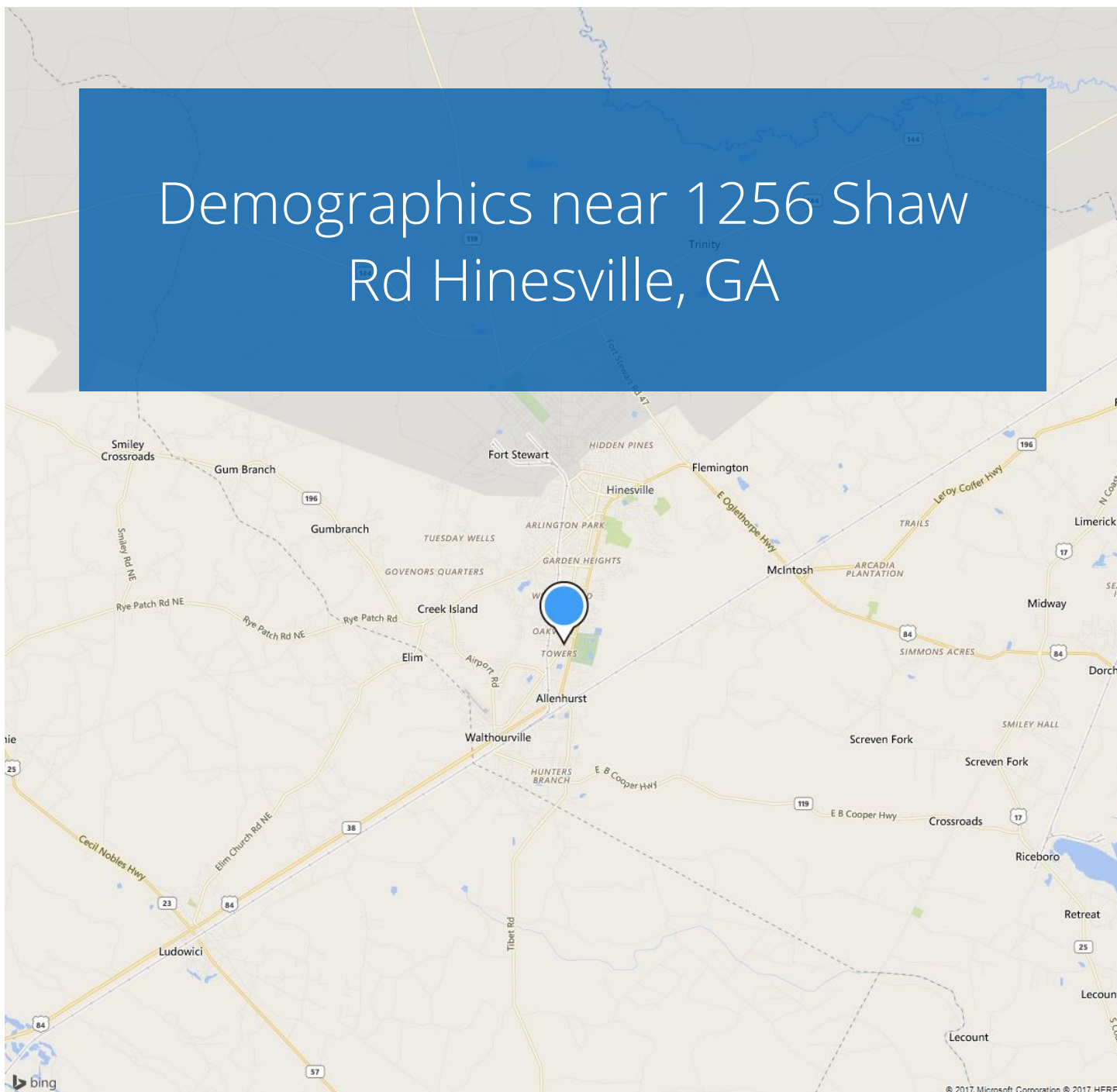


# Demographics near 1256 Shaw Rd Hinesville, GA



**Carol Parker**  
Direct: 912-232-7120

## Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	5,262	30,671	46,404
Total Population (Current Year)	5,079	30,609	47,718
Total Population (Five Year Projection)	5,372	33,108	50,933
Adult Population (US Census 2010)	3,595	21,049	32,352
Adult Population (Current Year)	3,557	21,575	34,082
Adult Population (Five Year Projection)	3,738	23,264	36,209
% Female Population (US Census 2010)	52.63%	52.65%	52.06%
% Male Population (US Census 2010)	47.37%	47.35%	47.94%
% Female Population (Current Year)	49.58%	49.82%	49.39%
% Male Population (Current Year)	50.42%	50.18%	50.61%
% Female Population (Five Year Projection)	49.47%	49.89%	49.52%
% Male Population (Five Year Projection)	50.53%	50.11%	50.48%
Total Daytime Population	5,149	23,623	44,821
Population aged 16 and under (Children)	990	5,484	11,629
Daytime population (Age 16+)	4,159	18,139	33,192
Civilian 16+, at Workplace	2,779	9,464	18,885
Retired population (Age 65+)	223	1,723	2,796
Homemakers (Age 16+)	496	3,198	4,973

