



# Retail MarketPlace Profile

Claxton, TN 37849  
 TN-170, Powell, Tennessee, 37849  
 Ring: 1 mile radius

Prepared by Anderson County Chamber  
 Latitude: 36.04219  
 Longitude: -84.11035

## Summary Demographics

2017 Population	1,385
2017 Households	523
2017 Median Disposable Income	\$39,910
2017 Per Capita Income	\$23,223

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	\$16,504,392	\$4,725,044	\$11,779,348	55.5	5
Total Retail Trade	44-45	\$15,048,091	\$4,389,253	\$10,658,838	54.8	5
Total Food & Drink	722	\$1,456,302	\$335,792	\$1,120,510	62.5	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,461,193	\$610,027	\$2,851,166	70.0	1
Automobile Dealers	4411	\$2,710,181	\$503,825	\$2,206,356	68.6	1
Other Motor Vehicle Dealers	4412	\$444,577	\$0	\$444,577	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$306,434	\$0	\$306,434	100.0	0
Furniture & Home Furnishings Stores	442	\$510,200	\$0	\$510,200	100.0	0
Furniture Stores	4421	\$274,103	\$0	\$274,103	100.0	0
Home Furnishings Stores	4422	\$236,096	\$0	\$236,096	100.0	0
Electronics & Appliance Stores	443	\$419,103	\$0	\$419,103	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,094,008	\$336,556	\$757,452	52.9	1
Bldg Material & Supplies Dealers	4441	\$1,006,081	\$336,556	\$669,525	49.9	1
Lawn & Garden Equip & Supply Stores	4442	\$87,927	\$0	\$87,927	100.0	0
Food & Beverage Stores	445	\$2,617,624	\$0	\$2,617,624	100.0	0
Grocery Stores	4451	\$2,309,853	\$0	\$2,309,853	100.0	0
Specialty Food Stores	4452	\$129,158	\$0	\$129,158	100.0	0
Beer, Wine & Liquor Stores	4453	\$178,613	\$0	\$178,613	100.0	0
Health & Personal Care Stores	446,4461	\$859,279	\$0	\$859,279	100.0	0
Gasoline Stations	447,4471	\$1,700,280	\$0	\$1,700,280	100.0	0
