COMMUNITY DEMOGRAPHIC PROFILE
Cayce, South Carolina
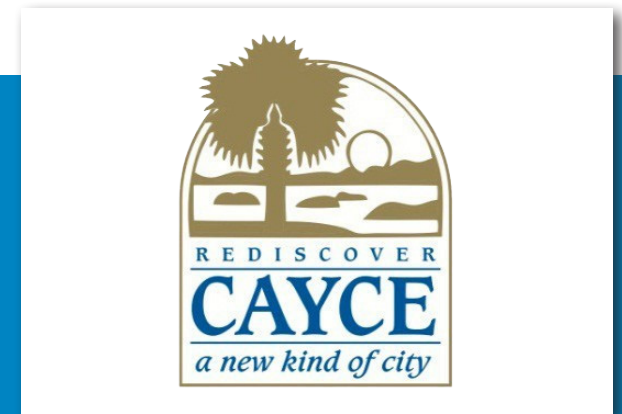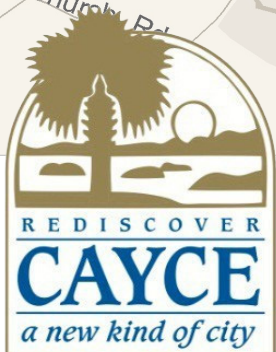
Prepared for
City of Cayce
December 2015

REDISCOVER CAYCE
a new kind of city

TheRetailCoach®

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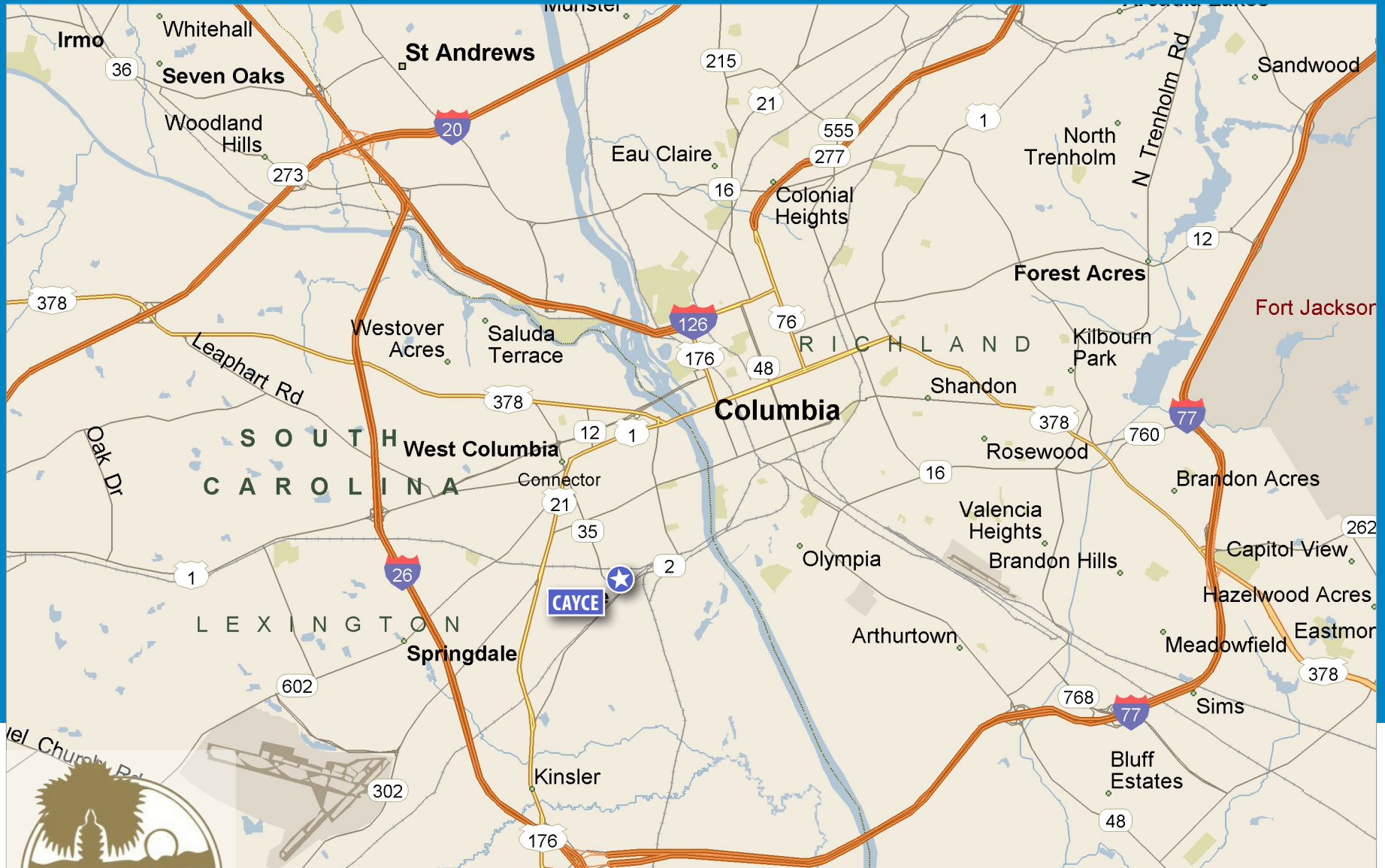REDISCOVER
Cayce
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Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
Population		
2020 Projection	13,286	
2015 Estimate	12,919	
2010 Census	12,528	
2000 Census	12,710	
Growth 2015-2020	2.84%	
Growth 2010-2015	3.12%	
Growth 2000-2010	-1.43%	
2015 Est. Population by Single-Classification Race	12,919	
White Alone	8,652	66.97
Black or African American Alone	3,312	25.64
Amer. Indian and Alaska Native Alone	57	0.44
Asian Alone	248	1.92
Native Hawaiian and Other Pac. Isl. Alone	11	0.09
Some Other Race Alone	328	2.54
Two or More Races	311	2.41
2015 Est. Population by Hispanic or Latino Origin	12,919	
Not Hispanic or Latino	12,352	95.61
Hispanic or Latino:	567	4.39
Mexican	345	60.85
Puerto Rican	72	12.70
Cuban	16	2.82
All Other Hispanic or Latino	134	23.63

