



TheRetailCoach®

15-MILE RADIAL DEMOGRAPHIC PROFILE

Cayce, South Carolina

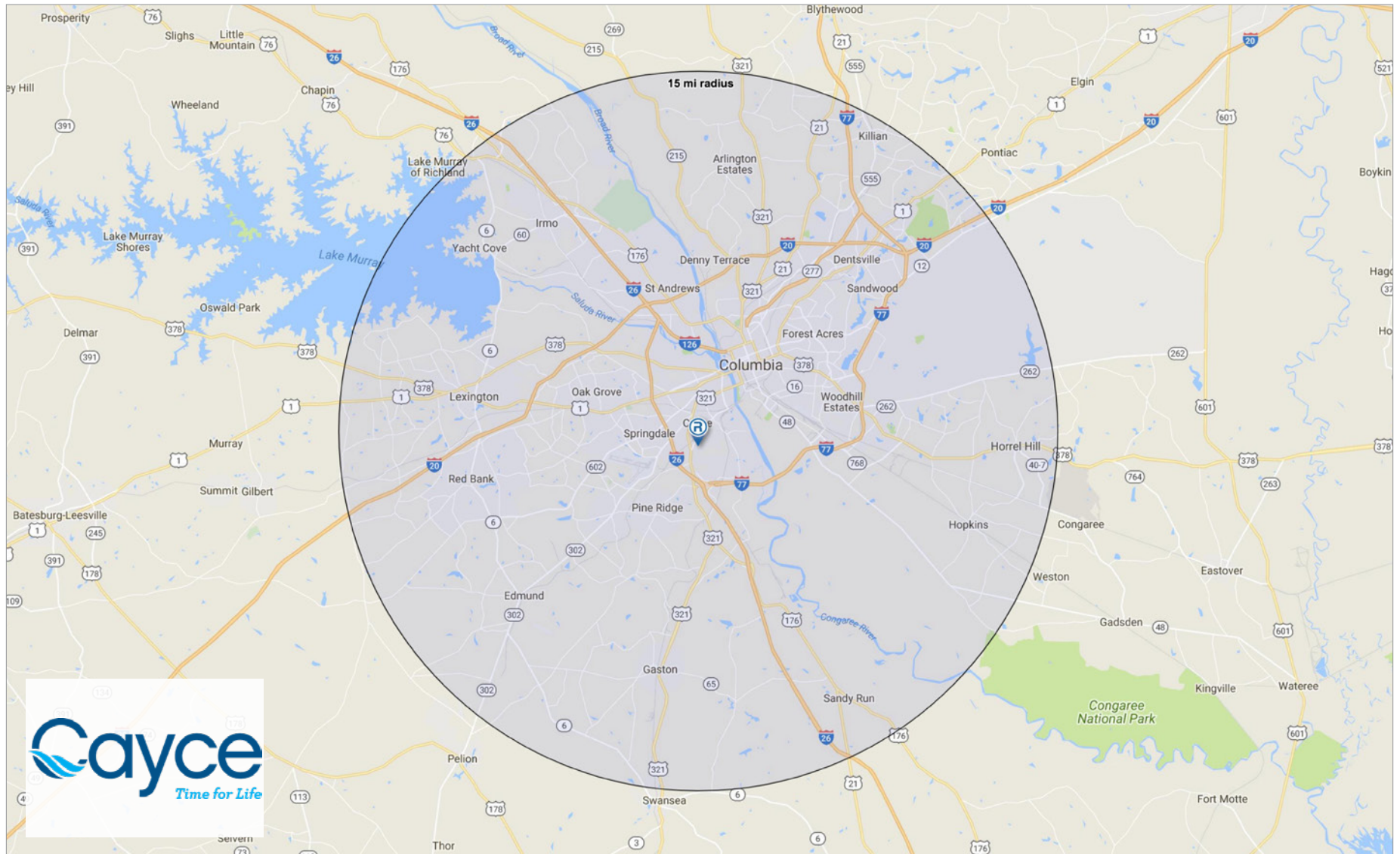
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City of Cayce
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15-MILE RADIAL

Cayce, South Carolina



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15-MILE RADIAL • DEMOGRAPHIC PROFILE