Clothing & Clothing Accessories Stores	448	\$609,842	\$0	\$609,842	100.0	0
Clothing Stores	4481	\$395,782	\$0	\$395,782	100.0	0
Shoe Stores	4482	\$120,131	\$0	\$120,131	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$93,929	\$0	\$93,929	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$384,708	\$277,364	\$107,344	16.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$330,314	\$277,364	\$52,950	8.7	1
Book, Periodical & Music Stores	4512	\$54,393	\$0	\$54,393	100.0	0
General Merchandise Stores	452	\$2,450,043	\$373,628	\$2,076,415	73.5	1
Department Stores Excluding Leased Depts.	4521	\$1,754,148	\$0	\$1,754,148	100.0	0
Other General Merchandise Stores	4529	\$695,895	\$373,628	\$322,267	30.1	1
Miscellaneous Store Retailers	453	\$633,678	\$0	\$633,678	100.0	0
Florists	4531	\$22,503	\$0	\$22,503	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$101,328	\$0	\$101,328	100.0	0
Used Merchandise Stores	4533	\$64,165	\$0	\$64,165	100.0	0
Other Miscellaneous Store Retailers	4539	\$445,683	\$0	\$445,683	100.0	0
Nonstore Retailers	454	\$308,134	\$0	\$308,134	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$217,209	\$0	\$217,209	100.0	0
Vending Machine Operators	4542	\$24,381	\$0	\$24,381	100.0	0
Direct Selling Establishments	4543	\$66,544	\$0	\$66,544	100.0	0
Food Services & Drinking Places	722	\$1,456,302	\$335,792	\$1,120,510	62.5	1
Special Food Services	7223	\$21,263	\$0	\$21,263	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$26,680	\$0	\$26,680	100.0	0
Restaurants/Other Eating Places	7225	\$1,408,359	\$0	\$1,408,359	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 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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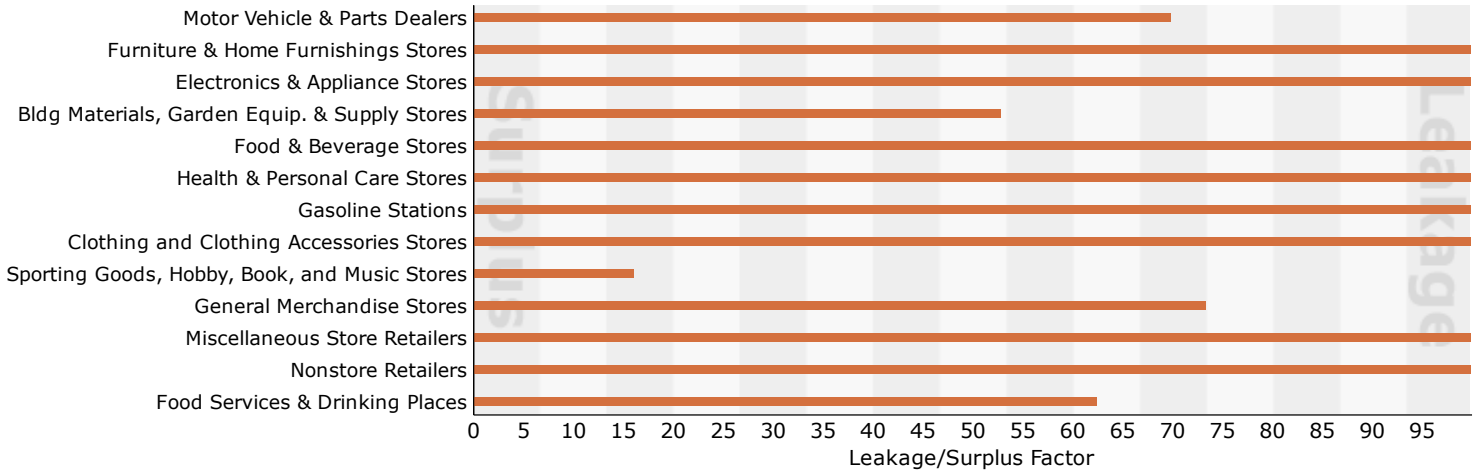


