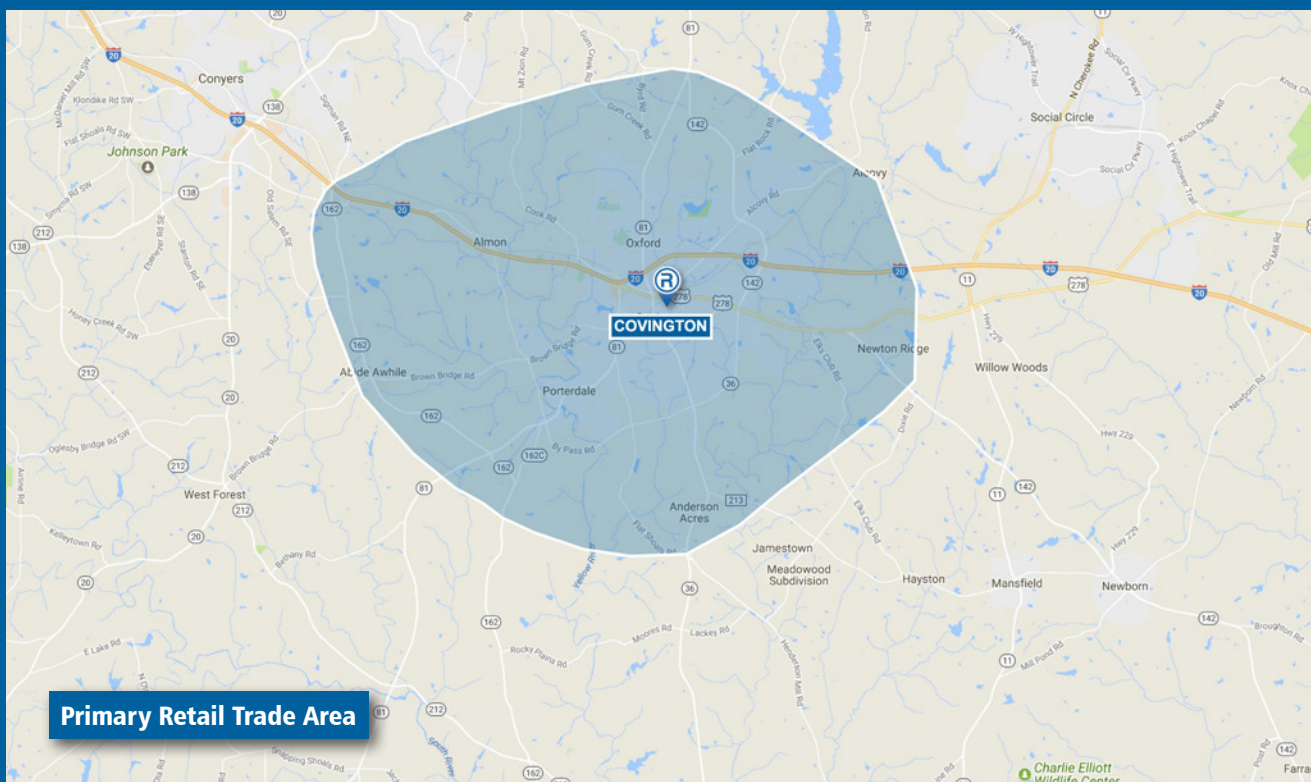


# Retail Market Profile 2018



**Primary Retail Trade Area**



NEWTON / COVINGTON

## ECONOMIC DEVELOPMENT

### Contact Information

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### Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Primary Retail Trade Area	36,483	59,562	65,907	70,240

### Income

	2018 ESTIMATE
Average Household	\$67,432
Median Household	\$53,499
Per Capita	\$23,702

### Educational Attainment

	2018 ESTIMATE
Graduate or Professional	6.9%
Bachelor's Degree	14.9%
Associate Degree	8.5%
Some College, No Degree	25.1%
High School Graduate	29.1%
Some High School, No Degree	11.2%
Less than 9th Grade	4.3%

