

West Ashley 2016 Demographics



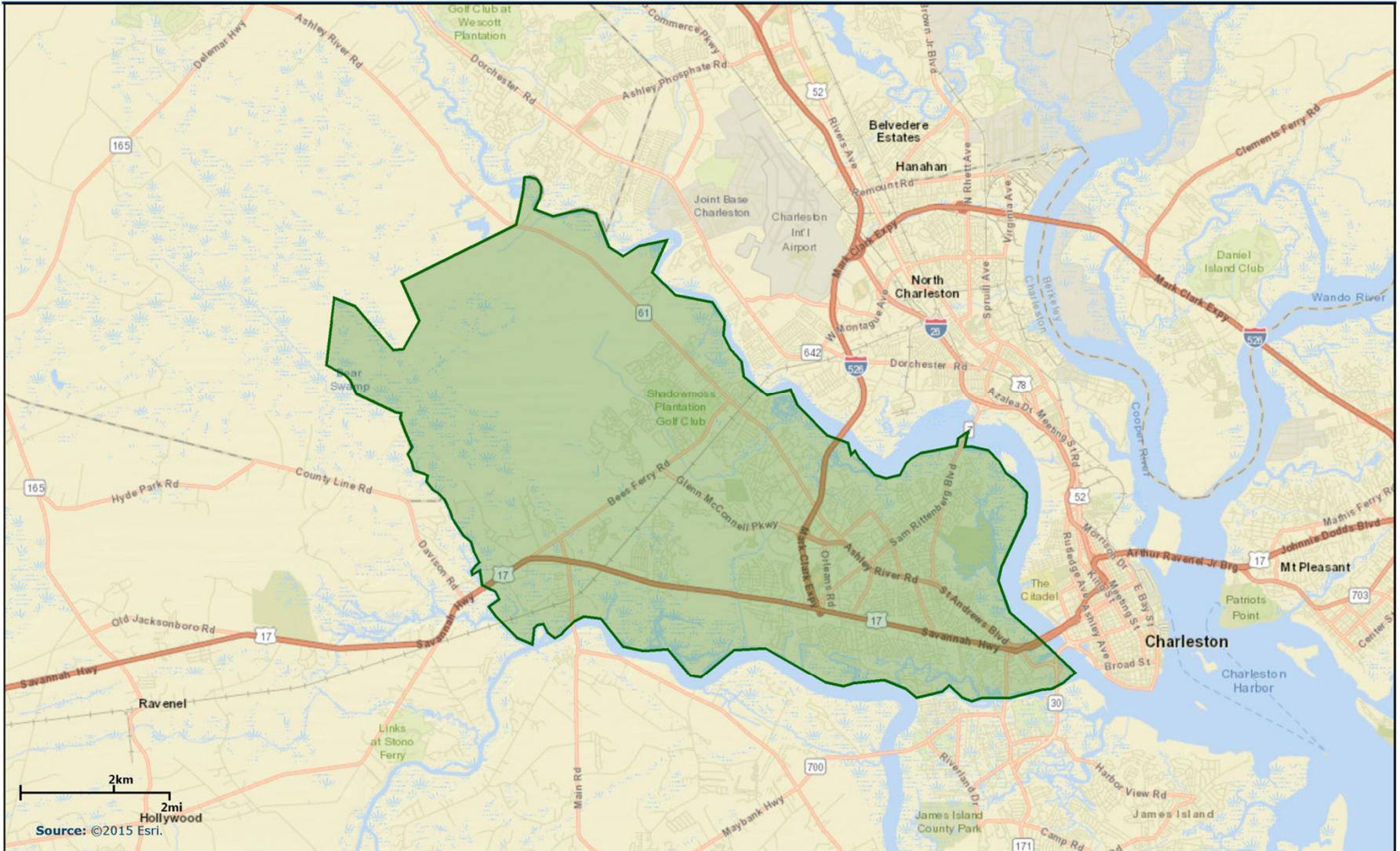
City of Charleston
Business & Neighborhood Services Division
11.28.2016

Source: US Census Bureau, Census 2010 Summary File 1. ESRI Business Analyst forecasts for 2016 & 2021.



