



# Retail MarketPlace Profile

37769 (Rocky Top)  
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 Geography: ZIP Code

Prepared by Anderson County Chamber

## Summary Demographics

2020 Population	6,082
2020 Households	2,427
2020 Median Disposable Income	\$32,981
2020 Per Capita Income	\$20,815

**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	\$63,303,474	\$59,436,923	\$3,866,551	3.2	40
Total Retail Trade	44-45	\$58,259,947	\$43,103,967	\$15,155,980	15.0	26
Total Food & Drink	722	\$5,043,527	\$16,332,956	-\$11,289,429	-52.8	14

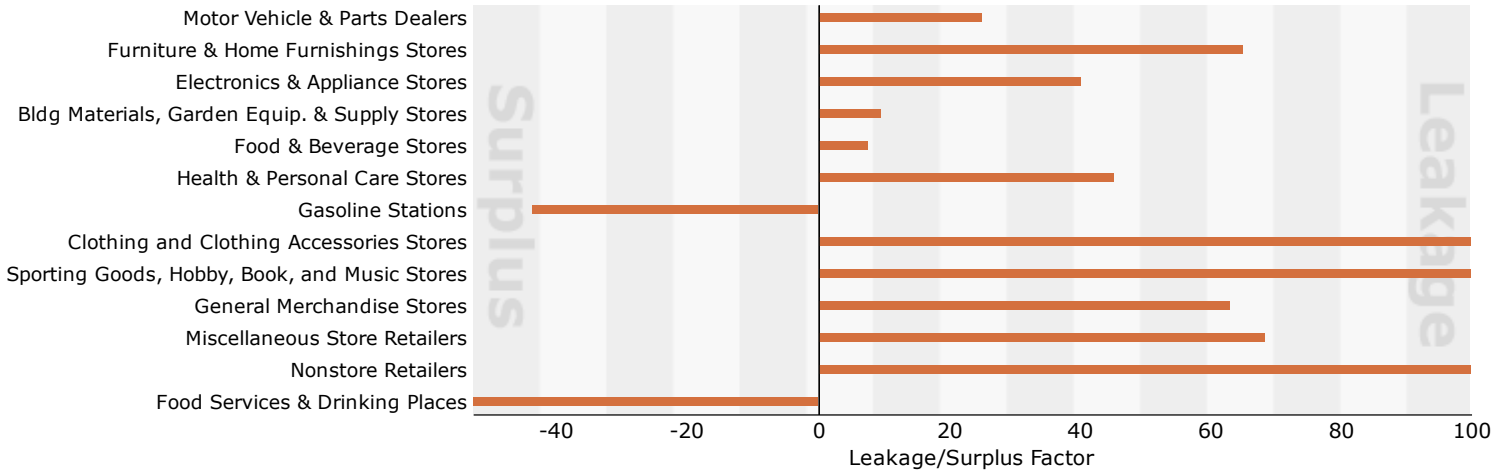
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,126,308	\$8,433,874	\$5,692,434	25.2	6
Automobile Dealers	4411	\$11,155,363	\$1,247,141	\$9,908,222	79.9	1
Other Motor Vehicle Dealers	4412	\$1,808,386	\$5,748,215	-\$3,939,829	-52.1	2
Auto Parts, Accessories & Tire Stores	4413	\$1,162,559	\$1,438,518	-\$275,959	-10.6	3
Furniture & Home Furnishings Stores	442	\$1,745,586	\$367,334	\$1,378,252	65.2	1
Furniture Stores	4421	\$949,262	\$367,334	\$581,928	44.2	1
Home Furnishings Stores	4422	\$796,324	\$0	\$796,324	100.0	0
Electronics & Appliance Stores	443	\$1,471,020	\$627,746	\$843,274	40.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,191,304	\$3,454,150	\$737,154	9.6	2
Bldg Material & Supplies Dealers	4441	\$3,842,854	\$3,454,150	\$388,704	5.3	2
Lawn & Garden Equip & Supply Stores	4442	\$348,450	\$0	\$348,450	100.0	0
Food & Beverage Stores	445	\$10,048,123	\$8,591,199	\$1,456,924	7.8	4
Grocery Stores	4451	\$8,962,571	\$8,591,199	\$371,372	2.1	4
Specialty Food Stores	4452	\$497,230	\$0	\$497,230	100.0	0
Beer, Wine & Liquor Stores	4453	\$588,322	\$0	\$588,322	100.0	0
Health & Personal Care Stores	446,4461	\$3,372,106	\$1,266,996	\$2,105,110	45.4	1
Gasoline Stations	447,4471	\$6,979,388	\$17,832,402	-\$10,853,014	-43.7	6
Clothing & Clothing Accessories Stores	448	\$2,076,236	\$0	\$2,076,236	100.0	0
Clothing Stores	4481	\$1,369,213	\$0	\$1,369,213	100.0	0
Shoe Stores	4482	\$429,576	\$0	\$429,576	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$277,447	\$0	\$277,447	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,360,028	\$0	\$1,360,028	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,180,831	\$0	\$1,180,831	100.0	0
Book, Periodical & Music Stores	4512	\$179,197	\$0	\$179,197	100.0	0
General Merchandise Stores	452	\$9,033,226	\$2,035,224	\$6,998,002	63.2	2
Department Stores Excluding Leased Depts.	4521	\$6,333,568	\$0	\$6,333,568	100.0	0
Other General Merchandise Stores	4529	\$2,699,658	\$2,035,224	\$664,434	14.0	2
Miscellaneous Store Retailers	453	\$2,637,928	\$495,042	\$2,142,886	68.4	3
Florists	4531	\$71,557	\$274,143	-\$202,586	-58.6	2
Office Supplies, Stationery & Gift Stores	4532	\$356,762	\$0	\$356,762	100.0	0
Used Merchandise Stores	4533	\$211,286	\$0	\$211,286	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,998,323	\$220,899	\$1,777,424	80.1	1
Nonstore Retailers	454	\$1,218,694	\$0	\$1,218,694	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$852,916	\$0	\$852,916	100.0	0
Vending Machine Operators	4542	\$93,943	\$0	\$93,943	100.0	0
Direct Selling Establishments	4543	\$271,835	\$0	\$271,835	100.0	0
Food Services & Drinking Places	722	\$5,043,527	\$16,332,956	-\$11,289,429	-52.8	14
Special Food Services	7223	\$70,620	\$0	\$70,620	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$83,582	\$0	\$83,582	100.0	0
Restaurants/Other Eating Places	7225	\$4,889,325	\$16,332,956	-\$11,443,631	-53.9	14

