



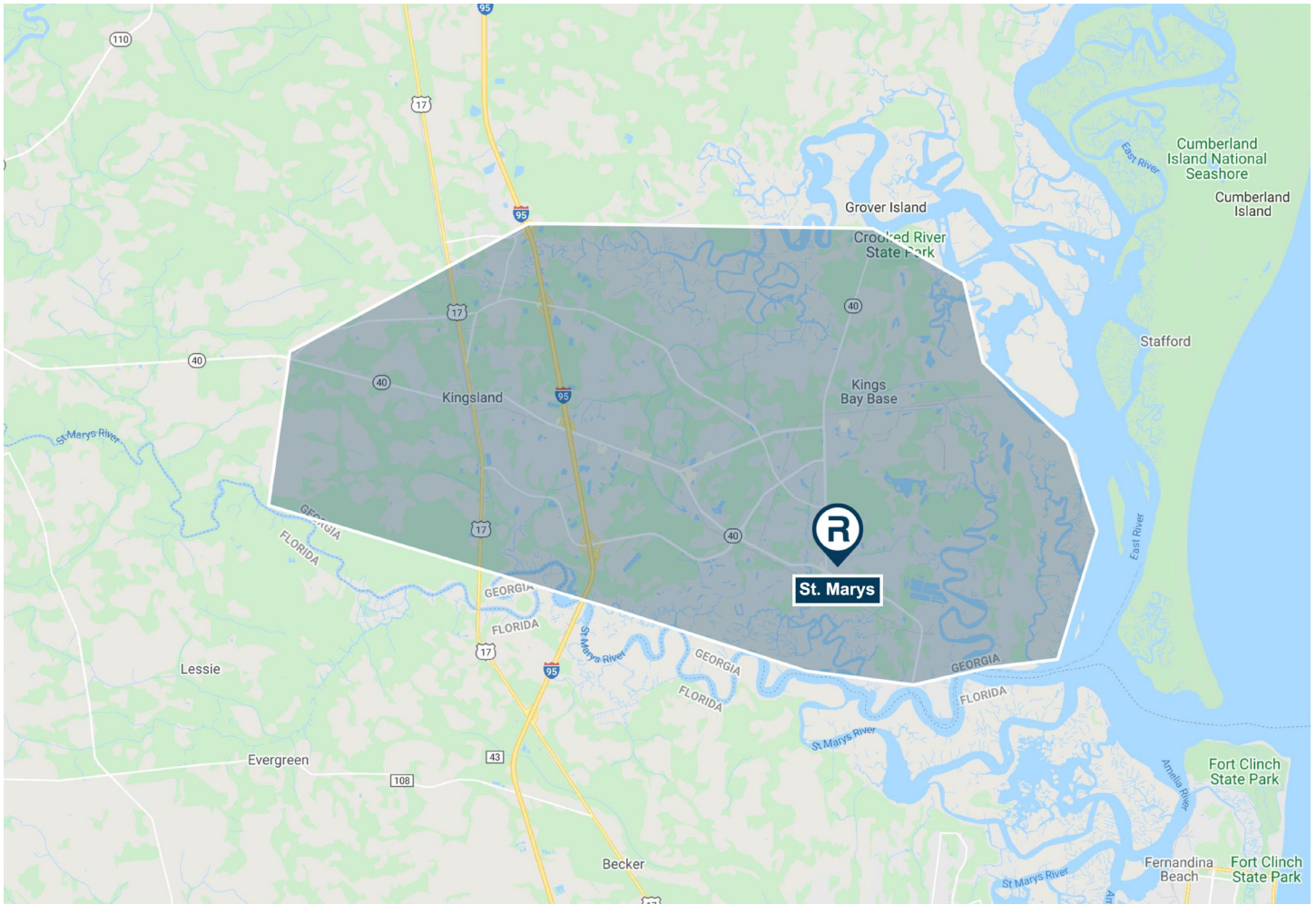
The **Retail** Coach.®

St. Marys Retail Trade Area Demographic Profile

CAMDEN COUNTY, GEORGIA

Prepared for Camden County Joint Development Authority
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St. Marys Retail Trade Area



Prepared for:



Camden County Joint Development Authority

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St. Marys Retail Trade Area • Demographic Profile

