



Retail MarketPlace Profile

Claxton / Powell
 2218 Clinton Hwy, Powell, Tennessee, 37849
 Ring: 1 mile radius

Prepared by Anderson County Chamber
 Latitude: 36.04289
 Longitude: -84.11128

Summary Demographics

2019 Population	1,285
2019 Households	483
2019 Median Disposable Income	\$46,170
2019 Per Capita Income	\$26,987

2017 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	\$15,895,535	\$5,131,779	\$10,763,756	51.2	6
Total Retail Trade	44-45	\$14,468,031	\$4,696,513	\$9,771,518	51.0	4
Total Food & Drink	722	\$1,427,503	\$435,266	\$992,237	53.3	1

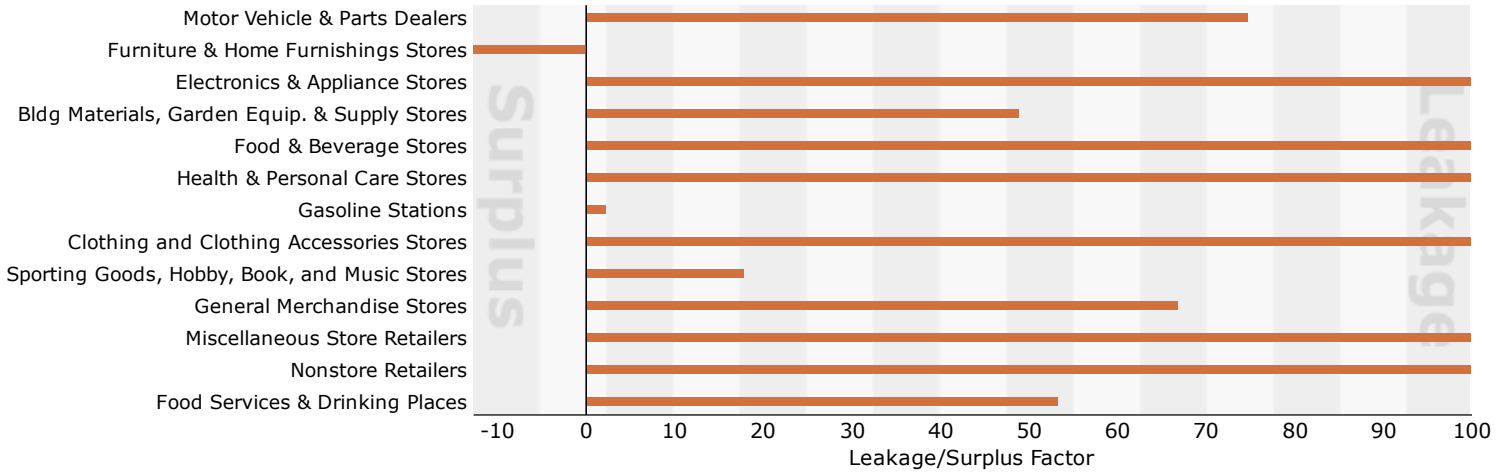
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,292,053	\$472,245	\$2,819,808	74.9	1
Automobile Dealers	4411	\$2,572,450	\$0	\$2,572,450	100.0	0
Other Motor Vehicle Dealers	4412	\$423,586	\$137,870	\$285,716	50.9	1
Auto Parts, Accessories & Tire Stores	4413	\$296,016	\$0	\$296,016	100.0	0
Furniture & Home Furnishings Stores	442	\$500,948	\$646,746	-\$145,798	-12.7	1
Furniture Stores	4421	\$268,619	\$0	\$268,619	100.0	0
Home Furnishings Stores	4422	\$232,329	\$646,746	-\$414,417	-47.1	1
Electronics & Appliance Stores	443	\$410,502	\$0	\$410,502	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,052,944	\$360,356	\$692,588	49.0	1
Bldg Material & Supplies Dealers	4441	\$968,426	\$360,356	\$608,070	45.8	1
Lawn & Garden Equip & Supply Stores	4442	\$84,518	\$0	\$84,518	100.0	0
Food & Beverage Stores	445	\$2,522,808	\$0	\$2,522,808	100.0	0
Grocery Stores	4451	\$2,221,478	\$0	\$2,221,478	100.0	0
Specialty Food Stores	4452	\$124,428	\$0	\$124,428	100.0	0
Beer, Wine & Liquor Stores	4453	\$176,902	\$0	\$176,902	100.0	0
Health & Personal Care Stores	446,4461	\$824,576	\$0	\$824,576	100.0	0
Gasoline Stations	447,4471	\$1,614,505	\$1,542,319	\$72,186	2.3	1
Clothing & Clothing Accessories Stores	448	\$599,199	\$0	\$599,199	100.0	0
Clothing Stores	4481	\$387,861	\$0	\$387,861	100.0	0
Shoe Stores	4482	\$116,837	\$0	\$116,837	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$94,501	\$0	\$94,501	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$376,325	\$262,000	\$114,325	17.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$322,389	\$262,000	\$60,389	10.3	1
Book, Periodical & Music Stores	4512	\$53,936	\$0	\$53,936	100.0	0
General Merchandise Stores	452	\$2,377,020	\$471,139	\$1,905,881	66.9	1
Department Stores Excluding Leased Depts.	4521	\$1,707,844	\$0	\$1,707,844	100.0	0
Other General Merchandise Stores	4529	\$669,176	\$471,139	\$198,037	17.4	1
Miscellaneous Store Retailers	453	\$601,063	\$0	\$601,063	100.0	0
Florists	4531	\$22,479	\$0	\$22,479	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$99,051	\$0	\$99,051	100.0	0
Used Merchandise Stores	4533	\$63,451	\$0	\$63,451	100.0	0
Other Miscellaneous Store Retailers	4539	\$416,082	\$0	\$416,082	100.0	0
Nonstore Retailers	454	\$296,089	\$0	\$296,089	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$208,326	\$0	\$208,326	100.0	0
Vending Machine Operators	4542	\$23,480	\$0	\$23,480	100.0	0
Direct Selling Establishments	4543	\$64,283	\$0	\$64,283	100.0	0
Food Services & Drinking Places	722	\$1,427,503	\$435,266	\$992,237	53.3	1
Special Food Services	7223	\$21,036	\$0	\$21,036	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$26,658	\$100,445	-\$73,787	-58.1	1
Restaurants/Other Eating Places	7225	\$1,379,809	\$334,821	\$1,044,988	60.9	1

