



# Aiken, South Carolina Snapshot

## Context

The City of Aiken is a city of 32,000 residents located in western South Carolina. Characterized by its rich history and small-town charm, the city serves as a retiree and tourist destination, and is an emerging focal point for high-tech cluster which has drawn a new, highly educated workforce to the Aiken-Augusta metro area. Geographies for this snapshot include the City of Aiken in context with three **trade areas** defined by driving radius from downtown at **0-2 miles**, **2-5 miles**, and **5-10 miles**.

**Figure 1. Aiken Trade Area Geographies**



	0-2 miles	2-5 miles	5-10 miles
Population	9,187	29,409	42,250
Households	4,006	12,516	17,018
Housing Units	4,692	13,908	19,123
<i>Owner-Occupied</i>	52.4%	64.6%	74.2%
<i>Renter-Occupied</i>	33.0%	25.4%	14.8%
Businesses	759	1,275	690
Employees	8,436	16,242	7,517
Unemployment Rate	9.0%	5.0%	6.1%

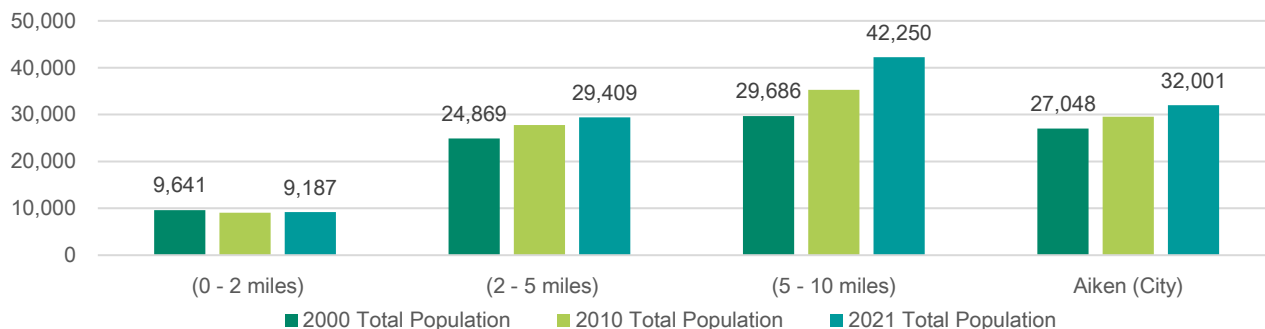
Legend:

- City of Aiken
- 0-2 miles
- 2-5 miles
- 5-10 miles

## Population & Households

The City of Aiken has a 2021 population of 32,001 residents and 14,077 households. Since 2000, the city has added 4,950 new residents and 3,065 new households. The five-mile trade area from the city’s downtown includes a total of 38,596 residents and 16,522 households – with an aggregate total of about 80,800 residents and 33,540 households within a ten-mile trade area. While the city has seen 18% growth in population over the past 20 years, the larger 10-mile trade area has seen 42% growth in population. The city’s median age is 45 years, and the average household size is 2.2.

**Figure 2. Aiken Area Population Growth**



The city’s racial and ethnic composition as of 2021 is included below.



Race / Ethnicity	Total	Percent
White (Non-Hispanic)	20,959	65.5%
Black or African American (Non-Hispanic)	8,413	26.3%
American Indian/Alaska Native (Non-Hispanic)	104	0.3%
Asian (Non-Hispanic)	825	2.6%
Pacific Islander (Non-Hispanic)	28	0.1%
Other Race (Non-Hispanic)	36	0.1%
Multiple Races (Non-Hispanic)	541	1.7%
Total Non-Hispanic	30,906	96.6%
Total Hispanic	1,095	3.4%

## Income

The City of Aiken has a median household income of \$58,776, slightly higher than the \$54,392 median household income in Aiken County and South Carolina. About 43% of Aiken households earn less than \$50,000 per year, while 22.1% of households earn less than \$25,000 per year. 27.5% of households earn more than \$100,000 per year, while 5.7% of households earn more than \$200,000 per year.

