



Market Profile

Town of Duncan
 101 W Main St, Duncan, South Carolina, 29334
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 34.93673
 Longitude: -82.13675

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	24,182	159,813	443,660
2010 Total Population	27,402	202,678	521,484
2016 Total Population	29,585	219,237	565,185
2016 Group Quarters	205	3,863	12,336
2021 Total Population	31,500	234,183	604,968
2016-2021 Annual Rate	1.26%	1.33%	1.37%
Household Summary			
2000 Households	9,510	61,329	175,398
2000 Average Household Size	2.53	2.55	2.46
2010 Households	10,624	77,341	205,689
2010 Average Household Size	2.56	2.57	2.48
2016 Households	11,355	82,690	220,223
2016 Average Household Size	2.59	2.60	2.51
2021 Households	12,022	87,902	234,631
2021 Average Household Size	2.60	2.62	2.53
2016-2021 Annual Rate	1.15%	1.23%	1.28%
2010 Families	7,406	54,101	138,463
2010 Average Family Size	3.06	3.08	3.03
2016 Families	7,805	57,183	146,394
2016 Average Family Size	3.12	3.14	3.09
2021 Families	8,211	60,459	154,993
2021 Average Family Size	3.15	3.17	3.12
2016-2021 Annual Rate	1.02%	1.12%	1.15%
Housing Unit Summary			
2000 Housing Units	10,487	66,926	190,660
Owner Occupied Housing Units	62.2%	65.0%	62.7%
Renter Occupied Housing Units	28.5%	26.7%	29.3%
Vacant Housing Units	9.3%	8.4%	8.0%
2010 Housing Units	11,947	85,464	227,279
Owner Occupied Housing Units	58.9%	62.8%	60.9%
Renter Occupied Housing Units	30.0%	27.7%	29.6%
Vacant Housing Units	11.1%	9.5%	9.5%
2016 Housing Units	12,711	90,427	242,133
Owner Occupied Housing Units	57.2%	61.8%	59.6%
Renter Occupied Housing Units	32.2%	29.6%	31.3%
Vacant Housing Units	10.7%	8.6%	9.0%
2021 Housing Units	13,417	95,607	257,049
Owner Occupied Housing Units	57.8%	62.2%	59.8%
Renter Occupied Housing Units	31.8%	29.8%	31.5%
Vacant Housing Units	10.4%	8.1%	8.7%
Median Household Income			
2016	\$39,444	\$50,523	\$49,993
2021	\$41,255	\$54,885	\$54,448
Median Home Value			
2016	\$110,061	\$151,386	\$159,400
2021	\$140,685	\$187,678	\$195,546
Per Capita Income			
2016	\$20,021	\$25,662	\$26,824
2021	\$21,341	\$27,904	\$29,139
Median Age			
2010	36.0	36.6	37.4
2016	37.0	37.5	38.4
2021	38.2	38.3	39.1

