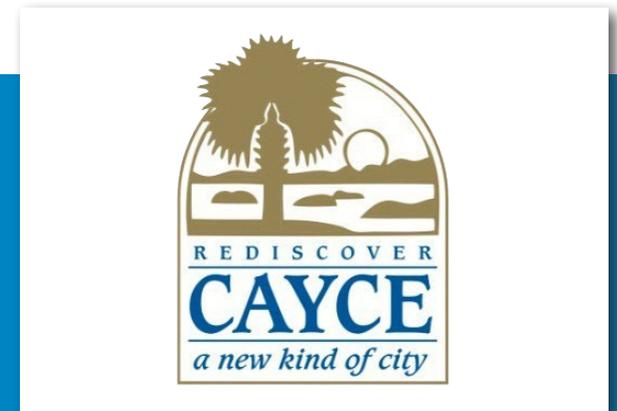




RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

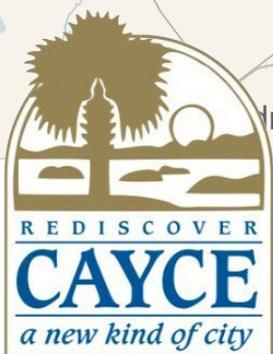
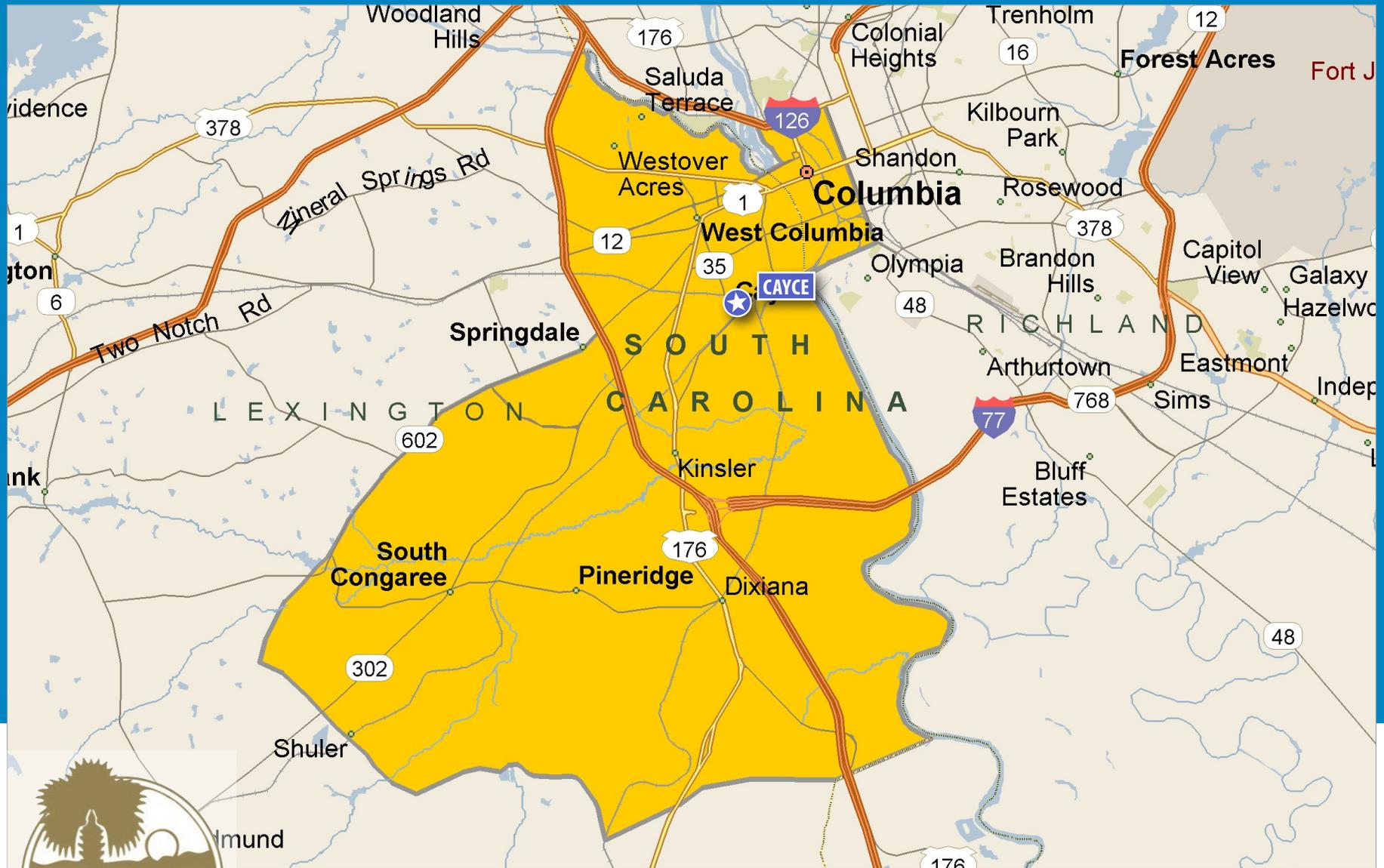
Cayce, South Carolina



