



Retail MarketPlace Profile

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

Summary Demographics

2010 Population	28,606
2010 Households	9,146
2010 Median Disposable Income	\$35,477
2010 Per Capita Income	\$18,259

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	\$191,822,014	\$270,564,300	\$-78,742,286	-17.0	353
Total Retail Trade	44-45	\$163,473,356	\$210,107,906	\$-46,634,549	-12.5	261
Total Food & Drink	722	\$28,348,657	\$60,456,394	\$-32,107,737	-36.2	92

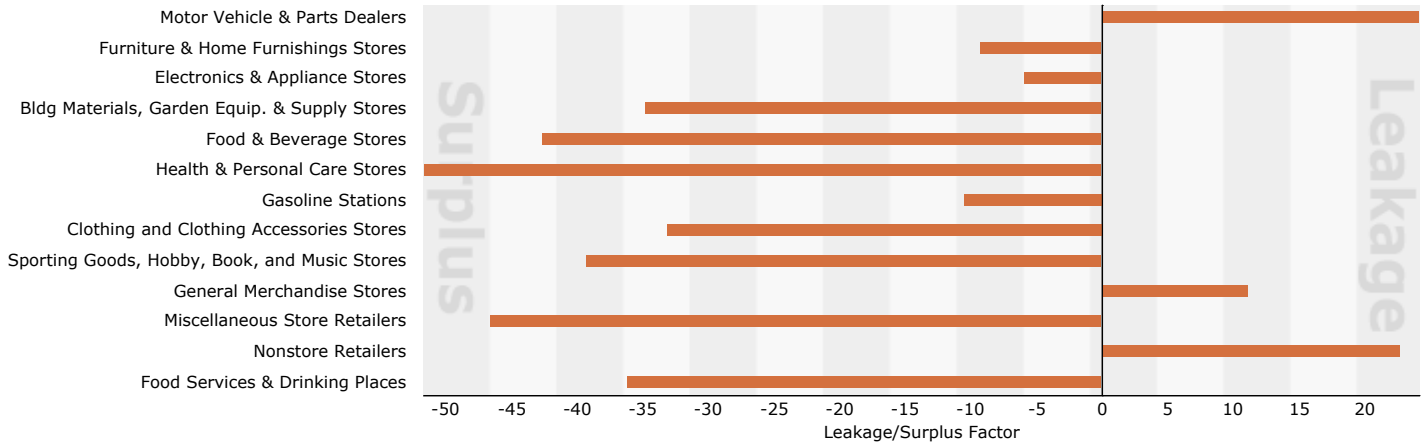
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$39,447,829	\$24,078,521	\$15,369,308	24.2	19
Automobile Dealers	4411	\$33,602,054	\$16,645,250	\$16,956,804	33.7	7
Other Motor Vehicle Dealers	4412	\$3,222,598	\$253,902	\$2,968,696	85.4	1
Auto Parts, Accessories & Tire Stores	4413	\$2,623,177	\$7,179,369	\$-4,556,192	-46.5	11
Furniture & Home Furnishings Stores	442	\$5,242,096	\$6,320,579	\$-1,078,484	-9.3	14
Furniture Stores	4421	\$4,325,120	\$3,663,112	\$662,008	8.3	6
Home Furnishings Stores	4422	\$916,976	\$2,657,467	\$-1,740,491	-48.7	8
Electronics & Appliance Stores	4431	\$4,064,759	\$4,575,223	\$-510,464	-5.9	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,176,430	\$8,627,295	\$-4,450,864	-34.8	27
Bldg Material & Supplies Dealers	4441	\$3,960,175	\$8,565,042	\$-4,604,866	-36.8	26
Lawn & Garden Equip & Supply Stores	4442	\$216,255	\$62,253	\$154,002	55.3	0
Food & Beverage Stores	445	\$25,047,427	\$62,191,073	\$-37,143,645	-42.6	38
Grocery Stores	4451	\$21,665,420	\$59,010,469	\$-37,345,049	-46.3	24
Specialty Food Stores	4452	\$2,169,854	\$650,977	\$1,518,877	53.8	5
Beer, Wine & Liquor Stores	4453	\$1,212,154	\$2,529,627	\$-1,317,473	-35.2	8
Health & Personal Care Stores	446,4461	\$5,431,427	\$17,079,350	\$-11,647,923	-51.7	28
Gasoline Stations	447,4471	\$29,643,548	\$36,629,202	\$-6,985,654	-10.5	13
