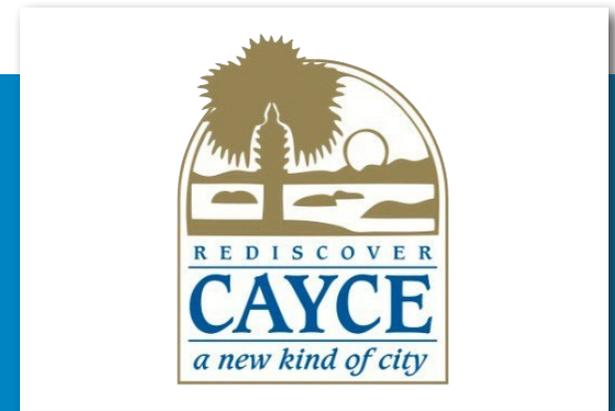




10-MILE RADIAL DEMOGRAPHIC PROFILE

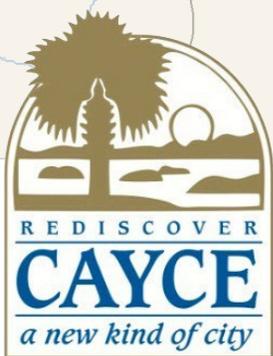
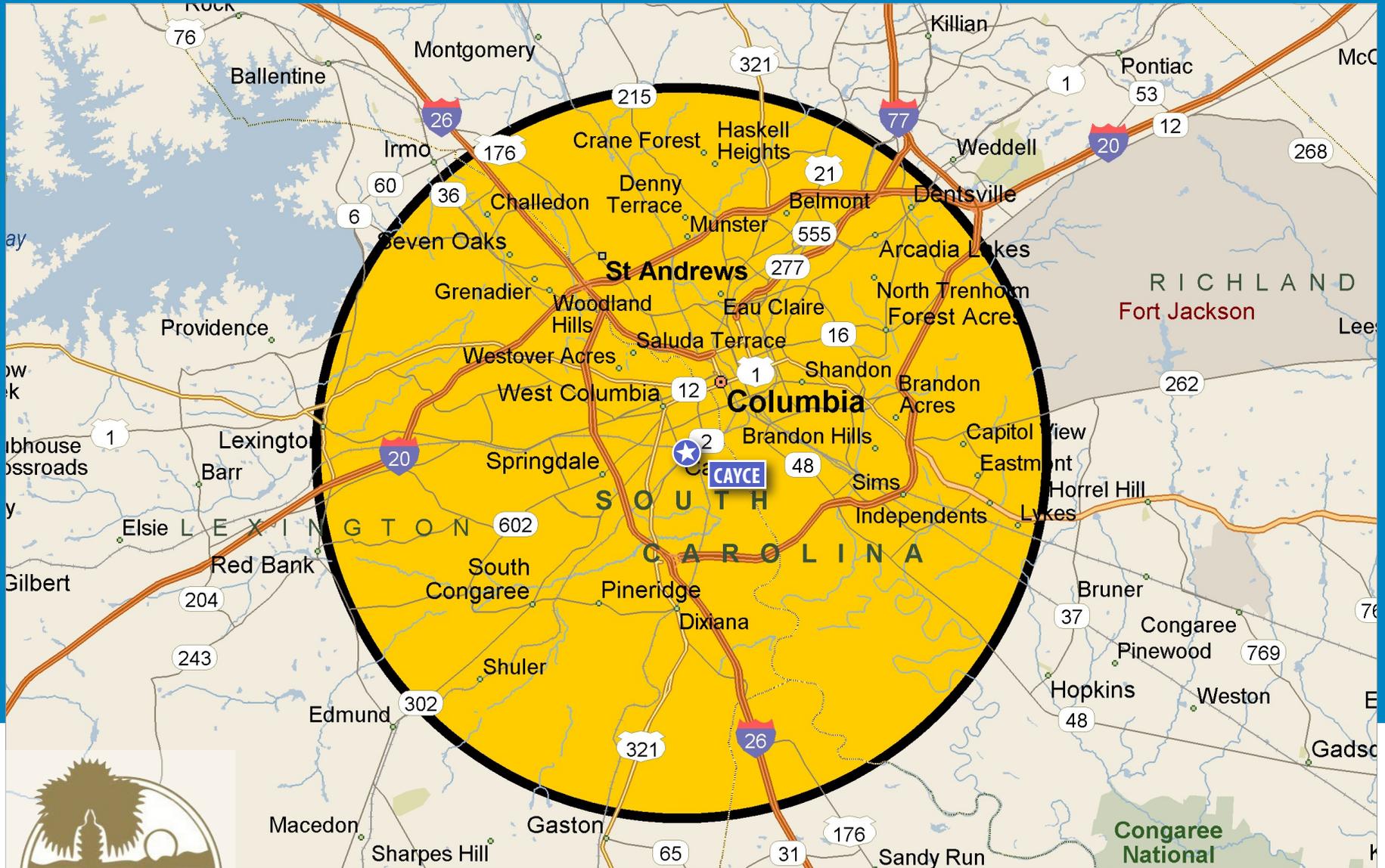
Cayce, South Carolina



