



TheRetailCoach®

# PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Cayce, South Carolina

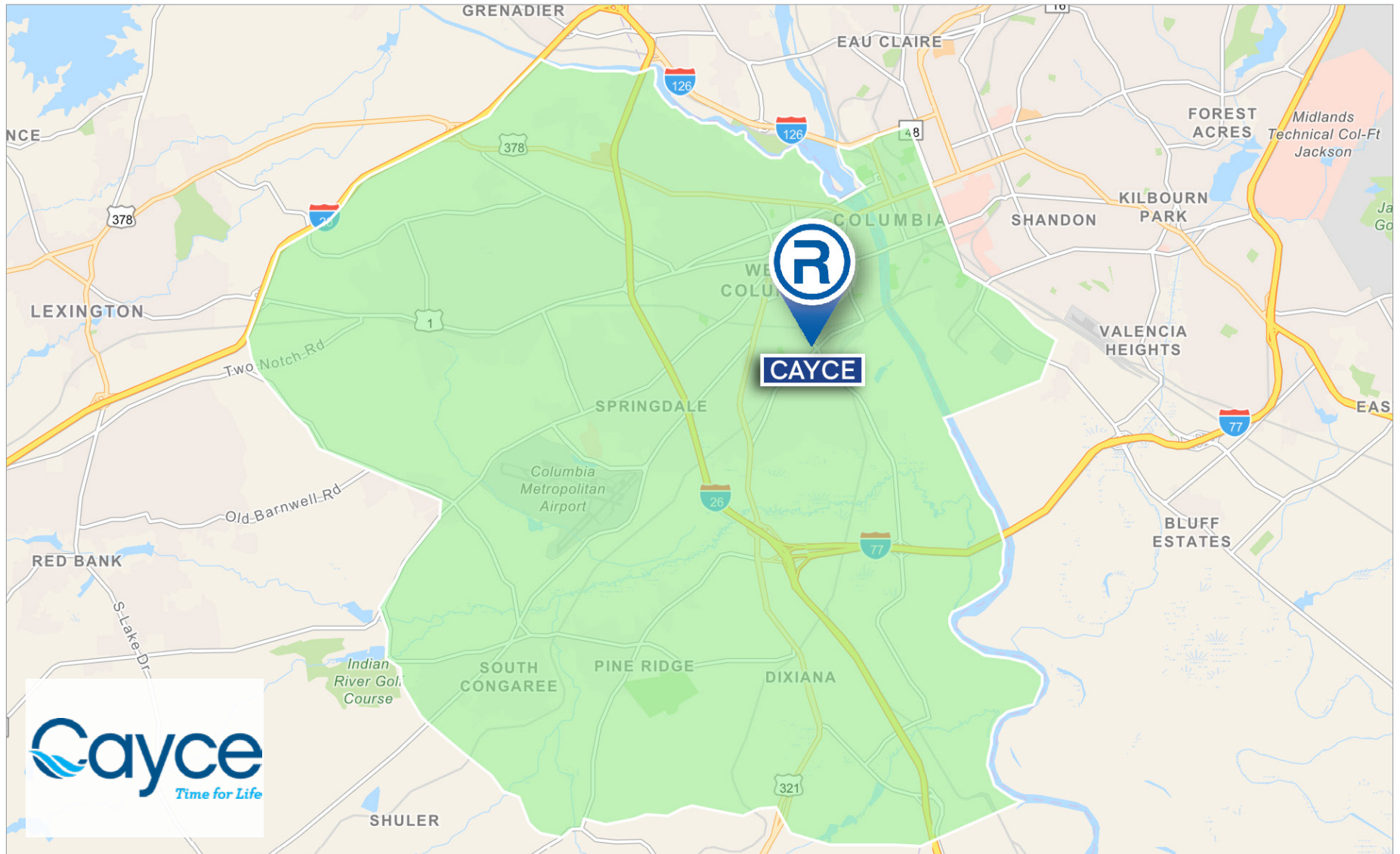
Prepared for  
City of Cayce  
November 2017





