



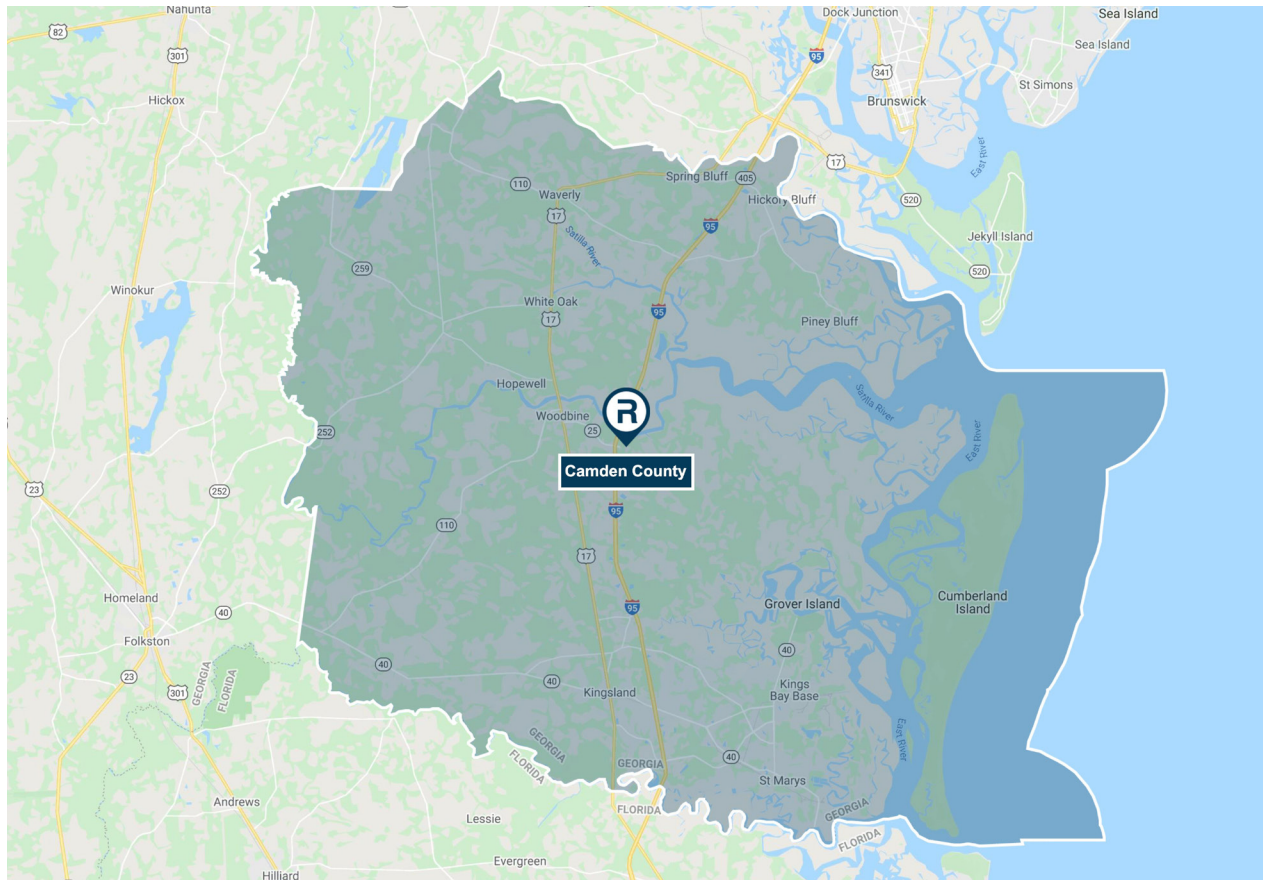
CAMDEN COUNTY, GEORGIA

# County Demographic Profile



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# County



Prepared for:



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# 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.



