



Retail MarketPlace Profile

37840 (Oliver Springs)
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 Geography: ZIP Code

Prepared by Anderson County Chamber

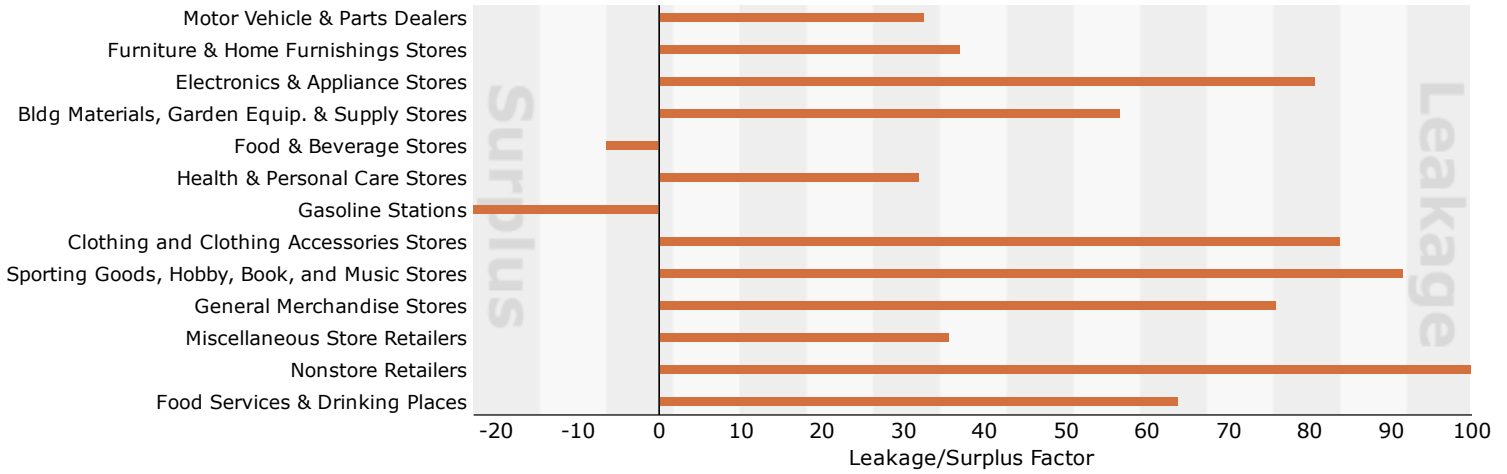
Summary Demographics						
2019 Population						10,574
2019 Households						4,220
2019 Median Disposable Income						\$38,240
2019 Per Capita Income						\$24,139
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$115,801,178	\$66,613,962	\$49,187,216	27.0	63
Total Retail Trade	44-45	\$105,463,599	\$64,339,685	\$41,123,914	24.2	56
Total Food & Drink	722	\$10,337,579	\$2,274,277	\$8,063,302	63.9	7
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,296,083	\$12,318,393	\$11,977,690	32.7	20
Automobile Dealers	4411	\$19,094,941	\$10,684,446	\$8,410,495	28.2	14
Other Motor Vehicle Dealers	4412	\$3,057,903	\$249,889	\$2,808,014	84.9	1
Auto Parts, Accessories & Tire Stores	4413	\$2,143,239	\$1,384,058	\$759,181	21.5	5
Furniture & Home Furnishings Stores	442	\$3,630,424	\$1,663,250	\$1,967,174	37.2	2
Furniture Stores	4421	\$1,962,617	\$1,425,762	\$536,855	15.8	1
Home Furnishings Stores	4422	\$1,667,807	\$237,488	\$1,430,319	75.1	1
Electronics & Appliance Stores	443	\$2,976,456	\$317,572	\$2,658,884	80.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,577,555	\$2,079,291	\$5,498,264	56.9	3
Bldg Material & Supplies Dealers	4441	\$7,001,110	\$1,686,536	\$5,314,574	61.2	2
Lawn & Garden Equip & Supply Stores	4442	\$576,445	\$392,755	\$183,690	19.0	1
Food & Beverage Stores	445	\$18,259,653	\$20,805,939	-\$2,546,286	-6.5	6
Grocery Stores	4451	\$16,113,072	\$20,480,331	-\$4,367,259	-11.9	5
Specialty Food Stores	4452	\$899,096	\$325,608	\$573,488	46.8	1
Beer, Wine & Liquor Stores	4453	\$1,247,485	\$0	\$1,247,485	100.0	0
Health & Personal Care Stores	446,4461	\$5,999,236	\$3,085,807	\$2,913,429	32.1	2
Gasoline Stations	447,4471	\$12,018,752	\$19,164,570	-\$7,145,818	-22.9	9
Clothing & Clothing Accessories Stores	448	\$4,357,744	\$378,351	\$3,979,393	84.0	2
Clothing Stores	4481	\$2,809,643	\$220,677	\$2,588,966	85.4	1
Shoe Stores	4482	\$868,298	\$0	\$868,298	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$679,803	\$157,674	\$522,129	62.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,677,052	\$115,597	\$2,561,455	91.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,298,646	\$115,597	\$2,183,049	90.4	1
Book, Periodical & Music Stores	4512	\$378,406	\$0	\$378,406	100.0	0
General Merchandise Stores	452	\$17,203,017	\$2,332,641	\$14,870,376	76.1	3
Department Stores Excluding Leased Depts.	4521	\$12,354,179	\$0	\$12,354,179	100.0	0
Other General Merchandise Stores	4529	\$4,848,838	\$2,332,641	\$2,516,197	35.0	3
Miscellaneous Store Retailers	453	\$4,389,293	\$2,078,274	\$2,311,019	35.7	7
Florists	4531	\$145,895	\$93,821	\$52,074	21.7	1
Office Supplies, Stationery & Gift Stores	4532	\$720,547	\$0	\$720,547	100.0	0
Used Merchandise Stores	4533	\$451,924	\$213,882	\$238,042	35.8	2
Other Miscellaneous Store Retailers	4539	\$3,070,927	\$1,770,571	\$1,300,356	26.9	4
Nonstore Retailers	454	\$2,078,334	\$0	\$2,078,334	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,522,441	\$0	\$1,522,441	100.0	0
Vending Machine Operators	4542	\$170,250	\$0	\$170,250	100.0	0
Direct Selling Establishments	4543	\$385,643	\$0	\$385,643	100.0	0
Food Services & Drinking Places	722	\$10,337,579	\$2,274,277	\$8,063,302	63.9	7
Special Food Services	7223	\$141,673	\$0	\$141,673	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$182,008	\$0	\$182,008	100.0	0
Restaurants/Other Eating Places	7225	\$10,013,898	\$2,274,277	\$7,739,621	63.0	7

