



# Retail MarketPlace Profile

245 N Main St, Clinton, Tennessee, 37716  
 Ring: 1 mile radius

Prepared by Anderson County Chamber

Latitude: 36.10217  
 Longitude: -84.13240

## Summary Demographics

2017 Population	3,834
2017 Households	1,726
2017 Median Disposable Income	\$37,310
2017 Per Capita Income	\$24,735

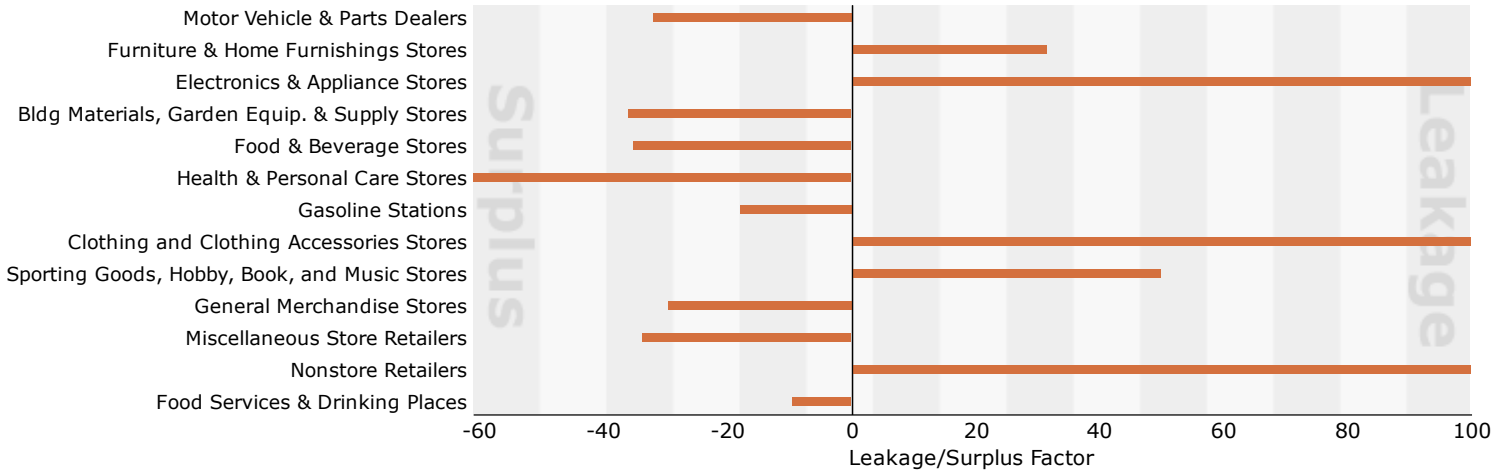
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$48,352,123	\$83,657,158	-\$35,305,035	-26.7	62
Total Retail Trade	44-45	\$44,066,339	\$78,448,765	-\$34,382,426	-28.1	53
Total Food & Drink	722	\$4,285,784	\$5,208,393	-\$922,609	-9.7	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,039,225	\$19,579,678	-\$9,540,453	-32.2	5
Automobile Dealers	4411	\$7,854,664	\$18,222,470	-\$10,367,806	-39.8	3
Other Motor Vehicle Dealers	4412	\$1,275,061	\$0	\$1,275,061	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$909,500	\$1,185,050	-\$275,550	-13.2	2
Furniture & Home Furnishings Stores	442	\$1,492,915	\$774,629	\$718,286	31.7	1
Furniture Stores	4421	\$813,698	\$0	\$813,698	100.0	0
Home Furnishings Stores	4422	\$679,217	\$774,629	-\$95,412	-6.6	1
Electronics & Appliance Stores	443	\$1,263,183	\$0	\$1,263,183	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,056,522	\$6,518,837	-\$3,462,315	-36.2	5
Bldg Material & Supplies Dealers	4441	\$2,802,743	\$6,063,436	-\$3,260,693	-36.8	4
Lawn & Garden Equip & Supply Stores	4442	\$253,778	\$455,401	-\$201,623	-28.4	1
Food & Beverage Stores	445	\$7,772,150	\$16,201,840	-\$8,429,690	-35.2	2
Grocery Stores	4451	\$6,853,543	\$16,201,840	-\$9,348,297	-40.5	2
Specialty Food Stores	4452	\$384,156	\$0	\$384,156	100.0	0
Beer, Wine & Liquor Stores	4453	\$534,451	\$0	\$534,451	100.0	0
Health & Personal Care Stores	446,4461	\$2,534,962	\$10,496,328	-\$7,961,366	-61.1	7
Gasoline Stations	447,4471	\$4,995,431	\$7,199,508	-\$2,204,077	-18.1	3
Clothing & Clothing Accessories Stores	448	\$1,795,494	\$0	\$1,795,494	100.0	0
Clothing Stores	4481	\$1,161,230	\$0	\$1,161,230	100.0	0
Shoe Stores	4482	\$348,908	\$0	\$348,908	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$285,356	\$0	\$285,356	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,130,276	\$376,425	\$753,851	50.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$963,762	\$376,425	\$587,337	43.8	1
Book, Periodical & Music Stores	4512	\$166,514	\$0	\$166,514	100.0	0
General Merchandise Stores	452	\$7,209,212	\$13,323,240	-\$6,114,028	-29.8	4
Department Stores Excluding Leased Depts.	4521	\$5,155,794	\$8,286,522	-\$3,130,728	-23.3	1
Other General Merchandise Stores	4529	\$2,053,419	\$5,036,718	-\$2,983,299	-42.1	2
Miscellaneous Store Retailers	453	\$1,863,956	\$3,764,532	-\$1,900,576	-33.8	25
Florists	4531	\$65,171	\$650,783	-\$585,612	-81.8	2
Office Supplies, Stationery & Gift Stores	4532	\$298,326	\$457,461	-\$159,135	-21.1	3
Used Merchandise Stores	4533	\$189,865	\$1,518,546	-\$1,328,681	-77.8	16
Other Miscellaneous Store Retailers	4539	\$1,310,594	\$1,137,742	\$172,852	7.1	4
Nonstore Retailers	454	\$913,014	\$0	\$913,014	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$638,204	\$0	\$638,204	100.0	0
Vending Machine Operators	4542	\$72,561	\$0	\$72,561	100.0	0
Direct Selling Establishments	4543	\$202,248	\$0	\$202,248	100.0	0
Food Services & Drinking Places	722	\$4,285,784	\$5,208,393	-\$922,609	-9.7	9
Special Food Services	7223	\$61,037	\$101,991	-\$40,954	-25.1	1
Drinking Places - Alcoholic Beverages	7224	\$80,200	\$0	\$80,200	100.0	0
Restaurants/Other Eating Places	7225	\$4,144,548	\$5,106,402	-\$961,854	-10.4	8

