

Folly Road Crossing
 1985 Folly Rd, Charleston, South Carolina, 29412
 Rings: 1, 3, 5 mile radii

Prepared by WHLR
 Latitude: 32.68612
 Longitude: -79.95998

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,133	11,962	31,217
2010 Total Population	1,741	14,500	35,946
2021 Total Population	2,447	17,079	41,181
2021 Group Quarters	8	50	122
2026 Total Population	2,680	18,347	43,899
2021-2026 Annual Rate	1.84%	1.44%	1.29%
2021 Total Daytime Population	1,763	13,175	32,396
Workers	710	5,968	15,261
Residents	1,053	7,207	17,135
Household Summary			
2000 Households	418	4,852	13,040
2000 Average Household Size	2.67	2.44	2.38
2010 Households	713	6,363	15,829
2010 Average Household Size	2.43	2.27	2.26
2021 Households	1,000	7,531	18,230
2021 Average Household Size	2.44	2.26	2.25
2026 Households	1,095	8,098	19,462
2026 Average Household Size	2.44	2.26	2.25
2021-2026 Annual Rate	1.83%	1.46%	1.32%
2010 Families	400	3,583	9,028
2010 Average Family Size	3.08	2.85	2.84
2021 Families	560	4,114	10,030
2021 Average Family Size	3.09	2.86	2.85
2026 Families	609	4,392	10,611
2026 Average Family Size	3.10	2.87	2.86
2021-2026 Annual Rate	1.69%	1.32%	1.13%
Housing Unit Summary			
2000 Housing Units	462	5,580	14,230
Owner Occupied Housing Units	72.1%	65.7%	66.3%
Renter Occupied Housing Units	18.4%	21.3%	25.3%
Vacant Housing Units	9.5%	13.0%	8.4%
2010 Housing Units	864	7,826	18,285
Owner Occupied Housing Units	53.8%	55.3%	58.5%
Renter Occupied Housing Units	28.7%	26.0%	28.1%
Vacant Housing Units	17.5%	18.7%	13.4%
2021 Housing Units	1,190	9,122	20,793
Owner Occupied Housing Units	50.5%	55.8%	59.3%
Renter Occupied Housing Units	33.5%	26.8%	28.3%
Vacant Housing Units	16.0%	17.4%	12.3%
2026 Housing Units	1,297	9,798	22,185
Owner Occupied Housing Units	52.6%	56.9%	60.2%
Renter Occupied Housing Units	31.8%	25.8%	27.6%
Vacant Housing Units	15.6%	17.4%	12.3%
Median Household Income			
2021	\$75,856	\$82,947	\$85,661
2026	\$81,324	\$90,671	\$94,581
Median Home Value			
2021	\$335,185	\$348,762	\$360,642
2026	\$367,131	\$379,303	\$389,192
Per Capita Income			
2021	\$41,615	\$46,990	\$49,328
2026	\$46,141	\$52,382	\$54,755
Median Age			
2010	40.5	39.6	38.4
2021	42.7	42.3	41.0
2026	43.7	43.5	42.4

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Folly Road Crossing
1985 Folly Rd, Charleston, South Carolina, 29412
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.68612
Longitude: -79.95998

