



# Market Profile

Town of Duncan  
 101 W Main St, Duncan, South Carolina, 29334  
 Rings: 3, 7, 10 mile radii

Prepared by Esri  
 Latitude: 34.93673  
 Longitude: -82.13675

	3 miles	7 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	12,881	64,812	159,943
2010 Total Population	15,050	82,657	203,682
2016 Total Population	16,318	89,685	221,537
2016 Group Quarters	65	362	2,207
2021 Total Population	17,341	95,669	237,095
2016-2021 Annual Rate	1.22%	1.30%	1.37%
<b>Household Summary</b>			
2000 Households	5,027	24,999	61,137
2000 Average Household Size	2.55	2.57	2.58
2010 Households	5,836	31,436	77,441
2010 Average Household Size	2.57	2.62	2.60
2016 Households	6,261	33,701	83,150
2016 Average Household Size	2.60	2.65	2.64
2021 Households	6,612	35,751	88,507
2021 Average Household Size	2.61	2.67	2.65
2016-2021 Annual Rate	1.10%	1.19%	1.26%
2010 Families	4,105	22,608	55,545
2010 Average Family Size	3.07	3.09	3.08
2016 Families	4,355	23,961	58,936
2016 Average Family Size	3.12	3.15	3.14
2021 Families	4,576	25,272	62,388
2021 Average Family Size	3.15	3.17	3.17
2016-2021 Annual Rate	0.99%	1.07%	1.14%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,523	27,134	66,325
Owner Occupied Housing Units	63.2%	69.4%	67.6%
Renter Occupied Housing Units	27.8%	22.7%	24.6%
Vacant Housing Units	9.0%	7.9%	7.8%
2010 Housing Units	6,495	35,050	85,138
Owner Occupied Housing Units	63.0%	65.3%	65.3%
Renter Occupied Housing Units	26.9%	24.4%	25.7%
Vacant Housing Units	10.1%	10.3%	9.0%
2016 Housing Units	6,941	37,081	90,478
Owner Occupied Housing Units	61.6%	64.6%	64.3%
Renter Occupied Housing Units	28.5%	26.3%	27.6%
Vacant Housing Units	9.8%	9.1%	8.1%
2021 Housing Units	7,320	39,092	95,720
Owner Occupied Housing Units	62.4%	65.2%	64.7%
Renter Occupied Housing Units	28.0%	26.3%	27.8%
Vacant Housing Units	9.7%	8.5%	7.5%
<b>Median Household Income</b>			
2016	\$40,693	\$48,423	\$52,047
2021	\$41,554	\$52,692	\$56,950
<b>Median Home Value</b>			
2016	\$112,816	\$145,009	\$156,637
2021	\$142,541	\$179,408	\$192,352
<b>Per Capita Income</b>			
2016	\$20,158	\$23,646	\$26,434
2021	\$21,287	\$25,691	\$28,726
<b>Median Age</b>			
2010	37.0	37.0	37.1
2016	38.3	38.0	38.1
2021	39.6	38.8	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.



