

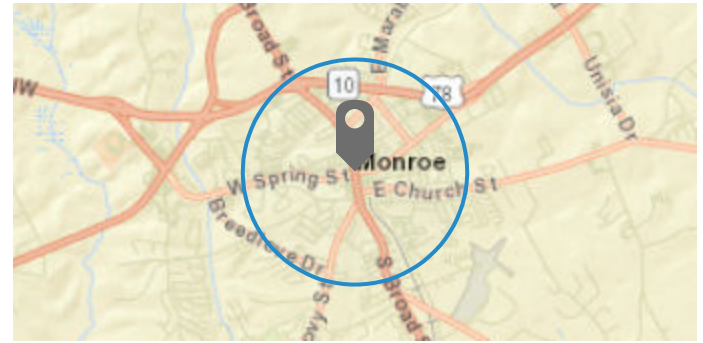


Retail Leakage/Surplus Report

1-69 S Broad St, Monroe, Georgia, 30655
Ring of 1 mile

33.79476
-83.71318

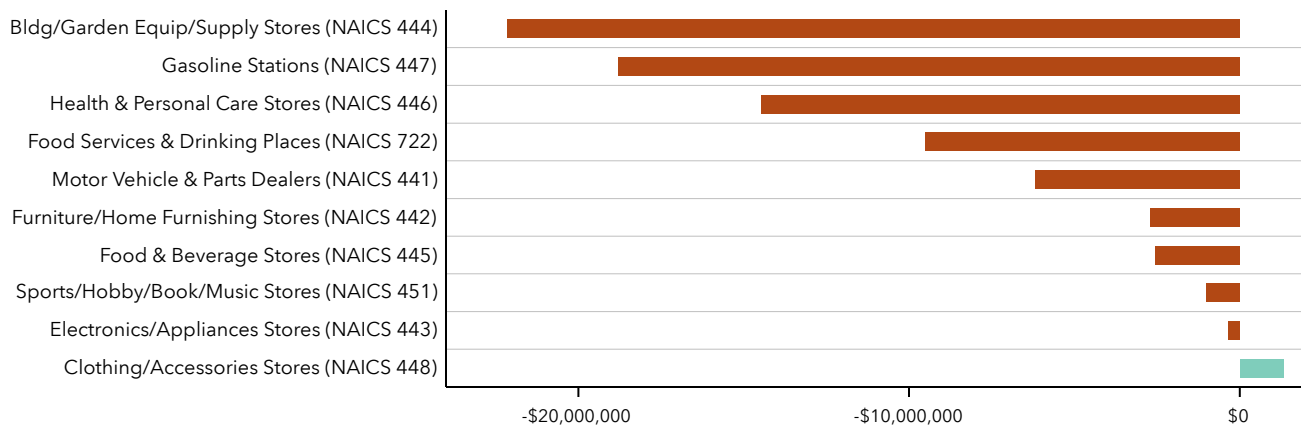
Summary Information	2022	2027
Population	6,030	6,316
Households	2,509	2,622
Families	4,804	5,014
Average Household Size	2.40	2.40
Median Household Income	\$41,148	\$48,634
Average Household Income	\$55,984	\$68,802
Per Capita Income	\$22,193	\$27,235
Median Age	35.8	36.2



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Total Retail Trade	44-45	\$37,943,972	\$116,526,000	-\$78,582,028	72
Total Food/Drink	722	\$6,283,212	\$15,801,000	-\$9,517,788	27
Total Retail Sales & Food/Drink	44-45, 722	\$44,227,184	\$132,327,000	-\$88,099,816	99

Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$4,549,097	\$10,747,000	-\$6,197,903	13
Furniture/Home Furnishing Stores	442	\$1,005,088	\$3,709,000	-\$2,703,912	4
Electronics/Appliances Stores	443	\$1,025,519	\$1,371,000	-\$345,481	1
Bldg/Garden Equip/Supply Stores	444	\$1,769,989	\$23,924,000	-\$22,154,011	2
Food & Beverage Stores	445	\$9,435,967	\$11,982,000	-\$2,546,033	7
Health & Personal Care Stores	446	\$1,405,852	\$15,867,000	-\$14,461,148	7
Gasoline Stations	447	\$4,055,535	\$22,835,000	-\$18,779,465	4
Clothing/Accessories Stores	448	\$3,382,439	\$2,058,000	\$1,324,439	7
Sports/Hobby/Book/Music Stores	451	\$685,403	\$1,689,000	-\$1,003,597	4
Food Services & Drinking Places	722	\$6,283,212	\$15,801,000	-\$9,517,788	27

