



Retail MarketPlace Profile

110 Hillvale Rd, Clinton, Tennessee, 37716
 Drive Distance: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.16585
 Longitude: -84.08598

Summary Demographics

2017 Population	9,463
2017 Households	3,834
2017 Median Disposable Income	\$36,983
2017 Per Capita Income	\$24,806

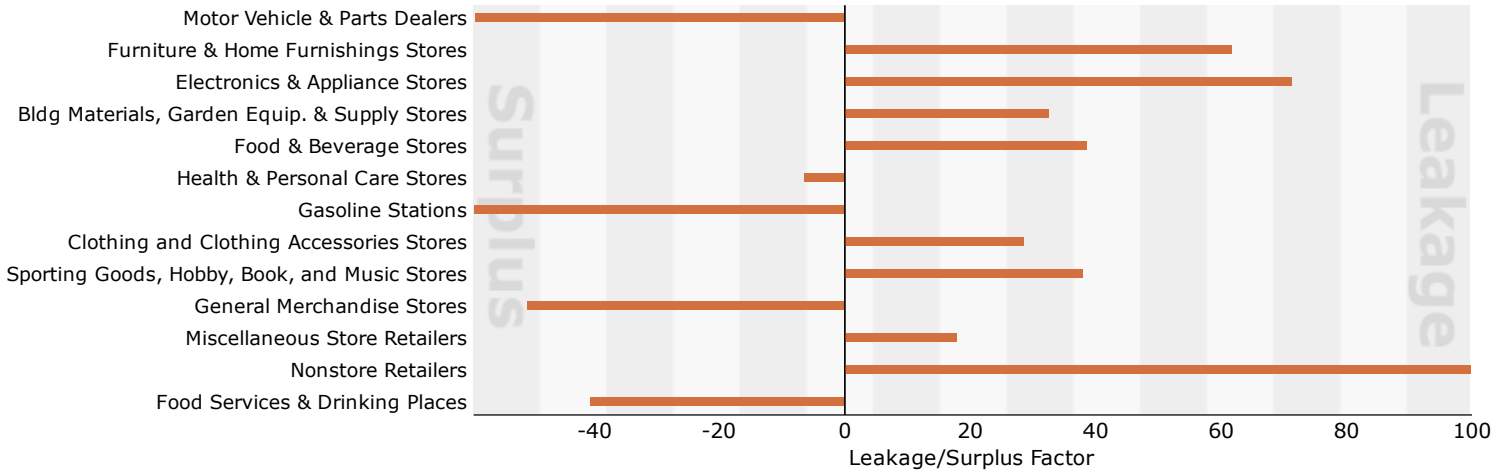
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$109,543,760	\$230,603,999	-\$121,060,239	-35.6	90
Total Retail Trade	44-45	\$99,628,975	\$207,017,728	-\$107,388,753	-35.0	61
Total Food & Drink	722	\$9,914,785	\$23,586,271	-\$13,671,486	-40.8	29