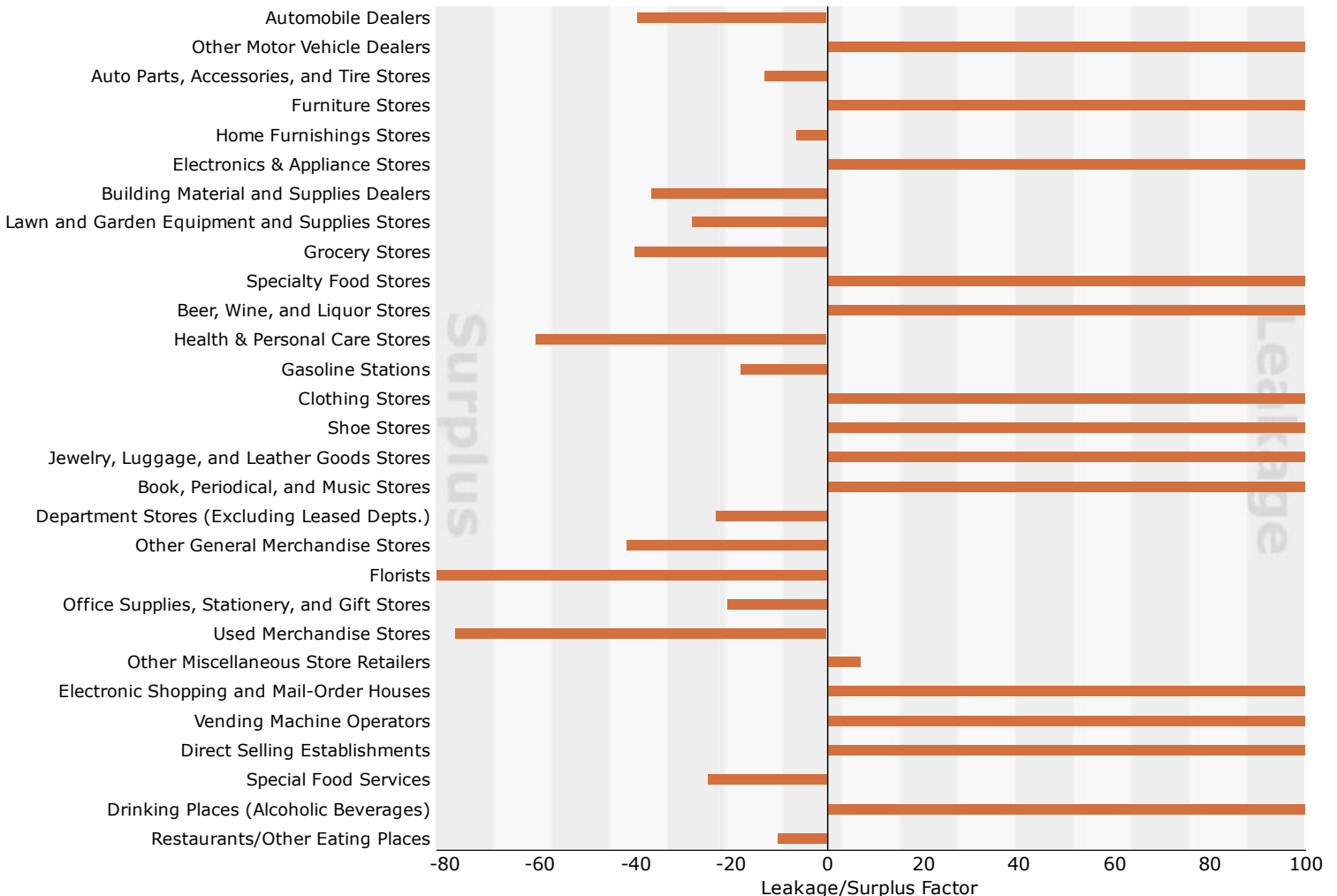
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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# Retail MarketPlace Profile

