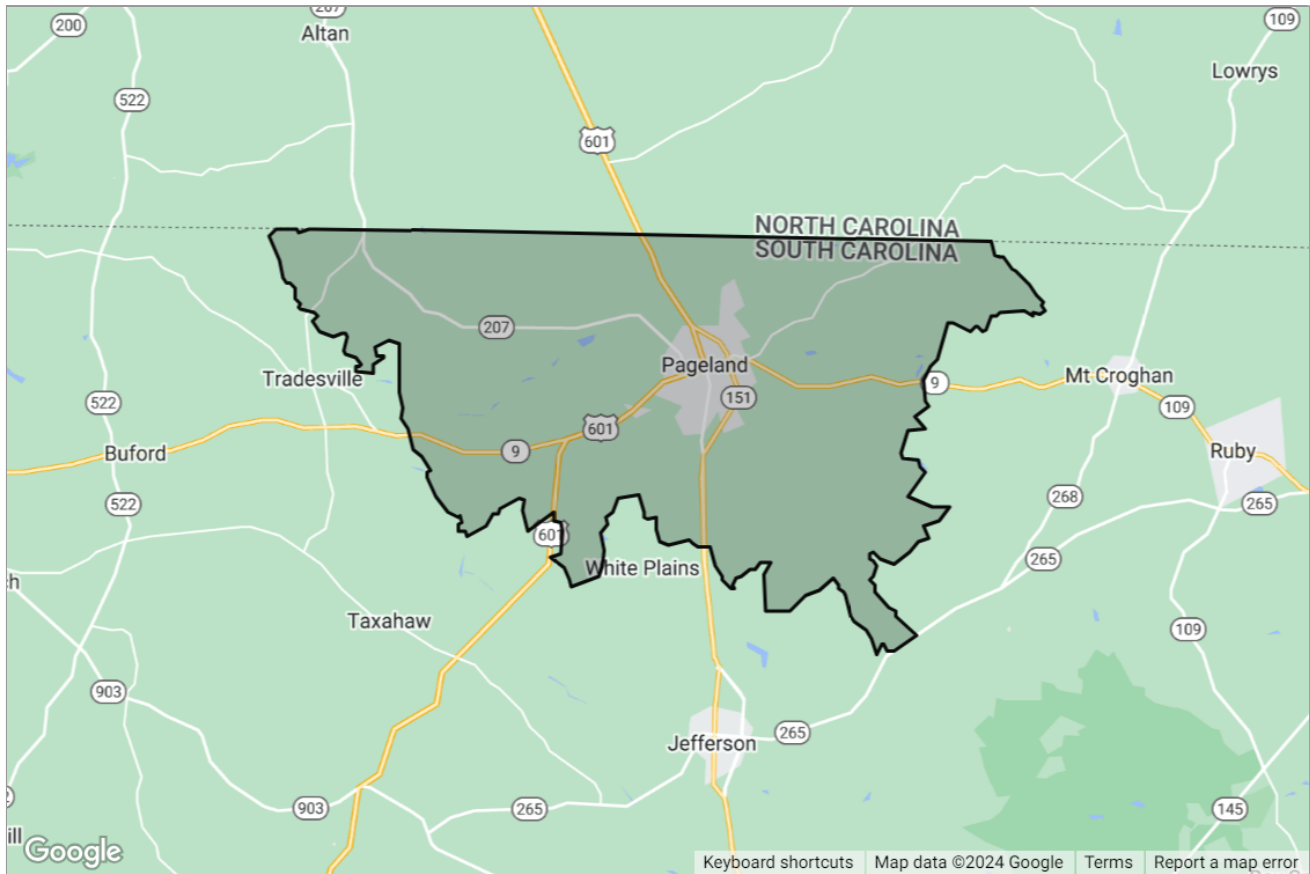


TRADE AREA REPORT

Pageland, SC 29728



Presented by
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United Country Real Estate

811 Market St
Cheraw, SC 29520

Criteria Used for Analysis

Median Household Income
\$39,447

Median Age
38.5

Total Population
9,903

1st Dominant Segment
Rural Bypasses

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Rustic Outposts Country life with older families in older homes	Where do people like this usually live?	Rural Country living featuring single-family homes with acreage, farms, and rural resort areas

