



The**Retail**Coach.®

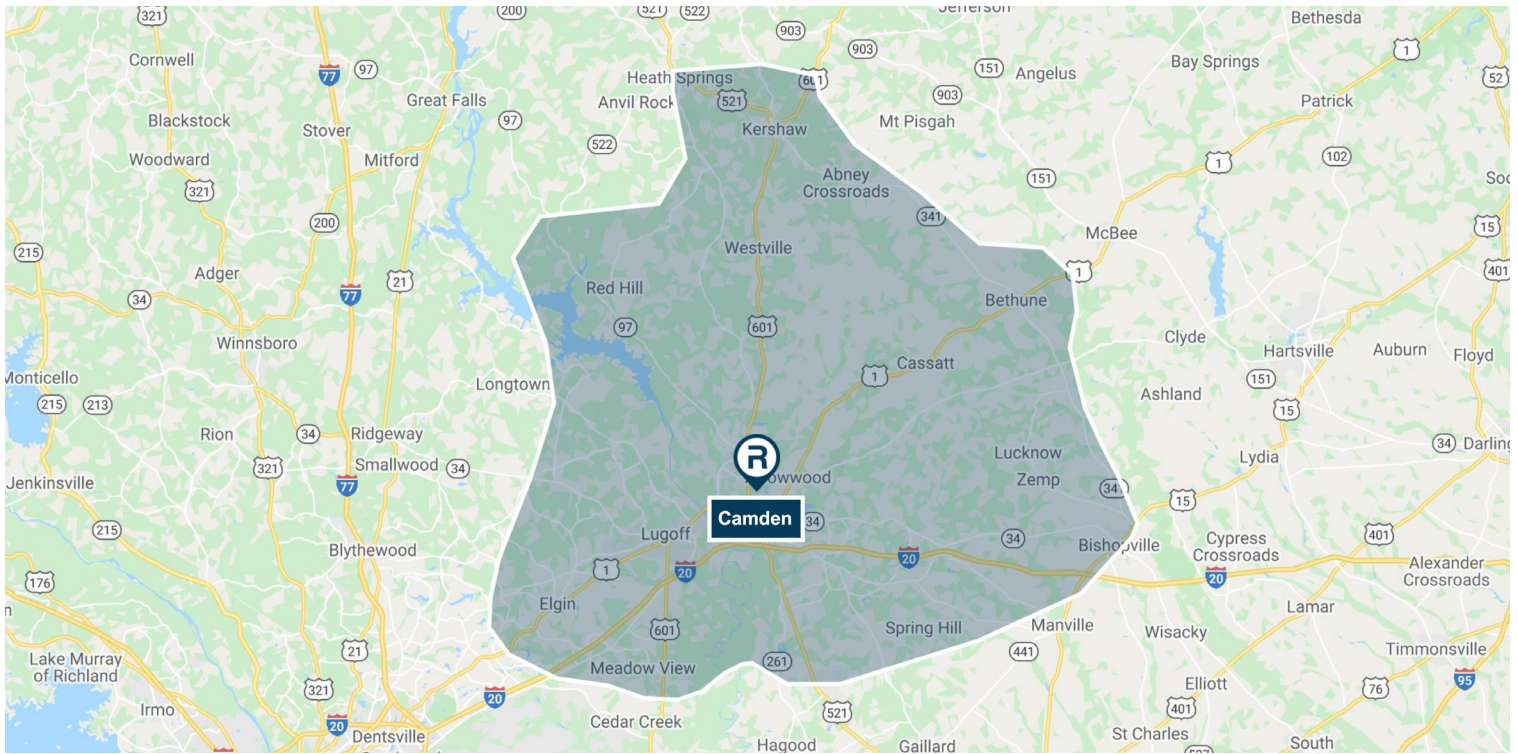
Primary Retail Trade Area Demographic Profile

