

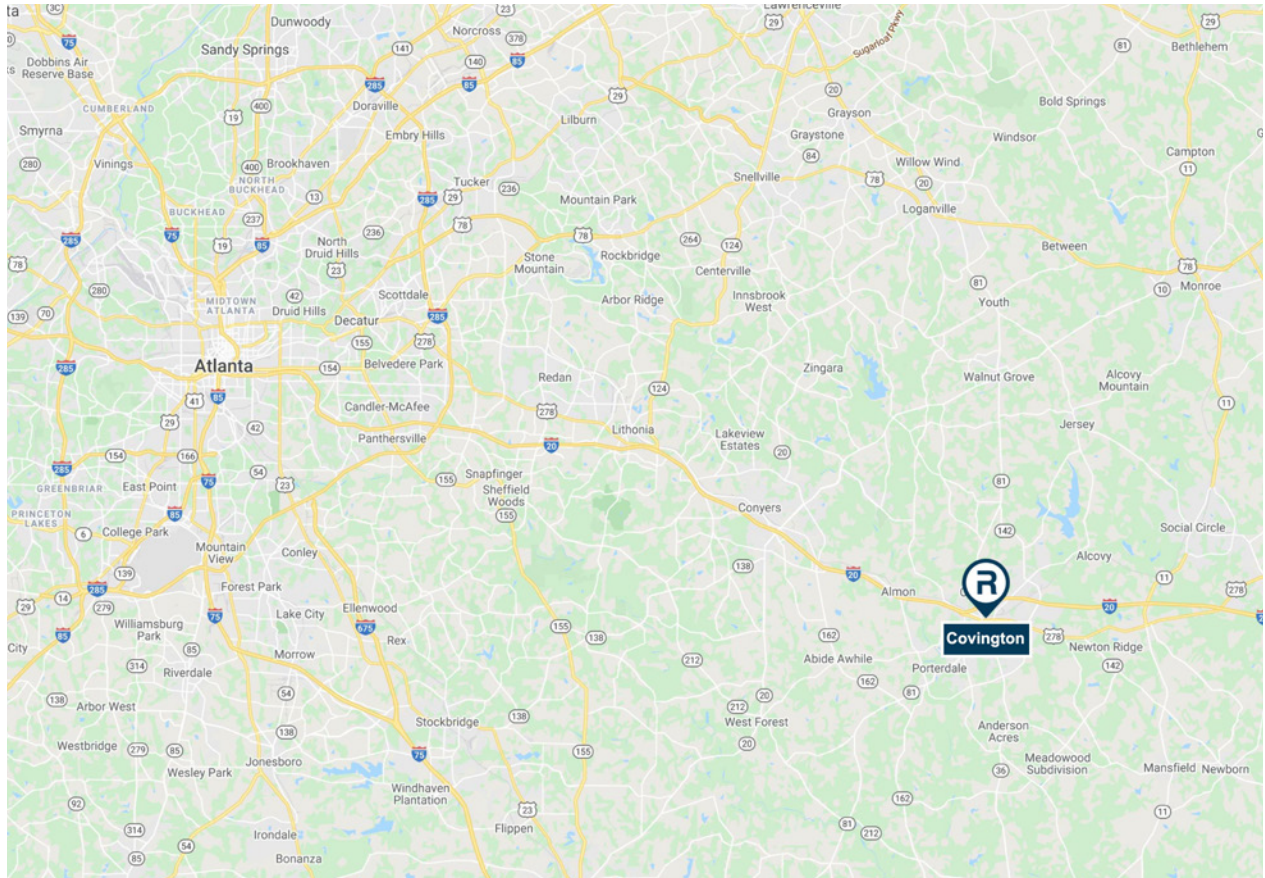


COVINGTON, GEORGIA

Community Demographic Profile



Contact Information



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**INDUSTRIAL DEVELOPMENT
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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.



