



Retail MarketPlace Profile

Anderson County, TN
 Anderson County, TN (47001)
 Geography: County

Prepared by Anderson County Chamber

Summary Demographics

2019 Population	77,448
2019 Households	32,041
2019 Median Disposable Income	\$42,886
2019 Per Capita Income	\$29,235

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	\$1,015,065,227	\$986,651,688	\$28,413,539	1.4	589
Total Retail Trade	44-45	\$922,478,181	\$870,368,578	\$52,109,603	2.9	421
Total Food & Drink	722	\$92,587,046	\$116,283,110	-\$23,696,064	-11.3	168

2017 Industry Group

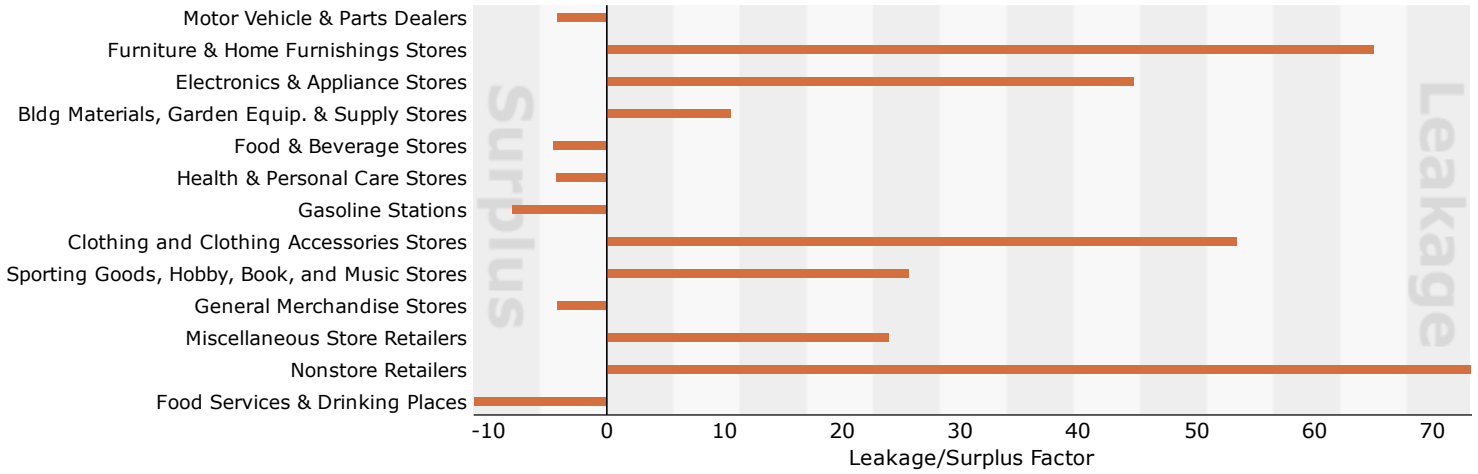
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$207,494,492	\$225,808,290	-\$18,313,798	-4.2	81
Automobile Dealers	4411	\$162,266,803	\$182,350,938	-\$20,084,135	-5.8	41
Other Motor Vehicle Dealers	4412	\$26,172,064	\$16,717,957	\$9,454,107	22.0	13
Auto Parts, Accessories & Tire Stores	4413	\$19,055,625	\$26,739,395	-\$7,683,770	-16.8	27
Furniture & Home Furnishings Stores	442	\$32,314,383	\$6,821,565	\$25,492,818	65.1	9
Furniture Stores	4421	\$17,475,019	\$2,765,402	\$14,709,617	72.7	4
Home Furnishings Stores	4422	\$14,839,364	\$4,056,163	\$10,783,201	57.1	5
Electronics & Appliance Stores	443	\$27,246,032	\$10,377,838	\$16,868,194	44.8	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$64,323,298	\$52,042,220	\$12,281,078	10.6	36
Bldg Material & Supplies Dealers	4441	\$59,239,163	\$47,720,355	\$11,518,808	10.8	29
Lawn & Garden Equip & Supply Stores	4442	\$5,084,135	\$4,321,865	\$762,270	8.1	7
Food & Beverage Stores	445	\$162,215,857	\$178,017,644	-\$15,801,787	-4.6	51
Grocery Stores	4451	\$142,537,381	\$173,837,762	-\$31,300,381	-9.9	43
Specialty Food Stores	4452	\$7,979,294	\$1,230,160	\$6,749,134	73.3	3
Beer, Wine & Liquor Stores	4453	\$11,699,182	\$2,949,722	\$8,749,460	59.7	5
Health & Personal Care Stores	446,4461	\$52,781,157	\$57,659,449	-\$4,878,292	-4.4	36
Gasoline Stations	447,4471	\$102,930,547	\$120,814,780	-\$17,884,233	-8.0	39
Clothing & Clothing Accessories Stores	448	\$39,320,593	\$11,905,418	\$27,415,175	53.5	19
Clothing Stores	4481	\$25,218,185	\$2,841,100	\$22,377,085	79.7	8
Shoe Stores	4482	\$7,572,095	\$1,035,329	\$6,536,766	75.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$6,530,313	\$8,028,989	-\$1,498,676	-10.3	9
Sporting Goods, Hobby, Book & Music Stores	451	\$24,155,022	\$14,291,939	\$9,863,083	25.7	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,629,798	\$8,551,193	\$12,078,605	41.4	22
Book, Periodical & Music Stores	4512	\$3,525,224	\$5,740,746	-\$2,215,522	-23.9	8
General Merchandise Stores	452	\$152,832,048	\$166,336,059	-\$13,504,011	-4.2	27
Department Stores Excluding Leased Depts.	4521	\$110,127,712	\$138,941,886	-\$28,814,174	-11.6	6
Other General Merchandise Stores	4529	\$42,704,336	\$27,394,173	\$15,310,163	21.8	21
Miscellaneous Store Retailers	453	\$38,272,601	\$23,443,295	\$14,829,306	24.0	76
Florists	4531	\$1,369,644	\$1,971,183	-\$601,539	-18.0	10
Office Supplies, Stationery & Gift Stores	4532	\$6,425,897	\$7,267,329	-\$841,432	-6.1	13
Used Merchandise Stores	4533	\$4,082,475	\$4,442,160	-\$359,685	-4.2	31
Other Miscellaneous Store Retailers	4539	\$26,394,585	\$9,762,623	\$16,631,962	46.0	22
Nonstore Retailers	454	\$18,592,151	\$2,850,081	\$15,742,070	73.4	3
Electronic Shopping & Mail-Order Houses	4541	\$13,341,255	\$1,690,423	\$11,650,832	77.5	1
Vending Machine Operators	4542	\$1,510,249	\$229,681	\$1,280,568	73.6	1
Direct Selling Establishments	4543	\$3,740,647	\$929,977	\$2,810,670	60.2	1
Food Services & Drinking Places	722	\$92,587,046	\$116,283,110	-\$23,696,064	-11.3	168
Special Food Services	7223	\$1,266,359	\$724,109	\$542,250	27.2	6
Drinking Places - Alcoholic Beverages	7224	\$1,718,594	\$273,084	\$1,445,510	72.6	2
Restaurants/Other Eating Places	7225	\$89,602,093	\$115,285,917	-\$25,683,824	-12.5	160