### Race Distribution

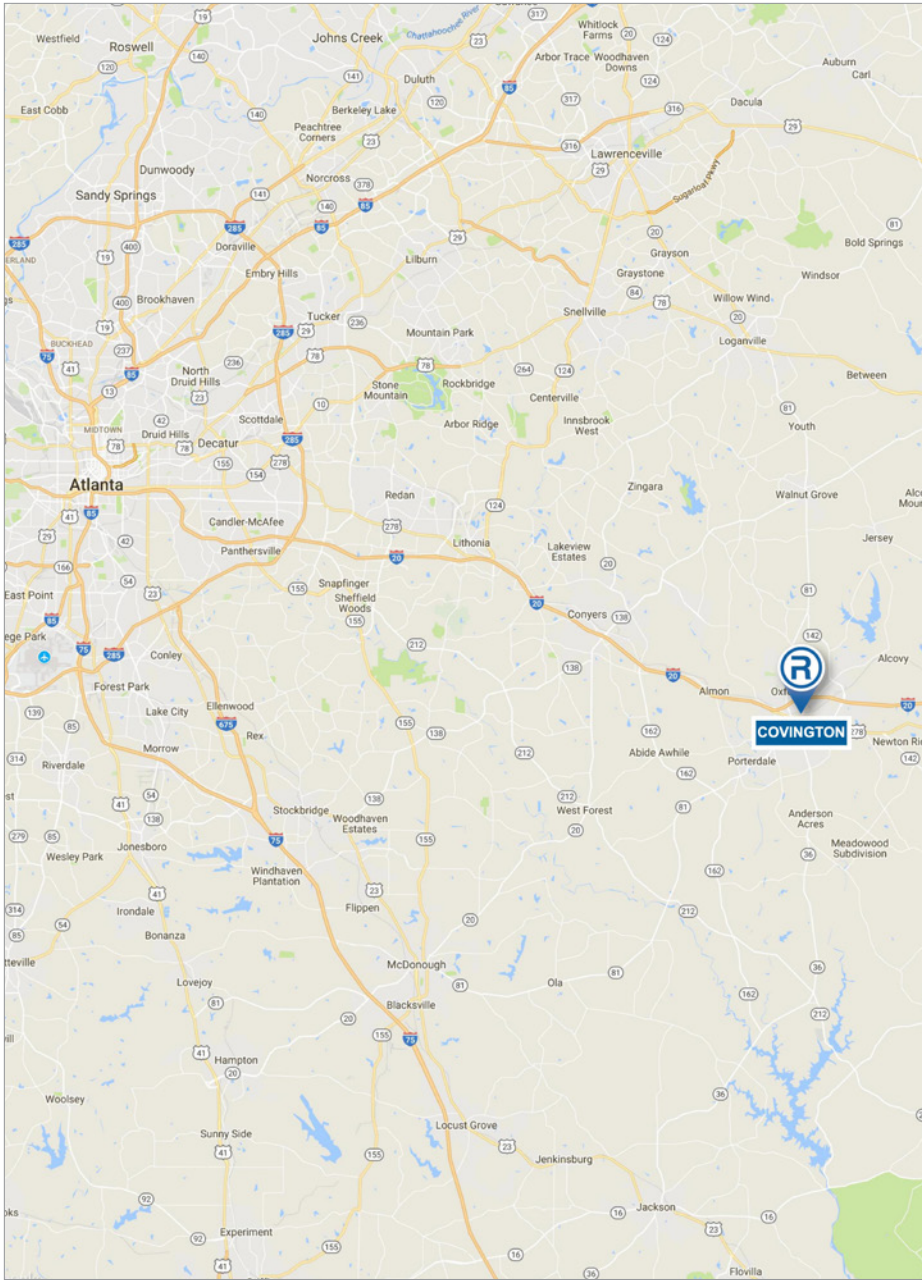
	2018 ESTIMATE
White	38.30%
Black or African American	54.37%
American Indian/Alaskan	0.21%
Asian	1.48%
Native Hawaiian/Islander	0.05%
Other Race	3.01%
Two or More Races	2.59%
Hispanic or Latino (of any race)	6.63%

### Age

GROUPS	2018 ESTIMATE
9 Years and Under	13.74%
10-17 Years	12.63%
18-24 Years	10.52%
25-34 Years	12.50%
35-44 Years	13.11%
45-54 Years	13.60%
55-64 Years	11.17%
65 Years and Over	12.72%
DISTRIBUTION	2018 ESTIMATE
Median Age	35.48
Average Age	36.64



# LOCATION MAP



# EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.