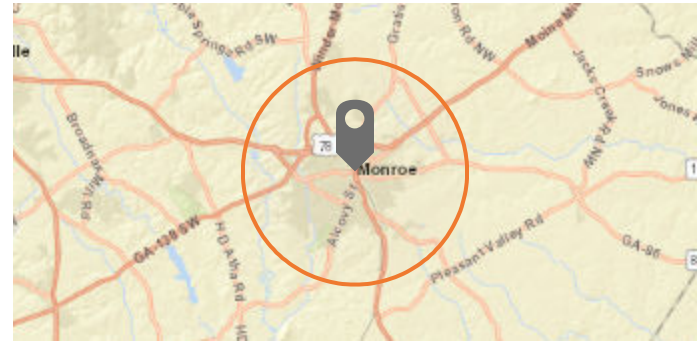
Leakage/Surplus (Retail Gap) by Retail Type



Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
Esri forecasts for 2022 and 2027



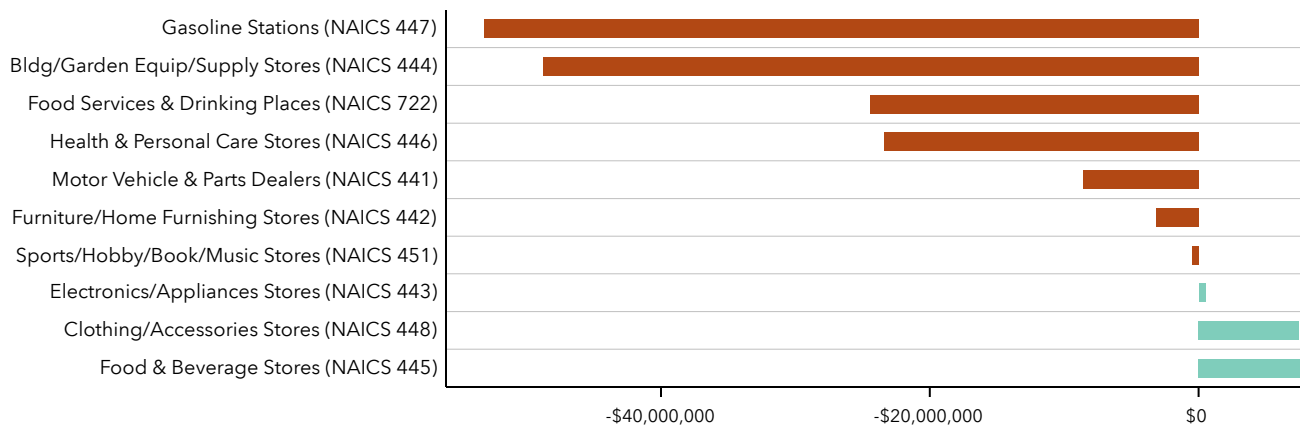
Summary Information	2022	2027
Population	19,541	20,513
Households	7,394	7,763
Families	15,809	16,558
Average Household Size	2.61	2.61
Median Household Income	\$48,054	\$54,511
Average Household Income	\$65,359	\$77,518
Per Capita Income	\$24,814	\$29,426
Median Age	36.1	36.5



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Total Retail Trade	44-45	\$129,339,387	\$259,697,000	-\$130,357,613	153
Total Food/Drink	722	\$21,537,235	\$45,997,000	-\$24,459,765	69
Total Retail Sales & Food/Drink	44-45, 722	\$150,876,622	\$305,694,000	-\$154,817,378	222

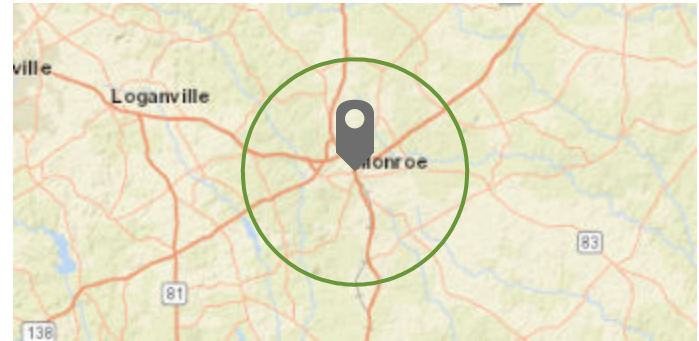
Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$15,697,405	\$24,298,000	-\$8,600,595	28
Furniture/Home Furnishing Stores	442	\$3,464,481	\$6,642,000	-\$3,177,519	7
Electronics/Appliances Stores	443	\$3,548,113	\$3,013,000	\$535,113	3
Bldg/Garden Equip/Supply Stores	444	\$6,121,577	\$54,903,000	-\$48,781,423	8
Food & Beverage Stores	445	\$31,940,840	\$24,227,000	\$7,713,840	15
Health & Personal Care Stores	446	\$4,824,363	\$28,232,000	-\$23,407,637	13
Gasoline Stations	447	\$13,742,568	\$66,911,000	-\$53,168,432	12
Clothing/Accessories Stores	448	\$11,569,049	\$4,062,000	\$7,507,049	14
Sports/Hobby/Book/Music Stores	451	\$2,350,709	\$2,832,000	-\$481,291	7
Food Services & Drinking Places	722	\$21,537,235	\$45,997,000	-\$24,459,765	69

