



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

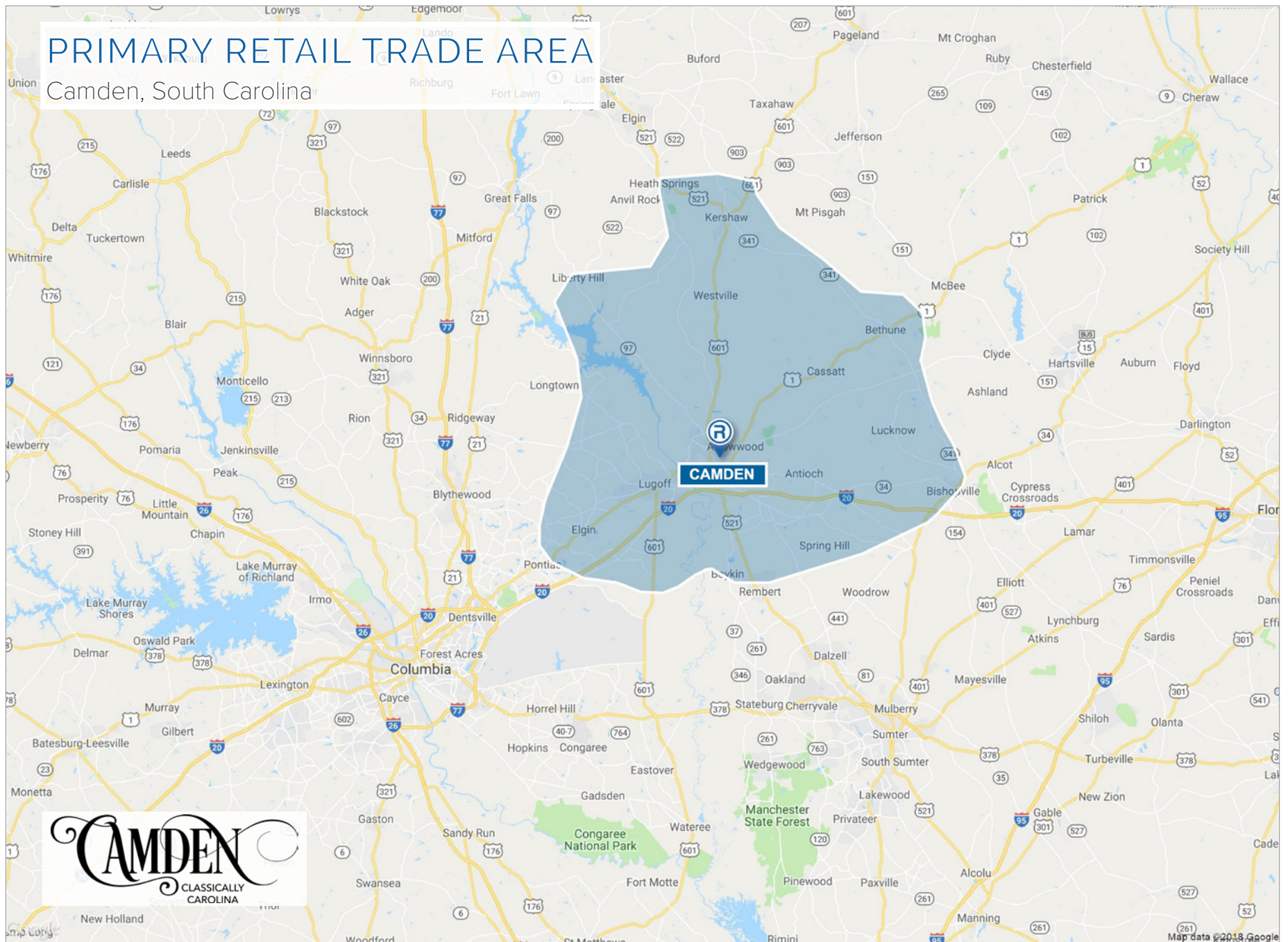
Camden, South Carolina

Prepared for
City of Camden
September 2019



PRIMARY RETAIL TRADE AREA

Camden, South Carolina



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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Camden, South Carolina



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$1,238,528,626	\$279,496,059	\$959,032,567	0.23
441	Motor vehicle and parts dealers	\$265,087,829	\$62,090,431	\$202,997,398	0.23
4411	Automobile dealers	\$223,338,667	\$47,208,640	\$176,130,027	0.21
4412	Other motor vehicle dealers	\$21,269,073	\$10,748,019	\$10,521,054	0.51
4413	Automotive parts, accessories, and tire stores	\$20,480,089	\$4,133,772	\$16,346,317	0.20
442	Furniture and home furnishings stores	\$25,697,737	\$9,859,639	\$15,838,098	0.38
4421	Furniture stores	\$14,226,856	\$9,859,639	\$4,367,217	0.69
4422	Home furnishings stores	\$11,470,881	\$0	\$11,470,881	0.00
443	Electronics and appliance stores	\$15,679,462	\$2,241,035	\$13,438,427	0.14
443141	Household appliance stores	\$2,972,828	\$283,780	\$2,689,048	0.10
443142	Electronics stores	\$12,706,634	\$1,957,255	\$10,749,379	0.15
444	Building material and garden equipment and supplies dealers	\$86,740,270	\$11,890,316	\$74,849,954	0.14
4441	Building material and supplies dealers	\$76,681,641	\$3,095,780	\$73,585,861	0.04
44411	Home centers	\$45,454,265	\$2,635,412	\$42,818,853	0.06
44412	Paint and wallpaper stores	\$1,141,604	\$6,440	\$1,135,164	0.01
44413	Hardware stores	\$7,637,553	\$273,388	\$7,364,165	0.04
44419	Other building material dealers	\$22,448,219	\$180,540	\$22,267,679	0.01
4442	Lawn and garden equipment and supplies stores	\$10,058,629	\$8,794,536	\$1,264,093	0.87
44421	Outdoor power equipment stores	\$2,282,327	\$0	\$2,282,327	0.00
44422	Nursery, garden center, and farm supply stores	\$7,776,303	\$8,794,536	-\$1,018,233	1.13
445	Food and beverage stores	\$153,950,064	\$33,847,006	\$120,103,058	0.22
4451	Grocery stores	\$141,352,112	\$32,933,903	\$108,418,209	0.23
44511	Supermarkets and other grocery (except convenience) stores	\$136,363,394	\$31,945,879	\$104,417,515	0.23
44512	Convenience stores	\$4,988,718	\$988,024	\$4,000,694	0.20
4452	Specialty food stores	\$3,279,297	\$0	\$3,279,297	0.00
4453	Beer, wine, and liquor stores	\$9,318,654	\$913,103	\$8,405,551	0.10

