TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Cayce, South Carolina
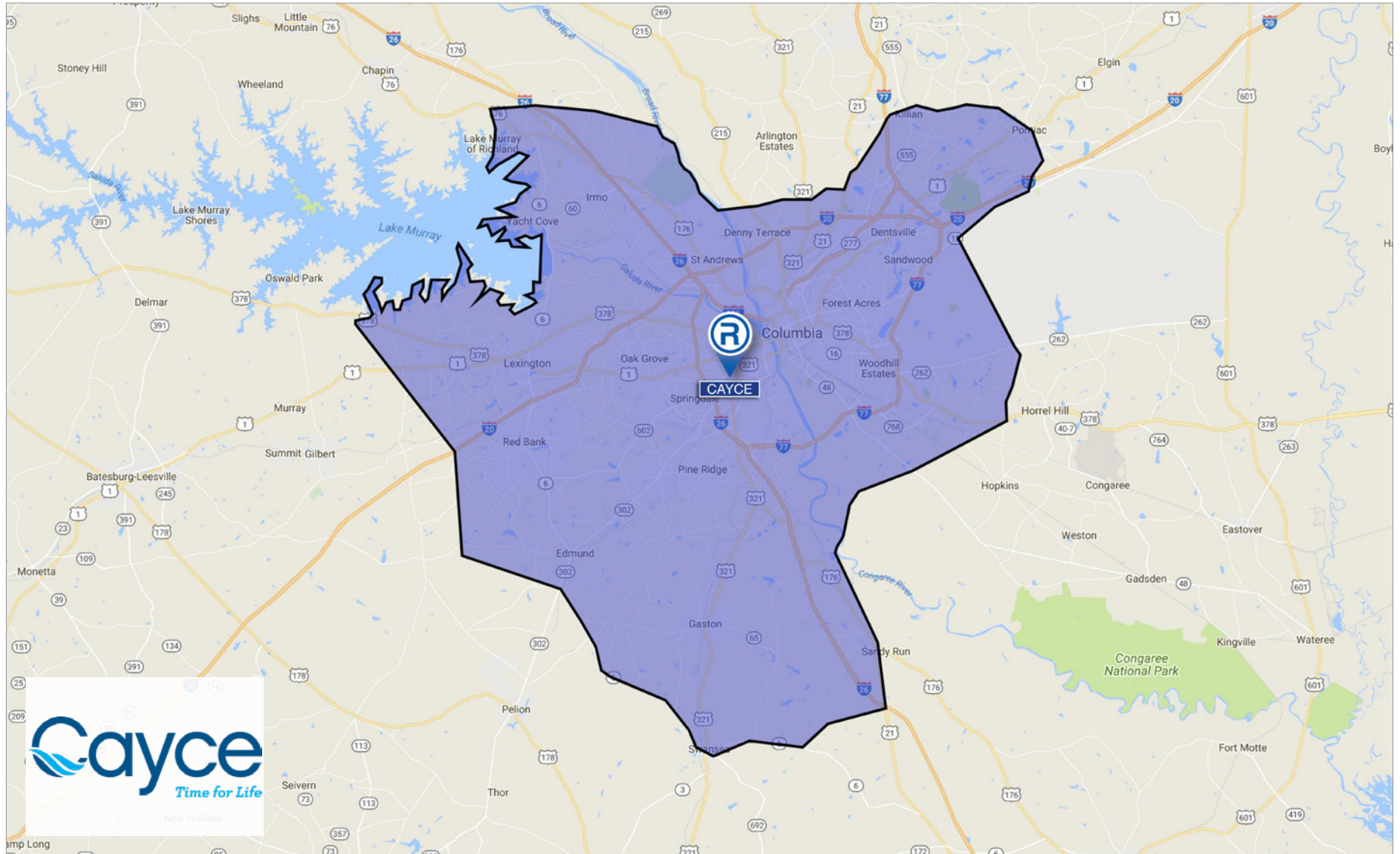
Prepared for
City of Cayce
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Cayce
Time for Life

