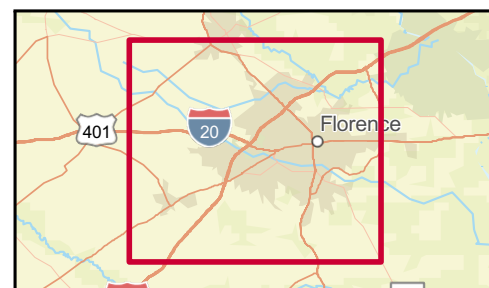
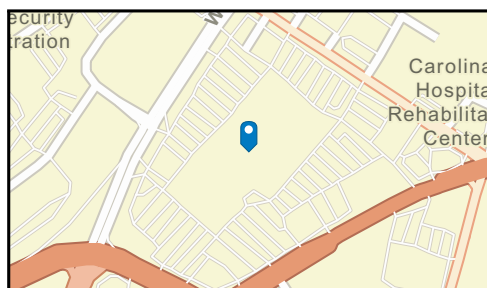
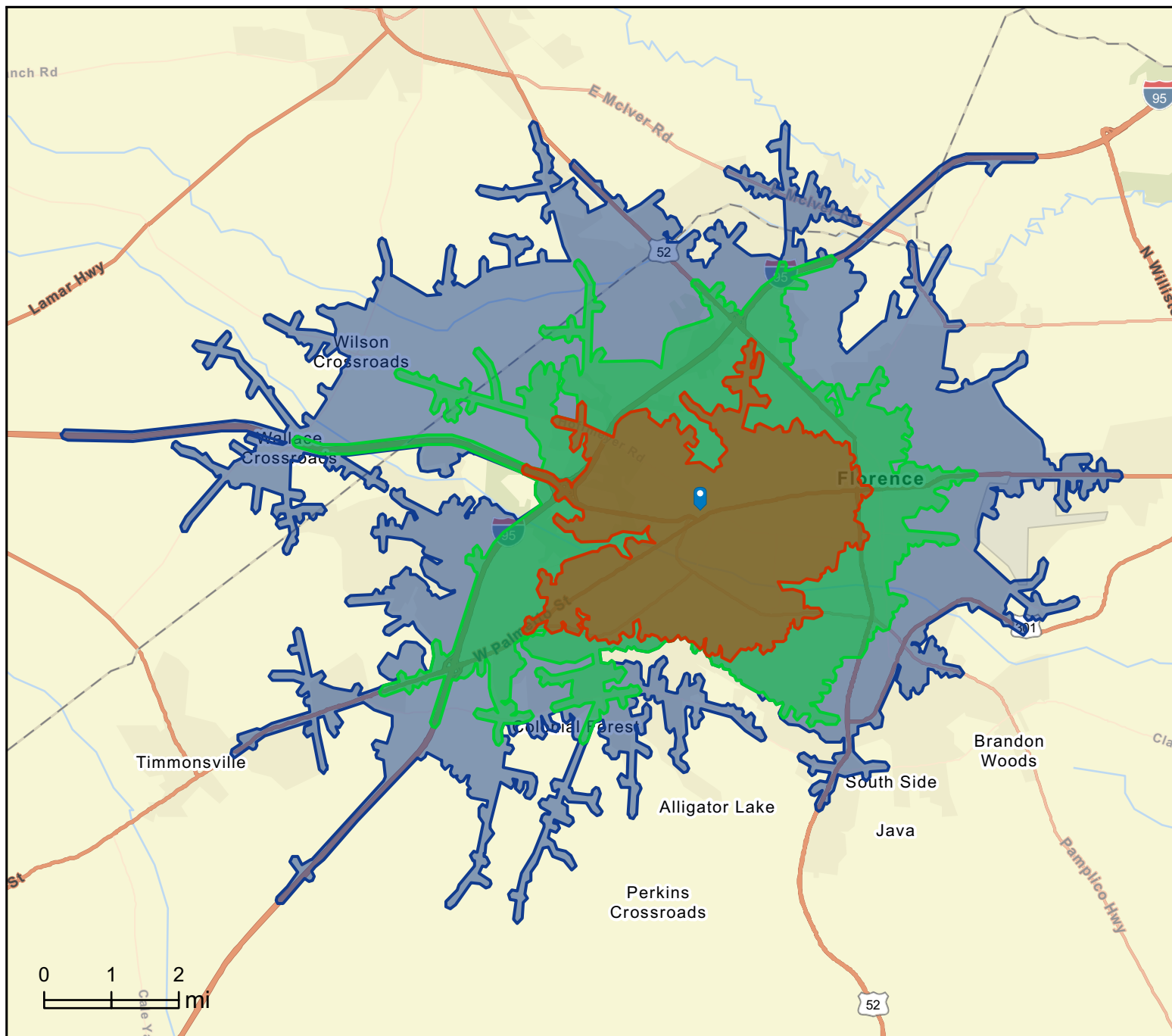