Prepared for
City of Cayce
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 **TheRetailCoach®**

Retail Trade Area 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

Retail Trade Area | Gap/Opportunity Analysis Summary

Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	820,710,920	292,119,602	(528,591,318)	-64%
441	Motor Vehicle and Parts Dealers	150,393,211	28,416,003	(121,977,208)	-81%
4411	Automotive Dealers	122,515,751	19,624,933	(102,890,818)	-84%
4412	Other Motor Vehicle Dealers	16,104,664	3,553,827	(12,550,837)	-78%
4413	Automotive Parts/Accsrs, Tire Stores	11,772,796	5,237,243	(6,535,553)	-56%
442	Furniture and Home Furnishings Stores	14,962,660	1,329,897	(13,632,763)	-91%
4421	Furniture Stores	7,794,876	488,661	(7,306,215)	-94%
4422	Home Furnishing Stores	7,167,784	841,236	(6,326,548)	-88%
443	Electronics and Appliance Stores	14,938,190	327,242	(14,610,948)	-98%
44311	Appliances, TVs, Electronics Stores	11,688,279	288,426	(11,399,853)	-98%
443111	Household Appliances Stores	2,052,343	35,491	(2,016,852)	-98%
443112	Radio, Television, Electronics Stores	9,635,936	252,935	(9,383,001)	-97%
44312	Computer and Software Stores	2,917,080	38,816	(2,878,264)	-99%
44313	Camera and Photographic Equipment Stores	332,831	0	(332,831)	-100%
444	Building Material, Garden Equip Stores	82,193,414	38,544,067	(43,649,347)	-53%
4441	Building Material and Supply Dealers	69,573,345	38,443,374	(31,129,971)	-45%
44411	Home Centers	28,381,104	8,114,781	(20,266,323)	-71%
44412	Paint and Wallpaper Stores	1,138,265	199,095	(939,170)	-83%
44413	Hardware Stores	7,326,441	1,369,023	(5,957,418)	-81%
44419	Other Building Materials Dealers	32,727,536	28,760,475	(3,967,061)	-12%
4442	Lawn, Garden Equipment, Supplies Stores	12,620,069	100,693	(12,519,376)	-99%
44421	Outdoor Power Equipment Stores	4,075,262	21,229	(4,054,033)	-99%
44422	Nursery and Garden Centers	8,544,807	79,464	(8,465,343)	-99%

