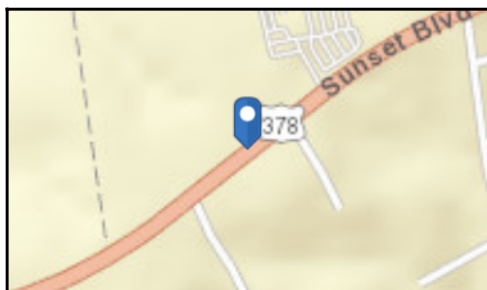
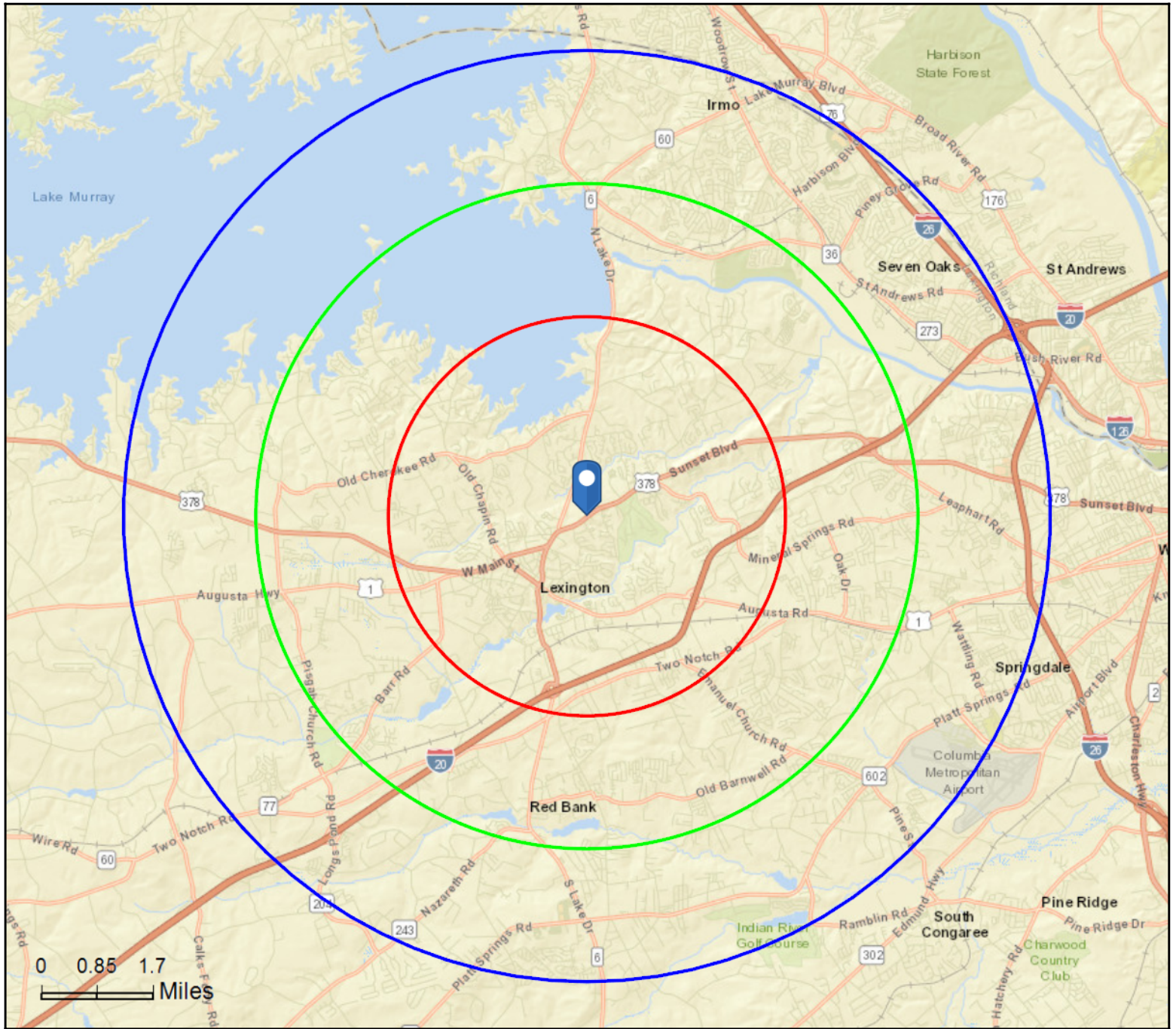