Site Map

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

Prepared by Esri
Latitude: 34.18960
Longitude: -79.80861



Community Profile

Florence Mall
 1945 W Palmetto St, Florence, South Carolina, 29501
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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	23,983	39,979	60,972
2020 Total Population	24,538	41,398	63,706
2020 Group Quarters	348	803	1,245
2024 Total Population	24,421	41,681	64,603
2024 Group Quarters	331	756	1,187
2029 Total Population	24,244	41,800	65,067
2024-2029 Annual Rate	-0.15%	0.06%	0.14%
2024 Total Daytime Population	31,540	60,990	84,230
Workers	18,957	38,834	49,414
Residents	12,583	22,156	34,816
Household Summary			
2010 Households	10,184	16,568	24,744
2010 Average Household Size	2.32	2.37	2.42
2020 Total Households	10,654	17,584	26,454
2020 Average Household Size	2.27	2.31	2.36
2024 Households	10,694	17,854	27,005
2024 Average Household Size	2.25	2.29	2.35
2029 Households	10,732	18,096	27,472
2029 Average Household Size	2.23	2.27	2.33
2024-2029 Annual Rate	0.07%	0.27%	0.34%
2010 Families	6,119	10,318	16,219
2010 Average Family Size	2.97	2.99	2.99
2024 Families	6,232	10,771	17,072
2024 Average Family Size	2.98	3.01	3.01
2029 Families	6,234	10,890	17,335
2029 Average Family Size	2.96	2.98	2.98
2024-2029 Annual Rate	0.01%	0.22%	0.31%
Housing Unit Summary			
2000 Housing Units	10,282	16,251	23,732
Owner Occupied Housing Units	54.3%	56.2%	60.9%
Renter Occupied Housing Units	36.1%	34.7%	30.8%
Vacant Housing Units	9.6%	9.1%	8.4%
2010 Housing Units	11,397	18,518	27,531
Owner Occupied Housing Units	48.2%	51.3%	55.8%
Renter Occupied Housing Units	41.2%	38.2%	34.1%
Vacant Housing Units	10.6%	10.5%	10.1%
2020 Housing Units	11,747	19,375	29,101
Owner Occupied Housing Units	47.2%	50.3%	54.9%
Renter Occupied Housing Units	43.5%	40.4%	36.0%
Vacant Housing Units	9.1%	9.3%	9.1%
2024 Housing Units	11,899	19,822	29,928
Owner Occupied Housing Units	49.8%	53.2%	57.6%
Renter Occupied Housing Units	40.1%	36.9%	32.7%
Vacant Housing Units	10.1%	9.9%	9.8%
2029 Housing Units	11,987	20,025	30,264
Owner Occupied Housing Units	52.4%	56.3%	60.6%
Renter Occupied Housing Units	37.1%	34.1%	30.1%
Vacant Housing Units	10.5%	9.6%	9.2%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

