



Retail MarketPlace Profile

195 S Main St, Lake City, Tennessee, 37769
 Ring: 1 mile radius

Prepared by Anderson County Chamber

Latitude: 36.22045
 Longitude: -84.15664

Summary Demographics

2015 Population	1,903
2015 Households	784
2015 Median Disposable Income	\$20,395
2015 Per Capita Income	\$14,207

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	\$12,828,998	\$17,517,915	-\$4,688,917	-15.5	16
Total Retail Trade	44-45	\$11,689,633	\$14,227,351	-\$2,537,718	-9.8	13
Total Food & Drink	722	\$1,139,365	\$3,290,564	-\$2,151,199	-48.6	4

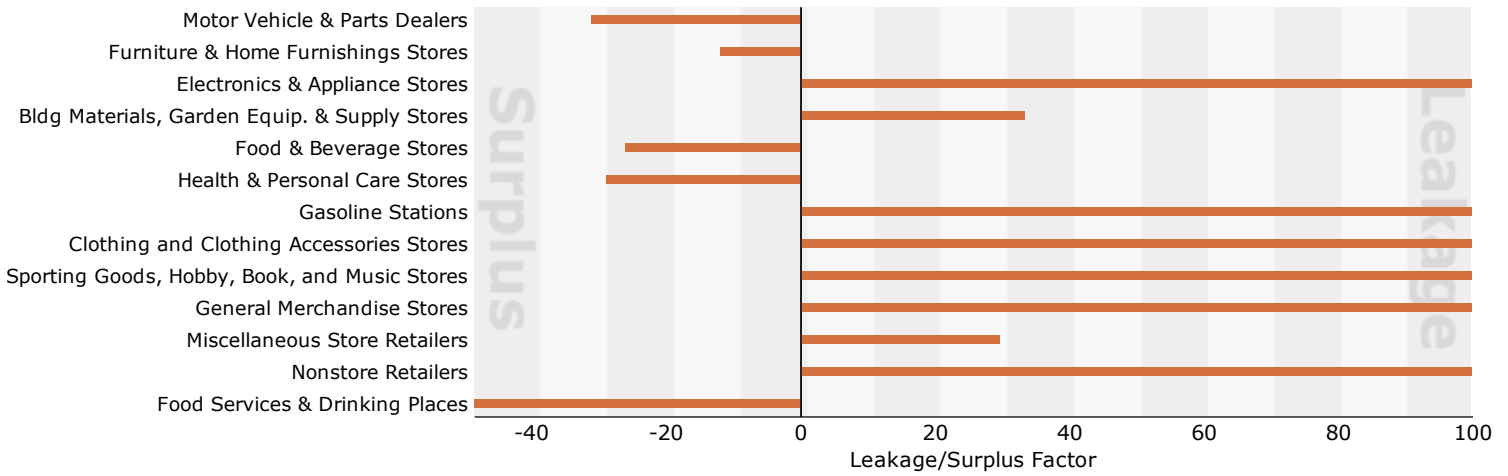
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,447,727	\$4,669,035	-\$2,221,308	-31.2	3
Automobile Dealers	4411	\$2,129,383	\$440,377	\$1,689,006	65.7	1
Other Motor Vehicle Dealers	4412	\$181,321	\$3,684,210	-\$3,502,889	-90.6	1
Auto Parts, Accessories & Tire Stores	4413	\$137,023	\$544,448	-\$407,425	-59.8	1
Furniture & Home Furnishings Stores	442	\$218,231	\$278,041	-\$59,810	-12.1	1
Furniture Stores	4421	\$126,913	\$278,041	-\$151,128	-37.3	1
Home Furnishings Stores	4422	\$91,318	\$0	\$91,318	100.0	0
Electronics & Appliance Stores	443	\$230,347	\$0	\$230,347	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$418,227	\$207,685	\$210,542	33.6	1
Bldg Material & Supplies Dealers	4441	\$296,083	\$207,685	\$88,398	17.5	1
Lawn & Garden Equip & Supply Stores	4442	\$122,144	\$0	\$122,144	100.0	0
Food & Beverage Stores	445	\$1,944,759	\$3,316,050	-\$1,371,291	-26.1	2
Grocery Stores	4451	\$1,822,622	\$3,272,267	-\$1,449,645	-28.5	1
Specialty Food Stores	4452	\$24,907	\$0	\$24,907	100.0	0
Beer, Wine & Liquor Stores	4453	\$97,230	\$0	\$97,230	100.0	0
Health & Personal Care Stores	446,4461	\$948,623	\$1,718,164	-\$769,541	-28.9	2
Gasoline Stations	447,4471	\$1,354,994	\$0	\$1,354,994	100.0	0
Clothing & Clothing Accessories Stores	448	\$549,172	\$0	\$549,172	100.0	0
Clothing Stores	4481	\$415,420	\$0	\$415,420	100.0	0
Shoe Stores	4482	\$97,081	\$0	\$97,081	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$36,671	\$0	\$36,671	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$214,364	\$0	\$214,364	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$183,282	\$0	\$183,282	100.0	0
Book, Periodical & Music Stores	4512	\$31,082	\$0	\$31,082	100.0	0
General Merchandise Stores	452	\$2,056,457	\$0	\$2,056,457	100.0	0
Department Stores Excluding Leased Depts.	4521	\$598,619	\$0	\$598,619	100.0	0
Other General Merchandise Stores	4529	\$1,457,838	\$0	\$1,457,838	100.0	0
Miscellaneous Store Retailers	453	\$317,749	\$172,187	\$145,562	29.7	3
Florists	4531	\$9,258	\$0	\$9,258	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$93,929	\$64,927	\$29,002	18.3	2
Used Merchandise Stores	4533	\$25,166	\$0	\$25,166	100.0	0
Other Miscellaneous Store Retailers	4539	\$189,396	\$107,260	\$82,136	27.7	1
Nonstore Retailers	454	\$988,981	\$0	\$988,981	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$850,312	\$0	\$850,312	100.0	0
Vending Machine Operators	4542	\$29,630	\$0	\$29,630	100.0	0
Direct Selling Establishments	4543	\$109,039	\$0	\$109,039	100.0	0
Food Services & Drinking Places	722	\$1,139,365	\$3,290,564	-\$2,151,199	-48.6	4
Full-Service Restaurants	7221	\$433,222	\$1,904,793	-\$1,471,571	-62.9	1
Limited-Service Eating Places	7222	\$603,170	\$1,385,772	-\$782,602	-39.3	2
Special Food Services	7223	\$34,610	\$0	\$34,610	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$68,364	\$0	\$68,364	100.0	0