# PRIMARY RETAIL TRADE AREA

Cayce, South Carolina



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# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$1,403,243,591.61</b>	<b>\$322,263,123.00</b>	<b>\$1,080,980,468.61</b>	<b>0.230</b>
441	Motor Vehicle and Parts Dealers	\$254,084,241.66	\$37,490,945.00	\$216,593,296.66	0.148
4411	Automotive Dealers	\$213,323,227.44	\$22,732,377.00	\$190,590,850.44	0.107
4412	Other Motor Vehicle Dealers	\$16,769,675.12	\$5,710,413.00	\$11,059,262.12	0.341
4413	Automotive Parts/Accsrs, Tire Stores	\$23,991,339.10	\$9,048,155.00	\$14,943,184.10	0.377
442	Furniture and Home Furnishings Stores	\$28,305,420.07	\$6,004,936.00	\$22,300,484.07	0.212
4421	Furniture Stores	\$15,664,293.37	\$2,419,198.00	\$13,245,095.37	0.154
4422	Home Furnishing Stores	\$12,641,126.69	\$3,585,738.00	\$9,055,388.69	0.284
443	Electronics and Appliance Stores	\$47,142,025.15	\$4,286,086.00	\$42,855,939.15	0.091
44311	Appliances, TVs, Electronics Stores	\$23,571,012.58	\$2,143,043.00	\$21,427,969.58	0.091
443111	Household Appliances Stores	\$3,205,672.68	\$1,028,266.00	\$2,177,406.68	0.321
443112	Electronics Stores	\$20,365,339.89	\$1,114,777.00	\$19,250,562.89	0.055
444	Building Material, Garden Equip Stores	\$161,913,308.08	\$45,099,314.00	\$116,813,994.08	0.279
4441	Building Material and Supply Dealers	\$150,159,374.58	\$44,839,648.00	\$105,319,726.58	0.299
44411	Home Centers	\$60,467,112.01	\$6,153,157.00	\$54,313,955.01	0.102
44412	Paint and Wallpaper Stores	\$2,690,809.90	\$816,688.00	\$1,874,121.90	0.304
44413	Hardware Stores	\$18,097,907.26	\$589,807.00	\$17,508,100.26	0.033
44419	Other Building Materials Dealers	\$68,903,545.40	\$37,279,996.00	\$31,623,549.40	0.541
444191	Building Materials, Lumberyards	\$25,708,067.69	\$29,400,028.00	-\$3,691,960.31	1.144
4442	Lawn, Garden Equipment, Supplies Stores	\$11,753,933.50	\$259,666.00	\$11,494,267.50	0.022
44421	Outdoor Power Equipment Stores	\$2,545,234.26	\$150,213.00	\$2,395,021.26	0.059
44422	Nursery and Garden Centers	\$9,208,699.24	\$109,453.00	\$9,099,246.24	0.012

\*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
445	Food and Beverage Stores	\$186,536,652.80	\$57,587,217.00	\$128,949,435.80	0.309
4451	Grocery Stores	\$173,835,203.68	\$56,804,598.00	\$117,030,605.68	0.327
44511	Supermarkets, Grocery (Ex Conv) Stores	\$165,163,198.52	\$54,493,035.00	\$110,670,163.52	0.330
44512	Convenience Stores	\$8,672,005.15	\$2,311,563.00	\$6,360,442.15	0.267
4452	Specialty Food Stores	\$5,111,527.69	\$456,197.00	\$4,655,330.69	0.089
4453	Beer, Wine and Liquor Stores	\$7,589,921.42	\$326,422.00	\$7,263,499.42	0.043
446	Health and Personal Care Stores	\$80,007,431.15	\$61,852,134.00	\$18,155,297.15	0.773
44611	Pharmacies and Drug Stores	\$67,878,502.48	\$59,361,881.00	\$8,516,621.48	0.875
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$6,333,524.31	\$592,176.00	\$5,741,348.31	0.093
44613	Optical Goods Stores	\$2,065,000.20	\$12,919.00	\$2,052,081.20	0.006
44619	Other Health and Personal Care Stores	\$3,730,404.16	\$1,885,158.00	\$1,845,246.16	0.505
447	Gasoline Stations	\$119,532,462.98	\$38,965,504.00	\$80,566,958.98	0.326
44711	Gasoline Stations With Conv Stores	\$47,169,526.35	\$33,990,989.00	\$13,178,537.35	0.721
44719	Other Gasoline Stations	\$72,362,936.64	\$4,974,515.00	\$67,388,421.64	0.069
448	Clothing and Clothing Accessories Stores	\$59,014,694.83	\$2,615,616.00	\$56,399,078.83	0.044
4481	Clothing Stores	\$45,876,167.08	\$848,723.00	\$45,027,444.08	0.019
44811	Men's Clothing Stores	\$1,968,235.21	\$0.00	\$1,968,235.21	0.000
44812	Women's Clothing Stores	\$9,837,887.69	\$514,481.00	\$9,323,406.69	0.052
44813	Childrens, Infants Clothing Stores	\$2,310,695.37	\$8,052.00	\$2,302,643.37	0.003
44814	Family Clothing Stores	\$26,454,015.12	\$0.00	\$26,454,015.12	0.000
44815	Clothing Accessories Stores	\$1,491,447.55	\$314,160.00	\$1,177,287.55	0.211
44819	Other Clothing Stores	\$3,813,886.16	\$12,030.00	\$3,801,856.16	0.003
4482	Shoe Stores	\$7,556,832.36	\$27,437.00	\$7,529,395.36	0.004
4483	Jewelry, Luggage, Leather Goods Stores	\$5,581,695.39	\$1,739,456.00	\$3,842,239.39	0.312
44831	Jewelry Stores	\$5,309,144.12	\$1,196,602.00	\$4,112,542.12	0.225
44832	Luggage and Leather Goods Stores	\$272,551.27	\$542,854.00	-\$270,302.73	1.992