Community Profile

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	7 minutes	10 minutes	13 minutes
2024 Households by Income			
Household Income Base	10,694	17,854	27,005
<\$15,000	14.6%	14.1%	12.8%
\$15,000 - \$24,999	6.5%	7.5%	7.4%
\$25,000 - \$34,999	11.7%	10.5%	9.7%
\$35,000 - \$49,999	14.2%	13.1%	12.0%
\$50,000 - \$74,999	11.5%	12.2%	13.7%
\$75,000 - \$99,999	13.0%	11.8%	12.0%
\$100,000 - \$149,999	15.0%	15.3%	16.4%
\$150,000 - \$199,999	6.7%	8.1%	8.5%
\$200,000+	6.8%	7.3%	7.6%
Average Household Income	\$84,799	\$87,869	\$90,652
2029 Households by Income			
Household Income Base	10,732	18,096	27,472
<\$15,000	11.8%	11.6%	10.5%
\$15,000 - \$24,999	4.4%	5.2%	5.1%
\$25,000 - \$34,999	9.6%	8.4%	7.6%
\$35,000 - \$49,999	14.1%	12.4%	11.2%
\$50,000 - \$74,999	11.1%	12.2%	13.3%
\$75,000 - \$99,999	13.3%	12.2%	12.4%
\$100,000 - \$149,999	18.2%	17.9%	18.8%
\$150,000 - \$199,999	9.0%	11.0%	11.6%
\$200,000+	8.3%	9.0%	9.5%
Average Household Income	\$100,306	\$104,558	\$107,980
2024 Owner Occupied Housing Units by Value			
Total	5,926	10,540	17,230
<\$50,000	3.1%	4.2%	5.0%
\$50,000 - \$99,999	5.4%	5.8%	6.9%
\$100,000 - \$149,999	17.4%	14.3%	12.8%
\$150,000 - \$199,999	15.5%	14.5%	15.1%
\$200,000 - \$249,999	10.8%	16.3%	16.5%
\$250,000 - \$299,999	8.5%	9.9%	10.4%
\$300,000 - \$399,999	21.9%	20.5%	20.7%
\$400,000 - \$499,999	11.9%	9.3%	8.5%
\$500,000 - \$749,999	4.3%	4.1%	3.4%
\$750,000 - \$999,999	1.0%	0.8%	0.5%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$270,025	\$261,131	\$254,172
2029 Owner Occupied Housing Units by Value			
Total	6,286	11,265	18,351
<\$50,000	2.3%	2.8%	3.2%
\$50,000 - \$99,999	2.6%	2.9%	3.8%
\$100,000 - \$149,999	8.3%	6.7%	6.1%
\$150,000 - \$199,999	9.6%	8.8%	9.3%
\$200,000 - \$249,999	8.4%	14.7%	14.7%
\$250,000 - \$299,999	8.2%	10.4%	11.2%
\$300,000 - \$399,999	31.9%	30.0%	30.5%
\$400,000 - \$499,999	19.4%	14.9%	13.5%
\$500,000 - \$749,999	7.7%	7.6%	6.7%
\$750,000 - \$999,999	1.4%	1.1%	0.8%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$333,593	\$319,898	\$312,620

