TheRetailCoach®

Publix®

FEASIBILITY STUDY

Covington, Georgia

Prepared for
The Foxfield Company / Newton Covington Economic Development
October 2017

The Foxfield Company

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NEWTON / COVINGTON
ECONOMIC DEVELOPMENT

PROJECT INTRODUCTION

Covington Town Center - Covington, Georgia

PROJECT SCOPE

The planned mixed-used development is called Covington Town Center and is being developed by The Foxfield Company. The 99.74 acre development will include mixed retail, restaurants, hotels, Class-A office, medical, and high-density residential units.

PROJECT LOCATION

Covington Town Center is located in Covington, GA, approximately 36 miles east of Atlanta. The property is located at Exit 92 on Interstate 20, North on Alcovy Road and City Pond Road. See A.1 Project Location Map.

DEVELOPER OF RECORD

The Foxfield Company, led by President and Founder Harry Kitchen, is based in Bluffton, SC. The Foxfield Company has 30 years of experience in the Southeast, and purchased the property on May 26, 2017.

NEWTON/COVINGTON ECONOMIC DEVELOPMENT

This project has been supported and spear-headed by local leadership through the Newton/Covington Economic Development department and the City of Covington.

RETAIL ANALYTICS / RECRUITMENT

The City of Covington has partnered with The Retail Coach, LLC and Impact Data Sources to research the community and trade area statistics, calculate the economic impact for Three Ring Film Studios, and to provide ongoing retail support and recruitment.

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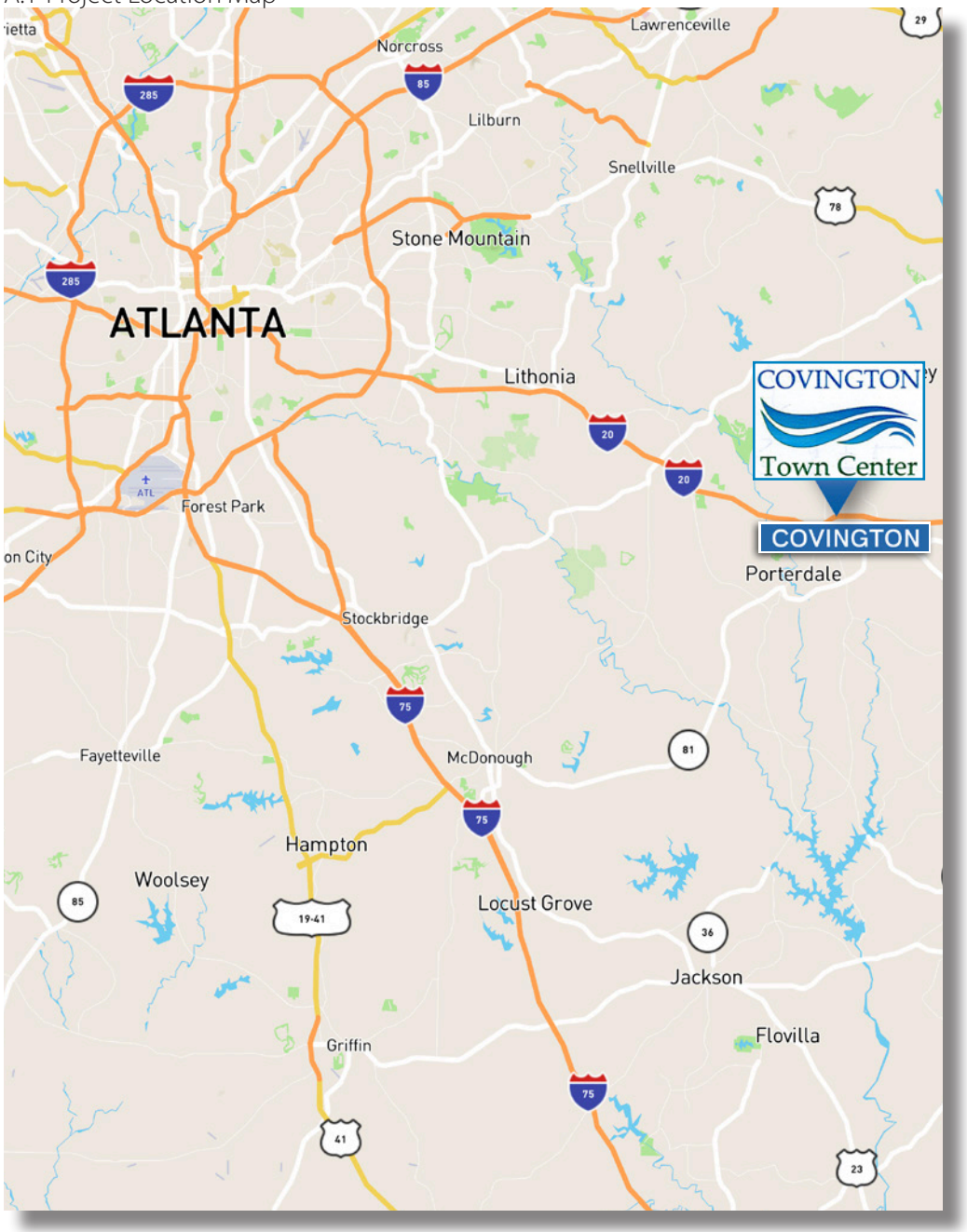
A.1 Project Location Map



COVINGTON
Town Center

See page 37 for Master Plan Legend. See page 38 and 39 for Publix Concept Site Plans.

Covington Town Center - Master Site Plan of 100 acre site at Alcovy Road and City Pond Road

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RELATED GROCERY INFORMATION

Covington, Georgia

PUBLIX - CLOSEST STORE LOCATIONS

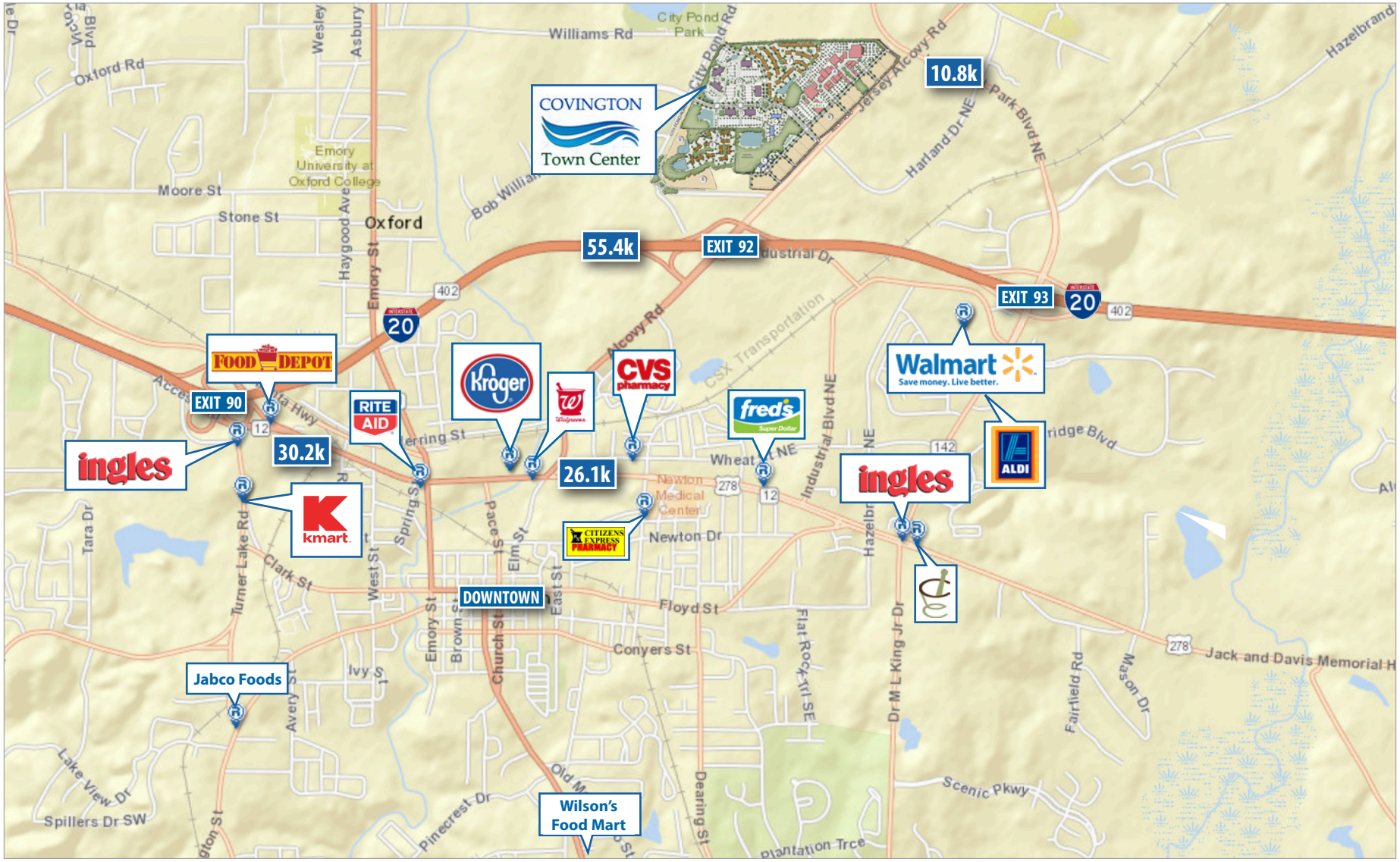
Covington, Georgia

Closest Publix Locations to Covington Town Center site:

Salem Road Station - 13015 Brown Bridge Rd. Covington, GA (17 minute drive time; 9.2 miles)
Milstead Crossing - 1591 Georgia Highway 20 NE Conyers, GA (16 minute drive time; 13.4 miles)
The Village at Millers Chapel - 2159 Highway 20 SE Conyersl, GA (21 minute drive time; 16.2 miles)

AREA GROCERY AND PHARMACY COMPETITION

Covington, Georgia



Covington Area Grocery and Pharmacy - Competition Map

Traffic Counts (shown on corresponding Interstate or road location)

GROCERY DEMAND ANALYSIS

Covington, Georgia

Community Radial Grocery Demand

Population	Per Capita Sales	Income Index	Grocery Demand
14,830	$2,058.84	0.686	$20,954,092

Primary Retail Trade Area Grocery Demand

Population	Per Capita Sales	Income Index	Grocery Demand
64,547	$2,058.84	0.767	$101,935,077

Secondary Retail Trade Area Grocery Demand

Population	Per Capita Sales	Income Index	Grocery Demand
123,109	$2,058.84	0.790	$200,264,781

Annual Grocery Demand in Covington RTA

$101,935,077

Annual Grocery Sales in State of Georgia

$21,360,975,521

TRADE AREA POPULATION

A trade area is the largest distance consumers are willing to travel to purchase retail goods and services. Its size depends on the variety of retail goods and services offered in the community and proximity to competing retail in nearby communities.

PER CAPITA SALES

The total retail grocery sales in Georgia divided by the number of people who live in Georgia .

[$21,360,975,521 / 10,375,263]

INCOME INDEX

An index used to determine the increase or decrease in trade area purchasing power.

The per capita income of the trade area divided by the per capita income for the State of Georgia.

Georgia: [$28,440]
Community: [$19,518]
Primary Retail Trade Area: [$21,815]
Secondary Retail Trade Area: [$22,471]

GROCERY DEMAND

An estimate of the trade area's spending potential for grocery store sales.

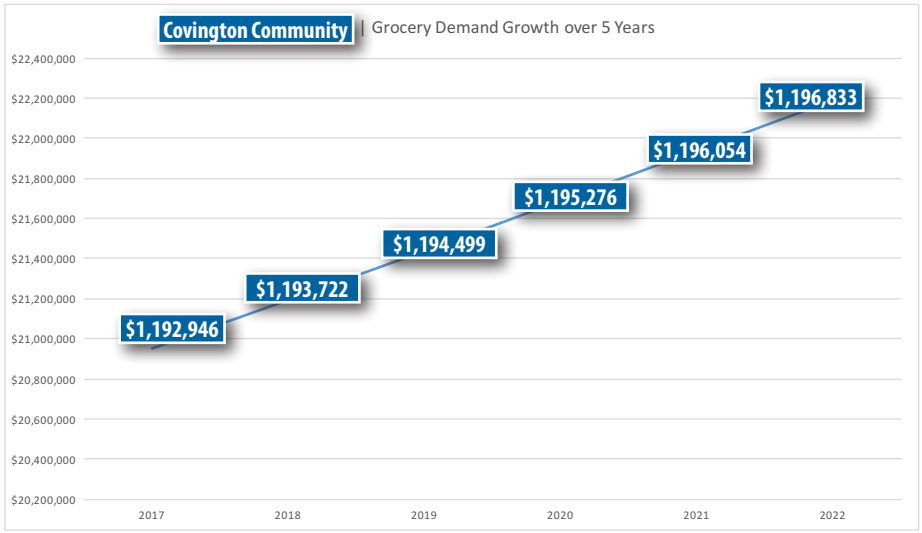
Ex. Secondary Retail Trade Area [123,109 x $2,058.84 x 0.790]

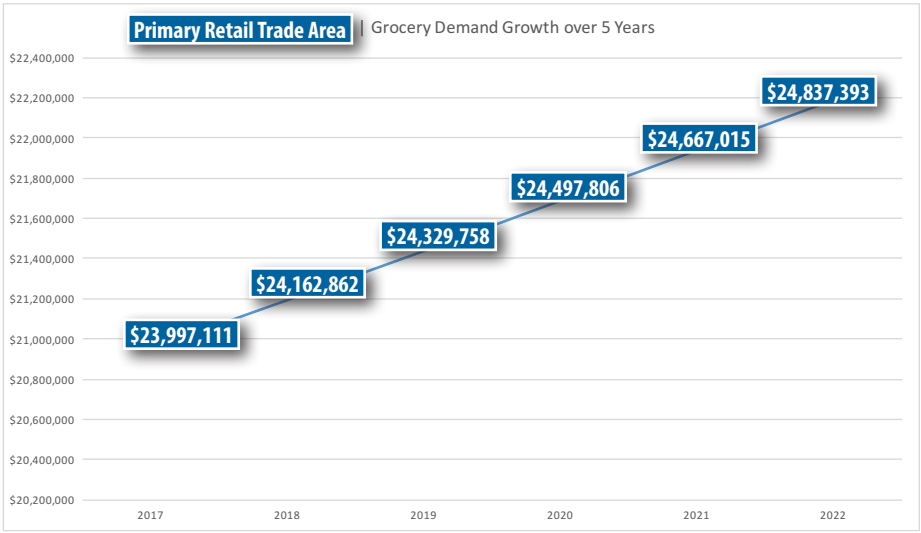
FUTURE THREE RING STUDIOS IMPACT ON GROCERY DEMAND

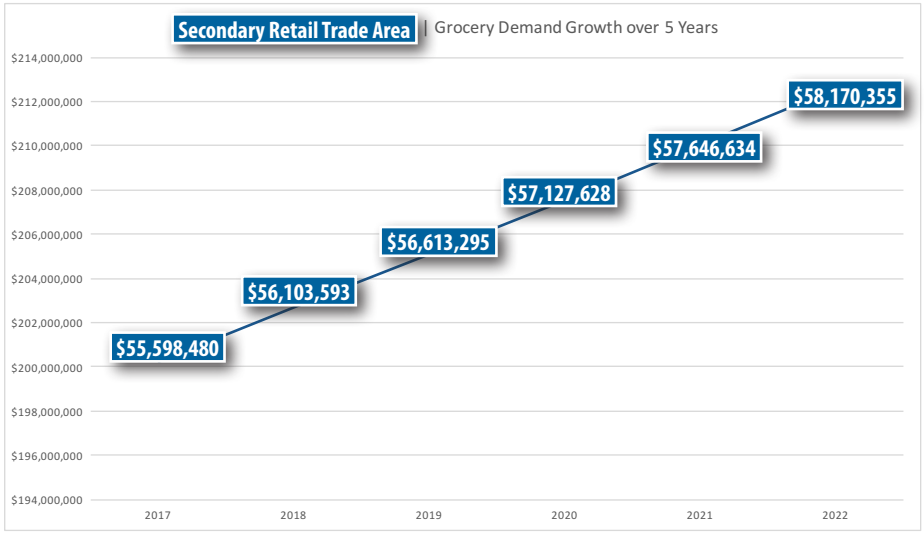
$32,987,779 (See Three Ring Studio Economic Impact Analysis, page 43)

GROCERY DEMAND ANALYSIS

Covington, Georgia



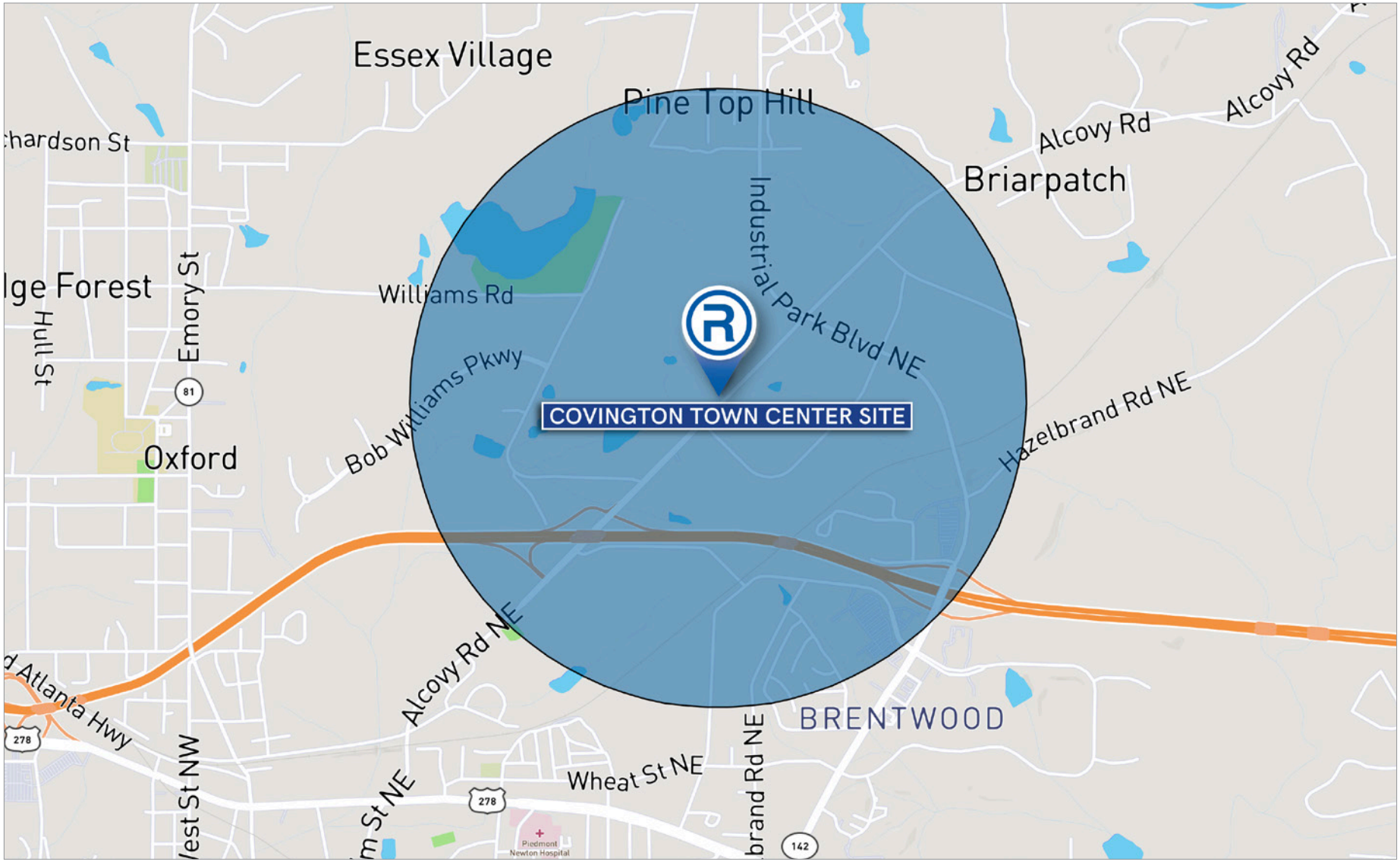




Demand projections are based on a 5.77% increase for the Community, 6.56% increase for the Primary Retail Trade Area, and 6.00% for the Secondary Retail Trade Area. This percentage of increase is over a five-year span.

