



Retail MarketPlace Profile

Andersonville Hwy, Andersonville, Tennessee, 37705
 Ring: 1 mile radius

Prepared by Anderson County Chamber

Latitude: 36.20475
 Longitude: -84.02639

Summary Demographics

2015 Population	545
2015 Households	219
2015 Median Disposable Income	\$42,099
2015 Per Capita Income	\$23,246

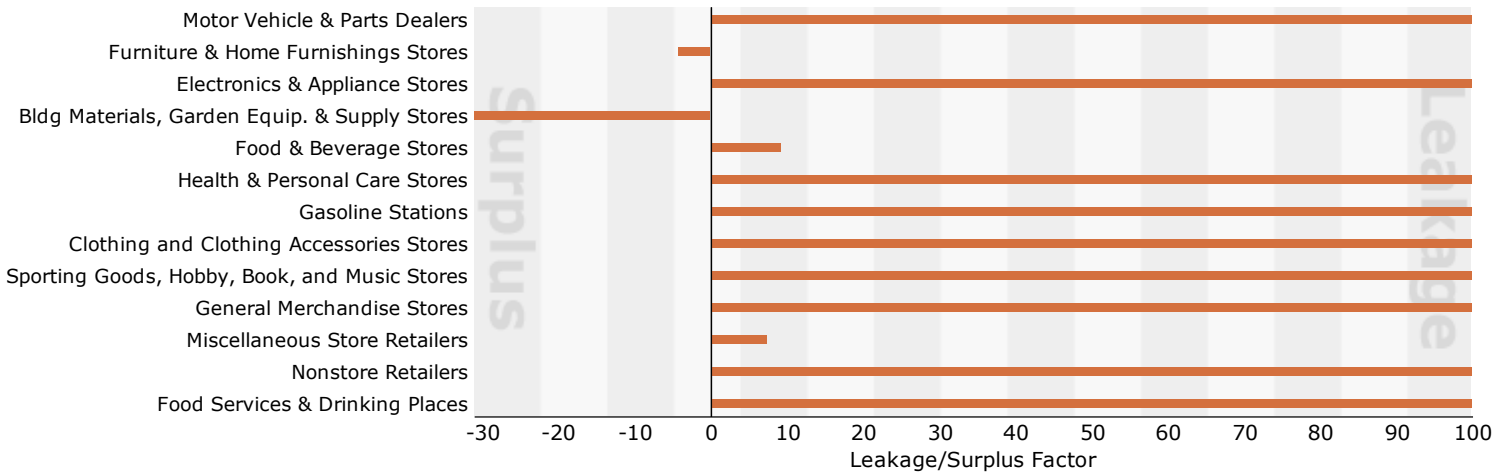
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$5,942,017	\$1,909,292	\$4,032,725	51.4	4
Total Retail Trade	44-45	\$5,398,466	\$1,867,292	\$3,531,174	48.6	4
Total Food & Drink	722	\$543,552	\$42,000	\$501,552	85.7	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,149,757	\$0	\$1,149,757	100.0	0
Automobile Dealers	4411	\$996,584	\$0	\$996,584	100.0	0
Other Motor Vehicle Dealers	4412	\$87,201	\$0	\$87,201	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$65,972	\$0	\$65,972	100.0	0
Furniture & Home Furnishings Stores	442	\$104,983	\$114,674	-\$9,691	-4.4	1
Furniture Stores	4421	\$58,318	\$0	\$58,318	100.0	0
Home Furnishings Stores	4422	\$46,665	\$0	\$46,665	100.0	0
Electronics & Appliance Stores	443	\$110,106	\$0	\$110,106	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$208,738	\$397,198	-\$188,460	-31.1	1
Bldg Material & Supplies Dealers	4441	\$147,320	\$130,524	\$16,796	6.0	1
Lawn & Garden Equip & Supply Stores	4442	\$61,418	\$0	\$61,418	100.0	0
Food & Beverage Stores	445	\$876,447	\$727,486	\$148,961	9.3	1
Grocery Stores	4451	\$818,613	\$727,486	\$91,127	5.9	1
Specialty Food Stores	4452	\$11,245	\$0	\$11,245	100.0	0
Beer, Wine & Liquor Stores	4453	\$46,589	\$0	\$46,589	100.0	0
Health & Personal Care Stores	446,4461	\$434,275	\$0	\$434,275	100.0	0
Gasoline Stations	447,4471	\$599,245	\$0	\$599,245	100.0	0
Clothing & Clothing Accessories Stores	448	\$257,141	\$0	\$257,141	100.0	0
Clothing Stores	4481	\$195,095	\$0	\$195,095	100.0	0
Shoe Stores	4482	\$44,182	\$0	\$44,182	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$17,864	\$0	\$17,864	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$101,437	\$0	\$101,437	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$86,759	\$0	\$86,759	100.0	0
Book, Periodical & Music Stores	4512	\$14,678	\$0	\$14,678	100.0	0
General Merchandise Stores	452	\$937,536	\$0	\$937,536	100.0	0
Department Stores Excluding Leased Depts.	4521	\$277,407	\$0	\$277,407	100.0	0
Other General Merchandise Stores	4529	\$660,128	\$0	\$660,128	100.0	0
Miscellaneous Store Retailers	453	\$143,114	\$123,490	\$19,624	7.4	1
Florists	4531	\$5,251	\$0	\$5,251	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$43,500	\$0	\$43,500	100.0	0
Used Merchandise Stores	4533	\$11,768	\$70,104	-\$58,336	-71.3	1
Other Miscellaneous Store Retailers	4539	\$82,595	\$33,422	\$49,173	42.4	1
Nonstore Retailers	454	\$475,687	\$0	\$475,687	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$402,504	\$0	\$402,504	100.0	0
Vending Machine Operators	4542	\$13,476	\$0	\$13,476	100.0	0
Direct Selling Establishments	4543	\$59,707	\$0	\$59,707	100.0	0
Food Services & Drinking Places	722	\$543,552	\$0	\$543,552	100.0	0
Full-Service Restaurants	7221	\$205,836	\$0	\$205,836	100.0	0
Limited-Service Eating Places	7222	\$284,350	\$0	\$284,350	100.0	0
Special Food Services	7223	\$17,149	\$0	\$17,149	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$36,216	\$0	\$36,216	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

