



# Executive Summary with Charts

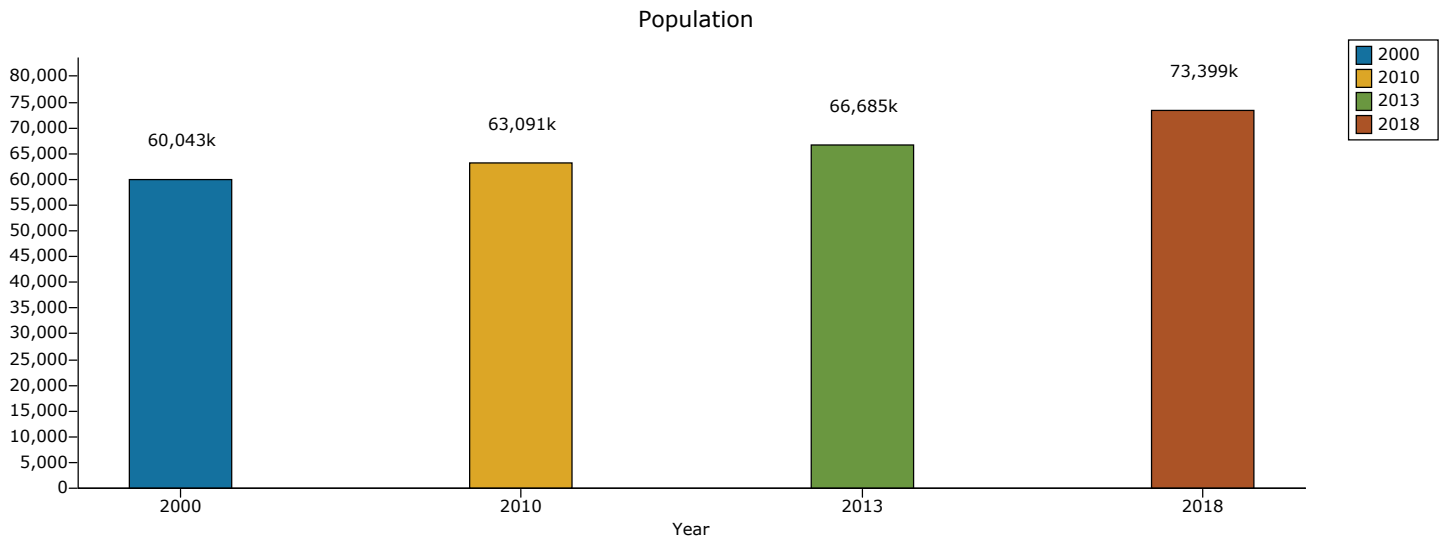
Hinesville GA 5-8-12 Mile Radius  
Retail Market Analysis  
Rings: 3, 5, 10 mile radii

Prepared by Decision Data Resources

Latitude: 31.847251  
Longitude: -81.596427

	3 miles	5 miles	10 miles
<b>Population</b>			
2000 Population	33,221	47,956	60,043
2010 Population	29,680	47,335	63,091
2013 Population	30,803	49,233	66,685
2018 Population	33,130	53,048	73,399
2000-2010 Annual Rate	-1.12%	-0.13%	0.50%
2010-2013 Annual Rate	1.15%	1.22%	1.72%
2013-2018 Annual Rate	1.47%	1.50%	1.94%
2013 Male Population	49.4%	48.9%	48.7%
2013 Female Population	50.6%	51.1%	51.3%
2013 Median Age	27.9	26.5	27.6

In the identified area, the current year population is 66,685. In 2010, the Census count in the area was 63,091. The rate of change since 2010 was 1.72% annually. The five-year projection for the population in the area is 73,399 representing a change of 1.94% annually from 2012 to 2017. Currently, the population is 48.7% male and 51.3% female.



## Median Age

The median age in this area is 27.6, compared to U.S. median age of 37.3.

## Race and Ethnicity

	3 miles	5 miles	10 miles
2013 White Alone	45.3%	45.9%	47.2%
2013 Black Alone	42.2%	41.6%	40.9%
2013 American Indian/Alaska Native Alone	0.6%	0.7%	0.6%
2013 Asian Alone	3.2%	2.7%	2.4%
2013 Pacific Islander Alone	0.6%	0.6%	0.6%
2013 Other Race	3.1%	3.3%	3.3%
2013 Two or More Races	5.0%	5.2%	4.9%
2013 Hispanic Origin (Any Race)	11.2%	12.2%	11.2%

Persons of Hispanic origin represent 11.2% of the population in the identified area compared to 16.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.7 in the identified area, compared to 61.4 for the U.S. as a whole.