Clothing & Clothing Accessories Stores	448	\$4,650,304	\$9,272,654	\$-4,622,351	-33.2	25
Clothing Stores	4481	\$3,548,903	\$7,522,802	\$-3,973,899	-35.9	18
Shoe Stores	4482	\$429,910	\$968,011	\$-538,101	-38.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$671,490	\$781,841	\$-110,351	-7.6	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,089,268	\$2,502,366	\$-1,413,098	-39.3	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$752,753	\$1,686,485	\$-933,732	-38.3	14
Book, Periodical & Music Stores	4512	\$336,515	\$815,882	\$-479,366	-41.6	3
General Merchandise Stores	452	\$38,735,867	\$30,918,717	\$7,817,149	11.2	14
Department Stores Excluding Leased Depts.	4521	\$13,354,670	\$2,962,698	\$10,391,971	63.7	4
Other General Merchandise Stores	4529	\$25,381,197	\$27,956,019	\$-2,574,822	-4.8	10
Miscellaneous Store Retailers	453	\$1,967,653	\$5,408,017	\$-3,440,363	-46.6	47
Florists	4531	\$218,164	\$553,702	\$-335,539	-43.5	7
Office Supplies, Stationery & Gift Stores	4532	\$1,054,083	\$2,511,005	\$-1,456,922	-40.9	14
Used Merchandise Stores	4533	\$101,840	\$294,679	\$-192,839	-48.6	11
Other Miscellaneous Store Retailers	4539	\$593,567	\$2,048,630	\$-1,455,064	-55.1	15
Nonstore Retailers	454	\$3,976,749	\$2,504,908	\$1,471,840	22.7	3
Electronic Shopping & Mail-Order Houses	4541	\$2,218,330	\$721,833	\$1,496,497	50.9	1
Vending Machine Operators	4542	\$171,471	\$66,566	\$104,905	44.1	0
Direct Selling Establishments	4543	\$1,586,947	\$1,716,509	\$-129,562	-3.9	2
Food Services & Drinking Places	722	\$28,348,657	\$60,456,394	\$-32,107,737	-36.2	92
Full-Service Restaurants	7221	\$11,099,776	\$24,852,371	\$-13,752,595	-38.3	60
Limited-Service Eating Places	7222	\$14,981,612	\$29,041,495	\$-14,059,884	-31.9	26
Special Food Services	7223	\$1,962,858	\$5,656,604	\$-3,693,745	-48.5	4
Drinking Places - Alcoholic Beverages	7224	\$304,411	\$905,924	\$-601,513	-49.7	1