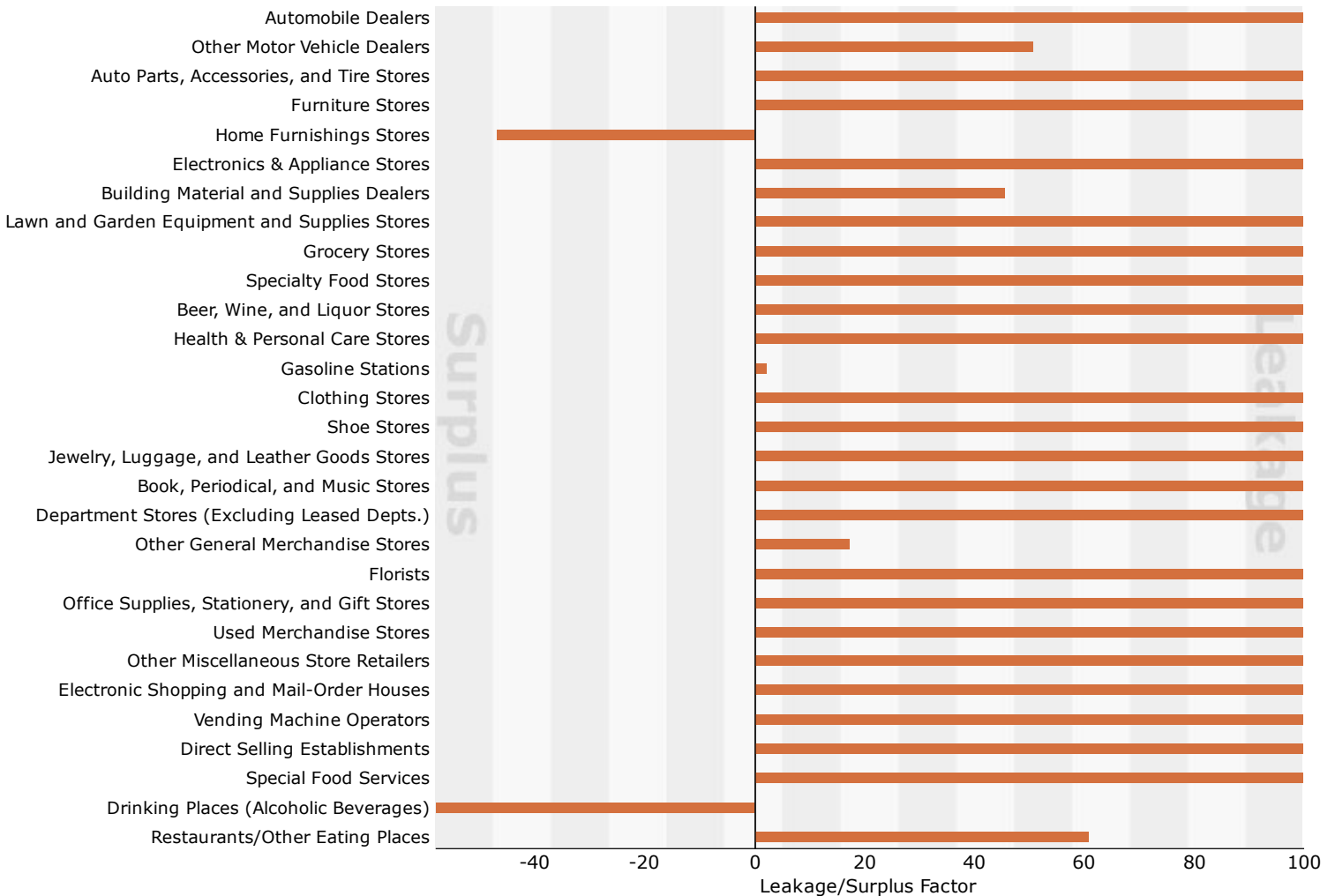
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Claxton / Powell
 2218 Clinton Hwy, Powell, Tennessee, 37849
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04289
 Longitude: -84.11128

