

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	6,868	21,719	76,283
2020 Total Population	8,763	25,200	86,501
2020 Group Quarters	1	11	2,004
2025 Total Population	9,933	28,040	90,915
2025 Group Quarters	1	12	2,009
2030 Total Population	10,747	30,000	94,467
2025-2030 Annual Rate	1.59%	1.36%	0.77%
2025 Total Daytime Population	8,556	23,201	91,363
Workers	3,912	10,405	49,206
Residents	4,644	12,796	42,157
Household Summary			
2010 Households	2,521	8,055	30,627
2010 Average Household Size	2.72	2.69	2.44
2020 Total Households	3,270	9,486	35,092
2020 Average Household Size	2.68	2.66	2.41
2025 Households	3,723	10,632	37,153
2025 Average Household Size	2.67	2.64	2.39
2030 Households	4,032	11,405	38,767
2030 Average Household Size	2.67	2.63	2.38
2025-2030 Annual Rate	1.61%	1.41%	0.85%
2010 Families	1,920	6,063	19,620
2010 Average Family Size	3.10	3.10	2.99
2025 Families	2,658	7,579	22,910
2025 Average Family Size	3.19	3.17	3.03
2030 Families	2,855	8,062	23,786
2030 Average Family Size	3.20	3.18	3.03
2025-2030 Annual Rate	1.44%	1.24%	0.75%
Housing Unit Summary			
2000 Housing Units	2,188	6,818	28,521
Owner Occupied Housing Units	82.3%	79.7%	60.7%
Renter Occupied Housing Units	14.4%	16.6%	34.7%
Vacant Housing Units	3.2%	3.7%	4.6%
2010 Housing Units	2,677	8,541	33,493
Owner Occupied Housing Units	79.0%	76.6%	59.0%
Renter Occupied Housing Units	15.2%	17.7%	32.4%
Vacant Housing Units	5.8%	5.7%	8.6%
2020 Housing Units	3,412	9,975	37,530
Owner Occupied Housing Units	75.3%	74.4%	58.3%
Renter Occupied Housing Units	20.5%	20.7%	35.2%
Vacant Housing Units	3.9%	4.9%	6.3%
2025 Housing Units	3,976	11,291	40,020
Owner Occupied Housing Units	72.0%	71.9%	59.1%
Renter Occupied Housing Units	21.6%	22.2%	33.8%
Vacant Housing Units	6.4%	5.8%	7.2%
2030 Housing Units	4,271	12,064	41,829
Owner Occupied Housing Units	72.0%	72.8%	60.2%
Renter Occupied Housing Units	22.4%	21.8%	32.5%
Vacant Housing Units	5.6%	5.5%	7.3%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	3 miles	5 miles	10 miles
2025 Households by Income			
Household Income Base	3,723	10,632	37,153
<\$15,000	3.9%	5.7%	7.0%
\$15,000 - \$24,999	2.6%	1.9%	3.9%
\$25,000 - \$34,999	2.9%	1.9%	4.2%
\$35,000 - \$49,999	6.5%	6.5%	9.4%
\$50,000 - \$74,999	12.0%	13.2%	13.7%
\$75,000 - \$99,999	13.8%	10.7%	11.5%
\$100,000 - \$149,999	28.8%	23.5%	20.0%
\$150,000 - \$199,999	16.9%	17.0%	12.6%
\$200,000+	12.6%	19.7%	17.7%
Average Household Income	\$130,248	\$147,712	\$133,918
2030 Households by Income			
Household Income Base	4,032	11,405	38,767
<\$15,000	3.5%	5.0%	6.1%
\$15,000 - \$24,999	1.9%	1.4%	3.1%
\$25,000 - \$34,999	2.4%	1.5%	3.5%
\$35,000 - \$49,999	5.0%	5.0%	8.0%
\$50,000 - \$74,999	10.1%	10.8%	12.4%
\$75,000 - \$99,999	12.2%	9.4%	11.0%
\$100,000 - \$149,999	28.5%	23.5%	20.1%
\$150,000 - \$199,999	19.8%	18.7%	13.9%
\$200,000+	16.6%	24.7%	22.0%
Average Household Income	\$146,010	\$165,275	\$148,853
2025 Owner Occupied Housing Units by Value			
Total	2,864	8,123	23,631
<\$50,000	1.8%	1.9%	1.7%
\$50,000 - \$99,999	0.3%	0.4%	0.6%
\$100,000 - \$149,999	0.2%	0.4%	0.6%
\$150,000 - \$199,999	2.3%	1.9%	2.3%
\$200,000 - \$249,999	5.0%	3.5%	3.9%
\$250,000 - \$299,999	7.3%	6.7%	6.8%
\$300,000 - \$399,999	31.1%	25.3%	19.2%
\$400,000 - \$499,999	31.1%	28.4%	21.2%
\$500,000 - \$749,999	11.9%	19.2%	25.8%
\$750,000 - \$999,999	7.6%	8.9%	11.8%
\$1,000,000 - \$1,499,999	0.9%	2.3%	3.6%
\$1,500,000 - \$1,999,999	0.4%	1.0%	1.7%
\$2,000,000 +	0.0%	0.2%	0.7%
Average Home Value	\$444,978	\$494,658	\$550,913
2030 Owner Occupied Housing Units by Value			
Total	3,077	8,778	25,166
<\$50,000	1.4%	1.3%	1.3%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.3%	0.5%	0.8%
\$200,000 - \$249,999	1.7%	1.4%	2.0%
\$250,000 - \$299,999	3.9%	3.7%	4.4%
\$300,000 - \$399,999	24.0%	18.2%	14.7%
\$400,000 - \$499,999	34.6%	28.3%	19.5%
\$500,000 - \$749,999	16.4%	23.9%	28.1%
\$750,000 - \$999,999	13.7%	14.2%	17.6%
\$1,000,000 - \$1,499,999	2.6%	5.7%	7.0%
\$1,500,000 - \$1,999,999	1.2%	2.2%	3.1%
\$2,000,000 +	0.0%	0.3%	1.1%
Average Home Value	\$532,545	\$595,409	\$653,066

