



Retail MarketPlace Profile

Andersonville, Tennessee
 Ring: 1 mile radius

Prepared by Anderson County Chamber
 Latitude: 36.19831
 Longitude: -84.03778

Summary Demographics

2017 Population	771
2017 Households	304
2017 Median Disposable Income	\$39,530
2017 Per Capita Income	\$25,171

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	\$10,567,848	\$2,471,773	\$8,096,075	62.1	4
Total Retail Trade	44-45	\$9,675,046	\$2,218,261	\$7,456,785	62.7	3
Total Food & Drink	722	\$892,802	\$253,512	\$639,290	55.8	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,277,408	\$0	\$2,277,408	100.0	0
Automobile Dealers	4411	\$1,784,579	\$0	\$1,784,579	100.0	0
Other Motor Vehicle Dealers	4412	\$296,791	\$0	\$296,791	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$196,038	\$0	\$196,038	100.0	0
Furniture & Home Furnishings Stores	442	\$312,443	\$0	\$312,443	100.0	0
Furniture Stores	4421	\$166,758	\$0	\$166,758	100.0	0
Home Furnishings Stores	4422	\$145,685	\$0	\$145,685	100.0	0
Electronics & Appliance Stores	443	\$259,026	\$0	\$259,026	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$718,148	\$0	\$718,148	100.0	0
Bldg Material & Supplies Dealers	4441	\$658,096	\$0	\$658,096	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$60,052	\$0	\$60,052	100.0	0
Food & Beverage Stores	445	\$1,671,872	\$0	\$1,671,872	100.0	0
Grocery Stores	4451	\$1,480,221	\$0	\$1,480,221	100.0	0
Specialty Food Stores	4452	\$82,466	\$0	\$82,466	100.0	0
Beer, Wine & Liquor Stores	4453	\$109,185	\$0	\$109,185	100.0	0
Health & Personal Care Stores	446,4461	\$558,869	\$0	\$558,869	100.0	0
Gasoline Stations	447,4471	\$1,100,463	\$0	\$1,100,463	100.0	0
Clothing & Clothing Accessories Stores	448	\$369,718	\$0	\$369,718	100.0	0
Clothing Stores	4481	\$240,994	\$0	\$240,994	100.0	0
Shoe Stores	4482	\$72,897	\$0	\$72,897	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$55,827	\$0	\$55,827	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$241,068	\$226,567	\$14,501	3.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$208,055	\$226,567	-\$18,512	-4.3	1
Book, Periodical & Music Stores	4512	\$33,013	\$0	\$33,013	100.0	0
General Merchandise Stores	452	\$1,540,370	\$0	\$1,540,370	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,093,873	\$0	\$1,093,873	100.0	0
Other General Merchandise Stores	4529	\$446,497	\$0	\$446,497	100.0	0
Miscellaneous Store Retailers	453	\$419,460	\$0	\$419,460	100.0	0
Florists	4531	\$14,387	\$0	\$14,387	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$62,698	\$0	\$62,698	100.0	0
Used Merchandise Stores	4533	\$38,643	\$0	\$38,643	100.0	0
Other Miscellaneous Store Retailers	4539	\$303,732	\$0	\$303,732	100.0	0
Nonstore Retailers	454	\$206,200	\$0	\$206,200	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$141,324	\$0	\$141,324	100.0	0
Vending Machine Operators	4542	\$15,550	\$0	\$15,550	100.0	0
Direct Selling Establishments	4543	\$49,326	\$0	\$49,326	100.0	0
Food Services & Drinking Places	722	\$892,802	\$253,512	\$639,290	55.8	1
Special Food Services	7223	\$13,213	\$0	\$13,213	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$16,048	\$0	\$16,048	100.0	0
Restaurants/Other Eating Places	7225	\$863,541	\$247,209	\$616,332	55.5	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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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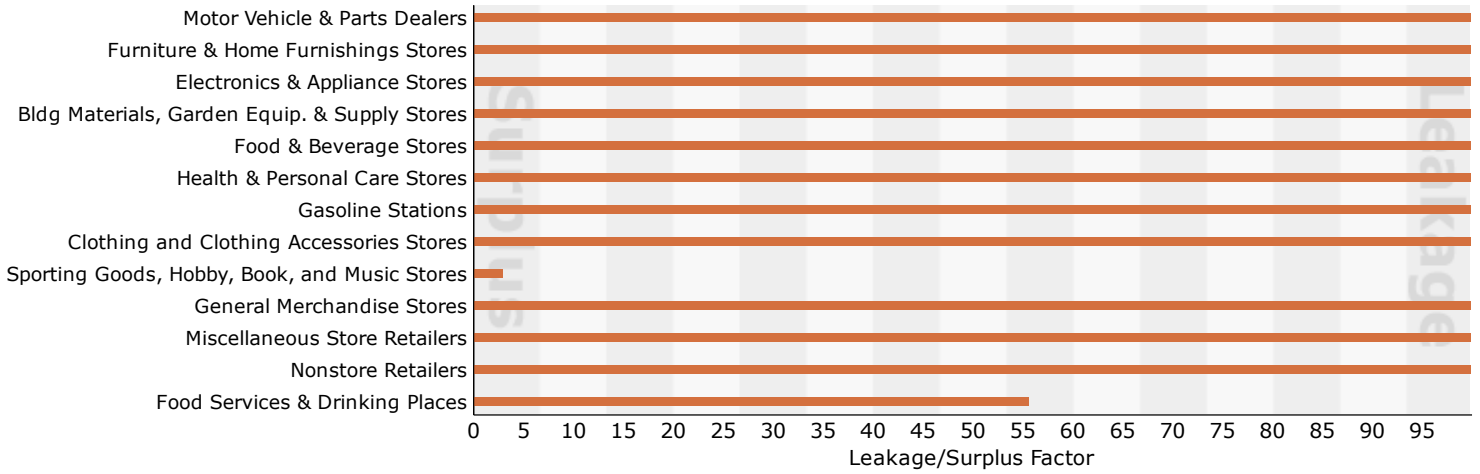
Retail MarketPlace Profile

