



Retail MarketPlace Profile

Downtown Clinton
 245 N Main St, Clinton, Tennessee, 37716
 Ring: 1 mile radius

Prepared by Anderson County Chamber

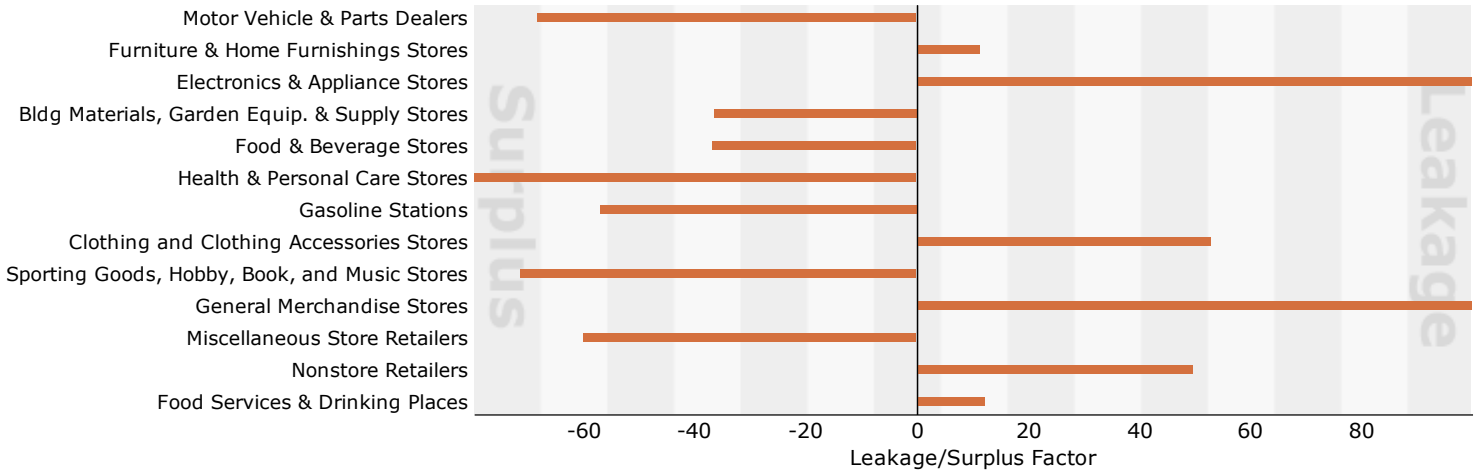
Latitude: 36.10170
 Longitude: -84.13259

