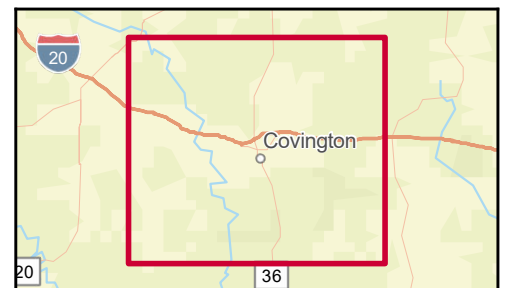
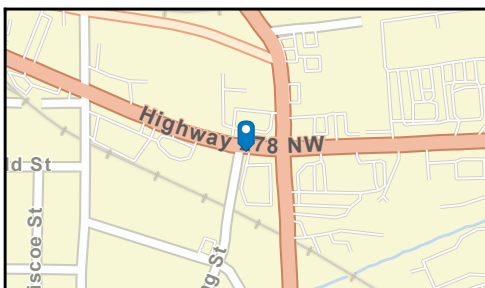
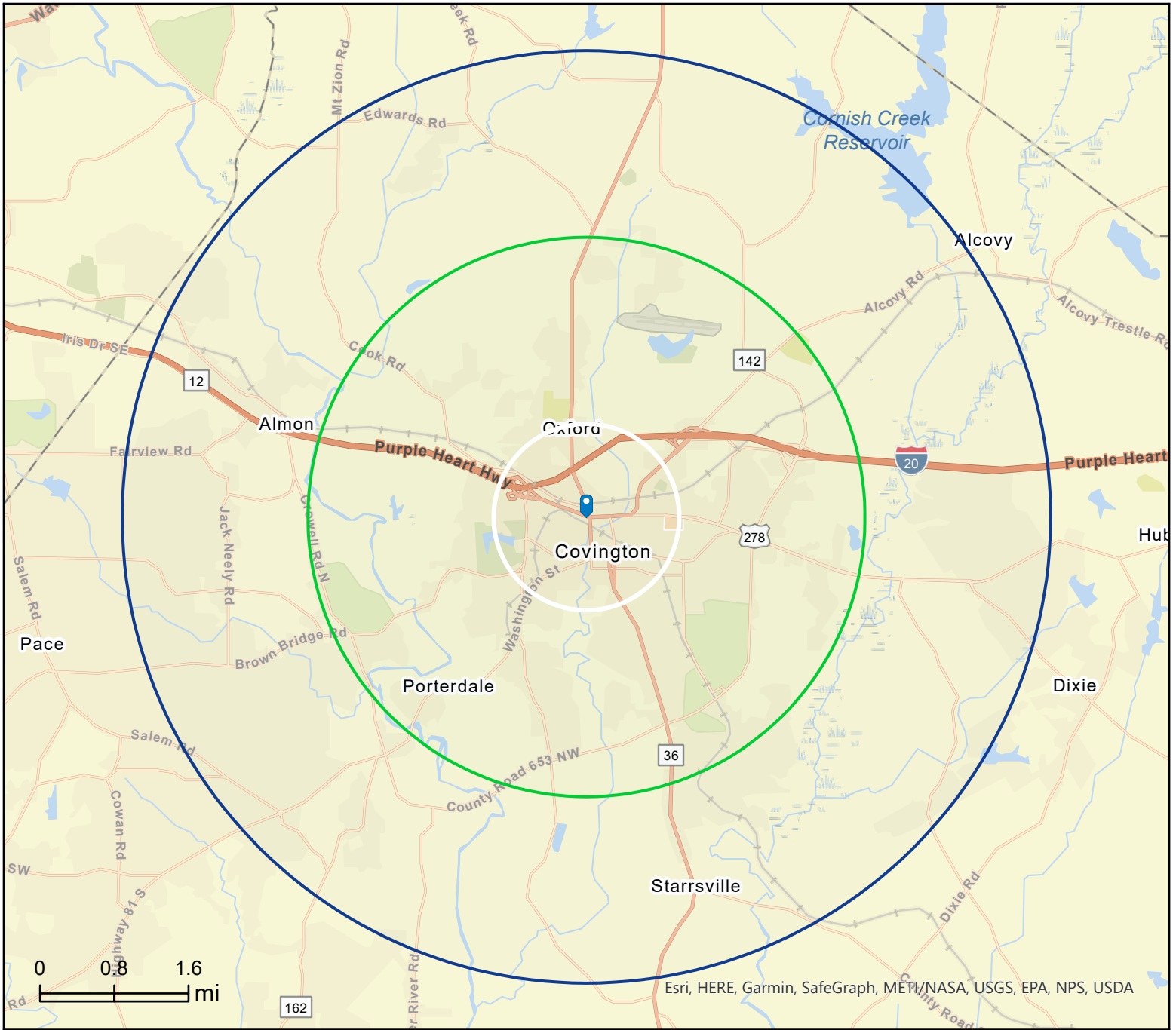


