



The**Retail**Coach®

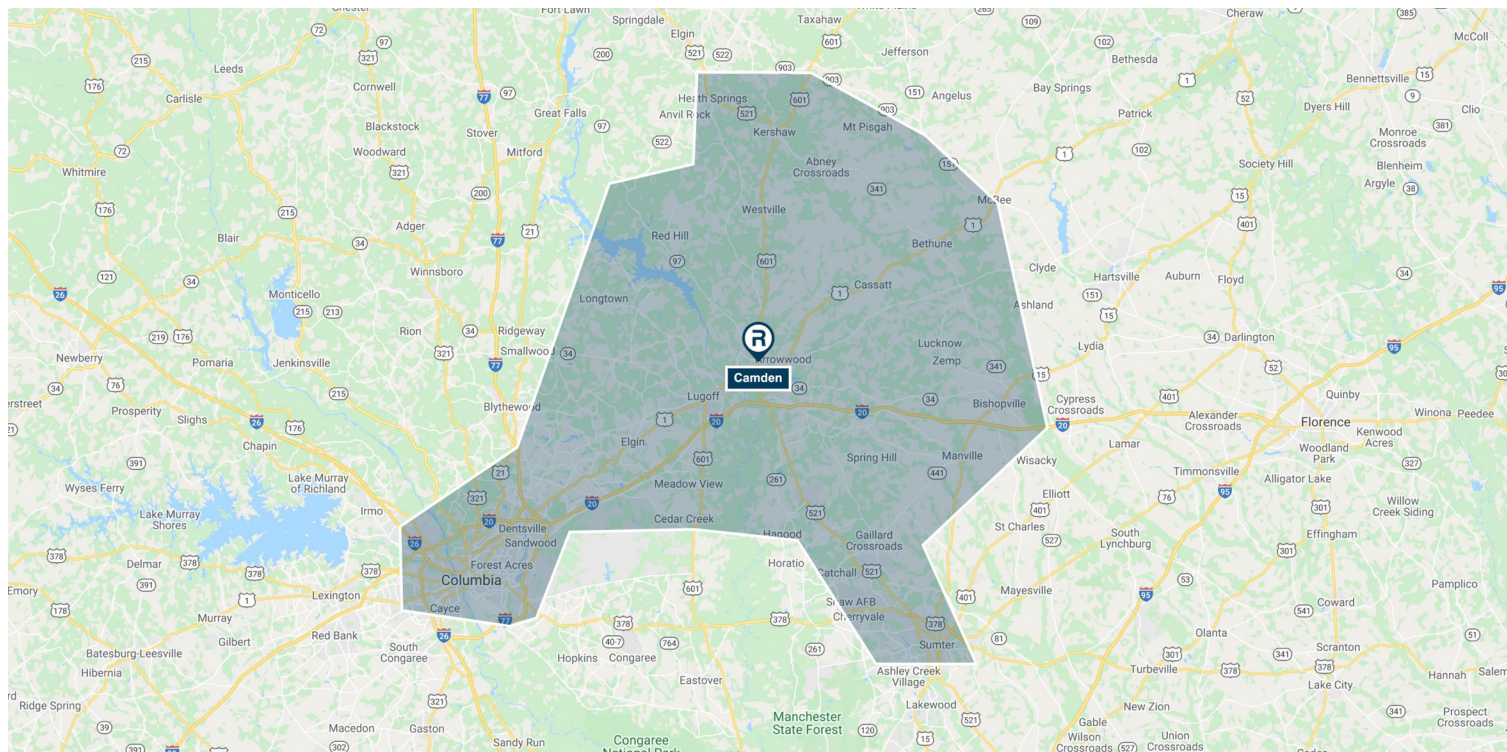
Secondary Retail Trade Area Demographic Profile

CAMDEN, SOUTH CAROLINA

Prepared for City of Camden
February 2022

Secondary Retail Trade Area • Demographic Snapshot

Camden, South Carolina



Population

2010	491,970	0 - 9 Years	11.80%
2022	515,897	10 - 17 Years	9.93%
2027	523,828	18 - 24 Years	12.69%

