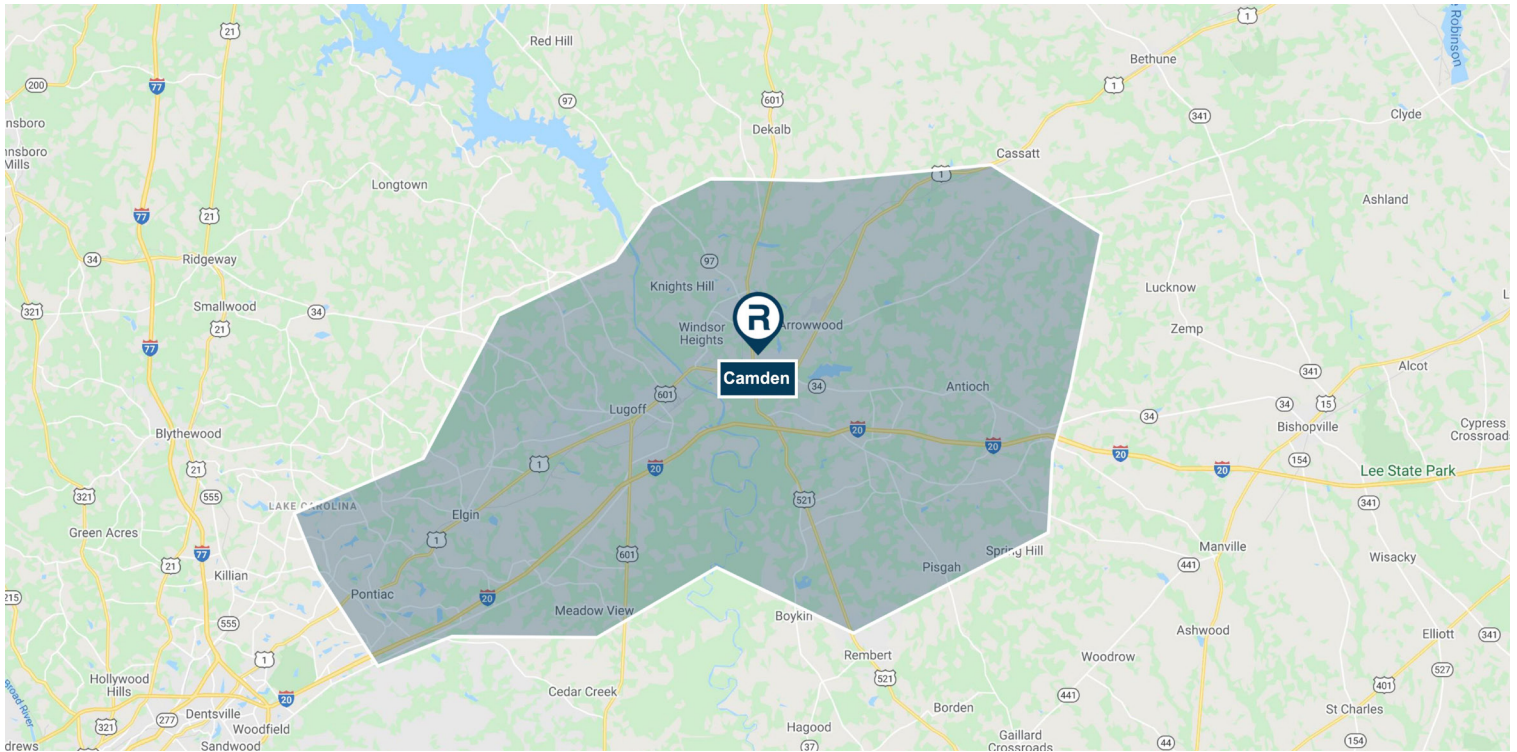The**Retail**Coach®

Downtown Retail Trade Area Demographic Profile

CAMDEN, SOUTH CAROLINA

Prepared for City of Camden
February 2022

Downtown Retail Trade Area • Demographic Snapshot
Camden, South Carolina

Population

2010	80,130
2022	90,421
2027	93,665

Educational Attainment (%)

