



Retail MarketPlace Profile

37705 (Andersonville)
 37705 (Andersonville)
 Geography: ZIP Code

Prepared by Anderson County Chamber

Summary Demographics

2020 Population	4,912
2020 Households	1,855
2020 Median Disposable Income	\$43,690
2020 Per Capita Income	\$26,543

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

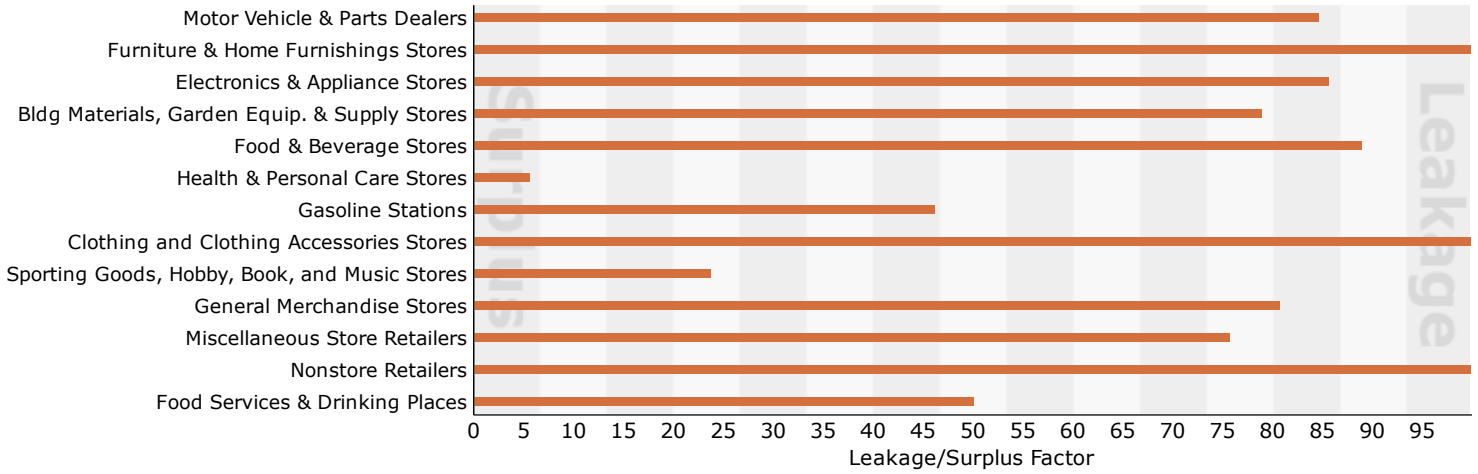
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$62,268,392	\$11,509,831	\$50,758,561	68.8	18
Total Retail Trade	44-45	\$56,959,488	\$9,754,999	\$47,204,489	70.8	15
Total Food & Drink	722	\$5,308,904	\$1,754,832	\$3,554,072	50.3	3
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,351,834	\$1,105,616	\$12,246,218	84.7	1
Automobile Dealers	4411	\$10,462,202	\$0	\$10,462,202	100.0	0
Other Motor Vehicle Dealers	4412	\$1,734,461	\$0	\$1,734,461	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,155,171	\$1,105,616	\$49,555	2.2	1
Furniture & Home Furnishings Stores	442	\$1,858,815	\$0	\$1,858,815	100.0	0
Furniture Stores	4421	\$993,377	\$0	\$993,377	100.0	0
Home Furnishings Stores	4422	\$865,438	\$0	\$865,438	100.0	0
Electronics & Appliance Stores	443	\$1,537,451	\$117,702	\$1,419,749	85.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,213,558	\$491,207	\$3,722,351	79.1	2
Bldg Material & Supplies Dealers	4441	\$3,864,481	\$416,772	\$3,447,709	80.5	1
Lawn & Garden Equip & Supply Stores	4442	\$349,077	\$74,435	\$274,642	64.8	1
Food & Beverage Stores	445	\$9,850,756	\$567,420	\$9,283,336	89.1	1
Grocery Stores	4451	\$8,715,781	\$0	\$8,715,781	100.0	0
Specialty Food Stores	4452	\$485,850	\$0	\$485,850	100.0	0
Beer, Wine & Liquor Stores	4453	\$649,125	\$567,420	\$81,705	6.7	1
Health & Personal Care Stores	446,4461	\$3,283,130	\$2,923,150	\$359,980	5.8	1
Gasoline Stations	447,4471	\$6,469,070	\$2,372,346	\$4,096,724	46.3	1
Clothing & Clothing Accessories Stores	448	\$2,203,559	\$0	\$2,203,559	100.0	0
Clothing Stores	4481	\$1,434,458	\$0	\$1,434,458	100.0	0
Shoe Stores	4482	\$434,466	\$0	\$434,466	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$334,635	\$0	\$334,635	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,426,176	\$877,328	\$548,848	23.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,229,660	\$877,328	\$352,332	16.7	3
Book, Periodical & Music Stores	4512	\$196,516	\$0	\$196,516	100.0	0
General Merchandise Stores	452	\$9,107,711	\$963,974	\$8,143,737	80.9	2
Department Stores Excluding Leased Depts.	4521	\$6,479,258	\$0	\$6,479,258	100.0	0
Other General Merchandise Stores	4529	\$2,628,453	\$963,974	\$1,664,479	46.3	2
Miscellaneous Store Retailers	453	\$2,453,576	\$336,256	\$2,117,320	75.9	3
Florists	4531	\$84,649	\$102,987	-\$18,338	-9.8	2
Office Supplies, Stationery & Gift Stores	4532	\$372,224	\$0	\$372,224	100.0	0
Used Merchandise Stores	4533	\$230,540	\$0	\$230,540	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,766,163	\$233,269	\$1,532,894	76.7	1
Nonstore Retailers	454	\$1,203,852	\$0	\$1,203,852	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$830,388	\$0	\$830,388	100.0	0
Vending Machine Operators	4542	\$91,644	\$0	\$91,644	100.0	0
Direct Selling Establishments	4543	\$281,820	\$0	\$281,820	100.0	0
Food Services & Drinking Places	722	\$5,308,904	\$1,754,832	\$3,554,072	50.3	3
Special Food Services	7223	\$78,180	\$0	\$78,180	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$95,613	\$0	\$95,613	100.0	0
Restaurants/Other Eating Places	7225	\$5,135,111	\$1,754,832	\$3,380,279	49.1	3

