

DEMOGRAPHICS & RETAIL MARKET ANALYSIS

DEMOGRAPHICS

This section of the Downtown Master Plan shows a snapshot of the demographic composition of the Downtown Green Cove Springs Study Area residents, setting the baseline for further analysis on socioeconomic, employment, and business data. For this evaluation, data was gathered from various sources, including the Bureau of Economics and Business Research (BEBR), ESRI’s Business Analyst Online (ESRI BAO), the U.S. Census, and the American Community Survey (ACS).

1. POPULATION

BEBR estimates the City of Green Cove Springs population to be 9,786 as of April 1, 2020. This is an increase of 2,878 residents from the 2010 Census estimate (6,908) and represents a substantial growth rate of 41.7% over the last decade. Clay County grew at a rate of 14.3% over the decade, as shown in Table 1. While the City population as a whole has been growing significantly over the past 10 years, the resident population in the Downtown Study Area has seen a lower percentage population growth rate of 11.7%, from 179 in 2010 to 200 in 2020.

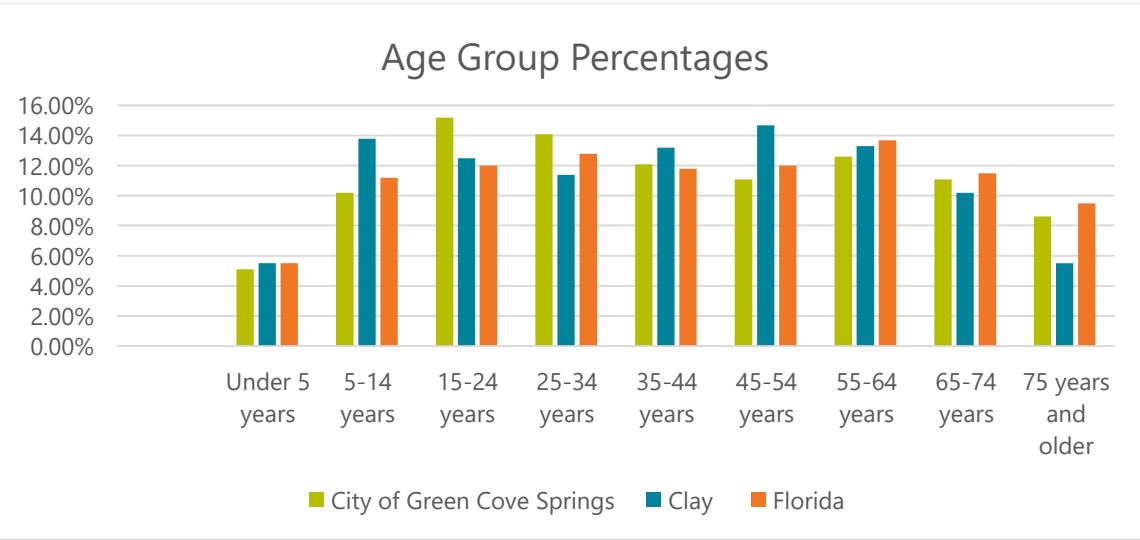
2. AGE

Looking at the distribution of age in the City and surrounding County depicts the potential workforce population. The graphic on this page shows Green Cove Springs compared to Clay County and the State of Florida. Approximately 65.1% of Green Cove Springs population is workforce age (ages 15-64). Compared to Green Cove Springs, Clay County has the same workforce population proportion (65.1%) in the workforce age group, and the State has a lower workforce population proportion (62.3%). It should be noted that this graphic does not represent employed population, but only the age range of the potential workforce. The median age of residents in the City is 40.9.

Table 1. Population Growth

	City of Green Cove Springs	Clay County	Downtown Study Area
2000	5,378	141,614	155
2010	6,908	190,865	179
2020	9,786	218,245	200
2010-2020 Growth Rate	41.7%	14.3%	11.7%

Sources: BEBR, S&ME, 2020



3. WORKFORCE & EMPLOYMENT

The City of Green Cove Springs’ workforce is comprised of 3,324 workers. White Collar workers comprise 55.9% of the workforce, less than the national average of 63.1%. Blue Collar workers comprise 27.2% of the Green Cove Springs workforce, significantly more than the national average of 21.8%. Services (Including Healthcare Support, Protective Service, Food preparation and serving, Building maintenance, and Personal care and service) comprise 16.9% of the workforce, more than the national average of 15.1%. The unemployment rate in Green Cove Springs is 4.5%¹. The unemployment rate for Clay County is 2.9%².

The Downtown Study Area has over 2,177 workers employed at 333 businesses. The primary employment sectors in the Downtown Study Area are Government Services comprising 44.2% of the employment (reflective of the City and County Government offices), Personal and Professional Services comprising 31%, Retail Services at 13.4% and Finance/Insurance and Real Estate Services comprising 3.7% of the employment in the Downtown Study Area. Please note that the “study area” data captures the government offices and businesses that are immediately adjacent to the “study area” borders, outside of the demarcation line for the downtown “study area” but still affecting the “study area”.

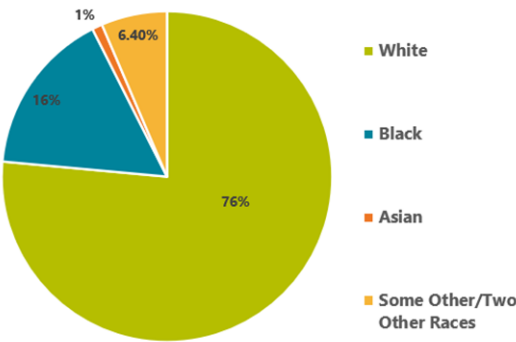
4. GENDER

The City has an even distribution of gender within the population. According to US Census 2020 estimates, male and female residents are equally distributed in the City-wide population (9,786), with equal populations (4,893). While in the Downtown Study Area, male residents make up 59% or 90 persons of the Study Area population (152) and female residents comprise 41%.

¹ ESRI Business Analyst Online, Civilian Labor Force Profile, 2022; S&ME, Inc. 2022.

5. RACE & ETHNICITY

The majority of the City’s residents are White, 76%, with only 16% of its residents identifying themselves as Black, and 1% as Asian. Approximately 6.4% of the City’s population identified as “Some Other Race” or “Two Other Races.” Approximately 15% of the population is of Hispanic Origin.



6. SOCIOECONOMIC CHARACTERISTICS

Socioeconomic characteristics provide insight for the educational attainment, employment, and level of income of City residents. These are important factors when developing economic development strategies to attract new businesses and retain existing ones.

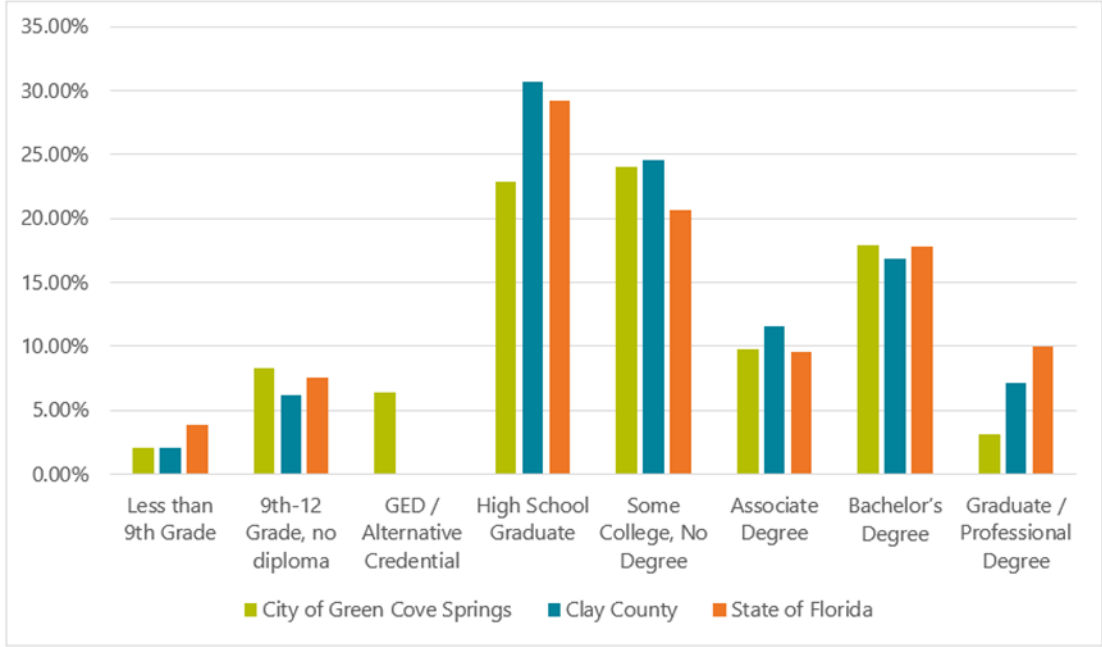
7. EDUCATION

Educational attainment greatly determines the availability of various types of workers in a place and influences the types of businesses which may choose to locate there. Specific educational requirements may attract certain employers, whether it is a manufacturing company, technology, trade, or an aviation company. In the City, 89.6% of adults over 25 years have attained their high school diploma, GED, or higher degree. This is higher than the State’s overall attainment (87.1%). In Clay County 92% of adults over 25 years have attained their high school diploma, GED, or higher degree. Of Green Cove Springs residents, 17.9% have attained a bachelor’s degree and 8.6% have attained a graduate or professional degree. The graphic below shows how the City of Green Cove Springs compares to the Clay County, and the State for level of education. Green Cove Springs is located near the Jacksonville metropolitan area, Lake City and City of Gainesville. There are several technical schools, community colleges, and universities within commuting distance (Jacksonville University, St. John’s River College, First Coast Technical College, Trinity Baptist College, the University of Florida and Florida Gateway College) that enable the City’s residents to advance their education levels and technical skills.

Over sixty-three percent (63.1%) of the workers in the City have a high school degree, some college, or an associate degree. This segment of workers represents a set of skilled labor which has a wide

² Department of Economic Opportunity, Local Area Unemployment Statistics, December 2021.

variety of employment opportunities within the city, including blue-collar, services, and white-collar positions (discussed in more detail below). Over 26% of City residents have a bachelor’s degree or higher, and many workers in this segment are likely to have white-collar positions. Many of the workers in this segment will likely have white-collar positions. The educational attainment in the City indicates that the City has a diverse workforce, increasing opportunities for the attraction of businesses to the area. The educational level of attainment of City residents provides a workforce that can accommodate a wide range of employer required job skills.



8. EMPLOYMENT

The City’s current unemployment rate is 4.5% for Civilians 16 years or older.³ Clay County has an unemployment rate of 2.9% (as of December 2021), while the State’s unemployment rate is 3.5%.⁴ The City’s labor force consists of over 3,300 residents (Civilians 16 years or older).

Table 2 and the graphic next to it show the general distribution of employment by occupation for City residents based on data from ESRI BAO. A majority of residents are employed in white-collar positions

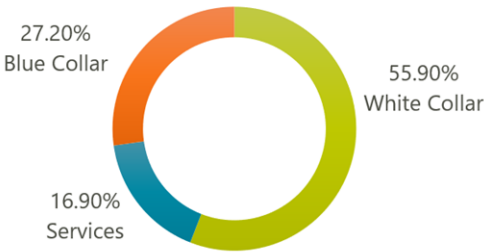
(55.9%) with professional occupations being the leading subsector (17.9%), services and blue-collar jobs make up the rest of the employment in the City at 16.9% and 27.2%, respectively.

While Table 2 shows the employment of Green Cove Springs residents by industry classification (white-collar, blue-collar, and services) in and out of the city limits, Table 3 shows the number of businesses and employees within the City of Green Cove Springs by industry sectors and subsectors (NAICS Codes). This industry breakdown is based upon ESRI BAO Business Summary data. According to ESRI BAO, there are 694 businesses within the City employing a total of 5,302 persons.

Table 2. Employment by Occupation

Occupation	Percent
White-Collar	55.9%
Management/Business/Financial	11.5
Professional	17.9%
Sales	12.7%
Administrative Support	13.7%
Services	16.9%
Blue-Collar	27.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	5.4%
Production	3.7%
Transportation/Material Moving	10.9%
Total Employees	3,324

Source: ESRI BAO, 2020



The top five (5) sectors within the City by the number of establishments are Services, Unclassified establishments, Retail Trade, Government and Finance-Insurance-Real Estate (FIRE) (see Figure 5). Services has 198 establishments within the City, making up 28.5% of the total business establishments in the City. Services is a broad category encompassing many different types of businesses, as shown in Table 3. Unclassified establishments has 171 businesses (24.6%), Retail Trade has 103 establishments, representing 14.8% of the total businesses in the City, Government has 77

³ ESRI BAO, Green Cove Springs, Civilian Labor Force Profile, 2022

⁴ [U.S. Bureau of Labor Statistics](#), retrieved from FRED (Federal Reserve Bank of St. Louis), 2022

GREEN COVE SPRINGS DOWNTOWN MASTER PLAN

establishments, representing 11.1% and Finance-Insurance-Real Estate (FIRE) has 47 establishments, representing 4.8% of the total business establishments in the City.

