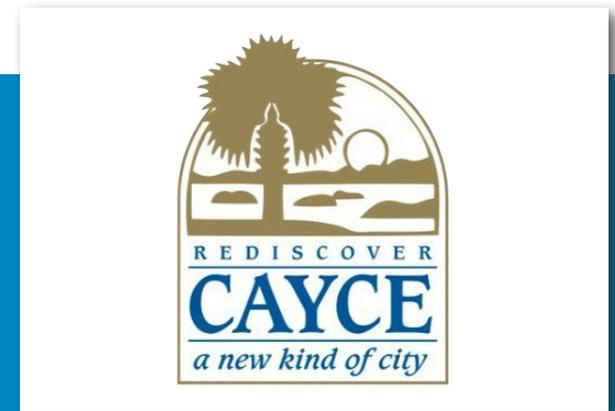




# 12-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Cayce, South Carolina

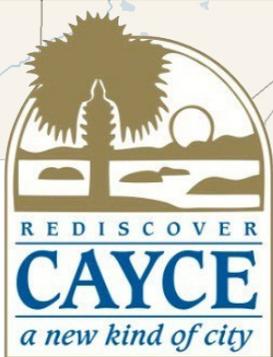
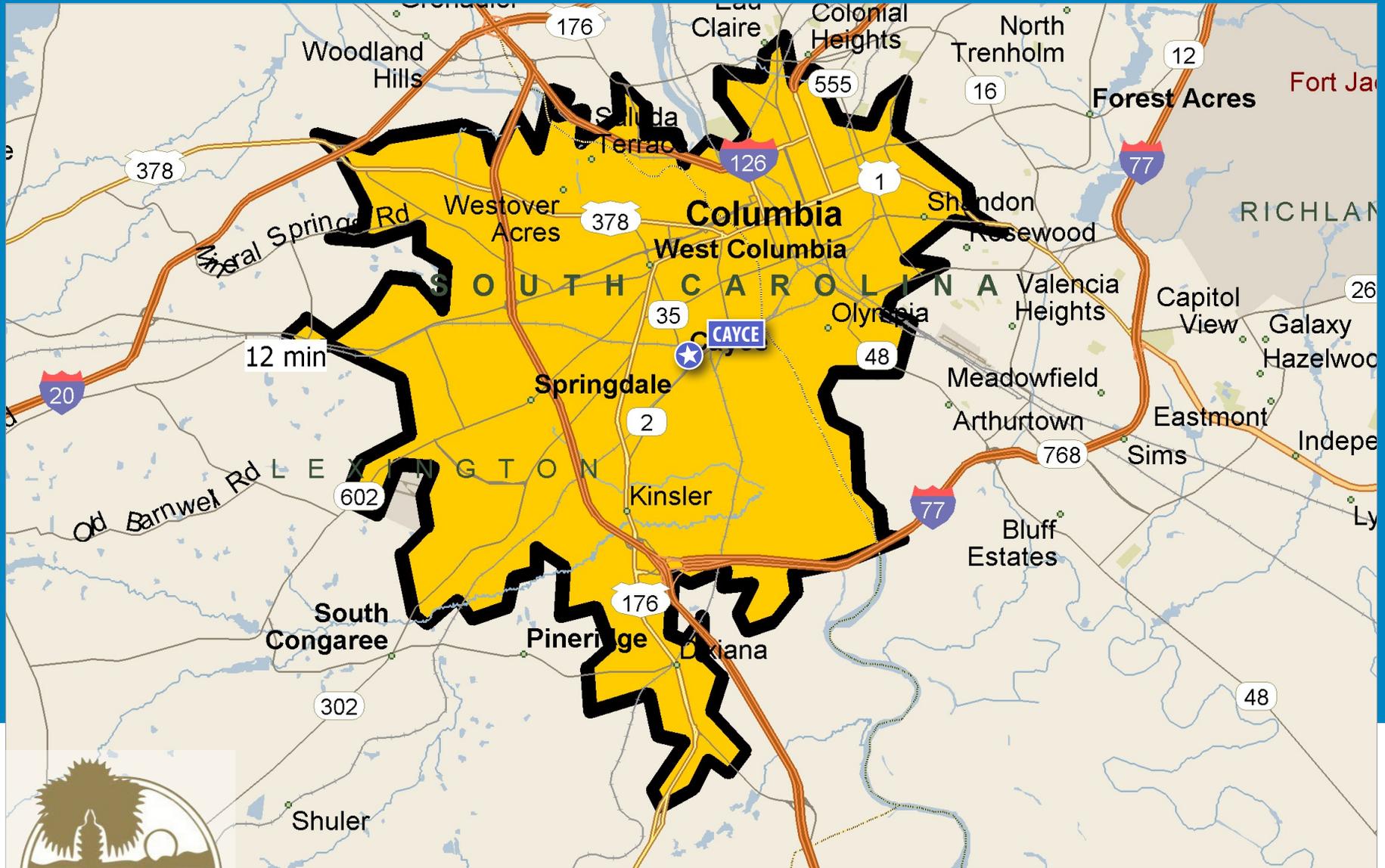