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,523,897	\$87,309,936	-\$64,786,039	-59.0	14
Automobile Dealers	4411	\$17,623,184	\$69,303,050	-\$51,679,866	-59.5	7
Other Motor Vehicle Dealers	4412	\$2,846,690	\$5,970,885	-\$3,124,195	-35.4	4
Auto Parts, Accessories & Tire Stores	4413	\$2,054,024	\$12,036,002	-\$9,981,978	-70.8	3
Furniture & Home Furnishings Stores	442	\$3,435,776	\$811,801	\$2,623,975	61.8	1
Furniture Stores	4421	\$1,869,423	\$722,683	\$1,146,740	44.2	1
Home Furnishings Stores	4422	\$1,566,353	\$0	\$1,566,353	100.0	0
Electronics & Appliance Stores	443	\$2,901,496	\$482,210	\$2,419,286	71.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,899,997	\$3,501,748	\$3,398,249	32.7	5
Bldg Material & Supplies Dealers	4441	\$6,344,115	\$2,888,001	\$3,456,114	37.4	3
Lawn & Garden Equip & Supply Stores	4442	\$555,882	\$613,747	-\$57,865	-4.9	2
Food & Beverage Stores	445	\$17,557,536	\$7,767,639	\$9,789,897	38.7	4
Grocery Stores	4451	\$15,452,818	\$7,422,360	\$8,030,458	35.1	3
Specialty Food Stores	4452	\$866,337	\$0	\$866,337	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,238,382	\$0	\$1,238,382	100.0	0
Health & Personal Care Stores	446,4461	\$5,693,618	\$6,503,937	-\$810,319	-6.6	5
Gasoline Stations	447,4471	\$11,214,710	\$43,867,053	-\$32,652,343	-59.3	12
Clothing & Clothing Accessories Stores	448	\$4,184,018	\$2,317,379	\$1,866,639	28.7	3
Clothing Stores	4481	\$2,693,929	\$1,589,565	\$1,104,364	25.8	2
Shoe Stores	4482	\$811,042	\$727,814	\$83,228	5.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$679,047	\$0	\$679,047	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,588,119	\$1,160,741	\$1,427,378	38.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,206,293	\$1,160,741	\$1,045,552	31.1	3
Book, Periodical & Music Stores	4512	\$381,826	\$0	\$381,826	100.0	0
General Merchandise Stores	452	\$16,453,940	\$50,404,180	-\$33,950,240	-50.8	4
Department Stores Excluding Leased Depts.	4521	\$11,823,427	\$47,430,469	-\$35,607,042	-60.1	1
Other General Merchandise Stores	4529	\$4,630,514	\$2,973,711	\$1,656,803	21.8	2
Miscellaneous Store Retailers	453	\$4,151,141	\$2,891,104	\$1,260,037	17.9	11
Florists	4531	\$145,583	\$527,458	-\$381,875	-56.7	2
Office Supplies, Stationery & Gift Stores	4532	\$686,854	\$65,540	\$621,314	82.6	1
Used Merchandise Stores	4533	\$439,547	\$901,708	-\$462,161	-34.5	4
Other Miscellaneous Store Retailers	4539	\$2,879,158	\$1,396,398	\$1,482,760	34.7	4
Nonstore Retailers	454	\$2,024,726	\$0	\$2,024,726	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,438,311	\$0	\$1,438,311	100.0	0
Vending Machine Operators	4542	\$163,852	\$0	\$163,852	100.0	0
Direct Selling Establishments	4543	\$422,563	\$0	\$422,563	100.0	0
Food Services & Drinking Places	722	\$9,914,785	\$23,586,271	-\$13,671,486	-40.8	29
Special Food Services	7223	\$138,061	\$22,913	\$115,148	71.5	1
Drinking Places - Alcoholic Beverages	7224	\$184,580	\$0	\$184,580	100.0	0
Restaurants/Other Eating Places	7225	\$9,592,145	\$23,563,357	-\$13,971,212	-42.1	29

