

A Retail Over/Under Supply Analysis of Business Establishments of Downtown Cedartown, Georgia and Comparable Communities



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March 2008

A Retail Over/Under Supply Analysis of Business Establishments of Downtown Cedartown, Georgia and Comparable Communities

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Situational Analysis

The following retail over/under supply analysis was conducted by the Applied Research Division of the University of Georgia's SBDC for the Downtown Cedartown Association. The main objective of this report is to assess the supply level (See Appendix B.) of consumer retail and service businesses in the downtowns (5-mile radius) of the following cities:

- 1) Cedartown, Georgia
- 2) Thomaston, Georgia
- 3) Jesup, Georgia
- 4) Bainbridge, Georgia
- 5) Toccoa, Georgia
- 6) Cairo, Georgia
- 7) Cordele, Georgia
- 8) Eatonton, Georgia
- 9) Fort Valley, Georgia
- 10) Summerville, Georgia
- 11) Vidalia, Georgia
- 12) Alabaster, Alabama
- 13) Bristol, Tennessee

Other information included in the analysis are population, county per capita income, sales volume, number of employees, and average comparisons to the study area. In addition, calculations involving employees and sales per businesses, sales per employees, and businesses per population were conducted and can be found in Appendix C. The findings from this study will be used to assist the Downtown

Cedartown Association in determining which businesses are most likely needed in the downtown area.

Importance of the Study

When evaluating the feasibility of establishing new businesses or expanding existing businesses in a particular area, it is helpful to first determine whether a business category in question is over supplied or under supplied. Measures of over and under supplied business gaps are important indicators of potential market opportunities. For example, if a particular business category is over supplied, it tends to indicate a lower probability for success in starting a business of that type.

An over supply of businesses in a particular area could mean several things:

1. There might already be sufficient business establishments providing the products or services in the area.
2. There may be exceptionally high demand for these products or services in the area.
3. Consumers from outside the area may be obtaining these products or services in the community.

On the other hand, if a particular business category is under supplied, this might be an indication that a greater potential exists for successful entry into this particular business sector. An under supply of businesses could mean:

1. A sufficient number of business establishments do not exist to provide the goods or services required to meet current demand.
2. Residents are out shopping (i.e. residents are purchasing their goods and services outside of the city.)
3. There simply may be an exceptionally low demand for these products and services in the area.

A retail over/under supply analysis is one way of evaluating the supply of goods and services in a particular area. Results of this analysis will be most useful as a preliminary guide to determine the need for businesses and services in downtown Cedartown. In addition to identifying the types of retail and service businesses to recruit, this information may be used by those interested in setting up new businesses and by those considering expansion of an existing business. If an individual is considering opening a new business in a specific area, a retail over/under supply analysis can tell which business categories appear to be under supplied in that area. ***It should be noted that this information is not to be used as a substitute for a more detailed primary research study.*** Indicators of over supply or under supply provide only a baseline of information and do not provide a full explanation of an area's business environment. For example, there may be a special niche within an over supplied market that is actually under supplied. Identifying over supplied and under supplied business categories is an important first step in deciding which business types merit additional investigation.

Methodology

Data used in the analysis were obtained from the database developed by UGA's Carl Vinson Institute of Government Information Technology Outreach Services. Currently, the database includes data for all counties in Georgia and the five surrounding states of Alabama, Florida, North Carolina, South Carolina, and Tennessee. Demographic variables and thirty-four (34) NAICS codes were obtained from this database—The *Georgia 2000 Information System*.

Selection of Comparable Downtown Cities (5-Mile Radius)

The first step in conducting this analysis is to select cities and their downtowns that are demographically similar to downtown Cedartown. This set of similar cities and their downtowns serve as the basis of comparison when looking at the performance of certain businesses in downtown Cedartown. By evaluating the type of businesses in the comparable downtown cities, Cedartown can obtain a reasonable indication of the demand for a certain type of business in the downtown area. Twelve comparable cities were chosen for downtown Cedartown. The two demographic variables used as criteria for selection were population within a 5-mile radius of the city and county per capita income.

Several "test runs" were performed using the *Georgia 2000 Information System* until a set of twelve comparable cities with a downtown radius of 5 miles was obtained. Each city selected satisfies the basic requirements for the two variables. Variables for downtown Cedartown and the comparables are listed below in Table 1.

Table 1
Selection Variables for Downtown Cedartown and Comparables

Downtown City Name	Total Population	County Per Capita Income
Cedartown	24,219	\$21,754
Thomaston	28,342	\$21,744
Jesup	21,460	\$23,265
Bainbridge	25,517	\$22,361
Toccoa	24,736	\$25,409
Cairo	19,920	\$22,104
Cordele	22,023	\$22,614
Eatonton	20,071	\$28,313
Fort Valley	24,680	\$24,801
Summerville	23,477	\$19,763
Vidalia	21,639	\$23,070
Alabaster, AL	25,687	\$32,301
Bristol, TN	29,731	\$22,094

Note: Per capita income from The University of Georgia's *The Georgia Statistics System: Cross Sectional Analysis* retrieved from <http://www.georgiastats.uga.edu/crossection.html>.

NAICS Codes Included in the Analysis

The following list shows the thirty-four retail trade and accommodation and food services business categories by NAICS codes that are included in the analysis.

Appendix A contains a description of each NAICS code used in the analysis.

Retail Trade:

NAICS: 4411 Automobile Dealers

NAICS: 4412 Other Motor Vehicle Dealers

NAICS: 4413 Automotive Parts, Accessories, and Tire Stores

NAICS: 4421 Furniture Stores

NAICS: 4422 Home Furnishings Stores

NAICS: 4431 Electronics and Appliance Stores

NAICS: 4441 Building Material and Supplies Dealers

NAICS: 4442 Lawn and Garden Equipment and Supplies Stores

NAICS: 4451 Grocery Stores

NAICS: 4452 Specialty Food Stores

NAICS: 4453 Beer, Wine and Liquor Stores

NAICS: 4461 Health and Personal Care Stores

NAICS: 4471 Gasoline Stations

NAICS: 4481 Clothing Stores

NAICS: 4482 Shoe Stores

NAICS: 4483 Jewelry, Luggage, and Leather Goods Stores

NAICS: 4511 Sporting Goods, Hobby, and Musical Instrument Stores

NAICS: 4512 Book, Periodical, and Music Stores

NAICS: 4521 Department Stores

NAICS: 4529 Other General Merchandise Stores

NAICS: 4531 Florists

NAICS: 4532 Office Supplies, Stationery, and Gift Stores

NAICS: 4533 Used Merchandise Stores

NAICS: 4539 Other Miscellaneous Store Retailers

NAICS: 4541 Electronic Shipping and Mail-Order Houses

NAICS: 4542 Vending Machine Operators

NAICS: 4543 Direct Selling Establishments

Accommodation and Food Services:

NAICS: 7211 Traveler Accommodations

NAICS: 7212 RV (Recreational Vehicle) Parks and Recreational Camps

NAICS: 7213 Rooming and Boarding Houses

NAICS: 7221 Full-Service Restaurants

NAICS: 7222 Limited-Service Eating Places

NAICS: 7223 Special Food Services

NAICS: 7224 Drinking Places (Alcoholic Beverages)

The Business Gap Method

The business gap method measures the over, under, or adequate supply of businesses in particular geographic areas. Essentially, the business gap method estimates the average number of establishments in a business category for a group of comparable locations and then compares that figure to the reported number of establishments in this business category for a specific geographic location.

In addition, the wealth factor for the county is included in the potential number of establishments. The wealth factor is computed using the per capita income of the county divided by the average per capita income of the comparable counties. Next, the average reported number of establishments per NAICS code is

multiplied by the wealth factor for the county and then reported as the number of potential business establishments. The potential number of business establishments less the reported number of establishments results in the business gap per NAICS code. (See Appendix B.)

The business gap indicates whether a certain business category is over supplied, under supplied, or adequately supplied.

A business gap of < 0 indicates an over supplied business category for the geographic area. This means that the total reported number of businesses is greater than the potential number of establishments for that business category. In other words, the actual number of business establishments for a particular NAICS code in the area being studied is more than what the area is expected to support. For example, if a business gap is -5 for Men's and Boy's Clothing Stores, it means that the area theoretically has 5 more Men's and Boy's Clothing Stores than it actually needs.

A business gap = 0 indicates an adequately supplied business category for an area. This means that the total reported number of businesses is approximately equal to the potential number of establishments for the geographic area. In other words, the actual number of businesses for a particular NAICS code in the area being studied is just about the amount that the area needs. For example, if a business gap is 0 for Book Stores this means that there appears to be a sufficient number of Book Stores in the area being studied.

A business gap > 0 indicates an under supplied business category for the geographic area. This means that the total reported number of businesses is less than the potential number of establishments for that category. In other words, the area being studied can be expected to support additional businesses in a particular NAICS code. For example, if a business gap is 4 for Automotive Repair Shops this means that the area theoretically could support 4 more Automotive Repair Shops.

According to the results of the business gap calculations, the business categories in downtown Cedartown (5-Mile Radius) and the twelve other comparable downtown cities can be grouped into three categories:

1. Over supplied businesses (those with business gap less than 0)
2. Adequately supplied businesses (those with business gap equal to 0)
3. Under supplied businesses (those with business gap greater than 0)

A rule of thumb when interpreting the business gap figure is to proceed with the business idea if the business gap is 5 or greater; not to proceed with the business idea if the business gap is less than 1; or conduct further research to determine the feasibility of success if the business gap is between 1 and 4.

Findings

Over Supplied Businesses in Downtown Cedartown

Of the thirty-four NAICS codes included in the analysis, five business categories (15 percent) were found to be slightly over supplied. This finding indicates that there are a few slightly over supplied businesses of these types in downtown Cedartown. The entry of new businesses of these types would less likely be successful.

Many of the slightly over supplied businesses are probably being sustained through non-local expenditures (i.e., tourists and consumers from outside of Cedartown). The slightly over supplied business categories are: Jewelry, Luggage, and Leather Goods Stores (business gap -2); Grocery Stores (business gap -2); Other General Merchandise Stores (business gap -2); Gasoline Stations (business gap -2); and Shoe Stores (business gap -1). (See Appendix B.)

