



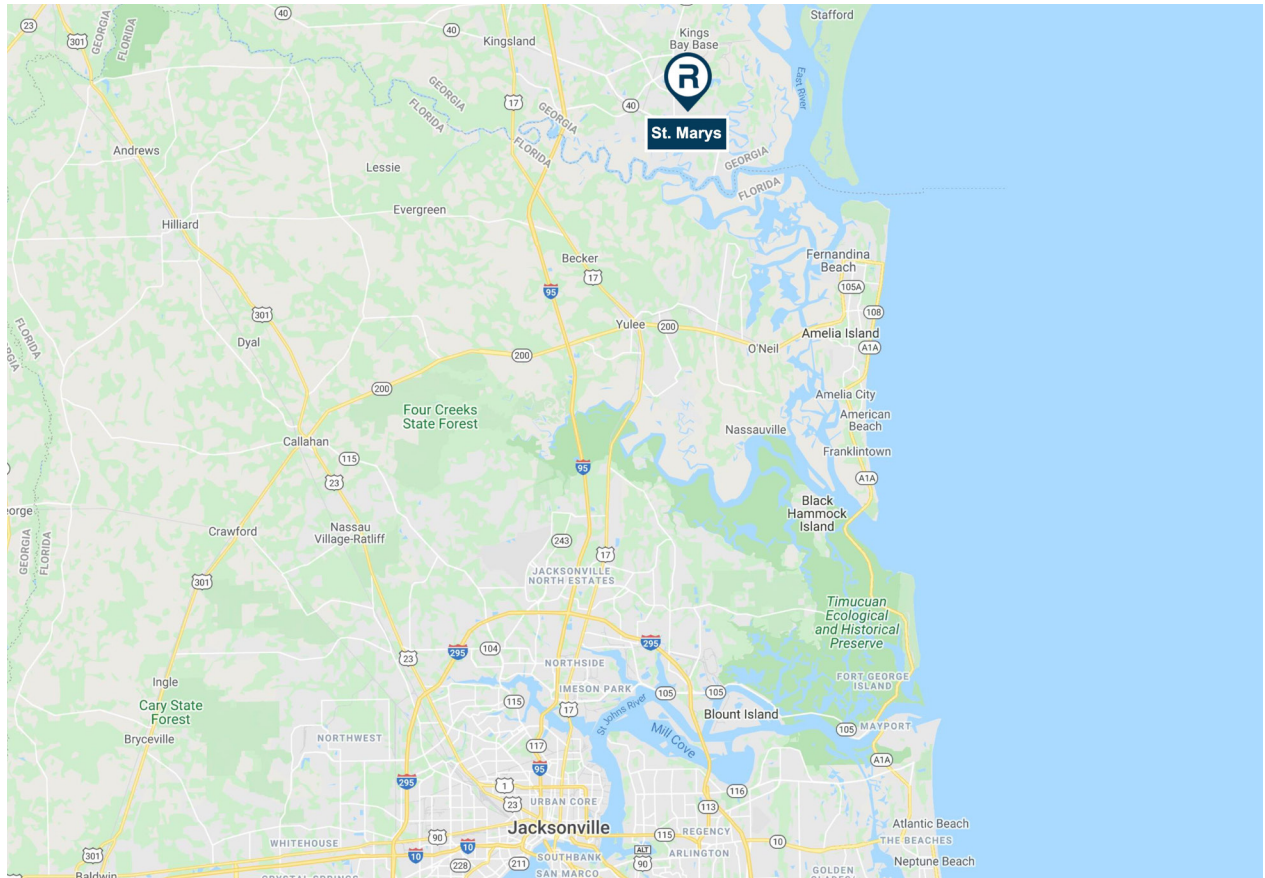
CAMDEN COUNTY, GEORGIA

St. Marys Demographic Profile



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St. Marys, Georgia



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.