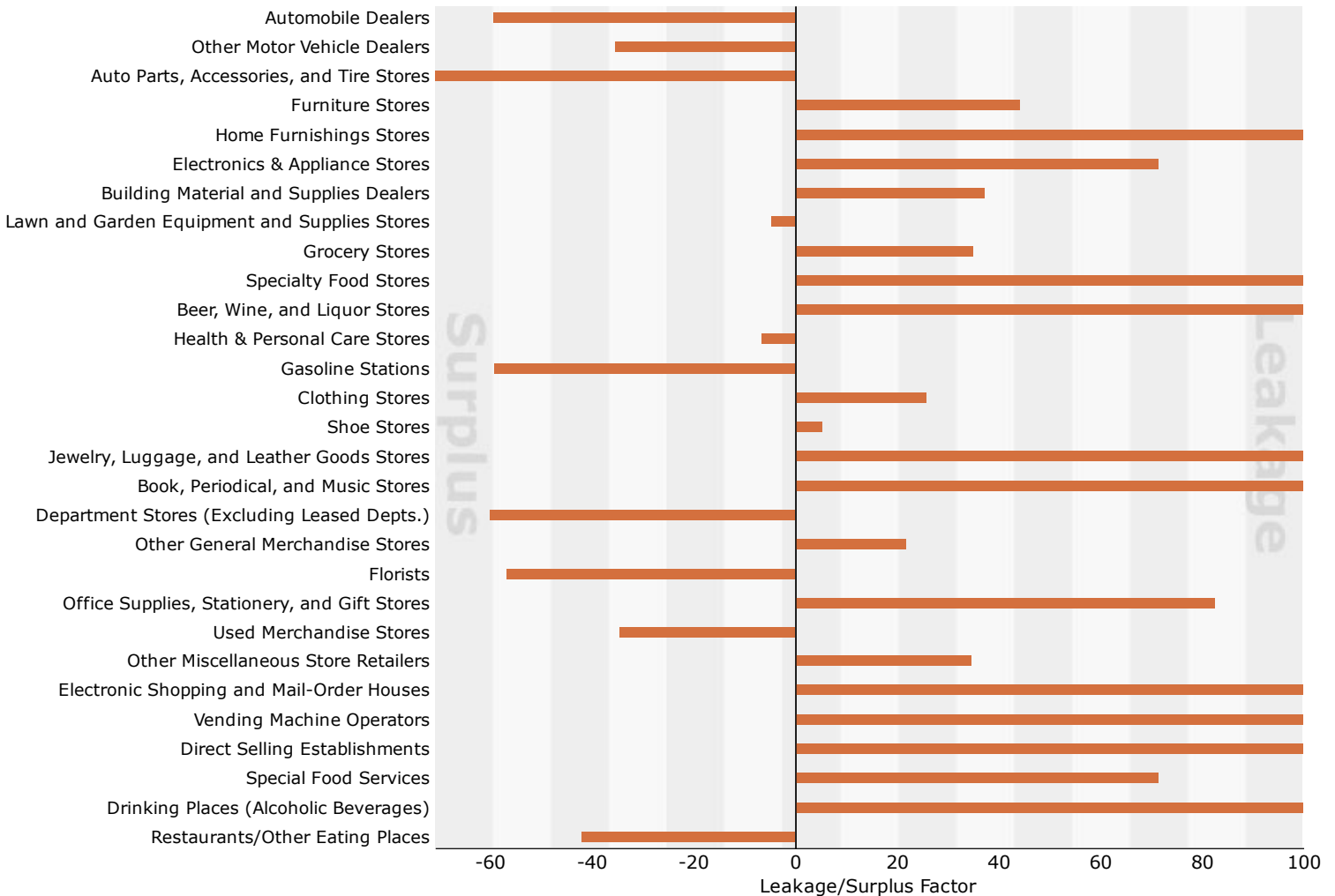
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

110 Hillvale Rd, Clinton, Tennessee, 37716
 Drive Distance: 10 mile radius

Prepared by Anderson County Chamber

Latitude: 36.16585
 Longitude: -84.08598

Summary Demographics

2017 Population	35,402
2017 Households	14,323
2017 Median Disposable Income	\$39,235
2017 Per Capita Income	\$24,487

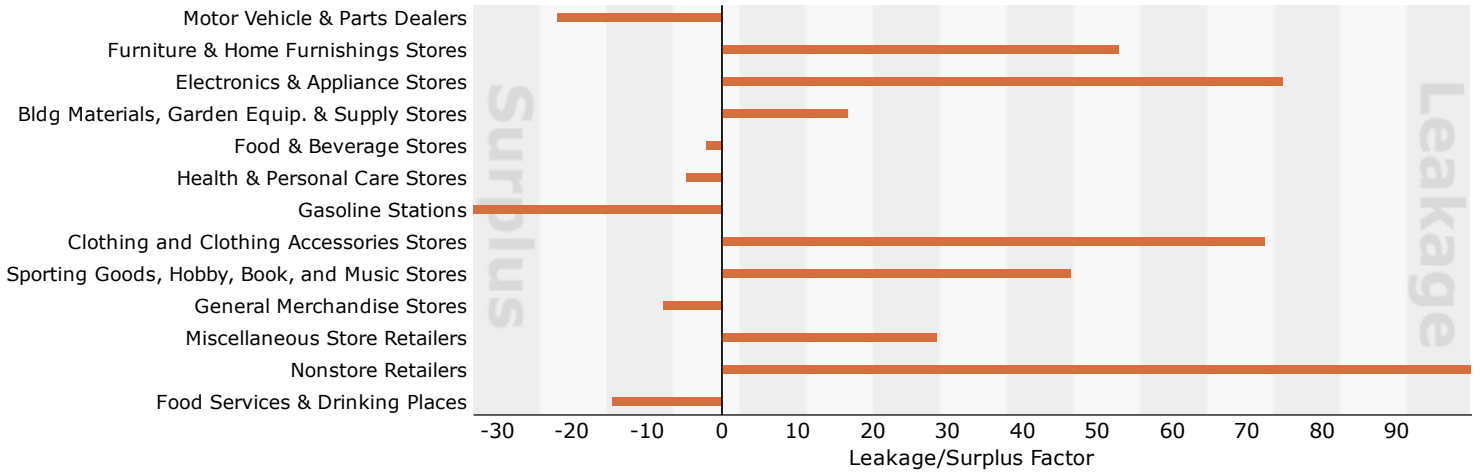
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$436,368,239	\$499,912,875	-\$63,544,636	-6.8	271
Total Retail Trade	44-45	\$397,822,260	\$448,009,504	-\$50,187,244	-5.9	203
Total Food & Drink	722	\$38,545,979	\$51,903,370	-\$13,357,391	-14.8	68

