



TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Cayce, South Carolina

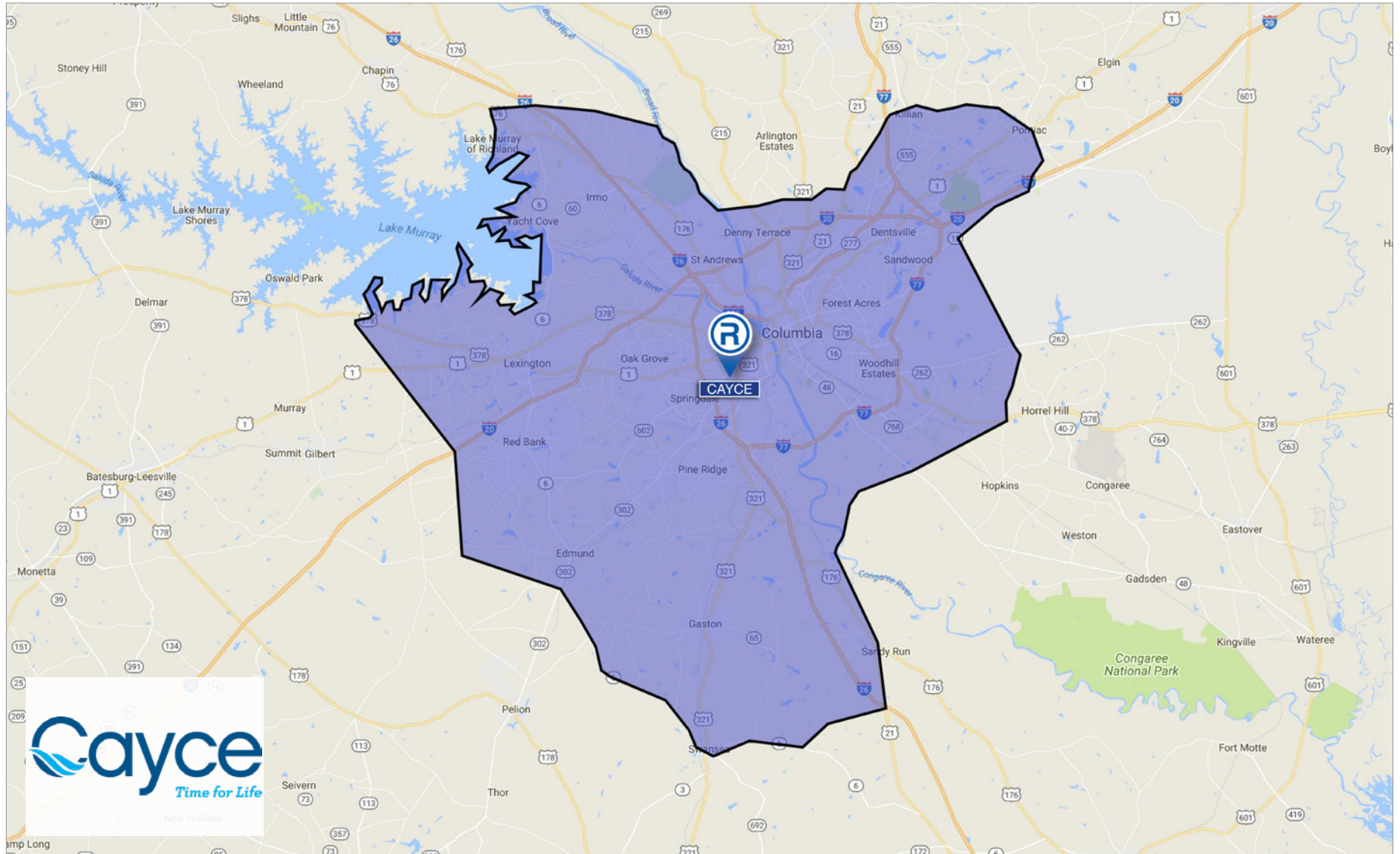
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City of Cayce
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SECONDARY RETAIL TRADE AREA

