



TheRetailCoach®

5-MILE RADIAL DEMOGRAPHIC PROFILE

Cayce, South Carolina

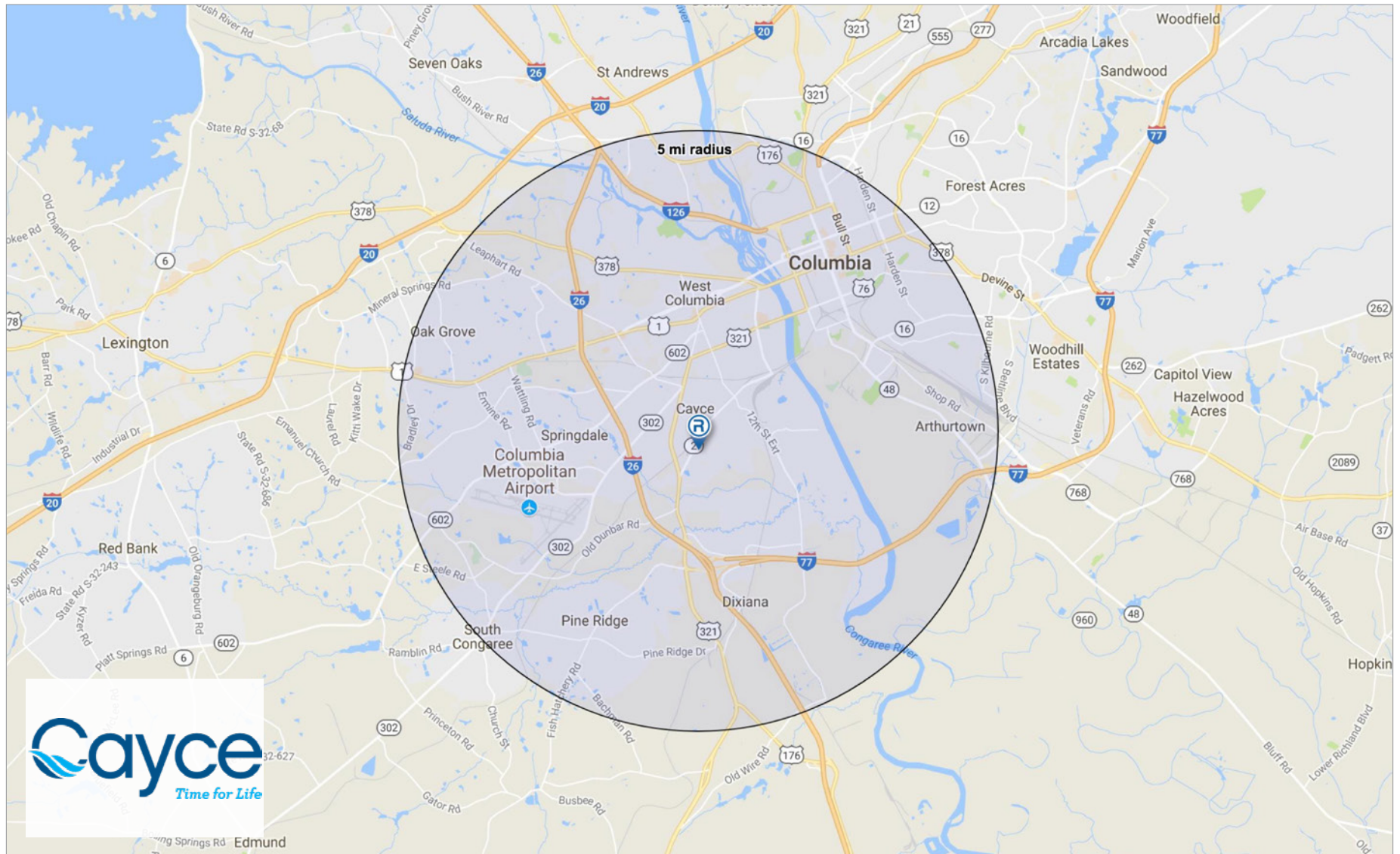
Prepared for
City of Cayce
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5-MILE RADIAL