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<b>2016 Households by Income</b>			
Household Income Base	6,261	33,701	83,150
<\$15,000	18.1%	13.6%	11.9%
\$15,000 - \$24,999	13.8%	12.5%	11.3%
\$25,000 - \$34,999	11.1%	10.8%	11.0%
\$35,000 - \$49,999	15.3%	14.3%	13.6%
\$50,000 - \$74,999	20.9%	19.3%	19.0%
\$75,000 - \$99,999	10.6%	11.6%	11.9%
\$100,000 - \$149,999	8.0%	12.5%	13.5%
\$150,000 - \$199,999	1.1%	3.4%	4.4%
\$200,000+	1.2%	2.0%	3.5%
Average Household Income	\$51,770	\$62,369	\$69,627
<b>2021 Households by Income</b>			
Household Income Base	6,612	35,751	88,507
<\$15,000	18.4%	13.4%	11.7%
\$15,000 - \$24,999	16.5%	14.1%	12.6%
\$25,000 - \$34,999	9.0%	8.1%	8.1%
\$35,000 - \$49,999	12.0%	11.4%	10.8%
\$50,000 - \$74,999	20.5%	19.1%	18.8%
\$75,000 - \$99,999	11.3%	12.1%	12.6%
\$100,000 - \$149,999	9.5%	15.1%	16.4%
\$150,000 - \$199,999	1.4%	4.3%	5.3%
\$200,000+	1.4%	2.3%	3.8%
Average Household Income	\$55,020	\$68,167	\$76,171
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	4,279	23,945	58,158
<\$50,000	16.2%	11.6%	9.8%
\$50,000 - \$99,999	27.2%	18.7%	15.7%
\$100,000 - \$149,999	25.8%	21.8%	22.2%
\$150,000 - \$199,999	17.7%	19.9%	17.5%
\$200,000 - \$249,999	7.1%	10.4%	9.9%
\$250,000 - \$299,999	2.0%	5.3%	6.9%
\$300,000 - \$399,999	2.2%	6.8%	8.6%
\$400,000 - \$499,999	1.2%	3.0%	4.1%
\$500,000 - \$749,999	0.4%	1.8%	3.7%
\$750,000 - \$999,999	0.0%	0.2%	0.9%
\$1,000,000 +	0.3%	0.4%	0.7%
Average Home Value	\$127,670	\$172,294	\$201,695
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	4,566	25,478	61,888
<\$50,000	11.8%	8.2%	6.8%
\$50,000 - \$99,999	21.3%	12.5%	10.5%
\$100,000 - \$149,999	19.8%	16.1%	15.4%
\$150,000 - \$199,999	21.7%	22.5%	20.4%
\$200,000 - \$249,999	13.9%	16.0%	14.9%
\$250,000 - \$299,999	5.0%	9.5%	11.2%
\$300,000 - \$399,999	3.4%	8.0%	9.2%
\$400,000 - \$499,999	1.9%	3.5%	4.5%
\$500,000 - \$749,999	0.8%	3.1%	5.2%
\$750,000 - \$999,999	0.0%	0.3%	1.2%
\$1,000,000 +	0.4%	0.5%	0.7%
Average Home Value	\$156,609	\$204,184	\$233,267

**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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<b>2010 Population by Age</b>			
Total	15,048	82,656	203,683
0 - 4	7.1%	7.4%	7.1%
5 - 9	6.8%	7.0%	7.1%
10 - 14	7.1%	7.2%	7.2%
15 - 24	13.0%	12.6%	12.8%
25 - 34	13.2%	13.1%	12.8%
35 - 44	14.2%	14.4%	14.2%
45 - 54	14.2%	14.7%	14.7%
55 - 64	11.2%	11.6%	11.8%
65 - 74	7.6%	7.2%	7.1%
75 - 84	4.1%	3.6%	3.6%
85 +	1.5%	1.2%	1.4%
18 +	74.8%	74.2%	74.2%
<b>2016 Population by Age</b>			
Total	16,317	89,685	221,536
0 - 4	6.7%	6.9%	6.7%
5 - 9	6.9%	7.2%	7.0%
10 - 14	6.6%	6.9%	7.0%
15 - 24	12.0%	11.7%	12.1%
25 - 34	13.3%	13.4%	13.2%
35 - 44	13.7%	13.4%	13.3%
45 - 54	13.9%	14.0%	13.8%
55 - 64	12.4%	12.5%	12.6%
65 - 74	8.7%	8.8%	8.8%
75 - 84	4.3%	3.9%	4.0%
85 +	1.5%	1.3%	1.5%
18 +	76.1%	75.3%	75.5%
<b>2021 Population by Age</b>			
Total	17,339	95,671	237,094
0 - 4	6.4%	6.6%	6.5%
5 - 9	6.7%	6.9%	6.8%
10 - 14	7.1%	7.4%	7.2%
15 - 24	11.2%	11.1%	11.4%
25 - 34	12.4%	12.6%	12.9%
35 - 44	13.3%	13.7%	13.5%
45 - 54	13.5%	13.1%	12.9%
55 - 64	13.1%	12.8%	12.8%
65 - 74	9.7%	9.7%	9.7%
75 - 84	4.9%	4.7%	4.8%
85 +	1.5%	1.4%	1.6%
18 +	75.9%	75.2%	75.6%
<b>2010 Population by Sex</b>			
Males	7,187	40,275	98,732
Females	7,863	42,382	104,950
<b>2016 Population by Sex</b>			
Males	7,855	43,867	107,675
Females	8,463	45,817	113,863
<b>2021 Population by Sex</b>			
Males	8,406	46,918	115,471
Females	8,934	48,752	121,624

