

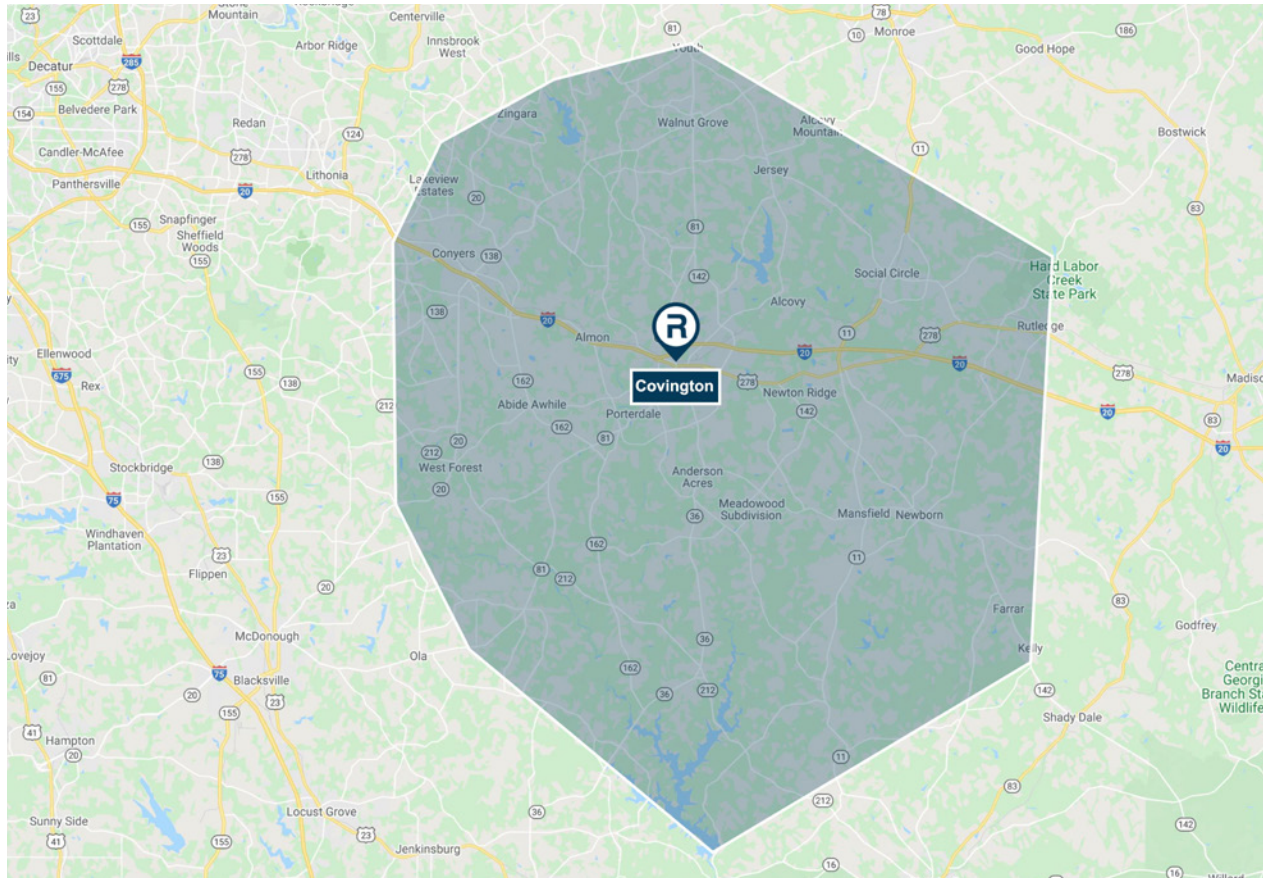


COVINGTON, GEORGIA

Secondary 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.



