



Retail MarketPlace Profile

Oxford City, GA
 Oxford city, GA (1358744)
 Geography: Place

Summary Demographics

2014 Population	2,148
2014 Households	577
2014 Median Disposable Income	\$30,015
2014 Per Capita Income	\$16,245

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	\$13,026,219	\$378,975	\$12,647,244	94.3	3
Total Retail Trade	44-45	\$11,821,616	\$378,975	\$11,442,641	93.8	3
Total Food & Drink	722	\$1,204,603	\$0	\$1,204,603	100.0	0

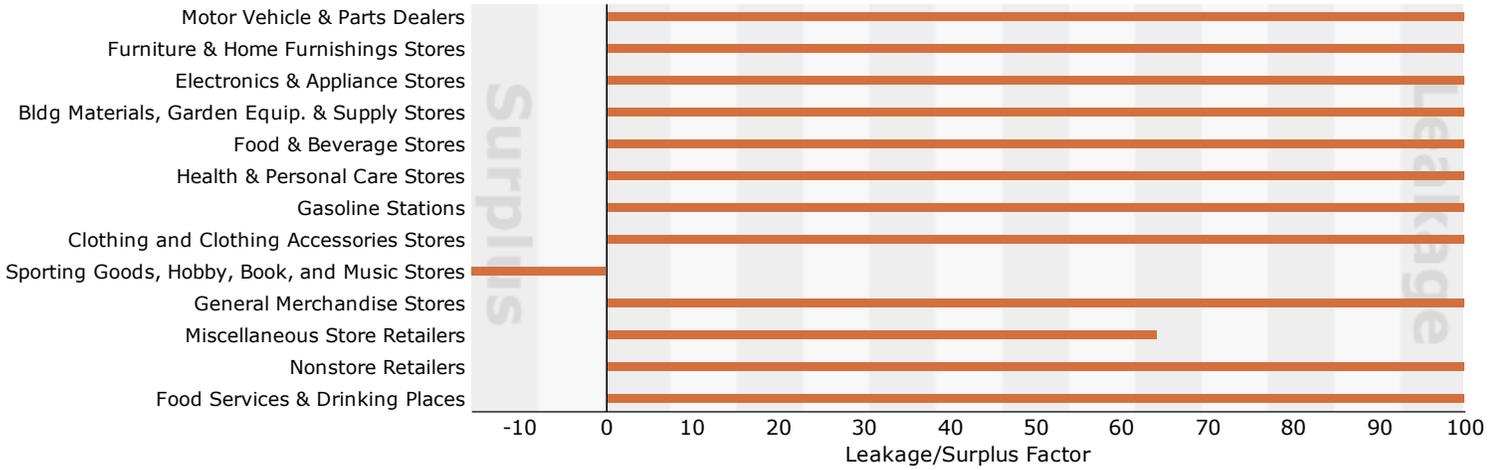
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,527,852	\$0	\$2,527,852	100.0	0
Automobile Dealers	4411	\$2,198,644	\$0	\$2,198,644	100.0	0
Other Motor Vehicle Dealers	4412	\$157,412	\$0	\$157,412	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$171,796	\$0	\$171,796	100.0	0
Furniture & Home Furnishings Stores	442	\$248,603	\$0	\$248,603	100.0	0
Furniture Stores	4421	\$145,120	\$0	\$145,120	100.0	0
Home Furnishings Stores	4422	\$103,483	\$0	\$103,483	100.0	0
Electronics & Appliance Stores	443	\$319,267	\$0	\$319,267	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$381,711	\$0	\$381,711	100.0	0
Bldg Material & Supplies Dealers	4441	\$310,859	\$0	\$310,859	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$70,852	\$0	\$70,852	100.0	0
Food & Beverage Stores	445	\$1,972,265	\$0	\$1,972,265	100.0	0
Grocery Stores	4451	\$1,839,939	\$0	\$1,839,939	100.0	0
Specialty Food Stores	4452	\$40,127	\$0	\$40,127	100.0	0
Beer, Wine & Liquor Stores	4453	\$92,199	\$0	\$92,199	100.0	0
Health & Personal Care Stores	446,4461	\$979,119	\$0	\$979,119	100.0	0
Gasoline Stations	447,4471	\$1,425,858	\$0	\$1,425,858	100.0	0
Clothing & Clothing Accessories Stores	448	\$656,977	\$0	\$656,977	100.0	0
Clothing Stores	4481	\$489,144	\$0	\$489,144	100.0	0
Shoe Stores	4482	\$80,724	\$0	\$80,724	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$87,109	\$0	\$87,109	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$232,829	\$319,489	-\$86,660	-15.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$185,865	\$0	\$185,865	100.0	0
Book, Periodical & Music Stores	4512	\$46,964	\$319,489	-\$272,525	-74.4	2
General Merchandise Stores	452	\$2,065,010	\$0	\$2,065,010	100.0	0
Department Stores Excluding Leased Depts.	4521	\$628,285	\$0	\$628,285	100.0	0
Other General Merchandise Stores	4529	\$1,436,725	\$0	\$1,436,725	100.0	0
Miscellaneous Store Retailers	453	\$273,547	\$59,486	\$214,061	64.3	1
Florists	4531	\$10,735	\$0	\$10,735	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$63,698	\$0	\$63,698	100.0	0
Used Merchandise Stores	4533	\$37,203	\$0	\$37,203	100.0	0
Other Miscellaneous Store Retailers	4539	\$161,911	\$59,486	\$102,425	46.3	1
Nonstore Retailers	454	\$738,578	\$0	\$738,578	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$607,438	\$0	\$607,438	100.0	0
Vending Machine Operators	4542	\$27,793	\$0	\$27,793	100.0	0
Direct Selling Establishments	4543	\$103,347	\$0	\$103,347	100.0	0
Food Services & Drinking Places	722	\$1,204,603	\$0	\$1,204,603	100.0	0
Full-Service Restaurants	7221	\$457,843	\$0	\$457,843	100.0	0
Limited-Service Eating Places	7222	\$626,682	\$0	\$626,682	100.0	0
Special Food Services	7223	\$35,783	\$0	\$35,783	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$84,295	\$0	\$84,295	100.0	0

