



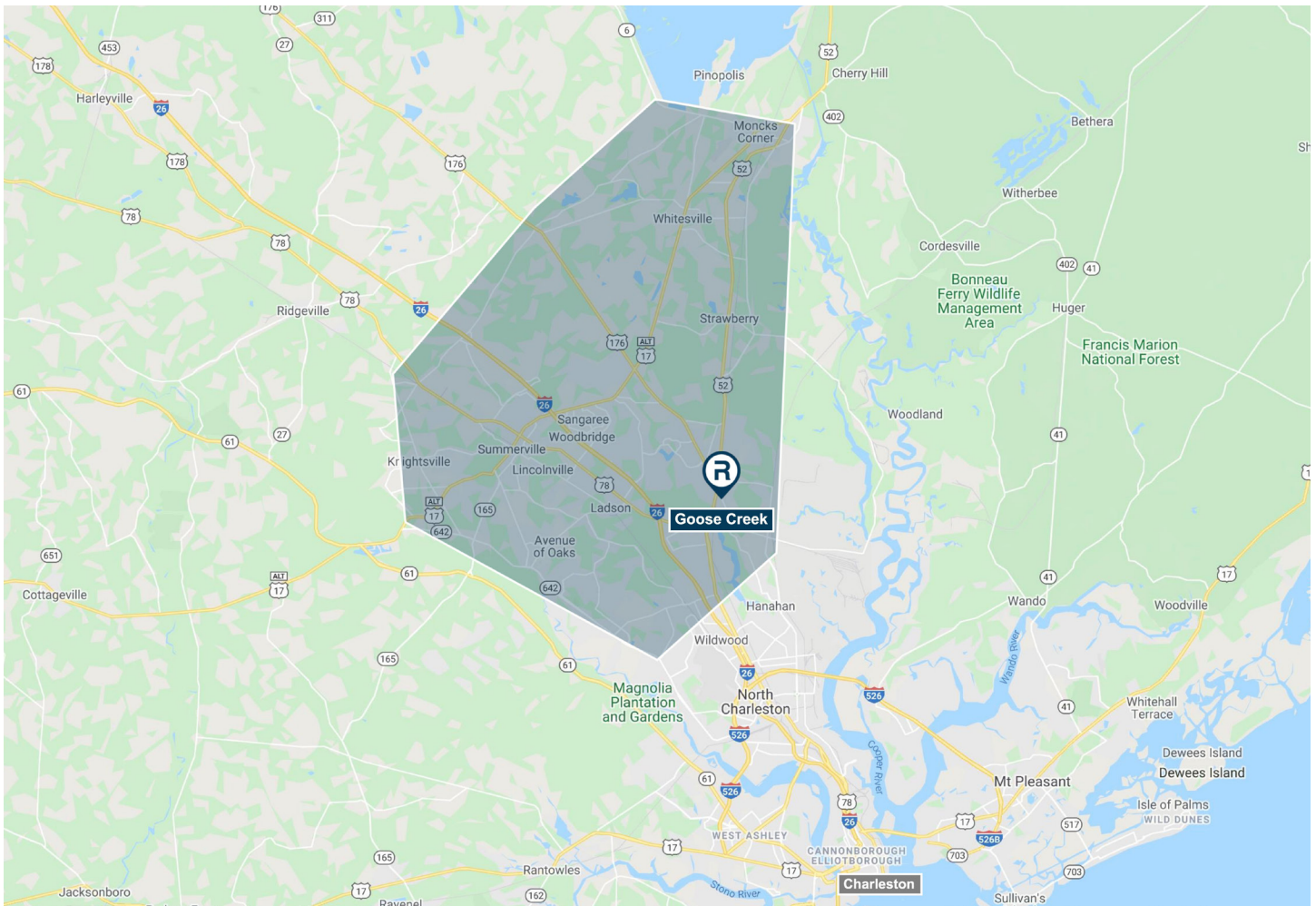
The**Retail**Coach®

Carnes Crossing Retail Trade Area Demographic Profile

GOOSE CREEK, SOUTH CAROLINA

Prepared for The Municipality Association of South Carolina
October 2021

Carnes Crossing Retail Trade Area



Prepared for:



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Carnes Crossing Retail Trade Area • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
Population		
2026 Projection	341,865	
2021 Estimate	315,961	
2010 Census	241,744	
2000 Census	170,914	
Growth 2021 - 2026		8.20%
Growth 2010 - 2021		30.70%
Growth 2000 - 2010		41.44%
2021 Est. Population by Single-Classification Race	315,961	
White Alone	198,287	62.76%
Black or African American Alone	81,917	25.93%
Amer. Indian and Alaska Native Alone	1,738	0.55%
Asian Alone	9,277	2.94%
Native Hawaiian and Other Pacific Island Alone	436	0.14%
Some Other Race Alone	12,097	3.83%
Two or More Races	12,208	3.86%
2021 Est. Population by Hispanic or Latino Origin	315,961	
Not Hispanic or Latino	288,967	91.46%
Hispanic or Latino	26,993	8.54%
Mexican	14,180	52.53%
Puerto Rican	4,357	16.14%
Cuban	722	2.67%
All Other Hispanic or Latino	7,734	28.65%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	26,993	
White Alone	11,762	43.57%
Black or African American Alone	1,431	5.30%
American Indian and Alaska Native Alone	323	1.20%
Asian Alone	131	0.49%
Native Hawaiian and Other Pacific Islander Alone	72	0.27%
Some Other Race Alone	11,117	41.19%
Two or More Races	2,158	8.00%
2021 Est. Pop by Race, Asian Alone, by Category	9,277	
Chinese, except Taiwanese	1,495	16.11%
Filipino	4,272	46.05%
Japanese	353	3.81%
Asian Indian	983	10.60%
Korean	547	5.90%
Vietnamese	924	9.96%
Cambodian	185	1.99%
Hmong	26	0.28%
Laotian	21	0.23%
Thai	107	1.15%
All Other Asian Races Including 2+ Category	365	3.93%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	315,961	
Arab	517	0.16%
Czech	373	0.12%
Danish	312	0.10%
Dutch	2,300	0.73%
English	18,816	5.96%
French (except Basque)	5,768	1.83%
French Canadian	1,163	0.37%
German	30,314	9.59%
Greek	764	0.24%
Hungarian	700	0.22%
Irish	28,300	8.96%
Italian	9,247	2.93%
Lithuanian	420	0.13%
United States or American	23,527	7.45%
Norwegian	949	0.30%
Polish	4,769	1.51%
Portuguese	973	0.31%
Russian	773	0.25%
Scottish	5,490	1.74%
Scotch-Irish	3,770	1.19%
Slovak	230	0.07%
Subsaharan African	2,432	0.77%
Swedish	1,622	0.51%
Swiss	558	0.18%
Ukrainian	340	0.11%
Welsh	1,117	0.35%
West Indian (except Hisp. groups)	816	0.26%
Other ancestries	113,666	35.98%
Ancestry Unclassified	55,936	17.70%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	260,739	88.45%
Speak Asian/Pacific Island Language at Home	7,199	2.44%
Speak IndoEuropean Language at Home	5,127	1.74%
Speak Spanish at Home	20,759	7.04%
Speak Other Language at Home	962	0.33%