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<b>2010 Population by Race/Ethnicity</b>			
Total	15,049	82,657	203,683
White Alone	72.4%	75.9%	75.0%
Black Alone	21.0%	15.5%	15.9%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.1%	2.1%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	4.4%	4.0%
Two or More Races	1.9%	1.8%	1.8%
Hispanic Origin	6.4%	8.8%	8.2%
Diversity Index	50.0	49.6	49.9
<b>2016 Population by Race/Ethnicity</b>			
Total	16,317	89,685	221,537
White Alone	71.0%	74.3%	73.6%
Black Alone	21.1%	15.6%	15.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.4%	2.5%	3.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.7%	5.0%	4.5%
Two or More Races	2.4%	2.3%	2.3%
Hispanic Origin	7.4%	10.0%	9.3%
Diversity Index	52.7	52.6	52.7
<b>2021 Population by Race/Ethnicity</b>			
Total	17,341	95,669	237,094
White Alone	69.5%	72.7%	72.2%
Black Alone	21.1%	15.6%	15.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.7%	2.9%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.5%	5.8%	5.1%
Two or More Races	3.0%	2.7%	2.7%
Hispanic Origin	8.7%	11.5%	10.6%
Diversity Index	55.6	55.8	55.6
<b>2010 Population by Relationship and Household Type</b>			
Total	15,050	82,657	203,682
In Households	99.6%	99.6%	98.9%
In Family Households	86.0%	86.7%	86.0%
Householder	27.5%	27.5%	27.3%
Spouse	18.6%	20.2%	20.4%
Child	33.5%	33.0%	32.7%
Other relative	4.0%	3.9%	3.7%
Nonrelative	2.4%	2.2%	1.9%
In Nonfamily Households	13.5%	12.9%	12.9%
In Group Quarters	0.4%	0.4%	1.1%
Institutionalized Population	0.2%	0.2%	0.7%
Noninstitutionalized Population	0.2%	0.2%	0.3%

**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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<b>2016 Population 25+ by Educational Attainment</b>			
Total	11,058	60,379	148,968
Less than 9th Grade	4.4%	4.7%	4.4%
9th - 12th Grade, No Diploma	9.1%	7.9%	7.4%
High School Graduate	27.6%	24.8%	23.1%
GED/Alternative Credential	7.1%	5.6%	4.7%
Some College, No Degree	24.4%	21.5%	20.4%
Associate Degree	9.8%	9.8%	9.4%
Bachelor's Degree	13.7%	17.2%	20.0%
Graduate/Professional Degree	3.9%	8.5%	10.5%
<b>2016 Population 15+ by Marital Status</b>			
Total	13,016	70,911	175,727
Never Married	28.6%	28.0%	28.6%
Married	54.6%	55.3%	55.1%
Widowed	6.3%	5.5%	5.9%
Divorced	10.4%	11.3%	10.4%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.0%	95.5%	95.6%
Civilian Unemployed	5.1%	4.5%	4.4%
<b>2016 Employed Population 16+ by Industry</b>			
Total	7,898	44,761	108,612
Agriculture/Mining	0.8%	0.6%	0.6%
Construction	5.8%	7.1%	6.6%
Manufacturing	22.6%	21.1%	19.7%
Wholesale Trade	2.9%	4.1%	4.4%
Retail Trade	17.6%	13.3%	12.7%
Transportation/Utilities	5.7%	4.7%	4.4%
Information	1.0%	1.5%	1.7%
Finance/Insurance/Real Estate	1.9%	4.2%	4.5%
Services	37.4%	40.5%	42.7%
Public Administration	4.2%	2.8%	2.7%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	7,896	44,762	108,613
White Collar	52.8%	58.0%	59.8%
Management/Business/Financial	9.8%	13.4%	14.7%
Professional	14.9%	19.6%	20.8%
Sales	14.0%	11.5%	12.1%
Administrative Support	14.1%	13.4%	12.2%
Services	17.6%	14.5%	15.4%
Blue Collar	29.5%	27.5%	24.8%
Farming/Forestry/Fishing	0.7%	0.5%	0.4%
Construction/Extraction	4.2%	5.5%	5.0%
Installation/Maintenance/Repair	2.6%	2.9%	2.7%
Production	14.3%	11.1%	10.1%
Transportation/Material Moving	7.7%	7.5%	6.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,050	82,657	203,682
Population Inside Urbanized Area	90.4%	84.6%	88.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	9.6%	15.4%	12.0%

