



# Community Profile

100 W Evans St, Florence, South Carolina, 29501  
 Drive Time: 5, 10, 20 minute radii

Prepared by Esri  
 Latitude: 34.19732  
 Longitude: -79.76631

	5 minutes	10 minutes	20 minutes
<b>Population Summary</b>			
2000 Total Population	11,928	37,045	93,316
2010 Total Population	11,373	37,622	103,988
2020 Total Population	11,503	38,764	108,303
2020 Group Quarters	413	692	2,918
2025 Total Population	11,678	39,540	110,957
2020-2025 Annual Rate	0.30%	0.40%	0.49%
2020 Total Daytime Population	21,341	55,644	120,741
Workers	14,199	33,523	59,525
Residents	7,142	22,121	61,216
<b>Household Summary</b>			
2000 Households	4,616	14,590	35,681
2000 Average Household Size	2.43	2.46	2.52
2010 Households	4,557	15,221	40,619
2010 Average Household Size	2.40	2.43	2.49
2020 Households	4,603	15,603	42,088
2020 Average Household Size	2.41	2.44	2.50
2025 Households	4,674	15,900	43,054
2025 Average Household Size	2.41	2.44	2.51
2020-2025 Annual Rate	0.31%	0.38%	0.45%
2010 Families	2,699	9,743	27,319
2010 Average Family Size	3.11	3.02	3.03
2020 Families	2,640	9,763	27,804
2020 Average Family Size	3.16	3.07	3.08
2025 Families	2,650	9,872	28,280
2025 Average Family Size	3.18	3.09	3.10
2020-2025 Annual Rate	0.08%	0.22%	0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,347	16,100	39,257
Owner Occupied Housing Units	42.7%	56.4%	63.6%
Renter Occupied Housing Units	43.6%	34.2%	27.3%
Vacant Housing Units	13.7%	9.4%	9.1%
2010 Housing Units	5,449	17,178	45,134
Owner Occupied Housing Units	34.9%	49.5%	58.2%
Renter Occupied Housing Units	48.7%	39.1%	31.8%
Vacant Housing Units	16.4%	11.4%	10.0%
2020 Housing Units	5,665	17,993	47,675
Owner Occupied Housing Units	32.5%	47.4%	56.4%
Renter Occupied Housing Units	48.8%	39.4%	31.8%
Vacant Housing Units	18.7%	13.3%	11.7%
2025 Housing Units	5,799	18,449	49,045
Owner Occupied Housing Units	32.1%	47.0%	56.2%
Renter Occupied Housing Units	48.5%	39.2%	31.6%
Vacant Housing Units	19.4%	13.8%	12.2%
<b>Median Household Income</b>			
2020	\$26,963	\$42,947	\$50,027
2025	\$28,277	\$44,807	\$52,212
<b>Median Home Value</b>			
2020	\$94,496	\$152,017	\$163,455
2025	\$98,651	\$165,425	\$178,629
<b>Per Capita Income</b>			
2020	\$16,546	\$25,264	\$26,356
2025	\$17,592	\$27,441	\$29,160
<b>Median Age</b>			
2010	37.7	38.4	37.6
2020	38.9	40.1	39.1
2025	39.7	40.9	40.0