Retail Trade Area | Gap/Opportunity Analysis Summary

Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	102,882,986	38,331,942	(64,551,044)	-63%
4451	Grocery Stores	67,098,173	12,160,135	(54,938,038)	-82%
44511	Supermarkets, Grocery (Ex Conv) Stores	62,487,656	12,104,894	(50,382,762)	-81%
44512	Convenience Stores	4,610,517	55,241	(4,555,276)	-99%
4452	Specialty Food Stores	8,038,788	24,245,442	16,206,654	202%
4453	Beer, Wine and Liquor Stores	27,746,025	1,926,365	(25,819,660)	-93%
446	Health and Personal Care Stores	49,414,021	47,195,943	(2,218,078)	-4%
44611	Pharmacies and Drug Stores	39,828,734	43,226,852	3,398,118	9%
44612	Cosmetics, Beauty Supplies, Perfume Stores	3,490,592	611,073	(2,879,519)	-82%
44613	Optical Goods Stores	1,687,808	143,548	(1,544,260)	-91%
44619	Other Health and Personal Care Stores	4,406,887	3,214,470	(1,192,417)	-27%
447	Gasoline Stations	85,616,114	59,853,941	(25,762,173)	-30%
44711	Gasoline Stations With Conv Stores	62,607,611	34,130,695	(28,476,916)	-45%
44719	Other Gasoline Stations	23,008,503	25,723,246	2,714,743	12%
448	Clothing and Clothing Accessories Stores	35,495,217	1,386,441	(34,108,776)	-96%
4481	Clothing Stores	19,436,319	870,504	(18,565,815)	-96%
44811	Men's Clothing Stores	954,341	39,034	(915,307)	-96%
44812	Women's Clothing Stores	4,354,033	467,251	(3,886,782)	-89%
44813	Childrens, Infants Clothing Stores	1,114,869	1,532	(1,113,337)	-100%
44814	Family Clothing Stores	10,458,699	351,062	(10,107,637)	-97%
44815	Clothing Accessories Stores	853,444	0	(853,444)	-100%
44819	Other Clothing Stores	1,700,934	11,625	(1,689,309)	-99%
4482	Shoe Stores	3,112,363	107,206	(3,005,157)	-97%
4483	Jewelry, Luggage, Leather Goods Stores	12,946,535	408,731	(12,537,804)	-97%
44831	Jewelry Stores	11,453,120	408,731	(11,044,389)	-96%
44832	Luggage and Leather Goods Stores	1,493,415	0	(1,493,415)	-100%

Retail Trade Area | Gap/Opportunity Analysis Summary

Cayce, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	15,446,478	2,583,735	(12,862,743)	-83%
4511	Sporting Goods, Hobby, Musical Inst Stores	13,330,152	2,342,309	(10,987,843)	-82%
45111	Sporting Goods Stores	6,962,249	2,138,195	(4,824,054)	-69%
45112	Hobby, Toys and Games Stores	3,874,155	112,357	(3,761,798)	-97%
45113	Sew/Needlework/Piece Goods Stores	1,237,507	0	(1,237,507)	-100%
45114	Musical Instrument and Supplies Stores	1,256,240	91,757	(1,164,483)	-93%
4512	Book, Periodical and Music Stores	2,116,326	241,426	(1,874,900)	-89%
45121	Book Stores and News Dealers	1,827,517	241,426	(1,586,091)	-87%
451211	Book Stores	1,614,203	241,426	(1,372,777)	-85%
451212	News Dealers and Newsstands	213,314	0	(213,314)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	288,809	0	(288,809)	-100%
452	General Merchandise Stores	95,075,935	35,115,739	(59,960,196)	-63%
4521	Department Stores Excl Leased Depts	40,109,469	532,227	(39,577,242)	-99%
4529	Other General Merchandise Stores	54,966,466	34,583,512	(20,382,954)	-37%
453	Miscellaneous Store Retailers	22,887,291	3,336,442	(19,550,849)	-85%
4531	Florists	789,663	69,682	(719,981)	-91%
4532	Office Supplies, Stationery, Gift Stores	10,110,785	2,013,162	(8,097,623)	-80%
45321	Office Supplies and Stationery Stores	4,753,799	0	(4,753,799)	-100%
45322	Gift, Novelty and Souvenir Stores	5,356,986	2,013,162	(3,343,824)	-62%
4533	Used Merchandise Stores	1,643,431	127,163	(1,516,268)	-92%
4539	Other Miscellaneous Store Retailers	10,343,412	1,126,435	(9,216,977)	-89%
454	Non-Store Retailers	72,707,250	7,729,241	(64,978,009)	-89%
722	Foodservice and Drinking Places	78,698,153	27,968,969	(50,729,184)	-64%
7221	Full-Service Restaurants	35,285,194	13,931,315	(21,353,879)	-61%
7222	Limited-Service Eating Places	31,528,628	12,414,080	(19,114,548)	-61%
7223	Special Foodservices	8,669,576	1,580,974	(7,088,602)	-82%
7224	Drinking Places -Alcoholic Beverages	3,214,756	42,600	(3,172,156)	-99%

