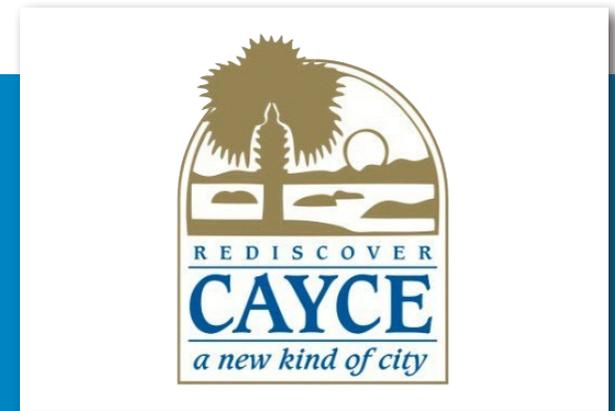




# 5-MILE RADIAL DEMOGRAPHIC PROFILE

Cayce, South Carolina

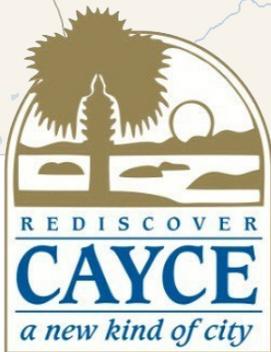
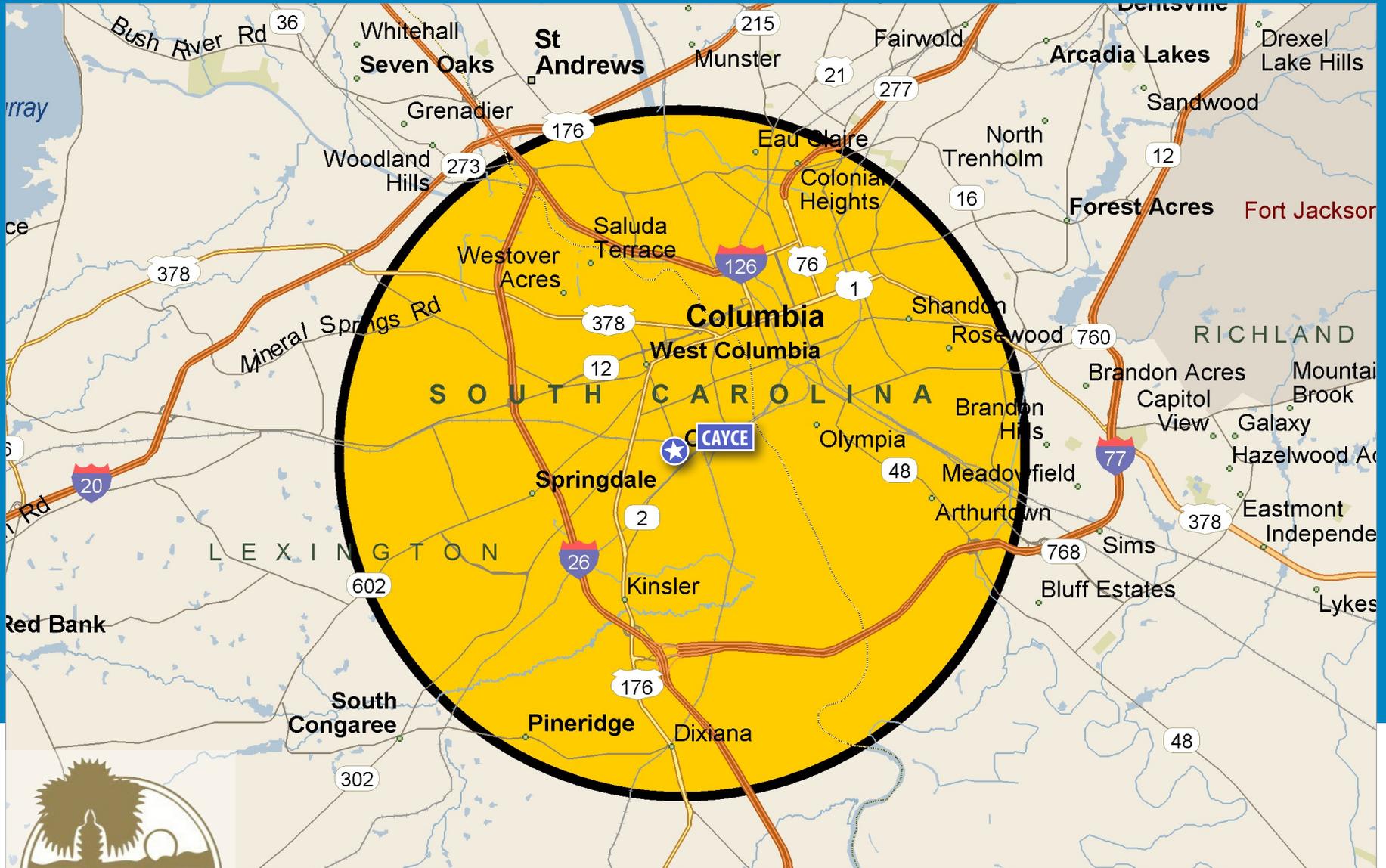