\*Positive numbers denote leakage, negative numbers denote a surplus.

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# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$23,942,900.50	\$3,132,119.00	\$20,810,781.50	0.131
4511	Sportng Goods, Hobby, Musical Inst Stores	\$20,153,844.86	\$2,932,119.00	\$17,221,725.86	0.145
45111	Sporting Goods Stores	\$14,821,892.67	\$2,302,173.00	\$12,519,719.67	0.155
45112	Hobby, Toys and Games Stores	\$3,795,500.96	\$134,433.00	\$3,661,067.96	0.035
45113	Sew/Needlework/Piece Goods Stores	\$666,043.40	\$383,387.00	\$282,656.40	0.576
45114	Musical Instrument and Supplies Stores	\$870,407.82	\$112,126.00	\$758,281.82	0.129
4512	Book, Periodical and Music Stores	\$3,789,055.64	\$200,000.00	\$3,589,055.64	0.053
45121	Book Stores and News Dealers	\$3,789,055.64	\$200,000.00	\$3,589,055.64	0.053
451211	Book Stores	\$3,207,732.27	\$200,000.00	\$3,007,732.27	0.062
451212	News Dealers and Newsstands	\$581,323.37	\$0.00	\$581,323.37	0.000
452	General Merchandise Stores	\$196,604,351.05	\$12,428,508.00	\$184,175,843.05	0.063
4521	Department Stores Excl Leased Depts	\$122,026,135.13	\$1,007,157.00	\$121,018,978.13	0.008
4529	Other General Merchandise Stores	\$74,578,215.92	\$11,421,351.00	\$63,156,864.92	0.153
453	Miscellaneous Store Retailers	\$34,465,120.87	\$1,664,091.00	\$32,801,029.87	0.048
4531	Florists	\$1,520,581.50	\$114,511.00	\$1,406,070.50	0.075
4532	Office Supplies, Stationery, Gift Stores	\$17,991,101.24	\$590,348.00	\$17,400,753.24	0.033
45321	Office Supplies and Stationery Stores	\$10,735,456.09	\$129,721.00	\$10,605,735.09	0.012
45322	Gift, Novelty and Souvenir Stores	\$7,255,645.16	\$460,627.00	\$6,795,018.16	0.063
4533	Used Merchandise Stores	\$3,960,997.96	\$959,232.00	\$3,001,765.96	0.242
4539	Other Miscellaneous Store Retailers	\$10,992,440.18	\$0.00	\$10,992,440.18	0.000
454	Non-Store Retailers	\$47,132,353.24	\$20,608,515.00	\$26,523,838.24	0.437

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
722	Foodservice and Drinking Places	\$164,562,629.24	\$30,528,138.00	\$134,034,491.24	0.186
7223	Special Foodservices	\$8,294,203.93	\$452,271.00	\$7,841,932.93	0.055
7224	Drinking Places -Alcoholic Beverages	\$3,347,046.22	\$732,232.00	\$2,614,814.22	0.219
722511	Full Service Restaurants	\$82,333,915.61	\$14,558,834.00	\$67,775,081.61	0.177
722513	Limited Service Eating Places	\$64,336,143.53	\$14,650,442.00	\$49,685,701.53	0.228
722514	Cafeterias, Grill Buffets, and Buffets	\$1,573,495.22	\$0.00	\$1,573,495.22	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$4,677,824.74	\$134,359.00	\$4,543,465.74	0.029

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# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cayce, South Carolina