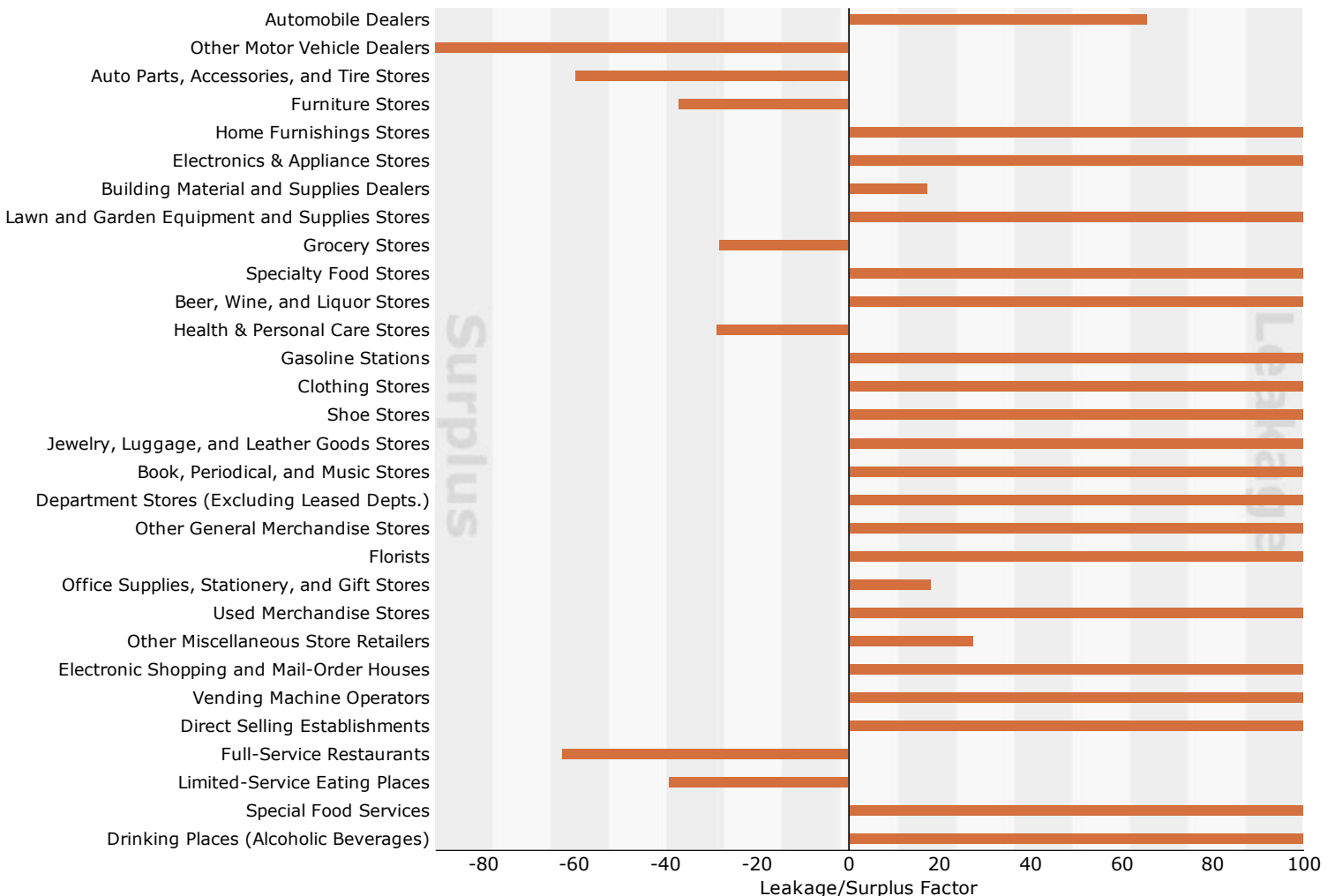
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