Educational Attainment (%)

Graduate or Professional Degree	14.10%	25 - 34 Years	14.35%
Bachelors Degree	20.33%	35 - 44 Years	12.90%
Associate Degree	8.85%	45 - 54 Years	11.22%
Some College	20.72%	55 - 64 Years	11.27%
High School Graduate (GED)	25.46%	65 and Older	15.85%
Some High School, No Degree	7.43%	Median Age	35.91
Less than 9th Grade	3.11%	Average Age	38.34

Income

Average HH	\$77,723
Median HH	\$53,921
Per Capita	\$32,498

Race Distribution (%)

White	47.12%
Black/African American	44.02%
American Indian/Alaskan	0.38%
Asian	2.63%
Native Hawaiian/Islander	0.12%
Other Race	2.93%
Two or More Races	2.80%
Hispanic	6.48%



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Secondary Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
Population		
2027 Projection	523,828	
2022 Estimate	515,897	
2010 Census	491,970	
2000 Census	425,613	
Growth 2022 - 2027		1.54%
Growth 2010 - 2022		4.86%
Growth 2000 - 2010		15.59%
2022 Est. Population by Single-Classification Race	515,897	
White Alone	243,070	47.12%
Black or African American Alone	227,109	44.02%
Amer. Indian and Alaska Native Alone	1,968	0.38%
Asian Alone	13,563	2.63%
Native Hawaiian and Other Pacific Island Alone	607	0.12%
Some Other Race Alone	15,112	2.93%
Two or More Races	14,467	2.80%
2022 Est. Population by Hispanic or Latino Origin	515,897	
Not Hispanic or Latino	482,446	93.52%
Hispanic or Latino	33,451	6.48%
Mexican	17,569	52.52%
Puerto Rican	6,225	18.61%
Cuban	893	2.67%
All Other Hispanic or Latino	8,764	26.20%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	33,451	
White Alone	12,691	37.94%
Black or African American Alone	2,934	8.77%
American Indian and Alaska Native Alone	459	1.37%
Asian Alone	155	0.46%
Native Hawaiian and Other Pacific Islander Alone	70	0.21%
Some Other Race Alone	14,381	42.99%
Two or More Races	2,762	8.26%
2022 Est. Pop by Race, Asian Alone, by Category	13,563	
Chinese, except Taiwanese	2,036	15.01%
Filipino	1,693	12.48%
Japanese	318	2.35%
Asian Indian	4,314	31.81%
Korean	1,741	12.84%
Vietnamese	1,895	13.97%
Cambodian	22	0.16%
Hmong	54	0.40%
Laotian	149	1.10%
Thai	268	1.98%
All Other Asian Races Including 2+ Category	1,073	7.91%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	515,897	
Arab	948	0.18%
Czech	473	0.09%
Danish	776	0.15%
Dutch	2,676	0.52%
English	27,668	5.36%
French (except Basque)	6,223	1.21%
French Canadian	1,006	0.20%
German	32,175	6.24%
Greek	1,421	0.28%
Hungarian	623	0.12%
Irish	26,574	5.15%
Italian	9,042	1.75%
Lithuanian	372	0.07%
United States or American	27,949	5.42%
Norwegian	1,776	0.34%
Polish	4,554	0.88%
Portuguese	619	0.12%
Russian	1,399	0.27%
Scottish	7,669	1.49%
Scotch-Irish	8,395	1.63%
Slovak	210	0.04%
Subsaharan African	11,420	2.21%
Swedish	1,564	0.30%
Swiss	430	0.08%
Ukrainian	561	0.11%
Welsh	1,919	0.37%
West Indian (except Hisp. groups)	3,104	0.60%
Other ancestries	241,444	46.80%
Ancestry Unclassified	92,911	18.01%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	444,829	91.69%
Speak Asian/Pacific Island Language at Home	7,986	1.65%
Speak IndoEuropean Language at Home	7,982	1.64%
Speak Spanish at Home	20,936	4.32%
Speak Other Language at Home	3,409	0.70%

