



Retail MarketPlace Profile

Eatonton, Georgia
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 33.32609
Longitude: -83.38822

Summary Demographics

2018 Population	6,454
2018 Households	2,391
2018 Median Disposable Income	\$28,293
2018 Per Capita Income	\$17,081

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$58,286,855	\$93,531,245	-\$35,244,390	-23.2	55
Total Retail Trade	44-45	\$53,515,534	\$86,536,620	-\$33,021,086	-23.6	40
Total Food & Drink	722	\$4,771,321	\$6,994,624	-\$2,223,303	-18.9	15

2017 Industry Group

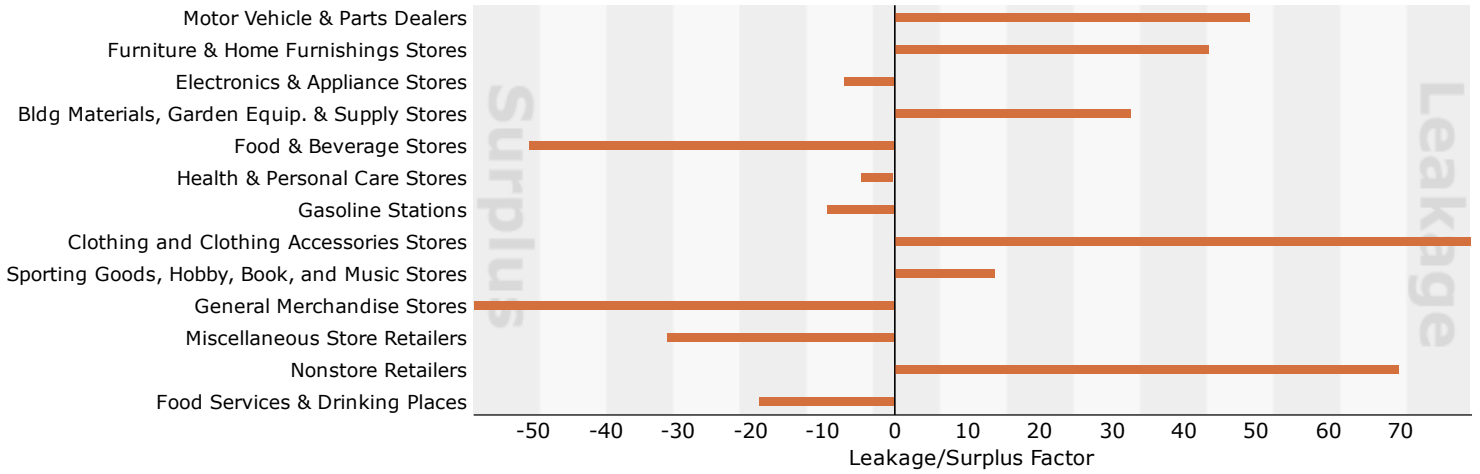
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,450,460	\$4,227,182	\$8,223,278	49.3	7
Automobile Dealers	4411	\$10,326,678	\$2,043,884	\$8,282,794	67.0	3
Other Motor Vehicle Dealers	4412	\$1,093,328	\$0	\$1,093,328	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,030,454	\$2,152,482	-\$1,122,028	-35.3	4
Furniture & Home Furnishings Stores	442	\$1,752,405	\$688,761	\$1,063,644	43.6	1
Furniture Stores	4421	\$944,396	\$0	\$944,396	100.0	0
Home Furnishings Stores	4422	\$808,009	\$664,791	\$143,218	9.7	1
Electronics & Appliance Stores	443	\$1,566,301	\$1,810,222	-\$243,921	-7.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,675,337	\$1,860,926	\$1,814,411	32.8	2
Bldg Material & Supplies Dealers	4441	\$3,441,123	\$1,791,901	\$1,649,222	31.5	2
Lawn & Garden Equip & Supply Stores	4442	\$234,214	\$0	\$234,214	100.0	0
Food & Beverage Stores	445	\$9,085,837	\$27,884,741	-\$18,798,904	-50.8	9
Grocery Stores	4451	\$8,075,202	\$26,990,267	-\$18,915,065	-53.9	7
Specialty Food Stores	4452	\$527,665	\$79,368	\$448,297	73.9	1
Beer, Wine & Liquor Stores	4453	\$482,970	\$815,105	-\$332,135	-25.6	2
Health & Personal Care Stores	446,4461	\$3,499,384	\$3,833,908	-\$334,524	-4.6	1
