

Market Profile

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,296	44,572	84,936
2020 Total Population	2,752	49,382	95,371
2020 Group Quarters	8	2,466	9,304
2024 Total Population	2,764	49,600	96,034
2024 Group Quarters	8	2,473	9,345
2029 Total Population	2,745	49,688	97,192
2024-2029 Annual Rate	-0.14%	0.04%	0.24%
2024 Total Daytime Population	1,997	69,441	130,250
Workers	1,086	48,470	86,058
Residents	911	20,971	44,192
Household Summary			
2010 Households	1,103	18,563	33,721
2010 Average Household Size	2.06	2.26	2.25
2020 Total Households	1,296	21,449	38,922
2020 Average Household Size	2.12	2.19	2.21
2024 Households	1,311	21,780	39,657
2024 Average Household Size	2.10	2.16	2.19
2029 Households	1,324	22,202	40,808
2029 Average Household Size	2.07	2.13	2.15
2024-2029 Annual Rate	0.20%	0.38%	0.57%
2010 Families	523	8,111	16,015
2010 Average Family Size	2.84	2.89	2.88
2024 Families	591	9,647	18,827
2024 Average Family Size	3.23	2.93	2.94
2029 Families	592	9,775	19,245
2029 Average Family Size	3.18	2.89	2.90
2024-2029 Annual Rate	0.03%	0.26%	0.44%
Housing Unit Summary			
2000 Housing Units	983	16,386	31,369
Owner Occupied Housing Units	46.4%	41.0%	41.8%
Renter Occupied Housing Units	49.7%	54.7%	53.7%
Vacant Housing Units	3.9%	4.3%	4.5%
2010 Housing Units	1,199	20,180	36,899
Owner Occupied Housing Units	48.0%	38.5%	40.3%
Renter Occupied Housing Units	43.9%	53.5%	51.0%
Vacant Housing Units	8.0%	8.0%	8.6%
2020 Housing Units	1,365	23,218	42,027
Owner Occupied Housing Units	45.6%	37.3%	39.4%
Renter Occupied Housing Units	49.3%	55.0%	53.2%
Vacant Housing Units	5.8%	7.6%	7.3%
2024 Housing Units	1,392	23,856	43,167
Owner Occupied Housing Units	49.3%	39.2%	41.1%
Renter Occupied Housing Units	44.9%	52.1%	50.7%
Vacant Housing Units	5.8%	8.7%	8.1%
2029 Housing Units	1,399	24,325	44,429
Owner Occupied Housing Units	52.5%	41.2%	42.7%
Renter Occupied Housing Units	42.1%	50.1%	49.2%
Vacant Housing Units	5.4%	8.7%	8.2%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	1,311	21,780	39,656
<\$15,000	12.1%	12.8%	11.5%
\$15,000 - \$24,999	10.5%	5.9%	6.2%
\$25,000 - \$34,999	5.2%	6.2%	6.6%
\$35,000 - \$49,999	15.0%	9.1%	8.4%
\$50,000 - \$74,999	15.9%	15.1%	15.4%
\$75,000 - \$99,999	7.7%	11.4%	10.9%
\$100,000 - \$149,999	17.0%	16.9%	17.2%
\$150,000 - \$199,999	7.6%	9.1%	8.6%
\$200,000+	8.9%	13.3%	15.3%
Average Household Income	\$91,755	\$111,742	\$118,000
2029 Households by Income			
Household Income Base	1,324	22,202	40,807
<\$15,000	10.7%	11.7%	10.5%
\$15,000 - \$24,999	7.8%	4.7%	5.0%
\$25,000 - \$34,999	4.2%	5.2%	5.5%
\$35,000 - \$49,999	12.8%	7.7%	7.3%
\$50,000 - \$74,999	14.4%	13.9%	14.2%
\$75,000 - \$99,999	6.9%	11.1%	10.4%
\$100,000 - \$149,999	20.8%	18.0%	18.5%
\$150,000 - \$199,999	10.3%	10.6%	10.1%
\$200,000+	12.1%	17.0%	18.6%
Average Household Income	\$112,093	\$131,396	\$136,618
2024 Owner Occupied Housing Units by Value			
Total	686	9,319	17,725
<\$50,000	0.1%	0.9%	1.4%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	5.2%	1.3%	1.3%
\$150,000 - \$199,999	4.8%	1.9%	1.9%
\$200,000 - \$249,999	10.8%	3.7%	3.4%
\$250,000 - \$299,999	12.4%	5.8%	5.4%
\$300,000 - \$399,999	34.3%	24.5%	20.2%
\$400,000 - \$499,999	14.0%	20.9%	18.9%
\$500,000 - \$749,999	10.6%	25.8%	29.5%
\$750,000 - \$999,999	3.8%	9.6%	11.3%
\$1,000,000 - \$1,499,999	0.3%	2.4%	3.5%
\$1,500,000 - \$1,999,999	0.3%	2.4%	1.8%
\$2,000,000 +	3.5%	0.8%	1.3%
Average Home Value	\$442,722	\$543,229	\$570,513
2029 Owner Occupied Housing Units by Value			
Total	734	9,996	18,919
<\$50,000	0.0%	0.6%	1.0%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	1.9%	0.4%	0.3%
\$150,000 - \$199,999	2.0%	0.7%	0.6%
\$200,000 - \$249,999	6.7%	1.5%	1.5%
\$250,000 - \$299,999	9.1%	3.4%	3.3%
\$300,000 - \$399,999	31.7%	17.4%	15.2%
\$400,000 - \$499,999	15.4%	19.5%	17.2%
\$500,000 - \$749,999	15.4%	29.5%	32.9%
\$750,000 - \$999,999	7.1%	16.0%	16.4%
\$1,000,000 - \$1,499,999	1.1%	5.0%	6.2%
\$1,500,000 - \$1,999,999	1.4%	4.6%	3.3%
\$2,000,000 +	8.2%	1.3%	1.8%
Average Home Value	\$606,063	\$661,019	\$670,452

