



Retail MarketPlace Profile

Oliver Springs, TN
 717 Main St, Oliver Springs, Tennessee, 37840
 Ring: 1 mile radius

Prepared by Anderson County Chamber

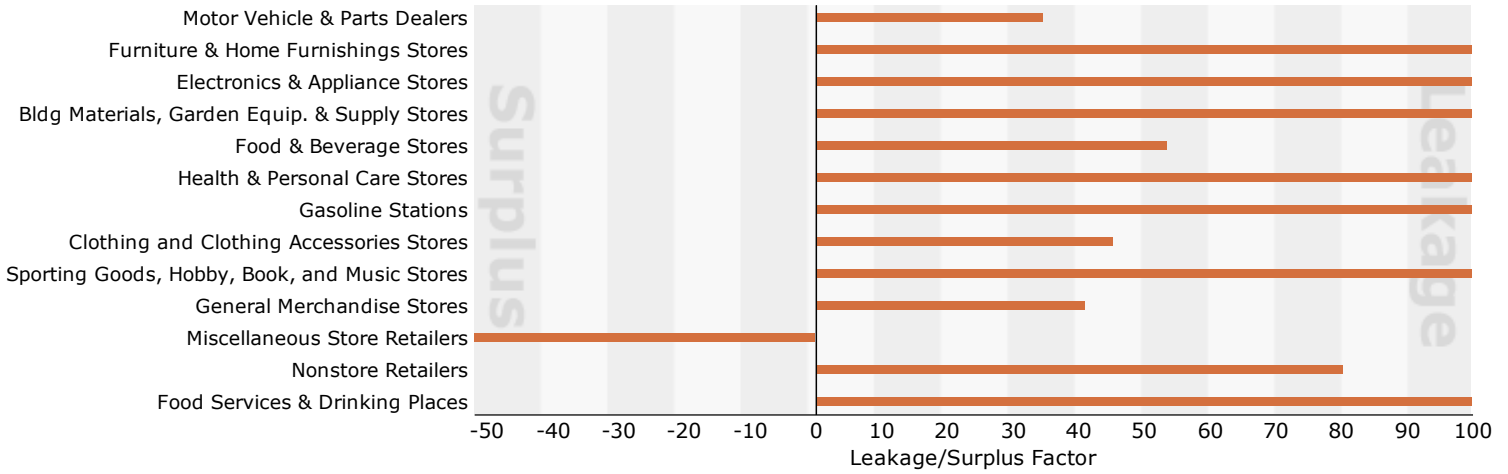
Latitude: 36.04618
 Longitude: -84.34425