Secondary Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Population by Age	515,897	
Age 0 - 4	30,755	5.96%
Age 5 - 9	30,108	5.84%
Age 10 - 14	31,418	6.09%
Age 15 - 17	19,802	3.84%
Age 18 - 20	29,519	5.72%
Age 21 - 24	35,955	6.97%
Age 25 - 34	74,012	14.35%
Age 35 - 44	66,540	12.90%
Age 45 - 54	57,898	11.22%
Age 55 - 64	58,133	11.27%
Age 65 - 74	49,063	9.51%
Age 75 - 84	23,658	4.59%
Age 85 and over	9,035	1.75%
Age 16 and over	417,162	80.86%
Age 18 and over	403,814	78.27%
Age 21 and over	374,295	72.55%
Age 65 and over	81,757	15.85%
2022 Est. Median Age		35.91
2022 Est. Average Age		38.34
2022 Est. Population by Sex	515,897	
Male	249,815	48.42%
Female	266,081	51.58%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	249,815	
Age 0 - 4	15,642	6.26%
Age 5 - 9	15,354	6.15%
Age 10 - 14	15,980	6.40%
Age 15 - 17	10,023	4.01%
Age 18 - 20	15,486	6.20%
Age 21 - 24	18,819	7.53%
Age 25 - 34	37,407	14.97%
Age 35 - 44	32,025	12.82%
Age 45 - 54	27,710	11.09%
Age 55 - 64	26,794	10.73%
Age 65 - 74	21,730	8.70%
Age 75 - 84	9,874	3.95%
Age 85 and over	2,972	1.19%
2022 Est. Median Age, Male		33.88
2022 Est. Average Age, Male		36.97
2022 Est. Female Population by Age	266,081	
Age 0 - 4	15,113	5.68%
Age 5 - 9	14,754	5.54%
Age 10 - 14	15,439	5.80%
Age 15 - 17	9,779	3.67%
Age 18 - 20	14,033	5.27%
Age 21 - 24	17,137	6.44%
Age 25 - 34	36,604	13.76%
Age 35 - 44	34,515	12.97%
Age 45 - 54	30,189	11.35%
Age 55 - 64	31,339	11.78%
Age 65 - 74	27,333	10.27%
Age 75 - 84	13,784	5.18%
Age 85 and over	6,063	2.28%
2022 Est. Median Age, Female		37.86
2022 Est. Average Age, Female		39.58

