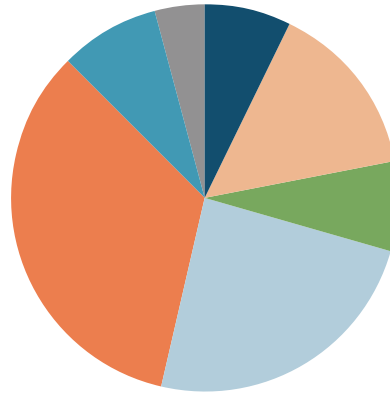


CITY OF COVINGTON GEORGIA

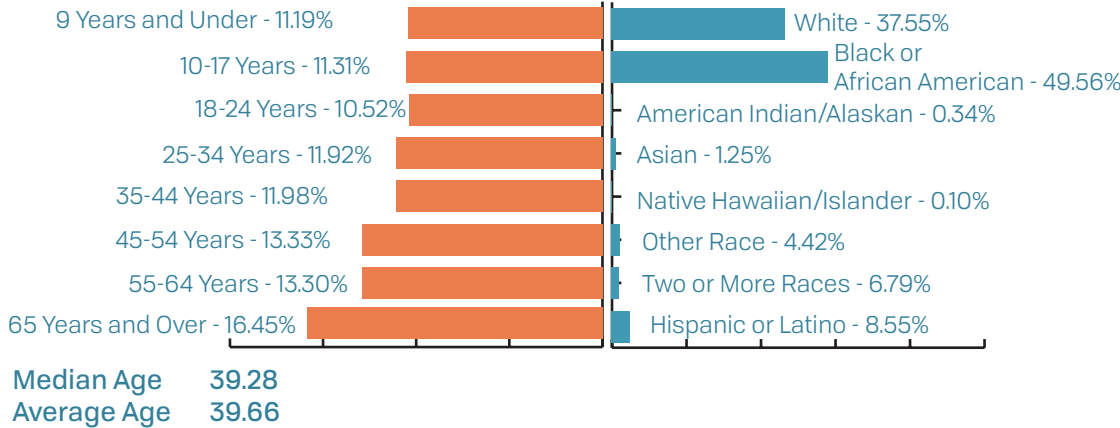
POPULATION
240,367

2024 Estimated Primary Retail
Trade Area Population



Graduate or Professional	9.42%
Bachelor's Degree	15.45%
Associate Degree	9.42%
Some College, No Degree	22.18%
High School Graduate	33.42%
Some High School, No Degree	6.74%
Less than 9th Grade	3.54%

AGE AND RACE DISTRIBUTION



HOUSEHOLD INCOME

Average Household Income

\$ 1 0 1 , 6 6 3

Median Household Income

\$ 7 9 , 2 0 3

Per Capita Income

\$ 3 6 , 5 2

INTERESTING FACTS ABOUT COVINGTON:

- Covington is considered the "Hollywood of the South" and has been the filming location for hundreds of movies and television episodes
- Bridgestone Golf, General Mills, Shire Pharmaceuticals highlight the list of industry leaders that have operations in Newton County
- Over the next 6 years, development of Covington Town Center and Three Ring Studios will have estimated economic impacts >\$2.65 billion