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	3 miles	5 miles	10 miles
Median Household Income			
2025	\$112,315	\$120,876	\$100,586
2030	\$125,923	\$134,913	\$112,782
Median Home Value			
2025	\$406,502	\$435,111	\$469,924
2030	\$453,897	\$486,881	\$561,105
Per Capita Income			
2025	\$48,411	\$55,898	\$54,943
2030	\$54,377	\$62,709	\$61,302
Median Age			
2010	38.3	40.3	39.2
2020	38.6	40.8	39.8
2025	39.5	41.7	40.7
2030	40.7	42.7	41.7
2020 Population by Age			
Total	8,763	25,200	86,501
0 - 4	6.4%	5.8%	5.5%
5 - 9	6.6%	6.4%	5.8%
10 - 14	7.2%	7.5%	6.1%
15 - 24	11.9%	11.5%	12.0%
25 - 34	12.8%	11.0%	14.1%
35 - 44	14.4%	13.2%	12.4%
45 - 54	12.8%	13.1%	11.4%
55 - 64	13.2%	14.3%	12.9%
65 - 74	9.2%	10.7%	10.9%
75 - 84	4.3%	4.8%	5.9%
85 +	1.2%	1.6%	2.9%
18 +	75.2%	75.8%	78.9%
2025 Population by Age			
Total	9,933	28,041	90,915
0 - 4	5.9%	5.5%	5.3%
5 - 9	6.9%	6.2%	5.6%
10 - 14	6.6%	6.6%	5.8%
15 - 24	11.4%	11.6%	12.5%
25 - 34	12.2%	11.1%	13.2%
35 - 44	14.9%	13.5%	13.2%
45 - 54	12.8%	12.8%	11.3%
55 - 64	12.3%	13.1%	11.8%
65 - 74	10.1%	11.8%	11.2%
75 - 84	5.2%	6.1%	7.2%
85 +	1.4%	1.7%	2.9%
18 +	76.6%	77.6%	79.8%
2030 Population by Age			
Total	10,748	30,000	94,469
0 - 4	5.9%	5.4%	5.2%
5 - 9	6.2%	5.7%	5.2%
10 - 14	7.0%	6.5%	5.6%
15 - 24	10.7%	10.9%	12.4%
25 - 34	12.3%	11.6%	13.0%
35 - 44	14.6%	13.0%	12.8%
45 - 54	13.7%	13.4%	12.1%
55 - 64	11.3%	11.9%	10.8%
65 - 74	10.5%	12.1%	11.0%
75 - 84	6.1%	7.6%	8.5%
85 +	1.7%	2.0%	3.4%
18 +	77.3%	78.8%	80.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	3 miles	5 miles	10 miles
2020 Population by Sex			
Males	4,240	12,141	41,064
Females	4,523	13,059	45,437
2025 Population by Sex			
Males	4,854	13,698	43,846
Females	5,079	14,342	47,069
2030 Population by Sex			
Males	5,216	14,605	45,515
Females	5,531	15,394	48,952
2010 Population by Race/Ethnicity			
Total	6,868	21,719	76,283
White Alone	81.9%	85.0%	80.0%
Black Alone	9.2%	6.3%	10.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	3.0%	4.0%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	1.8%	2.4%
Two or More Races	3.2%	2.7%	2.7%
Hispanic Origin	6.1%	4.2%	5.4%
Diversity Index	39.7	32.9	41.3
2020 Population by Race/Ethnicity			
Total	8,763	25,200	86,501
White Alone	71.1%	75.1%	72.9%
Black Alone	10.0%	7.2%	10.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.3%	5.8%	5.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.4%	3.7%	3.7%
Two or More Races	8.9%	7.9%	7.6%
Hispanic Origin	9.4%	7.8%	7.8%
Diversity Index	56.2	50.3	52.8
2025 Population by Race/Ethnicity			
Total	9,933	28,039	90,914
White Alone	69.1%	73.2%	71.7%
Black Alone	10.0%	7.3%	9.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	5.6%	6.3%	6.1%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	5.2%	4.2%	3.9%
Two or More Races	9.6%	8.5%	8.1%
Hispanic Origin	11.0%	9.0%	8.3%
Diversity Index	59.6	53.6	54.7
2030 Population by Race/Ethnicity			
Total	10,748	29,999	94,467
White Alone	67.0%	71.2%	70.0%
Black Alone	10.2%	7.5%	10.1%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	6.1%	7.0%	6.7%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	5.7%	4.7%	4.3%
Two or More Races	10.3%	9.1%	8.6%
Hispanic Origin	12.1%	9.9%	9.0%
Diversity Index	62.4	56.6	57.1

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	3 miles	5 miles	10 miles
2020 Population by Relationship and Household Type			
Total	8,763	25,200	86,501
In Households	100.0%	100.0%	97.7%
Householder	36.9%	37.8%	40.6%
Opposite-Sex Spouse	21.5%	22.2%	19.4%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.2%	1.9%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	29.3%	29.1%	25.2%
Adopted Child	0.7%	0.7%	0.6%
Stepchild	1.2%	1.0%	0.8%
Grandchild	1.9%	1.7%	1.6%
Brother or Sister	0.7%	0.7%	0.8%
Parent	0.9%	1.0%	0.9%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	1.0%	0.9%	0.9%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.5%	2.0%	3.5%
In Group Quarters	0.0%	0.0%	2.3%
Institutionalized	0.0%	0.0%	1.5%
Noninstitutionalized	0.0%	0.0%	0.8%
2025 Population 25+ by Educational Attainment			
Total	6,865	19,642	64,298
Less than 9th Grade	0.3%	1.3%	1.9%
9th - 12th Grade, No Diploma	3.4%	2.9%	3.5%
High School Graduate	20.1%	19.2%	17.9%
GED/Alternative Credential	4.6%	3.0%	2.3%
Some College, No Degree	16.1%	13.5%	12.4%
Associate Degree	8.0%	8.3%	8.0%
Bachelor's Degree	29.2%	28.9%	28.3%
Graduate/Professional Degree	18.4%	22.9%	25.7%
2025 Population 15+ by Marital Status			
Total	7,996	22,908	75,696
Never Married	19.9%	23.8%	30.9%
Married	69.1%	64.2%	54.8%
Widowed	3.7%	3.6%	5.3%
Divorced	7.2%	8.4%	9.1%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,527	15,781	50,485
Population 16+ Employed	96.5%	97.3%	97.5%
Population 16+ Unemployment rate	3.5%	2.7%	2.5%
Population 16-24 Employed	9.3%	9.7%	12.3%
Population 16-24 Unemployment rate	16.0%	13.2%	5.6%
Population 25-54 Employed	65.3%	61.4%	60.9%
Population 25-54 Unemployment rate	2.6%	2.0%	2.4%
Population 55-64 Employed	19.5%	19.8%	16.7%
Population 55-64 Unemployment rate	0.1%	0.1%	0.7%
Population 65+ Employed	5.8%	9.0%	10.1%
Population 65+ Unemployment rate	1.3%	0.6%	1.7%