# Retail MarketPlace Profile

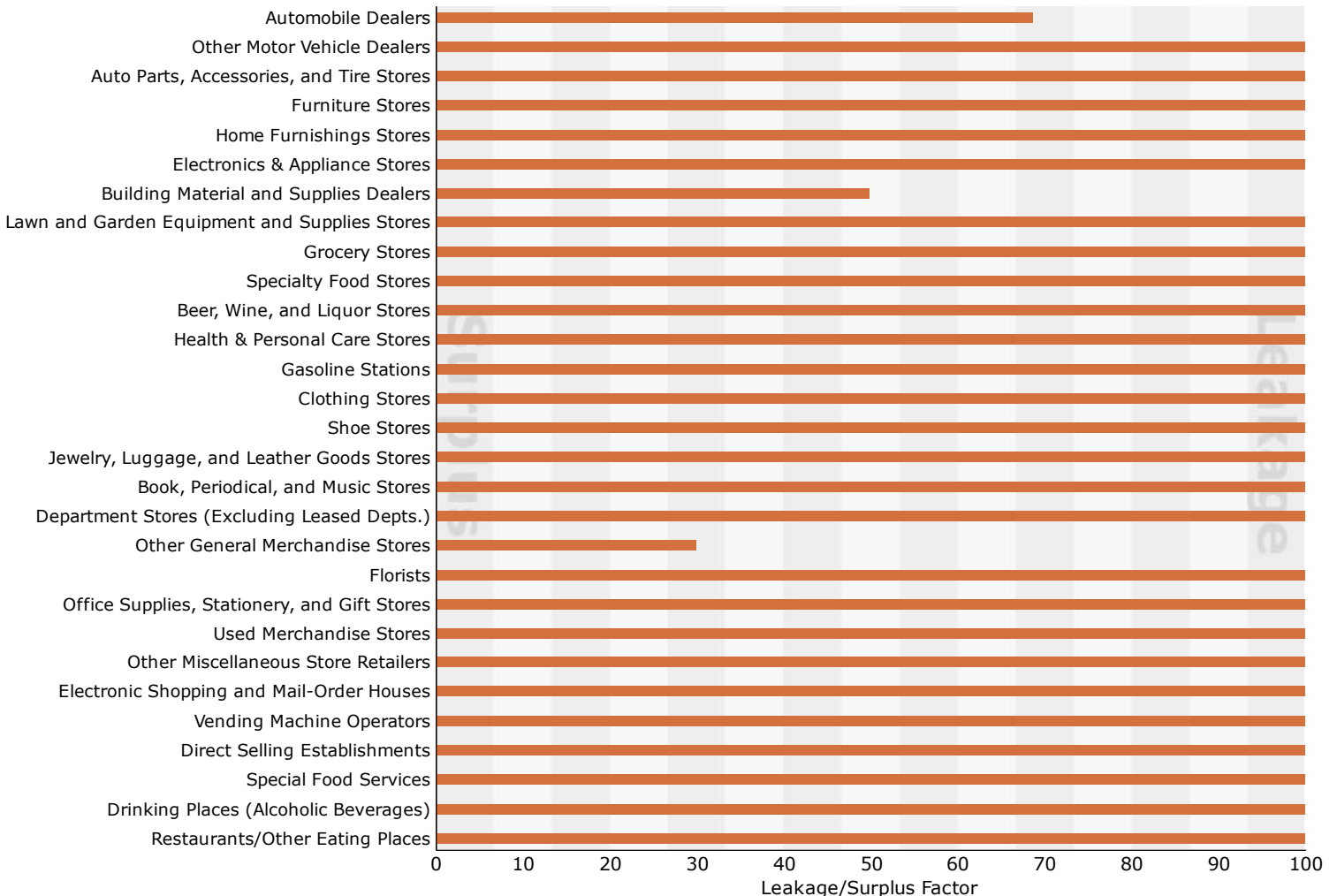
Claxton, TN 37849  
 TN-170, Powell, Tennessee, 37849  
 Ring: 1 mile radius

Prepared by Anderson County Chamber  
 Latitude: 36.04219  
 Longitude: -84.11035

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Claxton, TN 37849  
 TN-170, Powell, Tennessee, 37849  
 Ring: 3 mile radius

Prepared by Anderson County Chamber  
 Latitude: 36.04219  
 Longitude: -84.11035

## Summary Demographics

2017 Population	13,337
2017 Households	5,120
2017 Median Disposable Income	\$45,444
2017 Per Capita Income	\$27,018

## 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	\$179,668,869	\$64,276,078	\$115,392,791	47.3	52
Total Retail Trade	44-45	\$163,557,857	\$60,823,893	\$102,733,964	45.8	42
Total Food & Drink	722	\$16,111,012	\$3,452,186	\$12,658,826	64.7	10