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$91,337,339	\$143,285,314	-\$51,947,975	-22.1	44
Automobile Dealers	4411	\$71,512,001	\$110,085,027	-\$38,573,026	-21.2	22
Other Motor Vehicle Dealers	4412	\$11,672,900	\$15,082,711	-\$3,409,811	-12.7	9
Auto Parts, Accessories & Tire Stores	4413	\$8,152,438	\$18,117,576	-\$9,965,138	-37.9	12
Furniture & Home Furnishings Stores	442	\$13,484,433	\$4,130,479	\$9,353,954	53.1	5
Furniture Stores	4421	\$7,265,122	\$1,101,136	\$6,163,986	73.7	2
Home Furnishings Stores	4422	\$6,219,310	\$3,029,343	\$3,189,967	34.5	3
Electronics & Appliance Stores	443	\$11,240,183	\$1,610,658	\$9,629,525	74.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,492,036	\$20,300,371	\$8,191,665	16.8	19
Bldg Material & Supplies Dealers	4441	\$26,189,564	\$18,943,525	\$7,246,039	16.1	15
Lawn & Garden Equip & Supply Stores	4442	\$2,302,473	\$1,356,847	\$945,626	25.8	4
Food & Beverage Stores	445	\$69,427,559	\$72,353,409	-\$2,925,850	-2.1	20
Grocery Stores	4451	\$61,228,750	\$71,412,731	-\$10,183,981	-7.7	18
Specialty Food Stores	4452	\$3,421,470	\$155,957	\$3,265,513	91.3	1
Beer, Wine & Liquor Stores	4453	\$4,777,340	\$784,721	\$3,992,619	71.8	1
Health & Personal Care Stores	446,4461	\$22,873,062	\$25,234,919	-\$2,361,857	-4.9	14
Gasoline Stations	447,4471	\$44,896,026	\$89,620,042	-\$44,724,016	-33.2	26
Clothing & Clothing Accessories Stores	448	\$16,153,908	\$2,577,684	\$13,576,224	72.5	4
Clothing Stores	4481	\$10,444,818	\$1,838,673	\$8,606,145	70.1	3
Shoe Stores	4482	\$3,151,971	\$739,011	\$2,412,960	62.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,557,119	\$0	\$2,557,119	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$10,172,422	\$3,708,984	\$6,463,438	46.6	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,720,769	\$3,708,984	\$5,011,785	40.3	10
Book, Periodical & Music Stores	4512	\$1,451,653	\$0	\$1,451,653	100.0	0
General Merchandise Stores	452	\$64,757,817	\$75,820,481	-\$11,062,664	-7.9	13
Department Stores Excluding Leased Depts.	4521	\$46,359,083	\$62,524,193	-\$16,165,110	-14.8	3
Other General Merchandise Stores	4529	\$18,398,734	\$13,296,288	\$5,102,446	16.1	10
Miscellaneous Store Retailers	453	\$16,789,887	\$9,287,452	\$7,502,435	28.8	45
Florists	4531	\$586,840	\$1,532,710	-\$945,870	-44.6	7
Office Supplies, Stationery & Gift Stores	4532	\$2,687,989	\$506,296	\$2,181,693	68.3	4
Used Merchandise Stores	4533	\$1,692,067	\$2,797,761	-\$1,105,694	-24.6	22
Other Miscellaneous Store Retailers	4539	\$11,822,990	\$4,450,685	\$7,372,305	45.3	12
Nonstore Retailers	454	\$8,197,589	\$0	\$8,197,589	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,780,494	\$0	\$5,780,494	100.0	0
Vending Machine Operators	4542	\$646,538	\$0	\$646,538	100.0	0
Direct Selling Establishments	4543	\$1,770,557	\$0	\$1,770,557	100.0	0
Food Services & Drinking Places	722	\$38,545,979	\$51,903,370	-\$13,357,391	-14.8	68
Special Food Services	7223	\$546,420	\$487,718	\$58,702	5.7	4
Drinking Places - Alcoholic Beverages	7224	\$705,676	\$0	\$705,676	100.0	0
Restaurants/Other Eating Places	7225	\$37,293,883	\$51,356,485	-\$14,062,602	-15.9	64

