



The**Retail**Coach.®

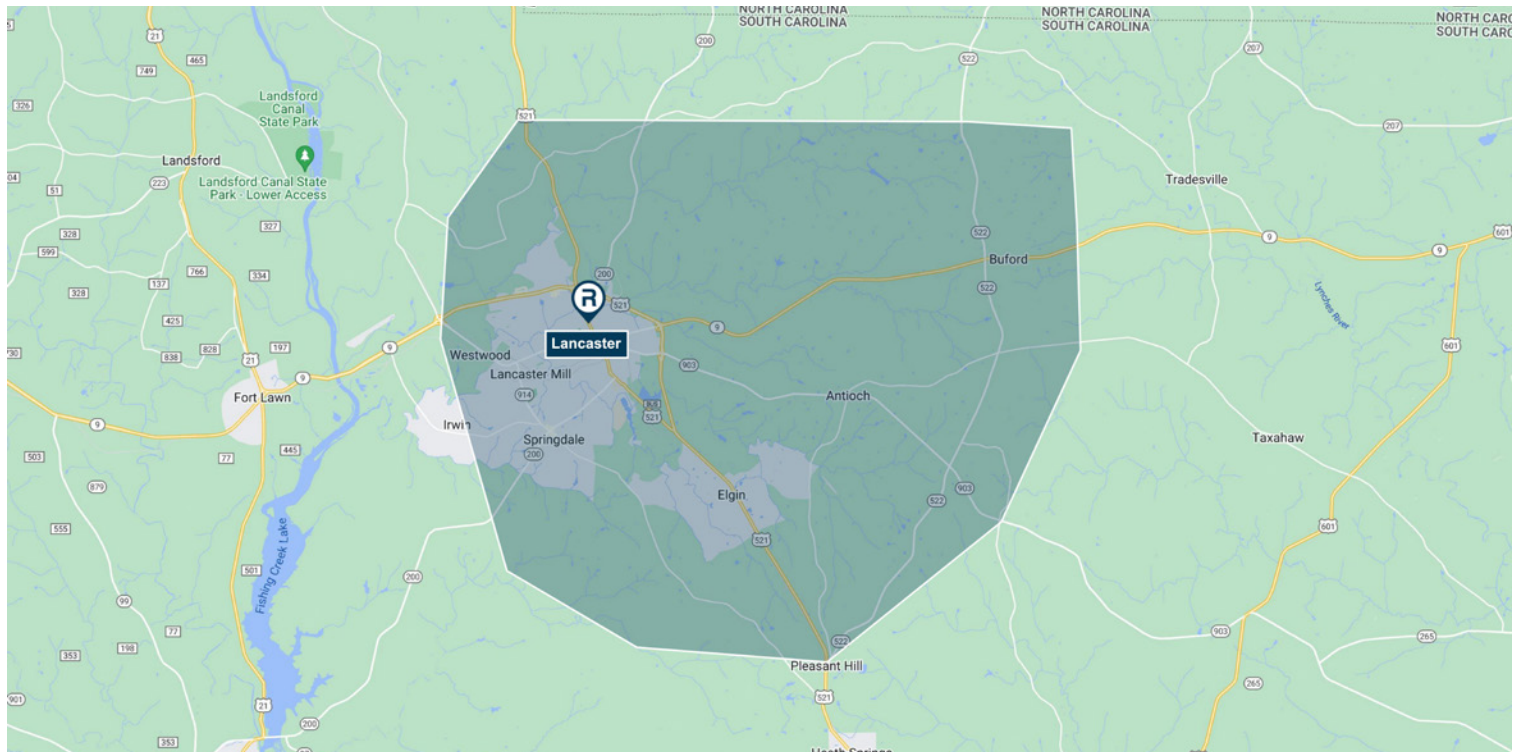
# Downtown Retail Trade Area Demographic Profile

