



The **Retail**Coach®

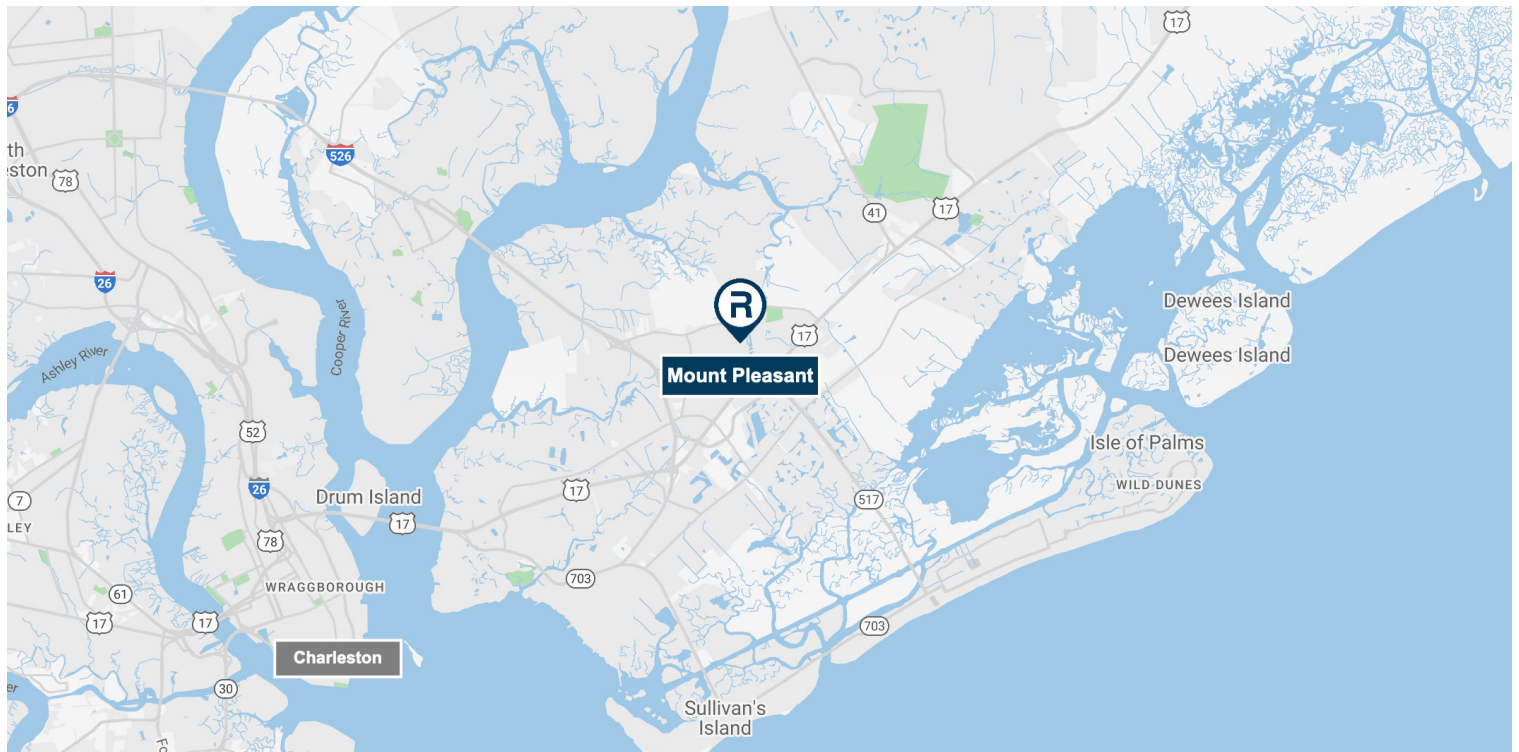
# Community Demographic Profile

MOUNT PLEASANT, SOUTH CAROLINA

Prepared for Town of Mount Pleasant  
February 2023

# Community • Demographic Snapshot

Mount Pleasant, South Carolina



## Population

2020	90,801	0 - 9 Years	10.87%
2023	93,706	10 - 17 Years	8.57%
2028	99,113	18 - 24 Years	6.37%