	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	1,000	7,531	18,230
<\$15,000	5.6%	4.9%	5.0%
\$15,000 - \$24,999	5.5%	5.8%	5.0%
\$25,000 - \$34,999	4.3%	5.3%	5.0%
\$35,000 - \$49,999	10.5%	8.4%	9.0%
\$50,000 - \$74,999	23.5%	19.7%	18.5%
\$75,000 - \$99,999	13.2%	15.0%	14.9%
\$100,000 - \$149,999	22.8%	22.2%	21.4%
\$150,000 - \$199,999	9.1%	9.4%	10.1%
\$200,000+	5.5%	9.2%	11.0%
Average Household Income	\$93,887	\$105,377	\$111,569
2026 Households by Income			
Household Income Base	1,095	8,098	19,462
<\$15,000	4.4%	3.9%	4.0%
\$15,000 - \$24,999	3.7%	4.1%	3.8%
\$25,000 - \$34,999	2.6%	3.7%	3.9%
\$35,000 - \$49,999	10.1%	7.7%	8.3%
\$50,000 - \$74,999	24.9%	20.0%	17.7%
\$75,000 - \$99,999	13.2%	15.3%	14.9%
\$100,000 - \$149,999	23.6%	23.8%	23.2%
\$150,000 - \$199,999	11.1%	11.3%	12.2%
\$200,000+	6.2%	10.2%	12.0%
Average Household Income	\$104,125	\$117,372	\$123,648
2021 Owner Occupied Housing Units by Value			
Total	601	5,088	12,336
<\$50,000	0.3%	0.3%	0.3%
\$50,000 - \$99,999	0.2%	0.2%	0.2%
\$100,000 - \$149,999	3.2%	1.7%	1.4%
\$150,000 - \$199,999	9.3%	9.1%	7.1%
\$200,000 - \$249,999	11.1%	10.8%	10.2%
\$250,000 - \$299,999	14.6%	15.4%	15.5%
\$300,000 - \$399,999	31.4%	25.4%	25.3%
\$400,000 - \$499,999	9.0%	8.8%	13.1%
\$500,000 - \$749,999	5.5%	14.6%	14.5%
\$750,000 - \$999,999	5.2%	4.4%	4.5%
\$1,000,000 - \$1,499,999	1.5%	4.3%	3.6%
\$1,500,000 - \$1,999,999	6.7%	3.7%	2.2%
\$2,000,000 +	1.7%	1.2%	2.2%
Average Home Value	\$490,025	\$488,374	\$490,564
2026 Owner Occupied Housing Units by Value			
Total	682	5,574	13,346
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.9%	0.5%	0.4%
\$150,000 - \$199,999	4.3%	4.2%	3.3%
\$200,000 - \$249,999	7.5%	7.6%	7.0%
\$250,000 - \$299,999	12.8%	13.9%	13.4%
\$300,000 - \$399,999	36.8%	30.1%	29.0%
\$400,000 - \$499,999	10.9%	10.4%	15.0%
\$500,000 - \$749,999	7.2%	16.8%	17.1%
\$750,000 - \$999,999	6.9%	5.3%	5.3%
\$1,000,000 - \$1,499,999	1.9%	4.6%	3.9%
\$1,500,000 - \$1,999,999	9.1%	5.1%	3.1%
\$2,000,000 +	2.1%	1.4%	2.5%
Average Home Value	\$571,559	\$546,121	\$539,529

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Folly Road Crossing
1985 Folly Rd, Charleston, South Carolina, 29412
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.68612
Longitude: -79.95998

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,740	14,503	35,945
0 - 4	4.8%	4.9%	5.2%
5 - 9	4.4%	4.4%	4.7%
10 - 14	4.0%	4.1%	4.4%
15 - 24	12.1%	11.7%	12.7%
25 - 34	18.3%	19.1%	18.6%
35 - 44	12.1%	12.5%	12.4%
45 - 54	13.5%	14.2%	14.0%
55 - 64	12.6%	13.3%	12.9%
65 - 74	9.2%	8.3%	8.2%
75 - 84	5.5%	4.9%	4.8%
85 +	3.5%	2.5%	2.1%
18 +	84.1%	84.0%	82.8%
2021 Population by Age			
Total	2,448	17,077	41,180
0 - 4	4.5%	4.4%	4.6%
5 - 9	4.5%	4.4%	4.7%
10 - 14	4.7%	4.5%	4.9%
15 - 24	9.2%	9.0%	9.6%
25 - 34	14.5%	15.4%	16.2%
35 - 44	16.1%	16.1%	15.8%
45 - 54	11.8%	11.6%	11.4%
55 - 64	13.2%	13.8%	13.2%
65 - 74	11.5%	12.0%	11.3%
75 - 84	7.0%	6.2%	6.2%
85 +	2.9%	2.4%	2.3%
18 +	83.7%	84.2%	83.2%
2026 Population by Age			
Total	2,679	18,347	43,898
0 - 4	4.5%	4.4%	4.6%
5 - 9	4.6%	4.5%	4.6%
10 - 14	4.6%	4.4%	4.7%
15 - 24	9.7%	9.6%	10.2%
25 - 34	13.1%	13.5%	14.3%
35 - 44	15.6%	16.0%	15.7%
45 - 54	12.7%	12.7%	12.5%
55 - 64	12.2%	12.1%	11.7%
65 - 74	12.0%	12.6%	11.8%
75 - 84	7.9%	7.6%	7.5%
85 +	3.0%	2.5%	2.5%
18 +	83.7%	84.1%	83.4%
2010 Population by Sex			
Males	809	6,998	17,368
Females	932	7,502	18,578
2021 Population by Sex			
Males	1,149	8,239	19,868
Females	1,298	8,840	21,314
2026 Population by Sex			
Males	1,270	8,851	21,201
Females	1,410	9,496	22,698

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Folly Road Crossing
1985 Folly Rd, Charleston, South Carolina, 29412
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.68612
Longitude: -79.95998