Community • Demographic Profile

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	16,540	
2021 Estimate	15,602	
2010 Census	13,118	
2000 Census	8,480	
Growth 2021 - 2026		6.01%
Growth 2010 - 2021		18.94%
Growth 2000 - 2010		54.69%
2021 Est. Population by Single-Classification Race	15,602	
White Alone	6,075	38.94%
Black or African American Alone	8,147	52.22%
Amer. Indian and Alaska Native Alone	45	0.29%
Asian Alone	175	1.12%
Native Hawaiian and Other Pacific Island Alone	19	0.12%
Some Other Race Alone	767	4.92%
Two or More Races	374	2.40%
2021 Est. Population by Hispanic or Latino Origin	15,602	
Not Hispanic or Latino	14,266	91.44%
Hispanic or Latino	1,336	8.56%
Mexican	848	63.47%
Puerto Rican	163	12.20%
Cuban	41	3.07%
All Other Hispanic or Latino	284	21.26%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	1,336	
White Alone	399	29.87%
Black or African American Alone	103	7.71%
American Indian and Alaska Native Alone	8	0.60%
Asian Alone	1	0.08%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	737	55.17%
Two or More Races	88	6.59%
2021 Est. Pop by Race, Asian Alone, by Category	175	
Chinese, except Taiwanese	60	34.29%
Filipino	10	5.71%
Japanese	0	0.00%
Asian Indian	44	25.14%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	47	26.86%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	14	8.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	15,602	
Arab	5	0.03%
Czech	2	0.01%
Danish	23	0.15%
Dutch	92	0.59%
English	780	5.00%
French (except Basque)	175	1.12%
French Canadian	9	0.06%
German	774	4.96%
Greek	6	0.04%
Hungarian	3	0.02%
Irish	835	5.35%
Italian	166	1.06%
Lithuanian	2	0.01%
United States or American	1,884	12.08%
Norwegian	5	0.03%
Polish	101	0.65%
Portuguese	1	0.01%
Russian	37	0.24%
Scottish	206	1.32%
Scotch-Irish	84	0.54%
Slovak	0	0.00%
Subsaharan African	106	0.68%
Swedish	4	0.03%
Swiss	74	0.47%
Ukrainian	3	0.02%
Welsh	101	0.65%
West Indian (except Hisp. groups)	439	2.81%
Other ancestries	7,704	49.38%
Ancestry Unclassified	1,981	12.70%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,106	90.64%
Speak Asian/Pacific Island Language at Home	93	0.64%
Speak IndoEuropean Language at Home	180	1.25%
Speak Spanish at Home	1,015	7.02%
Speak Other Language at Home	66	0.46%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	15,602	
Age 0 - 4	1,142	7.32%
Age 5 - 9	1,110	7.11%
Age 10 - 14	1,225	7.85%
Age 15 - 17	731	4.69%
Age 18 - 20	710	4.55%
Age 21 - 24	785	5.03%
Age 25 - 34	1,988	12.74%
Age 35 - 44	1,982	12.70%
Age 45 - 54	1,776	11.38%
Age 55 - 64	1,775	11.38%
Age 65 - 74	1,294	8.29%
Age 75 - 84	751	4.81%
Age 85 and over	333	2.13%
Age 16 and over	11,887	76.19%
Age 18 and over	11,394	73.03%
Age 21 and over	10,684	68.48%
Age 65 and over	2,378	15.24%
2021 Est. Median Age		35.55
2021 Est. Average Age		37.50
2021 Est. Population by Sex	15,602	
Male	7,222	46.29%
Female	8,380	53.71%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	7,222	
Age 0 - 4	582	8.06%
Age 5 - 9	569	7.88%
Age 10 - 14	643	8.90%
Age 15 - 17	381	5.28%
Age 18 - 20	366	5.07%
Age 21 - 24	395	5.47%
Age 25 - 34	908	12.57%
Age 35 - 44	908	12.57%
Age 45 - 54	777	10.76%
Age 55 - 64	785	10.87%
Age 65 - 74	552	7.64%
Age 75 - 84	272	3.77%
Age 85 and over	84	1.16%
2021 Est. Median Age, Male		32.39
2021 Est. Average Age, Male		35.10
2021 Est. Female Population by Age	8,380	
Age 0 - 4	560	6.68%
Age 5 - 9	541	6.46%
Age 10 - 14	582	6.95%
Age 15 - 17	350	4.18%
Age 18 - 20	344	4.11%
Age 21 - 24	390	4.65%
Age 25 - 34	1,080	12.89%
Age 35 - 44	1,074	12.82%
Age 45 - 54	999	11.92%
Age 55 - 64	990	11.81%
Age 65 - 74	742	8.85%
Age 75 - 84	479	5.72%
Age 85 and over	249	2.97%
2021 Est. Median Age, Female		38.16
2021 Est. Average Age, Female		39.50