## Educational Attainment (%)

Graduate or Professional Degree	23.57%	25 - 34 Years	14.55%
Bachelors Degree	37.87%	35 - 44 Years	13.58%
Associate Degree	8.15%	45 - 54 Years	13.17%
Some College	14.92%	55 - 64 Years	13.88%
High School Graduate (GED)	12.56%	65 and Older	19.02%
Some High School, No Degree	1.84%	Median Age	42.06
Less than 9th Grade	1.08%	Average Age	42.00

## Income

Average HH	\$164,444	<b>Race Distribution (%)</b>	
Median HH	\$117,552	White	86.47%
Per Capita	\$68,106	Black/African American	4.79%
		American Indian/Alaskan	0.20%
		Asian	2.43%
		Native Hawaiian/Islander	0.05%
		Other Race	1.01%
		Two or More Races	5.05%
		Hispanic	3.65%



Mount Pleasant  
SOUTH CAROLINA

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# Community • Demographic Profile

## Mount Pleasant, South Carolina

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	99,113	
2023 Estimate	93,706	
2020 Census	90,801	
2010 Census	69,703	
Growth 2023 - 2028		5.77%
Growth 2020 - 2023		3.20%
Growth 2010 - 2020		30.27%
<b>2023 Est. Population by Single-Classification Race</b>	<b>93,706</b>	
White Alone	81,032	86.47%
Black or African American Alone	4,485	4.79%
Amer. Indian and Alaska Native Alone	190	0.20%
Asian Alone	2,273	2.43%
Native Hawaiian and Other Pacific Island Alone	44	0.05%
Some Other Race Alone	950	1.01%
Two or More Races	4,732	5.05%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>93,706</b>	
Not Hispanic or Latino	90,289	96.35%
Hispanic or Latino	3,417	3.65%
Mexican	1,422	41.62%
Puerto Rican	809	23.68%
Cuban	159	4.65%
All Other Hispanic or Latino	1,027	30.06%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,417</b>	
White Alone	947	27.71%
Black or African American Alone	57	1.67%
American Indian and Alaska Native Alone	44	1.29%
Asian Alone	15	0.44%
Native Hawaiian and Other Pacific Islander Alone	3	0.09%
Some Other Race Alone	561	16.42%
Two or More Races	1,790	52.39%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,273</b>	
Chinese, except Taiwanese	726	31.94%
Filipino	79	3.48%
Japanese	8	0.35%
Asian Indian	845	37.18%
Korean	69	3.04%
Vietnamese	207	9.11%
Cambodian	0	0.00%
Hmong	6	0.26%
Laotian	0	0.00%
Thai	60	2.64%
All Other Asian Races Including 2+ Category	273	12.01%
<b>2023 Est. Population by Ancestry</b>	<b>93,706</b>	

DESCRIPTION	DATA	%
Arab	78	0.08%
Czech	275	0.29%
Danish	226	0.24%
Dutch	733	0.78%
English	13,413	14.31%
French (except Basque)	1,832	1.96%
French Canadian	1,008	1.08%
German	9,439	10.07%
Greek	221	0.24%
Hungarian	484	0.52%
Irish	8,997	9.60%
Italian	4,684	5.00%
Lithuanian	116	0.12%
United States or American	10,211	10.90%
Norwegian	424	0.45%
Polish	2,604	2.78%
Portuguese	213	0.23%
Russian	540	0.58%
Scottish	4,344	4.64%
Scotch-Irish	2,063	2.20%
Slovak	207	0.22%
Subsaharan African	146	0.16%
Swedish	593	0.63%
Swiss	122	0.13%
Ukrainian	440	0.47%
Welsh	541	0.58%
West Indian (except Hisp. groups)	41	0.04%
Other ancestries	17,977	19.18%
Ancestry Unclassified	11,734	12.52%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	83,562	93.96%
Speak Asian/Pacific Island Language at Home	799	0.90%
Speak IndoEuropean Language at Home	2,612	2.94%
Speak Spanish at Home	1,814	2.04%
Speak Other Language at Home	142	0.16%
<b>2023 Est. Population by Age</b>	<b>93,706</b>	

