



Demographic and Income Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.77433
 Longitude: -79.98600

Summary	Census 2010	2020	2025
Population	7,750	7,339	7,034
Households	3,381	3,191	3,053
Families	2,139	1,989	1,893
Average Household Size	2.26	2.27	2.27
Owner Occupied Housing Units	2,475	2,411	2,313
Renter Occupied Housing Units	906	780	741
Median Age	43.9	45.8	46.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	-0.85%	0.74%	0.72%
Households	-0.88%	0.70%	0.72%
Families	-0.98%	0.63%	0.64%
Owner HHs	-0.83%	0.69%	0.72%
Median Household Income	0.96%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	490	15.4%	443	14.5%
\$15,000 - \$24,999	408	12.8%	381	12.5%
\$25,000 - \$34,999	372	11.7%	335	11.0%
\$35,000 - \$49,999	504	15.8%	477	15.6%
\$50,000 - \$74,999	645	20.2%	632	20.7%
\$75,000 - \$99,999	376	11.8%	378	12.4%
\$100,000 - \$149,999	275	8.6%	275	9.0%
\$150,000 - \$199,999	68	2.1%	69	2.3%
\$200,000+	53	1.7%	63	2.1%
Median Household Income	\$43,509		\$45,628	
Average Household Income	\$56,884		\$61,612	
Per Capita Income	\$24,585		\$26,581	

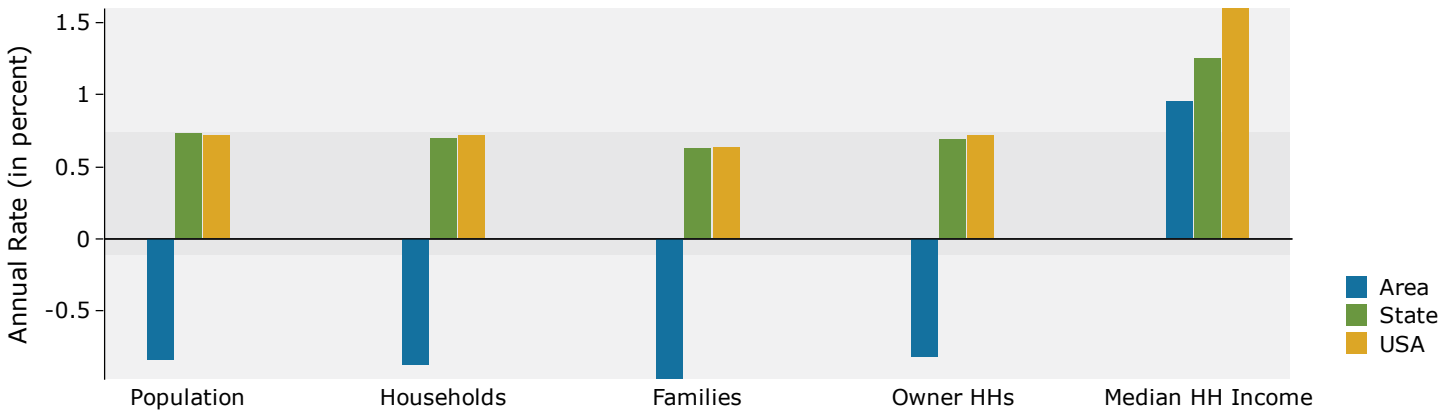
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	412	5.3%	352	4.8%	327	4.6%
5 - 9	447	5.8%	396	5.4%	371	5.3%
10 - 14	483	6.2%	409	5.6%	409	5.8%
15 - 19	475	6.1%	379	5.2%	385	5.5%
20 - 24	405	5.2%	381	5.2%	313	4.5%
25 - 34	789	10.2%	854	11.6%	742	10.6%
35 - 44	979	12.6%	824	11.2%	846	12.0%
45 - 54	1,176	15.2%	923	12.6%	813	11.6%
55 - 64	1,101	14.2%	1,084	14.8%	974	13.8%
65 - 74	823	10.6%	983	13.4%	981	13.9%
75 - 84	470	6.1%	558	7.6%	670	9.5%
85+	189	2.4%	195	2.7%	202	2.9%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,779	87.5%	6,281	85.6%	5,956	84.7%
Black Alone	746	9.6%	748	10.2%	725	10.3%
American Indian Alone	20	0.3%	26	0.4%	27	0.4%
Asian Alone	41	0.5%	82	1.1%	104	1.5%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	42	0.5%	51	0.7%	54	0.8%
Two or More Races	122	1.6%	152	2.1%	168	2.4%
Hispanic Origin (Any Race)	117	1.5%	147	2.0%	168	2.4%

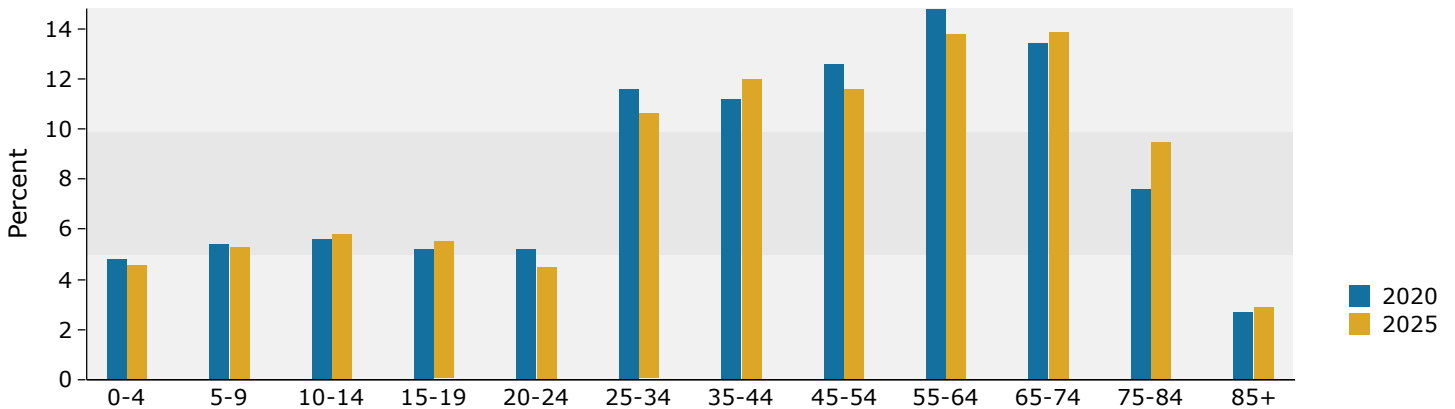
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

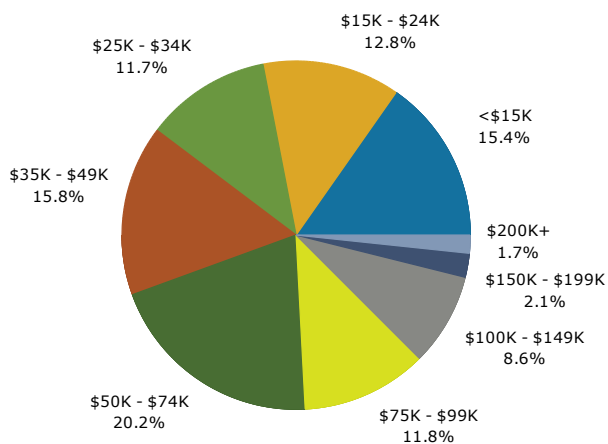
Trends 2020-2025



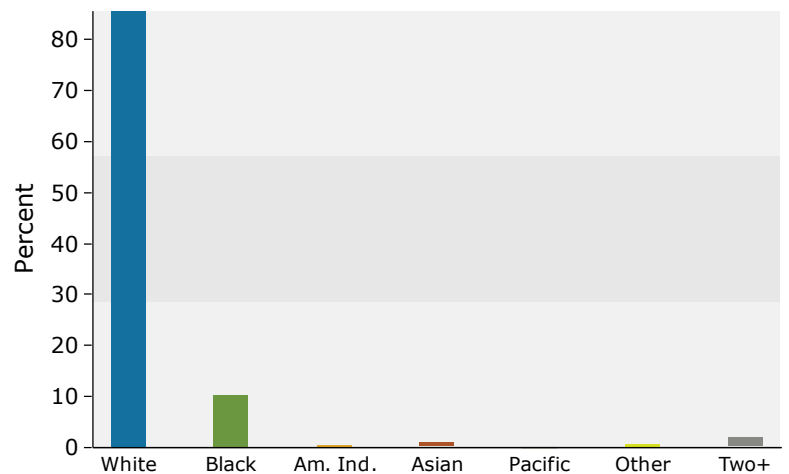
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 2.0%



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 Latitude: 37.77433
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Summary	Census 2010	2020	2025
Population	16,102	15,334	14,737
Households	6,963	6,626	6,363
Families	4,395	4,114	3,930
Average Household Size	2.27	2.26	2.26
Owner Occupied Housing Units	5,064	4,694	4,512
Renter Occupied Housing Units	1,899	1,932	1,851
Median Age	44.9	47.4	48.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	-0.79%	0.74%	0.72%
Households	-0.81%	0.70%	0.72%
Families	-0.91%	0.63%	0.64%
Owner HHs	-0.79%	0.69%	0.72%
Median Household Income	1.14%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,106	16.7%	982	15.4%
\$15,000 - \$24,999	894	13.5%	830	13.0%
\$25,000 - \$34,999	667	10.1%	606	9.5%
\$35,000 - \$49,999	1,006	15.2%	965	15.2%
\$50,000 - \$74,999	1,280	19.3%	1,262	19.8%
\$75,000 - \$99,999	777	11.7%	785	12.3%
\$100,000 - \$149,999	643	9.7%	661	10.4%
\$150,000 - \$199,999	150	2.3%	152	2.4%
\$200,000+	103	1.6%	120	1.9%
Median Household Income	\$43,470		\$46,009	
Average Household Income	\$56,831		\$61,745	
Per Capita Income	\$24,528		\$26,627	