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$59,040	\$76,404	\$78,490
2029	\$75,658	\$88,514	\$91,922
Median Home Value			
2024	\$348,723	\$456,619	\$486,085
2029	\$395,279	\$555,005	\$580,812
Per Capita Income			
2024	\$41,786	\$49,418	\$49,496
2029	\$51,893	\$59,074	\$58,105
Median Age			
2010	35.4	29.1	29.2
2020	35.4	31.4	31.2
2024	37.0	32.2	32.0
2029	39.3	33.8	33.2
2020 Population by Age			
Total	2,752	49,382	95,371
0 - 4	6.8%	5.4%	5.1%
5 - 9	4.7%	4.7%	4.7%
10 - 14	4.7%	4.1%	4.2%
15 - 24	10.1%	22.4%	23.4%
25 - 34	22.9%	20.1%	19.0%
35 - 44	16.2%	12.3%	11.3%
45 - 54	13.1%	8.7%	8.6%
55 - 64	11.1%	9.1%	9.0%
65 - 74	6.9%	7.7%	8.0%
75 - 84	2.8%	3.8%	4.4%
85 +	0.6%	1.8%	2.3%
18 +	81.2%	83.5%	83.6%
2024 Population by Age			
Total	2,763	49,600	96,033
0 - 4	6.4%	5.3%	5.0%
5 - 9	5.9%	4.9%	4.6%
10 - 14	4.1%	4.0%	4.1%
15 - 24	10.7%	22.3%	23.2%
25 - 34	18.9%	18.9%	18.5%
35 - 44	18.0%	13.6%	12.5%
45 - 54	13.1%	8.7%	8.4%
55 - 64	11.4%	8.3%	8.2%
65 - 74	7.6%	7.6%	7.9%
75 - 84	3.1%	4.5%	5.1%
85 +	0.8%	1.9%	2.4%
18 +	81.0%	83.6%	83.9%
2029 Population by Age			
Total	2,746	49,688	97,191
0 - 4	5.9%	5.0%	4.8%
5 - 9	5.7%	4.7%	4.4%
10 - 14	5.5%	4.6%	4.4%
15 - 24	10.7%	22.0%	22.7%
25 - 34	13.4%	15.5%	16.4%
35 - 44	19.8%	15.1%	13.3%
45 - 54	13.8%	9.7%	9.3%
55 - 64	11.2%	7.7%	7.7%
65 - 74	8.7%	7.7%	8.0%
75 - 84	4.4%	5.8%	6.2%
85 +	1.0%	2.2%	2.7%
18 +	80.3%	83.4%	84.0%

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2020 Population by Sex			
Males	1,314	23,332	45,138
Females	1,438	26,050	50,233
2024 Population by Sex			
Males	1,339	23,823	46,190
Females	1,425	25,777	49,844
2029 Population by Sex			
Males	1,316	23,745	46,553
Females	1,429	25,943	50,639
2010 Population by Race/Ethnicity			
Total	2,296	44,572	84,937
White Alone	73.6%	70.1%	70.7%
Black Alone	18.3%	19.8%	16.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	5.1%	6.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	1.9%	2.8%
Two or More Races	3.4%	2.8%	3.0%
Hispanic Origin	7.1%	5.3%	6.7%
Diversity Index	49.9	52.0	53.3
2020 Population by Race/Ethnicity			
Total	2,752	49,382	95,371
White Alone	62.1%	66.1%	63.8%
Black Alone	17.6%	15.5%	14.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.5%	7.6%	10.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.5%	2.8%	3.9%
Two or More Races	10.2%	7.7%	7.5%
Hispanic Origin	11.8%	7.0%	8.4%
Diversity Index	65.8	58.8	62.4
2024 Population by Race/Ethnicity			
Total	2,764	49,600	96,034
White Alone	61.7%	65.4%	62.8%
Black Alone	16.9%	15.2%	13.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.6%	8.0%	10.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.8%	2.9%	4.2%
Two or More Races	10.8%	8.1%	7.8%
Hispanic Origin	12.5%	7.3%	8.8%
Diversity Index	66.7	59.8	63.6
2029 Population by Race/Ethnicity			
Total	2,746	49,689	97,193
White Alone	60.3%	64.0%	61.0%
Black Alone	16.8%	15.3%	14.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	5.0%	8.8%	11.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.2%	3.0%	4.4%
Two or More Races	11.5%	8.6%	8.3%
Hispanic Origin	13.2%	7.8%	9.4%
Diversity Index	68.2	61.6	65.6

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.

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2020 Population by Relationship and Household Type			
Total	2,752	49,382	95,371
In Households	99.7%	95.0%	90.2%
Householder	46.5%	43.4%	40.7%
Opposite-Sex Spouse	14.4%	13.4%	14.0%
Same-Sex Spouse	0.5%	0.3%	0.3%
Opposite-Sex Unmarried Partner	4.0%	3.0%	2.7%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	21.9%	19.1%	19.2%
Adopted Child	0.3%	0.4%	0.4%
Stepchild	0.5%	0.4%	0.4%
Grandchild	2.0%	1.4%	1.2%
Brother or Sister	1.6%	0.8%	0.9%
Parent	0.8%	0.7%	0.7%
Parent-in-law	0.0%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.2%
Other Relatives	1.1%	0.8%	0.8%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	5.5%	10.8%	8.6%
In Group Quarters	0.3%	5.0%	9.8%
Institutionalized	0.2%	1.0%	1.5%
Noninstitutionalized	0.1%	3.9%	8.2%
2024 Population 25+ by Educational Attainment			
Total	2,014	31,500	60,540
Less than 9th Grade	1.2%	2.4%	2.6%
9th - 12th Grade, No Diploma	10.1%	3.5%	3.6%
High School Graduate	17.3%	13.6%	12.4%
GED/Alternative Credential	6.0%	3.6%	2.3%
Some College, No Degree	11.0%	11.0%	10.8%
Associate Degree	5.8%	4.8%	5.7%
Bachelor's Degree	25.9%	30.3%	30.5%
Graduate/Professional Degree	22.7%	30.8%	32.2%
2024 Population 15+ by Marital Status			
Total	2,311	42,570	82,800
Never Married	44.7%	47.2%	47.8%
Married	36.6%	37.9%	37.9%
Widowed	3.4%	4.4%	4.9%
Divorced	15.4%	10.5%	9.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,927	29,596	53,695
Population 16+ Employed	97.6%	97.3%	97.5%
Population 16+ Unemployment rate	2.4%	2.7%	2.5%
Population 16-24 Employed	13.6%	18.3%	18.5%
Population 16-24 Unemployment rate	2.7%	3.4%	3.8%
Population 25-54 Employed	66.5%	62.6%	62.4%
Population 25-54 Unemployment rate	3.1%	3.0%	2.5%
Population 55-64 Employed	11.4%	10.9%	11.3%
Population 55-64 Unemployment rate	0.0%	1.0%	1.2%
Population 65+ Employed	8.4%	8.2%	7.9%
Population 65+ Unemployment rate	0.0%	0.1%	1.3%