Andersonville, Tennessee
Ring: 1 mile radius

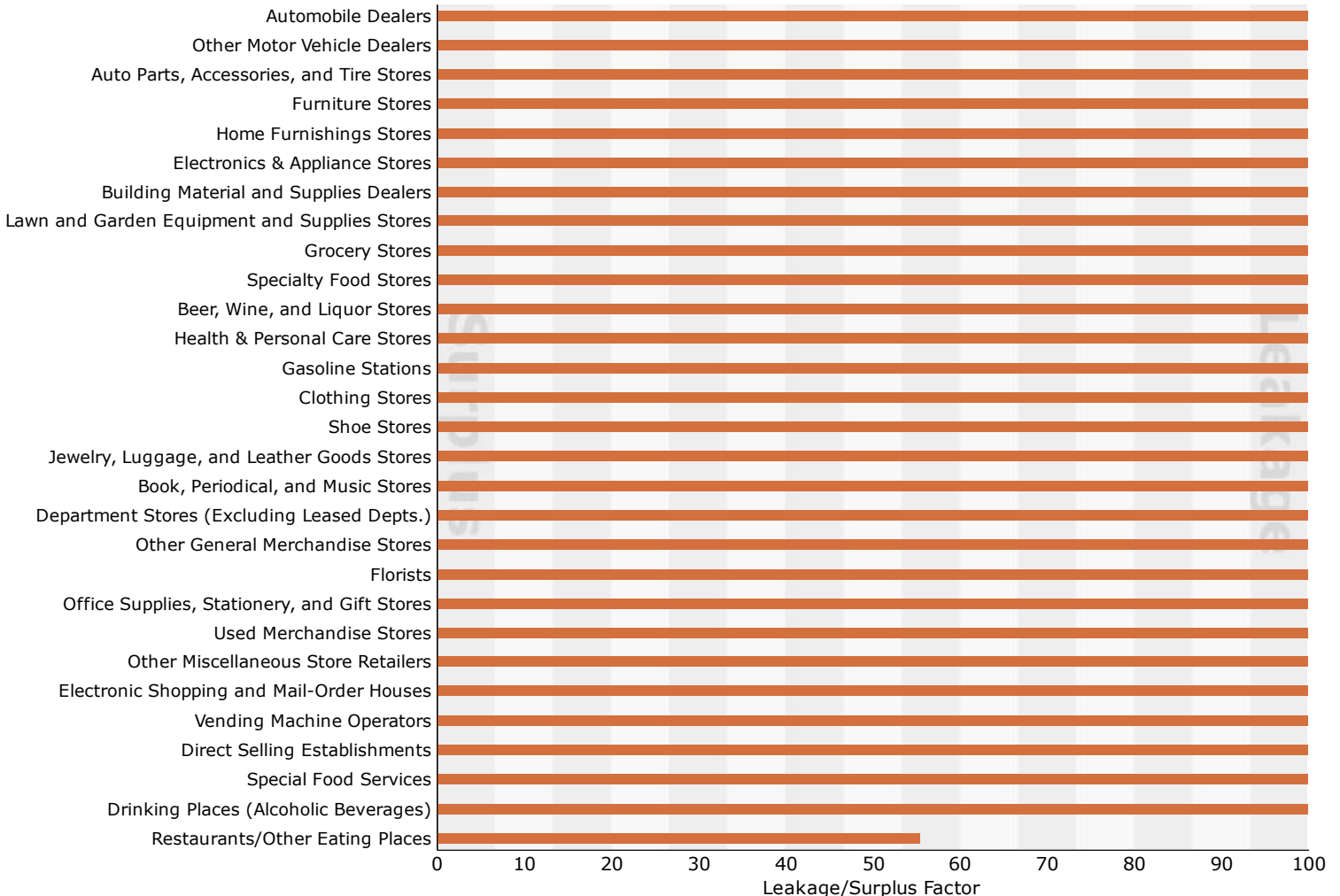
Prepared by Anderson County Chamber

Latitude: 36.19831
Longitude: -84.03778

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Andersonville, Tennessee
Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.19831
Longitude: -84.03778