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.

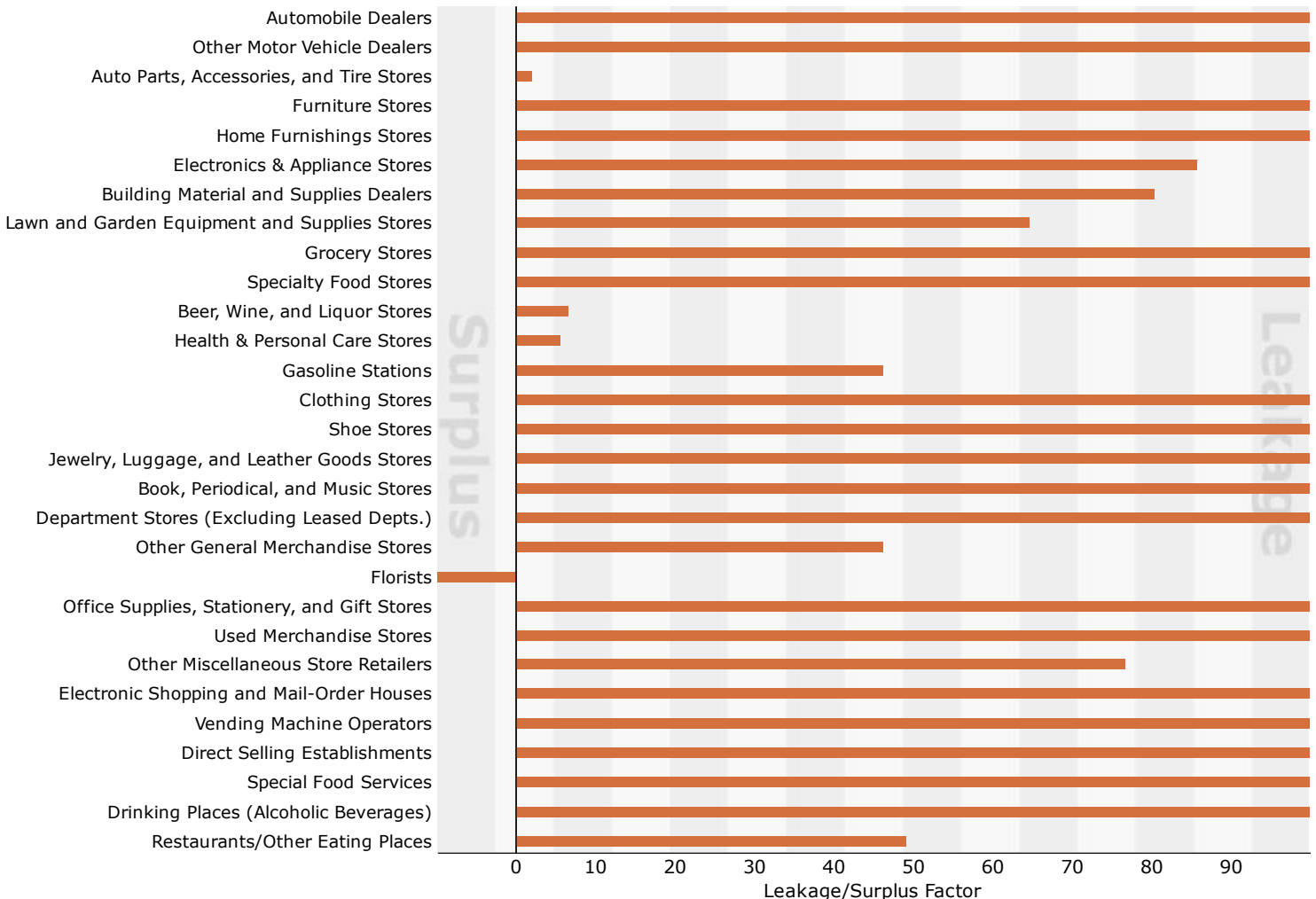
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.