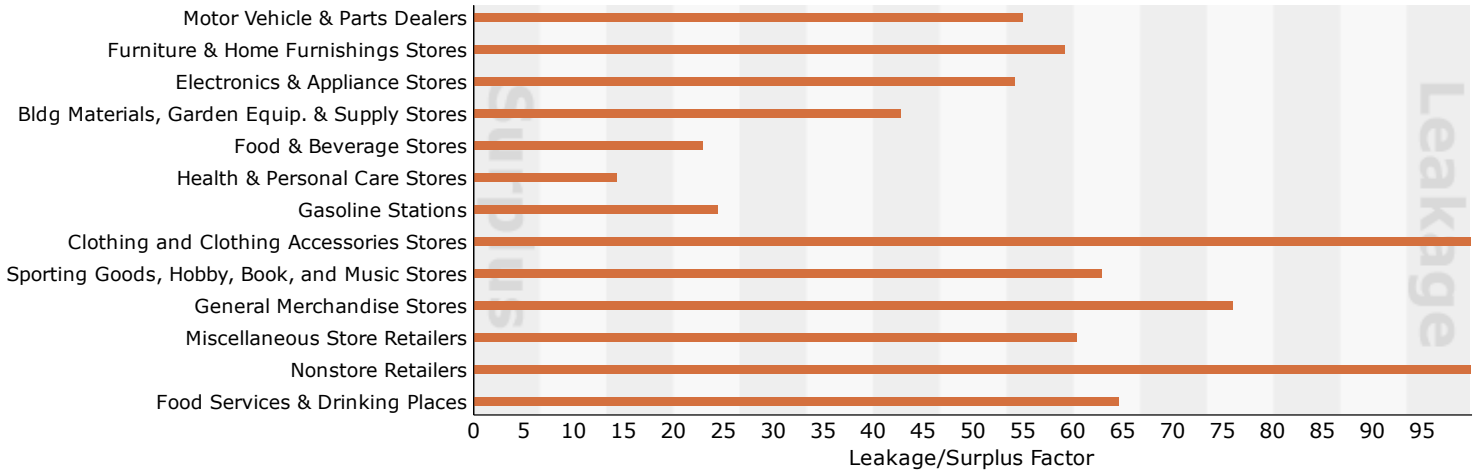
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$37,235,065	\$10,785,794	\$26,449,271	55.1	13
Automobile Dealers	4411	\$29,119,624	\$6,854,647	\$22,264,977	61.9	7
Other Motor Vehicle Dealers	4412	\$4,764,905	\$2,039,584	\$2,725,321	40.1	3
Auto Parts, Accessories & Tire Stores	4413	\$3,350,536	\$1,891,563	\$1,458,973	27.8	4
Furniture & Home Furnishings Stores	442	\$5,649,488	\$1,442,535	\$4,206,953	59.3	2
Furniture Stores	4421	\$3,033,920	\$270,309	\$2,763,611	83.6	1
Home Furnishings Stores	4422	\$2,615,568	\$1,172,226	\$1,443,342	38.1	1
Electronics & Appliance Stores	443	\$4,655,457	\$1,378,068	\$3,277,389	54.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,799,328	\$4,707,540	\$7,091,788	43.0	4
Bldg Material & Supplies Dealers	4441	\$10,853,887	\$4,645,405	\$6,208,482	40.1	4
Lawn & Garden Equip & Supply Stores	4442	\$945,441	\$0	\$945,441	100.0	0
Food & Beverage Stores	445	\$28,543,157	\$17,833,459	\$10,709,698	23.1	5
Grocery Stores	4451	\$25,137,216	\$17,750,563	\$7,386,653	17.2	5
Specialty Food Stores	4452	\$1,406,875	\$0	\$1,406,875	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,999,067	\$0	\$1,999,067	100.0	0
Health & Personal Care Stores	446,4461	\$9,332,860	\$6,974,450	\$2,358,410	14.5	2
Gasoline Stations	447,4471	\$18,317,600	\$11,080,334	\$7,237,266	24.6	2
Clothing & Clothing Accessories Stores	448	\$6,779,745	\$0	\$6,779,745	100.0	0
Clothing Stores	4481	\$4,381,057	\$0	\$4,381,057	100.0	0
Shoe Stores	4482	\$1,324,681	\$0	\$1,324,681	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,074,008	\$0	\$1,074,008	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,237,502	\$960,285	\$3,277,217	63.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,631,316	\$960,285	\$2,671,031	58.2	3
Book, Periodical & Music Stores	4512	\$606,186	\$0	\$606,186	100.0	0
General Merchandise Stores	452	\$26,854,135	\$3,624,638	\$23,229,497	76.2	3
Department Stores Excluding Leased Depts.	4521	\$19,289,857	\$2,064,036	\$17,225,821	80.7	1
Other General Merchandise Stores	4529	\$7,564,279	\$1,560,601	\$6,003,678	65.8	3
Miscellaneous Store Retailers	453	\$6,819,290	\$1,676,959	\$5,142,331	60.5	6
Florists	4531	\$250,374	\$0	\$250,374	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,119,680	\$297,018	\$822,662	58.1	1
Used Merchandise Stores	4533	\$711,819	\$287,966	\$423,853	42.4	2
Other Miscellaneous Store Retailers	4539	\$4,737,418	\$1,091,975	\$3,645,443	62.5	3
Nonstore Retailers	454	\$3,334,229	\$0	\$3,334,229	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,359,214	\$0	\$2,359,214	100.0	0
Vending Machine Operators	4542	\$265,668	\$0	\$265,668	100.0	0
Direct Selling Establishments	4543	\$709,346	\$0	\$709,346	100.0	0
Food Services & Drinking Places	722	\$16,111,012	\$3,452,186	\$12,658,826	64.7	10
Special Food Services	7223	\$233,181	\$225,041	\$8,140	1.8	1
Drinking Places - Alcoholic Beverages	7224	\$298,841	\$233,557	\$65,284	12.3	2
Restaurants/Other Eating Places	7225	\$15,578,990	\$2,993,587	\$12,585,403	67.8	7