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>.

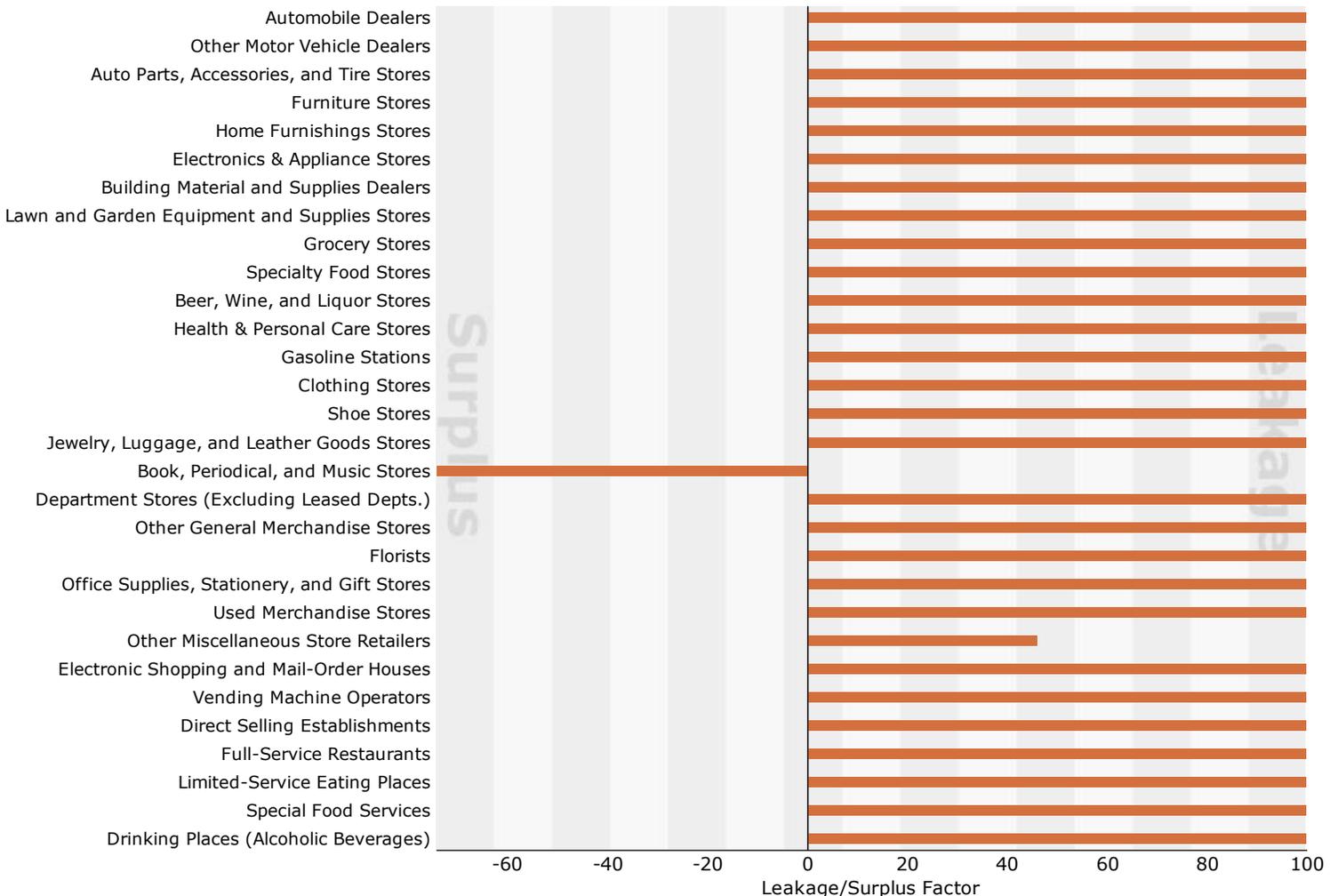
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Oxford City, GA
 Oxford city, GA (1358744)
 Geography: Place

