

Retail MarketPlace Profile

6275 Zebulon Rd, Macon, Georgia, 31210 11
 6275 Zebulon Rd, Macon, Georgia, 31210
 Ring: 1 mile radius

Latitude: 32.88000
 Longitude: -83.76595

Summary Demographics

2014 Population	4,191
2014 Households	1,677
2014 Median Disposable Income	\$55,690
2014 Per Capita Income	\$38,948

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	\$722,124	\$68,216,272	\$119,852	0.1	37
Total Retail Trade	44-45	\$61,325,446	\$60,655,898	\$669,548	0.5	27
Total Food & Drink	722	\$7,010,679	\$7,560,373	-\$549,694	-3.8	10

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,771,195	\$1,060,383	\$11,710,812	84.7	3
Automobile Dealers	4411	\$10,925,562	\$441,986	\$10,483,576	92.2	1
Other Motor Vehicle Dealers	4412	\$840,522	\$123,153	\$717,369	74.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,005,111	\$495,243	\$509,868	34.0	1
Furniture & Home Furnishings Stores	442	\$1,473,378	\$224,791	\$1,248,587	73.5	2
Furniture Stores	4421	\$812,443	\$120,503	\$691,940	74.2	1
Home Furnishings Stores	4422	\$660,935	\$104,288	\$556,647	72.7	1
Electronics & Appliance Stores	443	\$1,859,434	\$0	\$1,859,434	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,471,151	\$0	\$2,471,151	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,114,668	\$0	\$2,114,668	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$356,484	\$0	\$356,484	100.0	0
Food & Beverage Stores	445	\$9,983,663	\$41,830,639	-\$31,846,976	-61.5	4
Grocery Stores	4451	\$9,224,043	\$40,948,902	-\$31,724,859	-63.2	3
Specialty Food Stores	4452	\$205,150	\$0	\$205,150	100.0	0
Beer, Wine & Liquor Stores	4453	\$554,469	\$881,738	-\$327,269	-22.8	1
Health & Personal Care Stores	446,4461	\$4,997,557	\$646,333	\$4,351,224	77.1	3
Gasoline Stations	447,4471	\$6,561,430	\$4,657,424	\$1,904,006	17.0	2
Clothing & Clothing Accessories Stores	448	\$3,866,905	\$248,368	\$3,618,537	87.9	2
Clothing Stores	4481	\$2,850,245	\$0	\$2,850,245	100.0	0
Shoe Stores	4482	\$433,612	\$0	\$433,612	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$583,048	\$209,363	\$373,685	47.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$1,281,412	\$171,069	\$1,110,343	76.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,003,339	\$171,069	\$832,270	70.9	2
Book, Periodical & Music Stores	4512	\$278,074	\$0	\$278,074	100.0	0
General Merchandise Stores	452	\$10,634,263	\$5,536,397	\$5,097,866	31.5	1
Department Stores Excluding Leased Depts.	4521	\$3,472,122	\$5,536,397	-\$2,064,275	-22.9	1
Other General Merchandise Stores	4529	\$7,162,141	\$0	\$7,162,141	100.0	0
Miscellaneous Store Retailers	453	\$1,382,164	\$533,107	\$849,057	44.3	7
Florists	4531	\$64,323	\$0	\$64,323	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$356,351	\$58,179	\$298,172	71.9	2
Used Merchandise Stores	4533	\$217,775	\$73,891	\$143,884	49.3	1
Other Miscellaneous Store Retailers	4539	\$743,715	\$401,038	\$342,677	29.9	4
Nonstore Retailers	454	\$4,042,894	\$1,326,438	\$2,716,456	50.6	2
Electronic Shopping & Mail-Order Houses	4541	\$3,427,346	\$1,142,159	\$2,285,187	50.0	1
Vending Machine Operators	4542	\$144,547	\$171,974	-\$27,427	-8.7	1
Direct Selling Establishments	4543	\$471,001	\$0	\$471,001	100.0	0
Food Services & Drinking Places	722	\$7,010,679	\$7,560,373	-\$549,694	-3.8	10
Full-Service Restaurants	7221	\$2,631,522	\$2,154,790	\$476,732	10.0	4
Limited-Service Eating Places	7222	\$3,534,995	\$5,239,995	-\$1,705,000	-19.4	5
Special Food Services	7223	\$208,668	\$0	\$208,668	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$635,494	\$165,588	\$469,906	58.7	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>.