# County • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	58,456	
2021 Estimate	55,596	
2010 Census	50,513	
2000 Census	43,664	
Growth 2021 - 2026		5.14%
Growth 2010 - 2021		10.06%
Growth 2000 - 2010		15.69%
<b>2021 Est. Population by Single-Classification Race</b>	<b>55,596</b>	
White Alone	40,856	73.49%
Black or African American Alone	10,423	18.75%
Amer. Indian and Alaska Native Alone	325	0.59%
Asian Alone	789	1.42%
Native Hawaiian and Other Pacific Island Alone	120	0.22%
Some Other Race Alone	899	1.62%
Two or More Races	2,184	3.93%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>55,596</b>	
Not Hispanic or Latino	51,294	92.26%
Hispanic or Latino	4,302	7.74%
Mexican	1,530	35.57%
Puerto Rican	1,604	37.29%
Cuban	222	5.16%
All Other Hispanic or Latino	946	21.99%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>4,302</b>	
White Alone	2,624	61.00%
Black or African American Alone	296	6.88%
American Indian and Alaska Native Alone	48	1.12%
Asian Alone	30	0.70%
Native Hawaiian and Other Pacific Islander Alone	10	0.23%
Some Other Race Alone	822	19.11%
Two or More Races	472	10.97%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>789</b>	
Chinese, except Taiwanese	69	8.75%
Filipino	362	45.88%
Japanese	10	1.27%
Asian Indian	145	18.38%
Korean	45	5.70%
Vietnamese	14	1.77%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	12	1.52%
All Other Asian Races Including 2+ Category	132	16.73%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>55,596</b>	
Arab	39	0.07%
Czech	77	0.14%
Danish	58	0.10%
Dutch	396	0.71%
English	3,654	6.57%
French (except Basque)	1,131	2.03%
French Canadian	461	0.83%
German	4,753	8.55%
Greek	32	0.06%
Hungarian	96	0.17%
Irish	4,906	8.82%
Italian	2,273	4.09%
Lithuanian	115	0.21%
United States or American	6,292	11.32%
Norwegian	310	0.56%
Polish	510	0.92%
Portuguese	130	0.23%
Russian	107	0.19%
Scottish	1,221	2.20%
Scotch-Irish	558	1.00%
Slovak	30	0.05%
Subsaharan African	468	0.84%
Swedish	267	0.48%
Swiss	17	0.03%
Ukrainian	36	0.07%
Welsh	238	0.43%
West Indian (except Hisp. groups)	306	0.55%
Other ancestries	16,425	29.54%
Ancestry Unclassified	10,690	19.23%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	46,566	90.19%
Speak Asian/Pacific Island Language at Home	597	1.16%
Speak IndoEuropean Language at Home	611	1.18%
Speak Spanish at Home	3,632	7.03%
Speak Other Language at Home	226	0.44%



# County • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
2021 Est. Population by Age	55,596	
Age 0 - 4	3,964	7.13%
Age 5 - 9	3,880	6.98%
Age 10 - 14	3,713	6.68%
Age 15 - 17	2,108	3.79%
Age 18 - 20	2,434	4.38%
Age 21 - 24	3,699	6.65%
Age 25 - 34	8,874	15.96%
Age 35 - 44	6,731	12.11%
Age 45 - 54	5,809	10.45%
Age 55 - 64	6,304	11.34%
Age 65 - 74	5,033	9.05%
Age 75 - 84	2,413	4.34%
Age 85 and over	634	1.14%
Age 16 and over	43,352	77.98%
Age 18 and over	41,931	75.42%
Age 21 and over	39,497	71.04%
Age 65 and over	8,080	14.53%
2021 Est. Median Age		33.92
2021 Est. Average Age		36.90
2021 Est. Population by Sex	55,596	
Male	28,419	51.12%
Female	27,177	48.88%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	28,419	
Age 0 - 4	2,030	7.14%
Age 5 - 9	1,993	7.01%
Age 10 - 14	1,907	6.71%
Age 15 - 17	1,091	3.84%
Age 18 - 20	1,480	5.21%
Age 21 - 24	2,348	8.26%
Age 25 - 34	4,751	16.72%
Age 35 - 44	3,390	11.93%
Age 45 - 54	2,773	9.76%
Age 55 - 64	2,952	10.39%
Age 65 - 74	2,387	8.40%
Age 75 - 84	1,060	3.73%
Age 85 and over	257	0.90%
2021 Est. Median Age, Male		31.74
2021 Est. Average Age, Male		35.60
2021 Est. Female Population by Age	27,177	
Age 0 - 4	1,934	7.12%
Age 5 - 9	1,887	6.94%
Age 10 - 14	1,806	6.65%
Age 15 - 17	1,017	3.74%
Age 18 - 20	954	3.51%
Age 21 - 24	1,351	4.97%
Age 25 - 34	4,123	15.17%
Age 35 - 44	3,341	12.29%
Age 45 - 54	3,036	11.17%
Age 55 - 64	3,352	12.33%
Age 65 - 74	2,646	9.74%
Age 75 - 84	1,353	4.98%
Age 85 and over	377	1.39%
2021 Est. Median Age, Female		36.43
2021 Est. Average Age, Female		38.40

