

Retail Market Potential

City of South Fulton
South Fulton city, GA (1372122)
Geography: Place

Demographic Summary	2026	2031
Population	119,560	127,369
Population 18+	93,085	101,131
Households	44,316	47,605
Median Household Income	\$95,308	\$110,367

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Purchased Men`s Clothing Last 12 Mo	55,621	59.8%	95
Purchased Women`s Clothing Last 12 Mo	48,413	52.0%	101
Purchased Shoes Last 12 Mo	68,761	73.9%	98
Purchased Fine Jewelry Last 12 Mo	22,690	24.4%	112
Purchased Watch Last 12 Mo	12,751	13.7%	112
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	38,965	87.9%	99
HH Purchased or Leased New Vehicle Last 12 Mo	3,608	8.1%	94
HH Owns or Leases Vehicle 10+ Years Old	23,382	52.8%	96
Automotive Aftermarket (Adults)			
Purchased Gasoline Last 6 Mo	82,340	88.5%	100
Purchased or Changed Motor Oil Last 12 Mo	50,108	53.8%	100
Had Vehicle Tune-Up Last 12 Mo	21,222	22.8%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	38,851	41.7%	110
Drank Beer or Ale Last 6 Mo	31,803	34.2%	94

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2026 and 2031.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	5,577	6.0%	78
Own Digital SLR Camera or Camcorder	6,842	7.3%	81
Printed Digital Photos Last 12 Mo	20,779	22.3%	94
Cell Phones (Adults/Households)			
Purchased Cell Phone Last 12 Mo	30,908	33.2%	104
Have a Smartphone	87,845	94.4%	100
Use Apple iPhone Most Often	52,812	56.7%	97
Use Google Pixel Phone Most Often	2,819	3.0%	91
Use Samsung Phone Most Often	16,952	18.2%	109
HH Owns 1 Cell Phone	12,019	27.1%	90
HH Owns 2 Cell Phones	15,731	35.5%	94
HH Owns 3+ Cell Phones	15,261	34.4%	117
HH Has Cell Phone Only (No Landline Telephone)	34,489	77.8%	102
Computers (Households)			
HH Owns Computer	36,401	82.1%	100
HH Owns Desktop Computer	15,303	34.5%	94
HH Owns Laptop or Notebook	30,797	69.5%	102
HH Owns Apple or Mac Brand Computer	10,613	23.9%	95
HH Owns PC or Non-Apple Brand Computer	30,847	69.6%	102
HH Purchased Most Recent Home Computer at Store	14,744	33.3%	97
HH Purchased Most Recent Home Computer Online	11,160	25.2%	95
HH Spent \$1-499 on Most Recent Home Computer	5,791	13.1%	101
HH Spent \$500-999 on Most Recent Home Computer	7,286	16.4%	97
HH Spent \$1K-1499 on Most Recent Home Computer	4,296	9.7%	90
HH Spent \$1500-1999 on Most Recent Home Computer	1,706	3.9%	90
HH Spent \$2000+ on Most Recent Home Computer	2,043	4.6%	77