**Data Note:** Income is expressed in current dollars

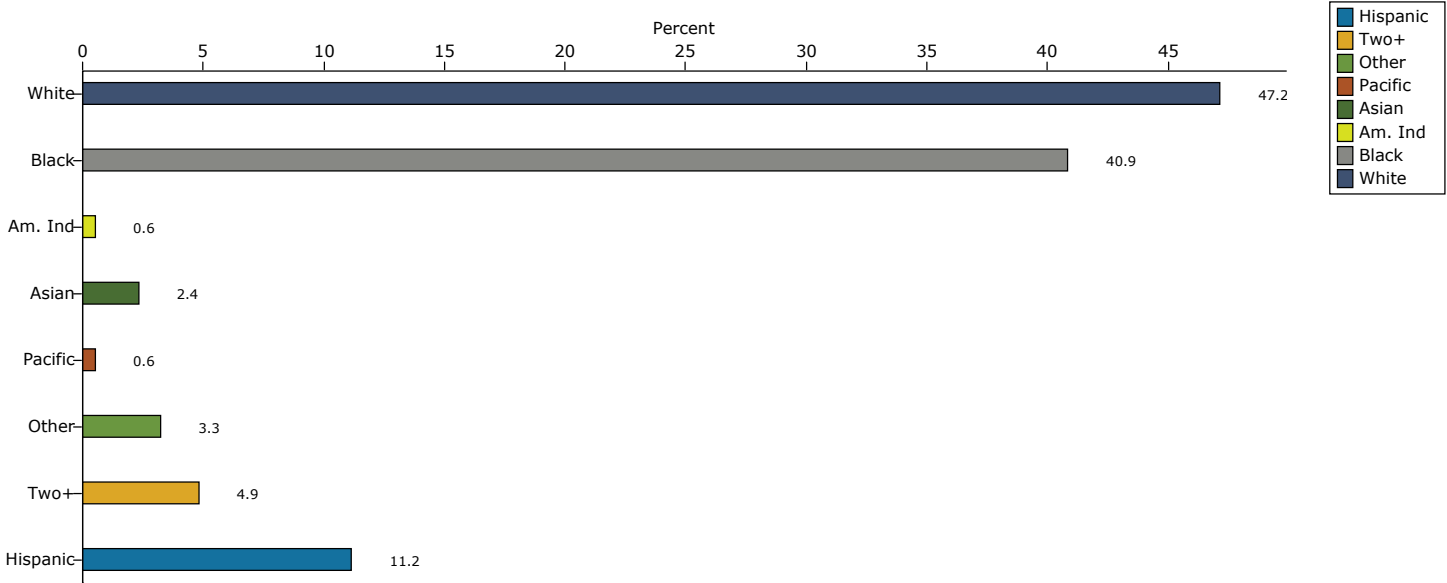
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