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	11,355	82,690	220,223
<\$15,000	18.3%	12.9%	13.5%
\$15,000 - \$24,999	14.0%	11.5%	11.6%
\$25,000 - \$34,999	12.1%	11.0%	11.2%
\$35,000 - \$49,999	15.2%	14.0%	13.8%
\$50,000 - \$74,999	19.2%	18.8%	18.2%
\$75,000 - \$99,999	10.0%	11.7%	11.7%
\$100,000 - \$149,999	7.7%	13.0%	12.3%
\$150,000 - \$199,999	1.8%	4.0%	4.3%
\$200,000+	1.6%	3.1%	3.5%
Average Household Income	\$52,570	\$67,072	\$67,834
2021 Households by Income			
Household Income Base	12,022	87,902	234,631
<\$15,000	18.4%	12.6%	13.2%
\$15,000 - \$24,999	16.2%	12.9%	13.1%
\$25,000 - \$34,999	9.3%	8.2%	8.3%
\$35,000 - \$49,999	12.3%	11.3%	11.0%
\$50,000 - \$74,999	19.9%	18.6%	18.3%
\$75,000 - \$99,999	10.5%	12.2%	12.2%
\$100,000 - \$149,999	9.0%	15.8%	14.9%
\$150,000 - \$199,999	2.4%	5.0%	5.3%
\$200,000+	1.9%	3.4%	3.8%
Average Household Income	\$56,412	\$73,426	\$74,191
2016 Owner Occupied Housing Units by Value			
Total	7,265	55,877	144,304
<\$50,000	16.5%	10.2%	9.0%
\$50,000 - \$99,999	28.9%	16.6%	16.3%
\$100,000 - \$149,999	22.6%	22.8%	21.5%
\$150,000 - \$199,999	16.3%	17.7%	17.1%
\$200,000 - \$249,999	6.6%	9.8%	10.7%
\$250,000 - \$299,999	2.4%	6.8%	6.9%
\$300,000 - \$399,999	3.7%	8.1%	8.4%
\$400,000 - \$499,999	1.9%	3.7%	4.1%
\$500,000 - \$749,999	0.5%	3.1%	3.7%
\$750,000 - \$999,999	0.0%	0.7%	1.3%
\$1,000,000 +	0.5%	0.6%	1.0%
Average Home Value	\$134,853	\$192,908	\$209,312
2021 Owner Occupied Housing Units by Value			
Total	7,751	59,428	153,674
<\$50,000	13.1%	7.3%	6.2%
\$50,000 - \$99,999	22.7%	11.3%	10.8%
\$100,000 - \$149,999	17.4%	15.6%	15.1%
\$150,000 - \$199,999	19.7%	20.9%	19.5%
\$200,000 - \$249,999	12.4%	14.8%	15.8%
\$250,000 - \$299,999	5.4%	11.0%	11.1%
\$300,000 - \$399,999	5.1%	8.8%	9.0%
\$400,000 - \$499,999	2.6%	4.1%	4.4%
\$500,000 - \$749,999	1.0%	4.5%	5.1%
\$750,000 - \$999,999	0.0%	1.0%	1.7%
\$1,000,000 +	0.6%	0.6%	1.1%
Average Home Value	\$162,337	\$223,677	\$241,103

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	27,400	202,676	521,484
0 - 4	7.6%	7.1%	6.8%
5 - 9	6.9%	6.9%	6.7%
10 - 14	7.1%	7.0%	6.7%
15 - 24	13.2%	13.8%	13.6%
25 - 34	13.8%	13.1%	12.9%
35 - 44	14.1%	14.1%	13.9%
45 - 54	14.3%	14.4%	14.3%
55 - 64	10.9%	11.6%	11.9%
65 - 74	7.1%	7.0%	7.4%
75 - 84	3.7%	3.6%	4.1%
85 +	1.3%	1.4%	1.6%
18 +	74.3%	74.8%	75.7%
2016 Population by Age			
Total	29,584	219,238	565,187
0 - 4	7.2%	6.6%	6.4%
5 - 9	7.3%	6.9%	6.6%
10 - 14	6.7%	6.8%	6.5%
15 - 24	12.2%	12.9%	13.0%
25 - 34	13.9%	13.6%	13.2%
35 - 44	13.6%	13.3%	13.0%
45 - 54	13.6%	13.6%	13.6%
55 - 64	11.9%	12.3%	12.6%
65 - 74	8.4%	8.6%	9.0%
75 - 84	3.9%	4.0%	4.4%
85 +	1.3%	1.5%	1.8%
18 +	75.2%	76.0%	76.8%
2021 Population by Age			
Total	31,501	234,181	604,967
0 - 4	6.8%	6.4%	6.2%
5 - 9	7.1%	6.7%	6.4%
10 - 14	7.4%	7.0%	6.7%
15 - 24	11.4%	12.1%	12.4%
25 - 34	12.8%	13.1%	12.8%
35 - 44	13.8%	13.5%	13.0%
45 - 54	12.9%	12.8%	12.7%
55 - 64	12.4%	12.5%	12.7%
65 - 74	9.4%	9.5%	10.0%
75 - 84	4.5%	4.7%	5.1%
85 +	1.4%	1.6%	1.8%
18 +	74.8%	76.0%	77.0%
2010 Population by Sex			
Males	13,260	98,503	250,975
Females	14,142	104,175	270,509
2016 Population by Sex			
Males	14,402	106,840	272,984
Females	15,182	112,397	292,201
2021 Population by Sex			
Males	15,411	114,332	292,989
Females	16,089	119,850	311,979