1-MILE RADIAL

Covington, Georgia



1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2022 Projection	925	
2017 Estimate	922	
2010 Census	950	
2000 Census	755	
Growth 2017 - 2022		0.3%
Growth 2010 - 2017		-2.9%
Growth 2000 - 2010		25.8%
2017 Est. Population by Single-Classification Race	922	
White Alone	497	53.9%
Black or African American Alone	382	41.4%
Amer. Indian and Alaska Native Alone	3	0.3%
Asian Alone	8	0.9%
Native Hawaiian and Other Pac. Isl. Alone	0	0.0%
Some Other Race Alone	16	1.7%
Two or More Races	16	1.7%
2017 Est. Population by Hispanic or Latino Origin	922	
Not Hispanic or Latino	892	96.7%
Hispanic or Latino	30	3.3%
Mexican	18	60.0%
Puerto Rican	4	13.3%
Cuban	1	3.3%
All Other Hispanic or Latino	7	23.3%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	30	
White Alone	10	33.3%
Black or African American Alone	4	13.3%
American Indian and Alaska Native Alone	0	0.0%
Asian Alone	0	0.0%
Native Hawaiian and Other Pacific Islander Alone	0	0.0%
Some Other Race Alone	15	50.0%
Two or More Races	1	3.3%
2017 Est. Pop by Race, Asian Alone, by Category	8	
Chinese, except Taiwanese	0	0.0%
Filipino	0	0.0%
Japanese	0	0.0%
Asian Indian	2	25.0%
Korean	3	37.5%
Vietnamese	0	0.0%
Cambodian	0	0.0%
Hmong	0	0.0%
Laotian	0	0.0%
Thai	0	0.0%
All Other Asian Races Including 2+ Category	1	12.5%

1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	922	
Arab	0	0.0%
Czech	0	0.0%
Danish	1	0.1%
Dutch	2	0.2%
English	70	7.6%
French (except Basque)	3	0.3%
French Canadian	1	0.1%
German	33	3.6%
Greek	2	0.2%
Hungarian	2	0.2%
Irish	57	6.2%
Italian	21	2.3%
Lithuanian	0	0.0%
United States or American	144	15.6%
Norwegian	1	0.1%
Polish	4	0.4%
Portuguese	0	0.0%
Russian	2	0.2%
Scottish	11	1.2%
Scotch-Irish	8	0.9%
Slovak	0	0.0%
Subsaharan African	13	1.4%
Swedish	3	0.3%
Swiss	0	0.0%
Ukrainian	3	0.3%
Welsh	9	1.0%
West Indian (except Hisp. groups)	15	1.6%
Other ancestries	350	38.0%
Ancestry Unclassified	165	17.9%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	0	
Speak Only English at Home	813	93.8%
Speak Asian/Pac. Isl. Lang. at Home	8	0.9%
Speak IndoEuropean Language at Home	14	1.6%
Speak Spanish at Home	20	2.3%
Speak Other Language at Home	12	1.4%
2017 Est. Population by Age	922	
Age 0 - 4	55	6.0%
Age 5 - 9	53	5.7%
Age 10 - 14	54	5.9%
Age 15 - 17	39	4.2%
Age 18 - 20	48	5.2%
Age 21 - 24	63	6.8%
Age 25 - 34	130	14.1%
Age 35 - 44	114	12.4%
Age 45 - 54	112	12.1%
Age 55 - 64	118	12.8%
Age 65 - 74	90	9.8%
Age 75 - 84	36	3.9%
Age 85 and over	11	1.2%
Age 16 and over	748	81.1%
Age 18 and over	721	78.2%
Age 21 and over	673	73.0%
Age 65 and over	137	14.9%
2017 Est. Median Age		36.64
2017 Est. Average Age		38.50

1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Sex	922	
Male	481	5217%
Female	441	4783%
2017 Est. Male Population by Age	481	
Age 0 - 4	27	5.6%
Age 5 - 9	26	5.4%
Age 10 - 14	26	5.4%
Age 15 - 17	22	4.6%
Age 18 - 20	28	5.8%
Age 21 - 24	41	8.5%
Age 25 - 34	72	15.0%
Age 35 - 44	60	12.5%
Age 45 - 54	62	12.9%
Age 55 - 64	55	11.4%
Age 65 - 74	43	8.9%
Age 75 - 84	16	3.3%
Age 85 and over	3	0.6%
2017 Est. Median Age, Male		34.76
2017 Est. Average Age, Male		36.70

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	441	
Age 0 - 4	28	6.3%
Age 5 - 9	27	6.1%
Age 10 - 14	27	6.1%
Age 15 - 17	17	3.9%
Age 18 - 20	19	4.3%
Age 21 - 24	22	5.0%
Age 25 - 34	58	13.2%
Age 35 - 44	54	12.2%
Age 45 - 54	50	11.3%
Age 55 - 64	63	14.3%
Age 65 - 74	46	10.4%
Age 75 - 84	20	4.5%
Age 85 and over	8	1.8%
2017 Est. Median Age, Female		38.89
2017 Est. Average Age, Female		40.30
2017 Est. Pop Age 15+ by Marital Status	0	
Total, Never Married	286	37.6%
Males, Never Married	174	22.9%
Females, Never Married	112	14.7%
Married, Spouse present	252	33.1%
Married, Spouse absent	65	8.5%
Widowed	45	5.9%
Males Widowed	17	2.2%
Females Widowed	28	3.7%
Divorced	112	14.7%
Males Divorced	36	4.7%
Females Divorced	75	9.9%

1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	0	
Less than 9th grade	46	7.5%
Some High School, no diploma	105	17.2%
High School Graduate (or GED)	213	34.9%
Some College, no degree	117	19.1%
Associate Degree	29	4.7%
Bachelor's Degree	73	11.9%
Master's Degree	16	2.6%
Professional School Degree	2	0.3%
Doctorate Degree	9	1.5%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	0	
No High School Diploma	7	43.8%
High School Graduate	5	31.3%
Some College or Associate's Degree	4	25.0%
Bachelor's Degree or Higher	0	0.0%
Households		
2022 Projection	149	
2017 Estimate	142	
2010 Census	134	
2000 Census	118	
Growth 2017 - 2022		4.9%
Growth 2010 - 2017		6.0%
Growth 2000 - 2010		13.6%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	142	
Family Households	97	68.3%
Nonfamily Households	45	31.7%
2017 Est. Group Quarters Population	132	
2017 HHs by Ethnicity, Hispanic/Latino	4	
2017 Est. Households by HH Income	142	
Income < $15,000	39	27.5%
Income $15,000 - $24,999	25	17.6%
Income $25,000 - $34,999	17	12.0%
Income $35,000 - $49,999	13	9.2%
Income $50,000 - $74,999	24	16.9%
Income $75,000 - $99,999	10	7.0%
Income $100,000 - $124,999	7	4.9%
Income $125,000 - $149,999	2	1.4%
Income $150,000 - $199,999	3	2.1%
Income $200,000 - $249,999	1	0.7%
Income $250,000 - $499,999	1	0.7%
Income $500,000+	0	0.0%
2017 Est. Average Household Income		$45,933
2017 Est. Median Household Income		$28,615

1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$510
Black or African American Alone		$204
American Indian and Alaska Native Alone		$-
Asian Alone		$-
Native Hawaiian and Other Pacific Islander Alone		$-
Some Other Race Alone		$-
Two or More Races		$199
Hispanic or Latino		$175
Not Hispanic or Latino		$292
2017 Est. Family HH Type by Presence of Own Child.	97	
Married-Couple Family, own children	17	17.5%
Married-Couple Family, no own children	29	29.9%
Male Householder, own children	3	3.1%
Male Householder, no own children	5	5.2%
Female Householder, own children	28	28.9%
Female Householder, no own children	15	15.5%
2017 Est. Households by Household Size	142	
1-person	40	28.2%
2-person	42	29.6%
3-person	25	17.6%
4-person	19	13.4%
5-person	9	6.3%
6-person	5	3.5%
7-or-more-person	2	1.4%
2017 Est. Average Household Size		2.57

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	142	
Households with 1 or More People under Age 18:	58	40.8%
Married-Couple Family	20	34.5%
Other Family, Male Householder	5	8.6%
Other Family, Female Householder	33	56.9%
Nonfamily, Male Householder	0	0.0%
Nonfamily, Female Householder	0	0.0%
Households with No People under Age 18:	84	59.2%
Married-Couple Family	26	31.0%
Other Family, Male Householder	4	4.8%
Other Family, Female Householder	10	11.9%
Nonfamily, Male Householder	17	20.2%
Nonfamily, Female Householder	28	33.3%
2017 Est. Households by Number of Vehicles	142	
No Vehicles	24	16.9%
1 Vehicle	56	39.4%
2 Vehicles	39	27.5%
3 Vehicles	19	13.4%
4 Vehicles	3	2.1%
5 or more Vehicles	1	0.7%
2017 Est. Average Number of Vehicles		1.5

1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Family Households		
2022 Projection	101	
2017 Estimate	97	
2010 Census	92	
2000 Census	88	
Growth 2017 - 2022		4.1%
Growth 2010 - 2017		5.4%
Growth 2000 - 2010		4.5%
2017 Est. Families by Poverty Status	97	
2017 Families at or Above Poverty	76	78.4%
2017 Families at or Above Poverty with Children	27	27.8%
2017 Families Below Poverty	21	21.6%
2017 Families Below Poverty with Children	19	19.6%
2017 Est. Pop Age 16+ by Employment Status		
In Armed Forces		
Civilian - Employed		
Civilian - Unemployed		
Not in Labor Force		
2017 Est. Civ. Employed Pop 16+ by Class of Worker	402	
For-Profit Private Workers	293	72.9%
Non-Profit Private Workers	18	4.5%
Local Government Workers	5	1.2%
State Government Workers	9	2.2%
Federal Government Workers	33	8.2%
Self-Employed Workers	44	10.9%
Unpaid Family Workers	0	0.0%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	402	
Architect/Engineer	7	1.7%
Arts/Entertainment/Sports	8	2.0%
Building Grounds Maintenance	4	1.0%
Business/Financial Operations	21	5.2%
Community/Social Services	7	1.7%
Computer/Mathematical	3	0.7%
Construction/Extraction	38	9.5%
Education/Training/Library	26	6.5%
Farming/Fishing/Forestry	2	0.5%
Food Prep/Serving	36	9.0%
Health Practitioner/Technician	13	3.2%
Healthcare Support	16	4.0%
Maintenance Repair	14	3.5%
Legal	2	0.5%
Life/Physical/Social Science	1	0.2%
Management	29	7.2%
Office/Admin. Support	61	15.2%
Production	26	6.5%
Protective Services	3	0.7%
Sales/Related	20	5.0%
Personal Care/Service	18	4.5%
Transportation/Moving	48	11.9%
2017 Est. Pop 16+ by Occupation Classification	402	
Blue Collar	197	26.3%
White Collar	125	16.7%
Service and Farm	79	10.6%

1-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

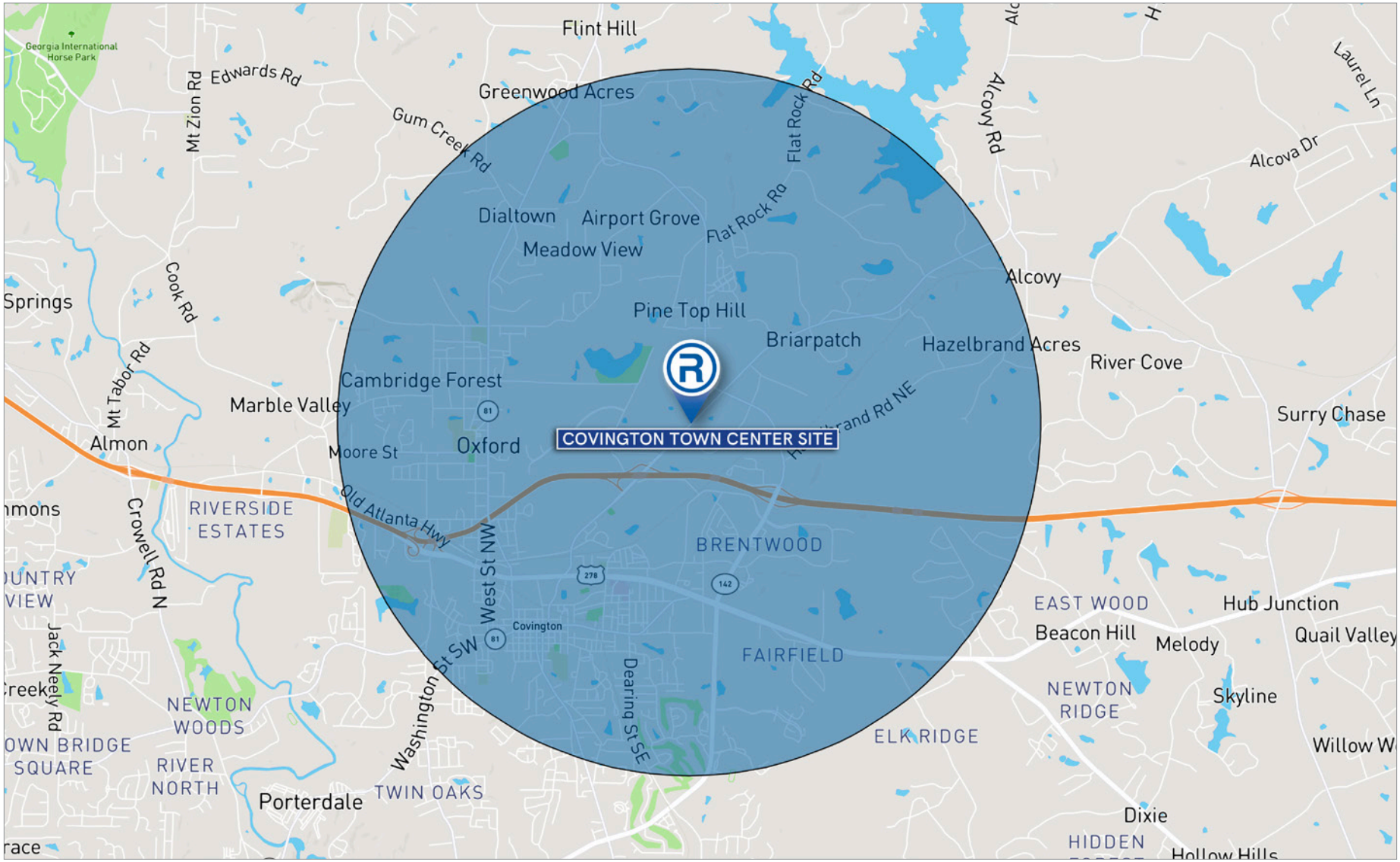
DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	393	
Drove Alone	291	74.0%
Car Pooled	54	13.7%
Public Transportation	1	0.3%
Walked	9	2.3%
Bicycle	0	0.0%
Other Means	3	0.8%
Worked at Home	36	9.2%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	145	
15 - 29 Minutes	127	
30 - 44 Minutes	28	
45 - 59 Minutes	16	
60 or more Minutes	59	
2017 Est. Avg Travel Time to Work in Minutes		28
2017 Est. Occupied Housing Units by Tenure	142	
Owner Occupied	56	39.4%
Renter Occupied	86	60.6%
2017 Owner Occ. HUs: Avg. Length of Residence		22
2017 Renter Occ. HUs: Avg. Length of Residence		6.4

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value		22
Value Less than $20,000	6	10.7%
Value $20,000 - $39,999	4	7.1%
Value $40,000 - $59,999	4	7.1%
Value $60,000 - $79,999	7	12.5%
Value $80,000 - $99,999	6	10.7%
Value $100,000 - $149,999	7	12.5%
Value $150,000 - $199,999	6	10.7%
Value $200,000 - $299,999	8	14.3%
Value $300,000 - $399,999	2	3.6%
Value $400,000 - $499,999	3	5.4%
Value $500,000 - $749,999	2	3.6%
Value $750,000 - $999,999	0	0.0%
Value $1,000,000 or more	0	0.0%
2017 Est. Median All Owner-Occupied Housing Value		$102,384
2017 Est. Housing Units by Units in Structure	0	
1 Unit Attached	89	55.6%
1 Unit Detached	1	0.6%
2 Units	12	7.5%
3 or 4 Units	27	16.9%
5 to 19 Units	12	7.5%
20 to 49 Units	11	6.9%
50 or More Units	0	0.0%
Mobile Home or Trailer	8	5.0%
Boat, RV, Van, etc.	0	0.0%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	0	
Housing Units Built 2010 or later	9	5.6%
Housing Units Built 2000 to 2009	23	14.4%
Housing Units Built 1990 to 1999	18	11.3%
Housing Units Built 1980 to 1989	24	15.0%
Housing Units Built 1970 to 1979	26	16.3%
Housing Units Built 1960 to 1969	20	12.5%
Housing Units Built 1950 to 1959	16	10.0%
Housing Units Built 1940 to 1949	4	2.5%
Housing Unit Built 1939 or Earlier	20	12.5%
2017 Est. Median Year Structure Built		1978

3-MILE RADIAL

Covington, Georgia



3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2022 Projection	16,206	
2017 Estimate	15,665	
2010 Census	15,244	
2000 Census	11,767	
Growth 2017 - 2022		3.5%
Growth 2010 - 2017		2.8%
Growth 2000 - 2010		29.5%
2017 Est. Population by Single-Classification Race	15,665	
White Alone	7,866	50.2%
Black or African American Alone	6,478	41.4%
Amer. Indian and Alaska Native Alone	38	0.2%
Asian Alone	426	2.7%
Native Hawaiian and Other Pac. Isl. Alone	8	0.1%
Some Other Race Alone	511	3.3%
Two or More Races	338	2.2%
2017 Est. Population by Hispanic or Latino Origin	15,665	
Not Hispanic or Latino	14,745	94.1%
Hispanic or Latino	920	5.9%
Mexican	581	63.2%
Puerto Rican	112	12.2%
Cuban	32	3.5%
All Other Hispanic or Latino	194	21.1%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	920	
White Alone	299	32.5%
Black or African American Alone	69	7.5%
American Indian and Alaska Native Alone	6	0.7%
Asian Alone	4	0.4%
Native Hawaiian and Other Pacific Islander Alone	0	0.0%
Some Other Race Alone	484	52.6%
Two or More Races	58	6.3%
2017 Est. Pop by Race, Asian Alone, by Category	426	
Chinese, except Taiwanese	21	4.9%
Filipino	20	4.7%
Japanese	11	2.6%
Asian Indian	111	26.1%
Korean	156	36.6%
Vietnamese	16	3.8%
Cambodian	7	1.6%
Hmong	14	3.3%
Laotian	2	0.5%
Thai	0	0.0%
All Other Asian Races Including 2+ Category	69	16.2%

3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	15,665	
Arab	3	0.0%
Czech	2	0.0%
Danish	8	0.1%
Dutch	55	0.4%
English	830	5.3%
French (except Basque)	82	0.5%
French Canadian	12	0.1%
German	500	3.2%
Greek	9	0.1%
Hungarian	11	0.1%
Irish	858	5.5%
Italian	210	1.3%
Lithuanian	1	0.0%
United States or American	1,672	10.7%
Norwegian	12	0.1%
Polish	79	0.5%
Portuguese	0	0.0%
Russian	82	0.5%
Scottish	234	1.5%
Scotch-Irish	157	1.0%
Slovak	3	0.0%
Subsaharan African	204	1.3%
Swedish	18	0.1%
Swiss	109	0.7%
Ukrainian	18	0.1%
Welsh	153	1.0%
West Indian (except Hisp. groups)	211	1.3%
Other ancestries	7,588	48.4%
Ancestry Unclassified	2,543	16.2%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	0	
Speak Only English at Home	13,383	91.5%
Speak Asian/Pac. Isl. Lang. at Home	259	1.8%
Speak IndoEuropean Language at Home	270	1.8%
Speak Spanish at Home	621	4.2%
Speak Other Language at Home	98	0.7%
2017 Est. Population by Age	15,665	
Age 0 - 4	1,035	6.6%
Age 5 - 9	1,057	6.7%
Age 10 - 14	1,063	6.8%
Age 15 - 17	719	4.6%
Age 18 - 20	1,005	6.4%
Age 21 - 24	921	5.9%
Age 25 - 34	1,987	12.7%
Age 35 - 44	1,823	11.6%
Age 45 - 54	1,860	11.9%
Age 55 - 64	1,754	11.2%
Age 65 - 74	1,380	8.8%
Age 75 - 84	738	4.7%
Age 85 and over	325	2.1%
Age 16 and over	12,276	78.4%
Age 18 and over	11,792	75.3%
Age 21 and over	10,787	68.9%
Age 65 and over	2,443	15.6%
2017 Est. Median Age		35.25
2017 Est. Average Age		37.70

3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Sex	15,665	
Male	7,432	4744%
Female	8,233	5256%
2017 Est. Male Population by Age	7,432	
Age 0 - 4	517	7.0%
Age 5 - 9	543	7.3%
Age 10 - 14	541	7.3%
Age 15 - 17	361	4.9%
Age 18 - 20	495	6.7%
Age 21 - 24	488	6.6%
Age 25 - 34	969	13.0%
Age 35 - 44	858	11.5%
Age 45 - 54	877	11.8%
Age 55 - 64	801	10.8%
Age 65 - 74	610	8.2%
Age 75 - 84	286	3.8%
Age 85 and over	84	1.1%
2017 Est. Median Age, Male		32.78
2017 Est. Average Age, Male		35.70