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$79,718,416	\$23,278,165	\$56,440,251	0.29
44611	Pharmacies and drug stores	\$69,106,356	\$23,278,165	\$45,828,191	0.34
44612	Cosmetics, beauty supplies, and perfume stores	\$3,908,732	\$0	\$3,908,732	0.00
44613	Optical goods stores	\$2,590,596	\$0	\$2,590,596	0.00
44619	Other health and personal care stores	\$4,112,732	\$0	\$4,112,732	0.00
447	Gasoline stations	\$156,851,872	\$50,073,689	\$106,778,183	0.32
448	Clothing and clothing accessories stores	\$51,553,133	\$5,271,130	\$46,282,003	0.10
4481	Clothing stores	\$38,488,257	\$4,100,347	\$34,387,910	0.11
44811	Men's clothing stores	\$2,321,203	\$67,940	\$2,253,263	0.03
44812	Women's clothing stores	\$6,918,636	\$31,089	\$6,887,547	0.00
44813	Children's and infants' clothing stores	\$1,865,854	\$0	\$1,865,854	0.00
44814	Family clothing stores	\$21,963,265	\$3,934,594	\$18,028,671	0.18
44815	Clothing accessories stores	\$2,096,752	\$0	\$2,096,752	0.00
44819	Other clothing stores	\$3,322,547	\$66,724	\$3,255,823	0.02
4482	Shoe stores	\$7,597,099	\$1,074,356	\$6,522,743	0.14
4483	Jewelry, luggage, and leather goods stores	\$5,467,777	\$96,427	\$5,371,350	0.02
44831	Jewelry stores	\$5,318,955	\$96,427	\$5,222,528	0.02
44832	Luggage and leather goods stores	\$148,821	\$0	\$148,821	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$14,618,320	\$0	\$14,618,320	0.00
4511	Sporting goods, hobby, and musical instrument stores	\$12,048,799	\$0	\$12,048,799	0.00
45111	Sporting goods stores	\$7,431,899	\$0	\$7,431,899	0.00
45112	Hobby, toy, and game stores	\$3,527,856	\$0	\$3,527,856	0.00
45113	Sewing, needlework, and piece goods stores	\$509,042	\$0	\$509,042	0.00
45114	Musical instrument and supplies stores	\$580,002	\$0	\$580,002	0.00
4512	Book stores and news dealers	\$2,569,520	\$0	\$2,569,520	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$170,440,288	\$52,678,135	\$117,762,153	0.31
4522	Department stores	\$24,520,089	\$3,998,996	\$20,521,093	0.16
4523	Other general merchandise stores	\$145,920,199	\$48,679,139	\$97,241,060	0.33
453	Miscellaneous store retailers	\$20,060,558	\$1,786,468	\$18,274,090	0.09
4531	Florists	\$1,326,529	\$731,284	\$595,245	0.55
4532	Office supplies, stationery, and gift stores	\$5,089,007	\$973,183	\$4,115,824	0.19
45321	Office supplies and stationery stores	\$2,233,581	\$684,875	\$1,548,706	0.31
45322	Gift, novelty, and souvenir stores	\$2,855,426	\$288,308	\$2,567,118	0.10
4533	Used merchandise stores	\$4,564,433	\$21,452	\$4,542,981	0.00
4539	Other miscellaneous store retailers	\$9,080,589	\$60,549	\$9,020,040	0.01
45391	Pet and pet supplies stores	\$3,765,924	\$3,890	\$3,762,034	0.00
45399	All other miscellaneous store retailers	\$5,314,666	\$56,659	\$5,258,007	0.01
454	Non-store retailers	\$49,837,081	\$88,335	\$49,748,746	0.00
722	Food services and drinking places	\$148,293,596	\$26,391,710	\$121,901,886	0.18
7223	Special food services	\$11,003,660	\$1,604,994	\$9,398,666	0.15
7224	Drinking places (alcoholic beverages)	\$3,191,264	\$0	\$3,191,264	0.00
7225	Restaurants and other eating places	\$134,098,672	\$24,786,716	\$109,311,956	0.18
722511	Full-service restaurants	\$67,039,794	\$12,722,467	\$54,317,327	0.19
722513	Limited-service restaurants	\$57,499,873	\$12,064,249	\$45,435,624	0.21
722514	Cafeterias, grill buffets, and buffets	\$4,057,089	\$0	\$4,057,089	0.00
722515	Snack and nonalcoholic beverage bars	\$5,501,916	\$0	\$5,501,916	0.00