Andersonville Hwy, Andersonville, Tennessee, 37705
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.20475
 Longitude: -84.02639

Summary Demographics

2015 Population	4,776
2015 Households	1,881
2015 Median Disposable Income	\$40,919
2015 Per Capita Income	\$23,275

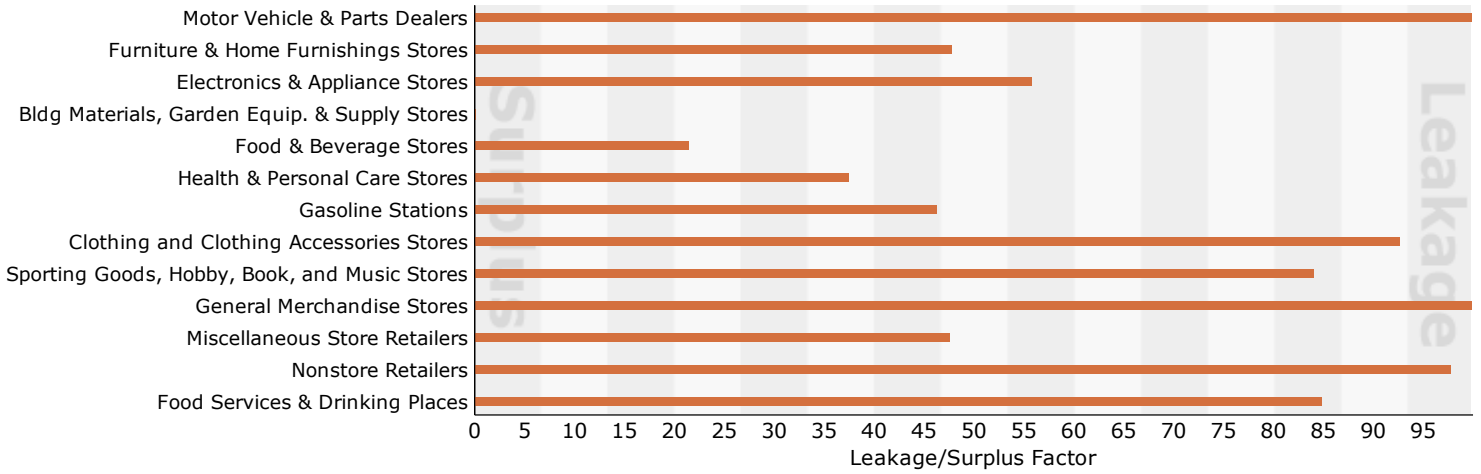
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$49,865,841	\$11,638,692	\$38,227,149	62.2	21
Total Retail Trade	44-45	\$45,211,247	\$11,262,529	\$33,948,718	60.1	20
Total Food & Drink	722	\$4,654,593	\$376,163	\$4,278,430	85.0	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,539,665	\$0	\$9,539,665	100.0	0
Automobile Dealers	4411	\$8,275,169	\$0	\$8,275,169	100.0	0
Other Motor Vehicle Dealers	4412	\$699,976	\$0	\$699,976	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$564,520	\$0	\$564,520	100.0	0
Furniture & Home Furnishings Stores	442	\$903,012	\$317,298	\$585,714	48.0	1
Furniture Stores	4421	\$501,237	\$175,238	\$325,999	48.2	1
Home Furnishings Stores	4422	\$401,775	\$142,060	\$259,715	47.8	1
Electronics & Appliance Stores	443	\$947,283	\$267,855	\$679,428	55.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,733,421	\$1,728,762	\$4,659	0.1	4
Bldg Material & Supplies Dealers	4441	\$1,234,799	\$367,235	\$867,564	54.2	2
Lawn & Garden Equip & Supply Stores	4442	\$498,623	\$1,361,527	-\$862,904	-46.4	2
Food & Beverage Stores	445	\$7,344,876	\$4,739,850	\$2,605,026	21.6	3
Grocery Stores	4451	\$6,846,519	\$4,736,212	\$2,110,307	18.2	3
Specialty Food Stores	4452	\$94,273	\$0	\$94,273	100.0	0
Beer, Wine & Liquor Stores	4453	\$404,084	\$0	\$404,084	100.0	0
Health & Personal Care Stores	446,4461	\$3,622,115	\$1,644,011	\$1,978,104	37.6	2
Gasoline Stations	447,4471	\$4,968,664	\$1,819,437	\$3,149,227	46.4	2
