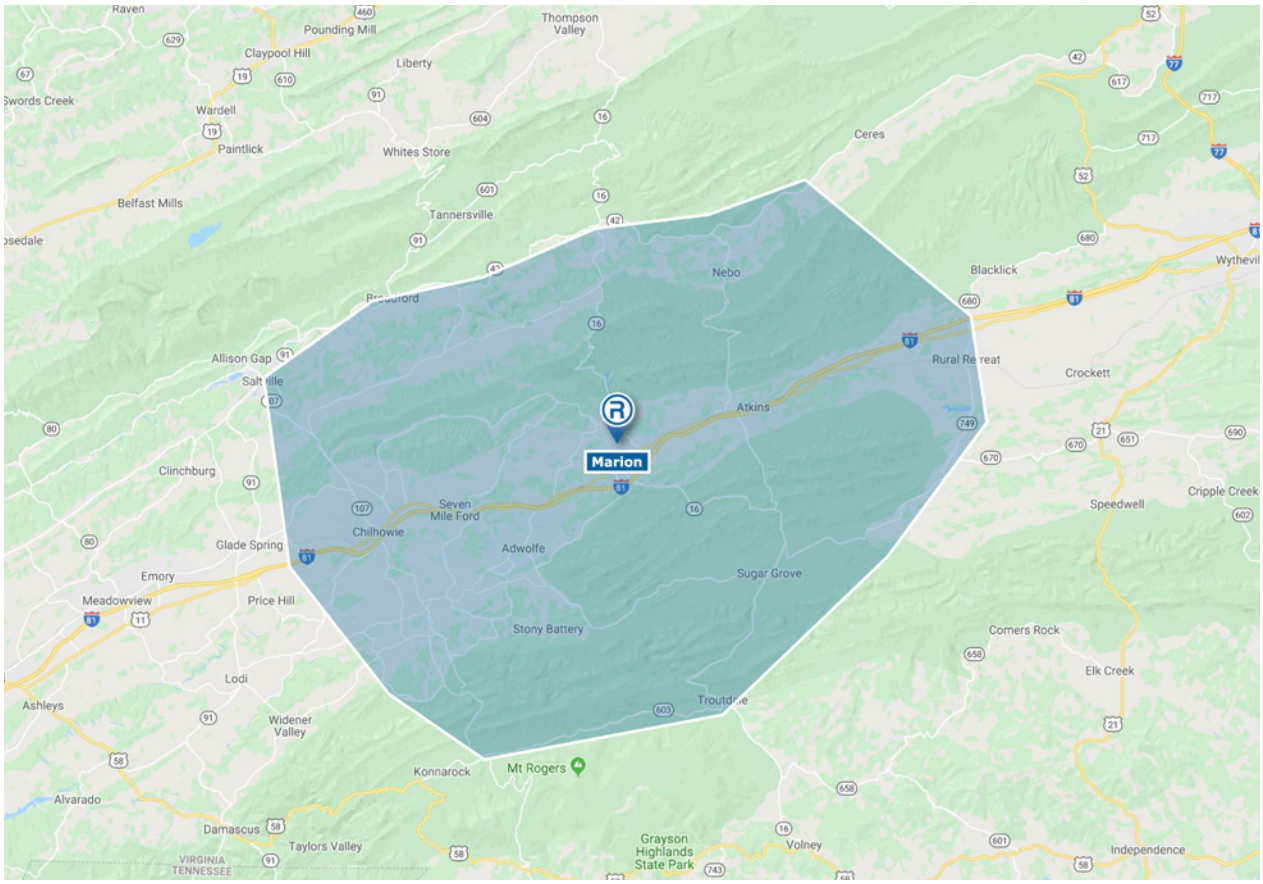
MARION, SMYTH COUNTY, VIRGINIA

Primary Retail Trade Area Gap/Opportunity Analysis

TheRetailCoach

Contact Information



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

Primary Retail Trade Area • Gap/Opportunity Analysis

Marion, Smyth County, Virginia

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	**Total retail trade including food and drinking places**	$321,084,805	**$111,789,914**	**$209,294,891**	**0.35**
441	Motor vehicle and parts dealers	$66,882,102	$17,513,046	$49,369,056	0.26
4411	Automobile dealers	$58,407,649	$14,576,256	$43,831,393	0.25
4412	Other motor vehicle dealers	$3,113,518	$0	$3,113,518	0.00
4413	Automotive parts, accessories, and tire stores	$5,360,935	$2,936,790	$2,424,145	0.55
442	Furniture and home furnishings stores	$7,264,044	$1,831,507	$5,432,537	0.25
4421	Furniture stores	$3,736,077	$693,944	$3,042,133	0.19
4422	Home furnishings stores	$3,527,966	$1,137,563	$2,390,403	0.32
443	Electronics and appliance stores	$5,350,944	$1,814,366	$3,536,578	0.34
443141	Household appliance stores	$680,826	$761,994	-$81,168	1.12
443142	Electronics stores	$4,670,118	$1,052,372	$3,617,746	0.23
444	Building material and garden equipment and supplies dealers	$21,042,319	$5,129,908	$15,912,411	0.24
4441	Building material and supplies dealers	$18,334,946	$3,098,644	$15,236,302	0.17
44411	Home centers	$9,257,669	$1,838,782	$7,418,887	0.20
44412	Paint and wallpaper stores	$1,227,313	$416,768	$810,545	0.34
44413	Hardware stores	$1,267,513	$843,094	$424,419	0.67
44419	Other building material dealers	$6,582,452	$0	$6,582,452	0.00
4442	Lawn and garden equipment and supplies stores	$2,707,373	$2,031,264	$676,109	0.75
44421	Outdoor power equipment stores	$492,219	$812,715	-$320,496	1.65