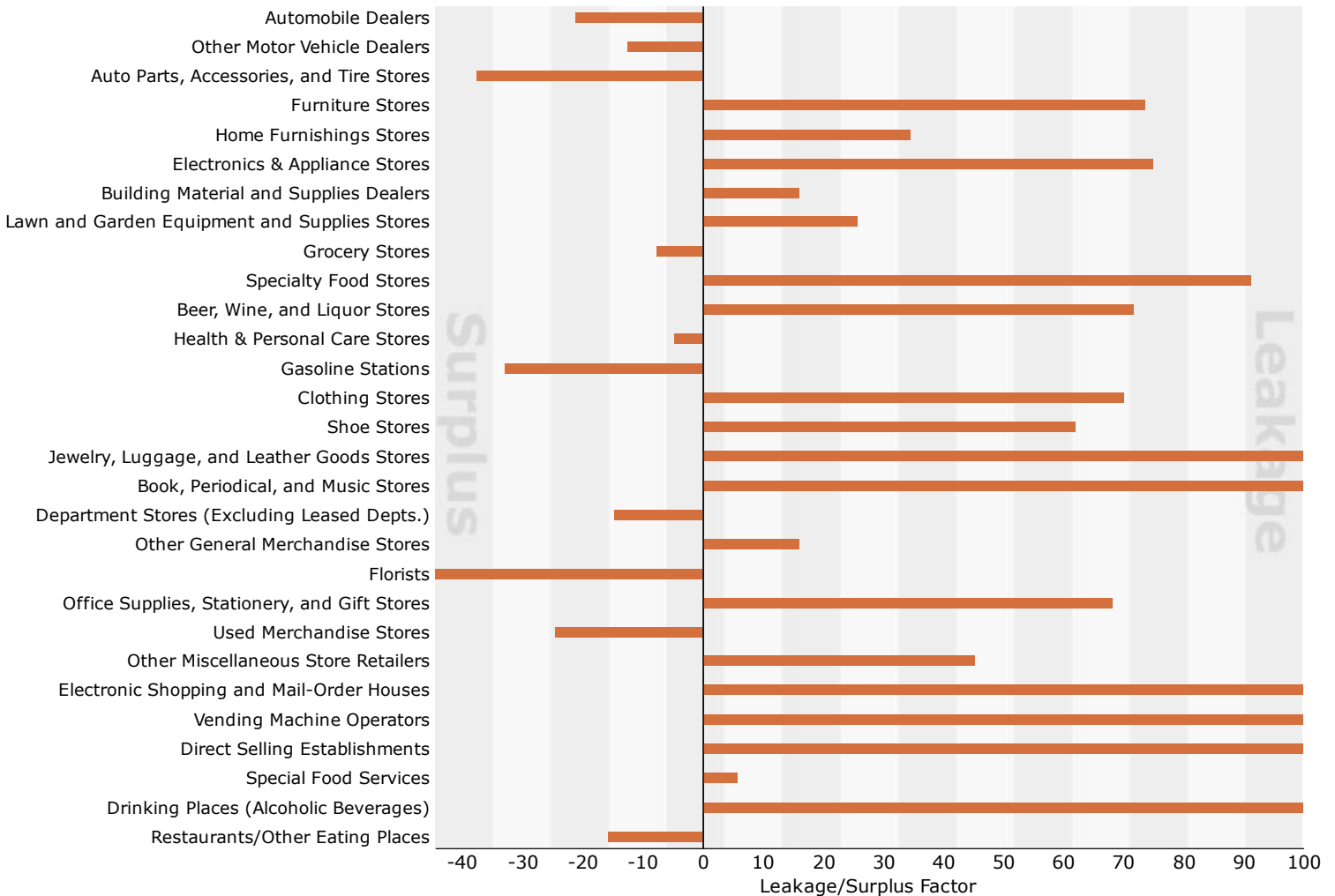
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