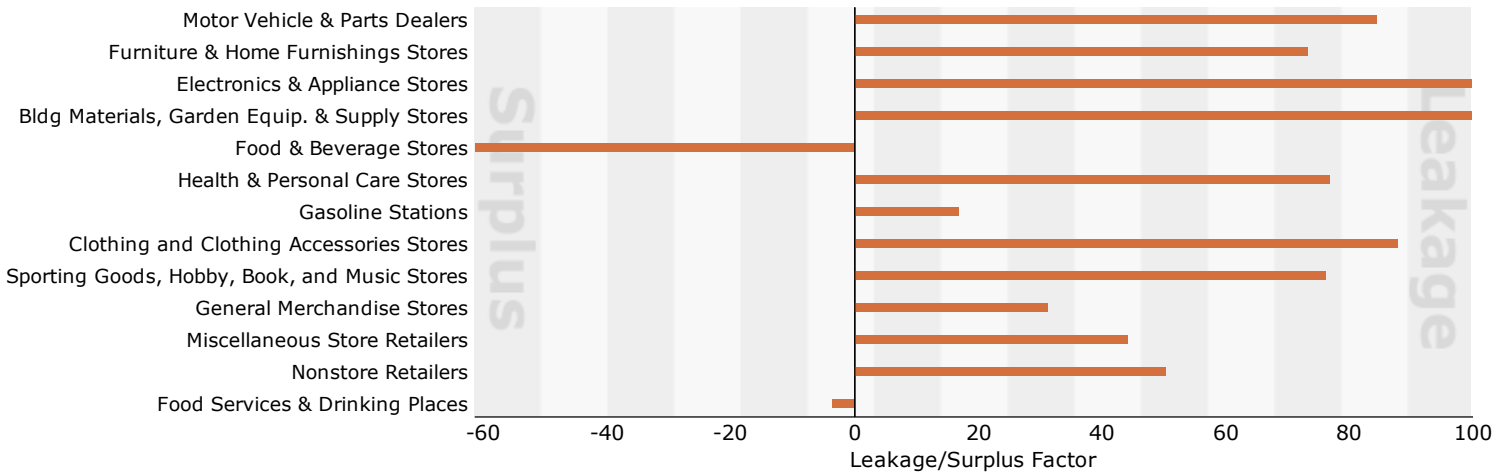
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

6275 Zebulon Rd, Macon, Georgia, 31210 11
 6275 Zebulon Rd, Macon, Georgia, 31210
 Ring: 2 mile radius

Latitude: 32.88000
 Longitude: -83.76595

Summary Demographics

2014 Population	9,900
2014 Households	3,970
2014 Median Disposable Income	\$52,552
2014 Per Capita Income	\$36,770

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	\$149,936,579	\$124,764,709	\$25,171,870	9.2	67
Total Retail Trade	44-45	\$134,525,184	\$114,522,065	\$20,003,119	8.0	51
Total Food & Drink	722	\$15,411,394	\$10,242,644	\$5,168,750	20.1	15

