TheRetailCoach®

12-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Cayce, South Carolina

Prepared for
City of Cayce
December 2017

Cayce
Time for Life

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DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	50,506	
2010 Total Population	55,713	
2017 Total Population	60,967	
2017 Group Quarters	5,622	
2022 Total Population	64,719	
2017-2022 Annual Rate		1.20%
2017 Total Daytime Population	117,097	
Workers	85,008	
Residents	32,089	
Household Summary		
2000 Households	20,515	
2000 Average Household Size	2.20	
2010 Households	22,393	
2010 Average Household Size	2.23	
2017 Households	24,531	
2017 Average Household Size	2.26	
2022 Households	26,088	
2022 Average Household Size	2.27	
2017-2022 Annual Rate		1.24%
2010 Families	10,743	
2010 Average Family Size	2.91	
2017 Families	11,453	
2017 Average Family Size	2.97	
2022 Families	12,043	
2022 Average Family Size	2.99	
2017-2022 Annual Rate		1.01%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	22,645	
Owner Occupied Housing Units		50.10%
Renter Occupied Housing Units		40.50%
Vacant Housing Units		9.40%
2010 Housing Units	25,566	
Owner Occupied Housing Units		42.30%
Renter Occupied Housing Units		45.30%
Vacant Housing Units		12.40%
2017 Housing Units	28,011	
Owner Occupied Housing Units		41.10%
Renter Occupied Housing Units		46.50%
Vacant Housing Units		12.40%
2022 Housing Units	29,797	
Owner Occupied Housing Units		40.90%
Renter Occupied Housing Units		46.70%
Vacant Housing Units		12.40%
Median Household Income		
2017	$38,921	
2022	$44,343	
Median Home Value		
2017	$123,740	
2022	$136,083	
Per Capita Income		
2017	$22,183	
2022	$25,423	

12-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
Median Age		
2010	28.9	
2017	30.3	
2022	31.4	
2017 Households by Income		
Household Income Base	24,531	
<$15,000		18.10%
$15,000 - $24,999		14.30%
$25,000 - $34,999		12.20%
$35,000 - $49,999		16.30%
$50,000 - $74,999		17.90%
$75,000 - $99,999		9.40%
$100,000 - $149,999		8.30%
$150,000 - $199,999		1.90%
$200,000+		1.50%
Average Household Income	$52,764	
2022 Households by Income		
Household Income Base	26,088	
<$15,000		17.00%
$15,000 - $24,999		12.70%
$25,000 - $34,999		10.50%
$35,000 - $49,999		14.10%
$50,000 - $74,999		19.20%
$75,000 - $99,999		11.90%
$100,000 - $149,999		10.40%
$150,000 - $199,999		2.30%
$200,000+		1.90%
Average Household Income	$60,936	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	11,505	
<$50,000		10.40%
$50,000 - $99,999		25.50%
$100,000 - $149,999		29.70%
$150,000 - $199,999		17.50%
$200,000 - $249,999		7.10%
$250,000 - $299,999		4.10%
$300,000 - $399,999		2.70%
$400,000 - $499,999		1.30%
$500,000 - $749,999		1.10%
$750,000 - $999,999		0.50%
$1,000,000 +		0.20%
Average Home Value	$145,646	
2022 Owner Occupied Housing Units by Value		
Total	12,182	
<$50,000		7.90%
$50,000 - $99,999		21.80%
$100,000 - $149,999		28.20%
$150,000 - $199,999		18.50%
$200,000 - $249,999		8.70%
$250,000 - $299,999		5.50%
$300,000 - $399,999		3.90%
$400,000 - $499,999		2.10%
$500,000 - $749,999		2.30%
$750,000 - $999,999		0.90%
$1,000,000 +		0.20%
Average Home Value	$169,043	

DESCRIPTION	DATA	%
2010 Population by Age		
Total	55,716	
0 - 4		5.20%
9-May		4.20%
14-Oct		3.90%
15 - 24		30.00%
25 - 34		14.60%
35 - 44		9.90%
45 - 54		10.90%
55 - 64		9.10%
65 - 74		5.80%
75 - 84		4.20%
85 +		2.10%
18 +		84.20%
2017 Population by Age		
Total	60,967	
0 - 4		4.80%
9-May		4.50%
14-Oct		4.10%
15 - 24		27.80%
25 - 34		15.10%
35 - 44		10.10%
45 - 54		9.80%
55 - 64		10.00%
65 - 74		7.20%
75 - 84		4.20%
85 +		2.30%
18 +		84.30%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	64,721	
0 - 4		4.80%
9-May		4.40%
14-Oct		4.30%
15 - 24		26.90%
25 - 34		14.30%
35 - 44		10.90%
45 - 54		9.20%
55 - 64		9.90%
65 - 74		8.10%
75 - 84		4.90%
85 +		2.30%
18 +		83.90%
2010 Population by Sex		
Males	27,308	
Females	28,405	
2017 Population by Sex		
Males	29,981	
Females	30,986	
2022 Population by Sex		
Males	31,816	
Females	32,902	

