

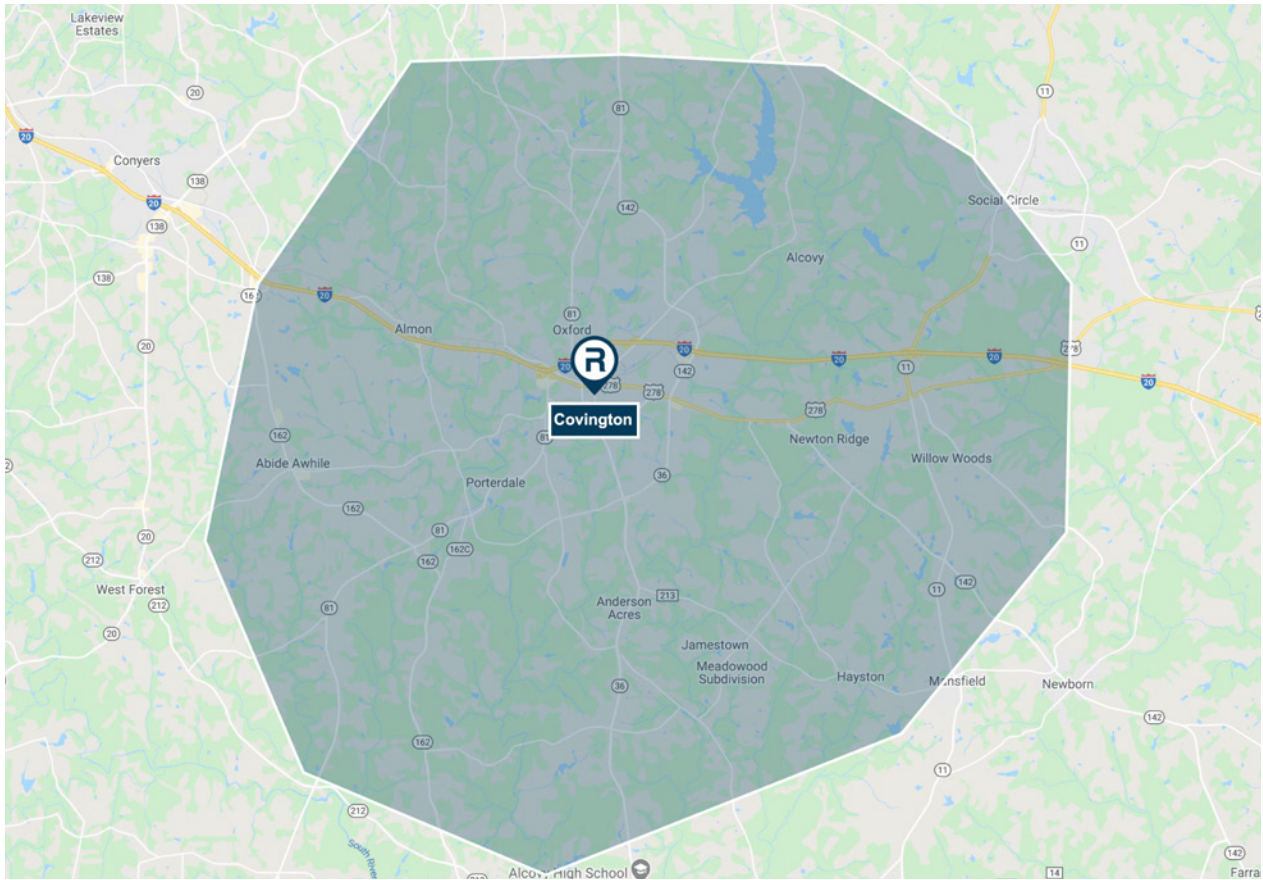


COVINGTON, GEORGIA

# Primary Retail Trade Area 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.



# Primary Retail Trade Area • Demographic Profile

Covington, Georgia

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	109,193	
2021 Estimate	102,767	
2010 Census	89,162	
2000 Census	54,635	
Growth 2021 - 2026		6.25%
Growth 2010 - 2021		15.26%
Growth 2000 - 2010		63.20%
<b>2021 Est. Population by Single-Classification Race</b>	<b>102,767</b>	
White Alone	42,938	41.78%
Black or African American Alone	52,375	50.97%
Amer. Indian and Alaska Native Alone	255	0.25%
Asian Alone	1,349	1.31%
Native Hawaiian and Other Pacific Island Alone	71	0.07%
Some Other Race Alone	3,052	2.97%
Two or More Races	2,726	2.65%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>102,767</b>	
Not Hispanic or Latino	95,802	93.22%
Hispanic or Latino	6,964	6.78%
Mexican	4,108	58.99%
Puerto Rican	1,028	14.76%
Cuban	368	5.28%
All Other Hispanic or Latino	1,460	20.97%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,964</b>	
White Alone	2,614	37.54%
Black or African American Alone	770	11.06%
American Indian and Alaska Native Alone	50	0.72%
Asian Alone	39	0.56%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	2,872	41.24%
Two or More Races	618	8.87%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,349</b>	
Chinese, except Taiwanese	313	23.20%
Filipino	105	7.78%
Japanese	2	0.15%
Asian Indian	208	15.42%
Korean	24	1.78%
Vietnamese	83	6.15%
Cambodian	1	0.07%
Hmong	506	37.51%
Laotian	16	1.19%
Thai	2	0.15%
All Other Asian Races Including 2+ Category	89	6.60%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>102,767</b>	
Arab	37	0.04%
Czech	33	0.03%
Danish	113	0.11%
Dutch	592	0.58%
English	4,390	4.27%
French (except Basque)	1,026	1.00%
French Canadian	135	0.13%
German	5,028	4.89%
Greek	67	0.07%
Hungarian	98	0.10%
Irish	5,393	5.25%
Italian	927	0.90%
Lithuanian	20	0.02%
United States or American	12,013	11.69%
Norwegian	80	0.08%
Polish	589	0.57%
Portuguese	179	0.17%
Russian	198	0.19%
Scottish	1,277	1.24%
Scotch-Irish	989	0.96%