3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
Longitude: -83.86469





Executive Summary

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
Longitude: -83.86469

	1 mile	3 miles	5 miles
Population			
2000 Population	3,020	16,977	28,699
2010 Population	2,997	20,862	42,408
2021 Population	3,337	24,141	50,276
2026 Population	3,541	26,047	54,500
2000-2010 Annual Rate	-0.08%	2.08%	3.98%
2010-2021 Annual Rate	0.96%	1.31%	1.52%
2021-2026 Annual Rate	1.19%	1.53%	1.63%
2021 Male Population	46.1%	47.2%	47.4%
2021 Female Population	53.9%	52.8%	52.6%
2021 Median Age	38.5	34.7	35.5

In the identified area, the current year population is 50,276. In 2010, the Census count in the area was 42,408. The rate of change since 2010 was 1.52% annually. The five-year projection for the population in the area is 54,500 representing a change of 1.63% annually from 2021 to 2026. Currently, the population is 47.4% male and 52.6% female.

Median Age

The median age in this area is 38.5, compared to U.S. median age of 38.5.

Race and Ethnicity

2021 White Alone	35.8%	35.9%	36.2%
2021 Black Alone	53.6%	54.9%	55.4%
2021 American Indian/Alaska Native Alone	0.1%	0.3%	0.3%
2021 Asian Alone	2.0%	2.0%	1.7%
2021 Pacific Islander Alone	0.1%	0.1%	0.1%
2021 Other Race	5.8%	4.2%	3.6%
2021 Two or More Races	2.5%	2.6%	2.8%
2021 Hispanic Origin (Any Race)	8.8%	7.9%	7.7%

Persons of Hispanic origin represent 7.7% of the population in the identified area compared to 18.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 62.4 in the identified area, compared to 65.4 for the U.S. as a whole.

Households

2021 Wealth Index	44	46	59
2000 Households	1,112	5,914	10,129
2010 Households	1,230	7,283	14,579
2021 Total Households	1,394	8,518	17,327
2026 Total Households	1,486	9,210	18,779
2000-2010 Annual Rate	1.01%	2.10%	3.71%
2010-2021 Annual Rate	1.12%	1.40%	1.55%
2021-2026 Annual Rate	1.29%	1.57%	1.62%
2021 Average Household Size	2.15	2.69	2.81

The household count in this area has changed from 14,579 in 2010 to 17,327 in the current year, a change of 1.55% annually. The five-year projection of households is 18,779, a change of 1.62% annually from the current year total. Average household size is currently 2.81, compared to 2.80 in the year 2010. The number of families in the current year is 12,304 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



Executive Summary

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
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	1 mile	3 miles	5 miles
Mortgage Income			
2021 Percent of Income for Mortgage	20.4%	17.7%	14.9%
Median Household Income			
2021 Median Household Income	\$44,293	\$43,085	\$51,383
2026 Median Household Income	\$50,547	\$48,862	\$55,496
2021-2026 Annual Rate	2.68%	2.55%	1.55%
Average Household Income			
2021 Average Household Income	\$58,576	\$57,178	\$66,138
2026 Average Household Income	\$65,304	\$64,882	\$75,009
2021-2026 Annual Rate	2.20%	2.56%	2.55%
Per Capita Income			
2021 Per Capita Income	\$21,770	\$20,199	\$23,010
2026 Per Capita Income	\$24,194	\$22,951	\$26,078
2021-2026 Annual Rate	2.13%	2.59%	2.53%