Carnes Crossing Retail Trade Area • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
2021 Est. Population by Age	315,961	
Age 0 - 4	21,176	6.70%
Age 5 - 9	21,170	6.70%
Age 10 - 14	22,072	6.99%
Age 15 - 17	13,097	4.14%
Age 18 - 20	12,233	3.87%
Age 21 - 24	15,256	4.83%
Age 25 - 34	45,469	14.39%
Age 35 - 44	44,815	14.18%
Age 45 - 54	39,425	12.48%
Age 55 - 64	37,201	11.77%
Age 65 - 74	27,858	8.82%
Age 75 - 84	12,518	3.96%
Age 85 and over	3,671	1.16%
Age 16 and over	247,248	78.25%
Age 18 and over	238,446	75.47%
Age 21 and over	226,213	71.59%
Age 65 and over	44,047	13.94%
2021 Est. Median Age		36.64
2021 Est. Average Age		37.70
2021 Est. Population by Sex	315,961	
Male	152,994	48.42%
Female	162,967	51.58%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	152,994	
Age 0 - 4	10,853	7.09%
Age 5 - 9	10,811	7.07%
Age 10 - 14	11,251	7.35%
Age 15 - 17	6,613	4.32%
Age 18 - 20	6,238	4.08%
Age 21 - 24	7,791	5.09%
Age 25 - 34	22,240	14.54%
Age 35 - 44	21,528	14.07%
Age 45 - 54	18,880	12.34%
Age 55 - 64	17,395	11.37%
Age 65 - 74	12,621	8.25%
Age 75 - 84	5,449	3.56%
Age 85 and over	1,323	0.87%
2021 Est. Median Age, Male		35.32
2021 Est. Average Age, Male		36.63
2021 Est. Female Population by Age	162,967	
Age 0 - 4	10,323	6.33%
Age 5 - 9	10,359	6.36%
Age 10 - 14	10,822	6.64%
Age 15 - 17	6,484	3.98%
Age 18 - 20	5,995	3.68%
Age 21 - 24	7,465	4.58%
Age 25 - 34	23,229	14.25%
Age 35 - 44	23,287	14.29%
Age 45 - 54	20,545	12.61%
Age 55 - 64	19,805	12.15%
Age 65 - 74	15,237	9.35%
Age 75 - 84	7,069	4.34%
Age 85 and over	2,348	1.44%
2021 Est. Median Age, Female		37.88
2021 Est. Average Age, Female		38.69

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	82,929	32.97%
Males, Never Married	43,527	17.30%
Females, Never Married	39,402	15.66%
Married, Spouse present	112,798	44.84%
Married, Spouse absent	14,295	5.68%
Widowed	12,726	5.06%
Males Widowed	2,331	0.93%
Females Widowed	10,396	4.13%
Divorced	28,795	11.45%
Males Divorced	11,553	4.59%
Females Divorced	17,241	6.85%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,792	2.75%
Some High School, no diploma	13,924	6.60%
High School Graduate (or GED)	60,425	28.64%
Some College, no degree	50,998	24.17%
Associate Degree	25,561	12.12%
Bachelor's Degree	36,946	17.51%
Master's Degree	14,060	6.66%
Professional School Degree	1,932	0.92%
Doctorate Degree	1,318	0.63%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,176	21.73%
High School Graduate	4,580	31.33%
Some College or Associate's Degree	4,666	31.92%
Bachelor's Degree or Higher	2,195	15.02%
Households		
2026 Projection	128,871	
2021 Estimate	118,719	
2010 Census	89,901	
2000 Census	61,920	
Growth 2021 - 2026		8.55%
Growth 2010 - 2021		32.06%
Growth 2000 - 2010		45.19%
2021 Est. Households by Household Type		
Family Households	84,927	71.54%
Nonfamily Households	33,792	28.46%
2021 Est. Group Quarters Population	2,201	
2021 Households by Ethnicity, Hispanic/Latino	7,096	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income		
Income < \$15,000	10,088	8.50%
Income \$15,000 - \$24,999	8,898	7.50%
Income \$25,000 - \$34,999	10,084	8.49%
Income \$35,000 - \$49,999	14,223	11.98%
Income \$50,000 - \$74,999	22,611	19.05%
Income \$75,000 - \$99,999	18,823	15.86%
Income \$100,000 - \$124,999	12,933	10.89%
Income \$125,000 - \$149,999	7,574	6.38%
Income \$150,000 - \$199,999	7,390	6.22%
Income \$200,000 - \$249,999	3,244	2.73%
Income \$250,000 - \$499,999	2,205	1.86%
Income \$500,000+	646	0.54%
2021 Est. Average Household Income		\$83,084
2021 Est. Median Household Income		\$67,418
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,219
Black or African American Alone		\$48,832
American Indian and Alaska Native Alone		\$45,441
Asian Alone		\$83,587
Native Hawaiian and Other Pacific Islander Alone		\$40,909
Some Other Race Alone		\$47,075
Two or More Races		\$64,496
Hispanic or Latino		\$51,701
Not Hispanic or Latino		\$68,728
2021 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	26,290	30.96%
Married-Couple Family, no own children	32,997	38.85%
Male Householder, own children	3,315	3.90%
Male Householder, no own children	2,988	3.52%
Female Householder, own children	11,969	14.09%
Female Householder, no own children	7,368	8.68%
2021 Est. Households by Household Size		
1-person	26,972	22.72%
2-person	38,494	32.42%
3-person	23,042	19.41%
4-person	17,454	14.70%
5-person	8,093	6.82%
6-person	3,067	2.58%
7-or-more-person	1,597	1.34%
2021 Est. Average Household Size		2.64