Further analysis of the Jewelry, Luggage, and Leather Goods Stores shows that Cedartown's sales per business are \$140,000. Bainbridge has the highest sales per business of \$250,000 and Alabaster, Alabama has the lowest at \$100,000. The average for all the comparable cities is \$168,889 which seems to support the supposition that the market has a slightly more than adequate supply of Jewelry, Luggage, and Leather Goods Stores. In addition, the same holds for the categories of Grocery Stores, Other General Merchandise Stores, Gasoline Stations, and Shoe Stores. Further expansion is not strongly recommended.

When looking at Cedartown's sales per employees for Jewelry, Luggage, and Leather Goods Stores, all the other comparable cities fall below Cedartown's \$77,778 and in fact, the average for all comparables is \$60,800. So, it seems as though sales per employee are on track for Cedartown based on the comparables. (See Appendix C.)

Adequately Supplied Businesses in Downtown Cedartown

Of the thirty-four business categories five (15 percent) were considered adequately supplied in downtown Cedartown. The businesses with business gaps of 0 are: Book, Periodical, and Music Stores; Drinking Places (Alcoholic Beverages); Rooming and Boarding Houses; Electronics and Appliance Stores; and Clothing Stores. (See Appendix B.) This means that there are a sufficient number of these types of businesses in the downtown; therefore, the market for these business types appears to be saturated. However, there might be a possibility for existing establishments to capture additional revenue through some sort of expansion or niche marketing.

Under Supplied Businesses in Downtown Cedartown

Seventy percent (70%) of retail and service business categories of the thirty-four NAICS codes studied were found to be slightly under supplied in downtown Cedartown. (See Appendix B.) Since only one of these business categories has a business gap ≥ 5 , it would be advisable to conduct further research on the remaining sectors to determine the feasibility of success before proceeding with a new business venture. The top under supplied business category is Other Miscellaneous Store Retailers (business gap 6). The remaining fourteen slightly under supplied business categories with business gaps ranging from 4 to 2, respectively are: Office Supplies, Stationery, and Gift Stores (business gap 4); Specialty Food Stores (business gap 4); Lawn and Garden Equipment and Supplies Stores (business gap 4); Traveler Accommodation (business gap 3); Limited Service Eating Places (business gap 3); Used Merchandise Stores (business gap 2); Sporting Goods, Hobby, and Musical Instrument Stores (business gap 2); Automobile Dealers (business gap 2); Automotive Parts, Accessories, and Tire Stores (business gap 2); Building Material and Supplies Dealers (business gap 2); RV (Recreational Vehicle) Parks and Recreational Camps (business gap 2); Beer, Wine, and Liquor Stores (business gap 2); Other Motor Vehicle Dealers (business gap 2); and Home Furnishings Stores (business gap 2). (See Appendix B.)

Cedartown's total number of employees for this category (Other Miscellaneous Store Retailers) is 5 where the average is 39 for the comparables. Again, there is an

indication for additional establishments and employees based on the average for the comparables.

Further analysis of Cedartown's Other Miscellaneous Store Retailers (business gap 6) shows that sales per business are \$750,000. The average for this industry sector of the comparable cities is \$835,345 which seems to indicate that there is some room for expansion in Cedartown. Only three other towns have higher sales per business. Those towns with higher sales per business figures are: Jesup: \$2,640,000, Eatonton: \$1,591,667, and Toccoa: \$985,714.

When looking at Cedartown's sales per employee for Other Miscellaneous Store Retailers (business gap 6) all the other comparable cities fall below Cedartown's \$300,000 and the average for all comparables is \$192,262. So, it seems as though the sales per employee figures reveal very efficient operations and perhaps some pent up demand. (See Appendix C.)

Industry sectors in Cedartown with business gaps of 4 show that sales per business in Office Supplies, Stationery, and Gift Stores to be \$100,000 (Comparables Average \$356,579), Specialty Food Stores \$200,000 (Comparables Average \$959,740), and Lawn and Garden Equipment and Supplies Stores \$200,000 (Comparables Average \$5,110,769). These lower sales figures for Cedartown may indicate that residents are shopping elsewhere for these goods either in other stores (i.e. Wal-Mart) or in other cities.

Findings indicate that not all of the business categories in downtown Cedartown are greatly under supplied, however some have a potential for expansion.

While an indication of under supply is no guarantee for a successful business venture, it can be viewed as a more probable opportunity. Additionally, a retail supply analysis is not a substitute for a primary research study. Every entrepreneur considering expanding or opening a new business establishment in any of these sectors is strongly encouraged to conduct additional research for that particular business concept in a defined market.

Conclusions and Recommendations

Conducting a retail over/under supply analysis is one way of obtaining preliminary economic development information for downtown Cedartown's business environment. By using hard data rather than relying on personal observations alone, the potential for success in establishing a new business or expanding an existing business can be enhanced. However, it is also suggested that one should not rely solely on these preliminary findings in making business decisions since these evaluative methods (e.g., The Business Gap Method) do not provide comprehensive nor an in-depth analysis of the business environment for a particular area. A retail over/under supply analysis provides a good starting point in making appropriate business decisions.

In summary, downtown Cedartown can theoretically capitalize on its own and additional supply of certain businesses such as Other Miscellaneous Store Retailers, Office Supplies, Stationary, and Gift Stores, to name a few. (See Appendix B.) In addition, with comparable downtown city data, Cedartown can begin to understand other similar downtown cities' retail mix, sales, and employee data. (See Appendix C.) Indeed, with the results of a retail over/under supply analysis such as this one, the Downtown Cedartown Association can begin the first step in deciding which types of businesses merit further investigation for successful entry and which businesses are more likely to succeed in downtown Cedartown.

Appendix A - NAICS Code Descriptions

Appendix B - Business Gap Calculations

Appendix C - Demographics and Business Calculations

NAICS Code Definitions

(Source U.S. Census)

Retail Trade:

NAICS: 4411 Automobile Dealers

This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

NAICS: 4412 Other Motor Vehicle Dealers

This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

NAICS: 4413 Automotive Parts, Accessories, and Tire Stores

This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

NAICS: 4421 Furniture Stores

This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.

NAICS: 4422 Home Furnishings Stores

This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

NAICS: 4431 Electronics and Appliance Stores

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

NAICS: 4441 Building Material and Supplies Dealers

This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

NAICS: 4442 Lawn and Garden Equipment and Supplies Stores

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

NAICS: 4451 Grocery Stores

This industry group comprises establishments primarily engaged in retailing a general line of food products.

NAICS: 4452 Specialty Food Stores

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

NAICS: 4453 Beer, Wine and Liquor Stores

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

NAICS: 4461 Health and Personal Care Stores

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

NAICS: 4471 Gasoline Stations

Industries in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

NAICS: 4481 Clothing Stores

This industry group comprises establishments primarily engaged in retailing new clothing.

NAICS: 4482 Shoe Stores

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

NAICS: 4483 Jewelry, Luggage, and Leather Goods Stores

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

NAICS: 4511 Sporting Goods, Hobby, and Musical Instrument Stores

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

NAICS: 4512 Book, Periodical, and Music Stores

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

NAICS: 4521 Department Stores

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

NAICS: 4529 Other General Merchandise Stores

This industry group comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores).

NAICS: 4531 Florists

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

NAICS: 4532 Office Supplies, Stationery, and Gift Stores

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

NAICS: 4533 Used Merchandise Stores

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

NAICS: 4539 Other Miscellaneous Store Retailers

This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores).

NAICS: 4541 Electronic Shipping and Mail-Order Houses

This industry comprises establishments primarily engaged in retailing all types of merchandise using non-store means, such as catalogs, toll free telephone numbers, or electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses.

NAICS: 4542 Vending Machine Operators

This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

NAICS: 4543 Direct Selling Establishments

This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee-break services providers; and bottled water or water softener services.

Accommodation and Food Services:**NAICS: 7211 Traveler Accommodations**

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

NAICS: 7212 RV (Recreational Vehicle) Parks and Recreational Camps

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

NAICS: 7213 Rooming and Boarding Houses

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations which, for the period of occupancy, may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

NAICS: 7221 Full-Service Restaurants

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter/waitress service) and pay after eating. These establishments may provide this type of food services to patrons in combination with selling alcoholic beverages, providing carry out services, or presenting live nontheatrical entertainment.

NAICS: 7222 Limited-Service Eating Places

This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.

NAICS: 7223 Special Food Services

This industry group comprises establishments primarily engaged in providing food services at one or more of the following: (1) the customer's location; (2) a location designated by the customer; or (3) from motorized vehicles or nonmotorized carts.