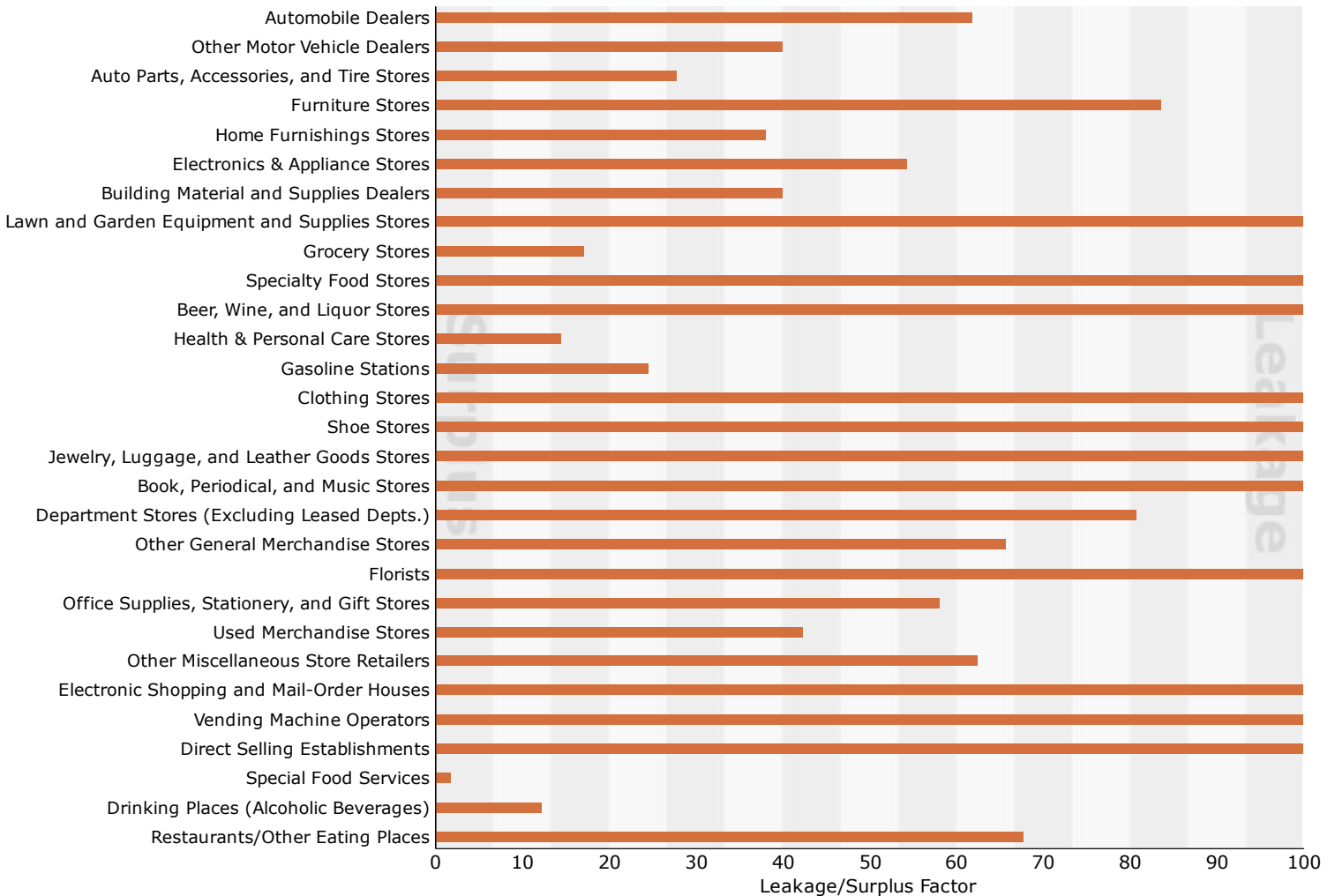
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Claxton, TN 37849  
 TN-170, Powell, Tennessee, 37849  
 Ring: 5 mile radius

