



Market Profile

1600 Chesterfield Hwy, Cheraw, South Carolina, 29520
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.70100
Longitude: -79.93951

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	8,800	12,141	22,057
2010 Total Population	9,199	12,710	22,686
2021 Total Population	9,037	12,600	22,962
2021 Group Quarters	391	453	535
2026 Total Population	8,991	12,567	22,996
2021-2026 Annual Rate	-0.10%	-0.05%	0.03%
2021 Total Daytime Population	10,894	14,773	23,742
Workers	5,285	7,145	10,395
Residents	5,609	7,628	13,347
Household Summary			
2000 Households	3,453	4,747	8,616
2000 Average Household Size	2.44	2.47	2.51
2010 Households	3,633	4,999	9,026
2010 Average Household Size	2.42	2.45	2.45
2021 Households	3,576	4,969	9,189
2021 Average Household Size	2.42	2.44	2.44
2026 Households	3,558	4,958	9,217
2026 Average Household Size	2.42	2.44	2.44
2021-2026 Annual Rate	-0.10%	-0.04%	0.06%
2010 Families	2,425	3,355	6,150
2010 Average Family Size	2.98	3.01	2.98
2021 Families	2,339	3,268	6,139
2021 Average Family Size	2.99	3.02	2.99
2026 Families	2,314	3,242	6,123
2026 Average Family Size	3.00	3.03	2.99
2021-2026 Annual Rate	-0.21%	-0.16%	-0.05%
Housing Unit Summary			
2000 Housing Units	3,761	5,256	9,673
Owner Occupied Housing Units	63.4%	63.6%	66.9%
Renter Occupied Housing Units	28.5%	26.7%	22.1%
Vacant Housing Units	8.2%	9.7%	10.9%
2010 Housing Units	4,066	5,695	10,441
Owner Occupied Housing Units	57.8%	58.1%	61.8%
Renter Occupied Housing Units	31.5%	29.7%	24.7%
Vacant Housing Units	10.6%	12.2%	13.6%
2021 Housing Units	4,118	5,808	10,803
Owner Occupied Housing Units	52.8%	53.5%	57.9%
Renter Occupied Housing Units	34.0%	32.1%	27.1%
Vacant Housing Units	13.2%	14.4%	14.9%
2026 Housing Units	4,173	5,896	10,989
Owner Occupied Housing Units	51.8%	52.6%	57.3%
Renter Occupied Housing Units	33.4%	31.4%	26.5%
Vacant Housing Units	14.7%	15.9%	16.1%
Median Household Income			
2021	\$39,499	\$40,900	\$42,714
2026	\$41,297	\$43,096	\$45,786
Median Home Value			
2021	\$112,973	\$109,666	\$94,629
2026	\$120,294	\$117,605	\$102,751
Per Capita Income			
2021	\$22,376	\$22,526	\$22,465
2026	\$24,033	\$24,278	\$24,313
Median Age			
2010	41.0	41.0	41.1
2021	43.5	43.8	44.0
2026	44.3	44.8	45.5

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.