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	8,233	
Age 0 - 4	517	6.3%
Age 5 - 9	513	6.2%
Age 10 - 14	522	6.3%
Age 15 - 17	358	4.3%
Age 18 - 20	509	6.2%
Age 21 - 24	433	5.3%
Age 25 - 34	1,019	12.4%
Age 35 - 44	964	11.7%
Age 45 - 54	983	11.9%
Age 55 - 64	952	11.6%
Age 65 - 74	770	9.4%
Age 75 - 84	452	5.5%
Age 85 and over	240	2.9%
2017 Est. Median Age, Female		37.51
2017 Est. Average Age, Female		39.50
2017 Est. Pop Age 15+ by Marital Status	0	
Total, Never Married	5,038	40.3%
Males, Never Married	2,717	21.7%
Females, Never Married	2,321	18.6%
Married, Spouse present	3,976	31.8%
Married, Spouse absent	795	6.4%
Widowed	900	7.2%
Males Widowed	227	1.8%
Females Widowed	672	5.4%
Divorced	1,802	14.4%
Males Divorced	518	4.1%
Females Divorced	1,285	10.3%

3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	0	
Less than 9th grade	745	7.6%
Some High School, no diploma	1,639	16.6%
High School Graduate (or GED)	3,156	32.0%
Some College, no degree	1,959	19.9%
Associate Degree	669	6.8%
Bachelor's Degree	990	10.0%
Master's Degree	442	4.5%
Professional School Degree	86	0.9%
Doctorate Degree	181	1.8%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	0	
No High School Diploma	236	52.7%
High School Graduate	47	10.5%
Some College or Associate's Degree	99	22.1%
Bachelor's Degree or Higher	66	14.7%
Households		
2022 Projection	5,714	
2017 Estimate	5,454	
2010 Census	5,163	
2000 Census	3,972	
Growth 2017 - 2022		4.8%
Growth 2010 - 2017		5.6%
Growth 2000 - 2010		30.0%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	5,454	
Family Households	3,735	68.5%
Nonfamily Households	1,718	31.5%
2017 Est. Group Quarters Population	1,283	
2017 HHs by Ethnicity, Hispanic/Latino	223	
2017 Est. Households by HH Income	5,454	
Income < $15,000	1,069	19.6%
Income $15,000 - $24,999	876	16.1%
Income $25,000 - $34,999	554	10.2%
Income $35,000 - $49,999	754	13.8%
Income $50,000 - $74,999	911	16.7%
Income $75,000 - $99,999	476	8.7%
Income $100,000 - $124,999	348	6.4%
Income $125,000 - $149,999	170	3.1%
Income $150,000 - $199,999	182	3.3%
Income $200,000 - $249,999	61	1.1%
Income $250,000 - $499,999	44	0.8%
Income $500,000+	7	0.1%
2017 Est. Average Household Income		$55,230
2017 Est. Median Household Income		$39,281

3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$497
Black or African American Alone		$257
American Indian and Alaska Native Alone		$455
Asian Alone		$1,403
Native Hawaiian and Other Pacific Islander Alone		$301
Some Other Race Alone		$689
Two or More Races		$270
Hispanic or Latino		$335
Not Hispanic or Latino		$398
2017 Est. Family HH Type by Presence of Own Child.	3,735	
Married-Couple Family, own children	872	23.3%
Married-Couple Family, no own children	1,335	35.7%
Male Householder, own children	130	3.5%
Male Householder, no own children	185	5.0%
Female Householder, own children	720	19.3%
Female Householder, no own children	493	13.2%
2017 Est. Households by Household Size	5,454	
1-person	1,470	27.0%
2-person	1,677	30.7%
3-person	942	17.3%
4-person	726	13.3%
5-person	362	6.6%
6-person	176	3.2%
7-or-more-person	101	1.9%
2017 Est. Average Household Size		2.61

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	5,454	
Households with 1 or More People under Age 18:	2,046	37.5%
Married-Couple Family	987	48.2%
Other Family, Male Householder	179	8.7%
Other Family, Female Householder	863	42.2%
Nonfamily, Male Householder	13	0.6%
Nonfamily, Female Householder	4	0.2%
Households with No People under Age 18:	3,408	62.5%
Married-Couple Family	1,221	35.8%
Other Family, Male Householder	137	4.0%
Other Family, Female Householder	348	10.2%
Nonfamily, Male Householder	701	20.6%
Nonfamily, Female Householder	1,002	29.4%
2017 Est. Households by Number of Vehicles	5,454	
No Vehicles	605	11.1%
1 Vehicle	2,085	38.2%
2 Vehicles	1,781	32.7%
3 Vehicles	786	14.4%
4 Vehicles	137	2.5%
5 or more Vehicles	59	1.1%
2017 Est. Average Number of Vehicles		1.6

3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Family Households		
2022 Projection	3,908	
2017 Estimate	3,735	
2010 Census	3,545	
2000 Census	2,943	
Growth 2017 - 2022		4.6%
Growth 2010 - 2017		5.4%
Growth 2000 - 2010		20.5%
2017 Est. Families by Poverty Status	3,735	
2017 Families at or Above Poverty	2,971	79.5%
2017 Families at or Above Poverty with Children	1,202	32.2%
2017 Families Below Poverty	764	20.5%
2017 Families Below Poverty with Children	640	17.1%
2017 Est. Pop Age 16+ by Employment Status		
In Armed Forces		
Civilian - Employed		
Civilian - Unemployed		
Not in Labor Force		
2017 Est. Civ. Employed Pop 16+ by Class of Worker	6,550	
For-Profit Private Workers	4,876	74.4%
Non-Profit Private Workers	441	6.7%
Local Government Workers	58	0.9%
State Government Workers	212	3.2%
Federal Government Workers	468	7.1%
Self-Employed Workers	493	7.5%
Unpaid Family Workers	3	0.0%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	6,550	
Architect/Engineer	84	1.3%
Arts/Entertainment/Sports	85	1.3%
Building Grounds Maintenance	195	3.0%
Business/Financial Operations	195	3.0%
Community/Social Services	151	2.3%
Computer/Mathematical	110	1.7%
Construction/Extraction	360	5.5%
Education/Training/Library	323	4.9%
Farming/Fishing/Forestry	10	0.2%
Food Prep/Serving	663	10.1%
Health Practitioner/Technician	232	3.5%
Healthcare Support	306	4.7%
Maintenance Repair	241	3.7%
Legal	63	1.0%
Life/Physical/Social Science	31	0.5%
Management	494	7.5%
Office/Admin. Support	850	13.0%
Production	565	8.6%
Protective Services	90	1.4%
Sales/Related	575	8.8%
Personal Care/Service	199	3.0%
Transportation/Moving	728	11.1%
2017 Est. Pop 16+ by Occupation Classification	6,550	
Blue Collar	3,192	26.0%
White Collar	1,893	15.4%
Service and Farm	1,465	11.9%

3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	6,426	
Drove Alone	4,865	75.7%
Car Pooled	793	12.3%
Public Transportation	52	0.8%
Walked	349	5.4%
Bicycle	4	0.1%
Other Means	64	1.0%
Worked at Home	299	4.7%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,532	
15 - 29 Minutes	1,830	
30 - 44 Minutes	636	
45 - 59 Minutes	344	
60 or more Minutes	832	
2017 Est. Avg Travel Time to Work in Minutes		27
2017 Est. Occupied Housing Units by Tenure	5,454	
Owner Occupied	3,008	55.2%
Renter Occupied	2,446	44.8%
2017 Owner Occ. HUs: Avg. Length of Residence		18.5
2017 Renter Occ. HUs: Avg. Length of Residence		7.1

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value		18.5
Value Less than $20,000	282	9.4%
Value $20,000 - $39,999	141	4.7%
Value $40,000 - $59,999	191	6.4%
Value $60,000 - $79,999	309	10.3%
Value $80,000 - $99,999	299	9.9%
Value $100,000 - $149,999	508	16.9%
Value $150,000 - $199,999	346	11.5%
Value $200,000 - $299,999	542	18.0%
Value $300,000 - $399,999	169	5.6%
Value $400,000 - $499,999	111	3.7%
Value $500,000 - $749,999	82	2.7%
Value $750,000 - $999,999	14	0.5%
Value $1,000,000 or more	14	0.5%
2017 Est. Median All Owner-Occupied Housing Value		$124,777
2017 Est. Housing Units by Units in Structure	0	
1 Unit Attached	4,531	72.4%
1 Unit Detached	47	0.8%
2 Units	305	4.9%
3 or 4 Units	355	5.7%
5 to 19 Units	398	6.4%
20 to 49 Units	168	2.7%
50 or More Units	89	1.4%
Mobile Home or Trailer	329	5.3%
Boat, RV, Van, etc.	35	0.6%

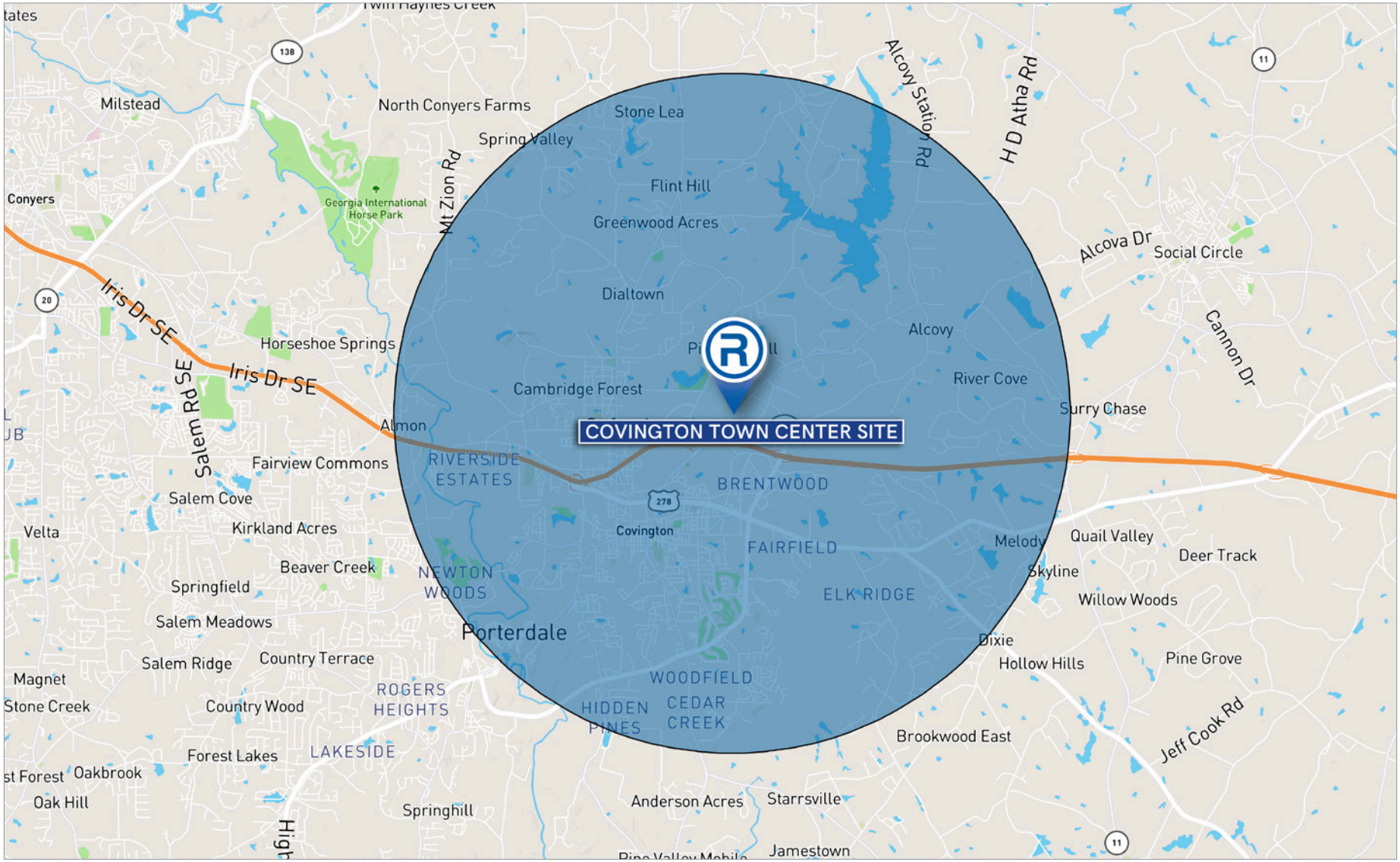
3-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	0	
Housing Units Built 2010 or later	353	5.6%
Housing Units Built 2000 to 2009	1,409	22.5%
Housing Units Built 1990 to 1999	902	14.4%
Housing Units Built 1980 to 1989	923	14.8%
Housing Units Built 1970 to 1979	853	13.6%
Housing Units Built 1960 to 1969	556	8.9%
Housing Units Built 1950 to 1959	558	8.9%
Housing Units Built 1940 to 1949	172	2.7%
Housing Unit Built 1939 or Earlier	530	8.5%
2017 Est. Median Year Structure Built		1985

5-MILE RADIAL

Covington, Georgia



5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2022 Projection	35,511	
2017 Estimate	33,968	
2010 Census	32,384	
2000 Census	24,499	
Growth 2017 - 2022		4.5%
Growth 2010 - 2017		4.9%
Growth 2000 - 2010		32.2%
2017 Est. Population by Single-Classification Race	33,968	
White Alone	18,630	54.8%
Black or African American Alone	12,941	38.1%
Amer. Indian and Alaska Native Alone	87	0.3%
Asian Alone	589	1.7%
Native Hawaiian and Other Pac. Isl. Alone	24	0.1%
Some Other Race Alone	1,000	2.9%
Two or More Races	698	2.1%
2017 Est. Population by Hispanic or Latino Origin	33,968	
Not Hispanic or Latino	32,028	94.3%
Hispanic or Latino	1,940	5.7%
Mexican	1,218	62.8%
Puerto Rican	240	12.4%
Cuban	75	3.9%
All Other Hispanic or Latino	406	20.9%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	1,940	
White Alone	696	35.9%
Black or African American Alone	147	7.6%
American Indian and Alaska Native Alone	18	0.9%
Asian Alone	6	0.3%
Native Hawaiian and Other Pacific Islander Alone	0	0.0%
Some Other Race Alone	935	48.2%
Two or More Races	137	7.1%
2017 Est. Pop by Race, Asian Alone, by Category	589	
Chinese, except Taiwanese	38	6.5%
Filipino	70	11.9%
Japanese	19	3.2%
Asian Indian	133	22.6%
Korean	164	27.8%
Vietnamese	35	5.9%
Cambodian	11	1.9%
Hmong	36	6.1%
Laotian	5	0.8%
Thai	0	0.0%
All Other Asian Races Including 2+ Category	79	13.4%

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	33,968	
Arab	15	0.0%
Czech	5	0.0%
Danish	37	0.1%
Dutch	287	0.8%
English	1,842	5.4%
French (except Basque)	195	0.6%
French Canadian	22	0.1%
German	1,228	3.6%
Greek	25	0.1%
Hungarian	41	0.1%
Irish	1,979	5.8%
Italian	473	1.4%
Lithuanian	3	0.0%
United States or American	3,753	11.0%
Norwegian	29	0.1%
Polish	139	0.4%
Portuguese	5	0.0%
Russian	150	0.4%
Scottish	483	1.4%
Scotch-Irish	291	0.9%
Slovak	11	0.0%
Subsaharan African	472	1.4%
Swedish	46	0.1%
Swiss	313	0.9%
Ukrainian	38	0.1%
Welsh	271	0.8%
West Indian (except Hisp. groups)	559	1.6%
Other ancestries	15,899	46.8%
Ancestry Unclassified	5,360	15.8%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	0	
Speak Only English at Home	29,276	92.2%
Speak Asian/Pac. Isl. Lang. at Home	331	1.0%
Speak IndoEuropean Language at Home	615	1.9%
Speak Spanish at Home	1,348	4.2%
Speak Other Language at Home	178	0.6%
2017 Est. Population by Age	33,968	
Age 0 - 4	2,221	6.5%
Age 5 - 9	2,317	6.8%
Age 10 - 14	2,405	7.1%
Age 15 - 17	1,529	4.5%
Age 18 - 20	1,745	5.1%
Age 21 - 24	1,894	5.6%
Age 25 - 34	4,244	12.5%
Age 35 - 44	4,037	11.9%
Age 45 - 54	4,340	12.8%
Age 55 - 64	4,024	11.8%
Age 65 - 74	3,075	9.1%
Age 75 - 84	1,554	4.6%
Age 85 and over	582	1.7%
Age 16 and over	26,525	78.1%
Age 18 and over	25,496	75.1%
Age 21 and over	23,751	69.9%
Age 65 and over	5,211	15.3%
2017 Est. Median Age		36.55
2017 Est. Average Age		38.00

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Sex	33,968	
Male	16,203	4770%
Female	17,765	5230%
2017 Est. Male Population by Age	16,203	
Age 0 - 4	1,124	6.9%
Age 5 - 9	1,195	7.4%
Age 10 - 14	1,228	7.6%
Age 15 - 17	770	4.8%
Age 18 - 20	870	5.4%
Age 21 - 24	972	6.0%
Age 25 - 34	2,061	12.7%
Age 35 - 44	1,899	11.7%
Age 45 - 54	2,044	12.6%
Age 55 - 64	1,857	11.5%
Age 65 - 74	1,381	8.5%
Age 75 - 84	634	3.9%
Age 85 and over	168	1.0%
2017 Est. Median Age, Male		34.39
2017 Est. Average Age, Male		36.40

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	17,765	
Age 0 - 4	1,097	6.2%
Age 5 - 9	1,122	6.3%
Age 10 - 14	1,177	6.6%
Age 15 - 17	760	4.3%
Age 18 - 20	874	4.9%
Age 21 - 24	922	5.2%
Age 25 - 34	2,183	12.3%
Age 35 - 44	2,139	12.0%
Age 45 - 54	2,297	12.9%
Age 55 - 64	2,166	12.2%
Age 65 - 74	1,694	9.5%
Age 75 - 84	920	5.2%
Age 85 and over	414	2.3%
2017 Est. Median Age, Female		38.51
2017 Est. Average Age, Female		39.50
2017 Est. Pop Age 15+ by Marital Status	0	
Total, Never Married	9,840	36.4%
Males, Never Married	5,252	19.4%
Females, Never Married	4,588	17.0%
Married, Spouse present	10,139	37.5%
Married, Spouse absent	1,440	5.3%
Widowed	1,807	6.7%
Males Widowed	388	1.4%
Females Widowed	1,419	5.3%
Divorced	3,799	14.1%
Males Divorced	1,173	4.3%
Females Divorced	2,626	9.7%

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	0	
Less than 9th grade	1,383	6.3%
Some High School, no diploma	3,308	15.1%
High School Graduate (or GED)	7,185	32.9%
Some College, no degree	4,296	19.7%
Associate Degree	1,571	7.2%
Bachelor's Degree	2,470	11.3%
Master's Degree	1,073	4.9%
Professional School Degree	237	1.1%
Doctorate Degree	334	1.5%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	0	
No High School Diploma	573	59.0%
High School Graduate	117	12.0%
Some College or Associate's Degree	183	18.8%
Bachelor's Degree or Higher	98	10.1%
Households		
2022 Projection	12,506	
2017 Estimate	11,906	
2010 Census	11,228	
2000 Census	8,561	
Growth 2017 - 2022		5.0%
Growth 2010 - 2017		6.0%
Growth 2000 - 2010		31.2%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	11,906	
Family Households	8,590	72.1%
Nonfamily Households	3,315	27.8%
2017 Est. Group Quarters Population	1,453	
2017 HHs by Ethnicity, Hispanic/Latino	485	
2017 Est. Households by HH Income	11,906	
Income < $15,000	1,937	16.3%
Income $15,000 - $24,999	1,705	14.3%
Income $25,000 - $34,999	1,140	9.6%
Income $35,000 - $49,999	1,731	14.5%
Income $50,000 - $74,999	2,027	17.0%
Income $75,000 - $99,999	1,261	10.6%
Income $100,000 - $124,999	851	7.1%
Income $125,000 - $149,999	502	4.2%
Income $150,000 - $199,999	407	3.4%
Income $200,000 - $249,999	166	1.4%
Income $250,000 - $499,999	147	1.2%
Income $500,000+	30	0.3%
2017 Est. Average Household Income		$61,727
2017 Est. Median Household Income		$44,908