Camden County, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	48,064	
2021 Estimate	45,573	
2010 Census	40,963	
2000 Census	33,679	
Growth 2021 - 2026		5.47%
Growth 2010 - 2021		11.25%
Growth 2000 - 2010		21.63%
2021 Est. Population by Single-Classification Race	45,573	
White Alone	33,044	72.51%
Black or African American Alone	8,577	18.82%
Amer. Indian and Alaska Native Alone	251	0.55%
Asian Alone	757	1.66%
Native Hawaiian and Other Pacific Island Alone	93	0.20%
Some Other Race Alone	843	1.85%
Two or More Races	2,008	4.41%
2021 Est. Population by Hispanic or Latino Origin	45,573	
Not Hispanic or Latino	41,576	91.23%
Hispanic or Latino	3,996	8.77%
Mexican	1,434	35.89%
Puerto Rican	1,501	37.56%
Cuban	195	4.88%
All Other Hispanic or Latino	867	21.70%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	3,996	
White Alone	2,435	60.94%
Black or African American Alone	275	6.88%
American Indian and Alaska Native Alone	41	1.03%
Asian Alone	30	0.75%
Native Hawaiian and Other Pacific Islander Alone	3	0.08%
Some Other Race Alone	774	19.37%
Two or More Races	438	10.96%
2021 Est. Pop by Race, Asian Alone, by Category	757	
Chinese, except Taiwanese	68	8.98%
Filipino	351	46.37%
Japanese	10	1.32%
Asian Indian	145	19.16%
Korean	44	5.81%
Vietnamese	8	1.06%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	12	1.59%
All Other Asian Races Including 2+ Category	119	15.72%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	45,573	
Arab	25	0.06%
Czech	56	0.12%
Danish	54	0.12%
Dutch	332	0.73%
English	2,841	6.23%
French (except Basque)	927	2.03%
French Canadian	353	0.78%
German	4,048	8.88%
Greek	26	0.06%
Hungarian	76	0.17%
Irish	3,915	8.59%
Italian	2,119	4.65%
Lithuanian	107	0.24%
United States or American	5,285	11.60%
Norwegian	263	0.58%
Polish	453	0.99%
Portuguese	114	0.25%
Russian	85	0.19%
Scottish	994	2.18%
Scotch-Irish	475	1.04%
Slovak	12	0.03%
Subsaharan African	428	0.94%
Swedish	205	0.45%
Swiss	15	0.03%
Ukrainian	31	0.07%
Welsh	175	0.38%
West Indian (except Hisp. groups)	273	0.60%
Other ancestries	13,380	29.36%
Ancestry Unclassified	8,506	18.67%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	37,586	89.18%
Speak Asian/Pacific Island Language at Home	545	1.29%
Speak IndoEuropean Language at Home	532	1.26%
Speak Spanish at Home	3,297	7.82%
Speak Other Language at Home	187	0.44%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	45,573	
Age 0 - 4	3,426	7.52%
Age 5 - 9	3,306	7.25%
Age 10 - 14	3,138	6.89%
Age 15 - 17	1,768	3.88%
Age 18 - 20	2,110	4.63%
Age 21 - 24	3,213	7.05%
Age 25 - 34	7,361	16.15%
Age 35 - 44	5,723	12.56%
Age 45 - 54	4,683	10.28%
Age 55 - 64	4,831	10.60%
Age 65 - 74	3,733	8.19%
Age 75 - 84	1,809	3.97%
Age 85 and over	472	1.04%
Age 16 and over	35,126	77.08%
Age 18 and over	33,935	74.46%
Age 21 and over	31,826	69.84%
Age 65 and over	6,015	13.20%
2021 Est. Median Age		32.74
2021 Est. Average Age		35.88
2021 Est. Population by Sex	45,573	
Male	23,428	51.41%
Female	22,144	48.59%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	23,428	
Age 0 - 4	1,755	7.49%
Age 5 - 9	1,697	7.24%
Age 10 - 14	1,627	6.95%
Age 15 - 17	919	3.92%
Age 18 - 20	1,310	5.59%
Age 21 - 24	2,079	8.87%
Age 25 - 34	3,934	16.79%
Age 35 - 44	2,892	12.34%
Age 45 - 54	2,227	9.51%
Age 55 - 64	2,259	9.64%
Age 65 - 74	1,747	7.46%
Age 75 - 84	790	3.37%
Age 85 and over	192	0.82%
2021 Est. Median Age, Male		30.49
2021 Est. Average Age, Male		34.84
2021 Est. Female Population by Age	22,144	
Age 0 - 4	1,671	7.55%
Age 5 - 9	1,609	7.27%
Age 10 - 14	1,511	6.82%
Age 15 - 17	849	3.83%
Age 18 - 20	799	3.61%
Age 21 - 24	1,133	5.12%
Age 25 - 34	3,427	15.48%
Age 35 - 44	2,831	12.78%
Age 45 - 54	2,455	11.09%
Age 55 - 64	2,571	11.61%
Age 65 - 74	1,987	8.97%
Age 75 - 84	1,020	4.61%
Age 85 and over	281	1.27%
2021 Est. Median Age, Female		35.24
2021 Est. Average Age, Female		37.00