West Ashley

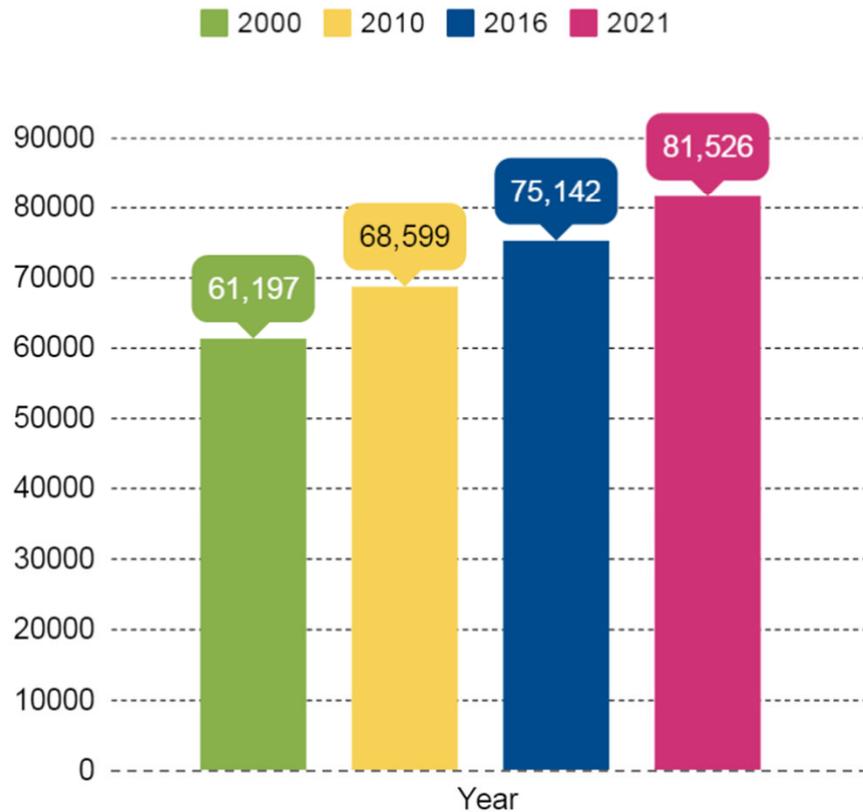
44.93 square miles
28,755.2 acres



November 28, 2016

Population

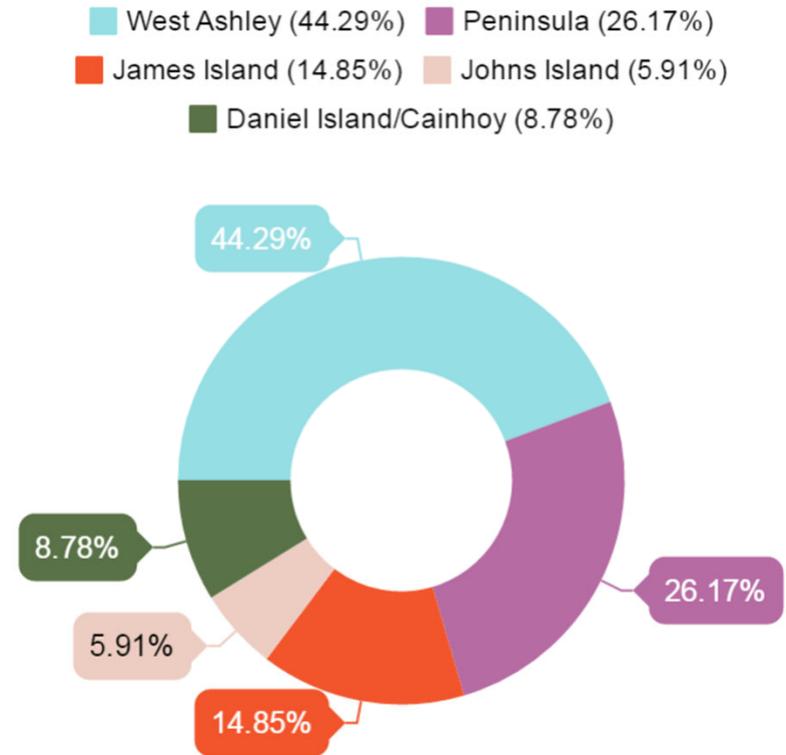
West Ashley Population Summary*



*Includes incorporated (City of Charleston) & unincorporated (Charleston County & St Andrews Public Services District)

City of Charleston Total Population

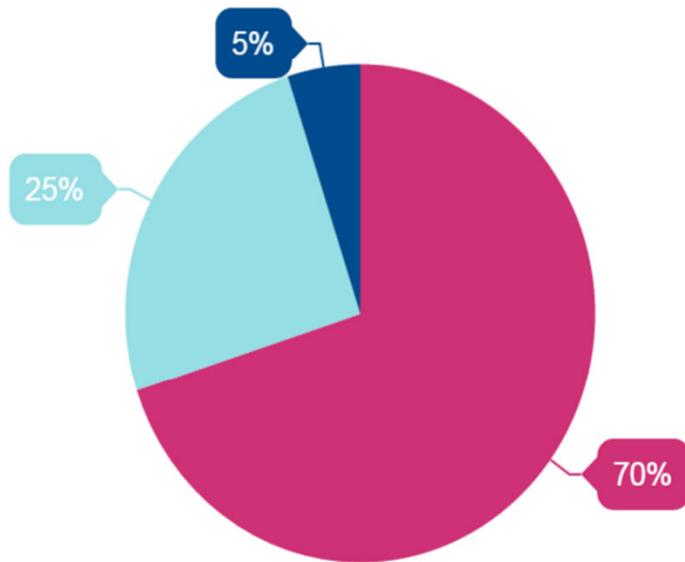
2016: 137,447



Race & Gender

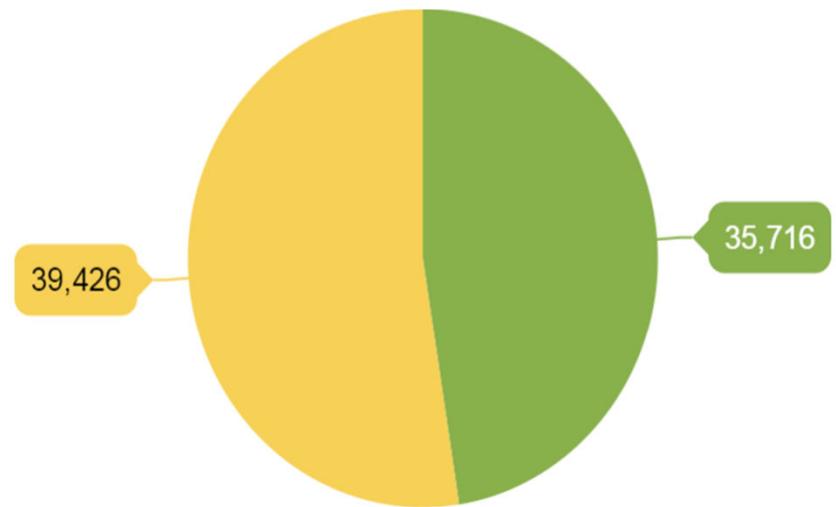
Race

White (70%) African American (25%) Other (5%)



