



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Cayce, South Carolina

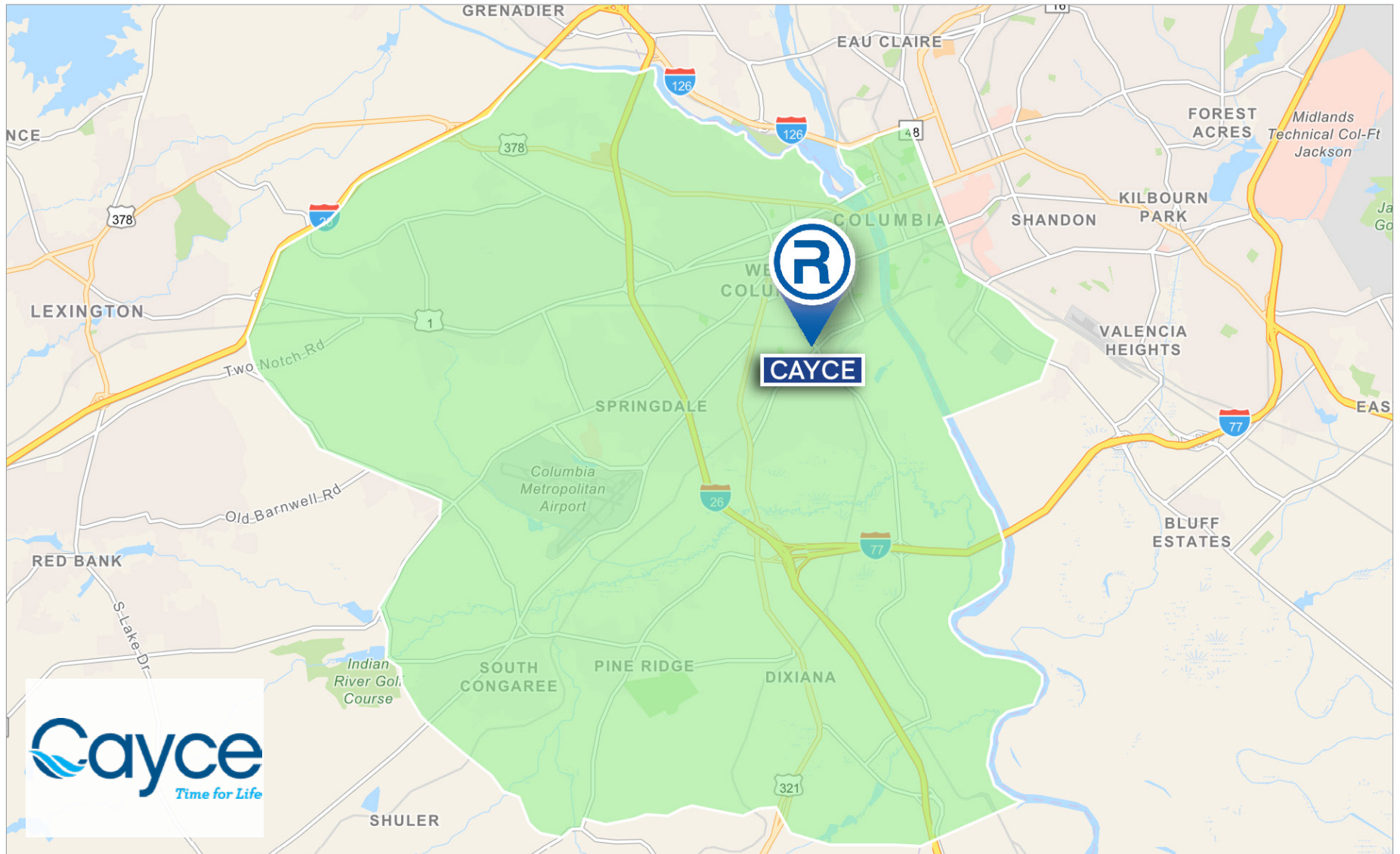
Prepared for
City of Cayce
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PRIMARY RETAIL TRADE AREA

