



Retail MarketPlace Profile

37705 (Andersonville)
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 Geography: ZIP Code

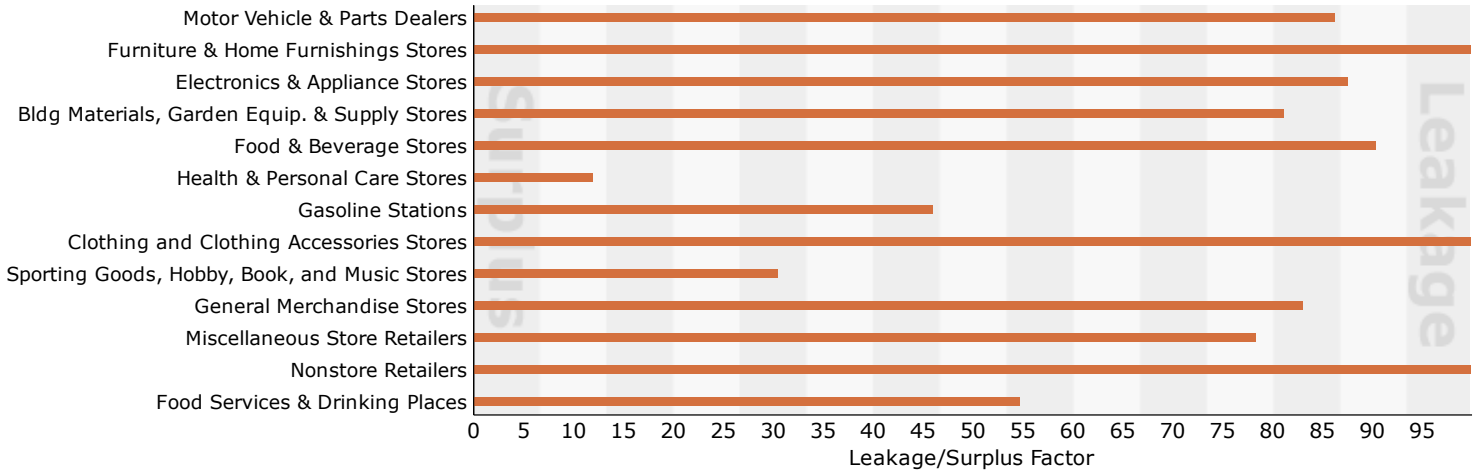
Prepared by Anderson County Chamber

Summary Demographics						
2019 Population						5,449
2019 Households						2,104
2019 Median Disposable Income						\$45,785
2019 Per Capita Income						\$27,410
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	\$71,415,485	\$11,918,302	\$59,497,183	71.4	19
Total Retail Trade	44-45	\$65,218,728	\$10,115,694	\$55,103,034	73.1	16
Total Food & Drink	722	\$6,196,757	\$1,802,608	\$4,394,149	54.9	3
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,120,870	\$1,105,616	\$14,015,254	86.4	1
Automobile Dealers	4411	\$11,837,801	\$0	\$11,837,801	100.0	0
Other Motor Vehicle Dealers	4412	\$1,952,855	\$0	\$1,952,855	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,330,214	\$1,105,616	\$224,598	9.2	1
Furniture & Home Furnishings Stores	442	\$2,171,726	\$0	\$2,171,726	100.0	0
Furniture Stores	4421	\$1,162,837	\$0	\$1,162,837	100.0	0
Home Furnishings Stores	4422	\$1,008,889	\$0	\$1,008,889	100.0	0
Electronics & Appliance Stores	443	\$1,799,752	\$117,702	\$1,682,050	87.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,770,922	\$491,207	\$4,279,715	81.3	2
Bldg Material & Supplies Dealers	4441	\$4,378,255	\$416,772	\$3,961,483	82.6	1
Lawn & Garden Equip & Supply Stores	4442	\$392,667	\$74,435	\$318,232	68.1	1
Food & Beverage Stores	445	\$11,325,931	\$567,420	\$10,758,511	90.5	1
Grocery Stores	4451	\$10,002,795	\$0	\$10,002,795	100.0	0
Specialty Food Stores	4452	\$558,233	\$0	\$558,233	100.0	0
Beer, Wine & Liquor Stores	4453	\$764,903	\$567,420	\$197,483	14.8	1
Health & Personal Care Stores	446,4461	\$3,761,111	\$2,948,294	\$812,817	12.1	1
Gasoline Stations	447,4471	\$7,360,647	\$2,707,897	\$4,652,750	46.2	2
Clothing & Clothing Accessories Stores	448	\$2,585,413	\$0	\$2,585,413	100.0	0
Clothing Stores	4481	\$1,676,899	\$0	\$1,676,899	100.0	0
Shoe Stores	4482	\$505,740	\$0	\$505,740	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$402,774	\$0	\$402,774	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,653,015	\$877,328	\$775,687	30.7	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,421,608	\$877,328	\$544,280	23.7	3
Book, Periodical & Music Stores	4512	\$231,407	\$0	\$231,407	100.0	0
General Merchandise Stores	452	\$10,522,567	\$963,974	\$9,558,593	83.2	2
Department Stores Excluding Leased Depts.	4521	\$7,510,875	\$0	\$7,510,875	100.0	0
Other General Merchandise Stores	4529	\$3,011,692	\$963,974	\$2,047,718	51.5	2
Miscellaneous Store Retailers	453	\$2,776,793	\$336,256	\$2,440,537	78.4	3
Florists	4531	\$98,396	\$102,987	-\$4,591	-2.3	2
Office Supplies, Stationery & Gift Stores	4532	\$433,566	\$0	\$433,566	100.0	0
Used Merchandise Stores	4533	\$270,617	\$0	\$270,617	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,974,214	\$233,269	\$1,740,945	78.9	1
Nonstore Retailers	454	\$1,369,981	\$0	\$1,369,981	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$951,111	\$0	\$951,111	100.0	0
Vending Machine Operators	4542	\$105,355	\$0	\$105,355	100.0	0
Direct Selling Establishments	4543	\$313,515	\$0	\$313,515	100.0	0
Food Services & Drinking Places	722	\$6,196,757	\$1,802,608	\$4,394,149	54.9	3
Special Food Services	7223	\$90,186	\$0	\$90,186	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$113,007	\$0	\$113,007	100.0	0
Restaurants/Other Eating Places	7225	\$5,993,564	\$1,802,608	\$4,190,956	53.8	3

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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