Top Tapestry Segments

	Rural Bypasses	Southern Satellites
% of Households	3,244 (83.5%)	643 (16.5%)
% of Chesterfield County	9,799 (56.4%)	4,797 (27.6%)
Lifestyle Group	Rustic Outposts	Rustic Outposts
Urbanization Group	Rural	Rural
Residence Type	Single Family ; Mobile Homes	Single Family ; Mobile Homes
Household Type	Married Couples	Married Couples
Average Household Size	2.44	2.61
Median Age	41.2	41
Diversity Index	62.8	49.1
Median Household Income	\$42,200	\$60,200
Median Net Worth	\$68,400	\$162,000
Median Home Value	\$104,100	\$1,877,900
Homeownership	72 %	80.5 %
Employment	Services or Professional	Professional or Services
Education	High School Diploma	High School Diploma
Preferred Activities	Religion and faith are central in their lives . Enjoy the outdoors, gardening, hunting and fishing.	Go hunting, fishing . Own a pet dog.
Financial	Income is supplemented with Social Security and SSI's	More concerned about cost rather than brand
Media	Rely on television to stay informed	Obtain most of their information from TV
Vehicle	Prefer trucks to sedans	Own 1 or 2 vehicles likely a truck

About this segment

Rural Bypasses

This is the
#1
dominant segment
for this area

In this area
83.5%
of households fall
into this segment

In the United States
1.2%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although most households do have a connection to the internet, use is very limited. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing industries.

Our Neighborhood

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55. Most residents own single-family homes, or mobile homes. Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing. Residents live in very rural areas, almost entirely in the South.

Socioeconomic Traits

- Almost 25% have not finished high school; and 11% have a bachelor's degree or higher. Labor force participation is low at 47%. Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes. Religion and faith are central in their lives. They rely on television to stay informed.

Market Profile

- Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans. To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club. Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types. As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Southern Satellites

This is the

#2

dominant segment
for this area

In this area

16.5%

of households fall
into this segment

In the United States

3.1%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 78% of households are owned. Married couples with no children are the dominant household type, with a number of multigenerational households. Most are single-family homes (67%), with a number of mobile homes. Most housing units were built in 1970 or later. Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 45% have college education. Labor force participation rate is 59.1%, slightly lower than the US. These consumers are more concerned about cost rather than quality or brand loyalty. They tend to be somewhat late in adapting to technology. They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck; likely to service it themselves. Frequent the convenience store, usually to fill up a vehicle with gas. Typical household has a satellite dish. Work on home improvement and remodeling projects. Own a pet, commonly a dog. Participate in fishing and hunting. Prefer to listen to country music and watch Country Music Television (CMT). Read fishing/hunting and home service magazines. Partial to eating at low-cost family restaurants and drive-ins. Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

Pageland, SC 29728: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022
2027 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022
2027 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022
2027 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

29728



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

29728



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022
2027 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

2022
2027 (Projected)



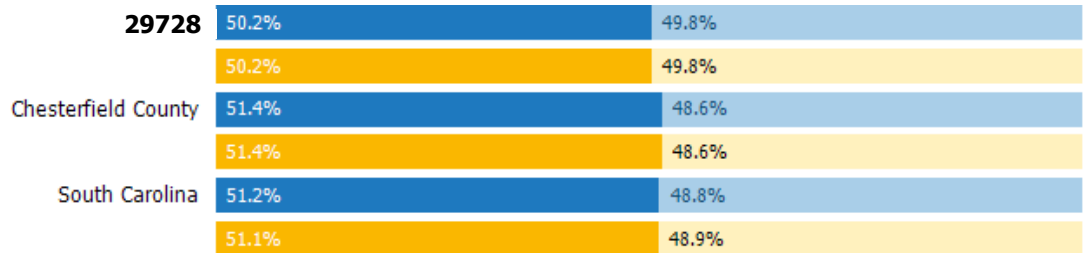
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Women 2022
Men 2022
Women 2027 (Projected)
Men 2027 (Projected)