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	62,793	67.5%	103
Purchased Brewed Coffee at Convenience Store Last 30 Days	10,774	11.6%	96
Purchased Cigarettes at Convenience Store Last 30 Days	4,721	5.1%	100
Purchased Gas at Convenience Store Last 30 Days	39,850	42.8%	104
Spent \$1-19 at Convenience Store Last 30 Days	5,475	5.9%	99
Spent \$20-39 at Convenience Store Last 30 Days	7,317	7.9%	98
Spent \$40-50 at Convenience Store Last 30 Days	5,814	6.3%	93
Spent \$51-99 at Convenience Store Last 30 Days	5,493	5.9%	107
Spent \$100+ at Convenience Store Last 30 Days	23,300	25.0%	104
Entertainment (Adults)			
Attended Movie Last 6 Mo	51,410	55.2%	101
Went to Live Theater Last 12 Mo	10,605	11.4%	92
Went to Bar or Night Club Last 12 Mo	17,393	18.7%	96
Dined Out Last 12 Mo	45,725	49.1%	91
Gambled at Casino Last 12 Mo	12,492	13.4%	103
Visited Theme Park Last 12 Mo	17,793	19.1%	100
Viewed Movie (Video-on-Demand) Last 30 Days	6,717	7.2%	101
Viewed TV Show (Video-on-Demand) Last 30 Days	4,695	5.0%	107
Viewed Program/Event (Video-on-Demand)/12 Mo	8,664	9.3%	100
Used Internet to Download Movie Last 30 Days	6,748	7.3%	108
Downloaded Individual Song Last 6 Mo	15,865	17.0%	104
Used Internet to Watch Movie Last 30 Days	34,700	37.3%	104
Used Internet to Watch TV Program Last 30 Days	22,044	23.7%	104
Played (Console) Video or Electronic Game Last 12 Mo	11,969	12.9%	99
Played (Portable) Video or Electronic Game Last 12 Mo	7,294	7.8%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	33,691	36.2%	103
Used ATM or Cash Machine Last 12 Mo	55,170	59.3%	100
Own Any Stock	10,309	11.1%	83
Own U.S. Savings Bonds	5,442	5.8%	82
Own Shares in Mutual Fund (Stocks)	7,884	8.5%	74
Own Shares in Mutual Fund (Bonds)	4,982	5.3%	72
Have Interest Checking Account	29,473	31.7%	87
Have Non-Interest Checking Account	31,651	34.0%	95
Have Savings Account	65,340	70.2%	98
Have 401(k) Retirement Savings Plan	21,192	22.8%	97
Own or Used Any Credit or Debit Card Last 12 Mo	83,475	89.7%	98
Avg \$1-110 Monthly Credit Card Expenditures	9,814	10.5%	112
Avg \$111-225 Monthly Credit Card Expenditures	6,633	7.1%	106
Avg \$226-450 Monthly Credit Card Expenditures	7,363	7.9%	98
Avg \$451-700 Monthly Credit Card Expenditures	7,117	7.7%	92
Avg \$701-1000 Monthly Credit Card Expenditures	6,229	6.7%	86
Avg \$1001-2000 Monthly Credit Card Expenditures	9,908	10.6%	92
Avg \$2001+ Monthly Credit Card Expenditures	9,848	10.6%	77
Pay Annual Fee for Credit Card	21,364	22.9%	102
Did Online Banking Last 12 Mo	48,652	52.3%	97
Did Mobile Device Banking Last 12 Mo	47,056	50.5%	103
Grocery (Adults)			
HH Used Bread Last 6 Mo	41,548	93.8%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	33,522	75.6%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	8,674	19.6%	97
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	26,018	58.7%	104
HH Used Fresh Fruit or Vegetables Last 6 Mo	39,922	90.1%	99
HH Used Fresh Milk Last 6 Mo	35,612	80.4%	99
HH Used Organic Food Last 6 Mo	10,181	23.0%	94

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	39,564	42.5%	96
Exercise at Club 2+ Times Per Week	13,192	14.2%	99
Visited Doctor Last 12 Mo	71,427	76.7%	97
Used Vitamins or Dietary Supplements Last 6 Mo	58,750	63.1%	97
Home (Households)			
HH Did Home Improvement Last 12 Mo	13,540	30.6%	94
HH Used Maid/Prof Cleaning Svc (Incl Furn/Carpet) Last 12 Mo	14,189	32.0%	94
HH Purchased Low Ticket HH Furnishing Last 12 Mo	8,920	20.1%	102
HH Purchased Big Ticket HH Furnishing Last 12 Mo	10,168	22.9%	103
HH Purchased Small Kitchen Appliance Last 12 Mo	9,736	22.0%	107
HH Purchased Large Appliance/12 Mo	7,869	17.8%	105
HH Rented from Storage Facility/12 Mo	1,830	4.1%	122
Insurance (Adults/Households)			
Currently Carry Life Insurance	48,569	52.2%	106
Personally Carry Any Medical or Hospital or Accident Insurance	74,201	79.7%	95
Homeowner Carries Insurance on Home/Personal Property	50,376	54.1%	93
Renter Carries Insurance on Home/Personal Property	13,779	14.8%	113
HH Has 1 Vehicle Covered with Auto Insurance	15,170	34.2%	107
HH Has 2 Vehicles Covered with Auto Insurance	13,215	29.8%	96
HH Has 3+ Vehicles Covered with Auto Insurance	9,786	22.1%	88