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,741	14,500	35,945
White Alone	70.0%	76.4%	80.6%
Black Alone	27.2%	20.7%	16.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.0%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.6%	0.6%	0.8%
Two or More Races	0.9%	1.2%	1.2%
Hispanic Origin	1.7%	1.8%	2.4%
Diversity Index	45.6	39.6	35.5
2021 Population by Race/Ethnicity			
Total	2,446	17,080	41,181
White Alone	76.1%	80.6%	83.8%
Black Alone	20.5%	16.0%	12.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.6%	0.5%	0.7%
Two or More Races	1.1%	1.4%	1.4%
Hispanic Origin	1.6%	1.6%	2.2%
Diversity Index	39.9	34.7	31.3
2026 Population by Race/Ethnicity			
Total	2,680	18,347	43,898
White Alone	78.5%	82.2%	85.0%
Black Alone	17.8%	14.1%	11.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.7%
Two or More Races	1.2%	1.5%	1.5%
Hispanic Origin	1.6%	1.7%	2.3%
Diversity Index	37.3	32.7	29.8
2010 Population by Relationship and Household Type			
Total	1,741	14,500	35,946
In Households	99.6%	99.7%	99.7%
In Family Households	72.3%	72.1%	72.9%
Householder	25.2%	25.0%	25.1%
Spouse	18.0%	18.5%	18.7%
Child	23.9%	23.4%	24.3%
Other relative	3.8%	3.5%	3.2%
Nonrelative	1.4%	1.6%	1.6%
In Nonfamily Households	27.3%	27.5%	26.8%
In Group Quarters	0.4%	0.3%	0.3%
Institutionalized Population	0.4%	0.2%	0.1%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Folly Road Crossing
1985 Folly Rd, Charleston, South Carolina, 29412
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.68612
Longitude: -79.95998

	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	1,888	13,262	31,445
Less than 9th Grade	0.7%	1.1%	0.8%
9th - 12th Grade, No Diploma	5.4%	4.9%	3.7%
High School Graduate	17.6%	15.8%	14.1%
GED/Alternative Credential	1.2%	1.2%	1.6%
Some College, No Degree	14.8%	17.7%	16.9%
Associate Degree	10.5%	9.8%	8.4%
Bachelor's Degree	38.0%	33.8%	35.3%
Graduate/Professional Degree	11.8%	15.6%	19.2%
2021 Population 15+ by Marital Status			
Total	2,112	14,802	35,377
Never Married	40.1%	34.8%	34.1%
Married	36.7%	47.0%	49.1%
Widowed	11.6%	8.6%	7.1%
Divorced	11.6%	9.6%	9.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,500	10,367	25,028
Population 16+ Employed	93.7%	95.8%	96.7%
Population 16+ Unemployment rate	6.3%	4.2%	3.3%
Population 16-24 Employed	8.7%	7.5%	7.9%
Population 16-24 Unemployment rate	19.2%	13.1%	9.4%
Population 25-54 Employed	68.1%	67.7%	67.4%
Population 25-54 Unemployment rate	1.1%	0.9%	1.4%
Population 55-64 Employed	15.8%	16.7%	16.1%
Population 55-64 Unemployment rate	19.6%	12.7%	8.2%
Population 65+ Employed	7.5%	8.1%	8.6%
Population 65+ Unemployment rate	0.0%	1.7%	2.1%
2021 Employed Population 16+ by Industry			
Total	1,405	9,935	24,199
Agriculture/Mining	1.4%	0.7%	0.6%
Construction	3.3%	6.0%	6.8%
Manufacturing	6.8%	5.6%	5.1%
Wholesale Trade	2.5%	1.5%	1.4%
Retail Trade	8.8%	8.8%	8.9%
Transportation/Utilities	8.7%	7.1%	7.0%
Information	0.6%	1.4%	1.2%
Finance/Insurance/Real Estate	4.8%	5.5%	6.4%
Services	59.7%	60.1%	58.9%
Public Administration	3.4%	3.3%	3.7%
2021 Employed Population 16+ by Occupation			
Total	1,405	9,936	24,199
White Collar	63.7%	67.9%	71.0%
Management/Business/Financial	23.6%	21.9%	23.1%
Professional	25.0%	30.1%	31.7%
Sales	8.8%	7.6%	8.7%
Administrative Support	6.3%	8.3%	7.5%
Services	21.6%	16.1%	14.6%
Blue Collar	14.7%	16.1%	14.4%
Farming/Forestry/Fishing	0.5%	0.3%	0.2%
Construction/Extraction	3.1%	4.3%	3.9%
Installation/Maintenance/Repair	1.1%	2.3%	2.2%
Production	3.2%	3.6%	2.4%
Transportation/Material Moving	6.8%	5.5%	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Folly Road Crossing
1985 Folly Rd, Charleston, South Carolina, 29412
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.68612
Longitude: -79.95998

