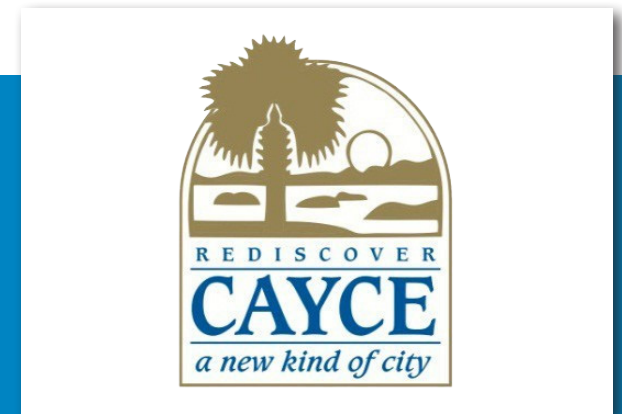




# 10-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Cayce, South Carolina

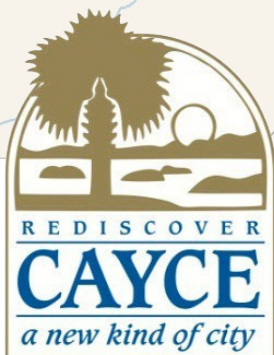
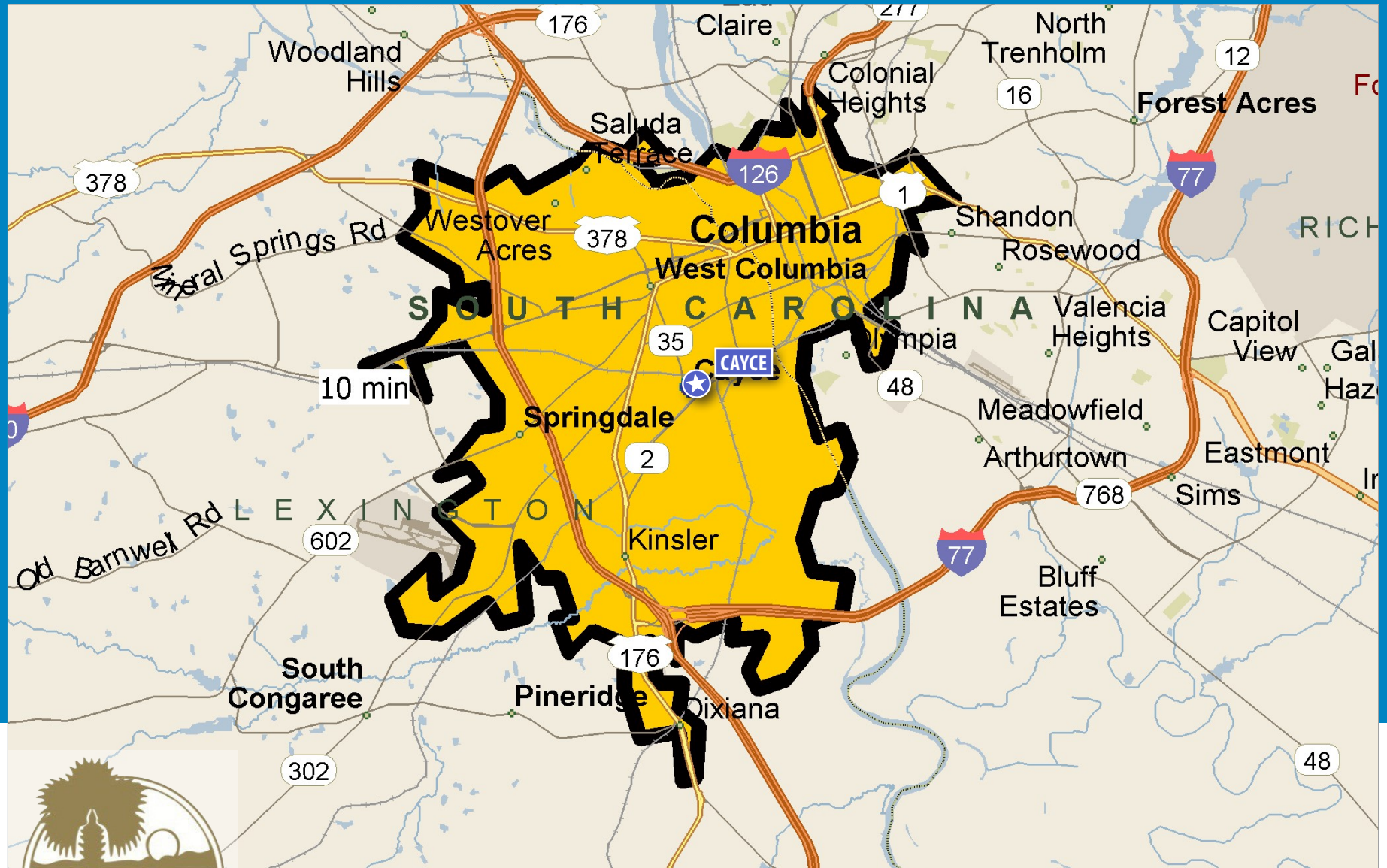