Prepared for
City of Cayce
December 2015



10-Mile Radial Cayce, South Carolina



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10-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	323,258
2010 Total Population	345,227
2015 Total Population	358,349
2015 Group Quarters	32,330
2020 Total Population	374,426
2015-2020 Annual Rate	0.88%
Household Summary	
2000 Households	126,483
2000 Average Household Size	2.34
2010 Households	135,179
2010 Average Household Size	2.31
2015 Households	141,321
2015 Average Household Size	2.31
2020 Households	148,429
2020 Average Household Size	2.3
2015-2020 Annual Rate	0.99%
2010 Families	77,180
2010 Average Family Size	2.96
2015 Families	79,581
2015 Average Family Size	2.95
2020 Families	82,891
2020 Average Family Size	2.95
2015-2020 Annual Rate	0.82%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	137,021
Owner Occupied Housing Units	53.9%
Renter Occupied Housing Units	38.4%
Vacant Housing Units	7.7%
2010 Housing Units	151,904
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	38.8%
Vacant Housing Units	11.0%
2015 Housing Units	159,756
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	11.5%
2020 Housing Units	168,352
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	41.1%
Vacant Housing Units	11.8%

10-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$43,121
2020	\$50,127
Median Home Value	
2015	\$161,389
2020	\$184,073
Per Capita Income	
2015	\$24,795
2020	\$27,764
Median Age	
2010	32.7
2015	33.6
2020	34.6
2015 Households by Income	
Household Income Base	141,317
<\$15,000	16.5%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	3.0%
\$200,000+	3.0%
Average Household Income	\$60,779

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	148,425
<\$15,000	15.5%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	3.7%
\$200,000+	3.3%
Average Household Income	\$68,019
2015 Owner Occupied Housing Units by Value	
Total	75,567
<\$50,000	5.6%
\$50,000 - \$99,999	14.2%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	21.6%
\$200,000 - \$249,999	11.8%
\$250,000 - \$299,999	6.5%
\$300,000 - \$399,999	6.6%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	3.3%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	1.1%
Average Home Value	\$205,695

10-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	79,142
<\$50,000	4.1%
\$50,000 - \$99,999	10.8%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	22.7%
\$200,000 - \$249,999	15.3%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	7.9%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	4.4%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	1.5%
Average Home Value	\$234,418
2010 Population by Age	
Total	345,226
0 - 4	6.2%
5 - 9	5.5%
10 - 14	5.2%
15 - 24	20.6%
25 - 34	15.7%
35 - 44	11.8%
45 - 54	12.9%
55 - 64	10.8%
65 - 74	6.1%
75 - 84	3.7%
85 +	1.6%
18 +	79.7%