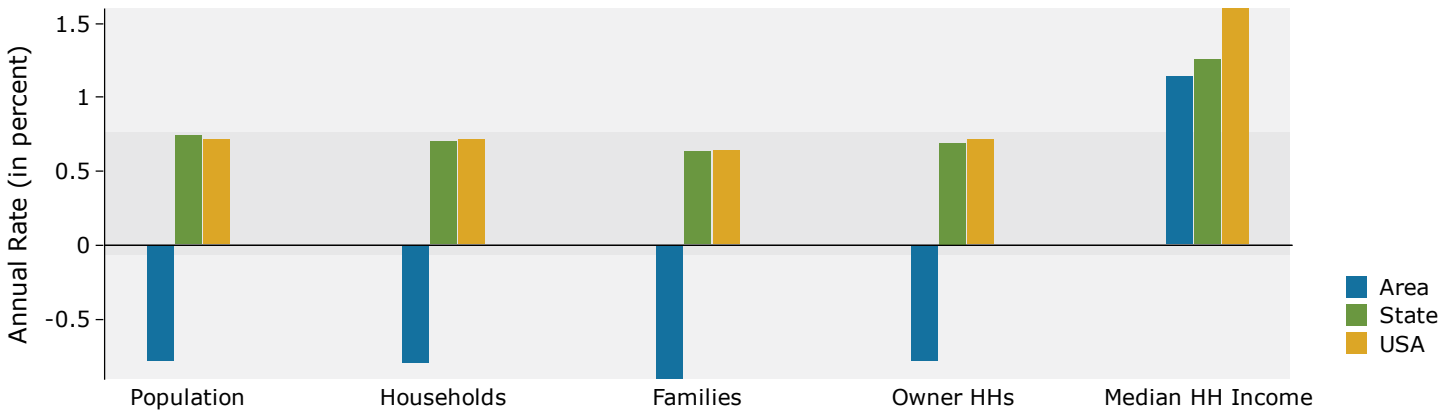
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	817	5.1%	707	4.6%	659	4.5%
5 - 9	935	5.8%	775	5.1%	727	4.9%
10 - 14	1,006	6.2%	836	5.5%	826	5.6%
15 - 19	1,016	6.3%	820	5.3%	781	5.3%
20 - 24	765	4.8%	748	4.9%	650	4.4%
25 - 34	1,536	9.5%	1,692	11.0%	1,499	10.2%
35 - 44	2,000	12.4%	1,642	10.7%	1,665	11.3%
45 - 54	2,440	15.2%	1,970	12.8%	1,716	11.6%
55 - 64	2,327	14.5%	2,344	15.3%	2,125	14.4%
65 - 74	1,761	10.9%	2,129	13.9%	2,169	14.7%
75 - 84	1,051	6.5%	1,191	7.8%	1,425	9.7%
85+	448	2.8%	481	3.1%	495	3.4%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,346	89.1%	13,406	87.4%	12,749	86.5%
Black Alone	1,305	8.1%	1,279	8.3%	1,234	8.4%
American Indian Alone	37	0.2%	51	0.3%	57	0.4%
Asian Alone	61	0.4%	107	0.7%	131	0.9%
Pacific Islander Alone	9	0.1%	12	0.1%	13	0.1%
Some Other Race Alone	67	0.4%	86	0.6%	94	0.6%
Two or More Races	276	1.7%	393	2.6%	460	3.1%
Hispanic Origin (Any Race)	222	1.4%	287	1.9%	335	2.3%

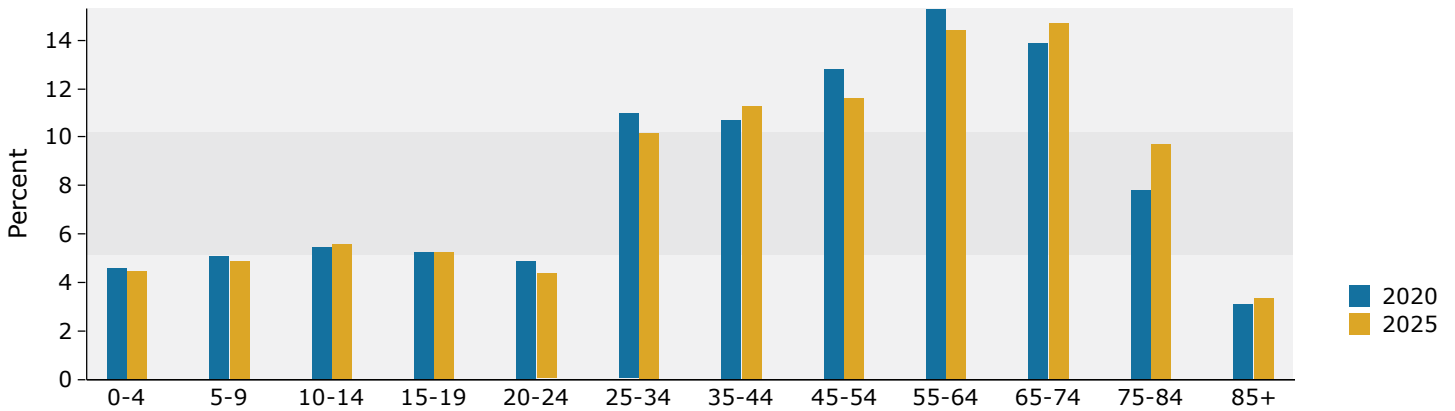
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

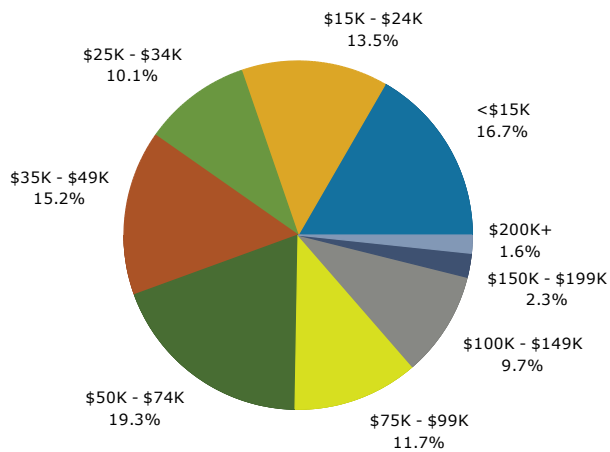
Trends 2020-2025



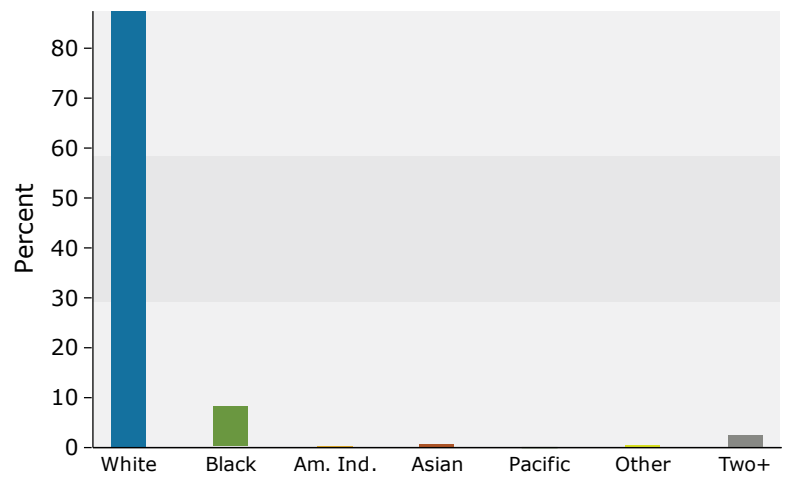
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 1.9%



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Summary	Census 2010	2020	2025
Population	40,992	40,458	39,420
Households	17,958	17,768	17,316
Families	11,294	10,960	10,617
Average Household Size	2.24	2.23	2.23
Owner Occupied Housing Units	12,971	12,077	11,757
Renter Occupied Housing Units	4,987	5,690	5,559
Median Age	45.0	47.5	48.8
Trends: 2020-2025 Annual Rate	Area	State	National
Population	-0.52%	0.74%	0.72%
Households	-0.51%	0.70%	0.72%
Families	-0.63%	0.63%	0.64%
Owner HHs	-0.54%	0.69%	0.72%
Median Household Income	0.98%	1.25%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	2,651	14.9%	2,429	14.0%
\$15,000 - \$24,999	2,876	16.2%	2,695	15.6%
\$25,000 - \$34,999	1,804	10.2%	1,697	9.8%
\$35,000 - \$49,999	2,725	15.3%	2,625	15.2%
\$50,000 - \$74,999	3,369	19.0%	3,352	19.4%
\$75,000 - \$99,999	1,943	10.9%	1,998	11.5%
\$100,000 - \$149,999	1,644	9.3%	1,708	9.9%
\$150,000 - \$199,999	438	2.5%	445	2.6%
\$200,000+	317	1.8%	367	2.1%
Median Household Income	\$42,317		\$44,424	
Average Household Income	\$57,074		\$61,795	
Per Capita Income	\$25,088		\$27,163	