Prepared for  
City of Cayce  
December 2015

 **TheRetailCoach®**

# 10-Minute Drive Time

Cayce, South Carolina



## Contact Information

**Shaun Greenwood, Assistant City Manager**  
City of Cayce, South Carolina  
1800 12th Street  
Cayce, South Carolina 29033

Phone 803.796.9020  
sgreenwood@cityofcayce-sc.gov  
www.cityofcayce-sc.gov

## 10-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	46,871
2010 Total Population	49,833
2015 Total Population	51,591
2015 Group Quarters	7,324
2020 Total Population	53,676
2015-2020 Annual Rate	0.8%
Household Summary	
2000 Households	18,783
2000 Average Household Size	2.12
2010 Households	19,977
2010 Average Household Size	2.13
2015 Households	20,923
2015 Average Household Size	2.12
2020 Households	21,965
2020 Average Household Size	2.11
2015-2020 Annual Rate	0.98%
2010 Families	9,078
2010 Average Family Size	2.84
2015 Families	9,259
2015 Average Family Size	2.83
2020 Families	9,556
2020 Average Family Size	2.82
2015-2020 Annual Rate	0.63%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	20,577
Owner Occupied Housing Units	46.7%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	8.7%
2010 Housing Units	22,768
Owner Occupied Housing Units	40.7%
Renter Occupied Housing Units	47.0%
Vacant Housing Units	12.3%
2015 Housing Units	24,052
Owner Occupied Housing Units	37.5%
Renter Occupied Housing Units	49.5%
Vacant Housing Units	13.0%
2020 Housing Units	25,369
Owner Occupied Housing Units	36.8%
Renter Occupied Housing Units	49.8%
Vacant Housing Units	13.4%

## 10-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$36,477
2020	\$40,848
Median Home Value	
2015	\$142,955
2020	\$166,705
Per Capita Income	
2015	\$21,233
2020	\$23,769
Median Age	
2010	28.5
2015	29.3
2020	30.1
2015 Households by Income	
Household Income Base	20,923
<\$15,000	20.0%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	1.9%
\$200,000+	1.4%
Average Household Income	\$49,882

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	21,965
<\$15,000	19.2%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	2.3%
\$200,000+	1.6%
Average Household Income	\$55,819
2015 Owner Occupied Housing Units by Value	
Total	9,011
<\$50,000	5.1%
\$50,000 - \$99,999	19.6%
\$100,000 - \$149,999	29.5%
\$150,000 - \$199,999	21.2%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.7%
Average Home Value	\$177,765