Cayce, South Carolina



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SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$9,876,623,932.25	\$322,263,123.00	\$9,554,360,809.25	0.033
441	Motor Vehicle and Parts Dealers	\$1,788,352,725.77	\$37,490,945.00	\$1,750,861,780.77	0.021
4411	Automotive Dealers	\$1,501,459,408.78	\$22,732,377.00	\$1,478,727,031.78	0.015
4412	Other Motor Vehicle Dealers	\$118,032,090.52	\$5,710,413.00	\$112,321,677.52	0.048
4413	Automotive Parts/Accsrs, Tire Stores	\$168,861,226.47	\$9,048,155.00	\$159,813,071.47	0.054
442	Furniture and Home Furnishings Stores	\$199,225,559.21	\$6,004,936.00	\$193,220,623.21	0.030
4421	Furniture Stores	\$110,251,944.67	\$2,419,198.00	\$107,832,746.67	0.022
4422	Home Furnishing Stores	\$88,973,614.54	\$3,585,738.00	\$85,387,876.54	0.040
443	Electronics and Appliance Stores	\$331,805,580.02	\$4,286,086.00	\$327,519,494.02	0.013
44311	Appliances, TVs, Electronics Stores	\$165,902,790.01	\$2,143,043.00	\$163,759,747.01	0.013
443111	Household Appliances Stores	\$22,562,884.84	\$1,028,266.00	\$21,534,618.84	0.046
443112	Electronics Stores	\$143,339,905.17	\$1,114,777.00	\$142,225,128.17	0.008
444	Building Material, Garden Equip Stores	\$1,139,614,578.02	\$45,099,314.00	\$1,094,515,264.02	0.040
4441	Building Material and Supply Dealers	\$1,056,885,405.69	\$44,839,648.00	\$1,012,045,757.69	0.042
44411	Home Centers	\$425,593,196.50	\$6,153,157.00	\$419,440,039.50	0.014
44412	Paint and Wallpaper Stores	\$18,939,062.07	\$816,688.00	\$18,122,374.07	0.043
44413	Hardware Stores	\$127,380,752.01	\$589,807.00	\$126,790,945.01	0.005
44419	Other Building Materials Dealers	\$484,972,395.11	\$37,279,996.00	\$447,692,399.11	0.077
444191	Building Materials, Lumberyards	\$180,944,290.86	\$29,400,028.00	\$151,544,262.86	0.162
4442	Lawn, Garden Equipment, Supplies Stores	\$82,729,172.34	\$259,666.00	\$82,469,506.34	0.003
44421	Outdoor Power Equipment Stores	\$17,914,438.91	\$150,213.00	\$17,764,225.91	0.008
44422	Nursery and Garden Centers	\$64,814,733.42	\$109,453.00	\$64,705,280.42	0.002

*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.



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
445	Food and Beverage Stores	\$1,312,924,128.25	\$57,587,217.00	\$1,255,336,911.25	0.044
4451	Grocery Stores	\$1,223,525,938.87	\$56,804,598.00	\$1,166,721,340.87	0.046
44511	Supermarkets, Grocery (Ex Conv) Stores	\$1,162,488,686.22	\$54,493,035.00	\$1,107,995,651.22	0.047
44512	Convenience Stores	\$61,037,252.65	\$2,311,563.00	\$58,725,689.65	0.038
4452	Specialty Food Stores	\$35,977,101.24	\$456,197.00	\$35,520,904.24	0.013
4453	Beer, Wine and Liquor Stores	\$53,421,088.14	\$326,422.00	\$53,094,666.14	0.006
446	Health and Personal Care Stores	\$563,126,255.44	\$61,852,134.00	\$501,274,121.44	0.110
44611	Pharmacies and Drug Stores	\$477,757,707.96	\$59,361,881.00	\$418,395,826.96	0.124
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$44,578,032.05	\$592,176.00	\$43,985,856.05	0.013
44613	Optical Goods Stores	\$14,534,347.79	\$12,919.00	\$14,521,428.79	0.001
44619	Other Health and Personal Care Stores	\$26,256,167.65	\$1,885,158.00	\$24,371,009.65	0.072
447	Gasoline Stations	\$841,320,203.88	\$38,965,504.00	\$802,354,699.88	0.046
44711	Gasoline Stations With Conv Stores	\$331,999,145.11	\$33,990,989.00	\$298,008,156.11	0.102
44719	Other Gasoline Stations	\$509,321,058.77	\$4,974,515.00	\$504,346,543.77	0.010
448	Clothing and Clothing Accessories Stores	\$415,370,467.96	\$2,615,616.00	\$412,754,851.96	0.006
4481	Clothing Stores	\$322,895,933.70	\$848,723.00	\$322,047,210.70	0.003
44811	Men's Clothing Stores	\$13,853,274.73	\$0.00	\$13,853,274.73	0.000
44812	Women's Clothing Stores	\$69,243,228.72	\$514,481.00	\$68,728,747.72	0.007
44813	Childrens, Infants Clothing Stores	\$16,263,654.64	\$8,052.00	\$16,255,602.64	0.000
44814	Family Clothing Stores	\$186,194,585.44	\$0.00	\$186,194,585.44	0.000
44815	Clothing Accessories Stores	\$10,497,440.80	\$314,160.00	\$10,183,280.80	0.030
44819	Other Clothing Stores	\$26,843,749.38	\$12,030.00	\$26,831,719.38	0.000
4482	Shoe Stores	\$53,188,193.24	\$27,437.00	\$53,160,756.24	0.001
4483	Jewelry, Luggage, Leather Goods Stores	\$39,286,341.02	\$1,739,456.00	\$37,546,885.02	0.044
44831	Jewelry Stores	\$37,368,009.50	\$1,196,602.00	\$36,171,407.50	0.032
44832	Luggage and Leather Goods Stores	\$1,918,331.52	\$542,854.00	\$1,375,477.52	0.283