**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.

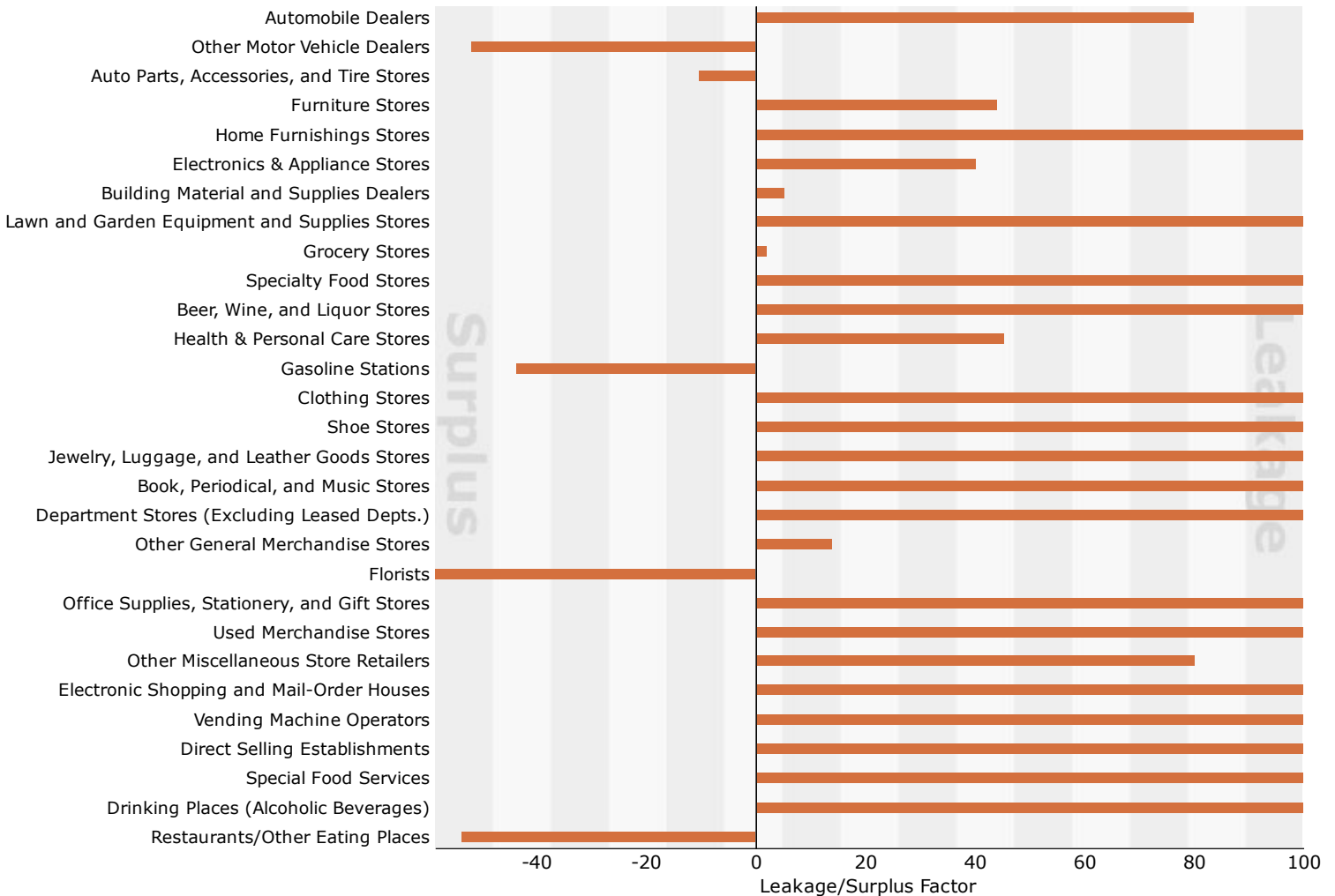
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**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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