Secondary Retail Trade Area • Demographic Profile

Covington, Georgia

DESCRIPTION	DATA	%
Population		
2026 Projection	237,870	
2021 Estimate	225,609	
2010 Census	201,584	
2000 Census	141,124	
Growth 2021 - 2026		5.44%
Growth 2010 - 2021		11.92%
Growth 2000 - 2010		42.84%
2021 Est. Population by Single-Classification Race	225,609	
White Alone	104,982	46.53%
Black or African American Alone	102,369	45.38%
Amer. Indian and Alaska Native Alone	707	0.31%
Asian Alone	2,940	1.30%
Native Hawaiian and Other Pacific Island Alone	228	0.10%
Some Other Race Alone	8,326	3.69%
Two or More Races	6,056	2.68%
2021 Est. Population by Hispanic or Latino Origin	225,609	
Not Hispanic or Latino	207,336	91.90%
Hispanic or Latino	18,273	8.10%
Mexican	12,413	67.93%
Puerto Rican	1,958	10.72%
Cuban	778	4.26%
All Other Hispanic or Latino	3,125	17.10%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	18,273	
White Alone	7,364	40.30%
Black or African American Alone	1,483	8.12%
American Indian and Alaska Native Alone	157	0.86%
Asian Alone	62	0.34%
Native Hawaiian and Other Pacific Islander Alone	15	0.08%
Some Other Race Alone	7,891	43.18%
Two or More Races	1,302	7.13%
2021 Est. Pop by Race, Asian Alone, by Category	2,940	
Chinese, except Taiwanese	451	15.34%
Filipino	278	9.46%
Japanese	19	0.65%
Asian Indian	429	14.59%
Korean	171	5.82%
Vietnamese	554	18.84%
Cambodian	56	1.91%
Hmong	613	20.85%
Laotian	56	1.91%
Thai	45	1.53%
All Other Asian Races Including 2+ Category	269	9.15%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	225,609	
Arab	113	0.05%
Czech	110	0.05%
Danish	180	0.08%
Dutch	1,389	0.62%
English	10,040	4.45%
French (except Basque)	1,938	0.86%
French Canadian	369	0.16%
German	9,996	4.43%
Greek	324	0.14%
Hungarian	241	0.11%
Irish	12,531	5.55%
Italian	2,551	1.13%
Lithuanian	68	0.03%
United States or American	26,013	11.53%
Norwegian	290	0.13%
Polish	1,270	0.56%
Portuguese	237	0.11%
Russian	471	0.21%
Scottish	2,884	1.28%
Scotch-Irish	2,347	1.04%
Slovak	45	0.02%
Subsaharan African	2,269	1.01%
Swedish	452	0.20%
Swiss	285	0.13%
Ukrainian	169	0.08%
Welsh	547	0.24%
West Indian (except Hisp. groups)	7,258	3.22%
Other ancestries	104,351	46.25%
Ancestry Unclassified	36,868	16.34%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	190,278	89.93%
Speak Asian/Pacific Island Language at Home	2,732	1.29%
Speak IndoEuropean Language at Home	2,817	1.33%
Speak Spanish at Home	14,804	7.00%
Speak Other Language at Home	957	0.45%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	225,609	
Age 0 - 4	14,021	6.22%
Age 5 - 9	14,573	6.46%
Age 10 - 14	16,313	7.23%
Age 15 - 17	10,672	4.73%
Age 18 - 20	9,895	4.39%
Age 21 - 24	12,357	5.48%
Age 25 - 34	27,662	12.26%
Age 35 - 44	27,442	12.16%
Age 45 - 54	30,872	13.68%
Age 55 - 64	28,620	12.69%
Age 65 - 74	20,651	9.15%
Age 75 - 84	9,580	4.25%
Age 85 and over	2,951	1.31%
Age 16 and over	177,204	78.55%
Age 18 and over	170,030	75.37%
Age 21 and over	160,135	70.98%
Age 65 and over	33,181	14.71%
2021 Est. Median Age		37.70
2021 Est. Average Age		38.34
2021 Est. Population by Sex	225,609	
Male	106,959	47.41%
Female	118,650	52.59%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	106,959	
Age 0 - 4	7,189	6.72%
Age 5 - 9	7,399	6.92%
Age 10 - 14	8,319	7.78%
Age 15 - 17	5,436	5.08%
Age 18 - 20	5,040	4.71%
Age 21 - 24	6,193	5.79%
Age 25 - 34	13,322	12.46%
Age 35 - 44	12,328	11.53%
Age 45 - 54	14,071	13.16%
Age 55 - 64	13,288	12.42%
Age 65 - 74	9,210	8.61%
Age 75 - 84	4,140	3.87%
Age 85 and over	1,022	0.96%
2021 Est. Median Age, Male		35.47
2021 Est. Average Age, Male		36.96
2021 Est. Female Population by Age	118,650	
Age 0 - 4	6,832	5.76%
Age 5 - 9	7,174	6.05%
Age 10 - 14	7,994	6.74%
Age 15 - 17	5,235	4.41%
Age 18 - 20	4,854	4.09%
Age 21 - 24	6,163	5.19%
Age 25 - 34	14,340	12.09%
Age 35 - 44	15,115	12.74%
Age 45 - 54	16,801	14.16%
Age 55 - 64	15,332	12.92%
Age 65 - 74	11,441	9.64%
Age 75 - 84	5,440	4.59%
Age 85 and over	1,929	1.63%
2021 Est. Median Age, Female		39.55
2021 Est. Average Age, Female		39.53

Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	61,831	34.22%
Males, Never Married	29,266	16.20%
Females, Never Married	32,565	18.02%
Married, Spouse present	80,031	44.29%
Married, Spouse absent	6,624	3.67%
Widowed	9,142	5.06%
Males Widowed	1,952	1.08%
Females Widowed	7,190	3.98%
Divorced	23,073	12.77%
Males Divorced	9,206	5.10%
Females Divorced	13,867	7.67%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,788	3.9%
Some High School, no diploma	12,198	8.3%
High School Graduate (or GED)	50,285	34.0%
Some College, no degree	32,884	22.3%
Associate Degree	13,058	8.8%
Bachelor's Degree	21,185	14.3%
Master's Degree	8,808	6.0%
Professional School Degree	2,319	1.6%
Doctorate Degree	1,254	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,559	37.91%
High School Graduate	2,896	30.85%
Some College or Associate's Degree	1,582	16.85%
Bachelor's Degree or Higher	1,352	14.40%
Households		
2026 Projection	82,462	
2021 Estimate	78,255	
2010 Census	70,023	
2000 Census	49,523	
Growth 2021 - 2026		5.38%
Growth 2010 - 2021		11.76%
Growth 2000 - 2010		41.40%
2021 Est. Households by Household Type	78,255	
Family Households	59,612	76.18%
Nonfamily Households	18,643	23.82%
2021 Est. Group Quarters Population	2,042	
2021 Households by Ethnicity, Hispanic/Latino	4,400	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	78,255	
Income < \$15,000	7,160	9.15%
Income \$15,000 - \$24,999	5,977	7.64%
Income \$25,000 - \$34,999	7,268	9.29%
Income \$35,000 - \$49,999	9,760	12.47%
Income \$50,000 - \$74,999	14,942	19.09%
Income \$75,000 - \$99,999	10,883	13.91%
Income \$100,000 - \$124,999	8,142	10.40%
Income \$125,000 - \$149,999	5,087	6.50%
Income \$150,000 - \$199,999	4,696	6.00%
Income \$200,000 - \$249,999	2,084	2.66%
Income \$250,000 - \$499,999	1,695	2.17%
Income \$500,000+	561	0.72%
2021 Est. Average Household Income		\$82,888
2021 Est. Median Household Income		\$64,367
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$66,544
Black or African American Alone		\$64,023
American Indian and Alaska Native Alone		\$43,843
Asian Alone		\$80,546
Native Hawaiian and Other Pacific Islander Alone		\$18,301
Some Other Race Alone		\$46,560
Two or More Races		\$47,091
Hispanic or Latino		\$48,095
Not Hispanic or Latino		\$65,745
2021 Est. Family HH Type by Presence of Own Child.	59,612	
Married-Couple Family, own children	18,418	30.90%
Married-Couple Family, no own children	22,571	37.86%
Male Householder, own children	2,095	3.51%
Male Householder, no own children	2,207	3.70%
Female Householder, own children	8,294	13.91%
Female Householder, no own children	6,028	10.11%
2021 Est. Households by Household Size	78,255	
1-person	15,625	19.97%
2-person	23,891	30.53%
3-person	14,860	18.99%
4-person	12,313	15.74%
5-person	6,622	8.46%
6-person	2,993	3.83%
7-or-more-person	1,952	2.49%
2021 Est. Average Household Size		2.86

