



The **Retail** Coach.®

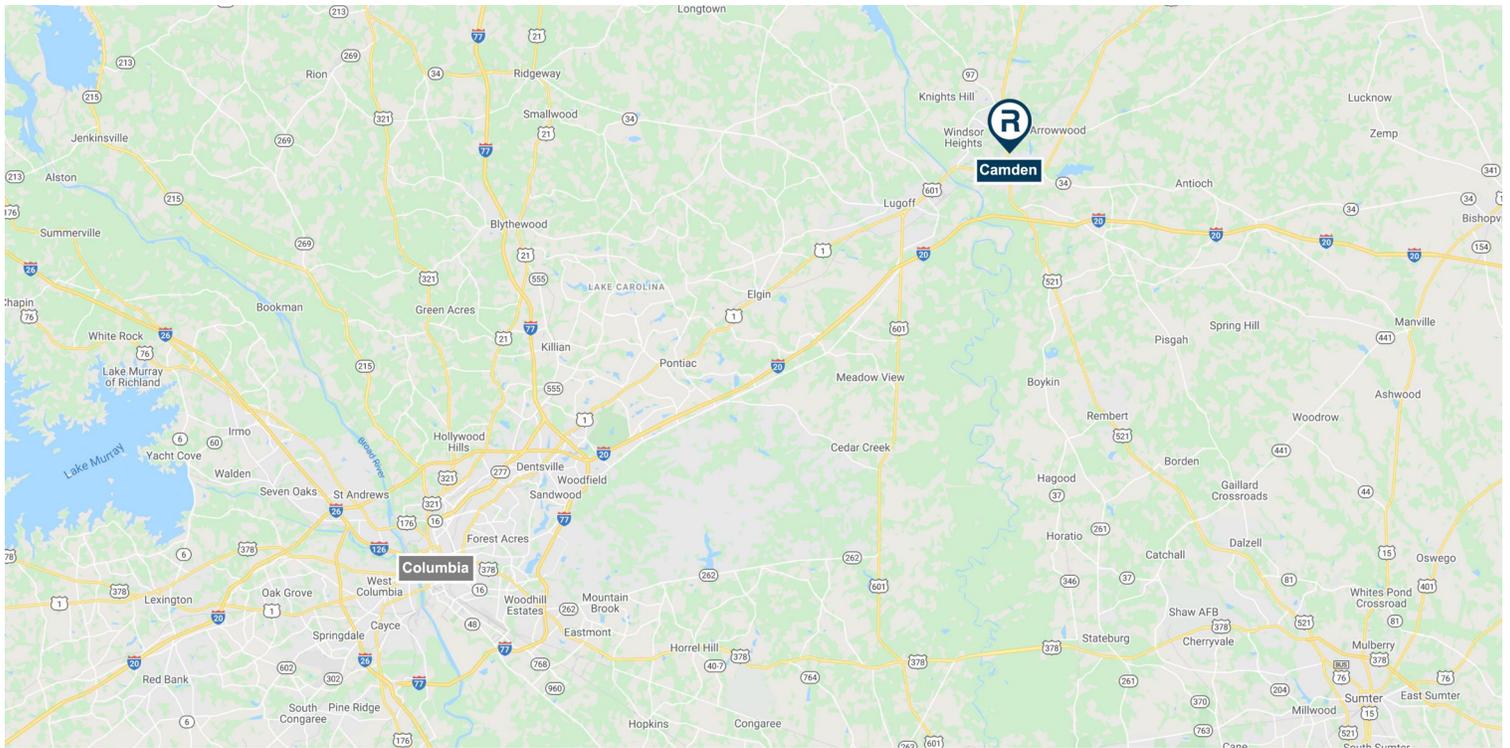
Community Demographic Profile

CAMDEN, SOUTH CAROLINA

Prepared for City of Camden
February 2022

Community • Demographic Snapshot

Camden, South Carolina



Population

2010	6,838
2022	7,829
2027	7,931

Educational Attainment (%)

Graduate or Professional Degree	10.73%
Bachelors Degree	20.58%
Associate Degree	7.34%
Some College	21.01%
High School Graduate (GED)	26.36%
Some High School, No Degree	9.20%
Less than 9th Grade	4.77%

Income

Average HH	\$90,881
Median HH	\$54,277
Per Capita	\$37,981

Age

0 - 9 Years	11.87%
10 - 17 Years	10.50%
18 - 24 Years	7.37%
25 - 34 Years	9.78%
35 - 44 Years	11.46%
45 - 54 Years	10.69%
55 - 64 Years	13.19%
65 and Older	25.15%
Median Age	44.14
Average Age	43.50