LANCASTER, SOUTH CAROLINA

Prepared for City of Lancaster  
August 2022

# Downtown Retail Trade Area • Demographic Snapshot

Lancaster, South Carolina



## Population

2010	38,502
2022	44,464
2027	47,292

## Educational Attainment (%)

Graduate or Professional Degree	4.58%
Bachelors Degree	8.96%
Associate Degree	10.24%
Some College	21.31%
High School Graduate (GED)	35.84%
Some High School, No Degree	11.37%
Less than 9th Grade	7.71%

## Income

Average HH	\$70,185
Median HH	\$52,684
Per Capita	\$28,318

## Age

0 - 9 Years	12.52%
10 - 17 Years	9.75%
18 - 24 Years	7.27%
25 - 34 Years	12.41%
35 - 44 Years	12.92%
45 - 54 Years	12.09%
55 - 64 Years	12.09%
65 and Older	20.95%
Median Age	41.21
Average Age	41.44

## Race Distribution (%)

White	63.26%
Black/African American	28.58%
American Indian/Alaskan	0.23%
Asian	0.77%
Native Hawaiian/Islander	0.02%
Other Race	5.13%
Two or More Races	2.02%
Hispanic	7.25%



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# Downtown Retail Trade Area • Demographic Profile

Lancaster, South Carolina

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	47,292	
2022 Estimate	44,464	
2010 Census	38,502	
2000 Census	36,970	
Growth 2022 - 2027		6.36%
Growth 2010 - 2022		15.49%
Growth 2000 - 2010		4.14%
<b>2022 Est. Population by Single-Classification Race</b>	<b>44,464</b>	
White Alone	28,128	63.26%
Black or African American Alone	12,706	28.58%
Amer. Indian and Alaska Native Alone	100	0.23%
Asian Alone	341	0.77%
Native Hawaiian and Other Pacific Island Alone	9	0.02%
Some Other Race Alone	2,283	5.13%
Two or More Races	897	2.02%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>44,464</b>	
Not Hispanic or Latino	41,241	92.75%
Hispanic or Latino	3,223	7.25%
Mexican	2,386	74.03%
Puerto Rican	109	3.38%
Cuban	30	0.93%
All Other Hispanic or Latino	698	21.66%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,223</b>	
White Alone	691	21.44%
Black or African American Alone	121	3.75%
American Indian and Alaska Native Alone	10	0.31%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	4	0.12%
Some Other Race Alone	2,213	68.66%
Two or More Races	184	5.71%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>341</b>	
Chinese, except Taiwanese	60	17.59%
Filipino	7	2.05%
Japanese	11	3.23%
Asian Indian	128	37.54%
Korean	7	2.05%
Vietnamese	100	29.32%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	6	1.76%
All Other Asian Races Including 2+ Category	22	6.45%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>44,464</b>	
Arab	5	0.01%
Czech	45	0.10%
Danish	19	0.04%
Dutch	85	0.19%
English	2,296	5.16%
French (except Basque)	296	0.67%
French Canadian	136	0.31%
German	2,101	4.72%
Greek	91	0.21%
Hungarian	25	0.06%
Irish	2,130	4.79%
Italian	325	0.73%
Lithuanian	5	0.01%
United States or American	4,754	10.69%
Norwegian	48	0.11%
Polish	163	0.37%
Portuguese	60	0.14%
Russian	50	0.11%
Scottish	658	1.48%
Scotch-Irish	1,240	2.79%
Slovak	23	0.05%
Subsaharan African	1,034	2.33%
Swedish	100	0.23%
Swiss	19	0.04%
Ukrainian	0	0.00%
Welsh	184	0.41%
West Indian (except Hisp. groups)	7	0.02%
Other ancestries	16,881	37.97%
Ancestry Unclassified	11,682	26.27%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	39,251	94.35%
Speak Asian/Pacific Island Language at Home	124	0.30%
Speak IndoEuropean Language at Home	207	0.50%
Speak Spanish at Home	1,986	4.77%
Speak Other Language at Home	34	0.08%