	3 miles	5 miles	10 miles
2025 Employed Population 16+ by Industry			
Total	5,333	15,355	49,236
Agriculture/Mining	0.2%	0.6%	0.6%
Construction	4.3%	4.7%	5.3%
Manufacturing	6.4%	5.8%	4.8%
Wholesale Trade	0.7%	0.8%	1.0%
Retail Trade	9.6%	9.1%	9.8%
Transportation/Utilities	3.9%	3.5%	3.2%
Information	1.9%	1.9%	1.9%
Finance/Insurance/Real Estate	3.5%	5.7%	5.9%
Services	61.3%	58.8%	61.8%
Public Administration	8.3%	9.1%	5.7%
2025 Employed Population 16+ by Occupation			
Total	5,331	15,356	49,237
White Collar	75.6%	77.2%	73.8%
Management/Business/Financial	19.6%	21.1%	20.5%
Professional	38.2%	38.9%	37.5%
Sales	8.0%	8.9%	8.1%
Administrative Support	9.8%	8.3%	7.6%
Services	13.5%	13.1%	13.8%
Blue Collar	10.8%	9.7%	12.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.1%	3.3%	3.3%
Installation/Maintenance/Repair	1.3%	1.2%	2.3%
Production	1.8%	1.3%	2.0%
Transportation/Material Moving	4.7%	3.9%	4.9%
2020 Households by Type			
Total	3,270	9,486	35,092
Married Couple Households	58.8%	59.5%	48.2%
With Own Children <18	25.1%	24.3%	18.3%
Without Own Children <18	33.8%	35.1%	29.8%
Cohabiting Couple Households	6.2%	5.4%	6.3%
With Own Children <18	1.9%	1.7%	1.6%
Without Own Children <18	4.4%	3.8%	4.7%
Male Householder, No Spouse/Partner	12.9%	12.2%	16.2%
Living Alone	7.9%	8.3%	11.2%
65 Years and over	2.5%	2.7%	3.2%
With Own Children <18	1.4%	1.2%	1.2%
Without Own Children <18, With Relatives	2.5%	1.8%	2.0%
No Relatives Present	1.2%	0.9%	1.8%
Female Householder, No Spouse/Partner	22.0%	22.9%	29.3%
Living Alone	12.9%	13.4%	18.0%
65 Years and over	6.2%	6.9%	8.8%
With Own Children <18	3.9%	4.0%	4.3%
Without Own Children <18, With Relatives	4.5%	4.7%	5.2%
No Relatives Present	0.6%	0.8%	1.8%
2020 Households by Size			
Total	3,270	9,486	35,092
1 Person Household	20.8%	21.8%	29.2%
2 Person Household	33.2%	35.1%	35.3%
3 Person Household	18.5%	16.7%	14.7%
4 Person Household	16.2%	15.7%	12.3%
5 Person Household	7.5%	6.8%	5.4%
6 Person Household	2.5%	2.7%	2.1%
7 + Person Household	1.3%	1.3%	1.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

4819 Seminole Trl, Charlottesville, Virginia, 22911
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 38.16952
Longitude: -78.41023

	3 miles	5 miles	10 miles
2020 Households by Tenure and Mortgage Status			
Total	3,270	9,486	35,092
Owner Occupied	78.6%	78.3%	62.3%
Owned with a Mortgage/Loan	59.8%	56.3%	42.2%
Owned Free and Clear	18.8%	22.0%	20.2%
Renter Occupied	21.4%	21.7%	37.7%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	107	107	83
Percent of Income for Mortgage	22.7%	22.5%	29.2%
Wealth Index	112	142	126
2020 Housing Units By Urban/ Rural Status			
Total	3,412	9,975	37,530
Urban Housing Units	6.9%	28.7%	58.8%
Rural Housing Units	93.1%	71.3%	41.2%
2020 Population By Urban/ Rural Status			
Total	8,763	25,200	86,501
Urban Population	6.4%	28.7%	56.4%
Rural Population	93.6%	71.3%	43.6%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Flourishing Families (H1)	Flourishing Families (H1)	Savvy Suburbanites (L1)
2.	Savvy Suburbanites (L1)	Savvy Suburbanites (L1)	City Greens (K6)
3.	Southern Satellites (I6)	Burbs and Beyond (K8)	Flourishing Families (H1)
2025 Consumer Spending			
Apparel & Services: Total \$	\$10,034,774	\$32,057,766	\$104,671,435
Average Spent	\$2,695.35	\$3,015.22	\$2,817.31
Spending Potential Index	110	123	115
Education: Total \$	\$7,356,594	\$24,700,642	\$80,651,945
Average Spent	\$1,975.99	\$2,323.24	\$2,170.81
Spending Potential Index	111	130	122
Entertainment/Recreation: Total \$	\$17,223,395	\$55,775,976	\$175,363,062
Average Spent	\$4,626.21	\$5,246.05	\$4,720.02
Spending Potential Index	113	128	115
Food at Home: Total \$	\$29,977,270	\$96,267,796	\$315,812,223
Average Spent	\$8,051.91	\$9,054.53	\$8,500.32
Spending Potential Index	108	122	114
Food Away from Home: Total \$	\$16,840,619	\$53,917,977	\$175,996,998
Average Spent	\$4,523.40	\$5,071.29	\$4,737.09
Spending Potential Index	110	123	115
Health Care: Total \$	\$32,820,876	\$105,830,224	\$327,377,384
Average Spent	\$8,815.71	\$9,953.93	\$8,811.60
Spending Potential Index	114	129	114
HH Furnishings & Equipment: Total \$	\$12,434,450	\$39,946,545	\$124,776,395
Average Spent	\$3,339.90	\$3,757.20	\$3,358.45
Spending Potential Index	115	129	115
Personal Care Products & Services: Total \$	\$4,386,009	\$14,075,335	\$45,288,797
Average Spent	\$1,178.08	\$1,323.87	\$1,218.98
Spending Potential Index	112	126	116
Shelter: Total \$	\$105,860,408	\$344,935,436	\$1,137,297,328
Average Spent	\$28,434.17	\$32,443.14	\$30,611.18
Spending Potential Index	107	122	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,938,575	\$47,829,768	\$141,900,570
Average Spent	\$4,012.51	\$4,498.66	\$3,819.36
Spending Potential Index	121	136	116
Travel: Total \$	\$15,294,352	\$50,168,997	\$154,969,509
Average Spent	\$4,108.07	\$4,718.68	\$4,171.12
Spending Potential Index	114	131	116
Vehicle Maintenance & Repairs: Total \$	\$5,597,224	\$17,919,250	\$57,637,776
Average Spent	\$1,503.42	\$1,685.41	\$1,551.36
Spending Potential Index	111	125	115