44422	Nursery, garden center, and farm supply stores	$2,215,154	$1,218,549	$996,605	0.55
445	Food and beverage stores	$42,849,270	$25,241,178	$17,608,092	0.59
4451	Grocery stores	$39,615,515	$23,933,966	$15,681,549	0.60
44511	Supermarkets and other grocery (except convenience) stores	$37,254,675	$23,009,488	$14,245,187	0.62
44512	Convenience stores	$2,360,840	$924,478	$1,436,362	0.39
4452	Specialty food stores	$606,994	$49,823	$557,171	0.08
4453	Beer, wine, and liquor stores	$2,626,762	$1,257,389	$1,369,373	0.48
446	Health and personal care stores	$17,911,176	$16,314,231	$1,596,945	0.91
44611	Pharmacies and drug stores	$14,964,201	$14,806,846	$157,355	0.99
44612	Cosmetics, beauty supplies, and perfume stores	$1,192,539	$1,507,385	-$314,846	1.26
44613	Optical goods stores	$815,696	$0	$815,696	0.00
44619	Other health and personal care stores	$938,740	$0	$938,740	0.00
447	Gasoline stations	$31,531,544	$7,489,948	$24,041,596	0.24
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448	Clothing and clothing accessories stores	$14,354,106	$4,076,612	$10,277,494	0.28
4481	Clothing stores	$10,227,098	$2,441,307	$7,785,791	0.24
44811	Men's clothing stores	$580,203	$48,834	$531,369	0.08
44812	Women's clothing stores	$2,099,640	$303,022	$1,796,618	0.14
44813	Children's and infants' clothing stores	$431,764	$0	$431,764	0.00
44814	Family clothing stores	$6,105,044	$2,089,451	$4,015,593	0.34
44815	Clothing accessories stores	$370,309	$0	$370,309	0.00
44819	Other clothing stores	$640,138	$0	$640,138	0.00
4482	Shoe stores	$2,158,835	$706,252	$1,452,583	0.33
4483	Jewelry, luggage, and leather goods stores	$1,968,174	$929,053	$1,039,121	0.47
44831	Jewelry stores	$1,783,917	$929,053	$854,864	0.52
44832	Luggage and leather goods stores	$184,257	$0	$184,257	0.00

