



Retail MarketPlace Profile

Oak Ridge City, TN
 Oak Ridge City, TN (4755120)
 Geography: Place

Prepared by Anderson County Chamber

Summary Demographics

2020 Population	30,132
2020 Households	12,987
2020 Median Disposable Income	\$47,613
2020 Per Capita Income	\$34,293

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.

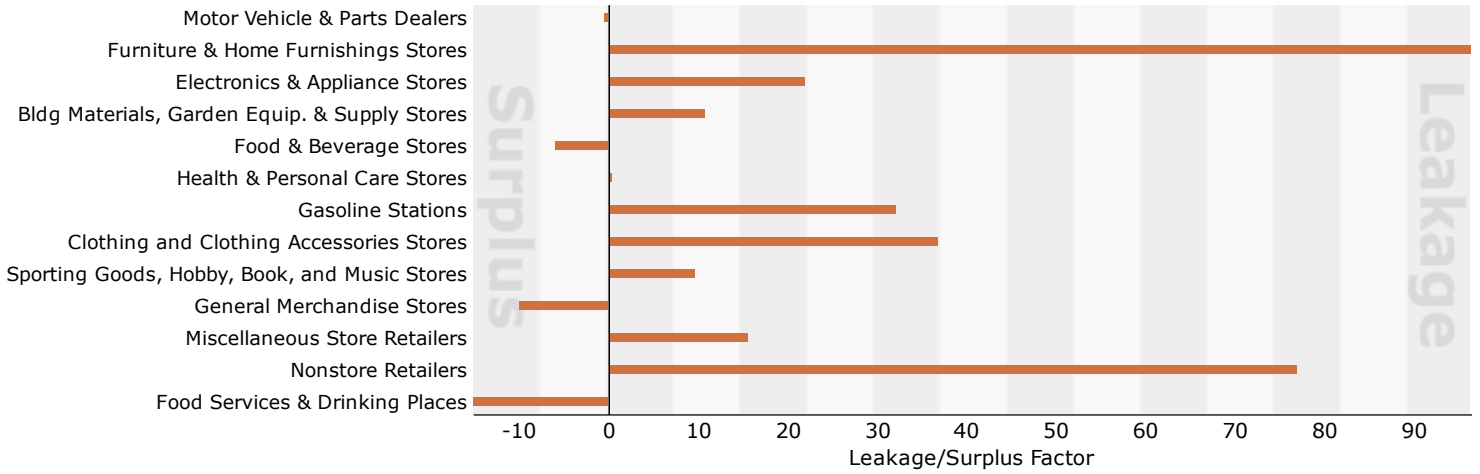
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$466,945,983	\$437,451,362	\$29,494,621	3.3	250
Total Retail Trade	44-45	\$422,108,721	\$376,522,185	\$45,586,536	5.7	162
Total Food & Drink	722	\$44,837,262	\$60,929,177	-\$16,091,915	-15.2	88
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$91,570,592	\$92,670,470	-\$1,099,878	-0.6	22
Automobile Dealers	4411	\$71,338,145	\$85,040,043	-\$13,701,898	-8.8	10
Other Motor Vehicle Dealers	4412	\$11,378,239	\$249,889	\$11,128,350	95.7	1
Auto Parts, Accessories & Tire Stores	4413	\$8,854,208	\$7,380,538	\$1,473,670	9.1	11
Furniture & Home Furnishings Stores	442	\$15,635,471	\$281,545	\$15,353,926	96.5	2
Furniture Stores	4421	\$8,460,242	\$183,667	\$8,276,575	95.8	1
Home Furnishings Stores	4422	\$7,175,229	\$97,878	\$7,077,351	97.3	1
Electronics & Appliance Stores	443	\$13,416,139	\$8,560,547	\$4,855,592	22.1	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,432,750	\$22,846,775	\$5,585,975	10.9	9
Bldg Material & Supplies Dealers	4441	\$26,248,816	\$22,846,775	\$3,402,041	6.9	9
Lawn & Garden Equip & Supply Stores	4442	\$2,183,934	\$0	\$2,183,934	100.0	0
Food & Beverage Stores	445	\$75,065,329	\$84,720,137	-\$9,654,808	-6.0	28
Grocery Stores	4451	\$65,502,639	\$81,609,241	-\$16,106,602	-10.9	22
Specialty Food Stores	4452	\$3,677,117	\$898,820	\$2,778,297	60.7	2
Beer, Wine & Liquor Stores	4453	\$5,885,573	\$2,212,076	\$3,673,497	45.4	4
Health & Personal Care Stores	446,4461	\$24,005,346	\$23,830,396	\$174,950	0.4	19
Gasoline Stations	447,4471	\$45,749,776	\$23,484,726	\$22,265,050	32.2	7
Clothing & Clothing Accessories Stores	448	\$19,409,295	\$8,943,318	\$10,465,977	36.9	13
Clothing Stores	4481	\$12,289,842	\$781,749	\$11,508,093	88.0	4
Shoe Stores	4482	\$3,631,388	\$296,318	\$3,335,070	84.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,488,065	\$7,865,251	-\$4,377,186	-38.6	8
Sporting Goods, Hobby, Book & Music Stores	451	\$11,568,552	\$9,529,745	\$2,038,807	9.7	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,824,930	\$4,363,504	\$5,461,426	38.5	11
Book, Periodical & Music Stores	4512	\$1,743,622	\$5,166,241	-\$3,422,619	-49.5	7
General Merchandise Stores	452	\$71,962,446	\$88,156,226	-\$16,193,780	-10.1	8
Department Stores Excluding Leased Depts.	4521	\$52,420,743	\$76,417,693	-\$23,996,950	-18.6	3
Other General Merchandise Stores	4529	\$19,541,703	\$11,738,533	\$7,803,170	24.9	5
Miscellaneous Store Retailers	453	\$17,000,751	\$12,423,408	\$4,577,343	15.6	24
Florists	4531	\$655,642	\$438,473	\$217,169	19.8	3
Office Supplies, Stationery & Gift Stores	4532	\$3,090,776	\$6,404,297	-\$3,313,521	-34.9	8
Used Merchandise Stores	4533	\$1,990,837	\$1,332,648	\$658,189	19.8	6
Other Miscellaneous Store Retailers	4539	\$11,263,496	\$4,247,990	\$7,015,506	45.2	7
Nonstore Retailers	454	\$8,292,274	\$1,074,892	\$7,217,382	77.0	2
Electronic Shopping & Mail-Order Houses	4541	\$6,064,556	\$845,211	\$5,219,345	75.5	1
Vending Machine Operators	4542	\$697,348	\$229,681	\$467,667	50.4	1
Direct Selling Establishments	4543	\$1,530,370	\$0	\$1,530,370	100.0	0
Food Services & Drinking Places	722	\$44,837,262	\$60,929,177	-\$16,091,915	-15.2	88
Special Food Services	7223	\$587,484	\$197,484	\$390,000	49.7	1
Drinking Places - Alcoholic Beverages	7224	\$857,747	\$91,028	\$766,719	80.8	1
Restaurants/Other Eating Places	7225	\$43,392,031	\$60,640,665	-\$17,248,634	-16.6	86

