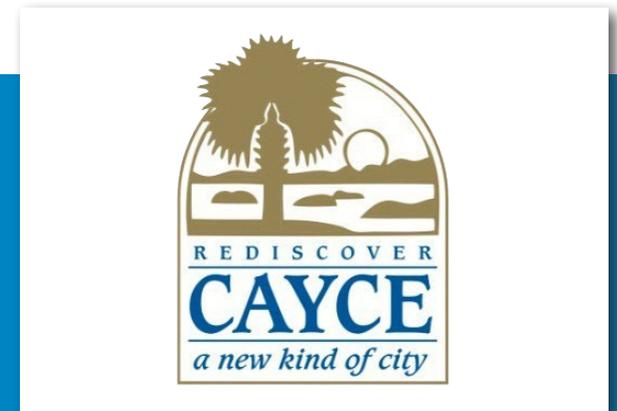




# 15-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Cayce, South Carolina

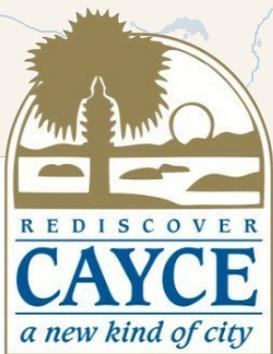
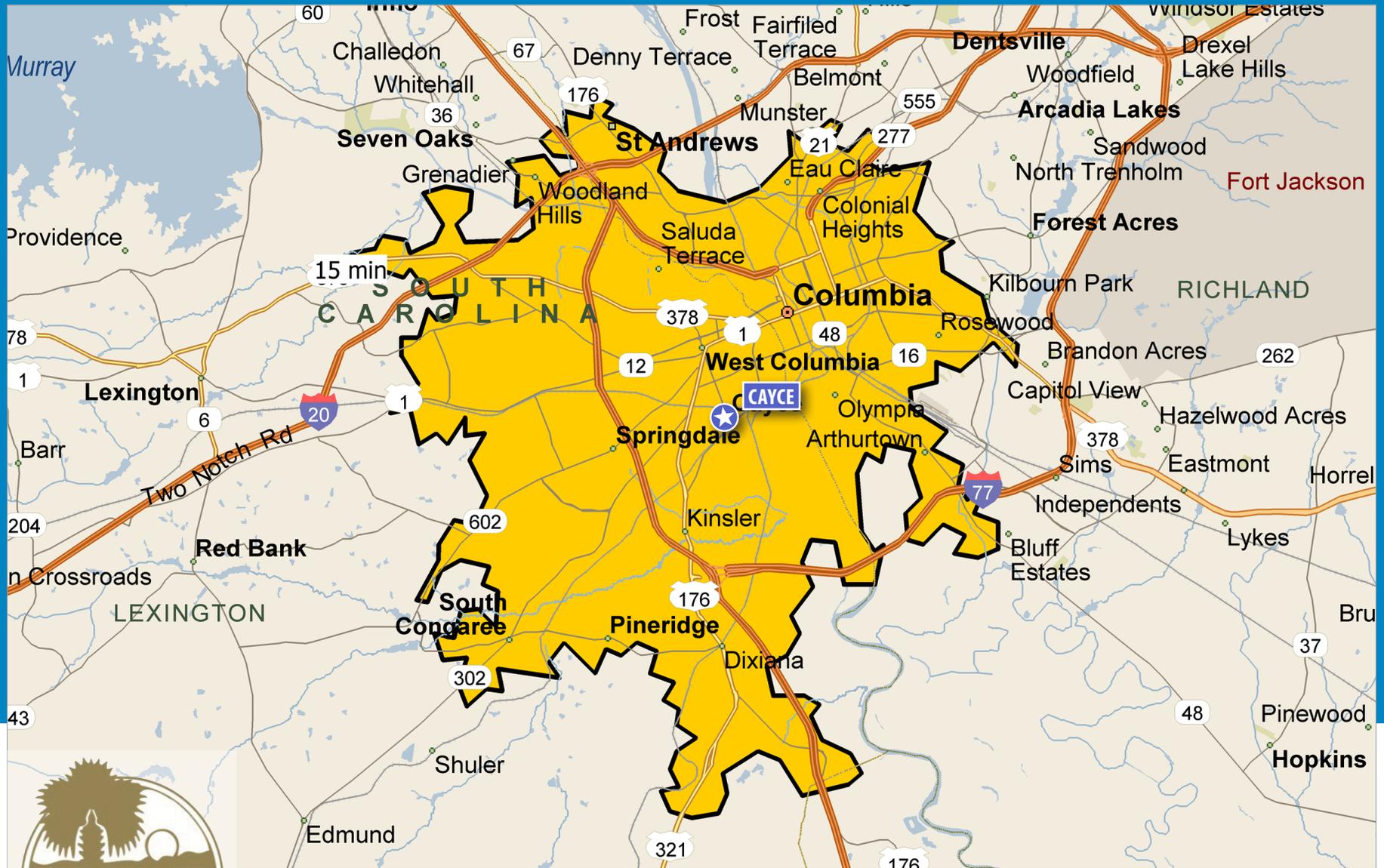