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina



DESCRIPTION	DATA	%
Population		
2024 Projection	86,782	
2019 Estimate	82,591	
2010 Census	78,023	
2000 Census	67,842	
Growth 2019 - 2024		5.07%
Growth 2010 - 2019		5.86%
Growth 2000 - 2010		15.01%
2019 Est. Population by Single-Classification Race	82,591	
White Alone	54,489	65.98%
Black or African American Alone	23,866	28.90%
Amer. Indian and Alaska Native Alone	308	0.37%
Asian Alone	725	0.88%
Native Hawaiian and Other Pacific Island Alone	39	0.05%
Some Other Race Alone	1,545	1.87%
Two or More Races	1,619	1.96%
2019 Est. Population by Hispanic or Latino Origin	82,591	
Not Hispanic or Latino	79,175	95.86%
Hispanic or Latino	3,417	4.14%
Mexican	1,879	54.99%
Puerto Rican	615	18.00%
Cuban	82	2.40%
All Other Hispanic or Latino	841	24.61%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	3,417	
White Alone	1,401	41.00%
Black or African American Alone	234	6.85%
American Indian and Alaska Native Alone	23	0.67%
Asian Alone	8	0.23%
Native Hawaiian and Other Pacific Islander Alone	5	0.15%
Some Other Race Alone	1,464	42.85%
Two or More Races	281	8.22%
2019 Est. Pop by Race, Asian Alone, by Category	725	
Chinese, except Taiwanese	149	20.55%
Filipino	47	6.48%
Japanese	23	3.17%
Asian Indian	128	17.66%
Korean	72	9.93%
Vietnamese	166	22.90%
Cambodian	0	0.00%
Hmong	4	0.55%
Laotian	0	0.00%
Thai	3	0.41%
All Other Asian Races Including 2+ Category	132	18.21%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	82,591	
Arab	96	0.12%
Czech	17	0.02%
Danish	37	0.05%
Dutch	247	0.30%
English	4,362	5.28%
French (except Basque)	677	0.82%
French Canadian	192	0.23%
German	3,345	4.05%
Greek	116	0.14%
Hungarian	130	0.16%
Irish	4,073	4.93%
Italian	896	1.09%
Lithuanian	16	0.02%
United States or American	13,891	16.82%
Norwegian	165	0.20%
Polish	489	0.59%
Portuguese	117	0.14%
Russian	106	0.13%
Scottish	1,128	1.37%
Scotch-Irish	1,705	2.06%
Slovak	8	0.01%
Subsaharan African	1,619	1.96%
Swedish	315	0.38%
Swiss	5	0.01%
Ukrainian	37	0.05%
Welsh	188	0.23%
West Indian (except Hisp. groups)	47	0.06%
Other ancestries	32,915	39.85%
Ancestry Unclassified	15,650	18.95%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	74,917	96.38%
Speak Asian/Pacific Island Language at Home	335	0.43%
Speak IndoEuropean Language at Home	576	0.74%
Speak Spanish at Home	1,893	2.44%
Speak Other Language at Home	6	0.01%
2019 Est. Population by Age	82,591	
Age 0 - 4	4,863	5.89%
Age 5 - 9	5,076	6.15%
Age 10 - 14	5,398	6.54%
Age 15 - 17	3,304	4.00%
Age 18 - 20	3,015	3.65%
Age 21 - 24	3,888	4.71%
Age 25 - 34	9,537	11.55%
Age 35 - 44	9,693	11.74%
Age 45 - 54	10,525	12.74%
Age 55 - 64	11,816	14.31%
Age 65 - 74	9,728	11.78%
Age 75 - 84	4,225	5.12%
Age 85 and over	1,523	1.84%
Age 16 and over	66,171	80.12%
Age 18 and over	63,950	77.43%
Age 21 and over	60,935	73.78%
Age 65 and over	15,476	18.74%
2019 Est. Median Age		41.48
2019 Est. Average Age		40.91

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina



DESCRIPTION	DATA	%
2019 Est. Population by Sex	82,591	
Male	39,854	48.26%
Female	42,738	51.75%
2019 Est. Male Population by Age	39,854	
Age 0 - 4	2,508	6.29%
Age 5 - 9	2,636	6.61%
Age 10 - 14	2,786	6.99%
Age 15 - 17	1,672	4.20%
Age 18 - 20	1,573	3.95%
Age 21 - 24	1,967	4.94%
Age 25 - 34	4,640	11.64%
Age 35 - 44	4,658	11.69%
Age 45 - 54	5,033	12.63%
Age 55 - 64	5,537	13.89%
Age 65 - 74	4,567	11.46%
Age 75 - 84	1,763	4.42%
Age 85 and over	513	1.29%
2019 Est. Median Age, Male		39.65
2019 Est. Average Age, Male		39.59

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	42,738	
Age 0 - 4	2,355	5.51%
Age 5 - 9	2,441	5.71%
Age 10 - 14	2,613	6.11%
Age 15 - 17	1,632	3.82%
Age 18 - 20	1,442	3.37%
Age 21 - 24	1,921	4.50%
Age 25 - 34	4,897	11.46%
Age 35 - 44	5,035	11.78%
Age 45 - 54	5,492	12.85%
Age 55 - 64	6,279	14.69%
Age 65 - 74	5,161	12.08%
Age 75 - 84	2,462	5.76%
Age 85 and over	1,010	2.36%
2019 Est. Median Age, Female		43.14
2019 Est. Average Age, Female		42.09
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,931	28.15%
Males, Never Married	10,150	15.09%
Females, Never Married	8,781	13.06%
Married, Spouse present	31,605	46.99%
Married, Spouse absent	3,676	5.47%
Widowed	5,121	7.61%
Males Widowed	855	1.27%
Females Widowed	4,267	6.35%
Divorced	7,921	11.78%
Males Divorced	3,520	5.23%
Females Divorced	4,400	6.54%