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,079,699	\$3,124,771	\$24,954,928	80.0	7
Automobile Dealers	4411	\$24,076,842	\$849,621	\$23,227,221	93.2	2
Other Motor Vehicle Dealers	4412	\$1,810,865	\$860,175	\$950,690	35.6	2
Auto Parts, Accessories & Tire Stores	4413	\$2,191,992	\$1,414,975	\$777,017	21.5	3
Furniture & Home Furnishings Stores	442	\$3,212,483	\$668,654	\$2,543,829	65.5	3
Furniture Stores	4421	\$1,785,790	\$138,579	\$1,647,211	85.6	1
Home Furnishings Stores	4422	\$1,426,693	\$530,075	\$896,618	45.8	3
Electronics & Appliance Stores	443	\$4,072,368	\$1,196,161	\$2,876,207	54.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,249,806	\$12,607,882	-\$7,358,076	-41.2	1
Bldg Material & Supplies Dealers	4441	\$4,487,734	\$12,607,882	-\$8,120,148	-47.5	1
Lawn & Garden Equip & Supply Stores	4442	\$762,071	\$0	\$762,071	100.0	0
Food & Beverage Stores	445	\$21,986,958	\$74,561,824	-\$52,574,866	-54.5	6
Grocery Stores	4451	\$20,319,107	\$73,053,349	-\$52,734,242	-56.5	5
Specialty Food Stores	4452	\$451,629	\$0	\$451,629	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,216,223	\$1,508,475	-\$292,252	-10.7	2
Health & Personal Care Stores	446,4461	\$10,870,780	\$1,236,795	\$9,633,985	79.6	5
Gasoline Stations	447,4471	\$14,526,021	\$9,412,860	\$5,113,161	21.4	4
Clothing & Clothing Accessories Stores	448	\$8,485,078	\$653,602	\$7,831,476	85.7	5
Clothing Stores	4481	\$6,254,478	\$412,835	\$5,841,643	87.6	3
Shoe Stores	4482	\$956,659	\$0	\$956,659	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,273,941	\$240,767	\$1,033,174	68.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,807,750	\$278,285	\$2,529,465	82.0	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,196,144	\$278,285	\$1,917,859	77.5	3
Book, Periodical & Music Stores	4512	\$611,606	\$0	\$611,606	100.0	0
General Merchandise Stores	452	\$23,402,646	\$6,366,852	\$17,035,794	57.2	1
Department Stores Excluding Leased Depts.	4521	\$7,628,651	\$6,366,852	\$1,261,799	9.0	1
Other General Merchandise Stores	4529	\$15,773,995	\$0	\$15,773,995	100.0	0
Miscellaneous Store Retailers	453	\$3,025,184	\$765,682	\$2,259,502	59.6	10
Florists	4531	\$137,229	\$0	\$137,229	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$780,436	\$132,522	\$647,914	71.0	3
Used Merchandise Stores	4533	\$478,149	\$84,974	\$393,175	69.8	1
Other Miscellaneous Store Retailers	4539	\$1,629,370	\$548,185	\$1,081,185	49.7	6
Nonstore Retailers	454	\$8,806,411	\$3,648,696	\$5,157,715	41.4	4
Electronic Shopping & Mail-Order Houses	4541	\$7,507,962	\$3,264,867	\$4,243,095	39.4	1
Vending Machine Operators	4542	\$318,623	\$223,801	\$94,822	17.5	1
Direct Selling Establishments	4543	\$979,826	\$160,029	\$819,797	71.9	2
Food Services & Drinking Places	722	\$15,411,394	\$10,242,644	\$5,168,750	20.1	15
Full-Service Restaurants	7221	\$5,799,885	\$3,238,934	\$2,560,951	28.3	7
Limited-Service Eating Places	7222	\$7,788,219	\$6,546,869	\$1,241,350	8.7	6
Special Food Services	7223	\$453,716	\$0	\$453,716	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,369,574	\$456,841	\$912,733	50.0	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>.