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$548
Black or African American Alone		$283
American Indian and Alaska Native Alone		$369
Asian Alone		$866
Native Hawaiian and Other Pacific Islander Alone		$301
Some Other Race Alone		$757
Two or More Races		$326
Hispanic or Latino		$386
Not Hispanic or Latino		$457
2017 Est. Family HH Type by Presence of Own Child.	8,590	
Married-Couple Family, own children	2,268	26.4%
Married-Couple Family, no own children	3,265	38.0%
Male Householder, own children	286	3.3%
Male Householder, no own children	380	4.4%
Female Householder, own children	1,369	15.9%
Female Householder, no own children	1,024	11.9%
2017 Est. Households by Household Size	11,906	
1-person	2,777	23.3%
2-person	3,731	31.3%
3-person	2,118	17.8%
4-person	1,705	14.3%
5-person	893	7.5%
6-person	414	3.5%
7-or-more-person	269	2.3%
2017 Est. Average Household Size		2.73

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	11,906	
Households with 1 or More People under Age 18:	4,646	39.0%
Married-Couple Family	2,543	54.7%
Other Family, Male Householder	378	8.1%
Other Family, Female Householder	1,688	36.3%
Nonfamily, Male Householder	29	0.6%
Nonfamily, Female Householder	8	0.2%
Households with No People under Age 18:	7,259	61.0%
Married-Couple Family	2,988	41.2%
Other Family, Male Householder	289	4.0%
Other Family, Female Householder	702	9.7%
Nonfamily, Male Householder	1,373	18.9%
Nonfamily, Female Householder	1,907	26.3%
2017 Est. Households by Number of Vehicles	11,906	
No Vehicles	967	8.1%
1 Vehicle	4,058	34.1%
2 Vehicles	4,218	35.4%
3 Vehicles	2,042	17.2%
4 Vehicles	460	3.9%
5 or more Vehicles	160	1.3%
2017 Est. Average Number of Vehicles		1.8

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Family Households		
2022 Projection	9,016	
2017 Estimate	8,590	
2010 Census	8,109	
2000 Census	6,481	
Growth 2017 - 2022		5.0%
Growth 2010 - 2017		5.9%
Growth 2000 - 2010		25.1%
2017 Est. Families by Poverty Status	8,590	
2017 Families at or Above Poverty	7,079	82.4%
2017 Families at or Above Poverty with Children	3,149	36.7%
2017 Families Below Poverty	1,512	17.6%
2017 Families Below Poverty with Children	1,192	13.9%
2017 Est. Pop Age 16+ by Employment Status		
In Armed Forces		
Civilian - Employed		
Civilian - Unemployed		
Not in Labor Force		
2017 Est. Civ. Employed Pop 16+ by Class of Worker	14,225	
For-Profit Private Workers	10,352	72.8%
Non-Profit Private Workers	893	6.3%
Local Government Workers	202	1.4%
State Government Workers	520	3.7%
Federal Government Workers	1,103	7.8%
Self-Employed Workers	1,137	8.0%
Unpaid Family Workers	17	0.1%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	14,225	
Architect/Engineer	179	1.3%
Arts/Entertainment/Sports	199	1.4%
Building Grounds Maintenance	487	3.4%
Business/Financial Operations	468	3.3%
Community/Social Services	299	2.1%
Computer/Mathematical	250	1.8%
Construction/Extraction	752	5.3%
Education/Training/Library	711	5.0%
Farming/Fishing/Forestry	17	0.1%
Food Prep/Serving	1,269	8.9%
Health Practitioner/Technician	571	4.0%
Healthcare Support	507	3.6%
Maintenance Repair	590	4.1%
Legal	142	1.0%
Life/Physical/Social Science	87	0.6%
Management	1,294	9.1%
Office/Admin. Support	1,685	11.8%
Production	1,149	8.1%
Protective Services	371	2.6%
Sales/Related	1,405	9.9%
Personal Care/Service	309	2.2%
Transportation/Moving	1,481	10.4%
2017 Est. Pop 16+ by Occupation Classification	14,225	
Blue Collar	7,292	27.5%
White Collar	3,972	15.0%
Service and Farm	2,961	11.2%

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	13,930	
Drove Alone	10,826	77.7%
Car Pooled	1,703	12.2%
Public Transportation	120	0.9%
Walked	436	3.1%
Bicycle	12	0.1%
Other Means	147	1.1%
Worked at Home	685	4.9%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,443	
15 - 29 Minutes	4,254	
30 - 44 Minutes	1,788	
45 - 59 Minutes	1,032	
60 or more Minutes	1,807	
2017 Est. Avg Travel Time to Work in Minutes		30
2017 Est. Occupied Housing Units by Tenure	11,906	
Owner Occupied	7,560	63.5%
Renter Occupied	4,346	36.5%
2017 Owner Occ. HUs: Avg. Length of Residence		16.8
2017 Renter Occ. HUs: Avg. Length of Residence		6.8

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value		16.8
Value Less than $20,000	543	7.2%
Value $20,000 - $39,999	313	4.1%
Value $40,000 - $59,999	406	5.4%
Value $60,000 - $79,999	751	9.9%
Value $80,000 - $99,999	666	8.8%
Value $100,000 - $149,999	1,390	18.4%
Value $150,000 - $199,999	1,034	13.7%
Value $200,000 - $299,999	1,479	19.6%
Value $300,000 - $399,999	492	6.5%
Value $400,000 - $499,999	254	3.4%
Value $500,000 - $749,999	179	2.4%
Value $750,000 - $999,999	26	0.3%
Value $1,000,000 or more	26	0.3%
2017 Est. Median All Owner-Occupied Housing Value		$138,412
2017 Est. Housing Units by Units in Structure	0	
1 Unit Attached	10,513	77.8%
1 Unit Detached	90	0.7%
2 Units	567	4.2%
3 or 4 Units	465	3.4%
5 to 19 Units	646	4.8%
20 to 49 Units	274	2.0%
50 or More Units	217	1.6%
Mobile Home or Trailer	676	5.0%
Boat, RV, Van, etc.	66	0.5%

5-MILE RADIAL • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	0	
Housing Units Built 2010 or later	814	6.0%
Housing Units Built 2000 to 2009	3,719	27.5%
Housing Units Built 1990 to 1999	2,366	17.5%
Housing Units Built 1980 to 1989	1,844	13.6%
Housing Units Built 1970 to 1979	1,598	11.8%
Housing Units Built 1960 to 1969	1,039	7.7%
Housing Units Built 1950 to 1959	925	6.8%
Housing Units Built 1940 to 1949	276	2.0%
Housing Unit Built 1939 or Earlier	934	6.9%
2017 Est. Median Year Structure Built		1991

COVINGTON
Town Center

COVINGTON TOWN CENTER

Covington, Georgia

COVINGTON TOWN CENTER MASTER SITE PLAN

Covington, Georgia

ILLUSTRATIVE MASTER PLAN

COVINGTON Town Center

LEGEND

A	RETAIL CENTER	
	CINEMA	30,000 S.F.
	ANCHOR RETAIL	167,000 S.F.
	RETAIL	174,300 S.F.
B	OUT PARCELS / FUTURE DEVELOPMENT	
C	HOTEL SITES (3)	
D	OFFICES	313,400 S.F.
E	MULTIFAMILITY	270 DU
F	TOWNHOMES	161 DU

NOTES:
1) SOME AREAS SHOWN ARE OUTSIDE OF THE CURRENT CTC OVERLAY BOUNDARY.
2) PLAN IS CONCEPTUAL AND SUBJECT TO CHANGE UPON REVIEW OF VARIOUS GOVERNMENTAL AGENCIES.

COVINGTON TOWN CENTER
COVINGTON, GEORGIA

AUGUST 17, 2017

THOMAS & HUTTON

WAKEFIELD BEASLEY & ASSOCIATES

SCALE 1" = 200'

Publix. 45K SF SITE PLAN

Covington, Georgia

CONCEPTUAL PLAN

COVINGTON Town Center

THOMAS & HUTTON

TOWN CENTER BOULEVARD

51k

7k

7k

Plaza

3.5k

3k

11k

22k

9.5k

7.5k

7.5k

8.5k

+/- 250 sp

Publix

45k

+/- 101 sp

+/- 202 sp

TOWN CENTER DRIVE

60 degree angled parking spaces at 10' width to meet Publix parking requirements

(10) ADA compliant parking spaces

36' site access drive

Service area

Pharmacy drive-thru

WAKEFIELD BEASLEY & ASSOCIATES

COVINGTON TOWN CENTER - 45K PUBLIX

COVINGTON | GEORGIA

SP-7

17 AUGUST 2017

Publix. 54K SF SITE PLAN

Covington, Georgia

CONCEPTUAL PLAN

COVINGTON Town Center

THOMAS & HUTTON

TOWN CENTER BOULEVARD

10.7k

+/- 17 sp

Anchor 51k

9k

11k

22k

Plaza

3k

5k

10k

7.5k

+/- 293 sp

Publix 54k

+/- 109 sp

+/- 193 sp

TOWN CENTER DRIVE

60 degree angled parking spaces at 10' width to meet Publix parking requirements

(10) ADA compliant parking spaces

36' site access drive

Service area

Pharmacy drive-thru

COVINGTON TOWN CENTER - 54K PUBLIX

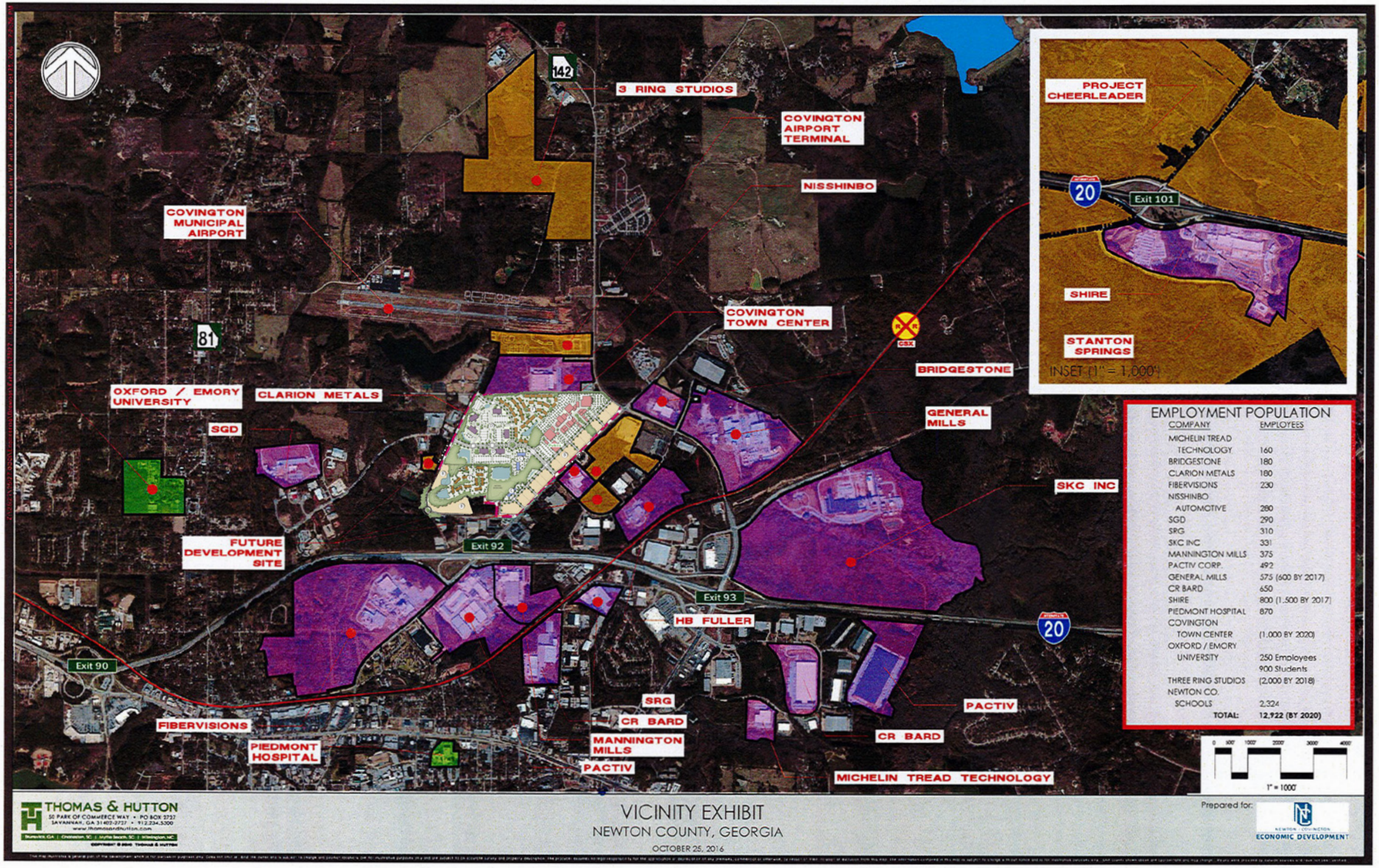
COVINGTON | GEORGIA

SP-8

17 AUGUST 2017

COVINGTON TOWN CENTER - AREA EMPLOYMENT

Covington, Georgia



Area Industry highlights:

- **Total of 13k employees/students within immediate vicinity of Covington Town Center site.**
- **Oxford / Emory University accounts for 900 students**
- **Three Ring Studios will potentially have 2k employees on site by 2018.**

NEWTON / COVINGTON
ECONOMIC DEVELOPMENT

RETAIL TRADE AREA INFORMATION

Covington, Georgia

EXISTING RETAILERS

Covington, Georgia

Newton County / Covington Existing Retailers Map

BY THE NUMBERS

Three Ring Studios is a 164 acre facility divided into 3 campuses SOUTH|CENTRAL|NORTH. The South Campus specifications are broken down below.

269,800 Sound Stage Square Footage	**5,000,000** Backlot / Outdoor Space Square Footage (115 Acres)	**10,000** Chroma Key / Green Screen Square Footage
45,000 Warehouse / Mill Space Square Footage	**102,000** Modern Office / Workshop Space Square Footage	**21,000** Retail Space Square Footage

Three Ring Studios Conceptual Front Entry

Study Overview

- Project Three Ring represents the development and operation of a studio in Covington, Georgia. The facility will include space to produce film/TV, music, and video games. The facility will include more than 600,000 square feet of soundstage space, 250,000 square feet of office space, and 150,000 square feet of support and office space as well as a space to educate and train film professionals.
- The developer plans to invest $202.0 million over a five-year construction period.
- Project Three Ring, through the employees on its payroll as well as those employed directly by studio tenants, expects to employ 4,300 workers over the first 6 years paying an average salary of $82,000. Given the nature studio production, this is believed by Project Three Ring to be a conservative estimate of levelized annual operation. At certain times throughout the year, it is expected that employment may be higher.
- Project Three Ring indicates that it plans to make significant expenditures in the local economy. By year three, Project Three Ring expects to spend $20.0 million on local taxable purchases.
- Based on data from the Project developer and Newton County, local taxable spending related to this project is expected to be $39.1 million per year on average or $0.8 billion over the first 20 years.
- Newton County is considering an incentive that would involve a lease of all real property and fixtures within the Project. The value of the leasehold under the Lease will increase as the lease term progresses and each year the valuation will be applied to the 40% assessment ratio and that particular year's millage rates to determine the tax payment on the leasehold for that particular year. The leasehold valuation schedule to be used in conjunction with the 40% assessment ratio and millage rates over the eleven-year Lease term is shown later in this report. The value of this incentive is estimated to be $7.6 million across all taxing districts.
- Newton County is expected to collect $30.2 million in net fiscal benefits over the next 20 years, after deducting the value of the proposed incentive.

THREE RING STUDIO ECONOMIC IMPACT ANALYSIS

Covington, Georgia

IMPACT DataSource

THREE RING STUDIOS

JOBS

6,026.3 Total
4,380.0 Direct by TRS or tenants
1,646.3 Spin-off

AVERAGE SALARY

$82,380 Total
$82,000 Direct by TRS or tenants
$83,630 Spin-off

CAPITAL INVESTMENT

$202.0m
Buildings & Equipment

RESIDENTIAL DEVELOPMENT

452.2 Homes
3,013.6 Workers Relocating

City & County - Net Benefits Over 20 Years

	City	County
Sales Taxes	$0	$15,637,434
Real Property Taxes, after agreement	$6,505,459	$11,040,751
FF&E Property Taxes, after agreement	$156,272	$265,217
Inventory Property Taxes	$0	$0
New Residential Property Taxes	$1,279,566	$5,734,233
Utility Revenue	$30,020,381	$0
Utility Franchise Fees	$4,030,693	$0
Building Permits and Fees	$960,000	$0
Hotel Occupancy Taxes	$24,358,331	$0
Miscellaneous Taxes & User Fees	$34,073,374	$13,401,849
Subtotal Benefits	$101,384,076	$46,079,484
Cost of Providing Government Services	($40,176,182)	($15,898,706)
Cost of Providing Utility Services	($30,020,381)	$0
Subtotal Costs	($70,196,562)	($15,898,706)
Net Benefits	$31,187,514	$30,180,777
Present Value (5% discount rate)	*$18,005,201*	*$17,071,498*

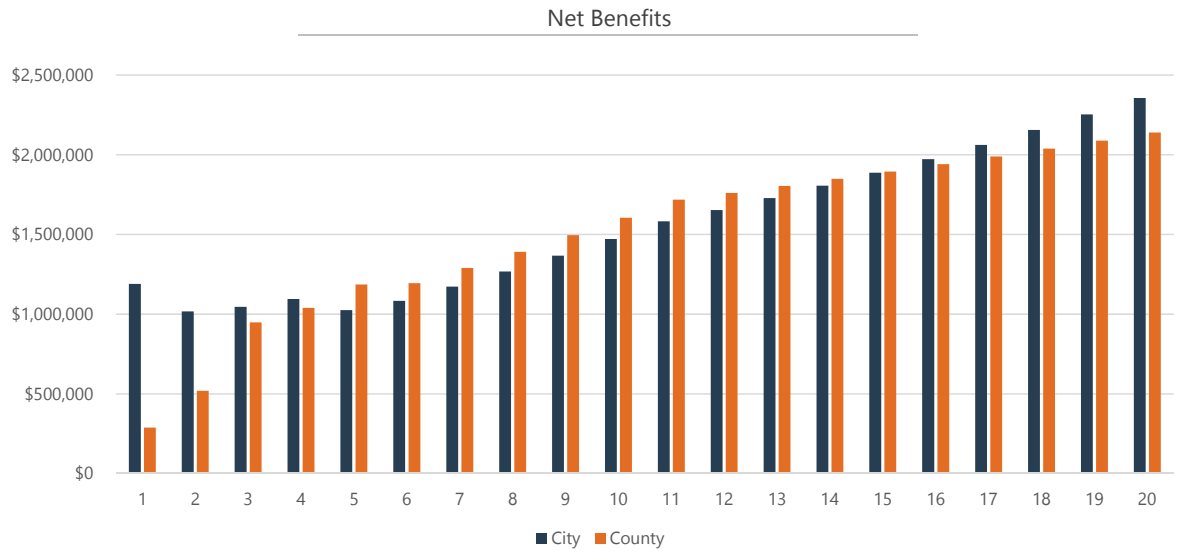
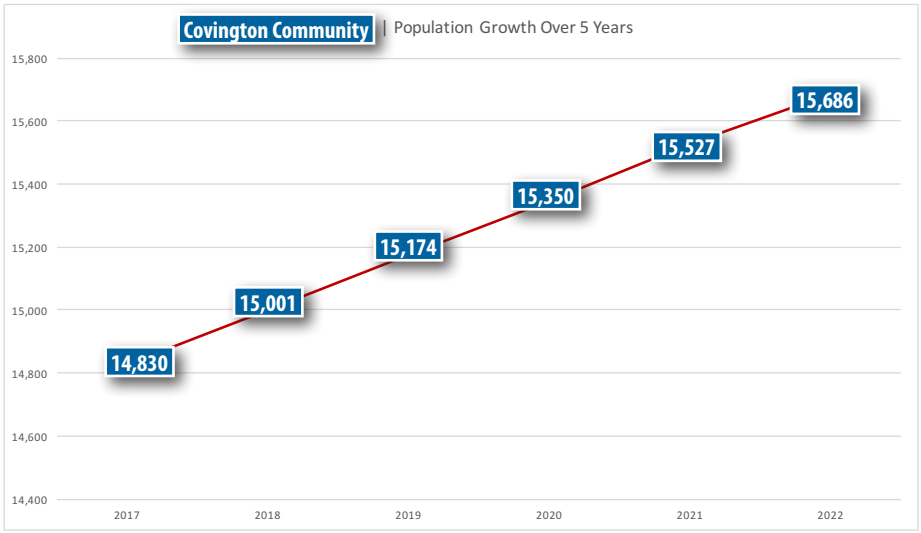


