



TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

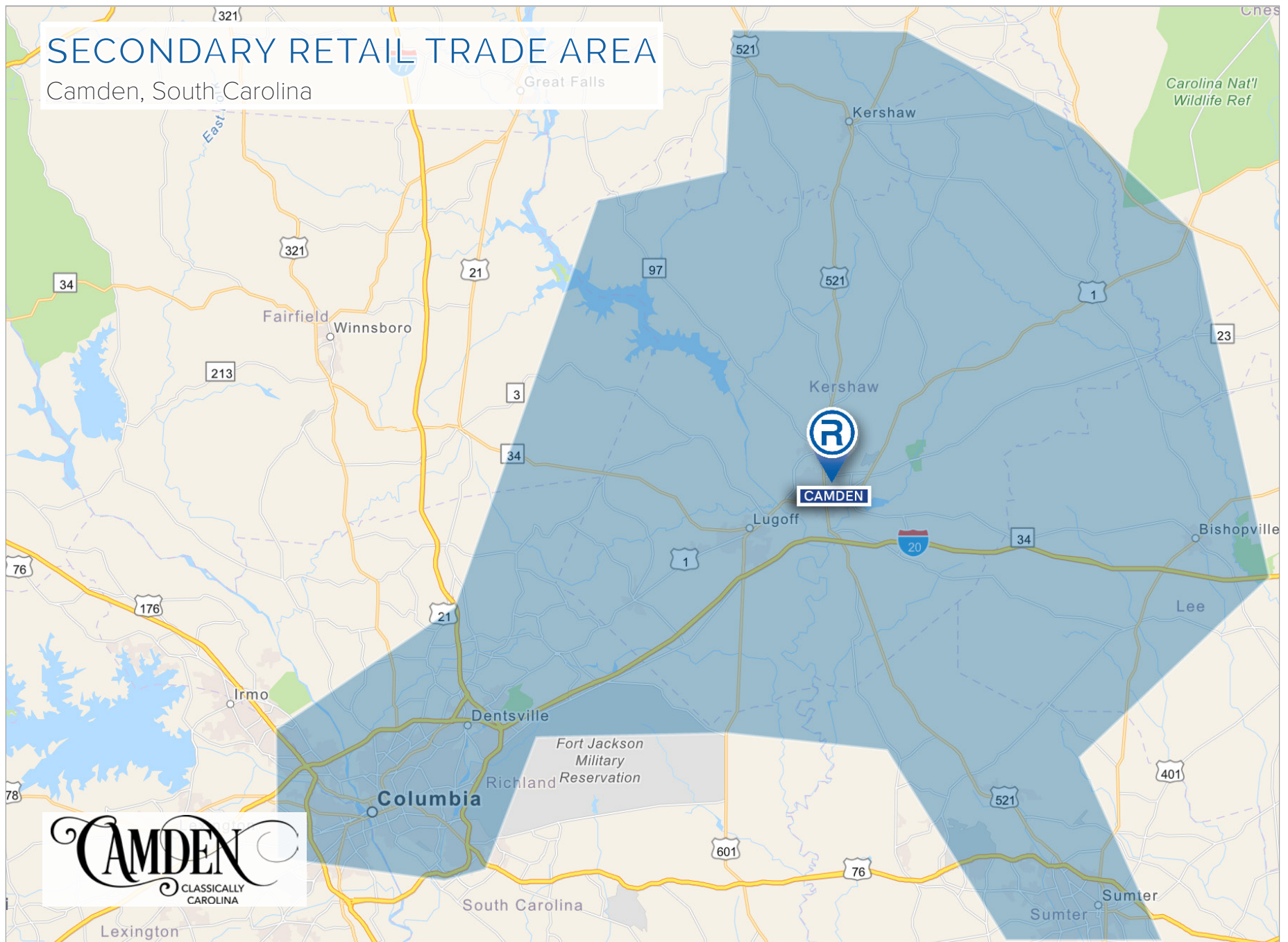
Camden, South Carolina

Prepared for
City of Camden
September 2019



SECONDARY RETAIL TRADE AREA

Camden, South Carolina



CONTACT SUZI SALE, ECONOMIC DEVELOPMENT DIRECTOR

City of Camden | PO Box 7002 | Camden, South Carolina 29021 | 803.432.6448
ssale@camdensc.org | www.cityofcamden.org

SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Camden, South Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$8,715,775,479	\$279,496,059	\$8,436,279,420	0.03
441	Motor vehicle and parts dealers	\$1,865,476,463	\$62,090,431	\$1,803,386,032	0.03
4411	Automobile dealers	\$1,571,679,195	\$47,208,640	\$1,524,470,555	0.03
4412	Other motor vehicle dealers	\$149,674,753	\$10,748,019	\$138,926,734	0.07
4413	Automotive parts, accessories, and tire stores	\$144,122,515	\$4,133,772	\$139,988,743	0.03
442	Furniture and home furnishings stores	\$180,840,154	\$9,859,639	\$170,980,515	0.05
4421	Furniture stores	\$100,117,255	\$9,859,639	\$90,257,616	0.10
4422	Home furnishings stores	\$80,722,900	\$0	\$80,722,900	0.00
443	Electronics and appliance stores	\$110,339,533	\$2,241,035	\$108,098,498	0.02
443141	Household appliance stores	\$20,920,387	\$283,780	\$20,636,607	0.01
443142	Electronics stores	\$89,419,147	\$1,957,255	\$87,461,892	0.02
444	Building material and garden equipment and supplies dealers	\$610,408,757	\$11,890,316	\$598,518,441	0.02
4441	Building material and supplies dealers	\$539,624,156	\$3,095,780	\$536,528,376	0.01
44411	Home centers	\$319,870,822	\$2,635,412	\$317,235,410	0.01
44412	Paint and wallpaper stores	\$8,033,695	\$6,440	\$8,027,255	0.00
44413	Hardware stores	\$53,746,996	\$273,388	\$53,473,608	0.01
44419	Other building material dealers	\$157,972,642	\$180,540	\$157,792,102	0.00
4442	Lawn and garden equipment and supplies stores	\$70,784,601	\$8,794,536	\$61,990,065	0.12
44421	Outdoor power equipment stores	\$16,061,192	\$0	\$16,061,192	0.00
44422	Nursery, garden center, and farm supply stores	\$54,723,408	\$8,794,536	\$45,928,872	0.16
445	Food and beverage stores	\$1,083,377,617	\$33,847,006	\$1,049,530,611	0.03
4451	Grocery stores	\$994,723,294	\$32,933,903	\$961,789,391	0.03
44511	Supermarkets and other grocery (except convenience) stores	\$959,616,679	\$31,945,879	\$927,670,800	0.03
44512	Convenience stores	\$35,106,615	\$988,024	\$34,118,591	0.03
4452	Specialty food stores	\$23,077,077	\$0	\$23,077,077	0.00
4453	Beer, wine, and liquor stores	\$65,577,246	\$913,103	\$64,664,143	0.01

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$560,994,554	\$23,278,165	\$537,716,389	0.04
44611	Pharmacies and drug stores	\$486,315,348	\$23,278,165	\$463,037,183	0.05
44612	Cosmetics, beauty supplies, and perfume stores	\$27,506,537	\$0	\$27,506,537	0.00
44613	Optical goods stores	\$18,230,549	\$0	\$18,230,549	0.00
44619	Other health and personal care stores	\$28,942,120	\$0	\$28,942,120	0.00
447	Gasoline stations	\$1,103,798,228	\$50,073,689	\$1,053,724,539	0.05
448	Clothing and clothing accessories stores	\$362,789,783	\$5,271,130	\$357,518,653	0.01
4481	Clothing stores	\$270,849,619	\$4,100,347	\$266,749,272	0.02
44811	Men's clothing stores	\$16,334,775	\$67,940	\$16,266,835	0.00
44812	Women's clothing stores	\$48,687,837	\$31,089	\$48,656,748	0.00
44813	Children's and infants' clothing stores	\$13,130,389	\$0	\$13,130,389	0.00
44814	Family clothing stores	\$154,559,918	\$3,934,594	\$150,625,324	0.03
44815	Clothing accessories stores	\$14,755,268	\$0	\$14,755,268	0.00
44819	Other clothing stores	\$23,381,431	\$66,724	\$23,314,707	0.00
4482	Shoe stores	\$53,462,318	\$1,074,356	\$52,387,962	0.02
4483	Jewelry, luggage, and leather goods stores	\$38,477,846	\$96,427	\$38,381,419	0.00
44831	Jewelry stores	\$37,430,560	\$96,427	\$37,334,133	0.00
44832	Luggage and leather goods stores	\$1,047,286	\$0	\$1,047,286	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$102,872,060	\$0	\$102,872,060	0.00
4511	Sporting goods, hobby, and musical instrument stores	\$84,789,828	\$0	\$84,789,828	0.00
45111	Sporting goods stores	\$52,299,773	\$0	\$52,299,773	0.00
45112	Hobby, toy, and game stores	\$24,826,234	\$0	\$24,826,234	0.00
45113	Sewing, needlework, and piece goods stores	\$3,582,233	\$0	\$3,582,233	0.00
45114	Musical instrument and supplies stores	\$4,081,588	\$0	\$4,081,588	0.00
4512	Book stores and news dealers	\$18,082,231	\$0	\$18,082,231	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$1,199,422,645	\$52,678,135	\$1,146,744,510	0.04
4522	Department stores	\$172,552,803	\$3,998,996	\$168,553,807	0.02
4523	Other general merchandise stores	\$1,026,869,842	\$48,679,139	\$978,190,703	0.05
453	Miscellaneous store retailers	\$141,170,192	\$1,786,468	\$139,383,724	0.01
4531	Florists	\$9,335,053	\$731,284	\$8,603,769	0.08
4532	Office supplies, stationery, and gift stores	\$35,812,368	\$973,183	\$34,839,185	0.03
45321	Office supplies and stationery stores	\$15,718,159	\$684,875	\$15,033,284	0.04
45322	Gift, novelty, and souvenir stores	\$20,094,209	\$288,308	\$19,805,901	0.01
4533	Used merchandise stores	\$32,120,833	\$21,452	\$32,099,381	0.00
4539	Other miscellaneous store retailers	\$63,901,937	\$60,549	\$63,841,388	0.00
45391	Pet and pet supplies stores	\$26,501,563	\$3,890	\$26,497,673	0.00
45399	All other miscellaneous store retailers	\$37,400,374	\$56,659	\$37,343,715	0.00
454	Non-store retailers	\$350,713,580	\$88,335	\$350,625,245	0.00
722	Food services and drinking places	\$1,043,571,913	\$26,391,710	\$1,017,180,203	0.03
7223	Special food services	\$77,434,975	\$1,604,994	\$75,829,981	0.02
7224	Drinking places (alcoholic beverages)	\$22,457,565	\$0	\$22,457,565	0.00
7225	Restaurants and other eating places	\$943,679,373	\$24,786,716	\$918,892,657	0.03
722511	Full-service restaurants	\$471,772,541	\$12,722,467	\$459,050,074	0.03
722513	Limited-service restaurants	\$404,638,193	\$12,064,249	\$392,573,944	0.03
722514	Cafeterias, grill buffets, and buffets	\$28,550,549	\$0	\$28,550,549	0.00
722515	Snack and nonalcoholic beverage bars	\$38,718,090	\$0	\$38,718,090	0.00