Cayce, South Carolina



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5-MILE RADIAL • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	92,286	
2010 Total Population	98,958	
2017 Total Population	106,043	
2017 Group Quarters	9,804	
2022 Total Population	111,835	
2017-2022 Annual Rate		1.07%
2017 Total Daytime Population	191,101	
Workers	137,681	
Residents	53,420	
Household Summary		
2000 Households	38,373	
2000 Average Household Size	2.14	
2010 Households	41,008	
2010 Average Household Size	2.17	
2017 Households	44,125	
2017 Average Household Size	2.18	
2022 Households	46,662	
2022 Average Household Size	2.19	
2017-2022 Annual Rate		1.12%
2010 Families	19,033	
2010 Average Family Size	2.85	
2017 Families	19,859	
2017 Average Family Size	2.89	
2022 Families	20,733	
2022 Average Family Size	2.91	
2017-2022 Annual Rate		0.87%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	42,047	
Owner Occupied Housing Units		47.80%
Renter Occupied Housing Units		43.50%
Vacant Housing Units		8.70%
2010 Housing Units	46,741	
Owner Occupied Housing Units		42.50%
Renter Occupied Housing Units		45.20%
Vacant Housing Units		12.30%
2017 Housing Units	50,247	
Owner Occupied Housing Units		41.40%
Renter Occupied Housing Units		46.50%
Vacant Housing Units		12.20%
2022 Housing Units	53,175	
Owner Occupied Housing Units		41.20%
Renter Occupied Housing Units		46.60%
Vacant Housing Units		12.20%
Median Household Income		
2017	\$40,915	
2022	\$47,882	
Median Home Value		
2017	\$141,731	
2022	\$154,782	
Per Capita Income		
2017	\$24,952	
2022	\$28,550	



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DESCRIPTION	DATA	%
Median Age		
2010	29.3	
2017	30.6	
2022	31.7	
2017 Households by Income		
Household Income Base	44,125	
<\$15,000		18.00%
\$15,000 - \$24,999		13.00%
\$25,000 - \$34,999		11.70%
\$35,000 - \$49,999		15.30%
\$50,000 - \$74,999		17.70%
\$75,000 - \$99,999		10.30%
\$100,000 - \$149,999		9.20%
\$150,000 - \$199,999		2.60%
\$200,000+		2.20%
Average Household Income	\$57,280	
2022 Households by Income		
Household Income Base	46,662	
<\$15,000		16.80%
\$15,000 - \$24,999		11.50%
\$25,000 - \$34,999		10.00%
\$35,000 - \$49,999		13.10%
\$50,000 - \$74,999		18.90%
\$75,000 - \$99,999		12.80%
\$100,000 - \$149,999		11.30%
\$150,000 - \$199,999		3.10%
\$200,000+		2.50%
Average Household Income	\$65,935	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	20,781	
<\$50,000		7.20%
\$50,000 - \$99,999		19.30%
\$100,000 - \$149,999		28.20%
\$150,000 - \$199,999		20.80%
\$200,000 - \$249,999		8.40%
\$250,000 - \$299,999		5.00%
\$300,000 - \$399,999		6.10%
\$400,000 - \$499,999		2.60%
\$500,000 - \$749,999		1.40%
\$750,000 - \$999,999		0.80%
\$1,000,000 +		0.20%
Average Home Value	\$172,377	
2022 Owner Occupied Housing Units by Value		
Total	21,901	
<\$50,000		5.30%
\$50,000 - \$99,999		16.10%
\$100,000 - \$149,999		26.50%
\$150,000 - \$199,999		21.40%
\$200,000 - \$249,999		9.50%
\$250,000 - \$299,999		5.90%
\$300,000 - \$399,999		7.30%
\$400,000 - \$499,999		3.90%
\$500,000 - \$749,999		2.50%
\$750,000 - \$999,999		1.30%
\$1,000,000 +		0.20%
Average Home Value	\$194,384	



5-MILE RADIAL • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2010 Population by Age		
Total	98,955	
0 - 4		5.10%
9-May		4.10%
14-Oct		3.70%
15 - 24		29.30%
25 - 34		15.50%
35 - 44		10.10%
45 - 54		11.20%
55 - 64		9.80%
65 - 74		5.70%
75 - 84		3.80%
85 +		1.90%
18 +		84.60%
2017 Population by Age		
Total	106,043	
0 - 4		4.70%
9-May		4.30%
14-Oct		3.90%
15 - 24		27.30%
25 - 34		15.90%
35 - 44		10.30%
45 - 54		9.90%
55 - 64		10.40%
65 - 74		7.40%
75 - 84		3.90%
85 +		2.10%
18 +		84.80%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	111,833	
0 - 4		4.70%
9-May		4.20%
14-Oct		4.10%
15 - 24		26.40%
25 - 34		15.10%
35 - 44		10.90%
45 - 54		9.40%
55 - 64		10.30%
65 - 74		8.20%
75 - 84		4.60%
85 +		2.10%
18 +		84.60%
2010 Population by Sex		
Males	48,098	
Females	50,860	
2017 Population by Sex		
Males	51,722	
Females	54,322	
2022 Population by Sex		
Males	54,569	
Females	57,265	