Table 3. Green Cove Springs Businesses and Employment by Industry

Industry	Business		Employees	
	Count	Percentage	Count	Percentage
Agriculture, Forestry, Fishing & Hunting	11	1.6%	55	1.0%
Construction	32	4.6%	294	5.5%
Manufacturing	13	1.9%	113	2.1%
Transportation & Warehousing	31	4.5%	149	2.8%
Communication	2	0.3%	10	0.2%
Utility	1	0.1%	3	0.1%
Wholesale Trade	8	1.2%	35	0.7%
Retail Trade	103	14.8%	782	14.7%
Home Improvement	5	0.7%	30	0.6%
General Merchandise Stores	4	0.6%	24	0.5%
Food Stores	9	1.3%	33	0.6%
Auto Dealers, Gas Stations, Auto Aftermarket	24	3.5%	190	3.6%
Apparel and Accessory Stores	2	0.3%	4	0.1%
Furniture and Home Furnishings	7	1.0%	21	0.4%
Eating and Drinking Establishments	28	4.0%	400	7.5%
Miscellaneous Retail	24	3.5%	80	1.5%
Finance & Insurance	47	6.8%	192	3.6%
Banks, Savings & Lending Institutions	6	0.9%	27	0.5%
Securities Brokers	3	0.4%	26	0.5%
Insurance Carriers & Agents	9	1.3%	34	0.6%
Real Estate, Holding, Other Investments Offices	29	4.2%	105	2.0%

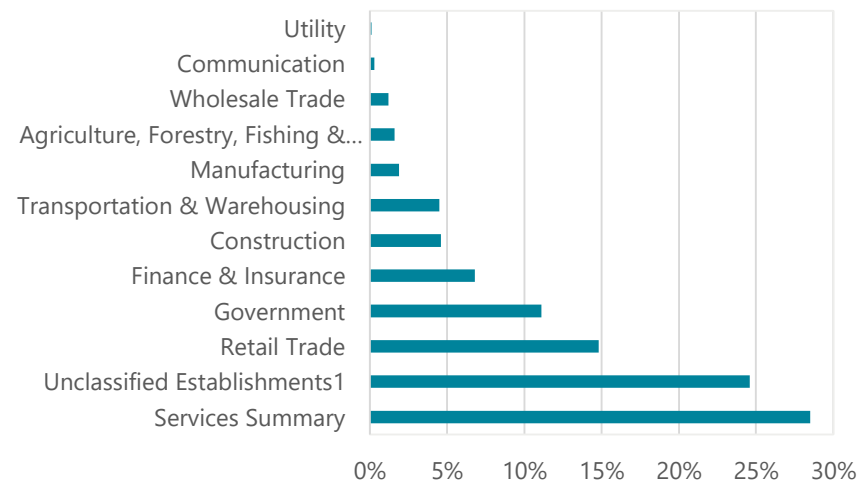
⁵ US Census. Methodology. https://www.census.gov/programs-surveys/nonemployer-statistics/technical-documentation/methodology.html#par_textimage_245304869

Industry	Business		Employees	
	Count	Percentage	Count	Percentage
Services Summary	198	28.5%	1,833	34.6%
Hotels and Lodging	2	0.3%	3	0.1%
Automobile Services	11	1.6%	38	0.7%
Motion Pictures & Amusements	18	2.6%	154	2.9%
Health Services	18	2.6%	225	4.2%
Legal Services	16	2.3%	82	1.5%
Education Institutions & Libraries	15	2.2%	472	8.9%
Other services	118	17.0%	859	16.2%
Government	77	11.1%	1,810	34.1%
Unclassified Establishments ¹	171	24.6%	26	0.5%
Total	694	100%	5,302	100%

Source: ESRI BAO, 2022; S&ME, 2022.

¹Unclassified Establishments represents those businesses that (1) cannot be classified as any other industry; (2) the owners did not report an NAICS code; or, (3) are few in number and are “unclassified” to maintain confidentiality.⁵

Figure 1. Percentage of Businesses by Type (Top 12)

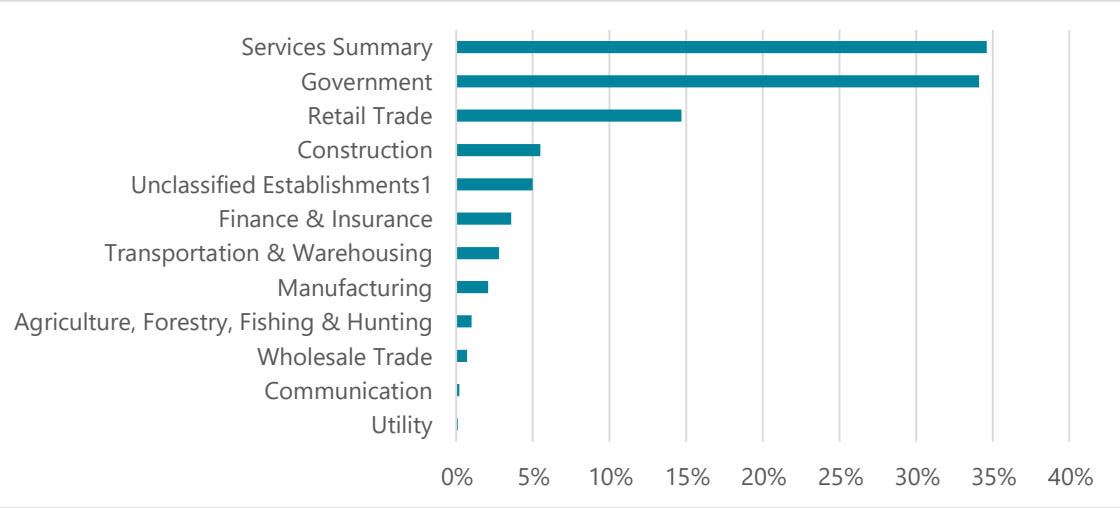


*See Table note above.
Source: ESRI BAO, 2021

When looking at the industry data by number or percent of employees, the results are slightly different. The top five (5) sectors within the City by the number of employees are Services, Government, Retail Trade, Construction and Finance-Insurance-Real Estate (FIRE) (see Figure 5). Services has 1,833 employees within the city, making up 34.6% of the total employment in the City. Services is a broad category encompassing many different types of businesses, as shown in Table 5. Government has 1,810 employees (34.1%), Retail Trade has 782 employees, representing 14.7% of the total employment in the City, Construction has 294 employees, representing 5.5% and Finance-Insurance-Real Estate (FIRE) has 192 employees, representing 3.6% of the employment in the City.

These sectors represent a wide array of industries, many of which are complementary. Those who work in the Administrative, FIRE, and Health Care industries will rely on those who work in the Service and Retail industries. A diverse workforce with and a broad range of skillsets is an asset and resource to the City when recruiting or seeking to retain businesses.

Figure 2. Percentage of Employees by Industry Sector (Top 10)



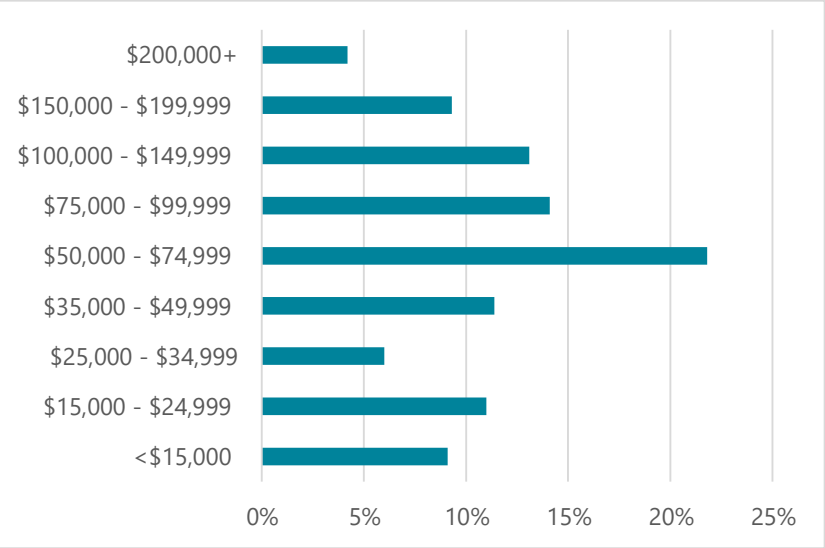
Source: ESRI BAO, 2022; S&ME, 2022.

9. Income

The median household income in Green Cove Springs (Citywide) is \$61,769, while the state median is \$55,660 and the national median household income is \$79,900. Moreover, the median household income is predicted to grow to \$68,713 (11.24%) by 2026.⁶ Approximately 24 percent of the households in the City are in the \$50,000 to \$74,999 income category, followed by 14 percent in the \$35,000 to 49,999 category and 12 percent in the \$75,000 to \$99,000 range (see Figure 7). The average household size in the City is 2.57.

Looking at income distribution geographically, the higher income households are located in the census tracts that located to the north (Census Tract 313) and south (Census Tract 315) of the downtown area. The downtown Green Cove Springs area (Census Tract 314) has the lowest median household income levels in the City.⁷

Figure 3. Households by Income (2021)



Source: ESRI BAO, 2022; S&ME 2022.

⁶ ESRI BAO, Green Cove Springs Community Profile, 2022

⁷ <https://datausa.io/profile/geo/green-cove-springs-fl>

RETAIL MARKET ANALYSIS

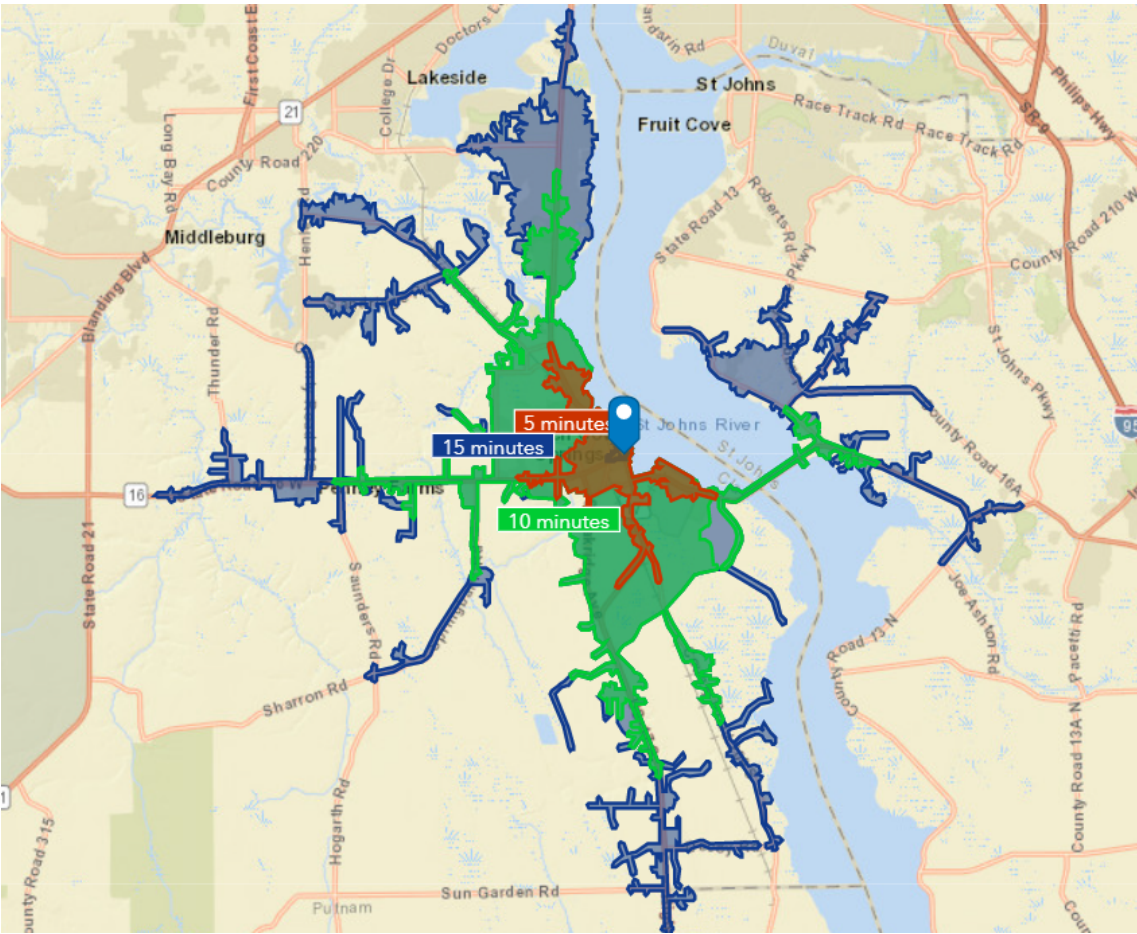
This section of the Downtown Master Plan presents an evaluation of the Green Cove Springs retail market. The evaluation looks at the 5-10-15 minute drive market area that is centered around the Green Cove Springs Downtown. The evaluation presents the population, number of households and the median household income levels for the three areas and identifies retail surpluses and leakages. The identification of retail surpluses and leakages may be used to identify retail development opportunities to address underserved retail sectors.

1. MARKET AREA

The market area evaluated consists of a 5-10-15 minute drive area from downtown Green Cove Springs (City Hall). The downtown Green Cove Springs area (5-minute drive) has one of the region’s lower median household income levels at \$48,182. The median household incomes increase in the 10- and 15-minute drive areas to \$60,018 and \$67,380 respectively. The 15-minute drive market area presents a distinct opportunity for additional retail development. There are over 13,400 households within a 15-minute drive from downtown Green Cove Springs with a population of 35,973 persons.