Prepared for  
City of Cayce  
December 2015



# 12-Minute Drive Time

Cayce, South Carolina



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## 12-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	66,572
2010 Total Population	71,640
2015 Total Population	75,058
2015 Group Quarters	8,335
2020 Total Population	78,831
2015-2020 Annual Rate	0.99%
Household Summary	
2000 Households	27,466
2000 Average Household Size	2.13
2010 Households	29,381
2010 Average Household Size	2.15
2015 Households	31,025
2015 Average Household Size	2.15
2020 Households	32,800
2020 Average Household Size	2.15
2015-2020 Annual Rate	1.12%
2010 Families	13,245
2010 Average Family Size	2.85
2015 Families	13,694
2015 Average Family Size	2.85
2020 Families	14,283
2020 Average Family Size	2.85
2015-2020 Annual Rate	0.85%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	30,245
Owner Occupied Housing Units	47.4%
Renter Occupied Housing Units	43.4%
Vacant Housing Units	9.2%
2010 Housing Units	33,683
Owner Occupied Housing Units	41.5%
Renter Occupied Housing Units	45.7%
Vacant Housing Units	12.8%
2015 Housing Units	35,730
Owner Occupied Housing Units	38.5%
Renter Occupied Housing Units	48.4%
Vacant Housing Units	13.2%
2020 Housing Units	37,906
Owner Occupied Housing Units	37.9%
Renter Occupied Housing Units	48.7%
Vacant Housing Units	13.5%

## 12-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$36,930
2020	\$41,647
Median Home Value	
2015	\$148,632
2020	\$173,312
Per Capita Income	
2015	\$22,506
2020	\$25,145
Median Age	
2010	29.0
2015	29.9
2020	31.2
2015 Households by Income	
Household Income Base	31,025
<\$15,000	20.4%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	2.2%
\$200,000+	2.1%
Average Household Income	\$52,400

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	32,800
<\$15,000	19.5%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	2.6%
\$200,000+	2.2%
Average Household Income	\$58,492
2015 Owner Occupied Housing Units by Value	
Total	13,741
<\$50,000	5.4%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	27.3%
\$150,000 - \$199,999	20.8%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.8%
Average Home Value	\$188,220

## 12-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	14,348
<\$50,000	4.1%
\$50,000 - \$99,999	14.1%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	14.0%
\$250,000 - \$299,999	8.4%
\$300,000 - \$399,999	6.7%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	3.8%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	1.0%
Average Home Value	\$215,524
2010 Population by Age	
Total	71,639
0 - 4	4.8%
5 - 9	3.9%
10 - 14	3.5%
15 - 24	30.5%
25 - 34	15.2%
35 - 44	9.8%
45 - 54	10.9%
55 - 64	9.6%
65 - 74	5.7%
75 - 84	4.0%
85 +	2.1%
18 +	85.5%