Graduate or Professional Degree	13.15%
Bachelors Degree	20.08%
Associate Degree	10.69%
Some College	20.76%
High School Graduate (GED)	26.72%
Some High School, No Degree	6.33%
Less than 9th Grade	2.28%

Income

Average HH	$87,285
Median HH	$65,704
Per Capita	$33,180

Age

0 - 9 Years	12.77%
10 - 17 Years	11.31%
18 - 24 Years	8.71%
25 - 34 Years	12.51%
35 - 44 Years	12.54%
45 - 54 Years	12.98%
55 - 64 Years	13.02%
65 and Older	16.17%
Median Age	38.77
Average Age	39.13

Race Distribution (%)

White	54.85%
Black/African American	36.34%
American Indian/Alaskan	0.31%
Asian	2.64%
Native Hawaiian/Islander	0.11%
Other Race	2.61%
Two or More Races	3.14%
Hispanic	6.29%

CAMDEN
CLASSICALLY CAROLINA

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Downtown Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
Population		
2027 Projection	93,665	
2022 Estimate	90,421	
2010 Census	80,130	
2000 Census	56,866	
Growth 2022 - 2027		3.59%
Growth 2010 - 2022		12.84%
Growth 2000 - 2010		40.91%
2022 Est. Population by Single-Classification Race	**90,421**	
White Alone	49,598	54.85%
Black or African American Alone	32,862	36.34%
Amer. Indian and Alaska Native Alone	278	0.31%
Asian Alone	2,388	2.64%
Native Hawaiian and Other Pacific Island Alone	97	0.11%
Some Other Race Alone	2,361	2.61%
Two or More Races	2,836	3.14%
2022 Est. Population by Hispanic or Latino Origin	**90,421**	
Not Hispanic or Latino	84,737	93.71%
Hispanic or Latino	5,684	6.29%
Mexican	2,725	47.94%
Puerto Rican	1,274	22.41%
Cuban	161	2.83%
All Other Hispanic or Latino	1,524	26.81%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**5,684**	
White Alone	2,359	41.50%
Black or African American Alone	497	8.74%
American Indian and Alaska Native Alone	36	0.63%
Asian Alone	27	0.48%
Native Hawaiian and Other Pacific Islander Alone	18	0.32%
Some Other Race Alone	2,219	39.04%
Two or More Races	528	9.29%
2022 Est. Pop by Race, Asian Alone, by Category	**2,388**	
Chinese, except Taiwanese	184	7.71%
Filipino	255	10.68%
Japanese	45	1.88%
Asian Indian	662	27.72%
Korean	533	22.32%
Vietnamese	475	19.89%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	114	4.77%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	120	5.03%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**90,421**	
Arab	274	0.30%
Czech	38	0.04%
Danish	74	0.08%
Dutch	402	0.45%
English	5,050	5.58%
French (except Basque)	1,089	1.20%
French Canadian	169	0.19%
German	5,588	6.18%
Greek	224	0.25%
Hungarian	17	0.02%
Irish	4,768	5.27%
Italian	1,425	1.58%
Lithuanian	41	0.04%
United States or American	5,992	6.63%
Norwegian	192	0.21%
Polish	857	0.95%
Portuguese	115	0.13%
Russian	177	0.20%
Scottish	1,377	1.52%
Scotch-Irish	1,244	1.38%
Slovak	31	0.03%
Subsaharan African	1,078	1.19%
Swedish	178	0.20%
Swiss	39	0.04%
Ukrainian	153	0.17%
Welsh	127	0.14%
West Indian (except Hisp. groups)	352	0.39%
Other ancestries	43,667	48.29%
Ancestry Unclassified	15,683	17.34%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,533	91.42%
Speak Asian/Pacific Island Language at Home	1,171	1.38%
Speak IndoEuropean Language at Home	1,361	1.60%
Speak Spanish at Home	4,409	5.20%
Speak Other Language at Home	338	0.40%

