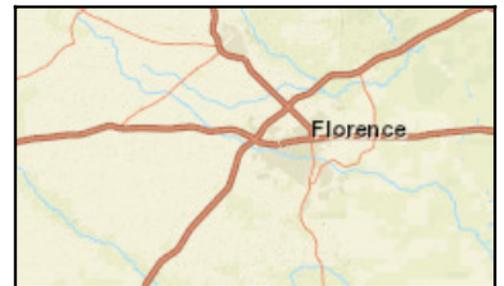
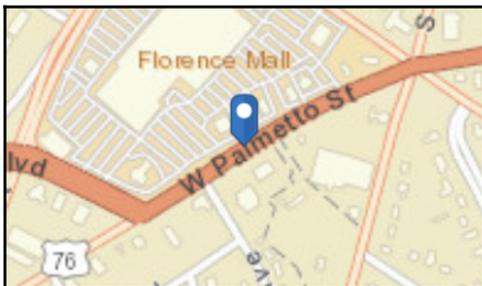
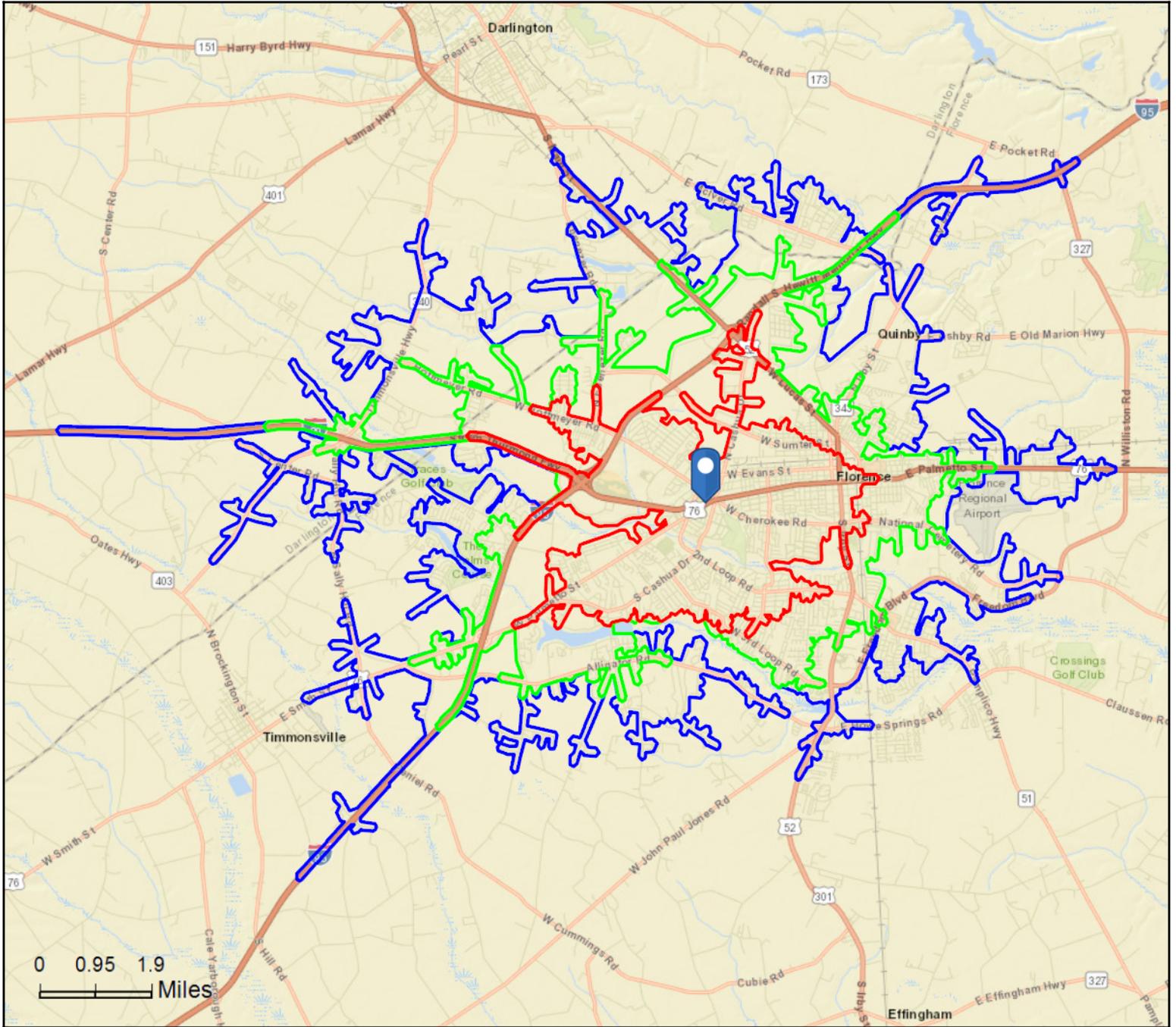


Florence Mall
1945 W Palmetto St, Florence, South Carolina, 29501
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 34.18824
Longitude: -79.80735





Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	23,909	38,681	58,097
2010 Total Population	26,193	41,971	63,824
2019 Total Population	27,704	44,148	66,972
2019 Group Quarters	564	966	1,182
2024 Total Population	28,508	45,293	68,609
2019-2024 Annual Rate	0.57%	0.51%	0.48%
2019 Total Daytime Population	39,701	68,582	90,781
Workers	25,925	45,612	55,743
Residents	13,776	22,970	35,038
Household Summary			
2000 Households	10,244	15,647	22,699
2000 Average Household Size	2.25	2.38	2.48
2010 Households	11,260	17,404	25,675
2010 Average Household Size	2.28	2.36	2.44
2019 Households	11,805	18,156	26,726
2019 Average Household Size	2.30	2.38	2.46
2024 Households	12,118	18,583	27,313
2024 Average Household Size	2.31	2.39	2.47
2019-2024 Annual Rate	0.52%	0.47%	0.44%
2010 Families	6,754	10,937	16,870
2010 Average Family Size	2.91	2.97	3.01
2019 Families	6,940	11,204	17,271
2019 Average Family Size	2.97	3.02	3.06
2024 Families	7,079	11,400	17,551
2024 Average Family Size	2.99	3.04	3.08
2019-2024 Annual Rate	0.40%	0.35%	0.32%
Housing Unit Summary			
2000 Housing Units	11,289	17,263	24,819
Owner Occupied Housing Units	54.2%	56.2%	61.1%
Renter Occupied Housing Units	36.5%	34.4%	30.4%
Vacant Housing Units	9.3%	9.4%	8.5%
2010 Housing Units	12,569	19,509	28,582
Owner Occupied Housing Units	49.3%	51.4%	55.9%
Renter Occupied Housing Units	40.3%	37.8%	34.0%
Vacant Housing Units	10.4%	10.8%	10.2%
2019 Housing Units	13,245	20,539	30,038
Owner Occupied Housing Units	49.3%	51.6%	55.9%
Renter Occupied Housing Units	39.8%	36.8%	33.0%
Vacant Housing Units	10.9%	11.6%	11.0%
2024 Housing Units	13,650	21,129	30,866
Owner Occupied Housing Units	49.1%	51.5%	55.8%
Renter Occupied Housing Units	39.7%	36.4%	32.7%
Vacant Housing Units	11.2%	12.0%	11.5%
Median Household Income			
2019	\$44,292	\$44,345	\$45,797
2024	\$50,333	\$50,697	\$51,902
Median Home Value			
2019	\$184,793	\$185,378	\$177,032
2024	\$205,245	\$205,446	\$197,801
Per Capita Income			
2019	\$27,824	\$27,001	\$26,501
2024	\$31,444	\$30,764	\$30,361
Median Age			
2010	38.4	38.6	38.4
2019	39.9	40.1	40.0
2024	40.4	40.7	40.7

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	11,805	18,155	26,725
<\$15,000	13.2%	14.3%	13.4%
