



Retail MarketPlace Profile

Clinton City, TN 2
 Clinton City, TN (4715580)
 Geography: Place

Prepared by Anderson County Chamber

Summary Demographics

2019 Population	10,129
2019 Households	4,531
2019 Median Disposable Income	\$39,201
2019 Per Capita Income	\$26,537

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	\$125,918,994	\$342,478,279	-\$216,559,285	-46.2	174
Total Retail Trade	44-45	\$114,419,600	\$311,900,964	-\$197,481,364	-46.3	130
Total Food & Drink	722	\$11,499,394	\$30,577,315	-\$19,077,921	-45.3	44

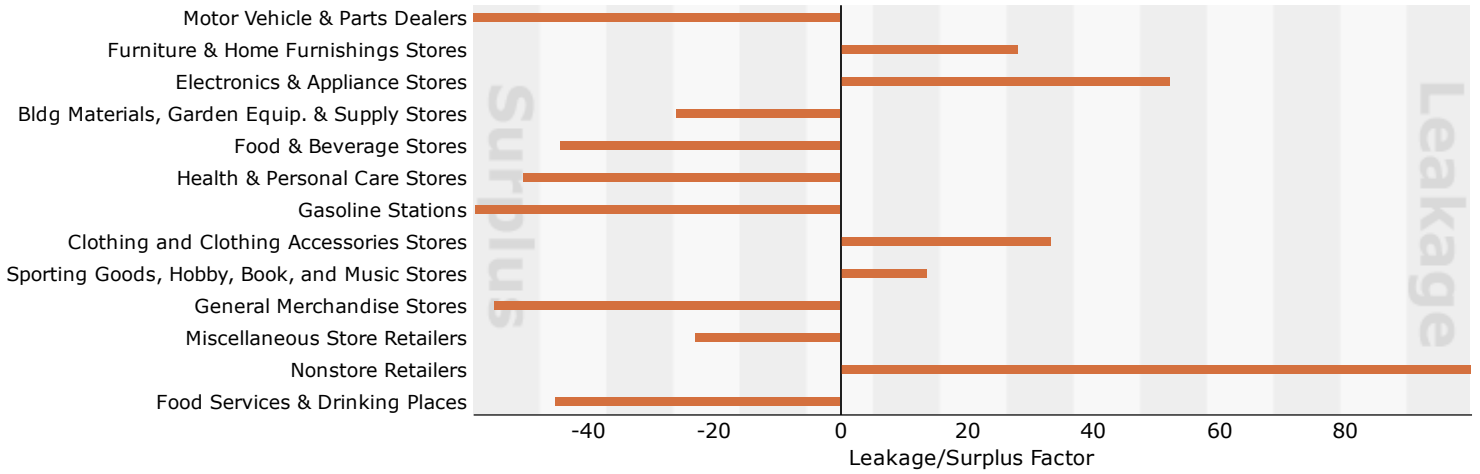
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,667,870	\$97,234,119	-\$71,566,249	-58.2	30
Automobile Dealers	4411	\$20,051,540	\$78,542,407	-\$58,490,867	-59.3	18
Other Motor Vehicle Dealers	4412	\$3,244,070	\$4,341,605	-\$1,097,535	-14.5	4
Auto Parts, Accessories & Tire Stores	4413	\$2,372,260	\$14,350,107	-\$11,977,847	-71.6	8
Furniture & Home Furnishings Stores	442	\$4,011,682	\$2,246,445	\$1,765,237	28.2	2
Furniture Stores	4421	\$2,176,655	\$0	\$2,176,655	100.0	0
Home Furnishings Stores	4422	\$1,835,027	\$2,246,445	-\$411,418	-10.1	2
Electronics & Appliance Stores	443	\$3,377,566	\$1,055,028	\$2,322,538	52.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,912,996	\$13,545,204	-\$5,632,208	-26.2	11
Bldg Material & Supplies Dealers	4441	\$7,274,623	\$13,035,442	-\$5,760,819	-28.4	9
Lawn & Garden Equip & Supply Stores	4442	\$638,373	\$509,762	\$128,611	11.2	2
Food & Beverage Stores	445	\$20,217,544	\$52,666,230	-\$32,448,686	-44.5	11
Grocery Stores	4451	\$17,767,054	\$52,666,230	-\$34,899,176	-49.5	11
Specialty Food Stores	4452	\$996,157	\$0	\$996,157	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,454,333	\$0	\$1,454,333	100.0	0
Health & Personal Care Stores	446,4461	\$6,591,094	\$19,906,127	-\$13,315,033	-50.3	11
Gasoline Stations	447,4471	\$12,738,573	\$47,897,297	-\$35,158,724	-58.0	15
Clothing & Clothing Accessories Stores	448	\$4,848,630	\$2,415,708	\$2,432,922	33.5	4
Clothing Stores	4481	\$3,118,229	\$1,729,484	\$1,388,745	28.6	3
Shoe Stores	4482	\$928,104	\$686,224	\$241,880	15.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$802,297	\$0	\$802,297	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,003,540	\$2,276,943	\$726,597	13.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,557,726	\$2,276,943	\$280,783	5.8	5
Book, Periodical & Music Stores	4512	\$445,814	\$0	\$445,814	100.0	0
General Merchandise Stores	452	\$18,970,788	\$65,066,216	-\$46,095,428	-54.9	5
Department Stores Excluding Leased Depts.	4521	\$13,652,486	\$58,202,636	-\$44,550,150	-62.0	2
Other General Merchandise Stores	4529	\$5,318,302	\$6,863,580	-\$1,545,278	-12.7	3
Miscellaneous Store Retailers	453	\$4,743,199	\$7,591,647	-\$2,848,448	-23.1	34
Florists	4531	\$172,878	\$836,769	-\$663,891	-65.8	2
Office Supplies, Stationery & Gift Stores	4532	\$797,339	\$503,484	\$293,855	22.6	4
Used Merchandise Stores	4533	\$512,463	\$2,386,440	-\$1,873,977	-64.6	19
Other Miscellaneous Store Retailers	4539	\$3,260,519	\$3,864,954	-\$604,435	-8.5	9
Nonstore Retailers	454	\$2,336,118	\$0	\$2,336,118	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,662,005	\$0	\$1,662,005	100.0	0
Vending Machine Operators	4542	\$188,392	\$0	\$188,392	100.0	0
Direct Selling Establishments	4543	\$485,721	\$0	\$485,721	100.0	0
Food Services & Drinking Places	722	\$11,499,394	\$30,577,315	-\$19,077,921	-45.3	44
Special Food Services	7223	\$160,058	\$448,828	-\$288,770	-47.4	2
Drinking Places - Alcoholic Beverages	7224	\$217,357	\$0	\$217,357	100.0	0
Restaurants/Other Eating Places	7225	\$11,121,979	\$30,128,487	-\$19,006,508	-46.1	42