245 N Main St, Clinton, Tennessee, 37716  
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.10217  
 Longitude: -84.13240

## Summary Demographics

2017 Population	14,497
2017 Households	6,138
2017 Median Disposable Income	\$39,386
2017 Per Capita Income	\$25,391

## 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	\$179,747,440	\$208,042,779	-\$28,295,339	-7.3	141
Total Retail Trade	44-45	\$163,438,572	\$192,213,745	-\$28,775,173	-8.1	111
Total Food & Drink	722	\$16,308,869	\$15,829,034	\$479,835	1.5	30

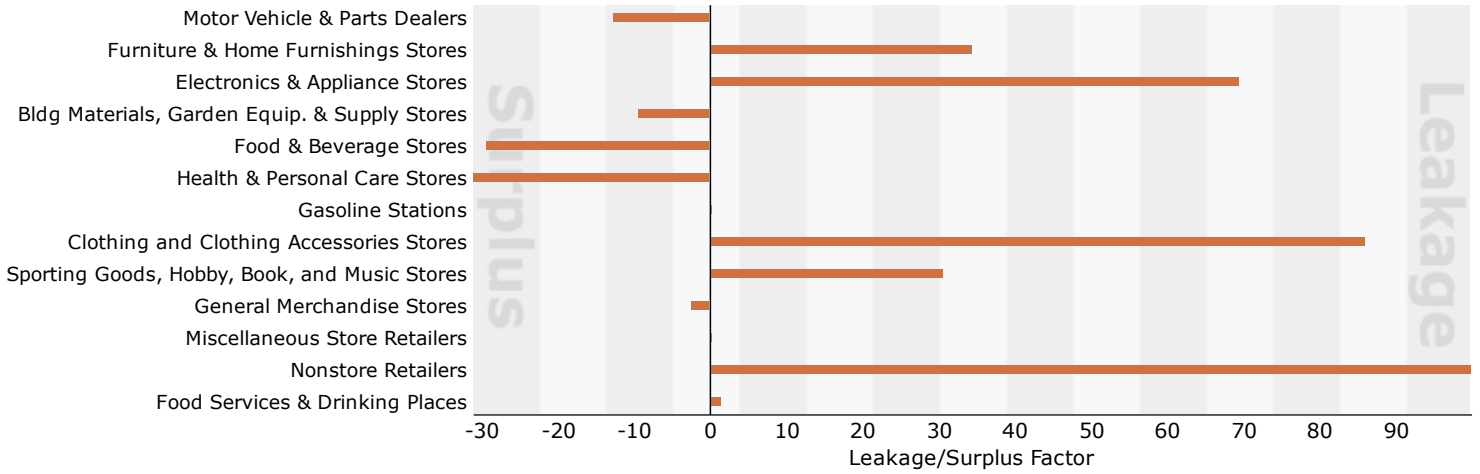
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,813,101	\$47,579,530	-\$10,766,429	-12.8	23
Automobile Dealers	4411	\$28,745,200	\$39,335,784	-\$10,590,584	-15.6	13
Other Motor Vehicle Dealers	4412	\$4,685,903	\$3,285,991	\$1,399,912	17.6	3
Auto Parts, Accessories & Tire Stores	4413	\$3,381,998	\$4,957,755	-\$1,575,757	-18.9	6
Furniture & Home Furnishings Stores	442	\$5,699,995	\$2,781,980	\$2,918,015	34.4	2
Furniture Stores	4421	\$3,080,471	\$0	\$3,080,471	100.0	0
Home Furnishings Stores	4422	\$2,619,524	\$2,715,271	-\$95,747	-1.8	2
Electronics & Appliance Stores	443	\$4,779,298	\$857,838	\$3,921,460	69.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,473,511	\$13,892,589	-\$2,419,078	-9.5	12
Bldg Material & Supplies Dealers	4441	\$10,542,888	\$13,133,587	-\$2,590,699	-10.9	10
Lawn & Garden Equip & Supply Stores	4442	\$930,624	\$759,002	\$171,622	10.2	2
Food & Beverage Stores	445	\$28,787,734	\$53,032,475	-\$24,244,741	-29.6	11
Grocery Stores	4451	\$25,309,669	\$52,876,518	-\$27,566,849	-35.3	10
Specialty Food Stores	4452	\$1,418,668	\$155,957	\$1,262,711	80.2	1
Beer, Wine & Liquor Stores	4453	\$2,059,397	\$0	\$2,059,397	100.0	0
Health & Personal Care Stores	446,4461	\$9,400,419	\$17,922,342	-\$8,521,923	-31.2	9