\$15,000 - \$24,999	12.6%	13.4%	12.9%
\$25,000 - \$34,999	13.6%	12.2%	12.6%
\$35,000 - \$49,999	15.3%	14.5%	14.3%
\$50,000 - \$74,999	18.7%	17.8%	18.3%
\$75,000 - \$99,999	7.5%	8.3%	8.8%
\$100,000 - \$149,999	10.1%	10.9%	11.0%
\$150,000 - \$199,999	5.4%	5.1%	5.5%
\$200,000+	3.5%	3.5%	3.2%
Average Household Income	\$66,083	\$65,956	\$66,207
2024 Households by Income			
Household Income Base	12,118	18,582	27,312
<\$15,000	11.5%	12.5%	11.6%
\$15,000 - \$24,999	11.1%	11.9%	11.4%
\$25,000 - \$34,999	12.9%	11.6%	11.9%
\$35,000 - \$49,999	14.1%	13.3%	13.0%
\$50,000 - \$74,999	19.4%	18.4%	18.7%
\$75,000 - \$99,999	8.2%	8.9%	9.3%
\$100,000 - \$149,999	11.9%	12.7%	13.0%
\$150,000 - \$199,999	6.8%	6.6%	7.2%
\$200,000+	4.1%	4.2%	3.9%
Average Household Income	\$74,932	\$75,395	\$76,046
2019 Owner Occupied Housing Units by Value			
Total	6,528	10,601	16,801
<\$50,000	5.1%	6.8%	8.5%
\$50,000 - \$99,999	15.1%	14.7%	16.0%
\$100,000 - \$149,999	16.9%	15.6%	16.2%
\$150,000 - \$199,999	18.5%	18.1%	17.3%
\$200,000 - \$249,999	11.6%	14.2%	14.4%
\$250,000 - \$299,999	10.1%	9.7%	9.4%
\$300,000 - \$399,999	12.0%	10.8%	9.7%
\$400,000 - \$499,999	4.9%	4.5%	4.0%
\$500,000 - \$749,999	3.9%	3.9%	3.2%
\$750,000 - \$999,999	1.6%	1.3%	1.0%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$226,627	\$220,576	\$207,613
2024 Owner Occupied Housing Units by Value			
Total	6,704	10,881	17,220
<\$50,000	4.4%	6.0%	7.4%
\$50,000 - \$99,999	12.5%	12.4%	13.5%
\$100,000 - \$149,999	14.0%	12.8%	13.4%
\$150,000 - \$199,999	17.9%	17.2%	16.4%
\$200,000 - \$249,999	11.6%	14.4%	14.8%
\$250,000 - \$299,999	11.0%	10.8%	10.7%
\$300,000 - \$399,999	15.4%	13.7%	12.7%
\$400,000 - \$499,999	6.3%	6.0%	5.4%
\$500,000 - \$749,999	4.6%	4.8%	4.0%
\$750,000 - \$999,999	2.0%	1.6%	1.3%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$248,412	\$241,985	\$229,668

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	26,192	41,970	63,823
0 - 4	6.3%	6.7%	6.7%
5 - 9	6.3%	6.4%	6.5%
10 - 14	6.2%	6.3%	6.6%
15 - 24	12.9%	12.9%	12.7%
25 - 34	13.8%	13.1%	12.9%
35 - 44	13.2%	12.9%	13.2%
45 - 54	14.0%	14.2%	14.3%
55 - 64	12.1%	12.8%	13.0%
65 - 74	7.8%	7.8%	7.8%
75 - 84	4.8%	4.7%	4.4%
85 +	2.5%	2.2%	1.9%
18 +	77.3%	76.7%	76.0%
2019 Population by Age			
Total	27,704	44,147	66,974
0 - 4	5.7%	6.0%	6.0%
5 - 9	5.7%	6.0%	6.2%
10 - 14	5.9%	6.0%	6.2%
15 - 24	12.2%	11.9%	11.7%
25 - 34	14.3%	13.8%	13.6%
35 - 44	12.2%	12.0%	12.2%
45 - 54	12.6%	12.5%	12.7%
55 - 64	12.8%	13.3%	13.3%
65 - 74	10.1%	10.5%	10.6%