# Community • Demographic Profile

Mount Pleasant, South Carolina

DESCRIPTION	DATA	%
Age 0 - 4	4,777	5.10%
Age 5 - 9	5,404	5.77%
Age 10 - 14	5,217	5.57%
Age 15 - 17	2,812	3.00%
Age 18 - 20	2,541	2.71%
Age 21 - 24	3,428	3.66%
Age 25 - 34	13,635	14.55%
Age 35 - 44	12,724	13.58%
Age 45 - 54	12,338	13.17%
Age 55 - 64	13,006	13.88%
Age 65 - 74	10,957	11.69%
Age 75 - 84	5,001	5.34%
Age 85 and over	1,866	1.99%
Age 16 and over	77,379	82.58%
Age 18 and over	75,496	80.57%
Age 21 and over	72,955	77.85%
Age 65 and over	17,824	19.02%
2023 Est. Median Age		42.06
2023 Est. Average Age		42.00
<b>2023 Est. Population by Sex</b>	<b>93,706</b>	
Male	44,625	47.62%
Female	49,081	52.38%
<b>2023 Est. Male Population by Age</b>	<b>44,625</b>	

DESCRIPTION	DATA	%
Age 0 - 4	2,443	5.47%
Age 5 - 9	2,731	6.12%
Age 10 - 14	2,613	5.86%
Age 15 - 17	1,462	3.28%
Age 18 - 20	1,345	3.01%
Age 21 - 24	1,816	4.07%
Age 25 - 34	6,659	14.92%
Age 35 - 44	5,917	13.26%
Age 45 - 54	5,903	13.23%
Age 55 - 64	5,959	13.35%
Age 65 - 74	4,898	10.98%
Age 75 - 84	2,202	4.93%
Age 85 and over	677	1.52%
2023 Est. Median Age, Male		40.41
2023 Est. Average Age, Male		40.70
<b>2023 Est. Female Population by Age</b>	<b>49,081</b>	
Age 0 - 4	2,334	4.75%
Age 5 - 9	2,673	5.45%
Age 10 - 14	2,604	5.30%
Age 15 - 17	1,350	2.75%
Age 18 - 20	1,196	2.44%
Age 21 - 24	1,612	3.28%
Age 25 - 34	6,976	14.21%
Age 35 - 44	6,807	13.87%
Age 45 - 54	6,435	13.11%
Age 55 - 64	7,047	14.36%
Age 65 - 74	6,059	12.35%
Age 75 - 84	2,799	5.70%
Age 85 and over	1,189	2.42%
2023 Est. Median Age, Female		43.48
2023 Est. Average Age, Female		43.20
<b>2023 Est. Pop Age 15+ by Marital Status</b>		

# Community • Demographic Profile

Mount Pleasant, South Carolina

DESCRIPTION	DATA	%
Total, Never Married	22,201	28.35%
Males, Never Married	11,792	15.06%
Females, Never Married	10,409	13.29%
Married, Spouse present	42,618	54.42%
Married, Spouse absent	2,234	2.85%
Widowed	4,086	5.22%
Males Widowed	1,083	1.38%
Females Widowed	3,003	3.83%
Divorced	7,169	9.16%
Males Divorced	2,126	2.71%
Females Divorced	5,043	6.44%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	754	1.08%
Some High School, no diploma	1,281	1.84%
High School Graduate (or GED)	8,734	12.56%
Some College, no degree	10,374	14.92%
Associate Degree	5,667	8.15%
Bachelor's Degree	26,331	37.87%
Master's Degree	11,347	16.32%
Professional School Degree	3,308	4.76%
Doctorate Degree	1,731	2.49%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	326	16.55%
High School Graduate	484	24.57%
Some College or Associate's Degree	421	21.37%
Bachelor's Degree or Higher	739	37.51%
<b>Households</b>		
2028 Projection	40,611	
2023 Estimate	38,371	
2020 Census	37,132	
2010 Census	28,415	
Growth 2023 - 2028		5.84%
Growth 2020 - 2023		3.34%
Growth 2010 - 2020		30.68%
<b>2023 Est. Households by Household Type</b>		
Family Households	25,100	65.41%
Nonfamily Households	13,271	34.59%
2023 Est. Group Quarters Population	1,058	
2023 Households by Ethnicity, Hispanic/Latino	987	
<b>2023 Est. Households by Household Income</b>	<b>38,371</b>	