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451	Sporting goods, hobby, musical instrument, and book stores	$4,072,302	$544,947	$3,527,355	0.13
4511	Sporting goods, hobby, and musical instrument stores	$3,355,178	$544,947	$2,810,231	0.16
45111	Sporting goods stores	$2,079,719	$291,511	$1,788,208	0.14
45112	Hobby, toy, and game stores	$799,554	$253,436	$546,118	0.32
45113	Sewing, needlework, and piece goods stores	$237,132	$0	$237,132	0.00
45114	Musical instrument and supplies stores	$238,773	$0	$238,773	0.00
4512	Book stores and news dealers	$717,124	$0	$717,124	0.00
452	General merchandise stores	$41,790,098	$9,391,997	$32,398,101	0.22
4522	Department stores	$7,933,278	$7,921,218	$12,060	1.00
4523	Other general merchandise stores	$33,856,820	$1,470,779	$32,386,041	0.04
453	Miscellaneous store retailers	$5,978,446	$2,485,864	$3,492,582	0.42
4531	Florists	$406,396	$262,666	$143,730	0.65
4532	Office supplies, stationery, and gift stores	$1,428,535	$305,655	$1,122,880	0.21
45321	Office supplies and stationery stores	$587,341	$0	$587,341	0.00
45322	Gift, novelty, and souvenir stores	$841,194	$305,655	$535,539	0.36
4533	Used merchandise stores	$968,576	$432,653	$535,923	0.45
4539	Other miscellaneous store retailers	$3,174,939	$1,484,890	$1,690,049	0.47
45391	Pet and pet supplies stores	$1,508,135	$0	$1,508,135	0.00
45399	All other miscellaneous store retailers	$1,666,805	$1,484,890	$181,915	0.89
454	Non-store retailers	$23,377,951	$9,588,326	$13,789,625	0.41
722	Food services and drinking places	$38,680,503	$10,367,984	$28,312,519	0.27
7223	Special food services	$3,468,192	$260,168	$3,208,024	0.08
7224	Drinking places (alcoholic beverages)	$444,789	$213,151	$231,638	0.48
7225	Restaurants and other eating places	$34,767,522	$9,894,665	$24,872,857	0.28
722511	Full-service restaurants	$16,852,344	$904,346	$15,947,998	0.05
722513	Limited-service restaurants	$15,141,488	$8,990,319	$6,151,169	0.59
722514	Cafeterias, grill buffets, and buffets	$666,675	$0	$666,675	0.00
722515	Snack and nonalcoholic beverage bars	$2,107,015	$0	$2,107,015	0.00

