



Retail Market Potential

Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 3 miles radius

Georgia Power Community & Economic
 Latitude: 34.31627
 Longitude: -83.78862

| Demographic Summary | 2010 | 2015 |
|-------------------------|----------|----------|
| Population | 28,606 | 30,761 |
| Total Number of Adults | 21,047 | 22,565 |
| Households | 9,146 | 9,792 |
| Median Household Income | \$43,234 | \$53,442 |

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 9,485 | 45.1% | 90 |
| Bought any women's apparel in last 12 months | 9,233 | 43.9% | 96 |
| Bought apparel for child <13 in last 6 months | 6,142 | 29.2% | 103 |
| Bought any shoes in last 12 months | 10,313 | 49.0% | 94 |
| Bought costume jewelry in last 12 months | 3,997 | 19.0% | 91 |
| Bought any fine jewelry in last 12 months | 4,828 | 22.9% | 104 |
| Bought a watch in last 12 months | 4,017 | 19.1% | 99 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 7,344 | 80.3% | 93 |
| HH bought/leased new vehicle last 12 mo | 656 | 7.2% | 75 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 17,175 | 81.6% | 94 |
| Bought/changed motor oil in last 12 months | 10,569 | 50.2% | 96 |
| Had tune-up in last 12 months | 6,198 | 29.4% | 94 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 12,835 | 61.0% | 99 |
| Drank regular cola in last 6 months | 11,782 | 56.0% | 109 |
| Drank beer/ale in last 6 months | 8,571 | 40.7% | 96 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 2,572 | 12.2% | 95 |
| Bought film in last 12 months | 3,948 | 18.8% | 98 |
| Bought digital camera in last 12 months | 1,354 | 6.4% | 94 |
| Bought memory card for camera in last 12 months | 1,361 | 6.5% | 84 |
| Cell Phones/PDAs & Service (Adults) | | | |
| Bought cell/mobile phone/PDA in last 12 months | 7,346 | 34.9% | 99 |
| Avg monthly cell/mobile phone/PDA bill: \$1-\$49 | 4,038 | 19.2% | 90 |
| Avg monthly cell/mobile phone/PDA bill: \$50-99 | 7,087 | 33.7% | 104 |
| Avg monthly cell/mobile phone/PDA bill: \$100+ | 3,769 | 17.9% | 85 |
| Computers (Households) | | | |
| HH owns a personal computer | 5,873 | 64.2% | 87 |
| Spent <\$500 on most recent home PC purchase | 750 | 8.2% | 95 |
| Spent \$500-\$999 on most recent home PC purchase | 1,354 | 14.8% | 83 |
| Spent \$1000-\$1499 on most recent home PC purchase | 937 | 10.2% | 78 |
| Spent \$1500-\$1999 on most recent home PC purchase | 503 | 5.5% | 78 |
| Spent \$2000+ on most recent home PC purchase | 456 | 5.0% | 80 |

