



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Cayce, South Carolina

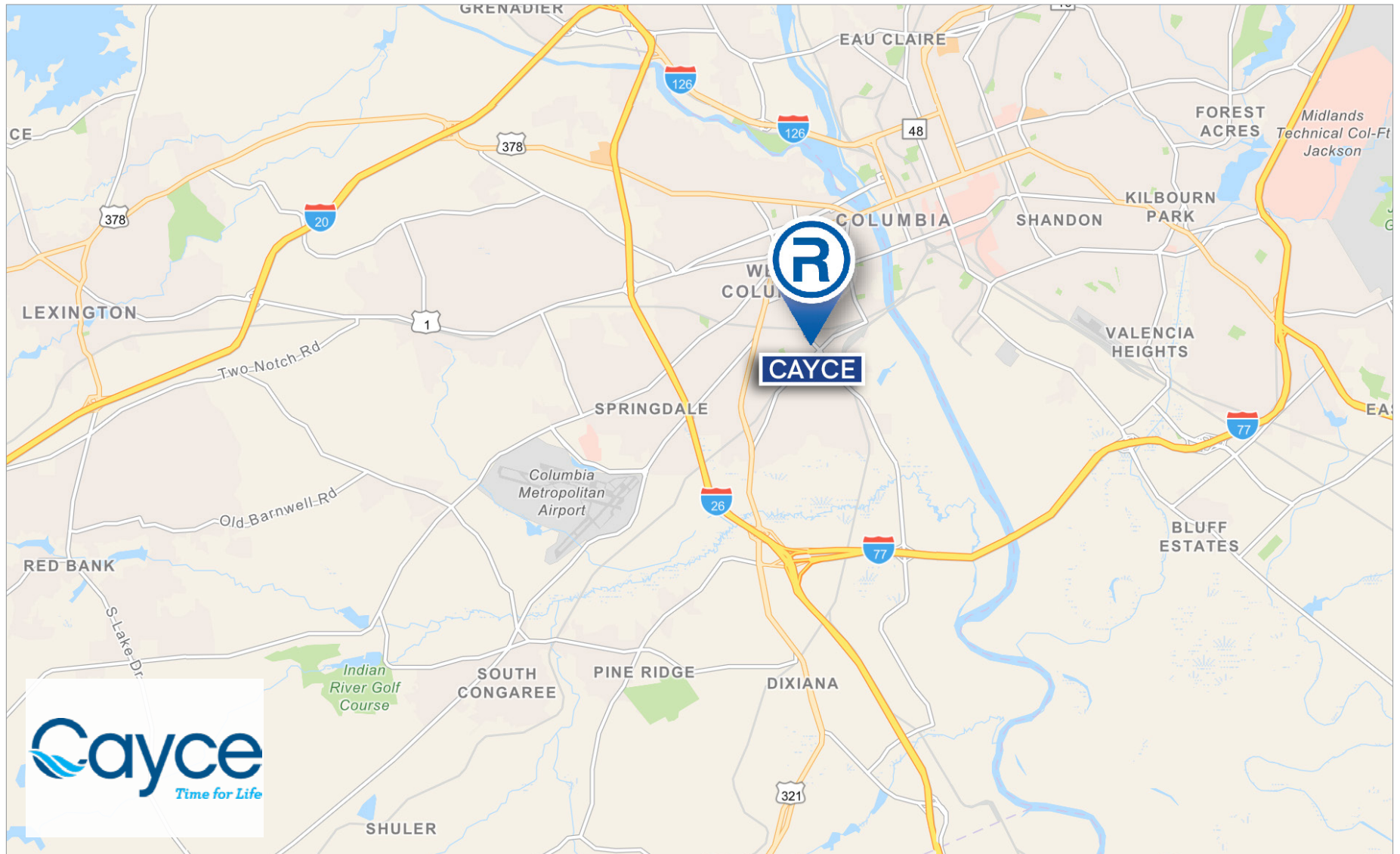
Prepared for
City of Cayce
November 2017





LOCATION

Cayce, South Carolina



CONTACT

REBECCA VANCE, AICP, ICMA-CM, CITY MANAGER

City of Cayce | 1800 12th Street | Cayce, South Carolina 29033 | 803.796.9020 ext. 3022
rvance@cityofcayce-sc.gov | www.cityofcayce-sc.gov