Prepared for  
City of Cayce  
December 2015



# 5-Mile Radial

Cayce, South Carolina



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## 5-Mile Radial | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	109,143
2010 Total Population	113,263
2015 Total Population	117,994
2015 Group Quarters	10,939
2020 Total Population	123,370
2015-2020 Annual Rate	0.9%
Household Summary	
2000 Households	46,194
2000 Average Household Size	2.12
2010 Households	47,776
2010 Average Household Size	2.14
2015 Households	50,096
2015 Average Household Size	2.14
2020 Households	52,662
2020 Average Household Size	2.13
2015-2020 Annual Rate	1.0%
2010 Families	21,764
2010 Average Family Size	2.86
2015 Families	22,335
2015 Average Family Size	2.85
2020 Families	23,162
2020 Average Family Size	2.85
2015-2020 Annual Rate	0.73%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	50,604
Owner Occupied Housing Units	45.0%
Renter Occupied Housing Units	46.3%
Vacant Housing Units	8.7%
2010 Housing Units	54,585
Owner Occupied Housing Units	41.2%
Renter Occupied Housing Units	46.4%
Vacant Housing Units	12.5%
2015 Housing Units	57,585
Owner Occupied Housing Units	38.0%
Renter Occupied Housing Units	49.0%
Vacant Housing Units	13.0%
2020 Housing Units	60,788
Owner Occupied Housing Units	37.4%
Renter Occupied Housing Units	49.2%
Vacant Housing Units	13.4%

## 5-Mile Radial | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$36,901
2020	\$41,698
Median Home Value	
2015	\$161,390
2020	\$185,064
Per Capita Income	
2015	\$23,560
2020	\$26,432
Median Age	
2010	29.9
2015	31.1
2020	32.3
2015 Households by Income	
Household Income Base	50,096
<\$15,000	21.3%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	2.3%
\$200,000+	2.6%
Average Household Income	\$53,698

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	52,662
<\$15,000	20.4%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	2.8%
\$200,000+	2.8%
Average Household Income	\$60,169
2015 Owner Occupied Housing Units by Value	
Total	21,858
<\$50,000	4.6%
\$50,000 - \$99,999	15.7%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	6.5%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	1.0%
Average Home Value	\$206,530

## 5-Mile Radial | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	22,728
<\$50,000	3.3%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	22.7%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	1.2%
Average Home Value	\$234,773
2010 Population by Age	
Total	113,265
0 - 4	5.4%
5 - 9	4.2%
10 - 14	3.8%
15 - 24	27.5%
25 - 34	15.8%
35 - 44	10.2%
45 - 54	11.4%
55 - 64	10.0%
65 - 74	5.7%
75 - 84	3.9%
85 +	2.1%
18 +	84.2%

DESCRIPTION	DATA
2015 Population by Age	
Total	117,995
0 - 4	5.0%
5 - 9	4.8%
10 - 14	4.0%
15 - 24	25.1%
25 - 34	16.9%
35 - 44	10.5%
45 - 54	10.3%
55 - 64	10.6%
65 - 74	7.0%
75 - 84	3.8%
85 +	2.1%
18 +	84.0%
2020 Population by Age	
Total	123,367
0 - 4	5.0%
5 - 9	4.5%
10 - 14	4.4%
15 - 24	24.4%
25 - 34	15.8%
35 - 44	11.3%
45 - 54	9.6%
55 - 64	10.7%
65 - 74	8.1%
75 - 84	4.2%
85 +	2.1%
18 +	83.7%

## 5-Mile Radial | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	54,737
Females	58,526
2015 Population by Sex	
Males	57,325
Females	60,669
2020 Population by Sex	
Males	60,005
Females	63,365
2010 Population by Race/Ethnicity	
Total	113,263
White Alone	62.4%
Black Alone	30.1%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	1.8%
Hispanic Origin	6.2%
Diversity Index	57.5

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	117,993
White Alone	60.9%
Black Alone	31.0%
American Indian Alone	0.3%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	2.1%
Hispanic Origin	6.6%
Diversity Index	59.1
2020 Population by Race/Ethnicity	
Total	123,370
White Alone	59.4%
Black Alone	31.7%
American Indian Alone	0.3%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	2.3%
Hispanic Origin	7.0%
Diversity Index	60.6

## 5-Mile Radial | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	113,263
In Households	90.3%
In Family Households	57.1%
Householder	19.2%
Spouse	11.6%
Child	20.3%
Other relative	3.7%
Nonrelative	2.2%
In Nonfamily Households	33.2%
In Group Quarters	9.7%
Institutionalized Population	1.2%
Noninstitutionalized Population	8.4%
2015 Population 25+ by Educational Attainment	
Total	72,229
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	19.5%
GED/Alternative Credential	3.4%
Some College, No Degree	20.8%
Associate Degree	7.3%
Bachelor's Degree	21.5%
Graduate/Professional Degree	16.0%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	101,797
Never Married	53.0%
Married	31.3%
Widowed	5.8%
Divorced	9.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	91.1%
Civilian Unemployed	8.9%
2015 Employed Population 16+ by Industry	
Total	55,554
Agriculture/Mining	0.6%
Construction	5.6%
Manufacturing	6.6%
Wholesale Trade	2.3%
Retail Trade	11.9%
Transportation/Utilities	3.4%
Information	2.3%
Finance/Insurance/Real Estate	6.5%
Services	55.2%
Public Administration	5.8%