Households by Income

Current median household income is \$51,383 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$55,496 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$66,138 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$75,009 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$23,010 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$26,078 in five years, compared to \$39,378 for all U.S. households

Housing			
2021 Housing Affordability Index	113	131	154
2000 Total Housing Units	1,197	6,262	10,668
2000 Owner Occupied Housing Units	589	3,603	6,720
2000 Renter Occupied Housing Units	523	2,310	3,409
2000 Vacant Housing Units	85	349	539
2010 Total Housing Units	1,460	8,456	16,516
2010 Owner Occupied Housing Units	550	3,846	9,353
2010 Renter Occupied Housing Units	680	3,437	5,226
2010 Vacant Housing Units	230	1,173	1,937
2021 Total Housing Units	1,572	9,626	19,063
2021 Owner Occupied Housing Units	622	4,427	11,035
2021 Renter Occupied Housing Units	772	4,091	6,292
2021 Vacant Housing Units	178	1,108	1,736
2026 Total Housing Units	1,689	10,459	20,768
2026 Owner Occupied Housing Units	686	4,947	12,242
2026 Renter Occupied Housing Units	800	4,263	6,537
2026 Vacant Housing Units	203	1,249	1,989

Currently, 57.9% of the 19,063 housing units in the area are owner occupied; 33.0%, renter occupied; and 9.1% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 16,516 housing units in the area - 56.6% owner occupied, 31.6% renter occupied, and 11.7% vacant. The annual rate of change in housing units since 2010 is 6.58%. Median home value in the area is \$182,706, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 3.19% annually to \$213,744.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



Market Profile

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
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Longitude: -83.86469

