

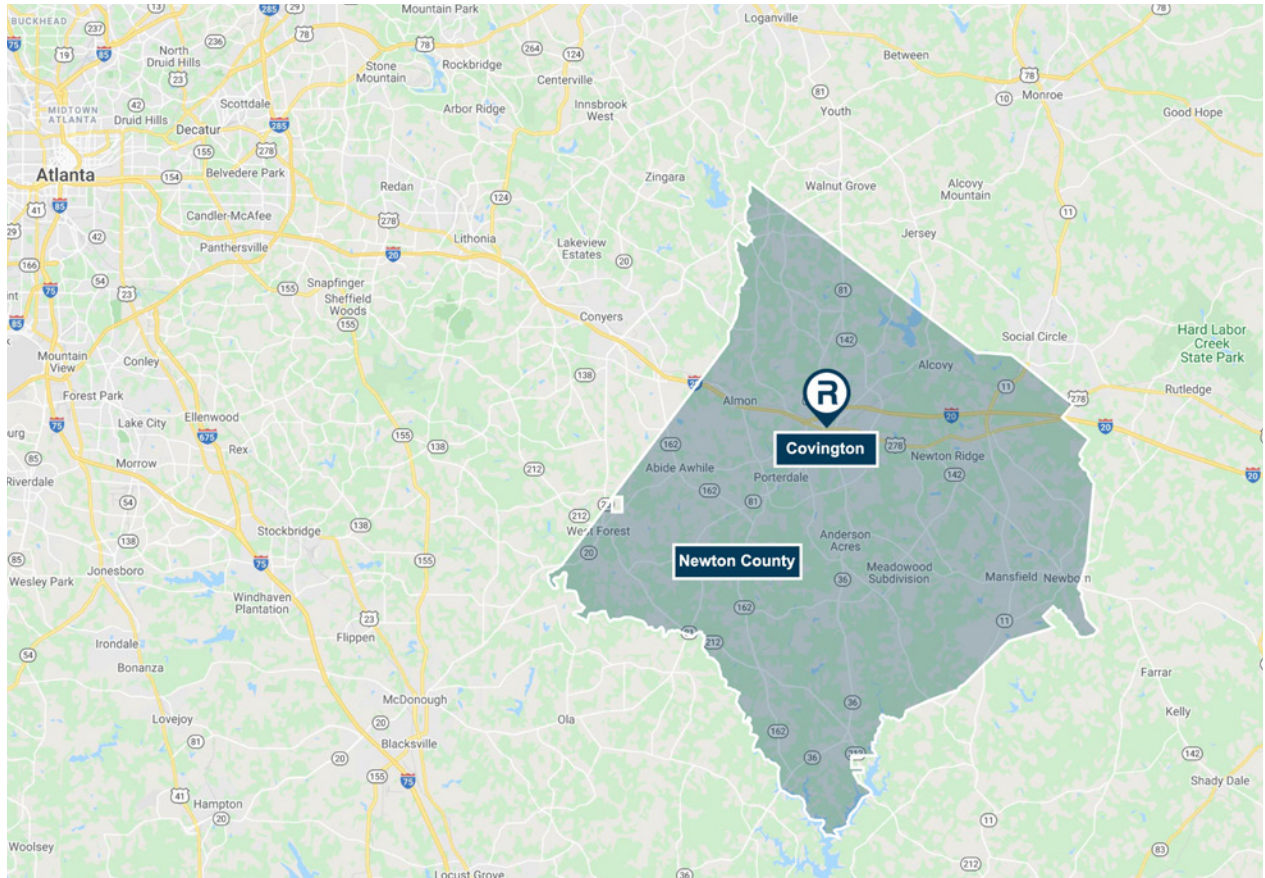


COVINGTON, GEORGIA

Newton County Demographic Profile



Contact Information



NEWTON COUNTY

**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.



Newton County • Demographic Profile

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	121,150	
2021 Estimate	114,228	
2010 Census	99,958	
2000 Census	62,017	
Growth 2021 - 2026		6.06%
Growth 2010 - 2021		14.28%
Growth 2000 - 2010		61.18%
2021 Est. Population by Single-Classification Race	114,228	
White Alone	51,909	45.44%
Black or African American Alone	54,299	47.54%
Amer. Indian and Alaska Native Alone	316	0.28%
Asian Alone	1,346	1.18%
Native Hawaiian and Other Pacific Island Alone	105	0.09%
Some Other Race Alone	3,244	2.84%
Two or More Races	3,009	2.63%
2021 Est. Population by Hispanic or Latino Origin	114,228	
Not Hispanic or Latino	106,771	93.47%
Hispanic or Latino	7,457	6.53%
Mexican	4,356	58.42%
Puerto Rican	1,097	14.71%
Cuban	400	5.36%
All Other Hispanic or Latino	1,604	21.51%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	7,457	
White Alone	2,829	37.94%
Black or African American Alone	816	10.94%
American Indian and Alaska Native Alone	53	0.71%
Asian Alone	41	0.55%
Native Hawaiian and Other Pacific Islander Alone	5	0.07%
Some Other Race Alone	3,055	40.97%
Two or More Races	658	8.82%
2021 Est. Pop by Race, Asian Alone, by Category	1,346	
Chinese, except Taiwanese	299	22.21%
Filipino	131	9.73%
Japanese	1	0.07%
Asian Indian	179	13.30%
Korean	2	0.15%
Vietnamese	66	4.90%
Cambodian	0	0.00%
Hmong	613	45.54%
Laotian	16	1.19%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	39	2.90%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	114,228	
Arab	42	0.04%
Czech	51	0.05%
Danish	118	0.10%
Dutch	721	0.63%
English	4,955	4.34%
French (except Basque)	1,102	0.97%
French Canadian	135	0.12%
German	5,837	5.11%
Greek	111	0.10%
Hungarian	141	0.12%
Irish	6,643	5.82%
Italian	1,003	0.88%
Lithuanian	23	0.02%
United States or American	15,073	13.20%
Norwegian	89	0.08%
Polish	676	0.59%
Portuguese	167	0.15%