195 S Main St, Lake City, Tennessee, 37769
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.22045
 Longitude: -84.15664

Summary Demographics

2015 Population	6,549
2015 Households	2,636
2015 Median Disposable Income	\$26,612
2015 Per Capita Income	\$17,465

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	\$53,696,329	\$30,685,022	\$23,011,307	27.3	39
Total Retail Trade	44-45	\$49,014,382	\$23,427,333	\$25,587,049	35.3	31
Total Food & Drink	722	\$4,681,947	\$7,257,689	-\$2,575,742	-21.6	9

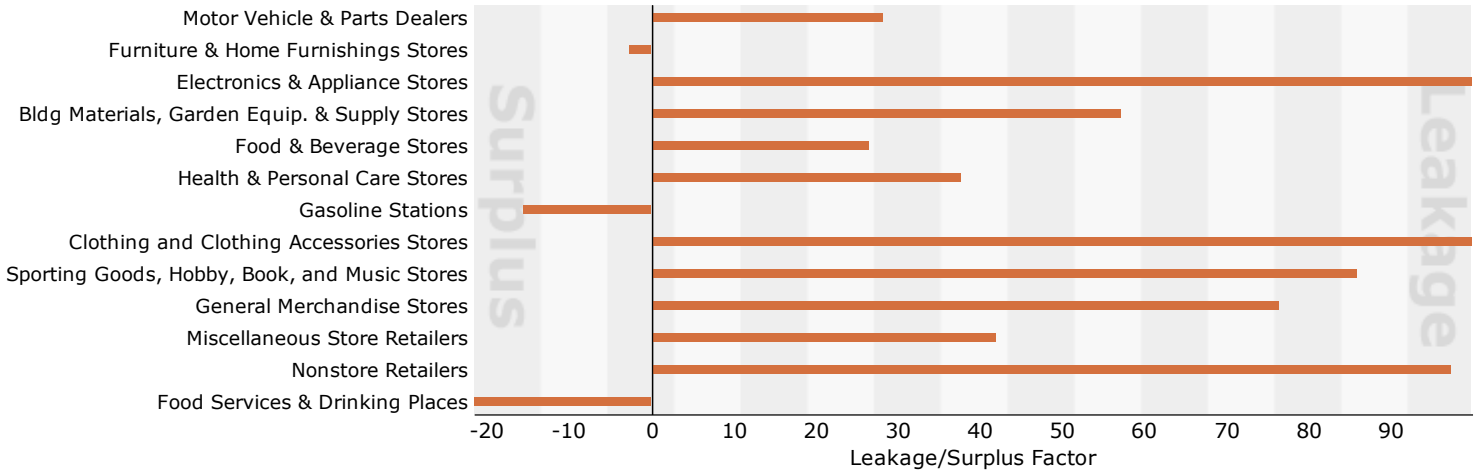
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,380,835	\$5,805,219	\$4,575,616	28.3	6
Automobile Dealers	4411	\$9,012,715	\$727,420	\$8,285,295	85.1	2
Other Motor Vehicle Dealers	4412	\$805,640	\$3,895,770	-\$3,090,130	-65.7	1
Auto Parts, Accessories & Tire Stores	4413	\$562,480	\$1,182,029	-\$619,549	-35.5	3
Furniture & Home Furnishings Stores	442	\$893,327	\$943,873	-\$50,546	-2.8	4
Furniture Stores	4421	\$519,481	\$734,293	-\$214,812	-17.1	2
Home Furnishings Stores	4422	\$373,846	\$209,580	\$164,266	28.2	1
Electronics & Appliance Stores	443	\$938,510	\$0	\$938,510	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,799,692	\$487,938	\$1,311,754	57.3	3
Bldg Material & Supplies Dealers	4441	\$1,270,619	\$487,938	\$782,681	44.5	3
Lawn & Garden Equip & Supply Stores	4442	\$529,073	\$0	\$529,073	100.0	0
Food & Beverage Stores	445	\$8,117,622	\$4,705,056	\$3,412,566	26.6	5
Grocery Stores	4451	\$7,615,934	\$4,612,755	\$3,003,179	24.6	4
Specialty Food Stores	4452	\$103,687	\$92,300	\$11,387	5.8	1
Beer, Wine & Liquor Stores	4453	\$398,001	\$0	\$398,001	100.0	0
Health & Personal Care Stores	446,4461	\$4,026,648	\$1,818,813	\$2,207,835	37.8	2
Gasoline Stations	447,4471	\$5,711,883	\$7,831,808	-\$2,119,925	-15.7	1