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Downtown Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Population by Age	**90,421**	
Age 0 - 4	5,609	6.20%
Age 5 - 9	5,933	6.56%
Age 10 - 14	6,361	7.04%
Age 15 - 17	3,866	4.28%
Age 18 - 20	3,472	3.84%
Age 21 - 24	4,403	4.87%
Age 25 - 34	11,307	12.51%
Age 35 - 44	11,341	12.54%
Age 45 - 54	11,734	12.98%
Age 55 - 64	11,773	13.02%
Age 65 - 74	9,283	10.27%
Age 75 - 84	4,062	4.49%
Age 85 and over	1,277	1.41%
Age 16 and over	71,250	78.80%
Age 18 and over	68,651	75.92%
Age 21 and over	65,180	72.08%
Age 65 and over	14,622	16.17%
2022 Est. Median Age		38.77
2022 Est. Average Age		39.13
2022 Est. Population by Sex	**90,421**	
Male	42,820	47.36%
Female	47,601	52.64%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**42,820**	
Age 0 - 4	2,832	6.61%
Age 5 - 9	3,021	7.05%
Age 10 - 14	3,261	7.62%
Age 15 - 17	1,963	4.58%
Age 18 - 20	1,798	4.20%
Age 21 - 24	2,196	5.13%
Age 25 - 34	5,316	12.41%
Age 35 - 44	5,150	12.03%
Age 45 - 54	5,477	12.79%
Age 55 - 64	5,464	12.76%
Age 65 - 74	4,167	9.73%
Age 75 - 84	1,751	4.09%
Age 85 and over	424	0.99%
2022 Est. Median Age, Male		36.99
2022 Est. Average Age, Male		37.85
2022 Est. Female Population by Age	**47,601**	
Age 0 - 4	2,777	5.83%
Age 5 - 9	2,912	6.12%
Age 10 - 14	3,100	6.51%
Age 15 - 17	1,903	4.00%
Age 18 - 20	1,673	3.52%
Age 21 - 24	2,207	4.64%
Age 25 - 34	5,992	12.59%
Age 35 - 44	6,191	13.01%
Age 45 - 54	6,257	13.15%
Age 55 - 64	6,309	13.25%
Age 65 - 74	5,116	10.75%
Age 75 - 84	2,311	4.86%
Age 85 and over	853	1.79%
2022 Est. Median Age, Female		40.25
2022 Est. Average Age, Female		40.25