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,020	16,977	28,699
2010 Total Population	2,997	20,862	42,408
2021 Total Population	3,337	24,141	50,276
2021 Group Quarters	340	1,192	1,508
2026 Total Population	3,541	26,047	54,500
2021-2026 Annual Rate	1.19%	1.53%	1.63%
2021 Total Daytime Population	7,867	30,314	51,126
Workers	5,962	16,605	22,959
Residents	1,905	13,709	28,167
Household Summary			
2000 Households	1,112	5,914	10,129
2000 Average Household Size	2.30	2.71	2.73
2010 Households	1,230	7,283	14,579
2010 Average Household Size	2.14	2.69	2.80
2021 Households	1,394	8,518	17,327
2021 Average Household Size	2.15	2.69	2.81
2026 Households	1,486	9,210	18,779
2026 Average Household Size	2.15	2.70	2.82
2021-2026 Annual Rate	1.29%	1.57%	1.62%
2010 Families	772	4,969	10,519
2010 Average Family Size	2.69	3.25	3.29
2021 Families	856	5,715	12,304
2021 Average Family Size	2.73	3.29	3.35
2026 Families	906	6,143	13,267
2026 Average Family Size	2.75	3.31	3.37
2021-2026 Annual Rate	1.14%	1.45%	1.52%
Housing Unit Summary			
2000 Housing Units	1,197	6,262	10,668
Owner Occupied Housing Units	49.2%	57.5%	63.0%
Renter Occupied Housing Units	43.7%	36.9%	32.0%
Vacant Housing Units	7.1%	5.6%	5.1%
2010 Housing Units	1,460	8,456	16,516
Owner Occupied Housing Units	37.7%	45.5%	56.6%
Renter Occupied Housing Units	46.6%	40.6%	31.6%
Vacant Housing Units	15.8%	13.9%	11.7%
2021 Housing Units	1,572	9,626	19,063
Owner Occupied Housing Units	39.6%	46.0%	57.9%
Renter Occupied Housing Units	49.1%	42.5%	33.0%
Vacant Housing Units	11.3%	11.5%	9.1%
2026 Housing Units	1,689	10,459	20,768
Owner Occupied Housing Units	40.6%	47.3%	58.9%
Renter Occupied Housing Units	47.4%	40.8%	31.5%
Vacant Housing Units	12.0%	11.9%	9.6%
Median Household Income			
2021	\$44,293	\$43,085	\$51,383
2026	\$50,547	\$48,862	\$55,496
Median Home Value			
2021	\$215,654	\$181,767	\$182,706
2026	\$249,400	\$213,875	\$213,744
Per Capita Income			
2021	\$21,770	\$20,199	\$23,010
2026	\$24,194	\$22,951	\$26,078
Median Age			
2010	37.0	33.1	34.0
2021	38.5	34.7	35.5
2026	38.9	35.3	35.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
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	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	1,394	8,518	17,327
<\$15,000	18.1%	16.6%	12.2%
\$15,000 - \$24,999	11.8%	12.6%	11.6%
\$25,000 - \$34,999	9.7%	10.4%	9.7%
\$35,000 - \$49,999	15.1%	16.8%	14.5%
\$50,000 - \$74,999	21.7%	20.4%	23.1%
\$75,000 - \$99,999	6.3%	7.1%	9.1%
\$100,000 - \$149,999	13.3%	11.3%	12.9%
\$150,000 - \$199,999	1.8%	3.1%	4.2%
\$200,000+	2.3%	1.7%	2.8%
Average Household Income	\$58,576	\$57,178	\$66,138
2026 Households by Income			
Household Income Base	1,486	9,210	18,779
<\$15,000	15.1%	13.8%	10.1%
\$15,000 - \$24,999	10.0%	10.7%	9.8%
\$25,000 - \$34,999	8.8%	9.7%	8.8%
\$35,000 - \$49,999	15.2%	16.8%	13.8%
\$50,000 - \$74,999	24.2%	22.0%	24.0%
\$75,000 - \$99,999	7.0%	7.8%	9.8%
\$100,000 - \$149,999	15.1%	13.3%	15.1%
\$150,000 - \$199,999	2.2%	4.0%	5.3%
\$200,000+	2.4%	2.0%	3.3%
Average Household Income	\$65,304	\$64,882	\$75,009
2021 Owner Occupied Housing Units by Value			
Total	622	4,427	11,035
<\$50,000	9.8%	8.1%	5.9%
\$50,000 - \$99,999	6.9%	9.4%	7.6%
\$100,000 - \$149,999	14.0%	17.1%	16.7%
\$150,000 - \$199,999	14.0%	24.3%	30.2%
\$200,000 - \$249,999	17.2%	13.3%	11.1%
\$250,000 - \$299,999	7.4%	8.9%	8.4%
\$300,000 - \$399,999	10.6%	7.3%	7.1%
\$400,000 - \$499,999	13.7%	5.1%	6.3%
\$500,000 - \$749,999	5.0%	3.1%	3.4%
\$750,000 - \$999,999	0.0%	0.1%	0.5%
\$1,000,000 - \$1,499,999	0.2%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	1.4%	2.6%	1.8%
Average Home Value	\$272,552	\$263,804	\$262,084
2026 Owner Occupied Housing Units by Value			
Total	686	4,947	12,242
<\$50,000	5.5%	5.2%	3.7%
\$50,000 - \$99,999	3.8%	5.3%	4.1%
\$100,000 - \$149,999	9.6%	11.9%	10.8%
\$150,000 - \$199,999	13.3%	23.2%	27.8%
\$200,000 - \$249,999	18.2%	15.6%	13.0%
\$250,000 - \$299,999	8.5%	11.0%	10.7%
\$300,000 - \$399,999	13.8%	10.4%	10.0%
\$400,000 - \$499,999	18.5%	7.5%	9.7%
\$500,000 - \$749,999	6.6%	4.4%	5.2%
\$750,000 - \$999,999	0.1%	0.2%	0.9%
\$1,000,000 - \$1,499,999	0.1%	1.1%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	2.3%	4.1%	2.7%
Average Home Value	\$330,624	\$331,388	\$323,950