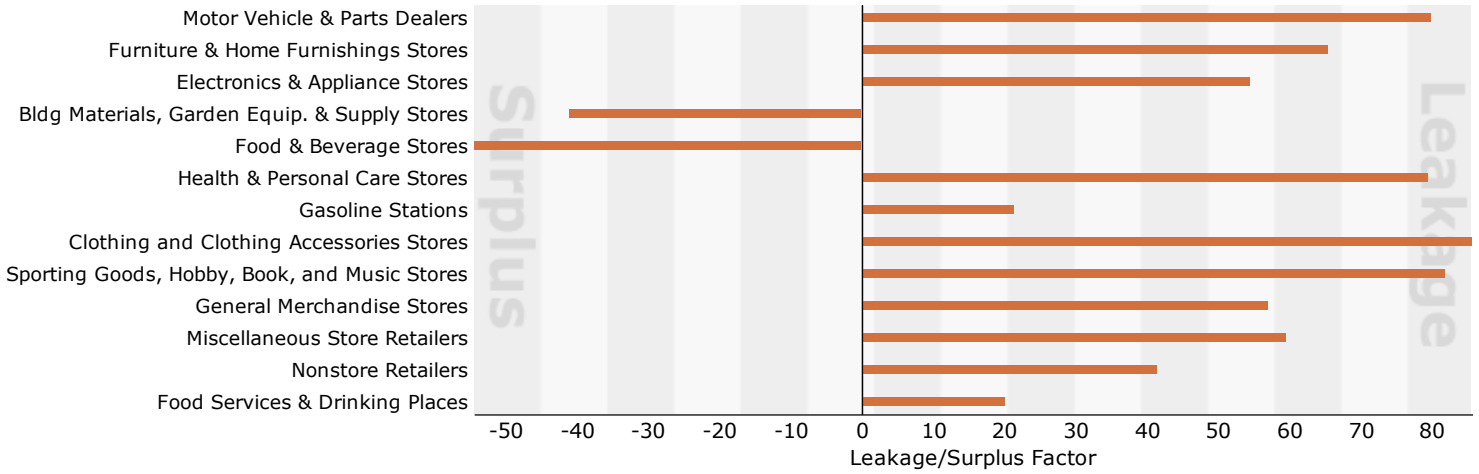
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Retail MarketPlace Profile

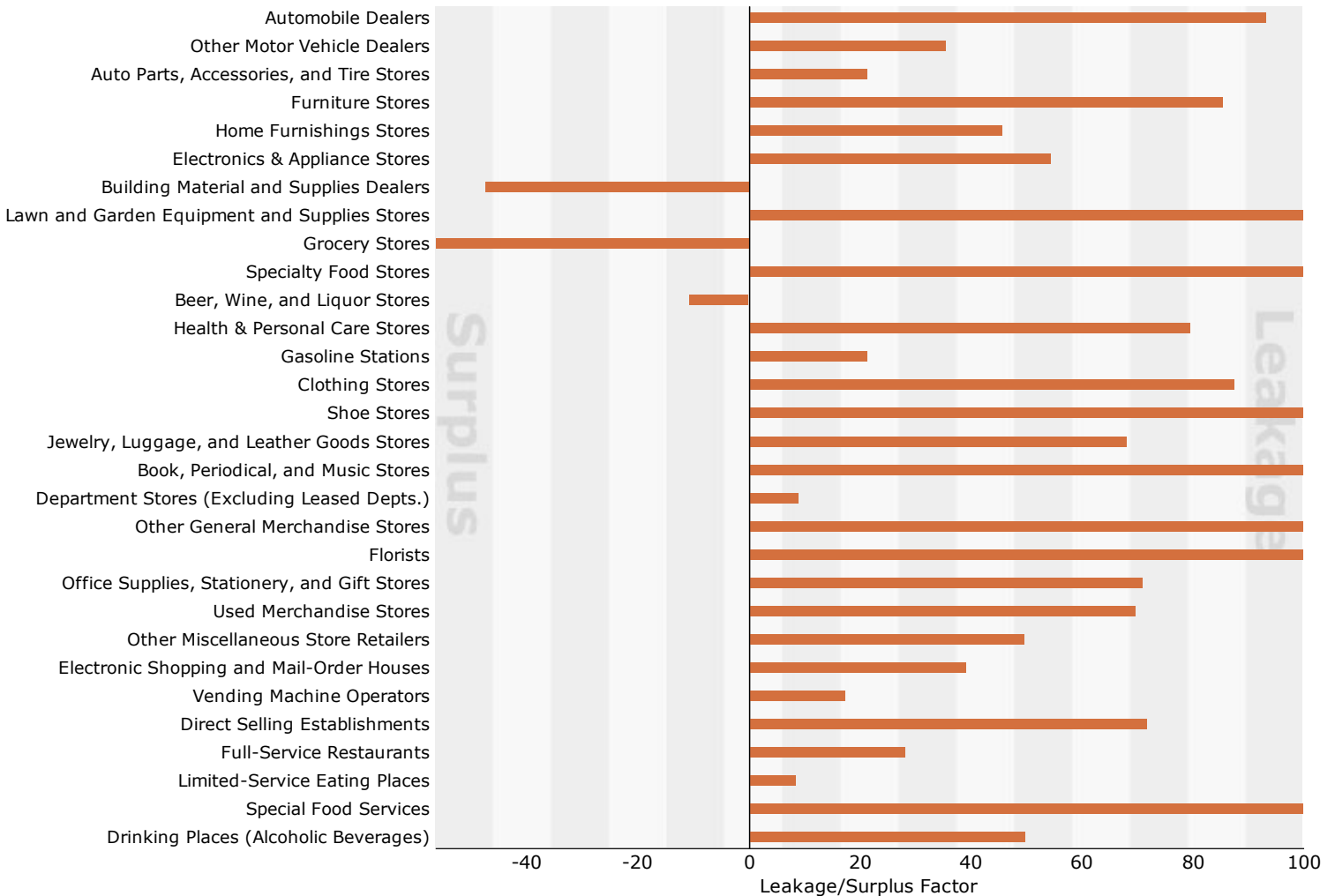
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