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

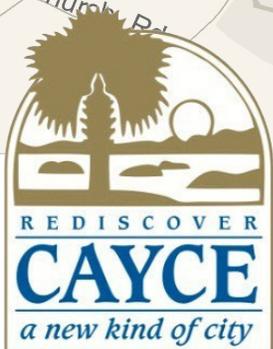
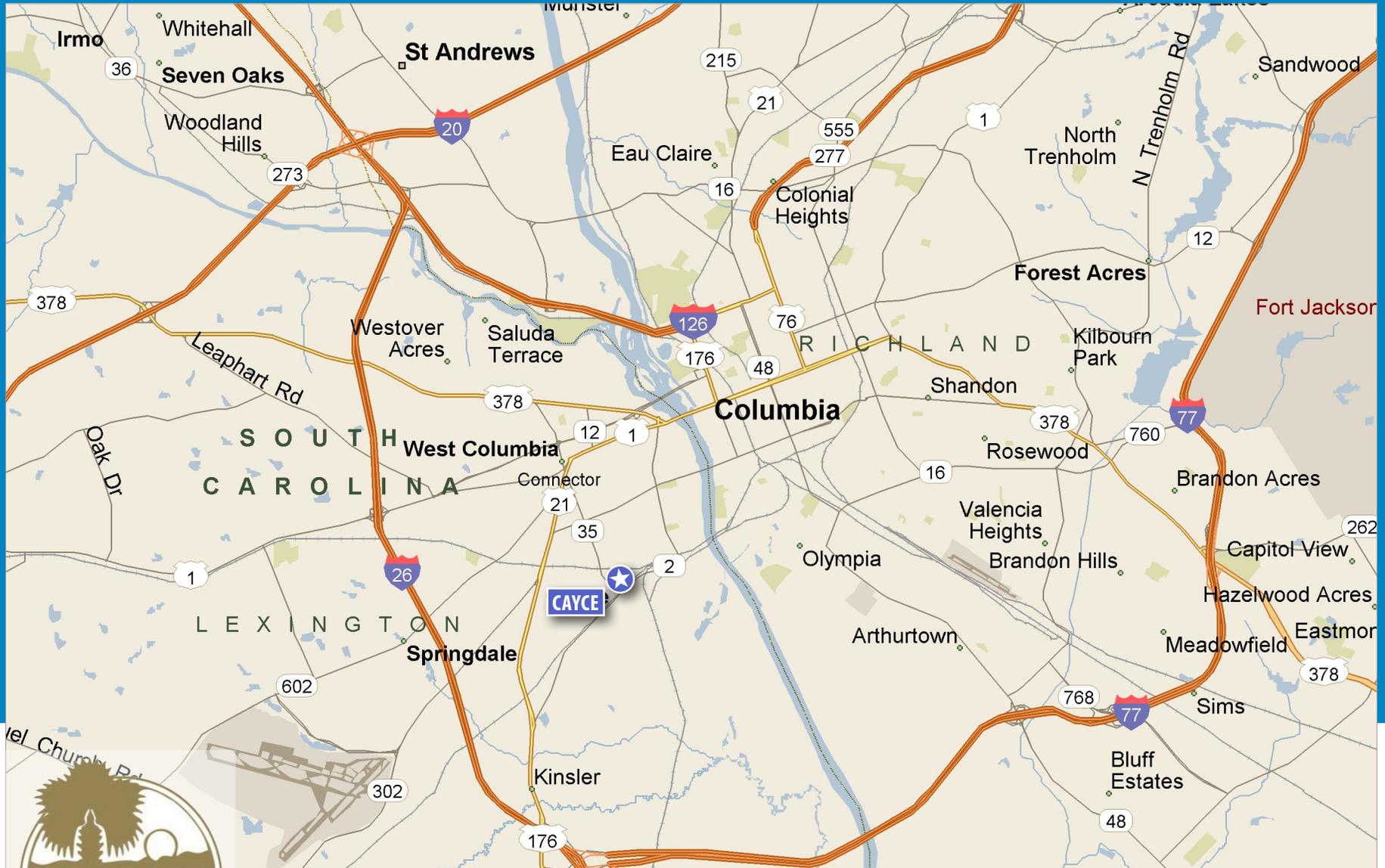
Cayce, South Carolina