75 - 84	5.6%	5.5%	5.2%
85 +	2.7%	2.5%	2.2%
18 +	79.1%	78.5%	78.0%
2024 Population by Age			
Total	28,510	45,295	68,609
0 - 4	5.7%	5.9%	5.9%
5 - 9	5.5%	5.8%	5.9%
10 - 14	5.7%	6.0%	6.3%
15 - 24	12.0%	11.6%	11.5%
25 - 34	14.2%	13.6%	13.2%
35 - 44	12.3%	12.3%	12.5%
45 - 54	12.0%	11.9%	12.2%
55 - 64	12.2%	12.4%	12.5%
65 - 74	10.8%	11.2%	11.2%
75 - 84	6.8%	6.8%	6.5%
85 +	2.7%	2.6%	2.3%
18 +	79.7%	78.9%	78.3%
2010 Population by Sex			
Males	12,078	19,343	29,634
Females	14,115	22,628	34,190
2019 Population by Sex			
Males	12,821	20,433	31,217
Females	14,883	23,715	35,755
2024 Population by Sex			
Males	13,248	21,070	32,142
Females	15,260	24,223	36,467

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	26,192	41,972	63,824
White Alone	63.7%	56.3%	55.3%
Black Alone	31.4%	39.3%	40.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.5%	2.2%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	0.8%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	2.2%	1.8%	1.8%
Diversity Index	51.8	54.5	54.7
2019 Population by Race/Ethnicity			
Total	27,705	44,147	66,972
White Alone	62.0%	55.5%	54.5%
Black Alone	31.9%	39.1%	40.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.0%	2.8%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.0%	0.9%
Two or More Races	1.5%	1.4%	1.5%
Hispanic Origin	2.8%	2.3%	2.3%
Diversity Index	53.9	56.0	56.1
2024 Population by Race/Ethnicity			
Total	28,509	45,293	68,609
White Alone	60.9%	54.7%	53.8%
Black Alone	32.1%	39.1%	40.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	3.2%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.1%	1.0%
Two or More Races	1.7%	1.7%	1.7%
Hispanic Origin	3.2%	2.7%	2.7%
Diversity Index	55.4	57.1	57.1
2010 Population by Relationship and Household Type			
Total	26,193	41,971	63,824
In Households	97.8%	97.7%	98.1%
In Family Households	77.2%	79.3%	81.6%
Householder	25.6%	25.9%	26.5%
Spouse	16.5%	16.3%	17.0%
Child	29.3%	31.1%	32.1%
Other relative	3.8%	4.0%	4.0%
Nonrelative	2.0%	2.0%	2.0%
In Nonfamily Households	20.7%	18.4%	16.5%
In Group Quarters	2.2%	2.3%	1.9%
Institutionalized Population	1.8%	1.5%	1.2%
Noninstitutionalized Population	0.4%	0.8%	0.6%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	19,522	30,953	46,765
Less than 9th Grade	1.8%	2.4%	2.7%
9th - 12th Grade, No Diploma	6.8%	8.0%	7.7%
High School Graduate	23.3%	24.6%	25.9%
GED/Alternative Credential	2.9%	3.2%	3.3%
Some College, No Degree	20.6%	19.6%	20.3%
Associate Degree	8.8%	8.2%	9.0%
Bachelor's Degree	23.1%	21.6%	19.7%