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Demographic Summary		2025	2030
Population		9,933	10,747
Population 18+		7,611	8,313
Households		3,723	4,032
Median Household Income		\$112,315	\$125,923
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	5,864	77.0%	106
Went to Family Restaurant/Steak House 4+ Times/30 Days	2,051	26.9%	111
Spent \$1-30 at Family Restaurant/Steak House/30 Days	395	5.2%	97
Spent \$31-50 at Family Restaurant/Steak House/30 Days	671	8.8%	106
Spent \$51-100 at Family Restaurant/Steak House/30 Days	1,336	17.6%	106
Spent \$101-200 at Family Restaurant/Steak House/30 Days	1,079	14.2%	112
Spent \$201+ at Family Restaurant/Steak House/30 Days	718	9.4%	124
Spent \$1-100 at Fine Dining Restaurants/30 Days	259	3.4%	95
Spent \$101-200 at Fine Dining Restaurants/30 Days	266	3.5%	109
Spent \$201+ at Fine Dining Restaurants/30 Days	286	3.8%	118
Went for Breakfast at Family Restaurant/Steak House/6 Mo	1,085	14.3%	111
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,566	20.6%	107
Went for Dinner at Family Restaurant/Steak House/6 Mo	4,082	53.6%	114
Went for Snacks at Family Restaurant/Steak House/6 Mo	125	1.6%	94
Went on Weekday to Family Restaurant/Steak House/6 Mo	2,843	37.4%	115
Went on Weekend to Family Restaurant/Steak House/6 Mo	3,473	45.6%	110
Went to Applebee`s/6 Mo	1,149	15.1%	97
Went to Bob Evans/6 Mo	243	3.2%	119
Went to Buffalo Wild Wings/6 Mo	730	9.6%	106
Went to California Pizza Kitchen/6 Mo	89	1.2%	66
Went to Carrabba`s/6 Mo	251	3.3%	149
Went to The Cheesecake Factory/6 Mo	500	6.6%	89
Went to Chili`s Grill & Bar/6 Mo	817	10.7%	108
Went to Cracker Barrel/6 Mo	1,152	15.1%	132
Went to Denny`s/6 Mo	390	5.1%	77
Went to Golden Corral/6 Mo	326	4.3%	87
Went to IHOP/6 Mo	590	7.8%	101
Went to Logan`s Roadhouse/6 Mo	172	2.3%	109
Went to Longhorn Steakhouse/6 Mo	692	9.1%	131
Went to Olive Garden/6 Mo	1,384	18.2%	111
Went to Outback Steakhouse/6 Mo	706	9.3%	116
Went to Red Lobster/6 Mo	542	7.1%	93
Went to Red Robin/6 Mo	457	6.0%	114
Went to Ruby Tuesday/6 Mo	135	1.8%	103
Went to Texas Roadhouse/6 Mo	1,354	17.8%	124
Went to T.G.I. Friday`s/6 Mo	160	2.1%	86
Went to Waffle House/6 Mo	574	7.5%	131
Went to Fast Food/Drive-In Restaurant/6 Mo	7,035	92.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,123	41.0%	103
Spent \$1-10 at Fast Food Restaurant/30 Days	222	2.9%	101
Spent \$11-20 at Fast Food Restaurant/30 Days	621	8.2%	104
Spent \$21-40 at Fast Food Restaurant/30 Days	1,097	14.4%	93
Spent \$41-50 at Fast Food Restaurant/30 Days	726	9.5%	106
Spent \$51-100 at Fast Food Restaurant/30 Days	1,699	22.3%	104
Spent \$101-200 at Fast Food Restaurant/30 Days	1,056	13.9%	104
Spent \$201+ at Fast Food Restaurant/30 Days	557	7.3%	111
Ordered Eat-In Fast Food/6 Mo	2,702	35.5%	107

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	838	11.0%	90
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,079	53.6%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,779	23.4%	102
Bought Breakfast at Fast Food Restaurant/6 Mo	2,869	37.7%	105
Bought Lunch at Fast Food Restaurant/6 Mo	4,309	56.6%	106
Bought Dinner at Fast Food Restaurant/6 Mo	4,452	58.5%	109
Bought Snack at Fast Food Restaurant/6 Mo	1,102	14.5%	104
Bought from Fast Food Restaurant on Weekday/6 Mo	5,340	70.2%	107
Bought from Fast Food Restaurant on Weekend/6 Mo	4,151	54.5%	104
Bought A&W/6 Mo	181	2.4%	109
Bought Arby`s/6 Mo	1,673	22.0%	123
Bought Baskin-Robbins/6 Mo	257	3.4%	100
Bought Boston Market/6 Mo	102	1.3%	96
Bought Burger King/6 Mo	1,998	26.3%	99
Bought Captain D`s/6 Mo	205	2.7%	96
Bought Carl`s Jr./6 Mo	192	2.5%	57
Bought Checkers/6 Mo	137	1.8%	75
Bought Chick-Fil-A/6 Mo	3,010	39.5%	117
Bought Chipotle Mexican Grill/6 Mo	1,404	18.4%	107
Bought Chuck E. Cheese`s/6 Mo	79	1.0%	60
Bought Church`s Fried Chicken/6 Mo	134	1.8%	59
Bought Cold Stone Creamery/6 Mo	227	3.0%	104
Bought Dairy Queen/6 Mo	1,437	18.9%	120
Bought Del Taco/6 Mo	188	2.5%	68
Bought Domino`s Pizza/6 Mo	1,238	16.3%	96
Bought Dunkin` Donuts/6 Mo	1,149	15.1%	107
Bought Five Guys/6 Mo	849	11.2%	111
Bought Hardee`s/6 Mo	409	5.4%	114
Bought Jack in the Box/6 Mo	339	4.5%	65
Bought Jersey Mike`s/6 Mo	880	11.6%	122
Bought Jimmy John`s/6 Mo	663	8.7%	146
Bought KFC/6 Mo	1,209	15.9%	93
Bought Krispy Kreme Doughnuts/6 Mo	465	6.1%	99
Bought Little Caesars/6 Mo	936	12.3%	96
Bought Long John Silver`s/6 Mo	209	2.8%	111
Bought McDonald`s/6 Mo	3,679	48.3%	97
Bought Panda Express/6 Mo	957	12.6%	94
Bought Panera Bread/6 Mo	1,159	15.2%	114
Bought Papa John`s/6 Mo	683	9.0%	113
Bought Papa Murphy`s/6 Mo	310	4.1%	127
Bought Pizza Hut/6 Mo	929	12.2%	99
Bought Popeyes Chicken/6 Mo	912	12.0%	94
Bought Sonic Drive-In/6 Mo	913	12.0%	110
Bought Starbucks/6 Mo	1,638	21.5%	100
Bought Steak `N Shake/6 Mo	245	3.2%	112
Bought Subway/6 Mo	1,725	22.7%	100
Bought Taco Bell/6 Mo	2,220	29.2%	104
Bought Wendy`s/6 Mo	2,171	28.5%	106
Bought Whataburger/6 Mo	614	8.1%	130
Bought White Castle/6 Mo	204	2.7%	107
Bought Wing-Stop/6 Mo	236	3.1%	81

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 2025 and 2030.

Restaurant Market Potential

4819 Seminole Trl, Charlottesville, Virginia, 22911
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.16952
 Longitude: -78.41023

Category	Count	Percentage	Index
Went to Fine Dining Restaurant/6 Mo	1,344	17.7%	107
Went to Fine Dining Restaurant/30 Days	997	13.1%	105
Went to Fine Dining Restaurant 2+ Times/30 Days	501	6.6%	108
Used DoorDash Site/App for Take-Out/Del/30 Days	908	11.9%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	274	3.6%	84
Used Postmates Site/App for Take-Out/Del/30 Days	47	0.6%	71
Used Restrnt Site/App for Take-Out/Del/30 Days	1,752	23.0%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	463	6.1%	82
Used Yelp Site/App for Take-Out/Del/30 Days	52	0.7%	67

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 2025 and 2030.