Clothing & Clothing Accessories Stores	448	\$2,225,846	\$82,960	\$2,142,886	92.8	1
Clothing Stores	4481	\$1,690,556	\$82,960	\$1,607,596	90.6	1
Shoe Stores	4482	\$377,848	\$0	\$377,848	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$157,443	\$0	\$157,443	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$851,915	\$73,252	\$778,663	84.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$724,594	\$73,252	\$651,342	81.6	1
Book, Periodical & Music Stores	4512	\$127,321	\$0	\$127,321	100.0	0
General Merchandise Stores	452	\$7,879,753	\$0	\$7,879,753	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,364,515	\$0	\$2,364,515	100.0	0
Other General Merchandise Stores	4529	\$5,515,237	\$0	\$5,515,237	100.0	0
Miscellaneous Store Retailers	453	\$1,184,800	\$419,466	\$765,334	47.7	5
Florists	4531	\$43,707	\$0	\$43,707	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$368,146	\$53,239	\$314,907	74.7	1
Used Merchandise Stores	4533	\$101,588	\$212,401	-\$110,813	-35.3	2
Other Miscellaneous Store Retailers	4539	\$671,359	\$153,826	\$517,533	62.7	3
Nonstore Retailers	454	\$4,009,897	\$43,421	\$3,966,476	97.9	1
Electronic Shopping & Mail-Order Houses	4541	\$3,418,017	\$0	\$3,418,017	100.0	0
Vending Machine Operators	4542	\$113,116	\$0	\$113,116	100.0	0
Direct Selling Establishments	4543	\$478,763	\$43,421	\$435,342	83.4	1
Food Services & Drinking Places	722	\$4,654,593	\$376,163	\$4,278,430	85.0	1
Full-Service Restaurants	7221	\$1,760,755	\$0	\$1,760,755	100.0	0
Limited-Service Eating Places	7222	\$2,424,315	\$0	\$2,424,315	100.0	0
Special Food Services	7223	\$145,070	\$112,001	\$33,069	12.9	1
Drinking Places - Alcoholic Beverages	7224	\$324,454	\$0	\$324,454	100.0	0