## 10-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	9,323
<\$50,000	3.8%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	23.4%
\$150,000 - \$199,999	23.1%
\$200,000 - \$249,999	13.4%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	0.8%
Average Home Value	205,561
2010 Population by Age	
Total	49,835
0 - 4	4.8%
5 - 9	3.7%
10 - 14	3.3%
15 - 24	31.8%
25 - 34	15.1%
35 - 44	9.5%
45 - 54	10.5%
55 - 64	9.1%
65 - 74	5.6%
75 - 84	4.3%
85 +	2.3%
18 +	86.0%

DESCRIPTION	DATA
2015 Population by Age	
Total	51,593
0 - 4	4.5%
5 - 9	4.1%
10 - 14	3.4%
15 - 24	30.2%
25 - 34	16.1%
35 - 44	9.3%
45 - 54	9.6%
55 - 64	9.8%
65 - 74	6.6%
75 - 84	4.0%
85 +	2.3%
18 +	85.9%
2020 Population by Age	
Total	53,676
0 - 4	4.5%
5 - 9	3.9%
10 - 14	3.8%
15 - 24	29.2%
25 - 34	15.4%
35 - 44	10.3%
45 - 54	8.9%
55 - 64	9.9%
65 - 74	7.5%
75 - 84	4.2%
85 +	2.4%
18 +	85.5%

## 10-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	24,648
Females	25,185
2015 Population by Sex	
Males	25,610
Females	25,981
2020 Population by Sex	
Males	26,642
Females	27,034
2010 Population by Race/Ethnicity	
Total	49,833
White Alone	70.1%
Black Alone	19.0%
American Indian Alone	0.5%
Asian Alone	2.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.4%
Two or More Races	2.1%
Hispanic Origin	9.3%
Diversity Index	56.1

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	51,592
White Alone	68.5%
Black Alone	19.6%
American Indian Alone	0.5%
Asian Alone	3.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	2.4%
Hispanic Origin	9.6%
Diversity Index	57.9
2020 Population by Race/Ethnicity	
Total	53,677
White Alone	66.9%
Black Alone	20.2%
American Indian Alone	0.4%
Asian Alone	4.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.7%
Two or More Races	2.7%
Hispanic Origin	10.0%
Diversity Index	59.8

## 10-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	49,833
In Households	85.3%
In Family Households	54.0%
Householder	18.1%
Spouse	11.5%
Child	18.2%
Other relative	3.9%
Nonrelative	2.3%
In Nonfamily Households	31.2%
In Group Quarters	14.7%
Institutionalized Population	0.7%
Noninstitutionalized Population	14.1%
2015 Population 25+ by Educational Attainment	
Total	29,840
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	20.9%
GED/Alternative Credential	4.5%
Some College, No Degree	20.2%
Associate Degree	8.0%
Bachelor's Degree	21.3%
Graduate/Professional Degree	13.9%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	45,397
Never Married	53.7%
Married	31.3%
Widowed	6.1%
Divorced	8.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	91.7%
Civilian Unemployed	8.3%
2015 Employed Population 16+ by Industry	
Total	24,265
Agriculture/Mining	0.6%
Construction	7.0%
Manufacturing	6.8%
Wholesale Trade	2.2%
Retail Trade	11.1%
Transportation/Utilities	4.0%
Information	1.5%
Finance/Insurance/Real Estate	6.1%
Services	55.3%
Public Administration	5.4%

## 10-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	24,264
White Collar	60.1%
Management/Business/Financial	11.0%
Professional	22.6%
Sales	11.3%
Administrative Support	15.1%
Services	21.2%
Blue Collar	18.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.3%
Installation/Maintenance/Repair	2.9%
Production	4.4%
Transportation/Material Moving	4.9%
2010 Households by Type	
Total	19,977
Households with 1 Person	38.4%
Households with 2+ People	61.6%
Family Households	45.4%
Husband-wife Families	28.9%
With Related Children	10.1%
Other Family (No Spouse Present)	16.5%
Other Family with Male Householder	4.8%
With Related Children	2.2%
Other Family with Female Householder	11.8%
With Related Children	7.2%
Nonfamily Households	16.1%