East Towne Centre  
5556 Sunset Blvd, Lexington, South Carolina, 29072  
Rings: 3, 5, 7 mile radii

Prepared by Esri  
Latitude: 33.99606  
Longitude: -81.22330





# Community Profile

East Towne Centre  
 5556 Sunset Blvd, Lexington, South Carolina, 29072  
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	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	21,167	51,162	106,349
2010 Total Population	29,972	67,862	129,967
2019 Total Population	35,523	80,991	152,491
2019 Group Quarters	1,283	1,372	1,789
2024 Total Population	38,704	88,376	165,338
2019-2024 Annual Rate	1.73%	1.76%	1.63%
2019 Total Daytime Population	37,661	70,679	155,195
Workers	20,313	30,692	79,312
Residents	17,348	39,987	75,883
<b>Household Summary</b>			
2000 Households	7,644	18,829	40,460
2000 Average Household Size	2.64	2.66	2.58
2010 Households	11,704	26,265	51,407
2010 Average Household Size	2.45	2.53	2.49
2019 Households	13,842	31,151	59,777
2019 Average Household Size	2.47	2.56	2.52
2024 Households	15,072	33,906	64,625
2024 Average Household Size	2.48	2.57	2.53
2019-2024 Annual Rate	1.72%	1.71%	1.57%
2010 Families	7,989	18,567	35,777
2010 Average Family Size	2.99	3.02	2.98
2019 Families	9,288	21,741	41,023
2019 Average Family Size	3.05	3.07	3.03
2024 Families	10,054	23,550	44,126
2024 Average Family Size	3.07	3.09	3.05
2019-2024 Annual Rate	1.60%	1.61%	1.47%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,279	20,051	43,076
Owner Occupied Housing Units	75.5%	77.8%	73.6%
Renter Occupied Housing Units	16.8%	16.1%	20.4%
Vacant Housing Units	7.7%	6.1%	6.1%
2010 Housing Units	12,713	28,361	56,079
Owner Occupied Housing Units	66.5%	72.2%	69.1%
Renter Occupied Housing Units	25.6%	20.5%	22.6%
Vacant Housing Units	7.9%	7.4%	8.3%
2019 Housing Units	15,027	33,558	64,989
Owner Occupied Housing Units	66.8%	72.4%	69.1%
Renter Occupied Housing Units	25.4%	20.4%	22.8%
Vacant Housing Units	7.9%	7.2%	8.0%
2024 Housing Units	16,326	36,439	70,137
Owner Occupied Housing Units	67.3%	73.1%	69.7%
Renter Occupied Housing Units	25.0%	20.0%	22.4%
Vacant Housing Units	7.7%	7.0%	7.9%
<b>Median Household Income</b>			
2019	\$73,794	\$70,798	\$66,467
2024	\$84,427	\$80,168	\$74,795
<b>Median Home Value</b>			
2019	\$229,986	\$195,226	\$186,121
2024	\$252,511	\$218,828	\$204,085
<b>Per Capita Income</b>			
2019	\$37,933	\$35,100	\$34,076
2024	\$43,095	\$39,703	\$38,441
<b>Median Age</b>			
2010	37.7	37.4	37.9
2019	39.3	39.1	39.6
2024	40.3	39.8	40.1