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,272	43.48%
Males, Never Married	2,621	21.62%
Females, Never Married	2,651	21.86%
Married, Spouse present	3,696	30.48%
Married, Spouse absent	560	4.62%
Widowed	736	6.07%
Males Widowed	102	0.84%
Females Widowed	634	5.23%
Divorced	1,861	15.35%
Males Divorced	630	5.20%
Females Divorced	1,231	10.15%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	302	3.1%
Some High School, no diploma	1,283	13.0%
High School Graduate (or GED)	3,275	33.1%
Some College, no degree	2,253	22.8%
Associate Degree	742	7.5%
Bachelor's Degree	1,212	12.2%
Master's Degree	461	4.7%
Professional School Degree	208	2.1%
Doctorate Degree	163	1.6%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	267	38.98%
High School Graduate	216	31.53%
Some College or Associate's Degree	88	12.85%
Bachelor's Degree or Higher	114	16.64%
Households		
2026 Projection	5,985	
2021 Estimate	5,634	
2010 Census	4,730	
2000 Census	2,975	
Growth 2021 - 2026		6.23%
Growth 2010 - 2021		19.11%
Growth 2000 - 2010		58.99%
2021 Est. Households by Household Type	5,634	
Family Households	3,785	67.18%
Nonfamily Households	1,849	32.82%
2021 Est. Group Quarters Population	527	
2021 Households by Ethnicity, Hispanic/Latino	359	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	5,634	
Income < \$15,000	1,004	17.82%
Income \$15,000 - \$24,999	577	10.24%
Income \$25,000 - \$34,999	520	9.23%
Income \$35,000 - \$49,999	942	16.72%
Income \$50,000 - \$74,999	841	14.93%
Income \$75,000 - \$99,999	652	11.57%
Income \$100,000 - \$124,999	500	8.88%
Income \$125,000 - \$149,999	251	4.46%
Income \$150,000 - \$199,999	193	3.43%
Income \$200,000 - \$249,999	79	1.40%
Income \$250,000 - \$499,999	60	1.07%
Income \$500,000+	15	0.27%
2021 Est. Average Household Income		\$62,816
2021 Est. Median Household Income		\$46,153
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,710
Black or African American Alone		\$37,459
American Indian and Alaska Native Alone		\$40,025
Asian Alone		\$89,297
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$62,911
Two or More Races		\$32,397
Hispanic or Latino		\$43,748
Not Hispanic or Latino		\$46,344
2021 Est. Family HH Type by Presence of Own Child.	3,785	
Married-Couple Family, own children	880	23.25%
Married-Couple Family, no own children	1,176	31.07%
Male Householder, own children	144	3.81%
Male Householder, no own children	205	5.42%
Female Householder, own children	822	21.72%
Female Householder, no own children	558	14.74%
2021 Est. Households by Household Size	5,634	
1-person	1,544	27.41%
2-person	1,630	28.93%
3-person	958	17.00%
4-person	740	13.13%
5-person	410	7.28%
6-person	212	3.76%
7-or-more-person	140	2.49%
2021 Est. Average Household Size		2.68