Gasoline Stations	447,4471	\$6,770,294	\$8,197,055	-\$1,426,761	-9.5	6
Clothing & Clothing Accessories Stores	448	\$2,110,990	\$236,306	\$1,874,684	79.9	1
Clothing Stores	4481	\$1,453,312	\$211,580	\$1,241,732	74.6	1
Shoe Stores	4482	\$341,274	\$0	\$341,274	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$316,404	\$0	\$316,404	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,261,177	\$953,943	\$307,234	13.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,102,418	\$847,455	\$254,963	13.1	2
Book, Periodical & Music Stores	4512	\$158,759	\$106,487	\$52,272	19.7	1
General Merchandise Stores	452	\$8,661,255	\$32,935,426	-\$24,274,171	-58.4	4
Department Stores Excluding Leased Depts.	4521	\$6,093,040	\$32,157,661	-\$26,064,621	-68.1	2
Other General Merchandise Stores	4529	\$2,568,214	\$777,765	\$1,790,449	53.5	2
Miscellaneous Store Retailers	453	\$1,960,054	\$3,780,864	-\$1,820,810	-31.7	4
Florists	4531	\$59,036	\$106,714	-\$47,678	-28.8	1
Office Supplies, Stationery & Gift Stores	4532	\$310,551	\$475,640	-\$165,089	-21.0	2
Used Merchandise Stores	4533	\$247,498	\$0	\$247,498	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,342,969	\$3,196,342	-\$1,853,373	-40.8	1
Nonstore Retailers	454	\$722,039	\$127,287	\$594,752	70.0	1
Electronic Shopping & Mail-Order Houses	4541	\$420,664	\$0	\$420,664	100.0	0
Vending Machine Operators	4542	\$39,556	\$0	\$39,556	100.0	0
Direct Selling Establishments	4543	\$261,819	\$127,287	\$134,532	34.6	1
Food Services & Drinking Places	722	\$4,771,321	\$6,994,624	-\$2,223,303	-18.9	15
Special Food Services	7223	\$53,004	\$27,123	\$25,881	32.3	1
Drinking Places - Alcoholic Beverages	7224	\$97,238	\$0	\$97,238	100.0	0
Restaurants/Other Eating Places	7225	\$4,621,080	\$6,967,502	-\$2,346,422	-20.2	14