Race Distribution (%)

White	60.06%
Black/African American	34.79%
American Indian/Alaskan	0.20%
Asian	0.99%
Native Hawaiian/Islander	0.00%
Other Race	2.08%
Two or More Races	1.87%
Hispanic	5.02%



Suzi Sale
City of Camden
Economic Development Director

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Camden, South Carolina 29021

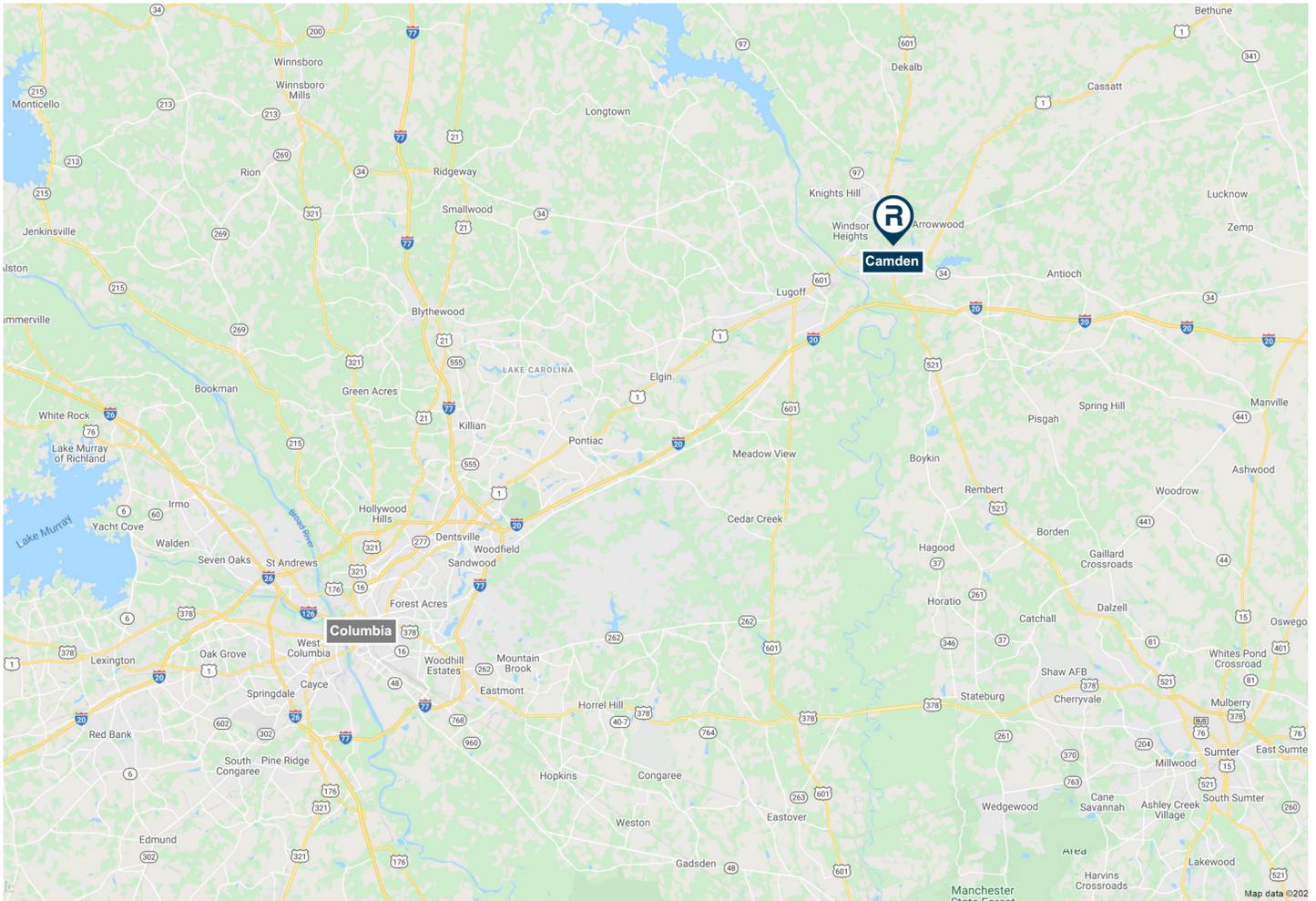
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Community