Cayce, South Carolina



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	68,835	
2010 Total Population	77,293	
2017 Total Population	84,697	
2017 Group Quarters	1,465	
2022 Total Population	90,285	
2017-2022 Annual Rate		1.29%
2017 Total Daytime Population	117,300	
Workers	75,250	
Residents	42,050	
Household Summary		
2000 Households	28,602	
2000 Average Household Size	2.36	
2010 Households	32,283	
2010 Average Household Size	2.35	
2017 Households	35,056	
2017 Average Household Size	2.37	
2022 Households	37,239	
2022 Average Household Size	2.39	
2017-2022 Annual Rate		1.22%
2010 Families	18,507	
2010 Average Family Size	2.93	
2017 Families	19,655	
2017 Average Family Size	2.98	
2022 Families	20,679	
2022 Average Family Size	3.00	
2017-2022 Annual Rate		1.02%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	31,137	
Owner Occupied Housing Units		61.20%
Renter Occupied Housing Units		30.60%
Vacant Housing Units		8.10%
2010 Housing Units	36,396	
Owner Occupied Housing Units		54.10%
Renter Occupied Housing Units		34.60%
Vacant Housing Units		11.30%
2017 Housing Units	39,477	
Owner Occupied Housing Units		53.00%
Renter Occupied Housing Units		35.80%
Vacant Housing Units		11.20%
2022 Housing Units	41,920	
Owner Occupied Housing Units		53.00%
Renter Occupied Housing Units		35.80%
Vacant Housing Units		11.20%
Median Household Income		
2017	\$46,012	
2022	\$52,678	
Median Home Value		
2017	\$132,074	
2022	\$142,926	
Per Capita Income		
2017	\$24,812	
2022	\$28,287	



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DESCRIPTION	DATA	%
Median Age		
2010	35.0	
2017	36.2	
2022	37.1	
2017 Households by Income		
Household Income Base	35,056	
<\$15,000		13.40%
\$15,000 - \$24,999		12.10%
\$25,000 - \$34,999		11.60%
\$35,000 - \$49,999		16.20%
\$50,000 - \$74,999		19.40%
\$75,000 - \$99,999		12.60%
\$100,000 - \$149,999		10.40%
\$150,000 - \$199,999		2.90%
\$200,000+		1.40%
Average Household Income	\$59,186	
2022 Households by Income		
Household Income Base	37,239	
<\$15,000		12.60%
\$15,000 - \$24,999		10.60%
\$25,000 - \$34,999		9.80%
\$35,000 - \$49,999		13.80%
\$50,000 - \$74,999		20.10%
\$75,000 - \$99,999		15.20%
\$100,000 - \$149,999		12.70%
\$150,000 - \$199,999		3.50%
\$200,000+		1.70%
Average Household Income	\$67,878	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	20,921	
<\$50,000		8.50%
\$50,000 - \$99,999		19.70%
\$100,000 - \$149,999		34.00%
\$150,000 - \$199,999		21.60%
\$200,000 - \$249,999		6.80%
\$250,000 - \$299,999		3.70%
\$300,000 - \$399,999		3.00%
\$400,000 - \$499,999		1.10%
\$500,000 - \$749,999		0.90%
\$750,000 - \$999,999		0.40%
\$1,000,000 +		0.30%
Average Home Value	\$151,342	
2022 Owner Occupied Housing Units by Value		
Total	22,211	
<\$50,000		6.20%
\$50,000 - \$99,999		16.30%
\$100,000 - \$149,999		32.00%
\$150,000 - \$199,999		22.80%
\$200,000 - \$249,999		8.10%
\$250,000 - \$299,999		4.80%
\$300,000 - \$399,999		4.40%
\$400,000 - \$499,999		2.00%
\$500,000 - \$749,999		2.20%
\$750,000 - \$999,999		0.80%
\$1,000,000 +		0.40%
Average Home Value	\$174,770	



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population by Age		
Total	77,294	
0 - 4		6.20%
9-May		5.40%
14-Oct		5.20%
15 - 24		18.50%
25 - 34		14.80%
35 - 44		12.20%
45 - 54		13.40%
55 - 64		11.20%
65 - 74		6.90%
75 - 84		4.30%
85 +		2.10%
18 +		80.00%
2017 Population by Age		
Total	84,697	
0 - 4		5.60%
9-May		5.50%
14-Oct		5.20%
15 - 24		17.10%
25 - 34		15.00%
35 - 44		12.00%
45 - 54		11.90%
55 - 64		12.00%
65 - 74		8.70%
75 - 84		4.50%
85 +		2.30%
18 +		80.70%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	90,285	
0 - 4		5.60%
9-May		5.40%
14-Oct		5.50%
15 - 24		16.60%
25 - 34		14.10%
35 - 44		12.80%
45 - 54		11.00%
55 - 64		11.80%
65 - 74		9.60%
75 - 84		5.40%
85 +		2.30%
18 +		80.40%
2010 Population by Sex		
Males	37,634	
Females	39,659	
2017 Population by Sex		
Males	41,370	
Females	43,327	
2022 Population by Sex		
Males	44,140	
Females	46,146	