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2024 Employed Population 16+ by Industry			
Total	1,880	28,809	52,339
Agriculture/Mining	0.1%	0.5%	0.3%
Construction	4.4%	3.2%	4.1%
Manufacturing	5.4%	3.5%	3.8%
Wholesale Trade	0.2%	0.8%	0.8%
Retail Trade	14.8%	8.5%	8.7%
Transportation/Utilities	0.3%	1.4%	2.2%
Information	1.7%	2.4%	1.9%
Finance/Insurance/Real Estate	5.1%	4.8%	4.8%
Services	61.8%	71.2%	69.7%
Public Administration	6.3%	3.8%	3.5%
2024 Employed Population 16+ by Occupation			
Total	1,881	28,809	52,339
White Collar	65.7%	75.0%	73.8%
Management/Business/Financial	17.3%	18.9%	18.3%
Professional	27.3%	41.7%	41.2%
Sales	11.3%	7.2%	7.2%
Administrative Support	9.8%	7.2%	7.0%
Services	14.7%	15.6%	16.3%
Blue Collar	19.6%	9.4%	9.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.5%	2.2%	2.8%
Installation/Maintenance/Repair	0.4%	0.9%	1.0%
Production	5.1%	3.1%	2.6%
Transportation/Material Moving	11.6%	3.0%	3.4%
2020 Households by Type			
Total	1,296	21,449	38,922
Married Couple Households	31.2%	31.7%	35.0%
With Own Children <18	12.7%	12.7%	13.7%
Without Own Children <18	18.6%	19.1%	21.3%
Cohabiting Couple Households	9.0%	7.4%	7.0%
With Own Children <18	1.6%	1.2%	1.3%
Without Own Children <18	7.4%	6.1%	5.7%
Male Householder, No Spouse/Partner	25.0%	24.0%	22.6%
Living Alone	19.1%	16.0%	15.0%
65 Years and over	3.5%	3.2%	3.1%
With Own Children <18	1.2%	1.2%	1.2%
Without Own Children <18, With Relatives	1.9%	2.0%	2.0%
No Relatives Present	2.9%	4.8%	4.4%
Female Householder, No Spouse/Partner	34.7%	36.9%	35.5%
Living Alone	21.3%	21.7%	21.2%
65 Years and over	5.7%	7.3%	8.0%
With Own Children <18	5.8%	4.4%	4.4%
Without Own Children <18, With Relatives	4.9%	5.0%	5.0%
No Relatives Present	2.8%	6.0%	4.8%
2020 Households by Size			
Total	1,296	21,449	38,922
1 Person Household	40.4%	37.6%	36.3%
2 Person Household	31.0%	31.9%	33.2%
3 Person Household	12.9%	13.6%	13.5%
4 Person Household	9.3%	10.5%	10.6%
5 Person Household	3.9%	3.8%	4.0%
6 Person Household	1.4%	1.5%	1.5%
7 + Person Household	1.1%	1.1%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	1,296	21,449	38,922
Owner Occupied	48.1%	40.4%	42.6%
Owned with a Mortgage/Loan	34.6%	28.2%	28.4%
Owned Free and Clear	13.5%	12.2%	14.2%
Renter Occupied	51.9%	59.6%	57.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	66	64
Percent of Income for Mortgage	37.0%	37.4%	38.8%
Wealth Index	64	88	100
2020 Housing Units By Urban/ Rural Status			
Total	1,365	23,218	42,027
Urban Housing Units	98.0%	97.6%	95.5%
Rural Housing Units	2.0%	2.4%	4.5%
2020 Population By Urban/ Rural Status			
Total	2,752	49,382	95,371
Urban Population	97.6%	97.5%	95.7%
Rural Population	2.4%	2.5%	4.3%

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.

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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Emerald City (8B)	Emerald City (8B)
2.	Old and Newcomers (8F)	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
3.	Emerald City (8B)	Golden Years (9B)	College Towns (14B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$2,776,458	\$54,319,369	\$104,318,478
Average Spent	\$2,117.82	\$2,494.00	\$2,630.52
Spending Potential Index	89	105	110
Education: Total \$	\$1,831,535	\$41,647,834	\$79,160,853
Average Spent	\$1,397.05	\$1,912.21	\$1,996.14
Spending Potential Index	81	111	116
Entertainment/Recreation: Total \$	\$4,298,348	\$86,954,931	\$166,985,312
Average Spent	\$3,278.68	\$3,992.42	\$4,210.74
Spending Potential Index	80	98	103
Food at Home: Total \$	\$8,149,834	\$159,718,864	\$307,999,287
Average Spent	\$6,216.50	\$7,333.28	\$7,766.58
Spending Potential Index	85	100	106
Food Away from Home: Total \$	\$4,437,627	\$88,944,560	\$170,624,099
Average Spent	\$3,384.92	\$4,083.77	\$4,302.50
Spending Potential Index	87	105	111
Health Care: Total \$	\$7,983,038	\$155,346,908	\$299,872,657
Average Spent	\$6,089.27	\$7,132.55	\$7,561.66
Spending Potential Index	79	93	98
HH Furnishings & Equipment: Total \$	\$3,427,835	\$68,321,124	\$131,048,174
Average Spent	\$2,614.67	\$3,136.87	\$3,304.54
Spending Potential Index	83	99	104
Personal Care Products & Services: Total \$	\$1,116,995	\$22,495,985	\$43,279,796
Average Spent	\$852.02	\$1,032.87	\$1,091.35
Spending Potential Index	86	104	110
Shelter: Total \$	\$29,102,949	\$590,942,967	\$1,136,895,237
Average Spent	\$22,199.05	\$27,132.37	\$28,668.21
Spending Potential Index	83	102	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,480,696	\$68,925,387	\$133,592,237
Average Spent	\$2,654.99	\$3,164.62	\$3,368.69
Spending Potential Index	76	90	96
Travel: Total \$	\$3,107,208	\$64,449,751	\$123,850,257
Average Spent	\$2,370.11	\$2,959.13	\$3,123.04
Spending Potential Index	78	98	103
Vehicle Maintenance & Repairs: Total \$	\$1,673,080	\$32,536,564	\$62,396,416
Average Spent	\$1,276.19	\$1,493.87	\$1,573.40
Spending Potential Index	86	101	106

