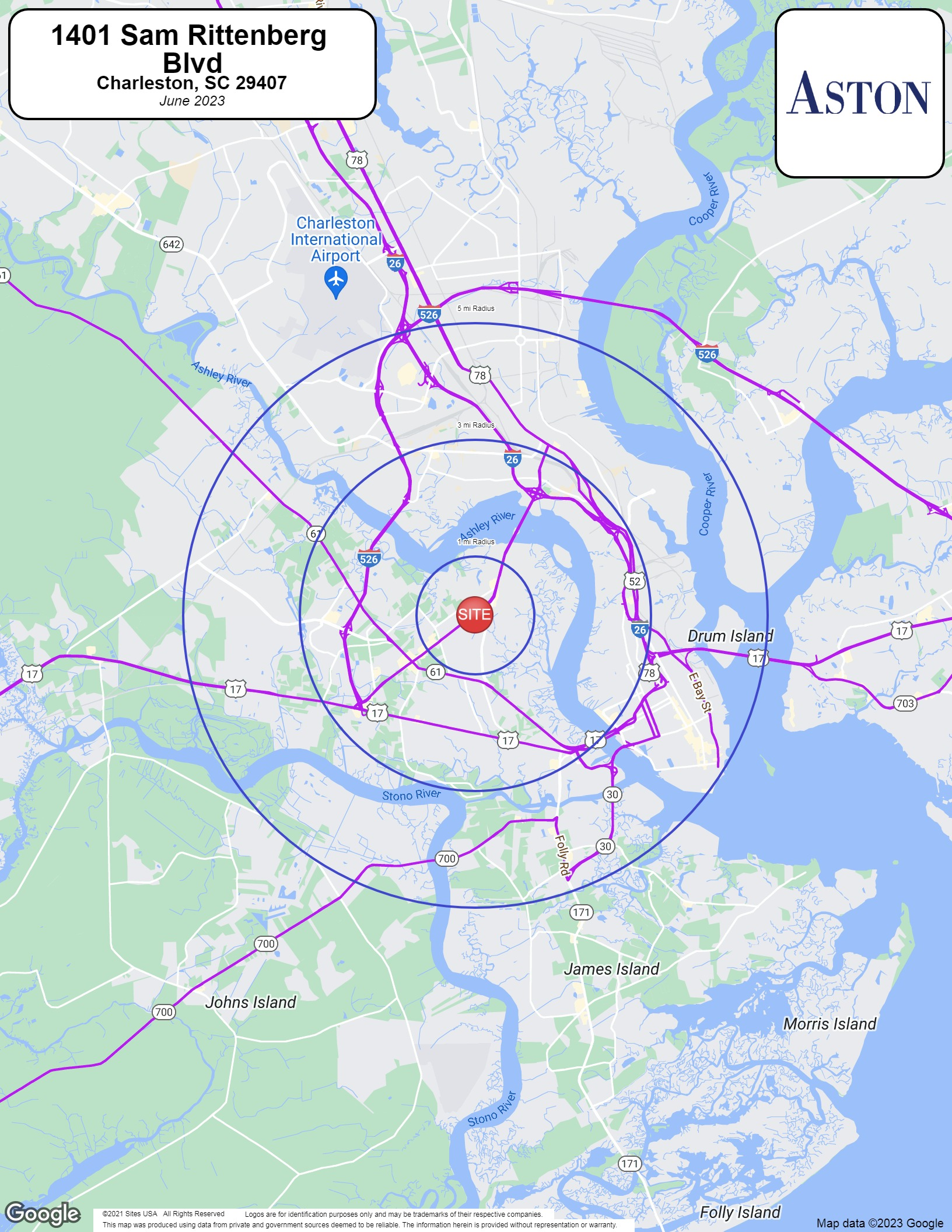


1401 Sam Rittenberg Blvd

Charleston, SC 29407

June 2023

ASTON



Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.8131/-79.9982

1401 Sam Rittenberg Blvd Charleston, SC 29407	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	9,172		60,989		143,377	
Projected Population (2028)	9,487		64,510		152,538	
Census Population (2020)	9,135		59,094		139,550	
Census Population (2010)	9,281		59,680		134,812	
Projected Annual Growth (2023 to 2028)	314	0.7%	3,521	1.2%	9,161	1.3%
Historical Annual Growth (2020 to 2023)	37	0.1%	1,895	1.1%	3,827	0.9%
Historical Annual Growth (2010 to 2020)	-146	-0.5%	-585	-0.3%	4,738	1.2%
Estimated Population Density (2023)	2,921 psm		2,158 psm		1,826 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	4,412		27,480		65,529	
Projected Households (2028)	4,545		29,117		69,682	
Census Households (2020)	4,350		26,255		62,909	
Census Households (2010)	4,298		25,363		56,928	
Estimated Households with Children (2023)	983	22.3%	6,286	22.9%	14,402	22.0%
Estimated Average Household Size (2023)	2.06		2.10		2.10	
Average Household Income						
Estimated Average Household Income (2023)	\$99,733		\$115,583		\$110,459	
Projected Average Household Income (2028)	\$98,495		\$112,754		\$107,402	
Estimated Average Family Income (2023)	\$119,713		\$128,440		\$136,664	
Median Household Income						
Estimated Median Household Income (2023)	\$75,203		\$76,851		\$76,758	
Projected Median Household Income (2028)	\$71,939		\$72,187		\$72,327	
Estimated Median Family Income (2023)	\$99,434		\$105,844		\$107,705	
Per Capita Income						
Estimated Per Capita Income (2023)	\$48,068		\$52,631		\$50,882	
Projected Per Capita Income (2028)	\$47,278		\$51,414		\$49,437	
Estimated Per Capita Income 5 Year Growth	-\$790	-1.6%	-\$1,217	-2.3%	-\$1,445	-2.8%
Estimated Average Household Net Worth (2023)	\$437,349		\$543,402		\$549,724	
Daytime Demos (2023)						
Total Businesses	377		3,718		9,240	
Total Employees	2,727		44,189		106,431	
Company Headquarter Businesses	7	1.9%	132	3.6%	352	3.8%
Company Headquarter Employees	197	7.2%	9,741	22.0%	19,246	18.1%
Employee Population per Business	7.2		11.9		11.5	
Residential Population per Business	24.3		16.4		15.5	

Expanded Profile

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1401 Sam Rittenberg Blvd Charleston, SC 29407		1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity							
White (2023)	6,084	66.3%	35,030	57.4%	85,634	59.7%	