Summary Demographics

2019 Population	12,922
2019 Households	5,006
2019 Median Disposable Income	\$50,170
2019 Per Capita Income	\$29,831

2017 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	\$173,738,543	\$67,630,568	\$106,107,975	44.0	54
Total Retail Trade	44-45	\$158,132,291	\$64,171,716	\$93,960,575	42.3	44
Total Food & Drink	722	\$15,606,252	\$3,458,852	\$12,147,400	63.7	10

2017 Industry Group

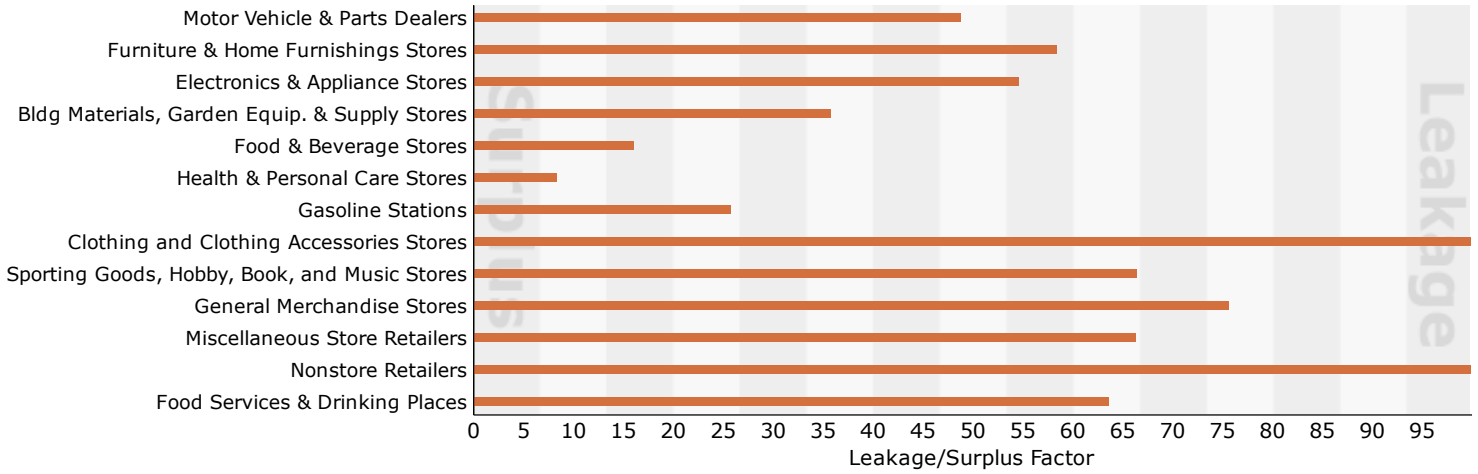
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,972,834	\$12,314,231	\$23,658,603	49.0	14
Automobile Dealers	4411	\$28,125,970	\$7,725,144	\$20,400,826	56.9	7
Other Motor Vehicle Dealers	4412	\$4,607,867	\$2,364,202	\$2,243,665	32.2	3
Auto Parts, Accessories & Tire Stores	4413	\$3,238,997	\$2,224,885	\$1,014,112	18.6	4
Furniture & Home Furnishings Stores	442	\$5,477,053	\$1,430,248	\$4,046,805	58.6	2
Furniture Stores	4421	\$2,936,621	\$258,022	\$2,678,599	83.8	1
Home Furnishings Stores	4422	\$2,540,432	\$1,172,226	\$1,368,206	36.9	1
Electronics & Appliance Stores	443	\$4,503,785	\$1,315,429	\$3,188,356	54.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,449,251	\$5,397,326	\$6,051,925	35.9	4
Bldg Material & Supplies Dealers	4441	\$10,533,726	\$5,305,951	\$5,227,775	33.0	4
Lawn & Garden Equip & Supply Stores	4442	\$915,524	\$0	\$915,524	100.0	0
Food & Beverage Stores	445	\$27,576,306	\$19,877,658	\$7,698,648	16.2	5
Grocery Stores	4451	\$24,279,475	\$19,755,752	\$4,523,723	10.3	5
Specialty Food Stores	4452	\$1,358,768	\$0	\$1,358,768	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,938,063	\$0	\$1,938,063	100.0	0
Health & Personal Care Stores	446,4461	\$9,021,055	\$7,617,008	\$1,404,047	8.4	2
Gasoline Stations	447,4471	\$17,672,152	\$10,398,783	\$7,273,369	25.9	3