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 15, 2025

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Demographic Summary		2024	2029	
Population		2,764	2,745	
Population 18+		2,239	2,205	
Households		1,311	1,324	
Median Household Income		\$59,040	\$75,658	
Product/Consumer Behavior	Expected Number of		MPI	
	Adults	Percent		
Went to Family Restaurant/Steak House/6 Mo		1,608	71.8%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		568	25.4%	109
Spent \$1-30 at Family Restaurant/Steak House/30 Days		132	5.9%	99
Spent \$31-50 at Family Restaurant/Steak House/30 Days		254	11.3%	127
Spent \$51-100 at Family Restaurant/Steak House/30 Days		360	16.1%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days		248	11.1%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days		132	5.9%	88
Spent \$1-100 at Fine Dining Restaurants/30 Days		66	2.9%	85
Spent \$101-200 at Fine Dining Restaurants/30 Days		49	2.2%	76
Spent \$201+ at Fine Dining Restaurants/30 Days		48	2.1%	76
Went for Breakfast at Family Restaurant/Steak House/6 Mo		260	11.6%	95
Went for Lunch at Family Restaurant/Steak House/6 Mo		413	18.4%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,044	46.6%	99
Went for Snacks at Family Restaurant/Steak House/6 Mo		35	1.6%	94
Went on Weekday to Family Restaurant/Steak House/6 Mo		709	31.7%	97
Went on Weekend to Family Restaurant/Steak House/6 Mo		902	40.3%	101
Went to Applebee`s/6 Mo		346	15.5%	101
Went to Bob Evans/6 Mo		54	2.4%	99
Went to Buffalo Wild Wings/6 Mo		210	9.4%	104
Went to California Pizza Kitchen/6 Mo		29	1.3%	73
Went to Carrabba`s/6 Mo		59	2.6%	122
Went to The Cheesecake Factory/6 Mo		163	7.3%	103
Went to Chili`s Grill & Bar/6 Mo		262	11.7%	121
Went to Cracker Barrel/6 Mo		269	12.0%	109
Went to Denny`s/6 Mo		154	6.9%	102
Went to Golden Corral/6 Mo		82	3.7%	87
Went to IHOP/6 Mo		170	7.6%	98
Went to Logan`s Roadhouse/6 Mo		36	1.6%	84
Went to Longhorn Steakhouse/6 Mo		179	8.0%	128
Went to Olive Garden/6 Mo		410	18.3%	116
Went to Outback Steakhouse/6 Mo		206	9.2%	115
Went to Red Lobster/6 Mo		155	6.9%	94
Went to Red Robin/6 Mo		153	6.8%	126
Went to Ruby Tuesday/6 Mo		38	1.7%	96
Went to Texas Roadhouse/6 Mo		312	13.9%	108
Went to T.G.I. Friday`s/6 Mo		58	2.6%	105
Went to Waffle House/6 Mo		170	7.6%	143
Went to Fast Food/Drive-In Restaurant/6 Mo		2,027	90.5%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		932	41.6%	105
Spent \$1-10 at Fast Food Restaurant/30 Days		82	3.7%	103
Spent \$11-20 at Fast Food Restaurant/30 Days		189	8.4%	103
Spent \$21-40 at Fast Food Restaurant/30 Days		373	16.7%	104
Spent \$41-50 at Fast Food Restaurant/30 Days		197	8.8%	96
Spent \$51-100 at Fast Food Restaurant/30 Days		465	20.8%	101
Spent \$101-200 at Fast Food Restaurant/30 Days		270	12.1%	93
Spent \$201+ at Fast Food Restaurant/30 Days		112	5.0%	85
Ordered Eat-In Fast Food/6 Mo		634	28.3%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	341	15.2%	118
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,156	51.6%	98
Ordered Take-Out/Walk-In Fast Food/6 Mo	475	21.2%	93
Bought Breakfast at Fast Food Restaurant/6 Mo	802	35.8%	100
Bought Lunch at Fast Food Restaurant/6 Mo	1,200	53.6%	100
Bought Dinner at Fast Food Restaurant/6 Mo	1,244	55.6%	102
Bought Snack at Fast Food Restaurant/6 Mo	316	14.1%	101
Bought from Fast Food Restaurant on Weekday/6 Mo	1,472	65.7%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	1,194	53.3%	101
Bought A&W/6 Mo	36	1.6%	74
Bought Arby's/6 Mo	420	18.8%	103
Bought Baskin-Robbins/6 Mo	68	3.0%	90
Bought Boston Market/6 Mo	53	2.4%	133
Bought Burger King/6 Mo	627	28.0%	103
Bought Captain D's/6 Mo	83	3.7%	129
Bought Carl's Jr./6 Mo	78	3.5%	74
Bought Checkers/6 Mo	69	3.1%	129
Bought Chick-Fil-A/6 Mo	827	36.9%	110
Bought Chipotle Mexican Grill/6 Mo	437	19.5%	114
Bought Chuck E. Cheese's/6 Mo	40	1.8%	119
Bought Church's Fried Chicken/6 Mo	100	4.5%	148
Bought Cold Stone Creamery/6 Mo	68	3.0%	98
Bought Dairy Queen/6 Mo	337	15.1%	96
Bought Del Taco/6 Mo	53	2.4%	66
Bought Domino's Pizza/6 Mo	402	18.0%	107
Bought Dunkin' Donuts/6 Mo	335	15.0%	101
Bought Five Guys/6 Mo	239	10.7%	108
Bought Hardee's/6 Mo	119	5.3%	106
Bought Jack in the Box/6 Mo	161	7.2%	106
Bought Jersey Mike's/6 Mo	189	8.4%	99
Bought Jimmy John's/6 Mo	167	7.5%	121
Bought KFC/6 Mo	402	18.0%	103
Bought Krispy Kreme Doughnuts/6 Mo	188	8.4%	126
Bought Little Caesars/6 Mo	288	12.9%	105
Bought Long John Silver's/6 Mo	41	1.8%	70
Bought McDonald's/6 Mo	1,097	49.0%	99
Bought Panda Express/6 Mo	308	13.8%	105
Bought Panera Bread/6 Mo	323	14.4%	107
Bought Papa John's/6 Mo	213	9.5%	115
Bought Papa Murphy's/6 Mo	68	3.0%	90
Bought Pizza Hut/6 Mo	332	14.8%	120
Bought Popeyes Chicken/6 Mo	336	15.0%	109
Bought Sonic Drive-In/6 Mo	255	11.4%	101
Bought Starbucks/6 Mo	524	23.4%	111
Bought Steak 'N Shake/6 Mo	74	3.3%	115
Bought Subway/6 Mo	511	22.8%	101
Bought Taco Bell/6 Mo	633	28.3%	102
Bought Wendy's/6 Mo	625	27.9%	104
Bought Whataburger/6 Mo	147	6.6%	110
Bought White Castle/6 Mo	50	2.2%	93
Bought Wing-Stop/6 Mo	102	4.6%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

April 15, 2025

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Went to Fine Dining Restaurant/6 Mo	316	14.1%	91
Went to Fine Dining Restaurant/30 Days	219	9.8%	84
Went to Fine Dining Restaurant 2+ Times/30 Days	89	4.0%	72
Used DoorDash Site/App for Take-Out/Del/30 Days	327	14.6%	116
Used Grubhub Site/App for Take-Out/Del/30 Days	106	4.7%	103
Used Postmates Site/App for Take-Out/Del/30 Days	36	1.6%	144
Used Restrnt Site/App for Take-Out/Del/30 Days	478	21.3%	98
Used Uber Eats Site/App for Take-Out/Del/30 Days	203	9.1%	126
Used Yelp Site/App for Take-Out/Del/30 Days	22	1.0%	74

