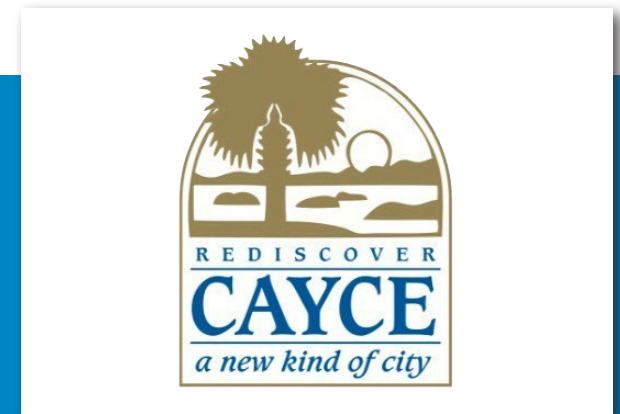




# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

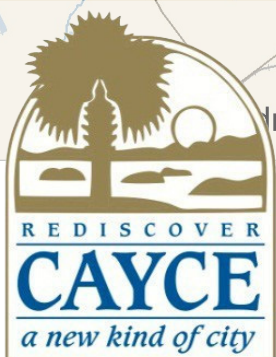
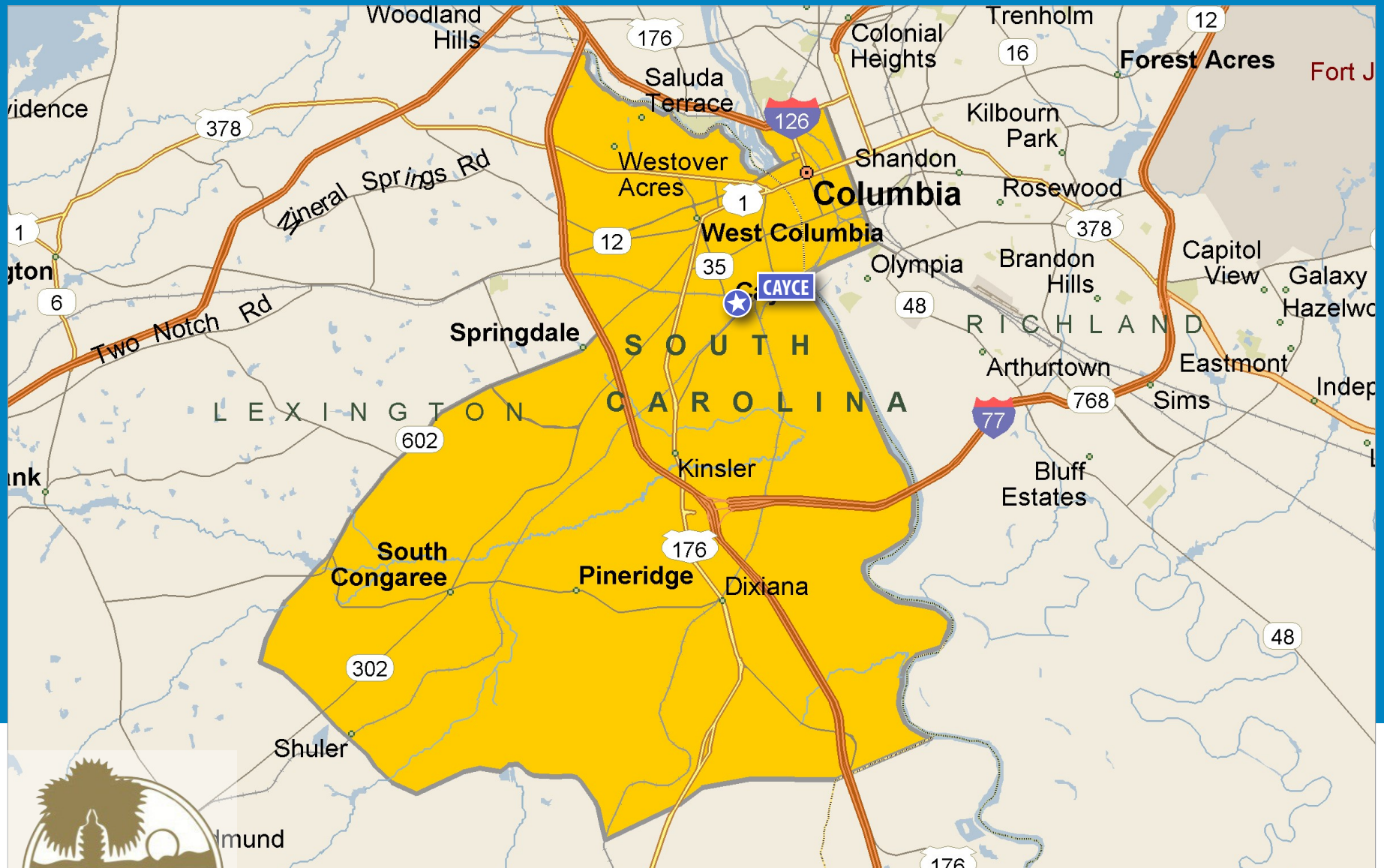
Cayce, South Carolina