6275 Zebulon Rd, Macon, Georgia, 31210 11
 6275 Zebulon Rd, Macon, Georgia, 31210
 Ring: 3 mile radius

Latitude: 32.88000
 Longitude: -83.76595

Summary Demographics

2014 Population	19,427
2014 Households	7,675
2014 Median Disposable Income	\$55,272
2014 Per Capita Income	\$39,488

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	\$306,554,128	\$192,764,731	\$113,789,397	22.8	126
Total Retail Trade	44-45	\$274,931,614	\$170,891,657	\$104,039,957	23.3	99
Total Food & Drink	722	\$31,622,514	\$21,873,075	\$9,749,439	18.2	27

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$57,513,231	\$9,297,466	\$48,215,765	72.2	11
Automobile Dealers	4411	\$49,390,115	\$5,888,006	\$43,502,109	78.7	3
Other Motor Vehicle Dealers	4412	\$3,667,321	\$1,760,281	\$1,907,040	35.1	4
Auto Parts, Accessories & Tire Stores	4413	\$4,455,795	\$1,649,178	\$2,806,617	46.0	4
Furniture & Home Furnishings Stores	442	\$6,587,520	\$1,232,392	\$5,355,128	68.5	6
Furniture Stores	4421	\$3,665,614	\$263,422	\$3,402,192	86.6	1
Home Furnishings Stores	4422	\$2,921,906	\$968,970	\$1,952,936	50.2	4
Electronics & Appliance Stores	443	\$8,318,743	\$2,569,271	\$5,749,472	52.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,428,016	\$13,509,518	-\$3,081,502	-12.9	3
Bldg Material & Supplies Dealers	4441	\$8,875,947	\$12,982,815	-\$4,106,868	-18.8	3
Lawn & Garden Equip & Supply Stores	4442	\$1,552,070	\$526,702	\$1,025,368	49.3	1
Food & Beverage Stores	445	\$45,000,308	\$86,326,848	-\$41,326,540	-31.5	12
Grocery Stores	4451	\$41,594,120	\$83,686,056	-\$42,091,936	-33.6	8
Specialty Food Stores	4452	\$927,146	\$0	\$927,146	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,479,042	\$2,612,027	-\$132,985	-2.6	4
Health & Personal Care Stores	446,4461	\$21,997,278	\$2,999,593	\$18,997,685	76.0	8
Gasoline Stations	447,4471	\$29,757,294	\$17,826,052	\$11,931,242	25.1	7
Clothing & Clothing Accessories Stores	448	\$17,420,402	\$14,227,305	\$3,193,097	10.1	17
Clothing Stores	4481	\$12,863,047	\$8,730,514	\$4,132,533	19.1	11
Shoe Stores	4482	\$1,968,480	\$2,531,987	-\$563,507	-12.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,588,874	\$2,964,804	-\$375,930	-6.8	5
Sporting Goods, Hobby, Book & Music Stores	451	\$5,757,260	\$6,159,854	-\$402,594	-3.4	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,505,918	\$6,113,555	-\$1,607,637	-15.1	7
Book, Periodical & Music Stores	4512	\$1,251,343	\$0	\$1,251,343	100.0	0
General Merchandise Stores	452	\$47,944,375	\$8,457,956	\$39,486,419	70.0	1
Department Stores Excluding Leased Depts.	4521	\$15,641,435	\$8,438,649	\$7,202,786	29.9	1
Other General Merchandise Stores	4529	\$32,302,939	\$0	\$32,302,939	100.0	0
Miscellaneous Store Retailers	453	\$6,164,177	\$2,025,500	\$4,138,677	50.5	19
Florists	4531	\$279,586	\$0	\$279,586	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,591,810	\$967,450	\$624,360	24.4	7
Used Merchandise Stores	4533	\$977,419	\$202,896	\$774,523	65.6	3
Other Miscellaneous Store Retailers	4539	\$3,315,362	\$832,533	\$2,482,829	59.9	8
Nonstore Retailers	454	\$18,043,012	\$6,259,901	\$11,783,111	48.5	6
Electronic Shopping & Mail-Order Houses	4541	\$15,335,516	\$5,718,993	\$9,616,523	45.7	2
Vending Machine Operators	4542	\$653,164	\$223,801	\$429,363	49.0	1
Direct Selling Establishments	4543	\$2,054,333	\$317,107	\$1,737,226	73.3	3
Food Services & Drinking Places	722	\$31,622,514	\$21,873,075	\$9,749,439	18.2	27
Full-Service Restaurants	7221	\$11,897,930	\$7,052,732	\$4,845,198	25.6	13
Limited-Service Eating Places	7222	\$15,982,181	\$13,198,716	\$2,783,465	9.5	10
Special Food Services	7223	\$946,928	\$0	\$946,928	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,795,474	\$1,621,627	\$1,173,847	26.6	4