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Demographic Summary		2024	2029
Population		49,600	49,688
Population 18+		41,477	41,429
Households		21,780	22,202
Median Household Income		\$76,404	\$88,514
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		29,024	98
Went to Family Restaurant/Steak House 4+ Times/30 Days		9,205	95
Spent \$1-30 at Family Restaurant/Steak House/30 Days		2,778	113
Spent \$31-50 at Family Restaurant/Steak House/30 Days		3,831	104
Spent \$51-100 at Family Restaurant/Steak House/30 Days		6,380	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		4,223	87
Spent \$201+ at Family Restaurant/Steak House/30 Days		2,746	99
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,531	106
Spent \$101-200 at Fine Dining Restaurants/30 Days		1,312	110
Spent \$201+ at Fine Dining Restaurants/30 Days		1,080	93
Went for Breakfast at Family Restaurant/Steak House/6 Mo		4,534	89
Went for Lunch at Family Restaurant/Steak House/6 Mo		7,453	96
Went for Dinner at Family Restaurant/Steak House/6 Mo		19,887	102
Went for Snacks at Family Restaurant/Steak House/6 Mo		822	119
Went on Weekday to Family Restaurant/Steak House/6 Mo		13,638	101
Went on Weekend to Family Restaurant/Steak House/6 Mo		16,586	100
Went to Applebee's/6 Mo		5,770	91
Went to Bob Evans/6 Mo		951	94
Went to Buffalo Wild Wings/6 Mo		4,113	110
Went to California Pizza Kitchen/6 Mo		761	104
Went to Carrabba's/6 Mo		919	103
Went to The Cheesecake Factory/6 Mo		3,019	103
Went to Chili's Grill & Bar/6 Mo		3,950	99
Went to Cracker Barrel/6 Mo		4,066	89
Went to Denny's/6 Mo		2,340	84
Went to Golden Corral/6 Mo		1,506	86
Went to IHOP/6 Mo		3,025	94
Went to Logan's Roadhouse/6 Mo		670	85
Went to Longhorn Steakhouse/6 Mo		2,468	95
Went to Olive Garden/6 Mo		6,628	102
Went to Outback Steakhouse/6 Mo		3,375	101
Went to Red Lobster/6 Mo		2,617	85
Went to Red Robin/6 Mo		2,673	119
Went to Ruby Tuesday/6 Mo		600	82
Went to Texas Roadhouse/6 Mo		5,363	100
Went to T.G.I. Friday's/6 Mo		1,245	121
Went to Waffle House/6 Mo		2,095	95
Went to Fast Food/Drive-In Restaurant/6 Mo		37,648	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		15,866	97
Spent \$1-10 at Fast Food Restaurant/30 Days		1,558	105
Spent \$11-20 at Fast Food Restaurant/30 Days		3,772	111
Spent \$21-40 at Fast Food Restaurant/30 Days		7,129	107
Spent \$41-50 at Fast Food Restaurant/30 Days		3,840	101
Spent \$51-100 at Fast Food Restaurant/30 Days		8,281	97
Spent \$101-200 at Fast Food Restaurant/30 Days		4,747	88
Spent \$201+ at Fast Food Restaurant/30 Days		2,177	89
Ordered Eat-In Fast Food/6 Mo		11,834	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	5,870	14.2%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	21,875	52.7%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,204	24.6%	108
Bought Breakfast at Fast Food Restaurant/6 Mo	14,141	34.1%	95
Bought Lunch at Fast Food Restaurant/6 Mo	22,632	54.6%	101
Bought Dinner at Fast Food Restaurant/6 Mo	23,630	57.0%	105
Bought Snack at Fast Food Restaurant/6 Mo	6,636	16.0%	114
Bought from Fast Food Restaurant on Weekday/6 Mo	28,054	67.6%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	22,616	54.5%	103
Bought A&W/6 Mo	862	2.1%	96
Bought Arby's/6 Mo	7,382	17.8%	98
Bought Baskin-Robbins/6 Mo	1,260	3.0%	90
Bought Boston Market/6 Mo	644	1.6%	87
Bought Burger King/6 Mo	10,122	24.4%	90
Bought Captain D's/6 Mo	932	2.2%	78
Bought Carl's Jr./6 Mo	1,598	3.9%	82
Bought Checkers/6 Mo	984	2.4%	100
Bought Chick-Fil-A/6 Mo	14,664	35.4%	106
Bought Chipotle Mexican Grill/6 Mo	8,742	21.1%	123
Bought Chuck E. Cheese's/6 Mo	507	1.2%	82
Bought Church's Fried Chicken/6 Mo	826	2.0%	66
Bought Cold Stone Creamery/6 Mo	1,407	3.4%	110
Bought Dairy Queen/6 Mo	6,341	15.3%	97
Bought Del Taco/6 Mo	1,141	2.8%	76
Bought Domino's Pizza/6 Mo	7,124	17.2%	103
Bought Dunkin' Donuts/6 Mo	6,539	15.8%	106
Bought Five Guys/6 Mo	5,003	12.1%	122
Bought Hardee's/6 Mo	1,824	4.4%	88
Bought Jack in the Box/6 Mo	1,976	4.8%	70
Bought Jersey Mike's/6 Mo	3,991	9.6%	113
Bought Jimmy John's/6 Mo	3,440	8.3%	135
Bought KFC/6 Mo	6,058	14.6%	84
Bought Krispy Kreme Doughnuts/6 Mo	2,942	7.1%	106
Bought Little Caesars/6 Mo	4,564	11.0%	90
Bought Long John Silver's/6 Mo	757	1.8%	70
Bought McDonald's/6 Mo	20,575	49.6%	100
Bought Panda Express/6 Mo	5,473	13.2%	100
Bought Panera Bread/6 Mo	6,217	15.0%	111
Bought Papa John's/6 Mo	3,598	8.7%	104
Bought Papa Murphy's/6 Mo	1,425	3.4%	101
Bought Pizza Hut/6 Mo	4,494	10.8%	87
Bought Popeyes Chicken/6 Mo	5,397	13.0%	94
Bought Sonic Drive-In/6 Mo	4,369	10.5%	94
Bought Starbucks/6 Mo	10,303	24.8%	117
Bought Steak 'N Shake/6 Mo	1,231	3.0%	103
Bought Subway/6 Mo	8,922	21.5%	95
Bought Taco Bell/6 Mo	11,804	28.5%	103
Bought Wendy's/6 Mo	11,077	26.7%	99
Bought Whataburger/6 Mo	2,290	5.5%	92
Bought White Castle/6 Mo	880	2.1%	88
Bought Wing-Stop/6 Mo	1,294	3.1%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

April 15, 2025

Restaurant Market Potential

1000-1060 Carters Mountain Trl
1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.00900
Longitude: -78.46396