Median Household Income	Total	Percent
Less than \$15,000	1,576	11.2%
\$15,000-\$24,999	1,531	10.9%
\$25,000-\$34,999	959	6.8%
\$35,000-\$49,999	1,936	13.8%
\$50,000-\$74,999	2,353	16.7%
\$75,000-\$99,999	1,848	13.1%
\$100,000-\$149,999	2,155	15.3%
\$150,000-\$199,999	919	6.5%
\$200,000 or greater	800	5.7%

## Housing

Aiken has grown by 1,539 new housing units in the past decade, for a total of 15,725 housing units in 2021. City housing units account for 42% of the ten-mile trade area's total 37,723 housing units. 65.6% of Aiken housing units are owner-occupied and 23.9% are renter-occupied; 10.5% are vacant.

## Jobs & Employment

The City of Aiken has a 2021 unemployment rate of 5.0%, lower than the 6.1% unemployment in Aiken County, and the 5.6% unemployment rate for South Carolina. There are approximately 1,644 total businesses and 20,696 employees in Aiken. The top five industry sectors by number of employees include: Healthcare & Social Assistance (22.5%), Retail Trade (15.1%), Accommodation & Food Services (14.4%), Government & Public Administration (10.6%), and Professional Services (6.7%). These five industries account for 69.3% of the city's employment, or 14,329 employees.

There are 2,724 total businesses and 32,195 total workers within a ten-mile trade area of downtown Aiken. 64.3% of workers are employed within the city's boundaries, while 76%, or 24,678 workers, are employed within a five-mile trade area of downtown. Trade area employment for area workers is included below.



Industry Employment (NAICS 2-Digit)	0-2 miles	2-5 miles	5-10 miles	Total within 10 miles
Agriculture, Forestry, Fishing & Hunting	1	2	12	15
Mining	0	0	5	5
Utilities	21	43	125	189
Construction	240	344	202	786
Manufacturing	269	1,086	2,292	3,647
Wholesale Trade	88	351	190	629
Retail Trade	742	2,615	855	4,212
Transportation & Warehousing	132	72	74	278
Information	57	203	89	349
Finance & Insurance	270	585	137	992
Real Estate, Rental & Leasing	266	270	121	657
Professional, Scientific & Tech Services	499	965	217	1,681
Management of Companies & Enterprises	10	4	3	17
Administrative & Support & Waste & Remediation Services	253	183	199	635
Educational Services	413	839	788	2,040
Health Care & Social Assistance	1,135	3,566	386	5,087
Arts, Entertainment & Recreation	97	363	258	718
Accommodation & Food Services	667	2,394	605	3,666
Other Services (except Public Administration)	1,036	1,564	553	3,153
Public Administration	1,902	769	379	3,050
Unclassified	338	24	28	390
<b>Total</b>	<b>8,436</b>	<b>16,242</b>	<b>7,517</b>	<b>32,195</b>

## Consumer Spending

In 2021, Aiken residents spend an average of \$21,287 per household on total retail goods, \$3,347 per household on food away from home, and \$2,875 per household on entertainment and recreation. In the five- to ten-mile trade area band. On average, consumers living in this trade area tend to spend more on retail, food, entertainment, and recreation than those living closer to downtown.

Consumer Spending per Household	0-2 miles	2-5 miles	5-10 miles	City of Aiken
Retail Goods	\$15,787	\$19,881	\$21,665	\$21,287
Food Away from Home	\$2,510	\$3,161	\$3,242	\$3,347
Entertainment & Recreation	\$2,135	\$2,687	\$2,883	\$2,875

**Note:** The source for all data is ESRI Business Analyst, which creates 2021 forecasts using data from the U.S. Census Bureau, the Bureau of Labor Statistics, and Data Axle via detailed data allocation methods.