



The **Retail**Coach.®

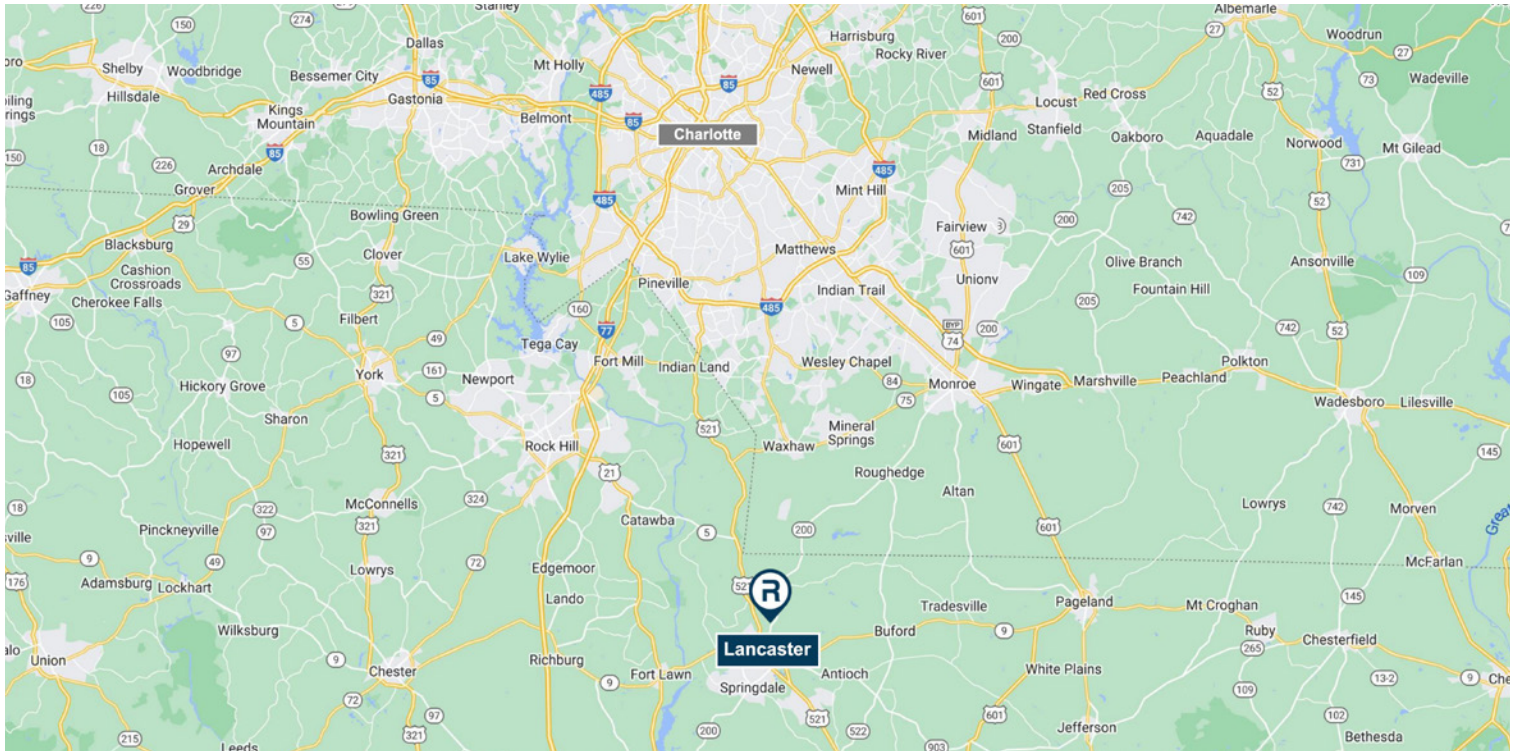
# Community Demographic Profile

LANCASTER, SOUTH CAROLINA

Prepared for City of Lancaster  
August 2022

# Community • Demographic Snapshot

## Lancaster, South Carolina



### Population

2010	8,526
2022	9,493
2027	10,025

### Educational Attainment (%)

Graduate or Professional Degree	4.93%
Bachelors Degree	9.93%
Associate Degree	9.24%
Some College	20.62%
High School Graduate (GED)	31.07%
Some High School, No Degree	14.99%
Less than 9th Grade	9.22%

### Income

Average HH	\$64,054
Median HH	\$40,984
Per Capita	\$27,287

### Age

0 - 9 Years	13.69%
10 - 17 Years	10.49%
18 - 24 Years	6.95%
25 - 34 Years	11.93%
35 - 44 Years	13.39%
45 - 54 Years	10.96%
55 - 64 Years	10.65%
65 and Older	21.94%
Median Age	40.13
Average Age	41.00

