



Market Profile

Outparcel / St Mary's, GA
 115 Kings Bay Rd, Kingsland, Georgia, 31548
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 30.77932
 Longitude: -81.62212

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	12,408	29,148	39,652
2010 Total Population	17,701	34,855	47,840
2015 Total Population	18,647	36,047	49,281
2015 Group Quarters	24	1,676	1,748
2020 Total Population	19,306	36,944	50,560
2015-2020 Annual Rate	0.70%	0.49%	0.51%
Household Summary			
2000 Households	4,198	9,441	13,218
2000 Average Household Size	2.95	2.91	2.86
2010 Households	6,351	12,134	17,001
2010 Average Household Size	2.78	2.73	2.71
2015 Households	6,771	12,724	17,741
2015 Average Household Size	2.75	2.70	2.68
2020 Households	7,056	13,137	18,337
2020 Average Household Size	2.73	2.68	2.66
2015-2020 Annual Rate	0.83%	0.64%	0.66%
2010 Families	4,847	9,056	12,730
2010 Average Family Size	3.17	3.14	3.10
2015 Families	5,127	9,419	13,168
2015 Average Family Size	3.15	3.12	3.08
2020 Families	5,319	9,680	13,541
2020 Average Family Size	3.13	3.11	3.07
2015-2020 Annual Rate	0.74%	0.55%	0.56%
Housing Unit Summary			
2000 Housing Units	4,561	10,501	14,919
Owner Occupied Housing Units	55.5%	50.6%	54.2%
Renter Occupied Housing Units	36.5%	39.4%	34.4%
Vacant Housing Units	8.0%	10.1%	11.4%
2010 Housing Units	7,122	13,855	19,509
Owner Occupied Housing Units	54.6%	52.0%	55.7%
Renter Occupied Housing Units	34.6%	35.6%	31.4%
Vacant Housing Units	10.8%	12.4%	12.9%
2015 Housing Units	7,637	14,608	20,453
Owner Occupied Housing Units	51.8%	49.0%	52.7%
Renter Occupied Housing Units	36.9%	38.1%	34.0%
Vacant Housing Units	11.3%	12.9%	13.3%
2020 Housing Units	7,949	15,077	21,132
Owner Occupied Housing Units	51.6%	48.8%	52.6%
Renter Occupied Housing Units	37.1%	38.3%	34.2%
Vacant Housing Units	11.2%	12.9%	13.2%
Median Household Income			
2015	\$55,714	\$53,352	\$54,300
2020	\$59,910	\$57,062	\$58,349
Median Home Value			
2015	\$184,291	\$178,923	\$176,867
2020	\$191,151	\$187,394	\$189,002
Per Capita Income			
2015	\$23,661	\$22,517	\$23,669
2020	\$26,770	\$25,457	\$26,773
Median Age			
2010	29.1	29.0	30.8
2015	30.6	30.2	32.0
2020	31.9	31.4	33.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	6,771	12,720	17,737
<\$15,000	12.8%	14.3%	13.4%
\$15,000 - \$24,999	5.2%	8.3%	8.4%
\$25,000 - \$34,999	9.5%	9.2%	8.8%
\$35,000 - \$49,999	12.8%	12.2%	12.0%
\$50,000 - \$74,999	29.1%	28.5%	28.3%
\$75,000 - \$99,999	14.0%	12.8%	13.3%
\$100,000 - \$149,999	11.5%	9.5%	10.0%
\$150,000 - \$199,999	3.3%	3.3%	3.5%
\$200,000+	1.8%	1.9%	2.3%
Average Household Income	\$65,693	\$62,725	\$65,157
2020 Households by Income			
Household Income Base	7,056	13,133	18,333
<\$15,000	10.6%	12.1%	11.3%
\$15,000 - \$24,999	3.8%	6.5%	6.4%
\$25,000 - \$34,999	7.2%	7.7%	7.2%
\$35,000 - \$49,999	12.3%	11.7%	11.5%
\$50,000 - \$74,999	30.7%	30.0%	29.8%
\$75,000 - \$99,999	14.5%	13.6%	14.5%
\$100,000 - \$149,999	14.1%	11.6%	11.7%
\$150,000 - \$199,999	4.7%	4.8%	5.1%
\$200,000+	1.9%	2.0%	2.5%
Average Household Income	\$73,825	\$70,487	\$73,251