NAICS: 7224 Drinking Places (Alcoholic Beverages)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Business Gap Calculations for Cedartown, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Jewelry, Luggage, and Leather Goods Stores	3	5	-2
Grocery Stores	23	25	-2
Other General Merchandise Stores	2	4	-2
Gasoline Stations	5	7	-2
Shoe Stores	2	3	-1
Book, Periodical, and Music Stores	2	2	0
Drinking Places (Alcoholic Beverages)	1	1	0
Rooming and Boarding Houses	0	0	0
Electronics and Appliance Stores	8	8	0
Clothing Stores	6	6	0
Furniture Stores	5	4	1
Florists	5	4	1
Electronic Shopping and Mail-Order Houses	1	0	1
Vending Machine Operators	1	0	1
Direct Selling Establishments	1	0	1
Full-Service Restaurants	1	0	1
Special Food Services	1	0	1
Health and Personal Care Stores	11	10	1
Department Stores	5	4	1
Home Furnishings Stores	4	2	2
Other Motor Vehicle Dealers	3	1	2
Beer, Wine, and Liquor Stores	3	1	2
RV (Recreational Vehicle) Parks and Recreational Camps	2	0	2
Building Material and Supplies Dealers	10	8	2
Automotive Parts, Accessories, and Tire Stores	9	7	2
Automobile Dealers	16	14	2
Sporting Goods, Hobby, and Musical Instrument Stores	5	3	2
Used Merchandise Stores	5	3	2
Limited-Service Eating Places	34	31	3
Traveler Accommodation	5	2	3
Lawn and Garden Equipment and Supplies Stores	5	1	4
Specialty Food Stores	5	1	4
Office Supplies, Stationery, and Gift Stores	5	1	4
Other Miscellaneous Store Retailers	8	2	6

Note: Potential # = Average # Businesses x County's Wealth Factor

Thomaston

Business Category	Potential #	Reported #	Business Gap
Automobile Dealers	16	21	-5
Other Motor Vehicle Dealers	3	3	0
Automotive Parts, Accessories, and Tire Stores	9	10	-1
Furniture Stores	5	6	-1
Home Furnishings Stores	4	4	0
Electronics and Appliance Stores	8	12	-4
Building Material and Supplies Dealers	10	8	2
Lawn and Garden Equipment and Supplies Stores	5	5	0
Grocery Stores	23	27	-4
Specialty Food Stores	5	27	-22
Beer, Wine, and Liquor Stores	3	2	1
Health and Personal Care Stores	11	15	-4
Gasoline Stations	5	7	-2
Clothing Stores	6	11	-5
Shoe Stores	2	4	-2
Jewelry, Luggage, and Leather Goods Stores	3	5	-2
Sporting Goods, Hobby, and Musical Instrument Stores	5	6	-1
Book, Periodical, and Music Stores	2	1	1
Department Stores	5	6	-1
Other General Merchandise Stores	2	2	0
Florists	5	10	-5
Office Supplies, Stationery, and Gift Stores	5	5	0
Used Merchandise Stores	5	8	-3
Other Miscellaneous Store Retailers	8	9	-1
Electronic Shopping and Mail-Order Houses	1	1	0
Vending Machine Operators	1	1	0
Direct Selling Establishments	1	2	-1
Traveler Accommodation	5	7	-2
RV (Recreational Vehicle) Parks and Recreational Camps	2	1	1
Rooming and Boarding Houses	0	0	0
Full-Service Restaurants	1	1	0
Limited-Service Eating Places	34	46	-12
Special Food Services	1	0	1
Drinking Places (Alcoholic Beverages)	1	2	-1

Note: Potential # = Total Average # Businesses x County's Wealth Factor

Business Gap Calculations for Jesup, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Clothing Stores	7	12	-5
Beer, Wine, and Liquor Stores	3	8	-5
Limited-Service Eating Places	36	41	-5
Automobile Dealers	18	22	-4
Used Merchandise Stores	6	9	-3
Department Stores	6	8	-2
Traveler Accommodation	6	8	-2
Home Furnishings Stores	4	6	-2
Book, Periodical, and Music Stores	2	4	-2
Drinking Places (Alcoholic Beverages)	1	3	-2
Health and Personal Care Stores	12	13	-1
Sporting Goods, Hobby, and Musical Instrument Stores	6	7	-1
Florists	5	6	-1
Other Motor Vehicle Dealers	3	4	-1
Jewelry, Luggage, and Leather Goods Stores	3	4	-1
Shoe Stores	2	3	-1
Other General Merchandise Stores	2	3	-1
RV (Recreational Vehicle) Parks and Recreational Camps	2	3	-1
Direct Selling Establishments	1	2	-1
Full-Service Restaurants	1	2	-1
Building Material and Supplies Dealers	11	11	0
Automotive Parts, Accessories, and Tire Stores	10	10	0
Office Supplies, Stationery, and Gift Stores	6	6	0
Furniture Stores	5	5	0
Rooming and Boarding Houses	0	0	0
Electronics and Appliance Stores	9	8	1
Specialty Food Stores	6	5	1
Electronic Shopping and Mail-Order Houses	1	0	1
Vending Machine Operators	1	0	1
Special Food Services	1	0	1
Gasoline Stations	6	4	2
Lawn and Garden Equipment and Supplies Stores	5	3	2
Other Miscellaneous Store Retailers	9	5	4
Grocery Stores	25	19	6

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Bainbridge, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Grocery Stores	24	32	-9
Building Material and Supplies Dealers	10	17	-7
Sporting Goods, Hobby, and Musical Instrument Stores	6	11	-5
Department Stores	6	11	-5
Automotive Parts, Accessories, and Tire Stores	9	14	-5
Used Merchandise Stores	6	9	-3
Other Miscellaneous Store Retailers	8	11	-3
Clothing Stores	7	9	-2
Shoe Stores	2	4	-2
Automobile Dealers	17	19	-2
Specialty Food Stores	6	7	-1
Gasoline Stations	6	7	-1
Office Supplies, Stationery, and Gift Stores	6	7	-1
Lawn and Garden Equipment and Supplies Stores	5	6	-1
Florists	5	6	-1
Other Motor Vehicle Dealers	3	4	-1
Beer, Wine, and Liquor Stores	3	4	-1
Book, Periodical, and Music Stores	2	3	-1
Furniture Stores	5	5	0
Vending Machine Operators	1	1	0
Direct Selling Establishments	1	1	0
Rooming and Boarding Houses	0	0	0
Health and Personal Care Stores	11	11	0
Jewelry, Luggage, and Leather Goods Stores	3	2	1
Other General Merchandise Stores	2	1	1
Electronic Shopping and Mail-Order Houses	1	0	1
Full-Service Restaurants	1	0	1
Special Food Services	1	0	1
Drinking Places (Alcoholic Beverages)	1	0	1
Home Furnishings Stores	4	2	2
RV (Recreational Vehicle) Parks and Recreational Camps	2	0	2
Electronics and Appliance Stores	8	6	2
Traveler Accommodation	6	0	6
Limited-Service Eating Places	35	0	35

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Toccoa, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Other Miscellaneous Store Retailers	10	14	-4
Electronics and Appliance Stores	10	13	-3
Automotive Parts, Accessories, and Tire Stores	11	14	-3
Special Food Services	1	4	-3
Traveler Accommodation	6	9	-3
Full-Service Restaurants	1	3	-2
RV (Recreational Vehicle) Parks and Recreational Camps	2	4	-2
Other Motor Vehicle Dealers	3	5	-2
Vending Machine Operators	1	2	-1
Jewelry, Luggage, and Leather Goods Stores	3	4	-1
Gasoline Stations	6	7	-1
Rooming and Boarding Houses	0	0	0
Book, Periodical, and Music Stores	2	2	0
Home Furnishings Stores	4	4	0
Furniture Stores	5	5	0
Lawn and Garden Equipment and Supplies Stores	5	5	0
Department Stores	6	6	0
Clothing Stores	7	7	0
Limited-Service Eating Places	40	39	1
Grocery Stores	27	26	1
Health and Personal Care Stores	13	12	1
Electronic Shopping and Mail-Order Houses	1	0	1
Direct Selling Establishments	1	0	1
Drinking Places (Alcoholic Beverages)	1	0	1
Shoe Stores	2	1	1
Other General Merchandise Stores	2	1	1
Beer, Wine, and Liquor Stores	3	2	1
Florists	5	4	1
Used Merchandise Stores	6	5	1
Building Material and Supplies Dealers	12	10	2
Sporting Goods, Hobby, and Musical Instrument Stores	6	4	2
Automobile Dealers	19	16	3
Office Supplies, Stationery, and Gift Stores	6	2	4
Specialty Food Stores	6	0	6

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Cairo, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Lawn and Garden Equipment and Supplies Stores	5	15	-10
Other Miscellaneous Store Retailers	8	11	-3
Florists	5	7	-2
Gasoline Stations	6	7	-1
Direct Selling Establishments	1	2	-1
Department Stores	6	6	0
Home Furnishings Stores	4	4	0
Beer, Wine, and Liquor Stores	3	3	0
Other General Merchandise Stores	2	2	0
Vending Machine Operators	1	1	0
Full-Service Restaurants	1	1	0
Drinking Places (Alcoholic Beverages)	1	1	0
Rooming and Boarding Houses	0	0	0
Specialty Food Stores	6	5	1
Sporting Goods, Hobby, and Musical Instrument Stores	6	5	1
Used Merchandise Stores	6	5	1
Furniture Stores	5	4	1
Jewelry, Luggage, and Leather Goods Stores	3	2	1
Shoe Stores	2	1	1
Electronic Shopping and Mail-Order Houses	1	0	1
Special Food Services	1	0	1
Grocery Stores	23	22	1
Traveler Accommodation	6	4	2
Other Motor Vehicle Dealers	3	1	2
Book, Periodical, and Music Stores	2	0	2
RV (Recreational Vehicle) Parks and Recreational Camps	2	0	2
Automotive Parts, Accessories, and Tire Stores	9	7	2
Clothing Stores	7	3	4
Automobile Dealers	17	13	4
Electronics and Appliance Stores	8	4	4
Office Supplies, Stationery, and Gift Stores	6	1	5
Health and Personal Care Stores	11	6	5
Building Material and Supplies Dealers	10	5	5
Limited-Service Eating Places	34	22	12

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Cordele, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Limited-Service Eating Places	35	54	-19
Specialty Food Stores	6	15	-9
Traveler Accommodation	6	15	-9
Health and Personal Care Stores	11	16	-5
Other Miscellaneous Store Retailers	9	13	-4
Grocery Stores	24	28	-4
Beer, Wine, and Liquor Stores	3	7	-4
Automotive Parts, Accessories, and Tire Stores	10	13	-4
Department Stores	6	9	-3
Office Supplies, Stationery, and Gift Stores	6	9	-3
Building Material and Supplies Dealers	10	13	-3
Clothing Stores	7	9	-2
Gasoline Stations	6	8	-2
Furniture Stores	5	7	-2
RV (Recreational Vehicle) Parks and Recreational Camps	2	4	-2
Drinking Places (Alcoholic Beverages)	1	3	-2
Jewelry, Luggage, and Leather Goods Stores	3	4	-1
Other General Merchandise Stores	2	3	-1
Direct Selling Establishments	1	2	-1
Sporting Goods, Hobby, and Musical Instrument Stores	6	6	0
Home Furnishings Stores	4	4	0
Book, Periodical, and Music Stores	2	2	0
Electronic Shopping and Mail-Order Houses	1	1	0
Full-Service Restaurants	1	1	0
Rooming and Boarding Houses	0	0	0
Other Motor Vehicle Dealers	3	2	1
Shoe Stores	2	1	1
Vending Machine Operators	1	0	1
Special Food Services	1	0	1
Used Merchandise Stores	6	4	2
Lawn and Garden Equipment and Supplies Stores	5	3	2
Florists	5	2	3
Automobile Dealers	17	12	5
Electronics and Appliance Stores	9	2	7