5-Minute Drive	
Population	7,389
Households	2,572
Median HH Income	\$48,182
10-Minute Drive	
Population	19,315
Households	7,097
Median HH Income	\$60,018
15-Minute Drive	
Population	35,973
Households	13,444
Median HH Income	\$67,380

Figure 4. 5-10-15 Minute Drive Market Area



2. 5-MINUTE DRIVE MARKET AREA

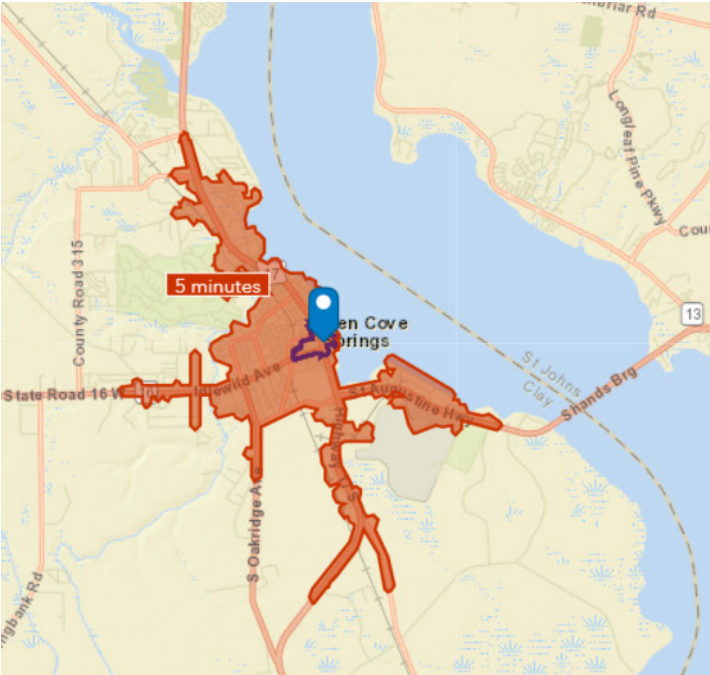
The 5-minute drive market area contains a retail demand of over \$63,906,240 and a retail supply of \$125,638,438. This creates a surplus of retail supply (Exceeding demand within the 5-minute drive market area) of \$61,732,198. The large retail surplus indicates that the businesses within the 5-minute drive area depend on customers from outside of the 5-minute area to support their businesses. There is not enough demand local (within the 5-minute driving range) to support the quantity of retail goods available for sale.

The 5-minute drive market area contains a food and drink demand of \$6,441,378 and a food and drink supply of \$8,223,862. This creates a surplus of food and drink supply (Exceeding demand within the 5-minute drive market area) of \$1,782,484. When Food and Drink are separated into industry subsectors, the “Restaurants and other eating places” supply (\$8,184,183) exceeds demand (\$5,840,928). The “Restaurants and other eating places” surplus indicates that the restaurant businesses within the 5-minute drive area depend on customers from outside of the 5-minute area to support their businesses. While the other industry subsector of the industry group Food and Drink, “Drinking Places- Alcoholic Beverages”, **local demand exceeded local supply by \$489,596**. This indicates that potential Drinking Places customers left the area to satisfy demand for this product.

5-MINUTE DRIVE MARKET AREA LEAKAGES AND SURPLUSES

Not all of the retail industry subsectors within the 5-minute drive market area are oversupplied and depend on out of area customers. There are several industry subsectors within the 5-minute drive market area that have a larger retail demand than available retail supply. These retail subsectors experience leakage. Leakage is when customers leave the 5-minute market area to purchase a particular good or service in another area. The leakage retail subsectors represent an opportunity to develop more “retail supply” in these particular subsectors and sectors within the 5-minute drive time market area-Downtown Green Cove Springs.

Figure 5. 5-Minute Drive Market Area



	Demand	Supply	GAP Surplus Supply
Retail	\$63,906,240	\$125,638,438	(\$61,732,198) Surplus Supply-Exceeds Demand
Food & Drink	\$6,441,378	\$8,223,862	(\$1,782,484) Surplus Supply-Exceeds Demand

Figure 6. 5-Minute Drive Market Area-Industry Subsector Leakages and Surpluses

2017 Leakage/Surplus Factor by Industry Subsector

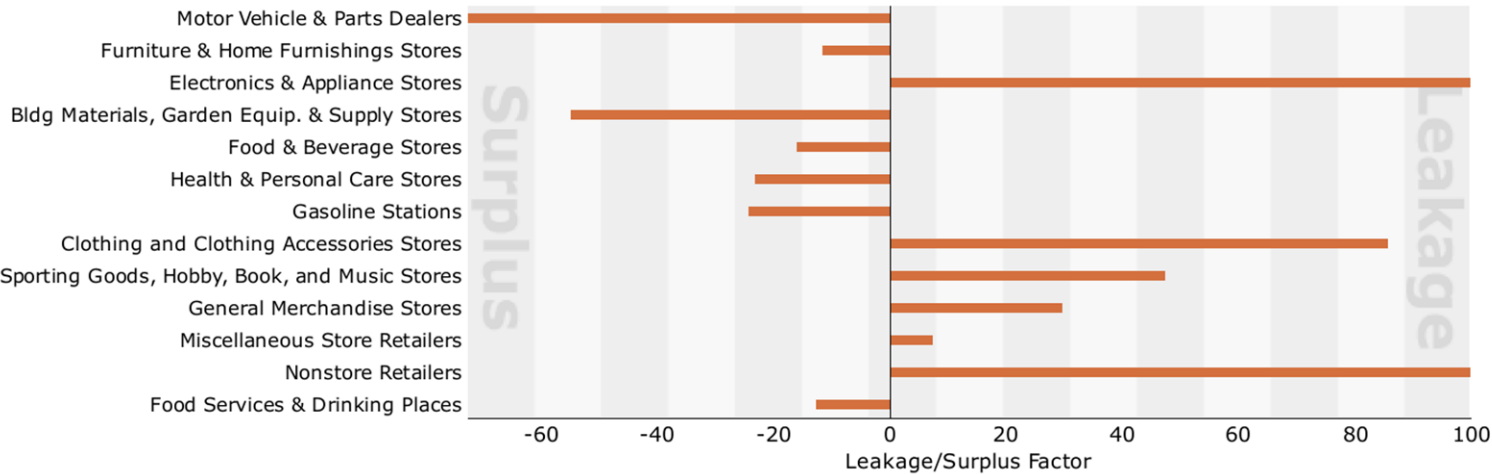
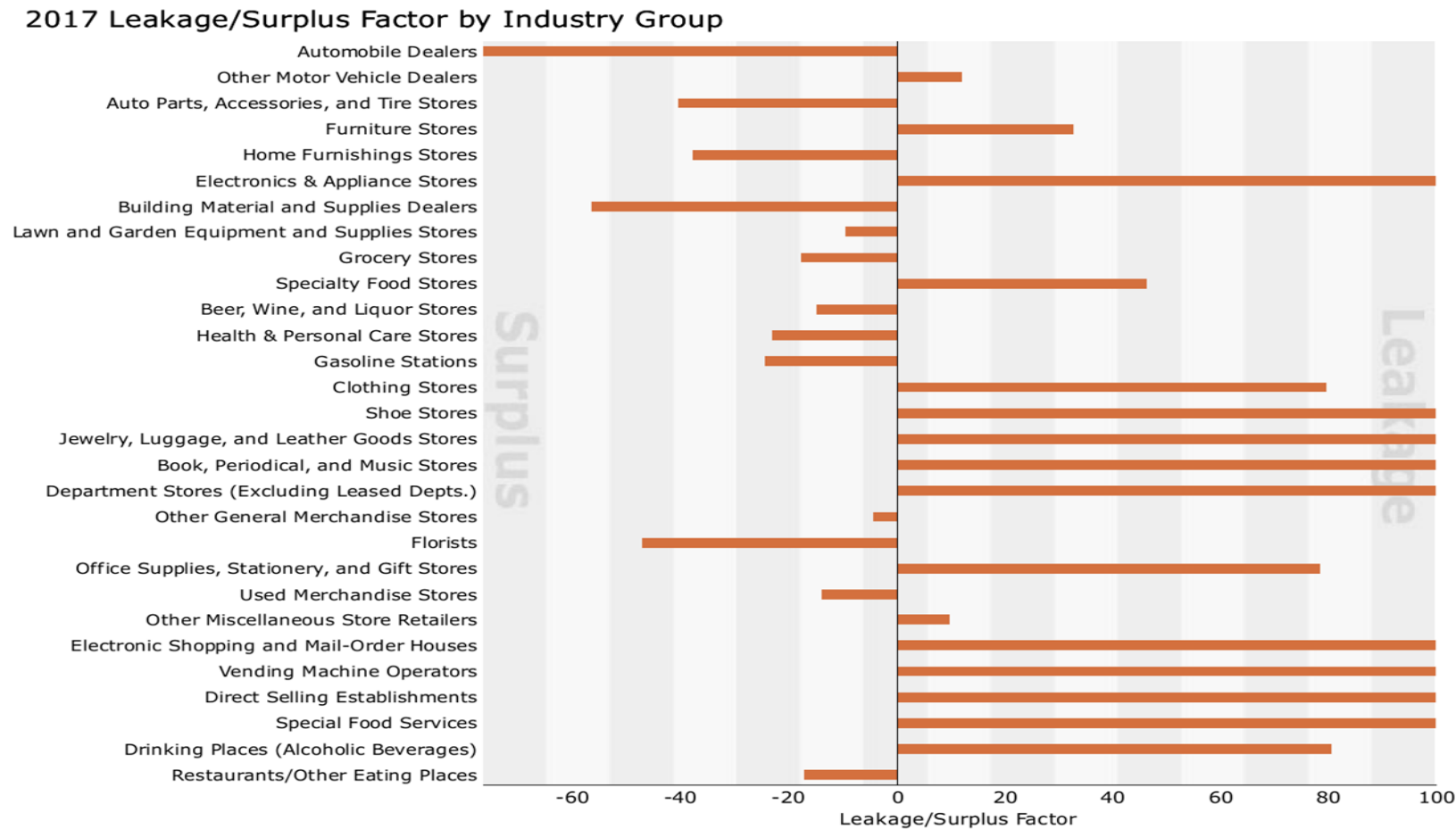


Figure 7. 5-Minute Drive Market Area-Industry Group Leakages and Surpluses



3. 10-MINUTE DRIVE MARKET AREA

The 10-minute drive market area contains a retail demand of \$211,320,147 and a retail supply of \$260,250,221. This creates a surplus of retail supply of (Exceeding demand within the 10-minute drive market area) \$48,930,074. The retail surplus indicates that the businesses within the 10-minute drive area depend on customers from outside of the 10-minute area to support their businesses. There is not enough demand local (within the 10-minute driving range) to support the quantity of retail goods available for sale. The retail surplus is significantly less than within 5-minute drive market area.

The 10-minute drive market area contains a food and drink demand of over \$21,870,171 and a food and drink supply of \$14,691,440. This creates an **excess demand over supply of \$7,178,731** When Food and Drink are separated into industry subsectors, the “Restaurants and other eating places” demand (\$19,760,3003) exceeds supply (\$14,471,634). The “Restaurants and other eating places” surplus indicates that the restaurant businesses within the 10-minute drive area lose customers to outside of the 10-minute area to businesses outside the area. While the other industry subsector of the industry group Food and Drink, “Drinking Places- Alcoholic Beverages”, **local demand (\$1,735,244) also exceeded local supply (\$182,070) by \$1,553,174** This indicates that potential Drinking Places customers left the area to satisfy demand for this product.

Excess demand beyond the available supply causes customer leakage. Leakage indicates that the food and drink businesses within the 10-minute drive area are losing customers to outside of the 10-minute drive market area. This represents an opportunity to develop additional food and drink retail supply to address this unmet demand and draw restaurant customers and potential retail shoppers into downtown Green Cove Springs.

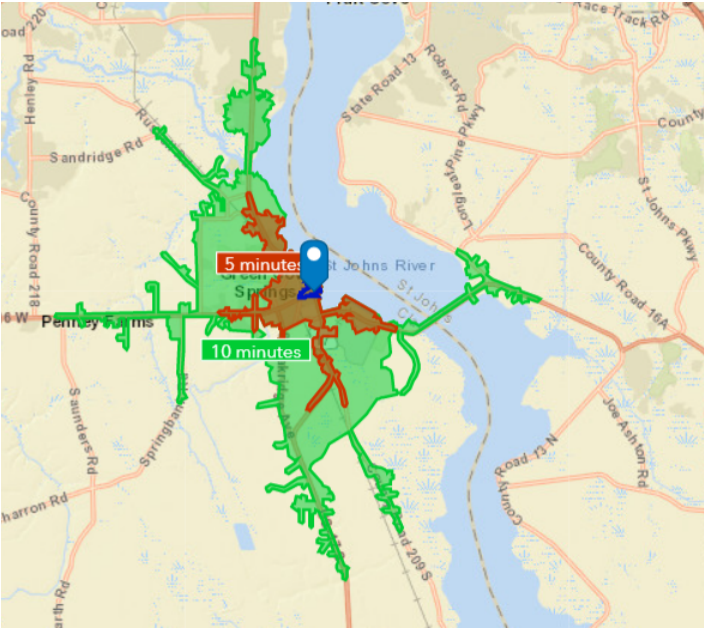
10-MINUTE DRIVE MARKET AREA LEAKAGES AND SURPLUSES

Despite the overall surplus of retail supply versus retail demand, there are several industry subsectors within the 10-minute drive market area that have a larger demand than supply. These retail subsectors experience leakage. These retail subsectors experience leakage. Leakage is when customers leave the 10-minute market area to purchase a particular good or service in another area. The leakage retail subsectors represent an opportunity to develop more “retail supply” in these particular subsectors and sectors within the 10-minute drive time market area-Downtown Green Cove Springs.