2015 Owner Occupied Housing Units by Value			
Total	3,953	7,153	10,776
<\$50,000	0.5%	1.3%	2.2%
\$50,000 - \$99,999	3.2%	5.1%	6.8%
\$100,000 - \$149,999	21.0%	24.5%	24.5%
\$150,000 - \$199,999	36.8%	33.0%	30.7%
\$200,000 - \$249,999	16.4%	15.4%	14.8%
\$250,000 - \$299,999	7.4%	6.6%	6.7%
\$300,000 - \$399,999	6.8%	7.5%	7.6%
\$400,000 - \$499,999	4.2%	3.9%	3.7%
\$500,000 - \$749,999	2.9%	2.2%	2.2%
\$750,000 - \$999,999	0.5%	0.3%	0.4%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$218,435	\$208,333	\$205,816
2020 Owner Occupied Housing Units by Value			
Total	4,103	7,352	11,105
<\$50,000	0.2%	0.5%	1.0%
\$50,000 - \$99,999	1.7%	2.7%	3.6%
\$100,000 - \$149,999	17.0%	20.3%	19.7%
\$150,000 - \$199,999	37.8%	35.3%	33.0%
\$200,000 - \$249,999	19.6%	18.9%	19.2%
\$250,000 - \$299,999	8.6%	7.8%	8.3%
\$300,000 - \$399,999	6.9%	7.5%	7.9%
\$400,000 - \$499,999	4.1%	3.8%	3.7%
\$500,000 - \$749,999	3.2%	2.4%	2.6%
\$750,000 - \$999,999	0.7%	0.5%	0.7%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$227,602	\$218,314	\$221,921

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	17,702	34,856	47,840
0 - 4	8.9%	8.6%	8.1%
5 - 9	8.5%	7.7%	7.4%
10 - 14	8.3%	7.4%	7.4%
15 - 24	16.9%	19.2%	17.8%
25 - 34	16.2%	15.5%	14.9%
35 - 44	14.2%	12.9%	13.1%
45 - 54	11.8%	12.3%	13.3%
55 - 64	8.1%	8.5%	9.6%
65 - 74	5.1%	5.3%	5.7%
75 - 84	1.7%	2.0%	2.2%
85 +	0.4%	0.5%	0.6%
18 +	69.1%	71.7%	72.6%
2015 Population by Age			
Total	18,647	36,048	49,281
0 - 4	8.7%	8.3%	7.8%
5 - 9	8.3%	7.7%	7.4%
10 - 14	7.6%	6.9%	6.8%
15 - 24	14.1%	17.0%	15.6%
25 - 34	19.3%	18.1%	17.3%
35 - 44	12.9%	11.6%	11.9%
45 - 54	11.8%	11.6%	12.3%
55 - 64	8.8%	9.4%	10.6%
65 - 74	6.0%	6.3%	7.0%
75 - 84	2.1%	2.4%	2.6%
85 +	0.5%	0.6%	0.7%
18 +	71.4%	73.4%	74.3%
2020 Population by Age			
Total	19,306	36,944	50,560
0 - 4	8.8%	8.3%	7.7%
5 - 9	8.4%	7.7%	7.4%
10 - 14	7.9%	7.3%	7.2%
15 - 24	12.2%	15.2%	13.9%
25 - 34	20.1%	18.5%	17.2%
35 - 44	14.7%	13.2%	13.5%
45 - 54	10.2%	9.9%	10.6%
55 - 64	8.7%	9.7%	10.8%
65 - 74	5.7%	6.3%	7.3%
75 - 84	2.8%	3.2%	3.5%
85 +	0.5%	0.7%	0.8%
18 +	71.0%	73.0%	74.0%
2010 Population by Sex			
Males	8,782	17,837	24,300
Females	8,919	17,018	23,540
2015 Population by Sex			
Males	9,267	18,456	25,053
Females	9,380	17,591	24,228
2020 Population by Sex			
Males	9,598	18,902	25,692
Females	9,708	18,043	24,868

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	17,702	34,855	47,841
White Alone	73.0%	73.3%	76.1%
Black Alone	19.0%	19.3%	17.4%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	2.4%	1.8%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	1.4%	1.2%
Two or More Races	3.6%	3.6%	3.1%
Hispanic Origin	6.3%	6.2%	5.5%
Diversity Index	49.8	49.2	45.4
2015 Population by Race/Ethnicity			
Total	18,648	36,047	49,281
White Alone	72.0%	72.3%	75.1%
Black Alone	18.6%	19.0%	17.2%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	2.7%	2.1%	1.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.5%	1.6%	1.5%
Two or More Races	4.2%	4.2%	3.7%
Hispanic Origin	7.8%	7.7%	6.8%
Diversity Index	52.6	52.1	48.2
