



# Retail MarketPlace Profile

Claxton  
 2218 Clinton Hwy, Powell, Tennessee, 37849  
 Ring: 1 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04259  
 Longitude: -84.11099

## Summary Demographics

2015 Population	1,119
2015 Households	426
2015 Median Disposable Income	\$45,595
2015 Per Capita Income	\$23,565

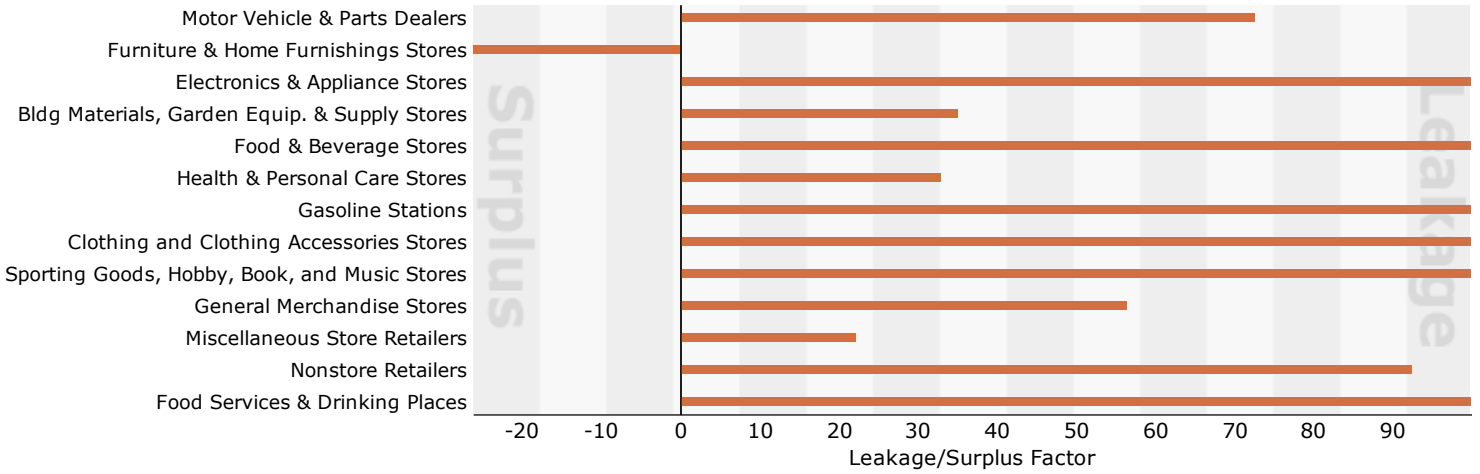
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$11,662,730	\$2,820,495	\$8,842,235	61.1	7
Total Retail Trade	44-45	\$10,545,516	\$2,763,413	\$7,782,103	58.5	6
Total Food & Drink	722	\$1,117,214	\$57,082	\$1,060,132	90.3	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,232,369	\$352,167	\$1,880,202	72.7	2
Automobile Dealers	4411	\$1,945,687	\$0	\$1,945,687	100.0	0
Other Motor Vehicle Dealers	4412	\$151,909	\$126,338	\$25,571	9.2	1
Auto Parts, Accessories & Tire Stores	4413	\$134,772	\$179,299	-\$44,527	-14.2	1
Furniture & Home Furnishings Stores	442	\$218,165	\$372,760	-\$154,595	-26.2	1
Furniture Stores	4421	\$120,761	\$0	\$120,761	100.0	0
Home Furnishings Stores	4422	\$97,405	\$372,760	-\$275,355	-58.6	1
Electronics & Appliance Stores	443	\$227,337	\$0	\$227,337	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$400,550	\$191,841	\$208,709	35.2	1
Bldg Material & Supplies Dealers	4441	\$283,876	\$147,557	\$136,319	31.6	1
Lawn & Garden Equip & Supply Stores	4442	\$116,674	\$0	\$116,674	100.0	0
Food & Beverage Stores	445	\$1,701,811	\$0	\$1,701,811	100.0	0
Grocery Stores	4451	\$1,583,035	\$0	\$1,583,035	100.0	0
Specialty Food Stores	4452	\$21,863	\$0	\$21,863	100.0	0
Beer, Wine & Liquor Stores	4453	\$96,913	\$0	\$96,913	100.0	0
Health & Personal Care Stores	446,4461	\$830,880	\$418,629	\$412,251	33.0	1
Gasoline Stations	447,4471	\$1,149,405	\$0	\$1,149,405	100.0	0
Clothing & Clothing Accessories Stores	448	\$534,569	\$0	\$534,569	100.0	0
Clothing Stores	4481	\$407,073	\$0	\$407,073	100.0	0
Shoe Stores	4482	\$89,224	\$0	\$89,224	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$38,272	\$0	\$38,272	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$200,320	\$0	\$200,320	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$169,224	\$0	\$169,224	100.0	0
Book, Periodical & Music Stores	4512	\$31,096	\$0	\$31,096	100.0	0
General Merchandise Stores	452	\$1,839,629	\$513,104	\$1,326,525	56.4	1
Department Stores Excluding Leased Depts.	4521	\$561,850	\$513,104	\$48,746	4.5	1
Other General Merchandise Stores	4529	\$1,277,779	\$0	\$1,277,779	100.0	0
Miscellaneous Store Retailers	453	\$272,053	\$173,357	\$98,696	22.2	1
Florists	4531	\$10,928	\$0	\$10,928	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$86,192	\$0	\$86,192	100.0	0
Used Merchandise Stores	4533	\$24,484	\$0	\$24,484	100.0	0
Other Miscellaneous Store Retailers	4539	\$150,450	\$47,008	\$103,442	52.4	1
Nonstore Retailers	454	\$938,427	\$36,441	\$901,986	92.5	1
Electronic Shopping & Mail-Order Houses	4541	\$806,541	\$0	\$806,541	100.0	0
Vending Machine Operators	4542	\$26,409	\$0	\$26,409	100.0	0
Direct Selling Establishments	4543	\$105,476	\$36,441	\$69,035	48.6	1
Food Services & Drinking Places	722	\$1,117,214	\$0	\$1,117,214	100.0	0
Full-Service Restaurants	7221	\$421,981	\$0	\$421,981	100.0	0
Limited-Service Eating Places	7222	\$578,211	\$0	\$578,211	100.0	0
Special Food Services	7223	\$35,542	\$0	\$35,542	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$81,480	\$0	\$81,480	100.0	0