Summary Demographics

2017 Population	5,394
2017 Households	2,132
2017 Median Disposable Income	\$41,642
2017 Per Capita Income	\$26,972

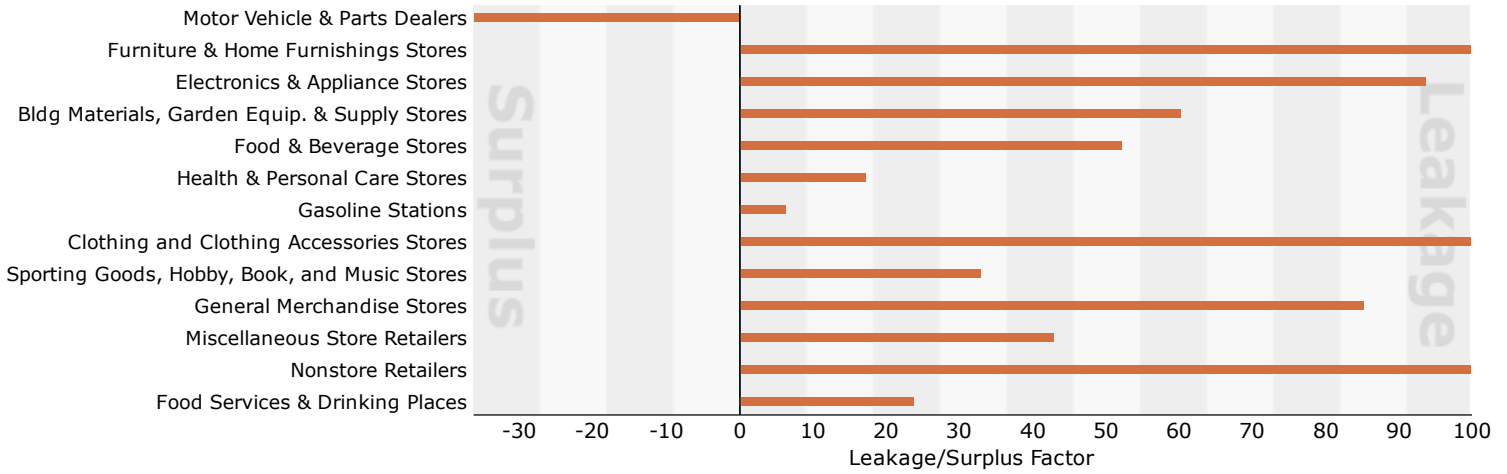
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$73,090,181	\$53,853,944	\$19,236,237	15.2	30
Total Retail Trade	44-45	\$66,680,231	\$49,925,054	\$16,755,177	14.4	24
Total Food & Drink	722	\$6,409,950	\$3,928,890	\$2,481,060	24.0	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,383,568	\$32,886,791	-\$17,503,223	-36.3	4
Automobile Dealers	4411	\$12,048,589	\$27,380,716	-\$15,332,127	-38.9	1
Other Motor Vehicle Dealers	4412	\$1,970,863	\$4,527,484	-\$2,556,621	-39.3	3
Auto Parts, Accessories & Tire Stores	4413	\$1,364,116	\$978,591	\$385,525	16.5	1
Furniture & Home Furnishings Stores	442	\$2,247,422	\$0	\$2,247,422	100.0	0
Furniture Stores	4421	\$1,206,507	\$0	\$1,206,507	100.0	0
Home Furnishings Stores	4422	\$1,040,915	\$0	\$1,040,915	100.0	0
Electronics & Appliance Stores	443	\$1,866,148	\$60,159	\$1,805,989	93.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,833,784	\$1,196,940	\$3,636,844	60.3	2
Bldg Material & Supplies Dealers	4441	\$4,442,089	\$936,418	\$3,505,671	65.2	1
Lawn & Garden Equip & Supply Stores	4442	\$391,695	\$260,522	\$131,173	20.1	1
Food & Beverage Stores	445	\$11,591,828	\$3,633,204	\$7,958,624	52.3	3
Grocery Stores	4451	\$10,228,876	\$3,130,976	\$7,097,900	53.1	3
Specialty Food Stores	4452	\$570,820	\$0	\$570,820	100.0	0
Beer, Wine & Liquor Stores	4453	\$792,132	\$502,228	\$289,904	22.4	1
Health & Personal Care Stores	446,4461	\$3,844,846	\$2,713,025	\$1,131,821	17.3	2
Gasoline Stations	447,4471	\$7,524,333	\$6,606,225	\$918,108	6.5	3