Russian	224	0.20%
Scottish	1,349	1.18%
Scotch-Irish	1,229	1.08%
Slovak	11	0.01%
Subsaharan African	1,407	1.23%
Swedish	164	0.14%
Swiss	187	0.16%
Ukrainian	121	0.11%
Welsh	363	0.32%
West Indian (except Hisp. groups)	3,839	3.36%
Other ancestries	50,121	43.88%
Ancestry Unclassified	18,326	16.04%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	98,546	92.14%
Speak Asian/Pacific Island Language at Home	796	0.74%
Speak IndoEuropean Language at Home	1,414	1.32%
Speak Spanish at Home	5,679	5.31%
Speak Other Language at Home	521	0.49%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	114,228	
Age 0 - 4	7,272	6.37%
Age 5 - 9	7,513	6.58%
Age 10 - 14	8,361	7.32%
Age 15 - 17	5,452	4.77%
Age 18 - 20	5,246	4.59%
Age 21 - 24	6,350	5.56%
Age 25 - 34	14,282	12.50%
Age 35 - 44	14,157	12.39%
Age 45 - 54	15,797	13.83%
Age 55 - 64	13,887	12.16%
Age 65 - 74	9,775	8.56%
Age 75 - 84	4,710	4.12%
Age 85 and over	1,426	1.25%
Age 16 and over	89,295	78.17%
Age 18 and over	85,630	74.96%
Age 21 and over	80,384	70.37%
Age 65 and over	15,911	13.93%
2021 Est. Median Age		36.89
2021 Est. Average Age		37.80
2021 Est. Population by Sex	114,228	
Male	53,950	47.23%
Female	60,278	52.77%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	53,950	
Age 0 - 4	3,765	6.98%
Age 5 - 9	3,830	7.10%
Age 10 - 14	4,233	7.85%
Age 15 - 17	2,783	5.16%
Age 18 - 20	2,661	4.93%
Age 21 - 24	3,159	5.86%
Age 25 - 34	6,881	12.75%
Age 35 - 44	6,353	11.78%
Age 45 - 54	7,149	13.25%
Age 55 - 64	6,385	11.84%
Age 65 - 74	4,283	7.94%
Age 75 - 84	2,003	3.71%
Age 85 and over	465	0.86%
2021 Est. Median Age, Male		34.48
2021 Est. Average Age, Male		36.30
2021 Est. Female Population by Age	60,278	
Age 0 - 4	3,507	5.82%
Age 5 - 9	3,683	6.11%
Age 10 - 14	4,128	6.85%
Age 15 - 17	2,669	4.43%
Age 18 - 20	2,585	4.29%
Age 21 - 24	3,191	5.29%
Age 25 - 34	7,401	12.28%
Age 35 - 44	7,804	12.95%
Age 45 - 54	8,648	14.35%
Age 55 - 64	7,502	12.45%
Age 65 - 74	5,492	9.11%
Age 75 - 84	2,707	4.49%
Age 85 and over	961	1.59%
2021 Est. Median Age, Female		38.90
2021 Est. Average Age, Female		39.10