Prepared by Anderson County Chamber  
 Latitude: 36.04219  
 Longitude: -84.11035

## Summary Demographics

2017 Population	44,587
2017 Households	17,490
2017 Median Disposable Income	\$48,705
2017 Per Capita Income	\$28,748

## 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	\$622,932,411	\$364,818,760	\$258,113,651	26.1	257
Total Retail Trade	44-45	\$565,123,334	\$339,181,598	\$225,941,736	25.0	202
Total Food & Drink	722	\$57,809,077	\$25,637,162	\$32,171,915	38.6	55

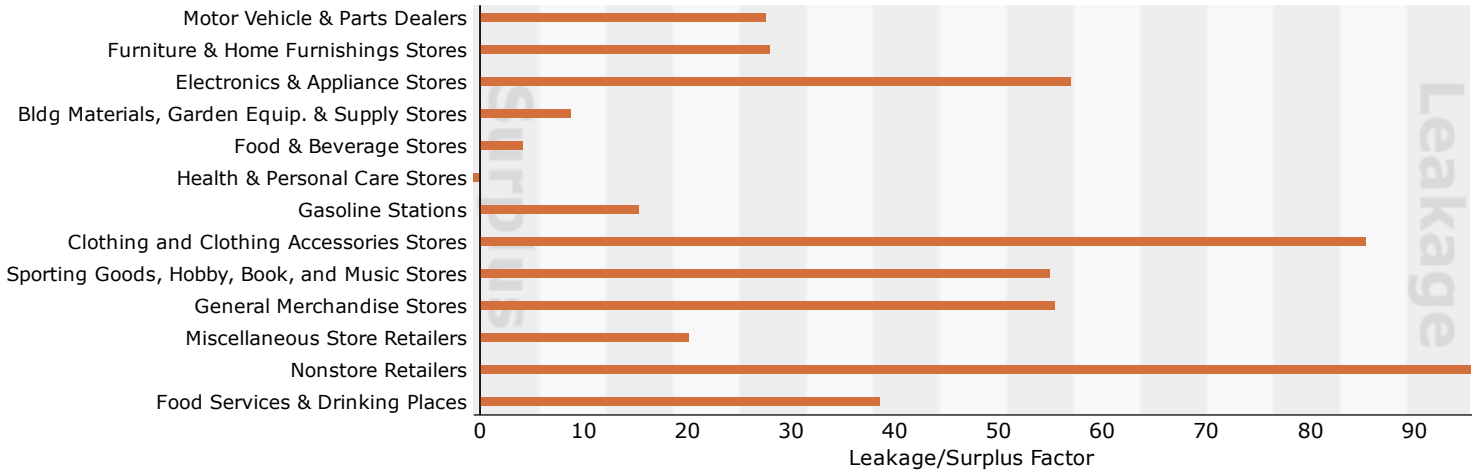
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$126,431,797	\$71,751,642	\$54,680,155	27.6	42
Automobile Dealers	4411	\$98,777,980	\$56,590,159	\$42,187,821	27.2	24
Other Motor Vehicle Dealers	4412	\$15,988,741	\$6,535,290	\$9,453,451	42.0	5
Auto Parts, Accessories & Tire Stores	4413	\$11,665,076	\$8,626,193	\$3,038,883	15.0	12
Furniture & Home Furnishings Stores	442	\$20,290,207	\$11,403,042	\$8,887,165	28.0	7
Furniture Stores	4421	\$10,918,691	\$2,310,332	\$8,608,359	65.1	2
Home Furnishings Stores	4422	\$9,371,516	\$9,092,711	\$278,805	1.5	6
Electronics & Appliance Stores	443	\$16,824,691	\$4,610,153	\$12,214,538	57.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,992,182	\$33,481,717	\$6,510,465	8.9	26
Bldg Material & Supplies Dealers	4441	\$36,885,094	\$29,895,805	\$6,989,289	10.5	20
Lawn & Garden Equip & Supply Stores	4442	\$3,107,089	\$3,585,912	-\$478,823	-7.2	6
Food & Beverage Stores	445	\$99,007,792	\$90,971,602	\$8,036,190	4.2	19
Grocery Stores	4451	\$86,885,940	\$89,997,809	-\$3,111,869	-1.8	17
Specialty Food Stores	4452	\$4,871,374	\$973,793	\$3,897,581	66.7	2
Beer, Wine & Liquor Stores	4453	\$7,250,477	\$0	\$7,250,477	100.0	0
Health & Personal Care Stores	446,4461	\$31,977,913	\$32,351,288	-\$373,375	-0.6	14
Gasoline Stations	447,4471	\$62,454,440	\$45,812,487	\$16,641,953	15.4	13