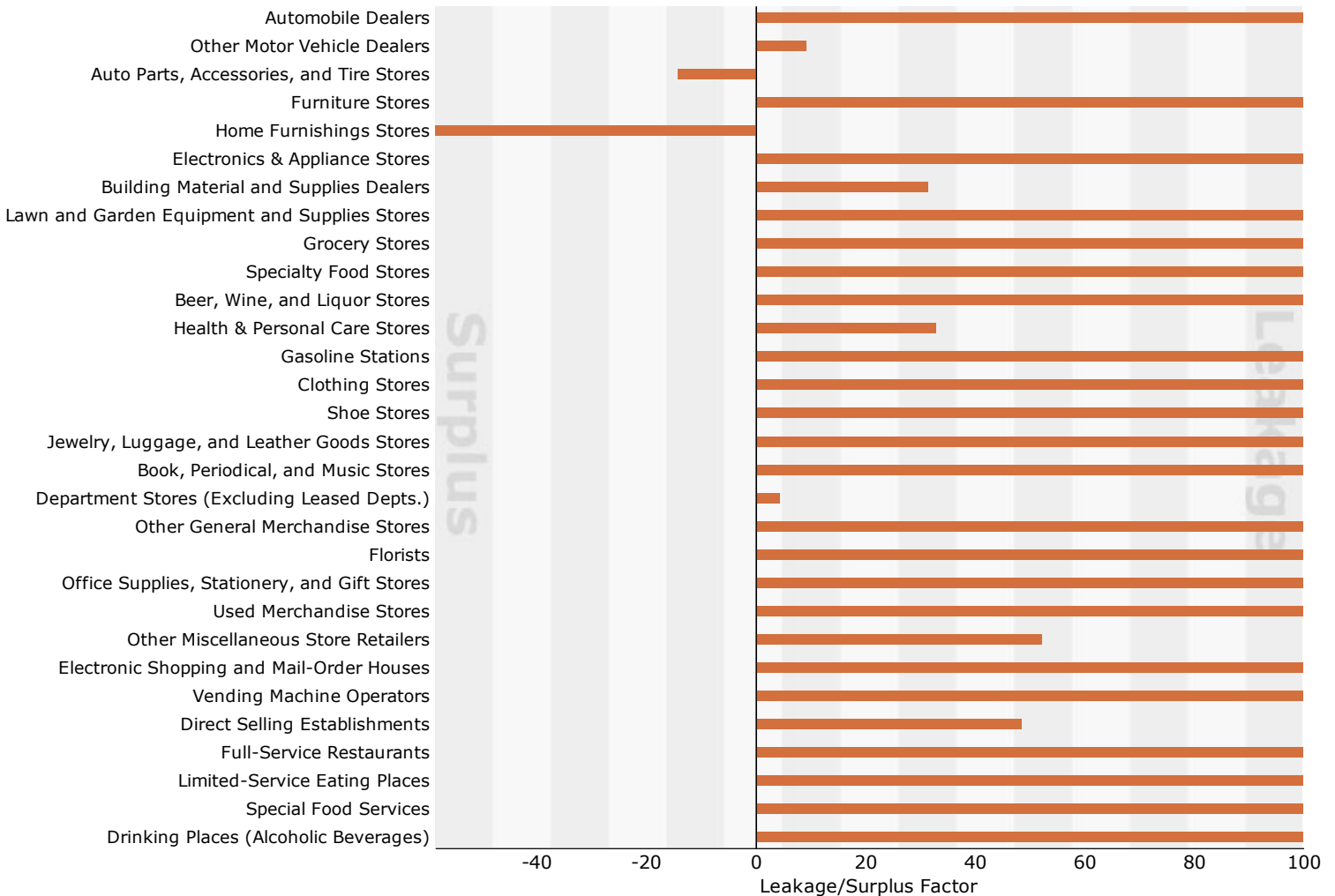
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Claxton  
2218 Clinton Hwy, Powell, Tennessee, 37849  
Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04259  
Longitude: -84.11099