Demographic Summary		2025	2030	
Population		28,040	30,000	
Population 18+		21,747	23,631	
Households		10,632	11,405	
Median Household Income		\$120,876	\$134,913	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		16,576	76.2%	105
Went to Family Restaurant/Steak House 4+ Times/30 Days		5,637	25.9%	106
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,142	5.3%	99
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,932	8.9%	106
Spent \$51-100 at Family Restaurant/Steak House/30 Days		3,793	17.4%	106
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,028	13.9%	110
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,921	8.8%	116
Spent \$1-100 at Fine Dining Restaurants/30 Days		804	3.7%	104
Spent \$101-200 at Fine Dining Restaurants/30 Days		856	3.9%	123
Spent \$201+ at Fine Dining Restaurants/30 Days		867	4.0%	125
Went for Breakfast at Family Restaurant/Steak House/6 Mo		3,039	14.0%	109
Went for Lunch at Family Restaurant/Steak House/6 Mo		4,353	20.0%	104
Went for Dinner at Family Restaurant/Steak House/6 Mo		11,419	52.5%	111
Went for Snacks at Family Restaurant/Steak House/6 Mo		317	1.5%	83
Went on Weekday to Family Restaurant/Steak House/6 Mo		8,008	36.8%	113
Went on Weekend to Family Restaurant/Steak House/6 Mo		9,569	44.0%	106
Went to Applebee`s/6 Mo		3,189	14.7%	94
Went to Bob Evans/6 Mo		669	3.1%	115
Went to Buffalo Wild Wings/6 Mo		1,965	9.0%	100
Went to California Pizza Kitchen/6 Mo		244	1.1%	63
Went to Carrabba`s/6 Mo		637	2.9%	133
Went to The Cheesecake Factory/6 Mo		1,419	6.5%	88
Went to Chili`s Grill & Bar/6 Mo		2,220	10.2%	102
Went to Cracker Barrel/6 Mo		3,030	13.9%	121
Went to Denny`s/6 Mo		1,078	5.0%	74
Went to Golden Corral/6 Mo		853	3.9%	80
Went to IHOP/6 Mo		1,588	7.3%	95
Went to Logan`s Roadhouse/6 Mo		423	1.9%	93
Went to Longhorn Steakhouse/6 Mo		1,868	8.6%	124
Went to Olive Garden/6 Mo		3,819	17.6%	107
Went to Outback Steakhouse/6 Mo		1,927	8.9%	110
Went to Red Lobster/6 Mo		1,519	7.0%	92
Went to Red Robin/6 Mo		1,312	6.0%	115
Went to Ruby Tuesday/6 Mo		391	1.8%	104
Went to Texas Roadhouse/6 Mo		3,629	16.7%	116
Went to T.G.I. Friday`s/6 Mo		456	2.1%	86
Went to Waffle House/6 Mo		1,355	6.2%	108
Went to Fast Food/Drive-In Restaurant/6 Mo		19,983	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		8,392	38.6%	97
Spent \$1-10 at Fast Food Restaurant/30 Days		708	3.3%	112
Spent \$11-20 at Fast Food Restaurant/30 Days		1,887	8.7%	111
Spent \$21-40 at Fast Food Restaurant/30 Days		3,261	15.0%	97
Spent \$41-50 at Fast Food Restaurant/30 Days		2,003	9.2%	103
Spent \$51-100 at Fast Food Restaurant/30 Days		4,667	21.5%	100
Spent \$101-200 at Fast Food Restaurant/30 Days		2,844	13.1%	98
Spent \$201+ at Fast Food Restaurant/30 Days		1,445	6.6%	100
Ordered Eat-In Fast Food/6 Mo		7,580	34.9%	105

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	2,181	10.0%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	11,314	52.0%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,063	23.3%	102
Bought Breakfast at Fast Food Restaurant/6 Mo	7,933	36.5%	102
Bought Lunch at Fast Food Restaurant/6 Mo	12,005	55.2%	104
Bought Dinner at Fast Food Restaurant/6 Mo	12,134	55.8%	104
Bought Snack at Fast Food Restaurant/6 Mo	2,992	13.8%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	15,009	69.0%	106
Bought from Fast Food Restaurant on Weekend/6 Mo	11,346	52.2%	100
Bought A&W/6 Mo	472	2.2%	99
Bought Arby`s/6 Mo	4,460	20.5%	115
Bought Baskin-Robbins/6 Mo	665	3.1%	90
Bought Boston Market/6 Mo	282	1.3%	93
Bought Burger King/6 Mo	5,526	25.4%	96
Bought Captain D`s/6 Mo	495	2.3%	82
Bought Carl`s Jr./6 Mo	521	2.4%	54
Bought Checkers/6 Mo	367	1.7%	70
Bought Chick-Fil-A/6 Mo	8,149	37.5%	111
Bought Chipotle Mexican Grill/6 Mo	3,913	18.0%	104
Bought Chuck E. Cheese`s/6 Mo	209	1.0%	56
Bought Church`s Fried Chicken/6 Mo	340	1.6%	53
Bought Cold Stone Creamery/6 Mo	613	2.8%	98
Bought Dairy Queen/6 Mo	3,851	17.7%	113
Bought Del Taco/6 Mo	472	2.2%	60
Bought Domino`s Pizza/6 Mo	3,340	15.4%	90
Bought Dunkin` Donuts/6 Mo	3,423	15.7%	111
Bought Five Guys/6 Mo	2,429	11.2%	111
Bought Hardee`s/6 Mo	1,031	4.7%	101
Bought Jack in the Box/6 Mo	859	4.0%	58
Bought Jersey Mike`s/6 Mo	2,497	11.5%	121
Bought Jimmy John`s/6 Mo	1,767	8.1%	136
Bought KFC/6 Mo	3,274	15.1%	88
Bought Krispy Kreme Doughnuts/6 Mo	1,216	5.6%	91
Bought Little Caesars/6 Mo	2,326	10.7%	83
Bought Long John Silver`s/6 Mo	518	2.4%	96
Bought McDonald`s/6 Mo	10,347	47.6%	95
Bought Panda Express/6 Mo	2,492	11.5%	85
Bought Panera Bread/6 Mo	3,405	15.7%	118
Bought Papa John`s/6 Mo	1,771	8.1%	102
Bought Papa Murphy`s/6 Mo	914	4.2%	131
Bought Pizza Hut/6 Mo	2,366	10.9%	89
Bought Popeyes Chicken/6 Mo	2,443	11.2%	89
Bought Sonic Drive-In/6 Mo	2,331	10.7%	98
Bought Starbucks/6 Mo	4,618	21.2%	99
Bought Steak `N Shake/6 Mo	621	2.9%	100
Bought Subway/6 Mo	4,736	21.8%	97
Bought Taco Bell/6 Mo	5,946	27.3%	98
Bought Wendy`s/6 Mo	5,921	27.2%	102
Bought Whataburger/6 Mo	1,499	6.9%	111
Bought White Castle/6 Mo	530	2.4%	98
Bought Wing-Stop/6 Mo	579	2.7%	69

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 2025 and 2030.