Clothing & Clothing Accessories Stores	448	\$6,570,355	\$0	\$6,570,355	100.0	0
Clothing Stores	4481	\$4,244,530	\$0	\$4,244,530	100.0	0
Shoe Stores	4482	\$1,282,682	\$0	\$1,282,682	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,043,142	\$0	\$1,043,142	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,104,918	\$826,247	\$3,278,671	66.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,518,788	\$826,247	\$2,692,541	62.0	3
Book, Periodical & Music Stores	4512	\$586,130	\$0	\$586,130	100.0	0
General Merchandise Stores	452	\$25,981,241	\$3,576,246	\$22,404,995	75.8	3
Department Stores Excluding Leased Depts.	4521	\$18,672,850	\$1,970,217	\$16,702,633	80.9	1
Other General Merchandise Stores	4529	\$7,308,391	\$1,606,030	\$5,702,361	64.0	3
Miscellaneous Store Retailers	453	\$6,580,316	\$1,330,709	\$5,249,607	66.4	5
Florists	4531	\$243,753	\$0	\$243,753	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,084,479	\$299,624	\$784,855	56.7	1
Used Merchandise Stores	4533	\$689,711	\$130,375	\$559,336	68.2	2
Other Miscellaneous Store Retailers	4539	\$4,562,373	\$900,710	\$3,661,663	67.0	3
Nonstore Retailers	454	\$3,223,026	\$0	\$3,223,026	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,281,082	\$0	\$2,281,082	100.0	0
Vending Machine Operators	4542	\$256,567	\$0	\$256,567	100.0	0
Direct Selling Establishments	4543	\$685,377	\$0	\$685,377	100.0	0
Food Services & Drinking Places	722	\$15,606,252	\$3,458,852	\$12,147,400	63.7	10
Special Food Services	7223	\$226,347	\$278,802	-\$52,455	-10.4	1
Drinking Places - Alcoholic Beverages	7224	\$289,745	\$231,216	\$58,529	11.2	2
Restaurants/Other Eating Places	7225	\$15,090,160	\$2,948,834	\$12,141,326	67.3	7

