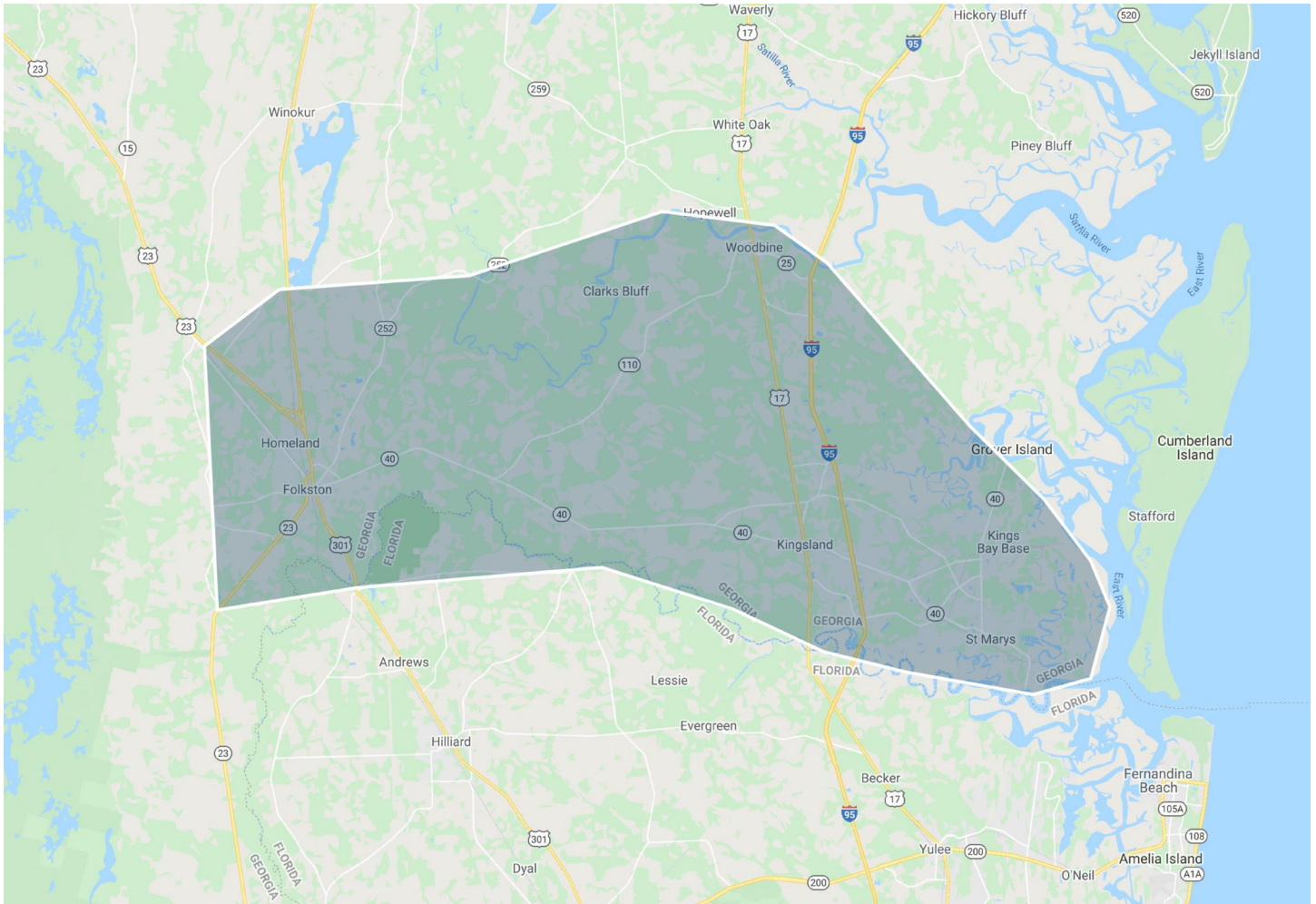# Primary Retail Trade Area Demographic Profile

CAMDEN COUNTY, GEORGIA

Prepared for Camden County Joint Development Authority
May 2021

Primary Retail Trade Area

Prepared for:

Camden County Joint Development Authority
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Primary Retail Trade Area • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	65,147	
2021 Estimate	61,993	
2010 Census	56,090	
2000 Census	48,129	
Growth 2021 - 2026		5.09%
Growth 2010 - 2021		10.52%
Growth 2000 - 2010		16.54%
2021 Est. Population by Single-Classification Race	**61,993**	
White Alone	43,549	70.25%
Black or African American Alone	13,598	21.94%
Amer. Indian and Alaska Native Alone	540	0.87%
Asian Alone	864	1.39%
Native Hawaiian and Other Pacific Island Alone	123	0.20%
Some Other Race Alone	925	1.49%
Two or More Races	2,392	3.86%
2021 Est. Population by Hispanic or Latino Origin	**61,993**	
Not Hispanic or Latino	57,220	92.30%
Hispanic or Latino	4,773	7.70%
Mexican	1,846	38.68%
Puerto Rican	1,648	34.53%
Cuban	238	4.99%
All Other Hispanic or Latino	1,041	21.81%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	**4,773**	
White Alone	3,012	63.11%
Black or African American Alone	331	6.94%
American Indian and Alaska Native Alone	54	1.13%
Asian Alone	30	0.63%
Native Hawaiian and Other Pacific Islander Alone	8	0.17%
Some Other Race Alone	846	17.73%
Two or More Races	491	10.29%
2021 Est. Pop by Race, Asian Alone, by Category	**864**	
Chinese, except Taiwanese	69	7.99%
Filipino	374	43.29%
Japanese	10	1.16%
Asian Indian	156	18.06%
Korean	69	7.99%
Vietnamese	48	5.56%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	12	1.39%
All Other Asian Races Including 2+ Category	127	14.70%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	**61,993**	
Arab	61	0.10%
Czech	63	0.10%
Danish	59	0.10%
Dutch	417	0.67%
English	3,950	6.37%
French (except Basque)	1,244	2.01%
French Canadian	440	0.71%
German	4,937	7.96%
Greek	38	0.06%
Hungarian	88	0.14%
Irish	5,184	8.36%
Italian	2,354	3.80%
Lithuanian	114	0.18%
United States or American	7,361	11.87%
Norwegian	276	0.45%
Polish	555	0.90%
Portuguese	129	0.21%
Russian	101	0.16%
Scottish	1,202	1.94%
Scotch-Irish	831	1.34%
Slovak	28	0.05%
Subsaharan African	467	0.75%
Swedish	267	0.43%
Swiss	17	0.03%
Ukrainian	36	0.06%
Welsh	230	0.37%
West Indian (except Hisp. groups)	336	0.54%
Other ancestries	19,923	32.14%
Ancestry Unclassified	11,288	18.21%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	52,389	90.81%
Speak Asian/Pacific Island Language at Home	747	1.30%
Speak IndoEuropean Language at Home	673	1.17%
Speak Spanish at Home	3,637	6.30%
Speak Other Language at Home	246	0.43%

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Camden County, Georgia

DESCRIPTION	DATA	%
2021 Est. Population by Age	**61,993**	
Age 0 - 4	4,300	6.94%
Age 5 - 9	4,217	6.80%
Age 10 - 14	4,061	6.55%
Age 15 - 17	2,315	3.73%
Age 18 - 20	2,679	4.32%
Age 21 - 24	4,150	6.69%
Age 25 - 34	10,206	16.46%
Age 35 - 44	7,767	12.53%
Age 45 - 54	6,633	10.70%
Age 55 - 64	6,896	11.12%
Age 65 - 74	5,380	8.68%
Age 75 - 84	2,646	4.27%
Age 85 and over	744	1.20%
Age 16 and over	48,660	78.49%
Age 18 and over	47,100	75.98%
Age 21 and over	44,421	71.66%
Age 65 and over	8,769	14.15%
2021 Est. Median Age		34.01
2021 Est. Average Age		36.94
2021 Est. Population by Sex	**61,993**	
Male	32,629	52.63%
Female	29,364	47.37%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	**32,629**	
Age 0 - 4	2,183	6.69%
Age 5 - 9	2,139	6.56%
Age 10 - 14	2,095	6.42%
Age 15 - 17	1,216	3.73%
Age 18 - 20	1,646	5.05%
Age 21 - 24	2,680	8.21%
Age 25 - 34	5,800	17.78%
Age 35 - 44	4,201	12.88%
Age 45 - 54	3,345	10.25%
Age 55 - 64	3,293	10.09%
Age 65 - 74	2,566	7.86%
Age 75 - 84	1,159	3.55%
Age 85 and over	305	0.94%
2021 Est. Median Age, Male		32.25
2021 Est. Average Age, Male		35.93
2021 Est. Female Population by Age	**29,364**	
Age 0 - 4	2,118	7.21%
Age 5 - 9	2,078	7.08%
Age 10 - 14	1,965	6.69%
Age 15 - 17	1,098	3.74%
Age 18 - 20	1,033	3.52%
Age 21 - 24	1,470	5.01%
Age 25 - 34	4,406	15.01%
Age 35 - 44	3,566	12.14%
Age 45 - 54	3,287	11.19%
Age 55 - 64	3,603	12.27%
Age 65 - 74	2,813	9.58%
Age 75 - 84	1,487	5.06%
Age 85 and over	439	1.50%
2021 Est. Median Age, Female		36.33
2021 Est. Average Age, Female		38.18

