

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			
2010 Total Population	1,805	13,989	35,518
2020 Total Population	2,178	14,930	38,622
2020 Group Quarters	0	76	167
2022 Total Population	2,245	15,264	39,780
2022 Group Quarters	0	76	166
2027 Total Population	2,328	15,599	41,008
2022-2027 Annual Rate	0.73%	0.44%	0.61%
2022 Total Daytime Population	1,410	10,426	27,811
Workers	470	4,117	11,714
Residents	940	6,309	16,097
Household Summary			
2010 Households	772	6,183	15,638
2010 Average Household Size	2.34	2.26	2.26
2020 Total Households	1,049	6,765	17,021
2020 Average Household Size	2.08	2.20	2.26
2022 Total Households	1,083	6,899	17,532
2022 Average Household Size	2.07	2.20	2.26
2027 Total Households	1,134	7,091	18,126
2027 Average Household Size	2.05	2.19	2.25
2022-2027 Annual Rate	0.92%	0.55%	0.67%
2010 Families	526	3,479	8,919
2010 Average Family Size	2.76	2.83	2.84
2022 Total Families	695	3,704	9,433
2022 Average Family Size	2.53	2.83	2.93
2027 Total Families	719	3,776	9,693
2027 Average Family Size	2.52	2.82	2.92
2022-2027 Annual Rate	0.68%	0.39%	0.55%
Housing Unit Summary			
2000 Housing Units	603	5,337	14,058
Owner Occupied Housing Units	74.3%	65.1%	66.6%
Renter Occupied Housing Units	18.7%	21.3%	25.2%
Vacant Housing Units	7.0%	13.6%	8.2%
2010 Housing Units	927	7,673	18,049
Owner Occupied Housing Units	66.3%	54.4%	58.6%
Renter Occupied Housing Units	16.8%	26.2%	28.0%
Vacant Housing Units	16.7%	19.4%	13.4%
2020 Housing Units	1,250	8,539	19,740
Vacant Housing Units	16.1%	20.8%	13.8%
2022 Housing Units	1,301	8,753	20,498
Owner Occupied Housing Units	45.3%	55.0%	61.4%
Renter Occupied Housing Units	38.0%	23.9%	24.1%
Vacant Housing Units	16.8%	21.2%	14.5%
2027 Housing Units	1,391	9,138	21,533
Owner Occupied Housing Units	47.8%	56.0%	61.4%
Renter Occupied Housing Units	33.6%	21.6%	22.8%
Vacant Housing Units	18.5%	22.4%	15.8%
Median Household Income			
2022	\$83,336	\$90,684	\$94,594
2027	\$103,134	\$105,195	\$106,751
Median Home Value			
2022	\$363,636	\$362,871	\$381,745
2027	\$389,947	\$383,256	\$406,872
Per Capita Income			
2022	\$48,217	\$53,713	\$55,760
2027	\$57,588	\$62,641	\$64,303
Median Age			
2010	41.8	39.1	38.4
2022	42.1	42.1	41.1
2027	43.2	43.4	42.5

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.