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Eatonton, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Building Material and Supplies Dealers	13	19	-6
Other Motor Vehicle Dealers	4	8	-4
Office Supplies, Stationery, and Gift Stores	7	11	-4
Home Furnishings Stores	5	7	-2
Direct Selling Establishments	1	3	-2
RV (Recreational Vehicle) Parks and Recreational Camps	2	4	-2
Other Miscellaneous Store Retailers	11	12	-1
Sporting Goods, Hobby, and Musical Instrument Stores	7	8	-1
Other General Merchandise Stores	2	3	-1
Beer, Wine, and Liquor Stores	4	4	0
Furniture Stores	6	6	0
Rooming and Boarding Houses	0	0	0
Full-Service Restaurants	1	1	0
Drinking Places (Alcoholic Beverages)	1	1	0
Book, Periodical, and Music Stores	2	2	0
Jewelry, Luggage, and Leather Goods Stores	4	3	1
Lawn and Garden Equipment and Supplies Stores	6	5	1
Traveler Accommodation	7	6	1
Electronic Shopping and Mail-Order Houses	1	0	1
Vending Machine Operators	1	0	1
Special Food Services	1	0	1
Shoe Stores	2	1	1
Florists	6	4	2
Used Merchandise Stores	7	5	2
Automotive Parts, Accessories, and Tire Stores	12	9	3
Specialty Food Stores	7	4	3
Electronics and Appliance Stores	11	6	5
Clothing Stores	8	3	5
Gasoline Stations	7	1	6
Department Stores	7	1	6
Limited-Service Eating Places	44	36	8
Health and Personal Care Stores	14	6	8
Grocery Stores	30	21	9
Automobile Dealers	21	6	15

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Fort Valley, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Electronic Shopping and Mail-Order Houses	1	5	-4
Rooming and Boarding Houses	0	1	-1
Direct Selling Establishments	1	2	-1
Vending Machine Operators	1	1	0
Special Food Services	1	1	0
Drinking Places (Alcoholic Beverages)	1	1	0
RV (Recreational Vehicle) Parks and Recreational Camps	2	2	0
Florists	5	5	0
Full-Service Restaurants	1	0	1
Book, Periodical, and Music Stores	2	1	1
Beer, Wine, and Liquor Stores	3	2	1
Jewelry, Luggage, and Leather Goods Stores	3	2	1
Lawn and Garden Equipment and Supplies Stores	5	4	1
Shoe Stores	2	0	2
Other General Merchandise Stores	2	0	2
Home Furnishings Stores	4	2	2
Specialty Food Stores	6	4	2
Department Stores	6	4	2
Traveler Accommodation	6	4	2
Automotive Parts, Accessories, and Tire Stores	10	8	2
Other Motor Vehicle Dealers	3	0	3
Furniture Stores	5	2	3
Office Supplies, Stationery, and Gift Stores	6	3	3
Clothing Stores	7	4	3
Gasoline Stations	6	2	4
Grocery Stores	26	21	5
Sporting Goods, Hobby, and Musical Instrument Stores	6	1	5
Electronics and Appliance Stores	9	4	5
Used Merchandise Stores	6	0	6
Building Material and Supplies Dealers	11	5	6
Health and Personal Care Stores	12	6	6
Other Miscellaneous Store Retailers	9	2	7
Limited-Service Eating Places	38	27	11
Automobile Dealers	19	1	18

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Summerville, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Grocery Stores	21	32	-11
Automobile Dealers	15	24	-9
Limited-Service Eating Places	31	33	-2
Clothing Stores	6	8	-2
Used Merchandise Stores	5	7	-2
Traveler Accommodation	5	7	-2
Other General Merchandise Stores	2	3	-1
Department Stores	5	6	-1
Furniture Stores	4	5	-1
Home Furnishings Stores	3	4	-1
Other Miscellaneous Store Retailers	7	8	-1
RV (Recreational Vehicle) Parks and Recreational Camps	2	2	0
Full-Service Restaurants	1	1	0
Health and Personal Care Stores	10	10	0
Rooming and Boarding Houses	0	0	0
Electronics and Appliance Stores	7	7	0
Jewelry, Luggage, and Leather Goods Stores	2	2	0
Shoe Stores	2	1	1
Book, Periodical, and Music Stores	2	1	1
Electronic Shopping and Mail-Order Houses	1	0	1
Vending Machine Operators	1	0	1
Direct Selling Establishments	1	0	1
Special Food Services	1	0	1
Drinking Places (Alcoholic Beverages)	1	0	1
Building Material and Supplies Dealers	9	8	1
Lawn and Garden Equipment and Supplies Stores	4	3	1
Florists	4	3	1
Automotive Parts, Accessories, and Tire Stores	8	7	1
Other Motor Vehicle Dealers	2	0	2
Beer, Wine, and Liquor Stores	2	0	2
Specialty Food Stores	5	1	4
Office Supplies, Stationery, and Gift Stores	5	1	4
Gasoline Stations	5	0	5
Sporting Goods, Hobby, and Musical Instrument Stores	5	0	5

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Vidalia, Georgia

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Limited-Service Eating Places	36	50	-14
Health and Personal Care Stores	12	24	-12
Office Supplies, Stationery, and Gift Stores	6	13	-7
Electronics and Appliance Stores	9	15	-6
Department Stores	6	12	-6
Clothing Stores	7	12	-5
Jewelry, Luggage, and Leather Goods Stores	3	8	-5
Grocery Stores	24	29	-5
Building Material and Supplies Dealers	11	14	-3
Other Miscellaneous Store Retailers	9	12	-3
Sporting Goods, Hobby, and Musical Instrument Stores	6	9	-3
Furniture Stores	5	8	-3
Automotive Parts, Accessories, and Tire Stores	10	12	-2
Florists	5	7	-2
Home Furnishings Stores	4	6	-2
Shoe Stores	2	4	-2
Other General Merchandise Stores	2	4	-2
Automobile Dealers	17	19	-2
Traveler Accommodation	6	7	-1
Beer, Wine, and Liquor Stores	3	4	-1
Book, Periodical, and Music Stores	2	3	-1
Full-Service Restaurants	1	2	-1
Specialty Food Stores	6	6	0
Other Motor Vehicle Dealers	3	3	0
Direct Selling Establishments	1	1	0
Drinking Places (Alcoholic Beverages)	1	1	0
Rooming and Boarding Houses	0	0	0
Gasoline Stations	6	5	1
Used Merchandise Stores	6	5	1
Lawn and Garden Equipment and Supplies Stores	5	4	1
Electronic Shopping and Mail-Order Houses	1	0	1
Vending Machine Operators	1	0	1
Special Food Services	1	0	1
RV (Recreational Vehicle) Parks and Recreational Camps	2	0	2

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Alabaster, Alabama

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Gasoline Stations	8	15	-7
Electronics and Appliance Stores	12	14	-2
Full-Service Restaurants	1	3	-2
Special Food Services	1	3	-2
Furniture Stores	7	8	-1
Other Motor Vehicle Dealers	4	5	-1
Office Supplies, Stationery, and Gift Stores	8	9	-1
Book, Periodical, and Music Stores	3	3	0
Lawn and Garden Equipment and Supplies Stores	7	7	0
Rooming and Boarding Houses	0	0	0
Electronic Shopping and Mail-Order Houses	1	1	0
Vending Machine Operators	1	1	0
Clothing Stores	10	9	1
Building Material and Supplies Dealers	15	14	1
Direct Selling Establishments	1	0	1
Drinking Places (Alcoholic Beverages)	1	0	1
Home Furnishings Stores	5	4	1
Shoe Stores	3	1	2
Other General Merchandise Stores	3	1	2
Beer, Wine, and Liquor Stores	4	2	2
Sporting Goods, Hobby, and Musical Instrument Stores	8	6	2
RV (Recreational Vehicle) Parks and Recreational Camps	3	0	3
Jewelry, Luggage, and Leather Goods Stores	4	1	3
Used Merchandise Stores	8	5	3
Health and Personal Care Stores	16	13	3
Department Stores	8	4	4
Florists	7	2	5
Other Miscellaneous Store Retailers	12	6	6
Specialty Food Stores	8	1	7
Traveler Accommodation	8	1	7
Automotive Parts, Accessories, and Tire Stores	14	6	8
Automobile Dealers	24	15	9
Grocery Stores	34	19	15
Limited-Service Eating Places	50	31	19

Note: Potential # = Average # Businesses x County's Wealth Factor

Business Gap Calculations for Bristol, Tennessee

Business Category	Potential # of Establishments	Reported # of Establishments	Business Gap
Automobile Dealers	17	49	-32
Grocery Stores	34	66	-32
Full-Service Restaurants	6	18	-12
Automotive Parts, Accessories, and Tire Stores	11	19	-8
Used Merchandise Stores	8	16	-8
Direct Selling Establishments	6	12	-6
Gasoline Stations	2	6	-4
Limited-Service Eating Places	3	6	-3
Florists	2	5	-3
Clothing Stores	1	4	-3
Book, Periodical, and Music Stores	10	13	-3
Sporting Goods, Hobby, and Musical Instrument Stores	9	12	-3
Rooming and Boarding Houses	8	11	-3
Department Stores	6	8	-2
Other General Merchandise Stores	6	8	-2
Health and Personal Care Stores	4	6	-2
Shoe Stores	1	3	-2
Vending Machine Operators	6	7	-1
Lawn and Garden Equipment and Supplies Stores	1	2	-1
Specialty Food Stores	1	2	-1
Home Furnishings Stores	6	6	0
RV (Recreational Vehicle) Parks and Recreational Camps	3	3	0
Traveler Accommodation	3	3	0
Jewelry, Luggage, and Leather Goods Stores	1	1	0
Electronic Shopping and Mail-Order Houses	0	0	0
Other Motor Vehicle Dealers	23	23	0
Electronics and Appliance Stores	5	4	1
Special Food Services	5	4	1
Beer, Wine, and Liquor Stores	5	4	1
Drinking Places (Alcoholic Beverages)	2	1	1
Furniture Stores	1	0	1
Other Miscellaneous Store Retailers	2	0	2
Building Material and Supplies Dealers	7	4	3
Office Supplies, Stationery, and Gift Stores	6	1	5