5-MILE RADIAL • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	98,958	
White Alone		66.80%
Black Alone		25.20%
American Indian Alone		0.40%
Asian Alone		2.10%
Pacific Islander Alone		0.00%
Some Other Race Alone		3.60%
Two or More Races		1.90%
Hispanic Origin		6.80%
Diversity Index	55.4	
2017 Population by Race/Ethnicity		
Total	106,043	
White Alone		65.20%
Black Alone		25.70%
American Indian Alone		0.40%
Asian Alone		2.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.80%
Two or More Races		2.20%
Hispanic Origin		7.10%
Diversity Index	57.3	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	111,835	
White Alone		63.80%
Black Alone		26.20%
American Indian Alone		0.40%
Asian Alone		3.10%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.90%
Two or More Races		2.50%
Hispanic Origin		7.50%
Diversity Index	58.9	
2010 Population by Relationship and Household Type		
Total	98,958	
In Households		89.80%
In Family Households		57.00%
Householder		19.20%
Spouse		12.10%
Child		19.90%
Other relative		3.60%
Nonrelative		2.20%
In Nonfamily Households		32.80%
In Group Quarters		10.20%
Institutionalized Population		0.80%
Noninstitutionalized Population		9.40%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	63,498	
Less than 9th Grade		3.60%
9th - 12th Grade, No Diploma		7.20%
High School Graduate		20.30%
GED/Alternative Credential		3.60%
Some College, No Degree		21.30%
Associate Degree		8.50%
Bachelor's Degree		21.50%
Graduate/Professional Degree		14.00%
2017 Population 15+ by Marital Status		
Total	92,427	
Never Married		53.20%
Married		32.10%
Widowed		5.40%
Divorced		9.30%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.10%
Civilian Unemployed (Unemployment Rate)		5.90%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	53,496	
Agriculture/Mining		0.60%
Construction		7.00%
Manufacturing		6.00%
Wholesale Trade		2.10%
Retail Trade		11.30%
Transportation/Utilities		4.00%
Information		2.00%
Finance/Insurance/Real Estate		7.20%
Services		55.00%
Public Administration		4.90%
2017 Employed Population 16+ by Occupation		
Total	53,497	
White Collar		61.10%
Management/Business/Financial		11.60%
Professional		24.60%
Sales		10.70%
Administrative Support		14.20%
Services		20.60%
Blue Collar		18.30%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		6.20%
Installation/Maintenance/Repair		3.20%
Production		4.10%
Transportation/Material Moving		4.30%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	98,958	
Population Inside Urbanized Area		98.70%
Population Inside Urbanized Cluster		0.00%
Rural Population		1.30%
2010 Households by Type		
Total	41,008	
Households with 1 Person		36.90%
Households with 2+ People		63.10%
Family Households		46.40%
Husband-wife Families		29.40%
With Related Children		10.50%
Other Family (No Spouse Present)		17.00%
Other Family with Male Householder		4.20%
With Related Children		2.00%
Other Family with Female Householder		12.80%
With Related Children		8.00%
Nonfamily Households		16.70%
All Households with Children		20.90%
Multigenerational Households		2.70%
Unmarried Partner Households		6.60%
Male-female		5.70%
Same-sex		0.90%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	41,009	
1 Person Household		36.90%
2 Person Household		33.40%
3 Person Household		14.70%
4 Person Household		9.40%
5 Person Household		3.50%
6 Person Household		1.30%
7 + Person Household		0.80%
2010 Households by Tenure and Mortgage Status		
Total	41,008	
Owner Occupied		48.50%
Owned with a Mortgage/Loan		32.50%
Owned Free and Clear		16.00%
Renter Occupied		51.50%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	46,741	
Housing Units Inside Urbanized Area		98.80%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		1.20%



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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