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	33,260	36.52%
Males, Never Married	15,732	17.27%
Females, Never Married	17,528	19.24%
Married, Spouse present	38,757	42.55%
Married, Spouse absent	3,093	3.40%
Widowed	3,624	3.98%
Males Widowed	670	0.74%
Females Widowed	2,954	3.24%
Divorced	12,348	13.56%
Males Divorced	5,375	5.90%
Females Divorced	6,973	7.66%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,611	3.5%
Some High School, no diploma	6,618	8.9%
High School Graduate (or GED)	25,451	34.4%
Some College, no degree	17,344	23.4%
Associate Degree	5,982	8.1%
Bachelor's Degree	9,837	13.3%
Master's Degree	4,188	5.7%
Professional School Degree	1,235	1.7%
Doctorate Degree	768	1.0%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,527	39.83%
High School Graduate	1,034	26.97%
Some College or Associate's Degree	719	18.75%
Bachelor's Degree or Higher	554	14.45%
Households		
2026 Projection	40,958	
2021 Estimate	38,760	
2010 Census	34,390	
2000 Census	22,002	
Growth 2021 - 2026		5.67%
Growth 2010 - 2021		12.71%
Growth 2000 - 2010		56.30%
2021 Est. Households by Household Type	38,760	
Family Households	29,468	76.03%
Nonfamily Households	9,292	23.97%
2021 Est. Group Quarters Population	1,649	
2021 Households by Ethnicity, Hispanic/Latino	1,841	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	38,760	
Income < \$15,000	4,284	11.05%
Income \$15,000 - \$24,999	2,986	7.70%
Income \$25,000 - \$34,999	3,464	8.94%
Income \$35,000 - \$49,999	5,127	13.23%
Income \$50,000 - \$74,999	7,272	18.76%
Income \$75,000 - \$99,999	5,615	14.49%
Income \$100,000 - \$124,999	4,037	10.42%
Income \$125,000 - \$149,999	2,170	5.60%
Income \$150,000 - \$199,999	2,074	5.35%
Income \$200,000 - \$249,999	912	2.35%
Income \$250,000 - \$499,999	636	1.64%
Income \$500,000+	183	0.47%
2021 Est. Average Household Income		\$77,242
2021 Est. Median Household Income		\$61,406
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$63,965
Black or African American Alone		\$60,115
American Indian and Alaska Native Alone		\$37,545
Asian Alone		\$115,536
Native Hawaiian and Other Pacific Islander Alone		\$119,507
Some Other Race Alone		\$44,008
Two or More Races		\$43,520
Hispanic or Latino		\$53,749
Not Hispanic or Latino		\$62,087
2021 Est. Family HH Type by Presence of Own Child.	29,468	
Married-Couple Family, own children	9,152	31.06%
Married-Couple Family, no own children	10,749	36.48%
Male Householder, own children	1,040	3.53%
Male Householder, no own children	1,107	3.76%
Female Householder, own children	4,308	14.62%
Female Householder, no own children	3,112	10.56%
2021 Est. Households by Household Size	38,760	
1-person	7,567	19.52%
2-person	11,563	29.83%
3-person	7,386	19.06%
4-person	6,167	15.91%
5-person	3,498	9.03%
6-person	1,540	3.97%
7-or-more-person	1,039	2.68%
2021 Est. Average Household Size		2.9