Summary Demographics						
2015 Population						917
2015 Households						392
2015 Median Disposable Income						\$27,821
2015 Per Capita Income						\$18,099
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	\$9,108,167	\$4,719,050	\$4,389,117	31.7	10
Total Retail Trade	44-45	\$8,278,165	\$4,318,602	\$3,959,563	31.4	10
Total Food & Drink	722	\$830,003	\$400,448	\$429,555	34.9	0
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,755,582	\$848,326	\$907,256	34.8	2
Automobile Dealers	4411	\$1,523,291	\$740,812	\$782,479	34.6	1
Other Motor Vehicle Dealers	4412	\$131,580	\$0	\$131,580	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$100,711	\$44,779	\$55,932	38.4	1
Furniture & Home Furnishings Stores	442	\$159,717	\$0	\$159,717	100.0	0
Furniture Stores	4421	\$89,754	\$0	\$89,754	100.0	0
Home Furnishings Stores	4422	\$69,963	\$0	\$69,963	100.0	0
Electronics & Appliance Stores	443	\$169,012	\$0	\$169,012	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$310,325	\$0	\$310,325	100.0	0
Bldg Material & Supplies Dealers	4441	\$218,651	\$0	\$218,651	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$91,674	\$0	\$91,674	100.0	0
Food & Beverage Stores	445	\$1,352,978	\$408,025	\$944,953	53.7	1
Grocery Stores	4451	\$1,264,712	\$401,479	\$863,233	51.8	1
Specialty Food Stores	4452	\$17,386	\$0	\$17,386	100.0	0
Beer, Wine & Liquor Stores	4453	\$70,879	\$0	\$70,879	100.0	0
Health & Personal Care Stores	446,4461	\$660,610	\$0	\$660,610	100.0	0
Gasoline Stations	447,4471	\$926,335	\$0	\$926,335	100.0	0
Clothing & Clothing Accessories Stores	448	\$396,920	\$149,181	\$247,739	45.4	1
Clothing Stores	4481	\$300,974	\$105,362	\$195,612	48.1	1
Shoe Stores	4482	\$68,830	\$0	\$68,830	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$27,116	\$0	\$27,116	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$157,872	\$0	\$157,872	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$134,657	\$0	\$134,657	100.0	0
Book, Periodical & Music Stores	4512	\$23,215	\$0	\$23,215	100.0	0
General Merchandise Stores	452	\$1,444,183	\$601,139	\$843,044	41.2	1
Department Stores Excluding Leased Depts.	4521	\$426,017	\$601,139	-\$175,122	-17.0	1
Other General Merchandise Stores	4529	\$1,018,166	\$0	\$1,018,166	100.0	0
Miscellaneous Store Retailers	453	\$220,384	\$697,286	-\$476,902	-52.0	3
Florists	4531	\$7,599	\$0	\$7,599	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$66,444	\$48,774	\$17,670	15.3	1
Used Merchandise Stores	4533	\$18,441	\$94,070	-\$75,629	-67.2	1
Other Miscellaneous Store Retailers	4539	\$127,900	\$518,138	-\$390,238	-60.4	1
Nonstore Retailers	454	\$724,248	\$79,075	\$645,173	80.3	1
Electronic Shopping & Mail-Order Houses	4541	\$614,333	\$0	\$614,333	100.0	0
Vending Machine Operators	4542	\$20,834	\$43,726	-\$22,892	-35.5	1
Direct Selling Establishments	4543	\$89,082	\$0	\$89,082	100.0	0
Food Services & Drinking Places	722	\$830,003	\$0	\$830,003	100.0	0
Full-Service Restaurants	7221	\$314,813	\$0	\$314,813	100.0	0
Limited-Service Eating Places	7222	\$434,221	\$0	\$434,221	100.0	0
Special Food Services	7223	\$26,300	\$0	\$26,300	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$54,669	\$0	\$54,669	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

Oliver Springs, TN
 717 Main St, Oliver Springs, Tennessee, 37840
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04618
 Longitude: -84.34425