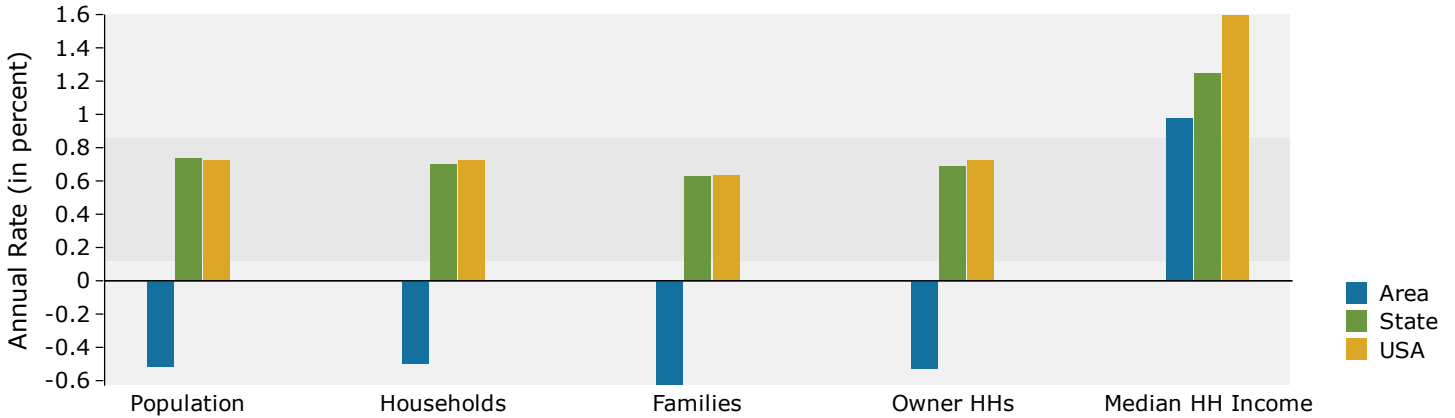
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,061	5.0%	1,822	4.5%	1,718	4.4%
5 - 9	2,289	5.6%	1,993	4.9%	1,888	4.8%
10 - 14	2,431	5.9%	2,159	5.3%	2,108	5.3%
15 - 19	2,396	5.8%	2,081	5.1%	2,060	5.2%
20 - 24	2,147	5.2%	1,996	4.9%	1,786	4.5%
25 - 34	4,178	10.2%	4,500	11.1%	3,847	9.8%
35 - 44	4,967	12.1%	4,472	11.1%	4,614	11.7%
45 - 54	6,235	15.2%	5,149	12.7%	4,591	11.6%
55 - 64	6,149	15.0%	6,254	15.5%	5,803	14.7%
65 - 74	4,478	10.9%	5,721	14.1%	5,886	14.9%
75 - 84	2,586	6.3%	3,077	7.6%	3,806	9.7%
85+	1,075	2.6%	1,232	3.0%	1,313	3.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	37,478	91.4%	36,413	90.0%	35,157	89.2%
Black Alone	2,417	5.9%	2,391	5.9%	2,315	5.9%
American Indian Alone	118	0.3%	157	0.4%	172	0.4%
Asian Alone	193	0.5%	328	0.8%	410	1.0%
Pacific Islander Alone	13	0.0%	17	0.0%	19	0.0%
Some Other Race Alone	172	0.4%	269	0.7%	313	0.8%
Two or More Races	602	1.5%	882	2.2%	1,034	2.6%
Hispanic Origin (Any Race)	563	1.4%	922	2.3%	1,101	2.8%

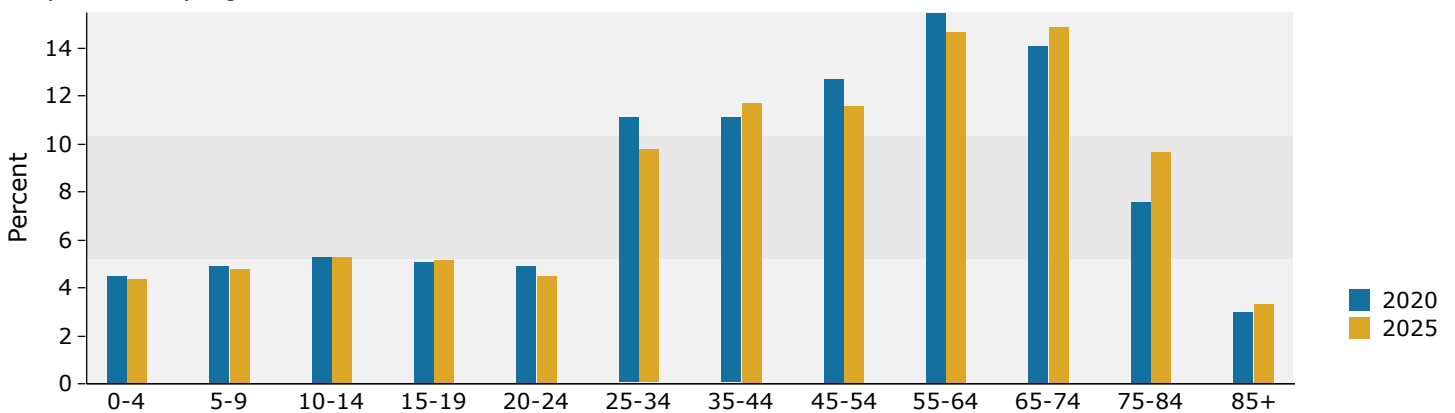
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

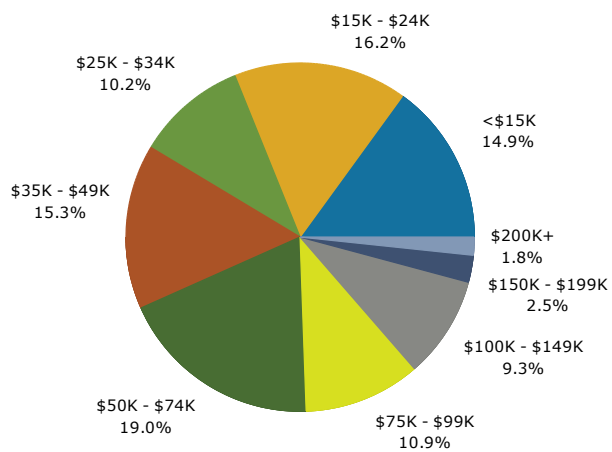
Trends 2020-2025



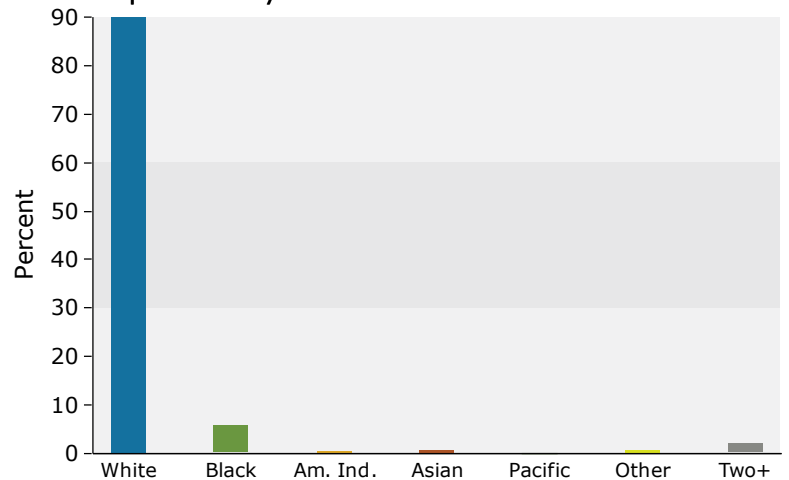
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 2.3%



Market Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10, 20, 40 minute radii

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	10 minutes	20 minutes	40 minutes
Population Summary			
2000 Total Population	8,088	17,083	41,403
2010 Total Population	7,750	16,102	40,992
2020 Total Population	7,339	15,334	40,458
2020 Group Quarters	107	330	748
2025 Total Population	7,034	14,737	39,420
2020-2025 Annual Rate	-0.85%	-0.79%	-0.52%
2020 Total Daytime Population	7,518	15,685	44,465
Workers	3,138	6,296	20,658
Residents	4,380	9,389	23,807
Household Summary			
2000 Households	3,520	7,264	17,626
2000 Average Household Size	2.29	2.31	2.29
2010 Households	3,381	6,963	17,958
2010 Average Household Size	2.26	2.27	2.24
2020 Households	3,191	6,626	17,768
2020 Average Household Size	2.27	2.26	2.23
2025 Households	3,053	6,363	17,316
2025 Average Household Size	2.27	2.26	2.23
2020-2025 Annual Rate	-0.88%	-0.81%	-0.51%
2010 Families	2,139	4,395	11,294
2010 Average Family Size	2.83	2.84	2.81
2020 Families	1,989	4,114	10,960
2020 Average Family Size	2.85	2.85	2.81
2025 Families	1,893	3,930	10,617
2025 Average Family Size	2.85	2.86	2.81
2020-2025 Annual Rate	-0.98%	-0.91%	-0.63%
Housing Unit Summary			
2000 Housing Units	3,934	8,148	20,269
Owner Occupied Housing Units	65.9%	66.0%	65.4%
Renter Occupied Housing Units	23.5%	23.1%	21.5%
Vacant Housing Units	10.5%	10.8%	13.0%
2010 Housing Units	3,903	8,104	21,366
Owner Occupied Housing Units	63.4%	62.5%	60.7%
Renter Occupied Housing Units	23.2%	23.4%	23.3%
Vacant Housing Units	13.4%	14.1%	16.0%
2020 Housing Units	3,836	8,091	21,946
Owner Occupied Housing Units	62.9%	58.0%	55.0%
Renter Occupied Housing Units	20.3%	23.9%	25.9%
Vacant Housing Units	16.8%	18.1%	19.0%
2025 Housing Units	3,807	8,069	22,164
Owner Occupied Housing Units	60.8%	55.9%	53.0%
Renter Occupied Housing Units	19.5%	22.9%	25.1%
Vacant Housing Units	19.8%	21.1%	21.9%
Median Household Income			
2020	\$43,509	\$43,470	\$42,317
2025	\$45,628	\$46,009	\$44,424
Median Home Value			
2020	\$88,786	\$96,394	\$123,932
2025	\$93,311	\$103,378	\$136,150
Per Capita Income			
2020	\$24,585	\$24,528	\$25,088
2025	\$26,581	\$26,627	\$27,163
Median Age			
2010	43.9	44.9	45.0
2020	45.8	47.4	47.5
2025	46.5	48.5	48.8