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	0%	0%	0%
% Suburban Style	58.08%	64.79%	50.05%
% Thriving Boomers	0%	0%	0%
% Promising Families	0%	0%	0%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	0%	0%
% Autumn Years	0%	0%	0%
% Significant Singles	0%	0%	0%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	13.29%	18.44%
% Singles and Starters	41.92%	21.93%	31.51%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	0%	0%	0%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0%	0%
% Unclassified	0%	0%	0%

## Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	27.66	28.22	28.19
% Age 18+	70.04%	70.49%	71.42%
% Age 55+	13.6%	15.86%	15.98%
% Age 65+	5.58%	6.86%	7.1%

## Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	36.71%	38.26%	42.7%
% Black/African American (2010 US Census, Not Hispanic/Latino)	55.27%	53.26%	49.13%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.31%	0.44%	0.47%
% Asian (2010 US Census, Not Hispanic/Latino)	2.35%	2.54%	2.47%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.89%	0.74%	0.72%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.35%	0.3%	0.31%
% Two or more races (2010 US Census, Not Hispanic/Latino)	4.13%	4.45%	4.21%
% White (2010 US Census, Hispanic/Latino)	44.76%	44.25%	44.04%
% Black/African American (2010 US Census, Hispanic/Latino)	13%	13.4%	13.46%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.84%	0.95%	1.09%

% Asian (2010 US Census, Hispanic/Latino)	1.42%	1.16%	1.15%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0.26%	0.64%	0.62%
% Some other race (2010 US Census, Hispanic/Latino)	26.74%	27.68%	27.52%
% Two or more races (2010 US Census, Hispanic/Latino)	12.99%	11.93%	12.11%
% White (Current Year, Not Hispanic/Latino)	37.03%	38.46%	43.18%
% Black/African American (Current Year, Not Hispanic/Latino)	53.74%	51.76%	47.47%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.31%	0.45%	0.49%
% Asian (Current Year, Not Hispanic/Latino)	3.02%	3.18%	3.03%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.85%	0.78%	0.77%
% Some other race (Current Year, Not Hispanic/Latino)	0.36%	0.3%	0.31%
% Two or more races (Current Year, Not Hispanic/Latino)	4.69%	5.06%	4.75%
% White (Current Year), Hispanic/Latino	49.73%	48.5%	48.29%
% Black/African American (Current Year, Hispanic/Latino)	9.5%	9.99%	10.13%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.71%	0.95%	1.13%
% Asian (Current Year, Hispanic/Latino)	1.35%	1.2%	1.17%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0.25%	0.57%	0.52%
% Some other race (Current Year, Hispanic/Latino)	26.47%	27.91%	27.48%
% Two or more races (Current Year, Hispanic/Latino)	11.99%	10.87%	11.28%
% White (Five Year Projection, Not Hispanic/Latino)	35.64%	36.96%	41.65%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	54.26%	52.34%	48.11%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.32%	0.44%	0.49%
% Asian (Five Year Projection, Not Hispanic/Latino)	3.24%	3.44%	3.25%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.85%	0.79%	0.79%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.37%	0.31%	0.32%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	5.31%	5.71%	5.39%
% White (Five Year Projection, Hispanic/Latino)	49.95%	48.62%	48.43%
% Black/African American (Five Year Projection, Hispanic/Latino)	8.98%	9.54%	9.66%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.67%	0.93%	1.11%
% Asian (Five Year Projection, Hispanic/Latino)	1.26%	1.12%	1.09%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0.22%	0.56%	0.5%
% Some other race (Five Year Projection, Hispanic/Latino)	26.8%	28.36%	27.88%
% Two or more races (Five Year Projection, Hispanic/Latino)	12.12%	10.85%	11.32%