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	567	
White Alone	145	25.57
Black or African American Alone	50	8.82
American Indian and Alaska Native Alone	7	1.23
Asian Alone	2	0.35
Native Hawaiian and Other Pacific Islander Alone	1	0.18
Some Other Race Alone	320	56.44
Two or More Races	42	7.41
2015 Est. Pop by Race, Asian Alone, by Category	248	
Chinese, except Taiwanese	33	13.31
Filipino	74	29.84
Japanese	6	2.42
Asian Indian	56	22.58
Korean	7	2.82
Vietnamese	9	3.63
Cambodian	15	6.05
Hmong	8	3.23
Laotian	7	2.82
Thai	8	3.23
All Other Asian Races Including 2+ Category	25	10.08
2015 Est. Population by Ancestry	12,919	
Arab	11	0.09
Czech	19	0.15
Danish	11	0.09
Dutch	29	0.22
English	535	4.14
French (except Basque)	212	1.64
French Canadian	11	0.09
German	1,102	8.53
Greek	35	0.27

Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
Hungarian	44	0.34
Irish	993	7.69
Italian	231	1.79
Lithuanian	0	0.00
United States or American	951	7.36
Norwegian	25	0.19
Polish	70	0.54
Portuguese	3	0.02
Russian	69	0.53
Scottish	243	1.88
Scotch-Irish	342	2.65
Slovak	1	0.01
Subsaharan African	188	1.46
Swedish	59	0.46
Swiss	23	0.18
Ukrainian	5	0.04
Welsh	33	0.26
West Indian (except Hisp. groups)	15	0.12
Other ancestries	4,456	34.49
Ancestry Unclassified	3,203	24.79
2015 Est. Pop Age 5+ by Language Spoken at Home	12,278	
Speak Only English at Home	11,358	92.51
Speak Asian/Pac. Isl. Lang. at Home	130	1.06
Speak IndoEuropean Language at Home	200	1.63
Speak Spanish at Home	580	4.72
Speak Other Language at Home	10	0.08
2015 Est. Population by Sex	12,919	
Male	6,188	47.90
Female	6,731	52.10

DESCRIPTION	DATA	%
2015 Est. Population by Age	12,919	
Age 0 - 4	641	4.96
Age 5 - 9	654	5.06
Age 10 - 14	605	4.68
Age 15 - 17	479	3.71
Age 18 - 20	589	4.56
Age 21 - 24	1,189	9.20
Age 25 - 34	2,090	16.18
Age 35 - 44	1,449	11.22
Age 45 - 54	1,518	11.75
Age 55 - 64	1,647	12.75
Age 65 - 74	1,180	9.13
Age 75 - 84	614	4.75
Age 85 and over	264	2.04
Age 16 and over	10,862	84.08
Age 18 and over	10,540	81.59
Age 21 and over	9,951	77.03
Age 65 and over	2,058	15.93
2015 Est. Median Age	36.5	
2015 Est. Average Age	39.5	

Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	6,188	
Age 0 - 4	329	5.32
Age 5 - 9	336	5.43
Age 10 - 14	302	4.88
Age 15 - 17	228	3.68
Age 18 - 20	285	4.61
Age 21 - 24	559	9.03
Age 25 - 34	1,059	17.11
Age 35 - 44	730	11.80
Age 45 - 54	745	12.04
Age 55 - 64	755	12.20
Age 65 - 74	524	8.47
Age 75 - 84	252	4.07
Age 85 and over	84	1.36
2015 Est. Median Age, Male	35.0	
2015 Est. Average Age, Male	38.2	
2015 Est. Female Population by Age	6,731	
Age 0 - 4	312	4.64
Age 5 - 9	318	4.72
Age 10 - 14	303	4.50
Age 15 - 17	251	3.73
Age 18 - 20	304	4.52
Age 21 - 24	630	9.36
Age 25 - 34	1,031	15.32
Age 35 - 44	719	10.68
Age 45 - 54	773	11.48
Age 55 - 64	892	13.25
Age 65 - 74	656	9.75
Age 75 - 84	362	5.38
Age 85 and over	180	2.67

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	38.0	
2015 Est. Average Age, Female	40.7	
2015 Est. Pop Age 15+ by Marital Status	11,019	
Total, Never Married	4,775	43.33
Males, Never Married	2,597	23.57
Females, Never Married	2,178	19.77
Married, Spouse present	3,545	32.17
Married, Spouse absent	646	5.86
Widowed	873	7.92
Males Widowed	128	1.16
Females Widowed	745	6.76
Divorced	1,180	10.71
Males Divorced	530	4.81
Females Divorced	650	5.90
2015 Est. Pop Age 25+ by Edu. Attainment	8,762	
Less than 9th grade	268	3.06
Some High School, no diploma	874	9.97
High School Graduate (or GED)	2,778	31.71
Some College, no degree	2,004	22.87
Associate Degree	792	9.04
Bachelor's Degree	1,239	14.14
Master's Degree	669	7.64
Professional School Degree	78	0.89
Doctorate Degree	60	0.68
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	291	
No High School Diploma	62	21.31
High School Graduate	148	50.86
Some College or Associate's Degree	58	19.93
Bachelor's Degree or Higher	23	7.90

Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
Households		
2020 Projection	5,909	
2015 Estimate	5,676	
2010 Census	5,426	
2000 Census	5,394	
Growth 2015-2020	4.11%	
Growth 2010-2015	4.61%	
Growth 2000-2010	0.59%	
2015 Est. Households by Household Type	5,676	
Family Households	3,069	54.07
Nonfamily Households	2,607	45.93
2015 Est. Group Quarters Population	20	
2015 HHs by Ethnicity, Hispanic/Latino	161	2.84
2015 Est. Households by HH Income	5,676	
Income < $15,000	876	15.43
Income $15,000 - $24,999	743	13.09
Income $25,000 - $34,999	757	13.34
Income $35,000 - $49,999	1,087	19.15
Income $50,000 - $74,999	1,054	18.57
Income $75,000 - $99,999	557	9.81
Income $100,000 - $124,999	322	5.67
Income $125,000 - $149,999	134	2.36
Income $150,000 - $199,999	86	1.52
Income $200,000 - $249,999	28	0.49
Income $250,000 - $499,999	26	0.46
Income $500,000+	6	0.11
2015 Est. Average Household Income	$51,509	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	$41,375	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	46,052	
Black or African American Alone	26,523	
American Indian and Alaska Native Alone	45,714	
Asian Alone	37,813	
Native Hawaiian and Other Pacific Islander Alone	20,000	
Some Other Race Alone	61,250	
Two or More Races	44,600	
Hispanic or Latino	64,931	
Not Hispanic or Latino	40,962	
2015 Est. Family HH Type by Presence of Own Child.	3,069	
Married-Couple Family, own children	604	19.68
Married-Couple Family, no own children	1,330	43.34
Male Householder, own children	97	3.16
Male Householder, no own children	172	5.60
Female Householder, own children	418	13.62
Female Householder, no own children	448	14.60
2015 Est. Households by Household Size	5,676	
1-person	1,870	32.95
2-person	1,942	34.21
3-person	891	15.70
4-person	622	10.96
5-person	225	3.96
6-person	82	1.44
7-or-more-person	44	0.78
2015 Est. Average Household Size	2.27	

Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	5,676	
Households with 1 or More People under Age 18:	1,335	23.52
Married-Couple Family	676	50.64
Other Family, Male Householder	120	8.99
Other Family, Female Householder	524	39.25
Nonfamily, Male Householder	8	0.60
Nonfamily, Female Householder	7	0.52
Households with No People under Age 18:	4,341	76.48
Married-Couple Family	1,259	29.00
Other Family, Male Householder	149	3.43
Other Family, Female Householder	342	7.88
Nonfamily, Male Householder	1,182	27.23
Nonfamily, Female Householder	1,409	32.46
2015 Est. Households by Number of Vehicles	5,676	
No Vehicles	441	7.77
1 Vehicle	1,982	34.92
2 Vehicles	2,257	39.76
3 Vehicles	726	12.79
4 Vehicles	241	4.25
5 or more Vehicles	29	0.51
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	3,182	
2015 Estimate	3,069	
2010 Census	2,986	
2000 Census	3,321	
Growth 2015-2020	3.68%	
Growth 2010-2015	2.78%	
Growth 2000-2010	-10.09%	
2015 Est. Families by Poverty Status	3,069	
2015 Families at or Above Poverty	2,590	84.39
2015 Families at or Above Poverty with Children	877	28.58
2015 Families Below Poverty	479	15.61
2015 Families Below Poverty with Children	359	11.70
2015 Est. Pop Age 16+ by Employment Status	10,862	
In Armed Forces	13	0.12
Civilian - Employed	6,318	58.17
Civilian - Unemployed	638	5.87
Not in Labor Force	3,893	35.84
2015 Est. Civ. Employed Pop 16+ by Class of Worker	6,450	
For-Profit Private Workers	4,514	69.98
Non-Profit Private Workers	397	6.16
Local Government Workers	332	5.15
State Government Workers	740	11.47
Federal Government Workers	118	1.83
Self-Employed Workers	341	5.29
Unpaid Family Workers	8	0.12

Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	6,450	
Architect/Engineer	71	1.10
Arts/Entertainment/Sports	119	1.84
Building Grounds Maintenance	362	5.61
Business/Financial Operations	207	3.21
Community/Social Services	91	1.41
Computer/Mathematical	151	2.34
Construction/Extraction	319	4.95
Education/Training/Library	446	6.91
Farming/Fishing/Forestry	27	0.42
Food Prep/Serving	446	6.91
Health Practitioner/Technician	438	6.79
Healthcare Support	147	2.28
Maintenance Repair	274	4.25
Legal	67	1.04
Life/Physical/Social Science	29	0.45
Management	580	8.99
Office/Admin. Support	1,038	16.09
Production	376	5.83
Protective Services	100	1.55
Sales/Related	654	10.14
Personal Care/Service	189	2.93
Transportation/Moving	319	4.95
2015 Est. Pop 16+ by Occupation Classification	6,450	
Blue Collar	1,288	19.97
White Collar	3,891	60.33
Service and Farm	1,271	19.71

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	6,338	
Drove Alone	5,382	84.92
Car Pooled	492	7.76
Public Transportation	18	0.28
Walked	41	0.65
Bicycle	10	0.16
Other Means	203	3.20
Worked at Home	192	3.03
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,264	
15 - 29 Minutes	2,841	
30 - 44 Minutes	800	
45 - 59 Minutes	96	
60 or more Minutes	143	
2015 Est. Avg. Travel Time to Work in Minutes	20.50	
2015 Est. Occupied Housing Units by Tenure	5,676	
Owner Occupied	3,316	58.42
Renter Occupied	2,360	41.58
2015 Owner Occ. HUs: Avg. Length of Residence	20.1	
2015 Renter Occ. HUs: Avg. Length of Residence	7.7	