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 12,452 | 59.2% | 98 |
| Bought cigarettes at convenience store in last 30 days | 3,613 | 17.2% | 110 |
| Bought gas at convenience store in last 30 days | 6,541 | 31.1% | 93 |
| Spent at convenience store in last 30 days: <\$20 | 1,867 | 8.9% | 92 |
| Spent at convenience store in last 30 days: \$20-39 | 2,280 | 10.8% | 106 |
| Spent at convenience store in last 30 days: \$40+ | 7,149 | 34.0% | 94 |
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 11,740 | 55.8% | 95 |
| Went to live theater in last 12 months | 2,052 | 9.8% | 74 |
| Went to a bar/night club in last 12 months | 3,360 | 16.0% | 84 |
| Dined out in last 12 months | 8,468 | 40.2% | 82 |
| Gambled at a casino in last 12 months | 2,917 | 13.9% | 86 |
| Visited a theme park in last 12 months | 3,807 | 18.1% | 84 |
| DVDs rented in last 30 days: 1 | 471 | 2.2% | 85 |
| DVDs rented in last 30 days: 2 | 740 | 3.5% | 76 |
| DVDs rented in last 30 days: 3 | 567 | 2.7% | 84 |
| DVDs rented in last 30 days: 4 | 708 | 3.4% | 87 |
| DVDs rented in last 30 days: 5+ | 2,584 | 12.3% | 93 |
| DVDs purchased in last 30 days: 1 | 925 | 4.4% | 88 |
| DVDs purchased in last 30 days: 2 | 866 | 4.1% | 87 |
| DVDs purchased in last 30 days: 3-4 | 813 | 3.9% | 83 |
| DVDs purchased in last 30 days: 5+ | 1,224 | 5.8% | 112 |
| Spent on toys/games in last 12 months: <\$50 | 1,335 | 6.3% | 104 |
| Spent on toys/games in last 12 months: \$50-\$99 | 593 | 2.8% | 102 |
| Spent on toys/games in last 12 months: \$100-\$199 | 1,482 | 7.0% | 98 |
| Spent on toys/games in last 12 months: \$200-\$499 | 2,086 | 9.9% | 91 |
| Spent on toys/games in last 12 months: \$500+ | 857 | 4.1% | 71 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 2,607 | 12.4% | 64 |
| Used ATM/cash machine in last 12 months | 9,099 | 43.2% | 85 |
| Own any stock | 1,423 | 6.8% | 74 |
| Own U.S. savings bond | 933 | 4.4% | 65 |
| Own shares in mutual fund (stock) | 1,233 | 5.9% | 62 |
| Own shares in mutual fund (bonds) | 847 | 4.0% | 68 |
| Used full service brokerage firm in last 12 months | 966 | 4.6% | 74 |
| Have savings account | 6,348 | 30.2% | 83 |
| Have 401K retirement savings | 2,331 | 11.1% | 62 |
| Did banking over the Internet in last 12 months | 4,353 | 20.7% | 76 |
| Own any credit/debit card (in own name) | 13,676 | 65.0% | 88 |
| Avg monthly credit card expenditures: <\$111 | 2,627 | 12.5% | 90 |
| Avg monthly credit card expenditures: \$111-225 | 1,267 | 6.0% | 77 |
| Avg monthly credit card expenditures: \$226-450 | 1,363 | 6.5% | 87 |
| Avg monthly credit card expenditures: \$451-700 | 1,100 | 5.2% | 82 |
| Avg monthly credit card expenditures: \$701+ | 1,912 | 9.1% | 68 |

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 14,794 | 70.3% | 99 |
| Used bread in last 6 months | 20,195 | 96.0% | 99 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 16,157 | 76.8% | 99 |
| Used fish/seafood (fresh or frozen) in last 6 months | 10,809 | 51.4% | 97 |
| Used fresh fruit/vegetables in last 6 months | 17,980 | 85.4% | 98 |
| Used fresh milk in last 6 months | 18,826 | 89.4% | 98 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 5,517 | 26.2% | 87 |
| Exercise at club 2+ times per week | 2,158 | 10.3% | 83 |
| Visited a doctor in last 12 months | 15,358 | 73.0% | 94 |
| Used vitamin/dietary supplement in last 6 months | 9,306 | 44.2% | 91 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 2,398 | 26.2% | 83 |
| Used housekeeper/maid/prof HH cleaning service in the last 12 months | 1,219 | 13.3% | 86 |
| Purchased any HH furnishing in last 12 months | 2,388 | 26.1% | 87 |
| Purchased bedding/bath goods in last 12 months | 4,839 | 52.9% | 97 |
| Purchased cooking/serving product in last 12 months | 2,429 | 26.6% | 97 |
| Bought any kitchen appliance in last 12 months | 1,408 | 15.4% | 88 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 8,139 | 38.7% | 81 |
| Have medical/hospital/accident insurance | 13,497 | 64.1% | 89 |
| Carry homeowner insurance | 8,520 | 40.5% | 77 |
| Carry renter insurance | 1,214 | 5.8% | 94 |
| Have auto/other vehicle insurance | 16,140 | 76.7% | 92 |
| Pets (Households) | | | |
| HH owns any pet | 4,125 | 45.1% | 87 |
| HH owns any cat | 1,881 | 20.6% | 85 |
| HH owns any dog | 2,939 | 32.1% | 85 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 9,088 | 43.2% | 86 |
| Read any daily newspaper | 7,705 | 36.6% | 88 |
| Heavy magazine reader | 3,686 | 17.5% | 88 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 mo | 14,135 | 67.2% | 93 |
| Went to family restaurant/steak house last mo: <2 times | 5,136 | 24.4% | 95 |
| Went to family restaurant/steak house last mo: 2-4 times | 5,126 | 24.4% | 90 |
| Went to family restaurant/steak house last mo: 5+ times | 3,870 | 18.4% | 95 |
| Went to fast food/drive-in restaurant in last 6 mo | 18,424 | 87.5% | 99 |
| Went to fast food/drive-in restaurant <6 times/mo | 7,238 | 34.4% | 98 |
| Went to fast food/drive-in restaurant 6-13 times/mo | 5,876 | 27.9% | 96 |
| Went to fast food/drive-in restaurant 14+ times/mo | 5,310 | 25.2% | 101 |
| Fast food/drive-in last 6 mo: eat in | 7,333 | 34.8% | 93 |
| Fast food/drive-in last 6 mo: home delivery | 2,041 | 9.7% | 93 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 10,203 | 48.5% | 92 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 4,747 | 22.6% | 92 |

