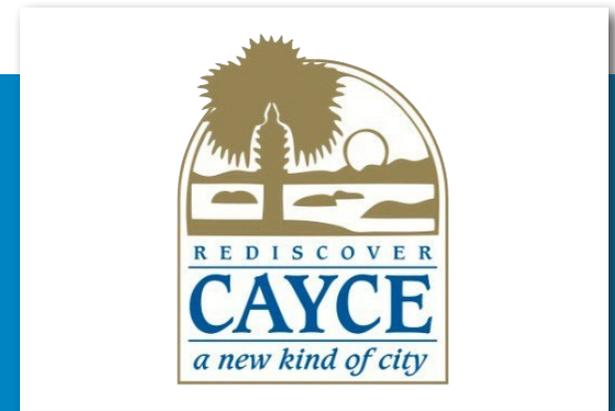




15-MILE RADIAL DEMOGRAPHIC PROFILE

Cayce, South Carolina

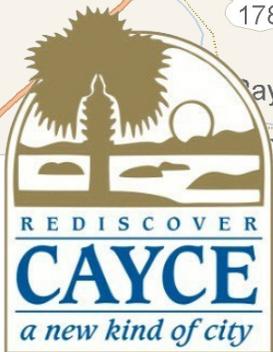
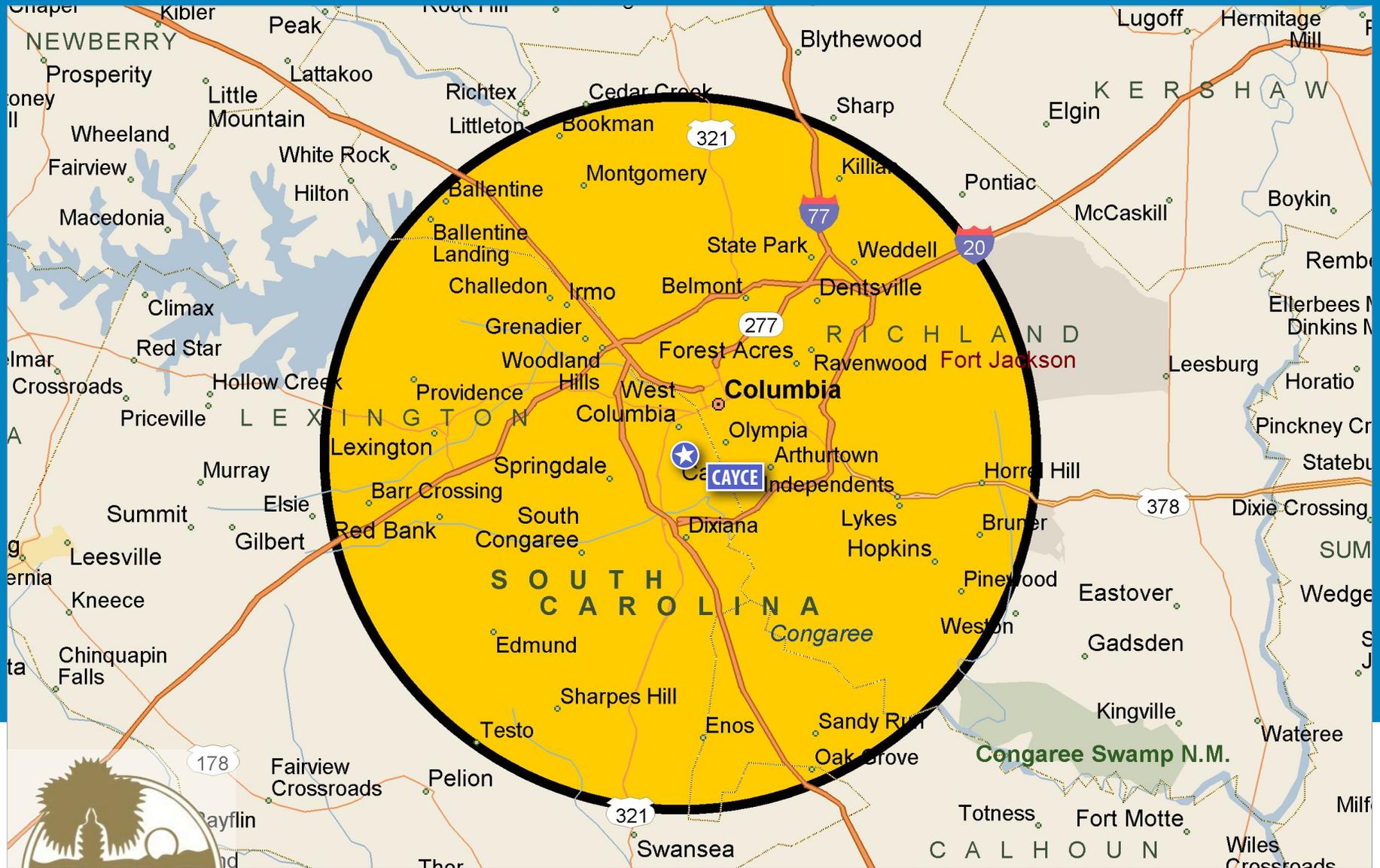