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Covington City, GA
 Covington city, GA (1320064)
 Geography: Place

Summary Demographics

2014 Population	13,474
2014 Households	4,859
2014 Median Disposable Income	\$27,250
2014 Per Capita Income	\$16,770

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	\$94,656,367	\$410,129,339	-\$315,472,972	-62.5	216
Total Retail Trade	44-45	\$85,404,987	\$368,674,489	-\$283,269,502	-62.4	165
Total Food & Drink	722	\$9,251,380	\$41,454,850	-\$32,203,470	-63.5	51

Industry Group

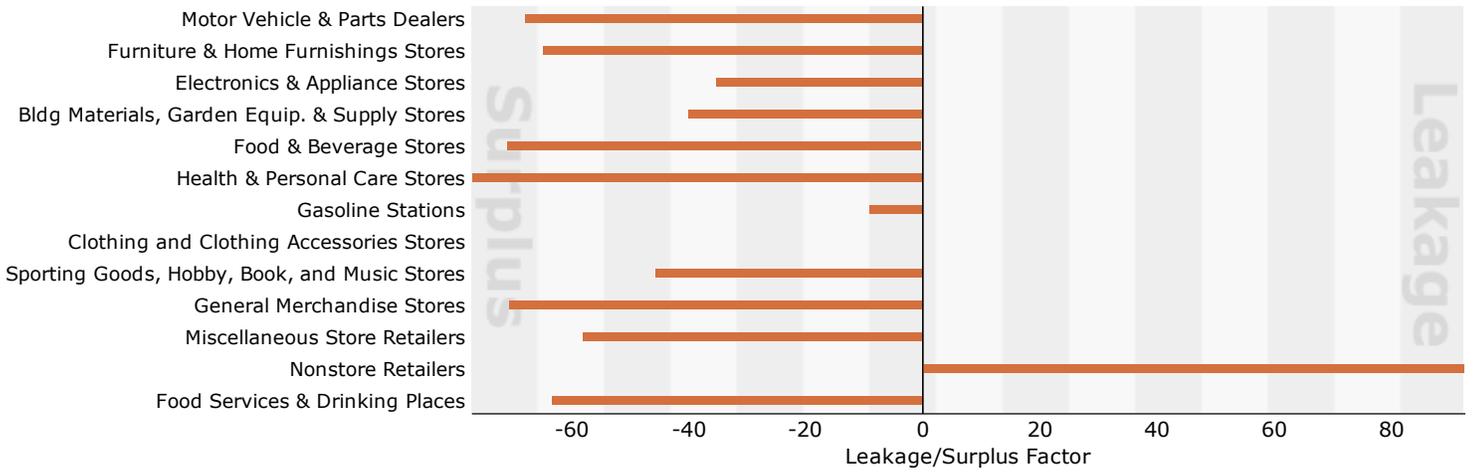
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,869,501	\$93,608,103	-\$75,738,602	-67.9	24
Automobile Dealers	4411	\$15,536,977	\$87,407,965	-\$71,870,988	-69.8	12
Other Motor Vehicle Dealers	4412	\$1,031,127	\$227,210	\$803,917	63.9	1
Auto Parts, Accessories & Tire Stores	4413	\$1,301,397	\$5,972,928	-\$4,671,531	-64.2	11
Furniture & Home Furnishings Stores	442	\$1,908,775	\$8,964,122	-\$7,055,347	-64.9	7
Furniture Stores	4421	\$1,111,142	\$7,589,924	-\$6,478,782	-74.5	5
Home Furnishings Stores	4422	\$797,633	\$1,374,198	-\$576,565	-26.5	2
Electronics & Appliance Stores	443	\$2,444,180	\$5,117,493	-\$2,673,313	-35.4	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,669,008	\$6,257,765	-\$3,588,757	-40.2	10
Bldg Material & Supplies Dealers	4441	\$2,213,930	\$3,944,417	-\$1,730,487	-28.1	9
Lawn & Garden Equip & Supply Stores	4442	\$455,078	\$2,313,348	-\$1,858,270	-67.1	1
Food & Beverage Stores	445	\$14,385,382	\$84,534,425	-\$70,149,043	-70.9	22
Grocery Stores	4451	\$13,387,134	\$80,702,826	-\$67,315,692	-71.5	15
Specialty Food Stores	4452	\$296,243	\$179,993	\$116,250	24.4	2
Beer, Wine & Liquor Stores	4453	\$702,005	\$3,651,606	-\$2,949,601	-67.8	5
Health & Personal Care Stores	446,4461	\$6,757,732	\$52,207,162	-\$45,449,430	-77.1	14
Gasoline Stations	447,4471	\$9,988,131	\$12,001,401	-\$2,013,270	-9.2	7
Clothing & Clothing Accessories Stores	448	\$5,177,089	\$5,179,962	-\$2,873	0.0	23
