



Retail MarketPlace Profile

Jackson County, GA
 Jackson County, GA (13157)
 Geography: County

Prepared by Esri

Summary Demographics

2015 Population	62,846
2015 Households	22,004
2015 Median Disposable Income	\$44,153
2015 Per Capita Income	\$23,793

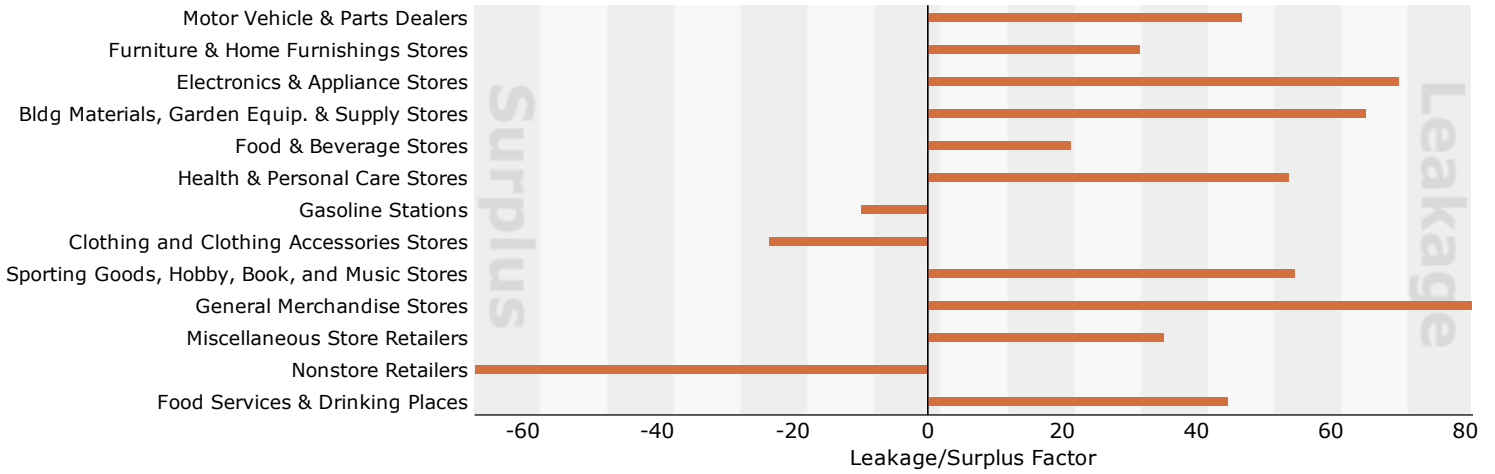
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$567,901,085	\$443,533,098	\$124,367,987	12.3	495
Total Retail Trade	44-45	\$512,104,463	\$422,226,832	\$89,877,631	9.6	445
Total Food & Drink	722	\$55,796,622	\$21,306,266	\$34,490,356	44.7	50

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$110,149,122	\$39,776,893	\$70,372,229	46.9	74
Automobile Dealers	4411	\$95,709,522	\$35,776,992	\$59,932,530	45.6	40
Other Motor Vehicle Dealers	4412	\$6,633,420	\$1,583,859	\$5,049,561	61.5	10
Auto Parts, Accessories & Tire Stores	4413	\$7,806,180	\$2,416,042	\$5,390,138	52.7	24
Furniture & Home Furnishings Stores	442	\$11,578,132	\$5,979,661	\$5,598,471	31.9	34
Furniture Stores	4421	\$6,688,313	\$2,638,418	\$4,049,895	43.4	10
Home Furnishings Stores	4422	\$4,889,819	\$3,341,243	\$1,548,576	18.8	24
Electronics & Appliance Stores	443	\$14,691,875	\$2,567,450	\$12,124,425	70.2	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,208,736	\$3,594,900	\$13,613,836	65.4	28
Bldg Material & Supplies Dealers	4441	\$14,284,442	\$2,397,380	\$11,887,062	71.3	21
Lawn & Garden Equip & Supply Stores	4442	\$2,924,294	\$1,197,520	\$1,726,774	41.9	7
Food & Beverage Stores	445	\$84,230,655	\$54,433,106	\$29,797,549	21.5	53
Grocery Stores	4451	\$78,247,878	\$51,707,552	\$26,540,326	20.4	40
Specialty Food Stores	4452	\$1,728,734	\$572,363	\$1,156,371	50.3	7
Beer, Wine & Liquor Stores	4453	\$4,254,043	\$2,153,191	\$2,100,852	32.8	6
Health & Personal Care Stores	446,4461	\$41,101,700	\$12,331,965	\$28,769,735	53.8	24
Gasoline Stations	447,4471	\$59,374,544	\$72,304,603	-\$12,930,059	-9.8	12
Clothing & Clothing Accessories Stores	448	\$30,275,957	\$49,029,730	-\$18,753,773	-23.6	72
Clothing Stores	4481	\$22,445,598	\$39,661,549	-\$17,215,951	-27.7	55
Shoe Stores	4482	\$3,560,346	\$3,258,691	\$301,655	4.4	8
Jewelry, Luggage & Leather Goods Stores	4483	\$4,270,013	\$6,109,490	-\$1,839,477	-17.7	9
Sporting Goods, Hobby, Book & Music Stores	451	\$10,383,483	\$3,022,382	\$7,361,101	54.9	26
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,206,711	\$2,731,803	\$5,474,908	50.1	20
Book, Periodical & Music Stores	4512	\$2,176,772	\$290,579	\$1,886,193	76.4	6
General Merchandise Stores	452	\$89,445,808	\$9,332,245	\$80,113,563	81.1	9
Department Stores Excluding Leased Depts.	4521	\$28,385,947	\$2,587,454	\$25,798,493	83.3	4
Other General Merchandise Stores	4529	\$61,059,861	\$6,744,791	\$54,315,070	80.1	5
Miscellaneous Store Retailers	453	\$11,609,564	\$5,554,551	\$6,055,013	35.3	83
Florists	4531	\$491,279	\$421,305	\$69,974	7.7	8
Office Supplies, Stationery & Gift Stores	4532	\$2,831,284	\$564,132	\$2,267,152	66.8	11
Used Merchandise Stores	4533	\$1,707,876	\$1,193,489	\$514,387	17.7	20
Other Miscellaneous Store Retailers	4539	\$6,579,125	\$3,375,625	\$3,203,500	32.2	44
Nonstore Retailers	454	\$32,054,887	\$164,299,346	-\$132,244,459	-67.3	18
Electronic Shopping & Mail-Order Houses	4541	\$27,308,480	\$162,632,560	-\$135,324,080	-71.2	5
Vending Machine Operators	4542	\$1,209,228	\$65,209	\$1,144,019	89.8	1
Direct Selling Establishments	4543	\$3,537,179	\$1,601,577	\$1,935,602	37.7	12
Food Services & Drinking Places	722	\$55,796,622	\$21,306,266	\$34,490,356	44.7	50
Full-Service Restaurants	7221	\$21,096,887	\$8,892,794	\$12,204,093	40.7	18
Limited-Service Eating Places	7222	\$28,677,165	\$10,990,628	\$17,686,537	44.6	21
Special Food Services	7223	\$1,681,305	\$141,626	\$1,539,679	84.5	2
Drinking Places - Alcoholic Beverages	7224	\$4,341,265	\$1,281,218	\$3,060,047	54.4	9