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SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
Population		
2024 Projection	542,950	
2019 Estimate	519,796	
2010 Census	491,793	
2000 Census	417,170	
Growth 2019 - 2024		4.45%
Growth 2010 - 2019		5.69%
Growth 2000 - 2010		17.89%
2019 Est. Population by Single-Classification Race	519,796	
White Alone	250,175	48.13%
Black or African American Alone	226,616	43.60%
Amer. Indian and Alaska Native Alone	1,867	0.36%
Asian Alone	12,732	2.45%
Native Hawaiian and Other Pacific Island Alone	638	0.12%
Some Other Race Alone	14,022	2.70%
Two or More Races	13,745	2.64%
2019 Est. Population by Hispanic or Latino Origin	519,796	
Not Hispanic or Latino	488,803	94.04%
Hispanic or Latino	30,993	5.96%
Mexican	16,210	52.30%
Puerto Rican	5,808	18.74%
Cuban	823	2.66%
All Other Hispanic or Latino	8,152	26.30%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	30,993	
White Alone	11,779	38.01%
Black or African American Alone	2,719	8.77%
American Indian and Alaska Native Alone	420	1.36%
Asian Alone	142	0.46%
Native Hawaiian and Other Pacific Islander Alone	68	0.22%
Some Other Race Alone	13,283	42.86%
Two or More Races	2,582	8.33%
2019 Est. Pop by Race, Asian Alone, by Category	12,732	
Chinese, except Taiwanese	1,987	15.61%
Filipino	1,953	15.34%
Japanese	469	3.68%
Asian Indian	2,988	23.47%
Korean	2,030	15.94%
Vietnamese	1,527	11.99%
Cambodian	9	0.07%
Hmong	129	1.01%
Laotian	51	0.40%
Thai	275	2.16%
All Other Asian Races Including 2+ Category	1,313	10.31%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	519,796	
Arab	1,595	0.31%
Czech	362	0.07%
Danish	409	0.08%
Dutch	2,134	0.41%
English	26,802	5.16%
French (except Basque)	4,278	0.82%
French Canadian	785	0.15%
German	28,923	5.56%
Greek	1,539	0.30%
Hungarian	850	0.16%
Irish	25,090	4.83%
Italian	8,085	1.56%
Lithuanian	231	0.04%
United States or American	38,853	7.48%
Norwegian	1,452	0.28%
Polish	3,038	0.59%
Portuguese	567	0.11%
Russian	1,127	0.22%
Scottish	7,122	1.37%
Scotch-Irish	9,728	1.87%
Slovak	171	0.03%
Subsaharan African	10,849	2.09%
Swedish	1,320	0.25%
Swiss	466	0.09%
Ukrainian	1,037	0.20%
Welsh	1,068	0.21%
West Indian (except Hisp. groups)	2,606	0.50%
Other ancestries	256,603	49.37%
Ancestry Unclassified	82,706	15.91%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	450,281	92.12%
Speak Asian/Pacific Island Language at Home	7,831	1.60%
Speak IndoEuropean Language at Home	7,684	1.57%
Speak Spanish at Home	20,472	4.19%
Speak Other Language at Home	2,546	0.52%
2019 Est. Population by Age	519,796	
Age 0 - 4	30,982	5.96%
Age 5 - 9	31,065	5.98%
Age 10 - 14	31,316	6.03%
Age 15 - 17	19,647	3.78%
Age 18 - 20	30,983	5.96%
Age 21 - 24	38,960	7.50%
Age 25 - 34	76,587	14.73%
Age 35 - 44	65,057	12.52%
Age 45 - 54	59,186	11.39%
Age 55 - 64	59,779	11.50%
Age 65 - 74	45,941	8.84%
Age 75 - 84	21,399	4.12%
Age 85 and over	8,894	1.71%
Age 16 and over	420,036	80.81%
Age 18 and over	406,786	78.26%
Age 21 and over	375,803	72.30%
Age 65 and over	76,235	14.67%
2019 Est. Median Age		35.05
2019 Est. Average Age		37.80

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	519,796	
Male	253,276	48.73%
Female	266,520	51.27%
2019 Est. Male Population by Age	253,276	
Age 0 - 4	15,844	6.26%
Age 5 - 9	15,859	6.26%
Age 10 - 14	15,823	6.25%
Age 15 - 17	9,932	3.92%
Age 18 - 20	16,317	6.44%
Age 21 - 24	20,551	8.11%
Age 25 - 34	38,932	15.37%
Age 35 - 44	31,808	12.56%
Age 45 - 54	28,465	11.24%
Age 55 - 64	27,567	10.88%
Age 65 - 74	20,651	8.15%
Age 75 - 84	8,686	3.43%
Age 85 and over	2,842	1.12%
2019 Est. Median Age, Male		33.10
2019 Est. Average Age, Male		36.45