Table 15. Consumer Expenditures in Year 6

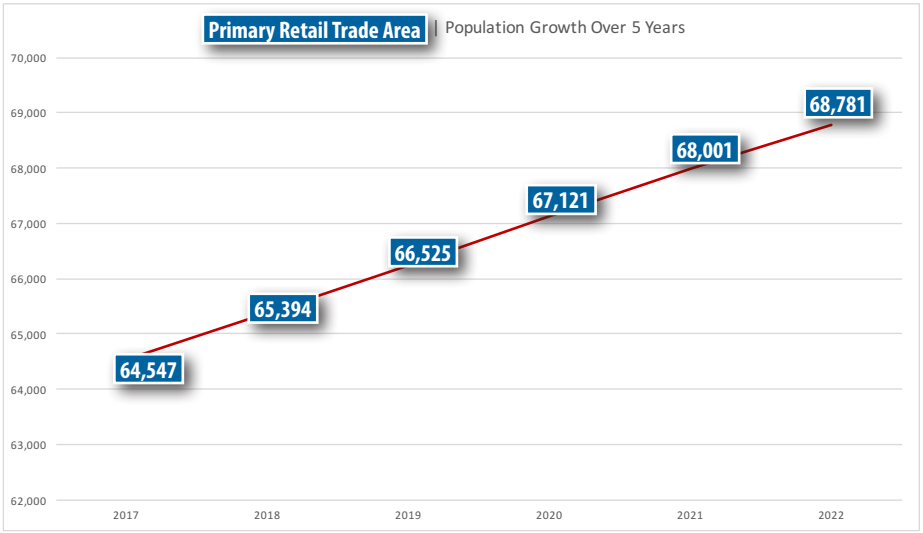
		Average Worker	Total Amount	Percent of Expenditures
Food				
Groceries (Food at home)		$5,576	$32,987,779	7.3%
Restaurants (Food away from home)		$4,241	$25,092,142	5.5%
Alcoholic beverages		$625	$3,697,512	0.8%
	Subtotal	*$10,442*	*$61,777,433*	13.6%
Housing				
Mortgage/Rent (Shelter)		$13,270	$78,508,455	17.3%
Utilities, fuels, and public services		$5,870	$34,726,752	7.7%
Household operations		$1,746	$10,328,442	2.3%
Housekeeping supplies		$983	$5,814,140	1.3%
Household furnishings & equipment		$2,656	$15,712,230	3.5%
	Subtotal	*$24,524*	*$145,090,019*	32.0%
Transportation				
Vehicle purchases (net outlay)		$6,720	$39,759,232	8.8%
Gasoline and motor oil		$3,152	$18,645,648	4.1%
Other vehicle expenses		$3,704	$21,912,809	4.8%
Public and other transportation		$672	$3,978,558	0.9%
	Subtotal	*$14,248*	*$84,296,247*	18.6%
Other				
Apparel and services		$2,458	$14,544,133	3.2%
Health care		$6,330	$37,449,385	8.3%
Entertainment		$3,981	$23,555,171	5.2%
Personal care products and services		$913	$5,401,354	1.2%
Reading		$132	$781,659	0.2%
Education		$1,444	$8,545,556	1.9%
Tobacco prod. & smoking supplies		$0	$0	0.0%
Miscellaneous		$1,036	$6,130,317	1.4%
Cash contributions		$2,815	$16,651,978	3.7%
Personal insurance and pensions		$8,325	$49,253,319	10.9%
	Subtotal	*$27,435*	*$162,312,872*	35.8%
Grand Total		$76,649	$453,476,571	100.0%

POPULATION GROWTH OVER 5 YEARS

Covington, Georgia



See page 17 for Covington Community Demographics Report



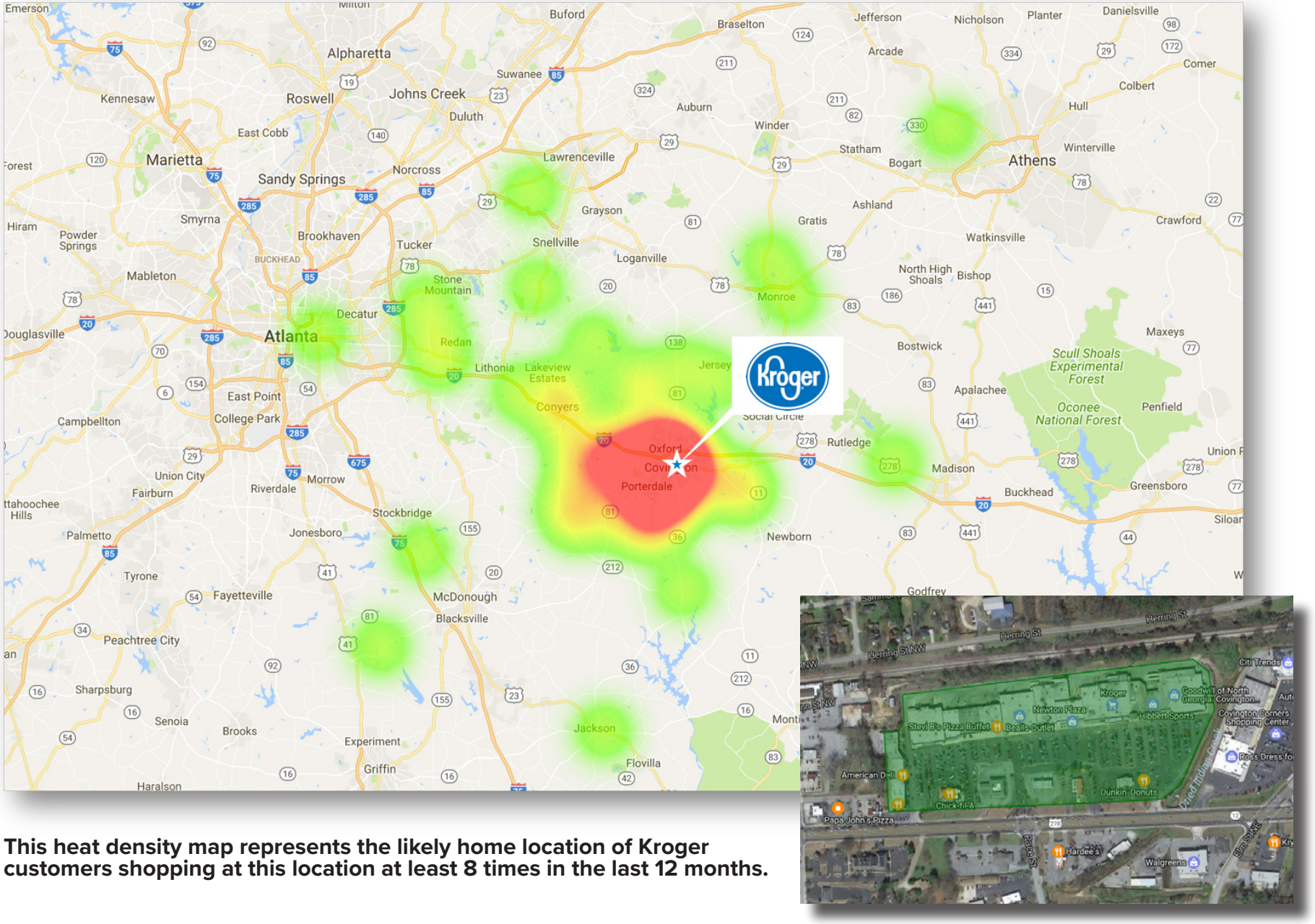
See page 25 for Primary Retail Trade Area Demographics Report

See page 38 for Secondary Retail Trade Area Demographics Report

Population projections are based on a 5.77% increase for the Community, 6.56% increase for the Primary Retail Trade Area, and 6.00% for the Secondary Retail Trade Area. This percentage of increase is over a five-year span.

KROGER CELL PHONE ANALYSIS

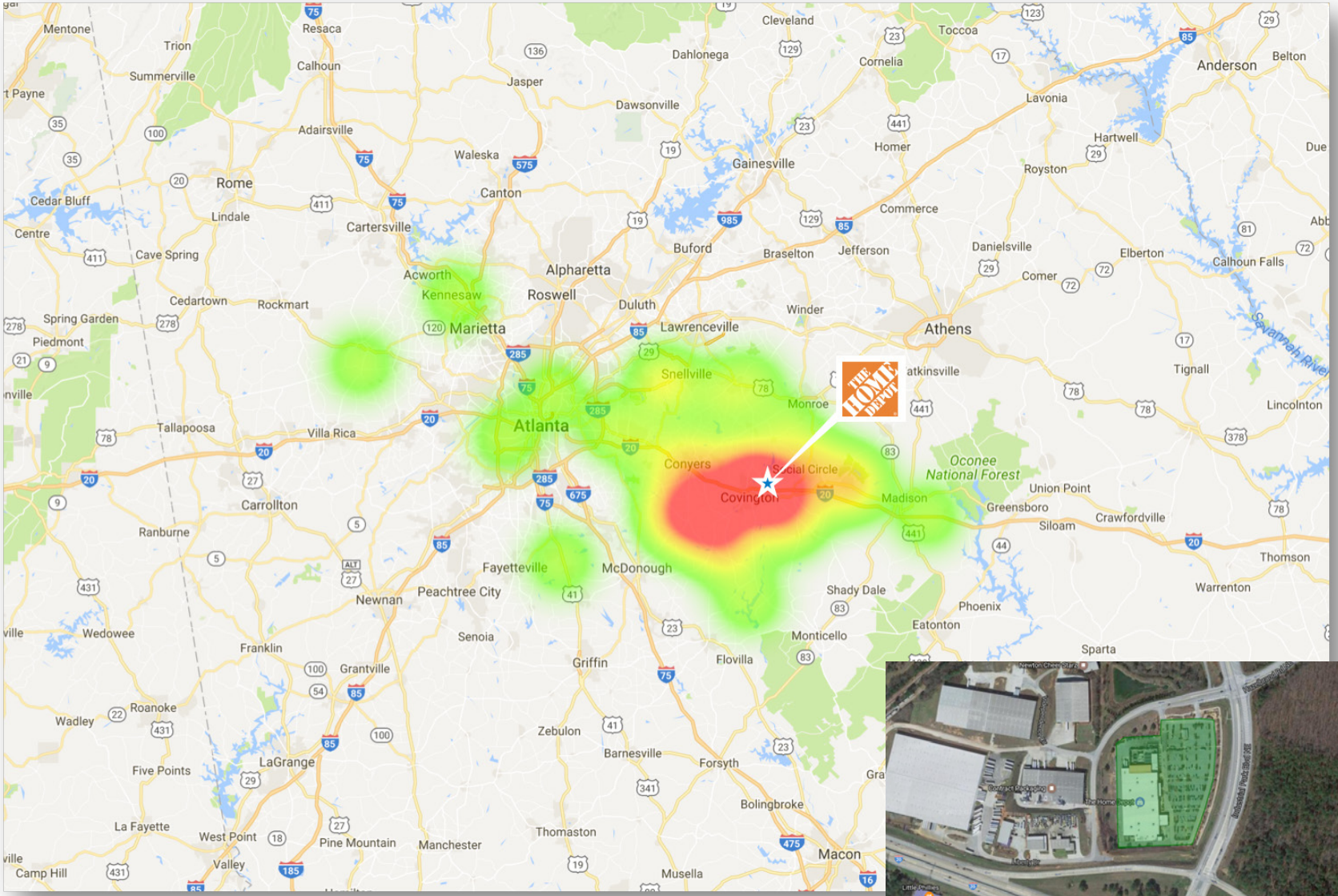
Covington, Georgia



This heat density map represents the likely home location of Kroger customers shopping at this location at least 8 times in the last 12 months.

THE HOME DEPOT CELL PHONE ANALYSIS

Covington, Georgia



This heat density map represents the likely home location of Home Depot customers shopping at this location at least 6 times in the last 12 months.

DESCRIPTION	DATA	%
Population		
2022 Projection	15,686	
2017 Estimate	14,830	
2010 Census	13,118	
2000 Census	8,480	
Growth 2017 - 2022		5.77%
Growth 2010 - 2017		13.05%
Growth 2000 - 2010		54.69%
2017 Est. Population by Single-Classification Race	14,830	
White Alone	6,558	44.22%
Black or African American Alone	7,150	48.21%
Amer. Indian and Alaska Native Alone	39	0.26%
Asian Alone	155	1.05%
Native Hawaiian and Other Pac. Isl. Alone	14	0.09%
Some Other Race Alone	594	4.01%
Two or More Races	320	2.16%
2017 Est. Population by Hispanic or Latino Origin	14,830	
Not Hispanic or Latino	13,798	93.04%
Hispanic or Latino	1,032	6.96%
Mexican	657	63.66%
Puerto Rican	124	12.02%
Cuban	31	3.00%
All Other Hispanic or Latino	220	21.32%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	1,032	
White Alone	315	30.52%
Black or African American Alone	78	7.56%
American Indian and Alaska Native Alone	5	0.48%
Asian Alone	1	0.10%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	566	54.84%
Two or More Races	67	6.49%
2017 Est. Pop by Race, Asian Alone, by Category	155	
Chinese, except Taiwanese	20	12.90%
Filipino	2	1.29%
Japanese	10	6.45%
Asian Indian	39	25.16%
Korean	35	22.58%
Vietnamese	19	12.26%
Cambodian	3	1.94%
Hmong	2	1.29%
Laotian	3	1.94%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	22	14.19%

DESCRIPTION	DATA	%
Population		
2022 Projection	15,686	
2017 Estimate	14,830	
2010 Census	13,118	
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Korean	35	22.58%
Vietnamese	19	12.26%
Cambodian	3	1.94%
Hmong	2	1.29%
Laotian	3	1.94%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	22	14.19%
2017 Est. Population by Ancestry	14,830	
Arab	5	0.03%
Czech	1	0.01%
Danish	10	0.07%
Dutch	64	0.43%
English	611	4.12%
French (except Basque)	80	0.54%
French Canadian	5	0.03%

DESCRIPTION	DATA	%
German	447	3.01%
Greek	1	0.01%
Hungarian	2	0.01%
Irish	738	4.98%
Italian	166	1.12%
Lithuanian	0	0.00%
United States or American	1,276	8.60%
Norwegian	8	0.05%
Polish	68	0.46%
Portuguese	2	0.01%
Russian	56	0.38%
Scottish	188	1.27%
Scotch-Irish	142	0.96%
Slovak	0	0.00%
Subsaharan African	201	1.36%
Swedish	3	0.02%
Swiss	241	1.63%
Ukrainian	3	0.02%
Welsh	147	0.99%
West Indian (except Hisp. groups)	205	1.38%
Other ancestries	8,094	54.58%
Ancestry Unclassified	2,066	13.93%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	13,719	
Speak Only English at Home	12,511	91.19%
Speak Asian/Pac. Isl. Lang. at Home	153	1.12%
Speak IndoEuropean Language at Home	267	1.95%
Speak Spanish at Home	755	5.50%
Speak Other Language at Home	33	0.24%
2017 Est. Population by Age	14,830	
Age 0 - 4	1,111	7.49%
Age 5 - 9	1,145	7.72%
Age 10 - 14	1,101	7.42%
Age 15 - 17	657	4.43%
Age 18 - 20	661	4.46%
Age 21 - 24	790	5.33%
Age 25 - 34	1,967	13.26%
Age 35 - 44	1,781	12.01%
Age 45 - 54	1,791	12.08%
Age 55 - 64	1,630	10.99%
Age 65 - 74	1,211	8.17%
Age 75 - 84	682	4.60%
Age 85 and over	303	2.04%
Age 16 and over	11,259	75.92%
Age 18 and over	10,816	72.93%
Age 21 and over	10,155	68.48%
Age 65 and over	2,196	14.81%
2017 Est. Median Age	34.9	
2017 Est. Average Age	37.1	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	14,830	
Male	6,901	46.53%
Female	7,929	53.47%
2017 Est. Male Population by Age	6,901	
Age 0 - 4	560	8.11%
Age 5 - 9	595	8.62%
Age 10 - 14	580	8.40%
Age 15 - 17	335	4.85%
Age 18 - 20	333	4.83%
Age 21 - 24	386	5.59%
Age 25 - 34	909	13.17%
Age 35 - 44	819	11.87%
Age 45 - 54	806	11.68%
Age 55 - 64	736	10.67%
Age 65 - 74	516	7.48%
Age 75 - 84	255	3.70%
Age 85 and over	71	1.03%
2017 Est. Median Age, Male	32.3	
2017 Est. Average Age, Male	34.9	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	7,929	
Age 0 - 4	551	6.95%
Age 5 - 9	550	6.94%
Age 10 - 14	521	6.57%
Age 15 - 17	322	4.06%
Age 18 - 20	328	4.14%
Age 21 - 24	404	5.10%
Age 25 - 34	1,058	13.34%
Age 35 - 44	962	12.13%
Age 45 - 54	985	12.42%
Age 55 - 64	894	11.28%
Age 65 - 74	695	8.77%
Age 75 - 84	427	5.39%
Age 85 and over	232	2.93%
2017 Est. Median Age, Female	37.4	
2017 Est. Average Age, Female	39.0	
2017 Est. Pop Age 15+ by Marital Status	11,473	
Total, Never Married	4,459	38.87%
Males, Never Married	2,401	20.93%
Females, Never Married	2,058	17.94%
Married, Spouse present	3,643	31.75%
Married, Spouse absent	639	5.57%
Widowed	953	8.31%
Males Widowed	199	1.73%
Females Widowed	754	6.57%
Divorced	1,779	15.51%
Males Divorced	506	4.41%
Females Divorced	1,273	11.10%

COMMUNITY • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	9,365	
Less than 9th grade	818	8.73%
Some High School, no diploma	1,712	18.28%
High School Graduate (or GED)	2,957	31.58%
Some College, no degree	1,773	18.93%
Associate Degree	650	6.94%
Bachelor's Degree	804	8.59%
Master's Degree	397	4.24%
Professional School Degree	95	1.01%
Doctorate Degree	159	1.70%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	521	
No High School Diploma	356	68.33%
High School Graduate	35	6.72%
Some College or Associate's Degree	80	15.36%
Bachelor's Degree or Higher	50	9.60%
Households		
2022 Projection	5,681	
2017 Estimate	5,356	
2010 Census	4,730	
2000 Census	2,975	
Growth 2017 - 2022		6.07%
Growth 2010 - 2017		13.23%
Growth 2000 - 2010		58.99%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	5,356	
Family Households	3,592	67.06%
Nonfamily Households	1,764	32.94%
2017 Est. Group Quarters Population	503	
2017 HHs by Ethnicity, Hispanic/Latino	269	
2017 Est. Households by HH Income	5,356	
Income < $15,000	1,123	20.97%
Income $15,000 - $24,999	942	17.59%
Income $25,000 - $34,999	509	9.50%
Income $35,000 - $49,999	769	14.36%
Income $50,000 - $74,999	807	15.07%
Income $75,000 - $99,999	463	8.64%
Income $100,000 - $124,999	346	6.46%
Income $125,000 - $149,999	170	3.17%
Income $150,000 - $199,999	134	2.50%
Income $200,000 - $249,999	51	0.95%
Income $250,000 - $499,999	37	0.69%
Income $500,000+	5	0.09%
2017 Est. Average Household Income	$52,210	
2017 Est. Median Household Income	$37,029	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$49,509	
Black or African American Alone	$23,089	
American Indian and Alaska Native Alone	$36,875	
Asian Alone	$100,000	
Native Hawaiian and Other Pacific Islander Alone	$20,000	
Some Other Race Alone	$76,953	
Two or More Races	$33,571	
Hispanic or Latino	$36,841	
Not Hispanic or Latino	$37,060	
2017 Est. Family HH Type by Presence of Own Child.	3,592	
Married-Couple Family, own children	836	23.27%
Married-Couple Family, no own children	1,114	31.01%
Male Householder, own children	138	3.84%
Male Householder, no own children	194	5.40%
Female Householder, own children	779	21.69%
Female Householder, no own children	531	14.78%
2017 Est. Households by Household Size	5,356	
1-person	1,472	27.48%
2-person	1,543	28.81%
3-person	911	17.01%
4-person	706	13.18%
5-person	391	7.30%
6-person	200	3.73%
7-or-more-person	133	2.48%
2017 Est. Average Household Size	2.67	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	5,356	
Households with 1 or More People under Age 18:	2,094	39.10%
Married-Couple Family	945	45.13%
Other Family, Male Householder	184	8.79%
Other Family, Female Householder	947	45.22%
Nonfamily, Male Householder	14	0.67%
Nonfamily, Female Householder	4	0.19%
Households with No People under Age 18:	3,262	60.90%
Married-Couple Family	1,005	30.81%
Other Family, Male Householder	148	4.54%
Other Family, Female Householder	361	11.07%
Nonfamily, Male Householder	690	21.15%
Nonfamily, Female Householder	1,058	32.43%
2017 Est. Households by Number of Vehicles	5,356	
No Vehicles	635	11.86%
1 Vehicle	2,119	39.56%
2 Vehicles	1,692	31.59%
3 Vehicles	750	14.00%
4 Vehicles	114	2.13%
5 or more Vehicles	46	0.86%
2017 Est. Average Number of Vehicles	1.6	