### Race Distribution (%)

White	44.71%
Black/African American	46.13%
American Indian/Alaskan	0.27%
Asian	1.36%
Native Hawaiian/Islander	0.02%
Other Race	5.97%
Two or More Races	1.54%
Hispanic	8.59%



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# Community • Demographic Profile

Lancaster, South Carolina

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	10,025	
2022 Estimate	9,493	
2010 Census	8,526	
2000 Census	8,532	
Growth 2022 - 2027		5.60%
Growth 2010 - 2022		11.34%
Growth 2000 - 2010		0.-6%
<b>2022 Est. Population by Single-Classification Race</b>	<b>9,493</b>	
White Alone	4,244	44.71%
Black or African American Alone	4,379	46.13%
Amer. Indian and Alaska Native Alone	26	0.27%
Asian Alone	129	1.36%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	567	5.97%
Two or More Races	146	1.54%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>9,493</b>	
Not Hispanic or Latino	8,678	91.42%
Hispanic or Latino	815	8.59%
Mexican	553	67.85%
Puerto Rican	19	2.33%
Cuban	5	0.61%
All Other Hispanic or Latino	238	29.20%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>815</b>	
White Alone	190	23.31%
Black or African American Alone	41	5.03%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.25%
Some Other Race Alone	556	68.22%
Two or More Races	26	3.19%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>129</b>	
Chinese, except Taiwanese	14	10.85%
Filipino	3	2.33%
Japanese	6	4.65%
Asian Indian	64	49.61%
Korean	1	0.78%
Vietnamese	22	17.05%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	2.33%
All Other Asian Races Including 2+ Category	16	12.40%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>9,493</b>	
Arab	0	0.00%
Czech	8	0.08%
Danish	4	0.04%
Dutch	27	0.28%
English	288	3.03%
French (except Basque)	77	0.81%
French Canadian	10	0.11%
German	419	4.41%
Greek	51	0.54%
Hungarian	9	0.10%
Irish	295	3.11%
Italian	75	0.79%
Lithuanian	4	0.04%
United States or American	638	6.72%
Norwegian	0	0.00%
Polish	24	0.25%
Portuguese	4	0.04%
Russian	15	0.16%
Scottish	146	1.54%
Scotch-Irish	314	3.31%
Slovak	0	0.00%
Subsaharan African	136	1.43%
Swedish	26	0.27%
Swiss	7	0.07%
Ukrainian	0	0.00%
Welsh	48	0.51%
West Indian (except Hisp. groups)	1	0.01%
Other ancestries	5,031	53.00%
Ancestry Unclassified	1,836	19.34%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	8,110	91.85%
Speak Asian/Pacific Island Language at Home	9	0.10%
Speak IndoEuropean Language at Home	70	0.79%
Speak Spanish at Home	618	7.00%
Speak Other Language at Home	23	0.26%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>9,493</b>	
Age 0 - 4	663	6.98%
Age 5 - 9	637	6.71%
Age 10 - 14	648	6.83%
Age 15 - 17	348	3.67%
Age 18 - 20	296	3.12%
Age 21 - 24	364	3.83%
Age 25 - 34	1,132	11.93%
Age 35 - 44	1,271	13.39%
Age 45 - 54	1,040	10.96%
Age 55 - 64	1,011	10.65%
Age 65 - 74	1,130	11.90%
Age 75 - 84	687	7.24%
Age 85 and over	266	2.80%
Age 16 and over	7,432	78.29%
Age 18 and over	7,197	75.81%
Age 21 and over	6,901	72.70%
Age 65 and over	2,083	21.94%
2022 Est. Median Age		40.13
2022 Est. Average Age		41.00
<b>2022 Est. Population by Sex</b>	<b>9,493</b>	
Male	4,361	45.94%
Female	5,132	54.06%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>4,361</b>	
Age 0 - 4	342	7.84%
Age 5 - 9	324	7.43%
Age 10 - 14	325	7.45%
Age 15 - 17	173	3.97%
Age 18 - 20	148	3.39%
Age 21 - 24	186	4.26%
Age 25 - 34	530	12.15%
Age 35 - 44	572	13.12%
Age 45 - 54	485	11.12%
Age 55 - 64	459	10.53%
Age 65 - 74	457	10.48%
Age 75 - 84	274	6.28%
Age 85 and over	86	1.97%
2022 Est. Median Age, Male		37.66
2022 Est. Average Age, Male		38.80
<b>2022 Est. Female Population by Age</b>	<b>5,132</b>	
Age 0 - 4	321	6.25%
Age 5 - 9	313	6.10%
Age 10 - 14	323	6.29%
Age 15 - 17	175	3.41%
Age 18 - 20	148	2.88%
Age 21 - 24	178	3.47%
Age 25 - 34	602	11.73%
Age 35 - 44	699	13.62%
Age 45 - 54	555	10.82%
Age 55 - 64	552	10.76%
Age 65 - 74	673	13.11%
Age 75 - 84	413	8.05%
Age 85 and over	180	3.51%
2022 Est. Median Age, Female		42.15
2022 Est. Average Age, Female		42.90

