



Retail MarketPlace Profile

301 College Ave, Athens, Georgia, 30601
 Drive Time: 45 minute radius

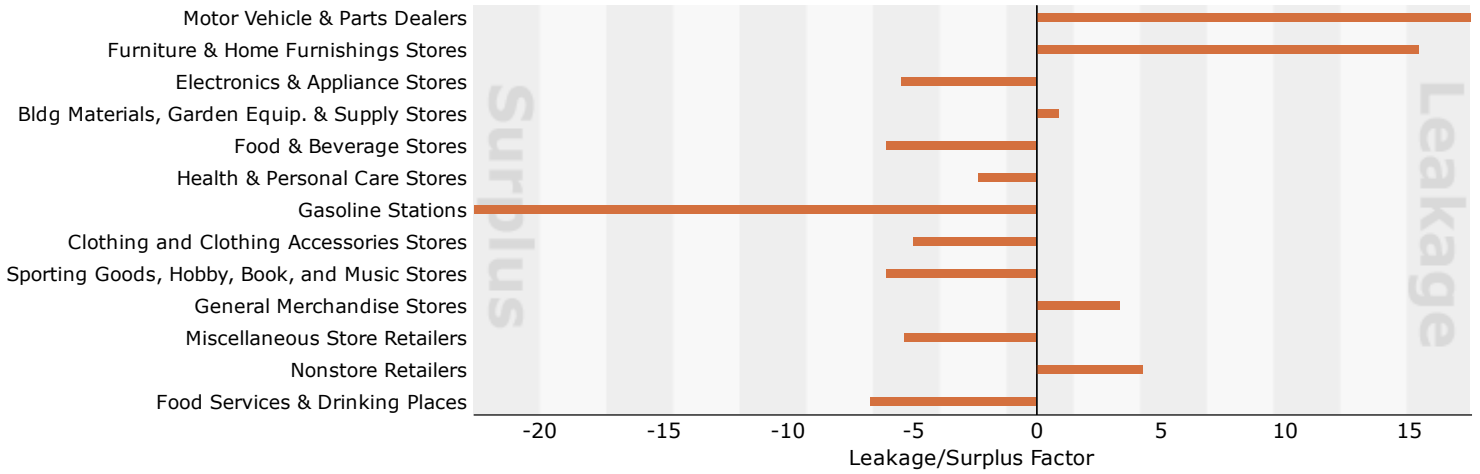
Prepared by Esri
 Latitude: 33.95977
 Longitude: -83.37609

