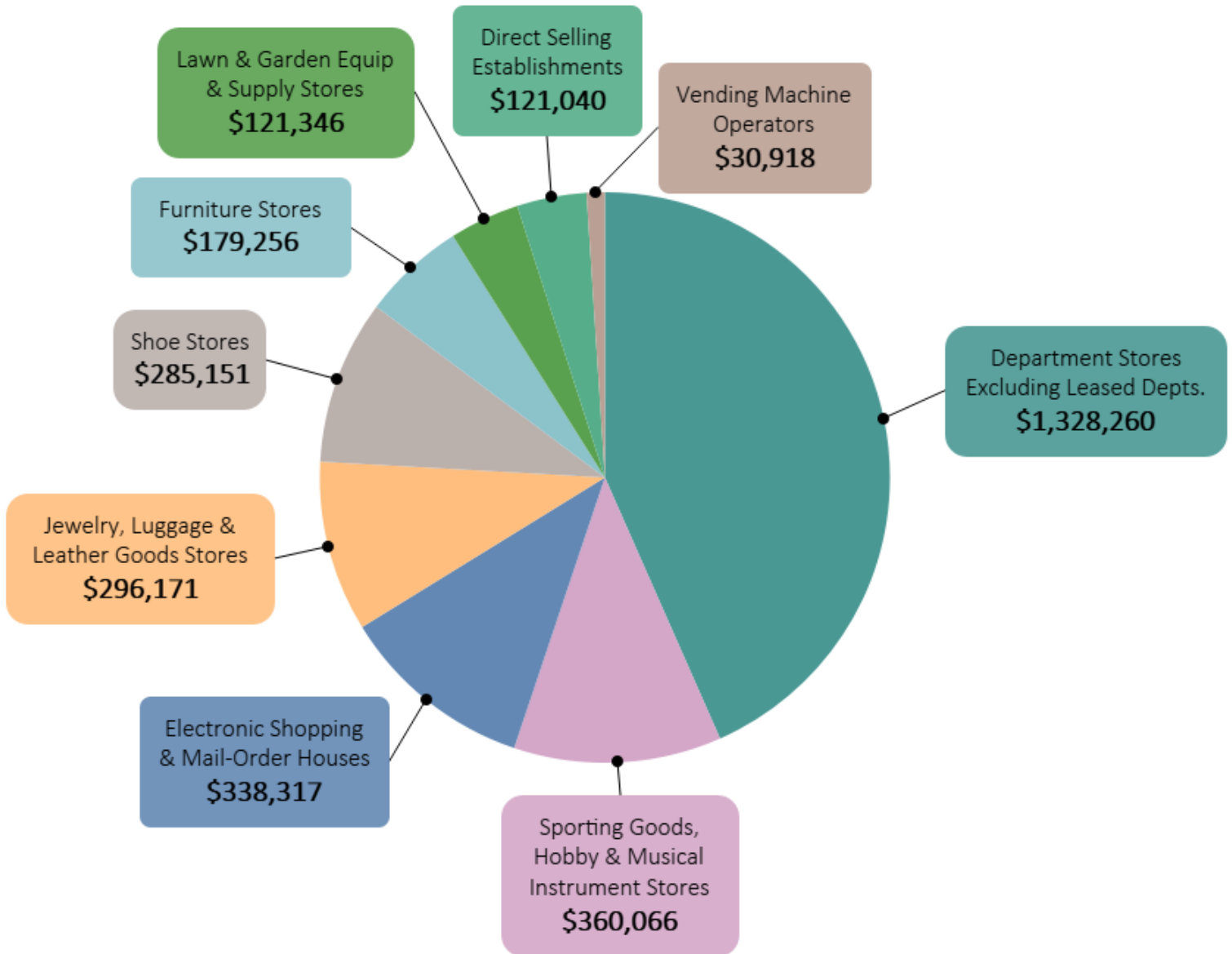


RETAIL DEMAND OPPORTUNITY* BY SECTOR (2017)



*Analysis by ECG Office of Economic and Community Development
Data Sourced from ESRI.*

**Retail demand opportunity is the excess demand for the retail sector in the trade area.*

TOP 3 TAPESTRY SEGMENTS

5 MINUTE DRIVE TIME

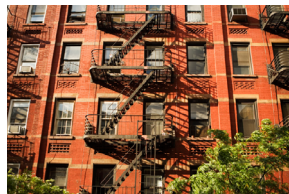


CITY COMMONS

1,714 households (54.3%)

Household Type: Single Parents
 Home Type: Multi-Unit Rentals; Single Family
 Employment: Services; Administrative; Professional
 Income: \$17,000 Median Age: 28
 Education: HS Diploma Race: Black

[Click here for full description.](#)

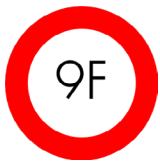


MODEST INCOME HOMES

1,200 households (38.0%)