Gasoline Stations	447,4471	\$18,182,149	\$18,120,103	\$62,046	0.2	6
Clothing & Clothing Accessories Stores	448	\$6,862,167	\$516,170	\$6,345,997	86.0	1
Clothing Stores	4481	\$4,420,109	\$448,987	\$3,971,122	81.6	1
Shoe Stores	4482	\$1,315,634	\$0	\$1,315,634	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,126,423	\$0	\$1,126,423	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,282,235	\$2,270,651	\$2,011,584	30.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,652,022	\$2,270,651	\$1,381,371	23.3	5
Book, Periodical & Music Stores	4512	\$630,213	\$0	\$630,213	100.0	0
General Merchandise Stores	452	\$27,005,302	\$28,472,820	-\$1,467,518	-2.6	7
Department Stores Excluding Leased Depts.	4521	\$19,417,861	\$19,433,280	-\$15,419	0.0	2
Other General Merchandise Stores	4529	\$7,587,441	\$9,039,540	-\$1,452,099	-8.7	5
Miscellaneous Store Retailers	453	\$6,793,498	\$6,767,246	\$26,252	0.2	33
Florists	4531	\$250,526	\$656,542	-\$406,016	-44.8	2
Office Supplies, Stationery & Gift Stores	4532	\$1,131,750	\$503,485	\$628,265	38.4	4
Used Merchandise Stores	4533	\$726,244	\$2,147,044	-\$1,420,800	-49.4	19
Other Miscellaneous Store Retailers	4539	\$4,684,978	\$3,460,175	\$1,224,803	15.0	8
Nonstore Retailers	454	\$3,359,164	\$0	\$3,359,164	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,370,358	\$0	\$2,370,358	100.0	0
Vending Machine Operators	4542	\$268,086	\$0	\$268,086	100.0	0
Direct Selling Establishments	4543	\$720,720	\$0	\$720,720	100.0	0
Food Services & Drinking Places	722	\$16,308,869	\$15,829,034	\$479,835	1.5	30
Special Food Services	7223	\$231,100	\$460,797	-\$229,697	-33.2	3
Drinking Places - Alcoholic Beverages	7224	\$308,362	\$0	\$308,362	100.0	0
Restaurants/Other Eating Places	7225	\$15,769,407	\$15,340,929	\$428,478	1.4	27