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	78,255	
Households with 1 or More People under Age 18:	33,381	42.66%
Married-Couple Family	20,339	60.93%
Other Family, Male Householder	2,626	7.87%
Other Family, Female Householder	10,136	30.37%
Nonfamily, Male Householder	187	0.56%
Nonfamily, Female Householder	93	0.28%
Households with No People under Age 18:	44,874	57.34%
Married-Couple Family	20,654	46.03%
Other Family, Male Householder	1,677	3.74%
Other Family, Female Householder	4,183	9.32%
Nonfamily, Male Householder	8,200	18.27%
Nonfamily, Female Householder	10,159	22.64%
2021 Est. Households by Number of Vehicles	78,255	
No Vehicles	2,448	3.13%
1 Vehicle	21,494	27.47%
2 Vehicles	30,523	39.01%
3 Vehicles	14,777	18.88%
4 Vehicles	6,637	8.48%
5 or more Vehicles	2,375	3.04%
2021 Est. Average Number of Vehicles		2.14
Family Households		
2026 Projection	62,820	
2021 Estimate	59,612	
2010 Census	53,327	
2000 Census	38,822	
Growth 2021 - 2026		5.38%
Growth 2010 - 2021		11.79%
Growth 2000 - 2010		37.36%
2021 Est. Families by Poverty Status	59,612	
2021 Families at or Above Poverty	52,023	87.27%
2021 Families at or Above Poverty with Children	24,403	40.94%
2021 Families Below Poverty	7,589	12.73%
2021 Families Below Poverty with Children	5,649	9.48%
2021 Est. Pop 16+ by Employment Status	177,204	
Civilian Labor Force, Employed	101,846	57.47%
Civilian Labor Force, Unemployed	5,737	3.24%
Armed Forces	262	0.15%
Not in Labor Force	69,359	39.14%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	101,022	
For-Profit Private Workers	70,233	69.52%
Non-Profit Private Workers	4,787	4.74%
Local Government Workers	3,359	3.33%
State Government Workers	4,633	4.59%
Federal Government Workers	7,016	6.95%
Self-Employed Workers	10,923	10.81%
Unpaid Family Workers	70	0.07%
2021 Est. Civ. Employed Pop 16+ by Occupation	101,022	
Architect/Engineer	1,485	1.47%
Arts/Entertainment/Sports	845	0.84%
Building Grounds Maintenance	3,395	3.36%
Business/Financial Operations	3,988	3.95%
Community/Social Services	1,435	1.42%
Computer/Mathematical	2,597	2.57%
Construction/Extraction	6,363	6.30%
Education/Training/Library	6,112	6.05%
Farming/Fishing/Forestry	311	0.31%
Food Prep/Serving	5,576	5.52%
Health Practitioner/Technician	5,943	5.88%
Healthcare Support	3,460	3.43%
Maintenance Repair	4,094	4.05%
Legal	974	0.96%
Life/Physical/Social Science	313	0.31%
Management	8,088	8.01%
Office/Admin. Support	12,343	12.22%
Production	7,755	7.68%
Protective Services	2,748	2.72%
Sales/Related	10,167	10.06%
Personal Care/Service	2,748	2.72%
Transportation/Moving	10,284	10.18%
2021 Est. Pop 16+ by Occupation Classification	101,022	
White Collar	54,289	53.74%
Blue Collar	28,496	28.21%
Service and Farm	18,237	18.05%
2021 Est. Workers Age 16+ by Transp. to Work	99,024	
Drove Alone	80,930	81.73%
Car Pooled	10,240	10.34%
Public Transportation	647	0.65%
Walked	698	0.71%
Bicycle	23	0.02%
Other Means	1,920	1.94%
Worked at Home	4,566	4.61%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	17,717	
15 - 29 Minutes	29,783	
30 - 44 Minutes	17,661	
45 - 59 Minutes	11,520	
60 or more Minutes	17,932	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	78,255	
Owner Occupied	57,706	73.74%
Renter Occupied	20,550	26.26%
2021 Owner Occ. HUs: Avg. Length of Residence		14.41
2021 Renter Occ. HUs: Avg. Length of Residence		6.37
2021 Est. Owner-Occupied Housing Units by Value	78,255	
Value Less than \$20,000	933	1.62%
Value \$20,000 - \$39,999	1,089	1.89%
Value \$40,000 - \$59,999	926	1.61%
Value \$60,000 - \$79,999	1,758	3.05%
Value \$80,000 - \$99,999	2,935	5.09%
Value \$100,000 - \$149,999	10,321	17.89%
Value \$150,000 - \$199,999	12,131	21.02%
Value \$200,000 - \$299,999	14,070	24.38%
Value \$300,000 - \$399,999	7,386	12.80%
Value \$400,000 - \$499,999	3,774	6.54%
Value \$500,000 - \$749,999	1,515	2.63%
Value \$750,000 - \$999,999	632	1.10%
Value \$1,000,000 or \$1,499,999	78	0.14%
Value \$1,500,000 or \$1,999,999	21	0.04%
Value \$2,000,000+	136	0.24%
2021 Est. Median All Owner-Occupied Housing Value		\$194,473
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	69,357	79.96%
1 Unit Attached	1,799	2.07%
2 Units	2,296	2.65%
3 or 4 Units	2,223	2.56%
5 to 19 Units	4,026	4.64%
20 to 49 Units	951	1.10%
50 or More Units	664	0.77%
Mobile Home or Trailer	5,334	6.15%
Boat, RV, Van, etc.	94	0.11%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,638	8.81%
Housing Units Built 2010 to 2014	1,073	1.24%
Housing Units Built 2000 to 2009	24,462	28.20%
Housing Units Built 1990 to 1999	20,704	23.87%
Housing Units Built 1980 to 1989	13,863	15.98%
Housing Units Built 1970 to 1979	9,167	10.57%
Housing Units Built 1960 to 1969	4,057	4.68%
Housing Units Built 1950 to 1959	2,647	3.05%
Housing Units Built 1940 to 1949	792	0.91%
Housing Unit Built 1939 or Earlier	2,341	2.70%
2021 Est. Median Year Structure Built		1995



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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