Restaurant Market Potential

4819 Seminole Trl, Charlottesville, Virginia, 22911
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.16952
 Longitude: -78.41023

Went to Fine Dining Restaurant/6 Mo	4,096	18.8%	114
Went to Fine Dining Restaurant/30 Days	3,097	14.2%	114
Went to Fine Dining Restaurant 2+ Times/30 Days	1,555	7.2%	118
Used DoorDash Site/App for Take-Out/Del/30 Days	2,416	11.1%	87
Used Grubhub Site/App for Take-Out/Del/30 Days	772	3.5%	83
Used Postmates Site/App for Take-Out/Del/30 Days	113	0.5%	60
Used Restrnt Site/App for Take-Out/Del/30 Days	4,857	22.3%	107
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,232	5.7%	76
Used Yelp Site/App for Take-Out/Del/30 Days	159	0.7%	72

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 2025 and 2030.

Demographic Summary		2025	2030
Population		90,915	94,467
Population 18+		72,554	76,180
Households		37,153	38,767
Median Household Income		\$100,586	\$112,782

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	53,206	73.3%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days	17,463	24.1%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days	3,947	5.4%	102
Spent \$31-50 at Family Restaurant/Steak House/30 Days	6,233	8.6%	103
Spent \$51-100 at Family Restaurant/Steak House/30 Days	12,168	16.8%	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days	9,065	12.5%	99
Spent \$201+ at Family Restaurant/Steak House/30 Days	5,649	7.8%	103
Spent \$1-100 at Fine Dining Restaurants/30 Days	2,730	3.8%	105
Spent \$101-200 at Fine Dining Restaurants/30 Days	2,760	3.8%	119
Spent \$201+ at Fine Dining Restaurants/30 Days	2,636	3.6%	114
Went for Breakfast at Family Restaurant/Steak House/6 Mo	9,172	12.6%	99
Went for Lunch at Family Restaurant/Steak House/6 Mo	13,860	19.1%	99
Went for Dinner at Family Restaurant/Steak House/6 Mo	35,639	49.1%	104
Went for Snacks at Family Restaurant/Steak House/6 Mo	1,120	1.5%	88
Went on Weekday to Family Restaurant/Steak House/6 Mo	24,877	34.3%	105
Went on Weekend to Family Restaurant/Steak House/6 Mo	30,154	41.6%	100
Went to Applebee`s/6 Mo	10,627	14.7%	94
Went to Bob Evans/6 Mo	1,947	2.7%	100
Went to Buffalo Wild Wings/6 Mo	6,255	8.6%	96
Went to California Pizza Kitchen/6 Mo	1,074	1.5%	84
Went to Carrabba`s/6 Mo	1,813	2.5%	113
Went to The Cheesecake Factory/6 Mo	5,225	7.2%	97
Went to Chili`s Grill & Bar/6 Mo	7,077	9.8%	98
Went to Cracker Barrel/6 Mo	8,641	11.9%	104
Went to Denny`s/6 Mo	3,917	5.4%	81
Went to Golden Corral/6 Mo	2,871	4.0%	81
Went to IHOP/6 Mo	5,282	7.3%	95
Went to Logan`s Roadhouse/6 Mo	1,407	1.9%	93
Went to Longhorn Steakhouse/6 Mo	5,388	7.4%	107
Went to Olive Garden/6 Mo	11,855	16.3%	100
Went to Outback Steakhouse/6 Mo	6,009	8.3%	103
Went to Red Lobster/6 Mo	5,007	6.9%	90
Went to Red Robin/6 Mo	4,144	5.7%	109
Went to Ruby Tuesday/6 Mo	1,161	1.6%	93
Went to Texas Roadhouse/6 Mo	10,681	14.7%	102
Went to T.G.I. Friday`s/6 Mo	1,775	2.5%	100
Went to Waffle House/6 Mo	4,076	5.6%	97
Went to Fast Food/Drive-In Restaurant/6 Mo	65,957	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	27,388	37.8%	95
Spent \$1-10 at Fast Food Restaurant/30 Days	2,299	3.2%	109
Spent \$11-20 at Fast Food Restaurant/30 Days	6,185	8.5%	109
Spent \$21-40 at Fast Food Restaurant/30 Days	11,187	15.4%	100
Spent \$41-50 at Fast Food Restaurant/30 Days	6,568	9.1%	101
Spent \$51-100 at Fast Food Restaurant/30 Days	15,125	20.9%	97
Spent \$101-200 at Fast Food Restaurant/30 Days	9,000	12.4%	93
Spent \$201+ at Fast Food Restaurant/30 Days	4,637	6.4%	97
Ordered Eat-In Fast Food/6 Mo	24,282	33.5%	101

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	8,115	11.2%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	35,573	49.0%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	17,153	23.6%	103
Bought Breakfast at Fast Food Restaurant/6 Mo	25,679	35.4%	99
Bought Lunch at Fast Food Restaurant/6 Mo	38,747	53.4%	100
Bought Dinner at Fast Food Restaurant/6 Mo	39,162	54.0%	101
Bought Snack at Fast Food Restaurant/6 Mo	10,116	13.9%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	48,133	66.3%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	37,453	51.6%	99
Bought A&W/6 Mo	1,520	2.1%	96
Bought Arby`s/6 Mo	13,130	18.1%	101
Bought Baskin-Robbins/6 Mo	2,105	2.9%	86
Bought Boston Market/6 Mo	959	1.3%	95
Bought Burger King/6 Mo	18,139	25.0%	95
Bought Captain D`s/6 Mo	1,716	2.4%	85
Bought Carl`s Jr./6 Mo	2,289	3.1%	71
Bought Checkers/6 Mo	1,431	2.0%	82
Bought Chick-Fil-A/6 Mo	25,374	35.0%	103
Bought Chipotle Mexican Grill/6 Mo	13,297	18.3%	106
Bought Chuck E. Cheese`s/6 Mo	904	1.3%	72
Bought Church`s Fried Chicken/6 Mo	1,406	1.9%	65
Bought Cold Stone Creamery/6 Mo	2,116	2.9%	101
Bought Dairy Queen/6 Mo	11,569	15.9%	101
Bought Del Taco/6 Mo	1,955	2.7%	74
Bought Domino`s Pizza/6 Mo	11,442	15.8%	93
Bought Dunkin` Donuts/6 Mo	11,179	15.4%	109
Bought Five Guys/6 Mo	7,991	11.0%	110
Bought Hardee`s/6 Mo	3,231	4.5%	95
Bought Jack in the Box/6 Mo	3,483	4.8%	70
Bought Jersey Mike`s/6 Mo	7,531	10.4%	110
Bought Jimmy John`s/6 Mo	5,073	7.0%	117
Bought KFC/6 Mo	10,992	15.2%	88
Bought Krispy Kreme Doughnuts/6 Mo	4,181	5.8%	93
Bought Little Caesars/6 Mo	7,793	10.7%	84
Bought Long John Silver`s/6 Mo	1,554	2.1%	87
Bought McDonald`s/6 Mo	34,773	47.9%	96
Bought Panda Express/6 Mo	8,801	12.1%	90
Bought Panera Bread/6 Mo	10,879	15.0%	113
Bought Papa John`s/6 Mo	5,667	7.8%	98
Bought Papa Murphy`s/6 Mo	2,658	3.7%	114
Bought Pizza Hut/6 Mo	7,755	10.7%	87
Bought Popeyes Chicken/6 Mo	8,299	11.4%	90
Bought Sonic Drive-In/6 Mo	7,362	10.2%	93
Bought Starbucks/6 Mo	15,802	21.8%	101
Bought Steak `N Shake/6 Mo	2,058	2.8%	99
Bought Subway/6 Mo	15,498	21.4%	95
Bought Taco Bell/6 Mo	19,691	27.1%	97
Bought Wendy`s/6 Mo	19,097	26.3%	98
Bought Whataburger/6 Mo	4,306	5.9%	96
Bought White Castle/6 Mo	1,614	2.2%	89
Bought Wing-Stop/6 Mo	2,154	3.0%	77