DESCRIPTION	DATA	%
Income < \$15,000	1,665	4.34%
Income \$15,000 - \$24,999	1,445	3.77%
Income \$25,000 - \$34,999	1,429	3.72%
Income \$35,000 - \$49,999	3,241	8.45%
Income \$50,000 - \$74,999	4,212	10.98%
Income \$75,000 - \$99,999	4,379	11.41%
Income \$100,000 - \$124,999	3,940	10.27%
Income \$125,000 - \$149,999	3,467	9.04%
Income \$150,000 - \$199,999	4,795	12.50%
Income \$200,000 - \$249,999	2,826	7.37%
Income \$250,000 - \$499,999	4,004	10.44%
Income \$500,000+	2,968	7.74%
2023 Est. Average Household Income		\$164,444
2023 Est. Median Household Income		\$117,552
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$122,967
Black or African American Alone		\$51,099
American Indian and Alaska Native Alone		\$98,805
Asian Alone		\$108,868
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$54,931
Two or More Races		\$97,480
Hispanic or Latino		\$92,435
Not Hispanic or Latino		\$118,654
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
	<b>25,100</b>	
Married-Couple Family, own children	9,632	38.38%
Married-Couple Family, no own children	10,970	43.71%
Male Householder, own children	576	2.29%
Male Householder, no own children	558	2.22%
Female Householder, own children	1,825	7.27%
Female Householder, no own children	1,539	6.13%
<b>2023 Est. Households by Household Size</b>		
	<b>38,371</b>	
1-person	10,702	27.89%
2-person	13,611	35.47%
3-person	6,510	16.97%
4-person	5,229	13.63%
5-person	1,849	4.82%
6-person	439	1.14%
7-or-more-person	31	0.08%
2023 Est. Average Household Size		2.41
<b>2023 Est. Households by Presence of People Under 18</b>		
	<b>38,371</b>	

# Community • Demographic Profile

Mount Pleasant, South Carolina

DESCRIPTION	DATA	%
Households with 1 or More People under Age 18:	12,723	33.16%
Married-Couple Family	9,928	78.03%
Other Family, Male Householder	640	5.03%
Other Family, Female Householder	2,093	16.45%
Nonfamily, Male Householder	42	0.33%
Nonfamily, Female Householder	20	0.16%
<b>Households with No People under Age 18:</b>	<b>25,648</b>	
Married-Couple Family	10,675	41.62%
Other Family, Male Householder	489	1.91%
Other Family, Female Householder	1,283	5.00%
Nonfamily, Male Householder	5,579	21.75%
Nonfamily, Female Householder	7,622	29.72%
<b>2023 Est. Households by Number of Vehicles</b>	<b>38,371</b>	
No Vehicles	1,435	3.74%
1 Vehicle	10,871	28.33%
2 Vehicles	18,440	48.06%
3 Vehicles	5,400	14.07%
4 Vehicles	1,855	4.83%
5 or more Vehicles	370	0.96%
2023 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2028 Projection	26,597	
2023 Estimate	25,100	
2010 Census	18,453	
Growth 2023 - 2028		5.96%
Growth 2010 - 2023		36.02%
<b>2023 Est. Families by Poverty Status</b>	<b>25,100</b>	
2023 Families at or Above Poverty	24,202	96.42%
2023 Families at or Above Poverty with Children	11,681	46.54%
2023 Families Below Poverty	898	3.58%
2023 Families Below Poverty with Children	558	2.22%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	49,869	64.45%
Civilian Labor Force, Unemployed	1,027	1.33%
Armed Forces	444	0.57%
Not in Labor Force	26,039	33.65%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>50,334</b>	
For-Profit Private Workers	33,319	66.20%