Cayce, South Carolina

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	441,779	
2010 Total Population	500,241	
2017 Total Population	541,520	
2017 Group Quarters	33,071	
2022 Total Population	573,221	
2017-2022 Annual Rate		1.14%
2017 Total Daytime Population	604,256	
Workers	340,569	
Residents	263,687	
Household Summary		
2000 Households	169,159	
2000 Average Household Size	2.44	
2010 Households	193,756	
2010 Average Household Size	2.41	
2017 Households	210,032	
2017 Average Household Size	2.42	
2022 Households	222,529	
2022 Average Household Size	2.43	
2017-2022 Annual Rate		1.16%
2010 Families	119,372	
2010 Average Family Size	3.00	
2017 Families	127,244	
2017 Average Family Size	3.04	
2022 Families	133,873	
2022 Average Family Size	3.06	
2017-2022 Annual Rate		1.02%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	183,005	
Owner Occupied Housing Units		59.30%
Renter Occupied Housing Units		33.20%
Vacant Housing Units		7.60%
2010 Housing Units	215,666	
Owner Occupied Housing Units		56.10%
Renter Occupied Housing Units		33.80%
Vacant Housing Units		10.20%
2017 Housing Units	232,941	
Owner Occupied Housing Units		55.50%
Renter Occupied Housing Units		34.60%
Vacant Housing Units		9.80%
2022 Housing Units	246,793	
Owner Occupied Housing Units		55.50%
Renter Occupied Housing Units		34.70%
Vacant Housing Units		9.80%
Median Household Income		
2017	\$51,515	
2022	\$57,521	
Median Home Value		
2017	\$150,679	
2022	\$169,657	
Per Capita Income		
2017	\$27,864	
2022	\$31,496	



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DESCRIPTION	DATA	%
Median Age		
2010	34.0	
2017	35.3	
2022	36.2	
2017 Households by Income		
Household Income Base	210,020	
<\$15,000		12.40%
\$15,000 - \$24,999		10.70%
\$25,000 - \$34,999		10.50%
\$35,000 - \$49,999		14.60%
\$50,000 - \$74,999		19.20%
\$75,000 - \$99,999		12.70%
\$100,000 - \$149,999		12.30%
\$150,000 - \$199,999		3.90%
\$200,000+		3.70%
Average Household Income	\$69,686	
2022 Households by Income		
Household Income Base	222,517	
<\$15,000		11.60%
\$15,000 - \$24,999		9.50%
\$25,000 - \$34,999		8.80%
\$35,000 - \$49,999		12.30%
\$50,000 - \$74,999		19.80%
\$75,000 - \$99,999		15.10%
\$100,000 - \$149,999		14.30%
\$150,000 - \$199,999		4.40%
\$200,000+		4.20%
Average Household Income	\$79,085	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	129,316	
<\$50,000		6.00%
\$50,000 - \$99,999		17.30%
\$100,000 - \$149,999		26.50%
\$150,000 - \$199,999		19.20%
\$200,000 - \$249,999		9.90%
\$250,000 - \$299,999		5.90%
\$300,000 - \$399,999		6.80%
\$400,000 - \$499,999		3.20%
\$500,000 - \$749,999		3.50%
\$750,000 - \$999,999		1.20%
\$1,000,000 +		0.50%
Average Home Value	\$196,706	
2022 Owner Occupied Housing Units by Value		
Total	136,949	
<\$50,000		4.30%
\$50,000 - \$99,999		14.20%
\$100,000 - \$149,999		24.10%
\$150,000 - \$199,999		19.00%
\$200,000 - \$249,999		10.40%
\$250,000 - \$299,999		6.60%
\$300,000 - \$399,999		8.80%
\$400,000 - \$499,999		4.70%
\$500,000 - \$749,999		5.80%
\$750,000 - \$999,999		1.70%
\$1,000,000 +		0.50%
Average Home Value	\$225,529	



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DESCRIPTION	DATA	%
2010 Population by Age		
Total	500,238	
0 - 4		6.40%
9-May		6.00%
14-Oct		5.90%
15 - 24		18.10%
25 - 34		15.00%
35 - 44		12.70%
45 - 54		13.70%
55 - 64		11.20%
65 - 74		6.10%
75 - 84		3.50%
85 +		1.40%
18 +		77.80%
2017 Population by Age		
Total	541,519	
0 - 4		5.90%
9-May		5.80%
14-Oct		5.80%
15 - 24		17.00%
25 - 34		15.10%
35 - 44		12.40%
45 - 54		12.20%
55 - 64		12.10%
65 - 74		8.40%
75 - 84		3.80%
85 +		1.60%
18 +		79.10%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	573,221	
0 - 4		5.90%
9-May		5.70%
14-Oct		5.80%
15 - 24		16.30%
25 - 34		14.70%
35 - 44		12.80%
45 - 54		11.30%
55 - 64		11.70%
65 - 74		9.40%
75 - 84		4.60%
85 +		1.70%
18 +		79.20%
2010 Population by Sex		
Males	244,469	
Females	255,772	
2017 Population by Sex		
Males	265,059	
Females	276,461	
2022 Population by Sex		
Males	280,975	
Females	292,246	



