



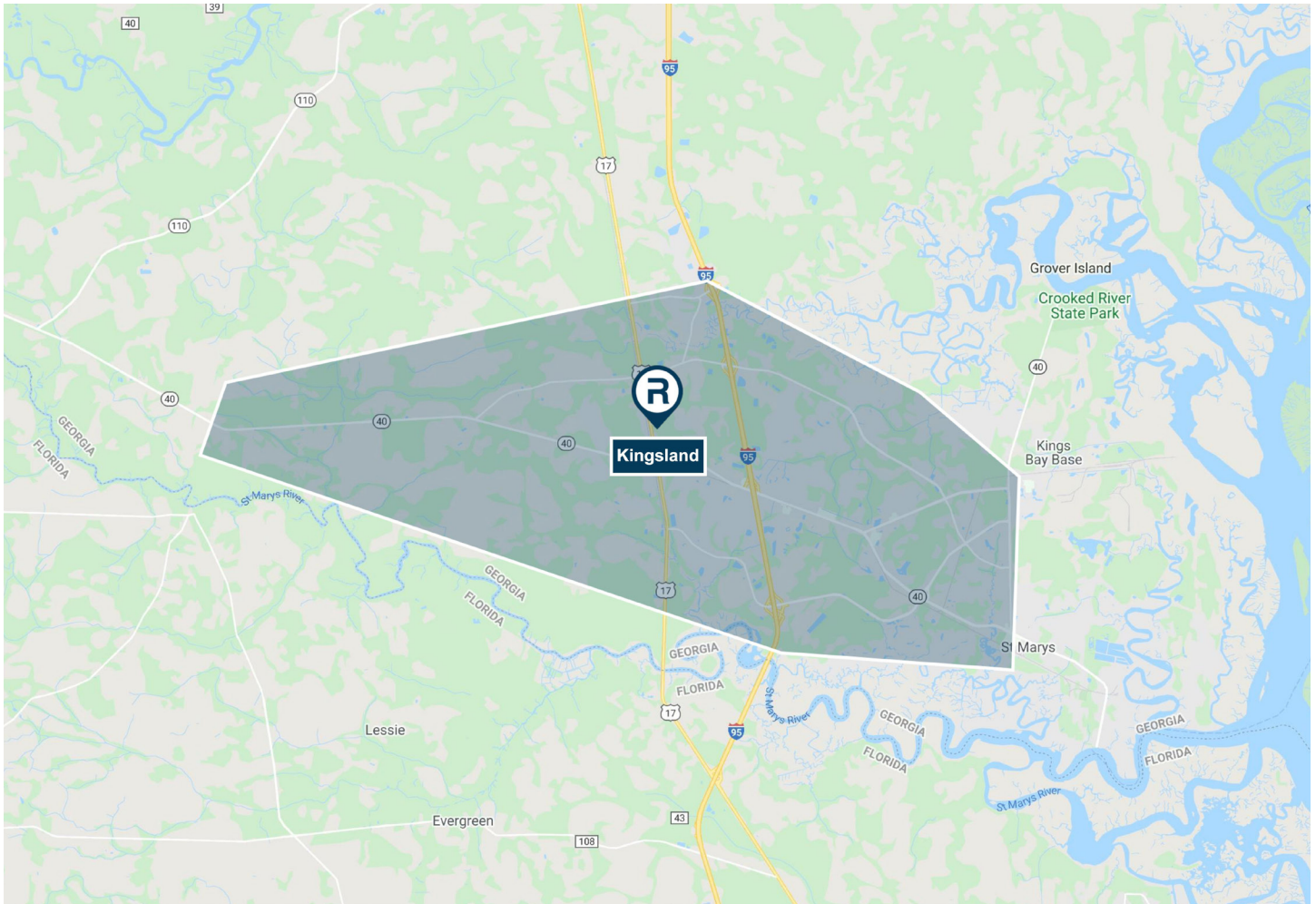
The**Retail**Coach.®

Kingsland Retail Trade Area Demographic Profile

CAMDEN COUNTY, GEORGIA

Prepared for Camden County Joint Development Authority
May 2021

Kingsland Retail Trade Area



Prepared for:



Camden County Joint Development Authority

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Kingsland Retail Trade Area • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	34,121	
2021 Estimate	32,159	
2010 Census	28,358	
2000 Census	20,132	
Growth 2021 - 2026		6.10%
Growth 2010 - 2021		13.40%
Growth 2000 - 2010		40.86%
2021 Est. Population by Single-Classification Race	32,159	
White Alone	22,619	70.34%
Black or African American Alone	6,737	20.95%
Amer. Indian and Alaska Native Alone	191	0.59%
Asian Alone	588	1.83%
Native Hawaiian and Other Pacific Island Alone	71	0.22%
Some Other Race Alone	525	1.63%
Two or More Races	1,429	4.44%
2021 Est. Population by Hispanic or Latino Origin	32,159	
Not Hispanic or Latino	29,443	91.56%
Hispanic or Latino	2,716	8.45%
Mexican	891	32.81%
Puerto Rican	1,080	39.76%
Cuban	145	5.34%
All Other Hispanic or Latino	600	22.09%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	2,716	
White Alone	1,654	60.90%
Black or African American Alone	220	8.10%
American Indian and Alaska Native Alone	33	1.22%
Asian Alone	19	0.70%
Native Hawaiian and Other Pacific Islander Alone	2	0.07%
Some Other Race Alone	482	17.75%
Two or More Races	306	11.27%
2021 Est. Pop by Race, Asian Alone, by Category	588	
Chinese, except Taiwanese	46	7.82%
Filipino	299	50.85%
Japanese	7	1.19%
Asian Indian	131	22.28%
Korean	4	0.68%
Vietnamese	4	0.68%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	1.19%
All Other Asian Races Including 2+ Category	91	15.48%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	32,159	
Arab	25	0.08%
Czech	44	0.14%
Danish	50	0.16%
Dutch	230	0.72%
English	2,229	6.93%
French (except Basque)	671	2.09%
French Canadian	267	0.83%
German	2,882	8.96%
Greek	24	0.08%
Hungarian	67	0.21%
Irish	2,803	8.72%
Italian	1,573	4.89%
Lithuanian	101	0.31%
United States or American	2,920	9.08%
Norwegian	183	0.57%
Polish	314	0.98%
Portuguese	91	0.28%
Russian	82	0.26%
Scottish	729	2.27%
Scotch-Irish	231	0.72%
Slovak	7	0.02%
Subsaharan African	354	1.10%
Swedish	152	0.47%
Swiss	12	0.04%
Ukrainian	29	0.09%
Welsh	117	0.36%
West Indian (except Hisp. groups)	172	0.54%
Other ancestries	9,796	30.46%
Ancestry Unclassified	6,007	18.68%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	26,566	89.45%
Speak Asian/Pacific Island Language at Home	388	1.31%
Speak IndoEuropean Language at Home	397	1.34%
Speak Spanish at Home	2,193	7.38%
Speak Other Language at Home	155	0.52%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	32,159	
Age 0 - 4	2,460	7.65%
Age 5 - 9	2,482	7.72%
Age 10 - 14	2,369	7.37%
Age 15 - 17	1,328	4.13%
Age 18 - 20	1,243	3.87%
Age 21 - 24	1,779	5.53%
Age 25 - 34	5,245	16.31%
Age 35 - 44	4,230	13.15%
Age 45 - 54	3,578	11.13%
Age 55 - 64	3,425	10.65%
Age 65 - 74	2,568	7.99%
Age 75 - 84	1,175	3.65%
Age 85 and over	275	0.86%
Age 16 and over	24,413	75.91%
Age 18 and over	23,519	73.13%
Age 21 and over	22,276	69.27%
Age 65 and over	4,019	12.50%
2021 Est. Median Age		33.37
2021 Est. Average Age		35.70
2021 Est. Population by Sex	32,159	
Male	15,998	49.75%
Female	16,161	50.25%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	15,998	
Age 0 - 4	1,253	7.83%
Age 5 - 9	1,280	8.00%
Age 10 - 14	1,237	7.73%
Age 15 - 17	696	4.35%
Age 18 - 20	666	4.16%
Age 21 - 24	966	6.04%
Age 25 - 34	2,643	16.52%
Age 35 - 44	2,110	13.19%
Age 45 - 54	1,705	10.66%
Age 55 - 64	1,603	10.02%
Age 65 - 74	1,203	7.52%
Age 75 - 84	516	3.23%
Age 85 and over	119	0.74%
2021 Est. Median Age, Male		32.10
2021 Est. Average Age, Male		34.68
2021 Est. Female Population by Age	16,161	
Age 0 - 4	1,207	7.47%
Age 5 - 9	1,202	7.44%
Age 10 - 14	1,133	7.01%
Age 15 - 17	632	3.91%
Age 18 - 20	576	3.56%
Age 21 - 24	813	5.03%
Age 25 - 34	2,602	16.10%
Age 35 - 44	2,119	13.11%
Age 45 - 54	1,873	11.59%
Age 55 - 64	1,822	11.27%
Age 65 - 74	1,365	8.45%
Age 75 - 84	659	4.08%
Age 85 and over	156	0.97%
2021 Est. Median Age, Female		34.66
2021 Est. Average Age, Female		36.70