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%

Location Map

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

Community Demographics

Cayce, South Carolina

DESCRIPTION	DATA	%
Population		
2020 Projection	13,286	
2015 Estimate	12,919	
2010 Census	12,528	
2000 Census	12,710	
Growth 2015-2020	2.84%	
Growth 2010-2015	3.12%	
Growth 2000-2010	-1.43%	
2015 Est. Population by Single-Classification Race	12,919	
White Alone	8,652	66.97
Black or African American Alone	3,312	25.64
Amer. Indian and Alaska Native Alone	57	0.44
Asian Alone	248	1.92
Native Hawaiian and Other Pac. Isl. Alone	11	0.09
Some Other Race Alone	328	2.54
Two or More Races	311	2.41
2015 Est. Population by Hispanic or Latino Origin	12,919	
Not Hispanic or Latino	12,352	95.61
Hispanic or Latino:	567	4.39
Mexican	345	60.85
Puerto Rican	72	12.70
Cuban	16	2.82
All Other Hispanic or Latino	134	23.63

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	567	
White Alone	145	25.57
Black or African American Alone	50	8.82
American Indian and Alaska Native Alone	7	1.23
Asian Alone	2	0.35
Native Hawaiian and Other Pacific Islander Alone	1	0.18
Some Other Race Alone	320	56.44
Two or More Races	42	7.41
2015 Est. Pop by Race, Asian Alone, by Category	248	
Chinese, except Taiwanese	33	13.31
Filipino	74	29.84
Japanese	6	2.42
Asian Indian	56	22.58
Korean	7	2.82
Vietnamese	9	3.63
Cambodian	15	6.05
Hmong	8	3.23
Laotian	7	2.82
Thai	8	3.23
All Other Asian Races Including 2+ Category	25	10.08
2015 Est. Population by Ancestry	12,919	
Arab	11	0.09
Czech	19	0.15
Danish	11	0.09
Dutch	29	0.22
English	535	4.14
French (except Basque)	212	1.64
French Canadian	11	0.09
German	1,102	8.53
Greek	35	0.27

Community Demographics

Cayce, South Carolina

DESCRIPTION	DATA	%
Hungarian	44	0.34
Irish	993	7.69
Italian	231	1.79
Lithuanian	0	0.00
United States or American	951	7.36
Norwegian	25	0.19
Polish	70	0.54
Portuguese	3	0.02
Russian	69	0.53
Scottish	243	1.88
Scotch-Irish	342	2.65
Slovak	1	0.01
Subsaharan African	188	1.46
Swedish	59	0.46
Swiss	23	0.18
Ukrainian	5	0.04
Welsh	33	0.26
West Indian (except Hisp. groups)	15	0.12
Other ancestries	4,456	34.49
Ancestry Unclassified	3,203	24.79
2015 Est. Pop Age 5+ by Language Spoken at Home	12,278	
Speak Only English at Home	11,358	92.51
Speak Asian/Pac. Isl. Lang. at Home	130	1.06
Speak IndoEuropean Language at Home	200	1.63
Speak Spanish at Home	580	4.72
Speak Other Language at Home	10	0.08
2015 Est. Population by Sex	12,919	
Male	6,188	47.90
Female	6,731	52.10

DESCRIPTION	DATA	%
2015 Est. Population by Age	12,919	
Age 0 - 4	641	4.96
Age 5 - 9	654	5.06
Age 10 - 14	605	4.68
Age 15 - 17	479	3.71
Age 18 - 20	589	4.56
Age 21 - 24	1,189	9.20
Age 25 - 34	2,090	16.18
Age 35 - 44	1,449	11.22
Age 45 - 54	1,518	11.75
Age 55 - 64	1,647	12.75
Age 65 - 74	1,180	9.13
Age 75 - 84	614	4.75
Age 85 and over	264	2.04
Age 16 and over	10,862	84.08
Age 18 and over	10,540	81.59
Age 21 and over	9,951	77.03
Age 65 and over	2,058	15.93
2015 Est. Median Age	36.5	
2015 Est. Average Age	39.5	