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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 5,327 | 58.2% | 90 |
| HH average monthly long distance phone bill: <\$16 | 2,261 | 24.7% | 89 |
| HH average monthly long distance phone bill: \$16-25 | 936 | 10.2% | 90 |
| HH average monthly long distance phone bill: \$26-59 | 694 | 7.6% | 83 |
| HH average monthly long distance phone bill: \$60+ | 371 | 4.1% | 91 |
| Television & Sound Equipment (Adults/Households) | | | |
| HH owns 1 TV | 2,153 | 23.5% | 120 |
| HH owns 2 TVs | 2,485 | 27.2% | 103 |
| HH owns 3 TVs | 2,003 | 21.9% | 98 |
| HH owns 4+ TVs | 1,400 | 15.3% | 73 |
| HH subscribes to cable TV | 5,232 | 57.2% | 99 |
| HH Purchased audio equipment in last 12 months | 819 | 9.0% | 92 |
| HH Purchased CD player in last 12 months | 340 | 3.7% | 96 |
| HH Purchased DVD player in last 12 months | 858 | 9.4% | 97 |
| HH Purchased MP3 player in last 12 months | 1,995 | 9.5% | 93 |
| HH Purchased video game system in last 12 months | 836 | 9.1% | 85 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 8,698 | 41.3% | 79 |
| Took 3+ domestic trips in last 12 months | 2,338 | 11.1% | 75 |
| Spent on domestic vacations last 12 mo: <\$1000 | 2,165 | 10.3% | 82 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 901 | 4.3% | 64 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 745 | 3.5% | 87 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 663 | 3.2% | 76 |
| Spent on domestic vacations last 12 mo: \$3000+ | 738 | 3.5% | 69 |
| Foreign travel in last 3 years | 4,378 | 20.8% | 81 |
| Took 3+ foreign trips by plane in last 3 years | 733 | 3.5% | 73 |
| Spent on foreign vacations last 12 mo: <\$1000 | 1,107 | 5.3% | 88 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 759 | 3.6% | 88 |
| Spent on foreign vacations last 12 mo: \$3000+ | 720 | 3.4% | 70 |
| Stayed 1+ nights at hotel/motel in last 12 months | 6,216 | 29.5% | 73 |

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 Ring: 5 miles radius

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| Demographic Summary | 2010 | 2015 |
|-------------------------|----------|----------|
| Population | 65,034 | 71,330 |
| Total Number of Adults | 47,220 | 51,534 |
| Households | 20,322 | 22,233 |
| Median Household Income | \$48,818 | \$56,555 |

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 22,540 | 47.7% | 96 |
| Bought any women's apparel in last 12 months | 20,922 | 44.3% | 97 |
| Bought apparel for child <13 in last 6 months | 14,570 | 30.9% | 108 |
| Bought any shoes in last 12 months | 23,402 | 49.6% | 95 |
| Bought costume jewelry in last 12 months | 9,128 | 19.3% | 93 |
| Bought any fine jewelry in last 12 months | 10,778 | 22.8% | 104 |
| Bought a watch in last 12 months | 9,125 | 19.3% | 100 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 16,662 | 82.0% | 95 |
| HH bought/leased new vehicle last 12 mo | 1,569 | 7.7% | 81 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 38,721 | 82.0% | 94 |
| Bought/changed motor oil in last 12 months | 23,681 | 50.2% | 96 |
| Had tune-up in last 12 months | 14,467 | 30.6% | 98 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 29,468 | 62.4% | 101 |
| Drank regular cola in last 6 months | 26,878 | 56.9% | 111 |
| Drank beer/ale in last 6 months | 19,502 | 41.3% | 97 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 5,781 | 12.2% | 95 |
| Bought film in last 12 months | 9,009 | 19.1% | 100 |
| Bought digital camera in last 12 months | 2,923 | 6.2% | 90 |
| Bought memory card for camera in last 12 months | 3,262 | 6.9% | 90 |
| Cell Phones/PDAs & Service (Adults) | | | |
| Bought cell/mobile phone/PDA in last 12 months | 16,792 | 35.6% | 100 |
| Avg monthly cell/mobile phone/PDA bill: \$1-\$49 | 9,322 | 19.7% | 92 |
| Avg monthly cell/mobile phone/PDA bill: \$50-99 | 16,046 | 34.0% | 105 |
| Avg monthly cell/mobile phone/PDA bill: \$100+ | 8,595 | 18.2% | 86 |
| Computers (Households) | | | |
| HH owns a personal computer | 13,340 | 65.6% | 89 |
| Spent <\$500 on most recent home PC purchase | 1,739 | 8.6% | 99 |
| Spent \$500-\$999 on most recent home PC purchase | 3,095 | 15.2% | 85 |
| Spent \$1000-\$1499 on most recent home PC purchase | 2,167 | 10.7% | 82 |
| Spent \$1500-\$1999 on most recent home PC purchase | 1,095 | 5.4% | 76 |
| Spent \$2000+ on most recent home PC purchase | 1,004 | 4.9% | 80 |