# Downtown Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>44,464</b>	
Age 0 - 4	2,862	6.44%
Age 5 - 9	2,703	6.08%
Age 10 - 14	2,753	6.19%
Age 15 - 17	1,582	3.56%
Age 18 - 20	1,407	3.16%
Age 21 - 24	1,825	4.10%
Age 25 - 34	5,517	12.41%
Age 35 - 44	5,745	12.92%
Age 45 - 54	5,377	12.09%
Age 55 - 64	5,377	12.09%
Age 65 - 74	5,374	12.09%
Age 75 - 84	2,986	6.72%
Age 85 and over	956	2.15%
Age 16 and over	35,628	80.13%
Age 18 and over	34,564	77.73%
Age 21 and over	33,157	74.57%
Age 65 and over	9,317	20.95%
2022 Est. Median Age		41.21
2022 Est. Average Age		41.44
<b>2022 Est. Population by Sex</b>	<b>44,464</b>	
Male	21,031	47.30%
Female	23,432	52.70%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>21,031</b>	
Age 0 - 4	1,465	6.97%
Age 5 - 9	1,382	6.57%
Age 10 - 14	1,399	6.65%
Age 15 - 17	795	3.78%
Age 18 - 20	709	3.37%
Age 21 - 24	914	4.35%
Age 25 - 34	2,622	12.47%
Age 35 - 44	2,707	12.87%
Age 45 - 54	2,551	12.13%
Age 55 - 64	2,499	11.88%
Age 65 - 74	2,331	11.08%
Age 75 - 84	1,320	6.28%
Age 85 and over	337	1.60%
2022 Est. Median Age, Male		39.53
2022 Est. Average Age, Male		39.99
<b>2022 Est. Female Population by Age</b>	<b>23,432</b>	
Age 0 - 4	1,396	5.96%
Age 5 - 9	1,321	5.64%
Age 10 - 14	1,354	5.78%
Age 15 - 17	787	3.36%
Age 18 - 20	698	2.98%
Age 21 - 24	911	3.89%
Age 25 - 34	2,895	12.36%
Age 35 - 44	3,039	12.97%
Age 45 - 54	2,825	12.06%
Age 55 - 64	2,878	12.28%
Age 65 - 74	3,044	12.99%
Age 75 - 84	1,666	7.11%
Age 85 and over	619	2.64%
2022 Est. Median Age, Female		42.72
2022 Est. Average Age, Female		42.69