Black or African American (2023)	2,251	24.5%	20,048	32.9%	44,332	30.9%	
American Indian or Alaska Native (2023)	9	0.1%	85	0.1%	236	0.2%	
Asian (2023)	252	2.7%	3,003	4.9%	6,245	4.4%	
Hawaiian or Pacific Islander (2023)	19	0.2%	57	-	99	-	
Other Race (2023)	263	2.9%	815	1.3%	2,402	1.7%	
Two or More Races (2023)	294	3.2%	1,950	3.2%	4,430	3.1%	
Not Hispanic or Latino Population (2023)	8,635	94.1%	58,723	96.3%	137,192	95.7%	
Hispanic or Latino Population (2023)	537	5.9%	2,266	3.7%	6,185	4.3%	
Not Hispanic or Latino Population (2028)	8,937	94.2%	62,112	96.3%	145,956	95.7%	
Hispanic or Latino Population (2028)	550	5.8%	2,398	3.7%	6,582	4.3%	
Not Hispanic or Latino Population (2020)	8,443	92.4%	56,393	95.4%	132,056	94.6%	
Hispanic or Latino Population (2020)	693	7.6%	2,701	4.6%	7,494	5.4%	
Not Hispanic or Latino Population (2010)	8,888	95.8%	57,924	97.1%	129,579	96.1%	
Hispanic or Latino Population (2010)	393	4.2%	1,756	2.9%	5,233	3.9%	
Projected Hispanic Annual Growth (2023 to 2028)	13	0.5%	132	1.2%	397	1.3%	
Historic Hispanic Annual Growth (2010 to 2023)	144	2.8%	510	2.2%	953	1.4%	
Age Distribution (2023)							
Age Under 5	489	5.3%	3,344	5.5%	7,978	5.6%	
Age 5 to 9 Years	457	5.0%	2,992	4.9%	6,954	4.9%	
Age 10 to 14 Years	424	4.6%	2,890	4.7%	6,772	4.7%	
Age 15 to 19 Years	413	4.5%	3,372	5.5%	9,003	6.3%	
Age 20 to 24 Years	510	5.6%	4,913	8.1%	12,654	8.8%	
Age 25 to 29 Years	702	7.7%	5,237	8.6%	12,496	8.7%	
Age 30 to 34 Years	663	7.2%	5,309	8.7%	12,195	8.5%	
Age 35 to 39 Years	647	7.1%	4,424	7.3%	9,970	7.0%	
Age 40 to 44 Years	548	6.0%	3,491	5.7%	7,993	5.6%	
Age 45 to 49 Years	499	5.4%	2,931	4.8%	6,929	4.8%	
Age 50 to 54 Years	527	5.7%	3,323	5.4%	7,761	5.4%	
Age 55 to 59 Years	622	6.8%	3,680	6.0%	8,722	6.1%	
Age 60 to 64 Years	604	6.6%	3,729	6.1%	8,865	6.2%	
Age 65 to 74 Years	1,140	12.4%	6,493	10.6%	14,973	10.4%	
Age 75 to 84 Years	709	7.7%	3,572	5.9%	7,487	5.2%	
Age 85 Years or Over	217	2.4%	1,288	2.1%	2,625	1.8%	
Median Age	42.2		37.6		36.5		
Gender Age Distribution (2023)							
Female Population	4,744	51.7%	30,916	50.7%	74,077	51.7%	
Age 0 to 19 Years	899	18.9%	6,013	19.4%	15,345	20.7%	
Age 20 to 64 Years	2,662	56.1%	18,251	59.0%	44,409	60.0%	
Age 65 Years or Over	1,183	24.9%	6,652	21.5%	14,323	19.3%	
Female Median Age	43.9		39.8		37.7		
Male Population	4,428	48.3%	30,073	49.3%	69,300	48.3%	
Age 0 to 19 Years	884	20.0%	6,586	21.9%	15,363	22.2%	
Age 20 to 64 Years	2,660	60.1%	18,786	62.5%	43,176	62.3%	
Age 65 Years or Over	883	19.9%	4,701	15.6%	10,762	15.5%	
Male Median Age	40.2		35.7		35.5		