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$168,520,295.04	\$3,132,119.00	\$165,388,176.04	0.019
4511	Sportng Goods, Hobby, Musical Inst Stores	\$141,851,313.38	\$2,932,119.00	\$138,919,194.38	0.021
45111	Sporting Goods Stores	\$104,322,771.02	\$2,302,173.00	\$102,020,598.02	0.022
45112	Hobby, Toys and Games Stores	\$26,714,346.55	\$134,433.00	\$26,579,913.55	0.005
45113	Sew/Needlework/Piece Goods Stores	\$4,687,896.14	\$383,387.00	\$4,304,509.14	0.082
45114	Musical Instrument and Supplies Stores	\$6,126,299.67	\$112,126.00	\$6,014,173.67	0.018
4512	Book, Periodical and Music Stores	\$26,668,981.66	\$200,000.00	\$26,468,981.66	0.007
45121	Book Stores and News Dealers	\$26,668,981.66	\$200,000.00	\$26,468,981.66	0.007
451211	Book Stores	\$22,577,381.07	\$200,000.00	\$22,377,381.07	0.009
451212	News Dealers and Newsstands	\$4,091,600.59	\$0.00	\$4,091,600.59	0.000
452	General Merchandise Stores	\$1,383,784,861.28	\$12,428,508.00	\$1,371,356,353.28	0.009
4521	Department Stores Excl Leased Depts	\$858,871,726.77	\$1,007,157.00	\$857,864,569.77	0.001
4529	Other General Merchandise Stores	\$524,913,134.50	\$11,421,351.00	\$513,491,783.50	0.022
453	Miscellaneous Store Retailers	\$242,580,147.64	\$1,664,091.00	\$240,916,056.64	0.007
4531	Florists	\$10,702,497.90	\$114,511.00	\$10,587,986.90	0.011
4532	Office Supplies, Stationery, Gift Stores	\$126,629,005.93	\$590,348.00	\$126,038,657.93	0.005
45321	Office Supplies and Stationery Stores	\$75,560,696.05	\$129,721.00	\$75,430,975.05	0.002
45322	Gift, Novelty and Souvenir Stores	\$51,068,309.89	\$460,627.00	\$50,607,682.89	0.009
4533	Used Merchandise Stores	\$27,879,184.67	\$959,232.00	\$26,919,952.67	0.034
4539	Other Miscellaneous Store Retailers	\$77,369,459.14	\$0.00	\$77,369,459.14	0.000
454	Non-Store Retailers	\$331,737,504.97	\$20,608,515.00	\$311,128,989.97	0.062

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
722	Foodservice and Drinking Places	\$1,158,261,624.76	\$30,528,138.00	\$1,127,733,486.76	0.026
7223	Special Foodservices	\$58,378,127.28	\$452,271.00	\$57,925,856.28	0.008
7224	Drinking Places -Alcoholic Beverages	\$23,557,931.81	\$732,232.00	\$22,825,699.81	0.031
722511	Full Service Restaurants	\$579,501,040.44	\$14,558,834.00	\$564,942,206.44	0.025
722513	Limited Service Eating Places	\$452,825,082.31	\$14,650,442.00	\$438,174,640.31	0.032
722514	Cafeterias, Grill Buffets, and Buffets	\$11,074,927.13	\$0.00	\$11,074,927.13	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$32,924,515.79	\$134,359.00	\$32,790,156.79	0.004

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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	



SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

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	



SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

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	



SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cayce, South Carolina

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%



SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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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%



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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

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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