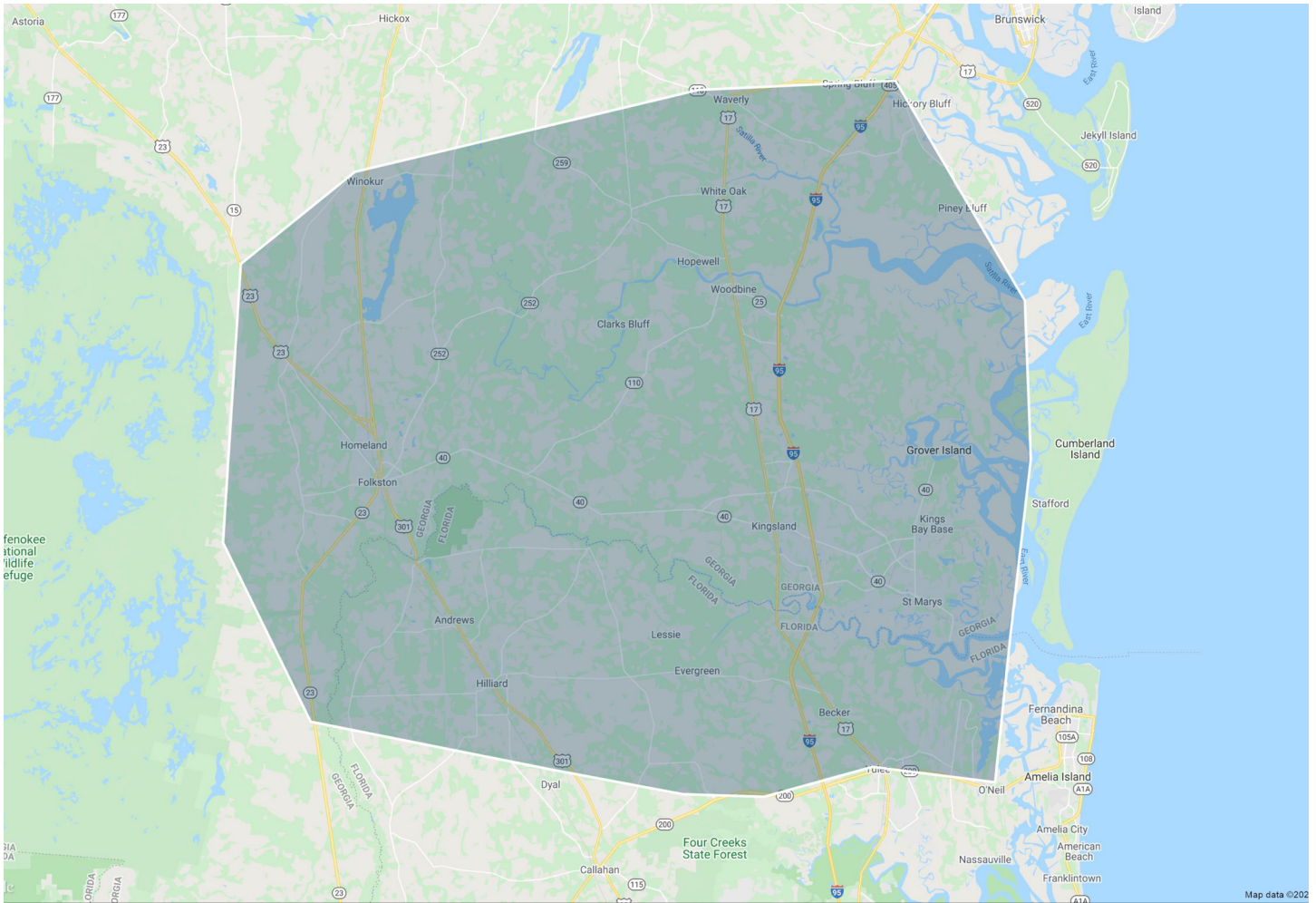# The**Retail**Coach®

Secondary Retail Trade Area Demographic Profile

CAMDEN COUNTY, GEORGIA

Prepared for Camden County Joint Development Authority
May 2021

Secondary Retail Trade Area

Prepared for:

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

Camden County, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	89,565	
2021 Estimate	84,900	
2010 Census	75,194	
2000 Census	63,862	
Growth 2021 - 2026		5.50%
Growth 2010 - 2021		12.91%
Growth 2000 - 2010		17.75%
2021 Est. Population by Single-Classification Race	**84,900**	
White Alone	63,908	75.27%
Black or African American Alone	15,298	18.02%
Amer. Indian and Alaska Native Alone	682	0.80%
Asian Alone	987	1.16%
Native Hawaiian and Other Pacific Island Alone	137	0.16%
Some Other Race Alone	1,161	1.37%
Two or More Races	2,727	3.21%
2021 Est. Population by Hispanic or Latino Origin	**84,900**	
Not Hispanic or Latino	79,188	93.27%
Hispanic or Latino	5,712	6.73%
Mexican	2,122	37.15%
Puerto Rican	1,885	33.00%
Cuban	346	6.06%
All Other Hispanic or Latino	1,360	23.81%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	**5,712**	
White Alone	3,612	63.24%
Black or African American Alone	395	6.92%
American Indian and Alaska Native Alone	76	1.33%
Asian Alone	35	0.61%
Native Hawaiian and Other Pacific Islander Alone	11	0.19%
Some Other Race Alone	1,047	18.33%
Two or More Races	535	9.37%
2021 Est. Pop by Race, Asian Alone, by Category	**987**	
Chinese, except Taiwanese	120	12.16%
Filipino	402	40.73%
Japanese	11	1.12%
Asian Indian	189	19.15%
Korean	70	7.09%
Vietnamese	52	5.27%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	12	1.22%
All Other Asian Races Including 2+ Category	130	13.17%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	**84,900**	
Arab	88	0.10%
Czech	125	0.15%
Danish	106	0.13%
Dutch	654	0.77%
English	5,701	6.72%
French (except Basque)	1,676	1.97%
French Canadian	554	0.65%
German	6,557	7.72%
Greek	63	0.07%
Hungarian	128	0.15%
Irish	7,394	8.71%
Italian	3,040	3.58%
Lithuanian	130	0.15%
United States or American	12,426	14.64%
Norwegian	401	0.47%
Polish	794	0.94%
Portuguese	172	0.20%
Russian	136	0.16%
Scottish	1,563	1.84%
Scotch-Irish	1,073	1.26%
Slovak	44	0.05%
Subsaharan African	514	0.61%
Swedish	339	0.40%
Swiss	19	0.02%
Ukrainian	52	0.06%
Welsh	333	0.39%
West Indian (except Hisp. groups)	387	0.46%
Other ancestries	24,907	29.34%
Ancestry Unclassified	15,525	18.29%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	72,346	91.23%
Speak Asian/Pacific Island Language at Home	894	1.13%
Speak IndoEuropean Language at Home	918	1.16%
Speak Spanish at Home	4,840	6.10%
Speak Other Language at Home	309	0.39%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	**84,900**	
Age 0 - 4	5,595	6.59%
Age 5 - 9	5,572	6.56%
Age 10 - 14	5,475	6.45%
Age 15 - 17	3,167	3.73%
Age 18 - 20	3,452	4.07%
Age 21 - 24	5,202	6.13%
Age 25 - 34	13,055	15.38%
Age 35 - 44	10,706	12.61%
Age 45 - 54	9,603	11.31%
Age 55 - 64	10,074	11.87%
Age 65 - 74	8,040	9.47%
Age 75 - 84	3,847	4.53%
Age 85 and over	1,113	1.31%
Age 16 and over	67,223	79.18%
Age 18 and over	65,092	76.67%
Age 21 and over	61,640	72.60%
Age 65 and over	13,000	15.31%
2021 Est. Median Age		35.80
2021 Est. Average Age		38.06
2021 Est. Population by Sex	**84,900**	
Male	44,130	51.98%
Female	40,771	48.02%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	**44,130**	
Age 0 - 4	2,843	6.44%
Age 5 - 9	2,829	6.41%
Age 10 - 14	2,825	6.40%
Age 15 - 17	1,656	3.75%
Age 18 - 20	2,054	4.65%
Age 21 - 24	3,245	7.35%
Age 25 - 34	7,265	16.46%
Age 35 - 44	5,695	12.91%
Age 45 - 54	4,791	10.86%
Age 55 - 64	4,874	11.05%
Age 65 - 74	3,861	8.75%
Age 75 - 84	1,731	3.92%
Age 85 and over	459	1.04%
2021 Est. Median Age, Male		34.01
2021 Est. Average Age, Male		37.14
2021 Est. Female Population by Age	**40,771**	
Age 0 - 4	2,752	6.75%
Age 5 - 9	2,742	6.73%
Age 10 - 14	2,650	6.50%
Age 15 - 17	1,510	3.70%
Age 18 - 20	1,398	3.43%
Age 21 - 24	1,957	4.80%
Age 25 - 34	5,790	14.20%
Age 35 - 44	5,012	12.29%
Age 45 - 54	4,812	11.80%
Age 55 - 64	5,199	12.75%
Age 65 - 74	4,179	10.25%
Age 75 - 84	2,115	5.19%
Age 85 and over	654	1.60%
2021 Est. Median Age, Female		38.05
2021 Est. Average Age, Female		39.14