Clothing & Clothing Accessories Stores	448	\$2,217,170	\$0	\$2,217,170	100.0	0
Clothing Stores	4481	\$1,674,833	\$0	\$1,674,833	100.0	0
Shoe Stores	4482	\$395,072	\$0	\$395,072	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$147,264	\$0	\$147,264	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$886,822	\$66,709	\$820,113	86.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$764,211	\$0	\$764,211	100.0	0
Book, Periodical & Music Stores	4512	\$122,611	\$65,562	\$57,049	30.3	1
General Merchandise Stores	452	\$8,566,723	\$1,138,310	\$7,428,413	76.5	1
Department Stores Excluding Leased Depts.	4521	\$2,467,120	\$944,084	\$1,523,036	44.6	1
Other General Merchandise Stores	4529	\$6,099,603	\$0	\$6,099,603	100.0	0
Miscellaneous Store Retailers	453	\$1,344,764	\$548,955	\$795,809	42.0	8
Florists	4531	\$39,305	\$0	\$39,305	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$391,728	\$137,295	\$254,433	48.1	4
Used Merchandise Stores	4533	\$100,671	\$107,208	-\$6,537	-3.1	1
Other Miscellaneous Store Retailers	4539	\$813,061	\$304,452	\$508,609	45.5	3
Nonstore Retailers	454	\$4,130,387	\$52,649	\$4,077,738	97.5	1
Electronic Shopping & Mail-Order Houses	4541	\$3,530,233	\$0	\$3,530,233	100.0	0
Vending Machine Operators	4542	\$123,105	\$0	\$123,105	100.0	0
Direct Selling Establishments	4543	\$477,048	\$52,649	\$424,399	80.1	1
Food Services & Drinking Places	722	\$4,681,947	\$7,257,689	-\$2,575,742	-21.6	9
Full-Service Restaurants	7221	\$1,780,262	\$4,234,567	-\$2,454,305	-40.8	3
Limited-Service Eating Places	7222	\$2,492,752	\$2,921,353	-\$428,601	-7.9	5
Special Food Services	7223	\$141,788	\$0	\$141,788	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$267,145	\$97,172	\$169,973	46.7	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