# County • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	12,559	28.52%
Males, Never Married	7,581	17.21%
Females, Never Married	4,978	11.30%
Married, Spouse present	22,610	51.34%
Married, Spouse absent	1,779	4.04%
Widowed	1,865	4.24%
Males Widowed	375	0.85%
Females Widowed	1,490	3.38%
Divorced	5,226	11.87%
Males Divorced	2,453	5.57%
Females Divorced	2,773	6.30%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	682	1.9%
Some High School, no diploma	2,228	6.2%
High School Graduate (or GED)	11,271	31.5%
Some College, no degree	9,858	27.5%
Associate Degree	2,996	8.4%
Bachelor's Degree	5,691	15.9%
Master's Degree	2,141	6.0%
Professional School Degree	565	1.6%
Doctorate Degree	366	1.0%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	402	19.13%
High School Graduate	319	15.18%
Some College or Associate's Degree	605	28.80%
Bachelor's Degree or Higher	775	36.89%
<b>Households</b>		
2026 Projection	21,374	
2021 Estimate	20,236	
2010 Census	18,047	
2000 Census	14,705	
Growth 2021 - 2026		5.62%
Growth 2010 - 2021		12.13%
Growth 2000 - 2010		22.73%
<b>2021 Est. Households by Household Type</b>		
Family Households	15,096	74.60%
Nonfamily Households	5,140	25.40%
<b>2021 Est. Group Quarters Population</b>		
2021 Est. Group Quarters Population	2,068	
<b>2021 Households by Ethnicity, Hispanic/Latino</b>		
2021 Households by Ethnicity, Hispanic/Latino	1,190	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>		
Income < \$15,000	1,629	8.05%
Income \$15,000 - \$24,999	1,465	7.24%
Income \$25,000 - \$34,999	2,076	10.26%
Income \$35,000 - \$49,999	2,890	14.28%
Income \$50,000 - \$74,999	3,445	17.02%
Income \$75,000 - \$99,999	2,898	14.32%
Income \$100,000 - \$124,999	2,113	10.44%
Income \$125,000 - \$149,999	1,297	6.41%
Income \$150,000 - \$199,999	1,290	6.38%
Income \$200,000 - \$249,999	598	2.96%
Income \$250,000 - \$499,999	406	2.01%
Income \$500,000+	129	0.64%
<b>2021 Est. Average Household Income</b>		
2021 Est. Average Household Income		\$83,311
<b>2021 Est. Median Household Income</b>		
2021 Est. Median Household Income		\$64,019
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$70,643
Black or African American Alone		\$42,621
American Indian and Alaska Native Alone		\$45,507
Asian Alone		\$83,216
Native Hawaiian and Other Pacific Islander Alone		\$92,823
Some Other Race Alone		\$56,780
Two or More Races		\$98,744
Hispanic or Latino		\$57,207
Not Hispanic or Latino		\$64,595
<b>2021 Est. Family HH Type by Presence of Own Child.</b>		
2021 Est. Family HH Type by Presence of Own Child.	15,096	
Married-Couple Family, own children	5,067	33.57%
Married-Couple Family, no own children	6,227	41.25%
Male Householder, own children	489	3.24%
Male Householder, no own children	423	2.80%
Female Householder, own children	1,886	12.49%
Female Householder, no own children	1,004	6.65%
<b>2021 Est. Households by Household Size</b>		
2021 Est. Households by Household Size	20,236	
1-person	4,330	21.40%
2-person	6,864	33.92%
3-person	3,915	19.35%
4-person	2,970	14.68%
5-person	1,423	7.03%
6-person	529	2.61%
7-or-more-person	205	1.01%
<b>2021 Est. Average Household Size</b>		
2021 Est. Average Household Size		2.65