**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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<b>2019 Households by Income</b>			
Household Income Base	13,842	31,151	59,777
<\$15,000	7.3%	6.5%	7.1%
\$15,000 - \$24,999	4.6%	5.3%	5.7%
\$25,000 - \$34,999	6.4%	6.3%	7.3%
\$35,000 - \$49,999	10.7%	11.3%	12.7%
\$50,000 - \$74,999	21.8%	23.4%	23.1%
\$75,000 - \$99,999	11.5%	12.6%	12.6%
\$100,000 - \$149,999	21.5%	20.7%	19.0%
\$150,000 - \$199,999	9.1%	8.6%	7.7%
\$200,000+	7.1%	5.3%	4.8%
Average Household Income	\$96,639	\$91,180	\$86,799
<b>2024 Households by Income</b>			
Household Income Base	15,072	33,906	64,625
<\$15,000	5.8%	5.1%	5.7%
\$15,000 - \$24,999	3.8%	4.3%	4.8%
\$25,000 - \$34,999	5.6%	5.6%	6.5%
\$35,000 - \$49,999	9.2%	9.6%	11.0%
\$50,000 - \$74,999	20.6%	22.1%	22.2%
\$75,000 - \$99,999	11.3%	12.6%	12.9%
\$100,000 - \$149,999	23.5%	23.2%	21.5%
\$150,000 - \$199,999	11.6%	11.0%	9.8%
\$200,000+	8.5%	6.4%	5.7%
Average Household Income	\$109,844	\$103,402	\$98,214
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	10,031	24,305	44,928
<\$50,000	2.4%	3.1%	3.9%
\$50,000 - \$99,999	3.7%	5.9%	6.5%
\$100,000 - \$149,999	12.6%	22.1%	23.6%
\$150,000 - \$199,999	20.7%	20.9%	22.2%
\$200,000 - \$249,999	17.7%	14.1%	14.3%
\$250,000 - \$299,999	13.3%	10.3%	9.1%
\$300,000 - \$399,999	14.2%	10.9%	9.0%
\$400,000 - \$499,999	7.7%	5.6%	4.8%
\$500,000 - \$749,999	5.4%	4.8%	4.3%
\$750,000 - \$999,999	1.4%	1.3%	1.4%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$276,652	\$250,334	\$238,812
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	10,994	26,622	48,907
<\$50,000	1.7%	2.3%	2.9%
\$50,000 - \$99,999	2.6%	4.5%	5.1%
\$100,000 - \$149,999	9.1%	17.9%	19.4%
\$150,000 - \$199,999	18.1%	19.9%	21.4%
\$200,000 - \$249,999	17.8%	14.4%	15.0%
\$250,000 - \$299,999	14.6%	11.5%	10.4%
\$300,000 - \$399,999	17.4%	13.8%	11.5%
\$400,000 - \$499,999	9.8%	7.2%	6.4%
\$500,000 - \$749,999	6.6%	6.2%	5.6%
\$750,000 - \$999,999	1.5%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.3%
\$2,000,000 +	0.4%	0.4%	0.3%
Average Home Value	\$299,666	\$273,712	\$261,613

**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

East Towne Centre  
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Prepared by Esri  
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	3 miles	5 miles	7 miles
<b>2010 Population by Age</b>			
Total	29,972	67,864	129,965
0 - 4	6.4%	6.6%	6.5%
5 - 9	7.1%	7.2%	6.8%
10 - 14	7.1%	7.4%	6.9%
15 - 24	11.6%	11.8%	12.0%
25 - 34	13.6%	13.4%	13.6%
35 - 44	15.3%	15.2%	14.3%
45 - 54	15.4%	15.8%	15.3%
55 - 64	11.5%	11.7%	12.4%
65 - 74	6.4%	6.4%	7.2%
75 - 84	3.7%	3.1%	3.5%
85 +	1.8%	1.3%	1.4%
18 +	75.4%	74.5%	75.5%
<b>2019 Population by Age</b>			
Total	35,523	80,990	152,492
0 - 4	5.8%	6.0%	6.0%
5 - 9	6.1%	6.4%	6.2%
10 - 14	6.5%	6.8%	6.5%
15 - 24	11.9%	11.6%	11.5%
25 - 34	13.5%	13.3%	13.4%
35 - 44	13.8%	13.9%	13.5%
45 - 54	13.7%	14.0%	13.3%
55 - 64	13.2%	13.5%	13.5%
65 - 74	9.2%	9.2%	10.0%
75 - 84	4.4%	4.0%	4.5%
85 +	2.0%	1.5%	1.7%
18 +	77.8%	77.0%	77.7%
<b>2024 Population by Age</b>			
Total	38,704	88,377	165,339
0 - 4	5.7%	6.0%	6.0%
5 - 9	5.9%	6.2%	6.1%
10 - 14	6.3%	6.7%	6.5%
15 - 24	11.2%	11.1%	11.0%
25 - 34	13.1%	13.1%	13.4%
35 - 44	14.4%	14.3%	13.8%
45 - 54	12.8%	12.9%	12.4%
55 - 64	12.6%	12.7%	12.5%
65 - 74	10.2%	10.1%	10.7%
75 - 84	5.6%	5.2%	5.8%
85 +	2.1%	1.6%	1.8%
18 +	78.4%	77.2%	77.7%
<b>2010 Population by Sex</b>			
Males	14,535	32,968	62,753
Females	15,437	34,894	67,214
<b>2019 Population by Sex</b>			
Males	17,206	39,295	73,565
Females	18,317	41,697	78,926
<b>2024 Population by Sex</b>			
Males	18,761	42,877	79,741
Females	19,943	45,499	85,597