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

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 Drive Time: 10, 20, 40 minute radii

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	10 minutes	20 minutes	40 minutes
2020 Households by Income			
Household Income Base	3,191	6,626	17,768
<\$15,000	15.4%	16.7%	14.9%
\$15,000 - \$24,999	12.8%	13.5%	16.2%
\$25,000 - \$34,999	11.7%	10.1%	10.2%
\$35,000 - \$49,999	15.8%	15.2%	15.3%
\$50,000 - \$74,999	20.2%	19.3%	19.0%
\$75,000 - \$99,999	11.8%	11.7%	10.9%
\$100,000 - \$149,999	8.6%	9.7%	9.3%
\$150,000 - \$199,999	2.1%	2.3%	2.5%
\$200,000+	1.7%	1.6%	1.8%
Average Household Income	\$56,884	\$56,831	\$57,074
2025 Households by Income			
Household Income Base	3,053	6,363	17,316
<\$15,000	14.5%	15.4%	14.0%
\$15,000 - \$24,999	12.5%	13.0%	15.6%
\$25,000 - \$34,999	11.0%	9.5%	9.8%
\$35,000 - \$49,999	15.6%	15.2%	15.2%
\$50,000 - \$74,999	20.7%	19.8%	19.4%
\$75,000 - \$99,999	12.4%	12.3%	11.5%
\$100,000 - \$149,999	9.0%	10.4%	9.9%
\$150,000 - \$199,999	2.3%	2.4%	2.6%
\$200,000+	2.1%	1.9%	2.1%
Average Household Income	\$61,612	\$61,745	\$61,795
2020 Owner Occupied Housing Units by Value			
Total	2,411	4,694	12,077
<\$50,000	18.7%	17.4%	14.5%
\$50,000 - \$99,999	40.3%	35.2%	26.8%
\$100,000 - \$149,999	15.5%	18.9%	18.2%
\$150,000 - \$199,999	9.9%	11.7%	15.5%
\$200,000 - \$249,999	5.0%	5.6%	8.0%
\$250,000 - \$299,999	3.6%	4.4%	7.5%
\$300,000 - \$399,999	2.2%	3.5%	4.6%
\$400,000 - \$499,999	2.7%	1.8%	2.2%
\$500,000 - \$749,999	1.7%	1.3%	1.7%
\$750,000 - \$999,999	0.4%	0.2%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$127,146	\$131,162	\$157,737
2025 Owner Occupied Housing Units by Value			
Total	2,313	4,512	11,757
<\$50,000	17.0%	15.7%	12.9%
\$50,000 - \$99,999	38.1%	33.0%	24.4%
\$100,000 - \$149,999	15.3%	18.9%	17.5%
\$150,000 - \$199,999	10.6%	12.6%	16.3%
\$200,000 - \$249,999	5.0%	5.5%	8.6%
\$250,000 - \$299,999	4.0%	4.9%	8.5%
\$300,000 - \$399,999	2.8%	4.5%	5.6%
\$400,000 - \$499,999	4.3%	2.8%	3.1%
\$500,000 - \$749,999	2.5%	1.9%	2.2%
\$750,000 - \$999,999	0.4%	0.2%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$141,108	\$143,164	\$170,881

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	10 minutes	20 minutes	40 minutes
2010 Population by Age			
Total	7,750	16,100	40,990
0 - 4	5.3%	5.1%	5.0%
5 - 9	5.8%	5.8%	5.6%
10 - 14	6.2%	6.2%	5.9%
15 - 24	11.4%	11.1%	11.1%
25 - 34	10.2%	9.5%	10.2%
35 - 44	12.6%	12.4%	12.1%
45 - 54	15.2%	15.2%	15.2%
55 - 64	14.2%	14.5%	15.0%
65 - 74	10.6%	10.9%	10.9%
75 - 84	6.1%	6.5%	6.3%
85 +	2.4%	2.8%	2.6%
18 +	78.8%	78.8%	79.7%
2020 Population by Age			
Total	7,338	15,335	40,456
0 - 4	4.8%	4.6%	4.5%
5 - 9	5.4%	5.1%	4.9%
10 - 14	5.6%	5.5%	5.3%
15 - 24	10.4%	10.2%	10.1%
25 - 34	11.6%	11.0%	11.1%
35 - 44	11.2%	10.7%	11.1%
45 - 54	12.6%	12.8%	12.7%
55 - 64	14.8%	15.3%	15.5%
65 - 74	13.4%	13.9%	14.1%
75 - 84	7.6%	7.8%	7.6%
85 +	2.7%	3.1%	3.0%
18 +	81.0%	81.5%	82.0%
2025 Population by Age			
Total	7,033	14,737	39,420
0 - 4	4.6%	4.5%	4.4%
5 - 9	5.3%	4.9%	4.8%
10 - 14	5.8%	5.6%	5.3%
15 - 24	9.9%	9.7%	9.8%
25 - 34	10.6%	10.2%	9.8%
35 - 44	12.0%	11.3%	11.7%
45 - 54	11.6%	11.6%	11.6%
55 - 64	13.8%	14.4%	14.7%
65 - 74	13.9%	14.7%	14.9%
75 - 84	9.5%	9.7%	9.7%
85 +	2.9%	3.4%	3.3%
18 +	80.7%	81.6%	82.2%
2010 Population by Sex			
Males	3,758	7,800	19,938
Females	3,992	8,302	21,054
2020 Population by Sex			
Males	3,578	7,480	19,762
Females	3,762	7,854	20,696
2025 Population by Sex			
Males	3,435	7,205	19,287
Females	3,598	7,533	20,133

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.77433
 Longitude: -79.98600

	10 minutes	20 minutes	40 minutes
2010 Population by Race/Ethnicity			
Total	7,750	16,101	40,993
White Alone	87.5%	89.1%	91.4%
Black Alone	9.6%	8.1%	5.9%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	0.5%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	1.6%	1.7%	1.5%
Hispanic Origin	1.5%	1.4%	1.4%
Diversity Index	24.9	22.1	18.3
2020 Population by Race/Ethnicity			
Total	7,340	15,334	40,457
White Alone	85.6%	87.4%	90.0%
Black Alone	10.2%	8.3%	5.9%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	1.1%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.7%	0.6%	0.7%
Two or More Races	2.1%	2.6%	2.2%
Hispanic Origin	2.0%	1.9%	2.3%
Diversity Index	28.6	25.7	22.3
2025 Population by Race/Ethnicity			
Total	7,034	14,738	39,420
White Alone	84.7%	86.5%	89.2%
Black Alone	10.3%	8.4%	5.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.5%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.8%	0.6%	0.8%
Two or More Races	2.4%	3.1%	2.6%
Hispanic Origin	2.4%	2.3%	2.8%
Diversity Index	30.6	27.8	24.4
2010 Population by Relationship and Household Type			
Total	7,750	16,102	40,992
In Households	98.6%	98.0%	98.2%
In Family Households	80.3%	79.7%	79.3%
Householder	27.4%	27.3%	27.6%
Spouse	20.2%	20.1%	21.0%
Child	27.9%	27.7%	26.5%
Other relative	2.5%	2.5%	2.2%
Nonrelative	2.3%	2.2%	2.0%
In Nonfamily Households	18.3%	18.3%	18.9%
In Group Quarters	1.4%	2.0%	1.8%
Institutionalized Population	1.2%	1.9%	1.6%
Noninstitutionalized Population	0.1%	0.2%	0.2%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10, 20, 40 minute radii