Gender

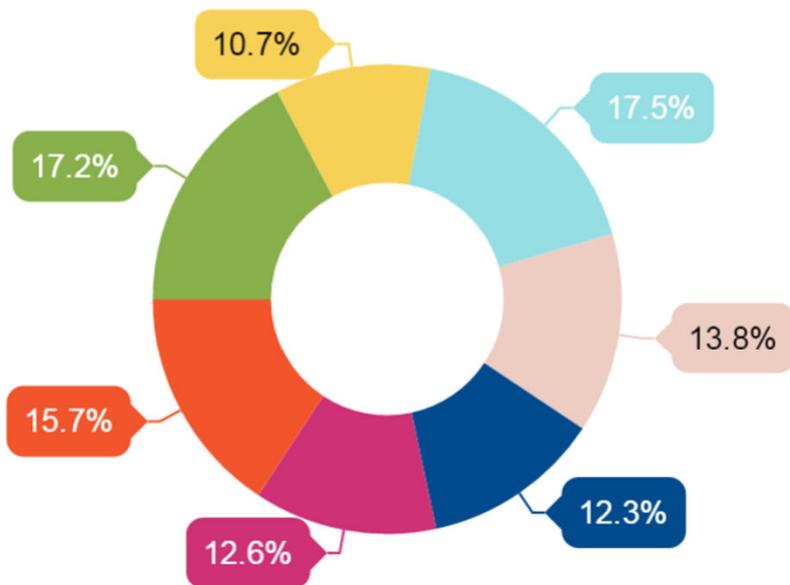
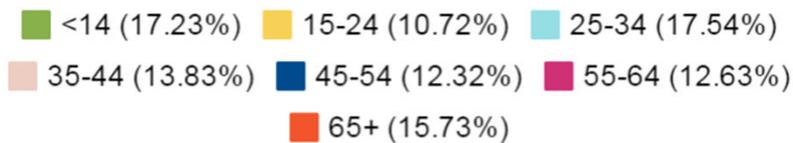
Male (47.53%) Female (52.47%)



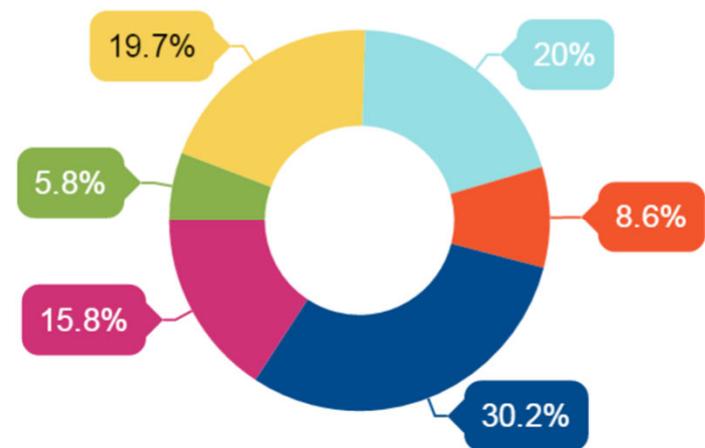
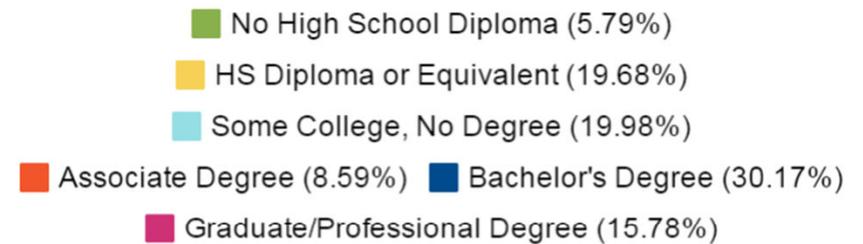
Age & Educational Attainment