Leakage/Surplus (Retail Gap) by Retail Type



Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
 Esri forecasts for 2022 and 2027

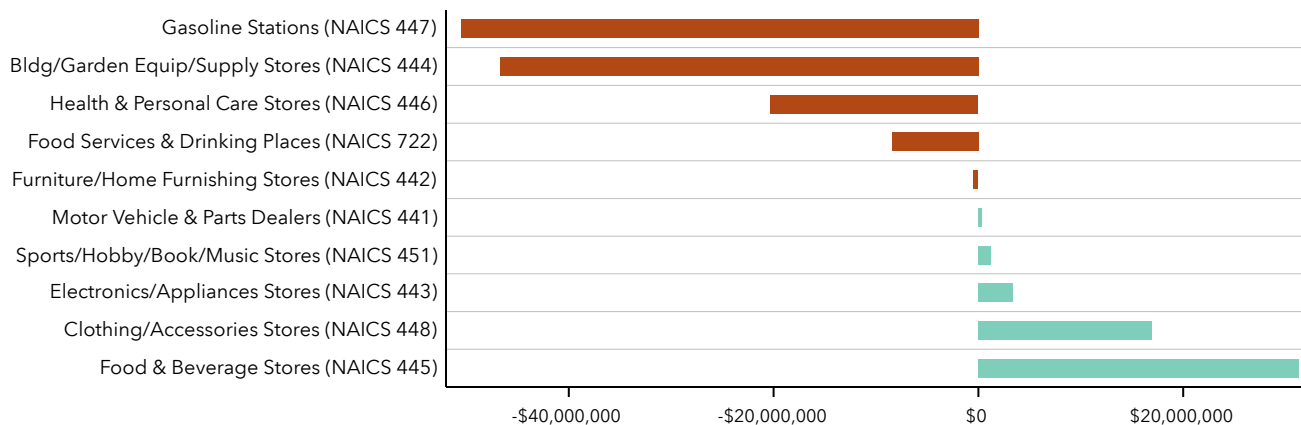
Summary Information	2022	2027
Population	31,994	33,874
Households	11,905	12,596
Families	26,553	28,079
Average Household Size	2.65	2.65
Median Household Income	\$54,644	\$66,571
Average Household Income	\$75,290	\$89,497
Per Capita Income	\$27,822	\$33,035
Median Age	37.4	38.0



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Total Retail Trade	44-45	\$239,230,685	\$282,085,000	-\$42,854,315	179
Total Food/Drink	722	\$39,571,065	\$48,037,000	-\$8,465,935	74
Total Retail Sales & Food/Drink	44-45, 722	\$278,801,750	\$330,122,000	-\$51,320,250	253

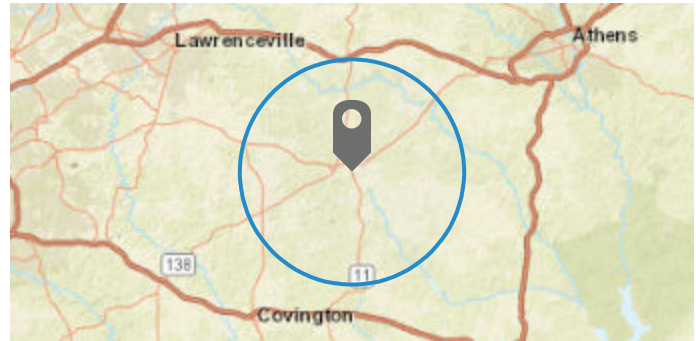
Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$28,938,955	\$28,739,000	\$199,955	33
Furniture/Home Furnishing Stores	442	\$6,399,413	\$6,892,000	-\$492,587	8
Electronics/Appliances Stores	443	\$6,557,168	\$3,173,000	\$3,384,168	3
Bldg/Garden Equip/Supply Stores	444	\$11,666,643	\$58,373,000	-\$46,706,357	10
Food & Beverage Stores	445	\$58,447,617	\$27,086,000	\$31,361,617	19
Health & Personal Care Stores	446	\$8,876,813	\$29,195,000	-\$20,318,187	15
Gasoline Stations	447	\$25,039,057	\$75,553,000	-\$50,513,943	14
Clothing/Accessories Stores	448	\$21,131,995	\$4,175,000	\$16,956,995	14
Sports/Hobby/Book/Music Stores	451	\$4,341,941	\$3,130,000	\$1,211,941	8
Food Services & Drinking Places	722	\$39,571,065	\$48,037,000	-\$8,465,935	74