Slovak	15	0.02%
Subsaharan African	1,448	1.41%
Swedish	146	0.14%
Swiss	169	0.16%
Ukrainian	131	0.13%
Welsh	295	0.29%
West Indian (except Hisp. groups)	3,940	3.83%
Other ancestries	47,214	45.94%
Ancestry Unclassified	16,224	15.79%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	88,049	91.47%
Speak Asian/Pacific Island Language at Home	742	0.77%
Speak IndoEuropean Language at Home	1,322	1.37%
Speak Spanish at Home	5,642	5.86%
Speak Other Language at Home	509	0.53%

# Primary Retail Trade Area • Demographic Profile

Covington, Georgia

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>102,767</b>	
Age 0 - 4	6,502	6.33%
Age 5 - 9	6,701	6.52%
Age 10 - 14	7,490	7.29%
Age 15 - 17	4,917	4.79%
Age 18 - 20	4,771	4.64%
Age 21 - 24	5,732	5.58%
Age 25 - 34	12,947	12.60%
Age 35 - 44	12,672	12.33%
Age 45 - 54	14,118	13.74%
Age 55 - 64	12,488	12.15%
Age 65 - 74	8,824	8.59%
Age 75 - 84	4,266	4.15%
Age 85 and over	1,338	1.30%
Age 16 and over	80,462	78.30%
Age 18 and over	77,156	75.08%
Age 21 and over	72,386	70.44%
Age 65 and over	14,428	14.04%
2021 Est. Median Age		36.85
2021 Est. Average Age		37.83
<b>2021 Est. Population by Sex</b>	<b>102,767</b>	
Male	48,322	47.02%
Female	54,444	52.98%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>48,322</b>	
Age 0 - 4	3,356	6.95%
Age 5 - 9	3,419	7.08%
Age 10 - 14	3,797	7.86%
Age 15 - 17	2,501	5.18%
Age 18 - 20	2,413	4.99%
Age 21 - 24	2,855	5.91%
Age 25 - 34	6,204	12.84%
Age 35 - 44	5,661	11.72%
Age 45 - 54	6,360	13.16%
Age 55 - 64	5,704	11.80%
Age 65 - 74	3,846	7.96%
Age 75 - 84	1,775	3.67%
Age 85 and over	432	0.89%
2021 Est. Median Age, Male		34.35
2021 Est. Average Age, Male		36.22
<b>2021 Est. Female Population by Age</b>	<b>54,444</b>	
Age 0 - 4	3,146	5.78%
Age 5 - 9	3,283	6.03%
Age 10 - 14	3,693	6.78%
Age 15 - 17	2,416	4.44%
Age 18 - 20	2,358	4.33%
Age 21 - 24	2,877	5.28%
Age 25 - 34	6,742	12.38%
Age 35 - 44	7,011	12.88%
Age 45 - 54	7,758	14.25%
Age 55 - 64	6,784	12.46%
Age 65 - 74	4,978	9.14%
Age 75 - 84	2,491	4.58%
Age 85 and over	907	1.67%
2021 Est. Median Age, Female		38.94
2021 Est. Average Age, Female		39.24