Primary Retail Trade Area • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,849	30.05%
Males, Never Married	9,208	18.63%
Females, Never Married	5,641	11.42%
Married, Spouse present	23,884	48.33%
Married, Spouse absent	2,681	5.43%
Widowed	2,200	4.45%
Males Widowed	348	0.70%
Females Widowed	1,852	3.75%
Divorced	5,801	11.74%
Males Divorced	2,897	5.86%
Females Divorced	2,904	5.88%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,417	3.5%
Some High School, no diploma	3,085	7.7%
High School Graduate (or GED)	13,262	32.9%
Some College, no degree	10,323	25.6%
Associate Degree	3,309	8.2%
Bachelor's Degree	5,686	14.1%
Master's Degree	2,196	5.5%
Professional School Degree	551	1.4%
Doctorate Degree	442	1.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	594	24.02%
High School Graduate	457	18.48%
Some College or Associate's Degree	638	25.80%
Bachelor's Degree or Higher	784	31.70%
Households		
2026 Projection	22,802	
2021 Estimate	21,570	
2010 Census	19,365	
2000 Census	15,800	
Growth 2021 - 2026		5.71%
Growth 2010 - 2021		11.39%
Growth 2000 - 2010		22.56%
2021 Est. Households by Household Type	21,570	
Family Households	16,043	74.38%
Nonfamily Households	5,527	25.62%
2021 Est. Group Quarters Population	4,313	
2021 Households by Ethnicity, Hispanic/Latino	1,244	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	21,570	
Income < $15,000	2,003	9.29%
Income $15,000 - $24,999	1,764	8.18%
Income $25,000 - $34,999	2,198	10.19%
Income $35,000 - $49,999	3,220	14.93%
Income $50,000 - $74,999	3,517	16.31%
Income $75,000 - $99,999	2,892	13.41%
Income $100,000 - $124,999	2,190	10.15%
Income $125,000 - $149,999	1,418	6.57%
Income $150,000 - $199,999	1,302	6.04%
Income $200,000 - $249,999	567	2.63%
Income $250,000 - $499,999	376	1.74%
Income $500,000+	122	0.57%
2021 Est. Average Household Income		$79,858
2021 Est. Median Household Income		$60,074
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$66,819
Black or African American Alone		$42,186
American Indian and Alaska Native Alone		$59,132
Asian Alone		$84,637
Native Hawaiian and Other Pacific Islander Alone		$91,086
Some Other Race Alone		$55,201
Two or More Races		$89,797
Hispanic or Latino		$55,522
Not Hispanic or Latino		$60,463
2021 Est. Family HH Type by Presence of Own Child.	16,043	
Married-Couple Family, own children	5,321	33.17%
Married-Couple Family, no own children	6,545	40.80%
Male Householder, own children	516	3.22%
Male Householder, no own children	463	2.89%
Female Householder, own children	2,072	12.92%
Female Householder, no own children	1,127	7.03%
2021 Est. Households by Household Size	21,570	
1-person	4,637	21.50%
2-person	7,250	33.61%
3-person	4,134	19.17%
4-person	3,184	14.76%
5-person	1,541	7.14%
6-person	587	2.72%
7-or-more-person	238	1.10%
2021 Est. Average Household Size		2.66