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 Ring: 5 miles radius

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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 28,905 | 61.2% | 102 |
| Bought cigarettes at convenience store in last 30 days | 7,754 | 16.4% | 105 |
| Bought gas at convenience store in last 30 days | 15,030 | 31.8% | 95 |
| Spent at convenience store in last 30 days: <\$20 | 4,717 | 10.0% | 104 |
| Spent at convenience store in last 30 days: \$20-39 | 4,944 | 10.5% | 103 |
| Spent at convenience store in last 30 days: \$40+ | 16,612 | 35.2% | 98 |
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 27,027 | 57.2% | 97 |
| Went to live theater in last 12 months | 4,799 | 10.2% | 77 |
| Went to a bar/night club in last 12 months | 7,363 | 15.6% | 82 |
| Dined out in last 12 months | 19,112 | 40.5% | 82 |
| Gambled at a casino in last 12 months | 7,449 | 15.8% | 98 |
| Visited a theme park in last 12 months | 9,078 | 19.2% | 89 |
| DVDs rented in last 30 days: 1 | 1,075 | 2.3% | 86 |
| DVDs rented in last 30 days: 2 | 1,591 | 3.4% | 73 |
| DVDs rented in last 30 days: 3 | 1,229 | 2.6% | 81 |
| DVDs rented in last 30 days: 4 | 1,573 | 3.3% | 86 |
| DVDs rented in last 30 days: 5+ | 5,975 | 12.7% | 96 |
| DVDs purchased in last 30 days: 1 | 2,313 | 4.9% | 98 |
| DVDs purchased in last 30 days: 2 | 1,839 | 3.9% | 82 |
| DVDs purchased in last 30 days: 3-4 | 1,959 | 4.1% | 90 |
| DVDs purchased in last 30 days: 5+ | 3,079 | 6.5% | 125 |
| Spent on toys/games in last 12 months: <\$50 | 2,988 | 6.3% | 104 |
| Spent on toys/games in last 12 months: \$50-\$99 | 1,361 | 2.9% | 104 |
| Spent on toys/games in last 12 months: \$100-\$199 | 3,314 | 7.0% | 98 |
| Spent on toys/games in last 12 months: \$200-\$499 | 4,912 | 10.4% | 96 |
| Spent on toys/games in last 12 months: \$500+ | 2,031 | 4.3% | 75 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 5,833 | 12.4% | 64 |
| Used ATM/cash machine in last 12 months | 20,931 | 44.3% | 87 |
| Own any stock | 2,961 | 6.3% | 68 |
| Own U.S. savings bond | 2,210 | 4.7% | 68 |
| Own shares in mutual fund (stock) | 2,769 | 5.9% | 62 |
| Own shares in mutual fund (bonds) | 1,756 | 3.7% | 63 |
| Used full service brokerage firm in last 12 months | 2,026 | 4.3% | 69 |
| Have savings account | 14,108 | 29.9% | 82 |
| Have 401K retirement savings | 5,457 | 11.6% | 65 |
| Did banking over the Internet in last 12 months | 9,832 | 20.8% | 76 |
| Own any credit/debit card (in own name) | 30,399 | 64.4% | 87 |
| Avg monthly credit card expenditures: <\$111 | 5,826 | 12.3% | 89 |
| Avg monthly credit card expenditures: \$111-225 | 2,903 | 6.1% | 79 |
| Avg monthly credit card expenditures: \$226-450 | 2,993 | 6.3% | 85 |
| Avg monthly credit card expenditures: \$451-700 | 2,425 | 5.1% | 81 |
| Avg monthly credit card expenditures: \$701+ | 4,178 | 8.8% | 66 |

