



# Retail MarketPlace Profile

37716 (Clinton)  
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 Geography: ZIP Code

Prepared by Anderson County Chamber

## Summary Demographics

2020 Population	27,253
2020 Households	11,209
2020 Median Disposable Income	\$44,608
2020 Per Capita Income	\$28,429

**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.**

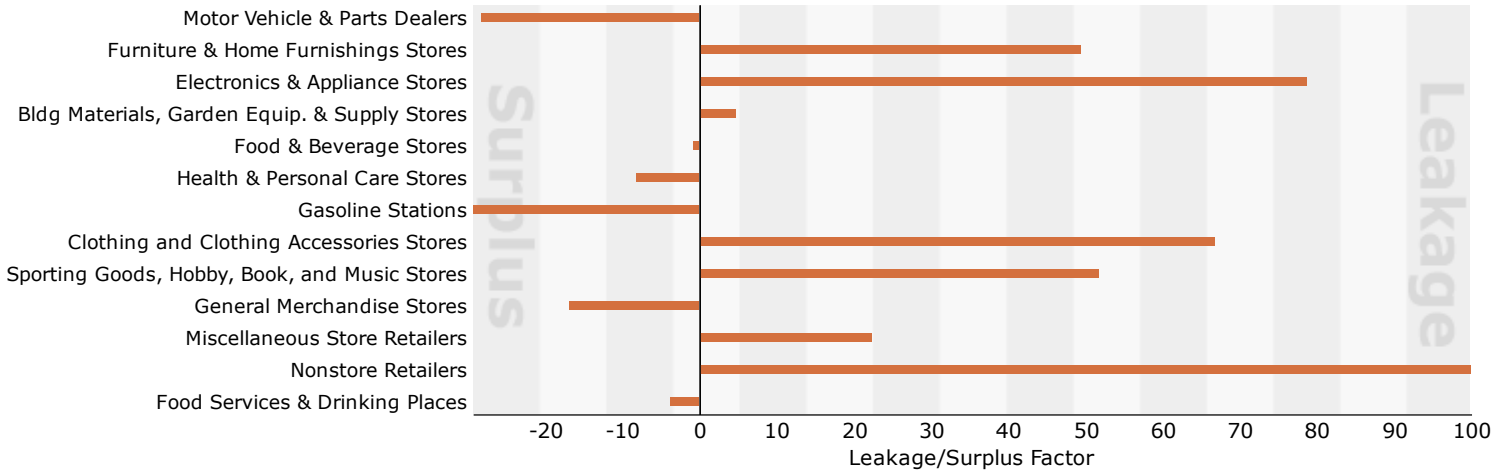
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$341,690,277	\$409,798,432	-\$68,108,155	-9.1	209
Total Retail Trade	44-45	\$310,775,323	\$376,447,660	-\$65,672,337	-9.6	159
Total Food & Drink	722	\$30,914,954	\$33,350,772	-\$2,435,818	-3.8	50
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$70,382,273	\$126,165,190	-\$55,782,917	-28.4	34
Automobile Dealers	4411	\$55,017,762	\$102,506,800	-\$47,489,038	-30.1	19
Other Motor Vehicle Dealers	4412	\$8,955,178	\$8,408,054	\$547,124	3.2	7
Auto Parts, Accessories & Tire Stores	4413	\$6,409,333	\$15,250,336	-\$8,841,003	-40.8	8
Furniture & Home Furnishings Stores	442	\$10,840,198	\$3,672,132	\$7,168,066	49.4	4
Furniture Stores	4421	\$5,836,020	\$788,639	\$5,047,381	76.2	1
Home Furnishings Stores	4422	\$5,004,178	\$2,883,493	\$2,120,685	26.9	3
Electronics & Appliance Stores	443	\$9,018,072	\$1,071,842	\$7,946,230	78.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,151,927	\$20,143,530	\$2,008,397	4.7	19
Bldg Material & Supplies Dealers	4441	\$20,391,141	\$18,027,055	\$2,364,086	6.2	15
Lawn & Garden Equip & Supply Stores	4442	\$1,760,786	\$2,116,475	-\$355,689	-9.2	4
Food & Beverage Stores	445	\$54,382,746	\$55,414,636	-\$1,031,890	-0.9	12
Grocery Stores	4451	\$47,833,727	\$55,258,679	-\$7,424,952	-7.2	11
Specialty Food Stores	4452	\$2,676,533	\$155,957	\$2,520,576	89.0	1
Beer, Wine & Liquor Stores	4453	\$3,872,486	\$0	\$3,872,486	100.0	0
Health & Personal Care Stores	446,4461	\$17,833,788	\$21,072,453	-\$3,238,665	-8.3	11
Gasoline Stations	447,4471	\$34,661,329	\$63,520,253	-\$28,858,924	-29.4	20
Clothing & Clothing Accessories Stores	448	\$13,020,230	\$2,577,685	\$10,442,545	66.9	4
Clothing Stores	4481	\$8,381,373	\$1,838,674	\$6,542,699	64.0	3
Shoe Stores	4482	\$2,515,508	\$739,011	\$1,776,497	54.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,123,349	\$0	\$2,123,349	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$8,093,720	\$2,576,972	\$5,516,748	51.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,920,564	\$2,576,972	\$4,343,592	45.7	5
Book, Periodical & Music Stores	4512	\$1,173,156	\$0	\$1,173,156	100.0	0
General Merchandise Stores	452	\$51,170,577	\$72,052,854	-\$20,882,277	-16.9	10
Department Stores Excluding Leased Depts.	4521	\$36,810,746	\$62,524,193	-\$25,713,447	-25.9	3
Other General Merchandise Stores	4529	\$14,359,831	\$9,528,661	\$4,831,170	20.2	7
Miscellaneous Store Retailers	453	\$12,883,007	\$8,180,113	\$4,702,894	22.3	38
Florists	4531	\$469,566	\$991,250	-\$521,684	-35.7	2
Office Supplies, Stationery & Gift Stores	4532	\$2,149,197	\$554,848	\$1,594,349	59.0	4
Used Merchandise Stores	4533	\$1,367,168	\$2,663,723	-\$1,296,555	-32.2	22
Other Miscellaneous Store Retailers	4539	\$8,897,076	\$3,970,292	\$4,926,784	38.3	10
Nonstore Retailers	454	\$6,337,456	\$0	\$6,337,456	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,507,348	\$0	\$4,507,348	100.0	0
Vending Machine Operators	4542	\$506,064	\$0	\$506,064	100.0	0
Direct Selling Establishments	4543	\$1,324,044	\$0	\$1,324,044	100.0	0
Food Services & Drinking Places	722	\$30,914,954	\$33,350,772	-\$2,435,818	-3.8	50
Special Food Services	7223	\$434,286	\$493,711	-\$59,425	-6.4	4
Drinking Places - Alcoholic Beverages	7224	\$573,797	\$0	\$573,797	100.0	0
Restaurants/Other Eating Places	7225	\$29,906,871	\$32,857,061	-\$2,950,190	-4.7	46