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

Community Profile

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	7 minutes	10 minutes	13 minutes
Median Household Income			
2024	\$55,103	\$57,869	\$62,719
2029	\$71,643	\$75,256	\$78,697
Median Home Value			
2024	\$240,086	\$234,156	\$231,015
2029	\$333,325	\$312,555	\$305,754
Per Capita Income			
2024	\$37,691	\$37,996	\$37,735
2029	\$45,059	\$45,684	\$45,399
Median Age			
2010	38.0	38.7	38.5
2020	39.9	40.8	40.7
2024	40.5	41.3	41.0
2029	41.8	42.5	42.0
2020 Population by Age			
Total	24,538	41,398	63,706
0 - 4	5.6%	5.6%	5.6%
5 - 9	6.0%	6.0%	6.1%
10 - 14	6.5%	6.6%	6.9%
15 - 24	11.8%	11.5%	11.6%
25 - 34	13.8%	13.0%	12.6%
35 - 44	12.7%	12.4%	12.4%
45 - 54	12.3%	12.5%	12.9%
55 - 64	12.5%	12.7%	12.8%
65 - 74	11.1%	11.4%	11.3%
75 - 84	5.8%	5.9%	5.6%
85 +	2.0%	2.3%	2.1%
18 +	78.2%	78.0%	77.4%
2024 Population by Age			
Total	24,421	41,682	64,603
0 - 4	5.5%	5.5%	5.6%
5 - 9	5.8%	5.9%	6.1%
10 - 14	5.9%	5.9%	6.2%
15 - 24	11.7%	11.6%	11.9%
25 - 34	14.0%	13.0%	12.6%
35 - 44	13.0%	12.7%	12.7%
45 - 54	12.0%	12.1%	12.4%
55 - 64	12.4%	12.5%	12.5%
65 - 74	11.0%	11.4%	11.3%
75 - 84	6.6%	6.8%	6.5%
85 +	2.2%	2.4%	2.2%
18 +	79.2%	78.8%	78.2%
2029 Population by Age			
Total	24,244	41,799	65,066
0 - 4	5.3%	5.4%	5.5%
5 - 9	5.3%	5.4%	5.6%
10 - 14	5.7%	5.8%	6.0%
15 - 24	11.5%	11.3%	11.5%
25 - 34	12.9%	12.3%	12.3%
35 - 44	13.5%	13.0%	13.0%
45 - 54	12.4%	12.3%	12.3%
55 - 64	11.7%	11.9%	12.0%
65 - 74	11.3%	11.7%	11.6%
75 - 84	7.9%	8.1%	7.7%
85 +	2.6%	2.8%	2.5%
18 +	80.2%	79.9%	79.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

Community Profile

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	7 minutes	10 minutes	13 minutes
2020 Population by Sex			
Males	11,312	18,980	29,511
Females	13,226	22,418	34,195
2024 Population by Sex			
Males	11,455	19,481	30,514
Females	12,966	22,200	34,089
2029 Population by Sex			
Males	11,309	19,452	30,601
Females	12,935	22,347	34,465
2010 Population by Race/Ethnicity			
Total	23,982	39,978	60,973
White Alone	62.4%	57.5%	55.1%
Black Alone	32.7%	38.0%	40.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	2.3%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	0.7%
Two or More Races	1.2%	1.1%	1.1%
Hispanic Origin	2.2%	1.8%	1.8%
Diversity Index	52.4	54.1	54.7
2020 Population by Race/Ethnicity			
Total	24,538	41,398	63,706
White Alone	55.2%	52.0%	50.1%
Black Alone	34.9%	38.9%	41.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	3.1%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	1.5%	1.5%
Two or More Races	4.5%	4.2%	4.0%
Hispanic Origin	3.6%	3.3%	3.3%
Diversity Index	60.0	60.2	60.3
2024 Population by Race/Ethnicity			
Total	24,421	41,682	64,603
White Alone	53.7%	50.8%	48.9%
Black Alone	35.6%	39.5%	41.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.7%	3.4%	3.1%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.8%	1.6%	1.5%
Two or More Races	4.8%	4.5%	4.4%
Hispanic Origin	3.9%	3.5%	3.5%
Diversity Index	61.2	61.2	61.2
2029 Population by Race/Ethnicity			
Total	24,245	41,800	65,067
White Alone	52.3%	49.5%	47.6%
Black Alone	36.4%	40.1%	42.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.9%	3.6%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.7%	1.6%
Two or More Races	5.1%	4.8%	4.7%
Hispanic Origin	4.1%	3.8%	3.8%
Diversity Index	62.2	62.0	62.0