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>

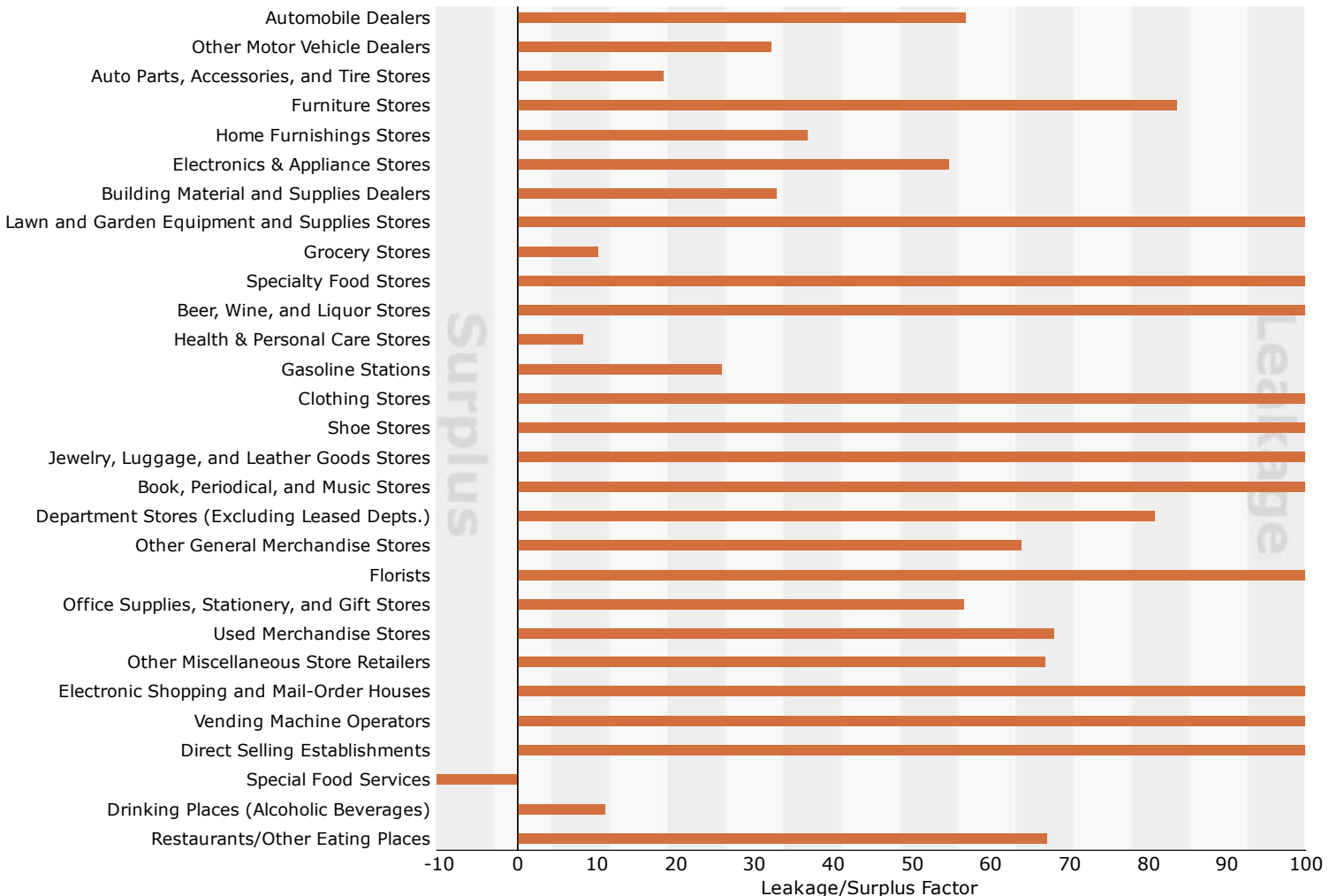
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April 03, 2020