**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.

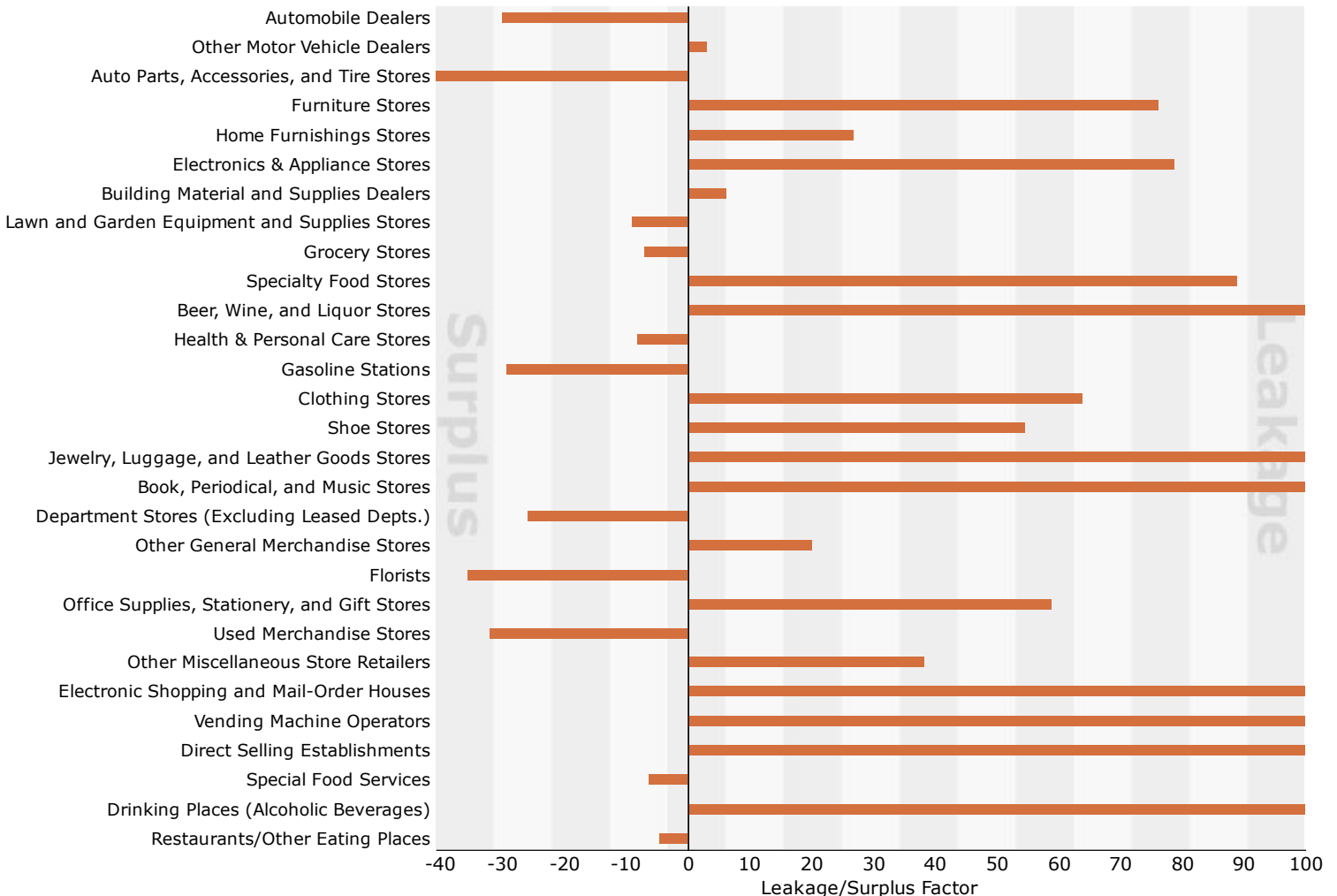
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**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



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