



Retail MarketPlace Profile

Oliver Springs Town, TN
 Oliver Springs Town, TN (4755800)
 Geography: Place

Prepared by Anderson County Chamber

Summary Demographics

2017 Population	3,168
2017 Households	1,297
2017 Median Disposable Income	\$29,821
2017 Per Capita Income	\$18,330

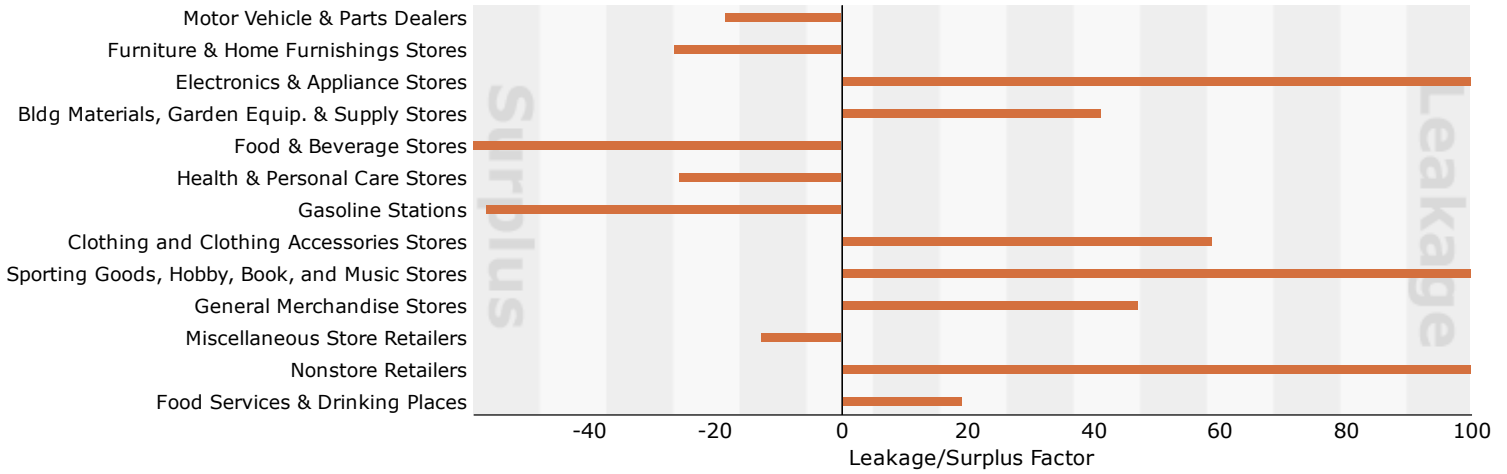
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$29,857,102	\$48,459,654	-\$18,602,552	-23.8	40
Total Retail Trade	44-45	\$27,209,288	\$46,664,481	-\$19,455,193	-26.3	34
Total Food & Drink	722	\$2,647,814	\$1,795,173	\$852,641	19.2	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,251,514	\$9,093,763	-\$2,842,249	-18.5	11
Automobile Dealers	4411	\$4,904,005	\$8,207,241	-\$3,303,236	-25.2	8
Other Motor Vehicle Dealers	4412	\$790,868	\$0	\$790,868	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$556,641	\$886,522	-\$329,881	-22.9	3
Furniture & Home Furnishings Stores	442	\$928,586	\$1,599,279	-\$670,693	-26.5	2
Furniture Stores	4421	\$502,642	\$1,370,925	-\$868,283	-46.3	1
Home Furnishings Stores	4422	\$425,944	\$228,354	\$197,590	30.2	1
Electronics & Appliance Stores	443	\$769,853	\$0	\$769,853	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,937,869	\$805,056	\$1,132,813	41.3	1
Bldg Material & Supplies Dealers	4441	\$1,784,314	\$805,056	\$979,258	37.8	1
Lawn & Garden Equip & Supply Stores	4442	\$153,555	\$0	\$153,555	100.0	0
Food & Beverage Stores	445	\$4,741,542	\$18,095,396	-\$13,353,854	-58.5	3
Grocery Stores	4451	\$4,184,126	\$17,895,022	-\$13,710,896	-62.1	2
Specialty Food Stores	4452	\$233,787	\$200,374	\$33,413	7.7	1
Beer, Wine & Liquor Stores	4453	\$323,629	\$0	\$323,629	100.0	0
Health & Personal Care Stores	446,4461	\$1,560,196	\$2,638,113	-\$1,077,917	-25.7	2
Gasoline Stations	447,4471	\$3,091,242	\$11,078,252	-\$7,987,010	-56.4	5
Clothing & Clothing Accessories Stores	448	\$1,111,557	\$287,410	\$824,147	58.9	2
Clothing Stores	4481	\$717,418	\$135,801	\$581,617	68.2	1
Shoe Stores	4482	\$219,015	\$0	\$219,015	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$175,124	\$151,609	\$23,515	7.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$692,011	\$0	\$692,011	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$592,889	\$0	\$592,889	100.0	0
Book, Periodical & Music Stores	4512	\$99,122	\$0	\$99,122	100.0	0
General Merchandise Stores	452	\$4,432,878	\$1,594,185	\$2,838,693	47.1	2
Department Stores Excluding Leased Depts.	4521	\$3,176,031	\$0	\$3,176,031	100.0	0
Other General Merchandise Stores	4529	\$1,256,847	\$1,594,185	-\$337,338	-11.8	2
Miscellaneous Store Retailers	453	\$1,140,682	\$1,473,027	-\$332,345	-12.7	6
Florists	4531	\$39,097	\$93,821	-\$54,724	-41.2	1
Office Supplies, Stationery & Gift Stores	4532	\$184,858	\$0	\$184,858	100.0	0
Used Merchandise Stores	4533	\$116,374	\$205,656	-\$89,282	-27.7	2
Other Miscellaneous Store Retailers	4539	\$800,353	\$1,173,550	-\$373,197	-18.9	3
Nonstore Retailers	454	\$551,358	\$0	\$551,358	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$394,840	\$0	\$394,840	100.0	0
Vending Machine Operators	4542	\$44,215	\$0	\$44,215	100.0	0
Direct Selling Establishments	4543	\$112,303	\$0	\$112,303	100.0	0
Food Services & Drinking Places	722	\$2,647,814	\$1,795,173	\$852,641	19.2	6
Special Food Services	7223	\$36,976	\$0	\$36,976	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$47,796	\$0	\$47,796	100.0	0
Restaurants/Other Eating Places	7225	\$2,563,042	\$1,795,173	\$767,869	17.6	6