Note: Potential # = Average # Businesses x County's Wealth Factor

Demographics

Population (5-Mile Radius)

	2000 Census	2006 Estimate	2011 Projection	County Name	Per Capita Income	Wealth Factor
Cedartown	23,008	24,219	25,311	Polk	\$21,754	\$0.91
Thomaston	27,597	28,342	29,103	Upson	\$21,744	\$0.91
Jesup	19,936	21,460	22,886	Wayne	\$23,265	\$0.98
Bainbridge	25,140	25,517	26,062	Decatur	\$22,361	\$0.94
Toccoa	25,435	24,736	24,168	Stephens	\$25,409	\$1.07
Cairo	19,365	19,920	20,490	Grady	\$22,104	\$0.93
Cordele	21,996	22,023	22,107	Crisp	\$22,614	\$0.95
Eatonton	18,812	20,071	21,180	Putnam	\$28,313	\$1.19
Fort Valley	23,628	24,680	25,725	Peach	\$24,801	\$1.04
Summerville	22,646	23,477	24,231	Chattooga	\$19,763	\$0.83
Vidalia	20,563	21,639	22,707	Toombs	\$23,070	\$0.97
Alabaster, AL	21,719	25,687	29,083	Shelby	\$32,301	\$1.36
Bristol, TN	30,262	29,731	29,363	Sullivan	\$22,094	\$0.93
Total	300,107	311,502	322,416	Average	\$23,815	

All figures in this report are totals for the geographic area. Results for geographic areas not conforming to Census Tract boundaries have been interpolated. If the geographic area is a legislative district, interpolation factors were determined mathematically, using Census Block data. Otherwise, interpolation factors were determined geographically, using TIGER map data and ArcGIS software. This report is a product of the **Georgia 2000 Information System** developed by The Carl Vinson Institute of Government, ITOS Division at *The University of Georgia*. *The University of Georgia* expressly disclaims responsibility for damages or liability that may arise from the use of this report. Per capita income from the Georgia Statistics System's 2008 Georgia County Guide and the 2006 Farm Gate Survey. AL and TN per capita Income from U.S. Census.

Retail Trade

NAICS: **4411**
Category: **Automobile Dealers**

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	14	68	242	5	1,728,571.43	355,882.35	0.58
Thomaston	21	207	746	10	3,552,380.95	360,386.47	0.74
Jesup	22	173	646	8	2,936,363.64	373,410.40	1.03
Bainbridge	19	126	460	7	2,421,052.63	365,079.37	0.74
Toccoa	16	175	678	11	4,237,500.00	387,428.57	0.65
Cairo	13	141	544	11	4,184,615.38	385,815.60	0.65
Cordele	12	163	637	14	5,308,333.33	390,797.55	0.54
Eatonton	6	10	23	2	383,333.33	230,000.00	0.30
Fort Valley	1	2	5	2	500,000.00	250,000.00	0.04
Summerville	24	160	546	7	2,275,000.00	341,250.00	1.02
Vidalia	19	186	694	10	3,652,631.58	373,118.28	0.88
Alabaster, AL	15	68	220	5	1,466,666.67	323,529.41	0.58
Bristol, TN	49	693	2642	14	5,391,836.73	381,240.98	1.65
Total	231	2,172	8,083	9	3,499,134.20	372,145.49	0.74
Average	18	167	622				

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Retail Trade

NAICS: 4412
Category: Other Motor Vehicle Dealers

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/Business	Sales/Business	Sales/ Employees	Businesses/ Population
Cedartown	1	1	2	1	200,000.00	200,000.00	0.04
Thomaston	3	64	190	21	6,333,333.33	296,875.00	0.11
Jesup	4	7	18	2	450,000.00	257,142.86	0.19
Bainbridge	4	13	38	3	950,000.00	292,307.69	0.16
Toccoa	5	27	58	5	1,160,000.00	214,814.81	0.20
Cairo	1	4	8	4	800,000.00	200,000.00	0.05
Cordele	2	7	19	4	950,000.00	271,428.57	0.09
Eatonton	8	43	122	5	1,525,000.00	283,720.93	0.40
Fort Valley	0	0	0	0	0.00	0.00	0.00
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	3	9	26	3	866,666.67	288,888.89	0.14
Alabaster, AL	5	45	130	9	2,600,000.00	288,888.89	0.19
Bristol, TN	6	37	98	6	1,633,333.33	264,864.86	0.20
Total	42	257	709	6	1,688,095.24	275,875.49	0.13
Average	3	20	55				

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Retail Trade

NAICS: 4413

Category: Automotive Parts, Accessories, and Tire Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	7	46	83	7	1,185,714.29	180,434.78	0.29
Thomaston	10	55	99	6	990,000.00	180,000.00	0.35
Jesup	10	61	111	6	1,110,000.00	181,967.21	0.47
Bainbridge	14	73	130	5	928,571.43	178,082.19	0.55
Toccoa	14	77	139	6	992,857.14	180,519.48	0.57
Cairo	7	37	67	5	957,142.86	181,081.08	0.35
Cordele	13	56	101	4	776,923.08	180,357.14	0.59
Eatonton	9	42	76	5	844,444.44	180,952.38	0.45
Fort Valley	8	21	38	3	475,000.00	180,952.38	0.32
Summerville	7	37	68	5	971,428.57	183,783.78	0.30
Vidalia	12	74	134	6	1,116,666.67	181,081.08	0.55
Alabaster, AL	6	34	62	6	1,033,333.33	182,352.94	0.23
Bristol, TN	12	96	174	8	1,450,000.00	181,250.00	0.40
Total	129	709	1282	5	993,798.45	180,818.05	0.41
Average	10	55	99				

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Retail Trade

NAICS: 4421
Category: Furniture Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	4	22	32	6	800,000.00	145,454.55	0.17
Thomaston	6	44	64	7	1,066,666.67	145,454.55	0.21
Jesup	5	71	113	14	2,260,000.00	159,154.93	0.23
Bainbridge	5	21	33	4	660,000.00	157,142.86	0.20
Toccoa	5	88	136	18	2,720,000.00	154,545.45	0.20
Cairo	4	25	40	6	1,000,000.00	160,000.00	0.20
Cordele	7	38	61	5	871,428.57	160,526.32	0.32
Eatonton	6	37	51	6	850,000.00	137,837.84	0.30
Fort Valley	2	10	16	5	800,000.00	160,000.00	0.08
Summerville	5	31	50	6	1,000,000.00	161,290.32	0.21
Vidalia	8	44	63	6	787,500.00	143,181.82	0.37
Alabaster, AL	8	16	25	2	312,500.00	156,250.00	0.31
Bristol, TN	4	9	13	2	325,000.00	144,444.44	0.13
Total	69	456	697	7	1,010,144.93	152,850.88	0.22
Average	5	35	54				

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Retail Trade

NAICS: 4422
Category: Home Furnishings Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/Business	Sales/Business	Sales/Employees	Businesses/Population
Cedartown	2	7	11	4	550,000.00	157,142.86	0.08
Thomaston	4	212	415	53	10,375,000.00	195,754.72	0.14
Jesup	6	16	30	3	500,000.00	187,500.00	0.28
Bainbridge	2	11	22	6	1,100,000.00	200,000.00	0.08
Toccoa	4	8	13	2	325,000.00	162,500.00	0.16
Cairo	4	13	23	3	575,000.00	176,923.08	0.20
Cordele	4	19	38	5	950,000.00	200,000.00	0.18
Eatonton	7	32	38	5	542,857.14	118,750.00	0.35
Fort Valley	2	6	5	3	250,000.00	83,333.33	0.08
Summerville	4	28	59	7	1,475,000.00	210,714.29	0.17
Vidalia	6	20	39	3	650,000.00	195,000.00	0.28
Alabaster, AL	4	11	20	3	500,000.00	181,818.18	0.16
Bristol, TN	6	17	21	3	350,000.00	123,529.41	0.20
Total	55	400	734	7	1,334,545.45	183,500.00	0.18
Average	4	31	56				

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Retail Trade

NAICS: 4431
Category: Electronics and Appliance Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	8	21	49	3	612,500.00	233,333.33	0.33
Thomaston	12	50	95	4	791,666.67	190,000.00	0.42
Jesup	8	44	81	6	1,012,500.00	184,090.91	0.37
Bainbridge	6	16	26	3	433,333.33	162,500.00	0.24
Toccoa	13	52	103	4	792,307.69	198,076.92	0.53
Cairo	4	43	101	11	2,525,000.00	234,883.72	0.20
Cordele	2	17	42	9	2,100,000.00	247,058.82	0.09
Eatonton	6	19	36	3	600,000.00	189,473.68	0.30
Fort Valley	4	13	24	3	600,000.00	184,615.38	0.16
Summerville	7	51	78	7	1,114,285.71	152,941.18	0.30
Vidalia	15	45	72	3	480,000.00	160,000.00	0.69
Alabaster, AL	14	82	184	6	1,314,285.71	224,390.24	0.55
Bristol, TN	16	215	377	13	2,356,250.00	175,348.84	0.54
Total	115	668	1268	6	1,102,608.70	189,820.36	0.37
Average	9	51	98				