2020 Population by Race/Ethnicity			
Total	19,306	36,945	50,559
White Alone	71.0%	71.2%	74.1%
Black Alone	18.1%	18.6%	16.8%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	3.2%	2.5%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.7%	1.8%	1.6%
Two or More Races	5.0%	5.0%	4.4%
Hispanic Origin	9.5%	9.3%	8.4%
Diversity Index	55.5	54.9	51.1
2010 Population by Relationship and Household Type			
Total	17,701	34,855	47,840
In Households	99.9%	95.2%	96.4%
In Family Households	89.0%	83.9%	84.9%
Householder	27.2%	26.1%	26.6%
Spouse	21.2%	19.5%	20.1%
Child	35.7%	33.2%	32.9%
Other relative	2.8%	2.9%	3.1%
Nonrelative	2.1%	2.2%	2.3%
In Nonfamily Households	10.9%	11.3%	11.4%
In Group Quarters	0.1%	4.8%	3.6%
Institutionalized Population	0.1%	0.2%	0.3%
Noninstitutionalized Population	0.0%	4.6%	3.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2015 Population 25+ by Educational Attainment			
Total	11,437	21,678	30,757
Less than 9th Grade	0.6%	1.5%	1.6%
9th - 12th Grade, No Diploma	2.8%	5.2%	5.5%
High School Graduate	19.6%	22.9%	24.3%
GED/Alternative Credential	5.6%	6.7%	6.9%
Some College, No Degree	32.9%	30.6%	29.5%
Associate Degree	14.4%	12.2%	11.5%
Bachelor's Degree	14.9%	12.7%	12.4%
Graduate/Professional Degree	9.2%	8.2%	8.3%
2015 Population 15+ by Marital Status			
Total	14,062	27,792	38,460
Never Married	28.4%	30.2%	28.4%
Married	60.9%	57.5%	57.8%
Widowed	2.6%	3.0%	3.6%
Divorced	8.0%	9.4%	10.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	93.6%	93.2%
Civilian Unemployed	6.4%	6.4%	6.8%
2015 Employed Population 16+ by Industry			
Total	7,244	13,917	20,061
Agriculture/Mining	0.3%	0.3%	0.5%
Construction	3.9%	5.3%	5.6%
Manufacturing	5.9%	7.4%	8.0%
Wholesale Trade	1.9%	1.9%	2.1%
Retail Trade	21.2%	16.8%	13.9%
Transportation/Utilities	3.5%	4.7%	5.5%
Information	1.3%	1.1%	1.0%
Finance/Insurance/Real Estate	4.5%	4.7%	5.0%
Services	39.1%	41.7%	43.9%
Public Administration	18.4%	16.2%	14.5%
2015 Employed Population 16+ by Occupation			
Total	7,243	13,917	20,061
White Collar	63.2%	58.5%	57.8%
Management/Business/Financial	11.6%	12.6%	12.9%
Professional	19.3%	18.0%	18.3%
Sales	10.9%	9.3%	9.0%
Administrative Support	21.4%	18.5%	17.6%
Services	21.0%	20.5%	21.2%
Blue Collar	15.8%	21.1%	20.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.3%	4.9%	4.7%
Installation/Maintenance/Repair	3.6%	5.2%	5.3%
Production	4.8%	5.3%	5.2%
Transportation/Material Moving	4.1%	5.6%	5.4%

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2010 Households by Type			
Total	6,351	12,134	17,001
Households with 1 Person	18.5%	19.9%	19.7%
Households with 2+ People	81.5%	80.1%	80.3%
Family Households	76.3%	74.6%	74.9%
Husband-wife Families	59.6%	55.8%	56.4%
With Related Children	32.2%	28.3%	27.2%
Other Family (No Spouse Present)	16.8%	18.9%	18.5%
Other Family with Male Householder	3.9%	4.2%	4.5%
With Related Children	2.7%	2.8%	2.9%
Other Family with Female Householder	12.9%	14.7%	14.0%
With Related Children	10.2%	11.4%	10.5%
Nonfamily Households	5.2%	5.5%	5.5%
All Households with Children	45.6%	43.1%	41.3%