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	266,520	
Age 0 - 4	15,137	5.68%
Age 5 - 9	15,206	5.71%
Age 10 - 14	15,493	5.81%
Age 15 - 17	9,715	3.65%
Age 18 - 20	14,666	5.50%
Age 21 - 24	18,409	6.91%
Age 25 - 34	37,656	14.13%
Age 35 - 44	33,249	12.48%
Age 45 - 54	30,722	11.53%
Age 55 - 64	32,212	12.09%
Age 65 - 74	25,290	9.49%
Age 75 - 84	12,713	4.77%
Age 85 and over	6,052	2.27%
2019 Est. Median Age, Female		37.01
2019 Est. Average Age, Female		39.04
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	178,720	41.91%
Males, Never Married	94,427	22.14%
Females, Never Married	84,293	19.77%
Married, Spouse present	148,347	34.79%
Married, Spouse absent	26,564	6.23%
Widowed	27,088	6.35%
Males Widowed	5,127	1.20%
Females Widowed	21,961	5.15%
Divorced	45,714	10.72%
Males Divorced	20,258	4.75%
Females Divorced	25,456	5.97%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,938	3.8%
Some High School, no diploma	27,648	8.2%
High School Graduate (or GED)	87,013	25.8%
Some College, no degree	72,960	21.7%
Associate Degree	28,209	8.4%
Bachelor's Degree	64,537	19.2%
Master's Degree	31,556	9.4%
Professional School Degree	7,262	2.2%
Doctorate Degree	4,721	1.4%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,754	35.22%
High School Graduate	3,332	20.40%
Some College or Associate's Degree	4,249	26.01%
Bachelor's Degree or Higher	3,001	18.37%
Households		
2024 Projection	212,317	
2019 Estimate	201,952	
2010 Census	188,316	
2000 Census	162,621	
Growth 2019 - 2024		5.13%
Growth 2010 - 2019		7.24%
Growth 2000 - 2010		15.80%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	201,952	
Family Households	124,465	61.63%
Nonfamily Households	77,487	38.37%
2019 Est. Group Quarters Population	36,428	
2019 Households by Ethnicity, Hispanic/Latino	8,233	
2019 Est. Households by Household Income	201,952	
Income < \$15,000	27,478	13.61%
Income \$15,000 - \$24,999	20,909	10.35%
Income \$25,000 - \$34,999	22,480	11.13%
Income \$35,000 - \$49,999	28,481	14.10%
Income \$50,000 - \$74,999	37,137	18.39%
Income \$75,000 - \$99,999	24,395	12.08%
Income \$100,000 - \$124,999	15,684	7.77%
Income \$125,000 - \$149,999	8,878	4.40%
Income \$150,000 - \$199,999	7,898	3.91%
Income \$200,000 - \$249,999	3,559	1.76%
Income \$250,000 - \$499,999	3,526	1.75%
Income \$500,000+	1,527	0.76%
2019 Est. Average Household Income		\$70,220
2019 Est. Median Household Income		\$50,939

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,322
Black or African American Alone		\$39,061
American Indian and Alaska Native Alone		\$44,528
Asian Alone		\$52,979
Native Hawaiian and Other Pacific Islander Alone		\$33,503
Some Other Race Alone		\$46,771
Two or More Races		\$51,700
Hispanic or Latino		\$51,398
Not Hispanic or Latino		\$50,914
2019 Est. Family HH Type by Presence of Own Child.	124,465	
Married-Couple Family, own children	32,554	26.16%
Married-Couple Family, no own children	47,517	38.18%
Male Householder, own children	4,101	3.30%
Male Householder, no own children	4,976	4.00%
Female Householder, own children	20,027	16.09%
Female Householder, no own children	15,290	12.29%
2019 Est. Households by Household Size	201,952	
1-person	63,092	31.24%
2-person	64,532	31.95%
3-person	33,321	16.50%
4-person	23,762	11.77%
5-person	10,734	5.32%
6-person	4,248	2.10%
7-or-more-person	2,265	1.12%
2019 Est. Average Household Size		2.4

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	201,952	
Households with 1 or More People under Age 18:	64,956	32.16%
Married-Couple Family	35,332	54.39%
Other Family, Male Householder	4,999	7.70%
Other Family, Female Householder	24,081	37.07%
Nonfamily, Male Householder	359	0.55%
Nonfamily, Female Householder	184	0.28%
Households with No People under Age 18:	136,996	67.84%
Married-Couple Family	44,740	32.66%
Other Family, Male Householder	4,095	2.99%
Other Family, Female Householder	11,216	8.19%
Nonfamily, Male Householder	34,708	25.34%
Nonfamily, Female Householder	42,237	30.83%
2019 Est. Households by Number of Vehicles	201,952	
No Vehicles	15,273	7.56%
1 Vehicle	74,344	36.81%
2 Vehicles	74,554	36.92%
3 Vehicles	26,773	13.26%
4 Vehicles	8,573	4.25%
5 or more Vehicles	2,436	1.21%
2019 Est. Average Number of Vehicles		1.75