CAMDEN, SOUTH CAROLINA

Prepared for City of Camden
February 2022

Primary Retail Trade Area • Demographic Snapshot

Camden, South Carolina



Population

2010	78,178
2022	83,802
2027	85,961

Educational Attainment (%)

Graduate or Professional Degree	8.49%
Bachelors Degree	14.17%
Associate Degree	10.53%
Some College	20.68%
High School Graduate (GED)	33.34%
Some High School, No Degree	9.20%
Less than 9th Grade	3.60%

Income

Average HH	\$79,109
Median HH	\$57,641
Per Capita	\$31,552

Age

0 - 9 Years	11.71%
10 - 17 Years	10.54%
18 - 24 Years	8.09%
25 - 34 Years	11.61%
35 - 44 Years	11.89%
45 - 54 Years	12.19%
55 - 64 Years	13.85%
65 and Older	20.13%
Median Age	41.80
Average Age	41.43

Race Distribution (%)

White	66.12%
Black/African American	28.13%
American Indian/Alaskan	0.38%
Asian	0.99%
Native Hawaiian/Islander	0.06%
Other Race	2.12%
Two or More Races	2.20%
Hispanic	4.72%



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Primary Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
Population		
2027 Projection	85,961	
2022 Estimate	83,802	
2010 Census	78,178	
2000 Census	67,940	
Growth 2022 - 2027		2.58%
Growth 2010 - 2022		7.19%
Growth 2000 - 2010		15.07%
2022 Est. Population by Single-Classification Race	83,802	
White Alone	55,411	66.12%
Black or African American Alone	23,577	28.13%
Amer. Indian and Alaska Native Alone	320	0.38%
Asian Alone	830	0.99%
Native Hawaiian and Other Pacific Island Alone	46	0.06%
Some Other Race Alone	1,777	2.12%
Two or More Races	1,841	2.20%
2022 Est. Population by Hispanic or Latino Origin	83,802	
Not Hispanic or Latino	79,843	95.28%
Hispanic or Latino	3,959	4.72%
Mexican	2,169	54.79%
Puerto Rican	716	18.08%
Cuban	91	2.30%
All Other Hispanic or Latino	983	24.83%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	3,959	
White Alone	1,636	41.32%
Black or African American Alone	265	6.69%
American Indian and Alaska Native Alone	26	0.66%
Asian Alone	9	0.23%
Native Hawaiian and Other Pacific Islander Alone	6	0.15%
Some Other Race Alone	1,691	42.71%
Two or More Races	326	8.23%
2022 Est. Pop by Race, Asian Alone, by Category	830	
Chinese, except Taiwanese	51	6.14%
Filipino	21	2.53%
Japanese	2	0.24%
Asian Indian	196	23.61%
Korean	310	37.35%
Vietnamese	124	14.94%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	117	14.10%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	9	1.08%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	83,802	