Retail MarketPlace Profile

195 S Main St, Lake City, Tennessee, 37769
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.22045
 Longitude: -84.15664

Summary Demographics

2015 Population	12,426
2015 Households	5,024
2015 Median Disposable Income	\$30,148
2015 Per Capita Income	\$19,161

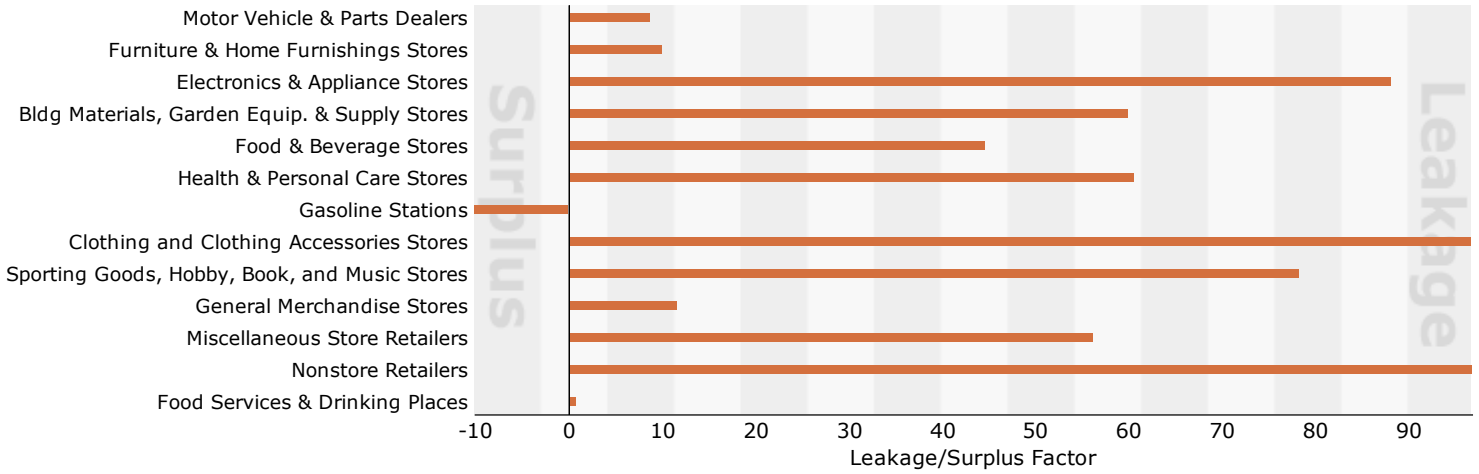
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$111,294,922	\$68,251,486	\$43,043,436	24.0	61
Total Retail Trade	44-45	\$101,277,028	\$58,389,884	\$42,887,144	26.9	49
Total Food & Drink	722	\$10,017,894	\$9,861,602	\$156,292	0.8	12