Summary Demographics

2015 Population	5,385
2015 Households	2,172
2015 Median Disposable Income	\$33,139
2015 Per Capita Income	\$19,550

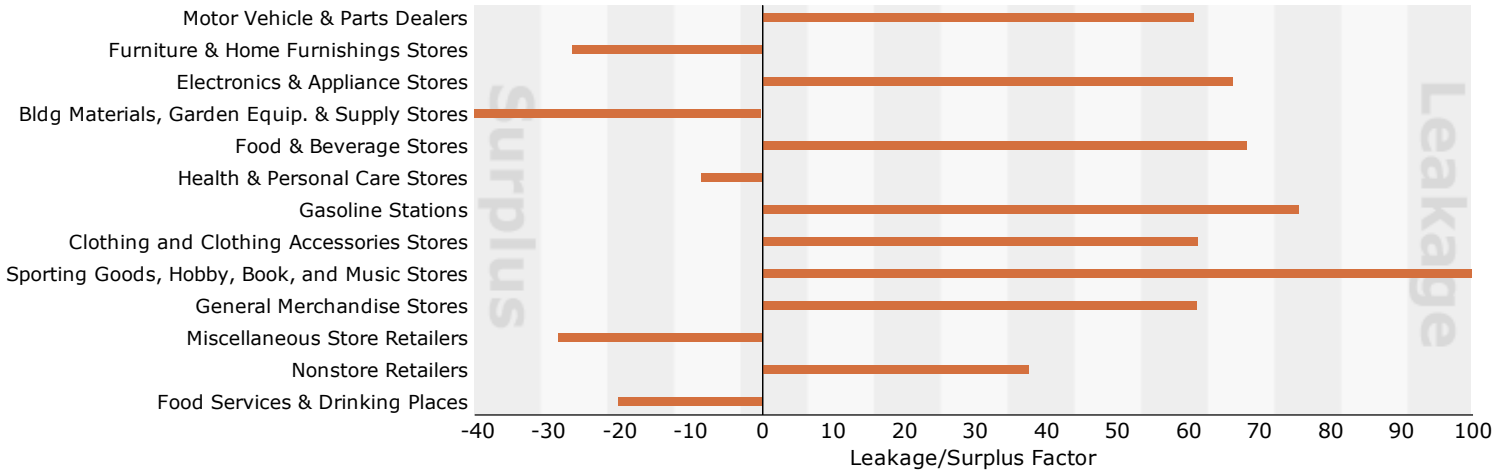
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$48,796,129	\$27,193,433	\$21,602,696	28.4	43
Total Retail Trade	44-45	\$44,197,440	\$20,256,840	\$23,940,600	37.1	39
Total Food & Drink	722	\$4,598,689	\$6,936,593	-\$2,337,904	-20.3	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,314,971	\$2,261,898	\$7,053,073	60.9	4
Automobile Dealers	4411	\$8,129,131	\$1,847,602	\$6,281,529	63.0	2
Other Motor Vehicle Dealers	4412	\$635,689	\$117,105	\$518,584	68.9	1
Auto Parts, Accessories & Tire Stores	4413	\$550,151	\$297,191	\$252,960	29.9	1
Furniture & Home Furnishings Stores	442	\$889,928	\$1,541,093	-\$651,165	-26.8	1
Furniture Stores	4421	\$506,963	\$1,541,093	-\$1,034,130	-50.5	1
Home Furnishings Stores	4422	\$382,965	\$0	\$382,965	100.0	0
Electronics & Appliance Stores	443	\$931,181	\$188,562	\$742,619	66.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,614,403	\$3,809,009	-\$2,194,606	-40.5	2
Bldg Material & Supplies Dealers	4441	\$1,153,128	\$473,770	\$679,358	41.8	1
Lawn & Garden Equip & Supply Stores	4442	\$461,274	\$3,335,239	-\$2,873,965	-75.7	1
Food & Beverage Stores	445	\$7,210,835	\$1,357,985	\$5,852,850	68.3	5
Grocery Stores	4451	\$6,717,063	\$1,343,585	\$5,373,478	66.7	5
Specialty Food Stores	4452	\$92,270	\$0	\$92,270	100.0	0
Beer, Wine & Liquor Stores	4453	\$401,503	\$0	\$401,503	100.0	0
Health & Personal Care Stores	446,4461	\$3,517,156	\$4,190,903	-\$673,747	-8.7	2
Gasoline Stations	447,4471	\$4,949,325	\$684,858	\$4,264,467	75.7	1
Clothing & Clothing Accessories Stores	448	\$2,207,565	\$526,495	\$1,681,070	61.5	3
Clothing Stores	4481	\$1,675,997	\$355,602	\$1,320,395	65.0	3
Shoe Stores	4482	\$374,501	\$0	\$374,501	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$157,066	\$170,893	-\$13,827	-4.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$822,705	\$0	\$822,705	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$696,405	\$0	\$696,405	100.0	0
Book, Periodical & Music Stores	4512	\$126,300	\$0	\$126,300	100.0	0
General Merchandise Stores	452	\$7,741,223	\$1,860,607	\$5,880,616	61.2	2
Department Stores Excluding Leased Depts.	4521	\$2,345,723	\$1,860,607	\$485,116	11.5	2
Other General Merchandise Stores	4529	\$5,395,500	\$0	\$5,395,500	100.0	0
Miscellaneous Store Retailers	453	\$1,158,081	\$2,097,159	-\$939,078	-28.8	14
Florists	4531	\$39,998	\$75,081	-\$35,083	-30.5	1
Office Supplies, Stationery & Gift Stores	4532	\$361,730	\$123,078	\$238,652	49.2	2
Used Merchandise Stores	4533	\$100,381	\$186,896	-\$86,515	-30.1	1
Other Miscellaneous Store Retailers	4539	\$655,972	\$1,712,104	-\$1,056,132	-44.6	10
Nonstore Retailers	454	\$3,840,067	\$1,738,271	\$2,101,796	37.7	3
Electronic Shopping & Mail-Order Houses	4541	\$3,335,755	\$1,585,158	\$1,750,597	35.6	1
Vending Machine Operators	4542	\$110,833	\$72,461	\$38,372	20.9	1
Direct Selling Establishments	4543	\$393,478	\$80,652	\$312,826	66.0	1
Food Services & Drinking Places	722	\$4,598,689	\$6,936,593	-\$2,337,904	-20.3	4
Full-Service Restaurants	7221	\$1,740,683	\$0	\$1,740,683	100.0	0
Limited-Service Eating Places	7222	\$2,402,574	\$6,691,258	-\$4,288,684	-47.2	3
Special Food Services	7223	\$140,115	\$223,098	-\$82,983	-22.8	1
Drinking Places - Alcoholic Beverages	7224	\$315,317	\$0	\$315,317	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

