



Retail MarketPlace Profile

37769 (Rocky Top)
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 Geography: ZIP Code

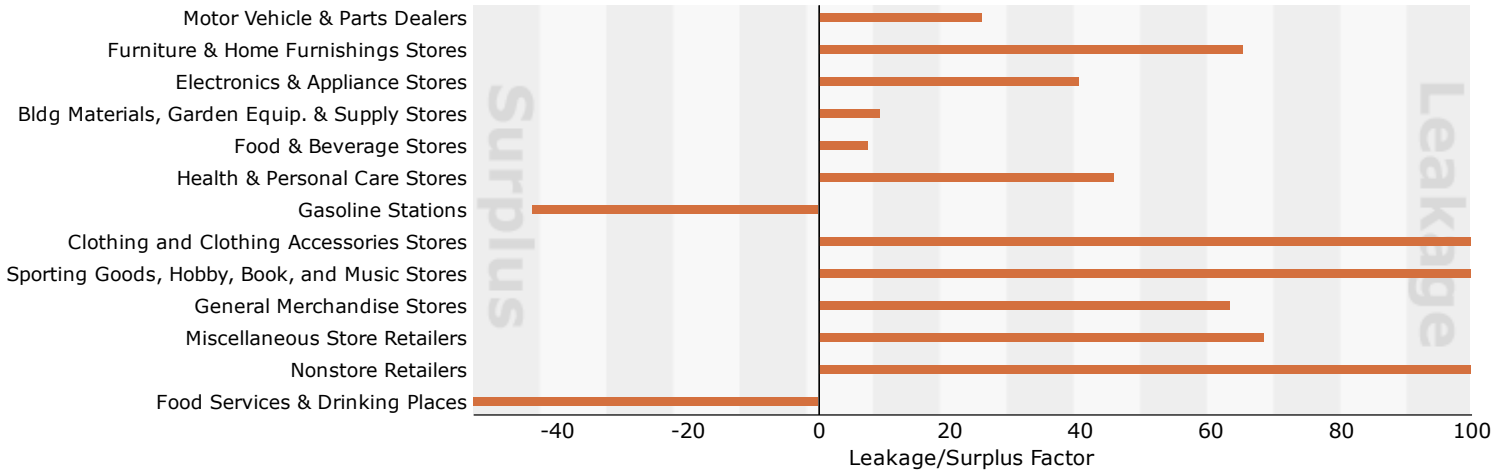
Prepared by Anderson County Chamber

Summary Demographics						
2019 Population						6,014
2019 Households						2,404
2019 Median Disposable Income						\$32,349
2019 Per Capita Income						\$20,645
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	\$63,132,200	\$59,436,923	\$3,695,277	3.0	40
Total Retail Trade	44-45	\$58,100,854	\$43,103,967	\$14,996,887	14.8	26
Total Food & Drink	722	\$5,031,346	\$16,332,956	-\$11,301,610	-52.9	14
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,086,139	\$8,433,874	\$5,652,265	25.1	6
Automobile Dealers	4411	\$11,123,533	\$1,247,141	\$9,876,392	79.8	1
Other Motor Vehicle Dealers	4412	\$1,803,170	\$5,748,215	-\$3,945,045	-52.2	2
Auto Parts, Accessories & Tire Stores	4413	\$1,159,436	\$1,438,518	-\$279,082	-10.7	3
Furniture & Home Furnishings Stores	442	\$1,741,425	\$367,334	\$1,374,091	65.2	1
Furniture Stores	4421	\$947,001	\$367,334	\$579,667	44.1	1
Home Furnishings Stores	4422	\$794,424	\$0	\$794,424	100.0	0
Electronics & Appliance Stores	443	\$1,467,407	\$627,746	\$839,661	40.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,179,784	\$3,454,150	\$725,634	9.5	2
Bldg Material & Supplies Dealers	4441	\$3,832,358	\$3,454,150	\$378,208	5.2	2
Lawn & Garden Equip & Supply Stores	4442	\$347,426	\$0	\$347,426	100.0	0
Food & Beverage Stores	445	\$10,020,806	\$8,591,199	\$1,429,607	7.7	4
Grocery Stores	4451	\$8,937,992	\$8,591,199	\$346,793	2.0	4
Specialty Food Stores	4452	\$495,875	\$0	\$495,875	100.0	0
Beer, Wine & Liquor Stores	4453	\$586,939	\$0	\$586,939	100.0	0
Health & Personal Care Stores	446,4461	\$3,362,747	\$1,266,996	\$2,095,751	45.3	1
Gasoline Stations	447,4471	\$6,959,569	\$17,832,402	-\$10,872,833	-43.9	6
Clothing & Clothing Accessories Stores	448	\$2,071,324	\$0	\$2,071,324	100.0	0
Clothing Stores	4481	\$1,365,892	\$0	\$1,365,892	100.0	0
Shoe Stores	4482	\$428,520	\$0	\$428,520	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$276,912	\$0	\$276,912	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,356,586	\$0	\$1,356,586	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,177,801	\$0	\$1,177,801	100.0	0
Book, Periodical & Music Stores	4512	\$178,785	\$0	\$178,785	100.0	0
General Merchandise Stores	452	\$9,009,663	\$2,035,224	\$6,974,439	63.1	2
Department Stores Excluding Leased Depts.	4521	\$6,317,416	\$0	\$6,317,416	100.0	0
Other General Merchandise Stores	4529	\$2,692,247	\$2,035,224	\$657,023	13.9	2
Miscellaneous Store Retailers	453	\$2,630,204	\$495,042	\$2,135,162	68.3	3
Florists	4531	\$71,380	\$274,143	-\$202,763	-58.7	2
Office Supplies, Stationery & Gift Stores	4532	\$355,886	\$0	\$355,886	100.0	0
Used Merchandise Stores	4533	\$210,804	\$0	\$210,804	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,992,134	\$220,899	\$1,771,235	80.0	1
Nonstore Retailers	454	\$1,215,200	\$0	\$1,215,200	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$850,555	\$0	\$850,555	100.0	0
Vending Machine Operators	4542	\$93,687	\$0	\$93,687	100.0	0
Direct Selling Establishments	4543	\$270,958	\$0	\$270,958	100.0	0
Food Services & Drinking Places	722	\$5,031,346	\$16,332,956	-\$11,301,610	-52.9	14
Special Food Services	7223	\$70,446	\$0	\$70,446	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$83,393	\$0	\$83,393	100.0	0
Restaurants/Other Eating Places	7225	\$4,877,507	\$16,332,956	-\$11,455,449	-54.0	14