Summary Demographics						
2015 Population						3,877
2015 Households						1,761
2015 Median Disposable Income						\$32,050
2015 Per Capita Income						\$21,025
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	\$37,035,367	\$100,756,134	-\$63,720,767	-46.2	56
Total Retail Trade	44-45	\$33,507,565	\$98,012,932	-\$64,505,367	-49.0	53
Total Food & Drink	722	\$3,527,802	\$2,743,202	\$784,600	12.5	3
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,979,690	\$37,193,810	-\$30,214,120	-68.4	4
Automobile Dealers	4411	\$6,067,304	\$36,750,215	-\$30,682,911	-71.7	3
Other Motor Vehicle Dealers	4412	\$484,075	\$0	\$484,075	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$428,311	\$420,371	\$7,940	0.9	1
Furniture & Home Furnishings Stores	442	\$687,479	\$544,733	\$142,746	11.6	2
Furniture Stores	4421	\$381,692	\$301,475	\$80,217	11.7	1
Home Furnishings Stores	4422	\$305,787	\$243,258	\$62,529	11.4	1
Electronics & Appliance Stores	443	\$724,426	\$0	\$724,426	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,250,352	\$2,695,734	-\$1,445,382	-36.6	3
Bldg Material & Supplies Dealers	4441	\$893,616	\$733,886	\$159,730	9.8	2
Lawn & Garden Equip & Supply Stores	4442	\$356,736	\$1,961,848	-\$1,605,112	-69.2	1
Food & Beverage Stores	445	\$5,468,515	\$11,844,059	-\$6,375,544	-36.8	7
Grocery Stores	4451	\$5,090,609	\$11,844,059	-\$6,753,450	-39.9	7
Specialty Food Stores	4452	\$70,414	\$0	\$70,414	100.0	0
Beer, Wine & Liquor Stores	4453	\$307,492	\$0	\$307,492	100.0	0
Health & Personal Care Stores	446,4461	\$2,647,050	\$23,387,935	-\$20,740,885	-79.7	6
Gasoline Stations	447,4471	\$3,651,499	\$13,383,167	-\$9,731,668	-57.1	1
Clothing & Clothing Accessories Stores	448	\$1,718,546	\$527,973	\$1,190,573	53.0	2
Clothing Stores	4481	\$1,307,259	\$220,215	\$1,087,044	71.2	1
Shoe Stores	4482	\$289,463	\$0	\$289,463	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$121,825	\$307,758	-\$185,933	-43.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$641,745	\$3,863,662	-\$3,221,917	-71.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$541,133	\$3,863,662	-\$3,322,529	-75.4	2
Book, Periodical & Music Stores	4512	\$100,612	\$0	\$100,612	100.0	0
General Merchandise Stores	452	\$5,882,095	\$0	\$5,882,095	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,786,902	\$0	\$1,786,902	100.0	0
Other General Merchandise Stores	4529	\$4,095,193	\$0	\$4,095,193	100.0	0
Miscellaneous Store Retailers	453	\$867,537	\$3,480,414	-\$2,612,877	-60.1	24
Florists	4531	\$32,156	\$415,640	-\$383,484	-85.6	3
Office Supplies, Stationery & Gift Stores	4532	\$274,464	\$209,936	\$64,528	13.3	4
Used Merchandise Stores	4533	\$79,215	\$1,887,160	-\$1,807,945	-91.9	14
Other Miscellaneous Store Retailers	4539	\$481,702	\$967,679	-\$485,977	-33.5	4
Nonstore Retailers	454	\$2,988,630	\$1,004,055	\$1,984,575	49.7	1
Electronic Shopping & Mail-Order Houses	4541	\$2,563,271	\$978,073	\$1,585,198	44.8	1
Vending Machine Operators	4542	\$84,701	\$0	\$84,701	100.0	0
Direct Selling Establishments	4543	\$340,658	\$0	\$340,658	100.0	0
Food Services & Drinking Places	722	\$3,527,802	\$2,743,202	\$784,600	12.5	3
Full-Service Restaurants	7221	\$1,334,341	\$0	\$1,334,341	100.0	0
Limited-Service Eating Places	7222	\$1,825,757	\$2,665,514	-\$839,757	-18.7	3
Special Food Services	7223	\$110,482	\$0	\$110,482	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$257,221	\$0	\$257,221	100.0	0