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

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SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	428,351	
2010 Total Population	484,160	
2017 Total Population	523,807	
2017 Group Quarters	32,925	
2022 Total Population	554,526	
2017-2022 Annual Rate		1.15%
2017 Total Daytime Population	598,607	
Workers	345,258	
Residents	253,349	
Household Summary		
2000 Households	164,201	
2000 Average Household Size	2.43	
2010 Households	188,107	
2010 Average Household Size	2.39	
2017 Households	203,875	
2017 Average Household Size	2.41	
2022 Households	216,062	
2022 Average Household Size	2.41	
2017-2022 Annual Rate		1.17%
2010 Families	115,222	
2010 Average Family Size	2.99	
2017 Families	122,782	
2017 Average Family Size	3.03	
2022 Families	129,209	
2022 Average Family Size	3.05	
2017-2022 Annual Rate		1.03%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	177,384	
Owner Occupied Housing Units		58.80%
Renter Occupied Housing Units		33.80%
Vacant Housing Units		7.40%
2010 Housing Units	209,246	
Owner Occupied Housing Units		55.50%
Renter Occupied Housing Units		34.40%
Vacant Housing Units		10.10%
2017 Housing Units	225,851	
Owner Occupied Housing Units		55.00%
Renter Occupied Housing Units		35.30%
Vacant Housing Units		9.70%
2022 Housing Units	239,370	
Owner Occupied Housing Units		55.00%
Renter Occupied Housing Units		35.30%
Vacant Housing Units		9.70%
Median Household Income		
2017	$51,825	
2022	$57,867	
Median Home Value		
2017	$153,008	
2022	$171,054	
Per Capita Income		
2017	$28,237	
2022	$31,885	

DESCRIPTION	DATA	%
Median Age		
2010	33.8	
2017	35.1	
2022	36.0	
2017 Households by Income		
Household Income Base	203,863	
<$15,000		12.40%
$15,000 - $24,999		10.50%
$25,000 - $34,999		10.50%
$35,000 - $49,999		14.60%
$50,000 - $74,999		19.10%
$75,000 - $99,999		12.70%
$100,000 - $149,999		12.50%
$150,000 - $199,999		4.00%
$200,000+		3.80%
Average Household Income	$70,366	
2022 Households by Income		
Household Income Base	216,050	
<$15,000		11.60%
$15,000 - $24,999		9.30%
$25,000 - $34,999		8.80%
$35,000 - $49,999		12.30%
$50,000 - $74,999		19.70%
$75,000 - $99,999		15.10%
$100,000 - $149,999		14.40%
$150,000 - $199,999		4.50%
$200,000+		4.40%
Average Household Income	$79,766	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	124,185	
<$50,000		5.40%
$50,000 - $99,999		16.50%
$100,000 - $149,999		26.90%
$150,000 - $199,999		19.70%
$200,000 - $249,999		10.20%
$250,000 - $299,999		5.90%
$300,000 - $399,999		6.90%
$400,000 - $499,999		3.30%
$500,000 - $749,999		3.40%
$750,000 - $999,999		1.20%
$1,000,000 +		0.50%
Average Home Value	$198,099	
2022 Owner Occupied Housing Units by Value		
Total	131,567	
<$50,000		3.80%
$50,000 - $99,999		13.60%
$100,000 - $149,999		24.40%
$150,000 - $199,999		19.50%
$200,000 - $249,999		10.70%
$250,000 - $299,999		6.60%
$300,000 - $399,999		8.90%
$400,000 - $499,999		4.70%
$500,000 - $749,999		5.70%
$750,000 - $999,999		1.70%
$1,000,000 +		0.40%
Average Home Value	$226,228	

DESCRIPTION	DATA	%
2010 Population by Age		
Total	484,159	
0 - 4		6.40%
9-May		6.00%
14-Oct		5.90%
15 - 24		18.20%
25 - 34		15.10%
35 - 44		12.70%
45 - 54		13.60%
55 - 64		11.10%
65 - 74		6.10%
75 - 84		3.50%
85 +		1.40%
18 +		77.90%
2017 Population by Age		
Total	523,804	
0 - 4		5.90%
9-May		5.80%
14-Oct		5.70%
15 - 24		17.20%
25 - 34		15.20%
35 - 44		12.40%
45 - 54		12.10%
55 - 64		12.00%
65 - 74		8.30%
75 - 84		3.80%
85 +		1.60%
18 +		79.20%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	554,525	
0 - 4		5.90%
9-May		5.70%
14-Oct		5.80%
15 - 24		16.50%
25 - 34		14.90%
35 - 44		12.90%
45 - 54		11.30%
55 - 64		11.60%
65 - 74		9.30%
75 - 84		4.60%
85 +		1.70%
18 +		79.30%
2010 Population by Sex		
Males	236,412	
Females	247,748	
2017 Population by Sex		
Males	256,120	
Females	267,686	
2022 Population by Sex		
Males	271,531	
Females	282,995	