## Summary Demographics

2015 Population	12,477
2015 Households	4,846
2015 Median Disposable Income	\$43,927
2015 Per Capita Income	\$24,557

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$131,673,502	\$36,548,585	\$95,124,917	56.5	61
Total Retail Trade	44-45	\$119,018,280	\$32,082,985	\$86,935,295	57.5	56
Total Food & Drink	722	\$12,655,222	\$4,465,600	\$8,189,622	47.8	5

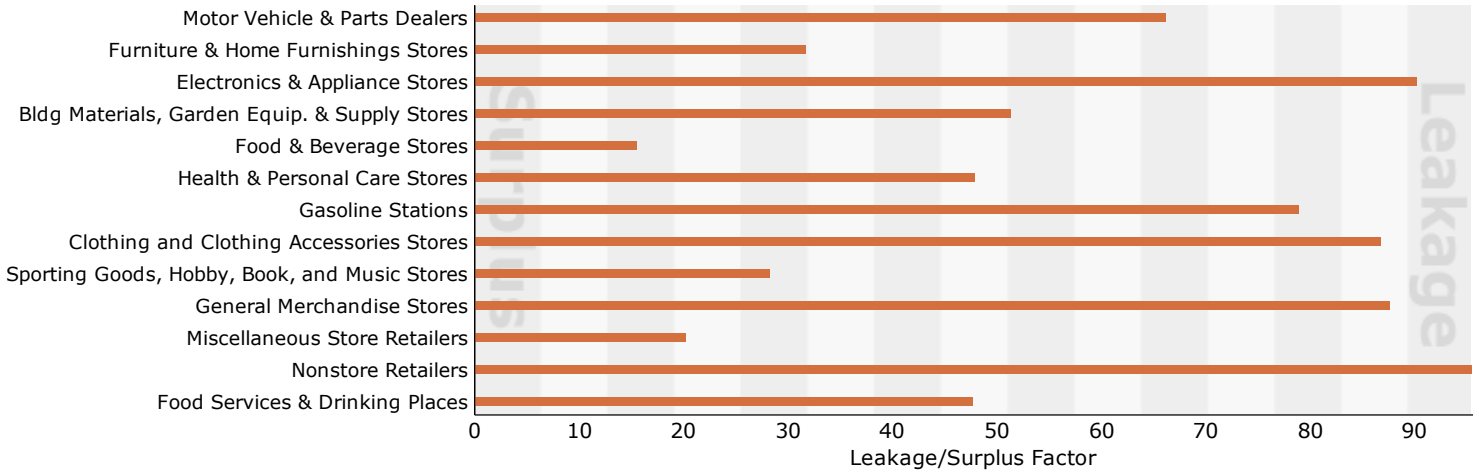
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,080,251	\$5,086,429	\$19,993,822	66.3	13
Automobile Dealers	4411	\$21,843,189	\$1,416,996	\$20,426,193	87.8	3
Other Motor Vehicle Dealers	4412	\$1,713,529	\$930,547	\$782,982	29.6	3
Auto Parts, Accessories & Tire Stores	4413	\$1,523,533	\$2,738,886	-\$1,215,353	-28.5	7
Furniture & Home Furnishings Stores	442	\$2,472,500	\$1,277,510	\$1,194,990	31.9	2
Furniture Stores	4421	\$1,371,942	\$533,719	\$838,223	44.0	1
Home Furnishings Stores	4422	\$1,100,558	\$743,791	\$356,767	19.3	1
Electronics & Appliance Stores	443	\$2,575,466	\$131,852	\$2,443,614	90.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,509,560	\$1,441,925	\$3,067,635	51.5	5
Bldg Material & Supplies Dealers	4441	\$3,219,744	\$536,701	\$2,683,043	71.4	4
Lawn & Garden Equip & Supply Stores	4442	\$1,289,816	\$905,224	\$384,592	17.5	1
Food & Beverage Stores	445	\$19,251,115	\$14,037,426	\$5,213,689	15.7	4
Grocery Stores	4451	\$17,900,111	\$14,027,872	\$3,872,239	12.1	4
Specialty Food Stores	4452	\$247,243	\$0	\$247,243	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,103,761	\$0	\$1,103,761	100.0	0
Health & Personal Care Stores	446,4461	\$9,389,879	\$3,294,301	\$6,095,578	48.1	3
Gasoline Stations	447,4471	\$12,958,840	\$1,514,055	\$11,444,785	79.1	1