Prepared for  
City of Cayce  
December 2015

 **TheRetailCoach®**

# 15-Minute Drive Time

## Cayce, South Carolina



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## 15-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	129,215
2010 Total Population	135,728
2015 Total Population	141,515
2015 Group Quarters	11,377
2020 Total Population	148,293
2015-2020 Annual Rate	0.94%
Household Summary	
2000 Households	54,309
2000 Average Household Size	2.17
2010 Households	56,967
2010 Average Household Size	2.18
2015 Households	59,767
2015 Average Household Size	2.18
2020 Households	62,921
2020 Average Household Size	2.18
2015-2020 Annual Rate	1.03%
2010 Families	27,828
2010 Average Family Size	2.86
2015 Families	28,642
2015 Average Family Size	2.86
2020 Families	29,810
2020 Average Family Size	2.86
2015-2020 Annual Rate	0.8%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	59,587
Owner Occupied Housing Units	47.2%
Renter Occupied Housing Units	43.9%
Vacant Housing Units	8.9%
2010 Housing Units	64,925
Owner Occupied Housing Units	43.5%
Renter Occupied Housing Units	44.2%
Vacant Housing Units	12.3%
2015 Housing Units	68,451
Owner Occupied Housing Units	40.6%
Renter Occupied Housing Units	46.8%
Vacant Housing Units	12.7%
2020 Housing Units	72,330
Owner Occupied Housing Units	40.1%
Renter Occupied Housing Units	46.9%
Vacant Housing Units	13.0%

## 15-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$37,981
2020	\$43,090
Median Home Value	
2015	\$156,416
2020	\$178,776
Per Capita Income	
2015	\$23,544
2020	\$26,367
Median Age	
2010	30.7
2015	31.9
2020	33.0
2015 Households by Income	
Household Income Base	59,767
<\$15,000	20.2%
\$15,000 - \$24,999	13.1%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	2.3%
\$200,000+	2.5%
Average Household Income	\$54,461

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	62,921
<\$15,000	19.4%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.8%
\$200,000+	2.7%
Average Household Income	\$60,919
2015 Owner Occupied Housing Units by Value	
Total	27,751
<\$50,000	5.3%
\$50,000 - \$99,999	16.4%
\$100,000 - \$149,999	25.4%
\$150,000 - \$199,999	22.5%
\$200,000 - \$249,999	10.8%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	6.0%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.9%
Average Home Value	\$197,331