Household Type: Singles
 Home Type: Single Family
 Employment: Services; Administrative
 Income: \$22,000 Median Age: 36
 Education: HS Diploma Race: Black

[Click here for full description.](#)



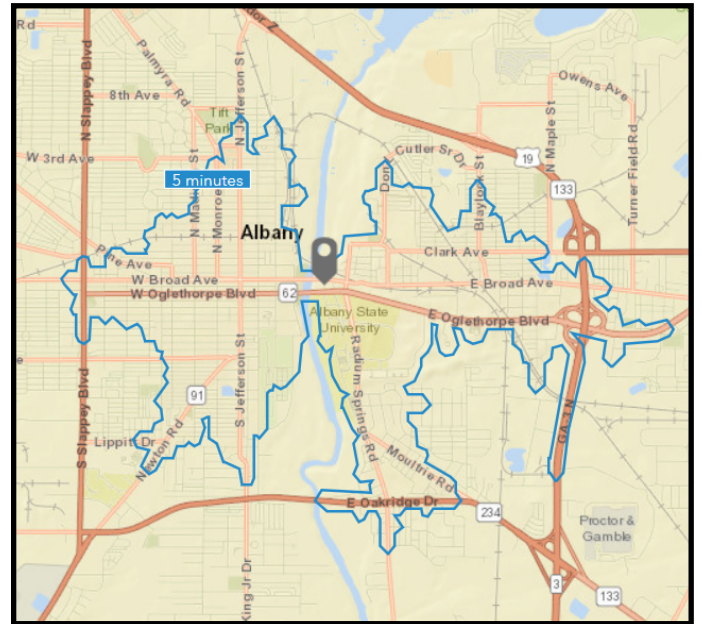
SOCIAL SECURITY SET

201 households (6.4%)

Household Type: Singles
 Home Type: Multi-Unit Rentals
 Employment: Retired; Services; Professional
 Income: \$16,000 Median Age: 44
 Education: HS Diploma Race: White; Black

[Click here for full description.](#)

DEMOGRAPHIC PROFILE	
City of Albany	
Population	74,326
Households	28,764
Median Disposable Income	\$29,471
Per Capita Income	\$20,420



KEY FACTS

5 MINUTE DRIVE TIME



3,151
Households



8,507
Population



\$65,881
Median Household Income



30.9
Median Age



Data Sourced from ESRI

Albany Hub
College Dr, Albany, Georgia, 31705
Drive Time: 5 minute radius

Latitude: 31.57624
Longitude: -84.14514

Summary Demographics

2019 Population	8,507
2019 Households	3,151
2019 Median Disposable Income	\$17,169
2019 Per Capita Income	\$10,757

2017 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	\$42,382,369	\$282,066,242	-\$239,683,873	-73.9	179
Total Retail Trade	44-45	\$38,427,727	\$262,919,519	-\$224,491,792	-74.5	137
Total Food & Drink	722	\$3,954,643	\$19,146,723	-\$15,192,080	-65.8	42