Prepared for:

CAMDEN

CLASSICALLY CAROLINA

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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2027 Projection	7,931	
2022 Estimate	7,829	
2010 Census	6,838	
2000 Census	6,851	
Growth 2022 - 2027		1.30%
Growth 2010 - 2022		14.49%
Growth 2000 - 2010		-0.19%
2022 Est. Population by Single-Classification Race	7,829	
White Alone	4,702	60.06%
Black or African American Alone	2,724	34.79%
Amer. Indian and Alaska Native Alone	16	0.20%
Asian Alone	78	0.99%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	163	2.08%
Two or More Races	147	1.87%
2022 Est. Population by Hispanic or Latino Origin	7,829	
Not Hispanic or Latino	7,436	94.98%
Hispanic or Latino	393	5.02%
Mexican	4,655	59.46%
Puerto Rican	762	9.73%
Cuban	106	1.35%
All Other Hispanic or Latino	2,306	29.46%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	393	
White Alone	178	45.14%
Black or African American Alone	33	8.38%
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	157	40.00%
Two or More Races	26	6.49%
2022 Est. Pop by Race, Asian Alone, by Category	78	
Chinese, except Taiwanese	2	2.74%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	28	35.62%
Korean	39	50.69%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	9	10.96%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	7,829	
Arab	123	1.58%
Czech	5	0.07%
Danish	10	0.12%
Dutch	20	0.26%
English	476	6.08%
French (except Basque)	129	1.64%
French Canadian	14	0.18%
German	320	4.09%
Greek	14	0.18%
Hungarian	1	0.01%
Irish	439	5.61%
Italian	67	0.86%
Lithuanian	5	0.07%
United States or American	578	7.39%
Norwegian	11	0.14%
Polish	16	0.20%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	166	2.12%
Scotch-Irish	137	1.75%
Slovak	0	0.00%
Subsaharan African	56	0.72%
Swedish	32	0.41%
Swiss	7	0.10%
Ukrainian	0	0.00%
Welsh	7	0.10%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,099	52.36%
Ancestry Unclassified	1,095	13.99%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	343	92.66%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	1	0.20%
Speak Spanish at Home	26	7.14%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Population by Age	7,829	
Age 0 - 4	461	5.89%
Age 5 - 9	468	5.98%
Age 10 - 14	516	6.59%
Age 15 - 17	306	3.91%
Age 18 - 20	262	3.34%
Age 21 - 24	316	4.03%
Age 25 - 34	765	9.78%
Age 35 - 44	897	11.46%
Age 45 - 54	837	10.69%
Age 55 - 64	1,032	13.19%
Age 65 - 74	1,060	13.54%
Age 75 - 84	609	7.78%
Age 85 and over	300	3.83%
Age 16 and over	6,286	80.30%
Age 18 and over	6,078	77.63%
Age 21 and over	5,816	74.29%
Age 65 and over	1,969	25.15%
2022 Est. Median Age		44.14
2022 Est. Average Age		43.50
2022 Est. Population by Sex	7,829	
Male	3,581	45.74%
Female	4,248	54.26%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	3,581	
Age 0 - 4	233	6.50%
Age 5 - 9	238	6.65%
Age 10 - 14	263	7.33%
Age 15 - 17	153	4.28%
Age 18 - 20	133	3.71%
Age 21 - 24	156	4.37%
Age 25 - 34	366	10.21%
Age 35 - 44	419	11.70%
Age 45 - 54	386	10.78%
Age 55 - 64	470	13.12%
Age 65 - 74	449	12.53%
Age 75 - 84	237	6.62%
Age 85 and over	79	2.20%
2022 Est. Median Age, Male		40.95
2022 Est. Average Age, Male		41.00
2022 Est. Female Population by Age	4,248	
Age 0 - 4	229	5.38%
Age 5 - 9	230	5.41%
Age 10 - 14	253	5.96%
Age 15 - 17	153	3.60%
Age 18 - 20	129	3.03%
Age 21 - 24	159	3.75%
Age 25 - 34	400	9.41%
Age 35 - 44	478	11.26%
Age 45 - 54	451	10.61%
Age 55 - 64	562	13.24%
Age 65 - 74	611	14.39%
Age 75 - 84	372	8.76%
Age 85 and over	221	5.21%
2022 Est. Median Age, Female		47.11
2022 Est. Average Age, Female		45.60