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Camden, South Carolina



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,286	4.0%
Some High School, no diploma	5,989	10.5%
High School Graduate (or GED)	20,815	36.5%
Some College, no degree	11,384	20.0%
Associate Degree	5,182	9.1%
Bachelor's Degree	7,212	12.6%
Master's Degree	3,468	6.1%
Professional School Degree	402	0.7%
Doctorate Degree	309	0.5%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	364	20.29%
High School Graduate	629	35.06%
Some College or Associate's Degree	425	23.69%
Bachelor's Degree or Higher	375	20.90%
Households		
2024 Projection	34,295	
2019 Estimate	32,549	
2010 Census	30,422	
2000 Census	26,000	
Growth 2019 - 2024		5.36%
Growth 2010 - 2019		6.99%
Growth 2000 - 2010		17.01%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	32,549	
Family Households	23,101	70.97%
Nonfamily Households	9,448	29.03%
2019 Est. Group Quarters Population	810	
2019 Households by Ethnicity, Hispanic/Latino	889	
2019 Est. Households by Household Income	32,549	
Income < \$15,000	4,430	13.61%
Income \$15,000 - \$24,999	3,559	10.93%
Income \$25,000 - \$34,999	3,625	11.14%
Income \$35,000 - \$49,999	4,779	14.68%
Income \$50,000 - \$74,999	5,664	17.40%
Income \$75,000 - \$99,999	4,337	13.33%
Income \$100,000 - \$124,999	2,844	8.74%
Income \$125,000 - \$149,999	1,461	4.49%
Income \$150,000 - \$199,999	895	2.75%
Income \$200,000 - \$249,999	385	1.18%
Income \$250,000 - \$499,999	400	1.23%
Income \$500,000+	168	0.52%
2019 Est. Average Household Income		\$65,924
2019 Est. Median Household Income		\$49,583

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Camden, South Carolina



DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,241
Black or African American Alone		\$34,077
American Indian and Alaska Native Alone		\$59,080
Asian Alone		\$28,925
Native Hawaiian and Other Pacific Islander Alone		\$56,502
Some Other Race Alone		\$56,454
Two or More Races		\$33,798
Hispanic or Latino		\$58,007
Not Hispanic or Latino		\$49,269
2019 Est. Family HH Type by Presence of Own Child.	23,101	
Married-Couple Family, own children	6,157	26.65%
Married-Couple Family, no own children	10,123	43.82%
Male Householder, own children	752	3.26%
Male Householder, no own children	835	3.62%
Female Householder, own children	2,685	11.62%
Female Householder, no own children	2,549	11.03%
2019 Est. Households by Household Size	32,549	
1-person	8,437	25.92%
2-person	11,002	33.80%
3-person	5,694	17.49%
4-person	4,319	13.27%
5-person	1,946	5.98%
6-person	775	2.38%
7-or-more-person	375	1.15%
2019 Est. Average Household Size		2.52

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	32,549	
Households with 1 or More People under Age 18:	11,300	34.72%
Married-Couple Family	6,845	60.58%
Other Family, Male Householder	930	8.23%
Other Family, Female Householder	3,435	30.40%
Nonfamily, Male Householder	64	0.57%
Nonfamily, Female Householder	26	0.23%
Households with No People under Age 18:	21,249	65.28%
Married-Couple Family	9,439	44.42%
Other Family, Male Householder	664	3.13%
Other Family, Female Householder	1,796	8.45%
Nonfamily, Male Householder	4,303	20.25%
Nonfamily, Female Householder	5,047	23.75%
2019 Est. Households by Number of Vehicles	32,549	
No Vehicles	1,522	4.68%
1 Vehicle	10,346	31.79%
2 Vehicles	12,445	38.24%
3 Vehicles	5,878	18.06%
4 Vehicles	1,670	5.13%
5 or more Vehicles	688	2.11%
2019 Est. Average Number of Vehicles		1.96

