

Retail Market Potential

Canton, Georgia, United States
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 34.23676
Longitude: -84.49076

Demographic Summary	2015	2020
Population	78,424	84,566
Population 18+	56,522	60,986
Households	27,553	29,791
Median Household Income	\$64,921	\$76,127

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	28,401	50.2%	104
Bought any women's clothing in last 12 months	26,049	46.1%	103
Bought clothing for child <13 years in last 6 months	20,141	35.6%	127
Bought any shoes in last 12 months	32,026	56.7%	104
Bought costume jewelry in last 12 months	11,768	20.8%	104
Bought any fine jewelry in last 12 months	10,471	18.5%	95
Bought a watch in last 12 months	6,472	11.5%	100
Automobiles (Households)			
HH owns/leases any vehicle	24,864	90.2%	106
HH bought/leased new vehicle last 12 mo	2,850	10.3%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	50,826	89.9%	106
Bought/changed motor oil in last 12 months	30,145	53.3%	107
Had tune-up in last 12 months	18,260	32.3%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,957	67.2%	102
Drank regular cola in last 6 months	25,804	45.7%	100
Drank beer/ale in last 6 months	24,186	42.8%	101
Cameras (Adults)			
Own digital point & shoot camera	20,469	36.2%	112
Own digital single-lens reflex (SLR) camera	5,805	10.3%	119
Bought any camera in last 12 months	4,441	7.9%	109
Bought memory card for camera in last 12 months	3,563	6.3%	110
Printed digital photos in last 12 months	2,076	3.7%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,101	39.1%	107
Have a smartphone	31,819	56.3%	116
Have an iPhone	12,345	21.8%	117
Number of cell phones in household: 1	6,566	23.8%	74
Number of cell phones in household: 2	11,345	41.2%	112
Number of cell phones in household: 3+	8,563	31.1%	124
HH has cell phone only (no landline telephone)	10,849	39.4%	104
Computers (Households)			
HH owns a computer	22,522	81.7%	107
HH owns desktop computer	15,054	54.6%	112
HH owns laptop/notebook	15,247	55.3%	108
Spent <\$500 on most recent home computer	4,050	14.7%	104
Spent \$500-\$999 on most recent home computer	6,306	22.9%	113
Spent \$1,000-\$1,499 on most recent home computer	2,998	10.9%	109
Spent \$1,500-\$1,999 on most recent home computer	1,367	5.0%	108
Spent \$2,000+ on most recent home computer	1,287	4.7%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	36,039	63.8%	105
Bought brewed coffee at convenience store in last 30 days	8,677	15.4%	100
Bought cigarettes at convenience store in last 30 days	7,120	12.6%	96
Bought gas at convenience store in last 30 days	21,213	37.5%	113
Spent at convenience store in last 30 days: <\$20	4,665	8.3%	101
Spent at convenience store in last 30 days: \$20-\$39	5,059	9.0%	98
Spent at convenience store in last 30 days: \$40-\$50	4,321	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	2,781	4.9%	108
Spent at convenience store in last 30 days: \$100+	14,578	25.8%	112
Entertainment (Adults)			
Attended a movie in last 6 months	36,256	64.1%	106
Went to live theater in last 12 months	7,082	12.5%	100
Went to a bar/night club in last 12 months	9,748	17.2%	101
Dined out in last 12 months	27,854	49.3%	109
Gambled at a casino in last 12 months	8,562	15.1%	103
Visited a theme park in last 12 months	11,801	20.9%	116
Viewed movie (video-on-demand) in last 30 days	9,973	17.6%	113
Viewed TV show (video-on-demand) in last 30 days	7,494	13.3%	108
Watched any pay-per-view TV in last 12 months	8,743	15.5%	118
Downloaded a movie over the Internet in last 30 days	3,841	6.8%	103
Downloaded any individual song in last 6 months	13,146	23.3%	113
Watched a movie online in the last 30 days	7,768	13.7%	101
Watched a TV program online in last 30 days	7,720	13.7%	102
Played a video/electronic game (console) in last 12 months	6,967	12.3%	108
Played a video/electronic game (portable) in last 12 months	2,672	4.7%	106
Financial (Adults)			
Have home mortgage (1st)	23,488	41.6%	131
Used ATM/cash machine in last 12 months	30,528	54.0%	111
Own any stock	4,630	8.2%	105
Own U.S. savings bond	3,218	5.7%	99
Own shares in mutual fund (stock)	4,488	7.9%	106
Own shares in mutual fund (bonds)	2,798	5.0%	101
Have interest checking account	17,677	31.3%	108
Have non-interest checking account	16,754	29.6%	105
Have savings account	32,849	58.1%	109
Have 401K retirement savings plan	10,418	18.4%	125
Own/used any credit/debit card in last 12 months	43,644	77.2%	105
Avg monthly credit card expenditures: <\$111	7,273	12.9%	109
Avg monthly credit card expenditures: \$111-\$225	3,972	7.0%	108
Avg monthly credit card expenditures: \$226-\$450	3,613	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	3,342	5.9%	109
Avg monthly credit card expenditures: \$701-\$1,000	2,485	4.4%	101
Avg monthly credit card expenditures: \$1,001+	5,288	9.4%	102
Did banking online in last 12 months	24,345	43.1%	123
Did banking on mobile device in last 12 months	7,992	14.1%	136
Paid bills online in last 12 months	27,669	49.0%	117