## 15-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	28,998
<\$50,000	3.9%
\$50,000 - \$99,999	12.5%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	24.3%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	1.1%
Average Home Value	\$223,831
2010 Population by Age	
Total	135,733
0 - 4	5.8%
5 - 9	4.6%
10 - 14	4.2%
15 - 24	25.4%
25 - 34	15.8%
35 - 44	10.7%
45 - 54	11.8%
55 - 64	10.2%
65 - 74	5.9%
75 - 84	3.8%
85 +	1.9%
18 +	82.8%

DESCRIPTION	DATA
2015 Population by Age	
Total	141,514
0 - 4	5.4%
5 - 9	5.1%
10 - 14	4.3%
15 - 24	23.2%
25 - 34	16.7%
35 - 44	10.9%
45 - 54	10.8%
55 - 64	10.9%
65 - 74	7.2%
75 - 84	3.7%
85 +	1.9%
18 +	82.8%
2020 Population by Age	
Total	148,292
0 - 4	5.3%
5 - 9	4.8%
10 - 14	4.8%
15 - 24	22.5%
25 - 34	15.6%
35 - 44	11.7%
45 - 54	10.0%
55 - 64	10.9%
65 - 74	8.3%
75 - 84	4.2%
85 +	2.0%
18 +	82.5%

## 15-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	65,669
Females	70,059
2015 Population by Sex	
Males	68,801
Females	72,714
2020 Population by Sex	
Males	72,185
Females	76,108
2010 Population by Race/Ethnicity	
Total	135,727
White Alone	61.6%
Black Alone	31.1%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	1.9%
Hispanic Origin	6.0%
Diversity Index	57.7

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	141,515
White Alone	60.1%
Black Alone	31.9%
American Indian Alone	0.3%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.3%
Two or More Races	2.1%
Hispanic Origin	6.3%
Diversity Index	59.2
2020 Population by Race/Ethnicity	
Total	148,293
White Alone	58.6%
Black Alone	32.5%
American Indian Alone	0.3%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.4%
Two or More Races	2.4%
Hispanic Origin	6.7%
Diversity Index	60.6

## 15-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	135,728
In Households	91.6%
In Family Households	61.1%
Householder	20.4%
Spouse	12.5%
Child	22.1%
Other relative	3.8%
Nonrelative	2.3%
In Nonfamily Households	30.6%
In Group Quarters	8.4%
Institutionalized Population	1.3%
Noninstitutionalized Population	7.1%
2015 Population 25+ by Educational Attainment	
Total	87,890
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	20.3%
GED/Alternative Credential	3.8%
Some College, No Degree	21.7%
Associate Degree	7.7%
Bachelor's Degree	20.6%
Graduate/Professional Degree	14.7%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	120,678
Never Married	50.6%
Married	33.5%
Widowed	5.8%
Divorced	10.1%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	91.2%
Civilian Unemployed	8.8%
2015 Employed Population 16+ by Industry	
Total	66,324
Agriculture/Mining	0.6%
Construction	5.7%
Manufacturing	7.2%
Wholesale Trade	2.4%
Retail Trade	11.7%
Transportation/Utilities	3.6%
Information	2.2%
Finance/Insurance/Real Estate	6.6%
Services	54.1%
Public Administration	6.0%

## 15-Minute Drive Time | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	66,323
White Collar	61.9%
Management/Business/Financial	11.6%
Professional	24.8%
Sales	11.3%
Administrative Support	14.3%
Services	20.4%
Blue Collar	17.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.1%
Production	4.4%
Transportation/Material Moving	4.8%
2010 Households by Type	
Total	56,967
Households with 1 Person	36.6%
Households with 2+ People	63.4%
Family Households	48.8%
Husband-wife Families	29.9%
With Related Children	11.1%
Other Family (No Spouse Present)	19.0%
Other Family with Male Householder	4.3%
With Related Children	2.1%
Other Family with Female Householder	14.6%
With Related Children	9.3%
Nonfamily Households	14.5%