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Camden, South Carolina



DESCRIPTION	DATA	%
Family Households		
2024 Projection	24,363	
2019 Estimate	23,101	
2010 Census	21,532	
2000 Census	19,125	
Growth 2019 - 2024		5.46%
Growth 2010 - 2019		7.29%
Growth 2000 - 2010		12.59%
2019 Est. Families by Poverty Status	23,101	
2019 Families at or Above Poverty	20,204	87.46%
2019 Families at or Above Poverty with Children	7,608	32.93%
2019 Families Below Poverty	2,897	12.54%
2019 Families Below Poverty with Children	1,903	8.24%
2019 Est. Pop 16+ by Employment Status	66,172	
Civilian Labor Force, Employed	34,061	51.47%
Civilian Labor Force, Unemployed	3,170	4.79%
Armed Forces	345	0.52%
Not in Labor Force	28,596	43.22%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	34,773	
For-Profit Private Workers	24,652	70.89%
Non-Profit Private Workers	1,669	4.80%
Local Government Workers	901	2.59%
State Government Workers	2,609	7.50%
Federal Government Workers	2,147	6.17%
Self-Employed Workers	2,741	7.88%
Unpaid Family Workers	53	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	34,773	
Architect/Engineer	467	1.34%
Arts/Entertainment/Sports	244	0.70%
Building Grounds Maintenance	1,172	3.37%
Business/Financial Operations	1,894	5.45%
Community/Social Services	585	1.68%
Computer/Mathematical	467	1.34%
Construction/Extraction	1,955	5.62%
Education/Training/Library	2,305	6.63%
Farming/Fishing/Forestry	179	0.52%
Food Prep/Serving	1,787	5.14%
Health Practitioner/Technician	2,346	6.75%
Healthcare Support	796	2.29%
Maintenance Repair	1,833	5.27%
Legal	149	0.43%
Life/Physical/Social Science	81	0.23%
Management	2,430	6.99%
Office/Admin. Support	4,690	13.49%
Production	2,916	8.39%
Protective Services	955	2.75%
Sales/Related	3,616	10.40%
Personal Care/Service	1,081	3.11%
Transportation/Moving	2,826	8.13%
2019 Est. Pop 16+ by Occupation Classification	34,773	
White Collar	19,274	55.43%
Blue Collar	9,530	27.41%
Service and Farm	5,969	17.17%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	34,525	
Drove Alone	29,748	86.16%
Car Pooled	3,088	8.94%
Public Transportation	76	0.22%
Walked	300	0.87%
Bicycle	28	0.08%
Other Means	391	1.13%
Worked at Home	894	2.59%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,290	
15 - 29 Minutes	11,192	
30 - 44 Minutes	9,424	
45 - 59 Minutes	3,392	
60 or more Minutes	2,326	
2019 Est. Avg Travel Time to Work in Minutes		29.8
2019 Est. Occupied Housing Units by Tenure	32,549	
Owner Occupied	25,148	77.26%
Renter Occupied	7,401	22.74%
2019 Owner Occ. HUs: Avg. Length of Residence		18.27
2019 Renter Occ. HUs: Avg. Length of Residence		7.52

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	32,549	
Value Less than \$20,000	1,574	6.26%
Value \$20,000 - \$39,999	1,491	5.93%
Value \$40,000 - \$59,999	1,111	4.42%
Value \$60,000 - \$79,999	2,232	8.88%
Value \$80,000 - \$99,999	2,607	10.37%
Value \$100,000 - \$149,999	5,455	21.69%
Value \$150,000 - \$199,999	3,998	15.90%
Value \$200,000 - \$299,999	3,732	14.84%
Value \$300,000 - \$399,999	1,278	5.08%
Value \$400,000 - \$499,999	653	2.60%
Value \$500,000 - \$749,999	542	2.16%
Value \$750,000 - \$999,999	239	0.95%
Value \$1,000,000 or \$1,499,999	144	0.57%
Value \$1,500,000 or \$1,999,999	28	0.11%
Value \$2,000,000+	64	0.26%
2019 Est. Median All Owner-Occupied Housing Value		\$131,025
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	26,807	71.75%
1 Unit Detached	135	0.36%
2 Units	383	1.03%
3 or 4 Units	302	0.81%
5 to 19 Units	1,053	2.82%
20 to 49 Units	207	0.55%
50 or More Units	90	0.24%
Mobile Home or Trailer	8,380	22.43%
Boat, RV, Van, etc.	4	0.01%

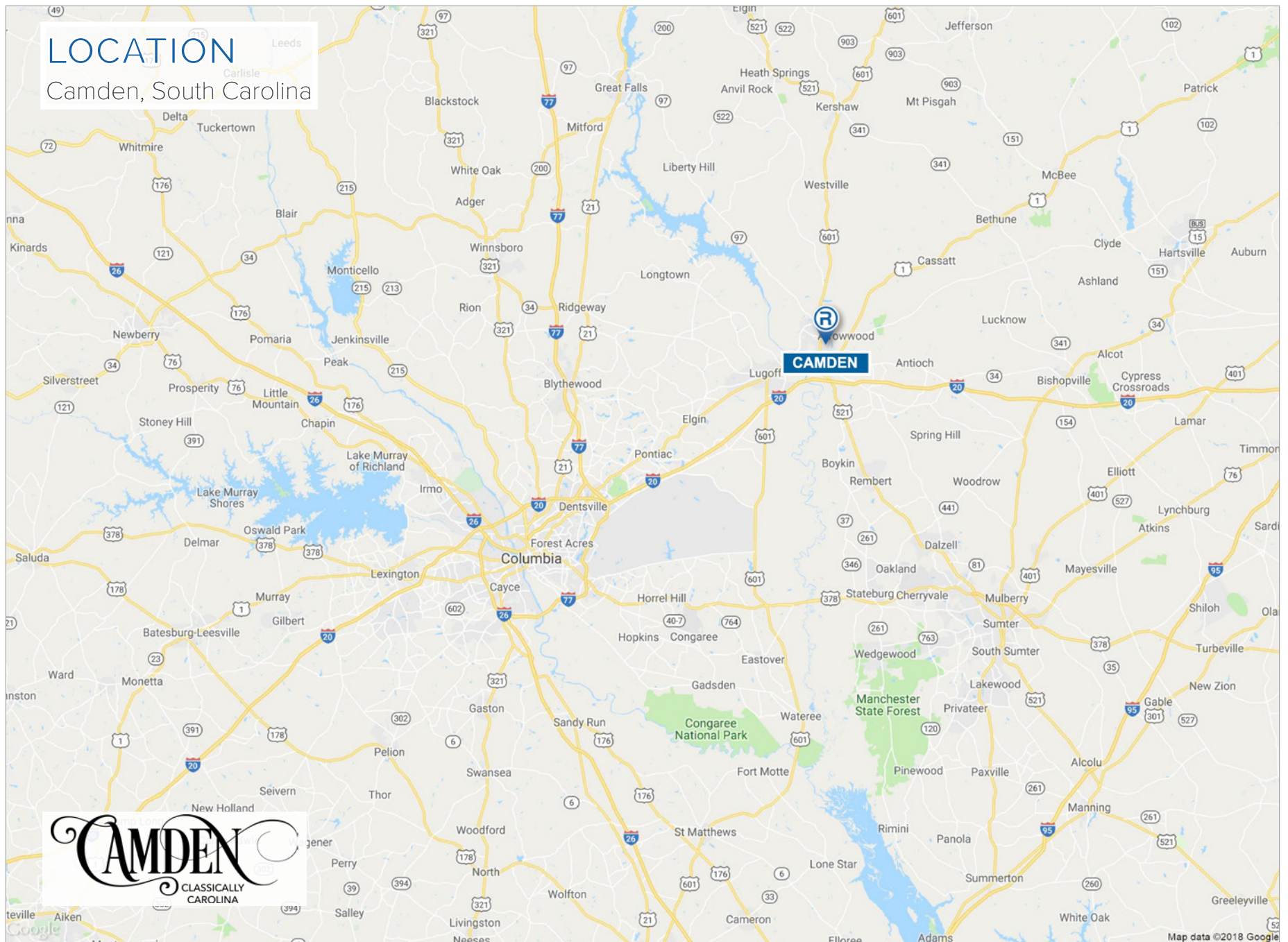
PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,904	5.10%
Housing Units Built 2010 to 2014	1,185	3.17%
Housing Units Built 2000 to 2009	6,552	17.54%
Housing Units Built 1990 to 1999	7,320	19.59%
Housing Units Built 1980 to 1989	5,708	15.28%
Housing Units Built 1970 to 1979	4,936	13.21%
Housing Units Built 1960 to 1969	3,454	9.25%
Housing Units Built 1950 to 1959	3,269	8.75%
Housing Units Built 1940 to 1949	1,202	3.22%
Housing Unit Built 1939 or Earlier	1,832	4.90%
2019 Est. Median Year Structure Built		1987

