

# Retail MarketPlace Profile

101 E Main St, Canton, Georgia, 30114  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 34.23705  
Longitude: -84.49074

## Summary Demographics

2015 Population	81,830
2015 Households	28,673
2015 Median Disposable Income	\$52,844
2015 Per Capita Income	\$29,760

## 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	\$955,221,633	\$1,327,855,312	-\$372,633,679	-16.3	626
Total Retail Trade	44-45	\$856,029,252	\$1,248,247,651	-\$392,218,399	-18.6	535
Total Food & Drink	722	\$99,192,381	\$79,607,661	\$19,584,720	11.0	92

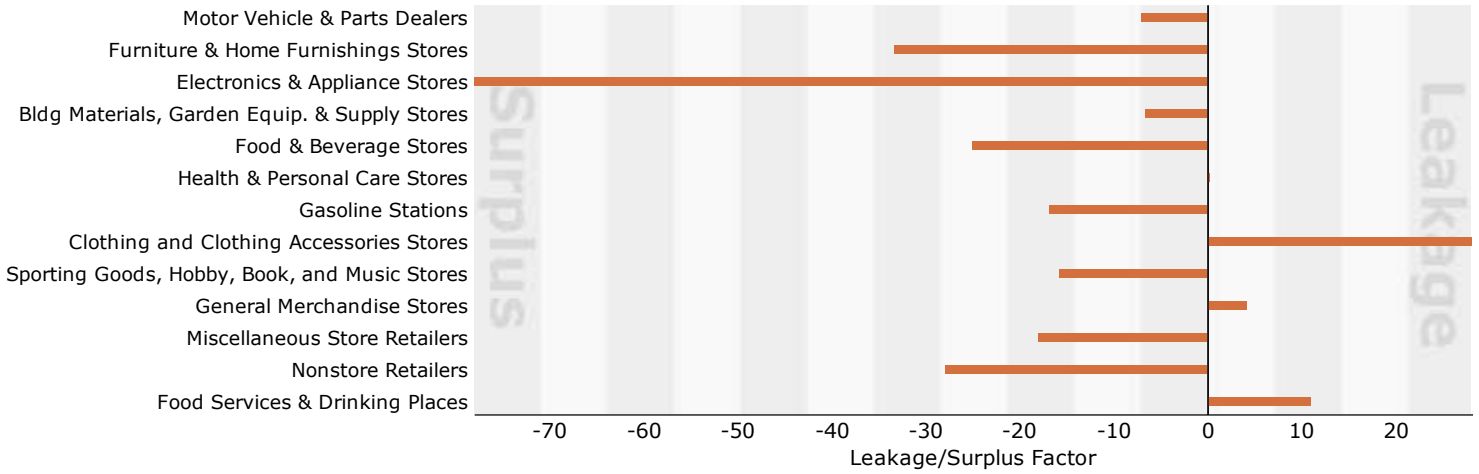
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$182,837,042	\$210,645,773	-\$27,808,731	-7.1	45
Automobile Dealers	4411	\$158,199,953	\$195,751,932	-\$37,551,979	-10.6	16
Other Motor Vehicle Dealers	4412	\$11,025,110	\$8,645,206	\$2,379,904	12.1	11
Auto Parts, Accessories & Tire Stores	4413	\$13,611,979	\$6,248,635	\$7,363,344	37.1	19
Furniture & Home Furnishings Stores	442	\$20,573,023	\$41,234,341	-\$20,661,318	-33.4	30
Furniture Stores	4421	\$11,827,579	\$23,021,392	-\$11,193,813	-32.1	13
Home Furnishings Stores	4422	\$8,745,444	\$18,212,949	-\$9,467,505	-35.1	18
Electronics & Appliance Stores	443	\$25,980,949	\$211,724,360	-\$185,743,411	-78.1	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,523,812	\$33,748,082	-\$4,224,270	-6.7	33
Bldg Material & Supplies Dealers	4441	\$25,133,126	\$30,717,947	-\$5,584,821	-10.0	28
Lawn & Garden Equip & Supply Stores	4442	\$4,390,687	\$3,030,135	\$1,360,552	18.3	5
Food & Beverage Stores	445	\$140,128,210	\$234,020,558	-\$93,892,348	-25.1	57
Grocery Stores	4451	\$129,745,757	\$227,724,331	-\$97,978,574	-27.4	39
Specialty Food Stores	4452	\$2,911,100	\$2,901,394	\$9,706	0.2	15
Beer, Wine & Liquor Stores	4453	\$7,471,354	\$3,394,833	\$4,076,521	37.5	3
Health & Personal Care Stores	446,4461	\$65,272,516	\$64,950,297	\$322,219	0.2	36
Gasoline Stations	447,4471	\$95,121,893	\$133,925,875	-\$38,803,982	-16.9	23
Clothing & Clothing Accessories Stores	448	\$54,378,668	\$30,433,630	\$23,945,038	28.2	79
Clothing Stores	4481	\$40,122,108	\$22,288,117	\$17,833,991	28.6	60
Shoe Stores	4482	\$6,212,585	\$5,051,826	\$1,160,759	10.3	6
Jewelry, Luggage & Leather Goods Stores	4483	\$8,043,975	\$3,093,687	\$4,950,288	44.4	13
Sporting Goods, Hobby, Book & Music Stores	451	\$18,360,477	\$25,260,936	-\$6,900,459	-15.8	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,371,236	\$22,704,957	-\$8,333,721	-22.5	36
Book, Periodical & Music Stores	4512	\$3,989,241	\$2,555,979	\$1,433,262	21.9	6
General Merchandise Stores	452	\$150,703,512	\$138,585,297	\$12,118,215	4.2	21
Department Stores Excluding Leased Depts.	4521	\$49,587,587	\$30,580,394	\$19,007,193	23.7	14
Other General Merchandise Stores	4529	\$101,115,925	\$108,004,904	-\$6,888,979	-3.3	7
Miscellaneous Store Retailers	453	\$18,922,501	\$27,353,633	-\$8,431,132	-18.2	116
Florists	4531	\$784,284	\$795,274	-\$10,990	-0.7	10
Office Supplies, Stationery & Gift Stores	4532	\$4,871,348	\$11,384,415	-\$6,513,067	-40.1	23
Used Merchandise Stores	4533	\$3,083,426	\$1,516,007	\$1,567,419	34.1	10
Other Miscellaneous Store Retailers	4539	\$10,183,442	\$13,657,938	-\$3,474,496	-14.6	73
Nonstore Retailers	454	\$54,226,648	\$96,364,868	-\$42,138,220	-28.0	36
Electronic Shopping & Mail-Order Houses	4541	\$47,699,381	\$84,185,520	-\$36,486,139	-27.7	7
Vending Machine Operators	4542	\$2,050,003	\$388,104	\$1,661,899	68.2	3
Direct Selling Establishments	4543	\$4,477,264	\$11,791,244	-\$7,313,980	-45.0	26
Food Services & Drinking Places	722	\$99,192,381	\$79,607,661	\$19,584,720	11.0	92
Full-Service Restaurants	7221	\$37,377,983	\$35,587,655	\$1,790,328	2.5	43
Limited-Service Eating Places	7222	\$50,410,431	\$41,226,534	\$9,183,897	10.0	41
Special Food Services	7223	\$3,037,131	\$1,514,306	\$1,522,825	33.5	1
Drinking Places - Alcoholic Beverages	7224	\$8,366,835	\$1,279,166	\$7,087,669	73.5	7