Primary Retail Trade Area • Demographic Profile

Marion, Smyth County, Virginia

DESCRIPTION	DATA	%
Population		
2025 Projection	30,640	
2020 Estimate	30,861	
2010 Census	32,563	
2000 Census	32,709	
Growth 2020 - 2025		-0.72%
Growth 2010 - 2020		-5.23%
Growth 2000 - 2010		-0.45%
2020 Est. Population by Single-Classification Race	**30,861**	
White Alone	29,117	94.35%
Black or African American Alone	756	2.45%
Amer. Indian and Alaska Native Alone	51	0.17%
Asian Alone	152	0.49%
Native Hawaiian and Other Pacific Island Alone	4	0.01%
Some Other Race Alone	397	1.29%
Two or More Races	384	1.24%
2020 Est. Population by Hispanic or Latino Origin	**30,861**	
Not Hispanic or Latino	30,127	97.62%
Hispanic or Latino	734	2.38%
Mexican	473	64.44%
Puerto Rican	73	9.95%
Cuban	37	5.04%
All Other Hispanic or Latino	151	20.57%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	**734**	
White Alone	281	38.28%
Black or African American Alone	13	1.77%
American Indian and Alaska Native Alone	2	0.27%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	381	51.91%
Two or More Races	58	7.90%
2020 Est. Pop by Race, Asian Alone, by Category	**152**	
Chinese, except Taiwanese	1	0.66%
Filipino	0	0.00%
Japanese	1	0.66%
Asian Indian	69	45.40%
Korean	49	32.24%
Vietnamese	2	1.32%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	30	19.74%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	**30,861**	
Arab	77	0.25%
Czech	25	0.08%
Danish	20	0.07%
Dutch	354	1.15%
English	2,487	8.06%
French (except Basque)	238	0.77%
French Canadian	60	0.19%
German	2,686	8.70%
Greek	11	0.04%
Hungarian	3	0.01%
Irish	1,684	5.46%
Italian	220	0.71%
Lithuanian	0	0.00%
United States or American	6,202	20.10%
Norwegian	57	0.19%
Polish	127	0.41%
Portuguese	3	0.01%
Russian	31	0.10%
Scottish	449	1.46%
Scotch-Irish	1,083	3.51%
Slovak	0	0.00%
Subsaharan African	24	0.08%
Swedish	51	0.17%
Swiss	18	0.06%
Ukrainian	9	0.03%
Welsh	69	0.22%
West Indian (except Hisp. groups)	8	0.03%
Other ancestries	3,529	11.44%
Ancestry Unclassified	11,338	36.74%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	28,081	95.51%
Speak Asian/Pacific Island Language at Home	249	0.85%
Speak IndoEuropean Language at Home	317	1.08%
Speak Spanish at Home	699	2.38%
Speak Other Language at Home	54	0.18%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2020 Est. Population by Age	**30,861**	
Age 0 - 4	1,461	4.73%
Age 5 - 9	1,543	5.00%
Age 10 - 14	1,726	5.59%
Age 15 - 17	1,145	3.71%
Age 18 - 20	1,024	3.32%
Age 21 - 24	1,349	4.37%
Age 25 - 34	3,368	10.91%
Age 35 - 44	3,457	11.20%
Age 45 - 54	4,235	13.72%
Age 55 - 64	4,577	14.83%
Age 65 - 74	4,024	13.04%
Age 75 - 84	2,106	6.82%
Age 85 and over	847	2.75%
Age 16 and over	25,755	83.46%
Age 18 and over	24,986	80.96%
Age 21 and over	23,962	77.65%
Age 65 and over	6,976	22.61%
2020 Est. Median Age		45.91
2020 Est. Average Age		43.96
2020 Est. Population by Sex	**30,861**	
Male	15,103	48.94%
Female	15,758	51.06%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	**15,103**	
Age 0 - 4	740	4.90%
Age 5 - 9	781	5.17%
Age 10 - 14	893	5.91%
Age 15 - 17	565	3.74%
Age 18 - 20	512	3.39%
Age 21 - 24	683	4.52%
Age 25 - 34	1,765	11.69%
Age 35 - 44	1,740	11.52%
Age 45 - 54	2,102	13.92%
Age 55 - 64	2,261	14.97%
Age 65 - 74	1,853	12.27%
Age 75 - 84	920	6.09%
Age 85 and over	289	1.91%
2020 Est. Median Age, Male		44.32
2020 Est. Average Age, Male		42.74
2020 Est. Female Population by Age	**15,758**	
Age 0 - 4	721	4.58%
Age 5 - 9	762	4.84%
Age 10 - 14	833	5.29%
Age 15 - 17	580	3.68%
Age 18 - 20	512	3.25%
Age 21 - 24	666	4.23%
Age 25 - 34	1,604	10.18%
Age 35 - 44	1,717	10.90%
Age 45 - 54	2,133	13.54%
Age 55 - 64	2,316	14.70%
Age 65 - 74	2,171	13.78%
Age 75 - 84	1,186	7.53%
Age 85 and over	558	3.54%
2020 Est. Median Age, Female		47.42
2020 Est. Average Age, Female		45.12

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Marion, Smyth County, Virginia