Arab	385	0.46%
Czech	13	0.02%
Danish	39	0.05%
Dutch	303	0.36%
English	4,486	5.35%
French (except Basque)	806	0.96%
French Canadian	207	0.25%
German	4,399	5.25%
Greek	163	0.19%
Hungarian	23	0.03%
Irish	4,798	5.72%
Italian	1,261	1.50%
Lithuanian	23	0.03%
United States or American	6,767	8.08%
Norwegian	214	0.26%
Polish	562	0.67%
Portuguese	110	0.13%
Russian	92	0.11%
Scottish	1,216	1.45%
Scotch-Irish	1,516	1.81%
Slovak	11	0.01%
Subsaharan African	1,117	1.33%
Swedish	140	0.17%
Swiss	29	0.04%
Ukrainian	22	0.03%
Welsh	184	0.22%
West Indian (except Hisp. groups)	52	0.06%
Other ancestries	39,324	46.92%
Ancestry Unclassified	15,538	18.54%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	75,151	95.17%
Speak Asian/Pacific Island Language at Home	278	0.35%
Speak IndoEuropean Language at Home	386	0.49%
Speak Spanish at Home	3,059	3.87%
Speak Other Language at Home	93	0.12%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	83,802	
Age 0 - 4	4,834	5.77%
Age 5 - 9	4,979	5.94%
Age 10 - 14	5,465	6.52%
Age 15 - 17	3,366	4.02%
Age 18 - 20	3,018	3.60%
Age 21 - 24	3,762	4.49%
Age 25 - 34	9,729	11.61%
Age 35 - 44	9,967	11.89%
Age 45 - 54	10,213	12.19%
Age 55 - 64	11,603	13.85%
Age 65 - 74	10,472	12.50%
Age 75 - 84	4,738	5.65%
Age 85 and over	1,658	1.98%
Age 16 and over	67,420	80.45%
Age 18 and over	65,158	77.75%
Age 21 and over	62,141	74.15%
Age 65 and over	16,867	20.13%
2022 Est. Median Age		41.80
2022 Est. Average Age		41.43
2022 Est. Population by Sex	83,802	
Male	40,232	48.01%
Female	43,569	51.99%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	40,232	
Age 0 - 4	2,440	6.07%
Age 5 - 9	2,537	6.31%
Age 10 - 14	2,860	7.11%
Age 15 - 17	1,714	4.26%
Age 18 - 20	1,581	3.93%
Age 21 - 24	1,902	4.73%
Age 25 - 34	4,726	11.75%
Age 35 - 44	4,749	11.80%
Age 45 - 54	4,886	12.15%
Age 55 - 64	5,439	13.52%
Age 65 - 74	4,815	11.97%
Age 75 - 84	2,022	5.03%
Age 85 and over	561	1.39%
2022 Est. Median Age, Male		39.98
2022 Est. Average Age, Male		40.08
2022 Est. Female Population by Age	43,569	
Age 0 - 4	2,394	5.50%
Age 5 - 9	2,442	5.61%
Age 10 - 14	2,605	5.98%
Age 15 - 17	1,652	3.79%
Age 18 - 20	1,437	3.30%
Age 21 - 24	1,860	4.27%
Age 25 - 34	5,003	11.48%
Age 35 - 44	5,218	11.98%
Age 45 - 54	5,326	12.22%
Age 55 - 64	6,164	14.15%
Age 65 - 74	5,657	12.98%
Age 75 - 84	2,716	6.23%
Age 85 and over	1,097	2.52%
2022 Est. Median Age, Female		43.44
2022 Est. Average Age, Female		42.62