Clothing & Clothing Accessories Stores	448	\$2,685,421	\$0	\$2,685,421	100.0	0
Clothing Stores	4481	\$1,735,847	\$0	\$1,735,847	100.0	0
Shoe Stores	4482	\$524,782	\$0	\$524,782	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$424,792	\$0	\$424,792	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,695,516	\$852,843	\$842,673	33.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,456,382	\$852,843	\$603,539	26.1	3
Book, Periodical & Music Stores	4512	\$239,135	\$0	\$239,135	100.0	0
General Merchandise Stores	452	\$10,806,044	\$853,223	\$9,952,821	85.4	1
Department Stores Excluding Leased Depts.	4521	\$7,730,308	\$0	\$7,730,308	100.0	0
Other General Merchandise Stores	4529	\$3,075,736	\$853,223	\$2,222,513	56.6	1
Miscellaneous Store Retailers	453	\$2,815,467	\$1,122,644	\$1,692,823	43.0	5
Florists	4531	\$99,206	\$360,454	-\$261,248	-56.8	2
Office Supplies, Stationery & Gift Stores	4532	\$448,282	\$0	\$448,282	100.0	0
Used Merchandise Stores	4533	\$279,842	\$487,766	-\$207,924	-27.1	2
Other Miscellaneous Store Retailers	4539	\$1,988,138	\$274,424	\$1,713,714	75.7	2
Nonstore Retailers	454	\$1,385,853	\$0	\$1,385,853	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$973,220	\$0	\$973,220	100.0	0
Vending Machine Operators	4542	\$107,852	\$0	\$107,852	100.0	0
Direct Selling Establishments	4543	\$304,781	\$0	\$304,781	100.0	0
Food Services & Drinking Places	722	\$6,409,950	\$3,928,890	\$2,481,060	24.0	6
Special Food Services	7223	\$91,068	\$22,410	\$68,658	60.5	1
Drinking Places - Alcoholic Beverages	7224	\$116,334	\$0	\$116,334	100.0	0
Restaurants/Other Eating Places	7225	\$6,202,548	\$3,906,481	\$2,296,067	22.7	5