Pageland, SC 29728: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



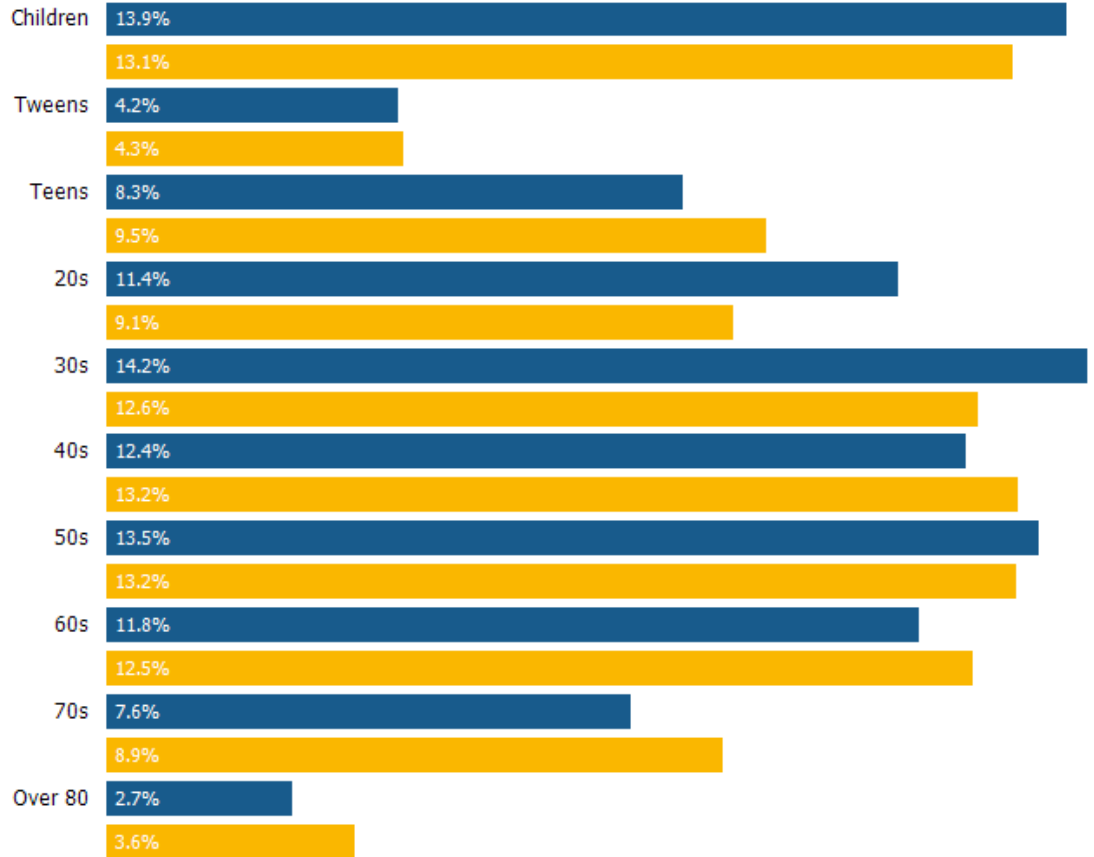
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



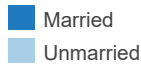
Pageland, SC 29728: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Pageland, SC 29728: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

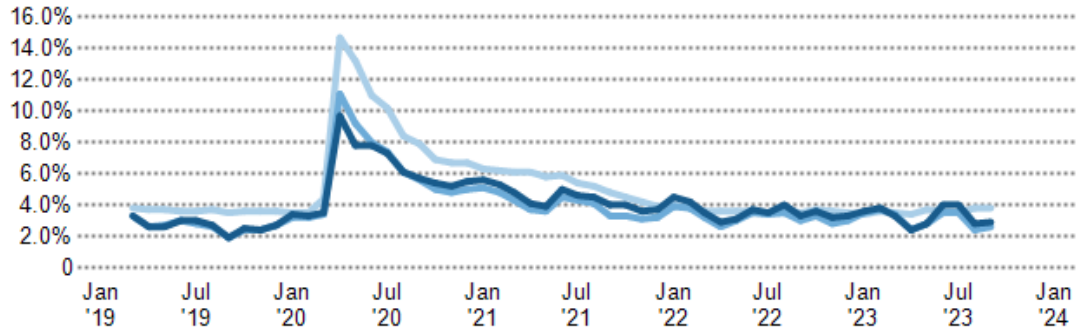
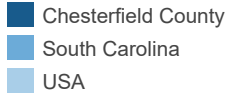


Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

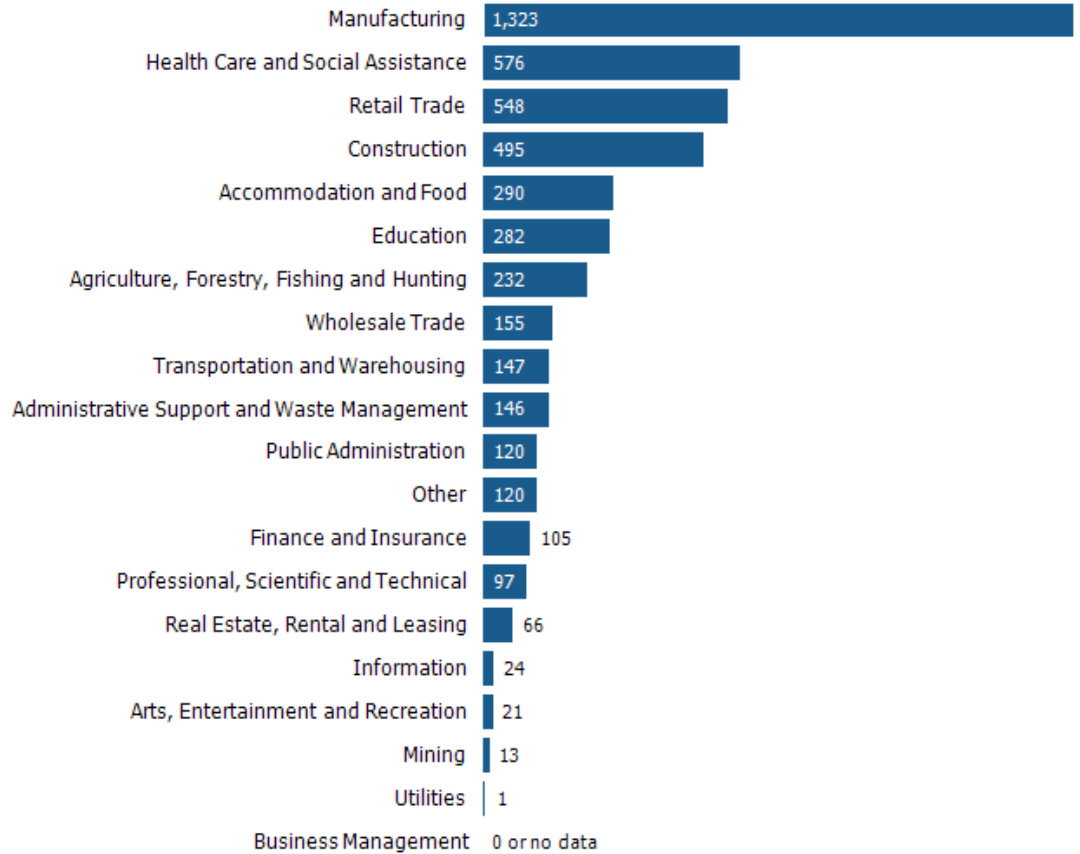


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2022

Update Frequency: Annually



Pageland, SC 29728: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



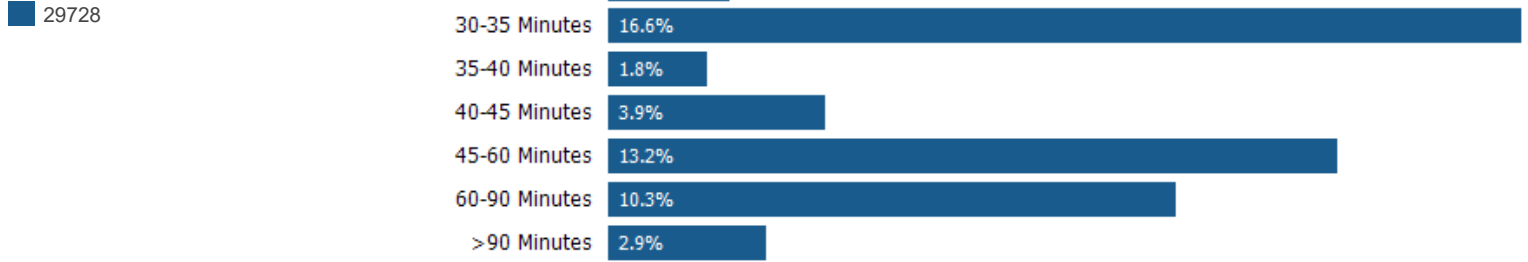
Pageland, SC 29728: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

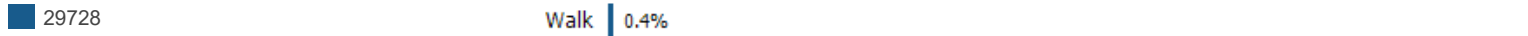


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Pageland, SC 29728: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