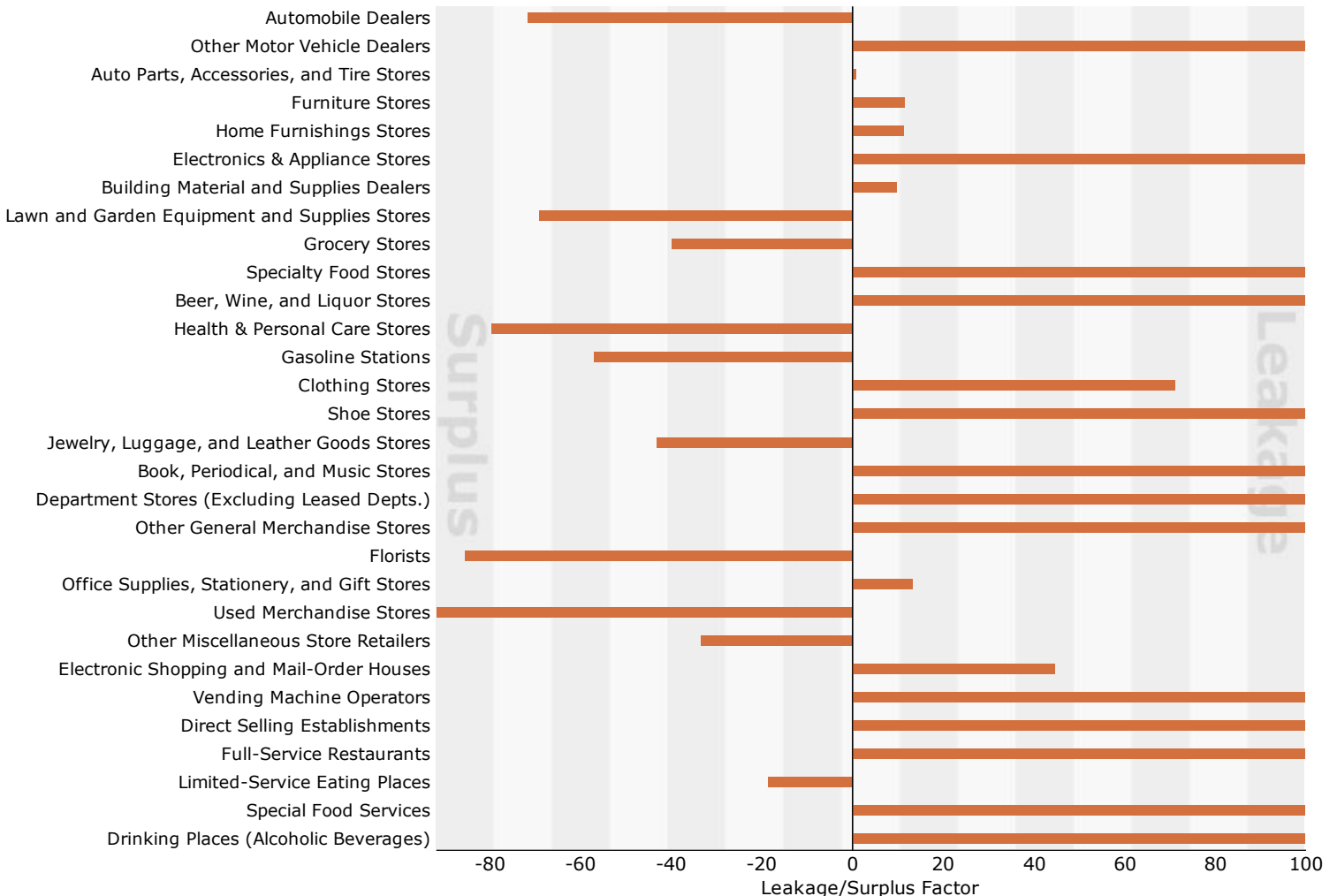
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Downtown Clinton
 245 N Main St, Clinton, Tennessee, 37716
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.10170
 Longitude: -84.13259

Summary Demographics

2015 Population	14,448
2015 Households	6,185
2015 Median Disposable Income	\$37,286
2015 Per Capita Income	\$23,707

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	\$149,664,502	\$192,548,103	-\$42,883,601	-12.5	132
Total Retail Trade	44-45	\$135,154,784	\$173,413,622	-\$38,258,838	-12.4	118
Total Food & Drink	722	\$14,509,718	\$19,134,481	-\$4,624,763	-13.7	14