Went to Fine Dining Restaurant/6 Mo	6,978	16.8%	109
Went to Fine Dining Restaurant/30 Days	5,063	12.2%	104
Went to Fine Dining Restaurant 2+ Times/30 Days	2,343	5.6%	103
Used DoorDash Site/App for Take-Out/Del/30 Days	6,055	14.6%	116
Used Grubhub Site/App for Take-Out/Del/30 Days	2,356	5.7%	123
Used Postmates Site/App for Take-Out/Del/30 Days	419	1.0%	90
Used Restrnt Site/App for Take-Out/Del/30 Days	9,815	23.7%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	3,415	8.2%	114
Used Yelp Site/App for Take-Out/Del/30 Days	514	1.2%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Demographic Summary		2024	2029	
Population		96,034	97,192	
Population 18+		80,618	81,596	
Households		39,657	40,808	
Median Household Income		\$78,490	\$91,922	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		56,615	70.2%	98
Went to Family Restaurant/Steak House 4+ Times/30 Days		18,101	22.5%	96
Spent \$1-30 at Family Restaurant/Steak House/30 Days		5,241	6.5%	109
Spent \$31-50 at Family Restaurant/Steak House/30 Days		7,431	9.2%	103
Spent \$51-100 at Family Restaurant/Steak House/30 Days		12,353	15.3%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		8,298	10.3%	88
Spent \$201+ at Family Restaurant/Steak House/30 Days		5,483	6.8%	101
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,000	3.7%	107
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,499	3.1%	108
Spent \$201+ at Fine Dining Restaurants/30 Days		2,101	2.6%	93
Went for Breakfast at Family Restaurant/Steak House/6 Mo		8,708	10.8%	88
Went for Lunch at Family Restaurant/Steak House/6 Mo		14,470	17.9%	96
Went for Dinner at Family Restaurant/Steak House/6 Mo		38,544	47.8%	102
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,552	1.9%	116
Went on Weekday to Family Restaurant/Steak House/6 Mo		26,241	32.5%	100
Went on Weekend to Family Restaurant/Steak House/6 Mo		32,301	40.1%	100
Went to Applebee`s/6 Mo		11,355	14.1%	92
Went to Bob Evans/6 Mo		1,796	2.2%	91
Went to Buffalo Wild Wings/6 Mo		7,891	9.8%	109
Went to California Pizza Kitchen/6 Mo		1,527	1.9%	107
Went to Carrabba`s/6 Mo		1,858	2.3%	107
Went to The Cheesecake Factory/6 Mo		5,921	7.3%	104
Went to Chili`s Grill & Bar/6 Mo		7,765	9.6%	100
Went to Cracker Barrel/6 Mo		7,825	9.7%	88
Went to Denny`s/6 Mo		4,646	5.8%	86
Went to Golden Corral/6 Mo		3,073	3.8%	91
Went to IHOP/6 Mo		6,050	7.5%	97
Went to Logan`s Roadhouse/6 Mo		1,280	1.6%	83
Went to Longhorn Steakhouse/6 Mo		4,785	5.9%	95
Went to Olive Garden/6 Mo		12,910	16.0%	102
Went to Outback Steakhouse/6 Mo		6,798	8.4%	105
Went to Red Lobster/6 Mo		5,279	6.5%	89
Went to Red Robin/6 Mo		5,105	6.3%	116
Went to Ruby Tuesday/6 Mo		1,166	1.4%	82
Went to Texas Roadhouse/6 Mo		10,452	13.0%	100
Went to T.G.I. Friday`s/6 Mo		2,496	3.1%	125
Went to Waffle House/6 Mo		3,970	4.9%	93
Went to Fast Food/Drive-In Restaurant/6 Mo		73,314	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		31,056	38.5%	97
Spent \$1-10 at Fast Food Restaurant/30 Days		2,924	3.6%	102
Spent \$11-20 at Fast Food Restaurant/30 Days		7,327	9.1%	111
Spent \$21-40 at Fast Food Restaurant/30 Days		13,846	17.2%	107
Spent \$41-50 at Fast Food Restaurant/30 Days		7,311	9.1%	99
Spent \$51-100 at Fast Food Restaurant/30 Days		16,238	20.1%	98
Spent \$101-200 at Fast Food Restaurant/30 Days		9,323	11.6%	89
Spent \$201+ at Fast Food Restaurant/30 Days		4,249	5.3%	90
Ordered Eat-In Fast Food/6 Mo		23,088	28.6%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

April 15, 2025

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	11,232	13.9%	108
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	42,183	52.3%	99
Ordered Take-Out/Walk-In Fast Food/6 Mo	19,729	24.5%	108
Bought Breakfast at Fast Food Restaurant/6 Mo	27,432	34.0%	95
Bought Lunch at Fast Food Restaurant/6 Mo	43,999	54.6%	101
Bought Dinner at Fast Food Restaurant/6 Mo	45,245	56.1%	103
Bought Snack at Fast Food Restaurant/6 Mo	12,739	15.8%	113
Bought from Fast Food Restaurant on Weekday/6 Mo	54,424	67.5%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	43,825	54.4%	103
Bought A&W/6 Mo	1,662	2.1%	95
Bought Arby's/6 Mo	14,070	17.5%	96
Bought Baskin-Robbins/6 Mo	2,418	3.0%	89
Bought Boston Market/6 Mo	1,307	1.6%	91
Bought Burger King/6 Mo	19,917	24.7%	91
Bought Captain D's/6 Mo	1,815	2.3%	79
Bought Carl's Jr./6 Mo	3,190	4.0%	84
Bought Checkers/6 Mo	1,968	2.4%	103
Bought Chick-Fil-A/6 Mo	28,367	35.2%	105
Bought Chipotle Mexican Grill/6 Mo	16,821	20.9%	121
Bought Chuck E. Cheese's/6 Mo	1,032	1.3%	86
Bought Church's Fried Chicken/6 Mo	1,603	2.0%	66
Bought Cold Stone Creamery/6 Mo	2,760	3.4%	111
Bought Dairy Queen/6 Mo	12,344	15.3%	98
Bought Del Taco/6 Mo	2,265	2.8%	78
Bought Domino's Pizza/6 Mo	13,856	17.2%	103
Bought Dunkin' Donuts/6 Mo	12,598	15.6%	106
Bought Five Guys/6 Mo	9,605	11.9%	121
Bought Hardee's/6 Mo	3,392	4.2%	84
Bought Jack in the Box/6 Mo	4,141	5.1%	76
Bought Jersey Mike's/6 Mo	7,753	9.6%	113
Bought Jimmy John's/6 Mo	6,439	8.0%	130
Bought KFC/6 Mo	12,011	14.9%	86
Bought Krispy Kreme Doughnuts/6 Mo	5,624	7.0%	105
Bought Little Caesars/6 Mo	8,912	11.1%	91
Bought Long John Silver's/6 Mo	1,513	1.9%	72
Bought McDonald's/6 Mo	40,215	49.9%	101
Bought Panda Express/6 Mo	10,733	13.3%	101
Bought Panera Bread/6 Mo	11,901	14.8%	110
Bought Papa John's/6 Mo	6,940	8.6%	104
Bought Papa Murphy's/6 Mo	2,854	3.5%	105
Bought Pizza Hut/6 Mo	8,716	10.8%	87
Bought Popeyes Chicken/6 Mo	10,828	13.4%	98
Bought Sonic Drive-In/6 Mo	8,532	10.6%	94
Bought Starbucks/6 Mo	19,649	24.4%	115
Bought Steak 'N Shake/6 Mo	2,376	2.9%	103
Bought Subway/6 Mo	17,652	21.9%	97
Bought Taco Bell/6 Mo	22,819	28.3%	102
Bought Wendy's/6 Mo	21,553	26.7%	99
Bought Whataburger/6 Mo	4,634	5.7%	96
Bought White Castle/6 Mo	1,767	2.2%	91
Bought Wing-Stop/6 Mo	2,535	3.1%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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April 15, 2025