3 miles

5 miles

10 miles

## Race and Ethnicity 2013

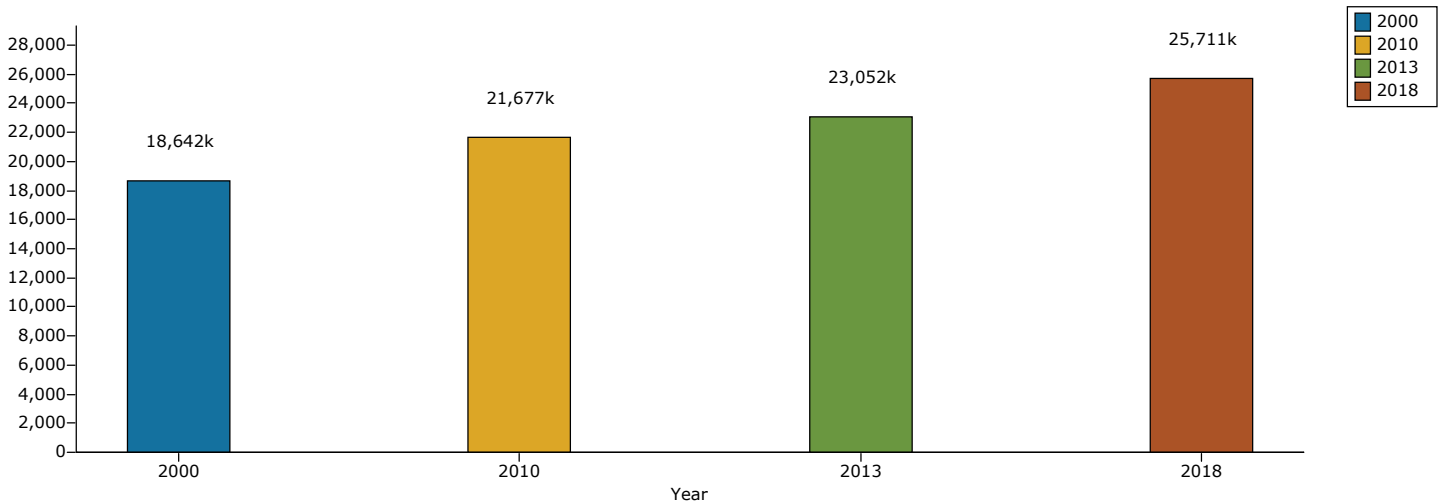


## Households

2000 Households	10,159	14,432	18,642
2010 Households	10,541	16,037	21,677
2013 Total Households	11,025	16,786	23,052
2018 Total Households	12,048	18,348	25,711
2000-2010 Annual Rate	0.37%	1.06%	1.52%
2010-2013 Annual Rate	1.39%	1.41%	1.91%
2013-2018 Annual Rate	1.79%	1.79%	2.21%
2013 Average Household Size	2.64	2.79	2.77

The household count in this area has changed from 21,677 in 2010 to 23,052 in the current year, a change of 1.91% annually. The five-year projection of households is 25,711, a change of 2.21% annually from the current year total. Average household size is currently 2.77, compared to 2.78 in the year 2010. The number of families in the current year is 17,255 in the specified area.

## Households



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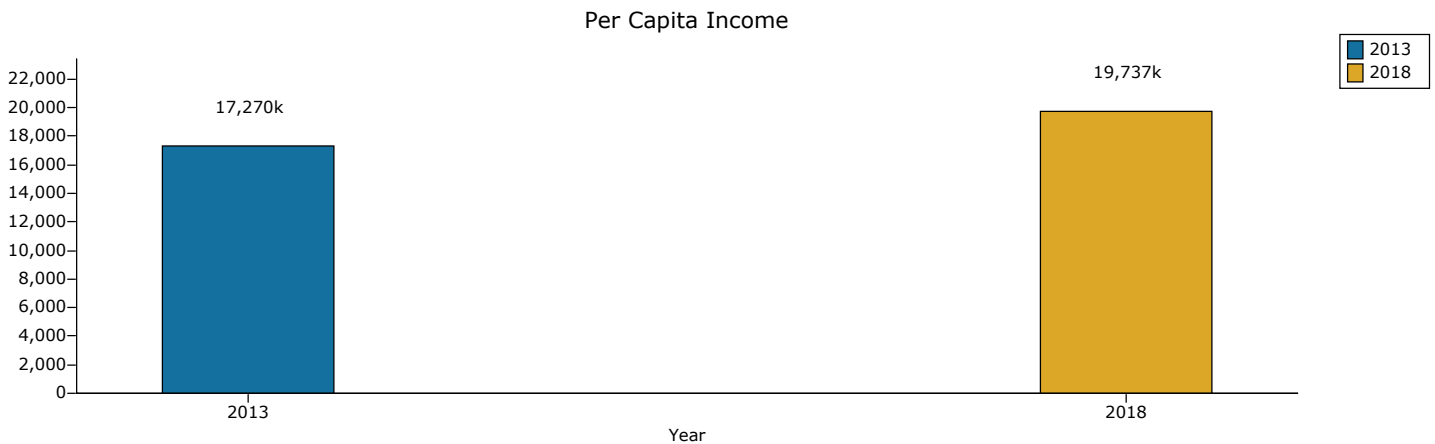
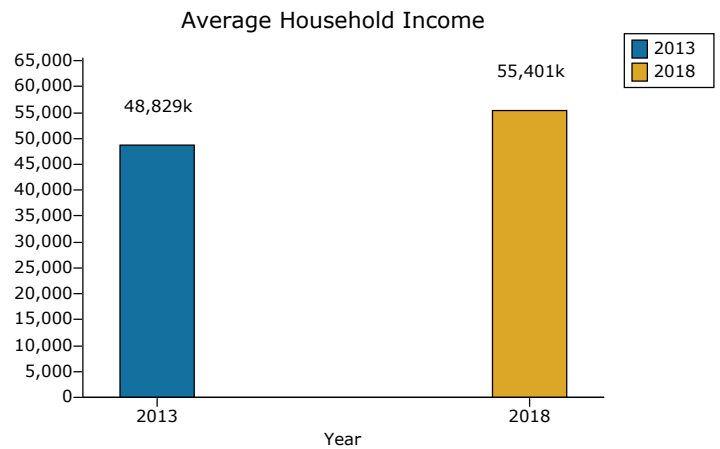
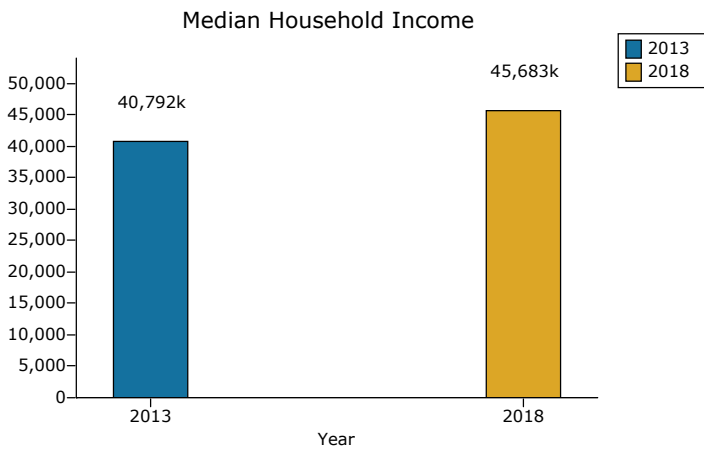
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<b>Median Household Income</b>			
2013 Median Household Income	\$39,932	\$41,519	\$40,792
2018 Median Household Income	\$44,063	\$46,108	\$45,683
2013-2018 Annual Rate	1.99%	2.12%	2.29%
<b>Average Household Income</b>			
2013 Average Household Income	\$48,153	\$48,973	\$48,829
2018 Average Household Income	\$54,675	\$55,347	\$55,401
2013-2018 Annual Rate	2.57%	2.48%	2.56%
<b>Per Capita Income</b>			
2013 Per Capita Income	\$17,746	\$17,253	\$17,270
2018 Per Capita Income	\$20,349	\$19,667	\$19,737
2013-2018 Annual Rate	2.78%	2.65%	2.71%
<b>Households by Income</b>			

