

CITY OF COVINGTON AND LATONIA DRIVE-TIME AREAS SERVICES 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	%	%	%	%	%
Advertising	112.47%	304.29%	227.34%	576.76%	339.03%
Auto Repair/Services	103.08%	118.85%	121.00%	147.15%	119.21%
Beauty & Barber Shops	46.46%	67.53%	97.16%	126.45%	134.65%
Child Care Services	162.40%	44.79%	178.66%	149.76%	137.60%
Colleges & Universities	109.18%	263.44%	276.32%	306.50%	608.30%
Computer Services	77.81%	0.00%	91.39%	425.26%	286.30%
Dry Cleaning & Laundry	51.71%	29.24%	147.64%	104.93%	118.58%
Entertainment & Recreation Services	90.62%	108.12%	115.77%	373.45%	266.48%
Health & Medical Services	44.93%	35.62%	145.94%	132.05%	201.83%
Hospitals	294.70%	794.51%	336.05%	203.98%	248.75%
Hotels & Lodging	298.57%	1.48%	245.06%	357.24%	230.25%
Legal Services	288.36%	19.43%	293.46%	1076.55%	566.16%
Membership Organizations	114.20%	153.78%	121.01%	175.22%	149.64%
Miscellaneous Repair Services	129.76%	77.08%	146.55%	182.73%	129.42%
Motion Pictures	256.61%	118.54%	257.28%	601.49%	403.17%
Museums & Zoos	134.46%	282.35%	106.48%	1271.41%	697.21%
Other Business Services	94.77%	41.61%	112.42%	334.44%	226.17%
Other Personal Service	82.44%	50.34%	103.91%	176.95%	142.23%
Primary & Secondary Education	103.71%	172.41%	125.17%	121.54%	125.92%
Professional Services	212.09%	37.56%	239.74%	595.89%	376.07%
Social Services	170.06%	128.12%	194.36%	444.08%	352.41%
Total Services	162.64%	265.23%	201.62%	266.75%	241.28%
Consumer Services					
Office Based Services					