St. Marys • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	20,144	
2021 Estimate	19,074	
2010 Census	17,121	
2000 Census	11,806	
Growth 2021 - 2026		5.61%
Growth 2010 - 2021		11.41%
Growth 2000 - 2010		45.02%
2021 Est. Population by Single-Classification Race	19,074	
White Alone	14,038	73.60%
Black or African American Alone	3,456	18.12%
Amer. Indian and Alaska Native Alone	112	0.59%
Asian Alone	227	1.19%
Native Hawaiian and Other Pacific Island Alone	17	0.09%
Some Other Race Alone	419	2.20%
Two or More Races	805	4.22%
2021 Est. Population by Hispanic or Latino Origin	19,074	
Not Hispanic or Latino	17,393	91.19%
Hispanic or Latino	1,681	8.81%
Mexican	563	33.49%
Puerto Rican	682	40.57%
Cuban	85	5.06%
All Other Hispanic or Latino	351	20.88%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	1,681	
White Alone	1,005	59.79%
Black or African American Alone	97	5.77%
American Indian and Alaska Native Alone	21	1.25%
Asian Alone	12	0.71%
Native Hawaiian and Other Pacific Islander Alone	1	0.06%
Some Other Race Alone	367	21.83%
Two or More Races	178	10.59%
2021 Est. Pop by Race, Asian Alone, by Category	227	
Chinese, except Taiwanese	22	9.69%
Filipino	95	41.85%
Japanese	5	2.20%
Asian Indian	27	11.89%
Korean	43	18.94%
Vietnamese	3	1.32%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	4	1.76%
All Other Asian Races Including 2+ Category	28	12.34%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	19,074	
Arab	14	0.07%
Czech	25	0.13%
Danish	24	0.13%
Dutch	155	0.81%
English	1,091	5.72%
French (except Basque)	335	1.76%
French Canadian	172	0.90%
German	1,723	9.03%
Greek	13	0.07%
Hungarian	34	0.18%
Irish	1,747	9.16%
Italian	921	4.83%
Lithuanian	12	0.06%
United States or American	1,988	10.42%
Norwegian	115	0.60%
Polish	217	1.14%
Portuguese	37	0.19%
Russian	39	0.20%
Scottish	459	2.41%
Scotch-Irish	262	1.37%
Slovak	5	0.03%
Subsaharan African	170	0.89%
Swedish	112	0.59%
Swiss	4	0.02%
Ukrainian	16	0.08%
Welsh	80	0.42%
West Indian (except Hisp. groups)	126	0.66%
Other ancestries	5,452	28.58%
Ancestry Unclassified	3,726	19.53%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,928	90.35%
Speak Asian/Pacific Island Language at Home	177	1.00%
Speak IndoEuropean Language at Home	189	1.07%
Speak Spanish at Home	1,276	7.24%
Speak Other Language at Home	59	0.34%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	19,074	
Age 0 - 4	1,445	7.58%
Age 5 - 9	1,397	7.32%
Age 10 - 14	1,349	7.07%
Age 15 - 17	778	4.08%
Age 18 - 20	726	3.81%
Age 21 - 24	1,038	5.44%
Age 25 - 34	2,999	15.72%
Age 35 - 44	2,473	12.97%
Age 45 - 54	1,979	10.38%
Age 55 - 64	2,059	10.80%
Age 65 - 74	1,705	8.94%
Age 75 - 84	881	4.62%
Age 85 and over	245	1.29%
Age 16 and over	14,628	76.69%
Age 18 and over	14,105	73.95%
Age 21 and over	13,379	70.14%
Age 65 and over	2,831	14.84%
2021 Est. Median Age		34.32
2021 Est. Average Age		36.90
2021 Est. Population by Sex	19,074	
Male	9,459	49.59%
Female	9,615	50.41%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	9,459	
Age 0 - 4	747	7.90%
Age 5 - 9	720	7.61%
Age 10 - 14	698	7.38%
Age 15 - 17	404	4.27%
Age 18 - 20	389	4.11%
Age 21 - 24	575	6.08%
Age 25 - 34	1,544	16.32%
Age 35 - 44	1,226	12.96%
Age 45 - 54	937	9.91%
Age 55 - 64	958	10.13%
Age 65 - 74	782	8.27%
Age 75 - 84	383	4.05%
Age 85 and over	96	1.02%
2021 Est. Median Age, Male		32.65
2021 Est. Average Age, Male		35.60
2021 Est. Female Population by Age	9,615	
Age 0 - 4	698	7.26%
Age 5 - 9	677	7.04%
Age 10 - 14	651	6.77%
Age 15 - 17	374	3.89%
Age 18 - 20	337	3.51%
Age 21 - 24	463	4.82%
Age 25 - 34	1,455	15.13%
Age 35 - 44	1,247	12.97%
Age 45 - 54	1,042	10.84%
Age 55 - 64	1,101	11.45%
Age 65 - 74	923	9.60%
Age 75 - 84	498	5.18%
Age 85 and over	149	1.55%
2021 Est. Median Age, Female		36.14
2021 Est. Average Age, Female		38.20