Age

Median Age: 38



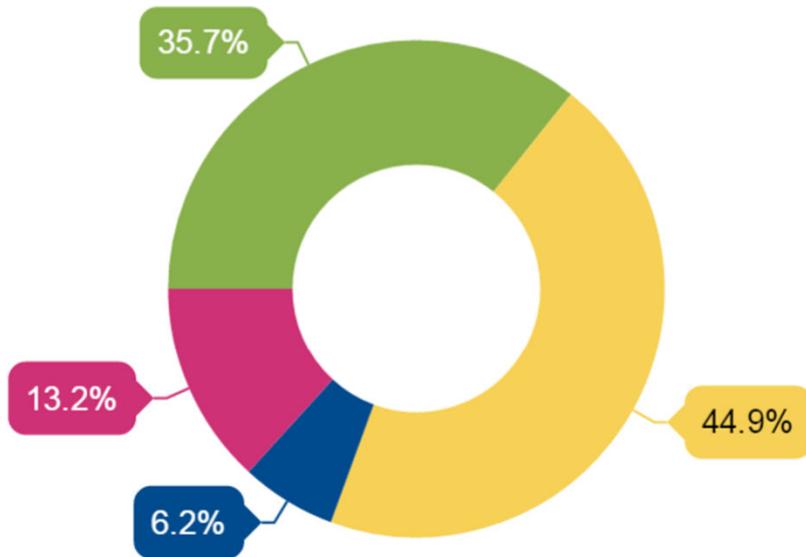
Educational Attainment



Households

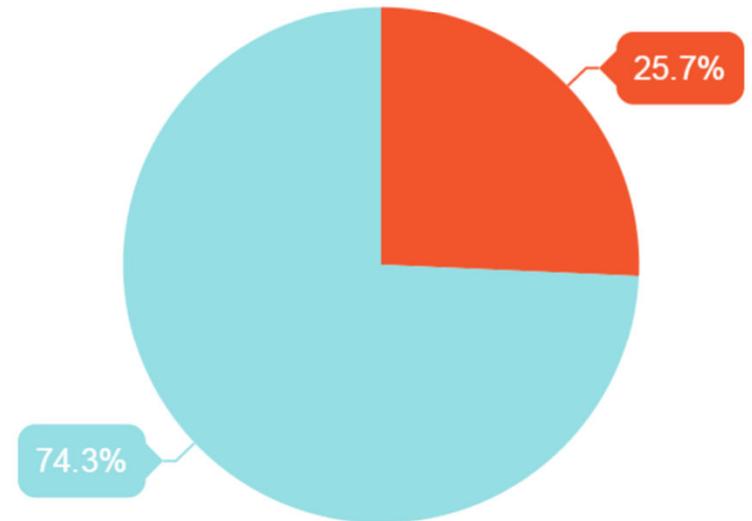
Marital Status

Never Married (35.70%) Married (44.90%)
Widowed (6.20%) Divorced (13.20%)



Households with Children

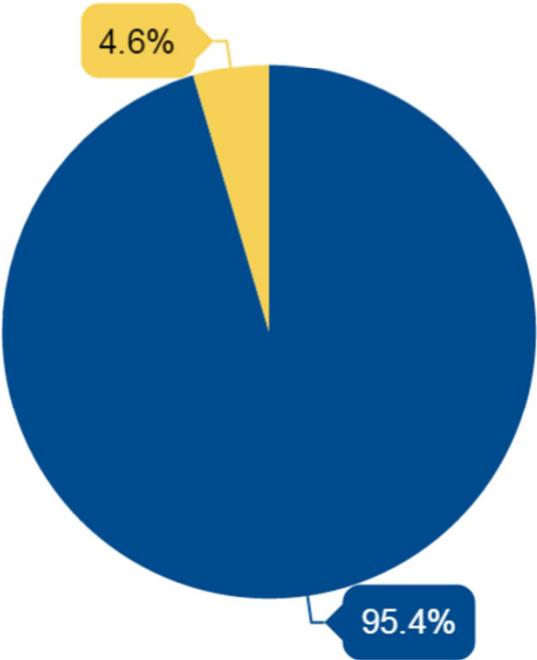
With Children (25.70%) Without Children (74.30%)



Employment

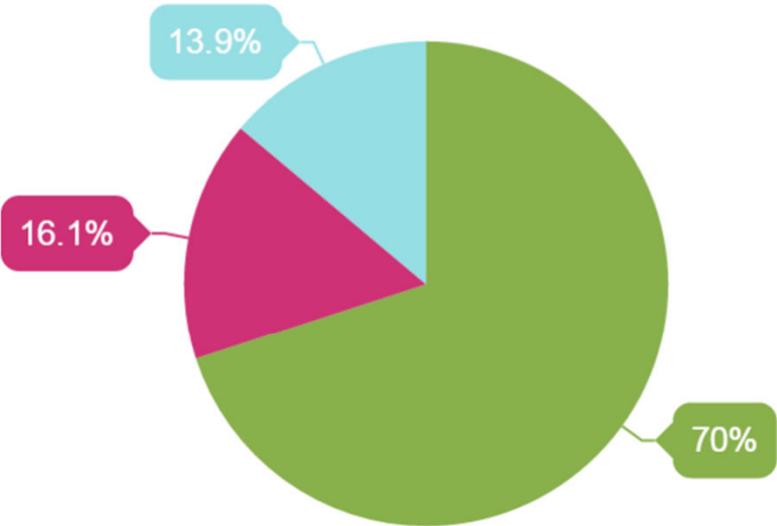
Civilian Labor Force

■ Employed (95.40%) ■ Unemployed (4.60%)