Clothing & Clothing Accessories Stores	448	\$6,075,430	\$424,478	\$5,650,952	86.9	3
Clothing Stores	4481	\$4,626,230	\$308,036	\$4,318,194	87.5	2
Shoe Stores	4482	\$1,011,953	\$0	\$1,011,953	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$437,247	\$116,443	\$320,804	57.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,257,009	\$1,257,591	\$999,418	28.4	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,905,801	\$1,252,370	\$653,431	20.7	7
Book, Periodical & Music Stores	4512	\$351,208	\$0	\$351,208	100.0	0
General Merchandise Stores	452	\$20,804,085	\$1,354,761	\$19,449,324	87.8	3
Department Stores Excluding Leased Depts.	4521	\$6,370,765	\$1,158,936	\$5,211,829	69.2	2
Other General Merchandise Stores	4529	\$14,433,320	\$195,825	\$14,237,495	97.3	1
Miscellaneous Store Retailers	453	\$3,068,035	\$2,026,830	\$1,041,205	20.4	13
Florists	4531	\$119,839	\$113,537	\$6,302	2.7	2
Office Supplies, Stationery & Gift Stores	4532	\$978,096	\$65,803	\$912,293	87.4	2
Used Merchandise Stores	4533	\$276,980	\$842,312	-\$565,332	-50.5	3
Other Miscellaneous Store Retailers	4539	\$1,693,120	\$1,005,179	\$687,941	25.5	7
Nonstore Retailers	454	\$10,576,111	\$235,826	\$10,340,285	95.6	2
Electronic Shopping & Mail-Order Houses	4541	\$9,126,066	\$0	\$9,126,066	100.0	0
Vending Machine Operators	4542	\$298,526	\$0	\$298,526	100.0	0
Direct Selling Establishments	4543	\$1,151,519	\$102,751	\$1,048,768	83.6	1
Food Services & Drinking Places	722	\$12,655,222	\$4,465,600	\$8,189,622	47.8	5
Full-Service Restaurants	7221	\$4,777,239	\$538,124	\$4,239,115	79.8	2
Limited-Service Eating Places	7222	\$6,547,480	\$3,404,110	\$3,143,370	31.6	3
Special Food Services	7223	\$400,644	\$394,135	\$6,509	0.8	1
Drinking Places - Alcoholic Beverages	7224	\$929,859	\$129,230	\$800,629	75.6	1