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

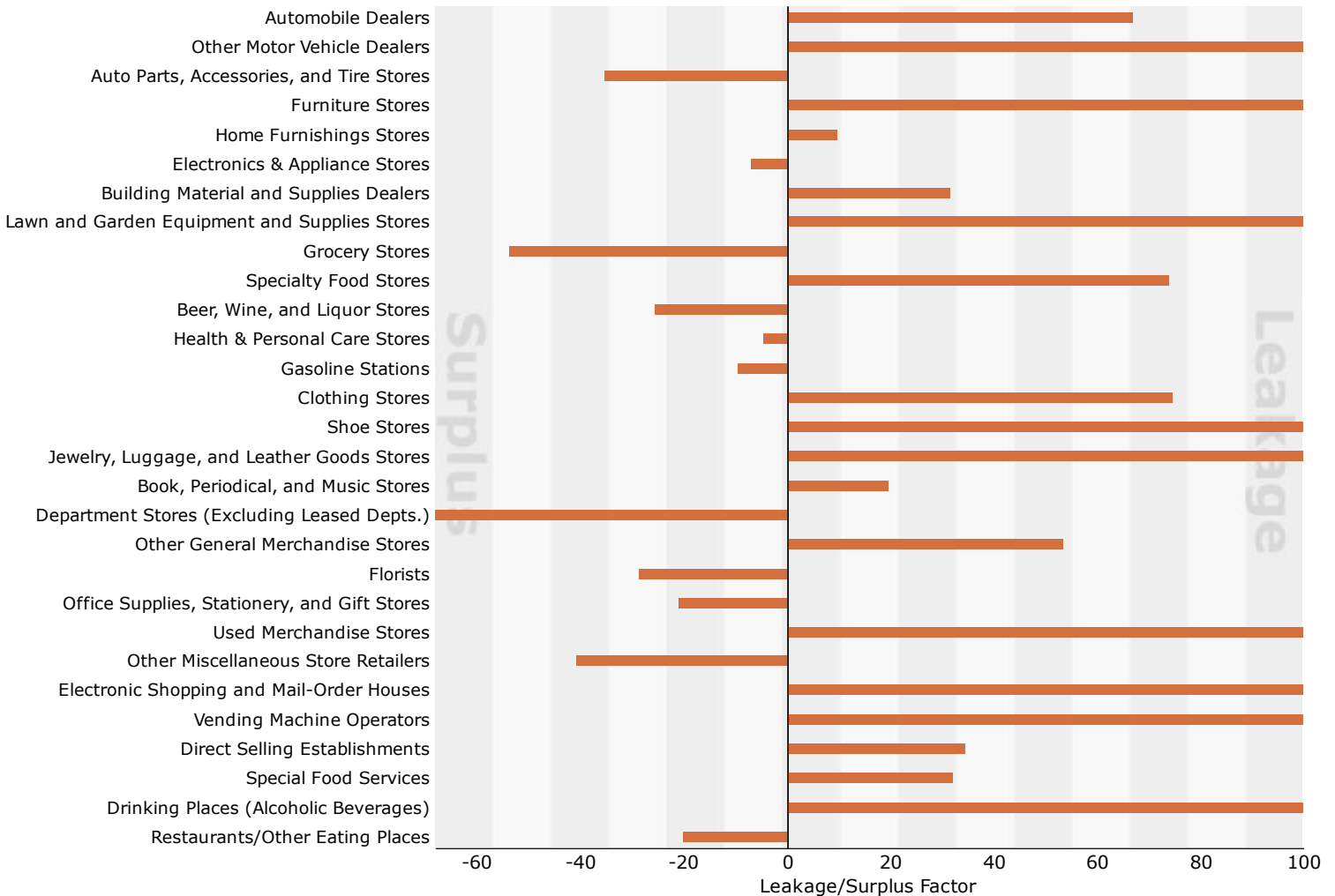
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October 15, 2018

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Eatonton, Georgia
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 33.32609
Longitude: -83.38822

Summary Demographics

2018 Population	23,578
2018 Households	9,384
2018 Median Disposable Income	\$37,533
2018 Per Capita Income	\$26,086

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$321,262,891	\$246,660,663	\$74,602,228	13.1	201
Total Retail Trade	44-45	\$294,258,793	\$225,396,064	\$68,862,729	13.3	152
Total Food & Drink	722	\$27,004,098	\$21,264,599	\$5,739,499	11.9	48