Figure 9. 10-Minute Drive Market Area-Industry Subsector Leakages and Surpluses

	Demand	Supply	GAP
Retail	\$211,320,147	\$260,250,221	(\$48,930,074) Surplus Supply-Exceeds Demand
Food & Drink	\$21,991,304	\$14,691,440	\$7,178,731 Excess Demand-Exceeds Supply

Figure 8. 10-Minute Drive Market Area



2017 Leakage/Surplus Factor by Industry Subsector

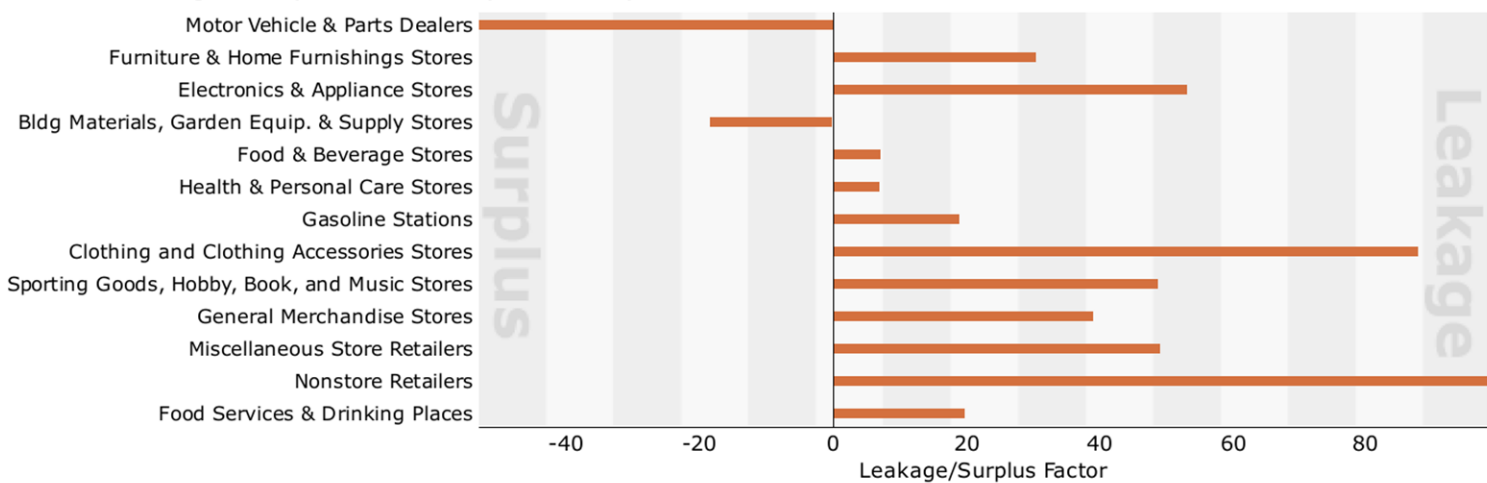
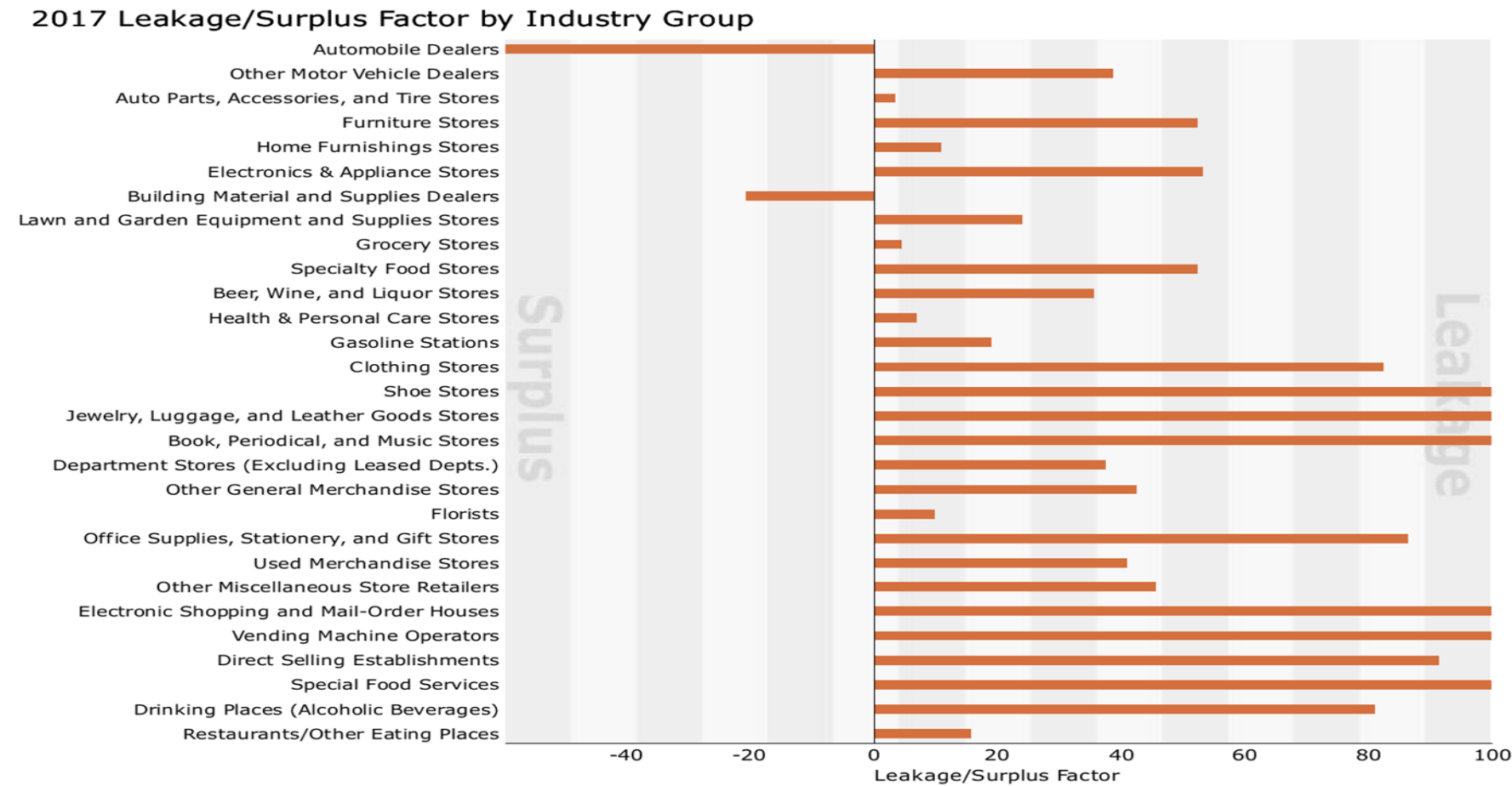


Figure 10. 10-Minute Drive Market Area-Industry Group Leakages and Surpluses



4. 15-MINUTE DRIVE MARKET AREA

The most expansive area, the 15-minute drive market area contains a retail demand of \$428,171,612 and a retail supply of \$542,777,318. This creates a surplus of retail supply (Exceeding demand within the 15-minute drive market area) of \$114,605,706. The retail surplus indicates that the businesses within the 15-minute drive area depend on customers from outside of the 15-minute area to support their businesses. There is not enough demand local (within the 15-minute driving range) to support the quantity of retail goods available for sale. The retail surplus is significantly less than within 5-minute drive market area.

The 15-minute drive market area contains a food and drink demand of \$45,526,851 and a food and drink supply of \$54,882,322. This creates a surplus of food and drink supply (Exceeding demand within the 15-minute drive market area) of \$9,355,471. The food and drink leakage indicates that the food and drink businesses within the 15-minute drive area depend on customers from outside of the 15-minute drive market area. When Food and Drink are separated into industry subsectors, the “Restaurants and other eating places” supply (\$54,414,196) exceeds demand (\$41,027,640). The “Restaurants and other eating places” surplus indicates that the restaurant businesses within the 15-minute drive area depend on customers from outside of the 15-minute area to support their businesses. While the other industry subsector of the industry group Food and Drink, “Drinking Places- Alcoholic Beverages”, **local demand exceeded local supply by \$3,524,353**. This indicates that potential Drinking Places customers left the area to satisfy demand for this product.

15-MINUTE DRIVE MARKET AREA LEAKAGES AND SURPLUSES

There are several industry subsectors within the 15-minute drive market area that have a larger demand than supply. These retail subsectors experience leakage. Leakage is when customers leave the 15-minute market area to purchase a particular good or service. The leakage retail subsectors represent an opportunity to develop more “retail supply” in these particular subsectors and sectors.

	Demand	Supply	GAP
Retail	\$428,171,612	\$542,777,318	(\$114,605,706)
Food & Drink	\$45,526,851	\$54,882,322	(\$9,355,471)