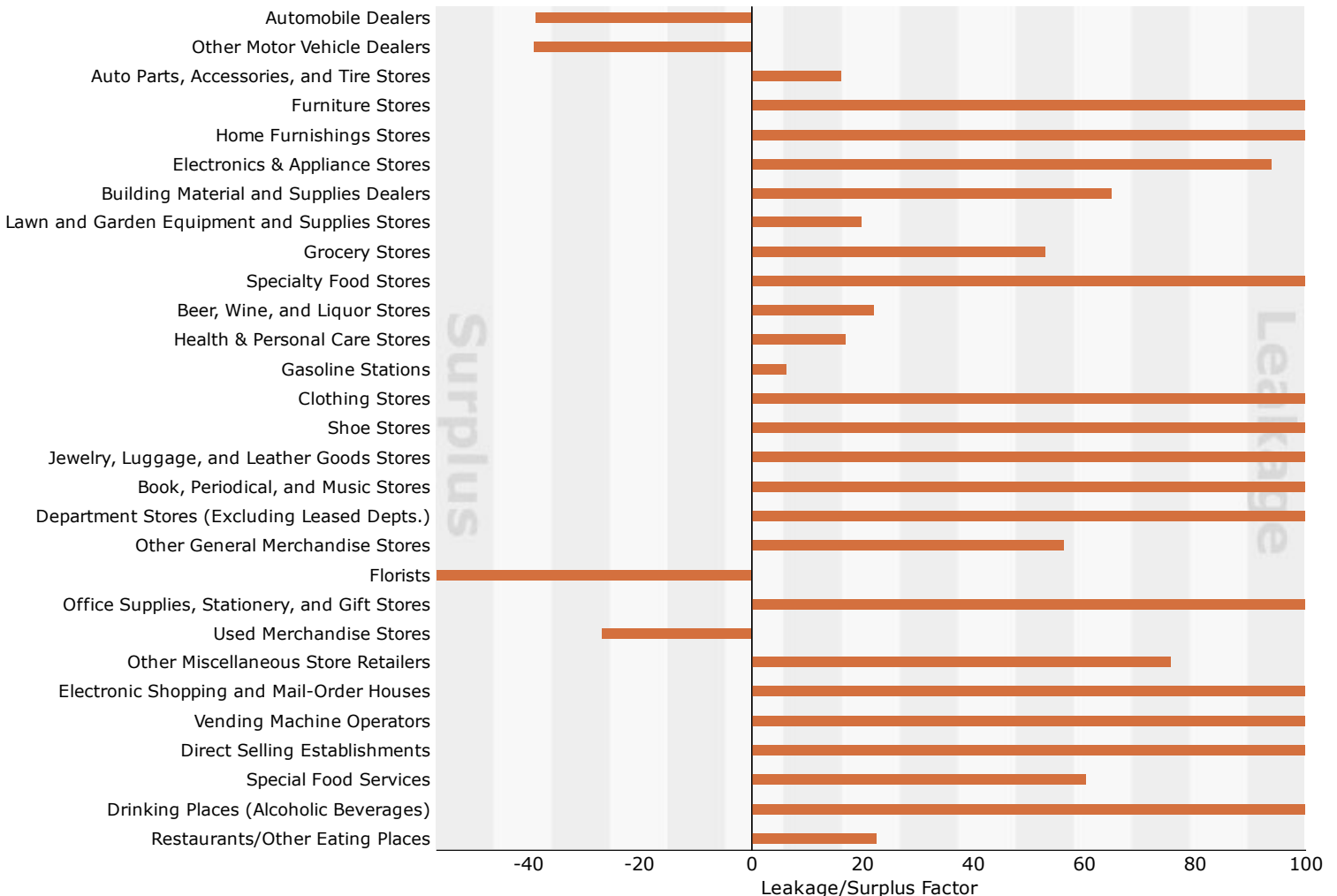
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 click the link below to view the Methodology Statement. <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, Tennessee
Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.19831
Longitude: -84.03778