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Claxton / Powell
 2218 Clinton Hwy, Powell, Tennessee, 37849
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.04289
 Longitude: -84.11128

Summary Demographics

2019 Population	45,727
2019 Households	18,133
2019 Median Disposable Income	\$52,175
2019 Per Capita Income	\$31,275

2017 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	\$628,111,993	\$369,140,752	\$258,971,241	26.0	259
Total Retail Trade	44-45	\$569,883,143	\$343,299,845	\$226,583,298	24.8	204
Total Food & Drink	722	\$58,228,851	\$25,840,907	\$32,387,944	38.5	55

2017 Industry Group

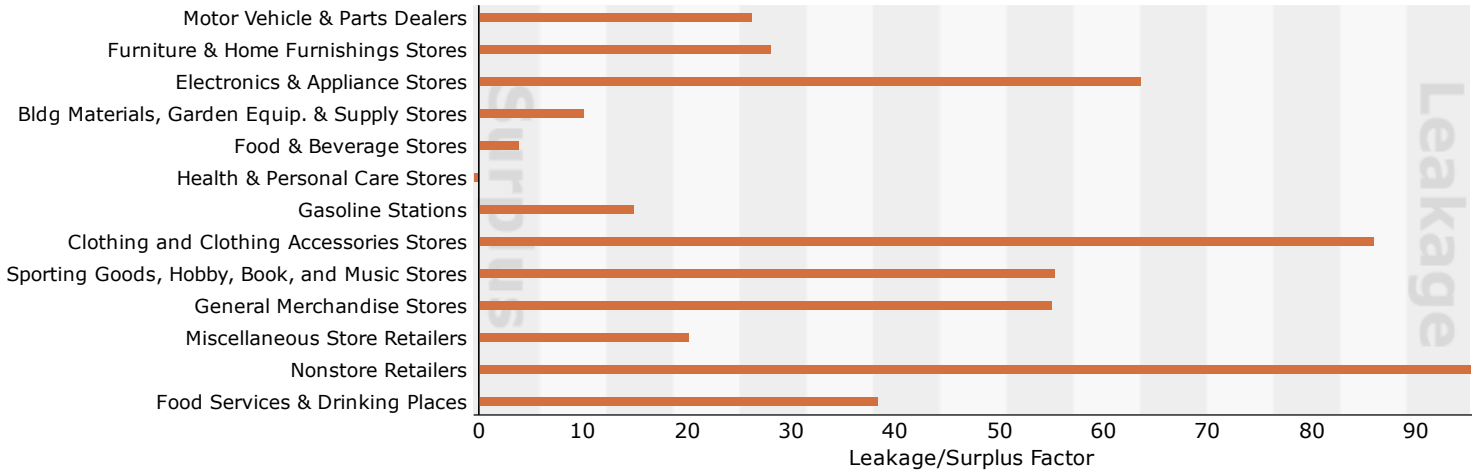
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$127,571,831	\$74,455,040	\$53,116,791	26.3	42
Automobile Dealers	4411	\$99,674,527	\$59,207,536	\$40,466,991	25.5	24
Other Motor Vehicle Dealers	4412	\$16,133,657	\$6,365,516	\$9,768,141	43.4	5
Auto Parts, Accessories & Tire Stores	4413	\$11,763,648	\$8,881,988	\$2,881,660	14.0	13
Furniture & Home Furnishings Stores	442	\$20,445,794	\$11,464,761	\$8,981,033	28.1	7
Furniture Stores	4421	\$11,000,385	\$2,490,133	\$8,510,252	63.1	2
Home Furnishings Stores	4422	\$9,445,409	\$8,974,628	\$470,781	2.6	6
Electronics & Appliance Stores	443	\$16,948,889	\$3,754,229	\$13,194,660	63.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,357,896	\$32,908,834	\$7,449,062	10.2	27
Bldg Material & Supplies Dealers	4441	\$37,221,757	\$29,205,791	\$8,015,966	12.1	20
Lawn & Garden Equip & Supply Stores	4442	\$3,136,139	\$3,703,043	-\$566,904	-8.3	6
Food & Beverage Stores	445	\$99,818,455	\$92,244,654	\$7,573,801	3.9	19
Grocery Stores	4451	\$87,604,204	\$91,483,627	-\$3,879,423	-2.2	17
Specialty Food Stores	4452	\$4,910,647	\$761,027	\$4,149,620	73.2	2
Beer, Wine & Liquor Stores	4453	\$7,303,604	\$0	\$7,303,604	100.0	0
Health & Personal Care Stores	446,4461	\$32,279,849	\$32,598,648	-\$318,799	-0.5	15