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	30,465	37.12%
Males, Never Married	14,325	17.45%
Females, Never Married	16,139	19.66%
Married, Spouse present	34,222	41.70%
Married, Spouse absent	2,967	3.62%
Widowed	3,493	4.26%
Males Widowed	715	0.87%
Females Widowed	2,779	3.39%
Divorced	10,926	13.31%
Males Divorced	4,519	5.51%
Females Divorced	6,407	7.81%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,318	3.5%
Some High School, no diploma	5,756	8.6%
High School Graduate (or GED)	22,261	33.4%
Some College, no degree	15,742	23.6%
Associate Degree	5,626	8.4%
Bachelor's Degree	9,124	13.7%
Master's Degree	3,911	5.9%
Professional School Degree	1,218	1.8%
Doctorate Degree	697	1.0%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,489	41.35%
High School Graduate	957	26.58%
Some College or Associate's Degree	669	18.58%
Bachelor's Degree or Higher	486	13.50%
<b>Households</b>		
2026 Projection	37,177	
2021 Estimate	35,085	
2010 Census	30,782	
2000 Census	19,391	
Growth 2021 - 2026		5.96%
Growth 2010 - 2021		13.98%
Growth 2000 - 2010		58.74%
<b>2021 Est. Households by Household Type</b>	<b>35,085</b>	
Family Households	26,427	75.32%
Nonfamily Households	8,658	24.68%
2021 Est. Group Quarters Population	1,656	
2021 Households by Ethnicity, Hispanic/Latino	1,722	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>35,085</b>	
Income < \$15,000	3,771	10.75%
Income \$15,000 - \$24,999	2,676	7.63%
Income \$25,000 - \$34,999	3,118	8.89%
Income \$35,000 - \$49,999	4,538	12.93%
Income \$50,000 - \$74,999	6,724	19.17%
Income \$75,000 - \$99,999	5,193	14.80%
Income \$100,000 - \$124,999	3,601	10.26%
Income \$125,000 - \$149,999	1,981	5.65%
Income \$150,000 - \$199,999	1,878	5.35%
Income \$200,000 - \$249,999	835	2.38%
Income \$250,000 - \$499,999	602	1.72%
Income \$500,000+	169	0.48%
2021 Est. Average Household Income		\$77,873
2021 Est. Median Household Income		\$62,188
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$65,573
Black or African American Alone		\$60,506
American Indian and Alaska Native Alone		\$37,822
Asian Alone		\$97,090
Native Hawaiian and Other Pacific Islander Alone		\$116,196
Some Other Race Alone		\$43,479
Two or More Races		\$44,855
Hispanic or Latino		\$49,792
Not Hispanic or Latino		\$63,247
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>26,427</b>	
Married-Couple Family, own children	7,984	30.21%
Married-Couple Family, no own children	9,459	35.79%
Male Householder, own children	931	3.52%
Male Householder, no own children	1,022	3.87%
Female Householder, own children	4,102	15.52%
Female Householder, no own children	2,929	11.08%
<b>2021 Est. Households by Household Size</b>	<b>35,085</b>	
1-person	7,103	20.25%
2-person	10,448	29.78%
3-person	6,616	18.86%
4-person	5,505	15.69%
5-person	3,110	8.86%
6-person	1,383	3.94%
7-or-more-person	918	2.62%
2021 Est. Average Household Size		2.88