Summary Demographics

2017 Population	11,797
2017 Households	4,594
2017 Median Disposable Income	\$40,880
2017 Per Capita Income	\$25,267

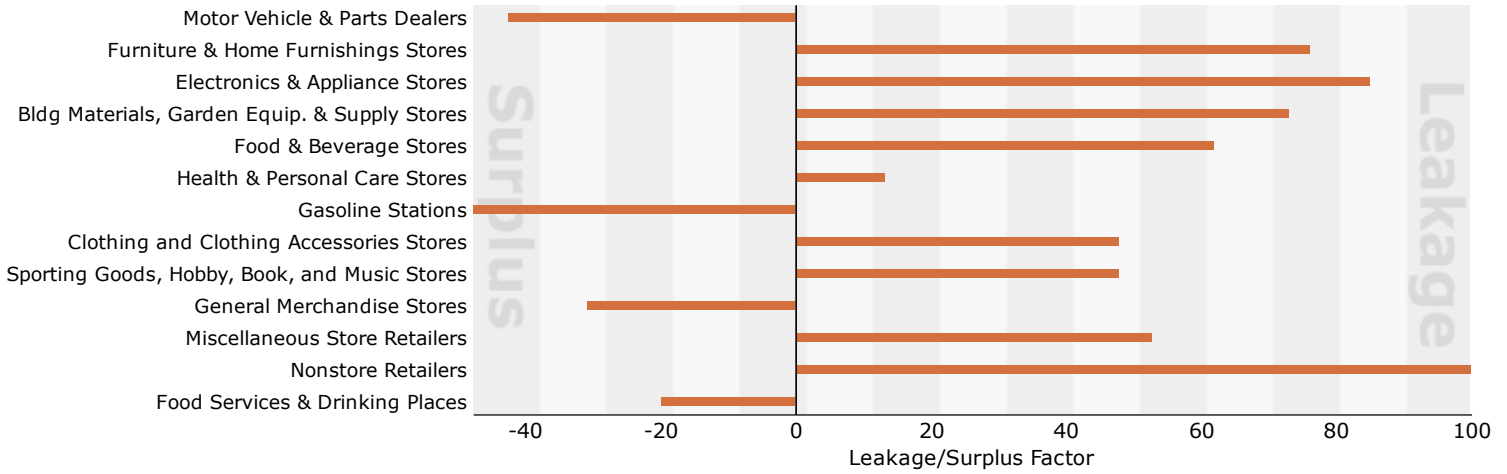
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$151,614,581	\$205,529,458	-\$53,914,877	-15.1	78
Total Retail Trade	44-45	\$138,418,106	\$185,795,929	-\$47,377,823	-14.6	55
Total Food & Drink	722	\$13,196,475	\$19,733,529	-\$6,537,054	-19.9	23