DESCRIPTION	DATA	%
<b>Population Summary</b>		
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%
<b>2017 Total Daytime Population</b>	117,300	
Workers	75,250	
Residents	42,050	
<b>Household Summary</b>		
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	%
<b>Housing Unit Summary</b>		
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%
<b>Median Household Income</b>		
2017	\$46,012	
2022	\$52,678	
<b>Median Home Value</b>		
2017	\$132,074	
2022	\$142,926	
<b>Per Capita Income</b>		
2017	\$24,812	
2022	\$28,287	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	35.0	
2017	36.2	
2022	37.1	
<b>2017 Households by Income</b>		
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	
<b>2022 Households by Income</b>		
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	%
<b>2017 Owner Occupied Housing Units by Value</b>		
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	
<b>2022 Owner Occupied Housing Units by Value</b>		
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	%
<b>2010 Population by Age</b>		
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%
<b>2017 Population by Age</b>		
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	%
<b>2022 Population by Age</b>		
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%
<b>2010 Population by Sex</b>		
Males	37,634	
Females	39,659	
<b>2017 Population by Sex</b>		
Males	41,370	
Females	43,327	
<b>2022 Population by Sex</b>		
Males	44,140	
Females	46,146	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cayce, South Carolina

DESCRIPTION	DATA	%
<b>2010 Population by Race/Ethnicity</b>		
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	
<b>2017 Population by Race/Ethnicity</b>		
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	%
<b>2022 Population by Race/Ethnicity</b>		
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	
<b>2010 Population by Relationship and Household Type</b>		
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%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cayce, South Carolina

DESCRIPTION	DATA	%
<b>2017 Population 25+ by Educational Attainment</b>		
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%
<b>2017 Population 15+ by Marital Status</b>		
Total	70,879	
Never Married		39.60%
Married		42.70%
Widowed		6.70%
Divorced		11.00%
<b>2017 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		95.00%
Civilian Unemployed (Unemployment Rate)		5.00%

DESCRIPTION	DATA	%
<b>2017 Employed Population 16+ by Industry</b>		
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%
<b>2017 Employed Population 16+ by Occupation</b>		
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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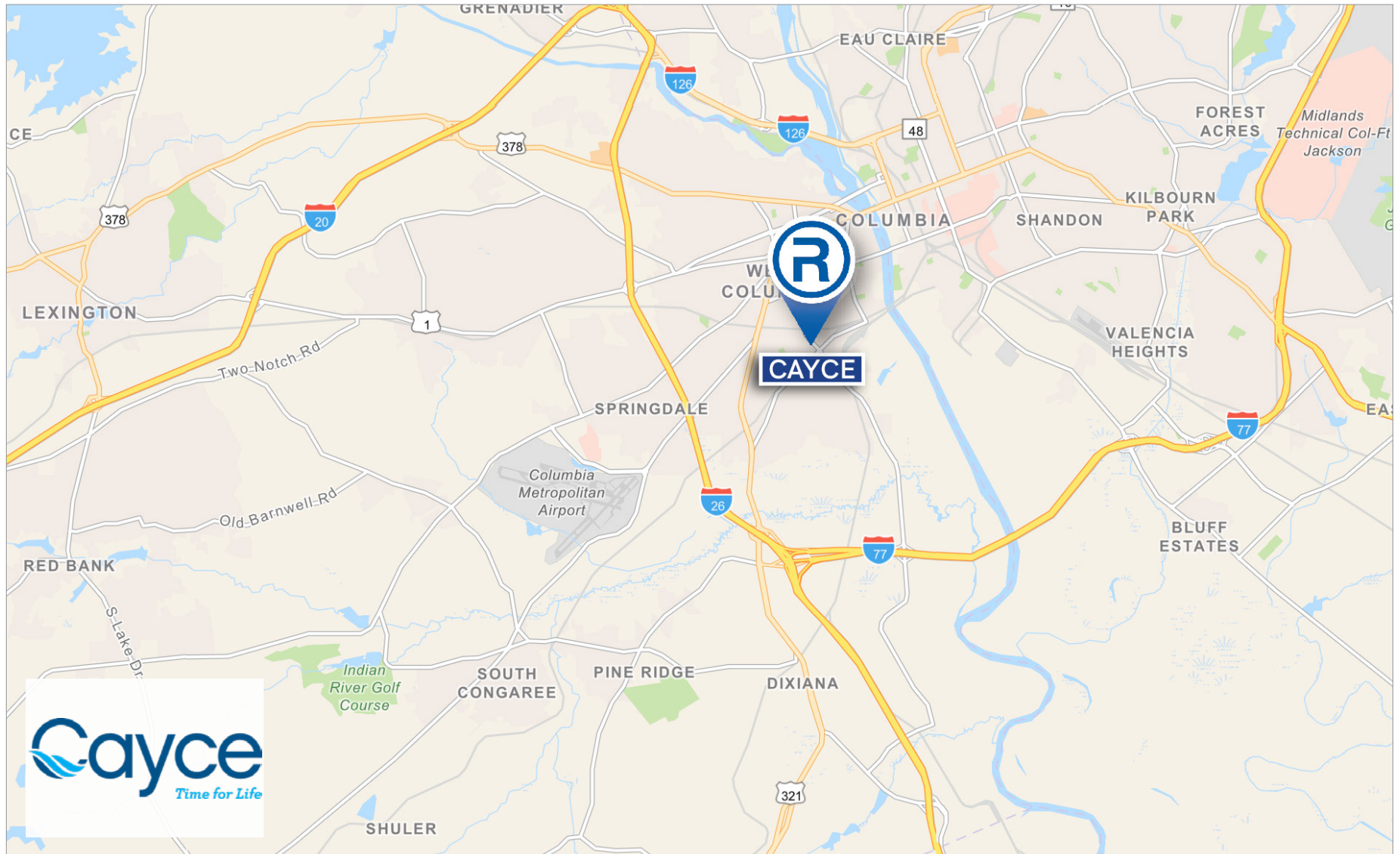
DESCRIPTION	DATA	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	77,293	
Population Inside Urbanized Area		97.50%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.50%
<b>2010 Households by Type</b>		
Total	32,283	
Households with 1 Person		30.90%
Households with 2+ People		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	%
<b>2010 Households by Size</b>		
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%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	32,283	
Owner Occupied		61.00%
Owned with a Mortgage/Loan		41.60%
Owned Free and Clear		19.40%
Renter Occupied		39.00%
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	36,396	
Housing Units Inside Urbanized Area		97.60%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		2.40%