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Camden County, Georgia

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,400	28.42%
Males, Never Married	11,919	17.46%
Females, Never Married	7,481	10.96%
Married, Spouse present	33,923	49.70%
Married, Spouse absent	3,799	5.57%
Widowed	3,111	4.56%
Males Widowed	537	0.79%
Females Widowed	2,574	3.77%
Divorced	8,026	11.76%
Males Divorced	3,944	5.78%
Females Divorced	4,082	5.98%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,986	3.5%
Some High School, no diploma	4,467	7.9%
High School Graduate (or GED)	19,588	34.7%
Some College, no degree	13,852	24.5%
Associate Degree	4,914	8.7%
Bachelor's Degree	7,392	13.1%
Master's Degree	2,894	5.1%
Professional School Degree	721	1.3%
Doctorate Degree	623	1.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	679	22.28%
High School Graduate	649	21.30%
Some College or Associate's Degree	825	27.08%
Bachelor's Degree or Higher	894	29.34%
Households		
2026 Projection	32,279	
2021 Estimate	30,392	
2010 Census	26,581	
2000 Census	21,552	
Growth 2021 - 2026		6.21%
Growth 2010 - 2021		14.34%
Growth 2000 - 2010		23.33%
2021 Est. Households by Household Type	30,392	
Family Households	22,571	74.27%
Nonfamily Households	7,821	25.73%
2021 Est. Group Quarters Population	4,814	
2021 Households by Ethnicity, Hispanic/Latino	1,522	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	30,392	
Income < $15,000	2,847	9.37%
Income $15,000 - $24,999	2,529	8.32%
Income $25,000 - $34,999	2,733	8.99%
Income $35,000 - $49,999	4,134	13.60%
Income $50,000 - $74,999	5,414	17.81%
Income $75,000 - $99,999	4,161	13.69%
Income $100,000 - $124,999	3,134	10.31%
Income $125,000 - $149,999	2,034	6.69%
Income $150,000 - $199,999	1,922	6.32%
Income $200,000 - $249,999	815	2.68%
Income $250,000 - $499,999	518	1.70%
Income $500,000+	150	0.49%
2021 Est. Average Household Income		$80,567
2021 Est. Median Household Income		$62,755
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$67,631
Black or African American Alone		$42,769
American Indian and Alaska Native Alone		$62,728
Asian Alone		$85,070
Native Hawaiian and Other Pacific Islander Alone		$90,905
Some Other Race Alone		$65,127
Two or More Races		$79,500
Hispanic or Latino		$59,932
Not Hispanic or Latino		$62,935
2021 Est. Family HH Type by Presence of Own Child.	22,571	
Married-Couple Family, own children	7,225	32.01%
Married-Couple Family, no own children	9,692	42.94%
Male Householder, own children	779	3.45%
Male Householder, no own children	700	3.10%
Female Householder, own children	2,585	11.45%
Female Householder, no own children	1,590	7.04%
2021 Est. Households by Household Size	30,392	
1-person	6,583	21.66%
2-person	10,412	34.26%
3-person	5,756	18.94%
4-person	4,411	14.51%
5-person	2,107	6.93%
6-person	784	2.58%
7-or-more-person	338	1.11%
2021 Est. Average Household Size		2.64

