

CITY OF COVINGTON AND LATONIA SMALL AREA SERVICES 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*
Number of Households in the Defined Market	16,913	303	284	197	467	470	288	383	558	390	366	194	854
Business Summary Major Industry: Percent of Indigenous Market Served	%	%	%	%	%	%	%	%	%	%	%	%	%
Advertising	112.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Auto Repair/Services	103.08%	0.00%	0.00%	0.00%	0.00%	64.37%	63.96%	0.00%	156.97%	121.21%	0.00%	123.19%	0.00%
Beauty & Barber Shops	46.46%	117.87%	0.00%	0.00%	0.00%	303.95%	0.00%	310.82%	21.33%	61.05%	0.00%	0.00%	0.00%
Child Care Services	162.40%	0.00%	0.00%	0.00%	0.00%	115.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colleges & Universities	109.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Computer Services	77.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dry Cleaning & Laundry	51.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	126.87%	0.00%	0.00%	0.00%	0.00%	142.24%
Entertainment & Recreation Services	90.62%	0.00%	763.67%	0.00%	0.00%	0.00%	0.00%	1019.29%	0.00%	0.00%	0.00%	0.00%	0.00%
Health & Medical Services	44.93%	13.03%	0.00%	0.00%	0.00%	37.79%	0.00%	97.91%	0.00%	0.00%	0.00%	0.00%	0.00%
Hospitals	294.70%	0.00%	876.80%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hotels & Lodging	298.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.11%
Legal Services	288.36%	0.00%	0.00%	0.00%	0.00%	184.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Membership Organizations	114.20%	73.44%	0.00%	67.77%	76.24%	369.29%	0.00%	116.20%	0.00%	34.23%	0.00%	183.52%	5.21%
Miscellaneous Repair Services	129.76%	155.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	592.09%	0.00%	0.00%	0.00%	0.00%
Motion Pictures	256.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	741.32%	72.69%	0.00%	0.00%	0.00%	0.00%
Museums & Zoos	134.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4211.43%	0.00%	0.00%	0.00%
Other Business Services	94.77%	0.00%	0.00%	0.00%	0.00%	9.72%	0.00%	321.92%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Personal Service	82.44%	0.00%	0.00%	0.00%	0.00%	326.33%	0.00%	182.03%	0.00%	0.00%	0.00%	0.00%	0.00%
Primary & Secondary Education	103.71%	102.00%	0.00%	0.00%	241.56%	233.45%	0.00%	0.00%	0.00%	475.49%	0.00%	0.00%	0.00%
Professional Services	212.09%	0.00%	0.00%	0.00%	0.00%	46.48%	75.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Social Services	170.06%	0.00%	0.00%	0.00%	0.00%	374.50%	0.00%	899.59%	0.00%	0.00%	0.00%	0.00%	0.00%
Total Services	162.64%	25.10%	234.34%	3.62%	43.26%	108.73%	4.13%	145.22%	10.65%	84.11%	3.90%	9.80%	1.95%
Consumer Services													
Office Based Services													

Total Block Groups
4,754
%
0.00%
49.00%
70.12%
11.42%
0.00%
0.00%
35.77%
127.74%
12.45%
52.59%
1.82%
18.29%
72.08%
79.42%
68.26%
345.49%
26.90%
46.93%
92.32%
9.19%
109.50%
51.90%