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	27,403	202,679	521,484
White Alone	67.8%	73.9%	73.1%
Black Alone	22.8%	16.8%	19.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	3.1%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.9%	4.1%	3.2%
Two or More Races	2.0%	1.8%	1.8%
Hispanic Origin	10.1%	8.3%	6.8%
Diversity Index	58.2	51.2	50.1
2016 Population by Race/Ethnicity			
Total	29,585	219,236	565,185
White Alone	65.9%	72.5%	71.9%
Black Alone	23.0%	16.7%	19.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	3.6%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	6.8%	4.6%	3.6%
Two or More Races	2.5%	2.2%	2.2%
Hispanic Origin	11.6%	9.4%	7.7%
Diversity Index	61.2	54.0	52.4
2021 Population by Race/Ethnicity			
Total	31,501	234,182	604,968
White Alone	64.2%	71.1%	70.8%
Black Alone	22.9%	16.5%	19.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	4.2%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.9%	5.2%	4.0%
Two or More Races	3.0%	2.7%	2.6%
Hispanic Origin	13.4%	10.7%	8.8%
Diversity Index	64.3	56.8	54.8
2010 Population by Relationship and Household Type			
Total	27,402	202,678	521,484
In Households	99.3%	98.1%	97.7%
In Family Households	85.4%	84.2%	82.2%
Householder	26.7%	26.7%	26.5%
Spouse	17.7%	19.8%	19.3%
Child	33.8%	32.0%	31.0%
Other relative	4.6%	3.7%	3.4%
Nonrelative	2.6%	2.0%	1.9%
In Nonfamily Households	13.9%	14.0%	15.4%
In Group Quarters	0.7%	1.9%	2.3%
Institutionalized Population	0.1%	1.2%	0.9%
Noninstitutionalized Population	0.6%	0.7%	1.4%

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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2016 Population 25+ by Educational Attainment			
Total	19,715	146,540	381,277
Less than 9th Grade	6.0%	4.6%	4.2%
9th - 12th Grade, No Diploma	10.1%	7.8%	7.8%
High School Graduate	27.5%	23.1%	22.1%
GED/Alternative Credential	6.4%	4.9%	4.4%
Some College, No Degree	22.0%	20.5%	19.4%
Associate Degree	9.7%	9.6%	9.5%
Bachelor's Degree	13.3%	19.5%	20.9%
Graduate/Professional Degree	5.0%	10.1%	11.7%
2016 Population 15+ by Marital Status			
Total	23,322	174,758	454,701
Never Married	31.3%	29.8%	31.0%
Married	51.4%	53.6%	51.7%
Widowed	6.3%	6.0%	6.4%
Divorced	11.1%	10.5%	10.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	95.4%	95.1%
Civilian Unemployed	5.7%	4.6%	4.9%
2016 Employed Population 16+ by Industry			
Total	14,276	107,126	273,227
Agriculture/Mining	1.3%	0.6%	0.4%
Construction	8.1%	6.5%	5.8%
Manufacturing	22.0%	19.3%	17.9%
Wholesale Trade	3.6%	4.4%	4.2%
Retail Trade	15.3%	12.7%	12.2%
Transportation/Utilities	5.3%	4.4%	4.2%
Information	1.2%	1.7%	1.8%
Finance/Insurance/Real Estate	2.5%	4.4%	4.8%
Services	37.7%	43.3%	46.0%
Public Administration	3.1%	2.7%	2.6%
2016 Employed Population 16+ by Occupation			
Total	14,276	107,126	273,225
White Collar	50.6%	59.3%	61.8%
Management/Business/Financial	10.6%	14.1%	14.6%
Professional	13.9%	20.7%	22.5%
Sales	12.6%	12.1%	12.1%
Administrative Support	13.5%	12.5%	12.6%
Services	17.1%	15.8%	15.7%
Blue Collar	32.2%	24.9%	22.4%
Farming/Forestry/Fishing	1.0%	0.4%	0.2%
Construction/Extraction	6.2%	4.9%	4.1%
Installation/Maintenance/Repair	2.3%	2.8%	2.8%
Production	14.0%	10.1%	9.2%
Transportation/Material Moving	8.8%	6.7%	6.1%
2010 Population By Urban/ Rural Status			
Total Population	27,402	202,678	521,484
Population Inside Urbanized Area	91.7%	89.4%	87.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.8%
Rural Population	8.3%	10.6%	11.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	10,624	77,341	205,689
Households with 1 Person	25.5%	24.9%	27.5%
Households with 2+ People	74.5%	75.1%	72.5%
Family Households	69.7%	70.0%	67.3%
Husband-wife Families	46.3%	51.7%	49.1%
With Related Children	21.3%	23.7%	21.7%
Other Family (No Spouse Present)	23.4%	18.2%	18.3%
Other Family with Male Householder	5.8%	4.7%	4.3%
With Related Children	3.1%	2.7%	2.4%
Other Family with Female Householder	17.6%	13.5%	13.9%
With Related Children	11.7%	9.0%	9.2%
Nonfamily Households	4.8%	5.2%	5.2%
All Households with Children	36.5%	35.8%	33.7%
Multigenerational Households	5.3%	4.2%	3.8%
Unmarried Partner Households	6.4%	5.5%	5.3%
Male-female	5.7%	4.9%	4.7%
Same-sex	0.7%	0.7%	0.6%
2010 Households by Size			
Total	10,626	77,343	205,688
1 Person Household	25.5%	24.9%	27.5%
2 Person Household	32.0%	33.6%	33.7%
3 Person Household	17.9%	17.3%	16.6%
4 Person Household	14.1%	14.2%	13.2%
5 Person Household	6.2%	6.3%	5.7%
6 Person Household	2.7%	2.3%	2.1%
7 + Person Household	1.6%	1.4%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	10,624	77,341	205,689
Owner Occupied	66.2%	69.4%	67.3%
Owned with a Mortgage/Loan	46.0%	50.6%	48.1%
Owned Free and Clear	20.2%	18.8%	19.2%
Renter Occupied	33.8%	30.6%	32.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,947	85,464	227,279
Housing Units Inside Urbanized Area	91.6%	89.5%	88.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.9%
Rural Housing Units	8.4%	10.4%	11.2%