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Cayce, South Carolina

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	500,242	
White Alone		59.40%
Black Alone		33.90%
American Indian Alone		0.40%
Asian Alone		1.90%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.30%
Two or More Races		2.10%
Hispanic Origin		5.30%
Diversity Index	57.9	
2017 Population by Race/Ethnicity		
Total	541,519	
White Alone		58.30%
Black Alone		33.90%
American Indian Alone		0.40%
Asian Alone		2.40%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.50%
Two or More Races		2.40%
Hispanic Origin		5.60%
Diversity Index	59.3	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	573,222	
White Alone		57.30%
Black Alone		34.00%
American Indian Alone		0.40%
Asian Alone		2.80%
Pacific Islander Alone		0.10%
Some Other Race Alone		2.60%
Two or More Races		2.80%
Hispanic Origin		6.00%
Diversity Index	60.5	
2010 Population by Relationship and Household Type		
Total	500,241	
In Households		93.20%
In Family Households		73.80%
Householder		23.90%
Spouse		15.80%
Child		28.40%
Other relative		3.60%
Nonrelative		2.20%
In Nonfamily Households		19.40%
In Group Quarters		6.80%
Institutionalized Population		2.30%
Noninstitutionalized Population		4.50%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	354,584	
Less than 9th Grade		2.90%
9th - 12th Grade, No Diploma		7.20%
High School Graduate		20.70%
GED/Alternative Credential		3.50%
Some College, No Degree		21.50%
Associate Degree		9.80%
Bachelor's Degree		21.70%
Graduate/Professional Degree		12.70%
2017 Population 15+ by Marital Status		
Total	446,751	
Never Married		40.60%
Married		42.70%
Widowed		5.60%
Divorced		11.10%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		94.50%
Civilian Unemployed (Unemployment Rate)		5.50%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	264,488	
Agriculture/Mining		0.70%
Construction		5.40%
Manufacturing		7.80%
Wholesale Trade		2.40%
Retail Trade		11.30%
Transportation/Utilities		4.20%
Information		1.90%
Finance/Insurance/Real Estate		8.20%
Services		51.70%
Public Administration		6.40%
2017 Employed Population 16+ by Occupation		
Total	264,489	
White Collar		63.40%
Management/Business/Financial		13.80%
Professional		24.10%
Sales		11.20%
Administrative Support		14.30%
Services		18.30%
Blue Collar		18.30%
Farming/Forestry/Fishing		0.40%
Construction/Extraction		4.70%
Installation/Maintenance/Repair		3.40%
Production		4.80%
Transportation/Material Moving		5.00%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	500,241	
Population Inside Urbanized Area		91.40%
Population Inside Urbanized Cluster		0.00%
Rural Population		8.60%
2010 Households by Type		
Total	193,757	
Households with 1 Person		30.00%
Households with 2+ People		70.00%
Family Households		61.60%
Husband-wife Families		40.90%
With Related Children		17.70%
Other Family (No Spouse Present)		20.70%
Other Family with Male Householder		4.50%
With Related Children		2.50%
Other Family with Female Householder		16.20%
With Related Children		11.00%
Nonfamily Households		8.40%
All Households with Children		31.50%
Multigenerational Households		3.80%
Unmarried Partner Households		6.30%
Male-female		5.60%
Same-sex		0.70%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	193,755	
1 Person Household		30.00%
2 Person Household		32.90%
3 Person Household		16.60%
4 Person Household		12.30%
5 Person Household		5.20%
6 Person Household		1.80%
7 + Person Household		1.10%
2010 Households by Tenure and Mortgage Status		
Total	193,756	
Owner Occupied		62.40%
Owned with a Mortgage/Loan		46.20%
Owned Free and Clear		16.20%
Renter Occupied		37.60%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	215,666	
Housing Units Inside Urbanized Area		91.70%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		8.30%



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.



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

Retail360®

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.

The Retail Coach –

“It’s not about data. It’s about your success.”



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016/2017, 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.

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