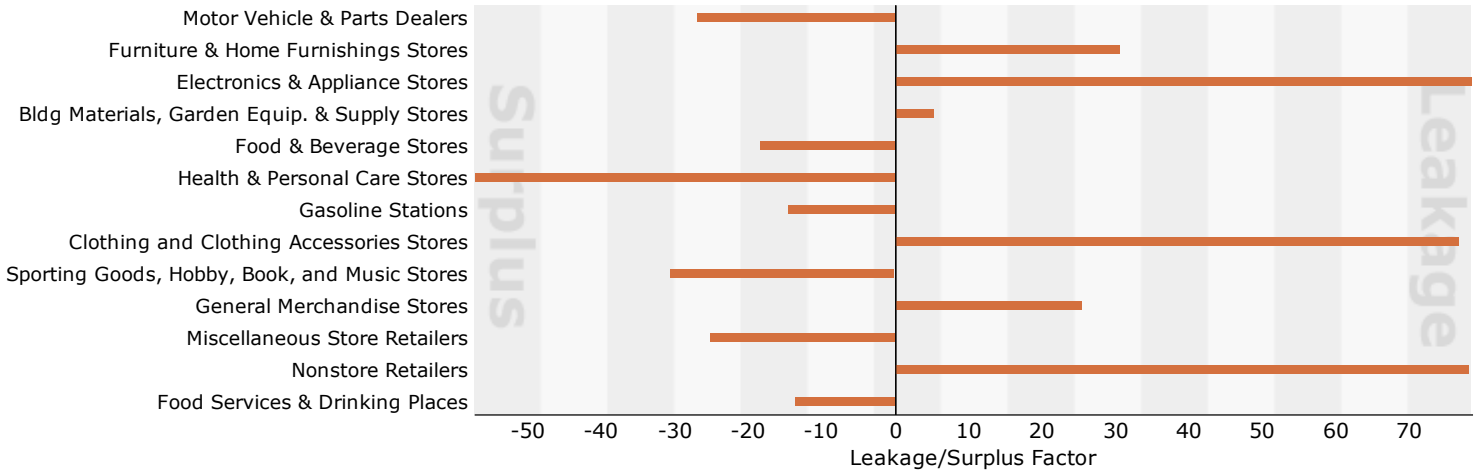
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,164,860	\$49,045,104	-\$20,880,244	-27.0	15
Automobile Dealers	4411	\$24,460,656	\$45,374,108	-\$20,913,452	-29.9	6
Other Motor Vehicle Dealers	4412	\$1,946,980	\$528,739	\$1,418,241	57.3	2
Auto Parts, Accessories & Tire Stores	4413	\$1,757,224	\$3,142,257	-\$1,385,033	-28.3	7
Furniture & Home Furnishings Stores	442	\$2,818,229	\$1,495,707	\$1,322,522	30.7	4
Furniture Stores	4421	\$1,552,021	\$969,476	\$582,545	23.1	2
Home Furnishings Stores	4422	\$1,266,208	\$526,232	\$739,976	41.3	2
Electronics & Appliance Stores	443	\$2,972,957	\$354,387	\$2,618,570	78.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,179,122	\$4,651,235	\$527,887	5.4	7
Bldg Material & Supplies Dealers	4441	\$3,732,307	\$2,079,038	\$1,653,269	28.4	6
Lawn & Garden Equip & Supply Stores	4442	\$1,446,815	\$2,572,197	-\$1,125,382	-28.0	1
Food & Beverage Stores	445	\$21,952,713	\$31,905,309	-\$9,952,596	-18.5	15
Grocery Stores	4451	\$20,389,538	\$31,842,234	-\$11,452,696	-21.9	14
Specialty Food Stores	4452	\$282,298	\$63,075	\$219,223	63.5	1
Beer, Wine & Liquor Stores	4453	\$1,280,878	\$0	\$1,280,878	100.0	0
Health & Personal Care Stores	446,4461	\$10,679,259	\$39,383,053	-\$28,703,794	-57.3	10
Gasoline Stations	447,4471	\$14,516,353	\$19,493,445	-\$4,977,092	-14.6	2
Clothing & Clothing Accessories Stores	448	\$7,004,867	\$913,653	\$6,091,214	76.9	3
Clothing Stores	4481	\$5,330,679	\$597,532	\$4,733,147	79.8	2
Shoe Stores	4482	\$1,164,936	\$0	\$1,164,936	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$509,252	\$316,121	\$193,131	23.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,587,408	\$4,872,757	-\$2,285,349	-30.6	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,176,172	\$4,665,274	-\$2,489,102	-36.4	9
Book, Periodical & Music Stores	4512	\$411,236	\$207,483	\$203,753	32.9	1
General Merchandise Stores	452	\$23,677,115	\$14,016,557	\$9,660,558	25.6	3
Department Stores Excluding Leased Depts.	4521	\$7,256,604	\$0	\$7,256,604	100.0	0
Other General Merchandise Stores	4529	\$16,420,511	\$13,885,766	\$2,534,745	8.4	3
Miscellaneous Store Retailers	453	\$3,472,111	\$5,810,472	-\$2,338,361	-25.2	42
Florists	4531	\$135,518	\$586,316	-\$450,798	-62.5	5
Office Supplies, Stationery & Gift Stores	4532	\$1,116,347	\$465,043	\$651,304	41.2	8
Used Merchandise Stores	4533	\$322,555	\$2,660,387	-\$2,337,832	-78.4	18
Other Miscellaneous Store Retailers	4539	\$1,897,691	\$2,098,726	-\$201,035	-5.0	11
Nonstore Retailers	454	\$12,129,790	\$1,471,942	\$10,657,848	78.4	4
Electronic Shopping & Mail-Order Houses	4541	\$10,454,605	\$1,004,651	\$9,449,954	82.5	1
Vending Machine Operators	4542	\$340,166	\$0	\$340,166	100.0	0
Direct Selling Establishments	4543	\$1,335,018	\$459,257	\$875,761	48.8	3
Food Services & Drinking Places	722	\$14,509,718	\$19,134,481	-\$4,624,763	-13.7	14
Full-Service Restaurants	7221	\$5,482,116	\$1,490,721	\$3,991,395	57.2	3
Limited-Service Eating Places	7222	\$7,485,978	\$17,087,935	-\$9,601,957	-39.1	10
Special Food Services	7223	\$449,632	\$555,825	-\$106,193	-10.6	1
Drinking Places - Alcoholic Beverages	7224	\$1,091,993	\$0	\$1,091,993	100.0	0