Clothing & Clothing Accessories Stores	448	\$24,550,814	\$1,917,506	\$22,633,308	85.5	4
Clothing Stores	4481	\$15,717,822	\$1,750,273	\$13,967,549	80.0	3
Shoe Stores	4482	\$4,757,342	\$0	\$4,757,342	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,075,650	\$0	\$4,075,650	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$15,009,290	\$4,357,538	\$10,651,752	55.0	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,819,253	\$4,168,041	\$8,651,212	50.9	10
Book, Periodical & Music Stores	4512	\$2,190,037	\$189,497	\$2,000,540	84.1	1
General Merchandise Stores	452	\$94,358,628	\$26,970,314	\$67,388,314	55.5	11
Department Stores Excluding Leased Depts.	4521	\$68,258,357	\$16,797,765	\$51,460,592	60.5	2
Other General Merchandise Stores	4529	\$26,100,271	\$10,172,548	\$15,927,723	43.9	9
Miscellaneous Store Retailers	453	\$23,049,809	\$15,300,318	\$7,749,491	20.2	51
Florists	4531	\$867,760	\$1,171,822	-\$304,062	-14.9	4
Office Supplies, Stationery & Gift Stores	4532	\$4,009,618	\$1,234,273	\$2,775,345	52.9	7
Used Merchandise Stores	4533	\$2,567,751	\$3,706,407	-\$1,138,656	-18.1	24
Other Miscellaneous Store Retailers	4539	\$15,604,680	\$9,187,816	\$6,416,864	25.9	16
Nonstore Retailers	454	\$11,175,769	\$253,993	\$10,921,776	95.6	1
Electronic Shopping & Mail-Order Houses	4541	\$8,093,867	\$0	\$8,093,867	100.0	0
Vending Machine Operators	4542	\$921,443	\$156,810	\$764,633	70.9	1
Direct Selling Establishments	4543	\$2,160,459	\$0	\$2,160,459	100.0	0
Food Services & Drinking Places	722	\$57,809,077	\$25,637,162	\$32,171,915	38.6	55
Special Food Services	7223	\$809,851	\$482,972	\$326,879	25.3	3
Drinking Places - Alcoholic Beverages	7224	\$1,081,257	\$259,308	\$821,949	61.3	2
Restaurants/Other Eating Places	7225	\$55,917,969	\$24,894,882	\$31,023,087	38.4	49