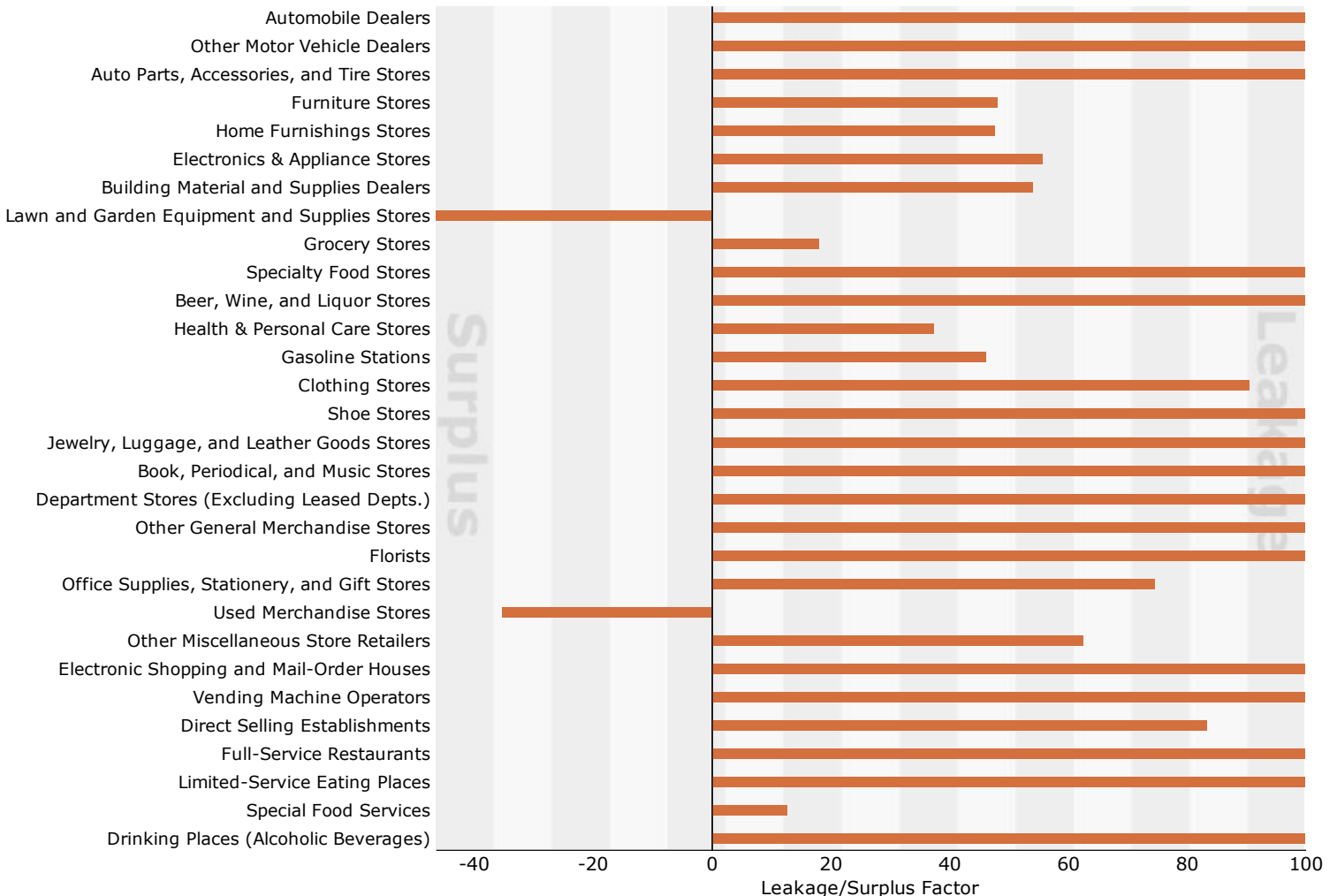
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