Graduate/Professional Degree	12.6%	12.4%	11.3%
2019 Population 15+ by Marital Status			
Total	22,911	36,206	54,609
Never Married	38.7%	36.4%	35.3%
Married	44.1%	46.4%	47.8%
Widowed	7.8%	7.7%	7.6%
Divorced	9.5%	9.5%	9.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	94.0%	94.1%
Civilian Unemployed (Unemployment Rate)	5.3%	6.0%	5.9%
2019 Employed Population 16+ by Industry			
Total	14,158	21,447	32,275
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	4.0%	3.8%	4.1%
Manufacturing	12.4%	11.8%	12.5%
Wholesale Trade	3.2%	3.4%	3.4%
Retail Trade	11.9%	11.4%	11.2%
Transportation/Utilities	4.7%	4.6%	4.9%
Information	1.4%	1.2%	1.1%
Finance/Insurance/Real Estate	6.2%	6.0%	5.8%
Services	52.3%	53.3%	52.4%
Public Administration	3.5%	4.2%	4.3%
2019 Employed Population 16+ by Occupation			
Total	14,159	21,449	32,276
White Collar	66.5%	65.6%	63.3%
Management/Business/Financial	13.7%	13.3%	12.4%
Professional	27.7%	26.6%	25.6%
Sales	12.1%	12.2%	11.3%
Administrative Support	13.1%	13.4%	14.1%
Services	18.6%	19.6%	20.0%
Blue Collar	14.8%	14.8%	16.6%
Farming/Forestry/Fishing	0.3%	0.3%	0.2%
Construction/Extraction	1.7%	1.9%	2.2%
Installation/Maintenance/Repair	2.6%	2.5%	2.5%
Production	5.1%	5.4%	6.5%
Transportation/Material Moving	5.2%	4.8%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	26,193	41,971	63,824
Population Inside Urbanized Area	98.4%	96.7%	91.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.6%	3.3%	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	11,260	17,405	25,675
Households with 1 Person	33.2%	31.2%	28.8%
Households with 2+ People	66.8%	68.8%	71.2%
Family Households	60.0%	62.8%	65.7%
Husband-wife Families	38.8%	39.4%	42.2%
With Related Children	16.4%	16.4%	17.8%
Other Family (No Spouse Present)	21.2%	23.4%	23.5%
Other Family with Male Householder	4.2%	4.2%	4.3%
With Related Children	2.2%	2.2%	2.3%
Other Family with Female Householder	17.0%	19.2%	19.2%
With Related Children	11.4%	12.7%	12.7%
Nonfamily Households	6.8%	6.0%	5.5%
All Households with Children	30.3%	31.6%	33.2%
Multigenerational Households	3.4%	4.5%	5.0%
Unmarried Partner Households	6.2%	5.9%	5.9%
Male-female	5.5%	5.3%	5.3%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	11,260	17,405	25,674
1 Person Household	33.2%	31.2%	28.8%
2 Person Household	33.0%	32.8%	33.0%
3 Person Household	15.8%	16.5%	17.2%
4 Person Household	10.9%	11.6%	12.5%
5 Person Household	4.8%	5.2%	5.5%
6 Person Household	1.5%	1.8%	1.9%