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

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	7 minutes	10 minutes	13 minutes
2020 Population by Relationship and Household Type			
Total	24,538	41,398	63,706
In Households	98.6%	98.1%	98.0%
Householder	43.9%	42.7%	41.3%
Opposite-Sex Spouse	15.5%	15.7%	16.1%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.5%	2.2%	2.0%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	25.8%	26.2%	26.9%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	0.9%	1.0%	1.1%
Grandchild	2.7%	3.0%	3.3%
Brother or Sister	1.3%	1.4%	1.4%
Parent	1.0%	1.0%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.3%	1.4%	1.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.4%	2.2%	2.0%
In Group Quarters	1.4%	1.9%	2.0%
Institutionalized	1.0%	1.3%	1.3%
Noninstitutionalized	0.4%	0.6%	0.6%
2024 Population 25+ by Educational Attainment			
Total	17,375	29,583	45,385
Less than 9th Grade	1.3%	1.4%	1.4%
9th - 12th Grade, No Diploma	5.9%	6.6%	6.3%
High School Graduate	21.9%	22.5%	23.2%
GED/Alternative Credential	4.1%	3.9%	3.9%
Some College, No Degree	18.1%	18.5%	18.4%
Associate Degree	12.1%	12.2%	13.1%
Bachelor's Degree	21.8%	20.0%	19.8%
Graduate/Professional Degree	14.9%	14.8%	14.0%
2024 Population 15+ by Marital Status			
Total	20,232	34,433	53,061
Never Married	32.9%	31.5%	31.8%
Married	47.4%	49.7%	51.0%
Widowed	7.4%	7.6%	6.9%
Divorced	12.2%	11.1%	10.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,298	20,271	31,099
Population 16+ Employed	97.3%	97.1%	96.5%
Population 16+ Unemployment rate	2.7%	2.9%	3.5%
Population 16-24 Employed	8.8%	10.1%	11.9%
Population 16-24 Unemployment rate	7.3%	6.2%	6.0%
Population 25-54 Employed	65.2%	64.1%	62.5%
Population 25-54 Unemployment rate	2.9%	2.9%	3.5%
Population 55-64 Employed	17.1%	17.1%	17.3%
Population 55-64 Unemployment rate	0.4%	0.4%	0.5%
Population 65+ Employed	8.9%	8.7%	8.3%
Population 65+ Unemployment rate	0.7%	3.3%	6.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry			
Total	11,962	19,692	29,999
Agriculture/Mining	0.2%	0.4%	0.5%
Construction	4.4%	4.2%	4.1%
Manufacturing	10.8%	12.2%	12.8%
Wholesale Trade	2.4%	2.2%	2.4%
Retail Trade	12.1%	10.7%	10.5%
Transportation/Utilities	6.3%	6.5%	6.6%
Information	1.0%	2.0%	1.6%
Finance/Insurance/Real Estate	6.5%	6.3%	6.3%
Services	52.1%	51.5%	51.2%
Public Administration	4.3%	3.9%	4.0%
2024 Employed Population 16+ by Occupation			
Total	11,961	19,694	29,999
White Collar	68.5%	67.5%	65.0%
Management/Business/Financial	15.7%	16.3%	15.6%
Professional	30.2%	30.1%	29.2%
Sales	11.8%	11.1%	10.3%
Administrative Support	10.7%	9.9%	9.9%
Services	11.6%	12.2%	13.8%
Blue Collar	19.9%	20.3%	21.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.0%	2.9%	2.9%
Installation/Maintenance/Repair	3.8%	3.6%	3.4%
Production	3.6%	5.0%	6.1%
Transportation/Material Moving	9.4%	8.7%	8.6%
2020 Households by Type			
Total	10,654	17,584	26,454
Married Couple Households	35.7%	36.8%	39.3%
With Own Children <18	12.8%	13.2%	14.1%
Without Own Children <18	22.9%	23.6%	25.2%
Cohabiting Couple Households	5.9%	5.4%	5.3%
With Own Children <18	2.0%	1.8%	1.9%
Without Own Children <18	3.9%	3.5%	3.4%
Male Householder, No Spouse/Partner	20.1%	19.1%	18.1%
Living Alone	14.8%	13.8%	12.8%
65 Years and over	4.3%	4.1%	3.9%
With Own Children <18	1.5%	1.5%	1.5%
Without Own Children <18, With Relatives	2.7%	2.8%	2.8%
No Relatives Present	1.2%	1.0%	0.9%
Female Householder, No Spouse/Partner	38.3%	38.8%	37.3%
Living Alone	20.5%	20.2%	18.6%
65 Years and over	9.7%	9.9%	9.2%
With Own Children <18	8.2%	8.4%	8.4%
Without Own Children <18, With Relatives	8.5%	9.2%	9.5%
No Relatives Present	1.1%	1.0%	0.9%
2020 Households by Size			
Total	10,654	17,584	26,454
1 Person Household	35.3%	34.0%	31.4%
2 Person Household	32.9%	32.3%	32.6%
3 Person Household	14.5%	15.3%	16.1%
4 Person Household	10.4%	11.1%	12.1%
5 Person Household	4.7%	4.9%	5.2%
6 Person Household	1.5%	1.6%	1.7%
7 + Person Household	0.6%	0.7%	0.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	7 minutes	10 minutes	13 minutes
2020 Households by Tenure and Mortgage Status			
Total	10,654	17,584	26,454
Owner Occupied	52.0%	55.5%	60.4%
Owned with a Mortgage/Loan	34.0%	36.4%	39.7%
Owned Free and Clear	18.0%	19.1%	20.6%
Renter Occupied	48.0%	44.5%	39.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	95	103	113
Percent of Income for Mortgage	27.3%	25.3%	23.1%
Wealth Index	73	77	80
2020 Housing Units By Urban/ Rural Status			
Total	11,747	19,375	29,101
Urban Housing Units	99.9%	98.9%	94.2%
Rural Housing Units	0.1%	1.1%	5.8%
2020 Population By Urban/ Rural Status			
Total	24,538	41,398	63,706
Urban Population	100.0%	98.7%	93.4%
Rural Population	0.0%	1.3%	6.6%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