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,548	21.23%
Males, Never Married	3,182	12.18%
Females, Never Married	2,366	9.06%
Married, Spouse present	13,263	50.76%
Married, Spouse absent	1,401	5.36%
Widowed	2,397	9.17%
Males Widowed	420	1.61%
Females Widowed	1,977	7.57%
Divorced	3,522	13.48%
Males Divorced	1,733	6.63%
Females Divorced	1,788	6.84%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,516	6.7%
Some High School, no diploma	2,196	9.7%
High School Graduate (or GED)	8,612	38.1%
Some College, no degree	4,817	21.3%
Associate Degree	2,086	9.2%
Bachelor's Degree	2,084	9.2%
Master's Degree	1,029	4.6%
Professional School Degree	93	0.4%
Doctorate Degree	181	0.8%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	123	33.24%
High School Graduate	128	34.60%
Some College or Associate's Degree	49	13.24%
Bachelor's Degree or Higher	70	18.92%
Households		
2025 Projection	12,677	
2020 Estimate	12,771	
2010 Census	13,474	
2000 Census	13,267	
Growth 2020 - 2025		-0.74%
Growth 2010 - 2020		-5.22%
Growth 2000 - 2010		1.56%
2020 Est. Households by Household Type	**12,771**	
Family Households	8,715	68.24%
Nonfamily Households	4,056	31.76%
2020 Est. Group Quarters Population	772	
2020 Households by Ethnicity, Hispanic/Latino	215	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	**12,771**	
Income < $15,000	2,048	16.04%
Income $15,000 - $24,999	1,584	12.40%
Income $25,000 - $34,999	1,599	12.52%
Income $35,000 - $49,999	1,897	14.85%
Income $50,000 - $74,999	2,420	18.95%
Income $75,000 - $99,999	1,402	10.98%
Income $100,000 - $124,999	867	6.79%
Income $125,000 - $149,999	437	3.42%
Income $150,000 - $199,999	302	2.37%
Income $200,000 - $249,999	111	0.87%
Income $250,000 - $499,999	84	0.66%
Income $500,000+	20	0.16%
2020 Est. Average Household Income		$56,664
2020 Est. Median Household Income		$43,704
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$44,430
Black or African American Alone		$31,748
American Indian and Alaska Native Alone		$44,316
Asian Alone		$7,068
Native Hawaiian and Other Pacific Islander Alone		$42,926
Some Other Race Alone		$48,994
Two or More Races		$26,497
Hispanic or Latino		$46,245
Not Hispanic or Latino		$43,628
2020 Est. Family HH Type by Presence of Own Child.	**8,715**	
Married-Couple Family, own children	2,116	24.28%
Married-Couple Family, no own children	4,324	49.62%
Male Householder, own children	373	4.28%
Male Householder, no own children	370	4.25%
Female Householder, own children	756	8.68%
Female Householder, no own children	776	8.90%

2020 Est. Households by Household Size	**12,771**	
1-person	3,535	27.68%
2-person	4,718	36.94%
3-person	2,222	17.40%
4-person	1,447	11.33%
5-person	574	4.50%
6-person	191	1.50%
7-or-more-person	83	0.65%
2020 Est. Average Household Size		2.36

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	**12,771**	
Households with 1 or More People under Age 18:	3,799	29.75%
Married-Couple Family	2,368	62.33%
Other Family, Male Householder	437	11.50%
Other Family, Female Householder	948	24.95%
Nonfamily, Male Householder	43	1.13%
Nonfamily, Female Householder	3	0.08%
Households with No People under Age 18:	**8,971**	**70.25%**
Married-Couple Family	4,071	45.38%
Other Family, Male Householder	310	3.46%
Other Family, Female Householder	583	6.50%
Nonfamily, Male Householder	1,777	19.81%
Nonfamily, Female Householder	2,230	24.86%
2020 Est. Households by Number of Vehicles	**12,771**	
No Vehicles	1,081	8.46%
1 Vehicle	4,090	32.03%
2 Vehicles	4,290	33.59%
3 Vehicles	2,440	19.11%
4 Vehicles	623	4.88%
5 or more Vehicles	246	1.93%
2020 Est. Average Number of Vehicles		1.89
Family Households		
2025 Projection	8,652	
2020 Estimate	8,715	
2010 Census	9,192	
2000 Census	9,455	
Growth 2020 - 2025		-0.72%
Growth 2010 - 2020		-5.19%
Growth 2000 - 2010		-2.78%