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 Longitude: -79.98600

	10 minutes	20 minutes	40 minutes
2020 Population 25+ by Educational Attainment			
Total	5,422	11,448	30,408
Less than 9th Grade	3.8%	3.7%	4.7%
9th - 12th Grade, No Diploma	8.8%	10.2%	8.6%
High School Graduate	33.8%	34.1%	30.7%
GED/Alternative Credential	7.4%	6.4%	7.1%
Some College, No Degree	21.1%	19.7%	20.2%
Associate Degree	8.2%	9.4%	8.4%
Bachelor's Degree	11.5%	11.0%	13.1%
Graduate/Professional Degree	5.4%	5.5%	7.3%
2020 Population 15+ by Marital Status			
Total	6,183	13,016	34,485
Never Married	22.0%	25.7%	26.8%
Married	55.6%	49.5%	49.4%
Widowed	11.3%	12.0%	10.0%
Divorced	11.1%	12.7%	13.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,147	6,549	18,384
Population 16+ Employed	90.4%	89.1%	89.5%
Population 16+ Unemployment rate	9.6%	10.9%	10.5%
Population 16-24 Employed	10.1%	10.1%	10.6%
Population 16-24 Unemployment rate	16.6%	19.5%	17.0%
Population 25-54 Employed	63.6%	62.0%	60.9%
Population 25-54 Unemployment rate	8.4%	10.3%	10.0%
Population 55-64 Employed	19.3%	19.6%	20.8%
Population 55-64 Unemployment rate	9.8%	8.8%	7.9%
Population 65+ Employed	7.0%	8.2%	7.7%
Population 65+ Unemployment rate	8.3%	8.7%	11.0%
2020 Employed Population 16+ by Industry			
Total	2,846	5,836	16,460
Agriculture/Mining	1.1%	1.3%	2.2%
Construction	7.9%	7.1%	6.7%
Manufacturing	24.6%	22.3%	14.8%
Wholesale Trade	1.2%	0.9%	1.7%
Retail Trade	12.8%	11.0%	11.8%
Transportation/Utilities	5.1%	6.0%	5.3%
Information	2.6%	1.8%	1.6%
Finance/Insurance/Real Estate	2.1%	3.7%	4.3%
Services	36.3%	40.9%	47.2%
Public Administration	6.2%	5.0%	4.5%
2020 Employed Population 16+ by Occupation			
Total	2,845	5,837	16,458
White Collar	51.8%	51.6%	52.1%
Management/Business/Financial	7.8%	9.0%	10.3%
Professional	16.4%	17.6%	19.6%
Sales	9.5%	9.0%	9.1%
Administrative Support	18.1%	15.9%	13.1%
Services	16.3%	17.3%	19.8%
Blue Collar	31.9%	31.1%	28.1%
Farming/Forestry/Fishing	0.5%	0.5%	1.1%
Construction/Extraction	6.4%	6.5%	5.5%
Installation/Maintenance/Repair	3.9%	4.0%	4.2%
Production	12.2%	11.5%	8.8%
Transportation/Material Moving	8.9%	8.6%	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

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 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
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	10 minutes	20 minutes	40 minutes
2010 Households by Type			
Total	3,381	6,962	17,957
Households with 1 Person	32.6%	32.5%	32.1%
Households with 2+ People	67.4%	67.5%	67.9%
Family Households	63.3%	63.1%	62.9%
Husband-wife Families	46.6%	46.6%	48.0%
With Related Children	17.0%	16.9%	16.9%
Other Family (No Spouse Present)	16.7%	16.5%	14.9%
Other Family with Male Householder	4.7%	5.0%	4.5%
With Related Children	2.7%	3.0%	2.6%
Other Family with Female Householder	12.0%	11.4%	10.4%
With Related Children	7.6%	7.3%	6.4%
Nonfamily Households	4.2%	4.4%	5.0%
All Households with Children	27.7%	27.6%	26.4%
Multigenerational Households	3.0%	2.9%	2.6%
Unmarried Partner Households	6.5%	6.3%	6.2%
Male-female	6.0%	5.8%	5.7%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	3,381	6,962	17,959
1 Person Household	32.6%	32.5%	32.1%
2 Person Household	34.6%	35.2%	36.8%
3 Person Household	15.8%	15.3%	15.0%
4 Person Household	10.5%	10.3%	10.1%
5 Person Household	4.3%	4.5%	4.2%
6 Person Household	1.6%	1.5%	1.3%
7 + Person Household	0.7%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	3,381	6,963	17,958
Owner Occupied	73.2%	72.7%	72.2%
Owned with a Mortgage/Loan	38.8%	38.6%	38.3%
Owned Free and Clear	34.4%	34.1%	34.0%
Renter Occupied	26.8%	27.3%	27.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	285	257	200
Percent of Income for Mortgage	8.5%	9.3%	12.2%
Wealth Index	57	54	55
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,903	8,104	21,366
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	85.0%	74.4%	53.9%
Rural Housing Units	15.0%	25.6%	46.1%
2010 Population By Urban/ Rural Status			
Total Population	7,750	16,102	40,992
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	84.1%	73.6%	54.1%
Rural Population	15.9%	26.4%	45.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10, 20, 40 minute radii

Prepared by Esri
 Latitude: 37.77433
 Longitude: -79.98600

	10 minutes	20 minutes	40 minutes
Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Rooted Rural (10B)
2.	Midlife Constants (5E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
3.	Rural Bypasses (10E)	Midlife Constants (5E)	Heartland Communities (6F)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,162,198	\$8,672,903	\$23,287,089
Average Spent	\$1,304.36	\$1,308.92	\$1,310.62
Spending Potential Index	61	61	61
Education: Total \$	\$3,159,669	\$6,488,192	\$17,506,389
Average Spent	\$990.18	\$979.20	\$985.28
Spending Potential Index	55	55	55
Entertainment/Recreation: Total \$	\$7,196,812	\$15,066,555	\$40,327,724
Average Spent	\$2,255.35	\$2,273.85	\$2,269.68
Spending Potential Index	69	70	70
Food at Home: Total \$	\$11,484,852	\$24,208,700	\$65,357,018
Average Spent	\$3,599.14	\$3,653.59	\$3,678.36
Spending Potential Index	67	68	69
Food Away from Home: Total \$	\$7,467,906	\$15,651,473	\$42,371,281
Average Spent	\$2,340.30	\$2,362.13	\$2,384.70
Spending Potential Index	62	63	63
Health Care: Total \$	\$13,372,669	\$27,886,255	\$74,360,810
Average Spent	\$4,190.75	\$4,208.61	\$4,185.10
Spending Potential Index	73	73	73
HH Furnishings & Equipment: Total \$	\$4,503,864	\$9,349,418	\$25,077,673
Average Spent	\$1,411.43	\$1,411.02	\$1,411.40
Spending Potential Index	65	65	65
Personal Care Products & Services: Total \$	\$1,840,913	\$3,791,204	\$10,073,490
Average Spent	\$576.91	\$572.17	\$566.95
Spending Potential Index	63	62	62
Shelter: Total \$	\$36,017,740	\$74,174,153	\$199,718,191
Average Spent	\$11,287.29	\$11,194.41	\$11,240.33
Spending Potential Index	58	58	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,108,389	\$10,720,159	\$29,581,868
Average Spent	\$1,600.87	\$1,617.89	\$1,664.90
Spending Potential Index	68	69	71
Travel: Total \$	\$4,677,709	\$9,554,102	\$25,774,166
Average Spent	\$1,465.91	\$1,441.91	\$1,450.59
Spending Potential Index	61	60	60
Vehicle Maintenance & Repairs: Total \$	\$2,576,049	\$5,409,558	\$14,639,755
Average Spent	\$807.29	\$816.41	\$823.94
Spending Potential Index	70	70	71

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Retail MarketPlace Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 37.77433
 Longitude: -79.98600