DESCRIPTION	DATA
All Households with Children	23.0%
Multigenerational Households	3.0%
Unmarried Partner Households	6.8%
Male-female	5.9%
Same-sex	0.9%
2010 Households by Size	
Total	56,969
1 Person Household	36.6%
2 Person Household	32.9%
3 Person Household	14.8%
4 Person Household	9.6%
5 Person Household	3.7%
6 Person Household	1.4%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	56,967
Owner Occupied	49.6%
Owned with a Mortgage/Loan	33.8%
Owned Free and Clear	15.8%
Renter Occupied	50.4%



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

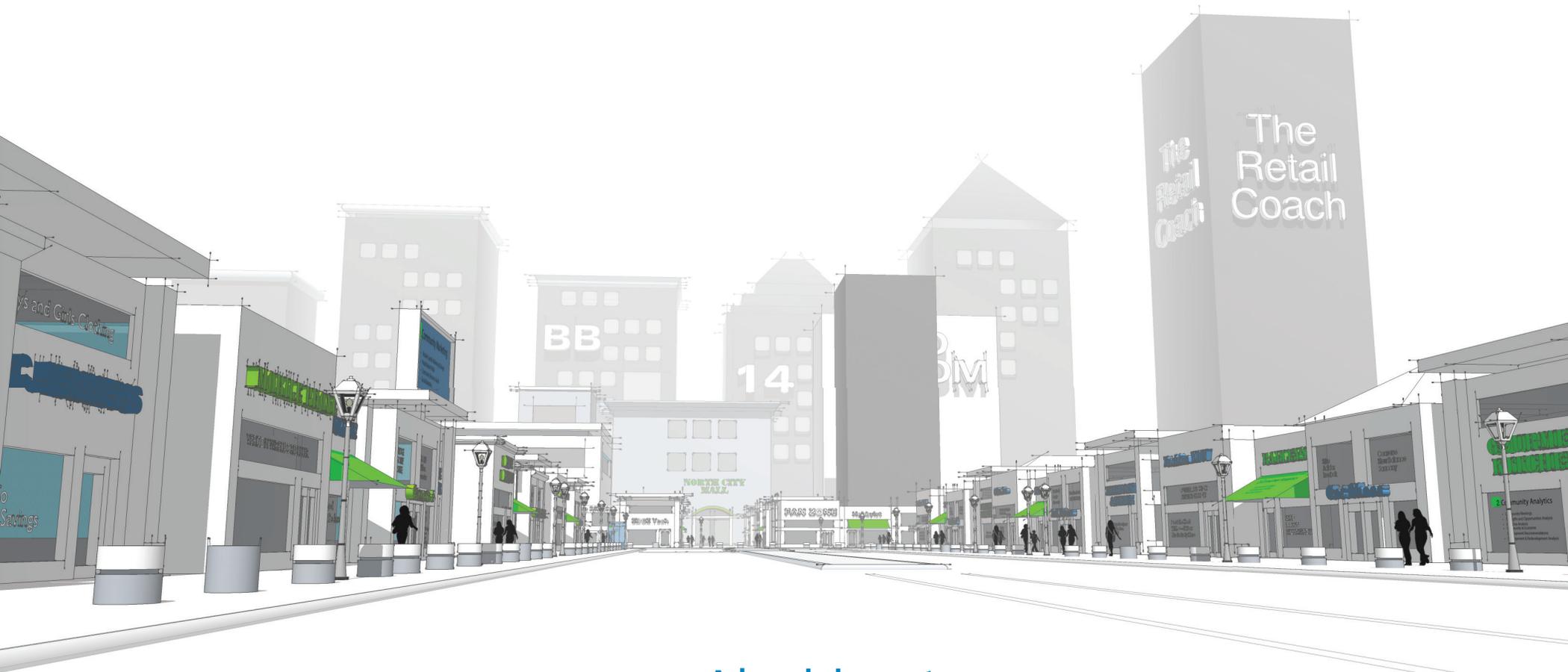
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.