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	20,933	47.2%	91
HH Owns 1+ Cats	8,569	19.3%	80
HH Owns 1+ Dogs	16,192	36.5%	96
HH Owns 1+ Birds	774	1.8%	79
HH Owns 1+ Horses	379	0.9%	83
HH Owns 1+ Oth Pets	2,014	4.5%	87
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	15,759	16.9%	109
Buying American Is Important: 4-Agr Cmpl	22,745	24.4%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	14,112	15.2%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	12,534	13.5%	107
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	9,243	9.9%	99
Will Pay More for Environ Safe Products: 4-Agr Cmpl	10,863	11.7%	106
Buy Based on Price Not Brands: 4-Agr Cmpl	27,450	29.5%	105
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	4,401	4.7%	122
Reading (Adults)			
Purchased Digital Book Last 12 Mo	15,251	16.4%	96
Purchased Hardcover Book Last 12 Mo	21,328	22.9%	92
Purchased Paperback Book Last 12 Mo	29,022	31.2%	94
Read Daily Newspaper (Paper Version)	3,962	4.3%	71
Read Digital Newspaper Last 30 Days	49,740	53.4%	102
Read Magazine (Paper or Electronic Version) Last 6 Mo	80,340	86.3%	100

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Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	69,453	74.6%	103
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	24,930	26.8%	109
Went to Fast Food or Drive-In Restaurant Last 6 Mo	85,711	92.1%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	42,067	45.2%	115
Ordered Eat-In Fast Food Last 6 Mo	30,564	32.8%	96
Ordered Home Delivery Fast Food Last 6 Mo	13,269	14.3%	119
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	44,163	47.4%	102
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	22,473	24.1%	107
Television & Electronics (Adults/Households)			
Own Tablet	52,903	56.8%	104
Own E-Reader	12,252	13.2%	84
Own E-Reader or Tablet: Apple iPad	34,018	36.5%	101
HH Owns Internet Connectable TV	18,246	41.2%	98
Own Portable MP3 Player	5,695	6.1%	91
HH Owns 1 TV	7,189	16.2%	75
HH Owns 2 TVs	11,685	26.4%	91
HH Owns 3 TVs	10,686	24.1%	108
HH Owns 4+ TVs	12,175	27.5%	129
HH Subscribes to Cable TV	11,168	25.2%	97
HH Subscribes to Fiber Optic TV	2,532	5.7%	106
HH Owns Portable GPS Device	5,715	12.9%	88
HH Purchased Video Game System Last 12 Mo	3,043	6.9%	111
HH Owns Internet Video Device for TV	23,629	53.3%	101

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Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	55,131	59.2%	96
Took 3+ Domestic Non-Business Trips Last 12 Mo	14,012	15.1%	92
Spent \$1-999 on Domestic Vacations Last 12 Mo	9,425	10.1%	99
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	6,585	7.1%	102
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	3,667	3.9%	84
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	4,713	5.1%	90
Spent \$3K+ on Domestic Vacations Last 12 Mo	9,441	10.1%	82
Used Internet Travel Site for Domestic Trip Last 12 Mo	8,432	9.1%	98
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	30,710	33.0%	98
Took 3+ Foreign Trips by Plane Last 3 Yrs	6,421	6.9%	93
Spent \$1-999 on Foreign Vacations Last 12 Mo	4,053	4.3%	103
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	4,362	4.7%	100
Spent \$3K+ on Foreign Vacations Last 12 Mo	10,446	11.2%	93
Used General Travel Site: Foreign Trip Last 3 Yrs	6,576	7.1%	93
Spent Night at Hotel or Motel Last 12 Mo	49,337	53.0%	97
Took Cruise of More Than One Day Last 3 Yrs	11,211	12.0%	113
Member of Frequent Flyer Program	24,767	26.6%	95
Member of Hotel Rewards Program	28,241	30.3%	100

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