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	77,294	
White Alone		72.40%
Black Alone		18.60%
American Indian Alone		0.50%
Asian Alone		1.60%
Pacific Islander Alone		0.00%
Some Other Race Alone		4.70%
Two or More Races		2.10%
Hispanic Origin		8.50%
Diversity Index	52.7	
2017 Population by Race/Ethnicity		
Total	84,697	
White Alone		70.50%
Black Alone		19.50%
American Indian Alone		0.50%
Asian Alone		2.10%
Pacific Islander Alone		0.10%
Some Other Race Alone		4.90%
Two or More Races		2.50%
Hispanic Origin		8.90%
Diversity Index	55.1	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	90,287	
White Alone		68.80%
Black Alone		20.30%
American Indian Alone		0.50%
Asian Alone		2.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.00%
Two or More Races		2.80%
Hispanic Origin		9.10%
Diversity Index	56.9	
2010 Population by Relationship and Household Type		
Total	77,293	
In Households		98.10%
In Family Households		72.80%
Householder		23.90%
Spouse		16.20%
Child		26.00%
Other relative		4.00%
Nonrelative		2.70%
In Nonfamily Households		25.30%
In Group Quarters		1.90%
Institutionalized Population		0.70%
Noninstitutionalized Population		1.30%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	56,372	
Less than 9th Grade		3.90%
9th - 12th Grade, No Diploma		7.20%
High School Graduate		23.90%
GED/Alternative Credential		4.20%
Some College, No Degree		23.80%
Associate Degree		9.40%
Bachelor's Degree		18.60%
Graduate/Professional Degree		9.00%
2017 Population 15+ by Marital Status		
Total	70,879	
Never Married		39.60%
Married		42.70%
Widowed		6.70%
Divorced		11.00%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		95.00%
Civilian Unemployed (Unemployment Rate)		5.00%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	43,352	
Agriculture/Mining		0.60%
Construction		9.20%
Manufacturing		8.50%
Wholesale Trade		2.70%
Retail Trade		12.00%
Transportation/Utilities		4.50%
Information		1.70%
Finance/Insurance/Real Estate		7.50%
Services		48.30%
Public Administration		4.90%
2017 Employed Population 16+ by Occupation		
Total	43,352	
White Collar		57.80%
Management/Business/Financial		11.40%
Professional		19.80%
Sales		10.60%
Administrative Support		15.90%
Services		18.80%
Blue Collar		23.40%
Farming/Forestry/Fishing		0.30%
Construction/Extraction		8.40%
Installation/Maintenance/Repair		4.20%
Production		5.40%
Transportation/Material Moving		5.10%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	77,293	
Population Inside Urbanized Area		97.50%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.50%
2010 Households by Type		
Total	32,283	
Households with 1 Person		30.90%
Households with 2+ People		69.10%
Family Households		57.30%
Husband-wife Families		38.90%
With Related Children		15.10%
Other Family (No Spouse Present)		18.50%
Other Family with Male Householder		5.00%
With Related Children		2.60%
Other Family with Female Householder		13.50%
With Related Children		8.50%
Nonfamily Households		11.80%
All Households with Children		26.80%
Multigenerational Households		3.40%
Unmarried Partner Households		6.60%
Male-female		5.90%
Same-sex		0.70%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	32,283	
1 Person Household		30.90%
2 Person Household		34.10%
3 Person Household		16.00%
4 Person Household		11.60%
5 Person Household		4.50%
6 Person Household		1.70%
7 + Person Household		1.10%
2010 Households by Tenure and Mortgage Status		
Total	32,283	
Owner Occupied		61.00%
Owned with a Mortgage/Loan		41.60%
Owned Free and Clear		19.40%
Renter Occupied		39.00%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	36,396	
Housing Units Inside Urbanized Area		97.60%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		2.40%



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.



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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