Downtown Retail Trade Area • Demographic Profile
Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	23,391	32.26%
Males, Never Married	11,363	15.67%
Females, Never Married	12,028	16.59%
Married, Spouse present	33,769	46.57%
Married, Spouse absent	3,778	5.21%
Widowed	4,426	6.10%
Males Widowed	811	1.12%
Females Widowed	3,615	4.99%
Divorced	7,153	9.86%
Males Divorced	2,521	3.48%
Females Divorced	4,632	6.39%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,385	2.28%
Some High School, no diploma	3,844	6.33%
High School Graduate (or GED)	16,240	26.72%
Some College, no degree	12,615	20.76%
Associate Degree	6,496	10.69%
Bachelor's Degree	12,206	20.08%
Master's Degree	5,980	9.84%
Professional School Degree	1,147	1.89%
Doctorate Degree	864	1.42%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	698	22.86%
High School Graduate	765	25.06%
Some College or Associate's Degree	785	25.71%
Bachelor's Degree or Higher	805	26.37%
Households		
2027 Projection	35,440	
2022 Estimate	34,230	
2010 Census	30,292	
2000 Census	21,193	
Growth 2022 - 2027		3.54%
Growth 2010 - 2022		13.00%
Growth 2000 - 2010		42.93%
2022 Est. Households by Household Type	34,230	
Family Households	24,948	72.88%
Nonfamily Households	9,282	27.12%
2022 Est. Group Quarters Population	373	
2022 Households by Ethnicity, Hispanic/Latino	1,568	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	34,230	
Income < $15,000	3,813	11.14%
Income $15,000 - $24,999	2,311	6.75%
Income $25,000 - $34,999	2,990	8.74%
Income $35,000 - $49,999	4,032	11.78%
Income $50,000 - $74,999	6,027	17.61%
Income $75,000 - $99,999	4,068	11.88%
Income $100,000 - $124,999	3,511	10.26%
Income $125,000 - $149,999	2,761	8.07%
Income $150,000 - $199,999	2,437	7.12%
Income $200,000 - $249,999	1,097	3.20%
Income $250,000 - $499,999	874	2.55%
Income $500,000+	307	0.90%
2022 Est. Average Household Income		$87,285
2022 Est. Median Household Income		$65,704
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$75,576
Black or African American Alone		$53,343
American Indian and Alaska Native Alone		$51,595
Asian Alone		$78,973
Native Hawaiian and Other Pacific Islander Alone		$66,606
Some Other Race Alone		$49,175
Two or More Races		$62,730
Hispanic or Latino		$47,804
Not Hispanic or Latino		$66,873
2022 Est. Family HH Type by Presence of Own Child.	24,948	
Married-Couple Family, own children	8,153	32.68%
Married-Couple Family, no own children	9,927	39.79%
Male Householder, own children	779	3.12%
Male Householder, no own children	727	2.91%
Female Householder, own children	3,087	12.37%
Female Householder, no own children	2,275	9.12%
2022 Est. Households by Household Size	34,230	
1-person	8,082	23.61%
2-person	11,067	32.33%
3-person	6,236	18.22%
4-person	5,004	14.62%
5-person	2,449	7.15%
6-person	971	2.84%
7-or-more-person	421	1.23%
2022 Est. Average Household Size		2.64

Downtown Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**34,230**	
Households with 1 or More People under Age 18:	13,591	39.71%
Married-Couple Family	8,793	64.70%
Other Family, Male Householder	929	6.83%
Other Family, Female Householder	3,764	27.69%
Nonfamily, Male Householder	69	0.51%
Nonfamily, Female Householder	36	0.27%
Households with No People under Age 18:	**20,639**	
Married-Couple Family	9,284	44.98%
Other Family, Male Householder	575	2.79%
Other Family, Female Householder	1,598	7.74%
Nonfamily, Male Householder	4,049	19.62%
Nonfamily, Female Householder	5,133	24.87%
2022 Est. Households by Number of Vehicles	**34,230**	
No Vehicles	1,258	3.67%
1 Vehicle	10,859	31.72%
2 Vehicles	12,985	37.94%
3 Vehicles	5,476	16.00%
4 Vehicles	2,639	7.71%
5 or more Vehicles	1,013	2.96%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	25,844	
2022 Estimate	24,948	
2010 Census	22,051	
2000 Census	16,114	
Growth 2022 - 2027		3.59%
Growth 2010 - 2022		13.14%
Growth 2000 - 2010		36.84%
2022 Est. Families by Poverty Status	**24,948**	
2022 Families at or Above Poverty	22,548	90.38%
2022 Families at or Above Poverty with Children	10,467	41.96%
2022 Families Below Poverty	2,400	9.62%
2022 Families Below Poverty with Children	1,677	6.72%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	41,300	57.97%
Civilian Labor Force, Unemployed	2,259	3.17%
Armed Forces	1,046	1.47%
Not in Labor Force	26,645	37.40%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**41,648**	
For-Profit Private Workers	25,924	62.25%
Non-Profit Private Workers	2,661	6.39%
Local Government Workers	1,802	4.33%
State Government Workers	4,296	10.32%
Federal Government Workers	3,196	7.67%
Self-Employed Workers	3,534	8.49%
Unpaid Family Workers	234	0.56%
2022 Est. Civ. Employed Pop 16+ by Occupation	**41,648**	
Architect/Engineer	798	1.92%
Arts/Entertainment/Sports	617	1.48%
Building Grounds Maintenance	1,209	2.90%
Business/Financial Operations	2,041	4.90%
Community/Social Services	1,178	2.83%
Computer/Mathematical	1,274	3.06%
Construction/Extraction	1,876	4.50%
Education/Training/Library	3,320	7.97%
Farming/Fishing/Forestry	126	0.30%
Food Prep/Serving	1,950	4.68%
Health Practitioner/Technician	3,303	7.93%
Healthcare Support	847	2.03%
Maintenance Repair	1,358	3.26%
Legal	235	0.56%
Life/Physical/Social Science	257	0.62%
Management	4,147	9.96%
Office/Admin. Support	4,939	11.86%
Production	2,410	5.79%
Protective Services	1,069	2.57%
Sales/Related	4,359	10.47%
Personal Care/Service	1,062	2.55%
Transportation/Moving	3,273	7.86%
2022 Est. Pop 16+ by Occupation Classification	**41,648**	
White Collar	26,469	63.55%
Blue Collar	8,916	21.41%
Service and Farm	6,263	15.04%
2022 Est. Workers Age 16+ by Transp. to Work	**41,872**	
Drove Alone	35,051	83.71%
Car Pooled	4,285	10.23%
Public Transportation	148	0.35%
Walked	332	0.79%
Bicycle	17	0.04%
Other Means	609	1.45%
Worked at Home	1,431	3.42%