DESCRIPTION	DATA
All Households with Children	20.0%
Multigenerational Households	2.7%
Unmarried Partner Households	6.5%
Male-female	5.7%
Same-sex	0.8%
2010 Households by Size	
Total	19,977
1 Person Household	38.4%
2 Person Household	33.3%
3 Person Household	13.6%
4 Person Household	8.8%
5 Person Household	3.6%
6 Person Household	1.3%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	19,977
Owner Occupied	46.4%
Owned with a Mortgage/Loan	29.3%
Owned Free and Clear	17.2%
Renter Occupied	53.6%





C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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

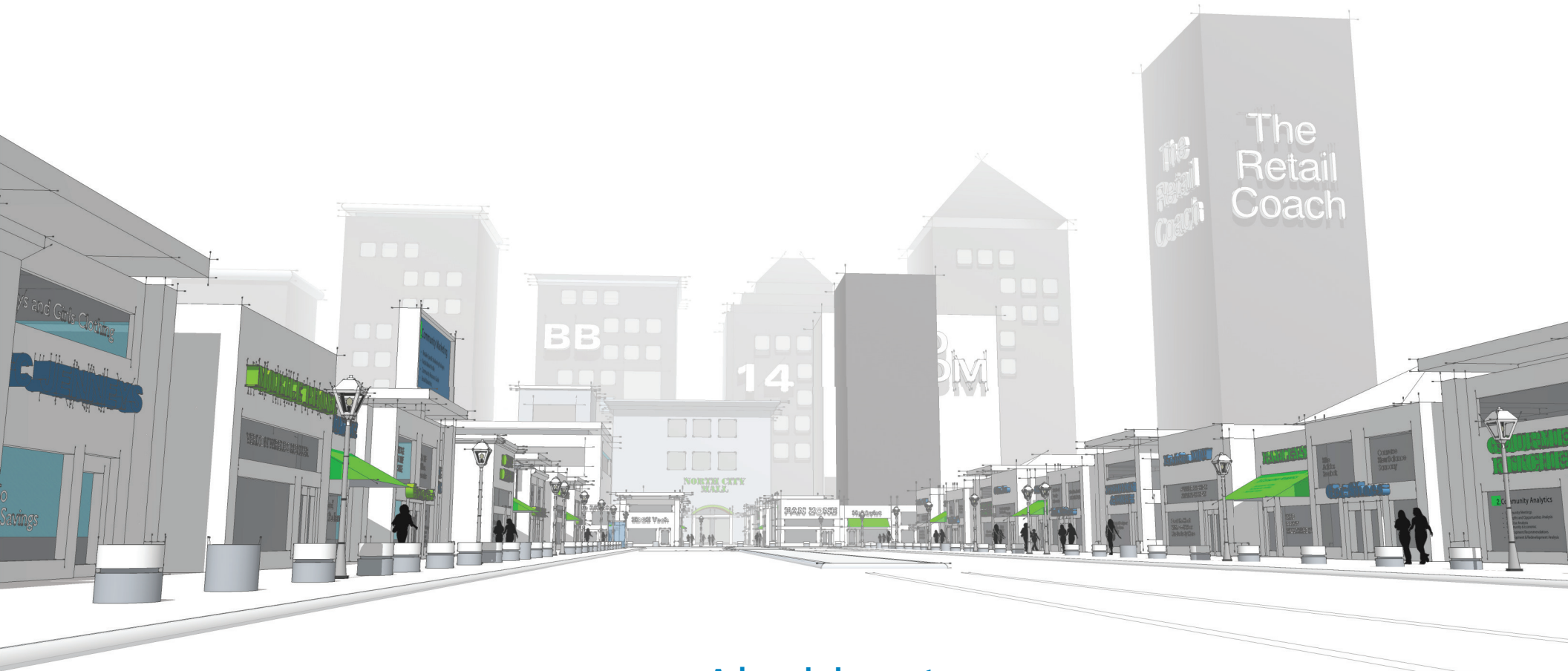
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 Retail Coach -  
It’s not about data. It’s about your success.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2015, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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