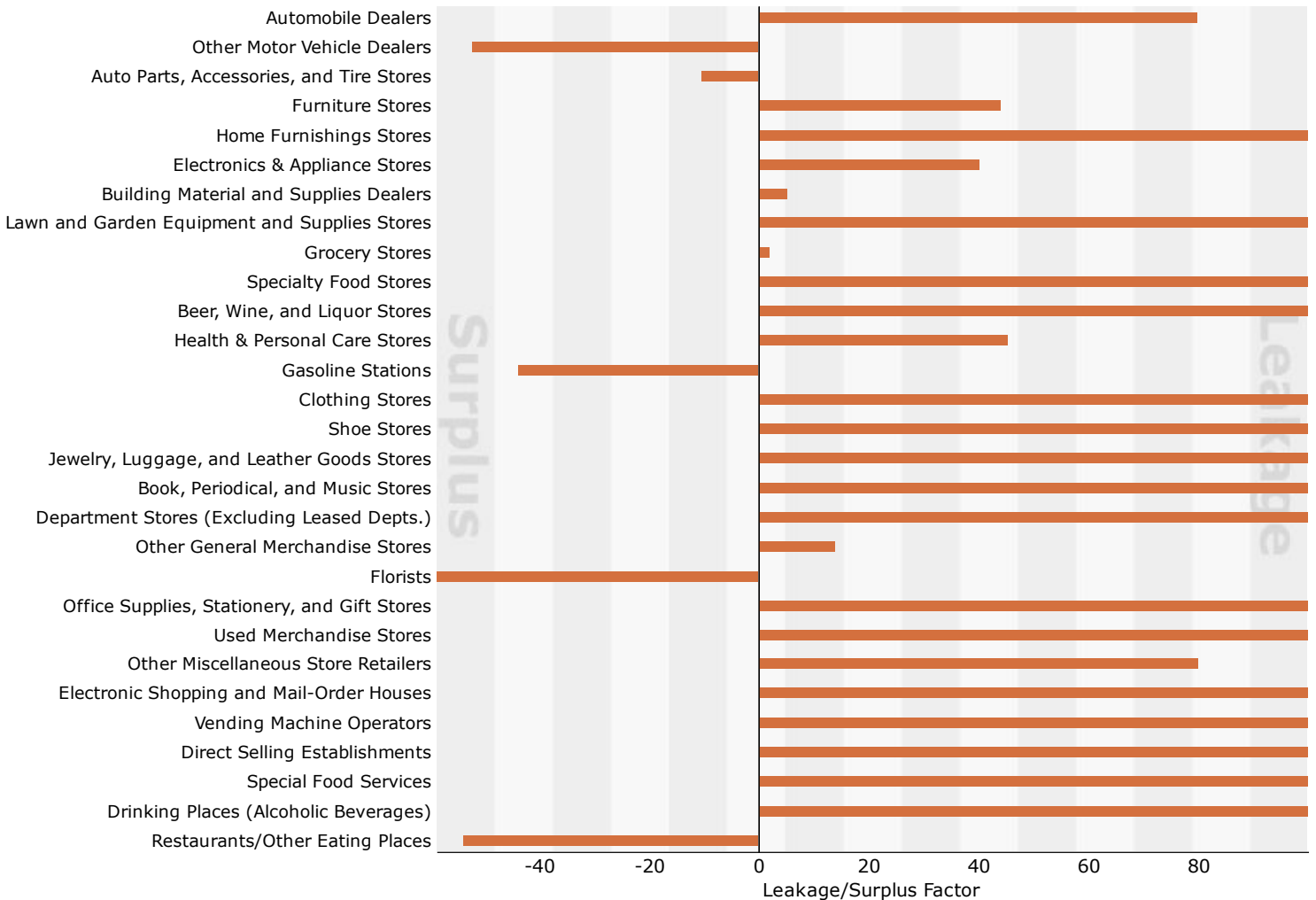
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 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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