OPPORTUNITY IN COVINGTON*

Clothing & Accessories Stores

Sales Leakage = \$87,725,602

Sporting Goods Stores

Sales Leakage = \$27,612,893

Food Service & Drinking Places

Sales Leakage = \$63,981,937

Potential Retail Sales \$4,636,348,548

Actual Sales \$3,781,161,690

Sales Leakage \$885,186,858

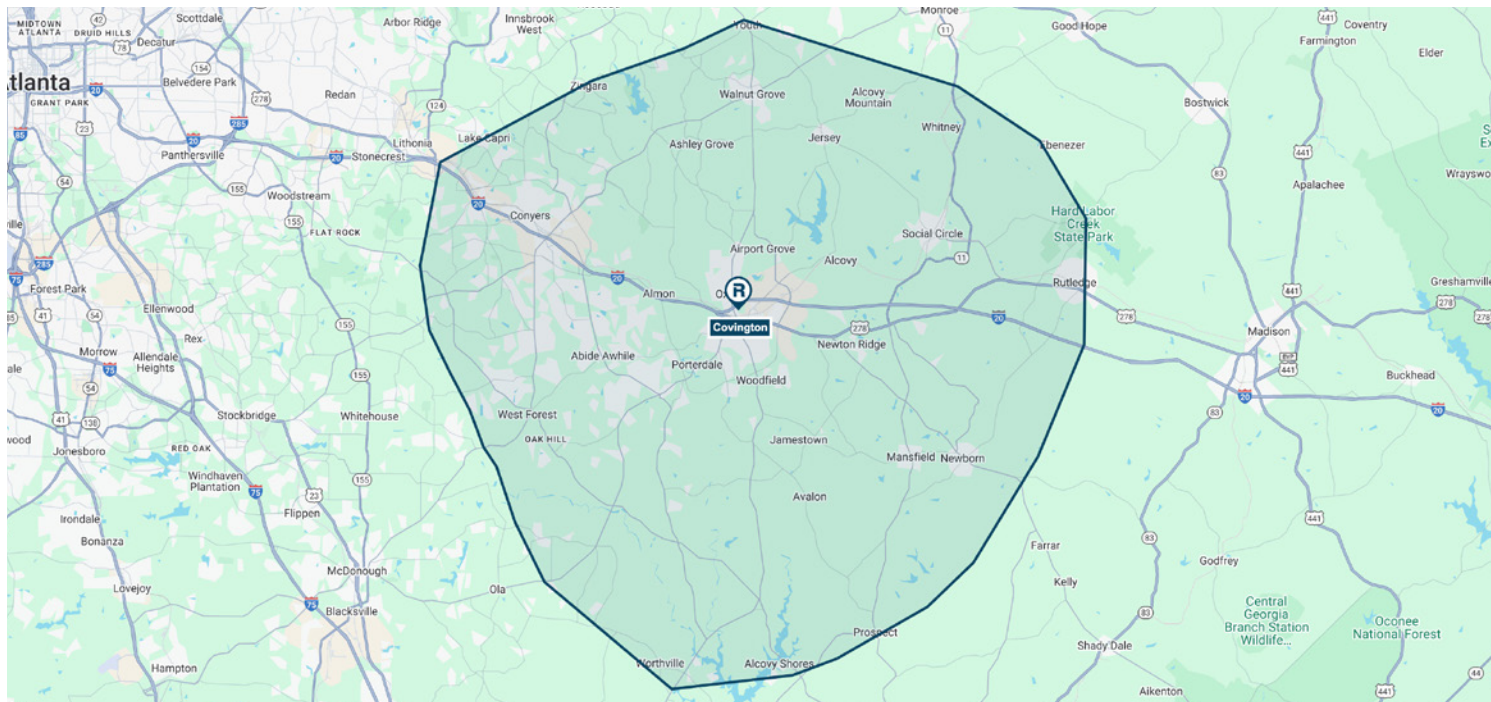
Serra Hall
Senior Project Manager
Newton Covington Economic Development
2101 Clark Street
Covington, Georgia 30014

Phone 770.786.7510
skphillips@selectnewton.com
www.selectnewton.com

NEWTON COUNTY
INDUSTRIAL DEVELOPMENT
AUTHORITY

TheRetailCoach.