Community Demographics

Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	6,188	
Age 0 - 4	329	5.32
Age 5 - 9	336	5.43
Age 10 - 14	302	4.88
Age 15 - 17	228	3.68
Age 18 - 20	285	4.61
Age 21 - 24	559	9.03
Age 25 - 34	1,059	17.11
Age 35 - 44	730	11.80
Age 45 - 54	745	12.04
Age 55 - 64	755	12.20
Age 65 - 74	524	8.47
Age 75 - 84	252	4.07
Age 85 and over	84	1.36
2015 Est. Median Age, Male	35.0	
2015 Est. Average Age, Male	38.2	
2015 Est. Female Population by Age	6,731	
Age 0 - 4	312	4.64
Age 5 - 9	318	4.72
Age 10 - 14	303	4.50
Age 15 - 17	251	3.73
Age 18 - 20	304	4.52
Age 21 - 24	630	9.36
Age 25 - 34	1,031	15.32
Age 35 - 44	719	10.68
Age 45 - 54	773	11.48
Age 55 - 64	892	13.25
Age 65 - 74	656	9.75
Age 75 - 84	362	5.38
Age 85 and over	180	2.67

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	38.0	
2015 Est. Average Age, Female	40.7	
2015 Est. Pop Age 15+ by Marital Status	11,019	
Total, Never Married	4,775	43.33
Males, Never Married	2,597	23.57
Females, Never Married	2,178	19.77
Married, Spouse present	3,545	32.17
Married, Spouse absent	646	5.86
Widowed	873	7.92
Males Widowed	128	1.16
Females Widowed	745	6.76
Divorced	1,180	10.71
Males Divorced	530	4.81
Females Divorced	650	5.90
2015 Est. Pop Age 25+ by Edu. Attainment	8,762	
Less than 9th grade	268	3.06
Some High School, no diploma	874	9.97
High School Graduate (or GED)	2,778	31.71
Some College, no degree	2,004	22.87
Associate Degree	792	9.04
Bachelor's Degree	1,239	14.14
Master's Degree	669	7.64
Professional School Degree	78	0.89
Doctorate Degree	60	0.68
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	291	
No High School Diploma	62	21.31
High School Graduate	148	50.86
Some College or Associate's Degree	58	19.93
Bachelor's Degree or Higher	23	7.90

Community Demographics Cayce, South Carolina

DESCRIPTION	DATA	%
Households		
2020 Projection	5,909	
2015 Estimate	5,676	
2010 Census	5,426	
2000 Census	5,394	
Growth 2015-2020	4.11%	
Growth 2010-2015	4.61%	
Growth 2000-2010	0.59%	
2015 Est. Households by Household Type	5,676	
Family Households	3,069	54.07
Nonfamily Households	2,607	45.93
2015 Est. Group Quarters Population	20	
2015 HHs by Ethnicity, Hispanic/Latino	161	2.84
2015 Est. Households by HH Income	5,676	
Income < \$15,000	876	15.43
Income \$15,000 - \$24,999	743	13.09
Income \$25,000 - \$34,999	757	13.34
Income \$35,000 - \$49,999	1,087	19.15
Income \$50,000 - \$74,999	1,054	18.57
Income \$75,000 - \$99,999	557	9.81
Income \$100,000 - \$124,999	322	5.67
Income \$125,000 - \$149,999	134	2.36
Income \$150,000 - \$199,999	86	1.52
Income \$200,000 - \$249,999	28	0.49
Income \$250,000 - \$499,999	26	0.46
Income \$500,000+	6	0.11
2015 Est. Average Household Income	\$51,509	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	\$41,375	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	46,052	
Black or African American Alone	26,523	
American Indian and Alaska Native Alone	45,714	
Asian Alone	37,813	
Native Hawaiian and Other Pacific Islander Alone	20,000	
Some Other Race Alone	61,250	
Two or More Races	44,600	
Hispanic or Latino	64,931	
Not Hispanic or Latino	40,962	
2015 Est. Family HH Type by Presence of Own Child.	3,069	
Married-Couple Family, own children	604	19.68
Married-Couple Family, no own children	1,330	43.34
Male Householder, own children	97	3.16
Male Householder, no own children	172	5.60
Female Householder, own children	418	13.62
Female Householder, no own children	448	14.60
2015 Est. Households by Household Size	5,676	
1-person	1,870	32.95
2-person	1,942	34.21
3-person	891	15.70
4-person	622	10.96
5-person	225	3.96
6-person	82	1.44
7-or-more-person	44	0.78
2015 Est. Average Household Size	2.27	