Leakage/Surplus (Retail Gap) by Retail Type



Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
Esri forecasts for 2022 and 2027

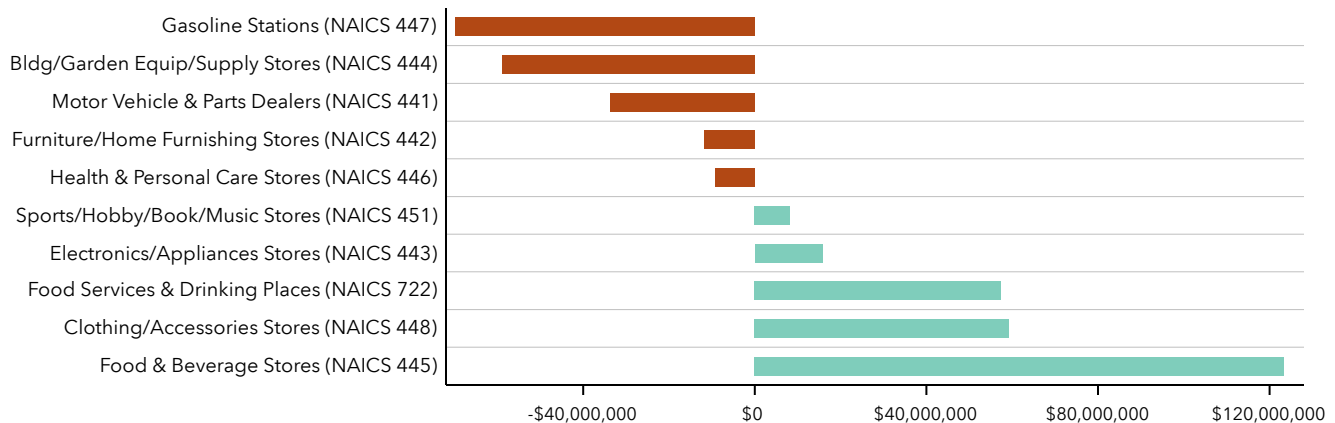
Summary Information	2022	2027
Population	86,964	91,941
Households	30,587	32,308
Families	75,441	79,650
Average Household Size	2.82	2.83
Median Household Income	\$71,989	\$86,388
Average Household Income	\$92,762	\$109,006
Per Capita Income	\$32,578	\$38,247
Median Age	38.6	39.0



Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Total Retail Trade	44-45	\$753,995,667	\$589,233,000	\$164,762,667	326
Total Food/Drink	722	\$123,793,526	\$66,396,000	\$57,397,526	113
Total Retail Sales & Food/Drink	44-45, 722	\$877,789,193	\$655,629,000	\$222,160,193	439

Industry Groups	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage(+) Surplus(-)	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$90,959,236	\$124,731,000	-\$33,771,764	59
Furniture/Home Furnishing Stores	442	\$20,257,035	\$32,177,000	-\$11,919,965	16
Electronics/Appliances Stores	443	\$20,722,809	\$4,939,000	\$15,783,809	5
Bldg/Garden Equip/Supply Stores	444	\$38,308,029	\$97,185,000	-\$58,876,971	34
Food & Beverage Stores	445	\$181,270,344	\$57,926,000	\$123,344,344	29
Health & Personal Care Stores	446	\$27,770,850	\$37,118,000	-\$9,347,150	22
Gasoline Stations	447	\$77,437,523	\$147,327,000	-\$69,889,477	30
Clothing/Accessories Stores	448	\$65,410,631	\$6,130,000	\$59,280,631	20
Sports/Hobby/Book/Music Stores	451	\$13,684,674	\$5,465,000	\$8,219,674	14
Food Services & Drinking Places	722	\$123,793,526	\$66,396,000	\$57,397,526	113

Leakage/Surplus (Retail Gap) by Retail Type



Source: U.S. Census Bureau, Decennial Census 2020 and ACS 2016-2020.
 Esri forecasts for 2022 and 2027