TheRetailCoach®

10-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Cayce, South Carolina

Prepared for
City of Cayce
December 2017

Cayce
Time for Life

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10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	34,486	
2010 Total Population	36,981	
2017 Total Population	40,404	
2017 Group Quarters	2,457	
2022 Total Population	42,992	
2017-2022 Annual Rate		1.25%
2017 Total Daytime Population	63,351	
Workers	42,579	
Residents	20,772	
Household Summary		
2000 Households	14,204	
2000 Average Household Size	2.28	
2010 Households	14,970	
2010 Average Household Size	2.30	
2017 Households	16,219	
2017 Average Household Size	2.34	
2022 Households	17,214	
2022 Average Household Size	2.35	
2017-2022 Annual Rate		1.20%
2010 Families	7,618	
2010 Average Family Size	2.96	
2017 Families	8,089	
2017 Average Family Size	3.02	
2022 Families	8,510	
2022 Average Family Size	3.05	
2017-2022 Annual Rate		1.02%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	15,592	
Owner Occupied Housing Units		51.00%
Renter Occupied Housing Units		40.10%
Vacant Housing Units		8.90%
2010 Housing Units	16,941	
Owner Occupied Housing Units		43.70%
Renter Occupied Housing Units		44.70%
Vacant Housing Units		11.60%
2017 Housing Units	18,526	
Owner Occupied Housing Units		42.30%
Renter Occupied Housing Units		45.30%
Vacant Housing Units		12.50%
2022 Housing Units	19,665	
Owner Occupied Housing Units		42.30%
Renter Occupied Housing Units		45.30%
Vacant Housing Units		12.50%
Median Household Income		
2017	$39,261	
2022	$44,629	
Median Home Value		
2017	$118,864	
2022	$130,078	
Per Capita Income		
2017	$21,981	
2022	$25,140	

DESCRIPTION	DATA	%
Median Age		
2010	31.1	
2017	32.8	
2022	33.8	
2017 Households by Income		
Household Income Base	16,219	
<$15,000		16.70%
$15,000 - $24,999		14.40%
$25,000 - $34,999		12.70%
$35,000 - $49,999		17.10%
$50,000 - $74,999		18.60%
$75,000 - $99,999		9.30%
$100,000 - $149,999		8.30%
$150,000 - $199,999		1.90%
$200,000+		1.10%
Average Household Income	$51,830	
2022 Households by Income		
Household Income Base	17,214	
<$15,000		15.70%
$15,000 - $24,999		12.80%
$25,000 - $34,999		10.90%
$35,000 - $49,999		14.80%
$50,000 - $74,999		19.90%
$75,000 - $99,999		11.80%
$100,000 - $149,999		10.40%
$150,000 - $199,999		2.30%
$200,000+		1.30%
Average Household Income	$59,817	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	7,826	
<$50,000		10.30%
$50,000 - $99,999		28.10%
$100,000 - $149,999		30.70%
$150,000 - $199,999		15.90%
$200,000 - $249,999		7.30%
$250,000 - $299,999		4.40%
$300,000 - $399,999		1.60%
$400,000 - $499,999		0.80%
$500,000 - $749,999		0.50%
$750,000 - $999,999		0.20%
$1,000,000 +		0.20%
Average Home Value	$134,855	
2022 Owner Occupied Housing Units by Value		
Total	8,307	
<$50,000		7.80%
$50,000 - $99,999		24.40%
$100,000 - $149,999		29.50%
$150,000 - $199,999		17.10%
$200,000 - $249,999		9.30%
$250,000 - $299,999		6.10%
$300,000 - $399,999		2.50%
$400,000 - $499,999		1.50%
$500,000 - $749,999		1.00%
$750,000 - $999,999		0.40%
$1,000,000 +		0.20%
Average Home Value	$153,725	

DESCRIPTION	DATA	%
2010 Population by Age		
Total	36,979	
0 - 4		5.80%
9-May		4.60%
14-Oct		4.20%
15 - 24		25.20%
25 - 34		15.30%
35 - 44		10.70%
45 - 54		11.90%
55 - 64		9.80%
65 - 74		6.00%
75 - 84		4.50%
85 +		2.20%
18 +		82.70%
2017 Population by Age		
Total	40,405	
0 - 4		5.30%
9-May		4.90%
14-Oct		4.40%
15 - 24		22.90%
25 - 34		15.70%
35 - 44		10.90%
45 - 54		10.60%
55 - 64		10.90%
65 - 74		7.60%
75 - 84		4.40%
85 +		2.40%
18 +		82.70%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	42,990	
0 - 4		5.30%
9-May		4.80%
14-Oct		4.70%
15 - 24		22.20%
25 - 34		14.60%
35 - 44		11.70%
45 - 54		9.90%
55 - 64		10.80%
65 - 74		8.60%
75 - 84		5.00%
85 +		2.40%
18 +		82.40%
2010 Population by Sex		
Males	18,276	
Females	18,705	
2017 Population by Sex		
Males	20,024	
Females	20,381	
2022 Population by Sex		
Males	21,293	
Females	21,699	