COMMUNITY • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Family Households		
2022 Projection	3,810	
2017 Estimate	3,592	
2010 Census	3,152	
2000 Census	2,142	
Growth 2017 - 2022		6.07%
Growth 2010 - 2017		13.96%
Growth 2000 - 2010		47.15%
2017 Est. Families by Poverty Status	3,592	
2017 Families at or Above Poverty	2,804	78.06%
2017 Families at or Above Poverty with Children	1,220	33.96%
2017 Families Below Poverty	788	21.94%
2017 Families Below Poverty with Children	637	17.73%
2017 Est. Pop Age 16+ by Employment Status	11,259	
In Armed Forces	1	0.01%
Civilian - Employed	5,909	52.48%
Civilian - Unemployed	701	6.23%
Not in Labor Force	4,648	41.28%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	5,996	
For-Profit Private Workers	4,491	74.90%
Non-Profit Private Workers	359	5.99%
Local Government Workers	443	7.39%
State Government Workers	212	3.54%
Federal Government Workers	66	1.10%
Self-Employed Workers	423	7.05%
Unpaid Family Workers	2	0.03%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	5,996	
Architect/Engineer	43	0.72%
Arts/Entertainment/Sports	65	1.08%
Building Grounds Maintenance	262	4.37%
Business/Financial Operations	171	2.85%
Community/Social Services	161	2.69%
Computer/Mathematical	69	1.15%
Construction/Extraction	286	4.77%
Education/Training/Library	216	3.60%
Farming/Fishing/Forestry	3	0.05%
Food Prep/Serving	590	9.84%
Health Practitioner/Technician	197	3.29%
Healthcare Support	279	4.65%
Maintenance Repair	195	3.25%
Legal	84	1.40%
Life/Physical/Social Science	47	0.78%
Management	474	7.91%
Office/Admin. Support	649	10.82%
Production	557	9.29%
Protective Services	99	1.65%
Sales/Related	629	10.49%
Personal Care/Service	154	2.57%
Transportation/Moving	766	12.78%
2017 Est. Pop 16+ by Occupation Classification	5,996	
Blue Collar	1,804	30.09%
White Collar	2,805	46.78%
Service and Farm	1,387	23.13%

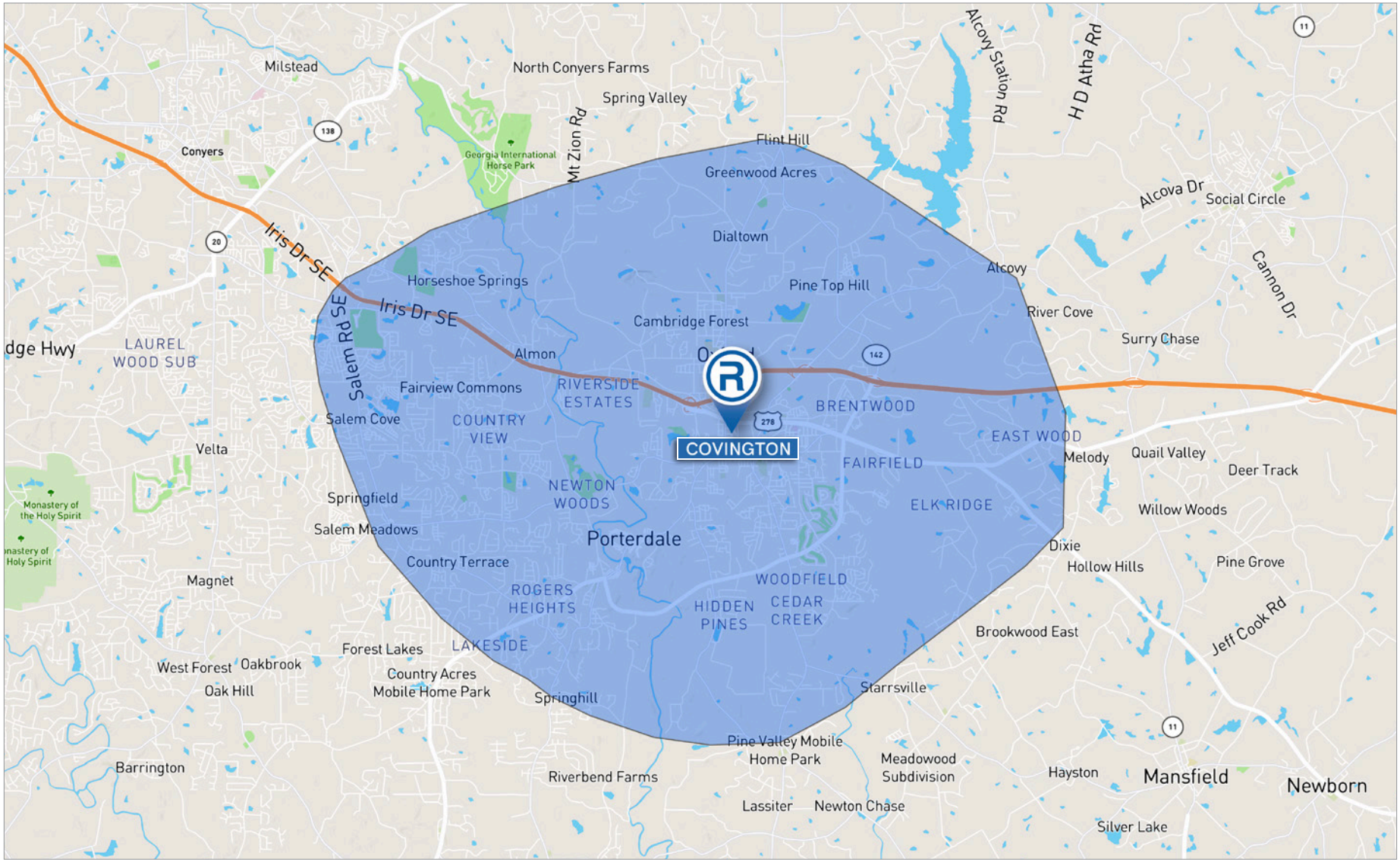
DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	5,891	
Drove Alone	4,518	76.69%
Car Pooled	845	14.34%
Public Transportation	34	0.58%
Walked	173	2.94%
Bicycle	9	0.15%
Other Means	88	1.49%
Worked at Home	224	3.80%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,222	
15 - 29 Minutes	1,693	
30 - 44 Minutes	610	
45 - 59 Minutes	369	
60 or more Minutes	785	
2017 Est. Avg Travel Time to Work in Minutes	28.00	
2017 Est. Occupied Housing Units by Tenure	5,356	
Owner Occupied	2,677	49.98%
Renter Occupied	2,679	50.02%
2017 Owner Occ. HUs: Avg. Length of Residence	16.6	
2017 Renter Occ. HUs: Avg. Length of Residence	8.1	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	2,677	
Value Less than $20,000	185	6.91%
Value $20,000 - $39,999	173	6.46%
Value $40,000 - $59,999	223	8.33%
Value $60,000 - $79,999	371	13.86%
Value $80,000 - $99,999	254	9.49%
Value $100,000 - $149,999	488	18.23%
Value $150,000 - $199,999	257	9.60%
Value $200,000 - $299,999	449	16.77%
Value $300,000 - $399,999	127	4.74%
Value $400,000 - $499,999	76	2.84%
Value $500,000 - $749,999	54	2.02%
Value $750,000 - $999,999	7	0.26%
Value $1,000,000 or more	13	0.49%
2017 Est. Median All Owner-Occupied Housing Value	$113,576	
2017 Est. Housing Units by Units in Structure	6,192	
1 Unit Attached	70	1.13%
1 Unit Detached	4,382	70.77%
2 Units	277	4.47%
3 or 4 Units	315	5.09%
5 to 19 Units	461	7.45%
20 to 49 Units	233	3.76%
50 or More Units	190	3.07%
Mobile Home or Trailer	233	3.76%
Boat, RV, Van, etc.	31	0.50%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	6,192	
Housing Units Built 2010 or later	428	6.91%
Housing Units Built 2000 to 2009	1,524	24.61%
Housing Units Built 1990 to 1999	815	13.16%
Housing Units Built 1980 to 1989	818	13.21%
Housing Units Built 1970 to 1979	725	11.71%
Housing Units Built 1960 to 1969	591	9.54%
Housing Units Built 1950 to 1959	572	9.24%
Housing Units Built 1940 to 1949	154	2.49%
Housing Unit Built 1939 or Earlier	565	9.12%
2017 Est. Median Year Structure Built	1986	

PRIMARY RETAIL TRADE AREA

Covington, Georgia



PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Covington, Georgia

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$784,018,191**	**$400,647,543**	**$383,370,648**	**0.511**
441	Motor Vehicle and Parts Dealers	$152,321,008.72	$60,939,145.00	$91,381,863.72	0.400
4411	Automotive Dealers	$131,917,754.51	$59,026,045.00	$72,891,709.51	0.447
4412	Other Motor Vehicle Dealers	$7,983,702.70	$630,915.00	$7,352,787.70	0.079
4413	Automotive Parts/Accsrs, Tire Stores	$12,419,551.51	$1,282,185.00	$11,137,366.51	0.103
442	Furniture and Home Furnishings Stores	$23,319,275.33	$3,226,876.00	$20,092,399.33	0.138
4421	Furniture Stores	$12,096,568.19	$1,816,467.00	$10,280,101.19	0.150
4422	Home Furnishing Stores	$11,222,707.14	$1,410,409.00	$9,812,298.14	0.126
443	Electronics and Appliance Stores	$24,795,542.60	$3,292,242.00	$21,503,300.60	0.133
44311	Appliances, TVs, Electronics Stores	$12,397,771.30	$1,646,121.00	$10,751,650.30	0.133
443111	Household Appliances Stores	$1,559,975.20	$370,633.00	$1,189,342.20	0.238
443112	Electronics Stores	$10,837,796.10	$1,275,488.00	$9,562,308.10	0.118
444	Building Material, Garden Equip Stores	$96,512,652.88	$44,924,754.00	$51,587,898.88	0.465
4441	Building Material and Supply Dealers	$90,251,718.29	$44,330,760.00	$45,920,958.29	0.491
44411	Home Centers	$38,474,828.39	$17,393,499.00	$21,081,329.39	0.452
44412	Paint and Wallpaper Stores	$2,038,014.95	$790,076.00	$1,247,938.95	0.388
44413	Hardware Stores	$7,907,520.95	$2,436,278.00	$5,471,242.95	0.308
44419	Other Building Materials Dealers	$41,831,354.01	$23,710,907.00	$18,120,447.01	0.567
444191	Building Materials, Lumberyards	$15,607,372.11	$8,846,594.00	$6,760,778.11	0.567
4442	Lawn, Garden Equipment, Supplies Stores	$6,260,934.59	$593,994.00	$5,666,940.59	0.095
44421	Outdoor Power Equipment Stores	$1,113,076.40	$593,994.00	$519,082.40	0.534
44422	Nursery and Garden Centers	$5,147,858.19	$0.00	$5,147,858.19	0.000

PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Covington, Georgia

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	$108,893,851.64	$88,207,880.00	$20,685,971.64	0.810
4451	Grocery Stores	$102,077,946.24	$83,366,314.00	$18,711,632.24	0.817
44511	Supermarkets, Grocery (Ex Conv) Stores	$96,470,335.34	$83,251,335.00	$13,219,000.34	0.863
44512	Convenience Stores	$5,607,610.91	$114,979.00	$5,492,631.91	0.021
4452	Specialty Food Stores	$1,995,317.23	$18,004.00	$1,977,313.23	0.009
4453	Beer, Wine and Liquor Stores	$4,820,588.17	$4,823,562.00	-$2,973.83	1.001
446	Health and Personal Care Stores	$40,120,647.48	$25,830,688.00	$14,289,959.48	0.644
44611	Pharmacies and Drug Stores	$32,892,911.64	$25,209,773.00	$7,683,138.64	0.766
44612	Cosmetics, Beauty Supplies, Perfume Stores	$4,160,105.37	$316,918.00	$3,843,187.37	0.076
44613	Optical Goods Stores	$1,368,680.09	$140,564.00	$1,228,116.09	0.103
44619	Other Health and Personal Care Stores	$1,698,950.37	$163,433.00	$1,535,517.37	0.096
447	Gasoline Stations	$54,449,461.62	$21,536,099.00	$32,913,362.62	0.396
44711	Gasoline Stations With Conv Stores	$28,006,354.54	$20,932,243.00	$7,074,111.54	0.747
44719	Other Gasoline Stations	$26,443,107.08	$603,856.00	$25,839,251.08	0.023
448	Clothing and Clothing Accessories Stores	$37,118,288.09	$11,612,234.00	$25,506,054.09	0.313
4481	Clothing Stores	$27,375,146.78	$7,444,967.00	$19,930,179.78	0.272
44811	Men's Clothing Stores	$1,375,474.47	$769,319.00	$606,155.47	0.559
44812	Women's Clothing Stores	$6,156,807.42	$950,419.00	$5,206,388.42	0.154
44813	Childrens, Infants Clothing Stores	$1,602,505.10	$0.00	$1,602,505.10	0.000
44814	Family Clothing Stores	$14,943,836.64	$3,127,415.00	$11,816,421.64	0.209
44815	Clothing Accessories Stores	$1,060,864.61	$674,822.00	$386,042.61	0.636
44819	Other Clothing Stores	$2,235,658.55	$1,922,992.00	$312,666.55	0.860
4482	Shoe Stores	$5,625,425.66	$1,528,805.00	$4,096,620.66	0.272
4483	Jewelry, Luggage, Leather Goods Stores	$4,117,715.65	$2,638,462.00	$1,479,253.65	0.641
44831	Jewelry Stores	$3,868,952.82	$2,638,462.00	$1,230,490.82	0.682
44832	Luggage and Leather Goods Stores	$248,762.83	$0.00	$248,762.83	0.000

PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Covington, Georgia

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$11,889,746.99	$4,255,582.00	$7,634,164.99	0.358
4511	Sportng Goods, Hobby, Musical Inst Stores	$10,020,456.98	$3,770,406.00	$6,250,050.98	0.376
45111	Sporting Goods Stores	$5,979,632.96	$2,513,183.00	$3,466,449.96	0.420
45112	Hobby, Toys and Games Stores	$2,870,112.72	$811,322.00	$2,058,790.72	0.283
45113	Sew/Needlework/Piece Goods Stores	$524,493.06	$0.00	$524,493.06	0.000
45114	Musical Instrument and Supplies Stores	$646,218.24	$445,901.00	$200,317.24	0.690
4512	Book, Periodical and Music Stores	$1,869,290.00	$485,176.00	$1,384,114.00	0.260
45121	Book Stores and News Dealers	$1,869,290.00	$485,176.00	$1,384,114.00	0.260
451211	Book Stores	$1,728,031.86	$485,176.00	$1,242,855.86	0.281
451212	News Dealers and Newsstands	$141,258.14	$0.00	$141,258.14	0.000
452	General Merchandise Stores	$93,292,057.79	$45,007,597.00	$48,284,460.79	0.482
4521	Department Stores Excl Leased Depts	$45,657,583.35	$37,193,416.00	$8,464,167.35	0.815
4529	Other General Merchandise Stores	$47,634,474.44	$7,814,181.00	$39,820,293.44	0.164
453	Miscellaneous Store Retailers	$18,947,387.34	$4,701,732.00	$14,245,655.34	0.248
4531	Florists	$809,945.95	$1,472,876.00	-$662,930.05	1.818
4532	Office Supplies, Stationery, Gift Stores	$8,373,431.60	$0.00	$8,373,431.60	0.000
45321	Office Supplies and Stationery Stores	$4,609,168.79	$0.00	$4,609,168.79	0.000
45322	Gift, Novelty and Souvenir Stores	$3,764,262.81	$0.00	$3,764,262.81	0.000
4533	Used Merchandise Stores	$2,613,299.27	$3,228,856.00	-$615,556.73	1.236
4539	Other Miscellaneous Store Retailers	$7,150,710.52	$0.00	$7,150,710.52	0.000
454	Non-Store Retailers	$33,772,778.88	$208,510.00	$33,564,268.88	0.006

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	$88,585,492.14	$86,904,204.00	$1,681,288.14	0.981
7223	Special Foodservices	$5,414,875.08	$236,399.00	$5,178,476.08	0.044
7224	Drinking Places -Alcoholic Beverages	$1,360,367.60	$443,707.00	$916,660.60	0.326
722511	Full Service Restaurants	$43,115,505.62	$48,564,585.00	-$5,449,079.38	1.126
722513	Limited Service Eating Places	$34,849,190.35	$33,056,206.00	$1,792,984.35	0.949
722514	Cafeterias, Grill Buffets, and Buffets	$978,045.60	$0.00	$978,045.60	0.000
722515	Snack and Non-alcoholic Beverage Bars	$2,867,507.89	$4,603,307.00	-$1,735,799.11	1.605

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2022 Projection	68,781	
2017 Estimate	64,547	
2010 Census	59,250	
2000 Census	36,222	
Growth 2017 - 2022		6.56%
Growth 2010 - 2017		8.94%
Growth 2000 - 2010		63.58%
2017 Est. Population by Single-Classification Race	64,547	
White Alone	25,247	39.11%
Black or African American Alone	34,740	53.82%
Amer. Indian and Alaska Native Alone	136	0.21%
Asian Alone	947	1.47%
Native Hawaiian and Other Pac. Isl. Alone	33	0.05%
Some Other Race Alone	1,819	2.82%
Two or More Races	1,626	2.52%
2017 Est. Population by Hispanic or Latino Origin	64,547	
Not Hispanic or Latino	60,554	93.81%
Hispanic or Latino	3,993	6.19%
Mexican	2,395	59.98%
Puerto Rican	593	14.85%
Cuban	185	4.63%
All Other Hispanic or Latino	820	20.53%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	3,993	
White Alone	1,396	34.96%
Black or African American Alone	478	11.97%
American Indian and Alaska Native Alone	27	0.68%
Asian Alone	24	0.61%
Native Hawaiian and Other Pacific Islander Alone	0	0.01%
Some Other Race Alone	1,698	42.52%
Two or More Races	369	9.25%
2017 Est. Pop by Race, Asian Alone, by Category	947	
Chinese, except Taiwanese	51	5.39%
Filipino	78	8.19%
Japanese	23	2.45%
Asian Indian	234	24.66%
Korean	200	21.11%
Vietnamese	197	20.84%
Cambodian	12	1.29%
Hmong	39	4.08%
Laotian	14	1.51%
Thai	5	0.54%
All Other Asian Races Including 2+ Category	94	9.96%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	64,547	
Arab	45	0.07%
Czech	5	0.01%
Danish	48	0.07%
Dutch	377	0.58%
English	2,287	3.54%
French (except Basque)	269	0.42%
French Canadian	39	0.06%
German	1,923	2.98%
Greek	34	0.05%
Hungarian	33	0.05%
Irish	2,713	4.20%
Italian	649	1.01%
Lithuanian	7	0.01%
United States or American	5,064	7.85%
Norwegian	26	0.04%
Polish	211	0.33%
Portuguese	7	0.01%
Russian	236	0.37%
Scottish	628	0.97%
Scotch-Irish	586	0.91%
Slovak	14	0.02%
Subsaharan African	963	1.49%
Swedish	88	0.14%
Swiss	336	0.52%
Ukrainian	133	0.21%
Welsh	293	0.45%
West Indian (except Hisp. groups)	2,110	3.27%
Other ancestries	36,156	56.02%
Ancestry Unclassified	9,265	14.35%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	60,178	
Speak Only English at Home	55,405	92.07%
Speak Asian/Pac. Isl. Lang. at Home	503	0.84%
Speak IndoEuropean Language at Home	1,119	1.86%
Speak Spanish at Home	2,826	4.70%
Speak Other Language at Home	325	0.54%
2017 Est. Population by Age	64,547	
Age 0 - 4	4,369	6.77%
Age 5 - 9	4,650	7.20%
Age 10 - 14	5,090	7.89%
Age 15 - 17	3,121	4.83%
Age 18 - 20	3,148	4.88%
Age 21 - 24	3,684	5.71%
Age 25 - 34	8,015	12.42%
Age 35 - 44	8,508	13.18%
Age 45 - 54	8,829	13.68%
Age 55 - 64	7,107	11.01%
Age 65 - 74	4,939	7.65%
Age 75 - 84	2,292	3.55%
Age 85 and over	795	1.23%
Age 16 and over	49,416	76.56%
Age 18 and over	47,318	73.31%
Age 21 and over	44,169	68.43%
Age 65 and over	8,026	12.43%
2017 Est. Median Age	35.2	
2017 Est. Average Age	36.4	