Figure 11. 15-Minute Drive Market Area

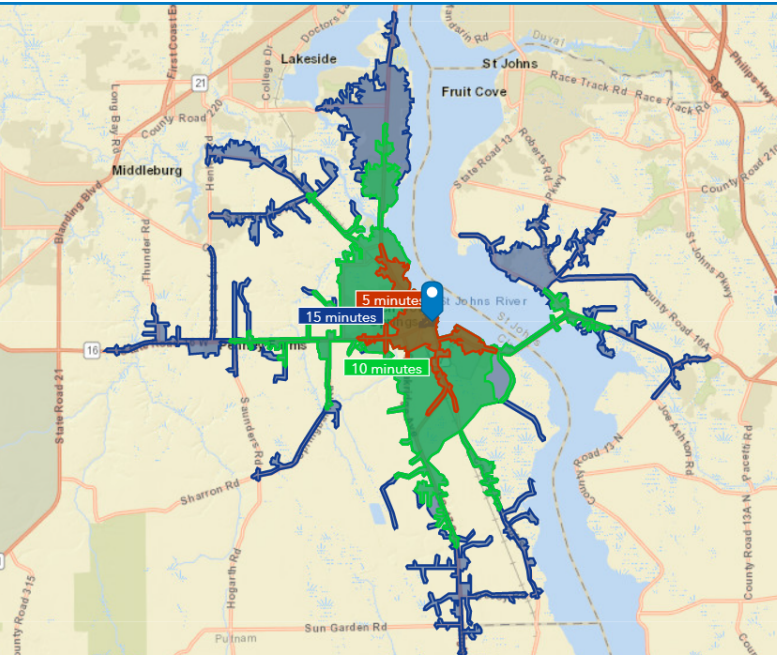


Figure 12. 15-Minute Drive Market Area-Industry Subsector Leakages and Surpluses

2017 Leakage/Surplus Factor by Industry Subsector

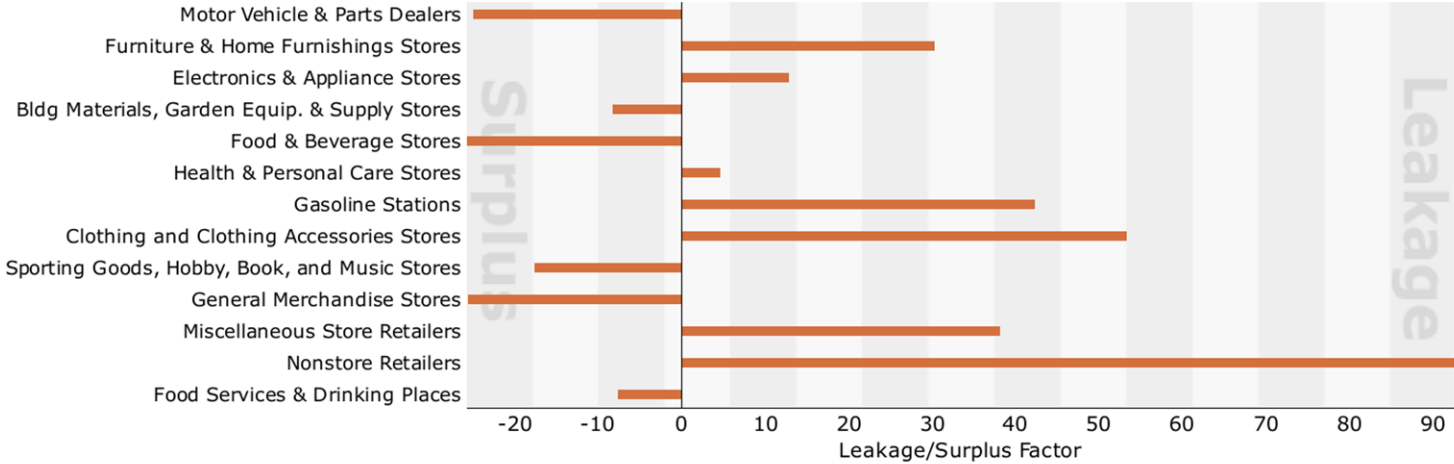
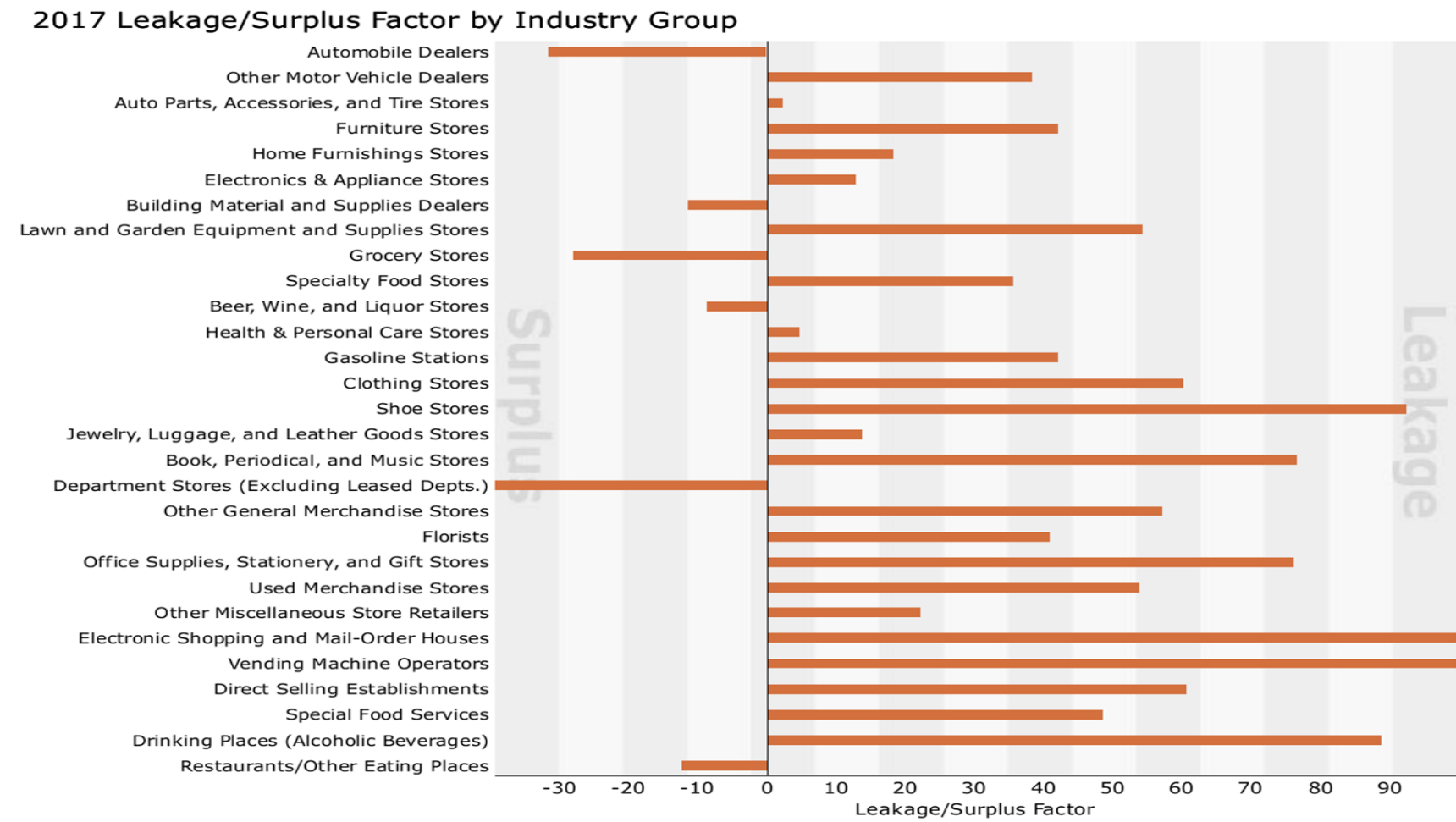


Figure 13. 15-Minute Drive Market Area-Industry Group Leakages and Surpluses



RETAIL DEMAND POTENTIAL

The following tables estimates the potential annual retail space that would be needed, per industry sector, to provide space for retail sales in specific retail industry sectors. The unmet annual sales demand for each sector is applied to the national sales per square foot standards for corresponding retail sectors. This yields the potential retail development area to accommodate unmet annual sales demand for the corresponding retail industry sector.

Table 4. Retail Development Potential within a 10-Minute Drive Market Area

#	Industry Sector	Unmet Annual Sales Demand	Annual Sales per Square Foot	Retail Development Potential (in Sq. Ft)
1	Department Stores Excluding Leased Stores	\$ 12,886,540	\$ 270	47,728
2	Clothing Stores	\$ 6,239,011	\$ 262	23,813
3	Other General Merchandise Store	\$ 6,129,849	\$ 270	22,703
4	Other Miscellaneous Store Retailers	\$ 2,917,822	\$ 329	8,869
5	Furniture Stores	\$ 2,818,499	\$ 387	7,283
6	Jewelry, Luggage & Leather Goods Stores	\$ 1,761,382	\$ 346	5,091
7	Office Supply, Stationary & Gift Stores	\$ 1,661,327	\$ 141	11,782
8	Shoe Stores	\$ 1,561,576	\$ 231	6,760
9	Drinking Places (Alcoholic Beverages)	\$ 1,553,174	N/A	N/A
10	Used Merchandise Stores	\$ 1,060,701	\$ 141	7,523
11	Specialty Food Stores	\$ 1,049,497	\$ 464	2,262
12	Books, Periodicals & Music Stores	\$ 860,626	\$ 346	2,487
13	Home Furnishing Stores	\$ 656,620	\$ 387	1,697
14	Lawn and Garden Supply Stores	\$ 462,638	\$ 238	1,944
15	Special Food Services	\$ 374,627	\$ 464	807

Sources:

- 1. International Council of Shopping Centers, New National Sales per Square Foot and Occupancy Costs Figures, Annualized Sales per Square Foot, October 1, 2021;
- 2. National Restaurant Association, Sales per Square Foot, Full-Service Restaurant, February 8, 2022.
- 3. ERSI, BAO, 2022-Retail Marketplace Profile; S&ME, 2022.

N/A Industry standard sales per square foot data not available for Drinking Places. Drinking Places (Alcoholic beverages) unmet demand included in Food and Drink demand estimates.

Table 5. Retail Development Potential within a 15-Minute Drive Market Area

#	Industry Sector	Unmet Annual Sales Demand	Annual Sales per Square Foot	Retail Development Potential (In Sq Ft)
1	Other General Merchandise Stores	\$ 14,921,499	\$ 270	55,265
2	Clothing and Clothing Accessories Stores	\$ 14,821,371	\$ 262	56,570
3	Furniture Stores	\$ 4,962,583	\$ 387	12,823
4	Drinking Places (Alcoholic Beverages)	\$ 3,524,353	N/A	N/A
5	Other Miscellaneous Store Retailers	\$ 3,145,177	\$ 329	9,560
6	Office Supply, Stationary & Gift Stores	\$ 3,203,490	\$ 141	22,720
7	Shoe Stores	\$ 3,139,044	\$ 231	13,589
8	Used Merchandise Stores	\$ 2,620,555	\$ 141	18,585
9	Home Furnishing Stores	\$ 2,095,285	\$ 387	5,414
10	Electronics and Appliances Stores	\$ 2,549,385	\$ 387	6,588
11	Lawn and Garden Supply Stores	\$ 1,672,051	\$ 238	7,025
12	Specialty Food Stores	\$ 1,587,801	\$ 464	3,422
13	Books, Periodicals & Music Stores	\$ 1,540,268	\$ 346	4,452
14	Jewelry, Luggage & Leather Goods Stores	\$ 993,087	\$ 346	2,870
15	Special Food Services	\$ 506,733	\$ 464	1,092

Sources:

- 1. International Council of Shopping Centers, New National Sales per Square Foot and Occupancy Costs Figures, Annualized Sales per Square Foot, October 1, 2021;
- 2. National Restaurant Association, Sales per Square Foot, Full-Service Restaurant, February 8, 2022.
- 3. ERSI, BAO, 2022-Retail Marketplace Profile; S&ME, 2022.

N/A Industry standard sales per square foot data not available for Drinking Places. Drinking Places (Alcoholic beverages) unmet demand included in Food and Drink demand estimates.



Retail MarketPlace Profile

321 Walnut St, Green Cove Springs, Florida, 32043
Drive Time: 5 minute radius

Prepared by: S&ME
Latitude: 29.99328
Longitude: -81.67869

Summary Demographics

2021 Population	7,389
2021 Households	2,572
2021 Median Disposable Income	\$48,182
2021 Per Capita Income	\$25,005

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$70,347,618	\$133,862,300	-\$63,514,682	-31.1	70
Total Retail Trade	44-45	\$63,906,240	\$125,638,438	-\$61,732,198	-32.6	53
Total Food & Drink	722	\$6,441,378	\$8,223,862	-\$1,782,484	-12.2	17
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,059,133	\$68,241,735	-\$54,182,602	-65.8	10
Automobile Dealers	4411	\$11,219,050	\$64,214,888	-\$52,995,838	-70.3	3
Other Motor Vehicle Dealers	4412	\$1,645,827	\$1,197,452	\$448,375	15.8	5
Auto Parts, Accessories & Tire Stores	4413	\$1,194,257	\$2,829,395	-\$1,635,138	-40.6	3
Furniture & Home Furnishings Stores	442	\$2,187,390	\$2,704,937	-\$517,547	-10.6	4
Furniture Stores	4421	\$1,225,303	\$523,127	\$702,176	40.2	1
Home Furnishings Stores	4422	\$962,087	\$2,181,810	-\$1,219,723	-38.8	4
Electronics & Appliance Stores	443	\$1,750,221	\$0	\$1,750,221	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,340,114	\$14,974,770	-\$10,634,656	-55.1	4
Bldg Material & Supplies Dealers	4441	\$3,988,265	\$14,650,865	-\$10,662,600	-57.2	4
Lawn & Garden Equip & Supply Stores	4442	\$351,849	\$0	\$351,849	100.0	0
Food & Beverage Stores	445	\$11,323,832	\$12,909,097	-\$1,585,265	-6.5	7
Grocery Stores	4451	\$10,324,853	\$12,054,613	-\$1,729,760	-7.7	6
Specialty Food Stores	4452	\$475,313	\$0	\$475,313	100.0	0
Beer, Wine & Liquor Stores	4453	\$523,666	\$723,176	-\$199,510	-16.0	1
Health & Personal Care Stores	446,4461	\$4,349,832	\$6,977,714	-\$2,627,882	-23.2	6
Gasoline Stations	447,4471	\$6,821,362	\$11,172,252	-\$4,350,890	-24.2	4
Clothing & Clothing Accessories Stores	448	\$3,002,211	\$234,227	\$2,767,984	85.5	1
Clothing Stores	4481	\$2,045,444	\$234,227	\$1,811,217	79.5	1
Shoe Stores	4482	\$461,329	\$0	\$461,329	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$495,438	\$0	\$495,438	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,492,776	\$533,974	\$958,802	47.3	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,232,314	\$533,974	\$698,340	39.5	2
Book, Periodical & Music Stores	4512	\$260,462	\$0	\$260,462	100.0	0
General Merchandise Stores	452	\$10,248,037	\$5,661,465	\$4,586,572	28.8	4
Department Stores Excluding Leased Depts.	4521	\$7,072,255	\$0	\$7,072,255	100.0	0
Other General Merchandise Stores	4529	\$3,175,782	\$3,521,812	-\$346,030	-5.2	4
Miscellaneous Store Retailers	453	\$2,621,925	\$2,228,267	\$393,658	8.1	11
Florists	4531	\$105,539	\$302,149	-\$196,610	-48.2	2
Office Supplies, Stationery & Gift Stores	4532	\$528,562	\$64,731	\$463,831	78.2	2
Used Merchandise Stores	4533	\$548,330	\$740,360	-\$192,030	-14.9	4
Other Miscellaneous Store Retailers	4539	\$1,439,493	\$1,121,028	\$318,465	12.4	3
Nonstore Retailers	454	\$1,709,408	\$0	\$1,709,408	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,393,104	\$0	\$1,393,104	100.0	0
Vending Machine Operators	4542	\$27,685	\$0	\$27,685	100.0	0
Direct Selling Establishments	4543	\$288,620	\$0	\$288,620	100.0	0
Food Services & Drinking Places	722	\$6,441,378	\$8,223,862	-\$1,782,484	-12.2	17
Special Food Services	7223	\$110,854	\$0	\$110,854	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$489,596	\$0	\$489,596	100.0	0
Restaurants/Other Eating Places	7225	\$5,840,928	\$8,184,183	-\$2,343,255	-16.7	16