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Camden County, Georgia

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	**21,570**	
Households with 1 or More People under Age 18:	8,825	40.91%
Married-Couple Family	5,724	64.86%
Other Family, Male Householder	624	7.07%
Other Family, Female Householder	2,363	26.78%
Nonfamily, Male Householder	90	1.02%
Nonfamily, Female Householder	24	0.27%
Households with No People under Age 18:	**12,745**	**59.09%**
Married-Couple Family	6,140	48.18%
Other Family, Male Householder	358	2.81%
Other Family, Female Householder	839	6.58%
Nonfamily, Male Householder	2,840	22.28%
Nonfamily, Female Householder	2,569	20.16%
2021 Est. Households by Number of Vehicles	**21,570**	
No Vehicles	1,129	5.23%
1 Vehicle	6,341	29.40%
2 Vehicles	8,787	40.74%
3 Vehicles	3,840	17.80%
4 Vehicles	1,086	5.04%
5 or more Vehicles	387	1.79%
2021 Est. Average Number of Vehicles		1.95
Family Households		
2026 Projection	16,957	
2021 Estimate	16,043	
2010 Census	14,406	
2000 Census	12,184	
Growth 2021 - 2026		5.70%
Growth 2010 - 2021		11.36%
Growth 2000 - 2010		18.24%
2021 Est. Families by Poverty Status	**16,043**	
2021 Families at or Above Poverty	14,179	88.38%
2021 Families at or Above Poverty with Children	6,390	39.83%
2021 Families Below Poverty	1,865	11.63%
2021 Families Below Poverty with Children	1,525	9.51%
2021 Est. Pop 16+ by Employment Status	**48,660**	
Civilian Labor Force, Employed	23,950	49.22%
Civilian Labor Force, Unemployed	1,975	4.06%
Armed Forces	4,009	8.24%
Not in Labor Force	18,726	38.48%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	**24,668**	
For-Profit Private Workers	15,209	61.66%
Non-Profit Private Workers	1,120	4.54%
Local Government Workers	3,503	14.20%
State Government Workers	1,223	4.96%
Federal Government Workers	1,689	6.85%
Self-Employed Workers	1,895	7.68%
Unpaid Family Workers	28	0.11%
2021 Est. Civ. Employed Pop 16+ by Occupation	**24,668**	
Architect/Engineer	361	1.46%
Arts/Entertainment/Sports	190	0.77%
Building Grounds Maintenance	954	3.87%
Business/Financial Operations	985	3.99%
Community/Social Services	491	1.99%
Computer/Mathematical	272	1.10%
Construction/Extraction	1,424	5.77%
Education/Training/Library	1,730	7.01%
Farming/Fishing/Forestry	221	0.90%
Food Prep/Serving	1,746	7.08%
Health Practitioner/Technician	1,318	5.34%
Healthcare Support	503	2.04%
Maintenance Repair	1,466	5.94%
Legal	172	0.70%
Life/Physical/Social Science	363	1.47%
Management	2,117	8.58%
Office/Admin. Support	2,823	11.44%
Production	1,425	5.78%
Protective Services	767	3.11%
Sales/Related	2,654	10.76%
Personal Care/Service	630	2.55%
Transportation/Moving	2,057	8.34%
2021 Est. Pop 16+ by Occupation Classification	**24,668**	
White Collar	13,475	54.63%
Blue Collar	6,372	25.83%
Service and Farm	4,821	19.54%
2021 Est. Workers Age 16+ by Transp. to Work	**27,068**	
Drove Alone	22,490	83.09%
Car Pooled	2,092	7.73%
Public Transportation	32	0.12%
Walked	1,448	5.35%
Bicycle	37	0.14%
Other Means	402	1.49%
Worked at Home	566	2.09%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,517	
15 - 29 Minutes	8,495	
30 - 44 Minutes	4,170	
45 - 59 Minutes	2,871	
60 or more Minutes	1,462	
2021 Est. Avg Travel Time to Work in Minutes		27
2021 Est. Occupied Housing Units by Tenure	21,570	
Owner Occupied	13,989	64.85%
Renter Occupied	7,581	35.15%
2021 Owner Occ. HUs: Avg. Length of Residence		14.42
2021 Renter Occ. HUs: Avg. Length of Residence		6.34
2021 Est. Owner-Occupied Housing Units by Value	**21,570**	
Value Less than $20,000	656	4.69%
Value $20,000 - $39,999	626	4.48%
Value $40,000 - $59,999	393	2.81%
Value $60,000 - $79,999	408	2.92%
Value $80,000 - $99,999	822	5.88%
Value $100,000 - $149,999	2,668	19.07%
Value $150,000 - $199,999	2,486	17.77%
Value $200,000 - $299,999	3,148	22.50%
Value $300,000 - $399,999	1,457	10.42%
Value $400,000 - $499,999	668	4.78%
Value $500,000 - $749,999	501	3.58%
Value $750,000 - $999,999	137	0.98%
Value $1,000,000 or $1,499,999	13	0.09%
Value $1,500,000 or $1,999,999	5	0.04%
Value $2,000,000+	1	0.01%
2021 Est. Median All Owner-Occupied Housing Value		$177,536
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	15,847	64.44%
1 Unit Attached	984	4.00%
2 Units	972	3.95%
3 or 4 Units	1,291	5.25%
5 to 19 Units	1,692	6.88%
20 to 49 Units	244	0.99%
50 or More Units	175	0.71%
Mobile Home or Trailer	3,355	13.64%
Boat, RV, Van, etc.	31	0.13%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,096	8.52%
Housing Units Built 2010 to 2014	713	2.90%
Housing Units Built 2000 to 2009	5,519	22.44%
Housing Units Built 1990 to 1999	6,246	25.40%
Housing Units Built 1980 to 1989	4,454	18.11%
Housing Units Built 1970 to 1979	2,272	9.24%
Housing Units Built 1960 to 1969	1,135	4.62%
Housing Units Built 1950 to 1959	1,075	4.37%
Housing Units Built 1940 to 1949	495	2.01%
Housing Unit Built 1939 or Earlier	587	2.39%
2021 Est. Median Year Structure Built		1994

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.

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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