Secondary Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	180,749	42.67%
Males, Never Married	93,626	22.10%
Females, Never Married	87,122	20.57%
Married, Spouse present	151,201	35.69%
Married, Spouse absent	23,998	5.66%
Widowed	25,010	5.90%
Males Widowed	4,845	1.14%
Females Widowed	20,164	4.76%
Divorced	42,659	10.07%
Males Divorced	17,148	4.05%
Females Divorced	25,511	6.02%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,508	3.11%
Some High School, no diploma	25,133	7.43%
High School Graduate (or GED)	86,144	25.46%
Some College, no degree	70,111	20.72%
Associate Degree	29,929	8.85%
Bachelor's Degree	68,797	20.33%
Master's Degree	34,000	10.05%
Professional School Degree	7,380	2.18%
Doctorate Degree	6,337	1.87%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,424	30.50%
High School Graduate	4,532	25.49%
Some College or Associate's Degree	3,817	21.47%
Bachelor's Degree or Higher	4,009	22.55%
Households		
2027 Projection	205,351	
2022 Estimate	201,565	
2010 Census	188,328	
2000 Census	163,408	
Growth 2022 - 2027		1.88%
Growth 2010 - 2022		7.03%
Growth 2000 - 2010		15.25%
2022 Est. Households by Household Type		
Family Households	124,539	61.79%
Nonfamily Households	77,026	38.21%
2022 Est. Group Quarters Population		
2022 Households by Ethnicity, Hispanic/Latino	9,014	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	27,509	13.65%
Income \$15,000 - \$24,999	19,874	9.86%
Income \$25,000 - \$34,999	19,108	9.48%
Income \$35,000 - \$49,999	27,977	13.88%
Income \$50,000 - \$74,999	34,354	17.04%
Income \$75,000 - \$99,999	22,805	11.31%
Income \$100,000 - \$124,999	16,088	7.98%
Income \$125,000 - \$149,999	10,767	5.34%
Income \$150,000 - \$199,999	11,047	5.48%
Income \$200,000 - \$249,999	5,256	2.61%
Income \$250,000 - \$499,999	4,778	2.37%
Income \$500,000+	2,003	0.99%
2022 Est. Average Household Income		
2022 Est. Median Household Income		\$77,723
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,367
Black or African American Alone		\$41,552
American Indian and Alaska Native Alone		\$44,546
Asian Alone		\$58,765
Native Hawaiian and Other Pacific Islander Alone		\$59,754
Some Other Race Alone		\$40,285
Two or More Races		\$46,816
Hispanic or Latino		\$47,030
Not Hispanic or Latino		\$54,339
2022 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	32,736	26.29%
Married-Couple Family, no own children	47,643	38.26%
Male Householder, own children	4,089	3.28%
Male Householder, no own children	4,960	3.98%
Female Householder, own children	19,911	15.99%
Female Householder, no own children	15,199	12.20%
2022 Est. Households by Household Size		
1-person	63,006	31.26%
2-person	64,541	32.02%
3-person	33,208	16.48%
4-person	23,538	11.68%
5-person	10,759	5.34%
6-person	4,289	2.13%
7-or-more-person	2,224	1.10%
2022 Est. Average Household Size		
		2.39

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	201,565	
Households with 1 or More People under Age 18:	64,988	32.24%
Married-Couple Family	35,516	54.65%
Other Family, Male Householder	4,981	7.66%
Other Family, Female Householder	23,952	36.86%
Nonfamily, Male Householder	358	0.55%
Nonfamily, Female Householder	181	0.28%
Households with No People under Age 18:	136,576	
Married-Couple Family	44,863	32.85%
Other Family, Male Householder	4,085	2.99%
Other Family, Female Householder	11,150	8.16%
Nonfamily, Male Householder	34,501	25.26%
Nonfamily, Female Householder	41,977	30.73%
2022 Est. Households by Number of Vehicles	201,565	
No Vehicles	14,746	7.32%
1 Vehicle	74,589	37.01%
2 Vehicles	71,404	35.42%
3 Vehicles	27,135	13.46%
4 Vehicles	9,573	4.75%
5 or more Vehicles	4,118	2.04%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	127,020	
2022 Estimate	124,539	
2010 Census	115,836	
2000 Census	103,857	
Growth 2022 - 2027		1.99%
Growth 2010 - 2022		7.51%
Growth 2000 - 2010		11.53%
2022 Est. Families by Poverty Status	124,539	
2022 Families at or Above Poverty	108,519	87.14%
2022 Families at or Above Poverty with Children	46,824	37.60%
2022 Families Below Poverty	16,020	12.86%
2022 Families Below Poverty with Children	12,320	9.89%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	230,877	55.35%
Civilian Labor Force, Unemployed	14,702	3.52%
Armed Forces	14,979	3.59%
Not in Labor Force	156,604	37.54%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	234,722	
For-Profit Private Workers	149,263	63.59%
Non-Profit Private Workers	16,329	6.96%
Local Government Workers	9,130	3.89%
State Government Workers	26,824	11.43%
Federal Government Workers	15,017	6.40%
Self-Employed Workers	17,158	7.31%
Unpaid Family Workers	1,000	0.43%
2022 Est. Civ. Employed Pop 16+ by Occupation	234,722	
Architect/Engineer	3,100	1.32%
Arts/Entertainment/Sports	3,649	1.55%
Building Grounds Maintenance	8,747	3.73%
Business/Financial Operations	12,381	5.28%
Community/Social Services	5,535	2.36%
Computer/Mathematical	5,603	2.39%
Construction/Extraction	9,690	4.13%
Education/Training/Library	19,332	8.24%
Farming/Fishing/Forestry	449	0.19%
Food Prep/Serving	16,188	6.90%
Health Practitioner/Technician	15,372	6.55%
Healthcare Support	6,834	2.91%
Maintenance Repair	5,782	2.46%
Legal	3,135	1.34%
Life/Physical/Social Science	1,832	0.78%
Management	21,917	9.34%
Office/Admin. Support	28,458	12.12%
Production	13,378	5.70%
Protective Services	5,280	2.25%
Sales/Related	23,404	9.97%
Personal Care/Service	5,851	2.49%
Transportation/Moving	18,805	8.01%
2022 Est. Pop 16+ by Occupation Classification	234,722	
White Collar	143,717	61.23%
Blue Collar	47,655	20.30%
Service and Farm	43,350	18.47%
2022 Est. Workers Age 16+ by Transp. to Work	242,551	
Drove Alone	189,871	78.28%
Car Pooled	20,387	8.41%
Public Transportation	2,724	1.12%
Walked	17,417	7.18%
Bicycle	622	0.26%
Other Means	4,107	1.69%
Worked at Home	7,422	3.06%