7 + Person Household	0.8%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	11,260	17,404	25,675
Owner Occupied	55.0%	57.6%	62.2%
Owned with a Mortgage/Loan	37.3%	38.8%	42.7%
Owned Free and Clear	17.6%	18.9%	19.5%
Renter Occupied	45.0%	42.4%	37.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,569	19,509	28,582
Housing Units Inside Urbanized Area	98.4%	96.8%	92.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.6%	3.2%	7.8%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	In Style (5B) Modest Income Homes (12D)	
2.	Old and Newcomers (8F)	Modest Income Homes (12D)	In Style (5B)
3.	In Style (5B)	Set to Impress (11D)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$19,568,072	\$29,828,282	\$43,887,082
Average Spent	\$1,657.61	\$1,642.89	\$1,642.11
Spending Potential Index	77	77	77
Education: Total \$	\$13,843,009	\$21,108,806	\$30,827,195
Average Spent	\$1,172.64	\$1,162.64	\$1,153.45
Spending Potential Index	74	73	72
Entertainment/Recreation: Total \$	\$29,185,032	\$44,952,863	\$66,828,688
Average Spent	\$2,472.26	\$2,475.92	\$2,500.51
Spending Potential Index	76	76	76
Food at Home: Total \$	\$47,495,141	\$72,813,865	\$107,724,572
Average Spent	\$4,023.31	\$4,010.46	\$4,030.70
Spending Potential Index	78	78	78
Food Away from Home: Total \$	\$33,614,654	\$51,277,443	\$75,581,290
Average Spent	\$2,847.49	\$2,824.27	\$2,828.01
Spending Potential Index	77	77	77
Health Care: Total \$	\$54,001,358	\$83,832,868	\$125,133,927
Average Spent	\$4,574.45	\$4,617.36	\$4,682.10
Spending Potential Index	77	78	79
HH Furnishings & Equipment: Total \$	\$19,379,455	\$29,685,036	\$43,895,718
Average Spent	\$1,641.63	\$1,635.00	\$1,642.44
Spending Potential Index	77	77	77
Personal Care Products & Services: Total \$	\$8,190,127	\$12,530,033	\$18,472,441
Average Spent	\$693.78	\$690.13	\$691.18
Spending Potential Index	78	78	78
Shelter: Total \$	\$166,987,856	\$254,243,145	\$370,247,855
Average Spent	\$14,145.52	\$14,003.26	\$13,853.47
Spending Potential Index	76	76	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,544,439	\$34,730,722	\$51,425,530
Average Spent	\$1,909.74	\$1,912.91	\$1,924.18
Spending Potential Index	77	77	78
Travel: Total \$	\$19,385,549	\$29,722,183	\$43,931,737
Average Spent	\$1,642.15	\$1,637.04	\$1,643.78
Spending Potential Index	73	73	73
Vehicle Maintenance & Repairs: Total \$	\$10,916,544	\$16,583,662	\$24,287,176
Average Spent	\$924.74	\$913.40	\$908.75
Spending Potential Index	81	80	79

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.