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2022 Households by Income			
Household Income Base	1,083	6,899	17,532
<\$15,000	4.5%	4.0%	4.1%
\$15,000 - \$24,999	4.6%	4.6%	4.0%
\$25,000 - \$34,999	3.7%	4.4%	4.2%
\$35,000 - \$49,999	9.5%	7.6%	7.9%
\$50,000 - \$74,999	22.2%	18.5%	17.1%
\$75,000 - \$99,999	13.9%	15.5%	15.4%
\$100,000 - \$149,999	24.5%	23.9%	22.6%
\$150,000 - \$199,999	10.6%	11.0%	12.1%
\$200,000+	6.6%	10.3%	12.7%
Average Household Income	\$106,221	\$118,402	\$126,619
2027 Households by Income			
Household Income Base	1,134	7,091	18,126
<\$15,000	2.7%	2.5%	2.6%
\$15,000 - \$24,999	3.0%	2.7%	2.3%
\$25,000 - \$34,999	2.0%	2.1%	2.0%
\$35,000 - \$49,999	6.3%	5.0%	5.4%
\$50,000 - \$74,999	18.4%	16.8%	16.3%
\$75,000 - \$99,999	14.2%	16.1%	16.2%
\$100,000 - \$149,999	30.6%	28.2%	25.1%
\$150,000 - \$199,999	14.9%	14.9%	15.7%
\$200,000+	7.8%	11.7%	14.4%
Average Household Income	\$125,568	\$137,317	\$145,569
2022 Owner Occupied Housing Units by Value			
Total	589	4,811	12,591
<\$50,000	0.3%	0.2%	0.4%
\$50,000 - \$99,999	0.2%	0.6%	0.3%
\$100,000 - \$149,999	2.4%	1.2%	1.2%
\$150,000 - \$199,999	7.3%	8.4%	6.2%
\$200,000 - \$249,999	9.0%	9.7%	8.9%
\$250,000 - \$299,999	11.7%	14.1%	13.0%
\$300,000 - \$399,999	29.9%	25.2%	24.6%
\$400,000 - \$499,999	10.4%	8.9%	14.6%
\$500,000 - \$749,999	8.7%	19.1%	19.3%
\$750,000 - \$999,999	6.8%	4.2%	4.6%
\$1,000,000 - \$1,499,999	1.2%	2.0%	2.1%
\$1,500,000 - \$1,999,999	9.0%	4.9%	2.7%
\$2,000,000 +	3.1%	1.6%	2.2%
Average Home Value	\$575,213	\$507,763	\$503,680
2027 Owner Occupied Housing Units by Value			
Total	665	5,115	13,226
<\$50,000	0.2%	0.2%	0.2%
\$50,000 - \$99,999	0.2%	0.4%	0.2%
\$100,000 - \$149,999	1.5%	0.8%	0.7%
\$150,000 - \$199,999	5.3%	6.3%	4.6%
\$200,000 - \$249,999	6.6%	7.6%	6.7%
\$250,000 - \$299,999	10.8%	13.8%	12.2%
\$300,000 - \$399,999	28.4%	25.2%	24.2%
\$400,000 - \$499,999	12.0%	10.1%	16.2%
\$500,000 - \$749,999	10.2%	20.3%	21.0%
\$750,000 - \$999,999	7.8%	4.8%	5.3%
\$1,000,000 - \$1,499,999	1.4%	2.2%	2.4%
\$1,500,000 - \$1,999,999	12.0%	6.5%	3.6%
\$2,000,000 +	3.8%	1.9%	2.7%
Average Home Value	\$652,890	\$552,865	\$545,223

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.

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2010 Population by Age			
Total	1,807	13,989	35,516
0 - 4	5.3%	4.9%	5.2%
5 - 9	5.1%	4.4%	4.7%
10 - 14	5.2%	4.1%	4.4%
15 - 24	11.3%	12.1%	12.7%
25 - 34	13.8%	19.2%	18.7%
35 - 44	14.1%	12.5%	12.4%
45 - 54	15.9%	14.3%	14.1%
55 - 64	14.3%	13.5%	12.7%
65 - 74	9.8%	8.4%	8.2%
75 - 84	3.3%	4.5%	4.8%
85 +	1.7%	2.0%	2.1%
18 +	80.8%	84.1%	82.8%
2022 Population by Age			
Total	2,242	15,264	39,780
0 - 4	4.4%	4.4%	4.5%
5 - 9	4.5%	4.4%	4.7%
10 - 14	4.6%	4.5%	4.9%
15 - 24	9.2%	9.1%	9.7%
25 - 34	15.1%	15.5%	16.1%
35 - 44	16.5%	16.4%	15.7%
45 - 54	11.6%	11.6%	11.4%
55 - 64	13.0%	13.5%	13.0%
65 - 74	11.4%	11.9%	11.3%
75 - 84	7.1%	6.4%	6.4%
85 +	2.6%	2.4%	2.3%
18 +	83.9%	84.2%	83.3%
2027 Population by Age			
Total	2,330	15,599	41,008
0 - 4	4.4%	4.4%	4.6%
5 - 9	4.5%	4.4%	4.6%
10 - 14	4.5%	4.4%	4.7%
15 - 24	9.7%	9.6%	10.3%
25 - 34	13.6%	13.4%	14.3%
35 - 44	16.3%	16.4%	15.7%
45 - 54	12.8%	12.8%	12.6%
55 - 64	11.8%	11.7%	11.5%
65 - 74	11.8%	12.5%	11.7%
75 - 84	7.9%	7.8%	7.6%
85 +	2.7%	2.5%	2.5%
18 +	84.1%	84.4%	83.6%
2010 Population by Sex			
Males	881	6,776	17,173
Females	924	7,213	18,345
2022 Population by Sex			
Males	1,057	7,354	19,237
Females	1,188	7,910	20,544
2027 Population by Sex			
Males	1,107	7,526	19,868
Females	1,221	8,073	21,140