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	118,719	
Households with 1 or More People under Age 18:	47,123	39.69%
Married-Couple Family	28,649	60.80%
Other Family, Male Householder	3,957	8.40%
Other Family, Female Householder	13,983	29.67%
Nonfamily, Male Householder	402	0.85%
Nonfamily, Female Householder	133	0.28%
Households with No People under Age 18:	71,596	
Married-Couple Family	30,624	42.77%
Other Family, Male Householder	2,359	3.29%
Other Family, Female Householder	5,366	7.50%
Nonfamily, Male Householder	16,068	22.44%
Nonfamily, Female Householder	17,179	23.99%
2021 Est. Households by Number of Vehicles	118,719	
No Vehicles	3,708	3.12%
1 Vehicle	40,730	34.31%
2 Vehicles	49,917	42.05%
3 Vehicles	17,567	14.80%
4 Vehicles	4,854	4.09%
5 or more Vehicles	1,943	1.64%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	92,209	
2021 Estimate	84,927	
2010 Census	63,974	
2000 Census	46,275	
Growth 2021 - 2026		8.57%
Growth 2010 - 2021		32.75%
Growth 2000 - 2010		38.25%
2021 Est. Families by Poverty Status	84,927	
2021 Families at or Above Poverty	76,853	90.49%
2021 Families at or Above Poverty with Children	35,447	41.74%
2021 Families Below Poverty	8,074	9.51%
2021 Families Below Poverty with Children	6,542	7.70%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	153,605	62.13%
Civilian Labor Force, Unemployed	7,474	3.02%
Armed Forces	3,804	1.54%
Not in Labor Force	82,366	33.31%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	151,699	
For-Profit Private Workers	106,242	70.03%
Non-Profit Private Workers	7,089	4.67%
Local Government Workers	8,630	5.69%
State Government Workers	8,475	5.59%
Federal Government Workers	8,941	5.89%
Self-Employed Workers	12,080	7.96%
Unpaid Family Workers	242	0.16%
2021 Est. Civ. Employed Pop 16+ by Occupation	151,699	
Architect/Engineer	5,482	3.61%
Arts/Entertainment/Sports	1,469	0.97%
Building Grounds Maintenance	7,247	4.78%
Business/Financial Operations	7,123	4.70%
Community/Social Services	2,046	1.35%
Computer/Mathematical	4,214	2.78%
Construction/Extraction	8,108	5.34%
Education/Training/Library	8,054	5.31%
Farming/Fishing/Forestry	189	0.13%
Food Prep/Serving	9,284	6.12%
Health Practitioner/Technician	9,777	6.45%
Healthcare Support	3,295	2.17%
Maintenance Repair	7,320	4.83%
Legal	861	0.57%
Life/Physical/Social Science	422	0.28%
Management	13,517	8.91%
Office/Admin. Support	18,596	12.26%
Production	10,620	7.00%
Protective Services	4,352	2.87%
Sales/Related	14,952	9.86%
Personal Care/Service	3,942	2.60%
Transportation/Moving	10,829	7.14%
2021 Est. Pop 16+ by Occupation Classification	151,699	
White Collar	86,513	57.03%
Blue Collar	36,877	24.31%
Service and Farm	28,309	18.66%
2021 Est. Workers Age 16+ by Transp. to Work	152,892	
Drove Alone	127,598	83.46%
Car Pooled	13,563	8.87%
Public Transportation	847	0.55%
Walked	1,925	1.26%
Bicycle	410	0.27%
Other Means	1,457	0.95%
Worked at Home	7,092	4.64%