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	55,713	
White Alone		67.90%
Black Alone		21.70%
American Indian Alone		0.50%
Asian Alone		2.20%
Pacific Islander Alone		0.00%
Some Other Race Alone		5.50%
Two or More Races		2.20%
Hispanic Origin		9.60%
Diversity Index	58.0	
2017 Population by Race/Ethnicity		
Total	60,967	
White Alone		65.80%
Black Alone		22.60%
American Indian Alone		0.50%
Asian Alone		2.80%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.80%
Two or More Races		2.50%
Hispanic Origin		10.00%
Diversity Index	60.3	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	64,720	
White Alone		64.10%
Black Alone		23.40%
American Indian Alone		0.40%
Asian Alone		3.20%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.90%
Two or More Races		2.90%
Hispanic Origin		10.30%
Diversity Index	62.0	
2010 Population by Relationship and Household Type		
Total	55,713	
In Households		89.70%
In Family Households		58.80%
Householder		19.30%
Spouse		12.00%
Child		20.80%
Other relative		4.20%
Nonrelative		2.60%
In Nonfamily Households		30.90%
In Group Quarters		10.30%
Institutionalized Population		0.50%
Noninstitutionalized Population		9.80%

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	35,864	
Less than 9th Grade		4.60%
9th - 12th Grade, No Diploma		7.40%
High School Graduate		23.50%
GED/Alternative Credential		4.20%
Some College, No Degree		22.40%
Associate Degree		8.60%
Bachelor's Degree		18.90%
Graduate/Professional Degree		10.40%
2017 Population 15+ by Marital Status		
Total	52,819	
Never Married		51.30%
Married		33.40%
Widowed		6.30%
Divorced		9.00%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.30%
Civilian Unemployed (Unemployment Rate)		5.70%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	29,491	
Agriculture/Mining		0.60%
Construction		9.60%
Manufacturing		7.80%
Wholesale Trade		2.10%
Retail Trade		11.20%
Transportation/Utilities		4.10%
Information		1.80%
Finance/Insurance/Real Estate		6.70%
Services		51.80%
Public Administration		4.20%
2017 Employed Population 16+ by Occupation		
Total	29,491	
White Collar		55.20%
Management/Business/Financial		10.20%
Professional		21.00%
Sales		10.00%
Administrative Support		14.00%
Services		21.60%
Blue Collar		23.10%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		8.40%
Installation/Maintenance/Repair		3.90%
Production		5.60%
Transportation/Material Moving		4.90%

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	55,713	
Population Inside Urbanized Area		98.20%
Population Inside Urbanized Cluster		0.00%
Rural Population		1.80%
2010 Households by Type		
Total	22,393	
Households with 1 Person		35.50%
Households with 2+ People		64.50%
Family Households		48.00%
Husband-wife Families		29.80%
With Related Children		10.80%
Other Family (No Spouse Present)		18.20%
Other Family with Male Householder		5.00%
With Related Children		2.40%
Other Family with Female Householder		13.20%
With Related Children		8.20%
Nonfamily Households		16.50%
All Households with Children		21.90%
Multigenerational Households		3.10%
Unmarried Partner Households		6.60%
Male-female		5.90%
Same-sex		0.70%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	22,393	
1 Person Household		35.50%
2 Person Household		32.60%
3 Person Household		14.80%
4 Person Household		10.30%
5 Person Household		4.10%
6 Person Household		1.50%
7 + Person Household		1.10%
2010 Households by Tenure and Mortgage Status		
Total	22,393	
Owner Occupied		48.30%
Owned with a Mortgage/Loan		30.30%
Owned Free and Clear		18.00%
Renter Occupied		51.70%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	25,566	
Housing Units Inside Urbanized Area		98.30%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		1.70%

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.

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."

ACKNOWLEDGEMENTS