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Camden, South Carolina

DESCRIPTION	DATA	%
Family Households		
2024 Projection	130,962	
2019 Estimate	124,465	
2010 Census	115,799	
2000 Census	103,075	
Growth 2019 - 2024		5.22%
Growth 2010 - 2019		7.48%
Growth 2000 - 2010		12.34%
2019 Est. Families by Poverty Status	124,465	
2019 Families at or Above Poverty	107,952	86.73%
2019 Families at or Above Poverty with Children	47,585	38.23%
2019 Families Below Poverty	16,513	13.27%
2019 Families Below Poverty with Children	12,606	10.13%
2019 Est. Pop 16+ by Employment Status	420,036	
Civilian Labor Force, Employed	230,833	54.96%
Civilian Labor Force, Unemployed	20,409	4.86%
Armed Forces	13,529	3.22%
Not in Labor Force	155,265	36.97%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	232,251	
For-Profit Private Workers	153,686	66.17%
Non-Profit Private Workers	15,295	6.59%
Local Government Workers	9,872	4.25%
State Government Workers	24,859	10.70%
Federal Government Workers	11,633	5.01%
Self-Employed Workers	16,719	7.20%
Unpaid Family Workers	186	0.08%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	232,251	
Architect/Engineer	3,028	1.30%
Arts/Entertainment/Sports	3,780	1.63%
Building Grounds Maintenance	9,474	4.08%
Business/Financial Operations	12,378	5.33%
Community/Social Services	5,324	2.29%
Computer/Mathematical	5,035	2.17%
Construction/Extraction	9,594	4.13%
Education/Training/Library	15,993	6.89%
Farming/Fishing/Forestry	657	0.28%
Food Prep/Serving	14,411	6.21%
Health Practitioner/Technician	15,861	6.83%
Healthcare Support	4,031	1.74%
Maintenance Repair	7,300	3.14%
Legal	2,947	1.27%
Life/Physical/Social Science	1,215	0.52%
Management	19,345	8.33%
Office/Admin. Support	32,259	13.89%
Production	13,884	5.98%
Protective Services	5,560	2.39%
Sales/Related	26,156	11.26%
Personal Care/Service	8,165	3.52%
Transportation/Moving	15,853	6.83%
2019 Est. Pop 16+ by Occupation Classification	232,251	
White Collar	143,322	61.71%
Blue Collar	46,631	20.08%
Service and Farm	42,298	18.21%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	239,638	
Drove Alone	187,339	78.18%
Car Pooled	21,164	8.83%
Public Transportation	2,051	0.86%
Walked	16,457	6.87%
Bicycle	568	0.24%
Other Means	4,952	2.07%
Worked at Home	7,107	2.97%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	77,219	
15 - 29 Minutes	92,805	
30 - 44 Minutes	40,197	
45 - 59 Minutes	11,926	
60 or more Minutes	10,884	
2019 Est. Avg Travel Time to Work in Minutes		24.34
2019 Est. Occupied Housing Units by Tenure	201,952	
Owner Occupied	122,102	60.46%
Renter Occupied	79,850	39.54%
2019 Owner Occ. HUs: Avg. Length of Residence		17.25
2019 Renter Occ. HUs: Avg. Length of Residence		6.41

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	201,952	
Value Less than \$20,000	4,612	3.78%
Value \$20,000 - \$39,999	3,882	3.18%
Value \$40,000 - \$59,999	4,998	4.09%
Value \$60,000 - \$79,999	7,345	6.02%
Value \$80,000 - \$99,999	11,132	9.12%
Value \$100,000 - \$149,999	27,750	22.73%
Value \$150,000 - \$199,999	23,096	18.92%
Value \$200,000 - \$299,999	19,733	16.16%
Value \$300,000 - \$399,999	8,380	6.86%
Value \$400,000 - \$499,999	4,724	3.87%
Value \$500,000 - \$749,999	3,921	3.21%
Value \$750,000 - \$999,999	1,431	1.17%
Value \$1,000,000 or \$1,499,999	630	0.52%
Value \$1,500,000 or \$1,999,999	222	0.18%
Value \$2,000,000+	246	0.20%
2019 Est. Median All Owner-Occupied Housing Value		\$152,573
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	141,473	62.01%
1 Unit Detached	5,824	2.55%
2 Units	7,805	3.42%
3 or 4 Units	9,534	4.18%
5 to 19 Units	27,260	11.95%
20 to 49 Units	7,937	3.48%
50 or More Units	7,398	3.24%
Mobile Home or Trailer	20,782	9.11%
Boat, RV, Van, etc.	142	0.06%