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Retail Trade

NAICS: 4441

Category: Building Material and Supplies Dealers

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	8	31	50	4	625,000.00	161,290.32	0.33
Thomaston	8	135	176	17	2,200,000.00	130,370.37	0.28
Jesup	11	186	253	17	2,300,000.00	136,021.51	0.51
Bainbridge	17	339	449	20	2,641,176.47	132,448.38	0.67
Toccoa	10	255	334	26	3,340,000.00	130,980.39	0.40
Cairo	5	41	52	8	1,040,000.00	126,829.27	0.25
Cordele	13	442	574	34	4,415,384.62	129,864.25	0.59
Eatonton	19	281	370	15	1,947,368.42	131,672.60	0.95
Fort Valley	5	102	132	20	2,640,000.00	129,411.76	0.20
Summerville	8	30	46	4	575,000.00	153,333.33	0.34
Vidalia	14	442	568	32	4,057,142.86	128,506.79	0.65
Alabaster, AL	14	312	407	22	2,907,142.86	130,448.72	0.55
Bristol, TN	13	143	197	11	1,515,384.62	137,762.24	0.44
Total	145	2739	3608	19	2,488,275.86	131,726.91	0.47
Average	11	211	278				

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Retail Trade

NAICS: 4442

Category: Lawn and Garden Equipment and Supplies Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	1	1	2	1	200,000.00	200,000.00	0.04
Thomaston	5	10	18	2	360,000.00	180,000.00	0.18
Jesup	3	15	26	5	866,666.67	173,333.33	0.14
Bainbridge	6	25	45	4	750,000.00	180,000.00	0.24
Toccoa	5	13	23	3	460,000.00	176,923.08	0.20
Cairo	15	1716	3004	114	20,026,666.67	175,058.28	0.75
Cordele	3	9	16	3	533,333.33	177,777.78	0.14
Eatonton	5	15	27	3	540,000.00	180,000.00	0.25
Fort Valley	4	15	27	4	675,000.00	180,000.00	0.16
Summerville	3	7	12	2	400,000.00	171,428.57	0.13
Vidalia	4	28	49	7	1,225,000.00	175,000.00	0.18
Alabaster, AL	7	16	28	2	400,000.00	175,000.00	0.27
Bristol, TN	4	26	45	7	1,125,000.00	173,076.92	0.13
Total	65	1896	3322	29	5,110,769.23	175,210.97	0.21
Average	5	146	256				

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Retail Trade

NAICS: 4451
Category: Grocery Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	25	246	422	10	1,688,000.00	171,544.72	1.03
Thomaston	27	219	372	8	1,377,777.78	169,863.01	0.95
Jesup	19	194	302	10	1,589,473.68	155,670.10	0.89
Bainbridge	32	425	686	13	2,143,750.00	161,411.76	1.25
Toccoa	26	310	528	12	2,030,769.23	170,322.58	1.05
Cairo	22	265	455	12	2,068,181.82	171,698.11	1.10
Cordele	28	282	474	10	1,692,857.14	168,085.11	1.27
Eatonton	21	280	463	13	2,204,761.90	165,357.14	1.05
Fort Valley	21	162	270	8	1,285,714.29	166,666.67	0.85
Summerville	32	361	608	11	1,900,000.00	168,421.05	1.36
Vidalia	29	298	498	10	1,717,241.38	167,114.09	1.34
Alabaster, AL	19	200	332	11	1,747,368.42	166,000.00	0.74
Bristol, TN	23	374	638	16	2,773,913.04	170,588.24	0.77
Total	324	3616	6048	11	1,866,666.67	167,256.64	1.04
Average	25	278	465				

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Retail Trade

NAICS: 4452

Category: Specialty Food Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	1	4	2	4	200,000.00	50,000.00	0.04
Thomaston	27	219	372	8	1,377,777.78	169,863.01	0.95
Jesup	5	20	30	4	600,000.00	150,000.00	0.23
Bainbridge	7	44	80	6	1,142,857.14	181,818.18	0.27
Toccoa	0	0	0	0	0.00	0.00	0.00
Cairo	5	11	19	2	380,000.00	172,727.27	0.25
Cordele	15	75	81	5	540,000.00	108,000.00	0.68
Eatonton	4	54	70	14	1,750,000.00	129,629.63	0.20
Fort Valley	4	12	9	3	225,000.00	75,000.00	0.16
Summerville	1	1	2	1	200,000.00	200,000.00	0.04
Vidalia	6	39	68	7	1,133,333.33	174,358.97	0.28
Alabaster, AL	1	1	2	1	200,000.00	200,000.00	0.04
Bristol, TN	1	2	4	2	400,000.00	200,000.00	0.03
Total	77	482	739	6	959,740.26	153,319.50	0.25
Average	6	37	57				

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Retail Trade

NAICS: 4453

Category: Beer, Wine, and Liquor Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	1	3	2	3	200,000.00	66,666.67	0.04
Thomaston	2	4	3	2	150,000.00	75,000.00	0.07
Jesup	8	28	23	4	287,500.00	82,142.86	0.37
Bainbridge	4	23	17	6	425,000.00	73,913.04	0.16
Toccoa	2	4	4	2	200,000.00	100,000.00	0.08
Cairo	3	7	6	2	200,000.00	85,714.29	0.15
Cordele	7	19	16	3	228,571.43	84,210.53	0.32
Eatonton	4	10	8	3	200,000.00	80,000.00	0.20
Fort Valley	2	3	3	2	150,000.00	100,000.00	0.08
Summerville	0	0	0	0	0.00	0.00	0
Vidalia	4	8	7	2	175,000.00	87,500.00	0.18
Alabaster, AL	2	6	4	3	200,000.00	66,666.67	0.08
Bristol, TN	3	10	7	3	233,333.33	70,000.00	0.10
Total	42	125	100	3	238,095.24	80,000.00	0.13
Average	3	10	8				

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Retail Trade

NAICS: 4461

Category: Health and Personal Care Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	10	219	259	22	2,590,000.00	118,264.84	0.41
Thomaston	15	86	123	6	820,000.00	143,023.26	0.53
Jesup	13	185	295	14	2,269,230.77	159,459.46	0.61
Bainbridge	11	66	91	6	827,272.73	137,878.79	0.43
Toccoa	12	86	110	7	916,666.67	127,906.98	0.49
Cairo	6	43	55	7	916,666.67	127,906.98	0.30
Cordele	16	78	100	5	625,000.00	128,205.13	0.73
Eatonton	6	31	42	5	700,000.00	135,483.87	0.30
Fort Valley	6	56	73	9	1,216,666.67	130,357.14	0.24
Summerville	10	66	99	7	990,000.00	150,000.00	0.43
Vidalia	24	154	218	6	908,333.33	141,558.44	1.11
Alabaster, AL	13	62	85	5	653,846.15	137,096.77	0.51
Bristol, TN	19	196	264	10	1,389,473.68	134,693.88	0.64
Total	161	1328	1814	8	1,126,708.07	136,596.39	0.52
Average	12	102	140				

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Retail Trade

NAICS: 4471
Category: Gasoline Stations

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/Business	Sales/Business	Sales/Employees	Businesses/Population
Cedartown	7	22	39	3	557,142.86	177,272.73	0.29
Thomaston	7	25	47	4	671,428.57	188,000.00	0.25
Jesup	4	14	25	4	625,000.00	178,571.43	0.19
Bainbridge	7	62	111	9	1,585,714.29	179,032.26	0.27
Toccoa	7	17	31	2	442,857.14	182,352.94	0.28
Cairo	7	50	90	7	1,285,714.29	180,000.00	0.35
Cordele	8	68	123	9	1,537,500.00	180,882.35	0.36
Eatonton	1	5	9	5	900,000.00	180,000.00	0.05
Fort Valley	2	42	75	21	3,750,000.00	178,571.43	0.08
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	5	21	39	4	780,000.00	185,714.29	0.23
Alabaster, AL	15	57	102	4	680,000.00	178,947.37	0.58
Bristol, TN	6	37	66	6	1,100,000.00	178,378.38	0.20
Total	76	420	757	6	996,052.63	180,238.10	0.24
Average	6	32	58				

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Retail Trade

NAICS: 4481
Category: Clothing Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	6	24	18	4	300,000.00	75,000.00	0.25
Thomaston	11	34	22	3	200,000.00	64,705.88	0.39
Jesup	12	37	27	3	225,000.00	72,972.97	0.56
Bainbridge	9	21	14	2	155,555.56	66,666.67	0.35
Toccoa	7	25	15	4	214,285.71	60,000.00	0.28
Cairo	3	9	5	3	166,666.67	55,555.56	0.15
Cordele	9	29	20	3	222,222.22	68,965.52	0.41
Eatonton	3	10	8	3	266,666.67	80,000.00	0.15
Fort Valley	4	13	17	3	425,000.00	130,769.23	0.16
Summerville	8	91	116	11	1,450,000.00	127,472.53	0.34
Vidalia	12	107	60	9	500,000.00	56,074.77	0.55
Alabaster, AL	9	46	26	5	288,888.89	56,521.74	0.35
Bristol, TN	4	17	12	4	300,000.00	70,588.24	0.13
Total	97	463	360	5	371,134.02	77,753.78	0.31
Average	7	36	28				

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Retail Trade

NAICS: 4482

Category: Shoe Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	3	11	13	4	433,333.33	118,181.82	0.12
Thomaston	4	16	20	4	500,000.00	125,000.00	0.14
Jesup	3	10	13	3	433,333.33	130,000.00	0.14
Bainbridge	4	22	28	6	700,000.00	127,272.73	0.16
Toccoa	1	4	5	4	500,000.00	125,000.00	0.04
Cairo	1	4	5	4	500,000.00	125,000.00	0.05
Cordele	1	6	8	6	800,000.00	133,333.33	0.05
Eatonton	1	2	3	2	300,000.00	150,000.00	0.05
Fort Valley	0	0	0	0	0.00	0.00	0.00
Summerville	1	4	5	4	500,000.00	125,000.00	0.04
Vidalia	4	21	26	5	650,000.00	123,809.52	0.18
Alabaster, AL	1	7	9	7	900,000.00	128,571.43	0.04
Bristol, TN	0	0	0	0	0.00	0.00	0.00
Total	24	107	135	4	562,500.00	126,168.22	0.08
Average	2	8	10				

