



The**Retail**Coach®

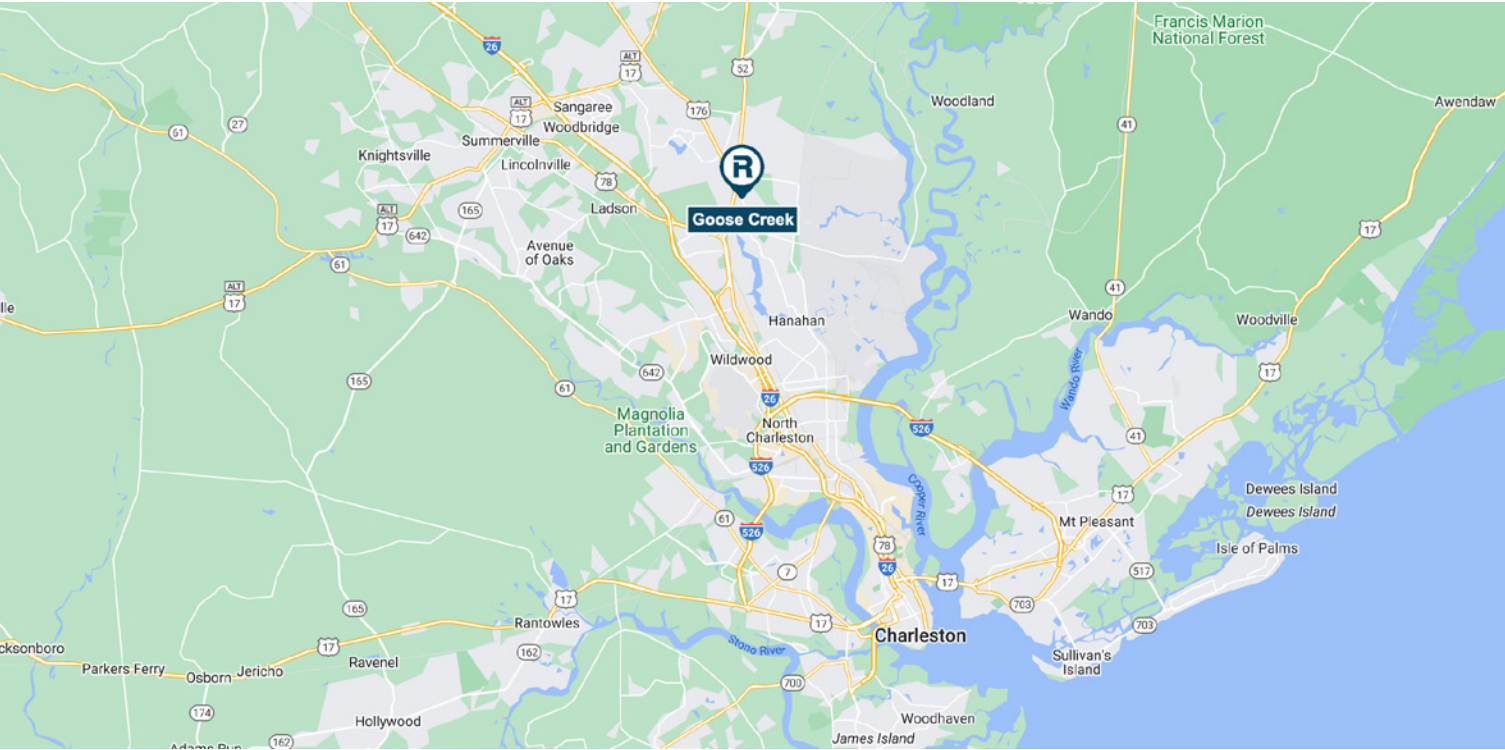
# Community Demographic Profile

GOOSE CREEK, SOUTH CAROLINA

Prepared for City of Goose Creek  
November 2023

# Community • Demographic Snapshot

Goose Creek, South Carolina



Population		Age	
2020	45,946	0 - 9 Years	12.42%
2023	49,739	10 - 17 Years	10.49%
2028	53,811	18 - 24 Years	14.14%
Educational Attainment (%)		25 - 34 Years	14.61%
Graduate or Professional Degree	9.52%	35 - 44 Years	13.46%
Bachelors Degree	16.69%	45 - 54 Years	11.84%
Associate Degree	12.37%	55 - 64 Years	10.72%
Some College	24.71%	65 and Older	12.32%
High School Graduate (or GED)	28.46%	Median Age	33.77
Some High School, No Degree	5.62%	Average Age	36.30
Less than 9th Grade	2.62%	Race Distribution (%)	
Income		White	56.58%
Average HH	\$99,057	Black/African American	22.06%
Median HH	\$81,646	American Indian/Alaskan	0.65%
Per Capita	\$37,589	Asian	2.98%
		Native Hawaiian/Islander	0.14%
		Other Race	6.73%
		Two or More Races	10.86%
		Hispanic	11.65%



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# Community • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	53,811	
2023 Estimate	49,739	
2020 Census	45,946	
2010 Census	37,578	
Growth 2023 - 2028		8.19%
Growth 2020 - 2023		8.26%
Growth 2010 - 2020		22.27%
<b>2023 Est. Population by Single-Classification Race</b>	<b>49,739</b>	
White Alone	28,142	56.58%
Black or African American Alone	10,972	22.06%
Amer. Indian and Alaska Native Alone	324	0.65%
Asian Alone	1,484	2.98%
Native Hawaiian and Other Pacific Island Alone	67	0.14%
Some Other Race Alone	3,348	6.73%
Two or More Races	5,402	10.86%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>49,739</b>	
Not Hispanic or Latino	43,946	88.35%