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,065,314	\$79,920,449	-\$47,855,135	-42.7	12
Automobile Dealers	4411	\$25,111,734	\$62,779,360	-\$37,667,626	-42.9	5
Other Motor Vehicle Dealers	4412	\$4,129,457	\$5,962,474	-\$1,833,017	-18.2	4
Auto Parts, Accessories & Tire Stores	4413	\$2,824,122	\$11,178,615	-\$8,354,493	-59.7	3
Furniture & Home Furnishings Stores	442	\$4,622,673	\$628,179	\$3,994,494	76.1	1
Furniture Stores	4421	\$2,477,945	\$628,179	\$1,849,766	59.6	1
Home Furnishings Stores	4422	\$2,144,728	\$0	\$2,144,728	100.0	0
Electronics & Appliance Stores	443	\$3,833,576	\$308,761	\$3,524,815	85.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,101,107	\$1,567,666	\$8,533,441	73.1	3
Bldg Material & Supplies Dealers	4441	\$9,277,506	\$1,225,394	\$8,052,112	76.7	2
Lawn & Garden Equip & Supply Stores	4442	\$823,601	\$342,272	\$481,329	41.3	1
Food & Beverage Stores	445	\$24,030,839	\$5,645,442	\$18,385,397	62.0	4
Grocery Stores	4451	\$21,220,168	\$4,907,796	\$16,312,372	62.4	3
Specialty Food Stores	4452	\$1,184,194	\$0	\$1,184,194	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,626,478	\$737,646	\$888,832	37.6	1
Health & Personal Care Stores	446,4461	\$7,966,373	\$6,090,486	\$1,875,887	13.3	4
Gasoline Stations	447,4471	\$15,651,016	\$44,335,088	-\$28,684,072	-47.8	12
Clothing & Clothing Accessories Stores	448	\$5,514,068	\$1,941,260	\$3,572,808	47.9	3
Clothing Stores	4481	\$3,573,604	\$1,308,621	\$2,264,983	46.4	2
Shoe Stores	4482	\$1,080,794	\$632,638	\$448,156	26.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$859,671	\$0	\$859,671	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,507,935	\$1,237,068	\$2,270,867	47.9	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,016,270	\$1,237,068	\$1,779,202	41.8	4
Book, Periodical & Music Stores	4512	\$491,664	\$0	\$491,664	100.0	0
General Merchandise Stores	452	\$22,357,899	\$42,309,952	-\$19,952,053	-30.9	3
Department Stores Excluding Leased Depts.	4521	\$15,970,018	\$40,577,291	-\$24,607,273	-43.5	1
Other General Merchandise Stores	4529	\$6,387,882	\$1,732,661	\$4,655,221	57.3	2
Miscellaneous Store Retailers	453	\$5,879,795	\$1,811,578	\$4,068,217	52.9	7
Florists	4531	\$206,050	\$461,171	-\$255,121	-38.2	2
Office Supplies, Stationery & Gift Stores	4532	\$922,703	\$0	\$922,703	100.0	0
Used Merchandise Stores	4533	\$575,803	\$592,288	-\$16,485	-1.4	2
Other Miscellaneous Store Retailers	4539	\$4,175,239	\$758,119	\$3,417,120	69.3	3
Nonstore Retailers	454	\$2,887,511	\$0	\$2,887,511	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,015,355	\$0	\$2,015,355	100.0	0
Vending Machine Operators	4542	\$223,600	\$0	\$223,600	100.0	0
Direct Selling Establishments	4543	\$648,556	\$0	\$648,556	100.0	0
Food Services & Drinking Places	722	\$13,196,475	\$19,733,529	-\$6,537,054	-19.9	23
Special Food Services	7223	\$190,231	\$32,914	\$157,317	70.5	1
Drinking Places - Alcoholic Beverages	7224	\$239,494	\$0	\$239,494	100.0	0
Restaurants/Other Eating Places	7225	\$12,766,749	\$19,682,327	-\$6,915,578	-21.3	22