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



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2021 Households by Income			
Household Income Base	3,576	4,969	9,189
<\$15,000	19.7%	18.9%	18.1%
\$15,000 - \$24,999	18.3%	17.7%	14.2%
\$25,000 - \$34,999	6.7%	6.7%	9.4%
\$35,000 - \$49,999	14.3%	14.2%	14.0%
\$50,000 - \$74,999	18.0%	18.6%	20.4%
\$75,000 - \$99,999	9.1%	9.3%	10.4%
\$100,000 - \$149,999	8.9%	10.1%	9.5%
\$150,000 - \$199,999	2.2%	2.2%	2.2%
\$200,000+	2.8%	2.4%	1.8%
Average Household Income	\$56,487	\$56,588	\$55,884
2026 Households by Income			
Household Income Base	3,558	4,958	9,217
<\$15,000	18.5%	17.7%	16.7%
\$15,000 - \$24,999	17.9%	17.3%	13.8%
\$25,000 - \$34,999	6.8%	6.9%	9.3%
\$35,000 - \$49,999	13.6%	13.2%	13.1%
\$50,000 - \$74,999	18.4%	19.1%	21.1%
\$75,000 - \$99,999	9.6%	9.8%	11.2%
\$100,000 - \$149,999	9.5%	10.8%	10.3%
\$150,000 - \$199,999	2.8%	2.8%	2.7%
\$200,000+	2.8%	2.4%	1.8%
Average Household Income	\$60,702	\$60,977	\$60,394
2021 Owner Occupied Housing Units by Value			
Total	2,175	3,107	6,259
<\$50,000	14.7%	16.1%	22.1%
\$50,000 - \$99,999	28.3%	29.1%	31.2%
\$100,000 - \$149,999	26.8%	24.6%	19.2%
\$150,000 - \$199,999	14.3%	13.8%	13.0%
\$200,000 - \$249,999	2.2%	4.1%	3.4%
\$250,000 - \$299,999	3.6%	3.3%	2.9%
\$300,000 - \$399,999	6.8%	6.5%	5.5%
\$400,000 - \$499,999	1.1%	0.8%	0.9%
\$500,000 - \$749,999	1.8%	1.6%	1.2%
\$750,000 - \$999,999	0.0%	0.0%	0.3%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$143,031	\$138,784	\$127,713
2026 Owner Occupied Housing Units by Value			
Total	2,163	3,104	6,300
<\$50,000	12.8%	14.0%	19.4%
\$50,000 - \$99,999	26.4%	27.3%	29.6%
\$100,000 - \$149,999	26.8%	24.6%	19.5%
\$150,000 - \$199,999	13.7%	13.4%	13.0%
\$200,000 - \$249,999	2.2%	4.0%	3.4%
\$250,000 - \$299,999	4.2%	3.7%	3.3%
\$300,000 - \$399,999	9.9%	9.6%	8.1%
\$400,000 - \$499,999	1.6%	1.1%	1.4%
\$500,000 - \$749,999	2.4%	2.1%	1.8%
\$750,000 - \$999,999	0.0%	0.0%	0.3%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$155,799	\$151,482	\$141,630

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.

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2010 Population by Age			
Total	9,201	12,710	22,687
0 - 4	6.6%	6.4%	6.1%
5 - 9	6.5%	6.5%	6.3%
10 - 14	7.1%	7.1%	6.9%
15 - 24	12.7%	12.8%	12.7%
25 - 34	10.0%	9.9%	10.4%
35 - 44	12.5%	12.7%	13.0%
45 - 54	14.9%	15.1%	15.3%
55 - 64	13.2%	13.8%	14.3%
65 - 74	8.6%	8.5%	8.6%
75 - 84	5.8%	5.3%	4.8%
85 +	2.3%	2.0%	1.6%
18 +	75.4%	75.4%	76.0%
2021 Population by Age			
Total	9,038	12,600	22,963
0 - 4	5.8%	5.6%	5.4%
5 - 9	6.1%	6.0%	5.8%
10 - 14	5.8%	5.8%	5.8%
15 - 24	10.9%	10.8%	10.3%
25 - 34	12.6%	12.6%	12.7%
35 - 44	10.4%	10.5%	11.1%
45 - 54	12.2%	12.5%	12.9%
55 - 64	14.5%	14.7%	14.8%
65 - 74	12.3%	12.7%	13.2%
75 - 84	6.7%	6.4%	6.0%
85 +	2.8%	2.5%	2.0%
18 +	79.0%	79.2%	79.7%
2026 Population by Age			
Total	8,990	12,567	22,997
0 - 4	5.7%	5.5%	5.3%
5 - 9	5.8%	5.7%	5.5%
10 - 14	6.1%	6.0%	6.0%
15 - 24	10.7%	10.5%	10.3%
25 - 34	11.4%	11.3%	10.9%
35 - 44	11.1%	11.1%	11.4%
45 - 54	11.4%	11.6%	12.1%
55 - 64	13.6%	13.8%	14.3%
65 - 74	13.1%	13.6%	13.9%
75 - 84	8.2%	8.1%	8.0%
85 +	3.0%	2.6%	2.2%
18 +	79.1%	79.3%	79.7%
2010 Population by Sex			
Males	4,166	5,859	10,741
Females	5,033	6,851	11,945
2021 Population by Sex			
Males	4,111	5,841	10,934
Females	4,927	6,760	12,028
2026 Population by Sex			
Males	4,095	5,835	10,965
Females	4,896	6,732	12,031