Oliver Springs, TN
 717 Main St, Oliver Springs, Tennessee, 37840
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04618
 Longitude: -84.34425

Summary Demographics

2015 Population	21,274
2015 Households	8,685
2015 Median Disposable Income	\$38,464
2015 Per Capita Income	\$24,379

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	\$225,096,863	\$109,862,774	\$115,234,089	34.4	136
Total Retail Trade	44-45	\$202,593,080	\$90,500,404	\$112,092,676	38.2	118
Total Food & Drink	722	\$22,503,782	\$19,362,370	\$3,141,412	7.5	18

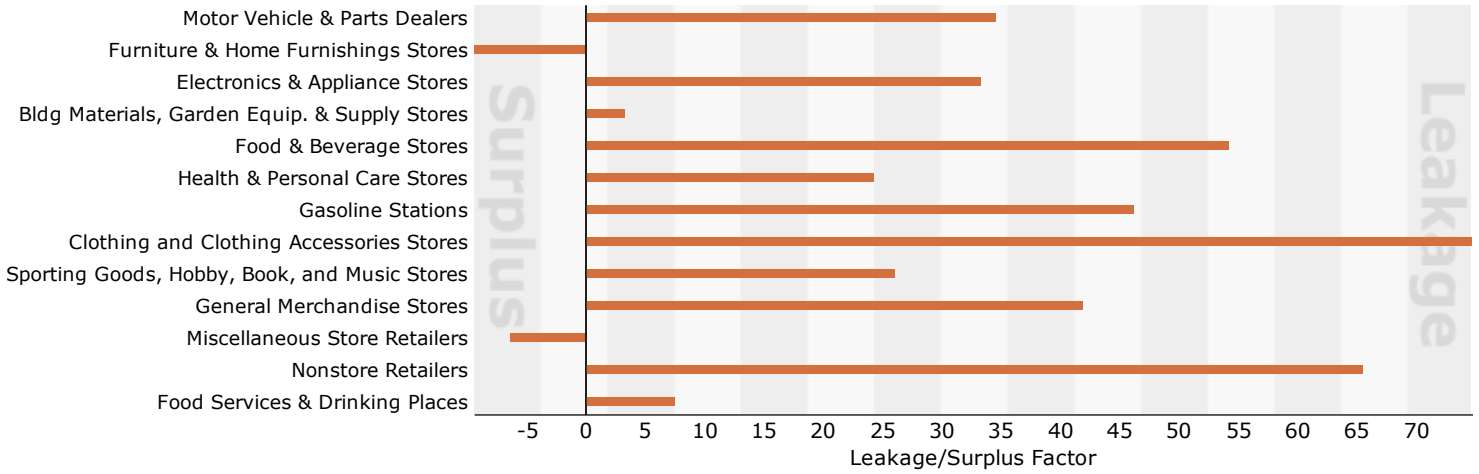
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,611,127	\$20,213,503	\$21,397,624	34.6	9
Automobile Dealers	4411	\$36,121,465	\$18,880,190	\$17,241,275	31.3	4
Other Motor Vehicle Dealers	4412	\$2,801,250	\$473,694	\$2,327,556	71.1	2
Auto Parts, Accessories & Tire Stores	4413	\$2,688,412	\$859,619	\$1,828,793	51.5	3
Furniture & Home Furnishings Stores	442	\$4,364,937	\$5,268,384	-\$903,447	-9.4	5
Furniture Stores	4421	\$2,431,141	\$4,380,248	-\$1,949,107	-28.6	4
Home Furnishings Stores	4422	\$1,933,796	\$888,136	\$1,045,660	37.1	2
Electronics & Appliance Stores	443	\$4,605,029	\$2,302,200	\$2,302,829	33.3	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,850,356	\$7,342,257	\$508,099	3.3	6
Bldg Material & Supplies Dealers	4441	\$5,864,586	\$3,431,184	\$2,433,402	26.2	5
Lawn & Garden Equip & Supply Stores	4442	\$1,985,770	\$3,911,073	-\$1,925,303	-32.6	1
Food & Beverage Stores	445	\$32,962,569	\$9,773,312	\$23,189,257	54.3	19
Grocery Stores	4451	\$30,518,657	\$8,238,556	\$22,280,101	57.5	15
Specialty Food Stores	4452	\$422,828	\$230,336	\$192,492	29.5	4
Beer, Wine & Liquor Stores	4453	\$2,021,084	\$1,304,420	\$716,664	21.6	1
Health & Personal Care Stores	446,4461	\$15,810,550	\$9,602,137	\$6,208,413	24.4	8
Gasoline Stations	447,4471	\$21,617,415	\$7,938,372	\$13,679,043	46.3	4