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	22,089	32.24%
Males, Never Married	11,069	16.15%
Females, Never Married	11,020	16.08%
Married, Spouse present	31,762	46.35%
Married, Spouse absent	3,301	4.82%
Widowed	4,671	6.82%
Males Widowed	906	1.32%
Females Widowed	3,765	5.49%
Divorced	6,701	9.78%
Males Divorced	2,782	4.06%
Females Divorced	3,919	5.72%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,099	3.60%
Some High School, no diploma	5,368	9.20%
High School Graduate (or GED)	19,465	33.34%
Some College, no degree	12,071	20.68%
Associate Degree	6,145	10.53%
Bachelor's Degree	8,272	14.17%
Master's Degree	3,912	6.70%
Professional School Degree	699	1.20%
Doctorate Degree	347	0.59%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	561	26.85%
High School Graduate	599	28.67%
Some College or Associate's Degree	405	19.39%
Bachelor's Degree or Higher	524	25.08%
Households		
2027 Projection	34,038	
2022 Estimate	33,104	
2010 Census	30,500	
2000 Census	26,052	
Growth 2022 - 2027		2.82%
Growth 2010 - 2022		8.54%
Growth 2000 - 2010		17.07%
2022 Est. Households by Household Type	33,104	
Family Households	23,511	71.02%
Nonfamily Households	9,593	28.98%
2022 Est. Group Quarters Population	803	
2022 Households by Ethnicity, Hispanic/Latino	1,059	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	33,104	
Income < \$15,000	4,443	13.42%
Income \$15,000 - \$24,999	3,091	9.34%
Income \$25,000 - \$34,999	3,350	10.12%
Income \$35,000 - \$49,999	3,794	11.46%
Income \$50,000 - \$74,999	5,702	17.23%
Income \$75,000 - \$99,999	3,711	11.21%
Income \$100,000 - \$124,999	3,049	9.21%
Income \$125,000 - \$149,999	2,297	6.94%
Income \$150,000 - \$199,999	1,788	5.40%
Income \$200,000 - \$249,999	862	2.60%
Income \$250,000 - \$499,999	720	2.17%
Income \$500,000+	299	0.90%
2022 Est. Average Household Income		\$79,109
2022 Est. Median Household Income		\$57,641
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$67,401
Black or African American Alone		\$36,254
American Indian and Alaska Native Alone		\$55,412
Asian Alone		\$57,758
Native Hawaiian and Other Pacific Islander Alone		\$58,275
Some Other Race Alone		\$48,974
Two or More Races		\$60,819
Hispanic or Latino		\$53,330
Not Hispanic or Latino		\$57,869
2022 Est. Family HH Type by Presence of Own Child.	23,511	
Married-Couple Family, own children	6,294	26.77%
Married-Couple Family, no own children	10,308	43.84%
Male Householder, own children	769	3.27%
Male Householder, no own children	848	3.61%
Female Householder, own children	2,716	11.55%
Female Householder, no own children	2,575	10.95%
2022 Est. Households by Household Size	33,104	
1-person	8,601	25.98%
2-person	11,242	33.96%
3-person	5,784	17.47%
4-person	4,343	13.12%
5-person	1,972	5.96%
6-person	793	2.40%
7-or-more-person	369	1.11%
2022 Est. Average Household Size		2.52