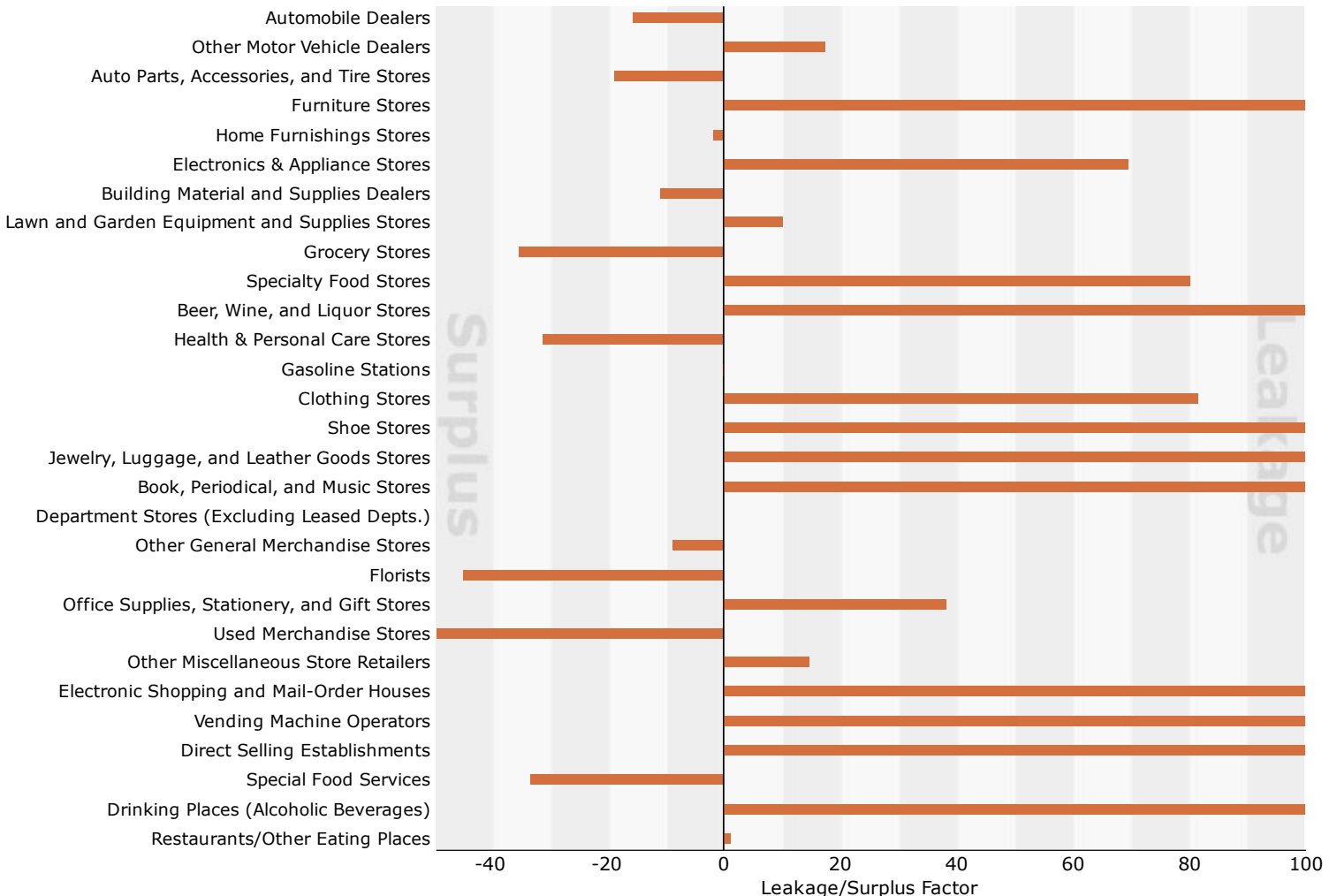
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