Clothing & Clothing Accessories Stores	448	\$10,942,290	\$1,575,933	\$9,366,357	74.8	9
Clothing Stores	4481	\$8,317,954	\$970,394	\$7,347,560	79.1	7
Shoe Stores	4482	\$1,795,997	\$99,648	\$1,696,349	89.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$828,339	\$505,891	\$322,448	24.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,903,362	\$2,285,085	\$1,618,277	26.1	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,263,367	\$1,781,788	\$1,481,579	29.4	6
Book, Periodical & Music Stores	4512	\$639,995	\$503,297	\$136,698	12.0	2
General Merchandise Stores	452	\$35,717,932	\$14,590,686	\$21,127,246	42.0	3
Department Stores Excluding Leased Depts.	4521	\$11,188,532	\$3,567,038	\$7,621,494	51.7	3
Other General Merchandise Stores	4529	\$24,529,401	\$11,023,649	\$13,505,752	38.0	1
Miscellaneous Store Retailers	453	\$5,155,120	\$5,861,047	-\$705,927	-6.4	30
Florists	4531	\$185,518	\$210,153	-\$24,635	-6.2	2
Office Supplies, Stationery & Gift Stores	4532	\$1,711,330	\$1,334,939	\$376,391	12.4	5
Used Merchandise Stores	4533	\$498,887	\$1,457,339	-\$958,452	-49.0	4
Other Miscellaneous Store Retailers	4539	\$2,759,385	\$2,858,616	-\$99,231	-1.8	19
Nonstore Retailers	454	\$18,052,392	\$3,747,489	\$14,304,903	65.6	8
Electronic Shopping & Mail-Order Houses	4541	\$15,920,220	\$3,169,364	\$12,750,856	66.8	2
Vending Machine Operators	4542	\$510,760	\$141,418	\$369,342	56.6	2
Direct Selling Establishments	4543	\$1,621,413	\$436,707	\$1,184,706	57.6	4
Food Services & Drinking Places	722	\$22,503,782	\$19,362,370	\$3,141,412	7.5	18
Full-Service Restaurants	7221	\$8,482,476	\$5,835,957	\$2,646,519	18.5	6
Limited-Service Eating Places	7222	\$11,577,618	\$12,721,068	-\$1,143,450	-4.7	9
Special Food Services	7223	\$678,733	\$468,629	\$210,104	18.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,764,956	\$336,717	\$1,428,239	68.0	2

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