Community Demographics

Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	5,676	
Households with 1 or More People under Age 18:	1,335	23.52
Married-Couple Family	676	50.64
Other Family, Male Householder	120	8.99
Other Family, Female Householder	524	39.25
Nonfamily, Male Householder	8	0.60
Nonfamily, Female Householder	7	0.52
Households with No People under Age 18:	4,341	76.48
Married-Couple Family	1,259	29.00
Other Family, Male Householder	149	3.43
Other Family, Female Householder	342	7.88
Nonfamily, Male Householder	1,182	27.23
Nonfamily, Female Householder	1,409	32.46
2015 Est. Households by Number of Vehicles	5,676	
No Vehicles	441	7.77
1 Vehicle	1,982	34.92
2 Vehicles	2,257	39.76
3 Vehicles	726	12.79
4 Vehicles	241	4.25
5 or more Vehicles	29	0.51
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	3,182	
2015 Estimate	3,069	
2010 Census	2,986	
2000 Census	3,321	
Growth 2015-2020	3.68%	
Growth 2010-2015	2.78%	
Growth 2000-2010	-10.09%	
2015 Est. Families by Poverty Status	3,069	
2015 Families at or Above Poverty	2,590	84.39
2015 Families at or Above Poverty with Children	877	28.58
2015 Families Below Poverty	479	15.61
2015 Families Below Poverty with Children	359	11.70
2015 Est. Pop Age 16+ by Employment Status	10,862	
In Armed Forces	13	0.12
Civilian - Employed	6,318	58.17
Civilian - Unemployed	638	5.87
Not in Labor Force	3,893	35.84
2015 Est. Civ. Employed Pop 16+ by Class of Worker	6,450	
For-Profit Private Workers	4,514	69.98
Non-Profit Private Workers	397	6.16
Local Government Workers	332	5.15
State Government Workers	740	11.47
Federal Government Workers	118	1.83
Self-Employed Workers	341	5.29
Unpaid Family Workers	8	0.12

Community Demographics

Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	6,450	
Architect/Engineer	71	1.10
Arts/Entertainment/Sports	119	1.84
Building Grounds Maintenance	362	5.61
Business/Financial Operations	207	3.21
Community/Social Services	91	1.41
Computer/Mathematical	151	2.34
Construction/Extraction	319	4.95
Education/Training/Library	446	6.91
Farming/Fishing/Forestry	27	0.42
Food Prep/Serving	446	6.91
Health Practitioner/Technician	438	6.79
Healthcare Support	147	2.28
Maintenance Repair	274	4.25
Legal	67	1.04
Life/Physical/Social Science	29	0.45
Management	580	8.99
Office/Admin. Support	1,038	16.09
Production	376	5.83
Protective Services	100	1.55
Sales/Related	654	10.14
Personal Care/Service	189	2.93
Transportation/Moving	319	4.95
2015 Est. Pop 16+ by Occupation Classification	6,450	
Blue Collar	1,288	19.97
White Collar	3,891	60.33
Service and Farm	1,271	19.71

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	6,338	
Drove Alone	5,382	84.92
Car Pooled	492	7.76
Public Transportation	18	0.28
Walked	41	0.65
Bicycle	10	0.16
Other Means	203	3.20
Worked at Home	192	3.03
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,264	
15 - 29 Minutes	2,841	
30 - 44 Minutes	800	
45 - 59 Minutes	96	
60 or more Minutes	143	
2015 Est. Avg. Travel Time to Work in Minutes	20.50	
2015 Est. Occupied Housing Units by Tenure	5,676	
Owner Occupied	3,316	58.42
Renter Occupied	2,360	41.58
2015 Owner Occ. HUs: Avg. Length of Residence	20.1	
2015 Renter Occ. HUs: Avg. Length of Residence	7.7	