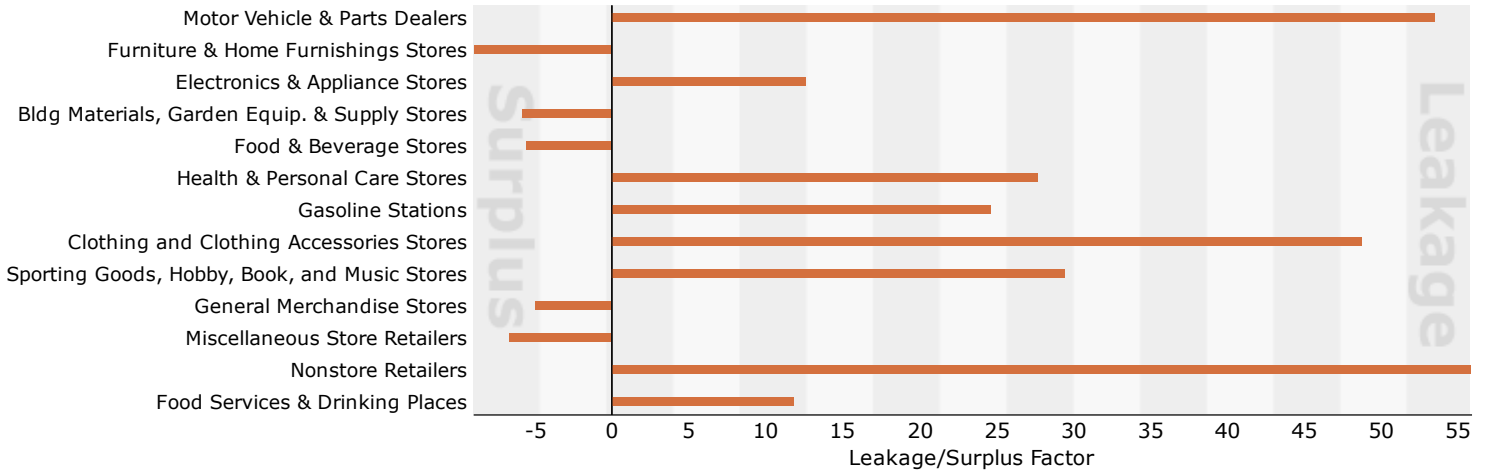
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$67,551,249	\$20,412,259	\$47,138,990	53.6	20
Automobile Dealers	4411	\$55,764,477	\$8,394,675	\$47,369,802	73.8	8
Other Motor Vehicle Dealers	4412	\$6,010,048	\$9,017,357	-\$3,007,309	-20.0	6
Auto Parts, Accessories & Tire Stores	4413	\$5,776,725	\$3,000,227	\$2,776,498	31.6	6
Furniture & Home Furnishings Stores	442	\$10,161,736	\$12,165,822	-\$2,004,086	-9.0	10
Furniture Stores	4421	\$5,332,782	\$4,230,416	\$1,102,366	11.5	4
Home Furnishings Stores	4422	\$4,828,954	\$7,935,406	-\$3,106,452	-24.3	6
Electronics & Appliance Stores	443	\$8,978,161	\$6,971,545	\$2,006,616	12.6	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,002,039	\$23,592,668	-\$2,590,629	-5.8	21
Bldg Material & Supplies Dealers	4441	\$19,679,925	\$19,933,401	-\$253,476	-0.6	17
Lawn & Garden Equip & Supply Stores	4442	\$1,322,114	\$3,659,267	-\$2,337,153	-46.9	4
Food & Beverage Stores	445	\$49,578,366	\$55,434,798	-\$5,856,432	-5.6	21
Grocery Stores	4451	\$43,919,432	\$51,670,822	-\$7,751,390	-8.1	15
Specialty Food Stores	4452	\$2,855,527	\$564,736	\$2,290,791	67.0	3
Beer, Wine & Liquor Stores	4453	\$2,803,408	\$3,199,240	-\$395,832	-6.6	4
Health & Personal Care Stores	446,4461	\$19,649,664	\$11,103,708	\$8,545,956	27.8	8
Gasoline Stations	447,4471	\$35,764,245	\$21,610,998	\$14,153,247	24.7	15
Clothing & Clothing Accessories Stores	448	\$11,957,431	\$4,117,951	\$7,839,480	48.8	8
Clothing Stores	4481	\$8,092,096	\$770,141	\$7,321,955	82.6	3
Shoe Stores	4482	\$1,843,780	\$553,441	\$1,290,339	53.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,021,555	\$2,794,369	-\$772,814	-16.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$7,096,797	\$3,862,004	\$3,234,793	29.5	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,202,822	\$3,501,411	\$2,701,411	27.8	9
Book, Periodical & Music Stores	4512	\$893,974	\$360,593	\$533,381	42.5	2
General Merchandise Stores	452	\$47,636,423	\$52,598,629	-\$4,962,206	-5.0	7
Department Stores Excluding Leased Depts.	4521	\$33,771,774	\$47,055,287	-\$13,283,513	-16.4	2
Other General Merchandise Stores	4529	\$13,864,649	\$5,543,342	\$8,321,307	42.9	5
Miscellaneous Store Retailers	453	\$10,811,284	\$12,372,522	-\$1,561,238	-6.7	24
Florists	4531	\$359,533	\$598,960	-\$239,427	-25.0	5
Office Supplies, Stationery & Gift Stores	4532	\$1,777,215	\$843,161	\$934,054	35.6	5
Used Merchandise Stores	4533	\$1,395,905	\$425,175	\$970,730	53.3	3
Other Miscellaneous Store Retailers	4539	\$7,278,632	\$10,505,226	-\$3,226,594	-18.1	10
Nonstore Retailers	454	\$4,071,397	\$1,153,160	\$2,918,237	55.9	2
Electronic Shopping & Mail-Order Houses	4541	\$2,384,313	\$980,686	\$1,403,627	41.7	1
Vending Machine Operators	4542	\$215,137	\$0	\$215,137	100.0	0
Direct Selling Establishments	4543	\$1,471,948	\$172,474	\$1,299,474	79.0	2
Food Services & Drinking Places	722	\$27,004,098	\$21,264,599	\$5,739,499	11.9	48
Special Food Services	7223	\$288,561	\$1,145,057	-\$856,496	-59.7	2
Drinking Places - Alcoholic Beverages	7224	\$561,266	\$0	\$561,266	100.0	0
Restaurants/Other Eating Places	7225	\$26,154,271	\$20,116,967	\$6,037,304	13.0	46