**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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<b>2020 Households by Income</b>			
Household Income Base	4,603	15,602	42,087
<\$15,000	26.3%	17.4%	14.1%
\$15,000 - \$24,999	21.2%	14.8%	13.2%
\$25,000 - \$34,999	10.0%	8.8%	9.0%
\$35,000 - \$49,999	14.1%	14.8%	13.6%
\$50,000 - \$74,999	15.4%	19.2%	19.7%
\$75,000 - \$99,999	5.5%	8.3%	9.9%
\$100,000 - \$149,999	5.3%	9.4%	12.7%
\$150,000 - \$199,999	1.2%	3.4%	4.2%
\$200,000+	0.8%	3.8%	3.6%
Average Household Income	\$41,299	\$62,906	\$67,661
<b>2025 Households by Income</b>			
Household Income Base	4,674	15,899	43,053
<\$15,000	25.0%	16.5%	13.1%
\$15,000 - \$24,999	21.1%	14.4%	12.6%
\$25,000 - \$34,999	10.0%	8.5%	8.6%
\$35,000 - \$49,999	14.3%	14.7%	13.2%
\$50,000 - \$74,999	16.0%	19.4%	19.5%
\$75,000 - \$99,999	5.9%	8.6%	10.2%
\$100,000 - \$149,999	5.5%	9.8%	13.5%
\$150,000 - \$199,999	1.4%	3.8%	5.1%
\$200,000+	0.8%	4.3%	4.3%
Average Household Income	\$43,921	\$68,418	\$74,999
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,839	8,519	26,908
<\$50,000	16.4%	9.0%	10.0%
\$50,000 - \$99,999	37.8%	24.2%	18.7%
\$100,000 - \$149,999	14.6%	16.2%	16.9%
\$150,000 - \$199,999	14.2%	16.3%	16.5%
\$200,000 - \$249,999	5.3%	10.7%	14.3%
\$250,000 - \$299,999	3.8%	7.7%	10.2%
\$300,000 - \$399,999	4.5%	9.0%	8.3%
\$400,000 - \$499,999	0.2%	2.7%	2.2%
\$500,000 - \$749,999	2.0%	2.8%	2.1%
\$750,000 - \$999,999	0.7%	1.2%	0.7%
\$1,000,000 - \$1,499,999	0.6%	0.3%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$140,470	\$189,510	\$187,182
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,863	8,671	27,547
<\$50,000	15.2%	8.1%	8.6%
\$50,000 - \$99,999	35.8%	22.0%	16.7%
\$100,000 - \$149,999	14.1%	15.0%	15.5%
\$150,000 - \$199,999	14.5%	16.0%	16.2%
\$200,000 - \$249,999	6.1%	11.6%	15.5%
\$250,000 - \$299,999	4.5%	8.7%	11.7%
\$300,000 - \$399,999	5.7%	10.5%	9.9%
\$400,000 - \$499,999	0.2%	3.1%	2.6%
\$500,000 - \$749,999	2.6%	3.4%	2.6%
\$750,000 - \$999,999	0.8%	1.3%	0.8%
\$1,000,000 - \$1,499,999	0.6%	0.3%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$151,730	\$202,497	\$200,450

**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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<b>2010 Population by Age</b>			
Total	11,374	37,624	103,987
0 - 4	8.2%	7.0%	6.8%
5 - 9	6.2%	6.4%	6.6%
10 - 14	5.6%	6.5%	6.7%
15 - 24	14.0%	13.4%	14.1%
25 - 34	12.8%	12.5%	12.6%
35 - 44	11.9%	12.5%	13.0%
45 - 54	13.7%	13.7%	14.1%
55 - 64	12.6%	13.2%	12.8%
65 - 74	7.4%	8.1%	7.7%
75 - 84	4.7%	4.6%	4.0%
85 +	3.0%	2.1%	1.7%
18 +	76.1%	76.0%	75.8%
<b>2020 Population by Age</b>			
Total	11,506	38,765	108,305
0 - 4	7.0%	6.2%	6.0%
5 - 9	6.9%	6.3%	6.3%
10 - 14	6.2%	6.2%	6.4%
15 - 24	11.2%	11.6%	12.5%
25 - 34	14.1%	13.6%	13.6%
35 - 44	10.9%	11.7%	12.3%
45 - 54	11.5%	12.2%	12.3%
55 - 64	13.4%	13.1%	13.0%
65 - 74	10.7%	11.0%	10.6%
75 - 84	5.2%	5.6%	5.1%
85 +	3.0%	2.4%	1.9%
18 +	76.7%	77.8%	77.7%
<b>2025 Population by Age</b>			
Total	11,677	39,540	110,957
0 - 4	6.9%	6.1%	5.9%
5 - 9	6.2%	5.9%	6.0%
10 - 14	6.7%	6.3%	6.5%
15 - 24	11.5%	11.4%	12.3%
25 - 34	12.9%	12.7%	12.5%
35 - 44	11.6%	12.4%	13.0%
45 - 54	10.9%	11.7%	12.0%
55 - 64	12.4%	12.5%	12.3%
65 - 74	11.5%	11.5%	11.1%
75 - 84	6.3%	6.9%	6.4%
85 +	3.0%	2.5%	2.1%
18 +	76.8%	78.1%	77.9%
<b>2010 Population by Sex</b>			
Males	5,069	17,155	48,301
Females	6,304	20,467	55,687
<b>2020 Population by Sex</b>			
Males	5,149	17,737	50,552
Females	6,355	21,028	57,751
<b>2025 Population by Sex</b>			
Males	5,270	18,192	52,052
Females	6,408	21,348	58,905