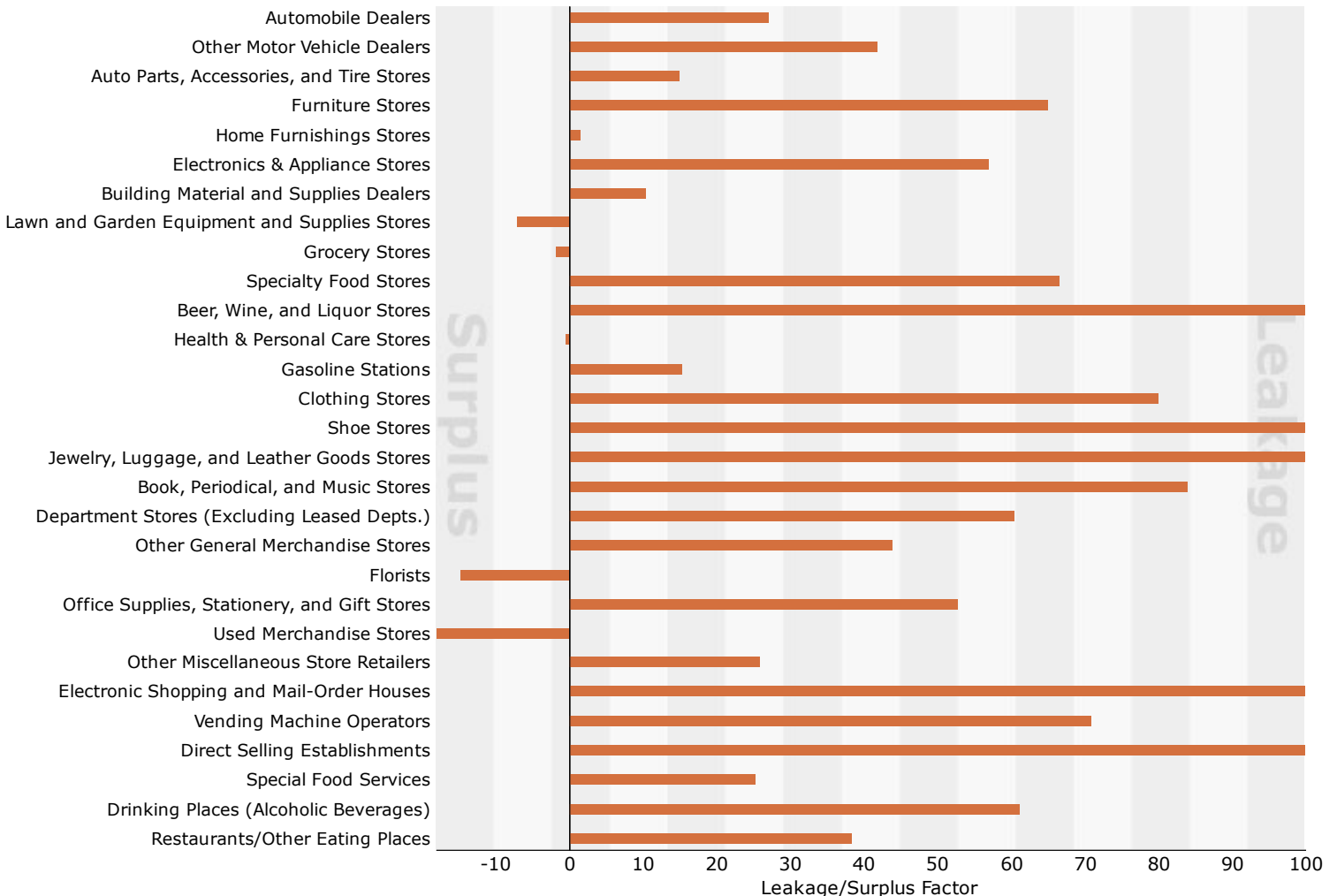
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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