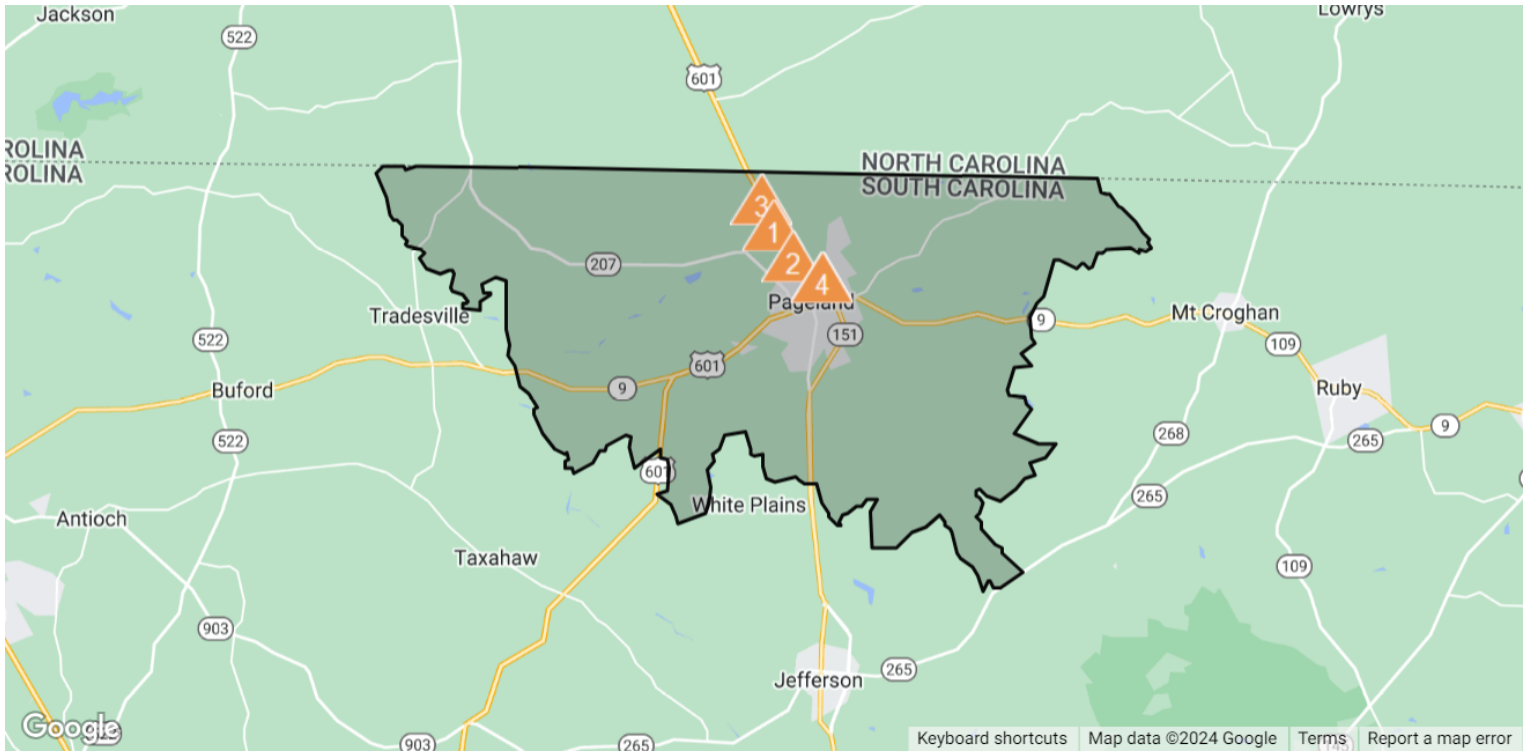
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.







Data Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts:  Up 6,000 / day  6,001 – 15,000  15,001 – 30,000  30,001 – 50,000  50,001 – 100,000  Over 100,000 / day





1

14,586

2023 Est. daily traffic counts

Street: –
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2022	 17,600	AADT
2021	 12,200	AADT
2019	 12,500	AADT
2018	 12,300	AADT






2

14,100

2023 Est. daily traffic counts

Street: US Hwy 601
Cross: Laney Rd
Cross Dir: SE
Dist: 0.18 miles

Historical counts

Year	Count	Type
2021	 14,100	AADT
2019	 14,500	AADT
2018	 12,000	AADT
2010	 12,700	AADT
2008	 15,600	AADT

3

13,854

2023 Est. daily traffic counts

Street: US Hwy 601
Cross: Mangum School Rd
Cross Dir: NW
Dist: 0.08 miles

Historical counts

Year	Count	Type
2010	 12,800	AADT
2008	 13,900	AADT
2005	 13,500	AADT
1997	 12,500	AADT



4

12,451

2023 Est. daily traffic counts

Street: Van Lingle Mungo Blvd
Cross: Hwy 601
Cross Dir: NW
Dist: 0.15 miles

Historical counts

Year	Count	Type
2022	 12,400	AADT
1997	 3,800	AADT




5

11,663

2023 Est. daily traffic counts

Street: Van Lingle Mungo Blvd
Cross: E Hunter St
Cross Dir: NW
Dist: 0.22 miles

Historical counts

Year	Count	Type
2021	 12,100	AADT
2019	 12,400	AADT
2018	 10,500	AADT
2010	 10,600	AADT
2008	 9,800	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