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
Longitude: -83.86469

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	3,002	20,863	42,406
0 - 4	7.7%	8.1%	7.7%
5 - 9	6.3%	7.3%	7.8%
10 - 14	6.0%	6.9%	7.7%
15 - 24	15.5%	17.1%	15.3%
25 - 34	12.3%	13.1%	12.9%
35 - 44	11.1%	12.6%	14.4%
45 - 54	13.0%	12.9%	13.2%
55 - 64	10.3%	10.1%	10.3%
65 - 74	7.3%	6.6%	6.1%
75 - 84	6.3%	3.7%	3.2%
85 +	4.0%	1.7%	1.3%
18 +	75.5%	73.0%	71.9%
2021 Population by Age			
Total	3,336	24,139	50,276
0 - 4	6.6%	7.2%	6.9%
5 - 9	6.6%	7.2%	7.1%
10 - 14	6.3%	6.8%	6.8%
15 - 24	14.1%	14.7%	13.9%
25 - 34	12.5%	14.4%	14.8%
35 - 44	10.8%	11.8%	12.3%
45 - 54	10.5%	11.4%	12.7%
55 - 64	12.3%	11.3%	11.4%
65 - 74	9.8%	8.7%	8.7%
75 - 84	6.6%	4.6%	4.1%
85 +	3.9%	1.7%	1.4%
18 +	77.1%	75.0%	75.2%
2026 Population by Age			
Total	3,541	26,048	54,500
0 - 4	6.6%	7.2%	6.9%
5 - 9	6.4%	7.0%	7.0%
10 - 14	6.3%	7.0%	7.1%
15 - 24	14.4%	14.7%	13.3%
25 - 34	12.2%	13.6%	14.9%
35 - 44	10.6%	12.2%	12.7%
45 - 54	10.3%	11.1%	11.7%
55 - 64	11.5%	10.8%	11.2%
65 - 74	10.4%	8.9%	8.6%
75 - 84	7.5%	5.5%	5.1%
85 +	3.8%	1.8%	1.5%
18 +	76.8%	74.7%	75.0%
2010 Population by Sex			
Males	1,354	9,718	19,922
Females	1,643	11,144	22,486
2021 Population by Sex			
Males	1,539	11,385	23,853
Females	1,798	12,756	26,423
2026 Population by Sex			
Males	1,644	12,368	26,033
Females	1,896	13,679	28,467

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 07, 2021



Market Profile

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,996	20,863	42,409
White Alone	46.1%	45.9%	45.8%
Black Alone	46.0%	47.1%	47.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.5%	1.5%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	3.2%	2.7%
Two or More Races	2.0%	2.1%	2.2%
Hispanic Origin	6.6%	5.9%	5.6%
Diversity Index	62.9	61.5	60.7
2021 Population by Race/Ethnicity			
Total	3,335	24,141	50,276
White Alone	35.8%	35.9%	36.2%
Black Alone	53.6%	54.9%	55.4%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	2.0%	2.0%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.8%	4.2%	3.6%
Two or More Races	2.5%	2.6%	2.8%
Hispanic Origin	8.8%	7.9%	7.7%
Diversity Index	65.1	63.2	62.4
2026 Population by Race/Ethnicity			
Total	3,541	26,045	54,499
White Alone	32.0%	32.3%	32.8%
Black Alone	56.3%	57.5%	57.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.2%	2.3%	1.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.5%	4.6%	4.0%
Two or More Races	2.7%	2.8%	3.0%
Hispanic Origin	10.0%	9.0%	8.8%
Diversity Index	65.6	63.6	62.8
2010 Population by Relationship and Household Type			
Total	2,997	20,862	42,408
In Households	87.8%	93.8%	96.1%
In Family Households	71.8%	80.3%	84.4%
Householder	21.8%	23.8%	25.0%
Spouse	11.0%	13.2%	15.2%
Child	31.3%	34.5%	35.7%
Other relative	5.2%	6.0%	5.9%
Nonrelative	2.6%	2.9%	2.7%
In Nonfamily Households	15.9%	13.4%	11.7%
In Group Quarters	12.2%	6.2%	3.9%
Institutionalized Population	8.8%	2.8%	2.1%
Noninstitutionalized Population	3.4%	3.4%	1.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