# County • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>20,236</b>	
Households with 1 or More People under Age 18:	8,273	40.88%
Married-Couple Family	5,430	65.64%
Other Family, Male Householder	592	7.16%
Other Family, Female Householder	2,147	25.95%
Nonfamily, Male Householder	88	1.06%
Nonfamily, Female Householder	16	0.19%
<b>Households with No People under Age 18:</b>	<b>11,963</b>	<b>59.12%</b>
Married-Couple Family	5,862	49.00%
Other Family, Male Householder	321	2.68%
Other Family, Female Householder	747	6.24%
Nonfamily, Male Householder	2,662	22.25%
Nonfamily, Female Householder	2,371	19.82%
<b>2021 Est. Households by Number of Vehicles</b>	<b>20,236</b>	
No Vehicles	861	4.26%
1 Vehicle	5,852	28.92%
2 Vehicles	8,499	42.00%
3 Vehicles	3,730	18.43%
4 Vehicles	959	4.74%
5 or more Vehicles	335	1.66%
2021 Est. Average Number of Vehicles		2
<b>Family Households</b>		
2026 Projection	15,943	
2021 Estimate	15,096	
2010 Census	13,468	
2000 Census	11,374	
Growth 2021 - 2026		5.61%
Growth 2010 - 2021		12.09%
Growth 2000 - 2010		18.41%
<b>2021 Est. Families by Poverty Status</b>	<b>15,096</b>	
2021 Families at or Above Poverty	13,450	89.10%
2021 Families at or Above Poverty with Children	6,064	40.17%
2021 Families Below Poverty	1,646	10.90%
2021 Families Below Poverty with Children	1,360	9.01%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>43,352</b>	
Civilian Labor Force, Employed	22,510	51.92%
Civilian Labor Force, Unemployed	1,712	3.95%
Armed Forces	4,023	9.28%
Not in Labor Force	15,107	34.85%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>23,338</b>	
For-Profit Private Workers	14,400	61.70%
Non-Profit Private Workers	1,020	4.37%
Local Government Workers	3,391	14.53%
State Government Workers	1,074	4.60%
Federal Government Workers	1,594	6.83%
Self-Employed Workers	1,829	7.84%
Unpaid Family Workers	30	0.13%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>23,338</b>	
Architect/Engineer	364	1.56%
Arts/Entertainment/Sports	247	1.06%
Building Grounds Maintenance	881	3.78%
Business/Financial Operations	942	4.04%
County/Social Services	366	1.57%
Computer/Mathematical	270	1.16%
Construction/Extraction	1,368	5.86%
Education/Training/Library	1,552	6.65%
Farming/Fishing/Forestry	118	0.51%
Food Prep/Serving	1,708	7.32%
Health Practitioner/Technician	1,259	5.40%
Healthcare Support	484	2.07%
Maintenance Repair	1,407	6.03%
Legal	183	0.78%
Life/Physical/Social Science	355	1.52%
Management	2,096	8.98%
Office/Admin. Support	2,722	11.66%
Production	1,258	5.39%
Protective Services	740	3.17%
Sales/Related	2,631	11.27%
Personal Care/Service	606	2.60%
Transportation/Moving	1,781	7.63%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>23,338</b>	
White Collar	12,987	55.65%
Blue Collar	5,814	24.91%
Service and Farm	4,537	19.44%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>25,906</b>	
Drove Alone	21,656	83.60%
Car Pooled	1,871	7.22%
Public Transportation	15	0.06%
Walked	1,457	5.62%
Bicycle	33	0.13%
Other Means	385	1.49%
Worked at Home	489	1.89%

# County • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,816	
15 - 29 Minutes	8,621	
30 - 44 Minutes	4,288	
45 - 59 Minutes	2,538	
60 or more Minutes	1,170	
2021 Est. Avg Travel Time to Work in Minutes		25
2021 Est. Occupied Housing Units by Tenure	20,236	
Owner Occupied	13,247	65.46%
Renter Occupied	6,989	34.54%
2021 Owner Occ. HUs: Avg. Length of Residence		13.7
2021 Renter Occ. HUs: Avg. Length of Residence		5.9
2021 Est. Owner-Occupied Housing Units by Value	20,236	
Value Less than \$20,000	554	4.18%
Value \$20,000 - \$39,999	345	2.60%
Value \$40,000 - \$59,999	305	2.30%
Value \$60,000 - \$79,999	286	2.16%
Value \$80,000 - \$99,999	612	4.62%
Value \$100,000 - \$149,999	2,454	18.53%
Value \$150,000 - \$199,999	2,570	19.40%
Value \$200,000 - \$299,999	3,196	24.13%
Value \$300,000 - \$399,999	1,505	11.36%
Value \$400,000 - \$499,999	708	5.35%
Value \$500,000 - \$749,999	548	4.14%
Value \$750,000 - \$999,999	156	1.18%
Value \$1,000,000 or \$1,499,999	8	0.06%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$189,545
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	15,579	66.72%
1 Unit Attached	1010	4.33%
2 Units	844	3.62%
3 or 4 Units	1,174	5.03%
5 to 19 Units	1,659	7.11%
20 to 49 Units	232	0.99%
50 or More Units	173	0.74%
Mobile Home or Trailer	2,667	11.42%
Boat, RV, Van, etc.	12	0.05%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,034	8.71%
Housing Units Built 2010 to 2014	687	2.94%
Housing Units Built 2000 to 2009	5,504	23.57%
Housing Units Built 1990 to 1999	6,177	26.45%
Housing Units Built 1980 to 1989	4,330	18.54%
Housing Units Built 1970 to 1979	1,868	8.00%
Housing Units Built 1960 to 1969	1,043	4.47%
Housing Units Built 1950 to 1959	743	3.18%
Housing Units Built 1940 to 1949	451	1.93%
Housing Unit Built 1939 or Earlier	513	2.20%
2021 Est. Median Year Structure Built		1995





## 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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