PRIMARY RETAIL TRADE AREA



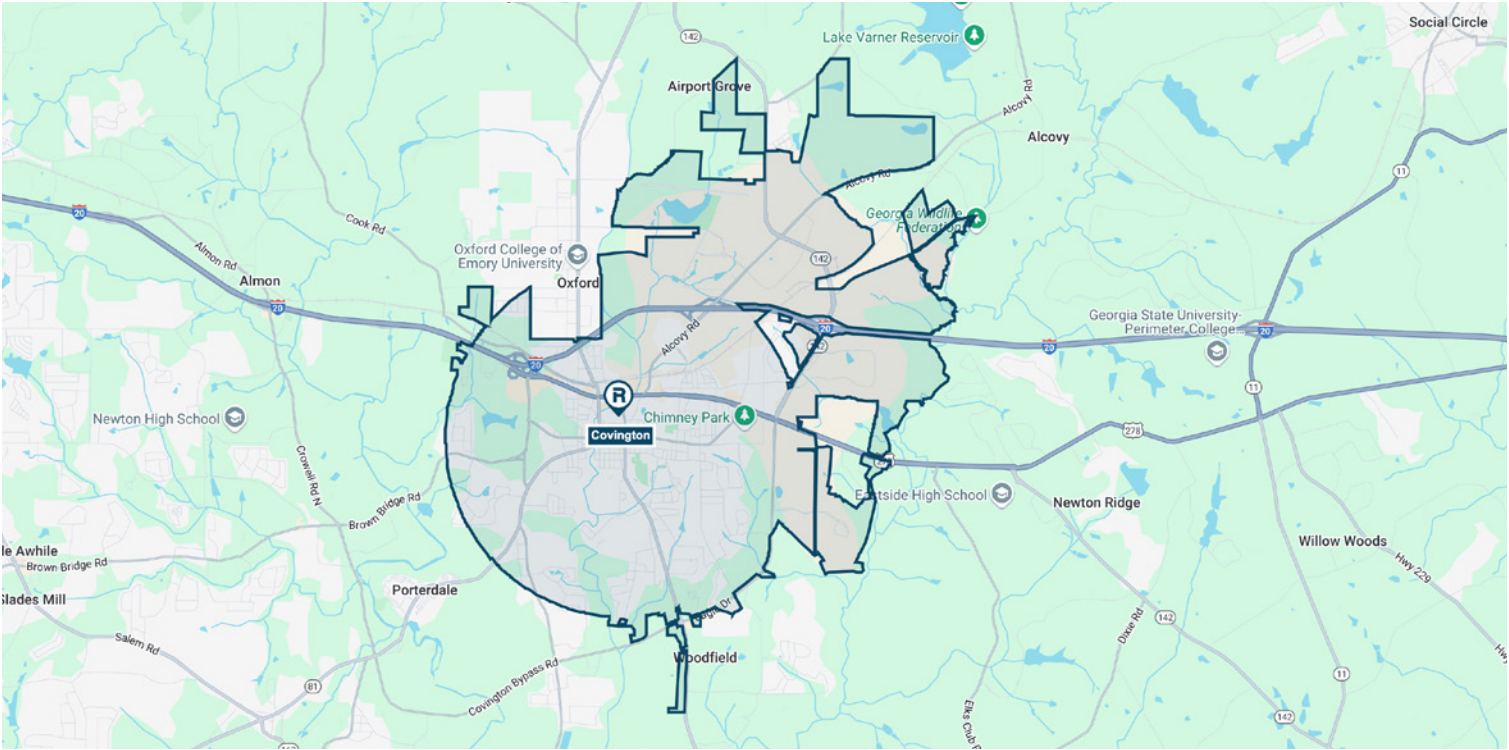
EXISTING RETAIL



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, and/or Microsoft Corporation.

Community • Retail Market Profile

Covington, Georgia



Population

2020	14,192
2024	15,361
2029	16,281

Educational Attainment (%)

Graduate or Professional Degree	12.04%
Bachelors Degree	16.19%
Associate Degree	7.85%
Some College	22.09%
High School Graduate (or GED)	28.82%
Some High School, No Degree	10.27%
Less than 9th Grade	2.75%

Income

Average HH	\$87,281
Median HH	\$72,141
Per Capita	\$35,509

Age

0 - 9 Years	11.80%
10 - 17 Years	10.83%
18 - 24 Years	10.80%
25 - 34 Years	12.86%
35 - 44 Years	11.60%
45 - 54 Years	11.54%
55 - 64 Years	11.91%
65 and Older	18.66%
Median Age	38.13
Average Age	39.90

Race Distribution (%)

White	36.61%
Black/African American	50.21%
American Indian/Alaskan	0.40%
Asian	1.59%
Native Hawaiian/Islander	0.13%
Other Race	4.73%
Two or More Races	6.32%
Hispanic	9.09%



NEWTON COUNTY

INDUSTRIAL DEVELOPMENT AUTHORITY

Serra P. Hall

Newton County IDA
Executive Director

2105 Lee Street SW
Covington, Georgia 30014

Phone 770.786.7510
Cell 770.235.7468

skphillips@selectnewton.com
www.SelectNewton.com

Charles R. Parker

The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 662.231.9078
CParker@TheRetailCoach.net
www.TheRetailCoach.net



The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

Community • Retail Market Profile

Covington, Georgia