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Retail Trade

NAICS: 4483

Category: Jewelry, Luggage, and Leather Goods Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	5	9	7	2	140,000.00	77,777.78	0.21
Thomaston	5	13	8	3	160,000.00	61,538.46	0.18
Jesup	4	12	7	3	175,000.00	58,333.33	0.19
Bainbridge	2	9	5	5	250,000.00	55,555.56	0.08
Toccoa	4	8	5	2	125,000.00	62,500.00	0.16
Cairo	2	7	4	4	200,000.00	57,142.86	0.10
Cordele	4	12	7	3	175,000.00	58,333.33	0.18
Eatonton	3	8	5	3	166,666.67	62,500.00	0.15
Fort Valley	2	6	4	3	200,000.00	66,666.67	0.08
Summerville	2	6	4	3	200,000.00	66,666.67	0.09
Vidalia	8	26	14	3	175,000.00	53,846.15	0.37
Alabaster, AL	1	2	1	2	100,000.00	50,000.00	0.04
Bristol, TN	3	7	5	2	166,666.67	71,428.57	0.10
Total	45	125	76	3	168,888.89	60,800.00	0.14
Average	3	10	6				

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Retail Trade

NAICS: 4511

Category: Sporting Goods, Hobby, and Musical Instrument Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	3	4	4	1	133,333.33	100,000.00	0.12
Thomaston	6	8	7	1	116,666.67	87,500.00	0.21
Jesup	7	15	11	2	157,142.86	73,333.33	0.33
Bainbridge	11	24	15	2	136,363.64	62,500.00	0.43
Toccoa	4	12	12	3	300,000.00	100,000.00	0.16
Cairo	5	7	5	1	100,000.00	71,428.57	0.25
Cordele	6	18	14	3	233,333.33	77,777.78	0.27
Eatonton	8	100	52	13	650,000.00	52,000.00	0.40
Fort Valley	1	2	1	2	100,000.00	50,000.00	0.04
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	9	27	20	3	222,222.22	74,074.07	0.42
Alabaster, AL	6	27	22	5	366,666.67	81,481.48	0.23
Bristol, TN	18	60	47	3	261,111.11	78,333.33	0.61
Total	84	304	210	4	250,000.00	69,078.95	0.27
Average	6	23	16				

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Retail Trade

NAICS: 4512

Category: Book, Periodical, and Music Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	2	3	5	2	250,000.00	166,666.67	0.08
Thomaston	1	1	1	1	100,000.00	100,000.00	0.04
Jesup	4	17	19	4	475,000.00	111,764.71	0.19
Bainbridge	3	9	11	3	366,666.67	122,222.22	0.12
Toccoa	2	9	11	5	550,000.00	122,222.22	0.08
Cairo	0	0	0	0	0.00	0.00	0.00
Cordele	2	4	6	2	300,000.00	150,000.00	0.09
Eatonton	2	8	12	4	600,000.00	150,000.00	0.10
Fort Valley	1	2	3	2	300,000.00	150,000.00	0.04
Summerville	1	1	2	1	200,000.00	200,000.00	0.04
Vidalia	3	23	27	8	900,000.00	117,391.30	0.14
Alabaster, AL	3	5	6	2	200,000.00	120,000.00	0.12
Bristol, TN	6	22	30	4	500,000.00	136,363.64	0.20
Total	30	104	133	3	443,333.33	127,884.62	0.10
Average	2	8	10				

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Retail Trade

City 5-Mile Radius	NAICS: 4521		Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
	Category: Department Stores	Total Businesses					
Cedartown	4	226	250	57	6,250,000.00	110,619.47	0.17
Thomaston	6	567	631	95	10,516,666.67	111,287.48	0.21
Jesup	8	505	558	63	6,975,000.00	110,495.05	0.37
Bainbridge	11	437	485	40	4,409,090.91	110,983.98	0.43
Toccoa	6	450	500	75	8,333,333.33	111,111.11	0.24
Cairo	6	155	172	26	2,866,666.67	110,967.74	0.30
Cordele	9	427	474	47	5,266,666.67	111,007.03	0.41
Eatonton	1	7	8	7	800,000.00	114,285.71	0.05
Fort Valley	4	24	28	6	700,000.00	116,666.67	0.16
Summerville	6	322	359	54	5,983,333.33	111,490.68	0.26
Vidalia	12	842	935	70	7,791,666.67	111,045.13	0.55
Alabaster, AL	4	19	21	5	525,000.00	110,526.32	0.16
Bristol, TN	7	722	802	103	11,457,142.86	111,080.33	0.24
Total	84	4703	5223	56	6,217,857.14	111,056.77	0.27
Average	6	362	402				

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Retail Trade

NAICS: 4529

Category: Other General Merchandise Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	4	19	12	5	300,000.00	63,157.89	0.17
Thomaston	2	9	5	5	250,000.00	55,555.56	0.07
Jesup	3	13	8	4	266,666.67	61,538.46	0.14
Bainbridge	1	9	5	9	500,000.00	55,555.56	0.04
Toccoa	1	2	1	2	100,000.00	50,000.00	0.04
Cairo	2	23	14	12	700,000.00	60,869.57	0.10
Cordele	3	14	9	5	300,000.00	64,285.71	0.14
Eatonton	3	8	6	3	200,000.00	75,000.00	0.15
Fort Valley	0	0	0	0	0.00	0.00	0.00
Summerville	3	17	11	6	366,666.67	64,705.88	0.13
Vidalia	4	18	12	5	300,000.00	66,666.67	0.18
Alabaster, AL	1	5	3	5	300,000.00	60,000.00	0.04
Bristol, TN	1	30	18	30	1,800,000.00	60,000.00	0.03
Total	28	167	104	6	371,428.57	62,275.45	0.09
Average	2	13	8				

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Retail Trade

NAICS: 4531
Category: Florists

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	4	18	10	5	250,000.00	55,555.56	0.17
Thomaston	10	18	12	2	120,000.00	66,666.67	0.35
Jesup	6	16	9	3	150,000.00	56,250.00	0.28
Bainbridge	6	11	7	2	116,666.67	63,636.36	0.24
Toccoa	4	7	5	2	125,000.00	71,428.57	0.16
Cairo	7	15	10	2	142,857.14	66,666.67	0.35
Cordele	2	15	8	8	400,000.00	53,333.33	0.09
Eatonton	4	12	7	3	175,000.00	58,333.33	0.20
Fort Valley	5	12	8	2	160,000.00	66,666.67	0.20
Summerville	3	5	3	2	100,000.00	60,000.00	0.13
Vidalia	7	14	10	2	142,857.14	71,428.57	0.32
Alabaster, AL	2	4	3	2	150,000.00	75,000.00	0.08
Bristol, TN	4	30	16	8	400,000.00	53,333.33	0.13
Total	64	177	108	3	168,750.00	61,016.95	0.21
Average	5	14	8				

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Retail Trade

NAICS: 4532

Category: Office Supplies, Stationery, and Gift Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	1	1	1	1	100,000.00	100,000.00	0.04
Thomaston	5	11	8	2	160,000.00	72,727.27	0.18
Jesup	6	27	39	5	650,000.00	144,444.44	0.28
Bainbridge	7	23	30	3	428,571.43	130,434.78	0.27
Toccoa	2	21	14	11	700,000.00	66,666.67	0.08
Cairo	1	3	2	3	200,000.00	66,666.67	0.05
Cordele	9	49	55	5	611,111.11	112,244.90	0.41
Eatonton	11	28	23	3	209,090.91	82,142.86	0.55
Fort Valley	3	8	8	3	266,666.67	100,000.00	0.12
Summerville	1	1	1	1	100,000.00	100,000.00	0.04
Vidalia	13	36	48	3	369,230.77	133,333.33	0.60
Alabaster, AL	9	25	20	3	222,222.22	80,000.00	0.35
Bristol, TN	8	19	22	2	275,000.00	115,789.47	0.27
Total	76	252	271	3	356,578.95	107,539.68	0.24
Average	6	19	21				

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Retail Trade

NAICS: 4533
Category: Used Merchandise Stores

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	3	4	3	1	100,000.00	75,000.00	0.12
Thomaston	8	10	8	1	100,000.00	80,000.00	0.28
Jesup	9	13	11	1	122,222.22	84,615.38	0.42
Bainbridge	9	23	16	3	177,777.78	69,565.22	0.35
Toccoa	5	11	7	2	140,000.00	63,636.36	0.20
Cairo	5	8	5	2	100,000.00	62,500.00	0.25
Cordele	4	5	4	1	100,000.00	80,000.00	0.18
Eatonton	5	9	5	2	100,000.00	55,555.56	0.25
Fort Valley	0	0	0	0	0.00	0.00	0
Summerville	7	33	23	5	328,571.43	69,696.97	0.30
Vidalia	5	8	5	2	100,000.00	62,500.00	0.23
Alabaster, AL	5	131	88	26	1,760,000.00	67,175.57	0.19
Bristol, TN	12	89	60	7	500,000.00	67,415.73	0.40
Total	77	344	235	4	305,194.81	68,313.95	0.25
Average	6	26	18				

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Retail Trade

NAICS: 4539

Category: Other Miscellaneous Store Retailers

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	2	5	15	3	750,000.00	300,000.00	0.08
Thomaston	9	21	60	2	666,666.67	285,714.29	0.32
Jesup	5	105	132	21	2,640,000.00	125,714.29	0.23
Bainbridge	11	32	70	3	636,363.64	218,750.00	0.43
Toccoa	14	67	138	5	985,714.29	205,970.15	0.57
Cairo	11	37	72	3	654,545.45	194,594.59	0.55
Cordele	13	45	90	3	692,307.69	200,000.00	0.59
Eatonton	12	81	191	7	1,591,666.67	235,802.47	0.60
Fort Valley	2	7	12	4	600,000.00	171,428.57	0.08
Summerville	8	18	31	2	387,500.00	172,222.22	0.34
Vidalia	12	27	59	2	491,666.67	218,518.52	0.55
Alabaster, AL	6	15	27	2.5	450,000.00	180,000.00	0.23
Bristol, TN	11	44	72	4.0	654,545.45	163,636.36	0.37
Total	116	504	969	4	835,344.83	192,261.90	0.37
Average	9	39	75				