DESCRIPTION	DATA
2015 Population by Age	
Total	358,350
0 - 4	5.8%
5 - 9	5.7%
10 - 14	5.2%
15 - 24	19.2%
25 - 34	16.1%
35 - 44	11.8%
45 - 54	11.6%
55 - 64	11.4%
65 - 74	7.6%
75 - 84	3.8%
85 +	1.7%
18 +	80.2%
2020 Population by Age	
Total	374,425
0 - 4	5.8%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	18.6%
25 - 34	15.3%
35 - 44	12.6%
45 - 54	10.7%
55 - 64	11.4%
65 - 74	8.7%
75 - 84	4.3%
85 +	1.8%
18 +	80.2%

10-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	169,765
Females	175,462
2015 Population by Sex	
Males	176,844
Females	181,506
2020 Population by Sex	
Males	184,918
Females	189,508
2010 Population by Race/Ethnicity	
Total	345,227
White Alone	57.1%
Black Alone	36.1%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	2.0%
Hispanic Origin	5.4%
Diversity Index	59.0

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	358,349
White Alone	56.1%
Black Alone	36.4%
American Indian Alone	0.4%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.6%
Two or More Races	2.3%
Hispanic Origin	5.7%
Diversity Index	60.1
2020 Population by Race/Ethnicity	
Total	374,426
White Alone	54.9%
Black Alone	36.8%
American Indian Alone	0.3%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.7%
Two or More Races	2.6%
Hispanic Origin	6.1%
Diversity Index	61.3

10-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	345,226
In Households	90.6%
In Family Households	68.4%
Householder	22.3%
Spouse	14.0%
Child	26.1%
Other relative	3.7%
Nonrelative	2.2%
In Nonfamily Households	22.3%
In Group Quarters	9.4%
Institutionalized Population	2.9%
Noninstitutionalized Population	6.5%
2015 Population 25+ by Educational Attainment	
Total	229,541
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	19.9%
GED/Alternative Credential	3.9%
Some College, No Degree	22.5%
Associate Degree	8.7%
Bachelor's Degree	20.4%
Graduate/Professional Degree	13.9%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	298,517
Never Married	44.5%
Married	38.3%
Widowed	6.0%
Divorced	11.2%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	91.4%
Civilian Unemployed	8.6%
2015 Employed Population 16+ by Industry	
Total	156,254
Agriculture/Mining	0.6%
Construction	5.5%
Manufacturing	7.7%
Wholesale Trade	2.2%
Retail Trade	11.4%
Transportation/Utilities	4.2%
Information	2.1%
Finance/Insurance/Real Estate	7.8%
Services	51.4%
Public Administration	7.1%

10-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	156,256
White Collar	61.7%
Management/Business/Financial	12.5%
Professional	23.6%
Sales	11.1%
Administrative Support	14.5%
Services	20.0%
Blue Collar	18.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	3.0%
Production	4.5%
Transportation/Material Moving	5.4%
2010 Households by Type	
Total	135,179
Households with 1 Person	33.0%
Households with 2+ People	67.0%
Family Households	57.1%
Husband-wife Families	35.8%
With Related Children	14.6%
Other Family (No Spouse Present)	21.3%
Other Family with Male Householder	4.5%
With Related Children	2.4%
Other Family with Female Householder	16.7%
With Related Children	11.1%
Nonfamily Households	9.9%

DESCRIPTION	DATA
All Households with Children	28.4%
Multigenerational Households	3.7%
Unmarried Partner Households	6.6%
Male-female	5.8%
Same-sex	0.8%
2010 Households by Size	
Total	135,179
1 Person Household	33.0%
2 Person Household	32.9%
3 Person Household	15.8%
4 Person Household	11.0%
5 Person Household	4.6%
6 Person Household	1.7%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	135,179
Owner Occupied	56.4%
Owned with a Mortgage/Loan	40.2%
Owned Free and Clear	16.2%
Renter Occupied	43.6%



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

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 Retail:360 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.**

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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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2015, 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.