Gasoline Stations	447,4471	\$62,991,401	\$46,537,601	\$16,453,800	15.0	13
Clothing & Clothing Accessories Stores	448	\$24,721,028	\$1,857,995	\$22,863,033	86.0	3
Clothing Stores	4481	\$15,828,568	\$1,749,768	\$14,078,800	80.1	3
Shoe Stores	4482	\$4,789,272	\$0	\$4,789,272	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,103,188	\$0	\$4,103,188	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$15,121,104	\$4,333,594	\$10,787,510	55.4	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,916,457	\$4,179,830	\$8,736,627	51.1	10
Book, Periodical & Music Stores	4512	\$2,204,647	\$153,764	\$2,050,883	87.0	1
General Merchandise Stores	452	\$95,085,131	\$27,485,061	\$67,600,070	55.2	11
Department Stores Excluding Leased Depts.	4521	\$68,770,049	\$16,952,329	\$51,817,720	60.4	2
Other General Merchandise Stores	4529	\$26,315,082	\$10,532,732	\$15,782,350	42.8	9
Miscellaneous Store Retailers	453	\$23,258,108	\$15,395,678	\$7,862,430	20.3	51
Florists	4531	\$874,676	\$1,199,240	-\$324,564	-15.6	4
Office Supplies, Stationery & Gift Stores	4532	\$4,039,913	\$1,208,684	\$2,831,229	53.9	7
Used Merchandise Stores	4533	\$2,585,179	\$3,705,445	-\$1,120,266	-17.8	24
Other Miscellaneous Store Retailers	4539	\$15,758,340	\$9,282,308	\$6,476,032	25.9	16
Nonstore Retailers	454	\$11,283,656	\$263,750	\$11,019,906	95.4	1
Electronic Shopping & Mail-Order Houses	4541	\$8,170,169	\$0	\$8,170,169	100.0	0
Vending Machine Operators	4542	\$928,891	\$156,810	\$772,081	71.1	1
Direct Selling Establishments	4543	\$2,184,596	\$0	\$2,184,596	100.0	0
Food Services & Drinking Places	722	\$58,228,851	\$25,840,907	\$32,387,944	38.5	55
Special Food Services	7223	\$815,122	\$481,570	\$333,552	25.7	3
Drinking Places - Alcoholic Beverages	7224	\$1,088,227	\$259,308	\$828,919	61.5	2
Restaurants/Other Eating Places	7225	\$56,325,502	\$25,100,029	\$31,225,473	38.3	50