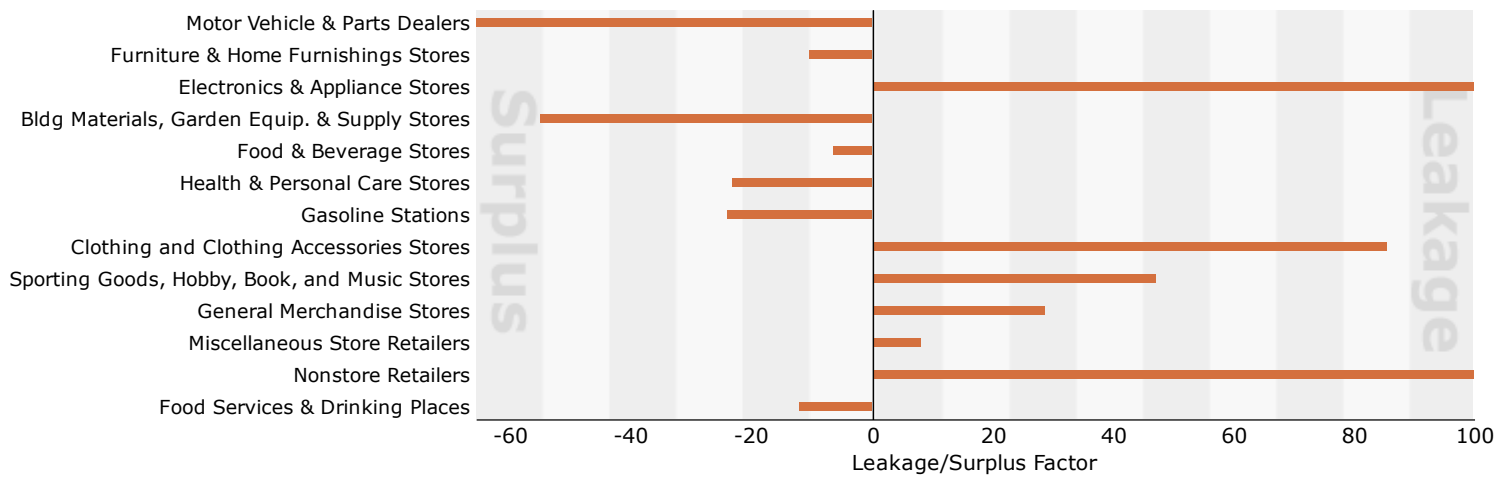
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

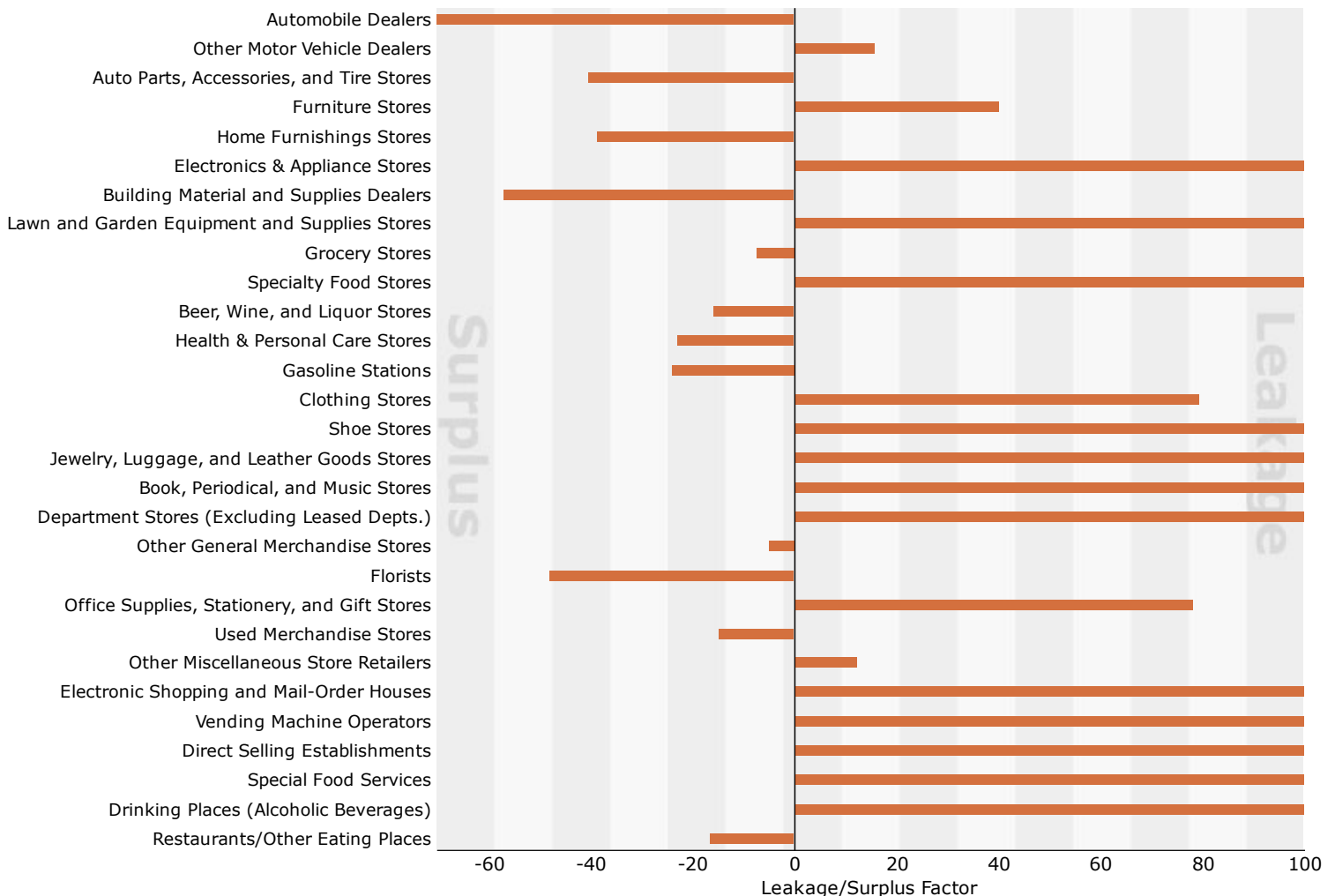
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January 28, 2022

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

321 Walnut St, Green Cove Springs, Florida, 32043
Drive Time: 10 minute radius

Prepared by: S&ME
Latitude: 29.99328
Longitude: -81.67869

Summary Demographics

2021 Population	19,315
2021 Households	7,097
2021 Median Disposable Income	\$60,018
2021 Per Capita Income	\$34,823

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$233,190,318	\$274,941,661	-\$41,751,343	-8.2	110
Total Retail Trade	44-45	\$211,320,147	\$260,250,221	-\$48,930,074	-10.4	83
Total Food & Drink	722	\$21,870,171	\$14,691,440	\$7,178,731	19.6	27
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$46,335,434	\$152,215,184	-\$105,879,750	-53.3	19
Automobile Dealers	4411	\$36,854,430	\$146,039,424	-\$109,184,994	-59.7	6
Other Motor Vehicle Dealers	4412	\$5,516,349	\$2,465,595	\$3,050,754	38.2	9
Auto Parts, Accessories & Tire Stores	4413	\$3,964,655	\$3,710,166	\$254,489	3.3	5
Furniture & Home Furnishings Stores	442	\$7,479,919	\$4,004,800	\$3,475,119	30.3	7
Furniture Stores	4421	\$4,107,692	\$1,289,193	\$2,818,499	52.2	2
Home Furnishings Stores	4422	\$3,372,226	\$2,715,606	\$656,620	10.8	5
Electronics & Appliance Stores	443	\$5,923,535	\$1,812,305	\$4,111,230	53.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,120,426	\$22,102,774	-\$6,982,348	-18.8	7
Bldg Material & Supplies Dealers	4441	\$13,916,076	\$21,361,063	-\$7,444,987	-21.1	6
Lawn & Garden Equip & Supply Stores	4442	\$1,204,350	\$741,712	\$462,638	23.8	1
Food & Beverage Stores	445	\$36,791,585	\$32,144,613	\$4,646,972	6.7	11
Grocery Stores	4451	\$33,469,301	\$30,805,984	\$2,663,317	4.1	8
Specialty Food Stores	4452	\$1,537,549	\$488,052	\$1,049,497	51.8	2
Beer, Wine & Liquor Stores	4453	\$1,784,735	\$850,577	\$934,158	35.4	1
Health & Personal Care Stores	446,4461	\$14,137,406	\$12,477,608	\$1,659,798	6.2	8
Gasoline Stations	447,4471	\$21,946,720	\$15,080,689	\$6,866,031	18.5	5
Clothing & Clothing Accessories Stores	448	\$10,224,161	\$663,368	\$9,560,793	87.8	1
Clothing Stores	4481	\$6,901,203	\$662,192	\$6,239,011	82.5	1
Shoe Stores	4482	\$1,561,576	\$0	\$1,561,576	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,761,382	\$0	\$1,761,382	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,060,571	\$1,748,270	\$3,312,301	48.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,199,945	\$1,748,270	\$2,451,675	41.2	3
Book, Periodical & Music Stores	4512	\$860,626	\$0	\$860,626	100.0	0
General Merchandise Stores	452	\$34,007,917	\$14,991,528	\$19,016,389	38.8	5
Department Stores Excluding Leased Depts.	4521	\$23,707,141	\$10,820,601	\$12,886,540	37.3	1
Other General Merchandise Stores	4529	\$10,300,776	\$4,170,927	\$6,129,849	42.4	4
Miscellaneous Store Retailers	453	\$8,673,665	\$2,967,957	\$5,705,708	49.0	14
Florists	4531	\$376,050	\$310,192	\$65,858	9.6	2
Office Supplies, Stationery & Gift Stores	4532	\$1,794,361	\$133,034	\$1,661,327	86.2	3
Used Merchandise Stores	4533	\$1,831,616	\$770,915	\$1,060,701	40.8	4
Other Miscellaneous Store Retailers	4539	\$4,671,638	\$1,753,816	\$2,917,822	45.4	5
Nonstore Retailers	454	\$5,618,809	\$41,125	\$5,577,684	98.5	1
Electronic Shopping & Mail-Order Houses	4541	\$4,602,580	\$0	\$4,602,580	100.0	0
Vending Machine Operators	4542	\$89,720	\$0	\$89,720	100.0	0
Direct Selling Establishments	4543	\$926,509	\$41,125	\$885,384	91.5	1
Food Services & Drinking Places	722	\$21,870,171	\$14,691,440	\$7,178,731	19.6	27
Special Food Services	7223	\$374,627	\$0	\$374,627	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,735,244	\$182,070	\$1,553,174	81.0	1
Restaurants/Other Eating Places	7225	\$19,760,300	\$14,471,634	\$5,288,666	15.4	26

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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January 28, 2022