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,427,290	\$17,980,120	\$3,447,170	8.7	9
Automobile Dealers	4411	\$18,620,559	\$12,591,153	\$6,029,406	19.3	3
Other Motor Vehicle Dealers	4412	\$1,601,955	\$3,954,465	-\$2,352,510	-42.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,204,776	\$1,434,503	-\$229,727	-8.7	4
Furniture & Home Furnishings Stores	442	\$1,925,584	\$1,576,220	\$349,364	10.0	5
Furniture Stores	4421	\$1,102,201	\$986,456	\$115,745	5.5	3
Home Furnishings Stores	4422	\$823,383	\$589,764	\$233,619	16.5	2
Electronics & Appliance Stores	443	\$2,018,148	\$127,033	\$1,891,115	88.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,759,354	\$940,035	\$2,819,319	60.0	4
Bldg Material & Supplies Dealers	4441	\$2,664,568	\$561,957	\$2,102,611	65.2	3
Lawn & Garden Equip & Supply Stores	4442	\$1,094,787	\$378,078	\$716,709	48.7	1
Food & Beverage Stores	445	\$16,640,279	\$6,361,256	\$10,279,023	44.7	8
Grocery Stores	4451	\$15,567,041	\$6,245,350	\$9,321,691	42.7	7
Specialty Food Stores	4452	\$212,822	\$115,906	\$96,916	29.5	1
Beer, Wine & Liquor Stores	4453	\$860,417	\$0	\$860,417	100.0	0
Health & Personal Care Stores	446,4461	\$8,225,640	\$2,013,103	\$6,212,537	60.7	3
Gasoline Stations	447,4471	\$11,556,567	\$14,188,599	-\$2,632,032	-10.2	3
Clothing & Clothing Accessories Stores	448	\$4,762,736	\$79,314	\$4,683,422	96.7	1
Clothing Stores	4481	\$3,606,674	\$0	\$3,606,674	100.0	0
Shoe Stores	4482	\$829,963	\$0	\$829,963	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$326,099	\$0	\$326,099	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,857,501	\$225,332	\$1,632,169	78.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,590,512	\$130,279	\$1,460,233	84.9	1
Book, Periodical & Music Stores	4512	\$266,988	\$95,053	\$171,935	47.5	1
General Merchandise Stores	452	\$17,690,292	\$13,995,947	\$3,694,345	11.7	2
Department Stores Excluding Leased Depts.	4521	\$5,197,020	\$980,390	\$4,216,630	68.3	1
Other General Merchandise Stores	4529	\$12,493,272	\$13,015,557	-\$522,285	-2.0	1
Miscellaneous Store Retailers	453	\$2,725,096	\$764,942	\$1,960,154	56.2	10
Florists	4531	\$87,687	\$0	\$87,687	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$816,693	\$154,160	\$662,533	68.2	4
Used Merchandise Stores	4533	\$216,354	\$203,640	\$12,714	3.0	1
Other Miscellaneous Store Retailers	4539	\$1,604,362	\$407,142	\$1,197,220	59.5	4
Nonstore Retailers	454	\$8,688,541	\$137,983	\$8,550,558	96.9	2
Electronic Shopping & Mail-Order Houses	4541	\$7,445,921	\$0	\$7,445,921	100.0	0
Vending Machine Operators	4542	\$253,906	\$0	\$253,906	100.0	0
Direct Selling Establishments	4543	\$988,715	\$94,406	\$894,309	82.6	1
Food Services & Drinking Places	722	\$10,017,894	\$9,861,602	\$156,292	0.8	12
Full-Service Restaurants	7221	\$3,800,421	\$5,974,190	-\$2,173,769	-22.2	5
Limited-Service Eating Places	7222	\$5,285,516	\$3,659,577	\$1,625,939	18.2	6
Special Food Services	7223	\$306,166	\$0	\$306,166	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$625,792	\$162,614	\$463,178	58.7	1

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

