TheRetailCoach®

10-MILE RADIAL
DEMOGRAPHIC PROFILE

Cayce, South Carolina
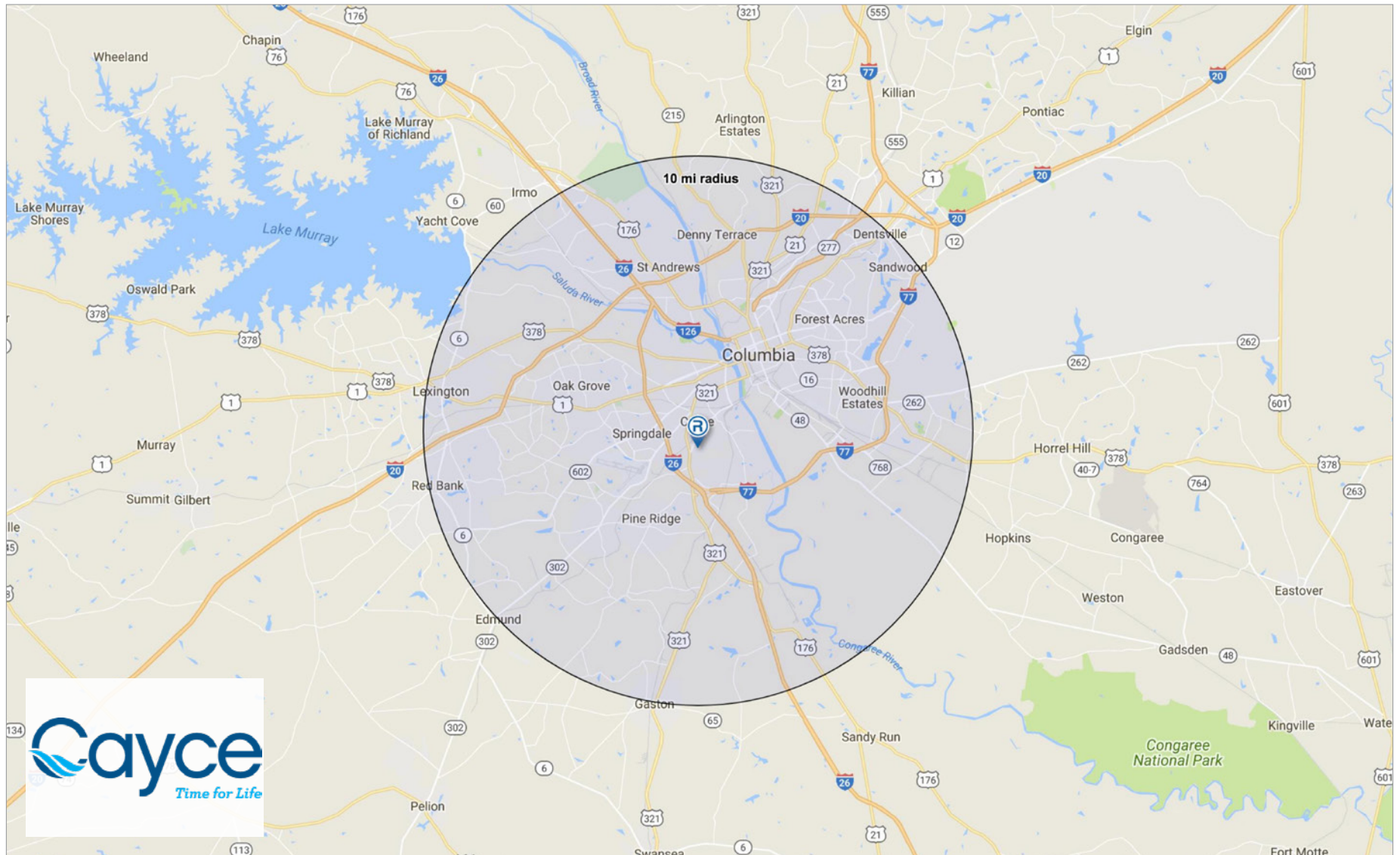
Prepared for
City of Cayce
December 2017