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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<b>2010 Population by Race/Ethnicity</b>			
Total	29,973	67,863	129,966
White Alone	84.5%	85.1%	80.8%
Black Alone	9.9%	9.4%	13.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.9%	2.2%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.3%	1.9%
Two or More Races	1.3%	1.6%	1.8%
Hispanic Origin	3.7%	3.9%	4.6%
Diversity Index	32.6	32.2	38.9
<b>2019 Population by Race/Ethnicity</b>			
Total	35,524	80,993	152,492
White Alone	82.4%	83.3%	79.2%
Black Alone	10.2%	9.7%	13.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.2%	3.3%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.2%	1.4%	2.1%
Two or More Races	1.6%	1.9%	2.2%
Hispanic Origin	4.1%	4.4%	5.1%
Diversity Index	36.3	35.5	41.8
<b>2024 Population by Race/Ethnicity</b>			
Total	38,703	88,377	165,338
White Alone	80.9%	81.8%	77.8%
Black Alone	10.5%	10.0%	13.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	5.2%	4.0%	3.7%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	1.3%	1.5%	2.2%
Two or More Races	1.8%	2.2%	2.4%
Hispanic Origin	4.3%	4.6%	5.4%
Diversity Index	38.8	37.9	43.9
<b>2010 Population by Relationship and Household Type</b>			
Total	29,972	67,862	129,967
In Households	95.6%	97.9%	98.6%
In Family Households	80.9%	84.1%	83.8%
Householder	26.6%	27.4%	27.5%
Spouse	21.2%	21.7%	21.3%
Child	29.6%	31.1%	30.4%
Other relative	2.2%	2.4%	2.8%
Nonrelative	1.3%	1.6%	1.9%
In Nonfamily Households	14.7%	13.8%	14.8%
In Group Quarters	4.4%	2.1%	1.4%
Institutionalized Population	4.2%	2.0%	1.3%
Noninstitutionalized Population	0.2%	0.1%	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.

**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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<b>2019 Population 25+ by Educational Attainment</b>			
Total	24,780	56,064	106,572
Less than 9th Grade	1.9%	1.9%	1.8%
9th - 12th Grade, No Diploma	3.3%	3.7%	4.5%
High School Graduate	17.4%	20.1%	20.5%
GED/Alternative Credential	2.8%	3.0%	3.1%
Some College, No Degree	18.2%	19.7%	20.0%
Associate Degree	10.2%	10.4%	10.1%
Bachelor's Degree	27.5%	25.5%	24.6%
Graduate/Professional Degree	18.6%	15.8%	15.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	29,006	65,493	124,071
Never Married	26.8%	27.1%	27.8%
Married	57.6%	58.0%	56.6%
Widowed	5.4%	4.9%	5.3%
Divorced	10.3%	10.0%	10.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	97.5%	97.2%
Civilian Unemployed (Unemployment Rate)	2.2%	2.5%	2.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	17,553	40,760	76,941
Agriculture/Mining	0.2%	0.5%	0.4%
Construction	6.6%	7.5%	7.5%
Manufacturing	8.7%	8.8%	8.5%
Wholesale Trade	2.9%	3.1%	3.0%
Retail Trade	8.4%	9.2%	10.3%
Transportation/Utilities	5.7%	5.3%	5.4%
Information	1.7%	1.8%	1.8%
Finance/Insurance/Real Estate	8.1%	8.2%	7.9%
Services	50.6%	49.2%	48.2%
Public Administration	7.0%	6.4%	7.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	17,556	40,760	76,939
White Collar	74.8%	70.3%	68.2%
Management/Business/Financial	20.0%	17.0%	15.9%
Professional	29.5%	27.4%	26.1%
Sales	12.1%	11.3%	11.4%
Administrative Support	13.2%	14.5%	14.8%
Services	12.1%	13.5%	14.4%
Blue Collar	13.1%	16.2%	17.4%
Farming/Forestry/Fishing	0.2%	0.5%	0.3%
Construction/Extraction	2.7%	3.2%	3.9%
Installation/Maintenance/Repair	2.8%	3.9%	3.9%
Production	3.8%	4.6%	4.7%
Transportation/Material Moving	3.6%	4.0%	4.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	29,972	67,862	129,967
Population Inside Urbanized Area	98.8%	98.3%	96.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	1.7%	3.2%