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>.

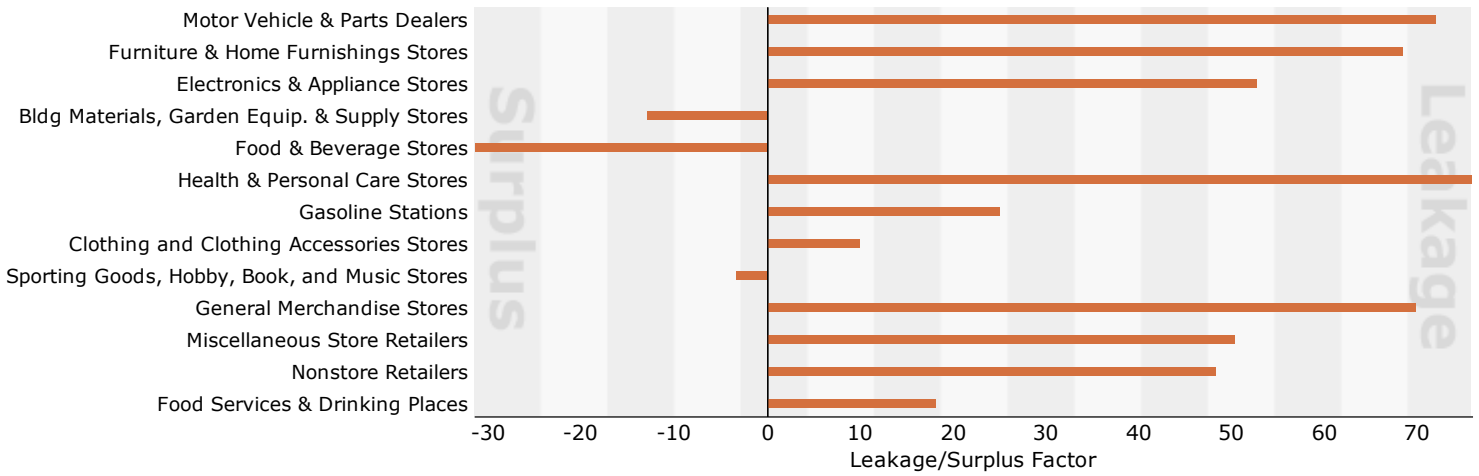
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Retail MarketPlace Profile

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Ring: 3 mile radius

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Longitude: -83.76595

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