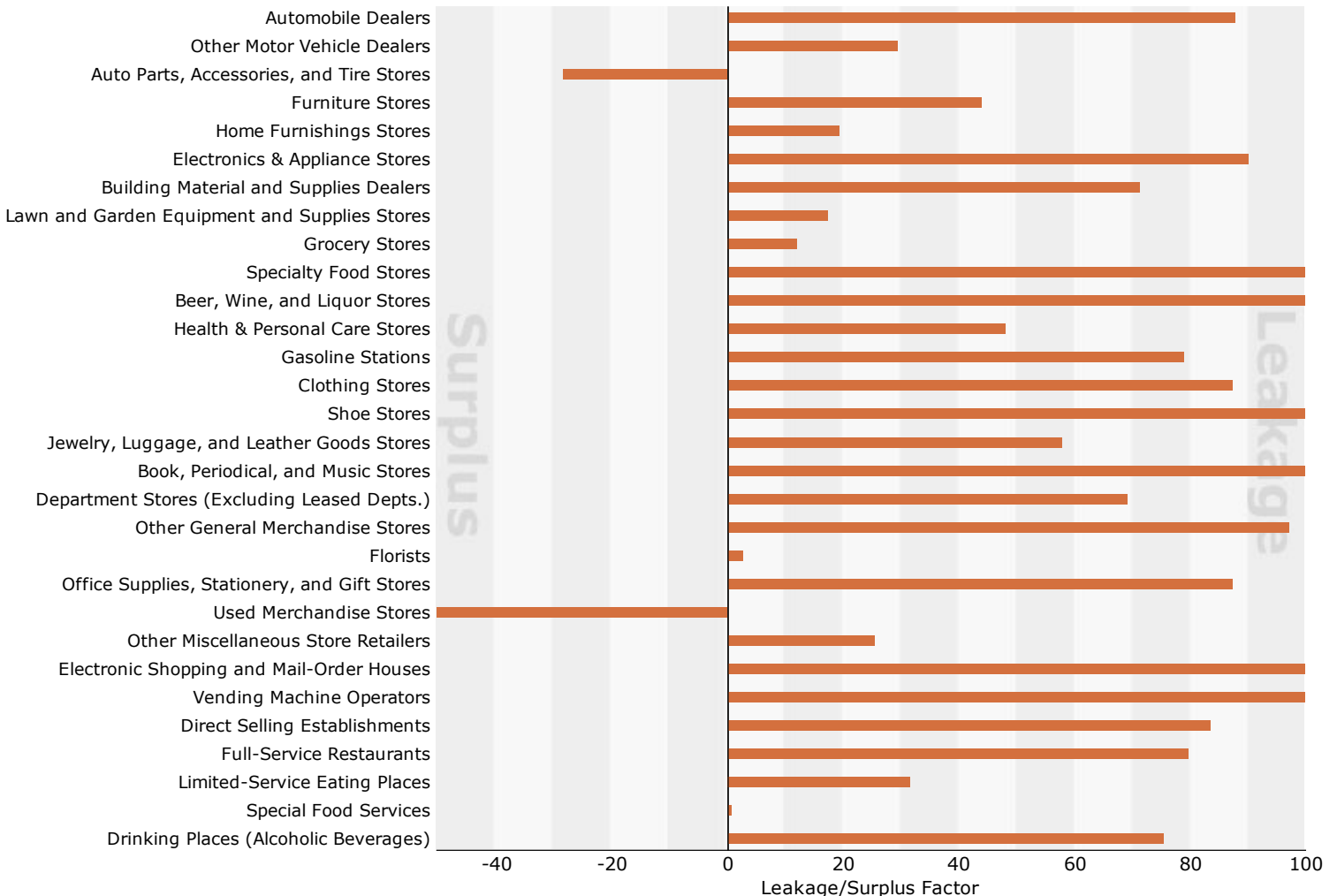
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