## 5-Mile Radial | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	55,553
White Collar	62.4%
Management/Business/Financial	11.7%
Professional	24.9%
Sales	11.6%
Administrative Support	14.1%
Services	20.8%
Blue Collar	16.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	2.8%
Production	4.1%
Transportation/Material Moving	4.6%
2010 Households by Type	
Total	47,776
Households with 1 Person	38.4%
Households with 2+ People	61.6%
Family Households	45.6%
Husband-wife Families	27.6%
With Related Children	9.9%
Other Family (No Spouse Present)	18.0%
Other Family with Male Householder	4.2%
With Related Children	2.0%
Other Family with Female Householder	13.8%
With Related Children	8.6%
Nonfamily Households	16.0%

DESCRIPTION	DATA
All Households with Children	20.9
Multigenerational Households	2.7%
Unmarried Partner Households	6.8%
Male-female	5.9%
Same-sex	0.9%
2010 Households by Size	
Total	47774
1 Person Household	38.4%
2 Person Household	32.8%
3 Person Household	14.3%
4 Person Household	9.0%
5 Person Household	3.4%
6 Person Household	1.3%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	47776
Owner Occupied	47.0%
Owned with a Mortgage/Loan	31.6%
Owned Free and Clear	15.4%
Renter Occupied	53.0%



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

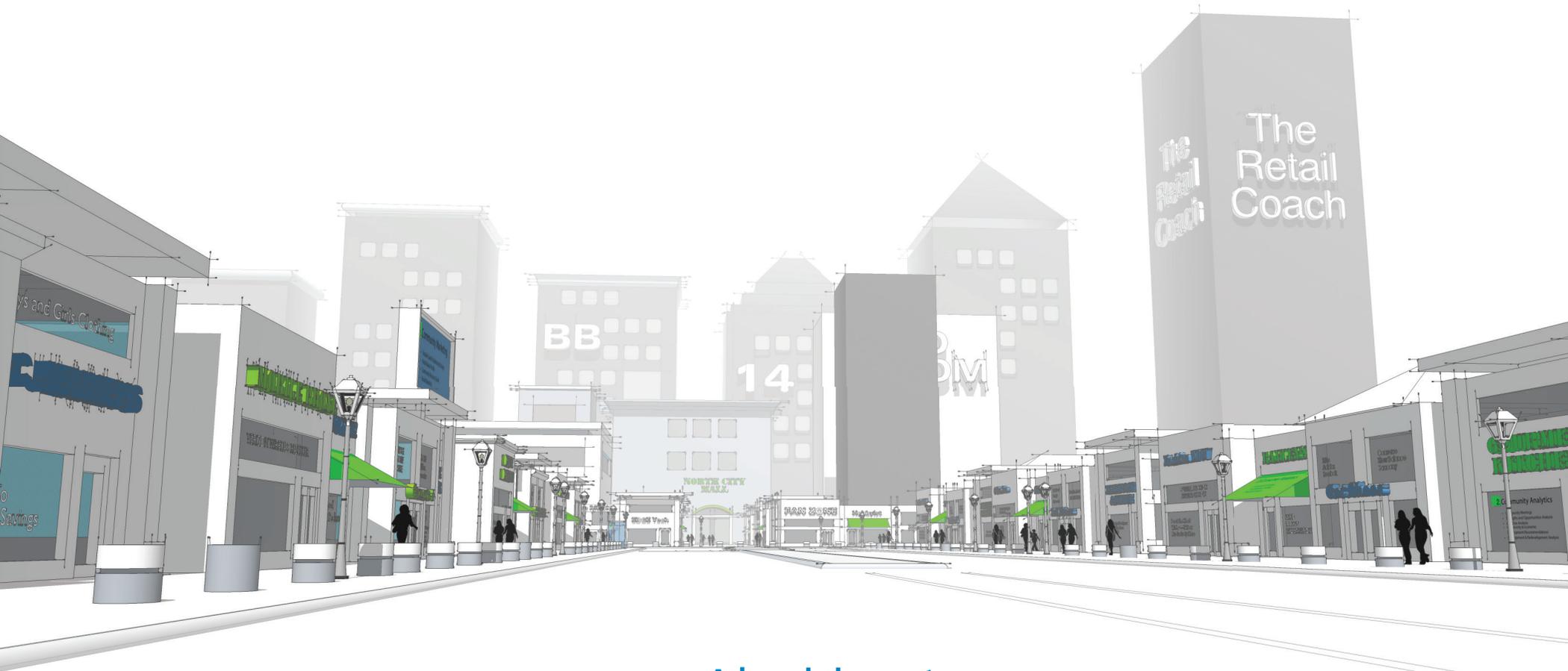
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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