Prepared for
City of Cayce
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15-Mile Radial

Cayce, South Carolina



Contact Information

Shaun Greenwood, Assistant City Manager

City of Cayce, South Carolina
1800 12th Street
Cayce, South Carolina 29033

Phone 803.796.9020
sgreenwood@cityofcayce-sc.gov
www.cityofcayce-sc.gov

15-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	449,557
2010 Total Population	511,314
2015 Total Population	535,834
2015 Group Quarters	33,978
2020 Total Population	564,144
2015-2020 Annual Rate	1.04%
Household Summary	
2000 Households	171,649
2000 Average Household Size	2.44
2010 Households	197,858
2010 Average Household Size	2.41
2015 Households	208,783
2015 Average Household Size	2.4
2020 Households	220,733
2020 Average Household Size	2.4
2015-2020 Annual Rate	1.12%
2010 Families	122,445
2010 Average Family Size	3.01
2015 Families	127,803
2015 Average Family Size	3.0
2020 Families	134,261
2020 Average Family Size	3.0
2015-2020 Annual Rate	0.99%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	185,534
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	7.5%
2010 Housing Units	219,950
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	10.0%
2015 Housing Units	232,577
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	10.2%
2020 Housing Units	246,326
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	10.4%

15-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$49,849
2020	\$55,054
Median Home Value	
2015	\$168,042
2020	\$192,702
Per Capita Income	
2015	\$26,496
2020	\$29,523
Median Age	
2010	34
2015	34.8
2020	35.7
2015 Households by Income	
Household Income Base	208,771
<\$15,000	13.7%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	3.9%
\$200,000+	3.4%
Average Household Income	\$66,482

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	220,721
<\$15,000	12.7%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	4.7%
\$200,000+	3.7%
Average Household Income	\$73,987
2015 Owner Occupied Housing Units by Value	
Total	125,184
<\$50,000	6.3%
\$50,000 - \$99,999	12.1%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	12.2%
\$250,000 - \$299,999	7.2%
\$300,000 - \$399,999	7.5%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	1.1%
Average Home Value	\$211,585

15-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	132,184
<\$50,000	4.4%
\$50,000 - \$99,999	8.8%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	22.7%
\$200,000 - \$249,999	16.1%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	4.6%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	1.4%
Average Home Value	\$243,264
2010 Population by Age	
Total	511,313
0 - 4	6.4%
5 - 9	6.1%
10 - 14	6.0%
15 - 24	18.0%
25 - 34	15.0%
35 - 44	12.8%
45 - 54	13.7%
55 - 64	11.2%
65 - 74	6.1%
75 - 84	3.4%
85 +	1.4%
18 +	77.7%