Hispanic or Latino	5,793	11.65%
Mexican	2,135	36.85%
Puerto Rican	1,006	17.37%
Cuban	128	2.21%
All Other Hispanic or Latino	2,524	43.57%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>5,793</b>	
White Alone	1,122	19.37%
Black or African American Alone	189	3.26%
American Indian and Alaska Native Alone	149	2.57%
Asian Alone	41	0.71%
Native Hawaiian and Other Pacific Islander Alone	9	0.16%
Some Other Race Alone	2,552	44.05%
Two or More Races	1,731	29.88%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,484</b>	
Chinese, except Taiwanese	67	4.51%
Filipino	1,068	71.97%
Japanese	51	3.44%
Asian Indian	19	1.28%
Korean	11	0.74%
Vietnamese	170	11.46%
Cambodian	3	0.20%
Hmong	0	0.00%
Laotian	15	1.01%
Thai	1	0.07%
All Other Asian Races Including 2+ Category	79	5.32%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>49,739</b>	
Arab	53	0.11%
Czech	146	0.29%
Danish	217	0.44%
Dutch	289	0.58%
English	2,786	5.60%
French (except Basque)	966	1.94%
French Canadian	203	0.41%
German	4,255	8.56%
Greek	54	0.11%
Hungarian	83	0.17%
Irish	3,972	7.99%
Italian	1,682	3.38%
Lithuanian	19	0.04%
United States or American	3,273	6.58%
Norwegian	94	0.19%
Polish	760	1.53%
Portuguese	99	0.20%
Russian	136	0.27%
Scottish	775	1.56%
Scotch-Irish	459	0.92%
Slovak	11	0.02%
Subsaharan African	331	0.67%
Swedish	169	0.34%
Swiss	64	0.13%
Ukrainian	61	0.12%
Welsh	217	0.44%
West Indian (except Hisp. groups)	56	0.11%
Other ancestries	17,434	35.05%
Ancestry Unclassified	11,075	22.27%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	40,738	87.44%
Speak Asian/Pacific Island Language at Home	1,527	3.28%
Speak IndoEuropean Language at Home	1,036	2.22%
Speak Spanish at Home	3,165	6.79%
Speak Other Language at Home	125	0.27%