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,075	28.47%
Males, Never Married	3,880	15.62%
Females, Never Married	3,196	12.86%
Married, Spouse present	12,974	52.22%
Married, Spouse absent	918	3.70%
Widowed	930	3.74%
Males Widowed	133	0.54%
Females Widowed	796	3.20%
Divorced	2,950	11.87%
Males Divorced	1,444	5.81%
Females Divorced	1,506	6.06%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	350	1.7%
Some High School, no diploma	1,164	5.7%
High School Graduate (or GED)	6,253	30.5%
Some College, no degree	5,535	27.0%
Associate Degree	1,825	8.9%
Bachelor's Degree	3,594	17.5%
Master's Degree	1,291	6.3%
Professional School Degree	313	1.5%
Doctorate Degree	172	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	273	20.36%
High School Graduate	150	11.19%
Some College or Associate's Degree	366	27.29%
Bachelor's Degree or Higher	552	41.16%
Households		
2026 Projection	12,429	
2021 Estimate	11,705	
2010 Census	10,246	
2000 Census	6,919	
Growth 2021 - 2026		6.19%
Growth 2010 - 2021		14.24%
Growth 2000 - 2010		48.09%
2021 Est. Households by Household Type	11,705	
Family Households	8,811	75.28%
Nonfamily Households	2,894	24.73%
2021 Est. Group Quarters Population	30	
2021 Households by Ethnicity, Hispanic/Latino	776	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	11,705	
Income < \$15,000	823	7.03%
Income \$15,000 - \$24,999	687	5.87%
Income \$25,000 - \$34,999	1,189	10.16%
Income \$35,000 - \$49,999	1,848	15.79%
Income \$50,000 - \$74,999	2,013	17.20%
Income \$75,000 - \$99,999	1,686	14.40%
Income \$100,000 - \$124,999	1,255	10.72%
Income \$125,000 - \$149,999	780	6.66%
Income \$150,000 - \$199,999	755	6.45%
Income \$200,000 - \$249,999	366	3.13%
Income \$250,000 - \$499,999	230	1.97%
Income \$500,000+	73	0.62%
2021 Est. Average Household Income		\$84,791
2021 Est. Median Household Income		\$65,180
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,041
Black or African American Alone		\$48,280
American Indian and Alaska Native Alone		\$39,514
Asian Alone		\$87,075
Native Hawaiian and Other Pacific Islander Alone		\$95,114
Some Other Race Alone		\$53,491
Two or More Races		\$120,225
Hispanic or Latino		\$58,744
Not Hispanic or Latino		\$65,902
2021 Est. Family HH Type by Presence of Own Child.	8,811	
Married-Couple Family, own children	3,255	36.94%
Married-Couple Family, no own children	3,378	38.34%
Male Householder, own children	300	3.41%
Male Householder, no own children	210	2.38%
Female Householder, own children	1,163	13.20%
Female Householder, no own children	504	5.72%
2021 Est. Households by Household Size	11,705	
1-person	2,308	19.72%
2-person	3,800	32.47%
3-person	2,310	19.74%
4-person	1,861	15.90%
5-person	930	7.95%
6-person	353	3.02%
7-or-more-person	142	1.21%
2021 Est. Average Household Size		2.75