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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 32,986 | 69.9% | 98 |
| Used bread in last 6 months | 45,232 | 95.8% | 99 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 35,916 | 76.1% | 98 |
| Used fish/seafood (fresh or frozen) in last 6 months | 23,826 | 50.5% | 95 |
| Used fresh fruit/vegetables in last 6 months | 40,225 | 85.2% | 98 |
| Used fresh milk in last 6 months | 42,479 | 90.0% | 99 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 12,825 | 27.2% | 90 |
| Exercise at club 2+ times per week | 4,790 | 10.1% | 83 |
| Visited a doctor in last 12 months | 33,736 | 71.4% | 92 |
| Used vitamin/dietary supplement in last 6 months | 20,351 | 43.1% | 89 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 5,217 | 25.7% | 81 |
| Used housekeeper/maid/prof HH cleaning service in the last 12 months | 2,772 | 13.6% | 88 |
| Purchased any HH furnishing in last 12 months | 5,337 | 26.3% | 88 |
| Purchased bedding/bath goods in last 12 months | 10,874 | 53.5% | 98 |
| Purchased cooking/serving product in last 12 months | 5,365 | 26.4% | 96 |
| Bought any kitchen appliance in last 12 months | 3,083 | 15.2% | 87 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 17,789 | 37.7% | 79 |
| Have medical/hospital/accident insurance | 29,298 | 62.0% | 86 |
| Carry homeowner insurance | 18,832 | 39.9% | 76 |
| Carry renter insurance | 2,601 | 5.5% | 90 |
| Have auto/other vehicle insurance | 36,831 | 78.0% | 94 |
| Pets (Households) | | | |
| HH owns any pet | 9,479 | 46.6% | 90 |
| HH owns any cat | 4,194 | 20.6% | 86 |
| HH owns any dog | 6,920 | 34.1% | 90 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 20,554 | 43.5% | 87 |
| Read any daily newspaper | 16,596 | 35.1% | 85 |
| Heavy magazine reader | 8,961 | 19.0% | 95 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 mo | 32,119 | 68.0% | 94 |
| Went to family restaurant/steak house last mo: <2 times | 11,438 | 24.2% | 94 |
| Went to family restaurant/steak house last mo: 2-4 times | 11,903 | 25.2% | 93 |
| Went to family restaurant/steak house last mo: 5+ times | 8,773 | 18.6% | 96 |
| Went to fast food/drive-in restaurant in last 6 mo | 41,837 | 88.6% | 100 |
| Went to fast food/drive-in restaurant <6 times/mo | 15,876 | 33.6% | 96 |
| Went to fast food/drive-in restaurant 6-13 times/mo | 13,568 | 28.7% | 99 |
| Went to fast food/drive-in restaurant 14+ times/mo | 12,393 | 26.2% | 105 |
| Fast food/drive-in last 6 mo: eat in | 17,042 | 36.1% | 96 |
| Fast food/drive-in last 6 mo: home delivery | 5,065 | 10.7% | 103 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 23,124 | 49.0% | 93 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 10,985 | 23.3% | 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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Retail Market Potential

Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 5 miles radius

Georgia Power Community & Economic
 Latitude: 34.31627
 Longitude: -83.78862

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 11,894 | 58.5% | 91 |
| HH average monthly long distance phone bill: <\$16 | 4,981 | 24.5% | 89 |
| HH average monthly long distance phone bill: \$16-25 | 2,131 | 10.5% | 92 |
| HH average monthly long distance phone bill: \$26-59 | 1,594 | 7.8% | 86 |
| HH average monthly long distance phone bill: \$60+ | 831 | 4.1% | 92 |
| Television & Sound Equipment (Adults/Households) | | | |
| HH owns 1 TV | 4,843 | 23.8% | 121 |
| HH owns 2 TVs | 5,258 | 25.9% | 98 |
| HH owns 3 TVs | 4,470 | 22.0% | 98 |
| HH owns 4+ TVs | 3,333 | 16.4% | 78 |
| HH subscribes to cable TV | 11,126 | 54.7% | 94 |
| HH Purchased audio equipment in last 12 months | 1,856 | 9.1% | 94 |
| HH Purchased CD player in last 12 months | 766 | 3.8% | 97 |
| HH Purchased DVD player in last 12 months | 1,880 | 9.3% | 95 |
| HH Purchased MP3 player in last 12 months | 4,415 | 9.4% | 92 |
| HH Purchased video game system in last 12 months | 2,092 | 10.3% | 96 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 20,119 | 42.6% | 82 |
| Took 3+ domestic trips in last 12 months | 5,653 | 12.0% | 81 |
| Spent on domestic vacations last 12 mo: <\$1000 | 4,874 | 10.3% | 82 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 2,165 | 4.6% | 68 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 1,638 | 3.5% | 85 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 1,463 | 3.1% | 75 |
| Spent on domestic vacations last 12 mo: \$3000+ | 1,695 | 3.6% | 71 |
| Foreign travel in last 3 years | 10,063 | 21.3% | 83 |
| Took 3+ foreign trips by plane in last 3 years | 1,588 | 3.4% | 71 |
| Spent on foreign vacations last 12 mo: <\$1000 | 2,480 | 5.3% | 88 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 1,678 | 3.6% | 87 |
| Spent on foreign vacations last 12 mo: \$3000+ | 1,465 | 3.1% | 63 |
| Stayed 1+ nights at hotel/motel in last 12 months | 14,431 | 30.6% | 75 |

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Retail Market Potential

Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 10 miles radius

Georgia Power Community & Economic
 Latitude: 34.31627
 Longitude: -83.78862

| Demographic Summary | 2010 | 2015 |
|-------------------------|----------|----------|
| Population | 145,816 | 162,468 |
| Total Number of Adults | 106,108 | 117,771 |
| Households | 47,353 | 52,536 |
| Median Household Income | \$53,667 | \$60,115 |

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 53,616 | 50.5% | 101 |
| Bought any women's apparel in last 12 months | 47,848 | 45.1% | 99 |
| Bought apparel for child <13 in last 6 months | 32,018 | 30.2% | 106 |
| Bought any shoes in last 12 months | 53,862 | 50.8% | 98 |
| Bought costume jewelry in last 12 months | 20,266 | 19.1% | 91 |
| Bought any fine jewelry in last 12 months | 22,813 | 21.5% | 98 |
| Bought a watch in last 12 months | 20,202 | 19.0% | 98 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 41,458 | 87.6% | 102 |
| HH bought/leased new vehicle last 12 mo | 4,298 | 9.1% | 95 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 92,721 | 87.4% | 100 |
| Bought/changed motor oil in last 12 months | 58,406 | 55.0% | 106 |
| Had tune-up in last 12 months | 33,052 | 31.1% | 100 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 64,367 | 60.7% | 98 |
| Drank regular cola in last 6 months | 58,362 | 55.0% | 107 |
| Drank beer/ale in last 6 months | 43,071 | 40.6% | 95 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 13,326 | 12.6% | 98 |
| Bought film in last 12 months | 20,794 | 19.6% | 102 |
| Bought digital camera in last 12 months | 6,927 | 6.5% | 95 |
| Bought memory card for camera in last 12 months | 7,713 | 7.3% | 95 |
| Cell Phones/PDAs & Service (Adults) | | | |
| Bought cell/mobile phone/PDA in last 12 months | 37,713 | 35.5% | 100 |
| Avg monthly cell/mobile phone/PDA bill: \$1-\$49 | 22,583 | 21.3% | 99 |
| Avg monthly cell/mobile phone/PDA bill: \$50-99 | 34,990 | 33.0% | 102 |
| Avg monthly cell/mobile phone/PDA bill: \$100+ | 21,269 | 20.0% | 95 |
| Computers (Households) | | | |
| HH owns a personal computer | 33,357 | 70.4% | 95 |
| Spent <\$500 on most recent home PC purchase | 4,152 | 8.8% | 101 |
| Spent \$500-\$999 on most recent home PC purchase | 8,268 | 17.5% | 98 |
| Spent \$1000-\$1499 on most recent home PC purchase | 5,701 | 12.0% | 92 |
| Spent \$1500-\$1999 on most recent home PC purchase | 2,912 | 6.2% | 87 |
| Spent \$2000+ on most recent home PC purchase | 2,383 | 5.0% | 81 |