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	33,104	
Households with 1 or More People under Age 18:	11,505	34.75%
Married-Couple Family	6,989	60.75%
Other Family, Male Householder	942	8.19%
Other Family, Female Householder	3,476	30.21%
Nonfamily, Male Householder	67	0.58%
Nonfamily, Female Householder	30	0.26%
Households with No People under Age 18:	21,599	
Married-Couple Family	9,614	44.51%
Other Family, Male Householder	674	3.12%
Other Family, Female Householder	1,810	8.38%
Nonfamily, Male Householder	4,383	20.29%
Nonfamily, Female Householder	5,118	23.70%
2022 Est. Households by Number of Vehicles	33,104	
No Vehicles	1,831	5.53%
1 Vehicle	10,326	31.19%
2 Vehicles	11,829	35.73%
3 Vehicles	5,444	16.44%
4 Vehicles	2,806	8.48%
5 or more Vehicles	869	2.62%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	24,200	
2022 Estimate	23,511	
2010 Census	21,586	
2000 Census	19,165	
Growth 2022 - 2027		2.93%
Growth 2010 - 2022		8.92%
Growth 2000 - 2010		12.63%
2022 Est. Families by Poverty Status	23,511	
2022 Families at or Above Poverty	20,830	88.60%
2022 Families at or Above Poverty with Children	7,830	33.30%
2022 Families Below Poverty	2,682	11.41%
2022 Families Below Poverty with Children	1,717	7.30%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	35,775	53.06%
Civilian Labor Force, Unemployed	1,925	2.85%
Armed Forces	435	0.65%
Not in Labor Force	29,286	43.44%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	36,265	
For-Profit Private Workers	23,907	65.92%
Non-Profit Private Workers	1,897	5.23%
Local Government Workers	1,227	3.38%
State Government Workers	3,139	8.66%
Federal Government Workers	2,441	6.73%
Self-Employed Workers	3,396	9.36%
Unpaid Family Workers	258	0.71%
2022 Est. Civ. Employed Pop 16+ by Occupation	36,265	
Architect/Engineer	805	2.22%
Arts/Entertainment/Sports	565	1.56%
Building Grounds Maintenance	1,406	3.88%
Business/Financial Operations	1,360	3.75%
Community/Social Services	775	2.14%
Computer/Mathematical	778	2.14%
Construction/Extraction	1,996	5.50%
Education/Training/Library	2,360	6.51%
Farming/Fishing/Forestry	142	0.39%
Food Prep/Serving	1,683	4.64%
Health Practitioner/Technician	2,791	7.70%
Healthcare Support	770	2.12%
Maintenance Repair	1,752	4.83%
Legal	163	0.45%
Life/Physical/Social Science	174	0.48%
Management	3,463	9.55%
Office/Admin. Support	4,038	11.14%
Production	2,885	7.96%
Protective Services	901	2.48%
Sales/Related	3,525	9.72%
Personal Care/Service	653	1.80%
Transportation/Moving	3,282	9.05%
2022 Est. Pop 16+ by Occupation Classification	36,265	
White Collar	20,796	57.34%
Blue Collar	9,915	27.34%
Service and Farm	5,555	15.32%
2022 Est. Workers Age 16+ by Transp. to Work	36,112	
Drove Alone	30,785	85.25%
Car Pooled	3,314	9.18%
Public Transportation	100	0.28%
Walked	262	0.73%
Bicycle	16	0.04%
Other Means	598	1.66%
Worked at Home	1,037	2.87%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,563	
15 - 29 Minutes	10,061	
30 - 44 Minutes	11,838	
45 - 59 Minutes	3,693	
60 or more Minutes	2,916	
2022 Est. Avg Travel Time to Work in Minutes		32
2022 Est. Occupied Housing Units by Tenure	33,104	
Owner Occupied	25,606	77.35%
Renter Occupied	7,498	22.65%
2022 Owner Occ. HUs: Avg. Length of Residence		17.67%
2022 Renter Occ. HUs: Avg. Length of Residence		7.03%
2022 Est. Owner-Occupied Housing Units by Value	33,104	
Value Less than \$20,000	792	3.09%
Value \$20,000 - \$39,999	903	3.53%
Value \$40,000 - \$59,999	1,129	4.41%
Value \$60,000 - \$79,999	1,423	5.56%
Value \$80,000 - \$99,999	1,701	6.64%
Value \$100,000 - \$149,999	4,701	18.36%
Value \$150,000 - \$199,999	3,956	15.45%
Value \$200,000 - \$299,999	5,285	20.64%
Value \$300,000 - \$399,999	2,558	9.99%
Value \$400,000 - \$499,999	1,386	5.41%
Value \$500,000 - \$749,999	1,110	4.33%
Value \$750,000 - \$999,999	326	1.27%
Value \$1,000,000 or \$1,499,999	156	0.61%
Value \$1,500,000 or \$1,999,999	95	0.37%
Value \$2,000,000+	85	0.33%
2022 Est. Median All Owner-Occupied Housing Value		\$175,937
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	27,005	70.99%
1 Unit Attached	233	0.61%
2 Units	320	0.84%
3 or 4 Units	464	1.22%
5 to 19 Units	570	1.50%
20 to 49 Units	180	0.47%
50 or More Units	340	0.89%
Mobile Home or Trailer	8,876	23.33%
Boat, RV, Van, etc.	54	0.14%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,334	8.76%
Housing Units Built 2010 to 2014	1,553	4.08%
Housing Units Built 2000 to 2009	6,554	17.23%
Housing Units Built 1990 to 1999	7,434	19.54%
Housing Units Built 1980 to 1989	5,502	14.46%
Housing Units Built 1970 to 1979	5,051	13.28%
Housing Units Built 1960 to 1969	3,122	8.21%
Housing Units Built 1950 to 1959	2,925	7.69%
Housing Units Built 1940 to 1949	850	2.23%
Housing Unit Built 1939 or Earlier	1,718	4.52%
2022 Est. Median Year Structure Built		1990

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.



The**RetailCoach**.®

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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