Summary Demographics

2020 Population	7,339
2020 Households	3,191
2020 Median Disposable Income	\$36,290
2020 Per Capita Income	\$24,585

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

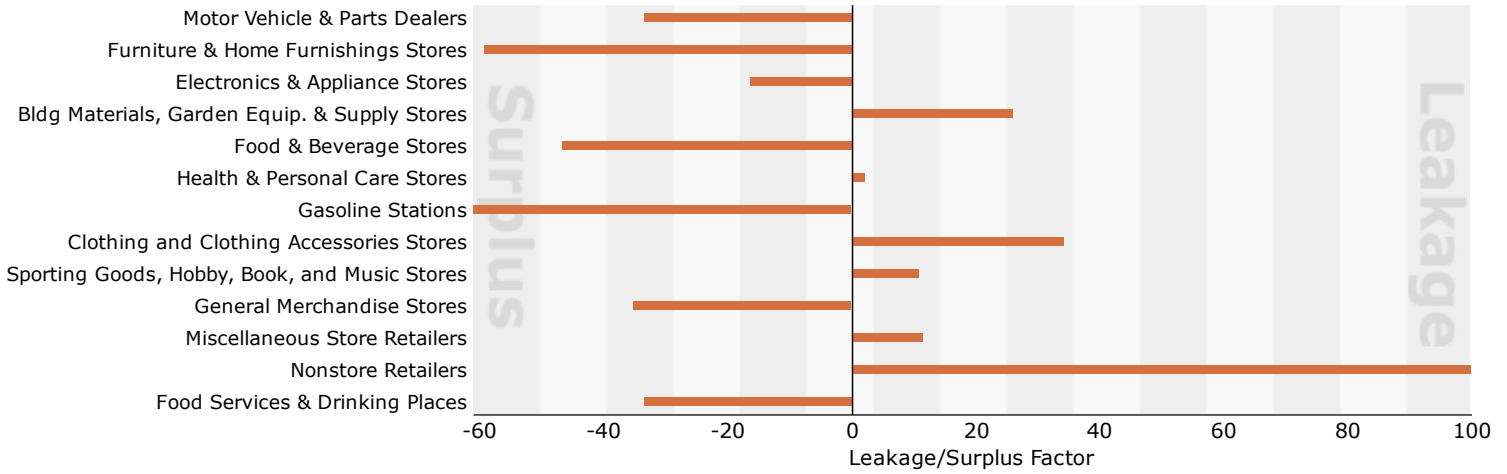
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$89,557,710	\$185,203,022	-\$95,645,312	-34.8	110
Total Retail Trade	44-45	\$81,720,501	\$169,412,801	-\$87,692,300	-34.9	81
Total Food & Drink	722	\$7,837,209	\$15,790,220	-\$7,953,011	-33.7	28
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,440,162	\$37,069,258	-\$18,629,096	-33.6	12
Automobile Dealers	4411	\$15,122,909	\$32,159,031	-\$17,036,122	-36.0	5
Other Motor Vehicle Dealers	4412	\$1,947,596	\$0	\$1,947,596	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,369,657	\$4,910,228	-\$3,540,571	-56.4	8
Furniture & Home Furnishings Stores	442	\$2,804,723	\$11,038,919	-\$8,234,196	-59.5	7
Furniture Stores	4421	\$1,554,525	\$10,795,986	-\$9,241,461	-74.8	5
Home Furnishings Stores	4422	\$1,250,199	\$242,933	\$1,007,266	67.5	2
Electronics & Appliance Stores	443	\$2,383,128	\$3,316,502	-\$933,374	-16.4	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,816,997	\$3,413,106	\$2,403,891	26.0	6
Bldg Material & Supplies Dealers	4441	\$5,353,624	\$3,244,982	\$2,108,642	24.5	5
Lawn & Garden Equip & Supply Stores	4442	\$463,373	\$168,124	\$295,249	46.8	1
Food & Beverage Stores	445	\$14,323,418	\$39,596,336	-\$25,272,918	-46.9	7
Grocery Stores	4451	\$13,348,490	\$39,583,352	-\$26,234,862	-49.6	7
Specialty Food Stores	4452	\$418,501	\$0	\$418,501	100.0	0
Beer, Wine & Liquor Stores	4453	\$556,427	\$0	\$556,427	100.0	0
Health & Personal Care Stores	446,4461	\$5,149,114	\$4,921,396	\$227,718	2.3	6
Gasoline Stations	447,4471	\$8,461,188	\$34,987,698	-\$26,526,510	-61.1	8
Clothing & Clothing Accessories Stores	448	\$3,529,785	\$1,727,675	\$1,802,110	34.3	3
Clothing Stores	4481	\$2,424,410	\$510,707	\$1,913,703	65.2	1
Shoe Stores	4482	\$510,076	\$950,015	-\$439,939	-30.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$595,299	\$266,953	\$328,346	38.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,040,655	\$1,639,379	\$401,276	10.9	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,739,729	\$1,411,795	\$327,934	10.4	6
Book, Periodical & Music Stores	4512	\$300,926	\$227,584	\$73,342	13.9	1
General Merchandise Stores	452	\$13,980,813	\$29,162,917	-\$15,182,104	-35.2	9
Department Stores Excluding Leased Depts.	4521	\$9,461,862	\$26,365,588	-\$16,903,726	-47.2	5
Other General Merchandise Stores	4529	\$4,518,951	\$2,797,329	\$1,721,622	23.5	4
Miscellaneous Store Retailers	453	\$3,196,570	\$2,539,617	\$656,953	11.5	12
Florists	4531	\$141,624	\$268,233	-\$126,609	-30.9	2
Office Supplies, Stationery & Gift Stores	4532	\$697,320	\$359,240	\$338,080	32.0	2
Used Merchandise Stores	4533	\$324,917	\$1,032,538	-\$707,621	-52.1	3
Other Miscellaneous Store Retailers	4539	\$2,032,709	\$879,606	\$1,153,103	39.6	5
Nonstore Retailers	454	\$1,593,948	\$0	\$1,593,948	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$920,176	\$0	\$920,176	100.0	0
Vending Machine Operators	4542	\$71,524	\$0	\$71,524	100.0	0
Direct Selling Establishments	4543	\$602,248	\$0	\$602,248	100.0	0
Food Services & Drinking Places	722	\$7,837,209	\$15,790,220	-\$7,953,011	-33.7	28
Special Food Services	7223	\$117,283	\$176,122	-\$58,839	-20.1	1
Drinking Places - Alcoholic Beverages	7224	\$97,326	\$0	\$97,326	100.0	0
Restaurants/Other Eating Places	7225	\$7,622,600	\$15,614,099	-\$7,991,499	-34.4	27

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

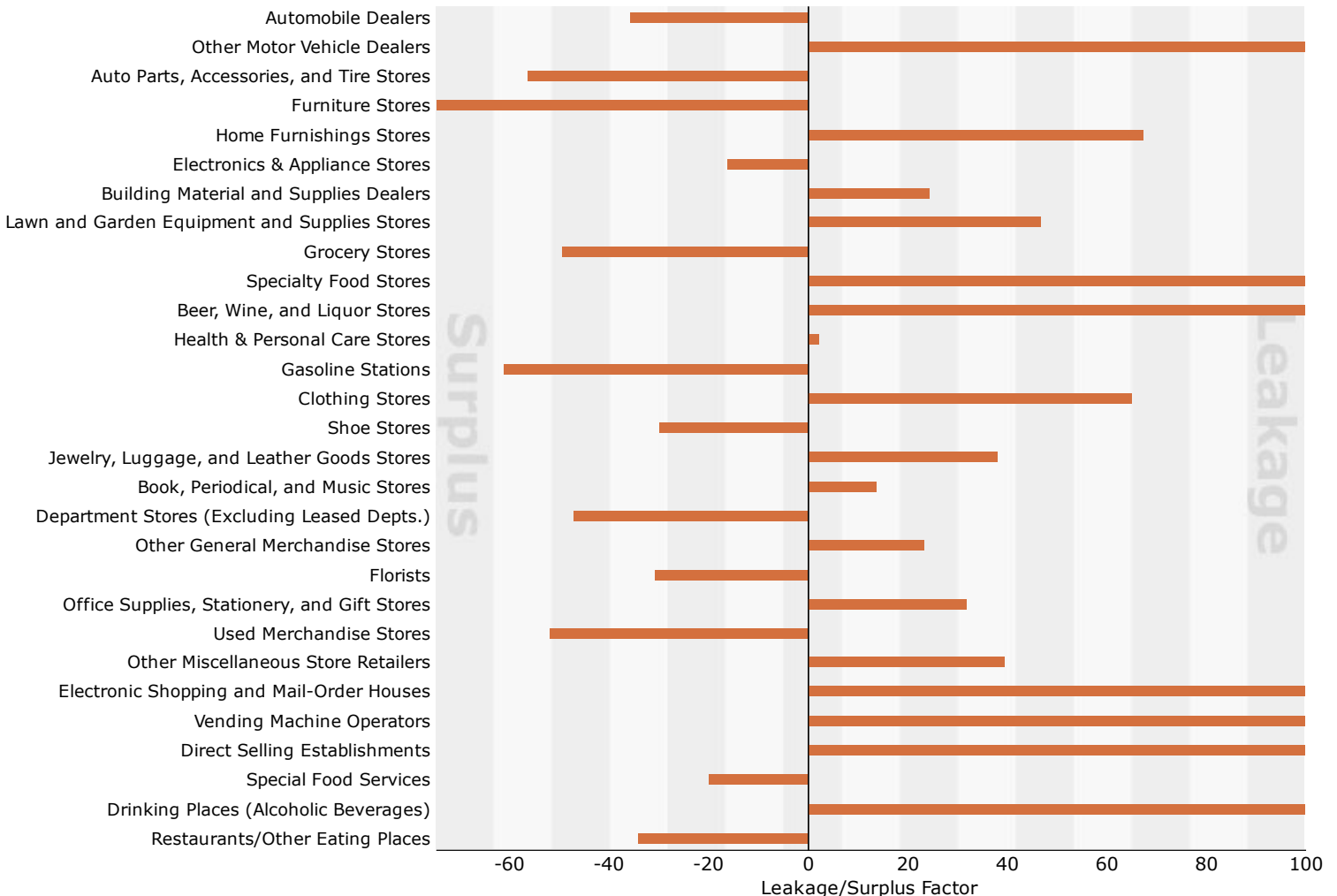
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 37.77433
 Longitude: -79.98600

Summary Demographics

2020 Population	15,334
2020 Households	6,626
2020 Median Disposable Income	\$36,248
2020 Per Capita Income	\$24,528

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$193,679,493	\$263,423,756	-\$69,744,263	-15.3	166
Total Retail Trade	44-45	\$176,998,409	\$243,425,283	-\$66,426,874	-15.8	123
Total Food & Drink	722	\$16,681,084	\$19,998,473	-\$3,317,389	-9.0	43