# Downtown Retail Trade Area • Demographic Profile

Lancaster, South Carolina

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	11,868	32.83%
Males, Never Married	5,539	15.32%
Females, Never Married	6,329	17.51%
Married, Spouse present	15,576	43.09%
Married, Spouse absent	1,674	4.63%
Widowed	3,256	9.01%
Males Widowed	906	2.51%
Females Widowed	2,350	6.50%
Divorced	3,773	10.44%
Males Divorced	2,004	5.54%
Females Divorced	1,769	4.89%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,417	7.71%
Some High School, no diploma	3,561	11.37%
High School Graduate (or GED)	11,229	35.84%
Some College, no degree	6,676	21.31%
Associate Degree	3,208	10.24%
Bachelor's Degree	2,806	8.96%
Master's Degree	1,242	3.96%
Professional School Degree	130	0.42%
Doctorate Degree	63	0.20%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	628	39.28%
High School Graduate	330	20.64%
Some College or Associate's Degree	388	24.26%
Bachelor's Degree or Higher	253	15.82%
<b>Households</b>		
2027 Projection	19,012	
2022 Estimate	17,757	
2010 Census	14,988	
2000 Census	14,348	
Growth 2022 - 2027		7.07%
Growth 2010 - 2022		18.48%
Growth 2000 - 2010		4.46%
<b>2022 Est. Households by Household Type</b>	<b>17,757</b>	
Family Households	12,372	69.67%
Nonfamily Households	5,385	30.33%
2022 Est. Group Quarters Population	454	
2022 Households by Ethnicity, Hispanic/Latino	784	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>17,757</b>	
Income < \$15,000	2,402	13.53%
Income \$15,000 - \$24,999	2,332	13.13%
Income \$25,000 - \$34,999	1,459	8.22%
Income \$35,000 - \$49,999	2,330	13.12%
Income \$50,000 - \$74,999	2,839	15.99%
Income \$75,000 - \$99,999	2,355	13.26%
Income \$100,000 - \$124,999	1,523	8.58%
Income \$125,000 - \$149,999	931	5.24%
Income \$150,000 - \$199,999	947	5.33%
Income \$200,000 - \$249,999	367	2.07%
Income \$250,000 - \$499,999	201	1.13%
Income \$500,000+	69	0.39%
2022 Est. Average Household Income		\$70,185
2022 Est. Median Household Income		\$52,684
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$61,065
Black or African American Alone		\$32,350
American Indian and Alaska Native Alone		\$63,095
Asian Alone		\$64,073
Native Hawaiian and Other Pacific Islander Alone		\$82,264
Some Other Race Alone		\$60,882
Two or More Races		\$76,295
Hispanic or Latino		\$63,277
Not Hispanic or Latino		\$51,940
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>12,372</b>	
Married-Couple Family, own children	2,933	23.71%
Married-Couple Family, no own children	5,071	40.99%
Male Householder, own children	421	3.40%
Male Householder, no own children	518	4.19%
Female Householder, own children	1,865	15.07%
Female Householder, no own children	1,563	12.63%
<b>2022 Est. Households by Household Size</b>	<b>17,757</b>	
1-person	4,793	26.99%
2-person	5,957	33.55%
3-person	3,139	17.68%
4-person	2,315	13.04%
5-person	977	5.50%
6-person	372	2.10%
7-or-more-person	204	1.15%
2022 Est. Average Household Size		2.48

# Downtown Retail Trade Area • Demographic Profile

Lancaster, South Carolina

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>17,757</b>	
Households with 1 or More People under Age 18:	6,166	34.72%
Married-Couple Family	3,277	53.15%
Other Family, Male Householder	510	8.27%
Other Family, Female Householder	2,314	37.53%
Nonfamily, Male Householder	51	0.83%
Nonfamily, Female Householder	14	0.23%
<b>Households with No People under Age 18:</b>	<b>11,591</b>	
Married-Couple Family	4,735	40.85%
Other Family, Male Householder	428	3.69%
Other Family, Female Householder	1,118	9.65%
Nonfamily, Male Householder	2,331	20.11%
Nonfamily, Female Householder	2,980	25.71%
<b>2022 Est. Households by Number of Vehicles</b>	<b>17,757</b>	
No Vehicles	1,674	9.43%
1 Vehicle	5,670	31.93%
2 Vehicles	5,942	33.46%
3 Vehicles	3,154	17.76%
4 Vehicles	1,053	5.93%
5 or more Vehicles	263	1.48%
2022 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2027 Projection	13,258	
2022 Estimate	12,372	
2010 Census	10,428	
2000 Census	10,229	
Growth 2022 - 2027		7.16%
Growth 2010 - 2022		18.64%
Growth 2000 - 2010		1.95%
<b>2022 Est. Families by Poverty Status</b>	<b>12,372</b>	
2022 Families at or Above Poverty	10,466	84.59%
2022 Families at or Above Poverty with Children	3,825	30.92%
2022 Families Below Poverty	1,905	15.40%
2022 Families Below Poverty with Children	1,392	11.25%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	18,806	52.78%
Civilian Labor Force, Unemployed	1,850	5.19%
Armed Forces	14	0.04%
Not in Labor Force	14,958	41.98%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>18,703</b>	
For-Profit Private Workers	13,489	72.12%
Non-Profit Private Workers	666	3.56%
Local Government Workers	159	0.85%
State Government Workers	828	4.43%
Federal Government Workers	1,404	7.51%
Self-Employed Workers	2,116	11.31%
Unpaid Family Workers	40	0.21%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>18,703</b>	
Architect/Engineer	292	1.56%
Arts/Entertainment/Sports	175	0.94%
Building Grounds Maintenance	900	4.81%
Business/Financial Operations	641	3.43%
Community/Social Services	141	0.75%
Computer/Mathematical	203	1.08%
Construction/Extraction	858	4.59%
Education/Training/Library	877	4.69%
Farming/Fishing/Forestry	80	0.43%
Food Prep/Serving	643	3.44%
Health Practitioner/Technician	846	4.52%
Healthcare Support	1,167	6.24%
Maintenance Repair	903	4.83%
Legal	121	0.65%
Life/Physical/Social Science	60	0.32%
Management	1,379	7.37%
Office/Admin. Support	2,300	12.30%
Production	2,939	15.71%
Protective Services	268	1.43%
Sales/Related	1,594	8.52%
Personal Care/Service	548	2.93%
Transportation/Moving	1,770	9.46%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>18,703</b>	
White Collar	8,629	46.14%
Blue Collar	6,469	34.59%
Service and Farm	3,605	19.27%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>18,490</b>	
Drove Alone	15,926	86.13%
Car Pooled	1,602	8.66%
Public Transportation	31	0.17%
Walked	83	0.45%
Bicycle	5	0.03%
Other Means	359	1.94%
Worked at Home	483	2.61%