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Sex	64,547	
Male	30,217	46.81%
Female	34,330	53.19%
2017 Est. Male Population by Age	30,217	
Age 0 - 4	2,218	7.34%
Age 5 - 9	2,374	7.86%
Age 10 - 14	2,575	8.52%
Age 15 - 17	1,571	5.20%
Age 18 - 20	1,578	5.22%
Age 21 - 24	1,848	6.12%
Age 25 - 34	3,797	12.57%
Age 35 - 44	3,761	12.45%
Age 45 - 54	4,046	13.39%
Age 55 - 64	3,155	10.44%
Age 65 - 74	2,121	7.02%
Age 75 - 84	936	3.10%
Age 85 and over	236	0.78%
2017 Est. Median Age, Male	32.8	
2017 Est. Average Age, Male	34.8	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	34,330	
Age 0 - 4	2,151	6.27%
Age 5 - 9	2,275	6.63%
Age 10 - 14	2,514	7.32%
Age 15 - 17	1,550	4.52%
Age 18 - 20	1,570	4.57%
Age 21 - 24	1,836	5.35%
Age 25 - 34	4,218	12.29%
Age 35 - 44	4,747	13.83%
Age 45 - 54	4,783	13.93%
Age 55 - 64	3,951	11.51%
Age 65 - 74	2,819	8.21%
Age 75 - 84	1,356	3.95%
Age 85 and over	559	1.63%
2017 Est. Median Age, Female	37.2	
2017 Est. Average Age, Female	37.8	
2017 Est. Pop Age 15+ by Marital Status	50,438	
Total, Never Married	18,771	37.21%
Males, Never Married	9,452	18.74%
Females, Never Married	9,319	18.48%
Married, Spouse present	18,930	37.53%
Married, Spouse absent	2,930	5.81%
Widowed	2,883	5.72%
Males Widowed	717	1.42%
Females Widowed	2,165	4.29%
Divorced	6,926	13.73%
Males Divorced	1,929	3.82%
Females Divorced	4,997	9.91%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	40,486	
Less than 9th grade	2,198	5.43%
Some High School, no diploma	5,316	13.13%
High School Graduate (or GED)	12,252	30.26%
Some College, no degree	9,237	22.82%
Associate Degree	3,187	7.87%
Bachelor's Degree	5,279	13.04%
Master's Degree	2,112	5.22%
Professional School Degree	433	1.07%
Doctorate Degree	471	1.16%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,984	
No High School Diploma	1,071	53.97%
High School Graduate	222	11.20%
Some College or Associate's Degree	502	25.31%
Bachelor's Degree or Higher	189	9.51%
Households		
2022 Projection	23,623	
2017 Estimate	22,248	
2010 Census	20,587	
2000 Census	12,923	
Growth 2017 - 2022		6.18%
Growth 2010 - 2017		8.07%
Growth 2000 - 2010		59.30%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	22,248	
Family Households	16,208	72.85%
Nonfamily Households	6,041	27.15%
2017 Est. Group Quarters Population	1,439	
2017 HHs by Ethnicity, Hispanic/Latino	979	
2017 Est. Households by HH Income	22,248	
Income < $15,000	3,277	14.73%
Income $15,000 - $24,999	2,857	12.84%
Income $25,000 - $34,999	2,156	9.69%
Income $35,000 - $49,999	3,368	15.14%
Income $50,000 - $74,999	4,152	18.66%
Income $75,000 - $99,999	2,519	11.32%
Income $100,000 - $124,999	1,492	6.71%
Income $125,000 - $149,999	998	4.49%
Income $150,000 - $199,999	974	4.38%
Income $200,000 - $249,999	270	1.21%
Income $250,000 - $499,999	157	0.70%
Income $500,000+	29	0.13%
2017 Est. Average Household Income	$61,880	
2017 Est. Median Household Income	$47,625	

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$49,746	
Black or African American Alone	$44,850	
American Indian and Alaska Native Alone	$37,882	
Asian Alone	$33,148	
Native Hawaiian and Other Pacific Islander Alone	$47,585	
Some Other Race Alone	$68,742	
Two or More Races	$46,848	
Hispanic or Latino	$40,753	
Not Hispanic or Latino	$48,183	
2017 Est. Family HH Type by Presence of Own Child.	16,208	
Married-Couple Family, own children	4,534	27.98%
Married-Couple Family, no own children	5,258	32.44%
Male Householder, own children	631	3.89%
Male Householder, no own children	689	4.25%
Female Householder, own children	3,068	18.93%
Female Householder, no own children	2,028	12.51%
2017 Est. Households by Household Size	22,248	
1-person	4,998	22.47%
2-person	6,384	28.70%
3-person	4,117	18.51%
4-person	3,363	15.12%
5-person	1,929	8.67%
6-person	876	3.94%
7-or-more-person	580	2.61%
2017 Est. Average Household Size	2.84	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	22,248	
Households with 1 or More People under Age 18:	9,638	43.32%
Married-Couple Family	5,042	52.31%
Other Family, Male Householder	802	8.32%
Other Family, Female Householder	3,710	38.50%
Nonfamily, Male Householder	61	0.63%
Nonfamily, Female Householder	23	0.24%
Households with No People under Age 18:	12,611	56.68%
Married-Couple Family	4,745	37.63%
Other Family, Male Householder	521	4.13%
Other Family, Female Householder	1,381	10.95%
Nonfamily, Male Householder	2,495	19.78%
Nonfamily, Female Householder	3,468	27.50%
2017 Est. Households by Number of Vehicles	22,248	
No Vehicles	1,478	6.64%
1 Vehicle	7,483	33.63%
2 Vehicles	8,265	37.15%
3 Vehicles	3,918	17.61%
4 Vehicles	881	3.96%
5 or more Vehicles	223	1.00%
2017 Est. Average Number of Vehicles	1.8	

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Family Households		
2022 Projection	17,201	
2017 Estimate	16,208	
2010 Census	15,002	
2000 Census	9,668	
Growth 2017 - 2022		6.13%
Growth 2010 - 2017		8.03%
Growth 2000 - 2010		55.17%
2017 Est. Families by Poverty Status	16,208	
2017 Families at or Above Poverty	13,440	82.92%
2017 Families at or Above Poverty with Children	6,625	40.87%
2017 Families Below Poverty	2,768	17.08%
2017 Families Below Poverty with Children	2,171	13.40%
2017 Est. Pop Age 16+ by Employment Status	49,416	
In Armed Forces	41	0.08%
Civilian - Employed	27,127	54.90%
Civilian - Unemployed	3,381	6.84%
Not in Labor Force	18,867	38.18%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	27,501	
For-Profit Private Workers	19,410	70.58%
Non-Profit Private Workers	1,507	5.48%
Local Government Workers	2,771	10.08%
State Government Workers	1,198	4.36%
Federal Government Workers	674	2.45%
Self-Employed Workers	1,929	7.01%
Unpaid Family Workers	12	0.04%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	27,501	
Architect/Engineer	448	1.63%
Arts/Entertainment/Sports	347	1.26%
Building Grounds Maintenance	1,036	3.77%
Business/Financial Operations	985	3.58%
Community/Social Services	571	2.07%
Computer/Mathematical	522	1.90%
Construction/Extraction	1,334	4.85%
Education/Training/Library	1,737	6.32%
Farming/Fishing/Forestry	31	0.11%
Food Prep/Serving	1,617	5.88%
Health Practitioner/Technician	1,085	3.94%
Healthcare Support	1,423	5.17%
Maintenance Repair	1,087	3.95%
Legal	243	0.88%
Life/Physical/Social Science	90	0.33%
Management	2,210	8.04%
Office/Admin. Support	3,784	13.76%
Production	2,226	8.09%
Protective Services	734	2.67%
Sales/Related	3,089	11.23%
Personal Care/Service	503	1.83%
Transportation/Moving	2,399	8.72%
2017 Est. Pop 16+ by Occupation Classification	27,501	
Blue Collar	7,046	25.62%
White Collar	15,111	54.95%
Service and Farm	5,343	19.43%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

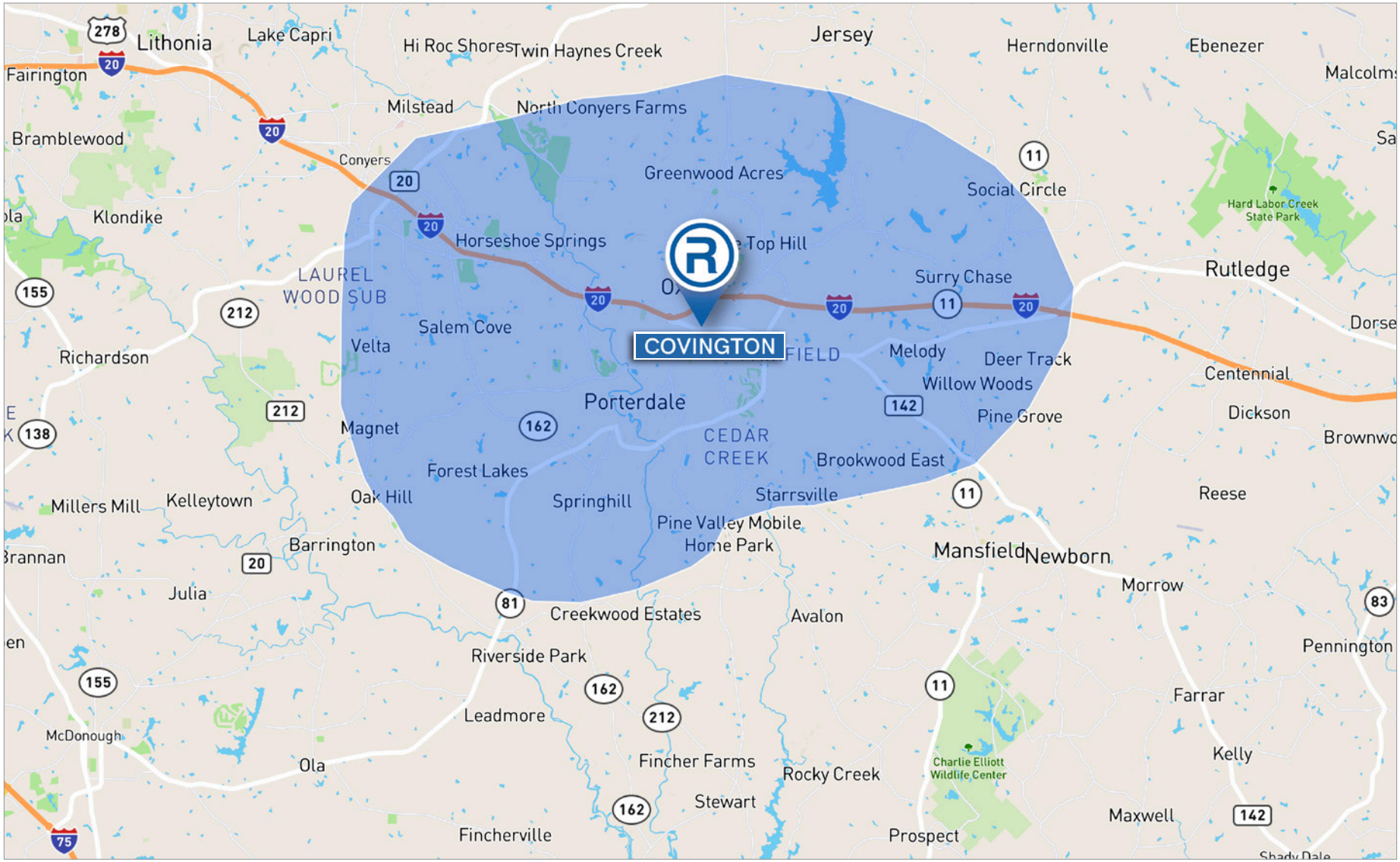
DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	26,973	
Drove Alone	21,331	79.08%
Car Pooled	3,667	13.60%
Public Transportation	257	0.95%
Walked	439	1.63%
Bicycle	12	0.04%
Other Means	175	0.65%
Worked at Home	1,092	4.05%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,082	
15 - 29 Minutes	8,709	
30 - 44 Minutes	3,440	
45 - 59 Minutes	3,867	
60 or more Minutes	3,896	
2017 Est. Avg Travel Time to Work in Minutes	34.00	
2017 Est. Occupied Housing Units by Tenure	22,248	
Owner Occupied	14,704	66.09%
Renter Occupied	7,544	33.91%
2017 Owner Occ. HUs: Avg. Length of Residence	14.3	
2017 Renter Occ. HUs: Avg. Length of Residence	6.7	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	14,704	
Value Less than $20,000	874	5.95%
Value $20,000 - $39,999	643	4.37%
Value $40,000 - $59,999	597	4.06%
Value $60,000 - $79,999	1,693	11.51%
Value $80,000 - $99,999	1,512	10.28%
Value $100,000 - $149,999	3,842	26.13%
Value $150,000 - $199,999	1,998	13.59%
Value $200,000 - $299,999	2,472	16.81%
Value $300,000 - $399,999	561	3.82%
Value $400,000 - $499,999	282	1.92%
Value $500,000 - $749,999	176	1.20%
Value $750,000 - $999,999	24	0.16%
Value $1,000,000 or more	30	0.20%
2017 Est. Median All Owner-Occupied Housing Value	$126,457	
2017 Est. Housing Units by Units in Structure	24,895	
1 Unit Attached	426	1.71%
1 Unit Detached	19,515	78.39%
2 Units	1,162	4.67%
3 or 4 Units	717	2.88%
5 to 19 Units	1,334	5.36%
20 to 49 Units	585	2.35%
50 or More Units	241	0.97%
Mobile Home or Trailer	820	3.29%
Boat, RV, Van, etc.	95	0.38%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	24,895	
Housing Units Built 2010 or later	1,835	7.37%
Housing Units Built 2000 to 2009	9,032	36.28%
Housing Units Built 1990 to 1999	5,182	20.82%
Housing Units Built 1980 to 1989	2,678	10.76%
Housing Units Built 1970 to 1979	2,427	9.75%
Housing Units Built 1960 to 1969	1,164	4.68%
Housing Units Built 1950 to 1959	1,159	4.65%
Housing Units Built 1940 to 1949	350	1.41%
Housing Unit Built 1939 or Earlier	1,068	4.29%
2017 Est. Median Year Structure Built	1997	

SECONDARY RETAIL TRADE AREA

Covington, Georgia



SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2022 Projection	130,497	
2017 Estimate	123,109	
2010 Census	114,272	
2000 Census	76,884	
Growth 2017 - 2022		6.00%
Growth 2010 - 2017		7.73%
Growth 2000 - 2010		48.63%
2017 Est. Population by Single-Classification Race	123,109	
White Alone	51,317	41.68%
Black or African American Alone	62,684	50.92%
Amer. Indian and Alaska Native Alone	320	0.26%
Asian Alone	1,831	1.49%
Native Hawaiian and Other Pac. Isl. Alone	98	0.08%
Some Other Race Alone	3,759	3.05%
Two or More Races	3,101	2.52%
2017 Est. Population by Hispanic or Latino Origin	123,109	
Not Hispanic or Latino	115,326	93.68%
Hispanic or Latino	7,783	6.32%
Mexican	4,823	61.97%
Puerto Rican	1,100	14.13%
Cuban	355	4.57%
All Other Hispanic or Latino	1,505	19.33%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	7,783	
White Alone	2,755	35.39%
Black or African American Alone	841	10.81%
American Indian and Alaska Native Alone	57	0.73%
Asian Alone	30	0.38%
Native Hawaiian and Other Pacific Islander Alone	3	0.04%
Some Other Race Alone	3,485	44.78%
Two or More Races	613	7.87%
2017 Est. Pop by Race, Asian Alone, by Category	1,831	
Chinese, except Taiwanese	125	6.83%
Filipino	156	8.52%
Japanese	34	1.84%
Asian Indian	365	19.93%
Korean	288	15.74%
Vietnamese	592	32.31%
Cambodian	21	1.13%
Hmong	67	3.65%
Laotian	19	1.05%
Thai	19	1.02%
All Other Asian Races Including 2+ Category	146	7.97%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	123,109	
Arab	60	0.05%
Czech	37	0.03%
Danish	134	0.11%
Dutch	870	0.71%
English	5,330	4.33%
French (except Basque)	528	0.43%
French Canadian	187	0.15%
German	4,193	3.41%
Greek	139	0.11%
Hungarian	77	0.06%
Irish	5,665	4.60%
Italian	1,071	0.87%
Lithuanian	9	0.01%
United States or American	10,445	8.48%
Norwegian	96	0.08%
Polish	430	0.35%
Portuguese	11	0.01%
Russian	354	0.29%
Scottish	1,095	0.89%
Scotch-Irish	1,122	0.91%
Slovak	47	0.04%
Subsaharan African	1,523	1.24%
Swedish	263	0.21%
Swiss	351	0.29%
Ukrainian	170	0.14%
Welsh	556	0.45%
West Indian (except Hisp. groups)	4,100	3.33%
Other ancestries	66,131	53.72%
Ancestry Unclassified	18,114	14.71%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	115,163	
Speak Only English at Home	105,552	91.65%
Speak Asian/Pac. Isl. Lang. at Home	1,233	1.07%
Speak IndoEuropean Language at Home	2,159	1.88%
Speak Spanish at Home	5,445	4.73%
Speak Other Language at Home	774	0.67%
2017 Est. Population by Age	123,109	
Age 0 - 4	7,946	6.45%
Age 5 - 9	8,524	6.92%
Age 10 - 14	9,519	7.73%
Age 15 - 17	5,920	4.81%
Age 18 - 20	5,658	4.60%
Age 21 - 24	7,000	5.69%
Age 25 - 34	14,861	12.07%
Age 35 - 44	15,907	12.92%
Age 45 - 54	17,439	14.17%
Age 55 - 64	14,481	11.76%
Age 65 - 74	9,937	8.07%
Age 75 - 84	4,463	3.63%
Age 85 and over	1,455	1.18%
Age 16 and over	95,180	77.31%
Age 18 and over	91,200	74.08%
Age 21 and over	85,542	69.48%
Age 65 and over	15,854	12.88%
2017 Est. Median Age	36.3	
2017 Est. Average Age	37.1	

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Population by Sex	123,109	
Male	58,066	47.17%
Female	65,043	52.83%
2017 Est. Male Population by Age	58,066	
Age 0 - 4	4,037	6.95%
Age 5 - 9	4,337	7.47%
Age 10 - 14	4,841	8.34%
Age 15 - 17	2,991	5.15%
Age 18 - 20	2,866	4.94%
Age 21 - 24	3,521	6.06%
Age 25 - 34	7,131	12.28%
Age 35 - 44	7,056	12.15%
Age 45 - 54	8,018	13.81%
Age 55 - 64	6,570	11.32%
Age 65 - 74	4,381	7.55%
Age 75 - 84	1,855	3.19%
Age 85 and over	463	0.80%
2017 Est. Median Age, Male	34.0	
2017 Est. Average Age, Male	35.7	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	65,043	
Age 0 - 4	3,909	6.01%
Age 5 - 9	4,187	6.44%
Age 10 - 14	4,679	7.19%
Age 15 - 17	2,930	4.50%
Age 18 - 20	2,792	4.29%
Age 21 - 24	3,479	5.35%
Age 25 - 34	7,730	11.89%
Age 35 - 44	8,851	13.61%
Age 45 - 54	9,421	14.48%
Age 55 - 64	7,911	12.16%
Age 65 - 74	5,556	8.54%
Age 75 - 84	2,608	4.01%
Age 85 and over	992	1.52%
2017 Est. Median Age, Female	38.2	
2017 Est. Average Age, Female	38.4	
2017 Est. Pop Age 15+ by Marital Status	97,120	
Total, Never Married	33,929	34.94%
Males, Never Married	17,208	17.72%
Females, Never Married	16,721	17.22%
Married, Spouse present	39,676	40.85%
Married, Spouse absent	5,593	5.76%
Widowed	5,288	5.44%
Males Widowed	1,211	1.25%
Females Widowed	4,077	4.20%
Divorced	12,634	13.01%
Males Divorced	3,649	3.76%
Females Divorced	8,985	9.25%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	78,542	
Less than 9th grade	3,514	4.47%
Some High School, no diploma	9,098	11.58%
High School Graduate (or GED)	24,779	31.55%
Some College, no degree	17,852	22.73%
Associate Degree	6,138	7.81%
Bachelor's Degree	11,219	14.28%
Master's Degree	4,196	5.34%
Professional School Degree	929	1.18%
Doctorate Degree	817	1.04%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	3,969	
No High School Diploma	1,838	46.31%
High School Graduate	810	20.41%
Some College or Associate's Degree	893	22.51%
Bachelor's Degree or Higher	428	10.77%
Households		
2022 Projection	45,328	
2017 Estimate	42,811	
2010 Census	39,823	
2000 Census	27,213	
Growth 2017 - 2022		5.88%
Growth 2010 - 2017		7.50%
Growth 2000 - 2010		46.34%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	42,811	
Family Households	32,018	74.79%
Nonfamily Households	10,792	25.21%
2017 Est. Group Quarters Population	1,648	
2017 HHs by Ethnicity, Hispanic/Latino	1,889	
2017 Est. Households by HH Income	42,811	
Income < $15,000	5,694	13.30%
Income $15,000 - $24,999	5,098	11.91%
Income $25,000 - $34,999	4,320	10.09%
Income $35,000 - $49,999	6,574	15.36%
Income $50,000 - $74,999	8,212	19.18%
Income $75,000 - $99,999	5,268	12.30%
Income $100,000 - $124,999	3,117	7.28%
Income $125,000 - $149,999	1,749	4.09%
Income $150,000 - $199,999	1,795	4.19%
Income $200,000 - $249,999	513	1.20%
Income $250,000 - $499,999	393	0.92%
Income $500,000+	79	0.18%
2017 Est. Average Household Income	$63,754	
2017 Est. Median Household Income	$49,363	