245 N Main St, Clinton, Tennessee, 37716  
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.10217  
 Longitude: -84.13240

## Summary Demographics

2017 Population	25,548
2017 Households	10,401
2017 Median Disposable Income	\$41,627
2017 Per Capita Income	\$26,159

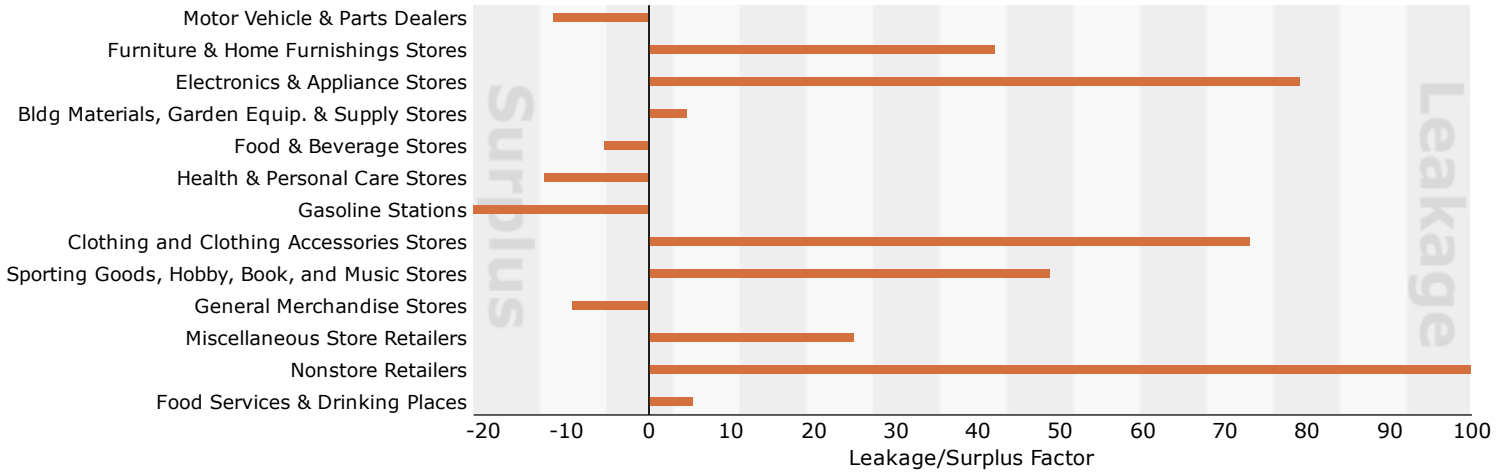
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$326,907,218	\$338,458,977	-\$11,551,759	-1.7	190
Total Retail Trade	44-45	\$297,243,869	\$311,902,990	-\$14,659,121	-2.4	147
Total Food & Drink	722	\$29,663,349	\$26,555,987	\$3,107,362	5.5	43