Restaurant Market Potential

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.00900
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Went to Fine Dining Restaurant/6 Mo	13,438	16.7%	108
Went to Fine Dining Restaurant/30 Days	9,771	12.1%	104
Went to Fine Dining Restaurant 2+ Times/30 Days	4,529	5.6%	102
Used DoorDash Site/App for Take-Out/Del/30 Days	11,642	14.4%	115
Used Grubhub Site/App for Take-Out/Del/30 Days	4,469	5.5%	120
Used Postmates Site/App for Take-Out/Del/30 Days	817	1.0%	91
Used Restrnt Site/App for Take-Out/Del/30 Days	18,720	23.2%	107
Used Uber Eats Site/App for Take-Out/Del/30 Days	6,597	8.2%	114
Used Yelp Site/App for Take-Out/Del/30 Days	1,015	1.3%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Business Summary

1000-1060 Carters Mountain Trl
1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.00900
Longitude: -78.46396

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		103		4,021		6,045						
Total Employees:		2,078		103,003		132,614						
Total Population:		2,764		49,600		96,034						
Employee/Population Ratio (per 100 Residents)		75		208		138						
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	7	0.2%	33	0.0%	17	0.3%	152	0.1%
Mining	0	0.0%	0	0.0%	3	0.1%	17	0.0%	4	0.1%	19	0.0%
Utilities	1	1.0%	80	3.9%	8	0.2%	209	0.2%	9	0.1%	216	0.2%
Construction	19	18.4%	399	19.2%	197	4.9%	2,036	2.0%	278	4.6%	2,995	2.3%
Building Construction	6	5.8%	171	8.2%	78	1.9%	775	0.8%	115	1.9%	1,449	1.1%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	13	0.3%	107	0.1%	19	0.3%	129	0.1%
Specialty Trade Contractor	13	12.6%	229	11.0%	106	2.6%	1,154	1.1%	145	2.4%	1,417	1.1%
Manufacturing	8	7.8%	214	10.3%	95	2.4%	1,411	1.4%	131	2.2%	2,632	2.0%
Wholesale Trade	5	4.8%	42	2.0%	81	2.0%	739	0.7%	118	1.9%	1,002	0.8%
Durable Goods	5	4.8%	36	1.7%	54	1.3%	471	0.5%	77	1.3%	587	0.4%
Nondurable Goods	1	1.0%	6	0.3%	23	0.6%	242	0.2%	37	0.6%	388	0.3%
Trade Broker	0	0.0%	0	0.0%	4	0.1%	26	0.0%	4	0.1%	26	0.0%
Retail Trade	13	12.6%	446	21.5%	286	7.1%	31,369	30.4%	538	8.9%	34,943	26.4%
Motor Vehicle & Parts Dealers	0	0.0%	1	0.1%	29	0.7%	791	0.8%	37	0.6%	850	0.6%
Furniture & Home Furnishings Stores	1	1.0%	3	0.1%	13	0.3%	81	0.1%	31	0.5%	227	0.2%
Electronics & Appliance Stores	1	1.0%	14	0.7%	16	0.4%	202	0.2%	26	0.4%	367	0.3%
Building Material & Garden Equipment & Supplies Dealers	1	1.0%	13	0.6%	9	0.2%	136	0.1%	21	0.3%	212	0.2%
Food & Beverage Stores	3	2.9%	25	1.2%	53	1.3%	28,352	27.5%	92	1.5%	29,930	22.6%
Health & Personal Care Stores	0	0.0%	0	0.0%	27	0.7%	207	0.2%	63	1.0%	494	0.4%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	10	0.3%	73	0.1%	18	0.3%	128	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	21	0.5%	85	0.1%	75	1.2%	645	0.5%
Sporting Goods, Hobby, Book, & Music Stores	4	3.9%	384	18.5%	84	2.1%	1,220	1.2%	136	2.3%	1,595	1.2%
General Merchandise Stores	2	1.9%	6	0.3%	24	0.6%	222	0.2%	39	0.7%	495	0.4%
Transportation & Warehousing	4	3.9%	140	6.7%	40	1.0%	391	0.4%	61	1.0%	606	0.5%
Truck Transportation	2	1.9%	14	0.7%	9	0.2%	108	0.1%	13	0.2%	130	0.1%
Information	2	1.9%	30	1.4%	87	2.2%	1,400	1.4%	145	2.4%	2,566	1.9%
Finance & Insurance	1	1.0%	3	0.1%	172	4.3%	1,978	1.9%	258	4.3%	2,751	2.1%
Central Bank/Credit Intermediation & Related Activities	1	1.0%	1	0.1%	46	1.1%	270	0.3%	74	1.2%	541	0.4%
Securities & Commodity Contracts	1	1.0%	2	0.1%	86	2.1%	1,436	1.4%	116	1.9%	1,807	1.4%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%	40	1.0%	272	0.3%	69	1.1%	404	0.3%
Real Estate, Rental & Leasing	5	4.8%	22	1.1%	154	3.8%	3,055	3.0%	287	4.8%	4,496	3.4%
Professional, Scientific & Tech Services	7	6.8%	77	3.7%	481	12.0%	4,383	4.3%	665	11.0%	5,820	4.4%
Legal Services	0	0.0%	0	0.0%	104	2.6%	898	0.9%	138	2.3%	1,140	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	5	0.1%	38	0.0%	5	0.1%	38	0.0%
Administrative, Support & Waste Management Services	9	8.7%	434	20.9%	110	2.7%	1,965	1.9%	168	2.8%	2,516	1.9%
Educational Services	1	1.0%	3	0.1%	125	3.1%	7,908	7.7%	201	3.3%	11,515	8.7%