# Community • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>49,739</b>	
Age 0 - 4	3,148	6.33%
Age 5 - 9	3,028	6.09%
Age 10 - 14	3,203	6.44%
Age 15 - 17	2,015	4.05%
Age 18 - 20	3,162	6.36%
Age 21 - 24	3,870	7.78%
Age 25 - 34	7,267	14.61%
Age 35 - 44	6,695	13.46%
Age 45 - 54	5,887	11.84%
Age 55 - 64	5,334	10.72%
Age 65 - 74	3,940	7.92%
Age 75 - 84	1,748	3.51%
Age 85 and over	442	0.89%
Age 16 and over	39,705	79.83%
Age 18 and over	38,345	77.09%
Age 21 and over	35,183	70.73%
Age 65 and over	6,130	12.32%
2023 Est. Median Age		33.77
2023 Est. Average Age		36.30
<b>2023 Est. Population by Sex</b>	<b>49,739</b>	
Male	25,504	51.28%
Female	24,235	48.72%
<b>2023 Est. Male Population by Age</b>	<b>25,504</b>	
Age 0 - 4	1,640	6.43%
Age 5 - 9	1,552	6.08%
Age 10 - 14	1,648	6.46%
Age 15 - 17	1,022	4.01%
Age 18 - 20	2,152	8.44%
Age 21 - 24	2,525	9.90%
Age 25 - 34	3,656	14.34%
Age 35 - 44	3,253	12.76%
Age 45 - 54	2,781	10.90%
Age 55 - 64	2,543	9.97%
Age 65 - 74	1,797	7.05%
Age 75 - 84	759	2.98%
Age 85 and over	176	0.69%
2023 Est. Median Age, Male		30.46
2023 Est. Average Age, Male		34.70
<b>2023 Est. Female Population by Age</b>	<b>24,235</b>	
Age 0 - 4	1,508	6.22%
Age 5 - 9	1,476	6.09%
Age 10 - 14	1,555	6.42%
Age 15 - 17	993	4.10%
Age 18 - 20	1,010	4.17%
Age 21 - 24	1,345	5.55%
Age 25 - 34	3,611	14.90%
Age 35 - 44	3,442	14.20%
Age 45 - 54	3,106	12.82%
Age 55 - 64	2,791	11.52%
Age 65 - 74	2,143	8.84%
Age 75 - 84	989	4.08%
Age 85 and over	266	1.10%
2023 Est. Median Age, Female		36.75
2023 Est. Average Age, Female		38.00

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	14,126	35.00%
Males, Never Married	8,362	20.72%
Females, Never Married	5,764	14.28%
Married, Spouse present	18,778	46.53%
Married, Spouse absent	2,260	5.60%
Widowed	1,426	3.53%
Males Widowed	450	1.11%
Females Widowed	976	2.42%
Divorced	3,770	9.34%
Males Divorced	1,492	3.70%
Females Divorced	2,278	5.64%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	820	2.62%
Some High School, no diploma	1,760	5.62%
High School Graduate (or GED)	8,913	28.46%
Some College, no degree	7,738	24.71%
Associate Degree	3,874	12.37%
Bachelor's Degree	5,226	16.69%
Master's Degree	2,542	8.12%
Professional School Degree	304	0.97%
Doctorate Degree	136	0.43%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	531	18.53%
High School Graduate	891	31.09%
Some College or Associate's Degree	753	26.27%
Bachelor's Degree or Higher	691	24.11%
<b>Households</b>		
2028 Projection	19,412	
2023 Estimate	17,814	
2020 Census	16,244	
2010 Census	12,900	
Growth 2023 - 2028		8.97%
Growth 2020 - 2023		9.66%
Growth 2010 - 2020		25.92%
<b>2023 Est. Households by Household Type</b>	<b>17,814</b>	
Family Households	13,235	74.30%
Nonfamily Households	4,579	25.70%
2023 Est. Group Quarters Population	2,794	
2023 Households by Ethnicity, Hispanic/Latino	1,436	