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

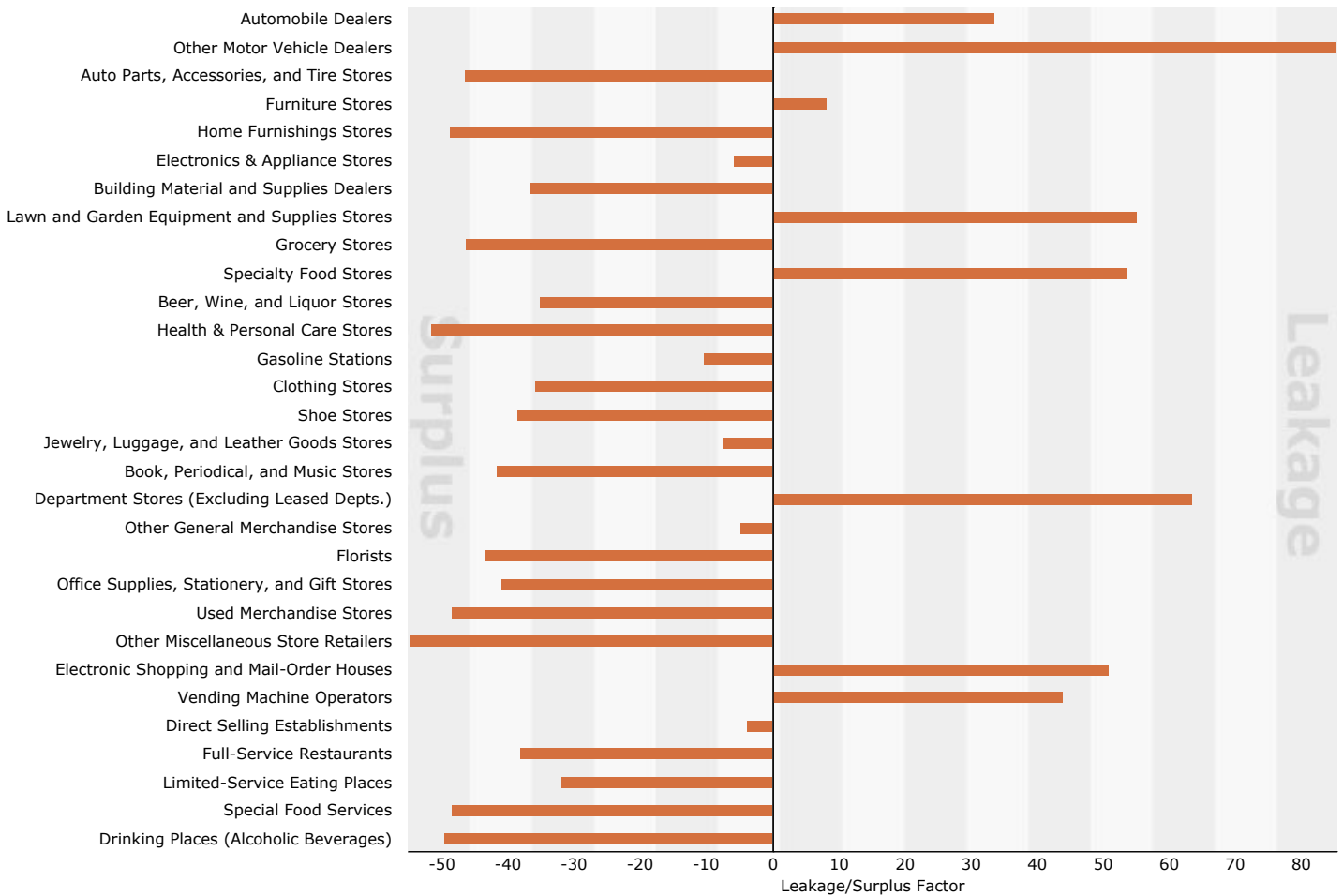
Source: Esri and Infogroup

April 10, 2012

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

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

Summary Demographics

2010 Population	65,034
2010 Households	20,322
2010 Median Disposable Income	\$38,582
2010 Per Capita Income	\$19,256

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	\$465,312,377	\$933,265,804	-\$467,953,428	-33.5	727
Total Retail Trade	44-45	\$396,515,618	\$810,985,136	-\$414,469,518	-34.3	557
Total Food & Drink	722	\$68,796,759	\$122,280,668	-\$53,483,910	-28.0	169