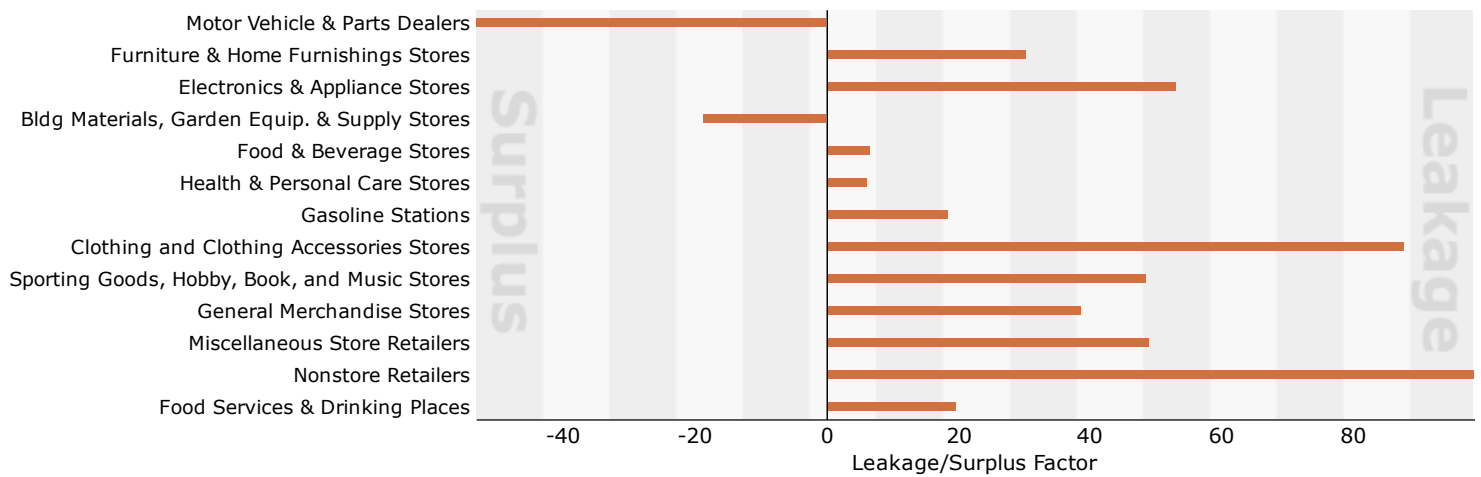


Retail MarketPlace Profile

321 Walnut St, Green Cove Springs, Florida, 32043
Drive Time: 10 minute radius

Prepared by: S&ME
Latitude: 29.99328
Longitude: -81.67869

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

January 28, 2022



Retail MarketPlace Profile

321 Walnut St, Green Cove Springs, Florida, 32043
Drive Time: 15 minute radius

Prepared by: S&ME
Latitude: 29.99328
Longitude: -81.67869

Summary Demographics

2021 Population	35,973
2021 Households	13,444
2021 Median Disposable Income	\$67,380
2021 Per Capita Income	\$38,519

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$473,698,462	\$597,659,640	-\$123,961,178	-11.6	243
Total Retail Trade	44-45	\$428,171,612	\$542,777,318	-\$114,605,706	-11.8	158
Total Food & Drink	722	\$45,526,851	\$54,882,322	-\$9,355,471	-9.3	85
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$93,050,966	\$160,369,570	-\$67,318,604	-26.6	26
Automobile Dealers	4411	\$73,960,314	\$147,424,821	-\$73,464,507	-33.2	7
Other Motor Vehicle Dealers	4412	\$11,074,125	\$5,096,173	\$5,977,952	37.0	11
Auto Parts, Accessories & Tire Stores	4413	\$8,016,526	\$7,848,575	\$167,951	1.1	9
Furniture & Home Furnishings Stores	442	\$15,610,700	\$8,552,833	\$7,057,867	29.2	12
Furniture Stores	4421	\$8,561,958	\$3,599,375	\$4,962,583	40.8	4
Home Furnishings Stores	4422	\$7,048,742	\$4,953,457	\$2,095,285	17.5	8
Electronics & Appliance Stores	443	\$12,200,224	\$9,650,839	\$2,549,385	11.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,737,064	\$37,007,762	-\$6,270,698	-9.3	10
Bldg Material & Supplies Dealers	4441	\$28,323,301	\$36,266,050	-\$7,942,749	-12.3	9
Lawn & Garden Equip & Supply Stores	4442	\$2,413,763	\$741,712	\$1,672,051	53.0	1
Food & Beverage Stores	445	\$74,355,573	\$130,057,820	-\$55,702,247	-27.2	23
Grocery Stores	4451	\$67,555,931	\$123,993,772	-\$56,437,841	-29.5	14
Specialty Food Stores	4452	\$3,104,926	\$1,517,125	\$1,587,801	34.4	5
Beer, Wine & Liquor Stores	4453	\$3,694,716	\$4,546,923	-\$852,207	-10.3	4
Health & Personal Care Stores	446,4461	\$28,269,896	\$26,604,766	\$1,665,130	3.0	18
Gasoline Stations	447,4471	\$43,758,864	\$18,349,019	\$25,409,845	40.9	7
Clothing & Clothing Accessories Stores	448	\$21,348,459	\$6,527,088	\$14,821,371	53.2	11
Clothing Stores	4481	\$14,356,662	\$3,667,422	\$10,689,240	59.3	8
Shoe Stores	4482	\$3,269,995	\$130,951	\$3,139,044	92.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,721,802	\$2,728,715	\$993,087	15.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$10,464,502	\$15,487,874	-\$5,023,372	-19.4	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,681,573	\$15,245,213	-\$6,563,640	-27.4	9
Book, Periodical & Music Stores	4512	\$1,782,929	\$242,661	\$1,540,268	76.0	1
General Merchandise Stores	452	\$69,683,098	\$121,671,014	-\$51,987,916	-27.2	10
Department Stores Excluding Leased Depts.	4521	\$48,908,830	\$115,818,246	-\$66,909,416	-40.6	4
Other General Merchandise Stores	4529	\$20,774,267	\$5,852,768	\$14,921,499	56.0	6
Miscellaneous Store Retailers	453	\$17,495,453	\$8,072,738	\$9,422,715	36.9	25
Florists	4531	\$801,453	\$347,961	\$453,492	39.5	3
Office Supplies, Stationery & Gift Stores	4532	\$3,717,841	\$514,351	\$3,203,490	75.7	6
Used Merchandise Stores	4533	\$3,793,285	\$1,172,730	\$2,620,555	52.8	6
Other Miscellaneous Store Retailers	4539	\$9,182,873	\$6,037,696	\$3,145,177	20.7	11
Nonstore Retailers	454	\$11,196,814	\$425,997	\$10,770,817	92.7	2
Electronic Shopping & Mail-Order Houses	4541	\$9,304,677	\$0	\$9,304,677	100.0	0
Vending Machine Operators	4542	\$181,398	\$0	\$181,398	100.0	0
Direct Selling Establishments	4543	\$1,710,738	\$425,997	\$1,284,741	60.1	2
Food Services & Drinking Places	722	\$45,526,851	\$54,882,322	-\$9,355,471	-9.3	85
Special Food Services	7223	\$788,198	\$281,465	\$506,733	47.4	3
Drinking Places - Alcoholic Beverages	7224	\$3,711,013	\$186,660	\$3,524,353	90.4	1
Restaurants/Other Eating Places	7225	\$41,027,640	\$54,414,196	-\$13,386,556	-14.0	81

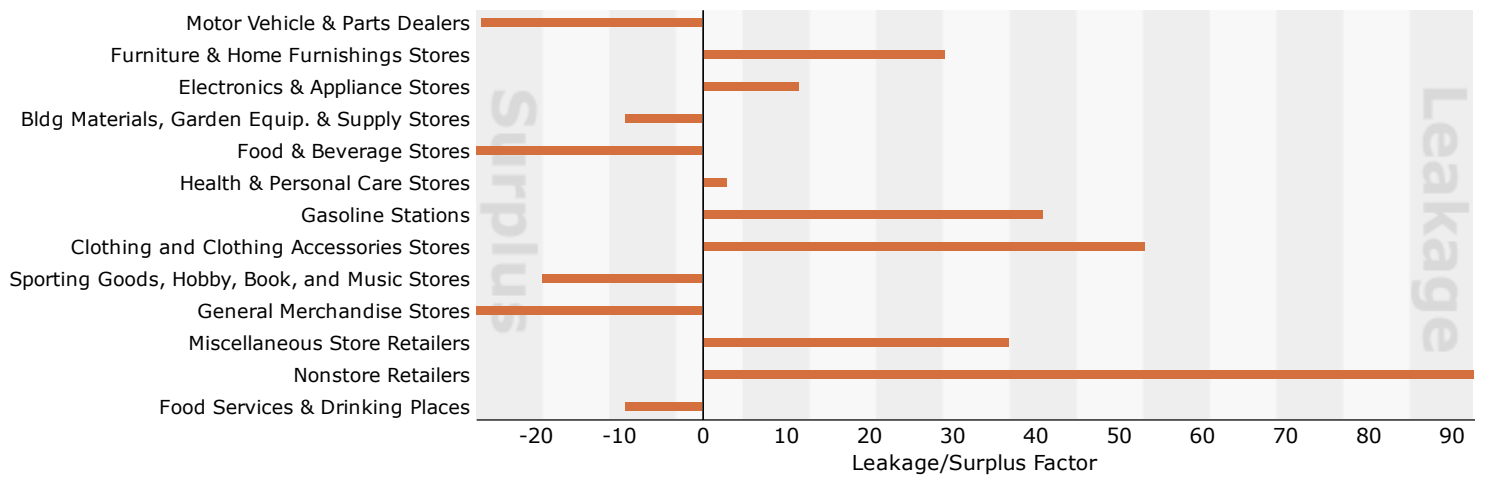
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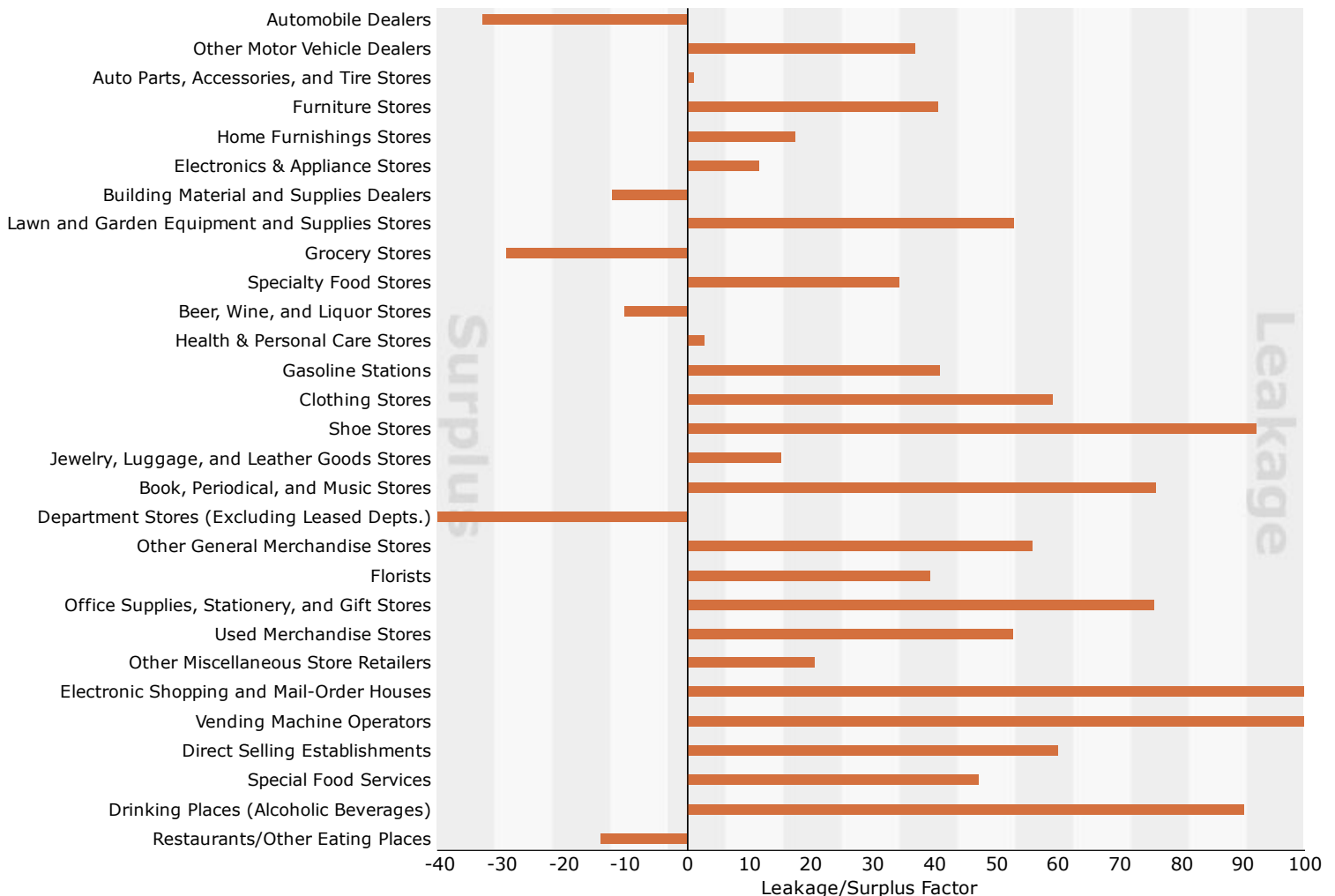
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January 28, 2022

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





ACS Key Population & Household Facts

Green Cove Springs City, FL
Green Cove Springs City, FL (1227400)
Geography: Place

Prepared by: S&ME

	2015-2019 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	7,923		39	High
Total Households	2,803		197	High
Housing Units	3,238		246	High
POPULATION 15+ BY MARITAL STATUS				
Total	6,336	100%	254	High
Never married	1,625	25.6%	321	Medium
Married	3,118	49.2%	274	High
Widowed	460	7.3%	171	Medium
Divorced	1,133	17.9%	233	Medium
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	5,591	100%	262	High
No schooling	34	0.6%	26	Low
Nursery School	0	0.0%	19	
Kindergarten	0	0.0%	19	
1st to 4th Grade	6	0.1%	35	Low
5th to 8th Grade	80	1.4%	58	Low
Some High School	462	8.3%	137	Medium
High School Diploma	1,282	22.9%	284	Medium
GED	360	6.4%	162	Medium
Some College	1,344	24.0%	216	High
Associates degree	549	9.8%	176	Medium
Bachelors degree	999	17.9%	240	Medium
Masters degree	305	5.5%	105	Medium
Professional school degree	144	2.6%	89	Medium
Doctorate degree	26	0.5%	26	Low



ACS Key Population & Household Facts

Green Cove Springs City, FL
Green Cove Springs City, FL (1227400)
Geography: Place