Andersonville Hwy, Andersonville, Tennessee, 37705
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.20475
 Longitude: -84.02639

Summary Demographics

2015 Population	10,644
2015 Households	4,165
2015 Median Disposable Income	\$40,396
2015 Per Capita Income	\$22,843

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	\$108,286,090	\$98,250,288	\$10,035,802	4.9	59
Total Retail Trade	44-45	\$98,172,047	\$91,556,025	\$6,616,022	3.5	50
Total Food & Drink	722	\$10,114,043	\$6,694,263	\$3,419,780	20.3	9

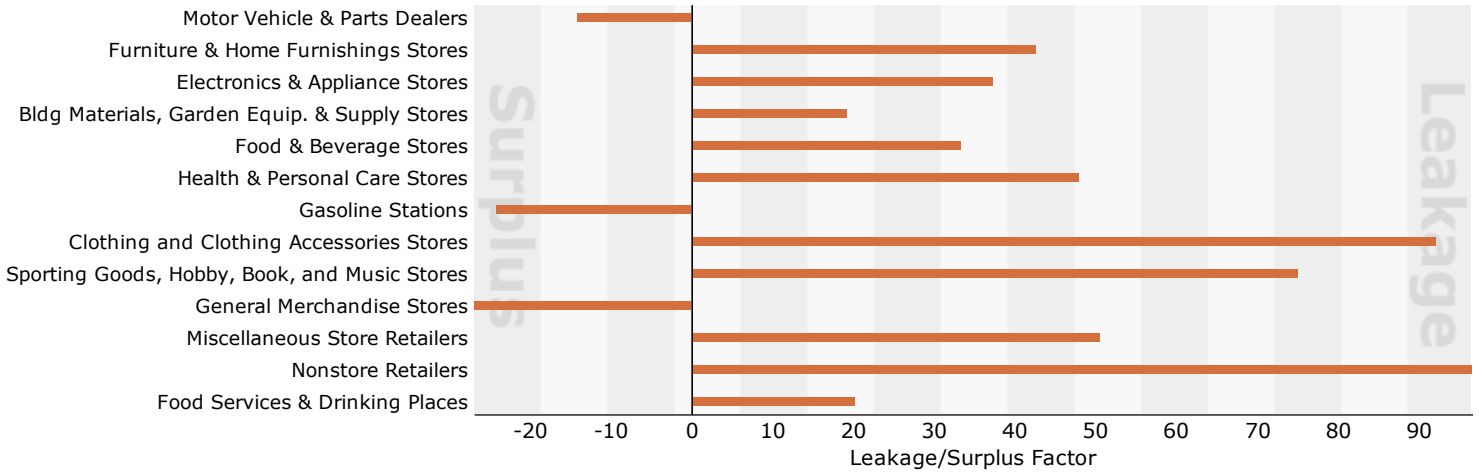
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,759,734	\$27,641,050	-\$6,881,316	-14.2	5
Automobile Dealers	4411	\$18,033,473	\$26,616,950	-\$8,583,477	-19.2	2
Other Motor Vehicle Dealers	4412	\$1,503,673	\$286,712	\$1,216,961	68.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,222,588	\$737,388	\$485,200	24.8	2
Furniture & Home Furnishings Stores	442	\$1,958,167	\$786,423	\$1,171,744	42.7	3
Furniture Stores	4421	\$1,093,516	\$255,832	\$837,684	62.1	1
Home Furnishings Stores	4422	\$864,651	\$530,591	\$334,060	23.9	2
Electronics & Appliance Stores	443	\$2,053,335	\$933,798	\$1,119,537	37.5	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,738,850	\$2,525,106	\$1,213,744	19.4	7
Bldg Material & Supplies Dealers	4441	\$2,663,391	\$667,656	\$1,995,735	59.9	4
Lawn & Garden Equip & Supply Stores	4442	\$1,075,459	\$1,857,450	-\$781,991	-26.7	3
Food & Beverage Stores	445	\$15,948,138	\$7,935,427	\$8,012,711	33.5	8
Grocery Stores	4451	\$14,865,329	\$7,896,887	\$6,968,442	30.6	7
Specialty Food Stores	4452	\$204,452	\$38,540	\$165,912	68.3	1
Beer, Wine & Liquor Stores	4453	\$878,357	\$0	\$878,357	100.0	0
Health & Personal Care Stores	446,4461	\$7,847,638	\$2,756,938	\$5,090,700	48.0	3
Gasoline Stations	447,4471	\$10,855,759	\$17,801,382	-\$6,945,623	-24.2	5