Claxton  
2218 Clinton Hwy, Powell, Tennessee, 37849  
Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04259  
Longitude: -84.11099

## Summary Demographics

2015 Population	44,562
2015 Households	17,682
2015 Median Disposable Income	\$44,167
2015 Per Capita Income	\$26,059

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$491,367,563	\$241,107,279	\$250,260,284	34.2	272
Total Retail Trade	44-45	\$442,623,597	\$219,160,033	\$223,463,564	33.8	250
Total Food & Drink	722	\$48,743,966	\$21,947,247	\$26,796,719	37.9	22

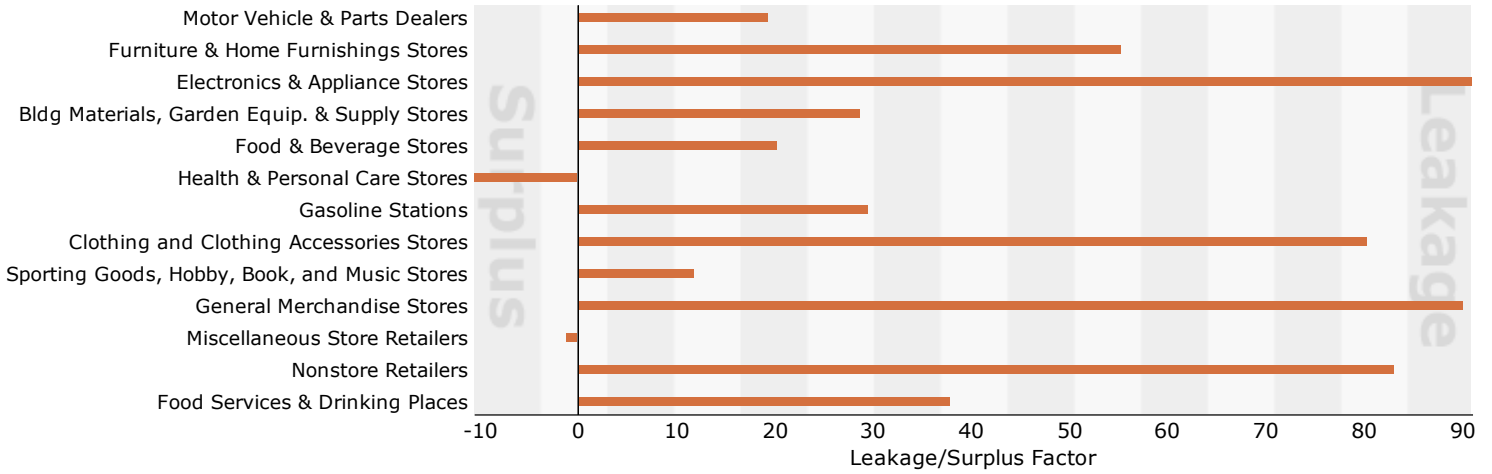
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$92,305,188	\$62,315,921	\$29,989,267	19.4	40
Automobile Dealers	4411	\$80,316,278	\$54,203,018	\$26,113,260	19.4	16
Other Motor Vehicle Dealers	4412	\$6,168,088	\$2,784,515	\$3,383,573	37.8	8
Auto Parts, Accessories & Tire Stores	4413	\$5,820,823	\$5,328,387	\$492,436	4.4	16
Furniture & Home Furnishings Stores	442	\$9,506,337	\$2,729,962	\$6,776,375	55.4	8
Furniture Stores	4421	\$5,284,113	\$1,090,286	\$4,193,827	65.8	3
Home Furnishings Stores	4422	\$4,222,224	\$1,639,676	\$2,582,548	44.1	5
Electronics & Appliance Stores	443	\$9,957,515	\$465,396	\$9,492,119	91.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,811,862	\$9,283,615	\$7,528,247	28.8	16
Bldg Material & Supplies Dealers	4441	\$12,293,583	\$4,207,765	\$8,085,818	49.0	14
Lawn & Garden Equip & Supply Stores	4442	\$4,518,280	\$5,075,851	-\$557,571	-5.8	3
Food & Beverage Stores	445	\$71,643,486	\$47,487,008	\$24,156,478	20.3	23
Grocery Stores	4451	\$66,397,512	\$47,447,468	\$18,950,044	16.6	22
Specialty Food Stores	4452	\$920,370	\$39,540	\$880,830	91.8	1
Beer, Wine & Liquor Stores	4453	\$4,325,604	\$0	\$4,325,604	100.0	0
Health & Personal Care Stores	446,4461	\$34,496,266	\$42,703,652	-\$8,207,386	-10.6	16
Gasoline Stations	447,4471	\$47,361,739	\$25,779,831	\$21,581,908	29.5	6