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$97,063,638	\$244,624,643	-\$147,561,005	-43.2	86
Automobile Dealers	4411	\$82,694,102	\$223,889,475	-\$141,195,372	-46.1	49
Other Motor Vehicle Dealers	4412	\$7,984,434	\$5,743,098	\$2,241,336	16.3	5
Auto Parts, Accessories & Tire Stores	4413	\$6,385,102	\$14,992,070	-\$8,606,968	-40.3	32
Furniture & Home Furnishings Stores	442	\$12,831,951	\$34,838,912	-\$22,006,962	-46.2	29
Furniture Stores	4421	\$10,595,499	\$30,036,525	-\$19,441,026	-47.8	16
Home Furnishings Stores	4422	\$2,236,452	\$4,802,387	-\$2,565,936	-36.5	13
Electronics & Appliance Stores	4431	\$9,948,423	\$14,266,613	-\$4,318,191	-17.8	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,258,552	\$40,806,836	-\$30,548,285	-59.8	45
Bldg Material & Supplies Dealers	4441	\$9,730,609	\$40,704,465	-\$30,973,855	-61.4	44
Lawn & Garden Equip & Supply Stores	4442	\$527,942	\$102,372	\$425,571	67.5	1
Food & Beverage Stores	445	\$60,259,493	\$152,486,560	-\$92,227,067	-43.4	72
Grocery Stores	4451	\$52,091,724	\$129,029,272	-\$76,937,548	-42.5	46
Specialty Food Stores	4452	\$5,220,485	\$18,213,374	-\$12,992,889	-55.4	12
Beer, Wine & Liquor Stores	4453	\$2,947,284	\$5,243,914	-\$2,296,630	-28.0	13
Health & Personal Care Stores	446,4461	\$12,964,242	\$30,003,781	-\$17,039,539	-39.7	47
Gasoline Stations	447,4471	\$71,601,766	\$114,264,251	-\$42,662,485	-23.0	35
Clothing & Clothing Accessories Stores	448	\$11,274,378	\$22,580,428	-\$11,306,049	-33.4	59
Clothing Stores	4481	\$8,609,903	\$17,376,841	-\$8,766,938	-33.7	44
Shoe Stores	4482	\$1,044,749	\$1,461,439	-\$416,690	-16.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$1,619,727	\$3,742,148	-\$2,122,421	-39.6	12
Sporting Goods, Hobby, Book & Music Stores	451	\$2,653,641	\$5,220,632	-\$2,566,990	-32.6	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,836,834	\$3,325,459	-\$1,488,625	-28.8	27
Book, Periodical & Music Stores	4512	\$816,807	\$1,895,173	-\$1,078,365	-39.8	6
General Merchandise Stores	452	\$93,625,685	\$126,831,932	-\$33,206,247	-15.1	29
Department Stores Excluding Leased Depts.	4521	\$32,459,670	\$64,594,227	-\$32,134,557	-33.1	13
Other General Merchandise Stores	4529	\$61,166,016	\$62,237,705	-\$1,071,690	-0.9	16
Miscellaneous Store Retailers	453	\$4,769,840	\$11,854,531	-\$7,084,691	-42.6	87
Florists	4531	\$532,885	\$908,008	-\$375,123	-26.0	12
Office Supplies, Stationery & Gift Stores	4532	\$2,557,948	\$6,291,381	-\$3,733,433	-42.2	25
Used Merchandise Stores	4533	\$247,817	\$646,805	-\$398,988	-44.6	23
Other Miscellaneous Store Retailers	4539	\$1,431,191	\$4,008,338	-\$2,577,147	-47.4	27
Nonstore Retailers	454	\$9,264,009	\$13,206,018	-\$3,942,009	-17.5	7
Electronic Shopping & Mail-Order Houses	4541	\$5,369,105	\$7,808,313	-\$2,439,208	-18.5	2
Vending Machine Operators	4542	\$412,783	\$786,962	-\$374,178	-31.2	1
Direct Selling Establishments	4543	\$3,482,121	\$4,610,743	-\$1,128,622	-13.9	3
Food Services & Drinking Places	722	\$68,796,759	\$122,280,668	-\$53,483,910	-28.0	169
Full-Service Restaurants	7221	\$26,896,118	\$39,994,909	-\$13,098,790	-19.6	100
Limited-Service Eating Places	7222	\$36,406,691	\$73,230,198	-\$36,823,507	-33.6	60
Special Food Services	7223	\$4,768,171	\$8,087,160	-\$3,318,989	-25.8	7
Drinking Places - Alcoholic Beverages	7224	\$725,778	\$968,402	-\$242,624	-14.3	2