LOCATION

Camden, South Carolina



CONTACT SUZI SALE, ECONOMIC DEVELOPMENT DIRECTOR

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COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
Population		
2024 Projection	7,587	
2019 Estimate	7,313	
2010 Census	6,838	
2000 Census	6,851	
Growth 2019 - 2024		3.75%
Growth 2010 - 2019		6.95%
Growth 2000 - 2010		-0.19%
2019 Est. Population by Single-Classification Race	7,313	
White Alone	4,366	59.70%
Black or African American Alone	2,620	35.83%
Amer. Indian and Alaska Native Alone	15	0.21%
Asian Alone	62	0.85%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	128	1.75%
Two or More Races	121	1.66%
2019 Est. Population by Hispanic or Latino Origin	7,313	
Not Hispanic or Latino	6,997	95.68%
Hispanic or Latino	316	4.32%
Mexican	187	59.18%
Puerto Rican	32	10.13%
Cuban	4	1.27%
All Other Hispanic or Latino	93	29.43%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	316	
White Alone	141	44.62%
Black or African American Alone	31	9.81%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	124	39.24%
Two or More Races	20	6.33%
2019 Est. Pop by Race, Asian Alone, by Category	62	
Chinese, except Taiwanese	18	29.03%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	11	17.74%
Korean	2	3.23%
Vietnamese	16	25.81%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	15	24.19%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	7,313	
Arab	21	0.29%
Czech	10	0.14%
Danish	1	0.01%
Dutch	29	0.40%
English	366	5.01%
French (except Basque)	80	1.09%
French Canadian	0	0.00%
German	212	2.90%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	323	4.42%
Italian	78	1.07%
Lithuanian	0	0.00%
United States or American	1,189	16.26%
Norwegian	36	0.49%
Polish	7	0.10%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	169	2.31%
Scotch-Irish	194	2.65%
Slovak	0	0.00%
Subsaharan African	171	2.34%
Swedish	30	0.41%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	10	0.14%
Other ancestries	3,487	47.68%
Ancestry Unclassified	900	12.31%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,571	95.54%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	27	0.39%
Speak Spanish at Home	280	4.07%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	7,313	
Age 0 - 4	435	5.95%
Age 5 - 9	448	6.13%
Age 10 - 14	474	6.48%
Age 15 - 17	275	3.76%
Age 18 - 20	237	3.24%
Age 21 - 24	294	4.02%
Age 25 - 34	733	10.02%
Age 35 - 44	804	10.99%
Age 45 - 54	819	11.20%
Age 55 - 64	1,016	13.89%
Age 65 - 74	961	13.14%
Age 75 - 84	540	7.38%
Age 85 and over	277	3.79%
Age 16 and over	5,865	80.20%
Age 18 and over	5,681	77.68%
Age 21 and over	5,444	74.44%
Age 65 and over	1,778	24.31%
2019 Est. Median Age		44.47
2019 Est. Average Age		43.40

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina



DESCRIPTION	DATA	%
2019 Est. Population by Sex	7,313	
Male	3,352	45.84%
Female	3,961	54.16%
2019 Est. Male Population by Age	3,352	
Age 0 - 4	224	6.68%
Age 5 - 9	229	6.83%
Age 10 - 14	235	7.01%
Age 15 - 17	140	4.18%
Age 18 - 20	120	3.58%
Age 21 - 24	146	4.36%
Age 25 - 34	348	10.38%
Age 35 - 44	378	11.28%
Age 45 - 54	381	11.37%
Age 55 - 64	451	13.46%
Age 65 - 74	420	12.53%
Age 75 - 84	205	6.12%
Age 85 and over	75	2.24%
2019 Est. Median Age, Male		41.23
2019 Est. Average Age, Male		40.90