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,560	29.58%
Males, Never Married	6,531	18.29%
Females, Never Married	4,029	11.29%
Married, Spouse present	18,107	50.72%
Married, Spouse absent	1,389	3.89%
Widowed	1,390	3.89%
Males Widowed	195	0.55%
Females Widowed	1,195	3.35%
Divorced	4,257	11.92%
Males Divorced	2,005	5.62%
Females Divorced	2,252	6.31%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	455	1.6%
Some High School, no diploma	1,582	5.5%
High School Graduate (or GED)	8,951	31.3%
Some College, no degree	7,914	27.7%
Associate Degree	2,400	8.4%
Bachelor's Degree	4,860	17.0%
Master's Degree	1,733	6.1%
Professional School Degree	443	1.5%
Doctorate Degree	275	1.0%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	390	20.17%
High School Graduate	270	13.96%
Some College or Associate's Degree	572	29.58%
Bachelor's Degree or Higher	703	36.35%
Households		
2026 Projection	17,284	
2021 Estimate	16,337	
2010 Census	14,485	
2000 Census	11,141	
Growth 2021 - 2026		5.80%
Growth 2010 - 2021		12.79%
Growth 2000 - 2010		30.02%
2021 Est. Households by Household Type	16,337	
Family Households	12,193	74.63%
Nonfamily Households	4,144	25.37%
2021 Est. Group Quarters Population	1,860	
2021 Households by Ethnicity, Hispanic/Latino	1,110	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	16,337	
Income < \$15,000	1,284	7.86%
Income \$15,000 - \$24,999	1,062	6.50%
Income \$25,000 - \$34,999	1,659	10.16%
Income \$35,000 - \$49,999	2,463	15.08%
Income \$50,000 - \$74,999	2,744	16.80%
Income \$75,000 - \$99,999	2,343	14.34%
Income \$100,000 - \$124,999	1,755	10.74%
Income \$125,000 - \$149,999	1,070	6.55%
Income \$150,000 - \$199,999	1,025	6.27%
Income \$200,000 - \$249,999	498	3.05%
Income \$250,000 - \$499,999	329	2.01%
Income \$500,000+	106	0.65%
2021 Est. Average Household Income		\$84,005
2021 Est. Median Household Income		\$64,489
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,120
Black or African American Alone		\$45,146
American Indian and Alaska Native Alone		\$46,123
Asian Alone		\$85,955
Native Hawaiian and Other Pacific Islander Alone		\$94,015
Some Other Race Alone		\$55,191
Two or More Races		\$103,145
Hispanic or Latino		\$59,841
Not Hispanic or Latino		\$64,982
2021 Est. Family HH Type by Presence of Own Child.	12,193	
Married-Couple Family, own children	4,281	35.11%
Married-Couple Family, no own children	4,837	39.67%
Male Householder, own children	398	3.26%
Male Householder, no own children	308	2.53%
Female Householder, own children	1,623	13.31%
Female Householder, no own children	747	6.13%
2021 Est. Households by Household Size	16,337	
1-person	3,410	20.87%
2-person	5,456	33.40%
3-person	3,181	19.47%
4-person	2,468	15.11%
5-person	1,201	7.35%
6-person	446	2.73%
7-or-more-person	176	1.08%
2021 Est. Average Household Size		2.68