Expanded Profile

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Household Income Distribution (2023)						
HH Income \$200,000 or More	383	8.7%	3,401	12.4%	8,255	12.6%
HH Income \$150,000 to \$199,999	281	6.4%	2,047	7.4%	5,208	7.9%
HH Income \$100,000 to \$149,999	698	15.8%	4,431	16.1%	10,243	15.6%
HH Income \$75,000 to \$99,999	694	15.7%	3,028	11.0%	6,753	10.3%
HH Income \$50,000 to \$74,999	855	19.4%	4,667	17.0%	10,280	15.7%
HH Income \$35,000 to \$49,999	616	14.0%	3,143	11.4%	7,346	11.2%
HH Income \$25,000 to \$34,999	316	7.2%	1,970	7.2%	4,764	7.3%
HH Income \$15,000 to \$24,999	268	6.1%	2,000	7.3%	5,082	7.8%
HH Income Under \$15,000	302	6.8%	2,794	10.2%	7,598	11.6%
HH Income \$35,000 or More	3,527	79.9%	20,717	75.4%	48,085	73.4%
HH Income \$75,000 or More	2,056	46.6%	12,907	47.0%	30,459	46.5%
Housing (2023)						
Total Housing Units	4,936		30,895		74,806	
Housing Units Occupied	4,412	89.4%	27,480	88.9%	65,529	87.6%
Housing Units Owner-Occupied	2,459	55.7%	14,644	53.3%	33,483	51.1%
Housing Units, Renter-Occupied	1,953	44.3%	12,836	46.7%	32,046	48.9%
Housing Units, Vacant	524	11.9%	3,414	12.4%	9,277	14.2%
Marital Status (2023)						
Never Married	2,927	37.5%	21,861	42.2%	54,664	44.9%
Currently Married	3,051	39.1%	18,337	35.4%	41,042	33.7%
Separated	415	5.3%	2,425	4.7%	5,562	4.6%
Widowed	533	6.8%	3,376	6.5%	6,382	5.2%
Divorced	877	11.2%	5,765	11.1%	14,021	11.5%
Household Type (2023)						
Population Family	6,466	70.5%	40,491	66.4%	93,647	65.3%
Population Non-Family	2,630	28.7%	17,300	28.4%	43,991	30.7%
Population Group Quarters	76	0.8%	3,198	5.2%	5,739	4.0%
Family Households	2,311	52.4%	13,998	50.9%	32,482	49.6%
Non-Family Households	2,101	47.6%	13,482	49.1%	33,048	50.4%
Married Couple with Children	576	18.9%	2,980	16.2%	6,620	16.1%
Average Family Household Size	2.8		2.9		2.9	
Household Size (2023)						
1 Person Households	1,704	38.6%	10,733	39.1%	25,160	38.4%
2 Person Households	1,633	37.0%	9,429	34.3%	22,757	34.7%
3 Person Households	552	12.5%	3,696	13.5%	8,987	13.7%
4 Person Households	341	7.7%	2,217	8.1%	5,216	8.0%
5 Person Households	126	2.9%	894	3.3%	2,165	3.3%
6 or More Person Households	55	1.2%	512	1.9%	1,244	1.9%
Household Vehicles (2023)						
Households with 0 Vehicles Available	138	3.1%	1,979	7.2%	5,559	8.5%
Households with 1 Vehicles Available	1,986	45.0%	12,332	44.9%	28,332	43.2%
Households with 2 or More Vehicles Available	2,288	51.9%	13,169	47.9%	31,638	48.3%
Total Vehicles Available	7,309		43,095		102,171	
Average Vehicles Per Household	1.7		1.6		1.6	