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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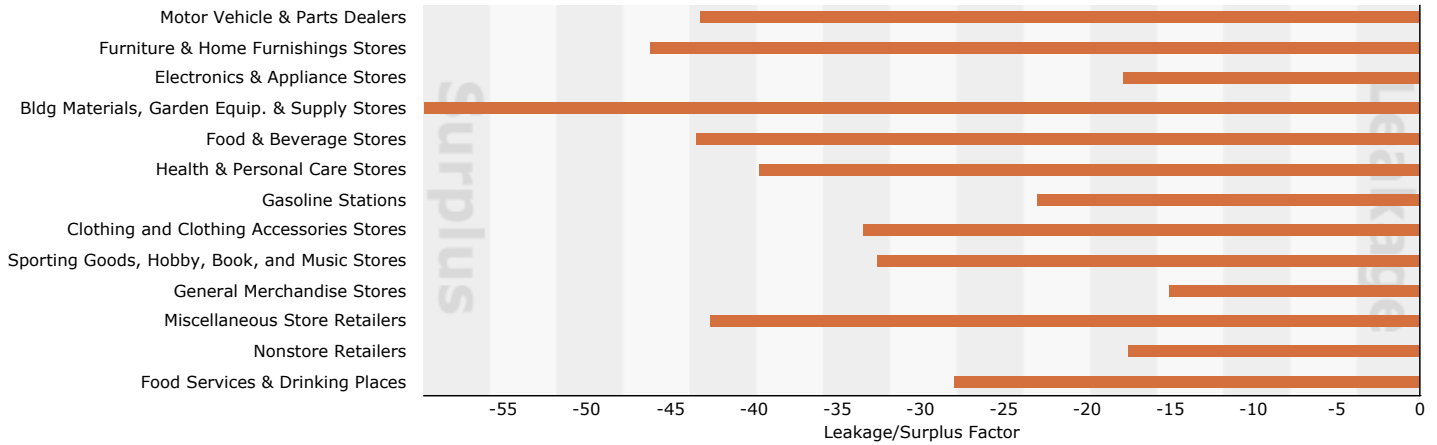


Retail MarketPlace Profile

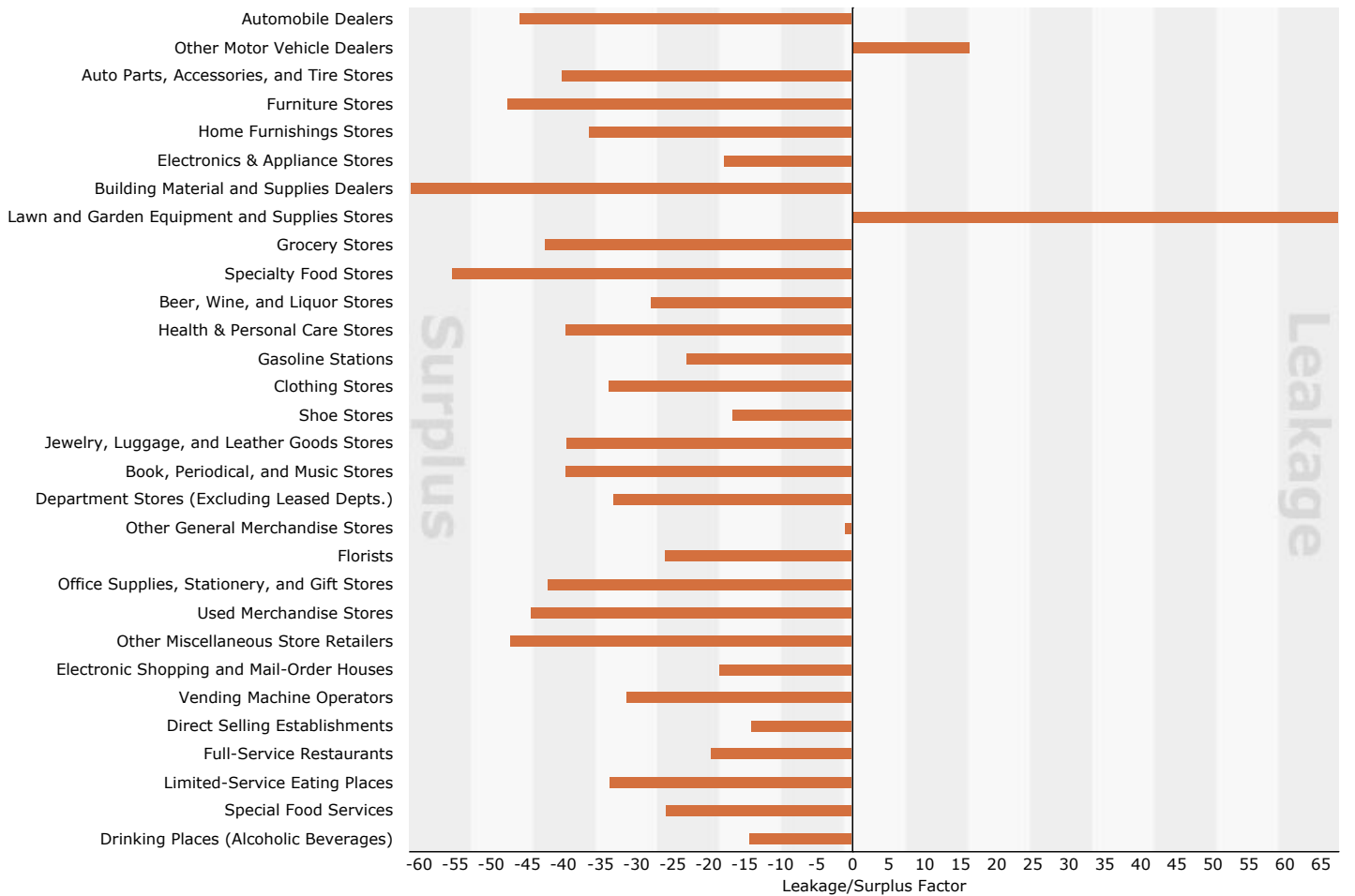
Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 5 miles radius