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April 15, 2025

Business Summary

1000-1060 Carters Mountain Trl
 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.00900
 Longitude: -78.46396

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	8	7.8%	91	4.4%	1,098	27.3%	32,521	31.6%	1,556	25.7%	40,230	30.3%
Ambulatory Health Care	3	2.9%	18	0.9%	935	23.3%	16,322	15.8%	1,323	21.9%	21,626	16.3%
Hospital	0	0.0%	0	0.0%	41	1.0%	13,900	13.5%	53	0.9%	14,558	11.0%
Nursing/Residential Care	1	1.0%	21	1.0%	23	0.6%	1,020	1.0%	42	0.7%	1,953	1.5%
Social Assistance	4	3.9%	52	2.5%	99	2.5%	1,279	1.2%	138	2.3%	2,094	1.6%
Arts, Entertainment & Recreation	1	1.0%	2	0.1%	89	2.2%	1,081	1.1%	142	2.4%	2,216	1.7%
Accommodation & Food Services	5	4.8%	46	2.2%	272	6.8%	4,595	4.5%	419	6.9%	7,409	5.6%
Accommodation	1	1.0%	2	0.1%	31	0.8%	958	0.9%	58	1.0%	1,644	1.2%
Food Services & Drinking Places	4	3.9%	44	2.1%	241	6.0%	3,637	3.5%	360	6.0%	5,765	4.3%
Other Services (except Public Administration)	13	12.6%	47	2.3%	435	10.8%	2,543	2.5%	676	11.2%	4,220	3.2%
Repair & Maintenance	7	6.8%	25	1.2%	75	1.9%	467	0.5%	107	1.8%	686	0.5%
Automotive Repair & Maintenance	7	6.8%	23	1.1%	51	1.3%	357	0.3%	75	1.2%	551	0.4%
Personal & Laundry Service	1	1.0%	6	0.3%	101	2.5%	594	0.6%	178	2.9%	1,110	0.8%
Civic and Other Orgs	5	4.8%	17	0.8%	259	6.4%	1,481	1.4%	391	6.5%	2,423	1.8%
Public Administration	1	1.0%	1	0.1%	151	3.8%	5,118	5.0%	182	3.0%	6,041	4.6%
Unclassified Establishments	2	1.9%	0	0.0%	123	3.1%	213	0.2%	187	3.1%	232	0.2%
Total	103	100.0%	2,078	100.0%	4,021	100.0%	103,003	100.0%	6,045	100.0%	132,614	100.0%

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April 15, 2025

Business Summary

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 1000-1060 Carters Mountain Trl, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.00900
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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.9%	12	0.6%	54	1.3%	538	0.5%	92	1.5%	855	0.6%
Construction	16	15.5%	390	18.8%	173	4.3%	1,859	1.8%	247	4.1%	2,777	2.1%
Manufacturing	5	4.8%	207	10.0%	86	2.1%	1,410	1.4%	126	2.1%	2,790	2.1%
Transportation	4	3.9%	458	22.0%	52	1.3%	1,504	1.5%	78	1.3%	1,784	1.4%
Communication	1	1.0%	16	0.8%	30	0.8%	457	0.4%	56	0.9%	855	0.6%
Utility	2	1.9%	94	4.5%	10	0.3%	233	0.2%	13	0.2%	265	0.2%
Wholesale Trade	5	4.8%	42	2.0%	81	2.0%	739	0.7%	119	2.0%	1,006	0.8%
Retail Trade Summary	19	18.4%	497	23.9%	546	13.6%	35,102	34.1%	920	15.2%	40,818	30.8%
Home Improvement	1	1.0%	13	0.6%	9	0.2%	136	0.1%	20	0.3%	208	0.2%
General Merchandise Stores	0	0.0%	0	0.0%	14	0.3%	194	0.2%	24	0.4%	418	0.3%
Food Stores	4	3.9%	27	1.3%	64	1.6%	28,514	27.7%	108	1.8%	30,152	22.7%
Auto Dealers & Gas Stations	0	0.0%	1	0.1%	38	0.9%	858	0.8%	54	0.9%	972	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	13	0.3%	66	0.1%	60	1.0%	571	0.4%
Furniture & Home Furnishings	3	2.9%	17	0.8%	36	0.9%	274	0.3%	66	1.1%	591	0.5%
Eating & Drinking Places	4	3.9%	44	2.1%	234	5.8%	3,506	3.4%	349	5.8%	5,571	4.2%
Miscellaneous Retail	7	6.8%	395	19.0%	136	3.4%	1,554	1.5%	238	3.9%	2,335	1.8%
Finance, Insurance, Real Estate Summary	4	3.9%	20	1.0%	325	8.1%	5,021	4.9%	543	9.0%	7,251	5.5%
Banks, Savings & Lending Institutions	1	1.0%	1	0.1%	47	1.2%	279	0.3%	77	1.3%	556	0.4%
Securities Brokers	1	1.0%	1	0.1%	82	2.0%	1,402	1.4%	112	1.9%	1,773	1.3%
Insurance Carriers & Agents	0	0.0%	0	0.0%	40	1.0%	272	0.3%	69	1.1%	404	0.3%
Real Estate, Holding, Other Investment Offices	3	2.9%	18	0.9%	155	3.9%	3,068	3.0%	286	4.7%	4,519	3.4%
Services Summary	42	40.8%	342	16.5%	2,393	59.5%	50,850	49.4%	3,486	57.7%	67,982	51.3%
Hotels & Lodging	1	1.0%	2	0.1%	31	0.8%	958	0.9%	58	1.0%	1,644	1.2%
Automotive Services	8	7.8%	24	1.1%	74	1.8%	459	0.5%	102	1.7%	777	0.6%
Movies & Amusements	0	0.0%	0	0.0%	85	2.1%	1,103	1.1%	137	2.3%	2,201	1.7%
Health Services	3	2.9%	35	1.7%	981	24.4%	31,002	30.1%	1,389	23.0%	37,680	28.4%
Legal Services	0	0.0%	0	0.0%	99	2.5%	885	0.9%	126	2.1%	1,060	0.8%
Education Institutions & Libraries	1	1.0%	2	0.1%	108	2.7%	7,944	7.7%	182	3.0%	11,807	8.9%
Other Services	30	29.1%	278	13.4%	1,015	25.2%	8,500	8.3%	1,493	24.7%	12,813	9.7%
Government	1	1.0%	1	0.1%	148	3.7%	5,076	4.9%	179	3.0%	5,999	4.5%
Unclassified Establishments	2	1.9%	0	0.1%	123	3.1%	213	4.9%	187	3.1%	232	4.5%
Totals	103	100.0%	2,078	100.0%	4,021	100.0%	103,003	100.0%	6,045	100.0%	132,614	100.0%

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April 15, 2025