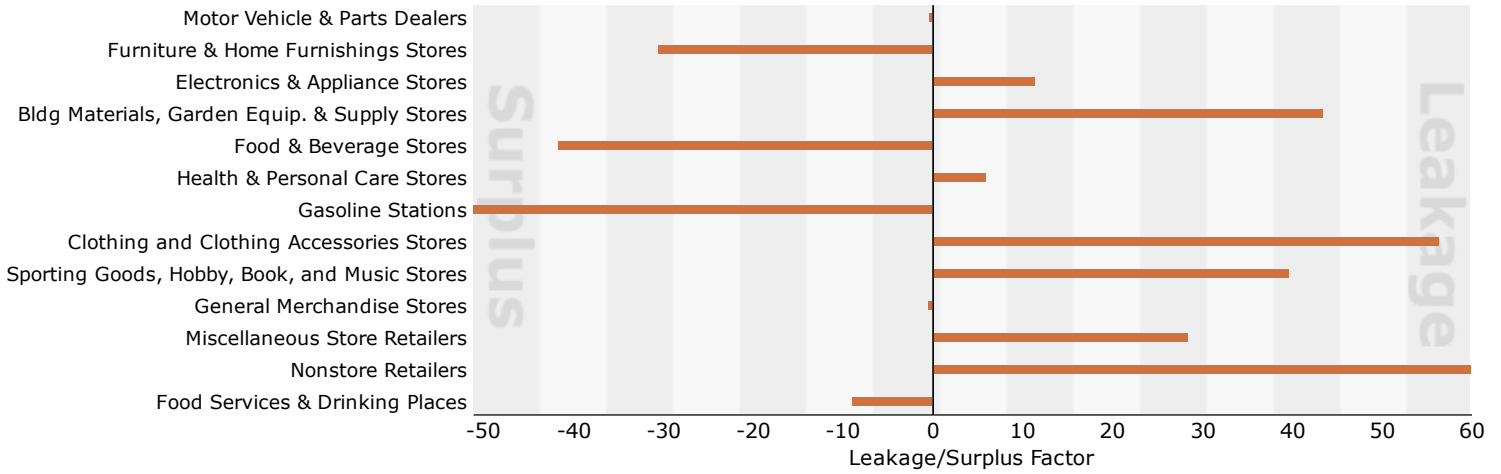
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$40,325,077	\$40,751,376	-\$426,299	-0.5	17
Automobile Dealers	4411	\$33,105,842	\$34,280,146	-\$1,174,304	-1.7	6
Other Motor Vehicle Dealers	4412	\$4,259,655	\$0	\$4,259,655	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,959,580	\$6,471,230	-\$3,511,650	-37.2	11
Furniture & Home Furnishings Stores	442	\$5,939,542	\$11,183,190	-\$5,243,648	-30.6	7
Furniture Stores	4421	\$3,304,703	\$10,885,199	-\$7,580,496	-53.4	5
Home Furnishings Stores	4422	\$2,634,839	\$297,991	\$2,336,848	79.7	2
Electronics & Appliance Stores	443	\$5,059,454	\$4,025,397	\$1,034,057	11.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,532,064	\$4,944,411	\$7,587,653	43.4	9
Bldg Material & Supplies Dealers	4441	\$11,532,185	\$4,700,625	\$6,831,560	42.1	7
Lawn & Garden Equip & Supply Stores	4442	\$999,879	\$243,786	\$756,093	60.8	2
Food & Beverage Stores	445	\$31,068,122	\$75,783,722	-\$44,715,600	-41.8	13
Grocery Stores	4451	\$28,993,922	\$74,420,565	-\$45,426,643	-43.9	10
Specialty Food Stores	4452	\$906,072	\$394,729	\$511,343	39.3	2
Beer, Wine & Liquor Stores	4453	\$1,168,128	\$968,428	\$199,700	9.3	1
Health & Personal Care Stores	446,4461	\$11,149,280	\$9,892,255	\$1,257,025	6.0	10
Gasoline Stations	447,4471	\$18,586,173	\$57,647,633	-\$39,061,460	-51.2	17
Clothing & Clothing Accessories Stores	448	\$7,460,708	\$2,079,619	\$5,381,089	56.4	4
Clothing Stores	4481	\$5,145,231	\$510,707	\$4,634,524	81.9	1
Shoe Stores	4482	\$1,088,868	\$1,301,959	-\$213,091	-8.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,226,610	\$266,953	\$959,657	64.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,357,823	\$1,880,330	\$2,477,493	39.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,717,414	\$1,652,746	\$2,064,668	38.4	8
Book, Periodical & Music Stores	4512	\$640,409	\$227,584	\$412,825	47.6	1
General Merchandise Stores	452	\$30,096,676	\$30,487,226	-\$390,550	-0.6	12
Department Stores Excluding Leased Depts.	4521	\$20,308,365	\$26,623,030	-\$6,314,665	-13.5	5
Other General Merchandise Stores	4529	\$9,788,312	\$3,864,196	\$5,924,116	43.4	7
Miscellaneous Store Retailers	453	\$6,980,158	\$3,888,068	\$3,092,090	28.5	20
Florists	4531	\$296,182	\$496,865	-\$200,683	-25.3	4
Office Supplies, Stationery & Gift Stores	4532	\$1,483,846	\$373,027	\$1,110,819	59.8	2
Used Merchandise Stores	4533	\$689,748	\$1,254,646	-\$564,898	-29.1	6
Other Miscellaneous Store Retailers	4539	\$4,510,382	\$1,763,530	\$2,746,852	43.8	8
Nonstore Retailers	454	\$3,443,332	\$862,055	\$2,581,277	60.0	1
Electronic Shopping & Mail-Order Houses	4541	\$1,971,521	\$0	\$1,971,521	100.0	0
Vending Machine Operators	4542	\$154,779	\$0	\$154,779	100.0	0
Direct Selling Establishments	4543	\$1,317,032	\$862,055	\$454,977	20.9	1
Food Services & Drinking Places	722	\$16,681,084	\$19,998,473	-\$3,317,389	-9.0	43
Special Food Services	7223	\$249,801	\$219,080	\$30,721	6.6	2
Drinking Places - Alcoholic Beverages	7224	\$207,239	\$199,036	\$8,203	2.0	1
Restaurants/Other Eating Places	7225	\$16,224,044	\$19,580,357	-\$3,356,313	-9.4	41

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

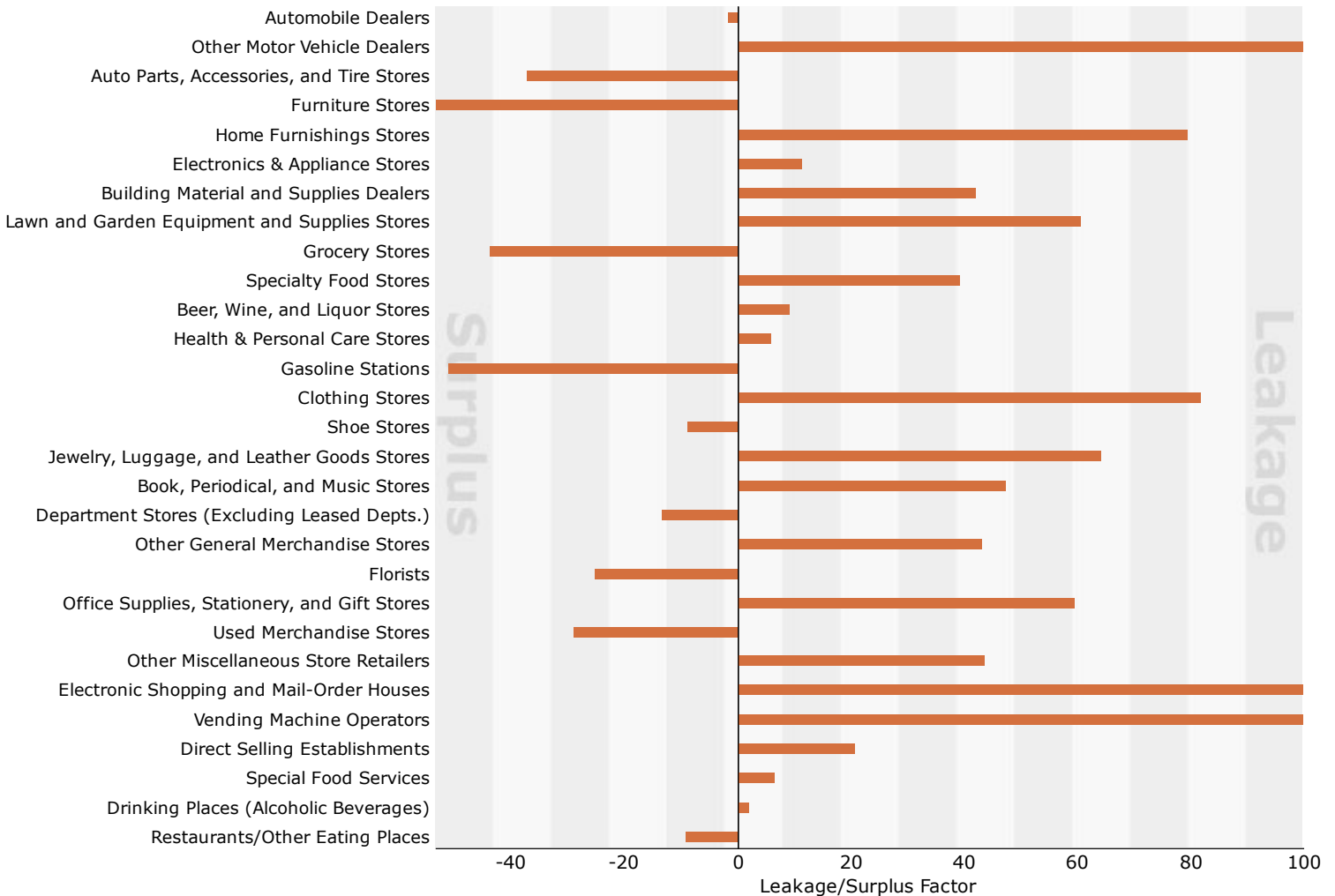
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Covington Point
 1551-1599 S Carpenter Dr, Covington, Virginia, 24426
 Drive Time: 40 minute radius

Prepared by Esri
 Latitude: 37.77433
 Longitude: -79.98600

Summary Demographics

2020 Population	40,458
2020 Households	17,768
2020 Median Disposable Income	\$35,741
2020 Per Capita Income	\$25,088

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$539,142,351	\$846,753,699	-\$307,611,348	-22.2	455
Total Retail Trade	44-45	\$492,612,812	\$786,396,362	-\$293,783,550	-23.0	334
Total Food & Drink	722	\$46,529,540	\$60,357,337	-\$13,827,797	-12.9	121