# Community • Demographic Profile

Lancaster, South Carolina

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	2,859	37.89%
Males, Never Married	1,270	16.83%
Females, Never Married	1,589	21.06%
Married, Spouse present	2,518	33.37%
Married, Spouse absent	484	6.41%
Widowed	788	10.44%
Males Widowed	256	3.39%
Females Widowed	532	7.05%
Divorced	896	11.88%
Males Divorced	444	5.88%
Females Divorced	452	5.99%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	603	9.22%
Some High School, no diploma	980	14.99%
High School Graduate (or GED)	2,031	31.07%
Some College, no degree	1,348	20.62%
Associate Degree	604	9.24%
Bachelor's Degree	649	9.93%
Master's Degree	269	4.12%
Professional School Degree	29	0.44%
Doctorate Degree	24	0.37%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	130	30.09%
High School Graduate	129	29.86%
Some College or Associate's Degree	66	15.28%
Bachelor's Degree or Higher	107	24.77%
<b>Households</b>		
2027 Projection	4,249	
2022 Estimate	3,995	
2010 Census	3,477	
2000 Census	3,498	
Growth 2022 - 2027		6.36%
Growth 2010 - 2022		14.90%
Growth 2000 - 2010		0.-59%
<b>2022 Est. Households by Household Type</b>	<b>3,995</b>	
Family Households	2,487	62.25%
Nonfamily Households	1,508	37.75%
2022 Est. Group Quarters Population	115	
2022 Households by Ethnicity, Hispanic/Latino	218	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>3,995</b>	
Income < \$15,000	895	22.40%
Income \$15,000 - \$24,999	532	13.32%
Income \$25,000 - \$34,999	381	9.54%
Income \$35,000 - \$49,999	440	11.01%
Income \$50,000 - \$74,999	587	14.69%
Income \$75,000 - \$99,999	433	10.84%
Income \$100,000 - \$124,999	234	5.86%
Income \$125,000 - \$149,999	139	3.48%
Income \$150,000 - \$199,999	174	4.36%
Income \$200,000 - \$249,999	87	2.18%
Income \$250,000 - \$499,999	67	1.68%
Income \$500,000+	26	0.65%
2022 Est. Average Household Income		\$64,054
2022 Est. Median Household Income		\$40,984
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$57,121
Black or African American Alone		\$23,816
American Indian and Alaska Native Alone		\$61,839
Asian Alone		\$56,355
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$68,536
Two or More Races		\$60,952
Hispanic or Latino		\$60,459
Not Hispanic or Latino		\$39,451
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>2,487</b>	
Married-Couple Family, own children	450	18.09%
Married-Couple Family, no own children	876	35.22%
Male Householder, own children	70	2.81%
Male Householder, no own children	134	5.39%
Female Householder, own children	510	20.51%
Female Householder, no own children	447	17.97%
<b>2022 Est. Households by Household Size</b>	<b>3,995</b>	
1-person	1,359	34.02%
2-person	1,242	31.09%
3-person	617	15.44%
4-person	423	10.59%
5-person	203	5.08%
6-person	101	2.53%
7-or-more-person	50	1.25%
2022 Est. Average Household Size		2.35