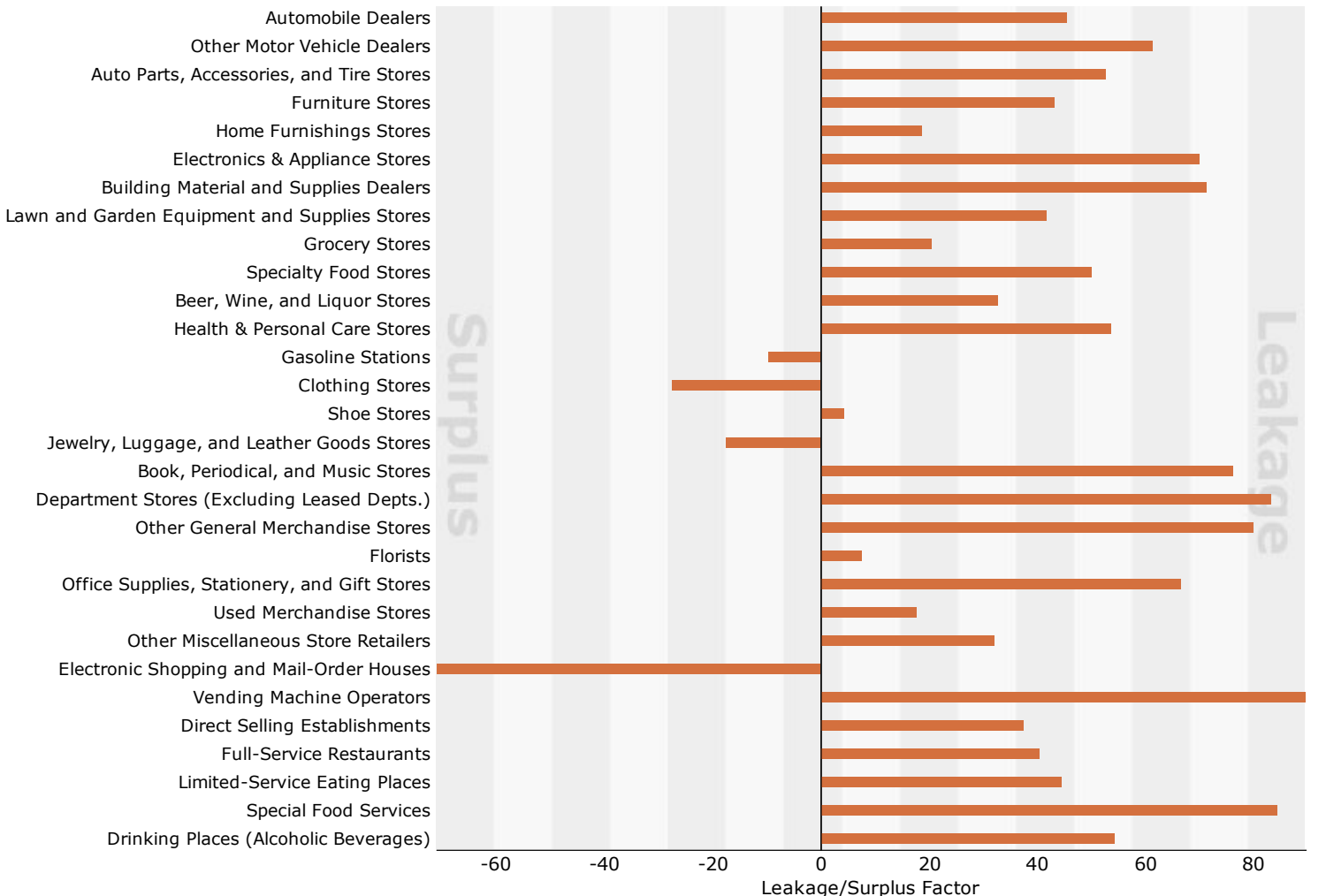
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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