Clothing & Clothing Accessories Stores	448	\$4,823,403	\$192,800	\$4,630,603	92.3	1
Clothing Stores	4481	\$3,661,290	\$192,800	\$3,468,490	90.0	1
Shoe Stores	4482	\$819,343	\$0	\$819,343	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$342,770	\$0	\$342,770	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,842,414	\$262,170	\$1,580,244	75.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,566,932	\$238,750	\$1,328,182	73.6	3
Book, Periodical & Music Stores	4512	\$275,482	\$0	\$275,482	100.0	0
General Merchandise Stores	452	\$17,111,622	\$29,728,713	-\$12,617,091	-26.9	1
Department Stores Excluding Leased Depts.	4521	\$5,139,494	\$0	\$5,139,494	100.0	0
Other General Merchandise Stores	4529	\$11,972,128	\$0	\$11,972,128	100.0	0
Miscellaneous Store Retailers	453	\$2,576,381	\$846,057	\$1,730,324	50.6	10
Florists	4531	\$93,880	\$0	\$93,880	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$800,105	\$84,148	\$715,957	81.0	1
Used Merchandise Stores	4533	\$219,797	\$442,900	-\$223,103	-33.7	3
Other Miscellaneous Store Retailers	4539	\$1,462,600	\$319,010	\$1,143,590	64.2	5
Nonstore Retailers	454	\$8,656,606	\$146,160	\$8,510,446	96.7	2
Electronic Shopping & Mail-Order Houses	4541	\$7,407,887	\$0	\$7,407,887	100.0	0
Vending Machine Operators	4542	\$245,391	\$47,402	\$197,989	67.6	1
Direct Selling Establishments	4543	\$1,003,328	\$98,759	\$904,569	82.1	1
Food Services & Drinking Places	722	\$10,114,043	\$6,694,263	\$3,419,780	20.3	9
Full-Service Restaurants	7221	\$3,826,948	\$4,816,724	-\$989,776	-11.5	4
Limited-Service Eating Places	7222	\$5,276,541	\$1,561,172	\$3,715,369	54.3	3
Special Food Services	7223	\$313,482	\$299,993	\$13,489	2.2	1
Drinking Places - Alcoholic Beverages	7224	\$697,073	\$0	\$697,073	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