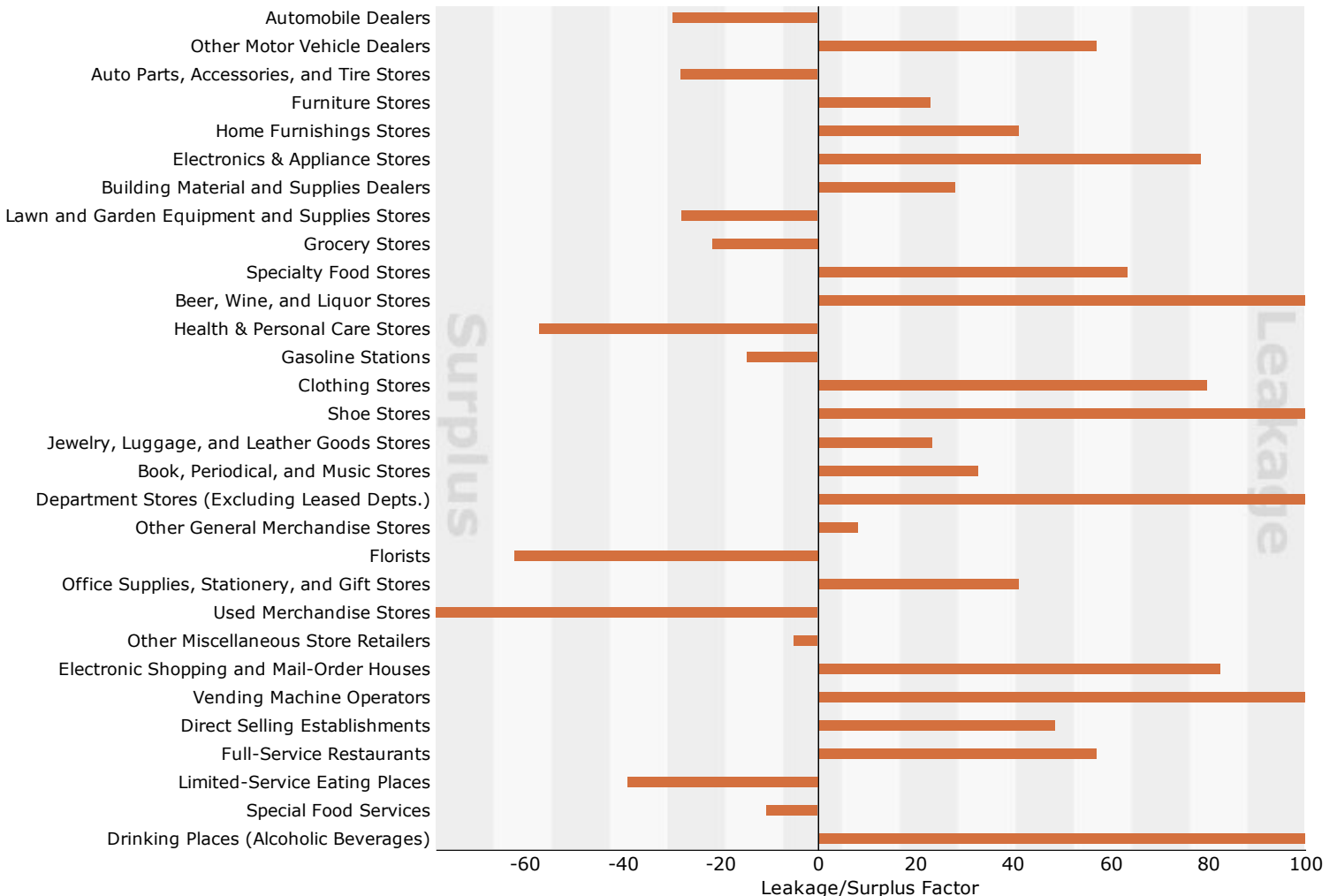
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Downtown Clinton
 245 N Main St, Clinton, Tennessee, 37716
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.10170
 Longitude: -84.13259