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	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	In Style (5B)	In Style (5B)
2.	Set to Impress (11D)	Modest Income Homes	Modest Income Homes (12D)
3.	In Style (5B)	Old and Newcomers (8F)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$19,880,372	\$34,154,376	\$52,949,101
Average Spent	\$1,859.02	\$1,912.98	\$1,960.71
Spending Potential Index	78	80	82
Education: Total \$	\$13,719,766	\$23,709,442	\$36,645,462
Average Spent	\$1,282.94	\$1,327.96	\$1,356.99
Spending Potential Index	74	77	79
Entertainment/Recreation: Total \$	\$32,945,707	\$57,131,687	\$89,229,957
Average Spent	\$3,080.77	\$3,199.94	\$3,304.20
Spending Potential Index	75	78	81
Food at Home: Total \$	\$60,444,734	\$104,010,465	\$161,348,669
Average Spent	\$5,652.21	\$5,825.61	\$5,974.77
Spending Potential Index	77	80	82
Food Away from Home: Total \$	\$31,724,623	\$54,477,487	\$84,966,399
Average Spent	\$2,966.58	\$3,051.28	\$3,146.32
Spending Potential Index	76	78	81
Health Care: Total \$	\$64,655,144	\$112,994,447	\$177,105,531
Average Spent	\$6,045.93	\$6,328.80	\$6,558.25
Spending Potential Index	79	82	85
HH Furnishings & Equipment: Total \$	\$25,791,363	\$44,655,654	\$69,941,323
Average Spent	\$2,411.76	\$2,501.16	\$2,589.94
Spending Potential Index	76	79	82
Personal Care Products & Services: Total \$	\$8,027,785	\$13,747,057	\$21,308,303
Average Spent	\$750.68	\$769.97	\$789.05
Spending Potential Index	75	77	79
Shelter: Total \$	\$212,121,109	\$363,866,161	\$563,062,967
Average Spent	\$19,835.53	\$20,380.09	\$20,850.32
Spending Potential Index	74	76	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,064,363	\$49,011,421	\$77,506,816
Average Spent	\$2,624.31	\$2,745.12	\$2,870.09
Spending Potential Index	75	78	82
Travel: Total \$	\$23,628,587	\$40,934,505	\$63,946,628
Average Spent	\$2,209.52	\$2,292.74	\$2,367.96
Spending Potential Index	73	76	78
Vehicle Maintenance & Repairs: Total \$	\$12,395,220	\$21,359,990	\$33,237,190
Average Spent	\$1,159.08	\$1,196.37	\$1,230.78
Spending Potential Index	78	81	83

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024