



TheRetailCoach®

15-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Cayce, South Carolina

Prepared for
City of Cayce
December 2017





15-MINUTE DRIVE TIME

Cayce, South Carolina



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15-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	101,452	
2010 Total Population	109,581	
2017 Total Population	117,754	
2017 Group Quarters	9,439	
2022 Total Population	124,178	
2017-2022 Annual Rate		1.07%
2017 Total Daytime Population	212,099	
Workers	151,793	
Residents	60,306	
Household Summary		
2000 Households	41,623	
2000 Average Household Size	2.21	
2010 Households	44,913	
2010 Average Household Size	2.22	
2017 Households	48,331	
2017 Average Household Size	2.24	
2022 Households	51,034	
2022 Average Household Size	2.25	
2017-2022 Annual Rate		1.09%
2010 Families	22,314	
2010 Average Family Size	2.88	
2017 Families	23,384	
2017 Average Family Size	2.93	
2022 Families	24,399	
2022 Average Family Size	2.95	
2017-2022 Annual Rate		0.85%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	45,790	
Owner Occupied Housing Units		50.10%
Renter Occupied Housing Units		40.80%
Vacant Housing Units		9.10%
2010 Housing Units	51,280	
Owner Occupied Housing Units		44.40%
Renter Occupied Housing Units		43.10%
Vacant Housing Units		12.40%
2017 Housing Units	55,161	
Owner Occupied Housing Units		43.30%
Renter Occupied Housing Units		44.30%
Vacant Housing Units		12.40%
2022 Housing Units	58,273	
Owner Occupied Housing Units		43.10%
Renter Occupied Housing Units		44.40%
Vacant Housing Units		12.40%
Median Household Income		
2017	\$41,890	
2022	\$48,960	
Median Home Value		
2017	\$137,568	
2022	\$150,404	
Per Capita Income		
2017	\$24,554	
2022	\$28,028	



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DESCRIPTION	DATA	%
Median Age		
2010	30.1	
2017	31.8	
2022	32.7	
2017 Households by Income		
Household Income Base	48,331	
<\$15,000		16.80%
\$15,000 - \$24,999		13.10%
\$25,000 - \$34,999		11.60%
\$35,000 - \$49,999		15.70%
\$50,000 - \$74,999		18.40%
\$75,000 - \$99,999		10.60%
\$100,000 - \$149,999		9.30%
\$150,000 - \$199,999		2.60%
\$200,000+		2.10%
Average Household Income	\$57,527	
2022 Households by Income		
Household Income Base	51,034	
<\$15,000		15.70%
\$15,000 - \$24,999		11.60%
\$25,000 - \$34,999		9.90%
\$35,000 - \$49,999		13.50%
\$50,000 - \$74,999		19.50%
\$75,000 - \$99,999		13.00%
\$100,000 - \$149,999		11.40%
\$150,000 - \$199,999		3.10%
\$200,000+		2.40%
Average Household Income	\$66,069	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	23,888	
<\$50,000		8.20%
\$50,000 - \$99,999		20.80%
\$100,000 - \$149,999		27.90%
\$150,000 - \$199,999		20.20%
\$200,000 - \$249,999		8.00%
\$250,000 - \$299,999		4.60%
\$300,000 - \$399,999		5.50%
\$400,000 - \$499,999		2.40%
\$500,000 - \$749,999		1.40%
\$750,000 - \$999,999		0.70%
\$1,000,000 +		0.20%
Average Home Value	\$166,122	
2022 Owner Occupied Housing Units by Value		
Total	25,125	
<\$50,000		6.10%
\$50,000 - \$99,999		17.60%
\$100,000 - \$149,999		26.10%
\$150,000 - \$199,999		20.90%
\$200,000 - \$249,999		9.10%
\$250,000 - \$299,999		5.60%
\$300,000 - \$399,999		7.00%
\$400,000 - \$499,999		3.60%
\$500,000 - \$749,999		2.60%
\$750,000 - \$999,999		1.10%
\$1,000,000 +		0.20%
Average Home Value	\$189,402	