Summary Demographics						
2017 Population						469,134
2017 Households						169,166
2017 Median Disposable Income						\$39,230
2017 Per Capita Income						\$23,954
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	\$5,433,313,985	\$5,622,554,572	-\$189,240,587	-1.7	3,079
Total Retail Trade	44-45	\$4,920,522,152	\$5,036,276,473	-\$115,754,321	-1.2	2,229
Total Food & Drink	722	\$512,791,833	\$586,278,099	-\$73,486,266	-6.7	850
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,068,013,290	\$749,461,158	\$318,552,132	17.5	306
Automobile Dealers	4411	\$881,168,778	\$571,801,318	\$309,367,460	21.3	134
Other Motor Vehicle Dealers	4412	\$90,119,835	\$73,355,364	\$16,764,471	10.3	31
Auto Parts, Accessories & Tire Stores	4413	\$96,724,677	\$104,304,476	-\$7,579,799	-3.8	141
Furniture & Home Furnishings Stores	442	\$188,562,340	\$138,282,926	\$50,279,414	15.4	115
Furniture Stores	4421	\$101,668,355	\$60,569,153	\$41,099,202	25.3	53
Home Furnishings Stores	4422	\$86,893,985	\$77,713,773	\$9,180,212	5.6	63
Electronics & Appliance Stores	443	\$165,531,032	\$184,768,495	-\$19,237,463	-5.5	83
Bldg Materials, Garden Equip. & Supply Stores	444	\$316,399,932	\$310,635,098	\$5,764,834	0.9	174
Bldg Material & Supplies Dealers	4441	\$298,242,934	\$269,793,487	\$28,449,447	5.0	130
Lawn & Garden Equip & Supply Stores	4442	\$18,156,998	\$40,841,611	-\$22,684,613	-38.4	44
Food & Beverage Stores	445	\$844,598,435	\$955,269,691	-\$110,671,256	-6.1	249
Grocery Stores	4451	\$743,792,765	\$852,401,989	-\$108,609,224	-6.8	168
Specialty Food Stores	4452	\$48,887,306	\$69,705,209	-\$20,817,903	-17.6	44
Beer, Wine & Liquor Stores	4453	\$51,918,364	\$33,162,494	\$18,755,870	22.0	36
Health & Personal Care Stores	446,4461	\$305,042,088	\$320,072,801	-\$15,030,713	-2.4	177
Gasoline Stations	447,4471	\$585,478,328	\$930,221,450	-\$344,743,122	-22.7	207
Clothing & Clothing Accessories Stores	448	\$233,747,311	\$258,443,985	-\$24,696,674	-5.0	258
Clothing Stores	4481	\$156,551,495	\$152,124,100	\$4,427,395	1.4	170
Shoe Stores	4482	\$36,254,056	\$44,710,649	-\$8,456,593	-10.4	36
Jewelry, Luggage & Leather Goods Stores	4483	\$40,941,760	\$61,609,236	-\$20,667,476	-20.2	52
Sporting Goods, Hobby, Book & Music Stores	451	\$130,565,514	\$147,395,645	-\$16,830,131	-6.1	142
Sporting Goods/Hobby/Musical Instr Stores	4511	\$112,343,164	\$129,941,446	-\$17,598,282	-7.3	117
Book, Periodical & Music Stores	4512	\$18,222,350	\$17,454,199	\$768,151	2.2	25
General Merchandise Stores	452	\$846,227,048	\$790,935,466	\$55,291,582	3.4	143
Department Stores Excluding Leased Depts.	4521	\$612,307,023	\$533,112,325	\$79,194,698	6.9	40
Other General Merchandise Stores	4529	\$233,920,026	\$257,823,141	-\$23,903,115	-4.9	103
Miscellaneous Store Retailers	453	\$172,236,354	\$191,901,864	-\$19,665,510	-5.4	329
Florists	4531	\$5,979,901	\$8,068,513	-\$2,088,612	-14.9	39
Office Supplies, Stationery & Gift Stores	4532	\$32,388,220	\$14,718,197	\$17,670,023	37.5	50
Used Merchandise Stores	4533	\$28,422,375	\$33,357,821	-\$4,935,446	-8.0	105
Other Miscellaneous Store Retailers	4539	\$105,445,858	\$135,757,333	-\$30,311,475	-12.6	136
Nonstore Retailers	454	\$64,120,479	\$58,887,894	\$5,232,585	4.3	44
Electronic Shopping & Mail-Order Houses	4541	\$43,518,455	\$43,732,661	-\$214,206	-0.2	20
Vending Machine Operators	4542	\$3,752,421	\$1,342,650	\$2,409,771	47.3	5
Direct Selling Establishments	4543	\$16,849,603	\$13,812,582	\$3,037,021	9.9	19
Food Services & Drinking Places	722	\$512,791,833	\$586,278,099	-\$73,486,266	-6.7	850
Special Food Services	7223	\$5,521,373	\$26,880,406	-\$21,359,033	-65.9	23
Drinking Places - Alcoholic Beverages	7224	\$11,557,820	\$9,925,877	\$1,631,943	7.6	38
Restaurants/Other Eating Places	7225	\$495,712,639	\$549,471,816	-\$53,759,177	-5.1	789