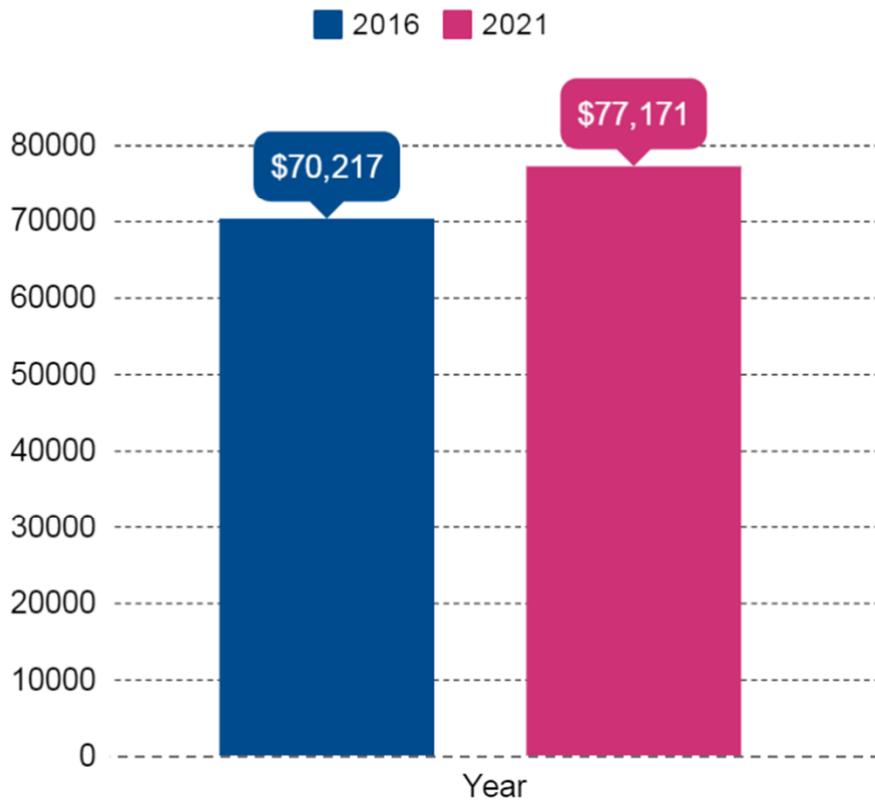
Occupation

■ White Collar (70%) ■ Services (16.10%) ■ Blue Collar (13.90%)