Secondary Retail Trade Area • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	75,265	
15 - 29 Minutes	92,957	
30 - 44 Minutes	43,645	
45 - 59 Minutes	10,429	
60 or more Minutes	12,879	
2022 Est. Avg Travel Time to Work in Minutes		25
2022 Est. Occupied Housing Units by Tenure	201,565	
Owner Occupied	122,491	60.77%
Renter Occupied	79,074	39.23%
2022 Owner Occ. HUs: Avg. Length of Residence		16.94%
2022 Renter Occ. HUs: Avg. Length of Residence		6.53%
2022 Est. Owner-Occupied Housing Units by Value	201,565	
Value Less than \$20,000	2,423	1.98%
Value \$20,000 - \$39,999	2,883	2.35%
Value \$40,000 - \$59,999	4,192	3.42%
Value \$60,000 - \$79,999	5,035	4.11%
Value \$80,000 - \$99,999	7,580	6.19%
Value \$100,000 - \$149,999	22,291	18.20%
Value \$150,000 - \$199,999	21,630	17.66%
Value \$200,000 - \$299,999	26,257	21.44%
Value \$300,000 - \$399,999	12,275	10.02%
Value \$400,000 - \$499,999	7,171	5.85%
Value \$500,000 - \$749,999	6,243	5.10%
Value \$750,000 - \$999,999	2,602	2.12%
Value \$1,000,000 or \$1,499,999	1,086	0.89%
Value \$1,500,000 or \$1,999,999	385	0.31%
Value \$2,000,000+	439	0.36%
2022 Est. Median All Owner-Occupied Housing Value		\$188,062
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	142,395	62.26%
1 Unit Attached	5,863	2.56%
2 Units	7,296	3.19%
3 or 4 Units	9,217	4.03%
5 to 19 Units	26,289	11.49%
20 to 49 Units	6,116	2.67%
50 or More Units	10,096	4.41%
Mobile Home or Trailer	21,326	9.32%
Boat, RV, Van, etc.	116	0.05%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	17,742	7.76%
Housing Units Built 2010 to 2014	8,491	3.71%
Housing Units Built 2000 to 2009	38,032	16.63%
Housing Units Built 1990 to 1999	33,616	14.70%
Housing Units Built 1980 to 1989	28,906	12.64%
Housing Units Built 1970 to 1979	34,139	14.93%
Housing Units Built 1960 to 1969	25,613	11.20%
Housing Units Built 1950 to 1959	21,377	9.35%
Housing Units Built 1940 to 1949	10,603	4.64%
Housing Unit Built 1939 or Earlier	10,195	4.46%
2022 Est. Median Year Structure Built		1984

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**Retail**Coach®

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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