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

September 23, 2020



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<b>2010 Population by Race/Ethnicity</b>			
Total	11,373	37,622	103,988
White Alone	23.9%	43.4%	53.1%
Black Alone	73.9%	53.4%	43.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.3%	1.1%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.7%	0.8%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	1.3%	1.6%	1.9%
Diversity Index	41.3	54.1	54.9
<b>2020 Population by Race/Ethnicity</b>			
Total	11,505	38,765	108,302
White Alone	23.9%	42.8%	52.3%
Black Alone	73.3%	53.1%	42.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.4%	1.5%	2.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.8%	1.0%
Two or More Races	1.4%	1.5%	1.6%
Hispanic Origin	1.7%	2.0%	2.4%
Diversity Index	42.5	55.3	56.4
<b>2025 Population by Race/Ethnicity</b>			
Total	11,679	39,540	110,957
White Alone	23.7%	42.2%	51.6%
Black Alone	73.1%	53.1%	42.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.5%	1.8%	2.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.9%	1.1%
Two or More Races	1.6%	1.7%	1.8%
Hispanic Origin	1.9%	2.3%	2.7%
Diversity Index	43.0	56.0	57.4
<b>2010 Population by Relationship and Household Type</b>			
Total	11,373	37,622	103,988
In Households	96.3%	98.1%	97.2%
In Family Households	76.4%	80.6%	81.9%
Householder	23.6%	25.8%	26.3%
Spouse	9.1%	14.2%	16.8%
Child	35.0%	33.4%	32.5%
Other relative	6.0%	4.8%	4.1%
Nonrelative	2.7%	2.4%	2.2%
In Nonfamily Households	19.9%	17.5%	15.3%
In Group Quarters	3.7%	1.9%	2.8%
Institutionalized Population	2.6%	1.1%	1.2%
Noninstitutionalized Population	1.1%	0.7%	1.6%

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

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	7,893	27,021	74,505
Less than 9th Grade	4.2%	3.2%	3.0%
9th - 12th Grade, No Diploma	12.6%	8.8%	7.7%
High School Graduate	34.2%	28.5%	28.1%
GED/Alternative Credential	4.3%	4.3%	3.9%
Some College, No Degree	18.0%	18.5%	19.8%
Associate Degree	7.0%	9.0%	10.1%
Bachelor's Degree	14.1%	17.4%	16.8%
Graduate/Professional Degree	5.7%	10.1%	10.5%
<b>2020 Population 15+ by Marital Status</b>			
Total	9,180	31,515	88,016
Never Married	50.8%	39.8%	36.8%
Married	28.3%	40.0%	44.5%
Widowed	9.4%	8.3%	7.9%
Divorced	11.5%	11.9%	10.8%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,240	19,344	53,590
Population 16+ Employed	83.8%	86.6%	88.0%
Population 16+ Unemployment rate	16.2%	13.4%	12.0%
Population 16-24 Employed	10.6%	10.2%	10.1%
Population 16-24 Unemployment rate	26.8%	20.2%	19.1%
Population 25-54 Employed	65.8%	63.8%	65.5%
Population 25-54 Unemployment rate	16.0%	13.9%	11.9%
Population 55-64 Employed	16.9%	16.6%	16.6%
Population 55-64 Unemployment rate	12.3%	9.9%	9.2%
Population 65+ Employed	6.8%	9.4%	7.9%
Population 65+ Unemployment rate	9.2%	7.8%	8.1%
<b>2020 Employed Population 16+ by Industry</b>			
Total	4,389	16,744	47,175
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	3.9%	3.8%	4.4%
Manufacturing	8.5%	11.3%	13.0%
Wholesale Trade	1.9%	2.8%	2.6%
Retail Trade	16.5%	11.6%	10.9%
Transportation/Utilities	5.1%	5.2%	5.4%
Information	0.9%	1.1%	1.0%
Finance/Insurance/Real Estate	7.1%	7.0%	6.3%
Services	52.3%	52.3%	51.4%
Public Administration	3.9%	4.5%	4.6%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	4,389	16,743	47,174
White Collar	51.6%	61.5%	61.6%
Management/Business/Financial	9.7%	12.3%	12.6%
Professional	16.6%	24.2%	25.2%
Sales	12.4%	11.1%	10.4%
Administrative Support	13.0%	13.9%	13.5%
Services	30.3%	22.0%	19.5%
Blue Collar	18.0%	16.5%	18.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.8%	2.8%	2.6%
Installation/Maintenance/Repair	2.4%	2.3%	3.0%
Production	4.6%	5.6%	7.2%
Transportation/Material Moving	7.2%	5.7%	5.9%

