

CITY OF COVINGTON AND LATONIA DRIVE-TIME AREAS RETAIL ACTIVITY (SUPPLY AND DEMAND) SUMMARY					
CITY OF COVINGTON AND LATONIA DRIVE-TIME AREAS	COVINGTON	5 MINUTES	10 MINUTES	15 MINUTES	20 MINUTES
Number of Households in the Defined Market	16,913	5,817	22,544	71,548	145,876
Business Summary Major Industry: Percent of Indigenous Market Served	%	%	%	%	%
Auto Dealers and Gas Stations	47.45%	57.71%	53.32%	56.48%	73.35%
Bars	581.53%	120.77%	498.60%	683.82%	449.60%
Building Materials Hardware and Garden	95.97%	228.21%	88.19%	107.89%	95.31%
Catalog and Direct Sales	146.64%	150.13%	116.21%	2988.01%	1523.72%
Clothing Stores	60.54%	0.00%	74.38%	153.85%	236.21%
Convenience Stores	158.83%	89.80%	162.19%	139.76%	142.98%
Drug Stores	560.20%	135.06%	437.70%	242.67%	174.93%
Electronics and Computer Stores	32.29%	34.14%	64.97%	195.35%	310.59%
Food Markets	100.25%	151.73%	146.09%	208.67%	200.17%
Furniture Stores	111.03%	240.90%	116.86%	126.13%	122.96%
General Merchandise Stores	34.69%	106.02%	68.46%	113.55%	91.66%
Home Furnishings	123.43%	55.60%	100.42%	136.43%	124.16%
Liquor Stores	385.26%	68.58%	277.23%	360.56%	232.00%
Music Stores	76.26%	0.00%	62.93%	100.95%	99.91%
Other Food Service	106.19%	48.47%	131.60%	156.78%	122.02%
Other Food Stores	259.66%	350.52%	518.81%	380.18%	266.95%
Restaurants	129.67%	75.97%	170.05%	203.88%	172.55%
Specialty Stores	70.33%	87.63%	81.58%	155.56%	135.67%
Overall Market Capture	111.07%	99.96%	134.05%	197.81%	163.43%