Multigenerational Households	3.7%	3.9%	4.1%
Unmarried Partner Households	5.6%	6.2%	6.3%
Male-female	4.9%	5.5%	5.6%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	6,351	12,134	17,002
1 Person Household	18.5%	19.9%	19.7%
2 Person Household	31.5%	32.6%	33.9%
3 Person Household	19.8%	19.7%	19.4%
4 Person Household	17.5%	16.1%	15.8%
5 Person Household	8.5%	7.8%	7.4%
6 Person Household	3.0%	2.7%	2.6%
7 + Person Household	1.2%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	6,351	12,134	17,001
Owner Occupied	61.2%	59.4%	63.9%
Owned with a Mortgage/Loan	53.3%	48.4%	50.6%
Owned Free and Clear	8.0%	11.0%	13.3%
Renter Occupied	38.8%	40.6%	36.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Up and Coming Families	Up and Coming Families	Middleburg (4C)
2.	Green Acres (6A)	Middleburg (4C)	Green Acres (6A)
3.	Middleburg (4C)	Green Acres (6A)	Up and Coming Families
2015 Consumer Spending			
Apparel & Services: Total \$	\$14,045,147	\$25,213,819	\$36,149,170
Average Spent	\$2,074.31	\$1,981.60	\$2,037.61
Spending Potential Index	90	86	88
Computers & Accessories: Total \$	\$1,591,265	\$2,845,497	\$4,068,053
Average Spent	\$235.01	\$223.63	\$229.30
Spending Potential Index	90	86	88
Education: Total \$	\$8,496,381	\$15,553,725	\$22,281,205
Average Spent	\$1,254.82	\$1,222.39	\$1,255.92
Spending Potential Index	82	80	82
Entertainment/Recreation: Total \$	\$19,653,697	\$35,170,917	\$51,125,655
Average Spent	\$2,902.63	\$2,764.14	\$2,881.78
Spending Potential Index	88	83	87
Food at Home: Total \$	\$30,672,247	\$55,804,142	\$80,689,106
Average Spent	\$4,529.94	\$4,385.74	\$4,548.17
Spending Potential Index	87	84	87
Food Away from Home: Total \$	\$20,045,735	\$35,920,822	\$51,662,056
Average Spent	\$2,960.53	\$2,823.08	\$2,912.01
Spending Potential Index	90	86	89
Health Care: Total \$	\$27,204,446	\$49,269,689	\$72,877,316
Average Spent	\$4,017.79	\$3,872.19	\$4,107.85
Spending Potential Index	85	82	87
HH Furnishings & Equipment: Total \$	\$11,358,748	\$20,185,526	\$29,239,036
Average Spent	\$1,677.56	\$1,586.41	\$1,648.11
Spending Potential Index	91	86	90
Investments: Total \$	\$13,969,768	\$24,443,220	\$34,240,420
Average Spent	\$2,063.18	\$1,921.03	\$1,930.02
Spending Potential Index	75	70	70
Retail Goods: Total \$	\$152,683,881	\$274,045,220	\$398,613,830
Average Spent	\$22,549.68	\$21,537.66	\$22,468.51
Spending Potential Index	88	84	88
Shelter: Total \$	\$97,305,543	\$175,446,906	\$250,907,574
Average Spent	\$14,370.93	\$13,788.66	\$14,142.81
Spending Potential Index	87	84	86
TV/Video/Audio: Total \$	\$7,738,551	\$14,053,951	\$20,397,272
Average Spent	\$1,142.90	\$1,104.52	\$1,149.73
Spending Potential Index	87	84	88
Travel: Total \$	\$11,620,961	\$20,527,629	\$29,802,921
Average Spent	\$1,716.28	\$1,613.30	\$1,679.89
Spending Potential Index	88	83	86
Vehicle Maintenance & Repairs: Total \$	\$6,733,649	\$12,050,554	\$17,436,507
Average Spent	\$994.48	\$947.07	\$982.84
Spending Potential Index	89	85	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.