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Downtown Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,072	
15 - 29 Minutes	12,870	
30 - 44 Minutes	14,165	
45 - 59 Minutes	3,735	
60 or more Minutes	2,619	
2022 Est. Avg Travel Time to Work in Minutes		31
2022 Est. Occupied Housing Units by Tenure	34,230	
Owner Occupied	26,365	77.02%
Renter Occupied	7,864	22.97%
2022 Owner Occ. HUs: Avg. Length of Residence		15.30%
2022 Renter Occ. HUs: Avg. Length of Residence		6.03%
2022 Est. Owner-Occupied Housing Units by Value	**34,230**	
Value Less than $20,000	439	1.66%
Value $20,000 - $39,999	679	2.58%
Value $40,000 - $59,999	560	2.12%
Value $60,000 - $79,999	825	3.13%
Value $80,000 - $99,999	1,332	5.05%
Value $100,000 - $149,999	4,774	18.11%
Value $150,000 - $199,999	4,660	17.67%
Value $200,000 - $299,999	6,667	25.29%
Value $300,000 - $399,999	2,904	11.02%
Value $400,000 - $499,999	1,524	5.78%
Value $500,000 - $749,999	1,234	4.68%
Value $750,000 - $999,999	395	1.50%
Value $1,000,000 or $1,499,999	186	0.71%
Value $1,500,000 or $1,999,999	92	0.35%
Value $2,000,000+	93	0.35%
2022 Est. Median All Owner-Occupied Housing Value		$198,992
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	27,635	74.37%
1 Unit Attached	621	1.67%
2 Units	205	0.55%
3 or 4 Units	410	1.10%
5 to 19 Units	1,222	3.29%
20 to 49 Units	474	1.28%
50 or More Units	496	1.33%
Mobile Home or Trailer	6,069	16.33%
Boat, RV, Van, etc.	29	0.08%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,862	10.39%
Housing Units Built 2010 to 2014	2,255	6.07%
Housing Units Built 2000 to 2009	11,065	29.78%
Housing Units Built 1990 to 1999	7,048	18.97%
Housing Units Built 1980 to 1989	4,525	12.18%
Housing Units Built 1970 to 1979	3,521	9.48%
Housing Units Built 1960 to 1969	1,919	5.16%
Housing Units Built 1950 to 1959	1,689	4.54%
Housing Units Built 1940 to 1949	366	0.99%
Housing Unit Built 1939 or Earlier	910	2.45%
2022 Est. Median Year Structure Built		1998

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.

ACKNOWLEDGMENTS

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, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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