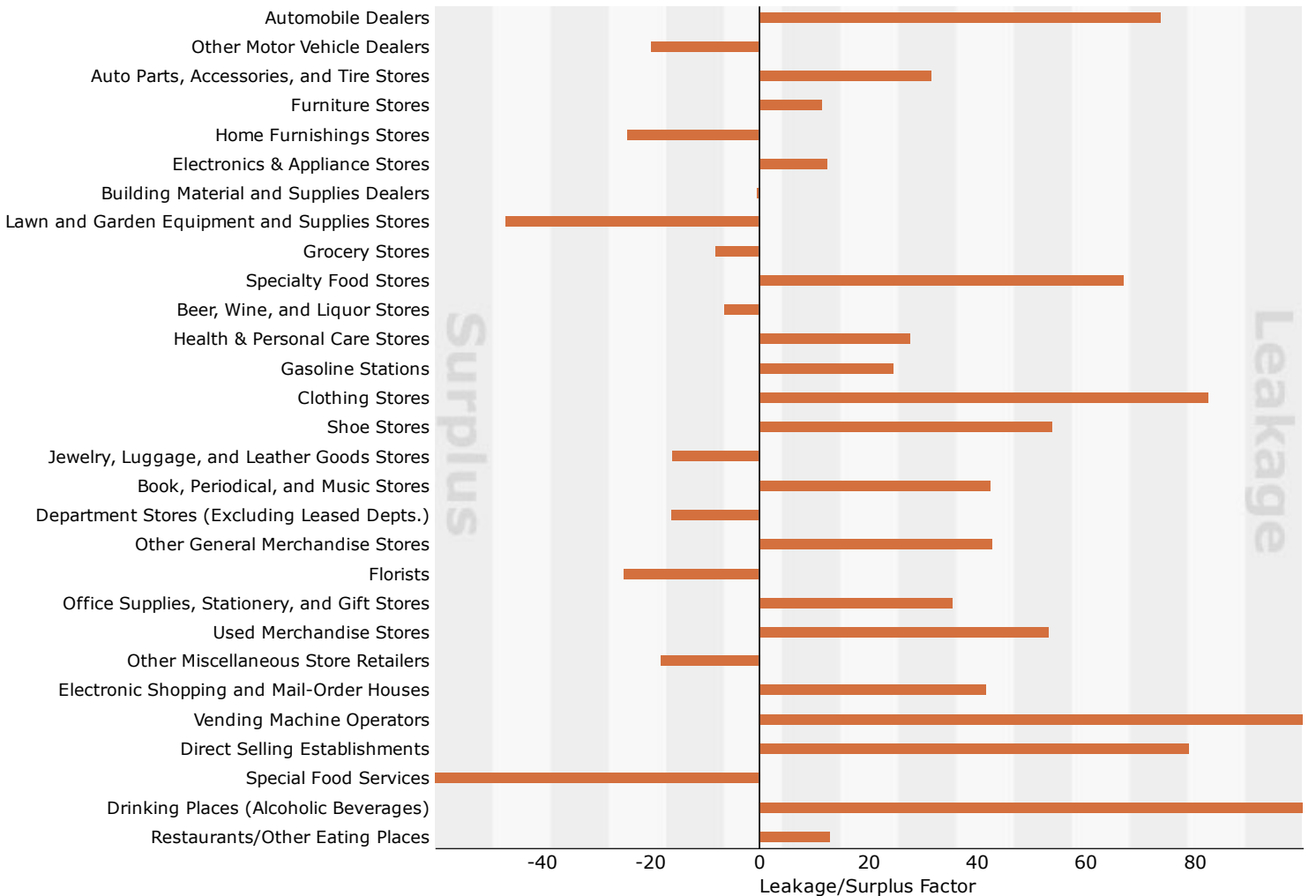
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Eatonton, Georgia
Drive Time: 30 minute radius