Community • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,070	32.42%
Males, Never Married	925	14.49%
Females, Never Married	1,145	17.94%
Married, Spouse present	2,702	42.33%
Married, Spouse absent	380	5.95%
Widowed	504	7.89%
Males Widowed	100	1.57%
Females Widowed	404	6.33%
Divorced	728	11.41%
Males Divorced	282	4.41%
Females Divorced	447	6.99%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	263	4.8%
Some High School, no diploma	506	9.2%
High School Graduate (or GED)	1,450	26.4%
Some College, no degree	1,156	21.0%
Associate Degree	404	7.3%
Bachelor's Degree	1,132	20.6%
Master's Degree	367	6.7%
Professional School Degree	198	3.6%
Doctorate Degree	26	0.5%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8	3.74%
High School Graduate	112	54.01%
Some College or Associate's Degree	42	20.32%
Bachelor's Degree or Higher	45	21.93%
Households		
2027 Projection	3,278	
2022 Estimate	3,218	
2010 Census	2,914	
2000 Census	2,910	
Growth 2022 - 2027		1.87%
Growth 2010 - 2022		10.43%
Growth 2000 - 2010		0.14%
2022 Est. Households by Household Type	3,218	
Family Households	2,036	63.27%
Nonfamily Households	1,182	36.73%
2022 Est. Group Quarters Population	129	
2022 Households by Ethnicity, Hispanic/Latino	112	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	3,218	
Income < \$15,000	535	16.63%
Income \$15,000 - \$24,999	271	8.42%
Income \$25,000 - \$34,999	369	11.47%
Income \$35,000 - \$49,999	341	10.60%
Income \$50,000 - \$74,999	486	15.10%
Income \$75,000 - \$99,999	276	8.58%
Income \$100,000 - \$124,999	229	7.12%
Income \$125,000 - \$149,999	189	5.87%
Income \$150,000 - \$199,999	183	5.69%
Income \$200,000 - \$249,999	120	3.73%
Income \$250,000 - \$499,999	141	4.38%
Income \$500,000+	78	2.42%
2022 Est. Average Household Income		\$90,881
2022 Est. Median Household Income		\$54,277
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,108
Black or African American Alone		\$29,199
American Indian and Alaska Native Alone		\$60,000
Asian Alone		\$54,285
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$62,622
Two or More Races		\$60,095
Hispanic or Latino		\$42,520
Not Hispanic or Latino		\$54,829
2022 Est. Family HH Type by Presence of Own Child.	2,036	
Married-Couple Family, own children	471	23.13%
Married-Couple Family, no own children	903	44.35%
Male Householder, own children	43	2.11%
Male Householder, no own children	65	3.19%
Female Householder, own children	264	12.97%
Female Householder, no own children	290	14.24%
2022 Est. Households by Household Size	3,218	
1-person	1,110	34.49%
2-person	1,098	34.12%
3-person	460	14.30%
4-person	322	10.01%
5-person	143	4.44%
6-person	62	1.93%
7-or-more-person	23	0.72%
2022 Est. Average Household Size		2.39