# Community • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>17,814</b>	
Income < \$15,000	1,095	6.15%
Income \$15,000 - \$24,999	626	3.51%
Income \$25,000 - \$34,999	1,228	6.89%
Income \$35,000 - \$49,999	1,664	9.34%
Income \$50,000 - \$74,999	3,518	19.75%
Income \$75,000 - \$99,999	2,666	14.97%
Income \$100,000 - \$124,999	2,251	12.64%
Income \$125,000 - \$149,999	1,815	10.19%
Income \$150,000 - \$199,999	1,652	9.27%
Income \$200,000 - \$249,999	694	3.90%
Income \$250,000 - \$499,999	481	2.70%
Income \$500,000+	124	0.70%
2023 Est. Average Household Income		\$99,057
2023 Est. Median Household Income		\$81,646
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$92,416
Black or African American Alone		\$64,041
American Indian and Alaska Native Alone		\$41,542
Asian Alone		\$87,864
Native Hawaiian and Other Pacific Islander Alone		\$62,069
Some Other Race Alone		\$60,200
Two or More Races		\$85,429
Hispanic or Latino		\$73,067
Not Hispanic or Latino		\$82,666
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>13,235</b>	
Married-Couple Family, own children	4,597	34.73%
Married-Couple Family, no own children	5,177	39.12%
Male Householder, own children	478	3.61%
Male Householder, no own children	426	3.22%
Female Householder, own children	1,555	11.75%
Female Householder, no own children	1,002	7.57%
<b>2023 Est. Households by Household Size</b>	<b>17,814</b>	
1-person	3,720	20.88%
2-person	6,215	34.89%
3-person	3,541	19.88%
4-person	2,664	14.96%
5-person	899	5.05%
6-person	574	3.22%
7-or-more-person	201	1.13%
2023 Est. Average Household Size		2.60
<b>2023 Est. Households by Presence of People Under 18</b>	<b>17,814</b>	
Households with 1 or More People under Age 18:	7,402	41.55%
Married-Couple Family	4,940	66.74%
Other Family, Male Householder	566	7.65%
Other Family, Female Householder	1,819	24.57%
Nonfamily, Male Householder	63	0.85%
Nonfamily, Female Householder	14	0.19%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>10,412</b>	
Married-Couple Family	4,830	46.39%
Other Family, Male Householder	341	3.27%
Other Family, Female Householder	745	7.16%
Nonfamily, Male Householder	2,314	22.22%
Nonfamily, Female Householder	2,182	20.96%
<b>2023 Est. Households by Number of Vehicles</b>	<b>17,814</b>	
No Vehicles	535	3.00%
1 Vehicle	4,740	26.61%
2 Vehicles	8,185	45.95%
3 Vehicles	3,392	19.04%
4 Vehicles	662	3.72%
5 or more Vehicles	300	1.68%
2023 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2028 Projection	14,372	
2023 Estimate	13,235	
2010 Census	9,664	
Growth 2023 - 2028		8.59%
Growth 2010 - 2023		36.95%
<b>2023 Est. Families by Poverty Status</b>	<b>13,235</b>	
2023 Families at or Above Poverty	12,164	91.91%
2023 Families at or Above Poverty with Children	5,543	41.88%
2023 Families Below Poverty	1,071	8.09%
2023 Families Below Poverty with Children	739	5.58%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	23,017	57.97%
Civilian Labor Force, Unemployed	1,064	2.68%
Armed Forces	4,068	10.25%
Not in Labor Force	11,556	29.10%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>23,171</b>	
For-Profit Private Workers	15,850	68.40%
Non-Profit Private Workers	943	4.07%
Local Government Workers	1,652	7.13%
State Government Workers	1,200	5.18%
Federal Government Workers	1,627	7.02%
Self-Employed Workers	1,898	8.19%
Unpaid Family Workers	1	0.00%