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	16,337	
Households with 1 or More People under Age 18:	6,895	42.21%
Married-Couple Family	4,525	65.63%
Other Family, Male Householder	473	6.86%
Other Family, Female Householder	1,807	26.21%
Nonfamily, Male Householder	76	1.10%
Nonfamily, Female Householder	15	0.22%
Households with No People under Age 18:	9,442	57.80%
Married-Couple Family	4,592	48.63%
Other Family, Male Householder	233	2.47%
Other Family, Female Householder	566	5.99%
Nonfamily, Male Householder	2,149	22.76%
Nonfamily, Female Householder	1,903	20.16%
2021 Est. Households by Number of Vehicles	16,337	
No Vehicles	682	4.18%
1 Vehicle	4,890	29.93%
2 Vehicles	7,002	42.86%
3 Vehicles	2,782	17.03%
4 Vehicles	766	4.69%
5 or more Vehicles	215	1.32%
2021 Est. Average Number of Vehicles		1.93
Family Households		
2026 Projection	12,900	
2021 Estimate	12,193	
2010 Census	10,811	
2000 Census	8,673	
Growth 2021 - 2026		5.80%
Growth 2010 - 2021		12.78%
Growth 2000 - 2010		24.65%
2021 Est. Families by Poverty Status	12,193	
2021 Families at or Above Poverty	10,902	89.41%
2021 Families at or Above Poverty with Children	5,236	42.94%
2021 Families Below Poverty	1,291	10.59%
2021 Families Below Poverty with Children	1,101	9.03%
2021 Est. Pop 16+ by Employment Status	35,125	
Civilian Labor Force, Employed	18,054	51.40%
Civilian Labor Force, Unemployed	1,354	3.86%
Armed Forces	3,863	11.00%
Not in Labor Force	11,854	33.75%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	18,900	
For-Profit Private Workers	11,651	61.65%
Non-Profit Private Workers	772	4.09%
Local Government Workers	2,975	15.74%
State Government Workers	840	4.44%
Federal Government Workers	1,229	6.50%
Self-Employed Workers	1,412	7.47%
Unpaid Family Workers	22	0.12%
2021 Est. Civ. Employed Pop 16+ by Occupation	18,900	
Architect/Engineer	333	1.76%
Arts/Entertainment/Sports	149	0.79%
Building Grounds Maintenance	729	3.86%
Business/Financial Operations	783	4.14%
Community/Social Services	312	1.65%
Computer/Mathematical	179	0.95%
Construction/Extraction	1,035	5.48%
Education/Training/Library	1,297	6.86%
Farming/Fishing/Forestry	97	0.51%
Food Prep/Serving	1,459	7.72%
Health Practitioner/Technician	1,014	5.37%
Healthcare Support	372	1.97%
Maintenance Repair	1,183	6.26%
Legal	141	0.75%
Life/Physical/Social Science	338	1.79%
Management	1,632	8.64%
Office/Admin. Support	2,228	11.79%
Production	1,076	5.69%
Protective Services	483	2.56%
Sales/Related	2,248	11.89%
Personal Care/Service	466	2.47%
Transportation/Moving	1,347	7.13%
2021 Est. Pop 16+ by Occupation Classification	18,900	
White Collar	10,654	56.37%
Blue Collar	4,640	24.55%
Service and Farm	3,605	19.07%
2021 Est. Workers Age 16+ by Transp. to Work	21,499	
Drove Alone	17,893	83.23%
Car Pooled	1,468	6.83%
Public Transportation	11	0.05%
Walked	1,407	6.55%
Bicycle	33	0.15%
Other Means	317	1.48%
Worked at Home	369	1.72%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,270	
15 - 29 Minutes	7,117	
30 - 44 Minutes	2,919	
45 - 59 Minutes	1,922	
60 or more Minutes	912	
2021 Est. Avg Travel Time to Work in Minutes		25
2021 Est. Occupied Housing Units by Tenure	16,337	
Owner Occupied	10,050	61.52%
Renter Occupied	6,287	38.48%
2021 Owner Occ. HUs: Avg. Length of Residence		13.51
2021 Renter Occ. HUs: Avg. Length of Residence		6.06
2021 Est. Owner-Occupied Housing Units by Value	16,337	
Value Less than \$20,000	374	3.72%
Value \$20,000 - \$39,999	168	1.67%
Value \$40,000 - \$59,999	171	1.70%
Value \$60,000 - \$79,999	168	1.67%
Value \$80,000 - \$99,999	402	4.00%
Value \$100,000 - \$149,999	2,016	20.06%
Value \$150,000 - \$199,999	1,916	19.07%
Value \$200,000 - \$299,999	2,628	26.15%
Value \$300,000 - \$399,999	1,124	11.18%
Value \$400,000 - \$499,999	535	5.32%
Value \$500,000 - \$749,999	422	4.20%
Value \$750,000 - \$999,999	120	1.19%
Value \$1,000,000 or \$1,499,999	5	0.05%
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		\$194,624
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	12,301	66.06%
1 Unit Attached	956	5.13%
2 Units	774	4.16%
3 or 4 Units	1,102	5.92%
5 to 19 Units	1,637	8.79%
20 to 49 Units	232	1.25%
50 or More Units	161	0.87%
Mobile Home or Trailer	1,457	7.82%
Boat, RV, Van, etc.	3	0.02%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,762	9.46%
Housing Units Built 2010 to 2014	603	3.24%
Housing Units Built 2000 to 2009	4,409	23.68%
Housing Units Built 1990 to 1999	5,125	27.52%
Housing Units Built 1980 to 1989	3,256	17.49%
Housing Units Built 1970 to 1979	1,434	7.70%
Housing Units Built 1960 to 1969	735	3.95%
Housing Units Built 1950 to 1959	616	3.31%
Housing Units Built 1940 to 1949	334	1.79%
Housing Unit Built 1939 or Earlier	347	1.86%
2021 Est. Median Year Structure Built		1995

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.



The **Retail**Coach.®

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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