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	5,634	
Households with 1 or More People under Age 18:	2,203	39.10%
Married-Couple Family	995	45.17%
Other Family, Male Householder	192	8.72%
Other Family, Female Householder	997	45.26%
Nonfamily, Male Householder	14	0.64%
Nonfamily, Female Householder	5	0.23%
Households with No People under Age 18:	3,431	60.90%
Married-Couple Family	1,061	30.92%
Other Family, Male Householder	158	4.61%
Other Family, Female Householder	382	11.13%
Nonfamily, Male Householder	719	20.96%
Nonfamily, Female Householder	1,111	32.38%
2021 Est. Households by Number of Vehicles	5,634	
No Vehicles	433	7.69%
1 Vehicle	2,077	36.87%
2 Vehicles	1,819	32.29%
3 Vehicles	872	15.48%
4 Vehicles	224	3.98%
5 or more Vehicles	209	3.71%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	4,026	
2021 Estimate	3,785	
2010 Census	3,152	
2000 Census	2,142	
Growth 2021 - 2026		6.37%
Growth 2010 - 2021		20.08%
Growth 2000 - 2010		47.15%
2021 Est. Families by Poverty Status	3,785	
2021 Families at or Above Poverty	2,880	76.09%
2021 Families at or Above Poverty with Children	1,350	35.67%
2021 Families Below Poverty	905	23.91%
2021 Families Below Poverty with Children	730	19.29%
2021 Est. Pop 16+ by Employment Status	11,887	
Civilian Labor Force, Employed	6,815	57.33%
Civilian Labor Force, Unemployed	444	3.74%
Armed Forces	10	0.08%
Not in Labor Force	4,618	38.85%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	6,764	
For-Profit Private Workers	5,013	74.11%
Non-Profit Private Workers	312	4.61%
Local Government Workers	124	1.83%
State Government Workers	290	4.29%
Federal Government Workers	359	5.31%
Self-Employed Workers	662	9.79%
Unpaid Family Workers	4	0.06%
2021 Est. Civ. Employed Pop 16+ by Occupation	6,764	
Architect/Engineer	54	0.80%
Arts/Entertainment/Sports	108	1.60%
Building Grounds Maintenance	213	3.15%
Business/Financial Operations	154	2.28%
Community/Social Services	142	2.10%
Computer/Mathematical	283	4.18%
Construction/Extraction	419	6.20%
Education/Training/Library	229	3.39%
Farming/Fishing/Forestry	12	0.18%
Food Prep/Serving	495	7.32%
Health Practitioner/Technician	322	4.76%
Healthcare Support	339	5.01%
Maintenance Repair	229	3.39%
Legal	91	1.35%
Life/Physical/Social Science	4	0.06%
Management	645	9.54%
Office/Admin. Support	667	9.86%
Production	472	6.98%
Protective Services	161	2.38%
Sales/Related	840	12.42%
Personal Care/Service	205	3.03%
Transportation/Moving	680	10.05%
2021 Est. Pop 16+ by Occupation Classification	6,764	
White Collar	3,539	52.32%
Blue Collar	1,800	26.61%
Service and Farm	1,425	21.07%
2021 Est. Workers Age 16+ by Transp. to Work	6,594	
Drove Alone	5,221	79.18%
Car Pooled	553	8.39%
Public Transportation	30	0.46%
Walked	108	1.64%
Bicycle	0	0.00%
Other Means	250	3.79%
Worked at Home	432	6.55%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,090	
15 - 29 Minutes	1,883	
30 - 44 Minutes	819	
45 - 59 Minutes	414	
60 or more Minutes	978	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	5,634	
Owner Occupied	2,823	50.11%
Renter Occupied	2,811	49.89%
2021 Owner Occ. HUs: Avg. Length of Residence		14.1
2021 Renter Occ. HUs: Avg. Length of Residence		6.6
2021 Est. Owner-Occupied Housing Units by Value	5,634	
Value Less than \$20,000	43	1.52%
Value \$20,000 - \$39,999	107	3.79%
Value \$40,000 - \$59,999	72	2.55%
Value \$60,000 - \$79,999	119	4.22%
Value \$80,000 - \$99,999	99	3.51%
Value \$100,000 - \$149,999	480	17.00%
Value \$150,000 - \$199,999	469	16.61%
Value \$200,000 - \$299,999	707	25.04%
Value \$300,000 - \$399,999	348	12.33%
Value \$400,000 - \$499,999	169	5.99%
Value \$500,000 - \$749,999	123	4.36%
Value \$750,000 - \$999,999	73	2.59%
Value \$1,000,000 or \$1,499,999	1	0.04%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	13	0.46%
2021 Est. Median All Owner-Occupied Housing Value		\$202,602
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	4,230	65.50%
1 Unit Attached	120	1.86%
2 Units	431	6.67%
3 or 4 Units	299	4.63%
5 to 19 Units	670	10.38%
20 to 49 Units	304	4.71%
50 or More Units	167	2.59%
Mobile Home or Trailer	237	3.67%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	590	9.14%
Housing Units Built 2010 to 2014	225	3.48%
Housing Units Built 2000 to 2009	1,372	21.25%
Housing Units Built 1990 to 1999	999	15.47%
Housing Units Built 1980 to 1989	824	12.76%
Housing Units Built 1970 to 1979	587	9.09%
Housing Units Built 1960 to 1969	741	11.47%
Housing Units Built 1950 to 1959	321	4.97%
Housing Units Built 1940 to 1949	190	2.94%
Housing Unit Built 1939 or Earlier	609	9.43%
2021 Est. Median Year Structure Built		1990



ACKNOWLEDGMENTS

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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