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

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2010 Population by Race/Ethnicity			
Total	9,200	12,710	22,686
White Alone	50.9%	51.2%	55.7%
Black Alone	45.6%	45.3%	40.9%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	0.7%	0.7%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.5%
Two or More Races	1.6%	1.6%	1.5%
Hispanic Origin	1.0%	1.1%	1.1%
Diversity Index	54.3	54.2	53.2
2021 Population by Race/Ethnicity			
Total	9,037	12,601	22,963
White Alone	50.4%	51.0%	55.5%
Black Alone	44.6%	44.2%	39.9%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	1.3%	1.3%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.6%
Two or More Races	2.3%	2.2%	2.1%
Hispanic Origin	1.4%	1.4%	1.5%
Diversity Index	55.8	55.7	54.6
2026 Population by Race/Ethnicity			
Total	8,990	12,568	22,996
White Alone	50.1%	50.7%	55.2%
Black Alone	44.1%	43.6%	39.4%
American Indian Alone	0.8%	0.8%	1.0%
Asian Alone	1.6%	1.6%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.7%
Two or More Races	2.8%	2.7%	2.5%
Hispanic Origin	1.5%	1.6%	1.7%
Diversity Index	56.8	56.6	55.4
2010 Population by Relationship and Household Type			
Total	9,199	12,710	22,687
In Households	95.7%	96.4%	97.6%
In Family Households	81.0%	81.8%	83.3%
Householder	26.3%	26.6%	27.2%
Spouse	15.2%	15.7%	16.7%
Child	33.4%	33.4%	33.1%
Other relative	3.7%	3.8%	3.9%
Nonrelative	2.5%	2.4%	2.4%
In Nonfamily Households	14.7%	14.6%	14.3%
In Group Quarters	4.3%	3.6%	2.4%
Institutionalized Population	3.1%	2.3%	1.5%
Noninstitutionalized Population	1.1%	1.3%	0.9%

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.

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2021 Population 25+ by Educational Attainment			
Total	6,459	9,055	16,683
Less than 9th Grade	6.9%	6.4%	6.6%
9th - 12th Grade, No Diploma	16.6%	15.9%	14.2%
High School Graduate	31.6%	33.0%	34.3%
GED/Alternative Credential	3.2%	2.9%	3.4%
Some College, No Degree	15.4%	16.9%	18.2%
Associate Degree	9.0%	8.3%	8.8%
Bachelor's Degree	13.0%	12.6%	10.3%
Graduate/Professional Degree	4.4%	4.1%	4.2%
2021 Population 15+ by Marital Status			
Total	7,448	10,412	19,057
Never Married	34.9%	32.9%	31.1%
Married	47.1%	49.1%	49.8%
Widowed	8.9%	8.9%	9.1%
Divorced	9.1%	9.2%	10.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,842	5,538	10,490
Population 16+ Employed	89.6%	90.4%	91.8%
Population 16+ Unemployment rate	10.4%	9.6%	8.2%
Population 16-24 Employed	11.4%	10.1%	10.3%
Population 16-24 Unemployment rate	30.0%	33.3%	24.6%
Population 25-54 Employed	59.8%	60.2%	60.6%
Population 25-54 Unemployment rate	9.6%	8.1%	8.0%
Population 55-64 Employed	20.7%	20.4%	19.4%
Population 55-64 Unemployment rate	1.8%	1.4%	1.7%
Population 65+ Employed	8.1%	9.3%	9.6%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	3,442	5,006	9,626
Agriculture/Mining	0.7%	0.6%	1.1%
Construction	1.5%	3.1%	5.3%
Manufacturing	28.2%	28.7%	27.4%
Wholesale Trade	0.0%	0.2%	1.9%
Retail Trade	8.8%	8.6%	9.7%
Transportation/Utilities	3.5%	3.7%	4.6%
Information	0.9%	1.2%	0.9%
Finance/Insurance/Real Estate	4.8%	4.2%	2.6%
Services	42.4%	42.2%	39.7%
Public Administration	9.1%	7.4%	6.6%
2021 Employed Population 16+ by Occupation			
Total	3,440	5,008	9,628
White Collar	50.2%	50.0%	48.5%
Management/Business/Financial	11.4%	11.6%	10.4%
Professional	22.9%	22.0%	19.7%
Sales	6.4%	6.3%	6.7%
Administrative Support	9.4%	10.1%	11.7%
Services	17.0%	16.8%	16.5%
Blue Collar	32.7%	33.2%	35.0%
Farming/Forestry/Fishing	1.5%	1.1%	1.1%
Construction/Extraction	1.6%	3.1%	4.3%
Installation/Maintenance/Repair	2.4%	3.4%	5.4%
Production	22.1%	20.3%	17.0%
Transportation/Material Moving	5.2%	5.3%	7.1%