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	**30,392**	
Households with 1 or More People under Age 18:	11,948	39.31%
Married-Couple Family	7,857	65.76%
Other Family, Male Householder	943	7.89%
Other Family, Female Householder	3,001	25.12%
Nonfamily, Male Householder	117	0.98%
Nonfamily, Female Householder	30	0.25%
Households with No People under Age 18:	**18,444**	**60.69%**
Married-Couple Family	9,056	49.10%
Other Family, Male Householder	539	2.92%
Other Family, Female Householder	1,177	6.38%
Nonfamily, Male Householder	4,051	21.96%
Nonfamily, Female Householder	3,620	19.63%
2021 Est. Households by Number of Vehicles	**30,392**	
No Vehicles	1,410	4.64%
1 Vehicle	8,812	29.00%
2 Vehicles	12,519	41.19%
3 Vehicles	5,525	18.18%
4 Vehicles	1,643	5.41%
5 or more Vehicles	482	1.59%
2021 Est. Average Number of Vehicles		1.97
Family Households		
2026 Projection	23,970	
2021 Estimate	22,571	
2010 Census	19,737	
2000 Census	16,647	
Growth 2021 - 2026		6.20%
Growth 2010 - 2021		14.36%
Growth 2000 - 2010		18.56%
2021 Est. Families by Poverty Status	**22,571**	
2021 Families at or Above Poverty	20,088	89.00%
2021 Families at or Above Poverty with Children	9,048	40.09%
2021 Families Below Poverty	2,483	11.00%
2021 Families Below Poverty with Children	1,924	8.52%
2021 Est. Pop 16+ by Employment Status	**67,222**	
Civilian Labor Force, Employed	34,201	50.88%
Civilian Labor Force, Unemployed	2,446	3.64%
Armed Forces	4,251	6.32%
Not in Labor Force	26,324	39.16%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	**34,674**	
For-Profit Private Workers	21,428	61.80%
Non-Profit Private Workers	1,791	5.17%
Local Government Workers	3,976	11.47%
State Government Workers	1,472	4.25%
Federal Government Workers	2,700	7.79%
Self-Employed Workers	3,263	9.41%
Unpaid Family Workers	43	0.12%
2021 Est. Civ. Employed Pop 16+ by Occupation	**34,674**	
Architect/Engineer	439	1.27%
Arts/Entertainment/Sports	371	1.07%
Building Grounds Maintenance	1,567	4.52%
Business/Financial Operations	1,430	4.12%
Community/Social Services	646	1.86%
Computer/Mathematical	444	1.28%
Construction/Extraction	2,154	6.21%
Education/Training/Library	2,215	6.39%
Farming/Fishing/Forestry	355	1.02%
Food Prep/Serving	2,487	7.17%
Health Practitioner/Technician	1,773	5.11%
Healthcare Support	784	2.26%
Maintenance Repair	1,984	5.72%
Legal	229	0.66%
Life/Physical/Social Science	436	1.26%
Management	2,990	8.62%
Office/Admin. Support	4,027	11.61%
Production	1,917	5.53%
Protective Services	1,056	3.05%
Sales/Related	3,608	10.41%
Personal Care/Service	922	2.66%
Transportation/Moving	2,841	8.19%
2021 Est. Pop 16+ by Occupation Classification	**34,674**	
White Collar	18,608	53.67%
Blue Collar	8,895	25.65%
Service and Farm	7,171	20.68%
2021 Est. Workers Age 16+ by Transp. to Work	**36,994**	
Drove Alone	30,739	83.09%
Car Pooled	3,086	8.34%
Public Transportation	43	0.12%
Walked	1,633	4.41%
Bicycle	66	0.18%
Other Means	505	1.37%
Worked at Home	922	2.49%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,367	
15 - 29 Minutes	10,833	
30 - 44 Minutes	6,398	
45 - 59 Minutes	4,585	
60 or more Minutes	2,900	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	30,392	
Owner Occupied	20,846	68.59%
Renter Occupied	9,546	31.41%
2021 Owner Occ. HUs: Avg. Length of Residence		14.27
2021 Renter Occ. HUs: Avg. Length of Residence		6.07
2021 Est. Owner-Occupied Housing Units by Value	**30,392**	
Value Less than $20,000	894	4.29%
Value $20,000 - $39,999	823	3.95%
Value $40,000 - $59,999	658	3.16%
Value $60,000 - $79,999	803	3.85%
Value $80,000 - $99,999	1,177	5.65%
Value $100,000 - $149,999	3,614	17.34%
Value $150,000 - $199,999	3,867	18.55%
Value $200,000 - $299,999	4,928	23.64%
Value $300,000 - $399,999	2,067	9.92%
Value $400,000 - $499,999	950	4.56%
Value $500,000 - $749,999	707	3.39%
Value $750,000 - $999,999	230	1.10%
Value $1,000,000 or $1,499,999	94	0.45%
Value $1,500,000 or $1,999,999	21	0.10%
Value $2,000,000+	13	0.06%
2021 Est. Median All Owner-Occupied Housing Value		$181,007
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	21,928	63.85%
1 Unit Attached	1037	3.02%
2 Units	1,015	2.96%
3 or 4 Units	1,406	4.09%
5 to 19 Units	1,971	5.74%
20 to 49 Units	318	0.93%
50 or More Units	236	0.69%
Mobile Home or Trailer	6,366	18.54%
Boat, RV, Van, etc.	65	0.19%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,945	11.49%
Housing Units Built 2010 to 2014	1,237	3.60%
Housing Units Built 2000 to 2009	8,492	24.73%
Housing Units Built 1990 to 1999	7,534	21.94%
Housing Units Built 1980 to 1989	5,699	16.60%
Housing Units Built 1970 to 1979	3,150	9.17%
Housing Units Built 1960 to 1969	1,550	4.51%
Housing Units Built 1950 to 1959	1,314	3.83%
Housing Units Built 1940 to 1949	655	1.91%
Housing Unit Built 1939 or Earlier	766	2.23%
2021 Est. Median Year Structure Built		1996

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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