Carnes Crossing Retail Trade Area • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,318	
15 - 29 Minutes	53,602	
30 - 44 Minutes	43,793	
45 - 59 Minutes	15,649	
60 or more Minutes	11,137	
2021 Est. Avg Travel Time to Work in Minutes		32
2021 Est. Occupied Housing Units by Tenure	118,719	
Owner Occupied	81,204	68.40%
Renter Occupied	37,515	31.60%
2021 Owner Occ. HUs: Avg. Length of Residence		12.58%
2021 Renter Occ. HUs: Avg. Length of Residence		5.57%
2021 Est. Owner-Occupied Housing Units by Value	118,719	
Value Less than \$20,000	2,804	3.45%
Value \$20,000 - \$39,999	1,218	1.50%
Value \$40,000 - \$59,999	864	1.06%
Value \$60,000 - \$79,999	1,440	1.77%
Value \$80,000 - \$99,999	2,164	2.66%
Value \$100,000 - \$149,999	9,683	11.92%
Value \$150,000 - \$199,999	16,726	20.60%
Value \$200,000 - \$299,999	27,364	33.70%
Value \$300,000 - \$399,999	10,803	13.30%
Value \$400,000 - \$499,999	4,619	5.69%
Value \$500,000 - \$749,999	2,329	2.87%
Value \$750,000 - \$999,999	731	0.90%
Value \$1,000,000 or \$1,499,999	203	0.25%
Value \$1,500,000 or \$1,999,999	115	0.14%
Value \$2,000,000+	141	0.17%
2021 Est. Median All Owner-Occupied Housing Value		\$217,861
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	83,239	65.28%
1 Unit Attached	5,663	4.44%
2 Units	2,056	1.61%
3 or 4 Units	4,108	3.22%
5 to 19 Units	13,287	10.42%
20 to 49 Units	3,698	2.90%
50 or More Units	1,078	0.85%
Mobile Home or Trailer	14,305	11.22%
Boat, RV, Van, etc.	83	0.07%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	23,088	18.11%
Housing Units Built 2010 to 2014	8,974	7.04%
Housing Units Built 2000 to 2009	32,847	25.76%
Housing Units Built 1990 to 1999	17,157	13.46%
Housing Units Built 1980 to 1989	20,500	16.08%
Housing Units Built 1970 to 1979	15,869	12.45%
Housing Units Built 1960 to 1969	5,845	4.58%
Housing Units Built 1950 to 1959	1,714	1.34%
Housing Units Built 1940 to 1949	556	0.44%
Housing Unit Built 1939 or Earlier	965	0.76%
2021 Est. Median Year Structure Built		2000