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,183,343	\$174,969,636	-\$166,786,293	-91.1	45
Automobile Dealers	4411	\$6,786,084	\$154,080,362	-\$147,294,278	-91.6	28
Other Motor Vehicle Dealers	4412	\$637,703	\$6,425,538	-\$5,787,835	-81.9	2
Auto Parts, Accessories & Tire Stores	4413	\$759,556	\$14,463,736	-\$13,704,180	-90.0	14
Furniture & Home Furnishings Stores	442	\$1,428,670	\$9,632,890	-\$8,204,220	-74.2	4
Furniture Stores	4421	\$821,834	\$642,578	\$179,256	12.2	2
Home Furnishings Stores	4422	\$606,837	\$8,990,311	-\$8,383,474	-87.4	2
Electronics & Appliance Stores	443	\$1,283,900	\$7,993,120	-\$6,709,220	-72.3	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,034,841	\$7,294,967	-\$5,260,126	-56.4	6
Bldg Material & Supplies Dealers	4441	\$1,913,495	\$7,294,967	-\$5,381,472	-58.4	6
Lawn & Garden Equip & Supply Stores	4442	\$121,346	\$0	\$121,346	100.0	0
Food & Beverage Stores	445	\$6,965,753	\$18,802,346	-\$11,836,593	-45.9	20
Grocery Stores	4451	\$6,153,272	\$10,964,080	-\$4,810,808	-28.1	12
Specialty Food Stores	4452	\$408,463	\$519,122	-\$110,659	-11.9	2
Beer, Wine & Liquor Stores	4453	\$404,018	\$7,319,144	-\$6,915,126	-89.5	5
Health & Personal Care Stores	446,4461	\$2,428,792	\$14,877,517	-\$12,448,725	-71.9	9
Gasoline Stations	447,4471	\$4,774,997	\$12,690,554	-\$7,915,557	-45.3	7
Clothing & Clothing Accessories Stores	448	\$1,804,193	\$2,485,843	-\$681,650	-15.9	10
Clothing Stores	4481	\$1,222,871	\$2,324,420	-\$1,101,549	-31.1	9
Shoe Stores	4482	\$285,151	\$0	\$285,151	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$296,171	\$0	\$296,171	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$988,930	\$918,634	\$70,296	3.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$840,525	\$480,459	\$360,066	27.3	3
Book, Periodical & Music Stores	4512	\$148,405	\$438,175	-\$289,770	-49.4	2
General Merchandise Stores	452	\$6,722,070	\$8,788,625	-\$2,066,555	-13.3	9
Department Stores Excluding Leased Depts.	4521	\$4,802,559	\$3,474,299	\$1,328,260	16.0	3
Other General Merchandise Stores	4529	\$1,919,511	\$5,314,326	-\$3,394,815	-46.9	7
Miscellaneous Store Retailers	453	\$1,321,963	\$4,454,910	-\$3,132,947	-54.2	15
Florists	4531	\$39,481	\$233,300	-\$193,819	-71.1	3
Office Supplies, Stationery & Gift Stores	4532	\$250,361	\$535,519	-\$285,158	-36.3	3
Used Merchandise Stores	4533	\$230,043	\$2,855,429	-\$2,625,386	-85.1	5
Other Miscellaneous Store Retailers	4539	\$802,078	\$830,661	-\$28,583	-1.8	4
Nonstore Retailers	454	\$490,275	\$0	\$490,275	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$338,317	\$0	\$338,317	100.0	0
Vending Machine Operators	4542	\$30,918	\$0	\$30,918	100.0	0
Direct Selling Establishments	4543	\$121,040	\$0	\$121,040	100.0	0
Food Services & Drinking Places	722	\$3,954,643	\$19,146,723	-\$15,192,080	-65.8	42
Special Food Services	7223	\$41,086	\$447,251	-\$406,165	-83.2	3
Drinking Places - Alcoholic Beverages	7224	\$92,918	\$635,149	-\$542,231	-74.5	5
Restaurants/Other Eating Places	7225	\$3,820,639	\$18,064,323	-\$14,243,684	-65.1	34

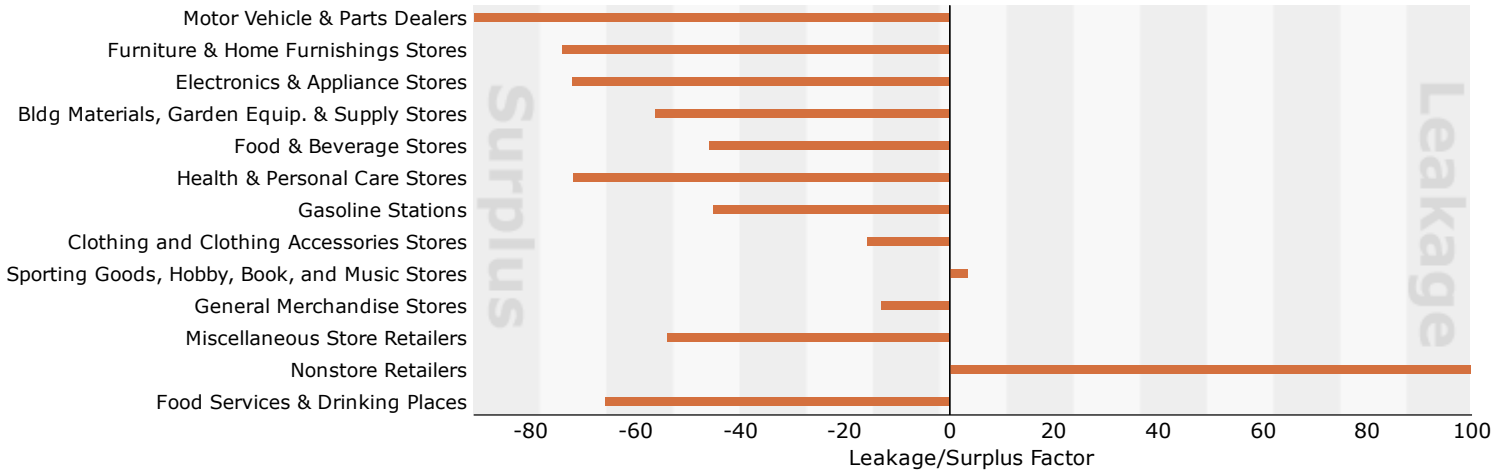
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

Albany Hub
 College Dr, Albany, Georgia, 31705
 Drive Time: 5 minute radius

Latitude: 31.57624
 Longitude: -84.14514

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