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$67,151,801	\$84,865,196	-\$17,713,395	-11.7	31
Automobile Dealers	4411	\$52,463,178	\$67,859,121	-\$15,395,943	-12.8	18
Other Motor Vehicle Dealers	4412	\$8,550,515	\$4,939,117	\$3,611,398	26.8	6
Auto Parts, Accessories & Tire Stores	4413	\$6,138,108	\$12,066,958	-\$5,928,850	-32.6	7
Furniture & Home Furnishings Stores	442	\$10,402,617	\$4,239,778	\$6,162,839	42.1	4
Furniture Stores	4421	\$5,598,496	\$528,115	\$5,070,381	82.8	1
Home Furnishings Stores	4422	\$4,804,121	\$3,711,663	\$1,092,458	12.8	3
Electronics & Appliance Stores	443	\$8,657,542	\$1,005,858	\$7,651,684	79.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,171,297	\$19,251,753	\$1,919,544	4.7	17
Bldg Material & Supplies Dealers	4441	\$19,484,313	\$17,698,224	\$1,786,089	4.8	14
Lawn & Garden Equip & Supply Stores	4442	\$1,686,984	\$1,553,529	\$133,455	4.1	2
Food & Beverage Stores	445	\$52,069,642	\$57,959,841	-\$5,890,199	-5.4	12
Grocery Stores	4451	\$45,779,358	\$57,803,884	-\$12,024,526	-11.6	11
Specialty Food Stores	4452	\$2,562,660	\$155,957	\$2,406,703	88.5	1
Beer, Wine & Liquor Stores	4453	\$3,727,624	\$0	\$3,727,624	100.0	0
Health & Personal Care Stores	446,4461	\$17,059,187	\$22,087,517	-\$5,028,330	-12.8	11
Gasoline Stations	447,4471	\$33,064,675	\$50,996,481	-\$17,931,806	-21.3	15
Clothing & Clothing Accessories Stores	448	\$12,497,058	\$1,942,051	\$10,555,007	73.1	3
Clothing Stores	4481	\$8,042,435	\$1,410,187	\$6,632,248	70.2	2
Shoe Stores	4482	\$2,407,686	\$531,864	\$1,875,822	63.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,046,936	\$0	\$2,046,936	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,769,404	\$2,674,295	\$5,095,109	48.8	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,639,804	\$2,674,295	\$3,965,509	42.6	6
Book, Periodical & Music Stores	4512	\$1,129,600	\$0	\$1,129,600	100.0	0
General Merchandise Stores	452	\$49,029,286	\$59,230,500	-\$10,201,214	-9.4	10
Department Stores Excluding Leased Depts.	4521	\$35,288,182	\$49,237,831	-\$13,949,649	-16.5	3
Other General Merchandise Stores	4529	\$13,741,105	\$9,992,669	\$3,748,436	15.8	7
Miscellaneous Store Retailers	453	\$12,301,150	\$7,357,440	\$4,943,710	25.1	35
Florists	4531	\$453,532	\$750,445	-\$296,913	-24.7	3
Office Supplies, Stationery & Gift Stores	4532	\$2,060,978	\$675,442	\$1,385,536	50.6	4
Used Merchandise Stores	4533	\$1,314,326	\$2,193,581	-\$879,255	-25.1	20
Other Miscellaneous Store Retailers	4539	\$8,472,314	\$3,737,972	\$4,734,342	38.8	9
Nonstore Retailers	454	\$6,070,209	\$0	\$6,070,209	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,309,900	\$0	\$4,309,900	100.0	0
Vending Machine Operators	4542	\$484,458	\$0	\$484,458	100.0	0
Direct Selling Establishments	4543	\$1,275,851	\$0	\$1,275,851	100.0	0
Food Services & Drinking Places	722	\$29,663,349	\$26,555,987	\$3,107,362	5.5	43
Special Food Services	7223	\$418,077	\$460,797	-\$42,720	-4.9	3
Drinking Places - Alcoholic Beverages	7224	\$553,655	\$182,056	\$371,599	50.5	1
Restaurants/Other Eating Places	7225	\$28,691,617	\$25,913,134	\$2,778,483	5.1	39