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	3,961	
Age 0 - 4	211	5.33%
Age 5 - 9	219	5.53%
Age 10 - 14	239	6.03%
Age 15 - 17	135	3.41%
Age 18 - 20	117	2.95%
Age 21 - 24	148	3.74%
Age 25 - 34	385	9.72%
Age 35 - 44	426	10.76%
Age 45 - 54	438	11.06%
Age 55 - 64	565	14.26%
Age 65 - 74	541	13.66%
Age 75 - 84	335	8.46%
Age 85 and over	202	5.10%
2019 Est. Median Age, Female		47.40
2019 Est. Average Age, Female		45.50
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,508	25.32%
Males, Never Married	714	11.99%
Females, Never Married	794	13.33%
Married, Spouse present	2,714	45.57%
Married, Spouse absent	345	5.79%
Widowed	600	10.07%
Males Widowed	53	0.89%
Females Widowed	547	9.18%
Divorced	789	13.25%
Males Divorced	351	5.89%
Females Divorced	438	7.35%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	199	3.9%
Some High School, no diploma	534	10.4%
High School Graduate (or GED)	1,389	27.0%
Some College, no degree	1,067	20.7%
Associate Degree	420	8.2%
Bachelor's Degree	1,015	19.7%
Master's Degree	388	7.5%
Professional School Degree	84	1.6%
Doctorate Degree	54	1.0%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	17	9.94%
High School Graduate	57	33.33%
Some College or Associate's Degree	21	12.28%
Bachelor's Degree or Higher	76	44.44%
Households		
2024 Projection	3,321	
2019 Estimate	3,181	
2010 Census	2,914	
2000 Census	2,910	
Growth 2019 - 2024		4.40%
Growth 2010 - 2019		9.16%
Growth 2000 - 2010		0.14%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type		
Family Households	2,011	63.22%
Nonfamily Households	1,170	36.78%
2019 Est. Group Quarters Population	128	
2019 Households by Ethnicity, Hispanic/Latino	94	
2019 Est. Households by Household Income		
Income < \$15,000	443	13.93%
Income \$15,000 - \$24,999	333	10.47%
Income \$25,000 - \$34,999	411	12.92%
Income \$35,000 - \$49,999	496	15.59%
Income \$50,000 - \$74,999	514	16.16%
Income \$75,000 - \$99,999	375	11.79%
Income \$100,000 - \$124,999	269	8.46%
Income \$125,000 - \$149,999	105	3.30%
Income \$150,000 - \$199,999	84	2.64%
Income \$200,000 - \$249,999	55	1.73%
Income \$250,000 - \$499,999	67	2.11%
Income \$500,000+	29	0.91%
2019 Est. Average Household Income		\$68,870
2019 Est. Median Household Income		\$46,847

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class, Race or Eth.		
White Alone		\$61,045
Black or African American Alone		\$27,544
American Indian and Alaska Native Alone		\$64,289
Asian Alone		\$10,212
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$86,128
Two or More Races		\$30,672
Hispanic or Latino		\$63,783
Not Hispanic or Latino		\$46,585
2019 Est. Family HH Type by Presence of Own Child.	2,011	
Married-Couple Family, own children	465	23.12%
Married-Couple Family, no own children	893	44.41%
Male Householder, own children	43	2.14%
Male Householder, no own children	62	3.08%
Female Householder, own children	261	12.98%
Female Householder, no own children	287	14.27%
2019 Est. Households by Household Size	3,181	
1-person	1,095	34.42%
2-person	1,077	33.86%
3-person	456	14.34%
4-person	323	10.15%
5-person	145	4.56%
6-person	61	1.92%
7-or-more-person	24	0.75%
2019 Est. Average Household Size		2.26

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	3,181	
Households with 1 or More People under Age 18:	893	28.07%
Married-Couple Family	500	55.99%
Other Family, Male Householder	57	6.38%
Other Family, Female Householder	328	36.73%
Nonfamily, Male Householder	6	0.67%
Nonfamily, Female Householder	2	0.22%
Households with No People under Age 18:	2,288	71.93%
Married-Couple Family	853	37.28%
Other Family, Male Householder	51	2.23%
Other Family, Female Householder	219	9.57%
Nonfamily, Male Householder	415	18.14%
Nonfamily, Female Householder	750	32.78%
2019 Est. Households by Number of Vehicles	3,181	
No Vehicles	190	5.97%
1 Vehicle	1,114	35.02%
2 Vehicles	1,239	38.95%
3 Vehicles	530	16.66%
4 Vehicles	74	2.33%
5 or more Vehicles	34	1.07%
2019 Est. Average Number of Vehicles		1.8