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Retail Market Potential

Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 10 miles radius

Georgia Power Community & Economic
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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 66,731 | 62.9% | 104 |
| Bought cigarettes at convenience store in last 30 days | 17,940 | 16.9% | 108 |
| Bought gas at convenience store in last 30 days | 38,492 | 36.3% | 108 |
| Spent at convenience store in last 30 days: <\$20 | 10,396 | 9.8% | 102 |
| Spent at convenience store in last 30 days: \$20-39 | 11,043 | 10.4% | 102 |
| Spent at convenience store in last 30 days: \$40+ | 40,240 | 37.9% | 105 |
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 59,496 | 56.1% | 95 |
| Went to live theater in last 12 months | 11,144 | 10.5% | 80 |
| Went to a bar/night club in last 12 months | 17,407 | 16.4% | 86 |
| Dined out in last 12 months | 47,937 | 45.2% | 92 |
| Gambled at a casino in last 12 months | 16,492 | 15.5% | 97 |
| Visited a theme park in last 12 months | 20,259 | 19.1% | 89 |
| DVDs rented in last 30 days: 1 | 2,587 | 2.4% | 92 |
| DVDs rented in last 30 days: 2 | 3,879 | 3.7% | 79 |
| DVDs rented in last 30 days: 3 | 2,846 | 2.7% | 84 |
| DVDs rented in last 30 days: 4 | 3,827 | 3.6% | 93 |
| DVDs rented in last 30 days: 5+ | 13,311 | 12.5% | 95 |
| DVDs purchased in last 30 days: 1 | 5,371 | 5.1% | 102 |
| DVDs purchased in last 30 days: 2 | 4,613 | 4.3% | 92 |
| DVDs purchased in last 30 days: 3-4 | 4,468 | 4.2% | 91 |
| DVDs purchased in last 30 days: 5+ | 6,628 | 6.2% | 120 |
| Spent on toys/games in last 12 months: <\$50 | 6,843 | 6.4% | 106 |
| Spent on toys/games in last 12 months: \$50-\$99 | 2,905 | 2.7% | 99 |
| Spent on toys/games in last 12 months: \$100-\$199 | 7,648 | 7.2% | 100 |
| Spent on toys/games in last 12 months: \$200-\$499 | 11,351 | 10.7% | 99 |
| Spent on toys/games in last 12 months: \$500+ | 5,348 | 5.0% | 88 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 17,641 | 16.6% | 87 |
| Used ATM/cash machine in last 12 months | 50,046 | 47.2% | 93 |
| Own any stock | 7,862 | 7.4% | 81 |
| Own U.S. savings bond | 6,415 | 6.0% | 88 |
| Own shares in mutual fund (stock) | 7,874 | 7.4% | 79 |
| Own shares in mutual fund (bonds) | 4,657 | 4.4% | 74 |
| Used full service brokerage firm in last 12 months | 5,130 | 4.8% | 78 |
| Have savings account | 36,281 | 34.2% | 94 |
| Have 401K retirement savings | 15,906 | 15.0% | 85 |
| Did banking over the Internet in last 12 months | 25,585 | 24.1% | 88 |
| Own any credit/debit card (in own name) | 73,748 | 69.5% | 94 |
| Avg monthly credit card expenditures: <\$111 | 14,472 | 13.6% | 98 |
| Avg monthly credit card expenditures: \$111-225 | 7,523 | 7.1% | 91 |
| Avg monthly credit card expenditures: \$226-450 | 7,373 | 6.9% | 93 |
| Avg monthly credit card expenditures: \$451-700 | 6,241 | 5.9% | 92 |
| Avg monthly credit card expenditures: \$701+ | 10,310 | 9.7% | 73 |

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 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 10 miles radius