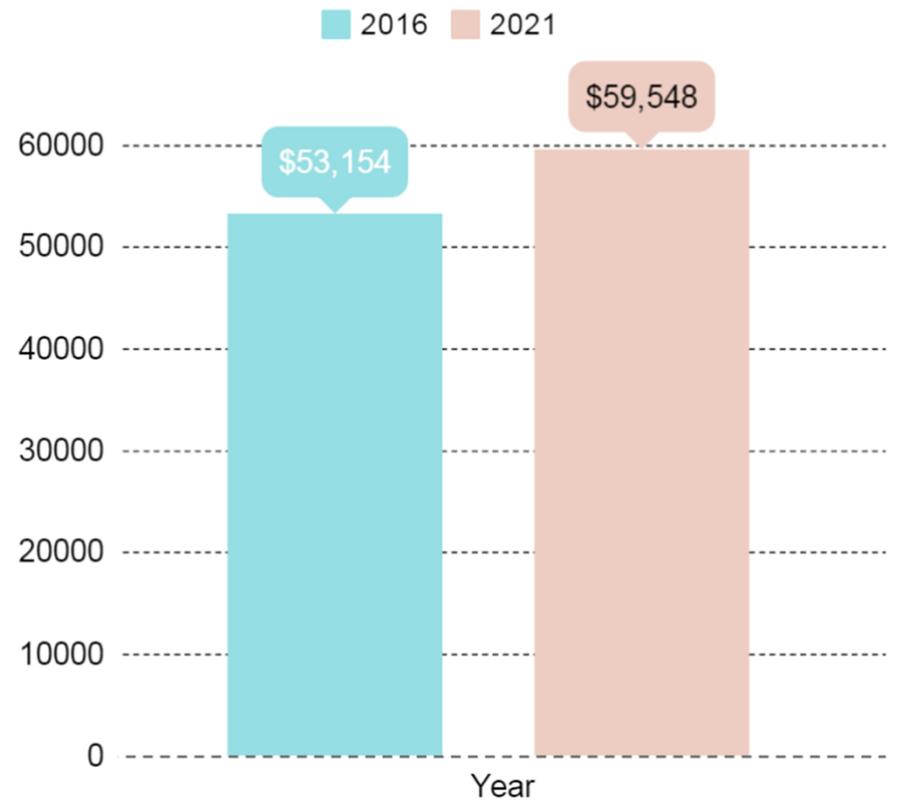


Household Income

Average Household Income



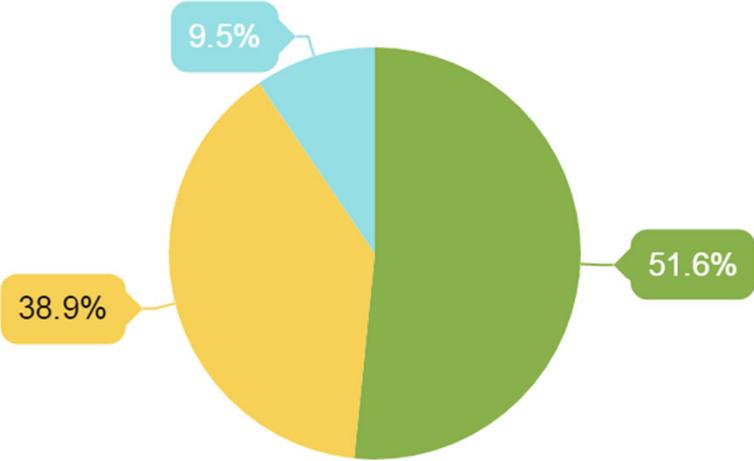
Median Household Income



Spending

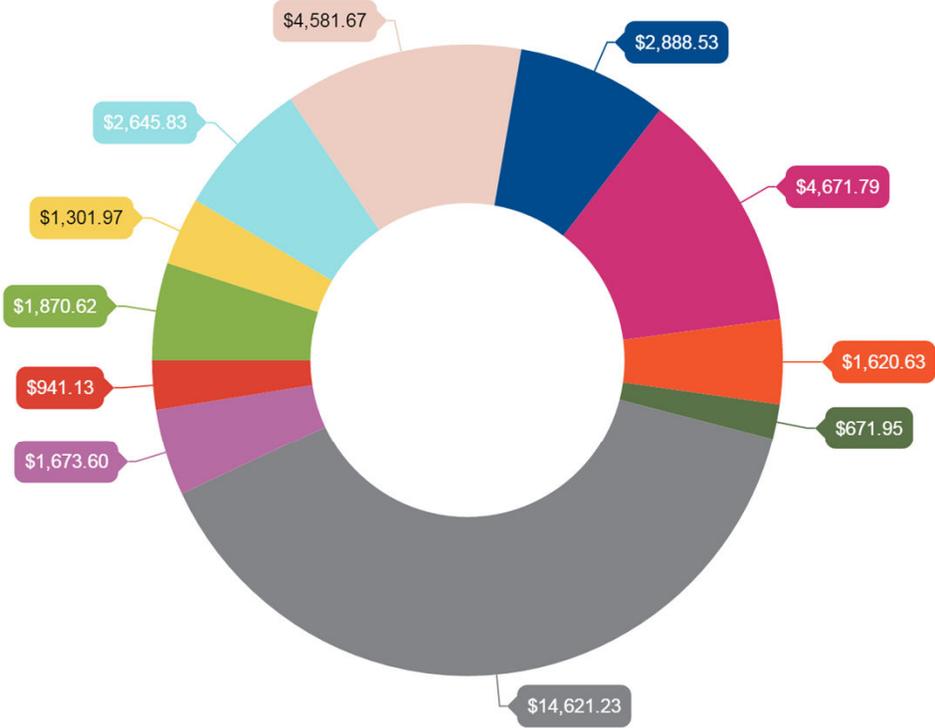
Homeownership

- Owner Occupied Units (51.60%)
- Renter Occupied Units (38.90%)
- Vacant Housing Units (9.50%)



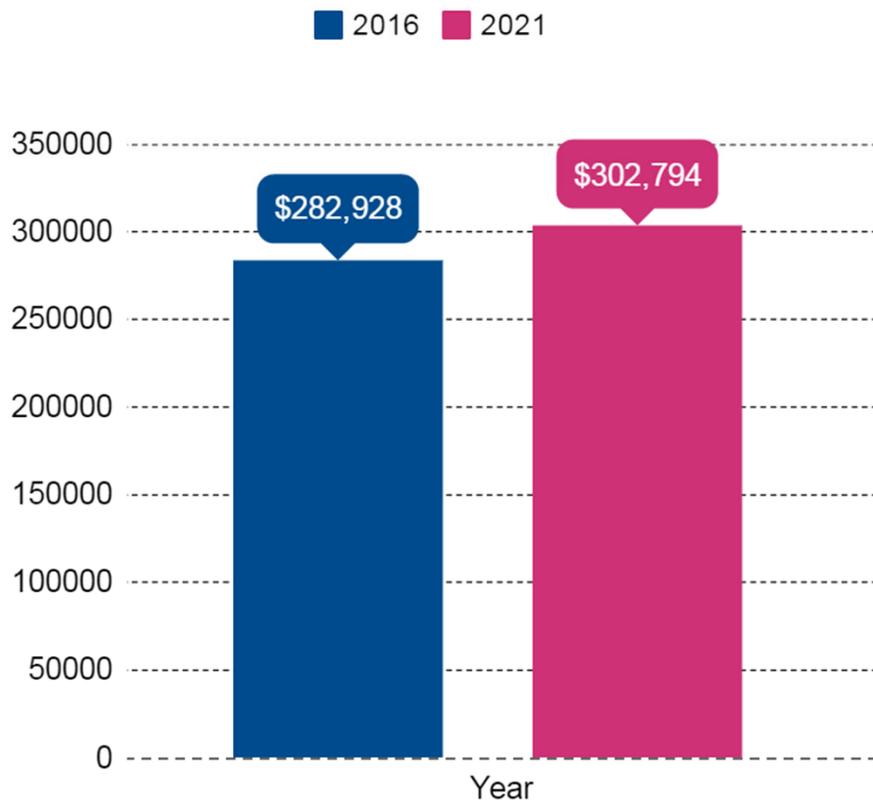
Average Consumer Spending

- Apparel & Services (4.99%)
- Education (3.47%)
- Entertainment/Recreation (7.06%)
- Food at Home (12.22%)
- Food Away from Home (7.71%)
- Health Care (12.46%)
- Furnishings & Equipment (4.32%)
- Personal Care (1.79%)
- Shelter (39%)
- Travel (4.46%)
- Vehicle Maintenance & Repairs (2.51%)