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	36,981	
White Alone		65.30%
Black Alone		23.70%
American Indian Alone		0.60%
Asian Alone		1.90%
Pacific Islander Alone		0.00%
Some Other Race Alone		6.10%
Two or More Races		2.40%
Hispanic Origin		10.30%
Diversity Index	60.6	
2017 Population by Race/Ethnicity		
Total	40,403	
White Alone		63.00%
Black Alone		25.00%
American Indian Alone		0.50%
Asian Alone		2.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		6.20%
Two or More Races		2.80%
Hispanic Origin		10.50%
Diversity Index	62.7	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	42,993	
White Alone		61.30%
Black Alone		25.80%
American Indian Alone		0.50%
Asian Alone		2.90%
Pacific Islander Alone		0.10%
Some Other Race Alone		6.20%
Two or More Races		3.20%
Hispanic Origin		10.60%
Diversity Index	64.1	
2010 Population by Relationship and Household Type		
Total	36,981	
In Households		93.10%
In Family Households		63.80%
Householder		20.80%
Spouse		12.60%
Child		22.70%
Other relative		4.70%
Nonrelative		2.90%
In Nonfamily Households		29.30%
In Group Quarters		6.90%
Institutionalized Population		0.40%
Noninstitutionalized Population		6.50%

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	25,248	
Less than 9th Grade		4.60%
9th - 12th Grade, No Diploma		7.50%
High School Graduate		24.30%
GED/Alternative Credential		4.20%
Some College, No Degree		23.20%
Associate Degree		9.00%
Bachelor's Degree		17.60%
Graduate/Professional Degree		9.60%
2017 Population 15+ by Marital Status		
Total	34,481	
Never Married		47.80%
Married		36.10%
Widowed		6.60%
Divorced		9.50%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.20%
Civilian Unemployed (Unemployment Rate)		5.80%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	19,965	
Agriculture/Mining		0.80%
Construction		10.80%
Manufacturing		8.20%
Wholesale Trade		2.30%
Retail Trade		11.10%
Transportation/Utilities		4.70%
Information		1.60%
Finance/Insurance/Real Estate		6.80%
Services		49.40%
Public Administration		4.20%
2017 Employed Population 16+ by Occupation		
Total	19,966	
White Collar		53.70%
Management/Business/Financial		10.20%
Professional		19.90%
Sales		9.70%
Administrative Support		13.90%
Services		21.00%
Blue Collar		25.30%
Farming/Forestry/Fishing		0.50%
Construction/Extraction		9.70%
Installation/Maintenance/Repair		3.90%
Production		6.10%
Transportation/Material Moving		5.10%

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	36,981	
Population Inside Urbanized Area		98.50%
Population Inside Urbanized Cluster		0.00%
Rural Population		1.50%
2010 Households by Type		
Total	14,969	
Households with 1 Person		34.70%
Households with 2+ People		65.30%
Family Households		50.90%
Husband-wife Families		30.90%
With Related Children		11.20%
Other Family (No Spouse Present)		20.00%
Other Family with Male Householder		5.40%
With Related Children		2.60%
Other Family with Female Householder		14.60%
With Related Children		9.20%
Nonfamily Households		14.40%
All Households with Children		23.60%
Multigenerational Households		3.40%
Unmarried Partner Households		7.20%
Male-female		6.40%
Same-sex		0.80%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	14,971	
1 Person Household		34.70%
2 Person Household		33.10%
3 Person Household		14.70%
4 Person Household		10.20%
5 Person Household		4.40%
6 Person Household		1.60%
7 + Person Household		1.20%
2010 Households by Tenure and Mortgage Status		
Total	14,970	
Owner Occupied		49.40%
Owned with a Mortgage/Loan		31.00%
Owned Free and Clear		18.50%
Renter Occupied		50.60%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	16,941	
Housing Units Inside Urbanized Area		98.60%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		1.40%

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

Retail360®

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 Retail360® 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.

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

The Retail Coach –
"*It's not about data. It's about your success.*"

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