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	713	6,362	15,829
Households with 1 Person	30.4%	30.0%	29.6%
Households with 2+ People	69.6%	70.0%	70.4%
Family Households	56.1%	56.3%	57.0%
Husband-wife Families	40.0%	41.7%	42.5%
With Related Children	13.7%	14.1%	15.3%
Other Family (No Spouse Present)	16.1%	14.6%	14.5%
Other Family with Male Householder	4.1%	4.1%	3.9%
With Related Children	1.7%	1.7%	1.6%
Other Family with Female Householder	11.9%	10.4%	10.6%
With Related Children	6.0%	5.6%	5.9%
Nonfamily Households	13.5%	13.6%	13.4%
All Households with Children	21.6%	21.6%	23.1%
Multigenerational Households	4.3%	3.8%	3.2%
Unmarried Partner Households	7.2%	7.2%	6.7%
Male-female	6.3%	6.3%	5.8%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	712	6,365	15,828
1 Person Household	30.5%	30.0%	29.6%
2 Person Household	40.0%	39.1%	38.4%
3 Person Household	15.4%	16.2%	16.3%
4 Person Household	9.1%	9.4%	10.3%
5 Person Household	2.9%	3.4%	3.6%
6 Person Household	1.3%	1.3%	1.2%
7 + Person Household	0.7%	0.7%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	713	6,363	15,829
Owner Occupied	65.2%	68.0%	67.5%
Owned with a Mortgage/Loan	46.8%	50.5%	49.9%
Owned Free and Clear	18.4%	17.5%	17.7%
Renter Occupied	34.8%	32.0%	32.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	136	143	143
Percent of Income for Mortgage	18.5%	17.6%	17.7%
Wealth Index	90	112	130
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	864	7,826	18,285
Housing Units Inside Urbanized Area	98.0%	97.5%	94.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.0%	2.5%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	1,741	14,500	35,946
Population Inside Urbanized Area	97.9%	97.7%	94.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.1%	2.3%	5.9%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Folly Road Crossing
1985 Folly Rd, Charleston, South Carolina, 29412
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 32.68612
Longitude: -79.95998

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	In Style (5B)	In Style (5B)	In Style (5B)
2.	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
3.		Bright Young Professionals (8C)	Exurbanites (1E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,155,497	\$18,292,759	\$46,770,496
Average Spent	\$2,155.50	\$2,428.99	\$2,565.58
Spending Potential Index	102	115	121
Education: Total \$	\$1,754,571	\$14,787,062	\$38,041,440
Average Spent	\$1,754.57	\$1,963.49	\$2,086.75
Spending Potential Index	102	114	121
Entertainment/Recreation: Total \$	\$3,282,566	\$27,602,437	\$70,631,554
Average Spent	\$3,282.57	\$3,665.18	\$3,874.47
Spending Potential Index	102	113	120
Food at Home: Total \$	\$5,370,248	\$45,715,150	\$117,356,536
Average Spent	\$5,370.25	\$6,070.26	\$6,437.55
Spending Potential Index	99	111	118
Food Away from Home: Total \$	\$3,811,161	\$32,521,778	\$83,485,436
Average Spent	\$3,811.16	\$4,318.39	\$4,579.56
Spending Potential Index	100	114	121
Health Care: Total \$	\$6,263,474	\$52,694,071	\$135,034,187
Average Spent	\$6,263.47	\$6,996.96	\$7,407.25
Spending Potential Index	100	112	119
HH Furnishings & Equipment: Total \$	\$2,316,495	\$19,502,383	\$49,773,689
Average Spent	\$2,316.49	\$2,589.61	\$2,730.32
Spending Potential Index	103	115	121
Personal Care Products & Services: Total \$	\$918,437	\$7,770,754	\$19,886,674
Average Spent	\$918.44	\$1,031.84	\$1,090.88
Spending Potential Index	102	115	122
Shelter: Total \$	\$20,468,971	\$173,920,419	\$447,145,617
Average Spent	\$20,468.97	\$23,093.93	\$24,528.01
Spending Potential Index	102	115	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,566,190	\$21,229,411	\$54,256,596
Average Spent	\$2,566.19	\$2,818.94	\$2,976.23
Spending Potential Index	107	118	124
Travel: Total \$	\$2,630,157	\$22,084,801	\$56,580,298
Average Spent	\$2,630.16	\$2,932.52	\$3,103.69
Spending Potential Index	104	116	123
Vehicle Maintenance & Repairs: Total \$	\$1,134,199	\$9,588,652	\$24,472,298
Average Spent	\$1,134.20	\$1,273.22	\$1,342.42
Spending Potential Index	102	115	121

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.