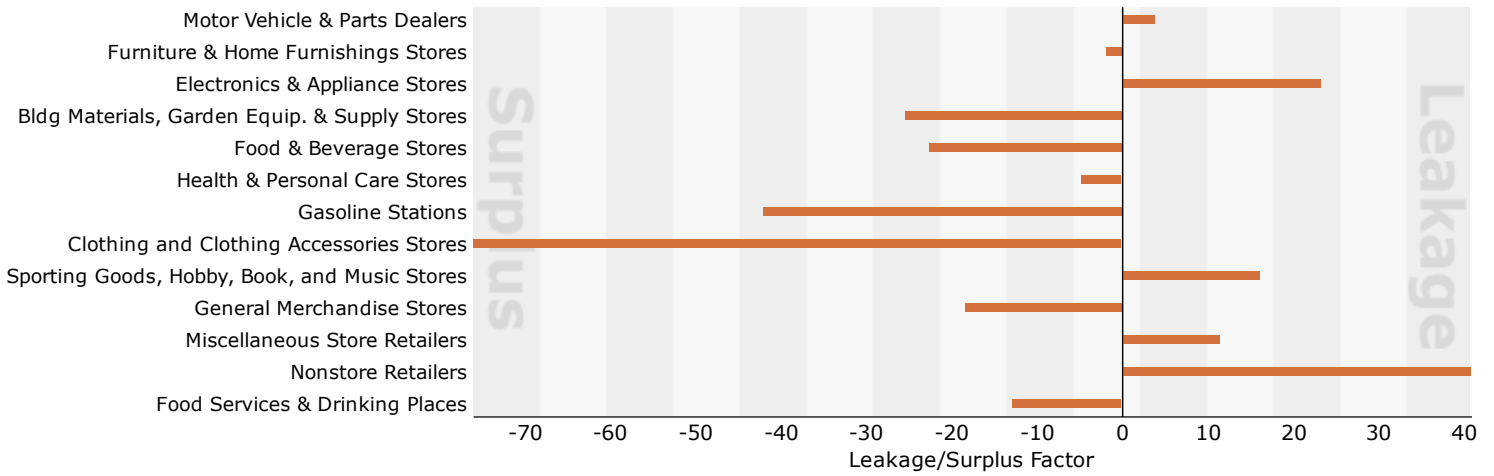
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$112,016,226	\$103,629,622	\$8,386,604	3.9	42
Automobile Dealers	4411	\$91,977,867	\$87,792,813	\$4,185,054	2.3	17
Other Motor Vehicle Dealers	4412	\$10,947,936	\$915,481	\$10,032,455	84.6	2
Auto Parts, Accessories & Tire Stores	4413	\$9,090,423	\$14,921,328	-\$5,830,905	-24.3	24
Furniture & Home Furnishings Stores	442	\$15,491,448	\$16,135,468	-\$644,020	-2.0	11
Furniture Stores	4421	\$8,632,882	\$15,681,131	-\$7,048,249	-29.0	9
Home Furnishings Stores	4422	\$6,858,565	\$454,336	\$6,404,229	87.6	2
Electronics & Appliance Stores	443	\$12,735,719	\$7,927,044	\$4,808,675	23.3	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,776,050	\$56,974,874	-\$23,198,824	-25.6	26
Bldg Material & Supplies Dealers	4441	\$31,563,241	\$54,896,214	-\$23,332,973	-27.0	23
Lawn & Garden Equip & Supply Stores	4442	\$2,212,809	\$2,078,660	\$134,149	3.1	4
Food & Beverage Stores	445	\$88,951,488	\$141,158,339	-\$52,206,851	-22.7	39
Grocery Stores	4451	\$84,014,917	\$135,194,541	-\$51,179,624	-23.3	29
Specialty Food Stores	4452	\$2,250,350	\$1,162,522	\$1,087,828	31.9	5
Beer, Wine & Liquor Stores	4453	\$2,686,221	\$4,801,276	-\$2,115,055	-28.2	6
Health & Personal Care Stores	446,4461	\$31,196,040	\$34,313,183	-\$3,117,143	-4.8	28
Gasoline Stations	447,4471	\$56,671,646	\$139,365,209	-\$82,693,563	-42.2	47
Clothing & Clothing Accessories Stores	448	\$18,687,296	\$137,980,445	-\$119,293,149	-76.1	24
Clothing Stores	4481	\$12,574,740	\$133,105,502	-\$120,530,762	-82.7	15
Shoe Stores	4482	\$2,781,569	\$3,153,550	-\$371,981	-6.3	5
Jewelry, Luggage & Leather Goods Stores	4483	\$3,330,987	\$1,721,393	\$1,609,594	31.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$11,750,046	\$8,497,735	\$3,252,311	16.1	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,999,052	\$7,448,479	\$2,550,573	14.6	18
Book, Periodical & Music Stores	4512	\$1,750,994	\$1,049,256	\$701,738	25.1	4
General Merchandise Stores	452	\$84,051,487	\$122,111,794	-\$38,060,307	-18.5	25
Department Stores Excluding Leased Depts.	4521	\$60,142,865	\$113,094,583	-\$52,951,718	-30.6	10
Other General Merchandise Stores	4529	\$23,908,621	\$9,017,211	\$14,891,410	45.2	14
Miscellaneous Store Retailers	453	\$18,325,854	\$14,545,661	\$3,780,193	11.5	55
Florists	4531	\$841,314	\$1,859,552	-\$1,018,238	-37.7	10
Office Supplies, Stationery & Gift Stores	4532	\$3,833,999	\$2,294,234	\$1,539,765	25.1	10
Used Merchandise Stores	4533	\$1,825,552	\$3,434,836	-\$1,609,284	-30.6	16
Other Miscellaneous Store Retailers	4539	\$11,824,990	\$6,957,039	\$4,867,951	25.9	19
Nonstore Retailers	454	\$8,959,512	\$3,756,988	\$5,202,524	40.9	3
Electronic Shopping & Mail-Order Houses	4541	\$5,415,817	\$0	\$5,415,817	100.0	0
Vending Machine Operators	4542	\$377,584	\$0	\$377,584	100.0	0
Direct Selling Establishments	4543	\$3,166,111	\$3,633,587	-\$467,476	-6.9	3
Food Services & Drinking Places	722	\$46,529,540	\$60,357,337	-\$13,827,797	-12.9	121
Special Food Services	7223	\$624,126	\$376,382	\$247,744	24.8	3
Drinking Places - Alcoholic Beverages	7224	\$895,484	\$911,779	-\$16,295	-0.9	5
Restaurants/Other Eating Places	7225	\$45,009,930	\$59,069,177	-\$14,059,247	-13.5	113

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

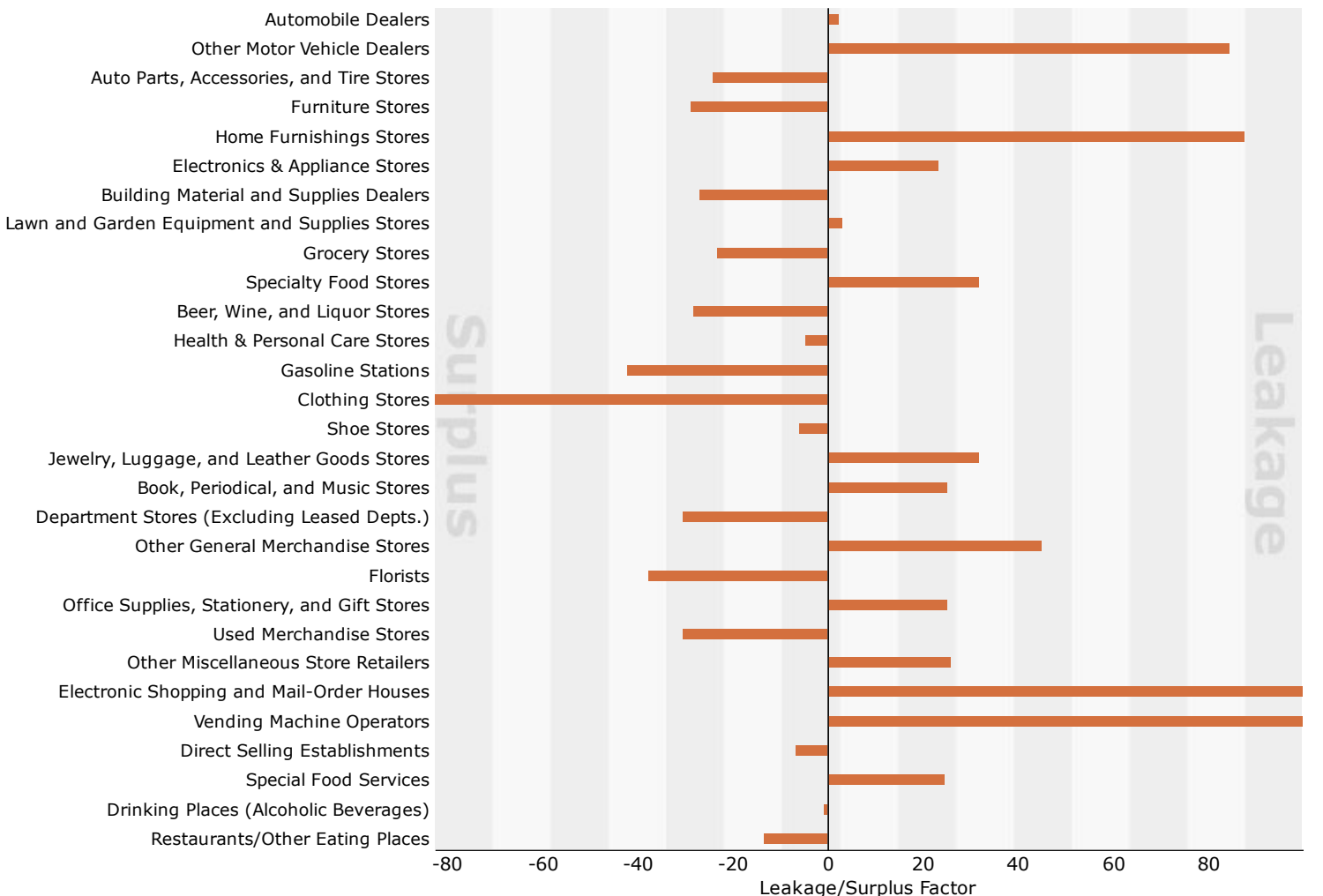
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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