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>3,995</b>	
Households with 1 or More People under Age 18:	1,256	31.44%
Married-Couple Family	505	40.21%
Other Family, Male Householder	98	7.80%
Other Family, Female Householder	639	50.88%
Nonfamily, Male Householder	8	0.64%
Nonfamily, Female Householder	6	0.48%
<b>Households with No People under Age 18:</b>	<b>2,739</b>	
Married-Couple Family	822	30.01%
Other Family, Male Householder	108	3.94%
Other Family, Female Householder	319	11.65%
Nonfamily, Male Householder	606	22.12%
Nonfamily, Female Householder	884	32.28%
<b>2022 Est. Households by Number of Vehicles</b>	<b>3,995</b>	
No Vehicles	702	17.57%
1 Vehicle	1,626	40.70%
2 Vehicles	1,085	27.16%
3 Vehicles	470	11.77%
4 Vehicles	74	1.85%
5 or more Vehicles	38	0.95%
2022 Est. Average Number of Vehicles		1.4
<b>Family Households</b>		
2027 Projection	2,646	
2022 Estimate	2,487	
2010 Census	2,170	
2000 Census	2,207	
Growth 2022 - 2027		6.39%
Growth 2010 - 2022		14.61%
Growth 2000 - 2010		-1.-67%
<b>2022 Est. Families by Poverty Status</b>	<b>2,487</b>	
2022 Families at or Above Poverty	1,837	73.86%
2022 Families at or Above Poverty with Children	780	31.36%
2022 Families Below Poverty	650	26.14%
2022 Families Below Poverty with Children	491	19.74%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	3,377	45.44%
Civilian Labor Force, Unemployed	518	6.97%
Armed Forces	0	0.00%
Not in Labor Force	3,537	47.59%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>3,451</b>	
For-Profit Private Workers	2,417	70.04%
Non-Profit Private Workers	156	4.52%
Local Government Workers	30	0.87%
State Government Workers	158	4.58%
Federal Government Workers	222	6.43%
Self-Employed Workers	466	13.50%
Unpaid Family Workers	2	0.06%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>3,451</b>	
Architect/Engineer	27	0.78%
Arts/Entertainment/Sports	20	0.58%
Building Grounds Maintenance	128	3.71%
Business/Financial Operations	102	2.96%
Community/Social Services	45	1.30%
Computer/Mathematical	26	0.75%
Construction/Extraction	102	2.96%
Education/Training/Library	144	4.17%
Farming/Fishing/Forestry	40	1.16%
Food Prep/Serving	213	6.17%
Health Practitioner/Technician	212	6.14%
Healthcare Support	245	7.10%
Maintenance Repair	148	4.29%
Legal	19	0.55%
Life/Physical/Social Science	9	0.26%
Management	285	8.26%
Office/Admin. Support	396	11.48%
Production	408	11.82%
Protective Services	42	1.22%
Sales/Related	388	11.24%
Personal Care/Service	75	2.17%
Transportation/Moving	377	10.92%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>3,451</b>	
White Collar	1,673	48.48%
Blue Collar	1,035	29.99%
Service and Farm	743	21.53%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>3,370</b>	
Drove Alone	2,740	81.31%
Car Pooled	311	9.23%
Public Transportation	17	0.50%
Walked	32	0.95%
Bicycle	2	0.06%
Other Means	107	3.17%
Worked at Home	161	4.78%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,285	
15 - 29 Minutes	605	
30 - 44 Minutes	485	
45 - 59 Minutes	362	
60 or more Minutes	454	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	3,995	
Owner Occupied	1,961	49.09%
Renter Occupied	2,034	50.91%
2022 Owner Occ. HUs: Avg. Length of Residence		18.20 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.70 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>3,995</b>	
Value Less than \$20,000	70	3.57%
Value \$20,000 - \$39,999	37	1.89%
Value \$40,000 - \$59,999	122	6.22%
Value \$60,000 - \$79,999	88	4.49%
Value \$80,000 - \$99,999	82	4.18%
Value \$100,000 - \$149,999	311	15.86%
Value \$150,000 - \$199,999	308	15.71%
Value \$200,000 - \$299,999	471	24.02%
Value \$300,000 - \$399,999	153	7.80%
Value \$400,000 - \$499,999	80	4.08%
Value \$500,000 - \$749,999	159	8.11%
Value \$750,000 - \$999,999	65	3.31%
Value \$1,000,000 or \$1,499,999	11	0.56%
Value \$1,500,000 or \$1,999,999	4	0.20%
Value \$2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		\$193,586
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,348	74.78%
1 Unit Attached	79	1.76%
2 Units	132	2.95%
3 or 4 Units	196	4.38%
5 to 19 Units	431	9.63%
20 to 49 Units	50	1.12%
50 or More Units	108	2.41%
Mobile Home or Trailer	133	2.97%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	540	12.06%
Housing Units Built 2010 to 2014	43	0.96%
Housing Units Built 2000 to 2009	442	9.87%
Housing Units Built 1990 to 1999	314	7.01%
Housing Units Built 1980 to 1989	402	8.98%
Housing Units Built 1970 to 1979	861	19.23%
Housing Units Built 1960 to 1969	673	15.03%
Housing Units Built 1950 to 1959	455	10.16%
Housing Units Built 1940 to 1949	344	7.68%
Housing Unit Built 1939 or Earlier	403	9.00%
2022 Est. Median Year Structure Built		1974

<sup>†</sup> Years

# 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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