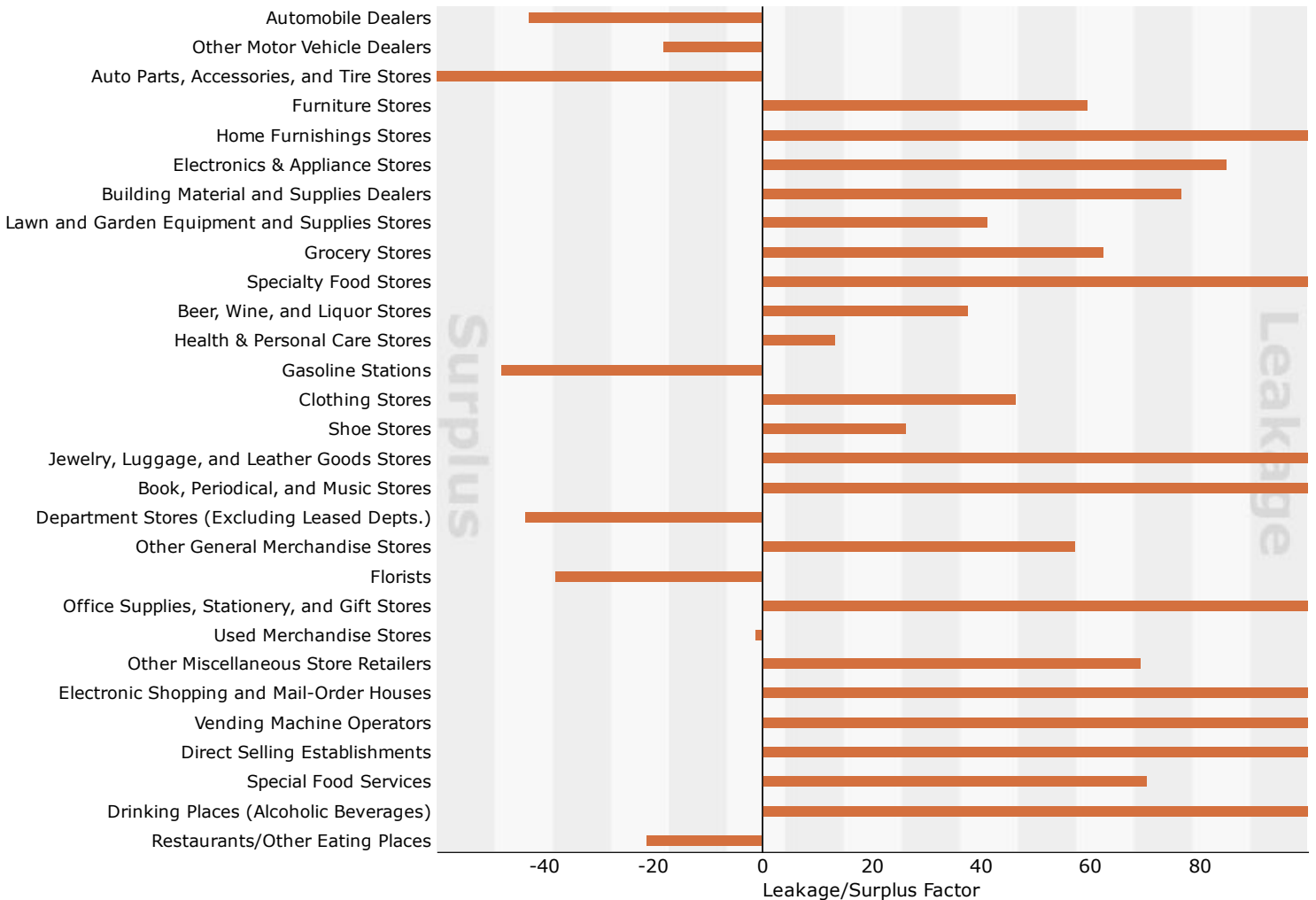
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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