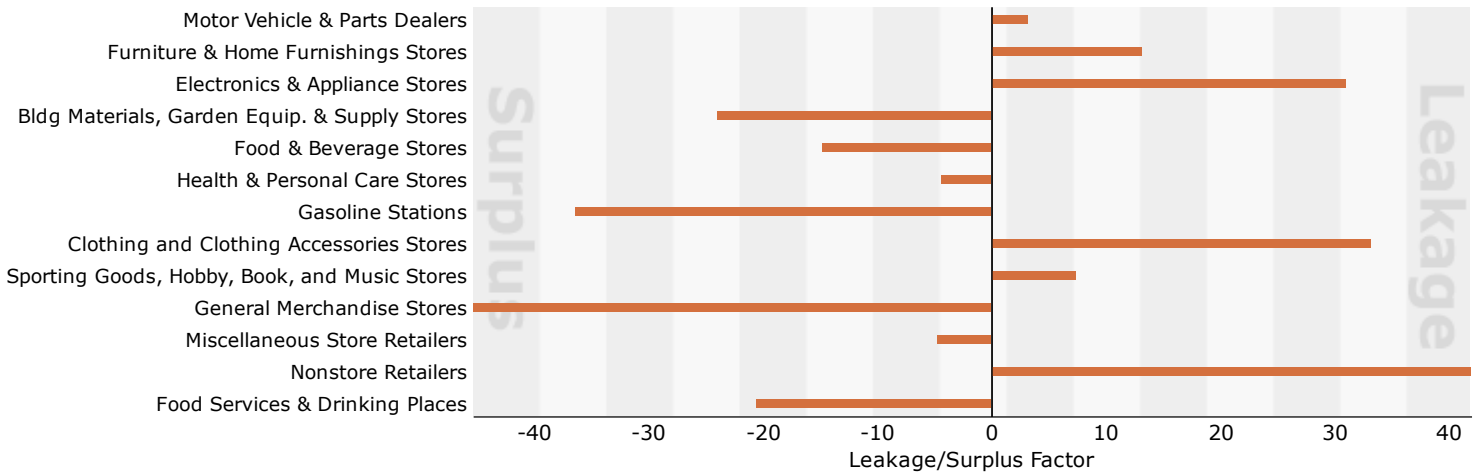
Prepared by Esri
Latitude: 33.32609
Longitude: -83.38822