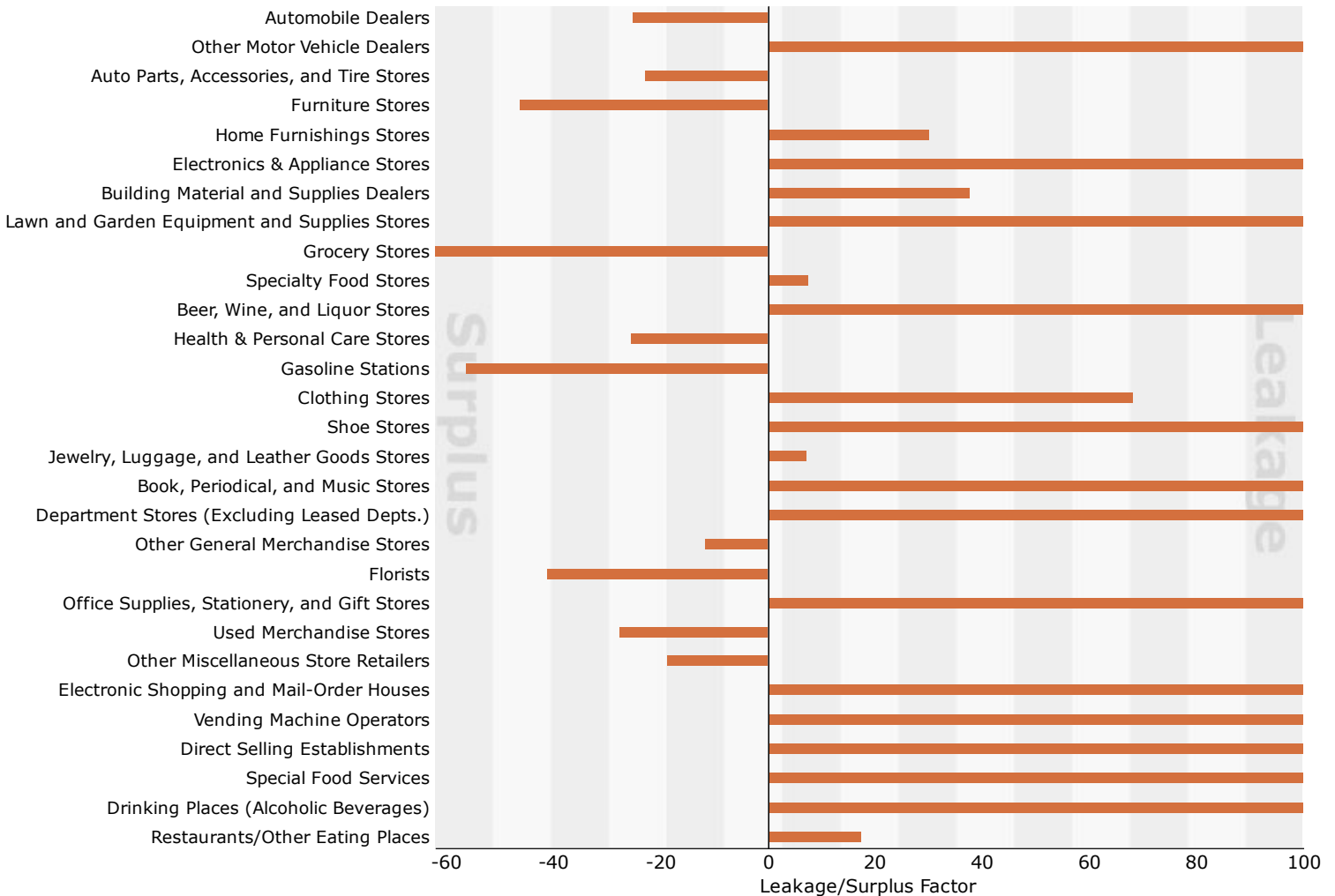
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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