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DESCRIPTION	DATA	%
2010 Population by Age		
Total	109,582	
0 - 4		5.40%
9-May		4.50%
14-Oct		4.10%
15 - 24		26.90%
25 - 34		15.20%
35 - 44		10.50%
45 - 54		11.70%
55 - 64		10.10%
65 - 74		6.00%
75 - 84		3.80%
85 +		1.80%
18 +		83.30%
2017 Population by Age		
Total	117,753	
0 - 4		5.00%
9-May		4.60%
14-Oct		4.20%
15 - 24		25.10%
25 - 34		15.50%
35 - 44		10.70%
45 - 54		10.40%
55 - 64		10.80%
65 - 74		7.70%
75 - 84		4.00%
85 +		2.00%
18 +		83.70%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	124,178	
0 - 4		5.00%
9-May		4.50%
14-Oct		4.40%
15 - 24		24.30%
25 - 34		14.80%
35 - 44		11.30%
45 - 54		9.70%
55 - 64		10.50%
65 - 74		8.60%
75 - 84		4.80%
85 +		2.10%
18 +		83.40%
2010 Population by Sex		
Males	53,462	
Females	56,119	
2017 Population by Sex		
Males	57,648	
Females	60,106	
2022 Population by Sex		
Males	60,833	
Females	63,345	



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DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	109,580	
White Alone		65.40%
Black Alone		26.40%
American Indian Alone		0.40%
Asian Alone		2.10%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.60%
Two or More Races		2.00%
Hispanic Origin		6.70%
Diversity Index	56.4	
2017 Population by Race/Ethnicity		
Total	117,756	
White Alone		63.80%
Black Alone		26.90%
American Indian Alone		0.40%
Asian Alone		2.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.80%
Two or More Races		2.40%
Hispanic Origin		7.10%
Diversity Index	58.4	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	124,179	
White Alone		62.30%
Black Alone		27.40%
American Indian Alone		0.40%
Asian Alone		3.10%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.90%
Two or More Races		2.70%
Hispanic Origin		7.50%
Diversity Index	59.9	
2010 Population by Relationship and Household Type		
Total	109,581	
In Households		91.10%
In Family Households		61.00%
Householder		20.30%
Spouse		12.90%
Child		21.70%
Other relative		3.70%
Nonrelative		2.40%
In Nonfamily Households		30.10%
In Group Quarters		8.90%
Institutionalized Population		1.10%
Noninstitutionalized Population		7.80%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	71,901	
Less than 9th Grade		3.70%
9th - 12th Grade, No Diploma		7.60%
High School Graduate		21.30%
GED/Alternative Credential		3.90%
Some College, No Degree		21.80%
Associate Degree		8.60%
Bachelor's Degree		20.40%
Graduate/Professional Degree		12.60%
2017 Population 15+ by Marital Status		
Total	101,504	
Never Married		50.40%
Married		34.50%
Widowed		5.60%
Divorced		9.50%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.00%
Civilian Unemployed (Unemployment Rate)		6.00%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	58,368	
Agriculture/Mining		0.50%
Construction		7.00%
Manufacturing		6.90%
Wholesale Trade		2.30%
Retail Trade		11.80%
Transportation/Utilities		4.00%
Information		1.90%
Finance/Insurance/Real Estate		7.10%
Services		53.50%
Public Administration		5.00%
2017 Employed Population 16+ by Occupation		
Total	58,367	
White Collar		59.90%
Management/Business/Financial		11.00%
Professional		23.50%
Sales		10.90%
Administrative Support		14.50%
Services		20.60%
Blue Collar		19.40%
Farming/Forestry/Fishing		0.30%
Construction/Extraction		6.20%
Installation/Maintenance/Repair		3.40%
Production		4.80%
Transportation/Material Moving		4.70%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	109,581	
Population Inside Urbanized Area		97.40%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.60%
2010 Households by Type		
Total	44,913	
Households with 1 Person		35.20%
Households with 2+ People		64.80%
Family Households		49.70%
Husband-wife Families		31.60%
With Related Children		11.70%
Other Family (No Spouse Present)		18.00%
Other Family with Male Householder		4.60%
With Related Children		2.20%
Other Family with Female Householder		13.50%
With Related Children		8.50%
Nonfamily Households		15.10%
All Households with Children		22.90%
Multigenerational Households		3.00%
Unmarried Partner Households		6.70%
Male-female		5.90%
Same-sex		0.80%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	44,911	
1 Person Household		35.20%
2 Person Household		33.30%
3 Person Household		15.20%
4 Person Household		10.10%
5 Person Household		3.80%
6 Person Household		1.40%
7 + Person Household		1.00%
2010 Households by Tenure and Mortgage Status		
Total	44,913	
Owner Occupied		50.70%
Owned with a Mortgage/Loan		34.00%
Owned Free and Clear		16.80%
Renter Occupied		49.30%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	51,280	
Housing Units Inside Urbanized Area		97.50%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		2.50%



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.



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

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.

The Retail Coach –

“It’s not about data. It’s about your success.”



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.

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, Nielsen 2016/2017, ESRI 2016/2017, 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.

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