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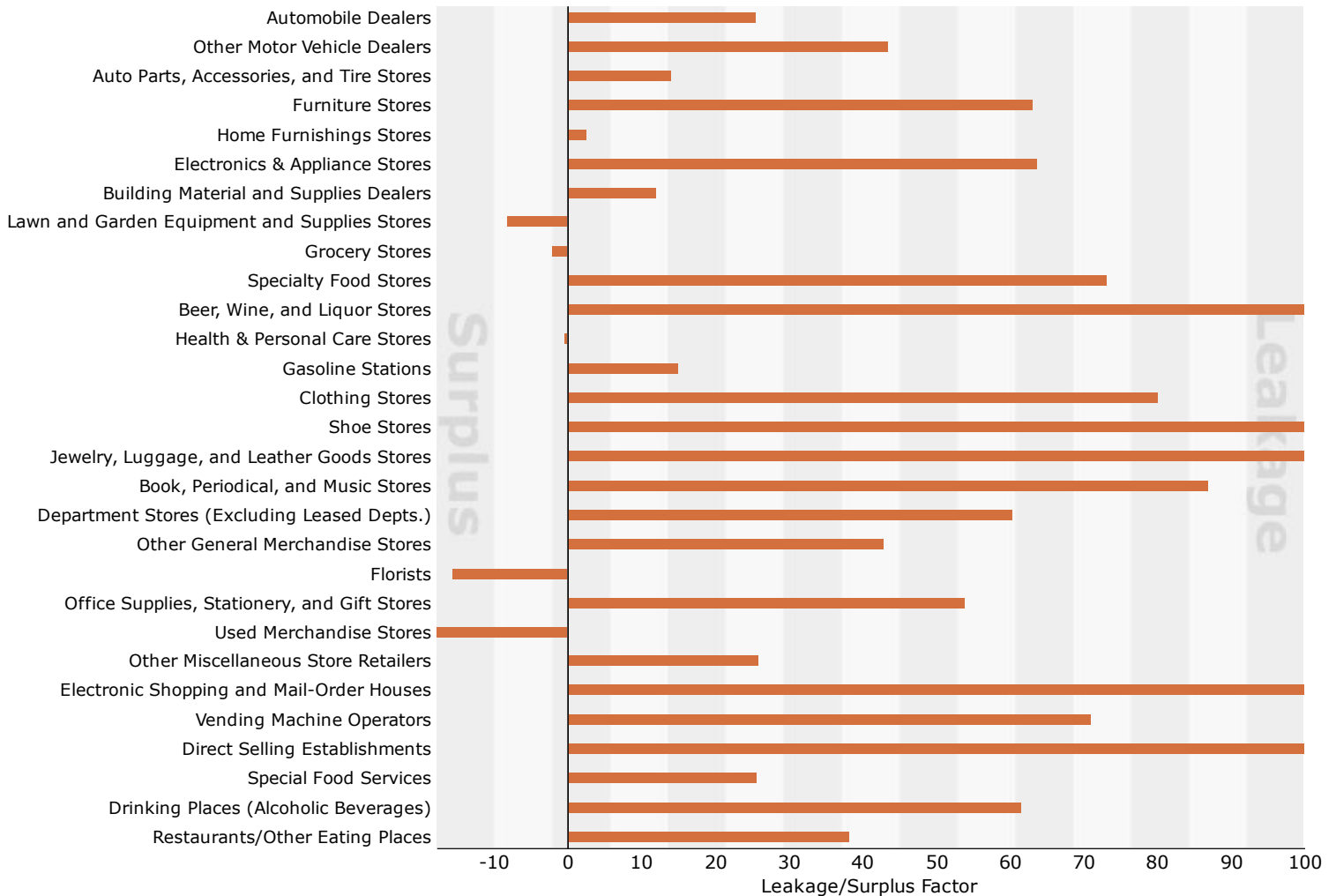
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April 03, 2020

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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