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<b>2010 Households by Type</b>			
Total	4,557	15,220	40,619
Households with 1 Person	33.9%	30.2%	27.6%
Households with 2+ People	66.1%	69.8%	72.4%
Family Households	59.2%	64.0%	67.3%
Husband-wife Families	22.8%	35.4%	43.0%
With Related Children	8.5%	14.2%	18.4%
Other Family (No Spouse Present)	36.4%	28.6%	24.3%
Other Family with Male Householder	5.4%	4.7%	4.6%
With Related Children	2.4%	2.3%	2.4%
Other Family with Female Householder	31.1%	23.8%	19.7%
With Related Children	20.7%	15.7%	13.2%
Nonfamily Households	6.8%	5.8%	5.1%
All Households with Children	32.0%	32.6%	34.4%
Multigenerational Households	7.9%	6.2%	5.5%
Unmarried Partner Households	7.5%	6.5%	6.0%
Male-female	6.9%	5.9%	5.4%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	4,557	15,221	40,618
1 Person Household	33.9%	30.2%	27.6%
2 Person Household	28.7%	31.9%	32.5%
3 Person Household	17.0%	17.1%	17.8%
4 Person Household	10.6%	11.7%	13.1%
5 Person Household	5.3%	5.6%	5.9%
6 Person Household	2.5%	2.1%	2.0%
7 + Person Household	2.0%	1.4%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,557	15,221	40,619
Owner Occupied	41.8%	55.8%	64.6%
Owned with a Mortgage/Loan	24.3%	35.3%	43.7%
Owned Free and Clear	17.5%	20.6%	21.0%
Renter Occupied	58.2%	44.2%	35.4%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	175	173	186
Percent of Income for Mortgage	14.6%	14.8%	13.7%
Wealth Index	31	64	68
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,449	17,178	45,134
Housing Units Inside Urbanized Area	99.1%	94.6%	80.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.9%	5.4%	19.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,373	37,622	103,988
Population Inside Urbanized Area	99.1%	94.1%	79.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.9%	5.9%	20.4%

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

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<b>Top 3 Tapestry Segments</b>			
1.	Modest Income Homes (12D)		Southern Satellites (10A)
2.	City Commons (11E)	In Style (5B)	Modest Income Homes (12D)
3.	Set to Impress (11D)	Old and Newcomers (8F)	Middleburg (4C)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,738,005	\$23,826,002	\$68,478,180
Average Spent	\$1,029.33	\$1,527.01	\$1,627.02
Spending Potential Index	48	71	76
Education: Total \$	\$3,651,604	\$18,592,609	\$52,421,540
Average Spent	\$793.31	\$1,191.60	\$1,245.52
Spending Potential Index	44	67	70
Entertainment/Recreation: Total \$	\$6,919,782	\$35,852,239	\$104,947,651
Average Spent	\$1,503.32	\$2,297.78	\$2,493.53
Spending Potential Index	46	71	77
Food at Home: Total \$	\$11,965,636	\$59,958,757	\$174,438,013
Average Spent	\$2,599.53	\$3,842.77	\$4,144.60
Spending Potential Index	49	72	78
Food Away from Home: Total \$	\$8,243,962	\$41,679,416	\$121,248,464
Average Spent	\$1,791.00	\$2,671.24	\$2,880.83
Spending Potential Index	48	71	76
Health Care: Total \$	\$12,758,569	\$65,788,420	\$192,377,986
Average Spent	\$2,771.79	\$4,216.40	\$4,570.85
Spending Potential Index	48	73	80
HH Furnishings & Equipment: Total \$	\$4,700,280	\$24,357,179	\$71,157,001
Average Spent	\$1,021.13	\$1,561.06	\$1,690.67
Spending Potential Index	47	71	77
Personal Care Products & Services: Total \$	\$2,029,909	\$10,349,463	\$29,705,687
Average Spent	\$441.00	\$663.30	\$705.80
Spending Potential Index	48	72	77
Shelter: Total \$	\$41,349,433	\$208,727,242	\$590,181,161
Average Spent	\$8,983.15	\$13,377.38	\$14,022.55
Spending Potential Index	46	69	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,870,350	\$26,239,424	\$77,949,649
Average Spent	\$1,058.08	\$1,681.69	\$1,852.06
Spending Potential Index	45	72	79
Travel: Total \$	\$4,663,061	\$25,263,109	\$73,445,583
Average Spent	\$1,013.05	\$1,619.12	\$1,745.05
Spending Potential Index	42	67	72
Vehicle Maintenance & Repairs: Total \$	\$2,644,505	\$13,452,626	\$38,817,960
Average Spent	\$574.52	\$862.18	\$922.30
Spending Potential Index	50	74	80

**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.