110 Hillvale Rd, Clinton, Tennessee, 37716
 Drive Distance: 15 mile radius

Prepared by Anderson County Chamber

Latitude: 36.16585
 Longitude: -84.08598

Summary Demographics

2017 Population	123,588
2017 Households	49,628
2017 Median Disposable Income	\$43,916
2017 Per Capita Income	\$27,169

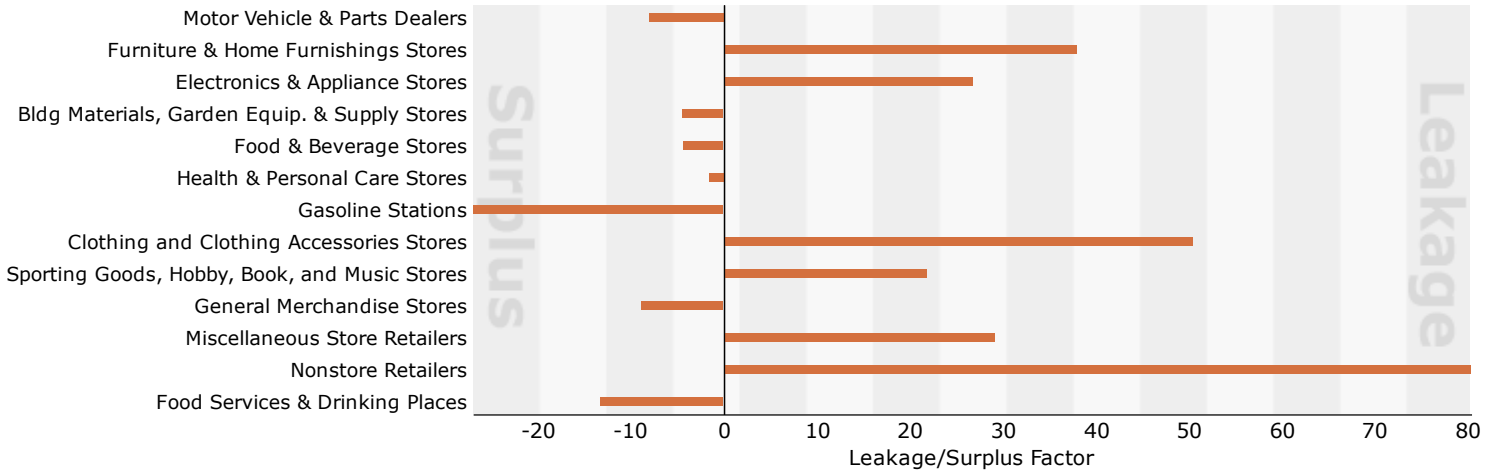
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,637,529,478	\$1,792,152,834	-\$154,623,356	-4.5	929
Total Retail Trade	44-45	\$1,485,970,149	\$1,593,719,387	-\$107,749,238	-3.5	677
Total Food & Drink	722	\$151,559,328	\$198,433,447	-\$46,874,119	-13.4	252