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,734	25.09%
Males, Never Married	2,073	13.93%
Females, Never Married	1,661	11.16%
Married, Spouse present	7,912	53.16%
Married, Spouse absent	574	3.86%
Widowed	681	4.58%
Males Widowed	80	0.54%
Females Widowed	601	4.04%
Divorced	1,982	13.32%
Males Divorced	983	6.61%
Females Divorced	999	6.71%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	106	0.9%
Some High School, no diploma	588	4.8%
High School Graduate (or GED)	3,418	27.7%
Some College, no degree	3,639	29.5%
Associate Degree	1,082	8.8%
Bachelor's Degree	2,246	18.2%
Master's Degree	829	6.7%
Professional School Degree	286	2.3%
Doctorate Degree	147	1.2%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	161	18.83%
High School Graduate	114	13.33%
Some College or Associate's Degree	267	31.23%
Bachelor's Degree or Higher	313	36.61%
Households		
2026 Projection	7,784	
2021 Estimate	7,338	
2010 Census	6,455	
2000 Census	4,214	
Growth 2021 - 2026		6.08%
Growth 2010 - 2021		13.68%
Growth 2000 - 2010		53.18%
2021 Est. Households by Household Type		
Family Households	5,371	73.19%
Nonfamily Households	1,967	26.81%
2021 Est. Group Quarters Population		
	90	
2021 Households by Ethnicity, Hispanic/Latino		
	545	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income		
Income < \$15,000	595	8.11%
Income \$15,000 - \$24,999	447	6.09%
Income \$25,000 - \$34,999	850	11.58%
Income \$35,000 - \$49,999	801	10.92%
Income \$50,000 - \$74,999	1,201	16.37%
Income \$75,000 - \$99,999	1,135	15.47%
Income \$100,000 - \$124,999	869	11.84%
Income \$125,000 - \$149,999	468	6.38%
Income \$150,000 - \$199,999	501	6.83%
Income \$200,000 - \$249,999	283	3.86%
Income \$250,000 - \$499,999	145	1.98%
Income \$500,000+	43	0.59%
2021 Est. Average Household Income		
		\$86,603
2021 Est. Median Household Income		
		\$70,160
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,276
Black or African American Alone		\$45,962
American Indian and Alaska Native Alone		\$48,480
Asian Alone		\$84,711
Native Hawaiian and Other Pacific Islander Alone		\$97,037
Some Other Race Alone		\$48,384
Two or More Races		\$97,139
Hispanic or Latino		\$67,282
Not Hispanic or Latino		\$70,399
2021 Est. Family HH Type by Presence of Own Child.		
	5,371	
Married-Couple Family, own children	1,796	33.44%
Married-Couple Family, no own children	2,179	40.57%
Male Householder, own children	158	2.94%
Male Householder, no own children	140	2.61%
Female Householder, own children	742	13.82%
Female Householder, no own children	356	6.63%
2021 Est. Households by Household Size		
	7,338	
1-person	1,651	22.50%
2-person	2,552	34.78%
3-person	1,372	18.70%
4-person	1,033	14.08%
5-person	486	6.62%
6-person	180	2.45%
7-or-more-person	64	0.87%
2021 Est. Average Household Size		
		2.59