Prepared for  
City of Cayce  
December 2015



## Retail Trade Area Cayce, South Carolina



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## Retail Trade Area | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Population Summary	
2000 Total Population	46,774
2010 Total Population	51,128
2015 Total Population	53,375
2015 Group Quarters	1,200
2020 Total Population	55,832
2015-2020 Annual Rate	0.9%
Household Summary	
2000 Households	19,675
2000 Average Household Size	2.34
2010 Households	21,432
2010 Average Household Size	2.33
2015 Households	22,418
2015 Average Household Size	2.33
2020 Households	23,458
2020 Average Household Size	2.33
2015-2020 Annual Rate	0.91%
2010 Families	11,869
2010 Average Family Size	2.93
2015 Families	12,209
2015 Average Family Size	2.93
2020 Families	12,639
2020 Average Family Size	2.93
2015-2020 Annual Rate	0.69%

DESCRIPTION	DATA
Housing Unit Summary	
2000 Housing Units	21,618
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	9.0%
2010 Housing Units	24,069
Owner Occupied Housing Units	48.8%
Renter Occupied Housing Units	40.3%
Vacant Housing Units	11.0%
2015 Housing Units	25,405
Owner Occupied Housing Units	45.5%
Renter Occupied Housing Units	42.8%
Vacant Housing Units	11.8%
2020 Housing Units	26,690
Owner Occupied Housing Units	45.1%
Renter Occupied Housing Units	42.8%
Vacant Housing Units	12.1%

## Retail Trade Area | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
Median Household Income	
2015	\$39,162
2020	\$44,820
Median Home Value	
2015	\$129,682
2020	\$151,537
Per Capita Income	
2015	\$21,898
2020	\$24,439
Median Age	
2010	34.5
2015	34.9
2020	36.1
2015 Households by Income	
Household Income Base	22,418
<\$15,000	16.8%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	1.8%
\$200,000+	1.1%
Average Household Income	\$51,857

DESCRIPTION	DATA
2020 Households by Income	
Household Income Base	23,458
<\$15,000	16.0%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	2.3%
\$200,000+	1.3%
Average Household Income	\$57,887
2015 Owner Occupied Housing Units by Value	
Total	11,553
<\$50,000	10.3%
\$50,000 - \$99,999	22.9%
\$100,000 - \$149,999	28.3%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	3.1%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.4%
Average Home Value	\$148,409

## Retail Trade Area | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2020 Owner Occupied Housing Units by Value	
Total	12,034
<\$50,000	7.8%
\$50,000 - \$99,999	18.2%
\$100,000 - \$149,999	23.3%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	13.2%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	4.8%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.5%
Average Home Value	\$174,798
2010 Population by Age	
Total	51,127
0 - 4	6.1%
5 - 9	5.2%
10 - 14	4.9%
15 - 24	19.5%
25 - 34	14.9%
35 - 44	11.7%
45 - 54	13.1%
55 - 64	11.2%
65 - 74	6.8%
75 - 84	4.5%
85 +	2.1%
18 +	80.7%