## Housing & Households

### Housing and Household's

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	3.41	34.98	150.15
Total Housing Units (Current Year)	2,113	13,049	20,516
Total Households (Current Year)	1,791	10,876	17,273
Total Households (Five Year Projection)	1,902	11,862	18,642
Owner-Occupied: Owned with a mortgage or loan	785	4,518	6,715
Owner-Occupied: Owned free and clear	119	1,010	1,846
Renter-Occupied	887	5,348	8,712

### Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	19	124	228
Housing Value \$10,000-\$14,999	13	115	164
Housing Value \$15,000-\$19,999	9	71	131
Housing Value \$20,000-\$24,999	8	73	142
Housing Value \$25,000-\$29,999	10	96	152
Housing Value \$30,000-\$34,999	12	82	127
Housing Value \$35,000-\$39,999	10	74	114
Housing Value \$40,000-\$49,999	9	72	124
Housing Value \$50,000-\$59,999	25	137	212
Housing Value \$60,000-\$69,999	41	231	352
Housing Value \$70,000-\$79,999	63	375	601
Housing Value \$80,000-\$89,999	76	463	695
Housing Value \$90,000-\$99,999	99	573	820
Housing Value \$100,000-\$124,999	128	777	1,126
Housing Value \$125,000-\$149,999	117	703	1,042
Housing Value \$150,000-\$174,999	116	657	936
Housing Value \$175,000-\$199,999	59	360	575
Housing Value \$200,000-\$249,999	36	231	422

Housing Value \$250,000-\$299,999	22	146	273
Housing Value \$300,000-\$399,999	14	67	132
Housing Value \$400,000-\$499,999	2	16	60
Housing Value \$500,000-\$749,999	7	27	51
Housing Value \$750,000-\$999,999	6	37	55
Housing Value \$1,000,000 or more	2	21	29
Total Owner-occupied housing units (OOHU)	904	5,528	8,561

## Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$17,916	\$17,835	\$18,323
Per Capita Income (Current Year, based on Total Population)	\$18,060	\$18,097	\$18,685
Per Capita Income (Five Year Projection, based on Total Population)	\$19,986	\$20,154	\$20,990
Average (Mean) Household Income (Current Year)	\$51,144	\$50,666	\$51,240
Median Household Income (Current Year)	\$44,021	\$44,092	\$43,914

## % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	7.62%	8.73%	9.29%
% Household Income \$10,000-\$14,999	4.12%	5.39%	6.14%
% Household Income \$15,000-\$19,999	4.16%	4.83%	4.86%
% Household Income \$20,000-\$24,999	6.98%	6.56%	6.44%
% Household Income \$25,000-\$29,999	7.21%	6.26%	5.73%
% Household Income \$30,000-\$34,999	7.58%	7%	7.41%
% Household Income \$35,000-\$39,999	6.75%	6%	5.44%
% Household Income \$40,000-\$44,999	6.93%	6.4%	6.03%
% Household Income \$45,000-\$49,999	6.62%	6.46%	6.28%
% Household Income \$50,000-\$59,999	12.44%	12.27%	11.81%
% Household Income \$60,000-\$74,999	12.15%	11.3%	11.22%
% Household Income \$75,000-\$99,999	9.5%	10.77%	10.92%
% Household Income \$100,000-\$124,999	4.83%	4.97%	4.79%
% Household Income \$125,000-\$149,999	1.34%	1.29%	1.54%
% Household Income \$150,000-\$199,999	0.74%	0.98%	1.18%

% Household Income \$200,000-\$249,999	0.64%	0.47%	0.55%
% Household Income \$250,000-\$499,999	0.41%	0.28%	0.3%
% Household Income \$500,000+	0%	0.03%	0.08%

## Education (Current Year)

Education			
	1-mi.	3-mi.	5-mi.
College undergraduate	572	3,222	4,725
Graduate or prof school	47	316	502

Educational Attainment			
	1-mi.	3-mi.	5-mi.
No schooling completed	20	184	249
Nursery to 4th grade	5	40	121
5th and 6th grade	6	28	52
7th and 8th grade	22	150	254
9th grade	51	300	417
10th grade	49	329	527
11th grade	33	289	483
12th grade, no diploma	41	296	439
High school graduate, GED	931	5,603	8,696
Some college, <1 year	209	1,482	2,348
Some college, 1+ years	672	3,620	5,770
Associate's degree	368	2,254	3,110
Bachelor's degree	319	2,047	3,404
Master's degree	135	825	1,323
Professional school degree	7	75	188
Doctorate degree	9	83	130



## Employment and Occupation

### Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	2,224	12,810	19,305
Total Civilian employed population aged 16+ (Current Year)	1,972	11,873	18,833
Total Civilian employed population aged 16+ (Five Year Projection)	2,056	12,808	20,275

### % Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	11.64%	10.95%	12.04%
% Civilian, Employed (2010 US Census)	81.17%	81.02%	80.13%
% Civilian, Unemployed (2010 US Census)	7.2%	8.03%	7.83%
% Not in Labor Force (2010 US Census)	27.55%	28.3%	28.7%
% Armed Forces (Current Year)	12.07%	11.26%	12.02%
% Civilian, Employed (Current Year)	82.72%	82.76%	82.18%
% Civilian, Unemployed (Current Year)	5.21%	5.98%	5.8%
% Not in Labor Force (Current Year)	35.21%	35.77%	34.93%
% Armed Forces (Five Year Projection)	11.78%	10.85%	11.3%
% Civilian, Employed (Five Year Projection)	83.97%	84.3%	84.05%
% Civilian, Unemployed (Five Year Projection)	4.25%	4.85%	4.65%
% Not in Labor Force (Five Year Projection)	36.47%	36.82%	35.45%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	1,972	11,873	18,833
Car, truck, or van	1,851	11,061	17,413
Public transport (not taxi)	6	67	78
Worked at home	19	102	186

## Travel Time to Work (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
< 5 minutes	35	246	628
5-9 minutes	204	1,411	2,632
10-14 minutes	514	3,145	4,800
15-19 minutes	422	2,331	3,223
20-24 minutes	233	1,369	2,161
25-29 minutes	79	394	575
30-34 minutes	100	733	1,317
35-39 minutes	45	166	249
40-44 minutes	43	212	272
45-59 minutes	159	825	1,210
60-89 minutes	100	825	1,384
90+ minutes	19	115	196

## Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$703,938	\$4,082,143	\$6,579,737
Total Apparel and services	\$3,386,827	\$19,820,033	\$30,734,049
Total Cash contributions	\$2,874,108	\$17,404,337	\$27,581,545
Total Education	\$1,998,540	\$11,947,416	\$19,293,420
Total Entertainment	\$3,626,562	\$22,536,528	\$35,853,946
Total Food	\$9,792,270	\$59,463,960	\$94,399,658
Total Gifts	\$1,527,630	\$9,644,168	\$15,340,589
Total Healthcare	\$6,631,915	\$40,482,627	\$64,410,465
Total Housing	\$28,290,077	\$170,884,829	\$270,883,958
Total Miscellaneous	\$965,069	\$5,988,373	\$9,331,275
Total Personal care products and services	\$926,904	\$5,531,679	\$8,716,628
Total Personal insurance and pensions	\$9,903,470	\$60,867,234	\$96,442,214
Total Reading	\$117,689	\$708,751	\$1,135,394
Total Tobacco products and smoking supplies	\$691,785	\$4,201,083	\$6,679,314
Total Transportation	\$17,786,247	\$107,628,067	\$170,673,212

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$67,986,410	\$411,252,418	\$651,792,278
Building Material & Garden Equipment & Supply Dealers	\$3,572,175	\$21,898,341	\$34,644,004
Clothing & Clothing Accessories Stores	\$3,860,193	\$22,703,011	\$35,276,269
Electronics and Appliance Stores	\$1,195,677	\$7,203,759	\$11,456,003
Food & Beverage Stores	\$8,357,343	\$51,142,475	\$81,164,225
Food Services & Drinking Places	\$6,829,035	\$40,582,854	\$64,601,879
Furniture & Home Furnishings Stores	\$1,332,063	\$8,213,216	\$13,066,506
Gasoline stations	\$5,756,267	\$34,911,295	\$55,121,273
General Merchandise Stores	\$8,253,105	\$50,037,955	\$79,116,636

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$16,031,427	\$96,566,957	\$152,240,261
Health & Personal Care Stores	\$3,568,894	\$21,794,741	\$34,753,726
Miscellaneous Store Retailers	\$1,396,630	\$8,639,855	\$13,710,761
Motor Vehicle & Parts Dealers	\$16,369,364	\$98,780,000	\$157,063,365
Nonstore retailers	\$6,470,768	\$39,152,034	\$62,006,582
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$1,024,896	\$6,192,882	\$9,811,047

## Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	2	14	21
Construction (15-17)	7	27	45
Finance, Insurance, & Real Estate (60-69)	16	68	124
Manufacturing (20-39)	3	14	20
Mining (10-14)	0	0	1
Public Administration (90-98)	3	21	62
Retail Trade (52-59)	34	162	267
Services (70-89)	57	314	575
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	5	27	47
Wholesale Trade (50-51)	3	16	24