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>

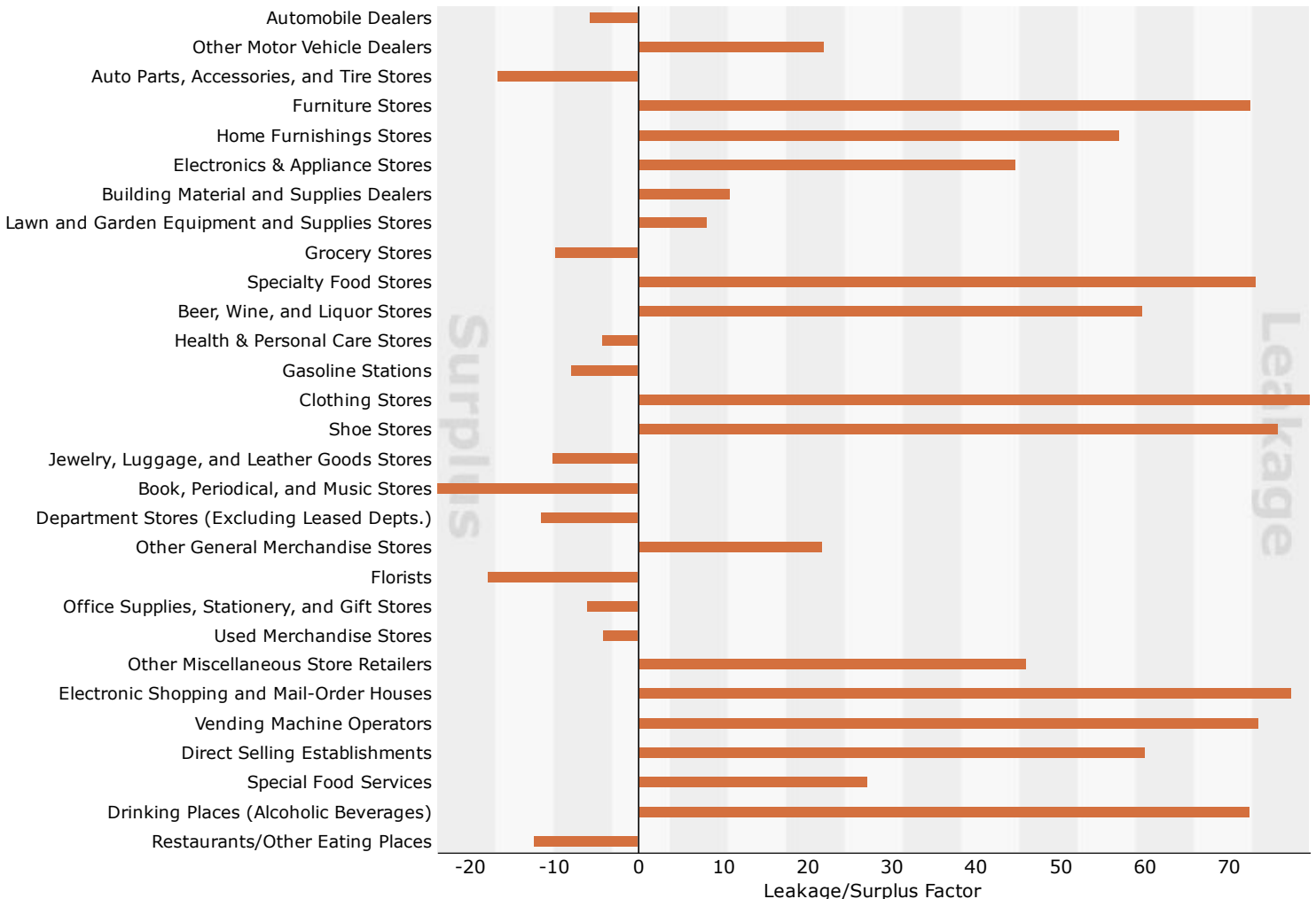
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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