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2010 Population by Race/Ethnicity			
Total	1,805	13,988	35,518
White Alone	58.6%	75.7%	80.7%
Black Alone	38.9%	21.3%	16.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.8%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	0.8%	1.2%	1.2%
Hispanic Origin	1.2%	1.8%	2.4%
Diversity Index	51.8	40.4	35.4
2020 Population by Race/Ethnicity			
Total	2,178	14,930	38,622
White Alone	66.7%	76.2%	80.2%
Black Alone	26.4%	16.9%	12.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.0%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.8%	1.1%
Two or More Races	4.8%	4.8%	5.0%
Hispanic Origin	2.6%	2.8%	3.3%
Diversity Index	50.9	42.2	38.1
2022 Population by Race/Ethnicity			
Total	2,244	15,263	39,781
White Alone	66.9%	76.3%	80.2%
Black Alone	26.0%	16.5%	12.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.0%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	1.1%
Two or More Races	5.0%	4.9%	5.2%
Hispanic Origin	2.6%	2.8%	3.3%
Diversity Index	50.9	42.1	38.2
2027 Population by Race/Ethnicity			
Total	2,329	15,600	41,008
White Alone	67.5%	76.6%	80.3%
Black Alone	24.9%	15.8%	11.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.1%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	1.2%
Two or More Races	5.4%	5.3%	5.6%
Hispanic Origin	2.5%	2.8%	3.3%
Diversity Index	50.4	41.9	38.2
2010 Population by Relationship and Household Type			
Total	1,805	13,989	35,518
In Households	100.0%	99.8%	99.7%
In Family Households	82.2%	72.1%	72.9%
Householder	27.5%	25.0%	25.1%
Spouse	18.0%	18.4%	18.7%
Child	29.5%	23.5%	24.2%
Other relative	5.7%	3.6%	3.2%
Nonrelative	1.7%	1.7%	1.6%
In Nonfamily Households	17.8%	27.7%	26.8%
In Group Quarters	0.0%	0.2%	0.3%
Institutionalized Population	0.0%	0.1%	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.

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2022 Population 25+ by Educational Attainment			
Total	1,735	11,853	30,324
Less than 9th Grade	0.6%	1.0%	0.7%
9th - 12th Grade, No Diploma	5.4%	4.8%	3.5%
High School Graduate	18.2%	16.3%	14.4%
GED/Alternative Credential	1.3%	1.2%	1.7%
Some College, No Degree	13.5%	15.8%	15.2%
Associate Degree	11.5%	10.8%	8.8%
Bachelor's Degree	37.8%	34.5%	36.1%
Graduate/Professional Degree	11.7%	15.7%	19.6%
2022 Population 15+ by Marital Status			
Total	1,939	13,238	34,184
Never Married	40.4%	35.9%	34.6%
Married	36.5%	46.3%	49.1%
Widowed	12.1%	8.6%	7.1%
Divorced	11.0%	9.2%	9.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,385	9,345	24,535
Population 16+ Employed	95.5%	96.8%	97.6%
Population 16+ Unemployment rate	4.5%	3.2%	2.4%
Population 16-24 Employed	8.8%	7.8%	8.6%
Population 16-24 Unemployment rate	18.9%	13.1%	8.6%
Population 25-54 Employed	67.9%	67.2%	66.3%
Population 25-54 Unemployment rate	0.8%	0.6%	0.9%
Population 55-64 Employed	16.2%	16.7%	16.3%
Population 55-64 Unemployment rate	12.3%	8.6%	5.2%
Population 65+ Employed	7.1%	8.3%	8.8%
Population 65+ Unemployment rate	0.0%	1.6%	1.8%
2022 Employed Population 16+ by Industry			
Total	1,322	9,048	23,938
Agriculture/Mining	1.4%	0.7%	0.6%
Construction	3.1%	6.2%	7.0%
Manufacturing	6.4%	5.3%	4.9%
Wholesale Trade	2.2%	1.5%	1.3%
Retail Trade	8.5%	8.5%	8.8%
Transportation/Utilities	9.8%	7.8%	7.5%
Information	0.7%	1.4%	1.2%
Finance/Insurance/Real Estate	5.3%	5.3%	6.4%
Services	59.7%	60.2%	58.9%
Public Administration	3.0%	3.1%	3.5%
2022 Employed Population 16+ by Occupation			
Total	1,321	9,048	23,939
White Collar	61.8%	65.6%	69.3%
Management/Business/Financial	22.5%	21.5%	22.6%
Professional	24.1%	28.7%	30.7%
Sales	8.7%	7.2%	8.6%
Administrative Support	6.5%	8.2%	7.4%
Services	21.7%	16.9%	15.4%
Blue Collar	16.4%	17.4%	15.3%
Farming/Forestry/Fishing	0.6%	0.3%	0.2%
Construction/Extraction	3.0%	4.6%	4.0%
Installation/Maintenance/Repair	1.4%	2.5%	2.4%
Production	3.6%	3.9%	2.5%
Transportation/Material Moving	7.9%	6.1%	6.2%