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$332,729,145	\$392,275,451	-\$59,546,306	-8.2	159
Automobile Dealers	4411	\$260,061,727	\$308,492,538	-\$48,430,811	-8.5	93
Other Motor Vehicle Dealers	4412	\$42,008,827	\$39,601,471	\$2,407,356	2.9	19
Auto Parts, Accessories & Tire Stores	4413	\$30,658,591	\$44,181,442	-\$13,522,851	-18.1	47
Furniture & Home Furnishings Stores	442	\$52,941,522	\$23,784,069	\$29,157,453	38.0	19
Furniture Stores	4421	\$28,590,477	\$13,416,127	\$15,174,350	36.1	10
Home Furnishings Stores	4422	\$24,351,045	\$10,367,942	\$13,983,103	40.3	9
Electronics & Appliance Stores	443	\$44,269,426	\$25,559,308	\$18,710,118	26.8	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$103,777,298	\$113,446,090	-\$9,668,792	-4.5	62
Bldg Material & Supplies Dealers	4441	\$95,634,675	\$106,444,073	-\$10,809,398	-5.3	50
Lawn & Garden Equip & Supply Stores	4442	\$8,142,623	\$7,002,017	\$1,140,606	7.5	12
Food & Beverage Stores	445	\$261,143,293	\$285,267,554	-\$24,124,261	-4.4	70
Grocery Stores	4451	\$229,268,006	\$267,476,085	-\$38,208,079	-7.7	53
Specialty Food Stores	4452	\$12,857,133	\$1,672,997	\$11,184,136	77.0	5
Beer, Wine & Liquor Stores	4453	\$19,018,155	\$16,118,471	\$2,899,684	8.3	12
Health & Personal Care Stores	446,4461	\$84,103,418	\$86,883,496	-\$2,780,078	-1.6	43
Gasoline Stations	447,4471	\$164,861,556	\$286,738,028	-\$121,876,472	-27.0	73
Clothing & Clothing Accessories Stores	448	\$64,307,065	\$21,152,150	\$43,154,915	50.5	31
Clothing Stores	4481	\$41,184,957	\$10,258,579	\$30,926,378	60.1	17
Shoe Stores	4482	\$12,467,904	\$4,483,115	\$7,984,789	47.1	6
Jewelry, Luggage & Leather Goods Stores	4483	\$10,654,204	\$6,410,456	\$4,243,748	24.9	8
Sporting Goods, Hobby, Book & Music Stores	451	\$39,401,105	\$25,258,432	\$14,142,673	21.9	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$33,631,711	\$23,704,955	\$9,926,756	17.3	35
Book, Periodical & Music Stores	4512	\$5,769,394	\$1,553,477	\$4,215,917	57.6	5
General Merchandise Stores	452	\$248,045,496	\$296,755,821	-\$48,710,325	-8.9	45
Department Stores Excluding Leased Depts.	4521	\$179,243,604	\$266,358,684	-\$87,115,080	-19.5	14
Other General Merchandise Stores	4529	\$68,801,892	\$30,397,137	\$38,404,755	38.7	31
Miscellaneous Store Retailers	453	\$61,032,760	\$33,412,461	\$27,620,299	29.2	101
Florists	4531	\$2,244,143	\$2,591,718	-\$347,575	-7.2	12
Office Supplies, Stationery & Gift Stores	4532	\$10,508,120	\$5,493,546	\$5,014,574	31.3	12
Used Merchandise Stores	4533	\$6,738,896	\$7,721,359	-\$982,463	-6.8	38
Other Miscellaneous Store Retailers	4539	\$41,541,601	\$17,605,839	\$23,935,762	40.5	39
Nonstore Retailers	454	\$29,358,064	\$3,186,526	\$26,171,538	80.4	7
Electronic Shopping & Mail-Order Houses	4541	\$21,277,046	\$0	\$21,277,046	100.0	0
Vending Machine Operators	4542	\$2,432,702	\$424,125	\$2,008,577	70.3	2
Direct Selling Establishments	4543	\$5,648,316	\$1,950,997	\$3,697,319	48.7	4
Food Services & Drinking Places	722	\$151,559,328	\$198,433,447	-\$46,874,119	-13.4	252
Special Food Services	7223	\$2,103,240	\$1,329,022	\$774,218	22.6	8
Drinking Places - Alcoholic Beverages	7224	\$2,838,109	\$572,686	\$2,265,423	66.4	5
Restaurants/Other Eating Places	7225	\$146,617,979	\$196,531,739	-\$49,913,760	-14.5	238

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