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>35,085</b>	
Households with 1 or More People under Age 18:	15,166	43.23%
Married-Couple Family	8,824	58.18%
Other Family, Male Householder	1,176	7.75%
Other Family, Female Householder	5,038	33.22%
Nonfamily, Male Householder	93	0.61%
Nonfamily, Female Householder	36	0.24%
<b>Households with No People under Age 18:</b>	<b>19,919</b>	<b>56.77%</b>
Married-Couple Family	8,623	43.29%
Other Family, Male Householder	781	3.92%
Other Family, Female Householder	1,989	9.99%
Nonfamily, Male Householder	3,666	18.41%
Nonfamily, Female Householder	4,860	24.40%
<b>2021 Est. Households by Number of Vehicles</b>	<b>35,085</b>	
No Vehicles	1,229	3.50%
1 Vehicle	9,021	25.71%
2 Vehicles	14,246	40.60%
3 Vehicles	6,799	19.38%
4 Vehicles	2,725	7.77%
5 or more Vehicles	1,066	3.04%
2021 Est. Average Number of Vehicles		2.15
<b>Family Households</b>		
2026 Projection	28,001	
2021 Estimate	26,427	
2010 Census	23,197	
2000 Census	14,980	
Growth 2021 - 2026		5.96%
Growth 2010 - 2021		13.92%
Growth 2000 - 2010		54.85%
<b>2021 Est. Families by Poverty Status</b>	<b>26,427</b>	
2021 Families at or Above Poverty	22,871	86.54%
2021 Families at or Above Poverty with Children	11,084	41.94%
2021 Families Below Poverty	3,556	13.46%
2021 Families Below Poverty with Children	2,566	9.71%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>80,462</b>	
Civilian Labor Force, Employed	46,884	58.27%
Civilian Labor Force, Unemployed	2,516	3.13%
Armed Forces	150	0.19%
Not in Labor Force	30,912	38.42%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>46,198</b>	
For-Profit Private Workers	32,769	70.93%
Non-Profit Private Workers	2,199	4.76%
Local Government Workers	1,613	3.49%
State Government Workers	2,034	4.40%
Federal Government Workers	3,047	6.60%
Self-Employed Workers	4,494	9.73%
Unpaid Family Workers	42	0.09%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>46,198</b>	
Architect/Engineer	740	1.60%
Arts/Entertainment/Sports	394	0.85%
Building Grounds Maintenance	1,681	3.64%
Business/Financial Operations	1,540	3.33%
Community/Social Services	813	1.76%
Computer/Mathematical	1,305	2.83%
Construction/Extraction	2,705	5.86%
Education/Training/Library	2,401	5.20%
Farming/Fishing/Forestry	196	0.42%
Food Prep/Serving	2,447	5.30%
Health Practitioner/Technician	2,748	5.95%
Healthcare Support	2,244	4.86%
Maintenance Repair	1,766	3.82%
Legal	420	0.91%
Life/Physical/Social Science	103	0.22%
Management	3,839	8.31%
Office/Admin. Support	5,400	11.69%
Production	3,355	7.26%
Protective Services	1,395	3.02%
Sales/Related	4,799	10.39%
Personal Care/Service	959	2.08%
Transportation/Moving	4,949	10.71%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>46,198</b>	
White Collar	24,502	53.04%
Blue Collar	12,775	27.65%
Service and Farm	8,922	19.31%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>45,200</b>	
Drove Alone	37,002	81.86%
Car Pooled	4,612	10.20%
Public Transportation	239	0.53%
Walked	330	0.73%
Bicycle	3	0.01%
Other Means	1,049	2.32%
Worked at Home	1,964	4.35%

# Primary Retail Trade Area • Demographic Profile

Covington, Georgia

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,346	
15 - 29 Minutes	14,414	
30 - 44 Minutes	7,774	
45 - 59 Minutes	4,312	
60 or more Minutes	8,438	
2021 Est. Avg Travel Time to Work in Minutes		36
2021 Est. Occupied Housing Units by Tenure	35,085	
Owner Occupied	25,563	72.86%
Renter Occupied	9,522	27.14%
2021 Owner Occ. HUs: Avg. Length of Residence		13.99
2021 Renter Occ. HUs: Avg. Length of Residence		6.32
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>35,085</b>	
Value Less than \$20,000	454	1.78%
Value \$20,000 - \$39,999	502	1.96%
Value \$40,000 - \$59,999	336	1.31%
Value \$60,000 - \$79,999	595	2.33%
Value \$80,000 - \$99,999	1,062	4.15%
Value \$100,000 - \$149,999	4,618	18.07%
Value \$150,000 - \$199,999	6,143	24.03%
Value \$200,000 - \$299,999	5,862	22.93%
Value \$300,000 - \$399,999	3,178	12.43%
Value \$400,000 - \$499,999	1,594	6.24%
Value \$500,000 - \$749,999	735	2.88%
Value \$750,000 - \$999,999	373	1.46%
Value \$1,000,000 or \$1,499,999	15	0.06%
Value \$1,500,000 or \$1,999,999	14	0.06%
Value \$2,000,000+	82	0.32%
2021 Est. Median All Owner-Occupied Housing Value		\$191,813
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	31,680	81.90%
1 Unit Attached	757	1.96%
2 Units	1,179	3.05%
3 or 4 Units	883	2.28%
5 to 19 Units	1,393	3.60%
20 to 49 Units	517	1.34%
50 or More Units	368	0.95%
Mobile Home or Trailer	1,816	4.70%
Boat, RV, Van, etc.	89	0.23%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,987	10.31%
Housing Units Built 2010 to 2014	600	1.55%
Housing Units Built 2000 to 2009	11,877	30.70%
Housing Units Built 1990 to 1999	8,810	22.78%
Housing Units Built 1980 to 1989	4,848	12.53%
Housing Units Built 1970 to 1979	3,477	8.99%
Housing Units Built 1960 to 1969	1,781	4.60%
Housing Units Built 1950 to 1959	1,385	3.58%
Housing Units Built 1940 to 1949	505	1.31%
Housing Unit Built 1939 or Earlier	1,413	3.65%
2021 Est. Median Year Structure Built		1997





## 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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