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	7,338	
Households with 1 or More People under Age 18:	2,950	40.20%
Married-Couple Family	1,893	64.17%
Other Family, Male Householder	193	6.54%
Other Family, Female Householder	822	27.86%
Nonfamily, Male Householder	35	1.19%
Nonfamily, Female Householder	7	0.24%
Households with No People under Age 18:	4,388	59.80%
Married-Couple Family	2,078	47.36%
Other Family, Male Householder	106	2.42%
Other Family, Female Householder	278	6.34%
Nonfamily, Male Householder	1,021	23.27%
Nonfamily, Female Householder	905	20.62%
2021 Est. Households by Number of Vehicles	7,338	
No Vehicles	324	4.42%
1 Vehicle	2,352	32.05%
2 Vehicles	3,041	41.44%
3 Vehicles	1,159	15.79%
4 Vehicles	387	5.27%
5 or more Vehicles	75	1.02%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	5,699	
2021 Estimate	5,371	
2010 Census	4,716	
2000 Census	3,211	
Growth 2021 - 2026		6.11%
Growth 2010 - 2021		13.89%
Growth 2000 - 2010		46.87%
2021 Est. Families by Poverty Status	5,371	
2021 Families at or Above Poverty	4,847	90.24%
2021 Families at or Above Poverty with Children	2,345	43.66%
2021 Families Below Poverty	524	9.76%
2021 Families Below Poverty with Children	400	7.45%
2021 Est. Pop 16+ by Employment Status	14,628	
Civilian Labor Force, Employed	7,431	50.80%
Civilian Labor Force, Unemployed	615	4.20%
Armed Forces	1,031	7.05%
Not in Labor Force	5,551	37.95%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	7,359	
For-Profit Private Workers	4,667	63.42%
Non-Profit Private Workers	298	4.05%
Local Government Workers	1,163	15.80%
State Government Workers	376	5.11%
Federal Government Workers	426	5.79%
Self-Employed Workers	429	5.83%
Unpaid Family Workers	0	0.00%
2021 Est. Civ. Employed Pop 16+ by Occupation	7,359	
Architect/Engineer	163	2.22%
Arts/Entertainment/Sports	72	0.98%
Building Grounds Maintenance	212	2.88%
Business/Financial Operations	278	3.78%
Community/Social Services	201	2.73%
Computer/Mathematical	69	0.94%
Construction/Extraction	270	3.67%
Education/Training/Library	583	7.92%
Farming/Fishing/Forestry	39	0.53%
Food Prep/Serving	439	5.97%
Health Practitioner/Technician	406	5.52%
Healthcare Support	145	1.97%
Maintenance Repair	504	6.85%
Legal	89	1.21%
Life/Physical/Social Science	214	2.91%
Management	749	10.18%
Office/Admin. Support	864	11.74%
Production	420	5.71%
Protective Services	130	1.77%
Sales/Related	812	11.03%
Personal Care/Service	158	2.15%
Transportation/Moving	542	7.37%
2021 Est. Pop 16+ by Occupation Classification	7,359	
White Collar	4,500	61.15%
Blue Collar	1,736	23.59%
Service and Farm	1,123	15.26%
2021 Est. Workers Age 16+ by Transp. to Work	8,349	
Drove Alone	7,243	86.75%
Car Pooled	713	8.54%
Public Transportation	2	0.02%
Walked	16	0.19%
Bicycle	20	0.24%
Other Means	164	1.96%
Worked at Home	191	2.29%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,592	
15 - 29 Minutes	2,202	
30 - 44 Minutes	1,109	
45 - 59 Minutes	902	
60 or more Minutes	372	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	7,338	
Owner Occupied	4,254	57.97%
Renter Occupied	3,084	42.03%
2021 Owner Occ. HUs: Avg. Length of Residence		13.5
2021 Renter Occ. HUs: Avg. Length of Residence		5.6
2021 Est. Owner-Occupied Housing Units by Value	7,338	
Value Less than \$20,000	139	3.27%
Value \$20,000 - \$39,999	65	1.53%
Value \$40,000 - \$59,999	56	1.32%
Value \$60,000 - \$79,999	66	1.55%
Value \$80,000 - \$99,999	225	5.29%
Value \$100,000 - \$149,999	733	17.23%
Value \$150,000 - \$199,999	710	16.69%
Value \$200,000 - \$299,999	1,239	29.13%
Value \$300,000 - \$399,999	490	11.52%
Value \$400,000 - \$499,999	229	5.38%
Value \$500,000 - \$749,999	223	5.24%
Value \$750,000 - \$999,999	75	1.76%
Value \$1,000,000 or \$1,499,999	4	0.09%
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		\$209,359
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	5,773	68.64%
1 Unit Attached	435	5.17%
2 Units	317	3.77%
3 or 4 Units	294	3.50%
5 to 19 Units	985	11.71%
20 to 49 Units	130	1.55%
50 or More Units	87	1.04%
Mobile Home or Trailer	389	4.63%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	971	11.55%
Housing Units Built 2010 to 2014	333	3.96%
Housing Units Built 2000 to 2009	1,923	22.87%
Housing Units Built 1990 to 1999	2,115	25.15%
Housing Units Built 1980 to 1989	1,174	13.96%
Housing Units Built 1970 to 1979	549	6.53%
Housing Units Built 1960 to 1969	455	5.41%
Housing Units Built 1950 to 1959	354	4.21%
Housing Units Built 1940 to 1949	257	3.06%
Housing Unit Built 1939 or Earlier	279	3.32%
2021 Est. Median Year Structure Built		1996



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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