DESCRIPTION	DATA
2015 Population by Age	
Total	53,375
0 - 4	5.8%
5 - 9	5.5%
10 - 14	4.9%
15 - 24	18.4%
25 - 34	15.7%
35 - 44	11.2%
45 - 54	12.0%
55 - 64	12.0%
65 - 74	8.2%
75 - 84	4.2%
85 +	2.2%
18 +	81.1%
2020 Population by Age	
Total	55,833
0 - 4	5.6%
5 - 9	5.3%
10 - 14	5.3%
15 - 24	17.7%
25 - 34	14.7%
35 - 44	12.1%
45 - 54	11.0%
55 - 64	12.1%
65 - 74	9.2%
75 - 84	4.8%
85 +	2.3%
18 +	80.8%

## Retail Trade Area | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Sex	
Males	25,110
Females	26,017
2015 Population by Sex	
Males	26,270
Females	27,104
2020 Population by Sex	
Males	27,464
Females	28,368
2010 Population by Race/Ethnicity	
Total	51,128
White Alone	68.6%
Black Alone	21.9%
American Indian Alone	0.6%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.0%
Two or More Races	2.3%
Hispanic Origin	8.7%
Diversity Index	56.3

DESCRIPTION	DATA
2015 Population by Race/Ethnicity	
Total	53,375
White Alone	66.7%
Black Alone	23.1%
American Indian Alone	0.5%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.2%
Two or More Races	2.6%
Hispanic Origin	9.0%
Diversity Index	58.3
2020 Population by Race/Ethnicity	
Total	55,831
White Alone	64.9%
Black Alone	24.1%
American Indian Alone	0.5%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.3%
Two or More Races	2.9%
Hispanic Origin	9.2%
Diversity Index	60.1

## Retail Trade Area | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2010 Population by Relationship and Household Type	
Total	51,128
In Households	97.7%
In Family Households	71.0%
Householder	23.2%
Spouse	14.8%
Child	25.6%
Other relative	4.5%
Nonrelative	3.0%
In Nonfamily Households	26.6%
In Group Quarters	2.3%
Institutionalized Population	0.5%
Noninstitutionalized Population	1.9%
2015 Population 25+ by Educational Attainment	
Total	34,968
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	9.5%
High School Graduate	25.0%
GED/Alternative Credential	5.6%
Some College, No Degree	22.5%
Associate Degree	8.6%
Bachelor's Degree	16.2%
Graduate/Professional Degree	9.3%

DESCRIPTION	DATA
2015 Population 15+ by Marital Status	
Total	44,792
Never Married	40.5%
Married	41.2%
Widowed	6.9%
Divorced	11.4%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.3%
Civilian Unemployed	7.7%
2015 Employed Population 16+ by Industry	
Total	25,373
Agriculture/Mining	0.8%
Construction	8.8%
Manufacturing	9.7%
Wholesale Trade	2.1%
Retail Trade	11.2%
Transportation/Utilities	4.6%
Information	1.6%
Finance/Insurance/Real Estate	5.8%
Services	50.6%
Public Administration	4.8%

## Retail Trade Area | Demographics

### Cayce, South Carolina

DESCRIPTION	DATA
2015 Employed Population 16+ by Occupation	
Total	25,371
White Collar	56.0%
Management/Business/Financial	10.7%
Professional	20.2%
Sales	10.0%
Administrative Support	15.1%
Services	19.8%
Blue Collar	24.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	8.3%
Installation/Maintenance/Repair	4.1%
Production	5.8%
Transportation/Material Moving	5.6%
2010 Households by Type	
Total	21,432
Households with 1 Person	32.1%
Households with 2+ People	67.9%
Family Households	55.4%
Husband-wife Families	35.3%
With Related Children	13.0%
Other Family (No Spouse Present)	20.0%
Other Family with Male Householder	5.4%
With Related Children	2.8%
Other Family with Female Householder	14.6%
With Related Children	9.3%
Nonfamily Households	12.6%