DESCRIPTION	DATA
2015 Population by Age	
Total	75,058
0 - 4	4.6%
5 - 9	4.2%
10 - 14	3.6%
15 - 24	28.6%
25 - 34	16.1%
35 - 44	9.8%
45 - 54	10.0%
55 - 64	10.2%
65 - 74	6.8%
75 - 84	3.8%
85 +	2.2%
18 +	85.3%
2020 Population by Age	
Total	78,830
0 - 4	4.5%
5 - 9	4.1%
10 - 14	4.0%
15 - 24	27.5%
25 - 34	15.2%
35 - 44	10.7%
45 - 54	9.3%
55 - 64	10.4%
65 - 74	7.8%
75 - 84	4.2%
85 +	2.2%
18 +	85.0%

## 12-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	35,151
Females	36,489
2015 Population by Sex	
Males	36,970
Females	38,089
2020 Population by Sex	
Males	38,857
Females	39,973
2010 Population by Race/Ethnicity	
Total	71,641
White Alone	68.1%
Black Alone	22.4%
American Indian Alone	0.4%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.5%
Two or More Races	2.0%
Hispanic Origin	8.1%
Diversity Index	56.3

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	75,057
White Alone	66.3%
Black Alone	23.3%
American Indian Alone	0.4%
Asian Alone	2.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.8%
Two or More Races	2.3%
Hispanic Origin	8.6%
Diversity Index	58.3
2020 Population by Race/Ethnicity	
Total	78,832
White Alone	64.5%
Black Alone	24.2%
American Indian Alone	0.4%
Asian Alone	3.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.9%
Two or More Races	2.6%
Hispanic Origin	8.9%
Diversity Index	60.2

## 12-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	71,640
In Households	88.4%
In Family Households	55.0%
Householder	18.4%
Spouse	11.8%
Child	18.8%
Other relative	3.7%
Nonrelative	2.3%
In Nonfamily Households	33.4%
In Group Quarters	11.6%
Institutionalized Population	0.9%
Noninstitutionalized Population	10.7%
2015 Population 25+ by Educational Attainment	
Total	44,323
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	21.0%
GED/Alternative Credential	4.2%
Some College, No Degree	20.6%
Associate Degree	7.5%
Bachelor's Degree	21.1%
Graduate/Professional Degree	14.9%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	65,752
Never Married	53.1%
Married	31.8%
Widowed	5.9%
Divorced	9.2%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	91.7%
Civilian Unemployed	8.3%
2015 Employed Population 16+ by Industry	
Total	35,650
Agriculture/Mining	0.7%
Construction	6.3%
Manufacturing	7.2%
Wholesale Trade	2.2%
Retail Trade	12.0%
Transportation/Utilities	3.9%
Information	1.7%
Finance/Insurance/Real Estate	6.3%
Services	54.0%
Public Administration	5.8%

## 12-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	35,649
White Collar	61.7%
Management/Business/Financial	11.5%
Professional	23.9%
Sales	11.6%
Administrative Support	14.6%
Services	20.0%
Blue Collar	18.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	3.2%
Production	4.4%
Transportation/Material Moving	4.8%
2010 Households by Type	
Total	29,382
Households with 1 Person	37.8%
Households with 2+ People	62.2%
Family Households	45.1%
Husband-wife Families	28.9%
With Related Children	10.3%
Other Family (No Spouse Present)	16.2%
Other Family with Male Householder	4.4%
With Related Children	2.0%
Other Family with Female Householder	11.8%
With Related Children	7.1%
Nonfamily Households	17.1%

DESCRIPTION	DATA
All Households with Children	20.0%
Multigenerational Households	2.6%
Unmarried Partner Households	6.4%
Male-female	5.5%
Same-sex	0.8%
2010 Households by Size	
Total	29,380
1 Person Household	37.8%
2 Person Household	33.1%
3 Person Household	14.2%
4 Person Household	9.1%
5 Person Household	3.5%
6 Person Household	1.3%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	29,381
Owner Occupied	47.6%
Owned with a Mortgage/Loan	31.0%
Owned Free and Clear	16.6%
Renter Occupied	52.4%



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.