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	41,774	73.9%	103
Used bread in last 6 months	54,273	96.0%	101
Used chicken (fresh or frozen) in last 6 mos	41,700	73.8%	103
Used turkey (fresh or frozen) in last 6 mos	10,301	18.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	32,226	57.0%	102
Used fresh fruit/vegetables in last 6 months	49,812	88.1%	102
Used fresh milk in last 6 months	51,798	91.6%	102
Used organic food in last 6 months	10,637	18.8%	96
Health (Adults)			
Exercise at home 2+ times per week	17,486	30.9%	108
Exercise at club 2+ times per week	8,093	14.3%	111
Visited a doctor in last 12 months	42,819	75.8%	100
Used vitamin/dietary supplement in last 6 months	29,838	52.8%	99
Home (Households)			
Any home improvement in last 12 months	8,573	31.1%	113
Used housekeeper/maid/professional HH cleaning service in last 12	3,672	13.3%	102
Purchased low ticket HH furnishings in last 12 months	4,707	17.1%	110
Purchased big ticket HH furnishings in last 12 months	6,409	23.3%	110
Purchased bedding/bath goods in last 12 months	15,070	54.7%	103
Purchased cooking/serving product in last 12 months	7,187	26.1%	107
Bought any small kitchen appliance in last 12 months	6,342	23.0%	103
Bought any large kitchen appliance in last 12 months	3,933	14.3%	111
Insurance (Adults/Households)			
Currently carry life insurance	26,921	47.6%	110
Carry medical/hospital/accident insurance	36,951	65.4%	101
Carry homeowner insurance	30,660	54.2%	114
Carry renter's insurance	3,999	7.1%	96
Have auto insurance: 1 vehicle in household covered	6,928	25.1%	80
Have auto insurance: 2 vehicles in household covered	9,322	33.8%	121
Have auto insurance: 3+ vehicles in household covered	7,250	26.3%	120
Pets (Households)			
Household owns any pet	16,223	58.9%	111
Household owns any cat	6,315	22.9%	101
Household owns any dog	12,855	46.7%	117
Psychographics (Adults)			
Buying American is important to me	24,229	42.9%	100
Usually buy items on credit rather than wait	6,098	10.8%	95
Usually buy based on quality - not price	10,087	17.8%	100
Price is usually more important than brand name	15,680	27.7%	101
Usually use coupons for brands I buy often	9,940	17.6%	93
Am interested in how to help the environment	8,947	15.8%	95
Usually pay more for environ safe product	6,128	10.8%	86
Usually value green products over convenience	5,076	9.0%	88
Likely to buy a brand that supports a charity	19,217	34.0%	99
Reading (Adults)			
Bought digital book in last 12 months	7,339	13.0%	117
Bought hardcover book in last 12 months	13,558	24.0%	107
Bought paperback book in last 12 month	20,130	35.6%	105
Read any daily newspaper (paper version)	13,023	23.0%	82
Read any digital newspaper in last 30 days	18,982	33.6%	107
Read any magazine (paper/electronic version) in last 6 months	51,509	91.1%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	45,672	80.8%	107
Went to family restaurant/steak house: 4+ times a month	18,553	32.8%	114
Went to fast food/drive-in restaurant in last 6 months	52,127	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	25,573	45.2%	112
Fast food/drive-in last 6 months: eat in	22,677	40.1%	110
Fast food/drive-in last 6 months: home delivery	5,270	9.3%	119
Fast food/drive-in last 6 months: take-out/drive-thru	30,474	53.9%	115
Fast food/drive-in last 6 months: take-out/walk-in	11,696	20.7%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	14,132	25.0%	118
Own any portable MP3 player	22,128	39.1%	117
HH owns 1 TV	4,329	15.7%	78
HH owns 2 TVs	6,832	24.8%	94
HH owns 3 TVs	6,389	23.2%	108
HH owns 4+ TVs	6,779	24.6%	125
HH subscribes to cable TV	12,992	47.2%	93
HH subscribes to fiber optic	1,999	7.3%	109
HH has satellite dish	8,085	29.3%	115
HH owns DVD/Blu-ray player	18,601	67.5%	109
HH owns camcorder	5,775	21.0%	134
HH owns portable GPS navigation device	8,974	32.6%	118
HH purchased video game system in last 12 mos	2,597	9.4%	102
HH owns Internet video device for TV	1,462	5.3%	122
Travel (Adults)			
Domestic travel in last 12 months	31,230	55.3%	110
Took 3+ domestic non-business trips in last 12 months	7,826	13.8%	111
Spent on domestic vacations in last 12 months: <\$1,000	6,505	11.5%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,703	6.6%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,443	4.3%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,503	4.4%	116
Spent on domestic vacations in last 12 months: \$3,000+	3,560	6.3%	116
Domestic travel in the 12 months: used general travel website	4,503	8.0%	113
Foreign travel in last 3 years	13,716	24.3%	102
Took 3+ foreign trips by plane in last 3 years	2,412	4.3%	98
Spent on foreign vacations in last 12 months: <\$1,000	2,662	4.7%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,747	3.1%	102
Spent on foreign vacations in last 12 months: \$3,000+	2,782	4.9%	100
Foreign travel in last 3 years: used general travel website	3,353	5.9%	108
Nights spent in hotel/motel in last 12 months: any	26,495	46.9%	113
Took cruise of more than one day in last 3 years	5,386	9.5%	109
Member of any frequent flyer program	11,009	19.5%	117
Member of any hotel rewards program	9,477	16.8%	119

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