DESCRIPTION	DATA	%
Non-Profit Private Workers	2,802	5.57%
Local Government Workers	1,962	3.90%
State Government Workers	3,249	6.45%
Federal Government Workers	2,795	5.55%
Self-Employed Workers	6,120	12.16%
Unpaid Family Workers	87	0.17%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>50,334</b>	
Architect/Engineer	1,744	3.46%
Arts/Entertainment/Sports	1,245	2.47%
Building Grounds Maintenance	822	1.63%
Business/Financial Operations	3,836	7.62%
Community/Social Services	585	1.16%
Computer/Mathematical	2,037	4.05%
Construction/Extraction	946	1.88%
Education/Training/Library	3,530	7.01%
Farming/Fishing/Forestry	161	0.32%
Food Prep/Serving	3,192	6.34%
Health Practitioner/Technician	4,382	8.71%
Healthcare Support	500	0.99%
Maintenance Repair	1,180	2.34%
Legal	1,327	2.64%
Life/Physical/Social Science	1,062	2.11%
Management	8,525	16.94%
Office/Admin. Support	4,051	8.05%
Production	994	1.98%
Protective Services	951	1.89%
Sales/Related	6,156	12.23%
Personal Care/Service	985	1.96%
Transportation/Moving	2,123	4.22%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>50,334</b>	
White Collar	38,480	76.45%
Blue Collar	5,243	10.42%
Service and Farm	6,611	13.13%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>49,769</b>	
Drove Alone	39,869	80.11%
Car Pooled	2,281	4.58%
Public Transportation	412	0.83%
Walked	698	1.40%
Bicycle	125	0.25%
Other Means	634	1.27%
Worked at Home	5,750	11.55%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,925	



# Community • Demographic Profile

## Mount Pleasant, South Carolina

DESCRIPTION	DATA	%
15 - 29 Minutes	19,562	
30 - 44 Minutes	11,257	
45 - 59 Minutes	1,809	
60 or more Minutes	1,668	
2023 Est. Avg Travel Time to Work in Minutes		26
2023 Est. Occupied Housing Units by Tenure	38,371	
Owner Occupied	27,859	72.60%
Renter Occupied	10,512	27.40%
2023 Owner Occ. HUs: Avg. Length of Residence		11.80 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		4.90 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>38,371</b>	
Value Less than \$20,000	59	0.21%
Value \$20,000 - \$39,999	25	0.09%
Value \$40,000 - \$59,999	57	0.21%
Value \$60,000 - \$79,999	103	0.37%
Value \$80,000 - \$99,999	17	0.06%
Value \$100,000 - \$149,999	159	0.57%
Value \$150,000 - \$199,999	463	1.66%
Value \$200,000 - \$299,999	1,427	5.12%
Value \$300,000 - \$399,999	3,276	11.76%
Value \$400,000 - \$499,999	4,646	16.68%
Value \$500,000 - \$749,999	8,169	29.32%
Value \$750,000 - \$999,999	5,374	19.29%
Value \$1,000,000 or \$1,499,999	2,377	8.53%
Value \$1,500,000 or \$1,999,999	718	2.58%
Value \$2,000,000+	989	3.55%
2023 Est. Median All Owner-Occupied Housing Value		\$598,834
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	27,254	64.92%
1 Unit Attached	4,379	10.43%
2 Units	202	0.48%
3 or 4 Units	1,338	3.19%
5 to 19 Units	3,863	9.20%
20 to 49 Units	1,978	4.71%
50 or More Units	2,201	5.24%
Mobile Home or Trailer	730	1.74%
Boat, RV, Van, etc.	35	0.08%

2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	6,182	14.73%
Housing Units Built 2010 to 2014	2,737	6.52%

<sup>†</sup> Years

DESCRIPTION	DATA	%
Housing Units Built 2000 to 2009	9,468	22.55%
Housing Units Built 1990 to 1999	10,437	24.86%
Housing Units Built 1980 to 1989	5,723	13.63%
Housing Units Built 1970 to 1979	3,779	9.00%
Housing Units Built 1960 to 1969	1,390	3.31%
Housing Units Built 1950 to 1959	1,473	3.51%
Housing Units Built 1940 to 1949	338	0.81%
Housing Unit Built 1939 or Earlier	453	1.08%
2023 Est. Median Year Structure Built		1998

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.







The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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