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<b>2010 Households by Type</b>			
Total	5,837	31,436	77,441
Households with 1 Person	25.4%	23.6%	23.6%
Households with 2+ People	74.6%	76.4%	76.4%
Family Households	70.3%	71.9%	71.7%
Husband-wife Families	47.5%	52.8%	53.6%
With Related Children	21.0%	24.0%	24.6%
Other Family (No Spouse Present)	22.8%	19.1%	18.1%
Other Family with Male Householder	5.5%	5.1%	4.7%
With Related Children	2.9%	2.9%	2.7%
Other Family with Female Householder	17.3%	13.9%	13.4%
With Related Children	11.4%	9.3%	9.0%
Nonfamily Households	4.2%	4.5%	4.6%
All Households with Children	35.5%	36.6%	36.7%
Multigenerational Households	5.2%	4.5%	4.2%
Unmarried Partner Households	5.9%	5.8%	5.4%
Male-female	5.2%	5.1%	4.7%
Same-sex	0.7%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	5,836	31,436	77,442
1 Person Household	25.4%	23.6%	23.6%
2 Person Household	33.5%	33.7%	34.0%
3 Person Household	17.8%	18.0%	17.5%
4 Person Household	13.7%	14.5%	14.6%
5 Person Household	5.8%	6.3%	6.4%
6 Person Household	2.3%	2.4%	2.4%
7 + Person Household	1.5%	1.5%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,836	31,436	77,441
Owner Occupied	70.1%	72.8%	71.8%
Owned with a Mortgage/Loan	48.2%	52.7%	52.5%
Owned Free and Clear	21.9%	20.0%	19.3%
Renter Occupied	29.9%	27.2%	28.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,495	35,050	85,138
Housing Units Inside Urbanized Area	90.3%	85.0%	88.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	9.7%	15.0%	11.8%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Middleburg (4C)	Middleburg (4C)
<b>2.</b>	Traditional Living (12B)	Southern Satellites (10A)	Southern Satellites (10A)
<b>3.</b>	Heartland Communities	Salt of the Earth (6B)	Green Acres (6A)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,306,842	\$54,316,682	\$149,878,431
Average Spent	\$1,326.76	\$1,611.72	\$1,802.51
Spending Potential Index	66	80	90
Education: Total \$	\$5,118,563	\$34,762,531	\$99,749,682
Average Spent	\$817.53	\$1,031.50	\$1,199.64
Spending Potential Index	58	73	85
Entertainment/Recreation: Total \$	\$12,701,378	\$80,826,796	\$220,950,625
Average Spent	\$2,028.65	\$2,398.35	\$2,657.25
Spending Potential Index	70	82	91
Food at Home: Total \$	\$22,476,534	\$139,696,227	\$378,714,598
Average Spent	\$3,589.93	\$4,145.17	\$4,554.60
Spending Potential Index	72	83	91
Food Away from Home: Total \$	\$13,091,202	\$85,129,120	\$233,433,755
Average Spent	\$2,090.91	\$2,526.01	\$2,807.38
Spending Potential Index	68	82	91
Health Care: Total \$	\$24,772,285	\$152,107,827	\$408,986,407
Average Spent	\$3,956.60	\$4,513.45	\$4,918.66
Spending Potential Index	75	85	93
HH Furnishings & Equipment: Total \$	\$7,502,181	\$48,658,487	\$133,626,511
Average Spent	\$1,198.24	\$1,443.83	\$1,607.05
Spending Potential Index	68	82	91
Personal Care Products & Services: Total \$	\$3,072,982	\$19,880,209	\$54,716,203
Average Spent	\$490.81	\$589.90	\$658.04
Spending Potential Index	67	81	90
Shelter: Total \$	\$60,746,557	\$405,782,094	\$1,135,085,909
Average Spent	\$9,702.37	\$12,040.65	\$13,651.06
Spending Potential Index	62	77	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,401,118	\$65,534,751	\$178,333,807
Average Spent	\$1,661.26	\$1,944.59	\$2,144.72
Spending Potential Index	72	84	92
Travel: Total \$	\$7,369,714	\$49,091,183	\$137,387,981
Average Spent	\$1,177.08	\$1,456.67	\$1,652.29
Spending Potential Index	63	78	89
Vehicle Maintenance & Repairs: Total \$	\$4,652,019	\$29,024,250	\$78,861,709
Average Spent	\$743.02	\$861.23	\$948.43
Spending Potential Index	72	83	92

**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.