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	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	2,216	15,458	32,835
Less than 9th Grade	3.9%	3.8%	4.0%
9th - 12th Grade, No Diploma	8.7%	11.9%	10.0%
High School Graduate	31.2%	28.1%	27.0%
GED/Alternative Credential	6.1%	5.9%	5.3%
Some College, No Degree	21.9%	24.5%	25.5%
Associate Degree	6.0%	6.8%	7.4%
Bachelor's Degree	13.7%	11.2%	12.9%
Graduate/Professional Degree	8.4%	7.8%	8.0%
2021 Population 15+ by Marital Status			
Total	2,687	19,014	39,812
Never Married	42.1%	42.1%	39.1%
Married	32.2%	36.3%	41.3%
Widowed	9.6%	6.6%	5.5%
Divorced	16.2%	15.0%	14.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,505	10,838	23,185
Population 16+ Employed	95.0%	93.5%	94.2%
Population 16+ Unemployment rate	5.0%	6.5%	5.8%
Population 16-24 Employed	13.6%	15.4%	14.3%
Population 16-24 Unemployment rate	11.0%	9.8%	9.2%
Population 25-54 Employed	63.8%	66.0%	66.8%
Population 25-54 Unemployment rate	4.0%	6.1%	5.3%
Population 55-64 Employed	15.8%	13.7%	14.1%
Population 55-64 Unemployment rate	5.0%	5.6%	5.0%
Population 65+ Employed	6.9%	4.9%	4.8%
Population 65+ Unemployment rate	2.0%	3.8%	5.0%
2021 Employed Population 16+ by Industry			
Total	1,429	10,132	21,830
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	10.7%	9.4%	8.4%
Manufacturing	14.3%	15.0%	15.1%
Wholesale Trade	2.0%	2.7%	2.8%
Retail Trade	9.8%	13.1%	13.3%
Transportation/Utilities	2.7%	3.0%	6.5%
Information	3.4%	1.3%	1.6%
Finance/Insurance/Real Estate	3.8%	4.2%	4.2%
Services	52.1%	45.9%	41.7%
Public Administration	1.3%	5.4%	6.3%
2021 Employed Population 16+ by Occupation			
Total	1,432	10,132	21,833
White Collar	47.5%	49.5%	52.6%
Management/Business/Financial	12.5%	11.4%	11.4%
Professional	16.7%	17.3%	17.7%
Sales	12.0%	10.9%	10.8%
Administrative Support	6.3%	10.1%	12.6%
Services	20.3%	20.1%	17.4%
Blue Collar	32.4%	30.4%	30.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	6.4%	4.9%	5.0%
Installation/Maintenance/Repair	2.6%	2.6%	2.9%
Production	9.7%	8.9%	8.3%
Transportation/Material Moving	13.6%	13.9%	13.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 07, 2021



