

CITY OF COVINGTON AND LATONIA SMALL AREA RETAIL ACTIVITY (SUPPLY AND DEMAND) SUMMARY														
CITY OF COVINGTON AND LATONIA CENSUS BLOCK GROUPS	COVINGTON	611-01*	612-01	612-02	612-03	613-01	613-02	613-03*	614-01	614-02	614-03	614-04	651-03*	Total Block Groups
Number of Households in the Defined Market	16,913	303	284	197	467	470	288	383	558	390	366	194	854	4,754
Business Summary Major Industry: Percent of Indigenous Market Served	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Auto Dealers and Gas Stations	47.45%	0.00%	0.00%	0.00%	0.00%	40.81%	22.20%	484.14%	51.56%	0.00%	0.00%	0.00%	0.00%	50.44%
Bars	581.53%	0.00%	0.00%	0.00%	214.91%	747.37%	0.00%	0.00%	269.79%	0.00%	0.00%	0.00%	0.00%	126.67%
Building Materials Hardware and Garden	95.97%	0.00%	0.00%	0.00%	0.00%	133.86%	0.00%	2595.43%	0.00%	564.62%	0.00%	0.00%	0.00%	268.65%
Catalog and Direct Sales	146.64%	0.00%	0.00%	0.00%	299.21%	0.00%	0.00%	1824.15%	0.00%	0.00%	0.00%	0.00%	0.00%	183.70%
Clothing Stores	60.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Convenience Stores	158.83%	369.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	87.38%	39.24%
Drug Stores	560.20%	0.00%	0.00%	0.00%	0.00%	167.16%	0.00%	1599.99%	0.00%	0.00%	0.00%	0.00%	0.00%	145.43%
Electronics and Computer Stores	32.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	194.46%	0.00%	0.00%	0.00%	0.00%	0.00%	15.67%
Food Markets	100.25%	0.00%	0.00%	0.00%	59.68%	0.00%	0.00%	1455.44%	41.62%	47.64%	25.38%	0.00%	0.00%	133.87%
Furniture Stores	111.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3658.84%	0.00%	0.00%	0.00%	0.00%	0.00%	294.77%
General Merchandise Stores	34.69%	22.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1523.20%	29.87%	0.00%	0.00%	0.00%	0.00%	127.62%
Home Furnishings	123.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	690.91%	0.00%	0.00%	0.00%	0.00%	0.00%	55.66%
Liquor Stores	385.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	694.39%	119.15%	0.00%	0.00%	0.00%	0.00%	69.93%
Music Stores	76.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Food Service	106.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	240.06%	252.65%	0.00%	16.75%	0.00%	50.24%	59.31%
Other Food Stores	259.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	351.01%	0.00%	0.00%	0.00%	0.00%	0.00%	28.28%
Restaurants	129.67%	73.90%	0.00%	0.00%	0.00%	104.82%	67.39%	448.25%	5.35%	7.66%	0.00%	0.00%	0.00%	56.52%
Specialty Stores	70.33%	0.00%	0.00%	0.00%	10.70%	148.87%	0.00%	887.31%	35.83%	25.63%	0.00%	0.00%	93.63%	110.38%
Overall Market Capture	111.07%	27.34%	0.00%	0.00%	11.53%	66.09%	21.57%	908.31%	38.59%	45.66%	3.39%	0.00%	12.12%	94.69%