Community Demographics

Cayce, South Carolina

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,316	
Value Less than \$20,000	164	4.95
Value \$20,000 - \$39,999	64	1.93
Value \$40,000 - \$59,999	110	3.32
Value \$60,000 - \$79,999	362	10.92
Value \$80,000 - \$99,999	514	15.50
Value \$100,000 - \$149,999	1,143	34.47
Value \$150,000 - \$199,999	494	14.90
Value \$200,000 - \$299,999	343	10.34
Value \$300,000 - \$399,999	55	1.66
Value \$400,000 - \$499,999	41	1.24
Value \$500,000 - \$749,999	8	0.24
Value \$750,000 - \$999,999	9	0.27
Value \$1,000,000 or more	9	0.27
2015 Est. Median All Owner-Occupied Housing Value	\$119,423	
2015 Est. Housing Units by Units in Structure	6,200	
1 Unit Attached	105	1.69
1 Unit Detached	4,507	72.69
2 Units	230	3.71
3 or 4 Units	328	5.29
5 to 19 Units	573	9.24
20 to 49 Units	122	1.97
50 or More Units	61	0.98
Mobile Home or Trailer	274	4.42
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	6,200	
Housing Units Built 2010 or later	245	3.95
Housing Units Built 2000 to 2009	524	8.45
Housing Units Built 1990 to 1999	506	8.16
Housing Units Built 1980 to 1989	558	9.00
Housing Units Built 1970 to 1979	741	11.95
Housing Units Built 1960 to 1969	1,541	24.85
Housing Units Built 1950 to 1959	1,334	21.52
Housing Units Built 1940 to 1949	471	7.60
Housing Unit Built 1939 or Earlier	280	4.52
2015 Est. Median Year Structure Built**	1967	



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

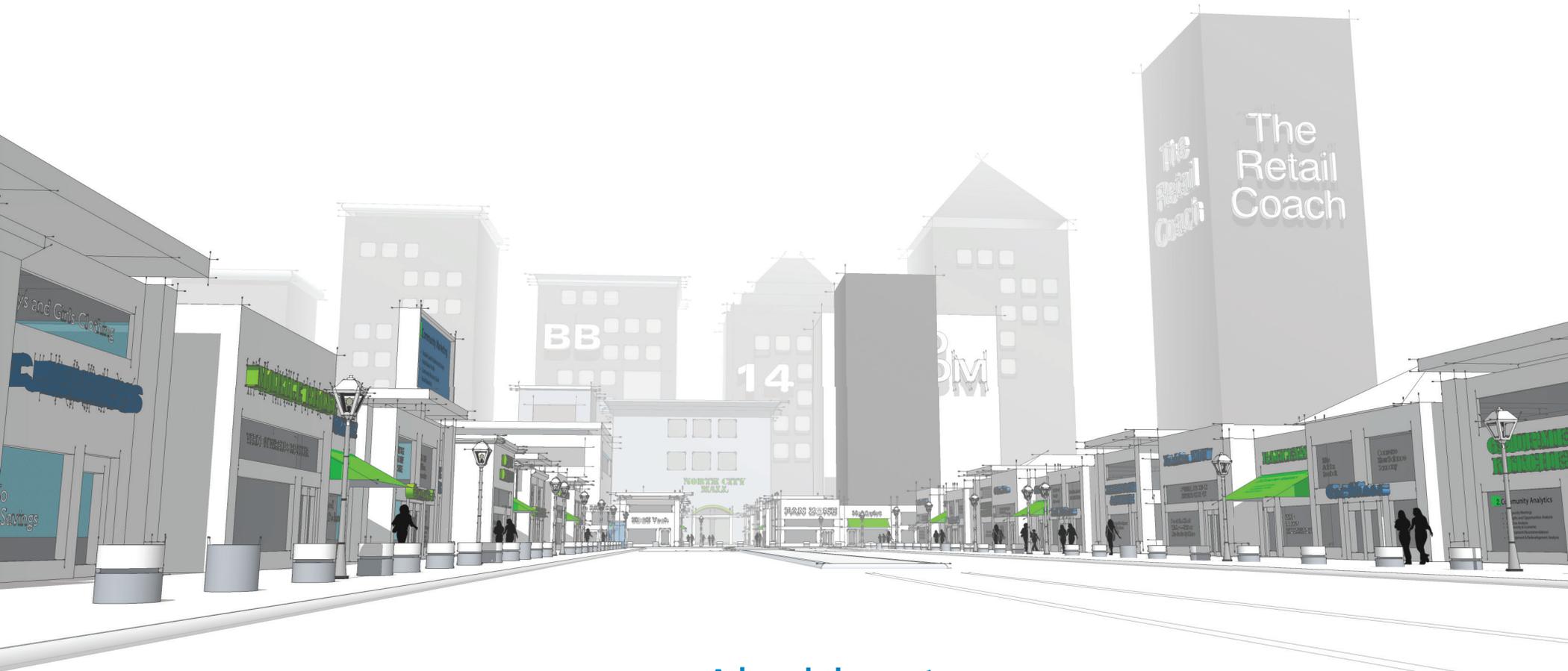
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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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.