Summary Demographics						
2018 Population						67,355
2018 Households						26,132
2018 Median Disposable Income						\$37,480
2018 Per Capita Income						\$26,613
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$884,159,644	\$1,292,593,073	-\$408,433,429	-18.8	694
Total Retail Trade	44-45	\$806,214,503	\$1,174,270,086	-\$368,055,583	-18.6	501
Total Food & Drink	722	\$77,945,141	\$118,322,988	-\$40,377,847	-20.6	193
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,970,637	\$169,836,175	\$11,134,462	3.2	68
Automobile Dealers	4411	\$149,389,102	\$141,122,671	\$8,266,431	2.8	32
Other Motor Vehicle Dealers	4412	\$15,677,324	\$14,217,076	\$1,460,248	4.9	9
Auto Parts, Accessories & Tire Stores	4413	\$15,904,211	\$14,496,427	\$1,407,784	4.6	27
Furniture & Home Furnishings Stores	442	\$29,147,000	\$22,354,167	\$6,792,833	13.2	30
Furniture Stores	4421	\$15,466,765	\$11,129,161	\$4,337,604	16.3	14
Home Furnishings Stores	4422	\$13,680,235	\$11,225,006	\$2,455,229	9.9	17
Electronics & Appliance Stores	443	\$25,713,629	\$13,540,554	\$12,173,075	31.0	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$55,084,216	\$90,106,035	-\$35,021,819	-24.1	50
Bldg Material & Supplies Dealers	4441	\$51,749,347	\$82,986,731	-\$31,237,384	-23.2	41
Lawn & Garden Equip & Supply Stores	4442	\$3,334,870	\$7,119,304	-\$3,784,434	-36.2	9
Food & Beverage Stores	445	\$136,869,134	\$184,724,738	-\$47,855,604	-14.9	61
Grocery Stores	4451	\$120,922,180	\$173,569,747	-\$52,647,567	-17.9	37
Specialty Food Stores	4452	\$7,885,095	\$1,939,237	\$5,945,858	60.5	9
Beer, Wine & Liquor Stores	4453	\$8,061,859	\$9,215,753	-\$1,153,894	-6.7	15
Health & Personal Care Stores	446,4461	\$52,936,085	\$57,976,716	-\$5,040,631	-4.5	38
Gasoline Stations	447,4471	\$96,963,480	\$208,614,292	-\$111,650,812	-36.5	48
Clothing & Clothing Accessories Stores	448	\$34,931,526	\$17,492,432	\$17,439,094	33.3	37
Clothing Stores	4481	\$23,505,833	\$9,004,017	\$14,501,816	44.6	26
Shoe Stores	4482	\$5,348,625	\$2,743,245	\$2,605,380	32.2	5
Jewelry, Luggage & Leather Goods Stores	4483	\$6,077,068	\$5,745,170	\$331,898	2.8	7
Sporting Goods, Hobby, Book & Music Stores	451	\$20,134,478	\$17,370,970	\$2,763,508	7.4	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,477,073	\$13,186,936	\$4,290,137	14.0	21
Book, Periodical & Music Stores	4512	\$2,657,406	\$4,184,034	-\$1,526,628	-22.3	6
General Merchandise Stores	452	\$133,468,698	\$355,772,863	-\$222,304,165	-45.4	35
Department Stores Excluding Leased Depts.	4521	\$95,426,620	\$309,490,179	-\$214,063,559	-52.9	14
Other General Merchandise Stores	4529	\$38,042,079	\$46,282,684	-\$8,240,605	-9.8	21
Miscellaneous Store Retailers	453	\$29,086,911	\$32,025,007	-\$2,938,096	-4.8	86
Florists	4531	\$974,642	\$1,467,934	-\$493,292	-20.2	14
Office Supplies, Stationery & Gift Stores	4532	\$5,052,812	\$6,034,317	-\$981,505	-8.9	17
Used Merchandise Stores	4533	\$4,144,927	\$4,850,965	-\$706,038	-7.8	24
Other Miscellaneous Store Retailers	4539	\$18,914,530	\$19,671,791	-\$757,261	-2.0	30
Nonstore Retailers	454	\$10,908,708	\$4,456,138	\$6,452,570	42.0	6
Electronic Shopping & Mail-Order Houses	4541	\$6,776,217	\$1,108,114	\$5,668,103	71.9	1
Vending Machine Operators	4542	\$598,208	\$186,588	\$411,620	52.4	1
Direct Selling Establishments	4543	\$3,534,283	\$3,161,436	\$372,847	5.6	3
Food Services & Drinking Places	722	\$77,945,141	\$118,322,988	-\$40,377,847	-20.6	193
Special Food Services	7223	\$815,107	\$1,451,273	-\$636,166	-28.1	3
Drinking Places - Alcoholic Beverages	7224	\$1,676,201	\$596,391	\$1,079,810	47.5	3
Restaurants/Other Eating Places	7225	\$75,453,833	\$116,275,324	-\$40,821,491	-21.3	187