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	38,760	
Households with 1 or More People under Age 18:	16,882	43.56%
Married-Couple Family	10,105	59.86%
Other Family, Male Householder	1,312	7.77%
Other Family, Female Householder	5,320	31.51%
Nonfamily, Male Householder	102	0.60%
Nonfamily, Female Householder	43	0.26%
Households with No People under Age 18:	21,878	56.45%
Married-Couple Family	9,799	44.79%
Other Family, Male Householder	841	3.84%
Other Family, Female Householder	2,096	9.58%
Nonfamily, Male Householder	3,998	18.27%
Nonfamily, Female Householder	5,144	23.51%
2021 Est. Households by Number of Vehicles	38,760	
No Vehicles	1,277	3.30%
1 Vehicle	9,630	24.85%
2 Vehicles	15,854	40.90%
3 Vehicles	7,556	19.49%
4 Vehicles	3,148	8.12%
5 or more Vehicles	1,295	3.34%
2021 Est. Average Number of Vehicles		2.2
Family Households		
2026 Projection	31,135	
2021 Estimate	29,468	
2010 Census	26,165	
2000 Census	17,118	
Growth 2021 - 2026		5.66%
Growth 2010 - 2021		12.62%
Growth 2000 - 2010		52.85%
2021 Est. Families by Poverty Status	29,468	
2021 Families at or Above Poverty	25,241	85.66%
2021 Families at or Above Poverty with Children	12,177	41.32%
2021 Families Below Poverty	4,227	14.34%
2021 Families Below Poverty with Children	3,001	10.18%
2021 Est. Pop 16+ by Employment Status	89,295	
Civilian Labor Force, Employed	51,757	57.96%
Civilian Labor Force, Unemployed	2,911	3.26%
Armed Forces	171	0.19%
Not in Labor Force	34,456	38.59%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	51,394	
For-Profit Private Workers	36,335	70.70%
Non-Profit Private Workers	2,381	4.63%
Local Government Workers	1,793	3.49%
State Government Workers	2,050	3.99%
Federal Government Workers	3,573	6.95%
Self-Employed Workers	5,208	10.13%
Unpaid Family Workers	54	0.11%
2021 Est. Civ. Employed Pop 16+ by Occupation	51,394	
Architect/Engineer	740	1.44%
Arts/Entertainment/Sports	388	0.76%
Building Grounds Maintenance	1,876	3.65%
Business/Financial Operations	1,750	3.41%
Community/Social Services	928	1.81%
Computer/Mathematical	1,407	2.74%
Construction/Extraction	3,235	6.30%
Education/Training/Library	2,632	5.12%
Farming/Fishing/Forestry	276	0.54%
Food Prep/Serving	2,983	5.80%
Health Practitioner/Technician	2,883	5.61%
Healthcare Support	2,435	4.74%
Maintenance Repair	2,098	4.08%
Legal	492	0.96%
Life/Physical/Social Science	88	0.17%
Management	4,308	8.38%
Office/Admin. Support	5,641	10.98%
Production	3,707	7.21%
Protective Services	1,615	3.14%
Sales/Related	5,245	10.21%
Personal Care/Service	1,017	1.98%
Transportation/Moving	5,650	10.99%
2021 Est. Pop 16+ by Occupation Classification	51,394	
White Collar	26,502	51.57%
Blue Collar	14,690	28.58%
Service and Farm	10,202	19.85%
2021 Est. Workers Age 16+ by Transp. to Work	50,223	
Drove Alone	41,031	81.70%
Car Pooled	5,157	10.27%
Public Transportation	226	0.45%
Walked	314	0.63%
Bicycle	3	0.01%
Other Means	1,310	2.61%
Worked at Home	2,182	4.35%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,478	
15 - 29 Minutes	16,354	
30 - 44 Minutes	9,038	
45 - 59 Minutes	4,668	
60 or more Minutes	9,573	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	38,760	
Owner Occupied	29,045	74.94%
Renter Occupied	9,715	25.07%
2021 Owner Occ. HUs: Avg. Length of Residence		14.1
2021 Renter Occ. HUs: Avg. Length of Residence		6.5
2021 Est. Owner-Occupied Housing Units by Value	38,760	
Value Less than \$20,000	469	1.62%
Value \$20,000 - \$39,999	611	2.10%
Value \$40,000 - \$59,999	379	1.31%
Value \$60,000 - \$79,999	639	2.20%
Value \$80,000 - \$99,999	1,209	4.16%
Value \$100,000 - \$149,999	5,273	18.16%
Value \$150,000 - \$199,999	7,082	24.38%
Value \$200,000 - \$299,999	6,618	22.79%
Value \$300,000 - \$399,999	3,651	12.57%
Value \$400,000 - \$499,999	1,812	6.24%
Value \$500,000 - \$749,999	809	2.79%
Value \$750,000 - \$999,999	401	1.38%
Value \$1,000,000 or \$1,499,999	11	0.04%
Value \$1,500,000 or \$1,999,999	16	0.06%
Value \$2,000,000+	65	0.22%
2021 Est. Median All Owner-Occupied Housing Value		\$191,292
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	35,656	83.37%
1 Unit Attached	689	1.61%
2 Units	1,149	2.69%
3 or 4 Units	805	1.88%
5 to 19 Units	1,285	3.00%
20 to 49 Units	504	1.18%
50 or More Units	368	0.86%
Mobile Home or Trailer	2,313	5.41%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,039	9.44%
Housing Units Built 2010 to 2014	618	1.45%
Housing Units Built 2000 to 2009	14,040	32.83%
Housing Units Built 1990 to 1999	9,575	22.39%
Housing Units Built 1980 to 1989	5,278	12.34%
Housing Units Built 1970 to 1979	3,566	8.34%
Housing Units Built 1960 to 1969	1,906	4.46%
Housing Units Built 1950 to 1959	1,579	3.69%
Housing Units Built 1940 to 1949	569	1.33%
Housing Unit Built 1939 or Earlier	1,599	3.74%
2021 Est. Median Year Structure Built		1998



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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