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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<b>2010 Households by Type</b>			
Total	11,704	26,265	51,406
Households with 1 Person	26.6%	24.2%	24.9%
Households with 2+ People	73.4%	75.8%	75.1%
Family Households	68.3%	70.7%	69.6%
Husband-wife Families	54.3%	56.1%	53.8%
With Related Children	26.0%	26.7%	24.0%
Other Family (No Spouse Present)	14.0%	14.6%	15.8%
Other Family with Male Householder	3.5%	3.8%	3.8%
With Related Children	2.3%	2.4%	2.3%
Other Family with Female Householder	10.4%	10.9%	12.0%
With Related Children	7.3%	7.5%	8.2%
Nonfamily Households	5.1%	5.1%	5.5%
All Households with Children	35.8%	36.9%	34.8%
Multigenerational Households	2.4%	2.7%	2.9%
Unmarried Partner Households	5.0%	5.2%	5.4%
Male-female	4.3%	4.5%	4.8%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	11,703	26,265	51,409
1 Person Household	26.6%	24.2%	24.9%
2 Person Household	33.9%	34.2%	35.1%
3 Person Household	17.3%	17.8%	17.6%
4 Person Household	15.1%	15.7%	14.4%
5 Person Household	5.0%	5.6%	5.4%
6 Person Household	1.5%	1.7%	1.7%
7 + Person Household	0.6%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	11,704	26,265	51,407
Owner Occupied	72.2%	77.9%	75.4%
Owned with a Mortgage/Loan	57.6%	62.5%	58.4%
Owned Free and Clear	14.6%	15.4%	17.0%
Renter Occupied	27.8%	22.1%	24.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	12,713	28,361	56,079
Housing Units Inside Urbanized Area	98.8%	98.2%	96.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.2%	1.8%	3.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Soccer Moms (4A)	Middleburg (4C)	Middleburg (4C)
2.	Middleburg (4C)	Soccer Moms (4A)	Soccer Moms (4A)
3.	In Style (5B)	Up and Coming Families (7A)	Up and Coming Families (7A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$32,563,331	\$69,286,407	\$127,097,137
Average Spent	\$2,352.50	\$2,224.21	\$2,126.19
Spending Potential Index	110	104	99
Education: Total \$	\$23,709,459	\$49,502,420	\$89,886,069
Average Spent	\$1,712.86	\$1,589.11	\$1,503.69
Spending Potential Index	107	100	94
Entertainment/Recreation: Total \$	\$49,905,645	\$106,283,906	\$194,586,776
Average Spent	\$3,605.38	\$3,411.89	\$3,255.21
Spending Potential Index	110	104	100
Food at Home: Total \$	\$78,185,263	\$166,346,103	\$306,458,347
Average Spent	\$5,648.41	\$5,339.99	\$5,126.69
Spending Potential Index	109	103	99
Food Away from Home: Total \$	\$56,450,222	\$120,192,766	\$220,348,629
Average Spent	\$4,078.18	\$3,858.39	\$3,686.18
Spending Potential Index	111	105	100
Health Care: Total \$	\$91,888,632	\$196,421,620	\$360,169,817
Average Spent	\$6,638.39	\$6,305.47	\$6,025.22
Spending Potential Index	112	106	102
HH Furnishings & Equipment: Total \$	\$33,285,888	\$71,138,563	\$130,106,510
Average Spent	\$2,404.70	\$2,283.67	\$2,176.53
Spending Potential Index	113	107	102
Personal Care Products & Services: Total \$	\$14,021,613	\$29,923,378	\$54,690,216
Average Spent	\$1,012.98	\$960.59	\$914.90
Spending Potential Index	114	108	103
Shelter: Total \$	\$277,176,643	\$584,191,743	\$1,071,883,677
Average Spent	\$20,024.32	\$18,753.55	\$17,931.37
Spending Potential Index	108	101	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,749,538	\$82,603,998	\$151,591,380
Average Spent	\$2,799.42	\$2,651.73	\$2,535.95
Spending Potential Index	113	107	102
Travel: Total \$	\$34,617,393	\$73,497,741	\$133,652,102
Average Spent	\$2,500.90	\$2,359.40	\$2,235.84
Spending Potential Index	111	105	100
Vehicle Maintenance & Repairs: Total \$	\$17,963,745	\$37,917,703	\$69,928,300
Average Spent	\$1,297.77	\$1,217.22	\$1,169.82
Spending Potential Index	113	106	102

**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.