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 10, 2012



Retail MarketPlace Profile

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

Summary Demographics

2010 Population	145,816
2010 Households	47,353
2010 Median Disposable Income	\$42,264
2010 Per Capita Income	\$21,025

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	\$1,151,304,914	\$1,493,359,409	\$-342,054,495	-12.9	1,095
Total Retail Trade	44-45	\$983,570,709	\$1,325,937,221	\$-342,366,512	-14.8	844
Total Food & Drink	722	\$167,734,205	\$167,422,189	\$312,016	0.1	251

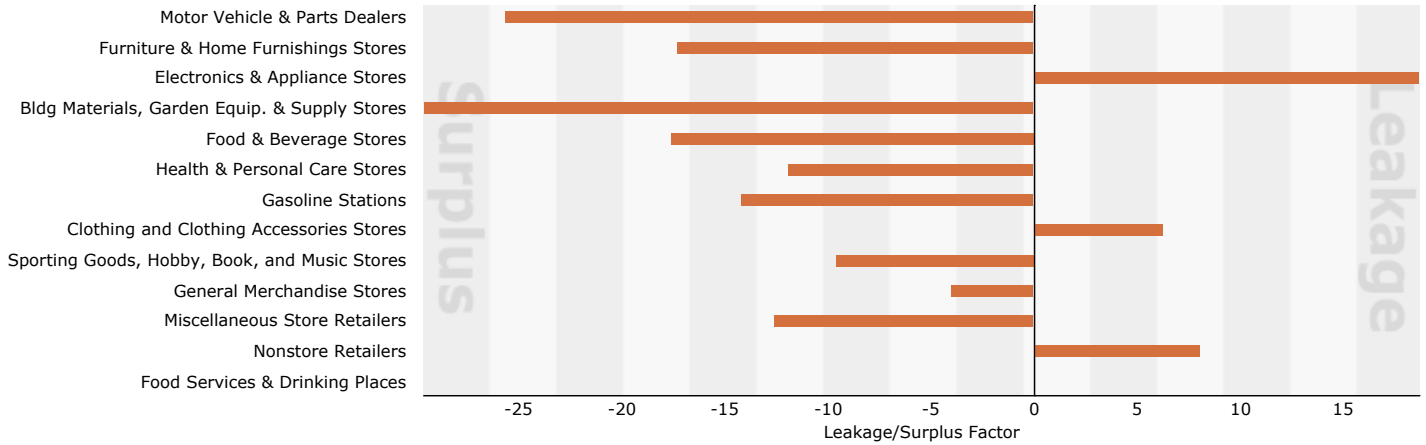
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$242,774,944	\$409,604,154	\$-166,829,211	-25.6	138
Automobile Dealers	4411	\$206,048,908	\$369,441,582	\$-163,392,675	-28.4	74
Other Motor Vehicle Dealers	4412	\$21,014,583	\$13,219,469	\$7,795,113	22.8	14
Auto Parts, Accessories & Tire Stores	4413	\$15,711,453	\$26,943,102	\$-11,231,649	-26.3	50
Furniture & Home Furnishings Stores	442	\$32,101,068	\$45,543,207	\$-13,442,139	-17.3	44
Furniture Stores	4421	\$26,282,535	\$38,831,881	\$-12,549,346	-19.3	24
Home Furnishings Stores	4422	\$5,818,533	\$6,711,326	\$-892,793	-7.1	20
Electronics & Appliance Stores	4431	\$24,755,840	\$16,946,789	\$7,809,051	18.7	38
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,830,833	\$49,359,928	\$-22,529,095	-29.6	74
Bldg Material & Supplies Dealers	4441	\$25,267,849	\$48,484,526	\$-23,216,678	-31.5	67
Lawn & Garden Equip & Supply Stores	4442	\$1,562,984	\$875,402	\$687,582	28.2	7
Food & Beverage Stores	445	\$146,711,633	\$209,213,727	\$-62,502,095	-17.6	98
Grocery Stores	4451	\$127,173,883	\$167,439,627	\$-40,265,744	-13.7	61
Specialty Food Stores	4452	\$12,507,804	\$34,792,241	\$-22,284,437	-47.1	20
Beer, Wine & Liquor Stores	4453	\$7,029,945	\$6,981,859	\$48,086	0.3	17
Health & Personal Care Stores	446,4461	\$32,692,773	\$41,556,756	\$-8,863,983	-11.9	71
Gasoline Stations	447,4471	\$179,009,518	\$238,214,278	\$-59,204,760	-14.2	70