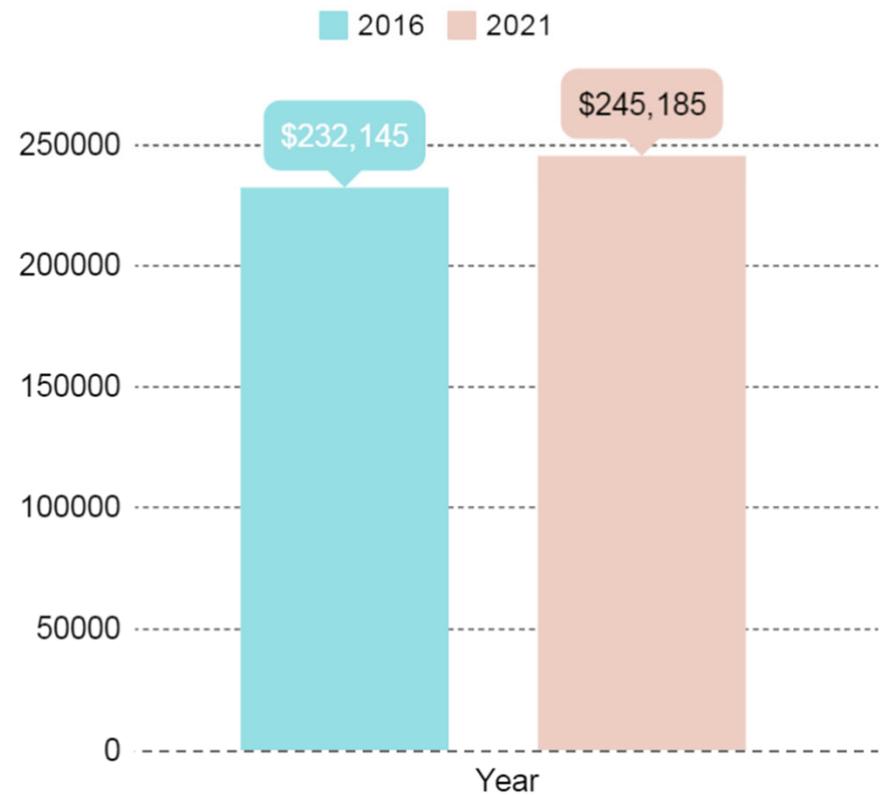


Home Values

Average Home Value



Median Home Value





Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

Population Summary	
2000 Total Population	61,197
2010 Total Population	68,599
2016 Total Population	75,142
2016 Group Quarters	127
2021 Total Population	81,526
2016-2021 Annual Rate	1.64%
Household Summary	
2000 Households	26,117
2000 Average Household Size	2.30
2010 Households	30,790
2010 Average Household Size	2.22
2016 Households	33,944
2016 Average Household Size	2.21
2021 Households	36,946
2021 Average Household Size	2.20
2016-2021 Annual Rate	1.71%
2010 Families	17,602
2010 Average Family Size	2.86
2016 Families	19,042
2016 Average Family Size	2.87
2021 Families	20,529
2021 Average Family Size	2.87
2016-2021 Annual Rate	1.52%
Housing Unit Summary	
2000 Housing Units	27,675
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	5.6%
2010 Housing Units	33,852
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	9.0%
2016 Housing Units	37,494
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	38.9%
Vacant Housing Units	9.5%
2021 Housing Units	40,612
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	9.0%
Median Household Income	
2016	\$53,154
2021	\$59,548
Median Home Value	
2016	\$232,145
2021	\$245,185
Per Capita Income	
2016	\$31,758
2021	\$35,008
Median Age	
2010	37.1
2016	38.0
2021	38.8

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.



Market Profile

West Ashley
Area: 44.93 square miles

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2016 Households by Income

Household Income Base	33,944
<\$15,000	11.6%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	4.0%
\$200,000+	3.4%

Average Household Income \$70,217

2021 Households by Income

Household Income Base	36,946
<\$15,000	11.1%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	4.8%
\$200,000+	3.8%

Average Household Income \$77,171

2016 Owner Occupied Housing Units by Value

Total	19,352
<\$50,000	3.4%
\$50,000 - \$99,999	4.3%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	21.9%
\$250,000 - \$299,999	15.0%
\$300,000 - \$399,999	14.3%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	2.5%

Average Home Value \$282,892

2021 Owner Occupied Housing Units by Value

Total	21,010
<\$50,000	1.4%
\$50,000 - \$99,999	1.8%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	28.0%
\$250,000 - \$299,999	20.6%
\$300,000 - \$399,999	13.0%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	2.9%
\$1,000,000 +	2.4%

Average Home Value \$302,769

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.