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.

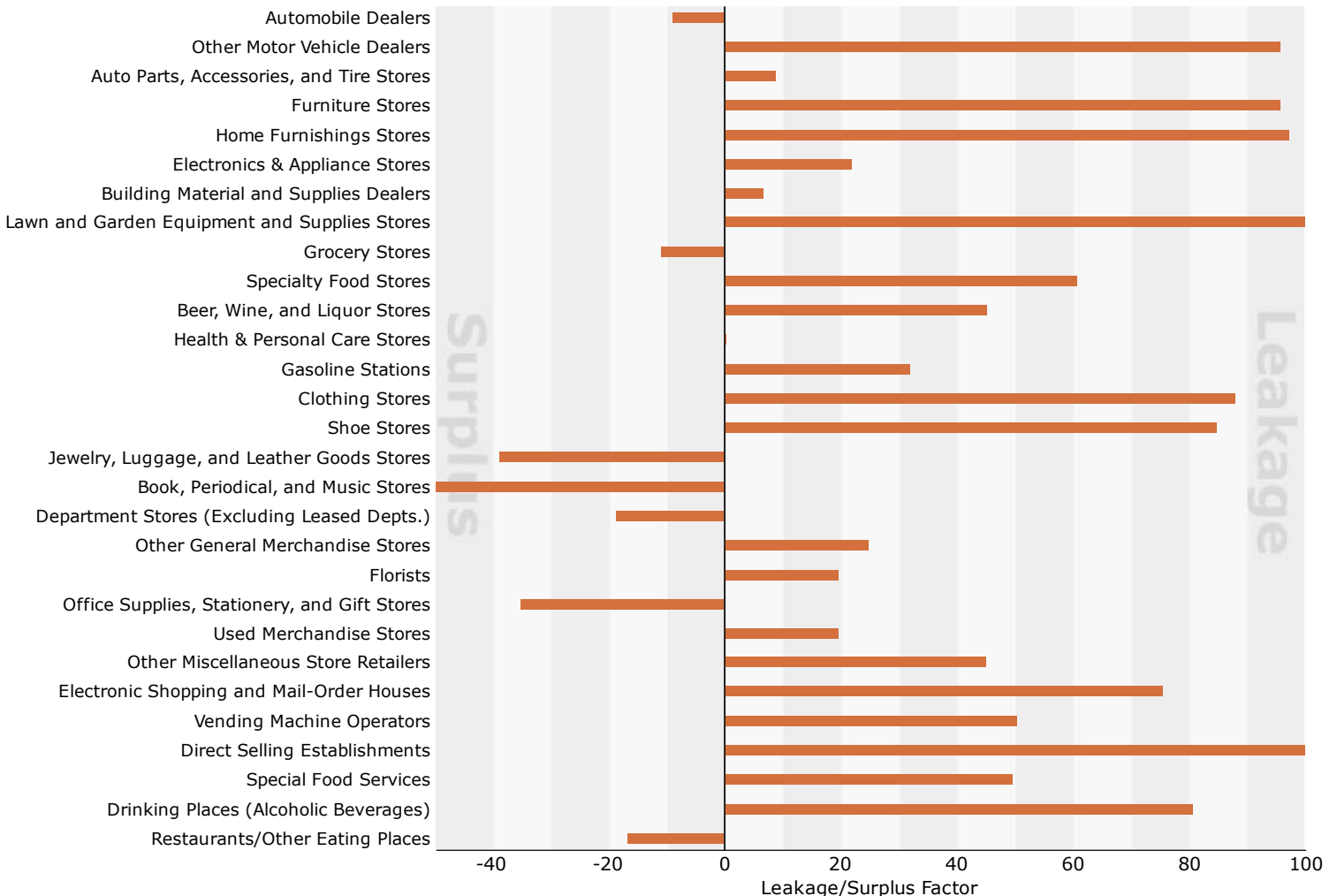
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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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