Clothing & Clothing Accessories Stores	448	\$27,963,819	\$24,633,432	\$3,330,387	6.3	71
Clothing Stores	4481	\$21,428,030	\$18,858,531	\$2,569,498	6.4	51
Shoe Stores	4482	\$2,522,373	\$1,845,616	\$676,757	15.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$4,013,417	\$3,929,284	\$84,132	1.1	13
Sporting Goods, Hobby, Book & Music Stores	451	\$6,619,054	\$8,028,550	\$-1,409,497	-9.6	44
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,627,574	\$5,925,939	\$-1,298,365	-12.3	37
Book, Periodical & Music Stores	4512	\$1,991,480	\$2,102,611	\$-111,132	-2.7	7
General Merchandise Stores	452	\$227,896,863	\$246,740,549	\$-18,843,686	-4.0	43
Department Stores Excluding Leased Depts.	4521	\$79,825,396	\$103,561,087	\$-23,735,691	-12.9	14
Other General Merchandise Stores	4529	\$148,071,467	\$143,179,462	\$4,892,005	1.7	28
Miscellaneous Store Retailers	453	\$12,140,994	\$15,636,550	\$-3,495,556	-12.6	139
Florists	4531	\$1,432,582	\$1,596,213	\$-163,630	-5.4	27
Office Supplies, Stationery & Gift Stores	4532	\$6,281,450	\$7,642,892	\$-1,361,442	-9.8	33
Used Merchandise Stores	4533	\$624,619	\$982,615	\$-357,996	-22.3	34
Other Miscellaneous Store Retailers	4539	\$3,802,342	\$5,414,830	\$-1,612,488	-17.5	45
Nonstore Retailers	454	\$24,073,371	\$20,459,300	\$3,614,071	8.1	16
Electronic Shopping & Mail-Order Houses	4541	\$13,722,233	\$9,942,661	\$3,779,572	16.0	5
Vending Machine Operators	4542	\$1,057,393	\$1,755,149	\$-697,756	-24.8	2
Direct Selling Establishments	4543	\$9,293,746	\$8,761,490	\$532,256	2.9	9
Food Services & Drinking Places	722	\$167,734,205	\$167,422,189	\$312,016	0.1	251
Full-Service Restaurants	7221	\$65,504,305	\$57,204,568	\$8,299,737	6.8	143
Limited-Service Eating Places	7222	\$89,039,958	\$98,357,784	\$-9,317,826	-5.0	92
Special Food Services	7223	\$11,473,614	\$10,891,434	\$582,180	2.6	14
Drinking Places - Alcoholic Beverages	7224	\$1,716,327	\$968,402	\$747,925	27.9	2

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