Market Profile

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
Longitude: -83.86469

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,230	7,283	14,579
Households with 1 Person	31.0%	26.3%	23.1%
Households with 2+ People	69.0%	73.7%	76.9%
Family Households	62.8%	68.2%	72.2%
Husband-wife Families	31.6%	37.7%	43.8%
With Related Children	14.9%	18.0%	21.6%
Other Family (No Spouse Present)	31.1%	30.5%	28.3%
Other Family with Male Householder	6.6%	6.3%	6.1%
With Related Children	3.5%	3.5%	3.6%
Other Family with Female Householder	24.6%	24.2%	22.2%
With Related Children	17.0%	17.3%	16.0%
Nonfamily Households	6.3%	5.4%	4.7%
All Households with Children	35.8%	39.4%	41.7%
Multigenerational Households	6.9%	7.5%	7.6%
Unmarried Partner Households	7.6%	7.4%	6.9%
Male-female	6.8%	6.7%	6.1%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	1,230	7,282	14,580
1 Person Household	31.0%	26.4%	23.1%
2 Person Household	29.1%	29.1%	29.8%
3 Person Household	16.3%	17.2%	17.9%
4 Person Household	12.4%	13.7%	14.7%
5 Person Household	5.9%	7.5%	8.3%
6 Person Household	3.1%	3.6%	3.6%
7 + Person Household	2.4%	2.5%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	1,230	7,283	14,579
Owner Occupied	44.7%	52.8%	64.2%
Owned with a Mortgage/Loan	28.2%	38.1%	50.4%
Owned Free and Clear	16.5%	14.7%	13.7%
Renter Occupied	55.3%	47.2%	35.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	113	131	154
Percent of Income for Mortgage	20.4%	17.7%	14.9%
Wealth Index	44	46	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,460	8,456	16,516
Housing Units Inside Urbanized Area	96.8%	92.6%	85.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.2%	7.4%	14.8%
2010 Population By Urban/ Rural Status			
Total Population	2,997	20,862	42,408
Population Inside Urbanized Area	97.1%	91.9%	85.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.9%	8.1%	14.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

3285 US-278, Covington, Georgia, 30014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.60262
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Middleburg (4C)
2.	Old and Newcomers (8F)	Middleburg (4C)	Small Town Simplicity (12C)
3.	City Commons (11E)	Traditional Living (12B)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$1,932,494	\$11,532,615	\$26,722,377
Average Spent	\$1,386.29	\$1,353.91	\$1,542.24
Spending Potential Index	65	64	73
Education: Total \$	\$1,357,312	\$8,232,794	\$19,286,259
Average Spent	\$973.68	\$966.52	\$1,113.08
Spending Potential Index	56	56	64
Entertainment/Recreation: Total \$	\$3,061,006	\$17,808,599	\$41,109,712
Average Spent	\$2,195.84	\$2,090.70	\$2,372.58
Spending Potential Index	68	65	73
Food at Home: Total \$	\$5,264,657	\$30,463,501	\$69,513,545
Average Spent	\$3,776.65	\$3,576.37	\$4,011.86
Spending Potential Index	69	66	74
Food Away from Home: Total \$	\$3,438,655	\$20,454,825	\$47,752,512
Average Spent	\$2,466.75	\$2,401.36	\$2,755.96
Spending Potential Index	65	63	73
Health Care: Total \$	\$6,122,440	\$35,475,966	\$81,603,659
Average Spent	\$4,391.99	\$4,164.82	\$4,709.62
Spending Potential Index	70	67	76
HH Furnishings & Equipment: Total \$	\$2,011,785	\$12,048,305	\$28,584,684
Average Spent	\$1,443.17	\$1,414.45	\$1,649.72
Spending Potential Index	64	63	73
Personal Care Products & Services: Total \$	\$811,207	\$4,836,953	\$11,283,477
Average Spent	\$581.93	\$567.85	\$651.21
Spending Potential Index	65	63	73
Shelter: Total \$	\$17,353,120	\$103,767,074	\$242,797,084
Average Spent	\$12,448.44	\$12,182.09	\$14,012.64
Spending Potential Index	62	60	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,155,087	\$12,593,083	\$30,374,445
Average Spent	\$1,545.97	\$1,478.41	\$1,753.01
Spending Potential Index	65	62	73
Travel: Total \$	\$2,055,932	\$12,595,960	\$30,568,496
Average Spent	\$1,474.84	\$1,478.75	\$1,764.21
Spending Potential Index	58	58	70
Vehicle Maintenance & Repairs: Total \$	\$1,091,412	\$6,335,722	\$14,565,147
Average Spent	\$782.94	\$743.80	\$840.60
Spending Potential Index	71	67	76

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.