DESCRIPTION	DATA
2015 Population by Age	
Total	535,834
0 - 4	6.0%
5 - 9	6.0%
10 - 14	5.8%
15 - 24	17.2%
25 - 34	15.1%
35 - 44	12.5%
45 - 54	12.5%
55 - 64	12.0%
65 - 74	7.7%
75 - 84	3.5%
85 +	1.5%
18 +	78.6%
2020 Population by Age	
Total	564,143
0 - 4	6.0%
5 - 9	5.8%
10 - 14	6.0%
15 - 24	16.4%
25 - 34	14.8%
35 - 44	13.0%
45 - 54	11.5%
55 - 64	11.9%
65 - 74	8.9%
75 - 84	4.2%
85 +	1.6%
18 +	78.8%

15-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	249,599
Females	261,714
2015 Population by Sex	
Males	262,286
Females	273,548
2020 Population by Sex	
Males	276,425
Females	287,719
2010 Population by Race/Ethnicity	
Total	511,314
White Alone	58.7%
Black Alone	34.5%
American Indian Alone	0.4%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.3%
Two or More Races	2.1%
Hispanic Origin	5.3%
Diversity Index	58.3

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	535,834
White Alone	57.6%
Black Alone	34.9%
American Indian Alone	0.3%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	2.3%
Hispanic Origin	5.6%
Diversity Index	59.4
2020 Population by Race/Ethnicity	
Total	564,143
White Alone	56.4%
Black Alone	35.2%
American Indian Alone	0.3%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.6%
Two or More Races	2.6%
Hispanic Origin	6.0%
Diversity Index	60.7

15-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	511,314
In Households	93.4%
In Family Households	74.2%
Householder	24.0%
Spouse	15.9%
Child	28.5%
Other relative	3.6%
Nonrelative	2.2%
In Nonfamily Households	19.2%
In Group Quarters	6.6%
Institutionalized Population	2.2%
Noninstitutionalized Population	4.4%
2015 Population 25+ by Educational Attainment	
Total	347,743
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	6.7%
High School Graduate	19.9%
GED/Alternative Credential	3.7%
Some College, No Degree	23.1%
Associate Degree	9.1%
Bachelor's Degree	21.1%
Graduate/Professional Degree	13.6%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	439,793
Never Married	39.8%
Married	43.1%
Widowed	5.8%
Divorced	11.3%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.2%
Civilian Unemployed	7.8%
2015 Employed Population 16+ by Industry	
Total	242,861
Agriculture/Mining	0.6%
Construction	5.4%
Manufacturing	8.4%
Wholesale Trade	2.2%
Retail Trade	11.0%
Transportation/Utilities	4.2%
Information	2.1%
Finance/Insurance/Real Estate	8.2%
Services	50.4%
Public Administration	7.5%

15-Mile Radial | Demographics

Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	242,860
White Collar	62.6%
Management/Business/Financial	13.6%
Professional	23.8%
Sales	10.6%
Administrative Support	14.6%
Services	18.9%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	3.1%
Production	4.8%
Transportation/Material Moving	5.5%
2010 Households by Type	
Total	197,857
Households with 1 Person	29.8%
Households with 2+ People	70.2%
Family Households	61.9%
Husband-wife Families	41.1%
With Related Children	17.9%
Other Family (No Spouse Present)	20.7%
Other Family with Male Householder	4.5%
With Related Children	2.5%
Other Family with Female Householder	16.3%
With Related Children	11.0%
Nonfamily Households	8.3%

DESCRIPTION	DATA
All Households with Children	31.8%
Multigenerational Households	3.9%
Unmarried Partner Households	6.3%
Male-female	5.6%
Same-sex	0.7%
2010 Households by Size	
Total	197,856
1 Person Household	29.8%
2 Person Household	32.9%
3 Person Household	16.7%
4 Person Household	12.4%
5 Person Household	5.2%
6 Person Household	1.9%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	197,858
Owner Occupied	62.7%
Owned with a Mortgage/Loan	46.8%
Owned Free and Clear	15.9%
Renter Occupied	37.3%



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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



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.