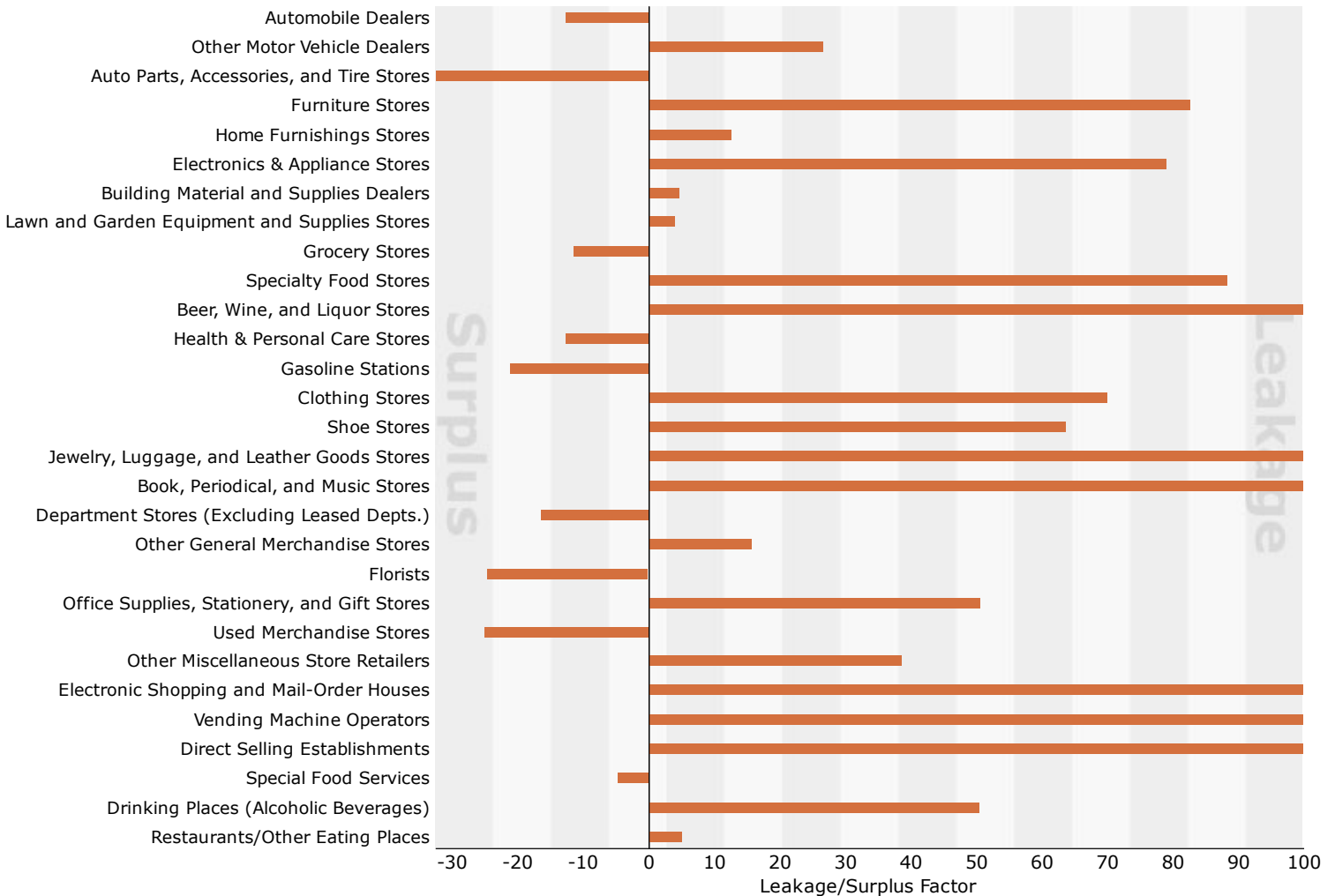
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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