Clothing & Clothing Accessories Stores	448	\$23,561,104	\$2,563,356	\$20,997,748	80.4	15
Clothing Stores	4481	\$17,940,433	\$1,407,969	\$16,532,464	85.4	8
Shoe Stores	4482	\$3,864,894	\$0	\$3,864,894	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,755,778	\$1,155,388	\$600,390	20.6	7
Sporting Goods, Hobby, Book & Music Stores	451	\$8,495,130	\$6,695,642	\$1,799,488	11.8	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,124,965	\$6,149,988	\$974,977	7.3	21
Book, Periodical & Music Stores	4512	\$1,370,165	\$545,654	\$824,511	43.0	4
General Merchandise Stores	452	\$77,785,111	\$3,995,795	\$73,789,316	90.2	6
Department Stores Excluding Leased Depts.	4521	\$24,303,866	\$2,366,448	\$21,937,418	82.3	3
Other General Merchandise Stores	4529	\$53,481,245	\$1,629,347	\$51,851,898	94.1	3
Miscellaneous Store Retailers	453	\$11,229,148	\$11,499,155	-\$270,007	-1.2	80
Florists	4531	\$428,653	\$1,117,126	-\$688,473	-44.5	9
Office Supplies, Stationery & Gift Stores	4532	\$3,710,059	\$964,157	\$2,745,902	58.7	13
Used Merchandise Stores	4533	\$1,070,805	\$3,398,725	-\$2,327,920	-52.1	22
Other Miscellaneous Store Retailers	4539	\$6,019,631	\$6,019,147	\$484	0.0	36
Nonstore Retailers	454	\$39,470,710	\$3,640,697	\$35,830,013	83.1	11
Electronic Shopping & Mail-Order Houses	4541	\$34,576,400	\$1,792,801	\$32,783,599	90.1	1
Vending Machine Operators	4542	\$1,113,902	\$339,128	\$774,774	53.3	1
Direct Selling Establishments	4543	\$3,780,408	\$1,508,769	\$2,271,639	42.9	9
Food Services & Drinking Places	722	\$48,743,966	\$21,947,247	\$26,796,719	37.9	22
Full-Service Restaurants	7221	\$18,374,033	\$933,356	\$17,440,677	90.3	2
Limited-Service Eating Places	7222	\$25,089,013	\$19,714,993	\$5,374,020	12.0	14
Special Food Services	7223	\$1,515,030	\$756,083	\$758,947	33.4	3
Drinking Places - Alcoholic Beverages	7224	\$3,765,890	\$542,815	\$3,223,075	74.8	3

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