Summary Demographics

2015 Population	25,106
2015 Households	10,344
2015 Median Disposable Income	\$39,720
2015 Per Capita Income	\$24,185

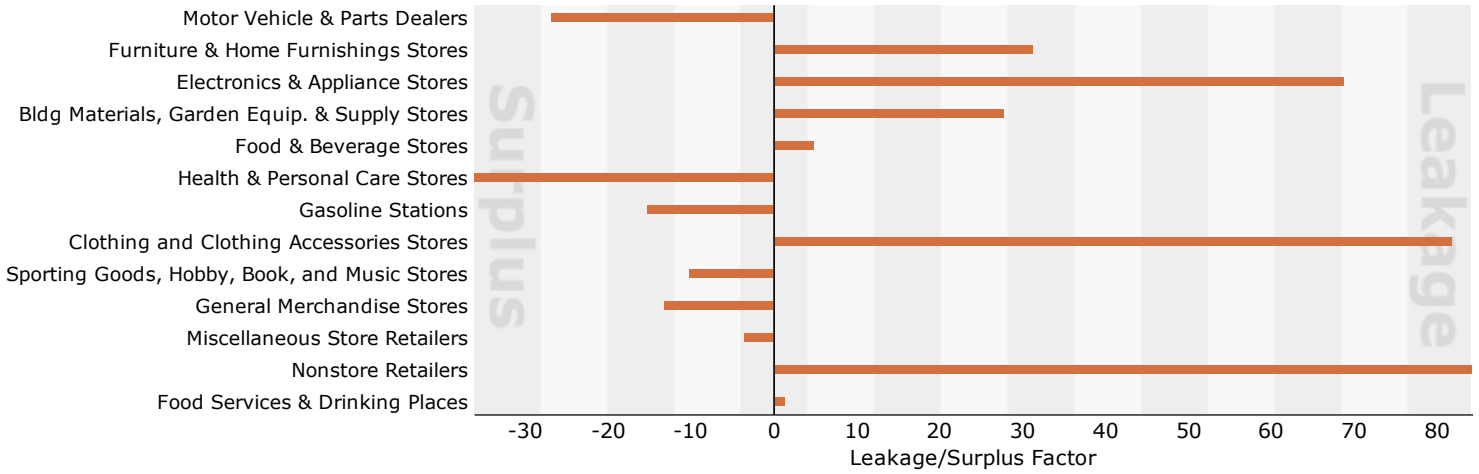
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$265,534,073	\$302,082,302	-\$36,548,229	-6.4	195
Total Retail Trade	44-45	\$239,775,826	\$276,996,641	-\$37,220,815	-7.2	172
Total Food & Drink	722	\$25,758,247	\$25,085,661	\$672,586	1.3	23