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.

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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Middleburg (4C)	Middleburg (4C)
2.	Heartland Communities	Southern Satellites (10A)	Southern Satellites (10A)
3.	Traditional Living (12B)	Green Acres (6A)	Green Acres (6A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$15,536,193	\$144,336,326	\$390,552,527
Average Spent	\$1,368.22	\$1,745.51	\$1,773.44
Spending Potential Index	68	87	88
Education: Total \$	\$9,594,554	\$96,629,538	\$261,695,250
Average Spent	\$844.96	\$1,168.58	\$1,188.32
Spending Potential Index	60	83	84
Entertainment/Recreation: Total \$	\$23,199,767	\$211,731,725	\$569,739,868
Average Spent	\$2,043.13	\$2,560.55	\$2,587.10
Spending Potential Index	70	88	89
Food at Home: Total \$	\$41,091,370	\$364,770,252	\$987,409,654
Average Spent	\$3,618.79	\$4,411.30	\$4,483.68
Spending Potential Index	73	89	90
Food Away from Home: Total \$	\$24,375,605	\$224,916,732	\$607,354,324
Average Spent	\$2,146.68	\$2,720.00	\$2,757.91
Spending Potential Index	69	88	89
Health Care: Total \$	\$44,194,981	\$390,566,663	\$1,047,880,964
Average Spent	\$3,892.12	\$4,723.26	\$4,758.27
Spending Potential Index	73	89	90
HH Furnishings & Equipment: Total \$	\$13,833,789	\$128,148,339	\$344,469,636
Average Spent	\$1,218.30	\$1,549.74	\$1,564.19
Spending Potential Index	69	88	89
Personal Care Products & Services: Total \$	\$5,667,437	\$52,451,131	\$141,779,649
Average Spent	\$499.11	\$634.31	\$643.80
Spending Potential Index	68	87	88
Shelter: Total \$	\$114,744,729	\$1,093,005,506	\$2,971,881,675
Average Spent	\$10,105.22	\$13,218.11	\$13,494.87
Spending Potential Index	65	85	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,715,166	\$170,141,474	\$457,826,986
Average Spent	\$1,648.19	\$2,057.58	\$2,078.92
Spending Potential Index	71	89	90
Travel: Total \$	\$13,559,140	\$130,840,364	\$350,726,892
Average Spent	\$1,194.11	\$1,582.30	\$1,592.60
Spending Potential Index	64	85	86
Vehicle Maintenance & Repairs: Total \$	\$8,436,978	\$75,680,826	\$203,853,123
Average Spent	\$743.02	\$915.24	\$925.67
Spending Potential Index	72	88	89

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.