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 2025 and 2030.

Restaurant Market Potential

4819 Seminole Trl, Charlottesville, Virginia, 22911
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 38.16952
 Longitude: -78.41023

Went to Fine Dining Restaurant/6 Mo	13,272	18.3%	110
Went to Fine Dining Restaurant/30 Days	10,061	13.9%	111
Went to Fine Dining Restaurant 2+ Times/30 Days	5,041	7.0%	114
Used DoorDash Site/App for Take-Out/Del/30 Days	8,782	12.1%	95
Used Grubhub Site/App for Take-Out/Del/30 Days	2,968	4.1%	96
Used Postmates Site/App for Take-Out/Del/30 Days	511	0.7%	81
Used Restrnt Site/App for Take-Out/Del/30 Days	15,912	21.9%	105
Used Uber Eats Site/App for Take-Out/Del/30 Days	5,006	6.9%	93
Used Yelp Site/App for Take-Out/Del/30 Days	677	0.9%	91

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 2025 and 2030.

Business Summary

4819 Seminole Trl, Charlottesville, Virginia, 22911
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 38.16952
Longitude: -78.41023

Data for all businesses in area	3 miles				5 miles				10 miles			
Total Businesses:	254				759				3,683			
Total Employees:	3,661				8,466				45,894			
Total Population:	9,933				28,040				90,915			
Employee/Population Ratio (per 100 Residents)	36.9				30.2				50.5			
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	2	0.8%	30	0.8%	7	0.9%	48	0.6%	23	0.6%	100	0.2%
Mining	1	0.4%	6	0.2%	2	0.3%	32	0.4%	6	0.2%	49	0.1%
Utilities	0	0.0%	0	0.0%	1	0.1%	20	0.2%	4	0.1%	63	0.1%
Construction	28	11.0%	139	3.8%	77	10.1%	385	4.5%	274	7.4%	2,041	4.5%
Building Construction	12	4.7%	51	1.4%	26	3.4%	109	1.3%	105	2.9%	1,008	2.2%
Heavy/Civil Eng Construction	1	0.4%	3	0.1%	4	0.5%	26	0.3%	15	0.4%	94	0.2%
Specialty Trade Contractor	14	5.5%	84	2.3%	47	6.2%	251	3.0%	154	4.2%	938	2.0%
Manufacturing	13	5.1%	331	9.0%	28	3.7%	522	6.2%	106	2.9%	2,290	5.0%
Wholesale Trade	11	4.3%	514	14.0%	21	2.8%	596	7.0%	83	2.3%	1,036	2.3%
Durable Goods	11	4.3%	514	14.0%	20	2.6%	588	7.0%	61	1.7%	862	1.9%
Nondurable Goods	0	0.0%	0	0.0%	1	0.1%	8	0.1%	21	0.6%	165	0.4%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	8	0.0%
Retail Trade	33	13.0%	793	21.7%	102	13.4%	1,727	20.4%	514	14.0%	7,796	17.0%
Motor Vehicle & Parts Dealers	2	0.8%	27	0.7%	17	2.2%	110	1.3%	66	1.8%	1,220	2.7%
Furniture & Home Furnishings Stores	2	0.8%	6	0.2%	3	0.4%	10	0.1%	34	0.9%	235	0.5%
Electronics & Appliance Stores	1	0.4%	265	7.2%	2	0.3%	407	4.8%	18	0.5%	632	1.4%
Building Material & Garden Equipment & Supplies Dealers	5	2.0%	31	0.8%	12	1.6%	88	1.0%	38	1.0%	707	1.5%
Food & Beverage Stores	6	2.4%	167	4.6%	15	2.0%	424	5.0%	71	1.9%	1,643	3.6%
Health & Personal Care Stores	3	1.2%	19	0.5%	7	0.9%	50	0.6%	65	1.8%	537	1.2%
Gasoline Stations & Fuel Dealers	2	0.8%	5	0.1%	7	0.9%	42	0.5%	22	0.6%	134	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.4%	1	0.0%	5	0.7%	13	0.1%	60	1.6%	583	1.3%
Sporting Goods, Hobby, Book, & Music Stores	5	2.0%	32	0.9%	20	2.6%	87	1.0%	94	2.5%	563	1.2%
General Merchandise Stores	5	2.0%	241	6.6%	13	1.7%	496	5.9%	45	1.2%	1,543	3.4%
Transportation & Warehousing	6	2.4%	95	2.6%	19	2.5%	321	3.8%	70	1.9%	858	1.9%
Truck Transportation	1	0.4%	7	0.2%	3	0.4%	14	0.2%	18	0.5%	92	0.2%
Information	5	2.0%	27	0.7%	11	1.4%	91	1.1%	90	2.4%	1,377	3.0%
Finance & Insurance	6	2.4%	23	0.6%	25	3.3%	134	1.6%	173	4.7%	1,609	3.5%
Central Bank/Credit Intermediation & Related Activities	4	1.6%	18	0.5%	11	1.4%	51	0.6%	72	1.9%	677	1.5%
Securities & Commodity Contracts	2	0.8%	2	0.1%	6	0.8%	19	0.2%	44	1.2%	644	1.4%
Funds, Trusts & Other Financial Vehicles	1	0.4%	3	0.1%	8	1.1%	63	0.7%	56	1.5%	288	0.6%
Real Estate, Rental & Leasing	9	3.5%	99	2.7%	37	4.9%	238	2.8%	197	5.3%	1,851	4.0%
Professional, Scientific & Tech Services	33	13.0%	354	9.7%	101	13.3%	855	10.1%	389	10.6%	2,991	6.5%
Legal Services	4	1.6%	26	0.7%	8	1.1%	47	0.6%	65	1.8%	519	1.1%
Management of Companies & Enterprises	1	0.4%	19	0.5%	1	0.1%	30	0.3%	2	0.1%	44	0.1%
Administrative, Support & Waste Management Services	14	5.5%	112	3.1%	37	4.9%	267	3.1%	141	3.8%	1,225	2.7%
Educational Services	4	1.6%	88	2.4%	18	2.4%	531	6.3%	123	3.3%	4,273	9.3%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