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$50,128,696	\$87,243,645	-\$37,114,949	-27.0	26
Automobile Dealers	4411	\$43,563,873	\$81,502,999	-\$37,939,126	-30.3	10
Other Motor Vehicle Dealers	4412	\$3,449,379	\$1,887,861	\$1,561,518	29.3	6
Auto Parts, Accessories & Tire Stores	4413	\$3,115,444	\$3,852,786	-\$737,342	-10.6	11
Furniture & Home Furnishings Stores	442	\$5,005,494	\$2,617,328	\$2,388,166	31.3	7
Furniture Stores	4421	\$2,764,667	\$972,826	\$1,791,841	47.9	2
Home Furnishings Stores	4422	\$2,240,828	\$1,644,503	\$596,325	15.3	5
Electronics & Appliance Stores	443	\$5,267,308	\$966,441	\$4,300,867	69.0	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,211,784	\$5,208,429	\$4,003,355	27.8	10
Bldg Material & Supplies Dealers	4441	\$6,653,143	\$2,636,232	\$4,016,911	43.2	9
Lawn & Garden Equip & Supply Stores	4442	\$2,558,642	\$2,572,197	-\$13,555	-0.3	1
Food & Beverage Stores	445	\$38,849,823	\$35,232,362	\$3,617,461	4.9	22
Grocery Stores	4451	\$36,070,829	\$35,054,825	\$1,016,004	1.4	19
Specialty Food Stores	4452	\$498,759	\$177,537	\$321,222	47.5	3
Beer, Wine & Liquor Stores	4453	\$2,280,235	\$0	\$2,280,235	100.0	0
Health & Personal Care Stores	446,4461	\$18,942,334	\$40,423,214	-\$21,480,880	-36.2	12
Gasoline Stations	447,4471	\$25,835,136	\$35,222,626	-\$9,387,490	-15.4	5
Clothing & Clothing Accessories Stores	448	\$12,393,596	\$1,232,013	\$11,161,583	81.9	5
Clothing Stores	4481	\$9,425,618	\$830,469	\$8,595,149	83.8	4
Shoe Stores	4482	\$2,057,273	\$0	\$2,057,273	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$910,705	\$401,544	\$509,161	38.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,566,362	\$5,612,812	-\$1,046,450	-10.3	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,844,483	\$5,382,552	-\$1,538,069	-16.7	14
Book, Periodical & Music Stores	4512	\$721,879	\$230,260	\$491,619	51.6	2
General Merchandise Stores	452	\$41,939,097	\$54,797,688	-\$12,858,591	-13.3	7
Department Stores Excluding Leased Depts.	4521	\$12,881,680	\$1,006,086	\$11,875,594	85.5	2
Other General Merchandise Stores	4529	\$29,057,417	\$53,791,602	-\$24,734,185	-29.9	5
Miscellaneous Store Retailers	453	\$6,159,176	\$6,618,895	-\$459,719	-3.6	50
Florists	4531	\$239,258	\$586,316	-\$347,058	-42.0	5
Office Supplies, Stationery & Gift Stores	4532	\$1,985,601	\$501,085	\$1,484,516	59.7	9
Used Merchandise Stores	4533	\$567,687	\$3,103,434	-\$2,535,747	-69.1	20
Other Miscellaneous Store Retailers	4539	\$3,366,631	\$2,428,060	\$938,571	16.2	16
Nonstore Retailers	454	\$21,477,020	\$1,821,188	\$19,655,832	84.4	7
Electronic Shopping & Mail-Order Houses	4541	\$18,559,377	\$1,004,651	\$17,554,726	89.7	1
Vending Machine Operators	4542	\$601,227	\$57,933	\$543,294	82.4	1
Direct Selling Establishments	4543	\$2,316,415	\$758,604	\$1,557,811	50.7	5
Food Services & Drinking Places	722	\$25,758,247	\$25,085,661	\$672,586	1.3	23
Full-Service Restaurants	7221	\$9,727,591	\$5,265,242	\$4,462,349	29.8	7
Limited-Service Eating Places	7222	\$13,307,776	\$18,817,790	-\$5,510,014	-17.2	14
Special Food Services	7223	\$794,164	\$744,077	\$50,087	3.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,928,717	\$258,552	\$1,670,165	76.4	1

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