Georgia Power Community & Economic
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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 76,993 | 72.6% | 102 |
| Used bread in last 6 months | 102,534 | 96.6% | 100 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 81,879 | 77.2% | 100 |
| Used fish/seafood (fresh or frozen) in last 6 months | 55,524 | 52.3% | 99 |
| Used fresh fruit/vegetables in last 6 months | 91,337 | 86.1% | 99 |
| Used fresh milk in last 6 months | 97,000 | 91.4% | 101 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 30,251 | 28.5% | 95 |
| Exercise at club 2+ times per week | 10,054 | 9.5% | 77 |
| Visited a doctor in last 12 months | 78,908 | 74.4% | 96 |
| Used vitamin/dietary supplement in last 6 months | 47,876 | 45.1% | 93 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 14,786 | 31.2% | 99 |
| Used housekeeper/maid/prof HH cleaning service in the last 12 months | 6,321 | 13.3% | 86 |
| Purchased any HH furnishing in last 12 months | 13,102 | 27.7% | 92 |
| Purchased bedding/bath goods in last 12 months | 25,447 | 53.7% | 98 |
| Purchased cooking/serving product in last 12 months | 12,879 | 27.2% | 99 |
| Bought any kitchen appliance in last 12 months | 8,016 | 16.9% | 97 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 47,888 | 45.1% | 94 |
| Have medical/hospital/accident insurance | 71,455 | 67.3% | 94 |
| Carry homeowner insurance | 53,420 | 50.3% | 95 |
| Carry renter insurance | 5,339 | 5.0% | 82 |
| Have auto/other vehicle insurance | 88,703 | 83.6% | 101 |
| Pets (Households) | | | |
| HH owns any pet | 26,843 | 56.7% | 110 |
| HH owns any cat | 12,595 | 26.6% | 110 |
| HH owns any dog | 20,525 | 43.3% | 114 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 48,822 | 46.0% | 92 |
| Read any daily newspaper | 40,655 | 38.3% | 92 |
| Heavy magazine reader | 18,678 | 17.6% | 89 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 mo | 74,962 | 70.6% | 98 |
| Went to family restaurant/steak house last mo: <2 times | 26,661 | 25.1% | 98 |
| Went to family restaurant/steak house last mo: 2-4 times | 27,786 | 26.2% | 97 |
| Went to family restaurant/steak house last mo: 5+ times | 20,508 | 19.3% | 99 |
| Went to fast food/drive-in restaurant in last 6 mo | 95,393 | 89.9% | 101 |
| Went to fast food/drive-in restaurant <6 times/mo | 35,884 | 33.8% | 96 |
| Went to fast food/drive-in restaurant 6-13 times/mo | 32,193 | 30.3% | 105 |
| Went to fast food/drive-in restaurant 14+ times/mo | 27,321 | 25.7% | 103 |
| Fast food/drive-in last 6 mo: eat in | 40,084 | 37.8% | 100 |
| Fast food/drive-in last 6 mo: home delivery | 11,379 | 10.7% | 103 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 57,370 | 54.1% | 103 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 24,759 | 23.3% | 95 |

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 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 10 miles radius

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| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 30,586 | 64.6% | 100 |
| HH average monthly long distance phone bill: <\$16 | 12,702 | 26.8% | 97 |
| HH average monthly long distance phone bill: \$16-25 | 5,240 | 11.1% | 97 |
| HH average monthly long distance phone bill: \$26-59 | 3,804 | 8.0% | 88 |
| HH average monthly long distance phone bill: \$60+ | 1,962 | 4.1% | 93 |
| Television & Sound Equipment (Adults/Households) | | | |
| HH owns 1 TV | 9,671 | 20.4% | 104 |
| HH owns 2 TVs | 11,966 | 25.3% | 96 |
| HH owns 3 TVs | 10,957 | 23.1% | 103 |
| HH owns 4+ TVs | 9,556 | 20.2% | 96 |
| HH subscribes to cable TV | 23,231 | 49.1% | 85 |
| HH Purchased audio equipment in last 12 months | 4,460 | 9.4% | 97 |
| HH Purchased CD player in last 12 months | 1,736 | 3.7% | 95 |
| HH Purchased DVD player in last 12 months | 4,442 | 9.4% | 97 |
| HH Purchased MP3 player in last 12 months | 9,758 | 9.2% | 90 |
| HH Purchased video game system in last 12 months | 5,210 | 11.0% | 102 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 50,438 | 47.5% | 91 |
| Took 3+ domestic trips in last 12 months | 14,071 | 13.3% | 89 |
| Spent on domestic vacations last 12 mo: <\$1000 | 12,210 | 11.5% | 91 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 6,078 | 5.7% | 85 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 3,912 | 3.7% | 90 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 3,549 | 3.3% | 81 |
| Spent on domestic vacations last 12 mo: \$3000+ | 4,095 | 3.9% | 76 |
| Foreign travel in last 3 years | 21,754 | 20.5% | 79 |
| Took 3+ foreign trips by plane in last 3 years | 3,161 | 3.0% | 63 |
| Spent on foreign vacations last 12 mo: <\$1000 | 5,303 | 5.0% | 84 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 3,343 | 3.2% | 77 |
| Spent on foreign vacations last 12 mo: \$3000+ | 3,037 | 2.9% | 58 |
| Stayed 1+ nights at hotel/motel in last 12 months | 37,829 | 35.7% | 88 |

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