# Downtown Retail Trade Area • Demographic Profile

Lancaster, South Carolina

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,204	
15 - 29 Minutes	3,883	
30 - 44 Minutes	3,238	
45 - 59 Minutes	2,623	
60 or more Minutes	3,089	
2022 Est. Avg Travel Time to Work in Minutes		35
2022 Est. Occupied Housing Units by Tenure	17,757	
Owner Occupied	11,976	67.44%
Renter Occupied	5,781	32.56%
2022 Owner Occ. HUs: Avg. Length of Residence		18.15 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		7.28 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>17,757</b>	
Value Less than \$20,000	304	2.54%
Value \$20,000 - \$39,999	194	1.62%
Value \$40,000 - \$59,999	543	4.53%
Value \$60,000 - \$79,999	624	5.21%
Value \$80,000 - \$99,999	601	5.02%
Value \$100,000 - \$149,999	2,515	21.00%
Value \$150,000 - \$199,999	1,754	14.65%
Value \$200,000 - \$299,999	2,572	21.48%
Value \$300,000 - \$399,999	1,246	10.40%
Value \$400,000 - \$499,999	896	7.48%
Value \$500,000 - \$749,999	405	3.38%
Value \$750,000 - \$999,999	203	1.70%
Value \$1,000,000 or \$1,499,999	75	0.63%
Value \$1,500,000 or \$1,999,999	16	0.13%
Value \$2,000,000+	28	0.23%
2022 Est. Median All Owner-Occupied Housing Value		\$182,908
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	14,554	75.41%
1 Unit Attached	268	1.39%
2 Units	237	1.23%
3 or 4 Units	393	2.04%
5 to 19 Units	847	4.39%
20 to 49 Units	82	0.43%
50 or More Units	148	0.77%
Mobile Home or Trailer	2,754	14.27%
Boat, RV, Van, etc.	19	0.10%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,578	13.36%
Housing Units Built 2010 to 2014	334	1.73%
Housing Units Built 2000 to 2009	2,262	11.72%
Housing Units Built 1990 to 1999	2,669	13.83%
Housing Units Built 1980 to 1989	2,383	12.35%
Housing Units Built 1970 to 1979	3,114	16.14%
Housing Units Built 1960 to 1969	2,112	10.94%
Housing Units Built 1950 to 1959	1,978	10.25%
Housing Units Built 1940 to 1949	1,016	5.26%
Housing Unit Built 1939 or Earlier	855	4.43%
2022 Est. Median Year Structure Built		1982

<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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