Community • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	3,218	
Households with 1 or More People under Age 18:	904	28.09%
Married-Couple Family	509	56.31%
Other Family, Male Householder	57	6.31%
Other Family, Female Householder	331	36.62%
Nonfamily, Male Householder	5	0.55%
Nonfamily, Female Householder	2	0.22%
Households with No People under Age 18:	2,314	71.91%
Married-Couple Family	865	37.38%
Other Family, Male Householder	51	2.20%
Other Family, Female Householder	223	9.64%
Nonfamily, Male Householder	422	18.24%
Nonfamily, Female Householder	753	32.54%
2022 Est. Households by Number of Vehicles	3,218	
No Vehicles	299	9.29%
1 Vehicle	1,244	38.66%
2 Vehicles	1,074	33.38%
3 Vehicles	332	10.32%
4 Vehicles	182	5.66%
5 or more Vehicles	87	2.70%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	2,077	
2022 Estimate	2,036	
2010 Census	1,830	
2000 Census	1,875	
Growth 2022 - 2027		2.01%
Growth 2010 - 2022		11.26%
Growth 2000 - 2010		-2.40%
2022 Est. Families by Poverty Status	2,036	
2022 Families at or Above Poverty	1,767	86.79%
2022 Families at or Above Poverty with Children	656	32.22%
2022 Families Below Poverty	269	13.21%
2022 Families Below Poverty with Children	173	8.50%
2022 Est. Pop 16+ by Employment Status	6,286	
Civilian Labor Force, Employed	3,357	53.41%
Civilian Labor Force, Unemployed	150	2.39%
Armed Forces	36	0.58%
Not in Labor Force	2,743	43.63%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	3,544	
For-Profit Private Workers	2,296	64.79%
Non-Profit Private Workers	168	4.75%
Local Government Workers	60	1.69%
State Government Workers	194	5.49%
Federal Government Workers	191	5.39%
Self-Employed Workers	535	15.09%
Unpaid Family Workers	99	2.81%
2022 Est. Civ. Employed Pop 16+ by Occupation	3,544	
Architect/Engineer	136	3.83%
Arts/Entertainment/Sports	168	4.75%
Building Grounds Maintenance	114	3.22%
Business/Financial Operations	235	6.64%
Community/Social Services	125	3.54%
Computer/Mathematical	33	0.93%
Construction/Extraction	81	2.30%
Education/Training/Library	264	7.46%
Farming/Fishing/Forestry	3	0.10%
Food Prep/Serving	233	6.57%
Health Practitioner/Technician	294	8.29%
Healthcare Support	23	0.64%
Maintenance Repair	52	1.47%
Legal	2	0.06%
Life/Physical/Social Science	27	0.77%
Management	371	10.46%
Office/Admin. Support	270	7.62%
Production	183	5.17%
Protective Services	113	3.19%
Sales/Related	463	13.08%
Personal Care/Service	61	1.72%
Transportation/Moving	290	8.20%
2022 Est. Pop 16+ by Occupation Classification	3,544	
White Collar	2,389	67.43%
Blue Collar	607	17.13%
Service and Farm	547	15.44%
2022 Est. Workers Age 16+ by Transp. to Work	3,544	
Drove Alone	2,869	80.96%
Car Pooled	350	9.89%
Public Transportation	8	0.23%
Walked	52	1.45%
Bicycle	0	0.00%
Other Means	85	2.39%
Worked at Home	180	5.07%

Community • Demographic Profile

Camden, South Carolina

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,221	34.45%
15 - 29 Minutes	874	24.65%
30 - 44 Minutes	860	24.28%
45 - 59 Minutes	395	11.16%
60 or more Minutes	193	5.46%
2022 Est. Avg Travel Time to Work in Minutes		27
2022 Est. Occupied Housing Units by Tenure	3,218	
Owner Occupied	2,216	68.86%
Renter Occupied	1,002	31.14%
2022 Owner Occ. HUs: Avg. Length of Residence		18.5
2022 Renter Occ. HUs: Avg. Length of Residence		6.9
2022 Est. Owner-Occupied Housing Units by Value	2,216	
Value Less than \$20,000	15	0.68%
Value \$20,000 - \$39,999	66	2.98%
Value \$40,000 - \$59,999	47	2.12%
Value \$60,000 - \$79,999	124	5.60%
Value \$80,000 - \$99,999	137	6.18%
Value \$100,000 - \$149,999	370	16.70%
Value \$150,000 - \$199,999	241	10.88%
Value \$200,000 - \$299,999	406	18.32%
Value \$300,000 - \$399,999	291	13.13%
Value \$400,000 - \$499,999	233	10.51%
Value \$500,000 - \$749,999	210	9.48%
Value \$750,000 - \$999,999	38	1.72%
Value \$1,000,000 or \$1,499,999	16	0.72%
Value \$1,500,000 or \$1,999,999	13	0.59%
Value \$2,000,000+	9	0.41%
2022 Est. Median All Owner-Occupied Housing Value		\$224,200
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	2,631	81.75%
1 Unit Attached	28	0.87%
2 Units	76	2.37%
3 or 4 Units	65	2.03%
5 to 19 Units	76	2.37%
20 to 49 Units	29	0.90%
50 or More Units	96	2.98%
Mobile Home or Trailer	217	6.74%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	184	5.71%
Housing Units Built 2010 to 2014	88	2.74%
Housing Units Built 2000 to 2009	442	13.74%
Housing Units Built 1990 to 1999	288	8.95%
Housing Units Built 1980 to 1989	325	10.11%
Housing Units Built 1970 to 1979	400	12.43%
Housing Units Built 1960 to 1969	539	16.75%
Housing Units Built 1950 to 1959	473	14.69%
Housing Units Built 1940 to 1949	104	3.24%
Housing Unit Built 1939 or Earlier	375	11.64%
2022 Est. Median Year Structure Built		1973

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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