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

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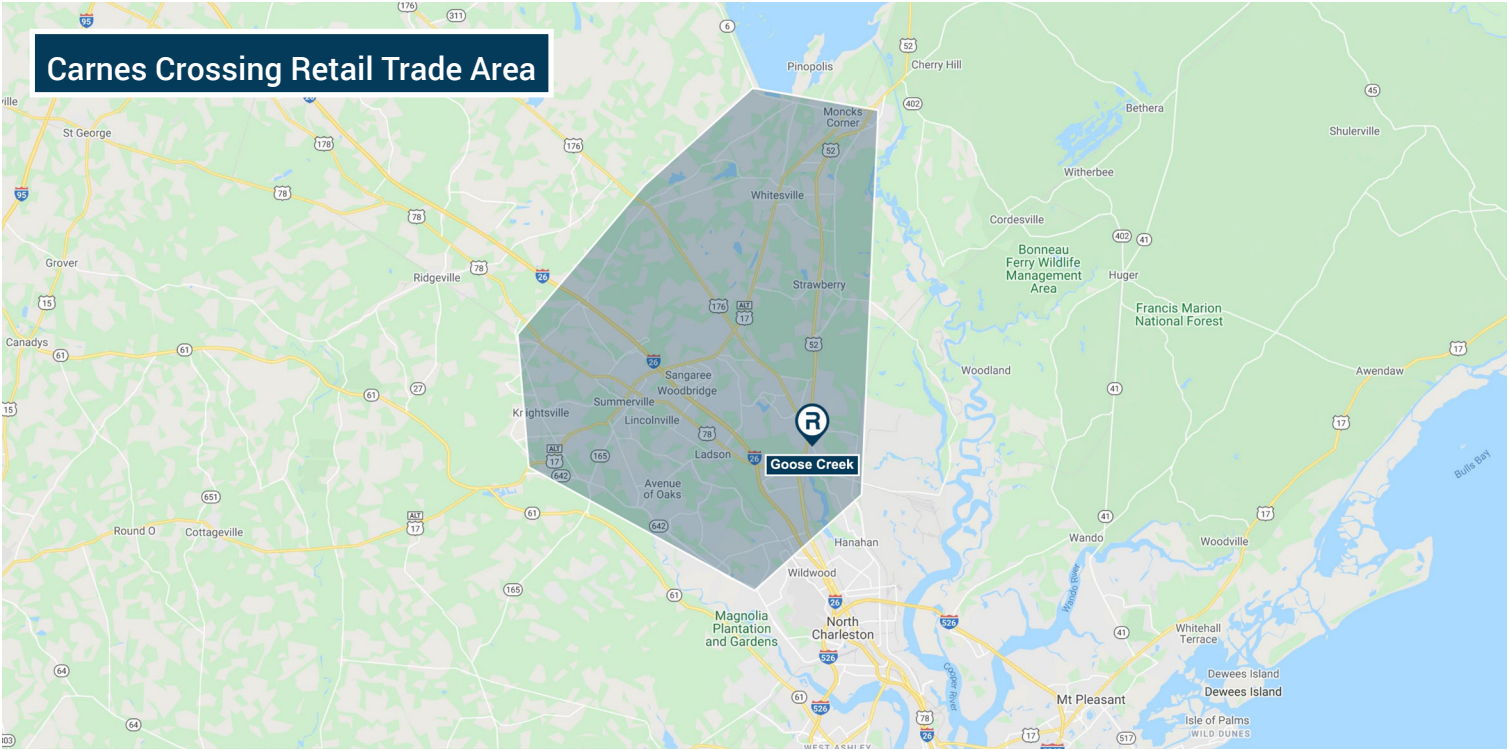
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Carnes Crossing Retail Trade Area • Retail Market Profile

Goose Creek, South Carolina



Population		Age	
2010	241,744	0 - 9 Years	13.40%
2021	315,961	10 - 17 Years	11.13%
2026	341,865	18 - 24 Years	8.70%
Educational Attainment (%)		25 - 34 Years	14.39%
Graduate or Professional Degree	8.21%	35 - 44 Years	14.18%
Bachelors Degree	17.51%	45 - 54 Years	12.48%
Associate Degree	12.12%	55 - 64 Years	11.77%
Some College	24.17%	65 and Older	13.94%
High School Graduate (GED)	28.64%	Median Age	36.64
Some High School, No Degree	6.60%	Average Age	37.70
Less than 9th Grade	2.75%	Race Distribution (%)	
Income		White	62.76%
Average HH	\$83,084	Black/African American	25.93%
Median HH	\$67,418	American Indian/Alaskan	0.55%
Per Capita	\$31,437	Asian	2.94%
		Native Hawaiian/Islander	0.14%
		Other Race	3.83%
		Two or More Races	3.86%
		Hispanic	8.54%



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