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$53,955	
Black or African American Alone	$45,997	
American Indian and Alaska Native Alone	$40,486	
Asian Alone	$47,889	
Native Hawaiian and Other Pacific Islander Alone	$14,999	
Some Other Race Alone	$55,841	
Two or More Races	$38,465	
Hispanic or Latino	$40,690	
Not Hispanic or Latino	$49,950	
2017 Est. Family HH Type by Presence of Own Child.	32,018	
Married-Couple Family, own children	9,452	29.52%
Married-Couple Family, no own children	11,313	35.33%
Male Householder, own children	1,161	3.63%
Male Householder, no own children	1,222	3.82%
Female Householder, own children	5,242	16.37%
Female Householder, no own children	3,628	11.33%
2017 Est. Households by Household Size	42,811	
1-person	9,035	21.10%
2-person	12,753	29.79%
3-person	8,095	18.91%
4-person	6,624	15.47%
5-person	3,654	8.54%
6-person	1,623	3.79%
7-or-more-person	1,027	2.40%
2017 Est. Average Household Size	2.84	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	42,811	
Households with 1 or More People under Age 18:	18,394	42.97%
Married-Couple Family	10,423	56.66%
Other Family, Male Householder	1,449	7.88%
Other Family, Female Householder	6,367	34.62%
Nonfamily, Male Householder	104	0.56%
Nonfamily, Female Householder	51	0.28%
Households with No People under Age 18:	24,417	57.03%
Married-Couple Family	10,333	42.32%
Other Family, Male Householder	936	3.83%
Other Family, Female Householder	2,502	10.25%
Nonfamily, Male Householder	4,581	18.76%
Nonfamily, Female Householder	6,065	24.84%
2017 Est. Households by Number of Vehicles	42,811	
No Vehicles	2,320	5.42%
1 Vehicle	13,798	32.23%
2 Vehicles	16,403	38.32%
3 Vehicles	7,489	17.49%
4 Vehicles	2,093	4.89%
5 or more Vehicles	707	1.65%
2017 Est. Average Number of Vehicles	1.9	

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
Family Households		
2022 Projection	33,887	
2017 Estimate	32,018	
2010 Census	29,797	
2000 Census	20,950	
Growth 2017 - 2022		5.84%
Growth 2010 - 2017		7.46%
Growth 2000 - 2010		42.22%
2017 Est. Families by Poverty Status	32,018	
2017 Families at or Above Poverty	27,069	84.54%
2017 Families at or Above Poverty with Children	12,557	39.22%
2017 Families Below Poverty	4,949	15.46%
2017 Families Below Poverty with Children	4,000	12.49%
2017 Est. Pop Age 16+ by Employment Status	95,180	
In Armed Forces	70	0.07%
Civilian - Employed	52,789	55.46%
Civilian - Unemployed	6,726	7.07%
Not in Labor Force	35,595	37.40%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	53,657	
For-Profit Private Workers	37,584	70.04%
Non-Profit Private Workers	2,906	5.42%
Local Government Workers	5,159	9.62%
State Government Workers	2,435	4.54%
Federal Government Workers	1,452	2.71%
Self-Employed Workers	4,083	7.61%
Unpaid Family Workers	36	0.07%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	53,657	
Architect/Engineer	784	1.46%
Arts/Entertainment/Sports	717	1.34%
Building Grounds Maintenance	1,962	3.66%
Business/Financial Operations	2,352	4.38%
Community/Social Services	1,141	2.13%
Computer/Mathematical	1,116	2.08%
Construction/Extraction	2,241	4.18%
Education/Training/Library	3,129	5.83%
Farming/Fishing/Forestry	66	0.12%
Food Prep/Serving	3,217	5.99%
Health Practitioner/Technician	2,607	4.86%
Healthcare Support	2,150	4.01%
Maintenance Repair	2,156	4.02%
Legal	441	0.82%
Life/Physical/Social Science	180	0.34%
Management	4,350	8.11%
Office/Admin. Support	7,725	14.40%
Production	4,040	7.53%
Protective Services	1,510	2.81%
Sales/Related	5,970	11.13%
Personal Care/Service	1,119	2.09%
Transportation/Moving	4,684	8.73%
2017 Est. Pop 16+ by Occupation Classification	53,657	
Blue Collar	13,121	24.45%
White Collar	30,512	56.87%
Service and Farm	10,024	18.68%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Covington, Georgia

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	52,602	
Drove Alone	41,473	78.84%
Car Pooled	6,800	12.93%
Public Transportation	658	1.25%
Walked	659	1.25%
Bicycle	233	0.44%
Other Means	374	0.71%
Worked at Home	2,406	4.57%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,070	
15 - 29 Minutes	17,528	
30 - 44 Minutes	7,303	
45 - 59 Minutes	7,527	
60 or more Minutes	6,909	
2017 Est. Avg Travel Time to Work in Minutes	33.00	
2017 Est. Occupied Housing Units by Tenure	42,811	
Owner Occupied	30,262	70.69%
Renter Occupied	12,548	29.31%
2017 Owner Occ. HUs: Avg. Length of Residence	14.2	
2017 Renter Occ. HUs: Avg. Length of Residence	6.3	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	30,262	
Value Less than $20,000	1,273	4.21%
Value $20,000 - $39,999	954	3.15%
Value $40,000 - $59,999	1,210	4.00%
Value $60,000 - $79,999	2,896	9.57%
Value $80,000 - $99,999	3,083	10.19%
Value $100,000 - $149,999	7,703	25.46%
Value $150,000 - $199,999	5,001	16.52%
Value $200,000 - $299,999	5,330	17.61%
Value $300,000 - $399,999	1,525	5.04%
Value $400,000 - $499,999	763	2.52%
Value $500,000 - $749,999	372	1.23%
Value $750,000 - $999,999	48	0.16%
Value $1,000,000 or more	105	0.35%
2017 Est. Median All Owner-Occupied Housing Value	$137,102	
2017 Est. Housing Units by Units in Structure	47,556	
1 Unit Attached	800	1.68%
1 Unit Detached	38,228	80.39%
2 Units	1,867	3.93%
3 or 4 Units	1,508	3.17%
5 to 19 Units	2,777	5.84%
20 to 49 Units	692	1.46%
50 or More Units	285	0.60%
Mobile Home or Trailer	1,253	2.63%
Boat, RV, Van, etc.	146	0.31%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	47,556	
Housing Units Built 2010 or later	3,286	6.91%
Housing Units Built 2000 to 2009	15,375	32.33%
Housing Units Built 1990 to 1999	11,360	23.89%
Housing Units Built 1980 to 1989	7,141	15.02%
Housing Units Built 1970 to 1979	5,031	10.58%
Housing Units Built 1960 to 1969	1,938	4.07%
Housing Units Built 1950 to 1959	1,594	3.35%
Housing Units Built 1940 to 1949	465	0.98%
Housing Unit Built 1939 or Earlier	1,366	2.87%
2017 Est. Median Year Structure Built	1995	

RESIDENTIAL INFORMATION

Covington, Georgia

Subdivision Name	Properties in Subdivision	Permits recently issued	Available Lots	Jurisdiction	Average Age of Construction	Note	Cross Street 1	Cross Street 2
ARBOR BLUFF	25	0	24	Newton County	2011	Average house built after 2000	ALCOVY RD	ALCOVY TRESTLE RD
ARDEN GATE	11	0	6	Newton County	2005	Average house built after 2000	COOK RD	MOUNT ZION RD
ASHLEY MEADOWS	206	0	134	Newton County	2005	Average house built after 2000	HWY 162	HWY 81
AUTUMN RIDGE ESTATES	46	3	43	Newton County		Platted, No Construciton	HWY 162	HWY 81
AUTUMN WOODS	129	0	17	Newton County	2004	Average house built after 2000	HWY 212	BUTLER BRIDGE RD
BAILEY GLYNN	151	0	140	Newton County	2008	Average house built after 2000	BROWN BRIDGE RD	SALEM RD
BENTON WOODS CONDOMINIUMS	86	0	78	Covington		Average house built after 2000	BROWN BRIDGE RD	TURNER LAKE RD
BRANDY ESTATES	22	0	5	Newton County	2004	Average house built after 2000	HWY 36	HWY 212
BRICKSTONE	83	25	58	Newton County	2016	Average house built after 2000	SALEM RD	COWAN RD
BRITTNEY TRACE	27	0	27	Newton County		Platted, No Construciton	HWY 81	HWY 212
BROWNING ESTATES	22	0	7	Newton County	2006	Average house built after 2000	SMITH STORE RD	BETHANY RD
CAMBRIDGE	24	0	7	Newton County	2006	Average house built after 2000	DIXIE RD	ELKS CLUB RD
CAMPBELL CROSSING	56	0	13	Newton County	2006	Average house built after 2000	HWY 36	HWY 212
CAMPBELTON ESTATES	8	0	2	Newton County	2006	Average house built after 2000	HWY 36	HWY 212
COLDWATER CREEK	85	0	16	Newton County	2004	Average house built after 2000	HWY 212	BUTLER BRIDGE RD
CONSTANT SPRING ESTATES	5	0	5	Newton County		Platted, No Construciton	KIRKLAND RD	WOMACK RD
COTTAGE LINKS AT CORRYDELL	76	0	28	Covington	2006	Average house built after 2000	EAGLE DR	HWY 36
COUNTRY WALK & FIDDLE CREEK	149	1	16	Newton County	2001	Average house built after 2000	HWY 278	HWY 11
COVINGTON PLACE	268	12	56	Covington	2002	Average house built after 2000	EAGLE DR	HWY 36
COWAN RIDGE 29E	27	11	11	Newton County	2010	Average house built after 2000	HWY 81	OAK HILL RD
CRABAPPLE RIDGE 57A	37	2	21	Newton County	2008	Average house built after 2000	HWY 81	ELLINGTON RD
DOGWOOD MEADOW	14	0	11	Newton County/Mansfield	2007	Average house built after 2000	HWY 11	HWY 213
DORCHESTER PLACE	129	0	117	Covington	2009	Average house built after 2000	HWY 36	CONYERS ST
EASTHAVEN	33	2	25	Covington	2005	Average house built after 2000	WILLIAMS ST	PACE ST
FAIRVIEW ESTATES	218	0	33	Newton County	2004	Average house built after 2000	FAIRVIEW RD	WOMACK RD
FOREST HEIGHTS	64	25	39	Newton County	2016	Average house built after 2000	BROWN BRIDGE RD	SALEM RD
FOURWOOD ESTATES	33	0	29	Newton County	2007	Average house built after 2000	HWY 20	HWY 212
FRENCH MANOR	17	0	16	Newton County	2007	Average house built after 2000	HWY 36	FLAT SHOALS RD
HAMPTON PLACE ESTATES	56	0	39	Newton County	2006	Average house built after 2000	HWY 81	BETHANY RD
HANLEY MILL	64	6	46	Newton County	2009	Average house built after 2000	HWY 212	HWY 36
HERITAGE POINTE	84	5	33	Newton County	2007	Average house built after 2000	OAK HILL RD	SMITH STORE RD
HIGHGROVE	89	26	27	Newton County	2008	Average house built after 2000	EAGLE DR	HWY 36
HIGHLANDS FOREST	27	0	4	Newton County	2002	Average house built after 2000	MOUNT ZION RD	EDWARDS RD
HINTON CHASE	146	63	31	Newton County	2011	Average house built after 2000	FAIRVIEW RD	WOMACK RD
HOLLY HILLS	178	17	61	Newton County	2007	Average house built after 2000	HWY 81	HWY 162
IRIS BROOK	60	56	4	Newton County	2016	Average house built after 2000	ACCESS RD	FAIRVIEW RD
LINCOLN ESTATES	82	0	37	Newton County	2008	Average house built after 2000	HWY 81	BETHANY RD
LOCHWOLDE	138	3	31	Newton County	2004	Average house built after 2000	DIXIE RD	ELKS CLUB RD
LOJOHNVILLE ESTATES	13	0	13	Newton County		Platted, No Construciton	MOUNT ZION RD	EDWARDS RD
LONG BRANCH MEADOWS	86	6	27	Newton County	2007	Average house built after 2000	HWY 36	HENDERSON MILL RD
LONGVIEW CREEKSIDE	106	1	37	Newton County	2005	Average house built after 2000	MOUNT ZION RD	EDWARDS RD
LONGVIEW LANDING	48	1	35	Newton County	2008	Average house built after 2000	MOUNT ZION RD	EDWARDS RD
LYNDHURST	134	4	18	Newton County	2004	Average house built after 2000	SPRING RD	SALEM RD
MAGNET TRACE	19	0	8	Newton County	2007	Average house built after 2000	OAK HILL RD	HWY 212
MCGIBONEY TRACE	54	4	38	Newton County	2008	Average house built after 2000	SPRING RD	SALEM RD
MEADOWS AT RIVERTRACE	100	1	52	Newton County	2006	Average house built after 2000	HWY 162	HWY 36
MILLS COVE	48	0	33	Newton County	2009	Average house built after 2000	MILLS DR	SALEM RD
MISSION POINT	79	0	7	Newton County	2006	Average house built after 2000	HWY 81	CHESTNUT RD
NANSBROOK	47	0	25	Porterdale	2007	Average house built after 2000	CROWELL RD	HWY 81
NEELEY MANOR	160	18	56	Newton County	2007	Average house built after 2000	KIRKLAND RD	JACK NEELY RD
NEWBORN MEADOWS	13	0	3	Newton County/Mansfield	2001	Average house built after 2000	HWY 213	HWY 142
OAKWOOD MANOR	321	51	75	Newton County	2008	Average house built after 2000	KIRKLAND RD	BROWN BRIDGE RD
OLD COVERED BRIDGE	161	0	19	Newton County	2005	Average house built after 2000	SMITH STORE RD	BETHANY RD
ORCHARD PARK	187	6	91	Newton County	2005	Average house built after 2000	HWY 142	ALCOVY RD

RESIDENTIAL INFORMATION

Covington, Georgia

Subdivision Name	Properties in Subdivision	Permits recently issued	Available Lots	Jurisdiction	Average Age of Construction	Note	Cross Street 1	Cross Street 2
PARKERS TERRACE	129	0	30	Newton County	2006	Average house built after 2000	HWY 36	HWY 212
PASSTIME HEIGHTS	36	2	24	Newton County	2005	Average house built after 2000	SOUTH JOHNSON ST	HWY 142
PEBBLE RIDGE	95	0	21	Newton County	2004	Average house built after 2000	HWY 36	HWY 212
PICKETT BRIDGE	30	0	13	Newton County	2003	Average house built after 2000	HWY 162	HWY 212
PREAKNESS	87	0	70	Newton County	2007	Average house built after 2000	HWY 81	HWY 212
PRESERVE AT CORNISH CREEK	10	0	10	Newton County		Platted, No Construciton	ALCOVY RD	ALCOVY TRESTLE RD
RESERVE AT LAKEWOOD ESTATES	269	5	91	Newton County	2009	Average house built after 2000	SALEM RD	FAIRVIEW RD
RESIDENCES AT PEBBLE CREEK	68	4	24	Newton County	2004	Average house built after 2000	HWY 212	HWY 36
RIVER COVE MEADOWS	141	1	63	Newton County	2002	Average house built after 2000	HWY 11	I-20
RIVER SHOALS	47	0	15	Newton County	2001	Average house built after 2000	HWY 36	FLAT SHOALS RD
RIVER WALK FARM	450	97	95	Newton County	2007	Average house built after 2000	EAGLE DR	HWY 36
RIVER WATCH	50	1	10	Newton County	2006	Average house built after 2000	MOUNT TABOR RD	ALMON RD
RIVERBROOK	116	2	25	Newton County	2003	Average house built after 2000	HWY 162	HWY 212
ROSEDOWN	107	5	59	Newton County	2006	Average house built after 2000	DIXIE RD	ELKS CLUB RD
SAUTEE BLUFF	56	5	37	Newton County	2007	Average house built after 2000	HWY 36	HWY 213
SAVOY PARK	58	0	19	Newton County	2006	Average house built after 2000	HWY 36	HWY 212
SCOUTS RIDGE	52	3	41	Newton County	2009	Average house built after 2000	HWY 36	NEWTON FACTORY BRIDGE RD
SERENITY COVE	28	2	18	Newton County	2010	Average house built after 2000	HWY 20	CHRISTIAN CIR
ST. MORITZ	41	0	29	Newton County	2005	Average house built after 2000	HWY 81	BETHANY RD
STEWART GLEN	30	0	10	Newton County	2006	Average house built after 2000	HWY 36	HWY 212
SYDNEY'S LANDING	16	0	5	Newton County	2005	Average house built after 2000	BROWN BRIDGE RD	CROWELL RD
TARPLEYS BLUFF	60	0	50	Newton County	2006	Average house built after 2000	HWY 212	BUTLER BRIDGE RD
THE LANDINGS AT BETHANY CHURCH	40	0	29	Newton County	2007	Average house built after 2000	HWY 81	BETHANY RD
THE SILOS & LEGENDS OF ELLINGTON	355	9	30	Newton County	2005	Average house built after 2000	BROWN BRIDGE RD	SALEM RD
TOSCANNO ESTATES	16	0	6	Newton County	2007	Average house built after 2000	MOUNT MORIAH RD	WOODLAWN RD
TUSCANY PLACE	14	0	14	Newton County		Platted, No Construciton	HWY 213	HWY 11
TWIN HILLS	5	0	5	Newton County		Platted, No Construciton	HWY 278	HWY 11
UNDERWOOD CROSSING	28	2	18	Newton County	2008	Average house built after 2000	SPRING RD	SALEM RD
WALKERS BEND	201	2	89	Covington	2006	Average house built after 2000	WASHINGTON ST	AVERY ST
WATER'S EDGE ON LAKE VARNER	15	4	10	Newton County	2013	Average house built after 2000	FLAT ROCK RD	CORNISH MOUNTAIN RD
WELLBROOK	60	6	54	Newton County		Platted, No Construciton	HWY 81	BETHANY RD
WESLYAN	24	0	5	Newton County	2002	Average house built after 2000	HWY 81	HWY 142
WESTBROOK	41	0	28	Newton County	2007	Average house built after 2000	HWY 212	HWY 81
WESTMINSTER	87	52	34	Newton County	2015	Average house built after 2000	SALEM RD	SMITH STORE RD
WILDWOOD	46	1	35	Covington	2008	Average house built after 2000	EAGLE DR	HWY 36
WILLOW CREEK ESTATES	45	0	34	Newton County	2007	Average house built after 2000	BROWN BRIDGE RD	FIELDSTONE LN
MOUNT MORIAH ESTATES	28	0	25	Newton County	2007	Average house built after 2000	ELKS CLUB RD	MOUNT MARIAH RD
SAVOY PARK (UNPLATTED)	1	0	0	Newton County		Paved Streets, unplatted	HWY 212	HWY 36
HANLEY MILL (UNPLATTED)	0	0	0	Newton County		No streets, unplatted	HWY 212	HWY 36
HYBRASS PROPERTIES LLC	0	0	0	Newton County		Partially Paved, unplatted	HWY 162	HWY 212
PRINCIPAL CENTERED	0	0	0	Newton County		Paved Streets, unplatted	HWY 162	HWY 212
EQUITY TRUST CO	0	0	0	Newton County		Paved Streets, unplatted	HWY 162	CHESNUT RD
0 CENTRAL STREET	0	0	0	Covington		No Streets, unplatted	WASHINGTON ST	FLAT SHOALS RD
WILDWOOD (UNPLATTED)	0	0	0	Covington		No Streets, unplatted	EAGLE DR	HWY 36
VICTORY AT RIVERWALK (UNPLATTED)	0	0	0	Newton County		No Streets, unplatted	EAGLE DR	HWY 36

Total Buildout # of Units: **7,533**
Current # of Units: **4,524**
Available # of Lots: **3,009**

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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