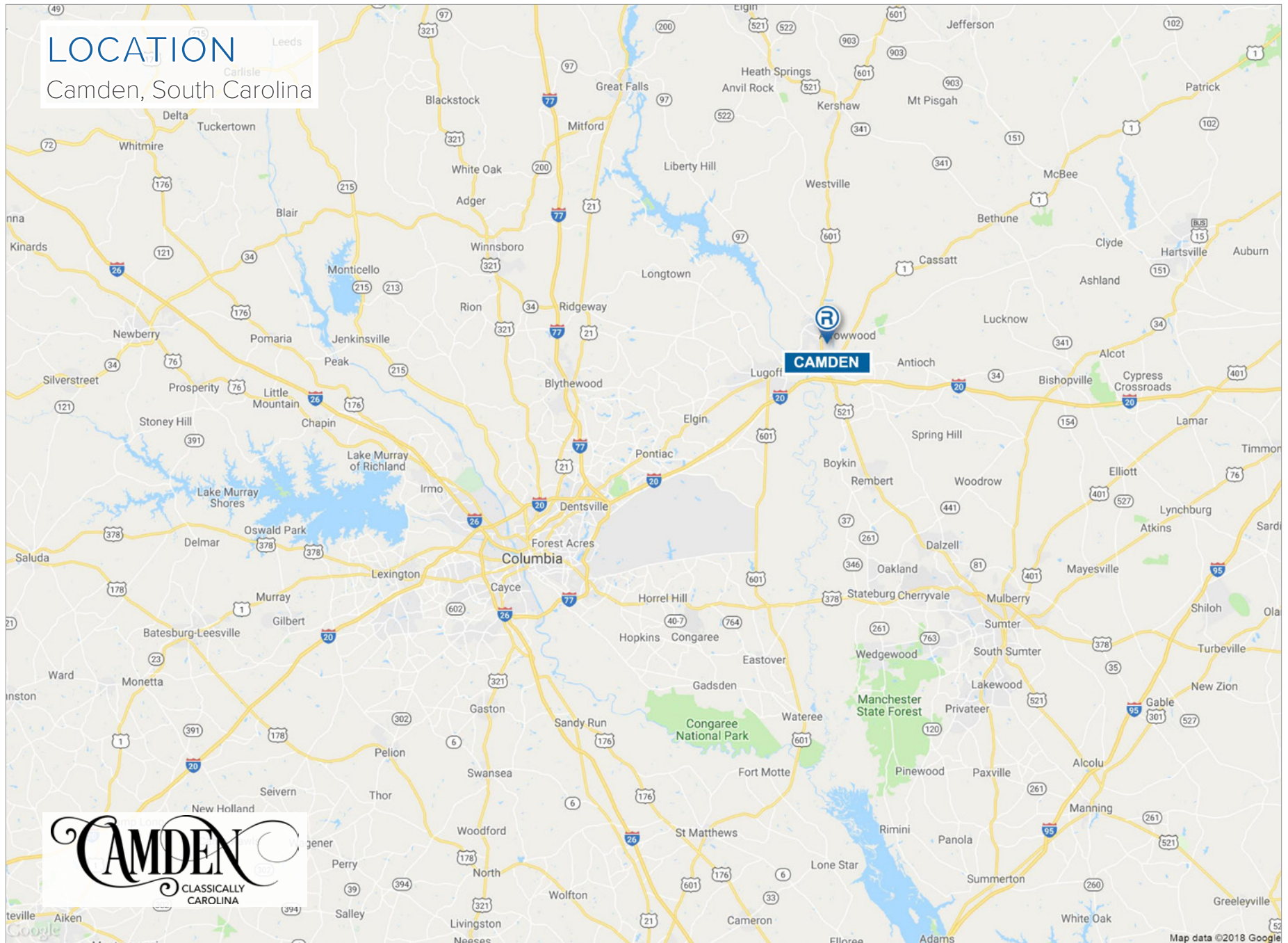
SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,492	5.91%
Housing Units Built 2010 to 2014	6,642	2.91%
Housing Units Built 2000 to 2009	41,023	17.98%
Housing Units Built 1990 to 1999	33,339	14.61%
Housing Units Built 1980 to 1989	28,906	12.67%
Housing Units Built 1970 to 1979	34,373	15.07%
Housing Units Built 1960 to 1969	27,899	12.23%
Housing Units Built 1950 to 1959	21,544	9.44%
Housing Units Built 1940 to 1949	9,925	4.35%
Housing Unit Built 1939 or Earlier	11,013	4.83%
2019 Est. Median Year Structure Built		1983

LOCATION

Camden, South Carolina



CONTACT SUZI SALE, ECONOMIC DEVELOPMENT DIRECTOR

City of Camden | PO Box 7002 | Camden, South Carolina 29021 | 803.432.6448
 ssale@camdensc.org | www.cityofcamden.org

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
Population		
2024 Projection	7,587	
2019 Estimate	7,313	
2010 Census	6,838	
2000 Census	6,851	
Growth 2019 - 2024		3.75%
Growth 2010 - 2019		6.95%
Growth 2000 - 2010		-0.19%
2019 Est. Population by Single-Classification Race	7,313	
White Alone	4,366	59.70%
Black or African American Alone	2,620	35.83%
Amer. Indian and Alaska Native Alone	15	0.21%
Asian Alone	62	0.85%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	128	1.75%
Two or More Races	121	1.66%
2019 Est. Population by Hispanic or Latino Origin	7,313	
Not Hispanic or Latino	6,997	95.68%
Hispanic or Latino	316	4.32%
Mexican	187	59.18%
Puerto Rican	32	10.13%
Cuban	4	1.27%
All Other Hispanic or Latino	93	29.43%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	316	
White Alone	141	44.62%
Black or African American Alone	31	9.81%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	124	39.24%
Two or More Races	20	6.33%
2019 Est. Pop by Race, Asian Alone, by Category	62	
Chinese, except Taiwanese	18	29.03%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	11	17.74%
Korean	2	3.23%
Vietnamese	16	25.81%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	15	24.19%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	7,313	
Arab	21	0.29%
Czech	10	0.14%
Danish	1	0.01%
Dutch	29	0.40%
English	366	5.01%
French (except Basque)	80	1.09%
French Canadian	0	0.00%
German	212	2.90%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	323	4.42%
Italian	78	1.07%
Lithuanian	0	0.00%
United States or American	1,189	16.26%
Norwegian	36	0.49%
Polish	7	0.10%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	169	2.31%
Scotch-Irish	194	2.65%
Slovak	0	0.00%
Subsaharan African	171	2.34%
Swedish	30	0.41%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	10	0.14%
Other ancestries	3,487	47.68%
Ancestry Unclassified	900	12.31%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,571	95.54%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	27	0.39%
Speak Spanish at Home	280	4.07%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	7,313	
Age 0 - 4	435	5.95%
Age 5 - 9	448	6.13%
Age 10 - 14	474	6.48%
Age 15 - 17	275	3.76%
Age 18 - 20	237	3.24%
Age 21 - 24	294	4.02%
Age 25 - 34	733	10.02%
Age 35 - 44	804	10.99%
Age 45 - 54	819	11.20%
Age 55 - 64	1,016	13.89%
Age 65 - 74	961	13.14%
Age 75 - 84	540	7.38%
Age 85 and over	277	3.79%
Age 16 and over	5,865	80.20%
Age 18 and over	5,681	77.68%
Age 21 and over	5,444	74.44%
Age 65 and over	1,778	24.31%
2019 Est. Median Age		44.47
2019 Est. Average Age		43.40