Current median household income is \$40,792 in the area, compared to \$50,157 for all U.S. households. Median household income is projected to be \$45,683 in five years, compared to \$56,895 for all U.S. households

Current average household income is \$48,829 in this area, compared to \$68,162 for all U.S. households. Average household income is projected to be \$55,401 in five years, compared to \$77,137 for all U.S. households

Current per capita income is \$17,270 in the area, compared to the U.S. per capita income of \$26,409. The per capita income is projected to be \$19,737 in five years, compared to \$29,882 for all U.S. households



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<b>Housing</b>			
2000 Total Housing Units	11,477	16,024	20,990
2000 Owner Occupied Housing Units	4,572	6,132	8,841
2000 Owner Occupied Housing Units	5,587	8,300	9,800
2000 Vacant Housing Units	1,318	1,592	2,349
2010 Total Housing Units	12,749	19,151	25,911
2010 Owner Occupied Housing Units	5,266	7,558	11,242
2010 Renter Occupied Housing Units	5,275	8,479	10,435
2010 Vacant Housing Units	2,208	3,114	4,234
2013 Total Housing Units	13,308	20,052	27,522
2013 Owner Occupied Housing Units	5,089	7,339	11,234
2013 Renter Occupied Housing Units	5,936	9,447	11,818
2013 Vacant Housing Units	2,283	3,266	4,470
2018 Total Housing Units	14,311	21,563	30,187
2018 Owner Occupied Housing Units	5,644	8,129	12,769
2018 Renter Occupied Housing Units	6,404	10,219	12,942
2018 Vacant Housing Units	2,263	3,215	4,476

Currently, 40.8% of the 27,522 housing units in the area are owner occupied; 42.9%, renter occupied; and 16.2% are vacant. Currently, in the U.S., 56.5% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 11.4% are vacant. In 2010, there were 25,911 housing units in the area - 43.4% owner occupied, 40.3% renter occupied, and 16.3% vacant. The annual rate of change in housing units since 2010 is 2.72%. Median home value in the area is \$154,840, compared to a median home value of \$167,749 for the U.S. In five years, median value is projected to change by 3.19% annually to \$181,149.

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May 08, 2014