4819 Seminole Trl, Charlottesville, Virginia, 22911
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 38.16952
Longitude: -78.41023

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	23	9.1%	643	17.6%	64	8.4%	1,344	15.9%	471	12.8%	7,790	17.0%
Ambulatory Health Care	16	6.3%	560	15.3%	48	6.3%	1,122	13.3%	343	9.3%	4,146	9.0%
Hospital	1	0.4%	14	0.4%	3	0.4%	54	0.6%	11	0.3%	802	1.8%
Nursing/Residential Care	2	0.8%	37	1.0%	4	0.5%	61	0.7%	36	1.0%	1,819	4.0%
Social Assistance	4	1.6%	31	0.8%	9	1.2%	107	1.3%	81	2.2%	1,023	2.2%
Arts, Entertainment & Recreation	6	2.4%	48	1.3%	16	2.1%	101	1.2%	89	2.4%	1,221	2.7%
Accommodation & Food Services	15	5.9%	168	4.6%	52	6.8%	742	8.8%	237	6.4%	4,390	9.6%
Accommodation	1	0.4%	12	0.3%	5	0.7%	88	1.0%	43	1.2%	1,048	2.3%
Food Services & Drinking Places	14	5.5%	157	4.3%	46	6.1%	654	7.7%	195	5.3%	3,342	7.3%
Other Services (except Public Administration)	35	13.8%	129	3.5%	103	13.6%	362	4.3%	488	13.3%	2,749	6.0%
Repair & Maintenance	7	2.8%	30	0.8%	17	2.2%	68	0.8%	91	2.5%	510	1.1%
Automotive Repair & Maintenance	5	2.0%	27	0.7%	12	1.6%	60	0.7%	65	1.8%	438	0.9%
Personal & Laundry Service	8	3.1%	41	1.1%	31	4.1%	122	1.4%	153	4.2%	949	2.1%
Civic and Other Orgs	20	7.9%	57	1.6%	56	7.4%	172	2.0%	244	6.6%	1,290	2.8%
Public Administration	4	1.6%	44	1.2%	9	1.2%	116	1.4%	93	2.5%	2,107	4.6%
Unclassified Establishments	7	2.8%	0	0.0%	26	3.4%	3	0.0%	108	2.9%	35	0.1%
Total	254	100.0%	3,661	100.0%	759	100.0%	8,466	100.0%	3,683	100.0%	45,894	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

4819 Seminole Trl, Charlottesville, Virginia, 22911
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 38.16952
Longitude: -78.41023

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	4.7%	175	4.8%	34	4.5%	390	4.6%	108	2.9%	912	2.0%
Construction	25	9.8%	134	3.7%	67	8.8%	350	4.1%	245	6.7%	1,901	4.1%
Manufacturing	13	5.1%	332	9.1%	27	3.6%	523	6.2%	102	2.8%	2,519	5.5%
Transportation	7	2.8%	98	2.7%	24	3.2%	351	4.2%	90	2.4%	1,087	2.4%
Communication	1	0.4%	10	0.3%	2	0.3%	17	0.2%	38	1.0%	527	1.1%
Utility	1	0.4%	6	0.2%	4	0.5%	33	0.4%	10	0.3%	120	0.3%
Wholesale Trade	11	4.3%	514	14.0%	21	2.8%	596	7.0%	85	2.3%	1,041	2.3%
Retail Trade Summary	47	18.5%	951	26.0%	150	19.8%	2,386	28.2%	723	19.6%	11,209	24.4%
Home Improvement	5	2.0%	31	0.8%	12	1.6%	88	1.0%	37	1.0%	703	1.5%
General Merchandise Stores	4	1.6%	237	6.5%	8	1.1%	484	5.7%	28	0.8%	1,452	3.2%
Food Stores	8	3.1%	184	5.0%	18	2.4%	449	5.3%	85	2.3%	1,778	3.9%
Auto Dealers & Gas Stations	4	1.6%	32	0.9%	24	3.2%	145	1.7%	86	2.3%	1,341	2.9%
Apparel & Accessory Stores	1	0.4%	1	0.0%	4	0.5%	12	0.1%	51	1.4%	518	1.1%
Furniture & Home Furnishings	2	0.8%	265	7.2%	5	0.7%	413	4.9%	58	1.6%	873	1.9%
Eating & Drinking Places	12	4.7%	137	3.7%	44	5.8%	627	7.4%	188	5.1%	3,238	7.1%
Miscellaneous Retail	11	4.3%	65	1.8%	35	4.6%	168	2.0%	191	5.2%	1,305	2.8%
Finance, Insurance, Real Estate Summary	12	4.7%	122	3.3%	48	6.3%	340	4.0%	344	9.3%	3,411	7.4%
Banks, Savings & Lending Institutions	4	1.6%	18	0.5%	11	1.4%	51	0.6%	74	2.0%	680	1.5%
Securities Brokers	2	0.8%	2	0.1%	6	0.8%	19	0.2%	44	1.2%	640	1.4%
Insurance Carriers & Agents	1	0.4%	3	0.1%	8	1.1%	63	0.7%	56	1.5%	288	0.6%
Real Estate, Holding, Other Investment Offices	6	2.4%	99	2.7%	23	3.0%	206	2.4%	170	4.6%	1,802	3.9%
Services Summary	114	44.9%	1,275	34.8%	346	45.6%	3,361	39.7%	1,736	47.1%	21,048	45.9%
Hotels & Lodging	1	0.4%	12	0.3%	5	0.7%	88	1.0%	43	1.2%	1,048	2.3%
Automotive Services	7	2.8%	38	1.0%	20	2.6%	98	1.2%	88	2.4%	640	1.4%
Movies & Amusements	8	3.1%	58	1.6%	22	2.9%	136	1.6%	106	2.9%	1,318	2.9%
Health Services	18	7.1%	586	16.0%	52	6.8%	1,181	13.9%	366	9.9%	6,215	13.5%
Legal Services	4	1.6%	26	0.7%	8	1.1%	47	0.6%	58	1.6%	452	1.0%
Education Institutions & Libraries	3	1.2%	83	2.3%	15	2.0%	506	6.0%	102	2.8%	4,245	9.3%
Other Services	72	28.4%	472	12.9%	223	29.4%	1,304	15.4%	974	26.4%	7,129	15.5%
Government	4	1.6%	44	1.2%	9	1.2%	116	1.4%	92	2.5%	2,082	4.5%
Unclassified Establishments	7	2.8%	0	1.2%	26	3.4%	3	1.4%	109	3.0%	38	4.5%
Totals	254	100.0%	3,661	100.0%	759	100.0%	8,466	100.0%	3,683	100.0%	45,894	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.