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>

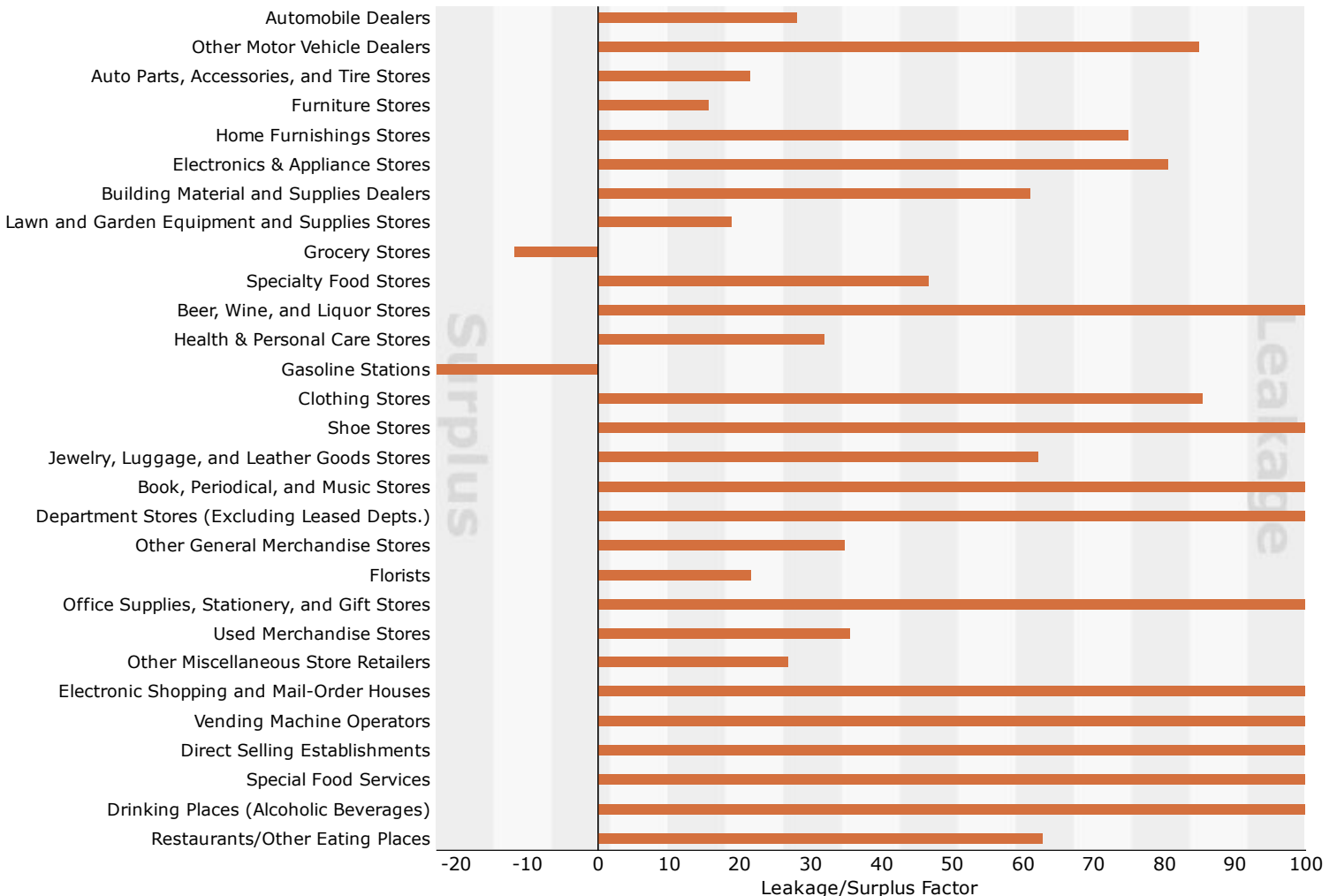
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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