COMMUNITY • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	12,516	
2010 Total Population	12,534	
2017 Total Population	13,808	
2017 Group Quarters	23	
2022 Total Population	14,671	
2017-2022 Annual Rate		1.22%
2017 Total Daytime Population	18,063	
Workers	11,297	
Residents	6,766	
Household Summary		
2000 Households	5,252	
2000 Average Household Size	2.37	
2010 Households	5,356	
2010 Average Household Size	2.34	
2017 Households	5,832	
2017 Average Household Size	2.36	
2022 Households	6,168	
2022 Average Household Size	2.37	
2017-2022 Annual Rate		1.13%
2010 Families	2,939	
2010 Average Family Size	2.91	
2017 Families	3,176	
2017 Average Family Size	2.97	
2022 Families	3,336	
2022 Average Family Size	3.00	
2017-2022 Annual Rate		0.99%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	5,605	
Owner Occupied Housing Units		61.90%
Renter Occupied Housing Units		31.80%
Vacant Housing Units		6.30%
2010 Housing Units	5,836	
Owner Occupied Housing Units		55.60%
Renter Occupied Housing Units		36.20%
Vacant Housing Units		8.20%
2017 Housing Units	6,389	
Owner Occupied Housing Units		53.70%
Renter Occupied Housing Units		37.60%
Vacant Housing Units		8.70%
2022 Housing Units	6,754	
Owner Occupied Housing Units		54.10%
Renter Occupied Housing Units		37.20%
Vacant Housing Units		8.70%
Median Household Income		
2017	\$42,534	
2022	\$48,472	
Median Home Value		
2017	\$123,341	
2022	\$132,616	
Per Capita Income		
2017	\$23,435	
2022	\$26,765	



COMMUNITY • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
Median Age		
2010	34.9	
2017	38.1	
2022	39.0	
2017 Households by Income		
Household Income Base	5,830	
<\$15,000		13.80%
\$15,000 - \$24,999		14.00%
\$25,000 - \$34,999		11.50%
\$35,000 - \$49,999		18.20%
\$50,000 - \$74,999		19.20%
\$75,000 - \$99,999		11.10%
\$100,000 - \$149,999		9.20%
\$150,000 - \$199,999		2.00%
\$200,000+		1.00%
Average Household Income	\$54,670	
2022 Households by Income		
Household Income Base	6,168	
<\$15,000		13.10%
\$15,000 - \$24,999		12.50%
\$25,000 - \$34,999		9.90%
\$35,000 - \$49,999		15.70%
\$50,000 - \$74,999		19.80%
\$75,000 - \$99,999		13.70%
\$100,000 - \$149,999		11.60%
\$150,000 - \$199,999		2.50%
\$200,000+		1.20%
Average Household Income	\$62,700	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	3,432	
<\$50,000		5.70%
\$50,000 - \$99,999		27.30%
\$100,000 - \$149,999		36.50%
\$150,000 - \$199,999		14.00%
\$200,000 - \$249,999		8.70%
\$250,000 - \$299,999		4.70%
\$300,000 - \$399,999		1.00%
\$400,000 - \$499,999		1.80%
\$500,000 - \$749,999		0.10%
\$750,000 - \$999,999		0.20%
\$1,000,000 +		0.10%
Average Home Value	\$139,736	
2022 Owner Occupied Housing Units by Value		
Total	3,654	
<\$50,000		4.10%
\$50,000 - \$99,999		23.50%
\$100,000 - \$149,999		34.30%
\$150,000 - \$199,999		14.70%
\$200,000 - \$249,999		10.80%
\$250,000 - \$299,999		6.30%
\$300,000 - \$399,999		1.60%
\$400,000 - \$499,999		3.70%
\$500,000 - \$749,999		0.10%
\$750,000 - \$999,999		0.50%
\$1,000,000 +		0.20%
Average Home Value	\$159,209	



COMMUNITY • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population by Age		
Total	12,534	
0 - 4		5.50%
9-May		5.10%
14-Oct		4.80%
15 - 24		20.10%
25 - 34		14.60%
35 - 44		10.90%
45 - 54		13.40%
55 - 64		11.60%
65 - 74		7.20%
75 - 84		4.90%
85 +		1.90%
18 +		81.40%
2017 Population by Age		
Total	13,809	
0 - 4		4.90%
9-May		4.70%
14-Oct		4.60%
15 - 24		17.40%
25 - 34		14.70%
35 - 44		11.40%
45 - 54		12.00%
55 - 64		13.40%
65 - 74		9.70%
75 - 84		4.90%
85 +		2.30%
18 +		82.80%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	14,672	
0 - 4		4.90%
9-May		4.70%
14-Oct		4.80%
15 - 24		16.50%
25 - 34		13.70%
35 - 44		12.60%
45 - 54		10.90%
55 - 64		13.00%
65 - 74		10.70%
75 - 84		5.80%
85 +		2.30%
18 +		82.60%
2010 Population by Sex		
Males	6,010	
Females	6,524	
2017 Population by Sex		
Males	6,639	
Females	7,170	
2022 Population by Sex		
Males	7,086	
Females	7,586	