DESCRIPTION	DATA
All Households with Children	25.7%
Multigenerational Households	3.7%
Unmarried Partner Households	7.3%
Male-female	6.5%
Same-sex	0.8%
2010 Households by Size	
Total	21,431
1 Person Household	32.1%
2 Person Household	34.0%
3 Person Household	15.4%
4 Person Household	10.9%
5 Person Household	4.6%
6 Person Household	1.8%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	21,432
Owner Occupied	54.8%
Owned with a Mortgage/Loan	35.1%
Owned Free and Clear	19.7%
Renter Occupied	45.2%





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

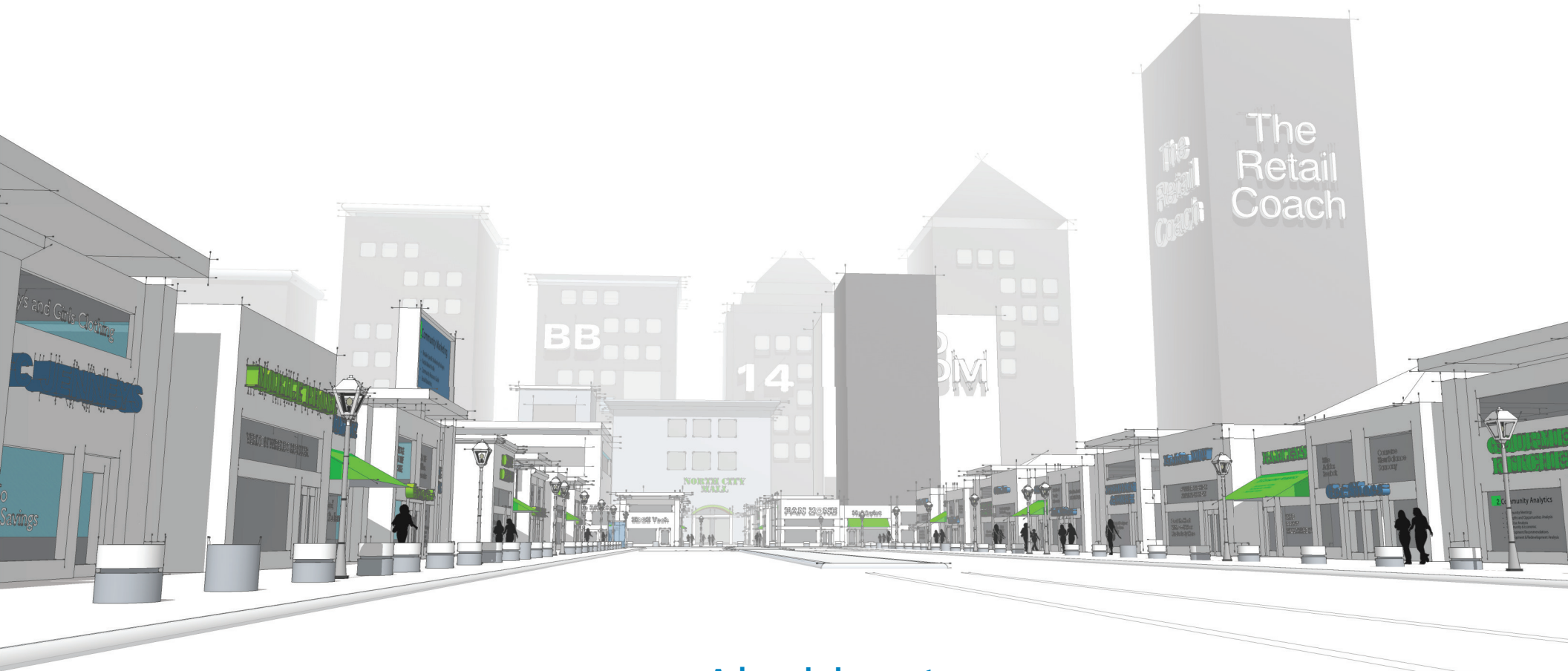
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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