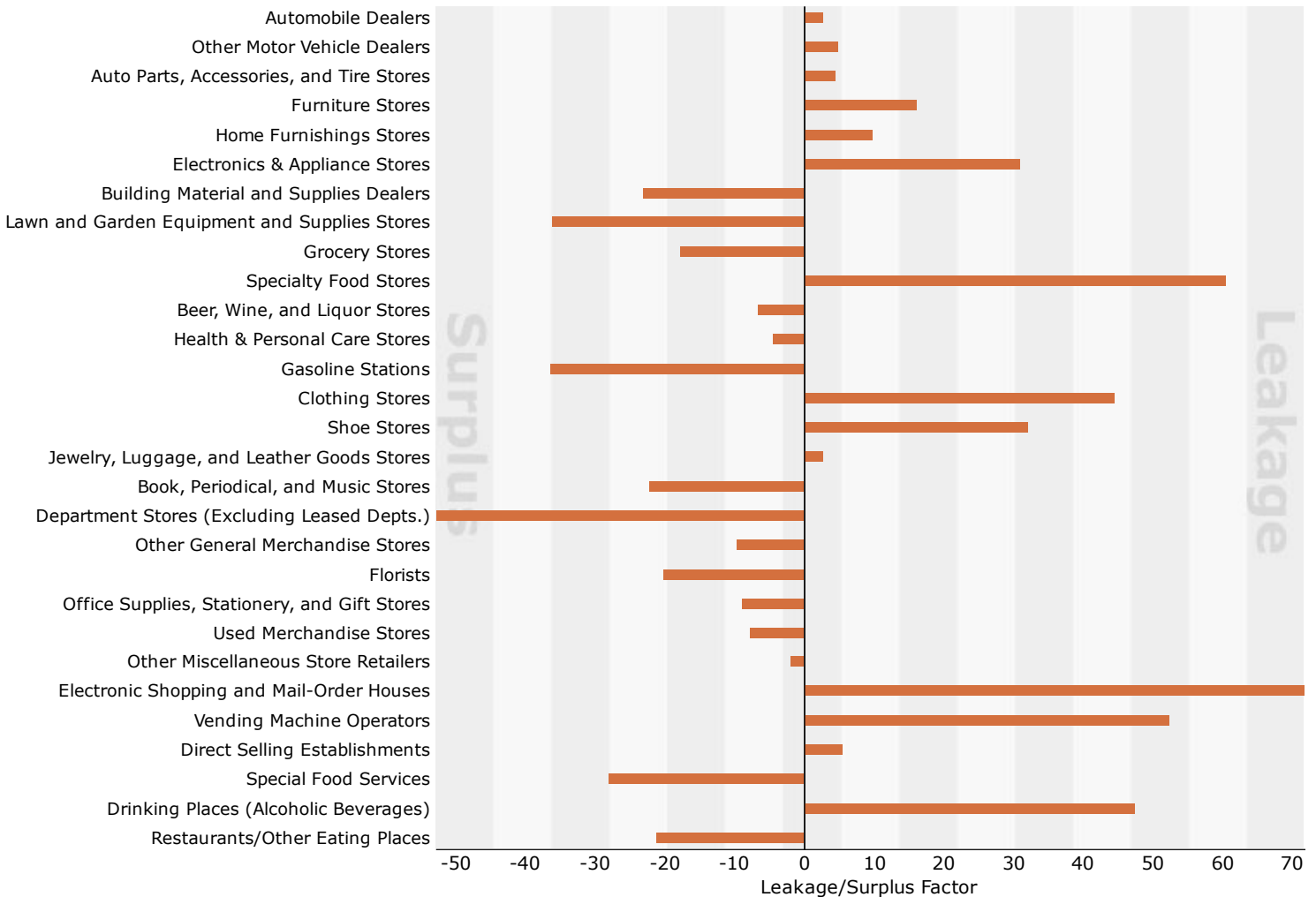
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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