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Population by Sex	7,313	
Male	3,352	45.84%
Female	3,961	54.16%
2019 Est. Male Population by Age	3,352	
Age 0 - 4	224	6.68%
Age 5 - 9	229	6.83%
Age 10 - 14	235	7.01%
Age 15 - 17	140	4.18%
Age 18 - 20	120	3.58%
Age 21 - 24	146	4.36%
Age 25 - 34	348	10.38%
Age 35 - 44	378	11.28%
Age 45 - 54	381	11.37%
Age 55 - 64	451	13.46%
Age 65 - 74	420	12.53%
Age 75 - 84	205	6.12%
Age 85 and over	75	2.24%
2019 Est. Median Age, Male		41.23
2019 Est. Average Age, Male		40.90

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	3,961	
Age 0 - 4	211	5.33%
Age 5 - 9	219	5.53%
Age 10 - 14	239	6.03%
Age 15 - 17	135	3.41%
Age 18 - 20	117	2.95%
Age 21 - 24	148	3.74%
Age 25 - 34	385	9.72%
Age 35 - 44	426	10.76%
Age 45 - 54	438	11.06%
Age 55 - 64	565	14.26%
Age 65 - 74	541	13.66%
Age 75 - 84	335	8.46%
Age 85 and over	202	5.10%
2019 Est. Median Age, Female		47.40
2019 Est. Average Age, Female		45.50
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,508	25.32%
Males, Never Married	714	11.99%
Females, Never Married	794	13.33%
Married, Spouse present	2,714	45.57%
Married, Spouse absent	345	5.79%
Widowed	600	10.07%
Males Widowed	53	0.89%
Females Widowed	547	9.18%
Divorced	789	13.25%
Males Divorced	351	5.89%
Females Divorced	438	7.35%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	199	3.9%
Some High School, no diploma	534	10.4%
High School Graduate (or GED)	1,389	27.0%
Some College, no degree	1,067	20.7%
Associate Degree	420	8.2%
Bachelor's Degree	1,015	19.7%
Master's Degree	388	7.5%
Professional School Degree	84	1.6%
Doctorate Degree	54	1.0%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	17	9.94%
High School Graduate	57	33.33%
Some College or Associate's Degree	21	12.28%
Bachelor's Degree or Higher	76	44.44%
Households		
2024 Projection	3,321	
2019 Estimate	3,181	
2010 Census	2,914	
2000 Census	2,910	
Growth 2019 - 2024		4.40%
Growth 2010 - 2019		9.16%
Growth 2000 - 2010		0.14%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	3,181	
Family Households	2,011	63.22%
Nonfamily Households	1,170	36.78%
2019 Est. Group Quarters Population	128	
2019 Households by Ethnicity, Hispanic/Latino	94	
2019 Est. Households by Household Income	3,181	
Income < \$15,000	443	13.93%
Income \$15,000 - \$24,999	333	10.47%
Income \$25,000 - \$34,999	411	12.92%
Income \$35,000 - \$49,999	496	15.59%
Income \$50,000 - \$74,999	514	16.16%
Income \$75,000 - \$99,999	375	11.79%
Income \$100,000 - \$124,999	269	8.46%
Income \$125,000 - \$149,999	105	3.30%
Income \$150,000 - \$199,999	84	2.64%
Income \$200,000 - \$249,999	55	1.73%
Income \$250,000 - \$499,999	67	2.11%
Income \$500,000+	29	0.91%
2019 Est. Average Household Income		\$68,870
2019 Est. Median Household Income		\$46,847

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$61,045
Black or African American Alone		\$27,544
American Indian and Alaska Native Alone		\$64,289
Asian Alone		\$10,212
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$86,128
Two or More Races		\$30,672
Hispanic or Latino		\$63,783
Not Hispanic or Latino		\$46,585
2019 Est. Family HH Type by Presence of Own Child.	2,011	
Married-Couple Family, own children	465	23.12%
Married-Couple Family, no own children	893	44.41%
Male Householder, own children	43	2.14%
Male Householder, no own children	62	3.08%
Female Householder, own children	261	12.98%
Female Householder, no own children	287	14.27%
2019 Est. Households by Household Size	3,181	
1-person	1,095	34.42%
2-person	1,077	33.86%
3-person	456	14.34%
4-person	323	10.15%
5-person	145	4.56%
6-person	61	1.92%
7-or-more-person	24	0.75%
2019 Est. Average Household Size		2.26

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	3,181	
Households with 1 or More People under Age 18:	893	28.07%
Married-Couple Family	500	55.99%
Other Family, Male Householder	57	6.38%
Other Family, Female Householder	328	36.73%
Nonfamily, Male Householder	6	0.67%
Nonfamily, Female Householder	2	0.22%
Households with No People under Age 18:	2,288	71.93%
Married-Couple Family	853	37.28%
Other Family, Male Householder	51	2.23%
Other Family, Female Householder	219	9.57%
Nonfamily, Male Householder	415	18.14%
Nonfamily, Female Householder	750	32.78%
2019 Est. Households by Number of Vehicles	3,181	
No Vehicles	190	5.97%
1 Vehicle	1,114	35.02%
2 Vehicles	1,239	38.95%
3 Vehicles	530	16.66%
4 Vehicles	74	2.33%
5 or more Vehicles	34	1.07%
2019 Est. Average Number of Vehicles		1.8