Prepared by: S&ME

	2015-2019			
	ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	3,019	100%	265	<div><div></div><div></div><div></div></div>
Management	218	7.2%	88	<div><div></div><div></div><div></div></div>
Business and financial operations	220	7.3%	120	<div><div></div><div></div><div></div></div>
Computer and mathematical	37	1.2%	34	<div><div></div><div></div><div></div></div>
Architecture and engineering	110	3.6%	82	<div><div></div><div></div><div></div></div>
Life, physical, and social science	14	0.5%	23	<div><div></div><div></div><div></div></div>
Community and social services	12	0.4%	19	<div><div></div><div></div><div></div></div>
Legal	13	0.4%	22	<div><div></div><div></div><div></div></div>
Education, training, and library	215	7.1%	111	<div><div></div><div></div><div></div></div>
Arts, design, entertainment, sports, and media	8	0.3%	13	<div><div></div><div></div><div></div></div>
Healthcare practitioner, technologists, and technicians	128	4.2%	81	<div><div></div><div></div><div></div></div>
Healthcare support	159	5.3%	95	<div><div></div><div></div><div></div></div>
Protective service	33	1.1%	24	<div><div></div><div></div><div></div></div>
Food preparation and serving related	162	5.4%	89	<div><div></div><div></div><div></div></div>
Building and grounds cleaning and maintenance	122	4.0%	104	<div><div></div><div></div><div></div></div>
Personal care and service	34	1.1%	31	<div><div></div><div></div><div></div></div>
Sales and related	437	14.5%	161	<div><div></div><div></div><div></div></div>
Office and administrative support	340	11.3%	110	<div><div></div><div></div><div></div></div>
Farming, fishing, and forestry	0	0.0%	19	<div><div></div><div></div><div></div></div>
Construction and extraction	69	2.3%	37	<div><div></div><div></div><div></div></div>
Installation, maintenance, and repair	180	6.0%	98	<div><div></div><div></div><div></div></div>
Production	99	3.3%	80	<div><div></div><div></div><div></div></div>
Transportation and material moving	409	13.5%	135	<div><div></div><div></div><div></div></div>
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	3,019	100%	265	<div><div></div><div></div><div></div></div>
Agriculture, forestry, fishing and hunting	16	0.5%	25	<div><div></div><div></div><div></div></div>
Mining, quarrying, and oil and gas extraction	0	0.0%	19	<div><div></div><div></div><div></div></div>
Construction	85	2.8%	41	<div><div></div><div></div><div></div></div>
Manufacturing	206	6.8%	94	<div><div></div><div></div><div></div></div>
Wholesale trade	65	2.2%	45	<div><div></div><div></div><div></div></div>
Retail trade	486	16.1%	175	<div><div></div><div></div><div></div></div>
Transportation and warehousing	268	8.9%	115	<div><div></div><div></div><div></div></div>
Utilities	30	1.0%	30	<div><div></div><div></div><div></div></div>
Information	20	0.7%	31	<div><div></div><div></div><div></div></div>
Finance and insurance	157	5.2%	74	<div><div></div><div></div><div></div></div>
Real estate and rental and leasing	149	4.9%	109	<div><div></div><div></div><div></div></div>
Professional, scientific, and technical services	249	8.2%	121	<div><div></div><div></div><div></div></div>
Management of companies and enterprises	0	0.0%	19	<div><div></div><div></div><div></div></div>
Administrative and support and waste management services	159	5.3%	116	<div><div></div><div></div><div></div></div>
Educational services	211	7.0%	86	<div><div></div><div></div><div></div></div>
Health care and social assistance	389	12.9%	145	<div><div></div><div></div><div></div></div>
Arts, entertainment, and recreation	51	1.7%	36	<div><div></div><div></div><div></div></div>
Accommodation and food services	175	5.8%	93	<div><div></div><div></div><div></div></div>
Other services, except public administration	105	3.5%	61	<div><div></div><div></div><div></div></div>
Public administration	198	6.6%	104	<div><div></div><div></div><div></div></div>

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Reliability: High Medium Low

January 24, 2022



ACS Key Population & Household Facts

Green Cove Springs City, FL
Green Cove Springs City, FL (1227400)
Geography: Place

Prepared by: S&ME

	2015-2019 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	7,923	100%	39	High
Not Hispanic or Latino	6,725	84.9%	411	High
White alone	5,079	64.1%	432	High
Black or African American alone	1,295	16.3%	301	Medium
American Indian and Alaska Native alone	11	0.1%	20	Low
Asian alone	95	1.2%	82	Low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	19	Low
Some other race alone	99	1.2%	147	Low
Two or more races	146	1.8%	103	Low
Hispanic or Latino	1,198	15.1%	408	Medium
White alone	930	11.7%	370	Medium
Black or African American alone	8	0.1%	13	Low
American Indian and Alaska Native alone	0	0.0%	19	Low
Asian alone	0	0.0%	19	Low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	19	Low
Some other race alone	152	1.9%	178	Low
Two or more races	108	1.4%	135	Low
RACE				
Total	7,923	100%	39	High
White alone	6,009	75.8%	394	High
Black or African American alone	1,303	16.4%	300	Medium
American Indian and Alaska Native alone	11	0.1%	20	Low
Asian alone	95	1.2%	82	Low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	19	Low
Some other race alone	251	3.2%	226	Low
Two or more races	254	3.2%	171	Low
TOTAL POPULATION BY AGE				
Total Population	7,923	100%	39	High
Under 5 years	455	5.7%	153	Medium
5 to 9 years	706	8.9%	182	Medium
10 to 14 years	426	5.4%	129	Medium
15 to 19 years	323	4.1%	113	Medium
20 to 24 years	422	5.3%	157	Medium
25 to 29 years	428	5.4%	122	Medium
30 to 34 years	653	8.2%	184	Medium
35 to 39 years	450	5.7%	122	Medium
40 to 44 years	441	5.6%	145	Medium
45 to 49 years	507	6.4%	169	Medium
50 to 54 years	504	6.4%	155	Medium
55 to 59 years	502	6.3%	148	Medium
60 to 64 years	659	8.3%	167	Medium
65 to 69 years	481	6.1%	150	Medium
70 to 74 years	478	6.0%	139	Medium
75 to 79 years	252	3.2%	111	Medium
80 to 85 years	93	1.2%	62	Low
85 years and over	143	1.8%	64	Medium



ACS Key Population & Household Facts

Green Cove Springs City, FL
Green Cove Springs City, FL (1227400)
Geography: Place

Prepared by: S&ME

	2015-2019			
	ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY SEX BY AGE				
Total	7,923	100%	39	
Male Population	3,964	50.0%	251	
Under 5 years	233	2.9%	94	
5 to 9 years	348	4.4%	130	
10 to 14 years	216	2.7%	97	
15 to 19 years	239	3.0%	97	
20 to 24 years	195	2.5%	96	
25 to 29 years	224	2.8%	86	
30 to 34 years	372	4.7%	154	
35 to 39 years	245	3.1%	77	
40 to 44 years	177	2.2%	78	
45 to 49 years	314	4.0%	133	
50 to 54 years	279	3.5%	130	
55 to 59 years	219	2.8%	83	
60 to 64 years	265	3.3%	90	
65 to 69 years	253	3.2%	97	
70 to 74 years	220	2.8%	96	
75 to 79 years	108	1.4%	62	
80 to 85 years	24	0.3%	22	
85 years and over	33	0.4%	29	
Female Population	3,959	50.0%	253	
Under 5 years	222	2.8%	121	
5 to 9 years	358	4.5%	127	
10 to 14 years	210	2.7%	85	
15 to 19 years	84	1.1%	57	
20 to 24 years	227	2.9%	125	
25 to 29 years	204	2.6%	86	
30 to 34 years	281	3.5%	100	
35 to 39 years	205	2.6%	94	
40 to 44 years	264	3.3%	122	
45 to 49 years	193	2.4%	105	
50 to 54 years	225	2.8%	84	
55 to 59 years	283	3.6%	122	
60 to 64 years	394	5.0%	141	
65 to 69 years	228	2.9%	115	
70 to 74 years	258	3.3%	100	
75 to 79 years	144	1.8%	92	
80 to 85 years	69	0.9%	58	
85 years and over	110	1.4%	57	



ACS Key Population & Household Facts

Green Cove Springs City, FL
Green Cove Springs City, FL (1227400)
Geography: Place

Prepared by: S&ME

	2015-2019 ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	2,803	100%	197	■
Less than \$10,000	168	6.0%	72	■
\$10,000 to \$14,999	127	4.5%	59	■
\$15,000 to \$19,999	208	7.4%	113	■
\$20,000 to \$24,999	161	5.7%	102	■
\$25,000 to \$29,999	106	3.8%	82	■
\$30,000 to \$34,999	67	2.4%	44	■
\$35,000 to \$39,999	117	4.2%	78	■
\$40,000 to \$44,999	81	2.9%	54	■
\$45,000 to \$49,999	102	3.6%	54	■
\$50,000 to \$59,999	337	12.0%	145	■
\$60,000 to \$74,999	261	9.3%	103	■
\$75,000 to \$99,999	413	14.7%	172	■
\$100,000 to \$124,999	210	7.5%	71	■
\$125,000 to \$149,999	121	4.3%	62	■
\$150,000 to \$199,999	235	8.4%	105	■
\$200,000 or more	89	3.2%	53	■
Median Household Income	\$57,009		\$6,553	■
Average Household Income	\$72,483		\$8,964	■
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	36	100%	40	■
Less than \$10,000	0	0.0%	19	■
\$10,000 to \$14,999	7	19.4%	10	■
\$15,000 to \$19,999	0	0.0%	19	■
\$20,000 to \$24,999	0	0.0%	19	■
\$25,000 to \$29,999	0	0.0%	19	■
\$30,000 to \$34,999	0	0.0%	19	■
\$35,000 to \$39,999	0	0.0%	19	■
\$40,000 to \$44,999	0	0.0%	19	■
\$45,000 to \$49,999	8	22.2%	13	■
\$50,000 to \$59,999	21	58.3%	35	■
\$60,000 to \$74,999	0	0.0%	19	■
\$75,000 to \$99,999	0	0.0%	19	■
\$100,000 to \$124,999	0	0.0%	19	■
\$125,000 to \$149,999	0	0.0%	19	■
\$150,000 to \$199,999	0	0.0%	19	■
\$200,000 or more	0	0.0%	19	■
Median Household Income for HHr <25	\$50,357		\$20,850	■
Average Household Income for HHr <25	\$42,931		\$72,623	■



ACS Key Population & Household Facts

Green Cove Springs City, FL
Green Cove Springs City, FL (1227400)
Geography: Place

Prepared by: S&ME

	2015-2019		MOE(±)	Reliability
	ACS Estimate	Percent		
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	785	100%	151	<div><div></div><div></div><div></div></div>
Less than \$10,000	36	4.6%	34	<div><div></div><div></div></div>
\$10,000 to \$14,999	30	3.8%	49	<div><div></div></div>
\$15,000 to \$19,999	37	4.7%	57	<div><div></div></div>
\$20,000 to \$24,999	65	8.3%	88	<div><div></div></div>
\$25,000 to \$29,999	19	2.4%	25	<div><div></div></div>
\$30,000 to \$34,999	32	4.1%	32	<div><div></div></div>
\$35,000 to \$39,999	53	6.8%	63	<div><div></div></div>
\$40,000 to \$44,999	27	3.4%	39	<div><div></div></div>
\$45,000 to \$49,999	0	0.0%	19	
\$50,000 to \$59,999	44	5.6%	41	<div><div></div></div>
\$60,000 to \$74,999	100	12.7%	70	<div><div></div></div>
\$75,000 to \$99,999	156	19.9%	122	<div><div></div></div>
\$100,000 to \$124,999	96	12.2%	52	<div><div></div><div></div></div>
\$125,000 to \$149,999	0	0.0%	19	
\$150,000 to \$199,999	68	8.7%	61	<div><div></div></div>
\$200,000 or more	22	2.8%	26	<div><div></div></div>
Median Household Income for HHr 25-44	\$67,083		\$24,712	<div><div></div><div></div></div>
Average Household Income for HHr 25-44	\$73,235		\$24,178	<div><div></div><div></div></div>
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	1,156	100%	217	<div><div></div><div></div><div></div></div>
Less than \$10,000	90	7.8%	47	<div><div></div><div></div></div>
\$10,000 to \$14,999	52	4.5%	40	<div><div></div></div>
\$15,000 to \$19,999	71	6.1%	86	<div><div></div></div>
\$20,000 to \$24,999	52	4.5%	35	<div><div></div></div>
\$25,000 to \$29,999	62	5.4%	72	<div><div></div></div>
\$30,000 to \$34,999	14	1.2%	24	<div><div></div></div>
\$35,000 to \$39,999	25	2.2%	39	<div><div></div></div>
\$40,000 to \$44,999	40	3.5%	31	<div><div></div></div>
\$45,000 to \$49,999	32	2.8%	30	<div><div></div></div>
\$50,000 to \$59,999	106	9.2%	79	<div><div></div></div>
\$60,000 to \$74,999	120	10.4%	75	<div><div></div><div></div></div>
\$75,000 to \$99,999	221	19.1%	114	<div><div></div><div></div></div>
\$100,000 to \$124,999	47	4.1%	33	<div><div></div></div>
\$125,000 to \$149,999	45	3.9%	35	<div><div></div></div>
\$150,000 to \$199,999	133	11.5%	86	<div><div></div><div></div></div>
\$200,000 or more	46	4.0%	40	<div><div></div></div>
Median Household Income for HHr 45-64	\$63,707		\$14,300	<div><div></div><div></div></div>
Average Household Income for HHr 45-64	\$78,676		\$23,762	<div><div></div><div></div></div>



ACS Key Population & Household Facts

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Green Cove Springs City, FL (1227400)
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Prepared by: S&ME

	2015-2019 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	826	100%	159	
Less than \$10,000	42	5.1%	32	
\$10,000 to \$14,999	38	4.6%	31	
\$15,000 to \$19,999	100	12.1%	88	
\$20,000 to \$24,999	44	5.3%	41	
\$25,000 to \$29,999	25	3.0%	31	
\$30,000 to \$34,999	21	2.5%	18	
\$35,000 to \$39,999	39	4.7%	27	
\$40,000 to \$44,999	14	1.7%	16	
\$45,000 to \$49,999	62	7.5%	43	
\$50,000 to \$59,999	166	20.1%	106	
\$60,000 to \$74,999	41	5.0%	39	
\$75,000 to \$99,999	36	4.4%	34	
\$100,000 to \$124,999	67	8.1%	47	
\$125,000 to \$149,999	76	9.2%	50	
\$150,000 to \$199,999	34	4.1%	36	
\$200,000 or more	21	2.5%	24	
Median Household Income for HHR 65+	\$53,438		\$7,171	
Average Household Income for HHR 65+	\$64,390		\$18,814	

Data Note: N/A means not available.

2015-2019 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2015-2019 ACS estimates, five-year period data collected monthly from January 1, 2015 through December 31, 2019. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.