## 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](http://www.cityofcayce-sc.gov)



# COMMUNITY • DEMOGRAPHIC PROFILE

## Cayce, South Carolina

DESCRIPTION	DATA	%
<b>Population Summary</b>		
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%
<b>2017 Total Daytime Population</b>	18,063	
Workers	11,297	
Residents	6,766	
<b>Household Summary</b>		
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	%
<b>Housing Unit Summary</b>		
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%
<b>Median Household Income</b>		
2017	\$42,534	
2022	\$48,472	
<b>Median Home Value</b>		
2017	\$123,341	
2022	\$132,616	
<b>Per Capita Income</b>		
2017	\$23,435	
2022	\$26,765	





# COMMUNITY • DEMOGRAPHIC PROFILE

## Cayce, South Carolina

DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	34.9	
2017	38.1	
2022	39.0	
<b>2017 Households by Income</b>		
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	
<b>2022 Households by Income</b>		
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	%
<b>2017 Owner Occupied Housing Units by Value</b>		
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	
<b>2022 Owner Occupied Housing Units by Value</b>		
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	%
<b>2010 Population by Age</b>		
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%
<b>2017 Population by Age</b>		
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	%
<b>2022 Population by Age</b>		
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%
<b>2010 Population by Sex</b>		
Males	6,010	
Females	6,524	
<b>2017 Population by Sex</b>		
Males	6,639	
Females	7,170	
<b>2022 Population by Sex</b>		
Males	7,086	
Females	7,586	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Cayce, South Carolina

DESCRIPTION	DATA	%
<b>2010 Population by Race/Ethnicity</b>		
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	
<b>2017 Population by Race/Ethnicity</b>		
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	%
<b>2022 Population by Race/Ethnicity</b>		
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	
<b>2010 Population by Relationship and Household Type</b>		
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	%
<b>2017 Population 25+ by Educational Attainment</b>		
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%
<b>2017 Population 15+ by Marital Status</b>		
Total	11,849	
Never Married		41.90%
Married		39.80%
Widowed		7.20%
Divorced		11.10%
<b>2017 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		95.40%
Civilian Unemployed (Unemployment Rate)		4.60%

DESCRIPTION	DATA	%
<b>2017 Employed Population 16+ by Industry</b>		
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%
<b>2017 Employed Population 16+ by Occupation</b>		
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	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	12,534	
Population Inside Urbanized Area		99.60%
Population Inside Urbanized Cluster		0.00%
Rural Population		0.40%
<b>2010 Households by Type</b>		
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	%
<b>2010 Households by Size</b>		
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%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	5,356	
Owner Occupied		60.60%
Owned with a Mortgage/Loan		40.60%
Owned Free and Clear		20.10%
Renter Occupied		39.40%
<b>2010 Housing Units By Urban/ Rural Status</b>		
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.