Clothing Stores	4481	\$3,865,567	\$2,469,123	\$1,396,444	22.0	15
Shoe Stores	4482	\$621,621	\$1,716,181	-\$1,094,560	-46.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$689,901	\$994,658	-\$304,757	-18.1	5
Sporting Goods, Hobby, Book & Music Stores	451	\$1,748,465	\$4,690,744	-\$2,942,279	-45.7	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,366,187	\$3,409,544	-\$2,043,357	-42.8	8
Book, Periodical & Music Stores	4512	\$382,278	\$1,281,200	-\$898,922	-54.0	2
General Merchandise Stores	452	\$15,179,181	\$88,710,098	-\$73,530,917	-70.8	9
Department Stores Excluding Leased Depts.	4521	\$4,765,195	\$4,796,688	-\$31,493	-0.3	3
Other General Merchandise Stores	4529	\$10,413,986	\$83,913,410	-\$73,499,424	-77.9	6
Miscellaneous Store Retailers	453	\$1,909,634	\$7,198,099	-\$5,288,465	-58.1	30
Florists	4531	\$74,358	\$743,671	-\$669,313	-81.8	4
Office Supplies, Stationery & Gift Stores	4532	\$469,733	\$697,921	-\$228,188	-19.5	6
Used Merchandise Stores	4533	\$295,593	\$1,293,045	-\$997,452	-62.8	6
Other Miscellaneous Store Retailers	4539	\$1,069,950	\$4,463,462	-\$3,393,512	-61.3	14
Nonstore Retailers	454	\$5,367,909	\$205,115	\$5,162,794	92.6	1
Electronic Shopping & Mail-Order Houses	4541	\$4,547,077	\$0	\$4,547,077	100.0	0
Vending Machine Operators	4542	\$205,874	\$205,115	\$759	0.2	1
Direct Selling Establishments	4543	\$614,958	\$0	\$614,958	100.0	0
Food Services & Drinking Places	722	\$9,251,380	\$41,454,850	-\$32,203,470	-63.5	51
Full-Service Restaurants	7221	\$3,513,108	\$18,638,806	-\$15,125,698	-68.3	24
Limited-Service Eating Places	7222	\$4,740,992	\$22,464,092	-\$17,723,100	-65.1	25
Special Food Services	7223	\$277,584	\$351,952	-\$74,368	-11.8	2
Drinking Places - Alcoholic Beverages	7224	\$719,696	\$0	\$719,696	100.0	0

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Covington City, GA
 Covington city, GA (1320064)
 Geography: Place

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