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2010 Households by Type			
Total	3,633	4,999	9,026
Households with 1 Person	29.9%	29.5%	28.5%
Households with 2+ People	70.1%	70.5%	71.5%
Family Households	66.7%	67.1%	68.1%
Husband-wife Families	38.5%	39.5%	41.9%
With Related Children	15.0%	15.4%	16.5%
Other Family (No Spouse Present)	28.3%	27.6%	26.2%
Other Family with Male Householder	4.6%	4.7%	5.3%
With Related Children	2.6%	2.6%	2.8%
Other Family with Female Householder	23.7%	22.9%	20.9%
With Related Children	16.2%	15.5%	13.7%
Nonfamily Households	3.4%	3.4%	3.4%
All Households with Children	34.1%	33.8%	33.4%
Multigenerational Households	5.9%	6.0%	5.9%
Unmarried Partner Households	5.8%	5.6%	5.7%
Male-female	5.3%	5.2%	5.3%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	3,634	5,000	9,026
1 Person Household	29.9%	29.5%	28.5%
2 Person Household	31.7%	32.1%	32.6%
3 Person Household	18.6%	18.4%	18.4%
4 Person Household	11.4%	11.4%	12.0%
5 Person Household	5.2%	5.3%	5.2%
6 Person Household	1.8%	1.9%	2.0%
7 + Person Household	1.5%	1.4%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,633	4,999	9,026
Owner Occupied	64.7%	66.2%	71.4%
Owned with a Mortgage/Loan	36.9%	36.8%	36.9%
Owned Free and Clear	27.9%	29.4%	34.6%
Renter Occupied	35.3%	33.8%	28.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	210	223	269
Percent of Income for Mortgage	12.0%	11.2%	9.3%
Wealth Index	50	49	47
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,066	5,695	10,441
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	73.1%	63.4%	35.3%
Rural Housing Units	26.9%	36.6%	64.7%
2010 Population By Urban/ Rural Status			
Total Population	9,199	12,710	22,686
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	72.8%	62.9%	35.9%
Rural Population	27.2%	37.1%	64.1%

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.	Small Town Simplicity (12C)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Rural Bypasses (10E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
3.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,675,222	\$6,464,322	\$11,660,251
Average Spent	\$1,307.39	\$1,300.93	\$1,268.94
Spending Potential Index	62	61	60
Education: Total \$	\$3,169,669	\$4,333,863	\$7,575,018
Average Spent	\$886.37	\$872.18	\$824.36
Spending Potential Index	51	51	48
Entertainment/Recreation: Total \$	\$7,712,106	\$10,811,420	\$20,013,872
Average Spent	\$2,156.63	\$2,175.77	\$2,178.03
Spending Potential Index	67	67	67
Food at Home: Total \$	\$13,305,675	\$18,683,315	\$34,950,522
Average Spent	\$3,720.83	\$3,759.97	\$3,803.52
Spending Potential Index	68	69	70
Food Away from Home: Total \$	\$8,505,802	\$11,837,975	\$21,781,629
Average Spent	\$2,378.58	\$2,382.37	\$2,370.40
Spending Potential Index	63	63	62
Health Care: Total \$	\$15,821,476	\$22,264,027	\$41,690,729
Average Spent	\$4,424.35	\$4,480.59	\$4,537.03
Spending Potential Index	71	72	73
HH Furnishings & Equipment: Total \$	\$5,072,665	\$7,083,540	\$13,087,331
Average Spent	\$1,418.53	\$1,425.55	\$1,424.24
Spending Potential Index	63	63	63
Personal Care Products & Services: Total \$	\$1,964,928	\$2,714,782	\$4,871,411
Average Spent	\$549.48	\$546.34	\$530.14
Spending Potential Index	61	61	59
Shelter: Total \$	\$40,658,690	\$55,809,685	\$98,241,966
Average Spent	\$11,369.88	\$11,231.57	\$10,691.26
Spending Potential Index	56	56	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,547,707	\$7,779,427	\$14,645,792
Average Spent	\$1,551.37	\$1,565.59	\$1,593.84
Spending Potential Index	65	65	67
Travel: Total \$	\$5,014,568	\$6,923,882	\$12,360,773
Average Spent	\$1,402.28	\$1,393.42	\$1,345.17
Spending Potential Index	55	55	53
Vehicle Maintenance & Repairs: Total \$	\$2,783,946	\$3,924,250	\$7,414,322
Average Spent	\$778.51	\$789.75	\$806.87
Spending Potential Index	70	71	73

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.

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