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		7,726		51,196		120,296	
Estimated Civilian Employed		5,302	68.6%	31,991	62.5%	75,632	62.9%
Estimated Civilian Unemployed		195	2.5%	889	1.7%	2,303	1.9%
Estimated in Armed Forces		4	-	106	0.2%	369	0.3%
Estimated Not in Labor Force		2,225	28.8%	18,211	35.6%	41,991	34.9%
Unemployment Rate		2.5%		1.7%		1.9%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		5,302		31,991		75,632	
Management, Business, Financial Operations		783	14.8%	6,129	19.2%	15,416	20.4%
Professional, Related		1,511	28.5%	9,145	28.6%	20,284	26.8%
Service		1,228	23.2%	5,914	18.5%	14,067	18.6%
Sales, Office		822	15.5%	5,802	18.1%	14,111	18.7%
Farming, Fishing, Forestry		11	0.2%	83	0.3%	190	0.3%
Construct, Extraction, Maintenance		267	5.0%	1,653	5.2%	4,276	5.7%
Production, Transport Material Moving		680	12.8%	3,266	10.2%	7,288	9.6%
White Collar Workers		3,116	58.8%	21,076	65.9%	49,811	65.9%
Blue Collar Workers		2,186	41.2%	10,915	34.1%	25,821	34.1%
Consumer Expenditure (2023)							
Total Household Expenditure		\$308.6 M		\$2.13 B		\$4.91 B	
Total Non-Retail Expenditure		\$163.24 M	52.9%	\$1.13 B	53.1%	\$2.61 B	53.2%
Total Retail Expenditure		\$145.37 M	47.1%	\$996.73 M	46.9%	\$2.3 B	46.8%
Apparel		\$10.82 M	3.5%	\$75.53 M	3.6%	\$174.59 M	3.6%
Contributions		\$10.27 M	3.3%	\$72.47 M	3.4%	\$167.29 M	3.4%
Education		\$9.25 M	3.0%	\$68.6 M	3.2%	\$159.84 M	3.3%
Entertainment		\$17.47 M	5.7%	\$121.26 M	5.7%	\$279.84 M	5.7%
Food and Beverages		\$45.27 M	14.7%	\$310.27 M	14.6%	\$716.3 M	14.6%
Furnishings and Equipment		\$10.88 M	3.5%	\$75.16 M	3.5%	\$173.5 M	3.5%
Gifts		\$7.78 M	2.5%	\$55.58 M	2.6%	\$128.68 M	2.6%
Health Care		\$26.18 M	8.5%	\$176.46 M	8.3%	\$406.32 M	8.3%
Household Operations		\$12.18 M	3.9%	\$84.66 M	4.0%	\$195.4 M	4.0%
Miscellaneous Expenses		\$5.88 M	1.9%	\$40.56 M	1.9%	\$93.59 M	1.9%
Personal Care		\$4.15 M	1.3%	\$28.54 M	1.3%	\$65.9 M	1.3%
Personal Insurance		\$2.18 M	0.7%	\$15.27 M	0.7%	\$35.28 M	0.7%
Reading		\$682.75 K	0.2%	\$4.7 M	0.2%	\$10.85 M	0.2%
Shelter		\$65.06 M	21.1%	\$450.61 M	21.2%	\$1.04 B	21.2%
Tobacco		\$1.84 M	0.6%	\$12.18 M	0.6%	\$28.17 M	0.6%
Transportation		\$56.09 M	18.2%	\$382.53 M	18.0%	\$881.61 M	17.9%
Utilities		\$22.62 M	7.3%	\$152.58 M	7.2%	\$351.76 M	7.2%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		6,879		43,477		100,016	
Elementary (Grade Level 0 to 8)		93	1.3%	783	1.8%	1,769	1.8%
Some High School (Grade Level 9 to 11)		284	4.1%	2,415	5.6%	5,418	5.4%
High School Graduate		1,395	20.3%	10,049	23.1%	21,850	21.8%
Some College		1,316	19.1%	6,798	15.6%	15,265	15.3%
Associate Degree Only		557	8.1%	3,716	8.5%	8,149	8.1%
Bachelor Degree Only		2,063	30.0%	12,438	28.6%	29,191	29.2%
Graduate Degree		1,172	17.0%	7,277	16.7%	18,374	18.4%