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	484,159	
White Alone		59.40%
Black Alone		33.60%
American Indian Alone		0.40%
Asian Alone		2.00%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.40%
Two or More Races		2.10%
Hispanic Origin		5.40%
Diversity Index	58.1	
2017 Population by Race/Ethnicity		
Total	523,808	
White Alone		58.30%
Black Alone		33.80%
American Indian Alone		0.40%
Asian Alone		2.60%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.50%
Two or More Races		2.40%
Hispanic Origin		5.70%
Diversity Index	59.5	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	554,526	
White Alone		57.30%
Black Alone		33.90%
American Indian Alone		0.30%
Asian Alone		3.00%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.60%
Two or More Races		2.80%
Hispanic Origin		6.10%
Diversity Index	60.7	
2010 Population by Relationship and Household Type		
Total	484,160	
In Households		93.00%
In Family Households		73.40%
Householder		23.80%
Spouse		15.80%
Child		28.10%
Other relative		3.50%
Nonrelative		2.20%
In Nonfamily Households		19.60%
In Group Quarters		7.00%
Institutionalized Population		2.30%
Noninstitutionalized Population		4.60%

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	342,415	
Less than 9th Grade		2.80%
9th - 12th Grade, No Diploma		7.00%
High School Graduate		19.90%
GED/Alternative Credential		3.50%
Some College, No Degree		21.80%
Associate Degree		9.80%
Bachelor's Degree		22.10%
Graduate/Professional Degree		13.10%
2017 Population 15+ by Marital Status		
Total	432,427	
Never Married		40.80%
Married		42.40%
Widowed		5.50%
Divorced		11.20%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.60%
Civilian Unemployed (Unemployment Rate)		5.40%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	256,706	
Agriculture/Mining		0.60%
Construction		5.40%
Manufacturing		7.50%
Wholesale Trade		2.30%
Retail Trade		11.30%
Transportation/Utilities		4.20%
Information		1.90%
Finance/Insurance/Real Estate		8.40%
Services		52.00%
Public Administration		6.40%
2017 Employed Population 16+ by Occupation		
Total	256,704	
White Collar		63.90%
Management/Business/Financial		13.90%
Professional		24.40%
Sales		11.10%
Administrative Support		14.40%
Services		18.40%
Blue Collar		17.80%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		4.60%
Installation/Maintenance/Repair		3.30%
Production		4.60%
Transportation/Material Moving		4.90%

Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	484,160	
Population Inside Urbanized Area		95.10%
Population Inside Urbanized Cluster		0.00%
Rural Population		4.90%
2010 Households by Type		
Total	188,108	
Households with 1 Person		30.30%
Households with 2+ People		69.70%
Family Households		61.30%
Husband-wife Families		40.70%
With Related Children		17.60%
Other Family (No Spouse Present)		20.60%
Other Family with Male Householder		4.40%
With Related Children		2.40%
Other Family with Female Householder		16.20%
With Related Children		11.00%
Nonfamily Households		8.50%
All Households with Children		31.40%
Multigenerational Households		3.70%
Unmarried Partner Households		6.30%
Male-female		5.50%
Same-sex		0.80%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	188,108	
1 Person Household		30.30%
2 Person Household		33.00%
3 Person Household		16.60%
4 Person Household		12.20%
5 Person Household		5.10%
6 Person Household		1.80%
7 + Person Household		1.10%
2010 Households by Tenure and Mortgage Status		
Total	188,107	
Owner Occupied		61.70%
Owned with a Mortgage/Loan		46.20%
Owned Free and Clear		15.60%
Renter Occupied		38.30%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	209,246	
Housing Units Inside Urbanized Area		95.30%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		4.70%

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