Cayce
Time for Life

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DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	313,971	
2010 Total Population	336,271	
2017 Total Population	359,350	
2017 Group Quarters	30,926	
2022 Total Population	377,980	
2017-2022 Annual Rate		1.02%
2017 Total Daytime Population	459,770	
Workers	284,417	
Residents	175,353	
Household Summary		
2000 Households	122,988	
2000 Average Household Size	2.34	
2010 Households	131,635	
2010 Average Household Size	2.31	
2017 Households	141,261	
2017 Average Household Size	2.32	
2022 Households	148,936	
2022 Average Household Size	2.33	
2017-2022 Annual Rate		1.06%
2010 Families	75,163	
2010 Average Family Size	2.95	
2017 Families	78,970	
2017 Average Family Size	2.99	
2022 Families	82,522	
2022 Average Family Size	3.01	
2017-2022 Annual Rate		0.88%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	133,276	
Owner Occupied Housing Units		54.30%
Renter Occupied Housing Units		38.00%
Vacant Housing Units		7.70%
2010 Housing Units	148,003	
Owner Occupied Housing Units		50.70%
Renter Occupied Housing Units		38.20%
Vacant Housing Units		11.10%
2017 Housing Units	158,500	
Owner Occupied Housing Units		49.90%
Renter Occupied Housing Units		39.20%
Vacant Housing Units		10.90%
2022 Housing Units	167,146	
Owner Occupied Housing Units		49.80%
Renter Occupied Housing Units		39.30%
Vacant Housing Units		10.90%
Median Household Income		
2017	$46,162	
2022	$52,825	
Median Home Value		
2017	$145,665	
2022	$160,966	
Per Capita Income		
2017	$26,466	
2022	$29,998	

10-MILE RADIAL • DEMOGRAPHIC PROFILE
Cayce, South Carolina

DESCRIPTION	DATA	%
Median Age		
2010	32.7	
2017	34.1	
2022	35.0	
2017 Households by Income		
Household Income Base	141,257	
<$15,000		14.70%
$15,000 - $24,999		11.80%
$25,000 - $34,999		11.20%
$35,000 - $49,999		15.40%
$50,000 - $74,999		18.10%
$75,000 - $99,999		11.50%
$100,000 - $149,999		10.70%
$150,000 - $199,999		3.30%
$200,000+		3.30%
Average Household Income	$64,672	
2022 Households by Income		
Household Income Base	148,932	
<$15,000		13.70%
$15,000 - $24,999		10.50%
$25,000 - $34,999		9.50%
$35,000 - $49,999		13.10%
$50,000 - $74,999		19.00%
$75,000 - $99,999		13.90%
$100,000 - $149,999		12.70%
$150,000 - $199,999		3.80%
$200,000+		3.70%
Average Household Income	$73,645	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	79,039	
<$50,000		5.90%
$50,000 - $99,999		19.30%
$100,000 - $149,999		27.10%
$150,000 - $199,999		19.60%
$200,000 - $249,999		8.90%
$250,000 - $299,999		5.10%
$300,000 - $399,999		6.20%
$400,000 - $499,999		3.10%
$500,000 - $749,999		3.10%
$750,000 - $999,999		1.10%
$1,000,000 +		0.50%
Average Home Value	$189,297	
2022 Owner Occupied Housing Units by Value		
Total	83,174	
<$50,000		4.30%
$50,000 - $99,999		16.30%
$100,000 - $149,999		25.10%
$150,000 - $199,999		19.50%
$200,000 - $249,999		9.40%
$250,000 - $299,999		5.70%
$300,000 - $399,999		8.10%
$400,000 - $499,999		4.40%
$500,000 - $749,999		5.10%
$750,000 - $999,999		1.50%
$1,000,000 +		0.50%
Average Home Value	$215,313	

DESCRIPTION	DATA	%
2010 Population by Age		
Total	336,273	
0 - 4		6.20%
9-May		5.50%
14-Oct		5.20%
15 - 24		20.70%
25 - 34		15.60%
35 - 44		11.80%
45 - 54		12.90%
55 - 64		10.80%
65 - 74		6.10%
75 - 84		3.70%
85 +		1.60%
18 +		79.80%
2017 Population by Age		
Total	359,350	
0 - 4		5.70%
9-May		5.50%
14-Oct		5.20%
15 - 24		19.20%
25 - 34		15.70%
35 - 44		11.90%
45 - 54		11.40%
55 - 64		11.50%
65 - 74		8.20%
75 - 84		3.90%
85 +		1.80%
18 +		80.60%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	377,980	
0 - 4		5.70%
9-May		5.30%
14-Oct		5.40%
15 - 24		18.60%
25 - 34		15.00%
35 - 44		12.50%
45 - 54		10.70%
55 - 64		11.20%
65 - 74		9.10%
75 - 84		4.70%
85 +		1.80%
18 +		80.50%
2010 Population by Sex		
Males	165,741	
Females	170,530	
2017 Population by Sex		
Males	177,370	
Females	181,981	
2022 Population by Sex		
Males	186,794	
Females	191,186	