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

2010 Population by Age	
Total	68,601
0 - 4	6.5%
5 - 9	5.4%
10 - 14	4.8%
15 - 24	12.5%
25 - 34	18.0%
35 - 44	12.8%
45 - 54	13.8%
55 - 64	12.5%
65 - 74	7.1%
75 - 84	4.5%
85 +	2.0%
18 +	80.4%
2016 Population by Age	
Total	75,144
0 - 4	6.0%
5 - 9	5.9%
10 - 14	5.3%
15 - 24	10.7%
25 - 34	17.5%
35 - 44	13.8%
45 - 54	12.3%
55 - 64	12.6%
65 - 74	9.1%
75 - 84	4.5%
85 +	2.1%
18 +	80.0%
2021 Population by Age	
Total	81,528
0 - 4	6.0%
5 - 9	5.8%
10 - 14	5.7%
15 - 24	10.6%
25 - 34	15.6%
35 - 44	15.3%
45 - 54	11.5%
55 - 64	12.0%
65 - 74	10.3%
75 - 84	5.1%
85 +	2.1%
18 +	79.6%
2010 Population by Sex	
Males	32,451
Females	36,148
2016 Population by Sex	
Males	35,716
Females	39,426
2021 Population by Sex	
Males	38,846
Females	42,680

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

November 28, 2016



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	68,599
White Alone	68.6%
Black Alone	26.4%
American Indian Alone	0.2%
Asian Alone	1.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.0%
Two or More Races	1.7%
Hispanic Origin	3.0%
Diversity Index	49.1

2016 Population by Race/Ethnicity

Total	75,142
White Alone	70.1%
Black Alone	24.2%
American Indian Alone	0.2%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	1.9%
Hispanic Origin	2.8%
Diversity Index	47.9

2021 Population by Race/Ethnicity

Total	81,526
White Alone	71.1%
Black Alone	22.6%
American Indian Alone	0.2%
Asian Alone	2.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	2.1%
Hispanic Origin	2.8%
Diversity Index	47.3

2010 Population by Relationship and Household Type

Total	68,599
In Households	99.8%
In Family Households	75.1%
Householder	25.7%
Spouse	18.0%
Child	26.3%
Other relative	3.4%
Nonrelative	1.7%
In Nonfamily Households	24.7%
In Group Quarters	0.2%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.0%

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

November 28, 2016



2016 Population 25+ by Educational Attainment	
Total	54,132
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	17.5%
GED/Alternative Credential	2.2%
Some College, No Degree	20.0%
Associate Degree	8.6%
Bachelor's Degree	30.2%
Graduate/Professional Degree	15.8%
2016 Population 15+ by Marital Status	
Total	62,163
Never Married	35.7%
Married	44.9%
Widowed	6.2%
Divorced	13.2%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.4%
Civilian Unemployed	4.6%
2016 Employed Population 16+ by Industry	
Total	40,481
Agriculture/Mining	0.6%
Construction	4.1%
Manufacturing	6.2%
Wholesale Trade	2.6%
Retail Trade	10.6%
Transportation/Utilities	4.8%
Information	3.1%
Finance/Insurance/Real Estate	5.5%
Services	56.2%
Public Administration	6.3%
2016 Employed Population 16+ by Occupation	
Total	40,482
White Collar	70.1%
Management/Business/Financial	15.4%
Professional	29.3%
Sales	12.7%
Administrative Support	12.7%
Services	16.1%
Blue Collar	13.9%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	2.5%
Production	3.3%
Transportation/Material Moving	4.8%
2010 Population By Urban/ Rural Status	
Total Population	68,599
Population Inside Urbanized Area	98.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.6%

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

2010 Households by Type

Total	30,790
Households with 1 Person	32.8%
Households with 2+ People	67.2%
Family Households	57.2%
Husband-wife Families	40.1%
With Related Children	15.3%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	3.9%
With Related Children	1.9%
Other Family with Female Householder	13.2%
With Related Children	8.2%
Nonfamily Households	10.0%
All Households with Children	25.7%
Multigenerational Households	3.2%
Unmarried Partner Households	6.8%
Male-female	6.0%
Same-sex	0.9%

2010 Households by Size

Total	30,791
1 Person Household	32.8%
2 Person Household	36.3%
3 Person Household	15.3%
4 Person Household	10.0%
5 Person Household	3.7%
6 Person Household	1.2%
7 + Person Household	0.7%

2010 Households by Tenure and Mortgage Status

Total	30,790
Owner Occupied	59.4%
Owned with a Mortgage/Loan	44.6%
Owned Free and Clear	14.8%
Renter Occupied	40.6%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	33,852
Housing Units Inside Urbanized Area	98.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.5%

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



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Bright Young Professionals
2. Old and Newcomers (8F)
3. Parks and Rec (5C)

2016 Consumer Spending

Apparel & Services: Total \$	\$63,503,015
Average Spent	\$1,870.82
Spending Potential Index	93
Education: Total \$	\$44,195,609
Average Spent	\$1,302.02
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$89,820,276
Average Spent	\$2,646.13
Spending Potential Index	91
Food at Home: Total \$	\$155,535,031
Average Spent	\$4,582.11
Spending Potential Index	92
Food Away from Home: Total \$	\$98,059,579
Average Spent	\$2,888.86
Spending Potential Index	93
Health Care: Total \$	\$158,598,728
Average Spent	\$4,672.36
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$55,017,654
Average Spent	\$1,620.84
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$22,811,283
Average Spent	\$672.03
Spending Potential Index	92
Shelter: Total \$	\$496,347,772
Average Spent	\$14,622.55
Spending Potential Index	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$70,503,958
Average Spent	\$2,077.07
Spending Potential Index	90
Travel: Total \$	\$56,816,184
Average Spent	\$1,673.82
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$31,949,481
Average Spent	\$941.24
Spending Potential Index	91

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.

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