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina



DESCRIPTION	DATA	%
Family Households		
2024 Projection	2,102	
2019 Estimate	2,011	
2010 Census	1,830	
2000 Census	1,875	
Growth 2019 - 2024		4.53%
Growth 2010 - 2019		9.89%
Growth 2000 - 2010		-2.40%
2019 Est. Families by Poverty Status	2,011	
2019 Families at or Above Poverty	1,713	85.18%
2019 Families at or Above Poverty with Children	578	28.74%
2019 Families Below Poverty	298	14.82%
2019 Families Below Poverty with Children	173	8.60%
2019 Est. Pop 16+ by Employment Status	5,865	
Civilian Labor Force, Employed	2,999	51.13%
Civilian Labor Force, Unemployed	205	3.50%
Armed Forces	27	0.46%
Not in Labor Force	2,634	44.91%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	3,122	
For-Profit Private Workers	1,963	62.88%
Non-Profit Private Workers	156	5.00%
Local Government Workers	96	3.08%
State Government Workers	235	7.53%
Federal Government Workers	251	8.04%
Self-Employed Workers	416	13.33%
Unpaid Family Workers	5	0.16%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	3,122	
Architect/Engineer	6	0.19%
Arts/Entertainment/Sports	52	1.67%
Building Grounds Maintenance	70	2.24%
Business/Financial Operations	180	5.77%
Community/Social Services	83	2.66%
Computer/Mathematical	23	0.74%
Construction/Extraction	64	2.05%
Education/Training/Library	290	9.29%
Farming/Fishing/Forestry	34	1.09%
Food Prep/Serving	152	4.87%
Health Practitioner/Technician	256	8.20%
Healthcare Support	40	1.28%
Maintenance Repair	95	3.04%
Legal	12	0.38%
Life/Physical/Social Science	23	0.74%
Management	232	7.43%
Office/Admin. Support	392	12.56%
Production	124	3.97%
Protective Services	109	3.49%
Sales/Related	510	16.34%
Personal Care/Service	94	3.01%
Transportation/Moving	281	9.00%
2019 Est. Pop 16+ by Occupation Classification	3,122	
White Collar	2,059	65.95%
Blue Collar	564	18.07%
Service and Farm	499	15.98%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	3,135	
Drove Alone	2,631	83.92%
Car Pooled	296	9.44%
Public Transportation	14	0.45%
Walked	43	1.37%
Bicycle	0	0.00%
Other Means	45	1.44%
Worked at Home	106	3.38%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,340	
15 - 29 Minutes	891	
30 - 44 Minutes	434	
45 - 59 Minutes	178	
60 or more Minutes	180	
2019 Est. Avg Travel Time to Work in Minutes		23
2019 Est. Occupied Housing Units by Tenure	3,181	
Owner Occupied	2,186	68.72%
Renter Occupied	995	31.28%
2019 Owner Occ. HUs: Avg. Length of Residence		19.9
2019 Renter Occ. HUs: Avg. Length of Residence		6.5

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	3,181	
Value Less than \$20,000	60	2.75%
Value \$20,000 - \$39,999	68	3.11%
Value \$40,000 - \$59,999	25	1.14%
Value \$60,000 - \$79,999	162	7.41%
Value \$80,000 - \$99,999	226	10.34%
Value \$100,000 - \$149,999	507	23.19%
Value \$150,000 - \$199,999	336	15.37%
Value \$200,000 - \$299,999	280	12.81%
Value \$300,000 - \$399,999	176	8.05%
Value \$400,000 - \$499,999	101	4.62%
Value \$500,000 - \$749,999	166	7.59%
Value \$750,000 - \$999,999	55	2.52%
Value \$1,000,000 or \$1,499,999	16	0.73%
Value \$1,500,000 or \$1,999,999	1	0.05%
Value \$2,000,000+	7	0.32%
2019 Est. Median All Owner-Occupied Housing Value		\$155,543
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	3,129	83.24%
1 Unit Detached	9	0.24%
2 Units	142	3.78%
3 or 4 Units	58	1.54%
5 to 19 Units	195	5.19%
20 to 49 Units	34	0.91%
50 or More Units	34	0.91%
Mobile Home or Trailer	158	4.20%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Camden, South Carolina

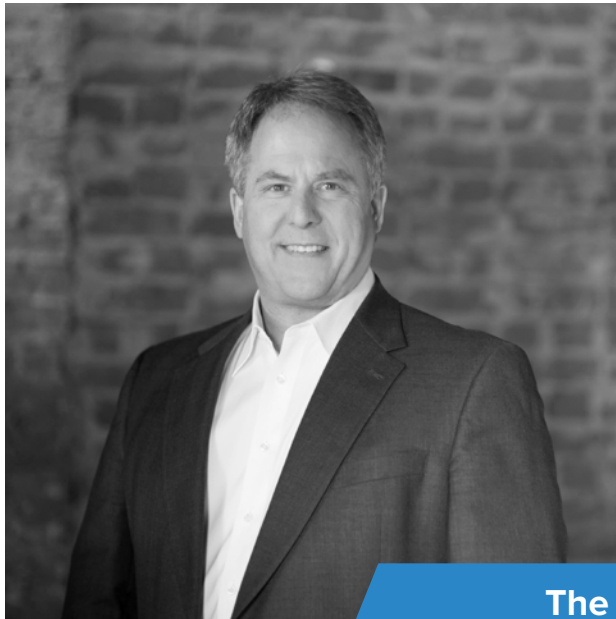
DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	122	3.25%
Housing Units Built 2010 to 2014	115	3.06%
Housing Units Built 2000 to 2009	310	8.25%
Housing Units Built 1990 to 1999	392	10.43%
Housing Units Built 1980 to 1989	420	11.17%
Housing Units Built 1970 to 1979	379	10.08%
Housing Units Built 1960 to 1969	588	15.64%
Housing Units Built 1950 to 1959	678	18.04%
Housing Units Built 1940 to 1949	316	8.41%
Housing Unit Built 1939 or Earlier	439	11.68%
2019 Est. Median Year Structure Built		
		1967

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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