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
Family Households		
2024 Projection	2,102	
2019 Estimate	2,011	
2010 Census	1,830	
2000 Census	1,875	
Growth 2019 - 2024		4.53%
Growth 2010 - 2019		9.89%
Growth 2000 - 2010		-2.40%
2019 Est. Families by Poverty Status	2,011	
2019 Families at or Above Poverty	1,713	85.18%
2019 Families at or Above Poverty with Children	578	28.74%
2019 Families Below Poverty	298	14.82%
2019 Families Below Poverty with Children	173	8.60%
2019 Est. Pop 16+ by Employment Status	5,865	
Civilian Labor Force, Employed	2,999	51.13%
Civilian Labor Force, Unemployed	205	3.50%
Armed Forces	27	0.46%
Not in Labor Force	2,634	44.91%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	3,122	
For-Profit Private Workers	1,963	62.88%
Non-Profit Private Workers	156	5.00%
Local Government Workers	96	3.08%
State Government Workers	235	7.53%
Federal Government Workers	251	8.04%
Self-Employed Workers	416	13.33%
Unpaid Family Workers	5	0.16%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	3,122	
Architect/Engineer	6	0.19%
Arts/Entertainment/Sports	52	1.67%
Building Grounds Maintenance	70	2.24%
Business/Financial Operations	180	5.77%
Community/Social Services	83	2.66%
Computer/Mathematical	23	0.74%
Construction/Extraction	64	2.05%
Education/Training/Library	290	9.29%
Farming/Fishing/Forestry	34	1.09%
Food Prep/Serving	152	4.87%
Health Practitioner/Technician	256	8.20%
Healthcare Support	40	1.28%
Maintenance Repair	95	3.04%
Legal	12	0.38%
Life/Physical/Social Science	23	0.74%
Management	232	7.43%
Office/Admin. Support	392	12.56%
Production	124	3.97%
Protective Services	109	3.49%
Sales/Related	510	16.34%
Personal Care/Service	94	3.01%
Transportation/Moving	281	9.00%
2019 Est. Pop 16+ by Occupation Classification	3,122	
White Collar	2,059	65.95%
Blue Collar	564	18.07%
Service and Farm	499	15.98%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	3,135	
Drove Alone	2,631	83.92%
Car Pooled	296	9.44%
Public Transportation	14	0.45%
Walked	43	1.37%
Bicycle	0	0.00%
Other Means	45	1.44%
Worked at Home	106	3.38%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,340	
15 - 29 Minutes	891	
30 - 44 Minutes	434	
45 - 59 Minutes	178	
60 or more Minutes	180	
2019 Est. Avg Travel Time to Work in Minutes		23
2019 Est. Occupied Housing Units by Tenure	3,181	
Owner Occupied	2,186	68.72%
Renter Occupied	995	31.28%
2019 Owner Occ. HUs: Avg. Length of Residence		19.9
2019 Renter Occ. HUs: Avg. Length of Residence		6.5

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	3,181	
Value Less than \$20,000	60	2.75%
Value \$20,000 - \$39,999	68	3.11%
Value \$40,000 - \$59,999	25	1.14%
Value \$60,000 - \$79,999	162	7.41%
Value \$80,000 - \$99,999	226	10.34%
Value \$100,000 - \$149,999	507	23.19%
Value \$150,000 - \$199,999	336	15.37%
Value \$200,000 - \$299,999	280	12.81%
Value \$300,000 - \$399,999	176	8.05%
Value \$400,000 - \$499,999	101	4.62%
Value \$500,000 - \$749,999	166	7.59%
Value \$750,000 - \$999,999	55	2.52%
Value \$1,000,000 or \$1,499,999	16	0.73%
Value \$1,500,000 or \$1,999,999	1	0.05%
Value \$2,000,000+	7	0.32%
2019 Est. Median All Owner-Occupied Housing Value		\$155,543
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	3,129	83.24%
1 Unit Detached	9	0.24%
2 Units	142	3.78%
3 or 4 Units	58	1.54%
5 to 19 Units	195	5.19%
20 to 49 Units	34	0.91%
50 or More Units	34	0.91%
Mobile Home or Trailer	158	4.20%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

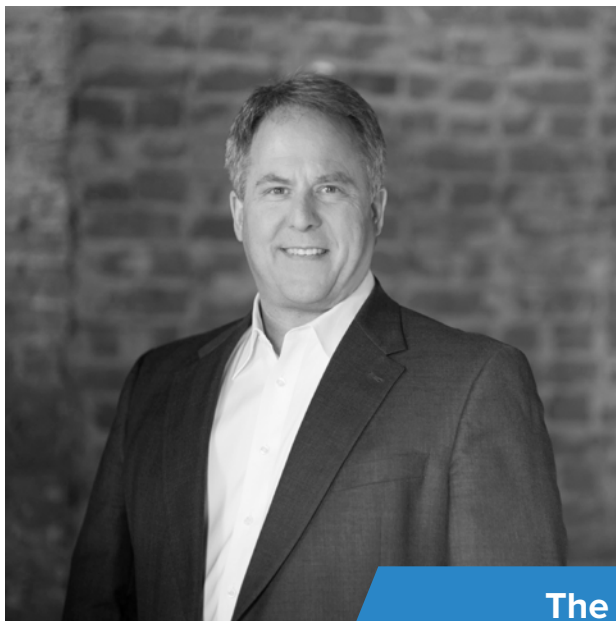
Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	122	3.25%
Housing Units Built 2010 to 2014	115	3.06%
Housing Units Built 2000 to 2009	310	8.25%
Housing Units Built 1990 to 1999	392	10.43%
Housing Units Built 1980 to 1989	420	11.17%
Housing Units Built 1970 to 1979	379	10.08%
Housing Units Built 1960 to 1969	588	15.64%
Housing Units Built 1950 to 1959	678	18.04%
Housing Units Built 1940 to 1949	316	8.41%
Housing Unit Built 1939 or Earlier	439	11.68%
2019 Est. Median Year Structure Built		1967

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, Environics Analytics, ESRI, 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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