COMMUNITY • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	12,534	
White Alone		68.00%
Black Alone		25.10%
American Indian Alone		0.40%
Asian Alone		1.90%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.30%
Two or More Races		2.10%
Hispanic Origin		4.30%
Diversity Index	51.7	
2017 Population by Race/Ethnicity		
Total	13,807	
White Alone		66.70%
Black Alone		25.80%
American Indian Alone		0.40%
Asian Alone		2.10%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.50%
Two or More Races		2.50%
Hispanic Origin		4.30%
Diversity Index	53.1	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	14,670	
White Alone		65.00%
Black Alone		26.50%
American Indian Alone		0.40%
Asian Alone		2.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.50%
Two or More Races		2.90%
Hispanic Origin		4.40%
Diversity Index	54.8	
2010 Population by Relationship and Household Type		
Total	12,534	
In Households		100.00%
In Family Households		70.80%
Householder		23.40%
Spouse		15.20%
Child		25.60%
Other relative		4.20%
Nonrelative		2.50%
In Nonfamily Households		29.20%
In Group Quarters		0.00%
Institutionalized Population		0.00%
Noninstitutionalized Population		0.00%



COMMUNITY • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	9,442	
Less than 9th Grade		3.10%
9th - 12th Grade, No Diploma		7.70%
High School Graduate		24.90%
GED/Alternative Credential		3.00%
Some College, No Degree		24.00%
Associate Degree		10.00%
Bachelor's Degree		18.00%
Graduate/Professional Degree		9.30%
2017 Population 15+ by Marital Status		
Total	11,849	
Never Married		41.90%
Married		39.80%
Widowed		7.20%
Divorced		11.10%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		95.40%
Civilian Unemployed (Unemployment Rate)		4.60%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	7,164	
Agriculture/Mining		0.50%
Construction		6.70%
Manufacturing		8.70%
Wholesale Trade		2.30%
Retail Trade		13.60%
Transportation/Utilities		7.30%
Information		1.80%
Finance/Insurance/Real Estate		6.80%
Services		47.60%
Public Administration		4.70%
2017 Employed Population 16+ by Occupation		
Total	7,163	
White Collar		58.60%
Management/Business/Financial		13.50%
Professional		21.50%
Sales		9.60%
Administrative Support		14.10%
Services		19.70%
Blue Collar		21.70%
Farming/Forestry/Fishing		0.50%
Construction/Extraction		5.70%
Installation/Maintenance/Repair		4.00%
Production		4.90%
Transportation/Material Moving		6.60%



COMMUNITY • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	12,534	
Population Inside Urbanized Area		99.60%
Population Inside Urbanized Cluster		0.00%
Rural Population		0.40%
2010 Households by Type		
Total	5,356	
Households with 1 Person		31.10%
Households with 2+ People		68.90%
Family Households		54.90%
Husband-wife Families		35.50%
With Related Children		12.80%
Other Family (No Spouse Present)		19.40%
Other Family with Male Householder		4.60%
With Related Children		2.00%
Other Family with Female Householder		14.90%
With Related Children		9.20%
Nonfamily Households		14.10%
All Households with Children		24.30%
Multigenerational Households		3.80%
Unmarried Partner Households		6.90%
Male-female		6.00%
Same-sex		0.80%

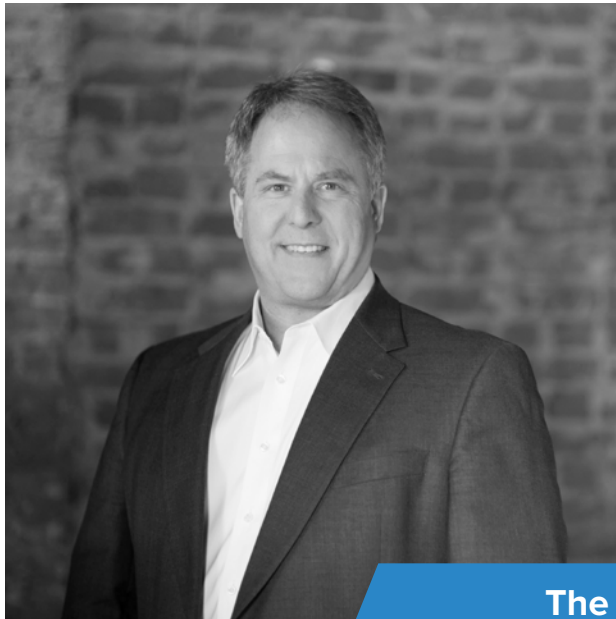
DESCRIPTION	DATA	%
2010 Households by Size		
Total	5,356	
1 Person Household		31.10%
2 Person Household		34.40%
3 Person Household		15.70%
4 Person Household		12.10%
5 Person Household		4.20%
6 Person Household		1.50%
7 + Person Household		1.00%
2010 Households by Tenure and Mortgage Status		
Total	5,356	
Owner Occupied		60.60%
Owned with a Mortgage/Loan		40.60%
Owned Free and Clear		20.10%
Renter Occupied		39.40%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	5,836	
Housing Units Inside Urbanized Area		99.70%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		0.30%



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.

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