2020 Est. Families by Poverty Status	**8,715**	
2020 Families at or Above Poverty	7,708	88.45%
2020 Families at or Above Poverty with Children	3,006	34.49%
2020 Families Below Poverty	1,007	11.56%
2020 Families Below Poverty with Children	708	8.12%
2020 Est. Pop 16+ by Employment Status	**25,754**	
Civilian Labor Force, Employed	12,861	49.94%
Civilian Labor Force, Unemployed	804	3.12%
Armed Forces	1	0.00%
Not in Labor Force	12,088	46.94%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	**12,912**	
For-Profit Private Workers	8,694	67.33%
Non-Profit Private Workers	764	5.92%
Local Government Workers	178	1.38%
State Government Workers	1,126	8.72%
Federal Government Workers	1,122	8.69%
Self-Employed Workers	998	7.73%
Unpaid Family Workers	30	0.23%
2020 Est. Civ. Employed Pop 16+ by Occupation	**12,912**	
Architect/Engineer	148	1.15%
Arts/Entertainment/Sports	74	0.57%
Building Grounds Maintenance	613	4.75%
Business/Financial Operations	381	2.95%
Community/Social Services	350	2.71%
Computer/Mathematical	107	0.83%
Construction/Extraction	562	4.35%
Education/Training/Library	627	4.86%
Farming/Fishing/Forestry	130	1.01%
Food Prep/Serving	767	5.94%
Health Practitioner/Technician	870	6.74%
Healthcare Support	338	2.62%
Maintenance Repair	429	3.32%
Legal	29	0.23%
Life/Physical/Social Science	72	0.56%
Management	919	7.12%
Office/Admin. Support	1,447	11.21%
Production	1,811	14.03%
Protective Services	527	4.08%
Sales/Related	1,108	8.58%
Personal Care/Service	460	3.56%
Transportation/Moving	1,143	8.85%

2020 Est. Pop 16+ by Occupation Classification	**12,912**	
White Collar	6,131	47.48%
Blue Collar	3,945	30.55%
Service and Farm	2,836	21.96%
2020 Est. Workers Age 16+ by Transp. to Work	**12,724**	
Drove Alone	10,878	85.49%
Car Pooled	1,092	8.58%
Public Transportation	49	0.39%
Walked	184	1.45%
Bicycle	0	0.00%
Other Means	117	0.92%
Worked at Home	404	3.18%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,471	
15 - 29 Minutes	4,668	
30 - 44 Minutes	2,044	
45 - 59 Minutes	579	
60 or more Minutes	547	
2020 Est. Avg Travel Time to Work in Minutes		23
2020 Est. Occupied Housing Units by Tenure	12,771	
Owner Occupied	9,226	72.24%
Renter Occupied	3,545	27.76%
2020 Owner Occ. HUs: Avg. Length of Residence		22.01
2020 Renter Occ. HUs: Avg. Length of Residence		9.63
2020 Est. Owner-Occupied Housing Units by Value	**12,771**	
Value Less than $20,000	737	7.99%
Value $20,000 - $39,999	480	5.20%
Value $40,000 - $59,999	580	6.29%
Value $60,000 - $79,999	1,273	13.80%
Value $80,000 - $99,999	1,397	15.14%
Value $100,000 - $149,999	1,793	19.43%
Value $150,000 - $199,999	1,401	15.19%
Value $200,000 - $299,999	983	10.66%
Value $300,000 - $399,999	309	3.35%
Value $400,000 - $499,999	103	1.12%
Value $500,000 - $749,999	92	1.00%
Value $750,000 - $999,999	25	0.27%
Value $1,000,000 or $1,499,999	24	0.26%
Value $1,500,000 or $1,999,999	20	0.22%
Value $2,000,000+	8	0.09%
2020 Est. Median All Owner-Occupied Housing Value		$102,827

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	10,570	68.99%
1 Unit Detached	149	0.97%
2 Units	261	1.70%
3 or 4 Units	276	1.80%
5 to 19 Units	699	4.56%
20 to 49 Units	131	0.86%
50 or More Units	62	0.41%
Mobile Home or Trailer	3,174	20.72%
Boat, RV, Van, etc.	1	0.01%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	137	0.89%
Housing Units Built 2010 to 2014	218	1.42%
Housing Units Built 2000 to 2009	1,496	9.76%
Housing Units Built 1990 to 1999	2,113	13.79%
Housing Units Built 1980 to 1989	2,066	13.48%
Housing Units Built 1970 to 1979	3,073	20.06%
Housing Units Built 1960 to 1969	1,771	11.56%
Housing Units Built 1950 to 1959	1,657	10.82%
Housing Units Built 1940 to 1949	1,085	7.08%
Housing Unit Built 1939 or Earlier	1,706	11.13%
2020 Est. Median Year Structure Built		1975

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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