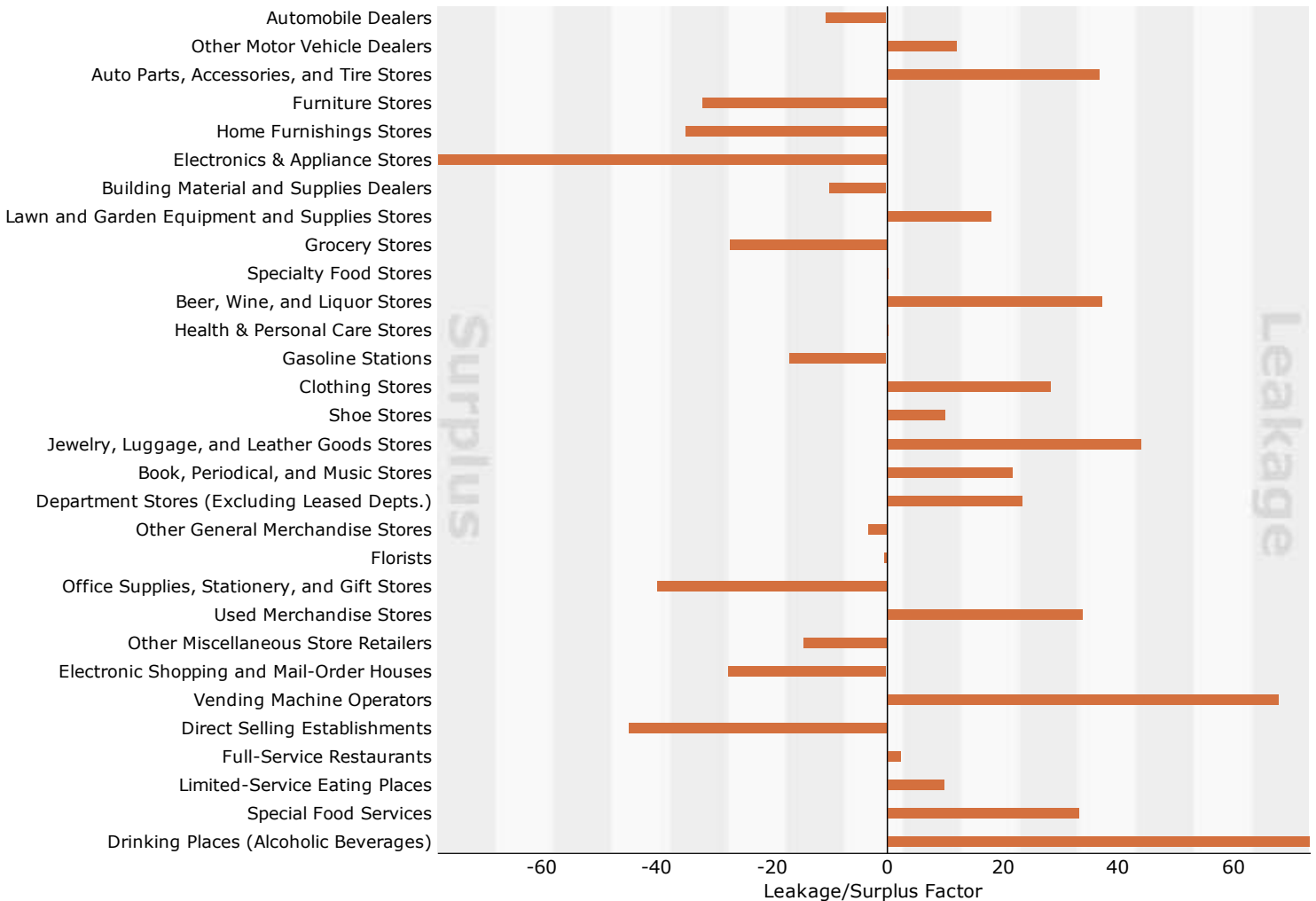
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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