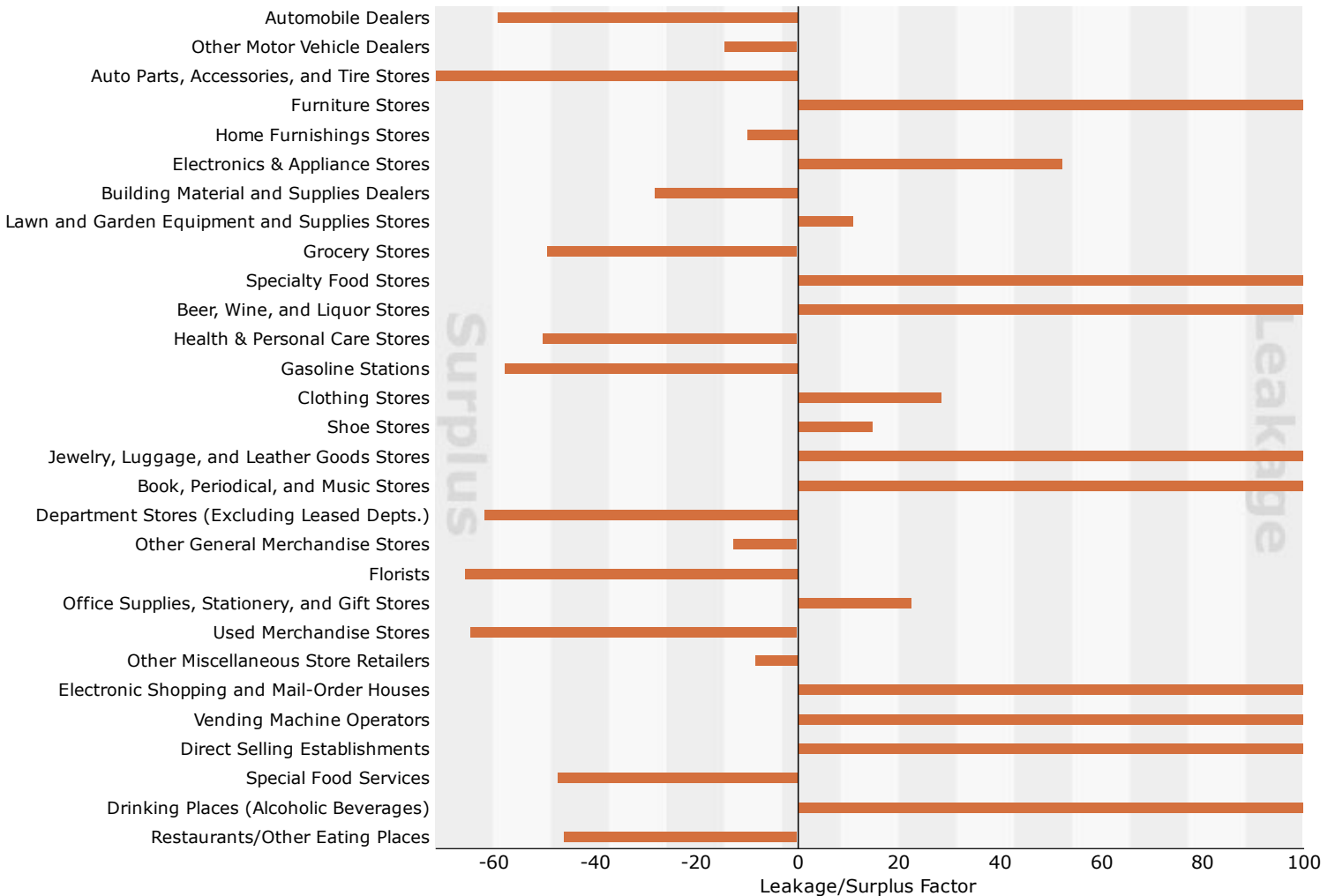
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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