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Units In Structure (2023)							
1 Detached Unit	2,510	58.4%	15,967	63.0%	34,477	60.6%	
1 Attached Unit	140	3.3%	883	3.5%	3,307	5.8%	
2 to 4 Units	203	4.7%	2,502	9.9%	8,401	14.8%	
5 to 9 Units	473	11.0%	2,845	11.2%	6,560	11.5%	
10 to 19 Units	257	6.0%	1,694	6.7%	4,286	7.5%	
20 to 49 Units	132	3.1%	875	3.4%	2,198	3.9%	
50 or More Units	447	10.4%	1,991	7.9%	4,552	8.0%	
Mobile Home or Trailer	242	5.6%	683	2.7%	1,658	2.9%	
Other Structure	8	0.2%	40	0.2%	90	0.2%	
Homes Built By Year (2023)							
Homes Built 2010 or later	478	11.1%	3,589	14.2%	11,115	19.5%	
Homes Built 2000 to 2009	295	6.9%	2,714	10.7%	8,045	14.1%	
Homes Built 1990 to 1999	305	7.1%	2,266	8.9%	5,391	9.5%	
Homes Built 1980 to 1989	600	14.0%	3,554	14.0%	8,498	14.9%	
Homes Built 1970 to 1979	776	18.1%	3,505	13.8%	6,865	12.1%	
Homes Built 1960 to 1969	1,378	32.1%	4,644	18.3%	8,310	14.6%	
Homes Built 1950 to 1959	402	9.3%	2,821	11.1%	5,397	9.5%	
Homes Built Before 1949	177	4.1%	4,388	17.3%	11,909	20.9%	
Home Values (2023)							
Home Values \$1,000,000 or More	56	2.3%	714	4.9%	2,532	7.6%	
Home Values \$500,000 to \$999,999	324	13.2%	3,637	24.8%	8,226	24.6%	
Home Values \$400,000 to \$499,999	490	19.9%	2,098	14.3%	4,642	13.9%	
Home Values \$300,000 to \$399,999	701	28.5%	2,386	16.3%	5,264	15.7%	
Home Values \$200,000 to \$299,999	517	21.0%	3,092	21.1%	6,428	19.2%	
Home Values \$150,000 to \$199,999	135	5.5%	1,126	7.7%	2,855	8.5%	
Home Values \$100,000 to \$149,999	44	1.8%	572	3.9%	1,249	3.7%	
Home Values \$70,000 to \$99,999	14	0.6%	368	2.5%	945	2.8%	
Home Values \$50,000 to \$69,999	34	1.4%	183	1.2%	322	1.0%	
Home Values \$25,000 to \$49,999	52	2.1%	184	1.3%	313	0.9%	
Home Values Under \$25,000	92	3.7%	285	1.9%	705	2.1%	
Owner-Occupied Median Home Value	\$353,668		\$380,587		\$433,694		
Renter-Occupied Median Rent	\$1,045		\$1,065		\$1,106		
Transportation To Work (2023)							
Drive to Work Alone	3,846	72.5%	24,115	75.4%	54,116	71.6%	
Drive to Work in Carpool	622	11.7%	2,292	7.2%	5,354	7.1%	
Travel to Work by Public Transportation	65	1.2%	572	1.8%	1,448	1.9%	
Drive to Work on Motorcycle	56	1.1%	91	0.3%	131	0.2%	
Walk or Bicycle to Work	66	1.2%	1,001	3.1%	4,381	5.8%	
Other Means	42	0.8%	238	0.7%	614	0.8%	
Work at Home	606	11.4%	3,682	11.5%	9,587	12.7%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	1,193	22.5%	8,228	25.7%	20,435	27.0%	
Travel to Work in 15 to 29 Minutes	2,493	47.0%	13,556	42.4%	29,321	38.8%	
Travel to Work in 30 to 59 Minutes	897	16.9%	5,795	18.1%	14,568	19.3%	
Travel to Work in 60 Minutes or More	113	2.1%	730	2.3%	1,721	2.3%	
Average Minutes Travel to Work	19.9		19.3		19.5		