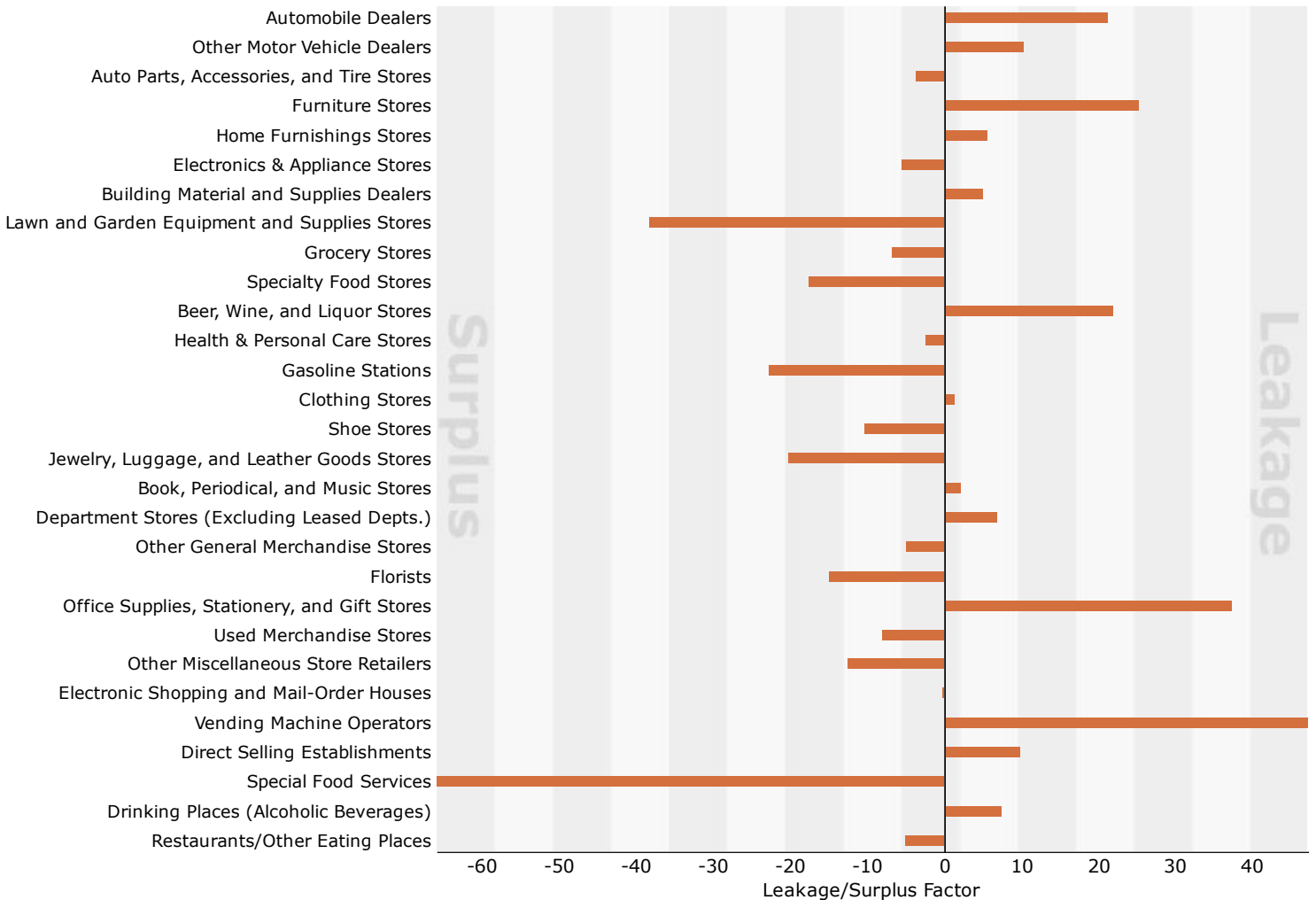
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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