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2010 Households by Type			
Total	771	6,183	15,639
Households with 1 Person	22.2%	29.7%	29.5%
Households with 2+ People	77.8%	70.3%	70.5%
Family Households	68.2%	56.3%	57.0%
Husband-wife Families	44.6%	41.4%	42.5%
With Related Children	17.9%	13.9%	15.4%
Other Family (No Spouse Present)	23.5%	14.9%	14.6%
Other Family with Male Householder	6.4%	4.3%	3.9%
With Related Children	2.6%	1.7%	1.6%
Other Family with Female Householder	17.1%	10.6%	10.6%
With Related Children	8.6%	5.7%	5.9%
Nonfamily Households	9.6%	14.0%	13.4%
All Households with Children	29.1%	21.5%	23.2%
Multigenerational Households	4.4%	3.8%	3.2%
Unmarried Partner Households	7.1%	7.3%	6.7%
Male-female	6.3%	6.3%	5.8%
Same-sex	0.8%	1.0%	0.9%
2010 Households by Size			
Total	772	6,183	15,636
1 Person Household	22.2%	29.7%	29.5%
2 Person Household	38.7%	39.3%	38.4%
3 Person Household	19.9%	16.3%	16.4%
4 Person Household	12.0%	9.3%	10.3%
5 Person Household	4.0%	3.3%	3.6%
6 Person Household	2.2%	1.3%	1.2%
7 + Person Household	0.9%	0.7%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	771	6,183	15,638
Owner Occupied	79.8%	67.5%	67.7%
Owned with a Mortgage/Loan	55.3%	49.8%	50.0%
Owned Free and Clear	24.5%	17.7%	17.7%
Renter Occupied	20.2%	32.5%	32.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	112	122	121
Percent of Income for Mortgage	23.0%	21.1%	21.3%
Wealth Index	82	111	129
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	927	7,673	18,049
Housing Units Inside Urbanized Area	95.9%	97.2%	95.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.1%	2.8%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	1,805	13,989	35,518
Population Inside Urbanized Area	95.2%	97.3%	94.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.8%	2.7%	5.4%

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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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)
2022 Consumer Spending			
Apparel & Services: Total \$	\$2,640,189	\$18,848,502	\$51,066,489
Average Spent	\$2,437.85	\$2,732.06	\$2,912.76
Spending Potential Index	101	113	121
Education: Total \$	\$2,147,907	\$15,186,785	\$41,511,853
Average Spent	\$1,983.29	\$2,201.30	\$2,367.78
Spending Potential Index	101	112	121
Entertainment/Recreation: Total \$	\$4,017,240	\$28,431,040	\$77,120,177
Average Spent	\$3,709.36	\$4,121.04	\$4,398.82
Spending Potential Index	101	112	120
Food at Home: Total \$	\$6,576,466	\$47,100,610	\$128,080,547
Average Spent	\$6,072.45	\$6,827.16	\$7,305.53
Spending Potential Index	98	110	118
Food Away from Home: Total \$	\$4,669,334	\$33,494,579	\$91,111,441
Average Spent	\$4,311.48	\$4,854.99	\$5,196.87
Spending Potential Index	100	113	120
Health Care: Total \$	\$7,661,085	\$54,321,213	\$147,453,867
Average Spent	\$7,073.95	\$7,873.78	\$8,410.56
Spending Potential Index	100	111	119
HH Furnishings & Equipment: Total \$	\$2,834,996	\$20,091,540	\$54,359,492
Average Spent	\$2,617.72	\$2,912.24	\$3,100.59
Spending Potential Index	102	114	121
Personal Care Products & Services: Total \$	\$1,124,467	\$8,005,891	\$21,713,780
Average Spent	\$1,038.29	\$1,160.44	\$1,238.52
Spending Potential Index	102	114	121
Shelter: Total \$	\$25,074,349	\$178,913,752	\$487,860,937
Average Spent	\$23,152.68	\$25,933.29	\$27,826.88
Spending Potential Index	101	113	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,137,735	\$21,881,819	\$59,285,490
Average Spent	\$2,897.26	\$3,171.74	\$3,381.56
Spending Potential Index	107	117	124
Travel: Total \$	\$3,217,799	\$22,720,088	\$61,773,709
Average Spent	\$2,971.19	\$3,293.24	\$3,523.48
Spending Potential Index	103	115	123
Vehicle Maintenance & Repairs: Total \$	\$1,388,661	\$9,889,262	\$26,725,300
Average Spent	\$1,282.24	\$1,433.43	\$1,524.37
Spending Potential Index	102	114	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.