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Retail Trade

NAICS: 4541

Category: Electronic Shopping and Mail-Order Houses

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	1	2	4	2	400,000.00	200,000.00	0.04
Jesup	0	0	0	0	0.00	0.00	0.00
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	0	0	0	0	0.00	0.00	0.00
Cairo	0	0	0	0	0.00	0.00	0.00
Cordele	1	6	12	6	1,200,000.00	200,000.00	0.05
Eatonton	0	0	0	0	0.00	0.00	0.00
Fort Valley	5	78	156	16	3,120,000.00	200,000.00	0.20
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	0	0	0	0	0.00	0.00	0.00
Alabaster, AL	1	3	6	3	600,000.00	200,000.00	0.04
Bristol, TN	0	0	0	0	0.00	0.00	0.00
Total	8	89	178	11	2,225,000.00	200,000.00	0.03
Average	1	7	14				

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Retail Trade

NAICS: 4542
Category: Vending Machine Operators

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/Business	Sales/Business	Sales/Employees	Businesses/Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	1	2	4	2	400,000.00	200,000.00	0.04
Jesup	0	0	0	0	0.00	0.00	0.00
Bainbridge	1	80	66	80	6,600,000.00	82,500.00	0.04
Toccoa	2	13	10	7	500,000.00	76,923.08	0.08
Cairo	1	10	8	10	800,000.00	80,000.00	0.05
Cordele	0	0	0	0	0.00	0.00	0.00
Eatonton	0	0	0	0	0.00	0.00	0.00
Fort Valley	1	10	8	10	800,000.00	80,000.00	0.04
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	0	0	0	0	0.00	0.00	0.00
Alabaster, AL	1	1	1	1	100,000.00	100,000.00	0.04
Bristol, TN	2	12	10	6	500,000.00	83,333.33	0.07
Total	9	128	107	14	1,188,888.89	83,593.75	0.03
Average	1	10	8				

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Retail Trade

NAICS: 4543

Category: Direct Selling Establishments

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	2	8	23	4	1,150,000.00	287,500.00	0.07
Jesup	2	41	93	21	4,650,000.00	226,829.27	0.09
Bainbridge	1	5	12	5	1,200,000.00	240,000.00	0.04
Toccoa	0	0	0	0	0.00	0.00	0.00
Cairo	2	18	42	9	2,100,000.00	233,333.33	0.10
Cordele	2	10	20	5	1,000,000.00	200,000.00	0.09
Eatonton	3	16	37	5	1,233,333.33	231,250.00	0.15
Fort Valley	2	11	25	6	1,250,000.00	227,272.73	0.08
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	1	10	23	10	2,300,000.00	230,000.00	0.05
Alabaster, AL	0	0	0	0	0.00	0.00	0.00
Bristol, TN	1	4	8	4	800,000.00	200,000.00	0.03
Total	16	123	283	8	1,768,750.00	230,081.30	0.05
Average	1	9	22				

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Accommodation and Food Services

NAICS: 7211

Category: Traveler Accommodation

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/Business	Sales/Business	Sales/ Employees	Businesses/ Population
Cedartown	2	14	6	7	300,000.00	42,857.14	0.08
Thomaston	7	32	15	5	214,285.71	46,875.00	0.25
Jesup	8	60	26	8	325,000.00	43,333.33	0.37
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	9	42	21	5	233,333.33	50,000.00	0.36
Cairo	4	20	10	5	250,000.00	50,000.00	0.20
Cordele	15	141	57	9	380,000.00	40,425.53	0.68
Eatonton	6	108	26	18	433,333.33	24,074.07	0.30
Fort Valley	4	343	79	86	1,975,000.00	23,032.07	0.16
Summerville	7	24	11	3	157,142.86	45,833.33	0.30
Vidalia	7	55	23	8	328,571.43	41,818.18	0.32
Alabaster, AL	1	1	1	1	100,000.00	100,000.00	0.04
Bristol, TN	8	49	22	6	275,000.00	44,897.96	0.27
Total	78	889	297	11	380,769.23	33,408.32	0.25
Average	6	68	23				

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Accommodation and Food Services

NAICS: 7212

Category: RV (Recreational Vehicle) Parks and Recreational Camps

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	1	2	1	2	100,000.00	50,000.00	0.04
Jesup	3	7	5	2	166,666.67	71,428.57	0.14
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	4	72	17	18	425,000.00	23,611.11	0.16
Cairo	0	0	0	0	0.00	0.00	0.00
Cordele	4	9	6	2	150,000.00	66,666.67	0.10
Eatonton	4	31	17	8	425,000.00	54,838.71	0.20
Fort Valley	2	68	16	34	800,000.00	23,529.41	0.08
Summerville	2	24	6	12	300,000.00	25,000.00	0.09
Vidalia	0	0	0	0	0.00	0.00	0.00
Alabaster, AL	0	0	0	0	0.00	0.00	0.00
Bristol, TN	5	75	39	15	780,000.00	52,000.00	0.17
Total	25	288	107	12	428,000.00	37,152.78	0.08
Average	2	22	8				

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Accommodation and Food Services

NAICS: 7213

Category: Rooming and Boarding Houses

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/Business	Sales/Business	Sales/Employees	Businesses/Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	0	0	0	0	0.00	0.00	0.00
Jesup	0	0	0	0	0.00	0.00	0.00
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	0	0	0	0	0.00	0.00	0.00
Cairo	0	0	0	0	0.00	0.00	0.00
Cordele	0	0	0	0	0.00	0.00	0.00
Eatonton	0	0	0	0	0.00	0.00	0.00
Fort Valley	1	2	1	2	100,000.00	50,000.00	0.04
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	0	0	0	0	0.00	0.00	0.00
Alabaster, AL	0	0	0	0	0.00	0.00	0.00
Bristol, TN	0	0	0	0	0.00	0.00	0.00
Total	1	2	1	2	100,000.00	50,000.00	0.00
Average	0	0	0				

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Accommodation and Food Services

NAICS: 7221

Category: Full-Service Restaurants

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	1	11	4	11	400,000.00	36,363.64	0.04
Jesup	2	52	18	26	900,000.00	34,615.38	0.09
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	3	23	8	8	266,666.67	34,782.61	0.12
Cairo	1	20	7	20	700,000.00	35,000.00	0.05
Cordele	1	14	5	14	500,000.00	35,714.29	0.64
Eatonton	1	11	4	11	400,000.00	36,363.64	0.05
Fort Valley	0	0	0	0	0.00	0.00	0.00
Summerville	1	15	5	15	500,000.00	33,333.33	0.04
Vidalia	2	45	15	23	750,000.00	33,333.33	0.09
Alabaster, AL	3	49	16	16	533,333.33	32,653.06	0.12
Bristol, TN	3	39	13	13	433,333.33	33,333.33	0.10
Total	18	279	95	16	527,777.78	34,050.18	0.06
Average	1	21	7				

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Accommodation and Food Services

NAICS: 7222

Category: Limited-Service Eating Places

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	31	530	231	17	745,161.29	43,584.91	1.28
Thomaston	46	655	337	14	732,608.70	51,450.38	1.62
Jesup	41	627	313	15	763,414.63	49,920.26	1.91
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	39	628	312	16	800,000.00	49,681.53	1.58
Cairo	22	309	152	14	690,909.09	49,190.94	1.10
Cordele	54	1131	559	21	1,035,185.19	49,425.29	2.45
Eatonton	36	456	228	13	633,333.33	50,000.00	1.79
Fort Valley	27	429	212	16	785,185.19	49,417.25	1.09
Summerville	33	380	193	12	584,848.48	50,789.47	1.41
Vidalia	50	789	386	16	772,000.00	48,922.69	2.31
Alabaster, AL	31	417	203	13	654,838.71	48,681.06	1.21
Bristol, TN	66	1370	664	21	1,006,060.61	48,467.15	2.22
Total	476	7721	3790	16	796,218.49	49,086.91	1.53
Average	37	594	292				

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Accommodation and Food Services

NAICS: 7223

Category: Special Food Services

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	0	0	0	0	0.00	0.00	0.00
Thomaston	0	0	0	0	0.00	0.00	0.00
Jesup	0	0	0	0	0.00	0.00	0.00
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	4	59	31	15	775,000.00	52,542.37	0.16
Cairo	0	0	0	0	0.00	0.00	0.00
Cordele	0	0	0	0	0.00	0.00	0.00
Eatonton	0	0	0	0	0.00	0.00	0.00
Fort Valley	1	16	8	16	800,000.00	50,000.00	0.04
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	0	0	0	0	0.00	0.00	0.00
Alabaster, AL	3	41	21	14	700,000.00	51,219.51	0.12
Bristol, TN	4	53	28	13	700,000.00	52,830.19	0.13
Total	12	169	88	14	733,333.33	52,071.01	0.04
Average	1	13	7				

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Accommodation and Food Services

NAICS: 7224

Category: Drinking Places (Alcoholic Beverages)

City 5-Mile Radius	Total Businesses	Total Employees	Total Sales (\$100,000)	Employees/ Business	Sales/ Business	Sales/ Employees	Businesses/ Population
Cedartown	1	2	1	2	100,000.00	50,000.00	0.04
Thomaston	2	8	4	4	200,000.00	50,000.00	0.07
Jesup	3	6	3	2	100,000.00	50,000.00	0.14
Bainbridge	0	0	0	0	0.00	0.00	0.00
Toccoa	0	0	0	0	0.00	0.00	0.00
Cairo	1	1	1	1	100,000.00	100,000.00	0.05
Cordele	3	10	5	3	166,666.67	50,000.00	0.14
Eatonton	1	25	10	25	1,000,000.00	40,000.00	0.05
Fort Valley	1	4	2	4	200,000.00	50,000.00	0.04
Summerville	0	0	0	0	0.00	0.00	0.00
Vidalia	1	2	1	2	100,000.00	50,000.00	0.05
Alabaster, AL	0	0	0	0	0.00	0.00	0.00
Bristol, TN	2	8	4	4	200,000.00	50,000.00	0.07
Total	15	66	31	4	206,666.67	46,969.70	0.05
Average	1	5	2				

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