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	11,705	
Households with 1 or More People under Age 18:	5,144	43.95%
Married-Couple Family	3,431	66.70%
Other Family, Male Householder	354	6.88%
Other Family, Female Householder	1,289	25.06%
Nonfamily, Male Householder	60	1.17%
Nonfamily, Female Householder	10	0.19%
Households with No People under Age 18:	6,561	56.05%
Married-Couple Family	3,201	48.79%
Other Family, Male Householder	155	2.36%
Other Family, Female Householder	381	5.81%
Nonfamily, Male Householder	1,528	23.29%
Nonfamily, Female Householder	1,296	19.75%
2021 Est. Households by Number of Vehicles	11,705	
No Vehicles	423	3.61%
1 Vehicle	3,474	29.68%
2 Vehicles	5,040	43.06%
3 Vehicles	1,996	17.05%
4 Vehicles	585	5.00%
5 or more Vehicles	187	1.60%
2021 Est. Average Number of Vehicles		1.97
Family Households		
2026 Projection	9,357	
2021 Estimate	8,811	
2010 Census	7,702	
2000 Census	5,371	
Growth 2021 - 2026		6.20%
Growth 2010 - 2021		14.40%
Growth 2000 - 2010		43.40%
2021 Est. Families by Poverty Status	8,811	
2021 Families at or Above Poverty	7,938	90.09%
2021 Families at or Above Poverty with Children	3,909	44.37%
2021 Families Below Poverty	873	9.91%
2021 Families Below Poverty with Children	780	8.85%
2021 Est. Pop 16+ by Employment Status	24,412	
Civilian Labor Force, Employed	13,780	56.45%
Civilian Labor Force, Unemployed	884	3.62%
Armed Forces	1,759	7.21%
Not in Labor Force	7,989	32.72%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	13,920	
For-Profit Private Workers	8,631	62.00%
Non-Profit Private Workers	576	4.14%
Local Government Workers	2,114	15.19%
State Government Workers	652	4.68%
Federal Government Workers	924	6.64%
Self-Employed Workers	1,006	7.23%
Unpaid Family Workers	17	0.12%
2021 Est. Civ. Employed Pop 16+ by Occupation	13,920	
Architect/Engineer	254	1.83%
Arts/Entertainment/Sports	89	0.64%
Building Grounds Maintenance	597	4.29%
Business/Financial Operations	609	4.38%
Community/Social Services	227	1.63%
Computer/Mathematical	144	1.04%
Construction/Extraction	794	5.70%
Education/Training/Library	961	6.90%
Farming/Fishing/Forestry	89	0.64%
Food Prep/Serving	1,107	7.95%
Health Practitioner/Technician	822	5.91%
Healthcare Support	239	1.72%
Maintenance Repair	828	5.95%
Legal	91	0.65%
Life/Physical/Social Science	233	1.67%
Management	1,088	7.82%
Office/Admin. Support	1,584	11.38%
Production	768	5.52%
Protective Services	400	2.87%
Sales/Related	1,642	11.80%
Personal Care/Service	379	2.72%
Transportation/Moving	975	7.00%
2021 Est. Pop 16+ by Occupation Classification	13,920	
White Collar	7,743	55.63%
Blue Collar	3,366	24.18%
Service and Farm	2,811	20.19%
2021 Est. Workers Age 16+ by Transp. to Work	15,274	
Drove Alone	13,727	89.87%
Car Pooled	993	6.50%
Public Transportation	1	0.01%
Walked	43	0.28%
Bicycle	27	0.18%
Other Means	213	1.40%
Worked at Home	271	1.77%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,951	
15 - 29 Minutes	5,433	
30 - 44 Minutes	2,518	
45 - 59 Minutes	1,418	
60 or more Minutes	688	
2021 Est. Avg Travel Time to Work in Minutes		25
2021 Est. Occupied Housing Units by Tenure	11,705	
Owner Occupied	7,420	63.39%
Renter Occupied	4,285	36.61%
2021 Owner Occ. HUs: Avg. Length of Residence		12.37
2021 Renter Occ. HUs: Avg. Length of Residence		6.02
2021 Est. Owner-Occupied Housing Units by Value	11,705	
Value Less than \$20,000	298	4.02%
Value \$20,000 - \$39,999	94	1.27%
Value \$40,000 - \$59,999	106	1.43%
Value \$60,000 - \$79,999	125	1.69%
Value \$80,000 - \$99,999	222	2.99%
Value \$100,000 - \$149,999	1,582	21.32%
Value \$150,000 - \$199,999	1,476	19.89%
Value \$200,000 - \$299,999	2,001	26.97%
Value \$300,000 - \$399,999	816	11.00%
Value \$400,000 - \$499,999	402	5.42%
Value \$500,000 - \$749,999	249	3.36%
Value \$750,000 - \$999,999	48	0.65%
Value \$1,000,000 or \$1,499,999	0	0.00%
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		\$192,909
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	8,525	65.31%
1 Unit Attached	614	4.70%
2 Units	584	4.47%
3 or 4 Units	594	4.55%
5 to 19 Units	1,191	9.12%
20 to 49 Units	182	1.39%
50 or More Units	87	0.67%
Mobile Home or Trailer	1,276	9.78%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,273	9.75%
Housing Units Built 2010 to 2014	439	3.36%
Housing Units Built 2000 to 2009	3,412	26.14%
Housing Units Built 1990 to 1999	4,088	31.32%
Housing Units Built 1980 to 1989	2,092	16.03%
Housing Units Built 1970 to 1979	943	7.22%
Housing Units Built 1960 to 1969	304	2.33%
Housing Units Built 1950 to 1959	308	2.36%
Housing Units Built 1940 to 1949	116	0.89%
Housing Unit Built 1939 or Earlier	79	0.61%
2021 Est. Median Year Structure Built		1997

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.



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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.

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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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