Community Demographics
Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,316	
Value Less than $20,000	164	4.95
Value $20,000 - $39,999	64	1.93
Value $40,000 - $59,999	110	3.32
Value $60,000 - $79,999	362	10.92
Value $80,000 - $99,999	514	15.50
Value $100,000 - $149,999	1,143	34.47
Value $150,000 - $199,999	494	14.90
Value $200,000 - $299,999	343	10.34
Value $300,000 - $399,999	55	1.66
Value $400,000 - $499,999	41	1.24
Value $500,000 - $749,999	8	0.24
Value $750,000 - $999,999	9	0.27
Value $1,000,000 or more	9	0.27
2015 Est. Median All Owner-Occupied Housing Value	$119,423	
2015 Est. Housing Units by Units in Structure	6,200	
1 Unit Attached	105	1.69
1 Unit Detached	4,507	72.69
2 Units	230	3.71
3 or 4 Units	328	5.29
5 to 19 Units	573	9.24
20 to 49 Units	122	1.97
50 or More Units	61	0.98
Mobile Home or Trailer	274	4.42
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	6,200	
Housing Units Built 2010 or later	245	3.95
Housing Units Built 2000 to 2009	524	8.45
Housing Units Built 1990 to 1999	506	8.16
Housing Units Built 1980 to 1989	558	9.00
Housing Units Built 1970 to 1979	741	11.95
Housing Units Built 1960 to 1969	1,541	24.85
Housing Units Built 1950 to 1959	1,334	21.52
Housing Units Built 1940 to 1949	471	7.60
Housing Unit Built 1939 or Earlier	280	4.52
2015 Est. Median Year Structure Built**	1967	

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.
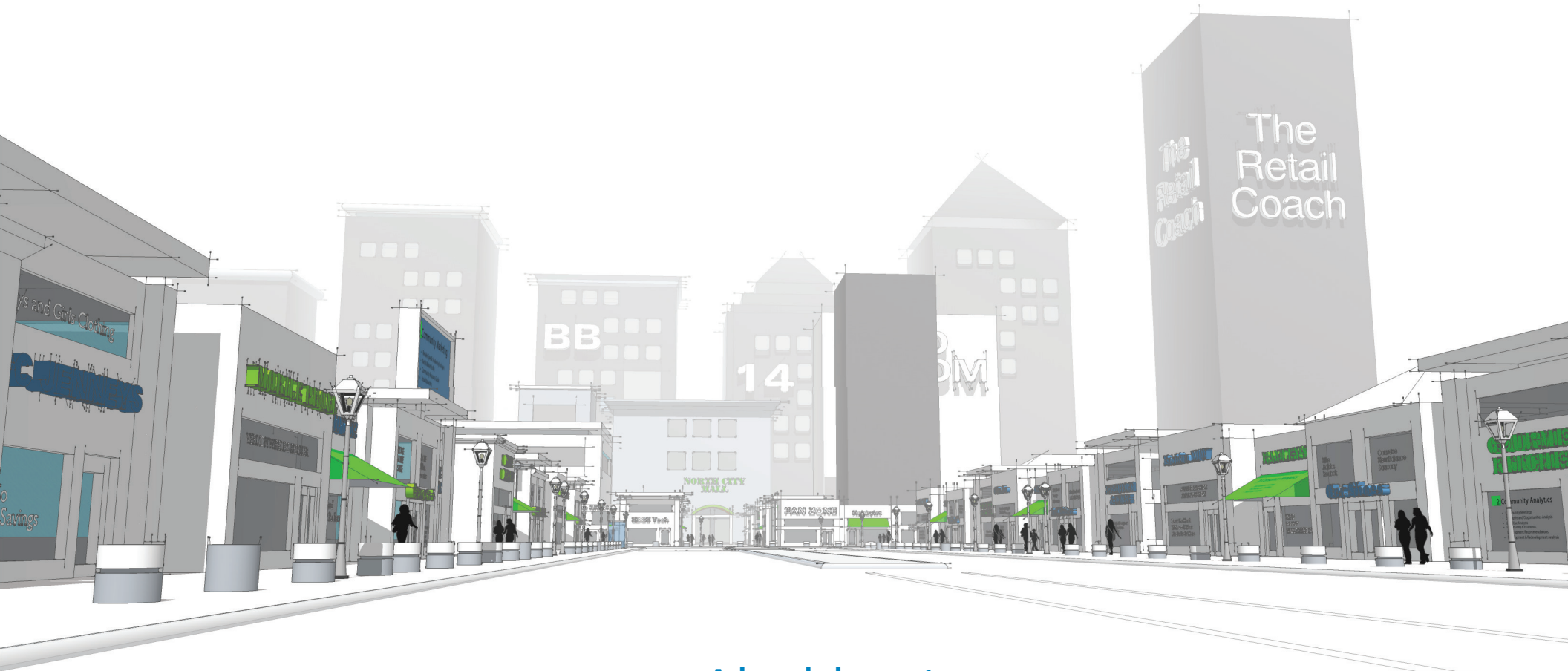
Retail:360 Process

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.

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Acknowledgements