# Community • Demographic Profile

Goose Creek, South Carolina

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>23,171</b>	
Architect/Engineer	927	4.00%
Arts/Entertainment/Sports	312	1.35%
Building Grounds Maintenance	1,105	4.77%
Business/Financial Operations	1,011	4.36%
Community/Social Services	489	2.11%
Computer/Mathematical	794	3.43%
Construction/Extraction	1,118	4.83%
Education/Training/Library	1,360	5.87%
Farming/Fishing/Forestry	7	0.03%
Food Prep/Serving	1,380	5.96%
Health Practitioner/Technician	973	4.20%
Healthcare Support	643	2.77%
Maintenance Repair	1,760	7.60%
Legal	124	0.54%
Life/Physical/Social Science	171	0.74%
Management	2,245	9.69%
Office/Admin. Support	2,335	10.08%
Production	1,366	5.89%
Protective Services	708	3.06%
Sales/Related	1,957	8.45%
Personal Care/Service	743	3.21%
Transportation/Moving	1,643	7.09%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>23,171</b>	
White Collar	12,698	54.80%
Blue Collar	5,887	25.41%
Service and Farm	4,586	19.79%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>26,787</b>	
Drove Alone	20,659	77.12%
Car Pooled	2,002	7.47%
Public Transportation	124	0.46%
Walked	2,406	8.98%
Bicycle	60	0.22%
Other Means	226	0.84%
Worked at Home	1,310	4.89%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,855	
15 - 29 Minutes	8,970	
30 - 44 Minutes	6,687	
45 - 59 Minutes	2,450	
60 or more Minutes	1,410	
2023 Est. Avg Travel Time to Work in Minutes		29
<b>2023 Est. Occupied Housing Units by Tenure</b>	<b>17,814</b>	
Owner Occupied	12,597	70.71%
Renter Occupied	5,217	29.29%
2023 Owner Occ. HUs: Avg. Length of Residence		12.70 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		4.50 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>12,597</b>	
Value Less than \$20,000	274	2.17%
Value \$20,000 - \$39,999	128	1.02%
Value \$40,000 - \$59,999	159	1.26%
Value \$60,000 - \$79,999	103	0.82%
Value \$80,000 - \$99,999	215	1.71%
Value \$100,000 - \$149,999	909	7.22%
Value \$150,000 - \$199,999	1,638	13.00%
Value \$200,000 - \$299,999	5,377	42.69%
Value \$300,000 - \$399,999	2,576	20.45%
Value \$400,000 - \$499,999	836	6.64%
Value \$500,000 - \$749,999	333	2.64%
Value \$750,000 - \$999,999	47	0.37%
Value \$1,000,000 or \$1,499,999	2	0.02%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$253,000
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	13,556	72.08%
1 Unit Attached	1,383	7.35%
2 Units	367	1.95%
3 or 4 Units	296	1.57%
5 to 19 Units	1,247	6.63%
20 to 49 Units	732	3.89%
50 or More Units	208	1.11%
Mobile Home or Trailer	1,019	5.42%
Boat, RV, Van, etc.	0	0.00%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,495	13.27%
Housing Units Built 2010 to 2014	1,418	7.54%
Housing Units Built 2000 to 2009	5,002	26.59%
Housing Units Built 1990 to 1999	2,751	14.63%
Housing Units Built 1980 to 1989	3,272	17.40%
Housing Units Built 1970 to 1979	1,573	8.36%
Housing Units Built 1960 to 1969	1,659	8.82%
Housing Units Built 1950 to 1959	297	1.58%
Housing Units Built 1940 to 1949	166	0.88%
Housing Unit Built 1939 or Earlier	175	0.93%
2023 Est. Median Year Structure Built		1999

<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**Retail**Coach®

## 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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