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	336,271	
White Alone		58.40%
Black Alone		35.00%
American Indian Alone		0.40%
Asian Alone		1.80%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.30%
Two or More Races		2.00%
Hispanic Origin		5.30%
Diversity Index	58.2	
2017 Population by Race/Ethnicity		
Total	359,351	
White Alone		57.20%
Black Alone		35.20%
American Indian Alone		0.40%
Asian Alone		2.30%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.50%
Two or More Races		2.30%
Hispanic Origin		5.60%
Diversity Index	59.6	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	377,980	
White Alone		56.20%
Black Alone		35.30%
American Indian Alone		0.40%
Asian Alone		2.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.60%
Two or More Races		2.70%
Hispanic Origin		5.90%
Diversity Index	60.8	
2010 Population by Relationship and Household Type		
Total	336,271	
In Households		90.50%
In Family Households		68.30%
Householder		22.30%
Spouse		14.10%
Child		26.00%
Other relative		3.60%
Nonrelative		2.20%
In Nonfamily Households		22.30%
In Group Quarters		9.50%
Institutionalized Population		2.80%
Noninstitutionalized Population		6.70%

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	231,417	
Less than 9th Grade		3.30%
9th - 12th Grade, No Diploma		7.70%
High School Graduate		20.20%
GED/Alternative Credential		3.70%
Some College, No Degree		21.20%
Associate Degree		9.40%
Bachelor's Degree		21.20%
Graduate/Professional Degree		13.30%
2017 Population 15+ by Marital Status		
Total	300,531	
Never Married		44.70%
Married		38.70%
Widowed		5.70%
Divorced		10.90%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.00%
Civilian Unemployed (Unemployment Rate)		6.00%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	170,952	
Agriculture/Mining		0.60%
Construction		5.50%
Manufacturing		6.70%
Wholesale Trade		2.20%
Retail Trade		11.80%
Transportation/Utilities		4.00%
Information		1.80%
Finance/Insurance/Real Estate		7.60%
Services		53.50%
Public Administration		6.10%
2017 Employed Population 16+ by Occupation		
Total	170,951	
White Collar		62.00%
Management/Business/Financial		13.00%
Professional		24.00%
Sales		11.10%
Administrative Support		13.90%
Services		19.90%
Blue Collar		18.10%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		4.80%
Installation/Maintenance/Repair		3.30%
Production		4.60%
Transportation/Material Moving		5.00%

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	336,271	
Population Inside Urbanized Area		97.10%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.90%
2010 Households by Type		
Total	131,636	
Households with 1 Person		32.90%
Households with 2+ People		67.10%
Family Households		57.10%
Husband-wife Families		36.10%
With Related Children		14.70%
Other Family (No Spouse Present)		21.00%
Other Family with Male Householder		4.50%
With Related Children		2.40%
Other Family with Female Householder		16.50%
With Related Children		10.80%
Nonfamily Households		10.00%
All Households with Children		28.30%
Multigenerational Households		3.60%
Unmarried Partner Households		6.60%
Male-female		5.80%
Same-sex		0.80%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	131,635	
1 Person Household		32.90%
2 Person Household		32.90%
3 Person Household		15.80%
4 Person Household		11.00%
5 Person Household		4.60%
6 Person Household		1.70%
7 + Person Household		1.10%
2010 Households by Tenure and Mortgage Status		
Total	131,635	
Owner Occupied		57.10%
Owned with a Mortgage/Loan		40.60%
Owned Free and Clear		16.40%
Renter Occupied		42.90%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	148,003	
Housing Units Inside Urbanized Area		97.20%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		2.80%

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

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 Retail360® 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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS

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