



Retail MarketPlace Profile

37840 Oliver Springs
 37840 (Oliver Springs)
 Geography: ZIP Code

Prepared by Anderson County Chamber

Summary Demographics

2020 Population	10,104
2020 Households	4,024
2020 Median Disposable Income	\$38,392
2020 Per Capita Income	\$23,526

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.

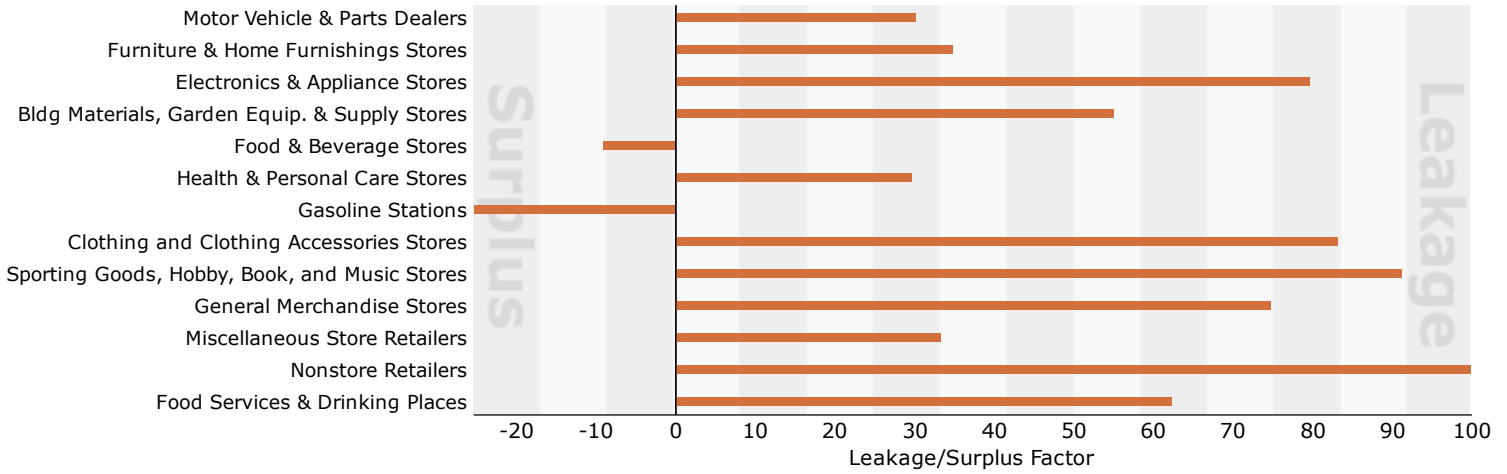
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$109,909,162	\$66,613,962	\$43,295,200	24.5	63
Total Retail Trade	44-45	\$100,091,745	\$64,339,685	\$35,752,060	21.7	56
Total Food & Drink	722	\$9,817,417	\$2,274,277	\$7,543,140	62.4	7
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,048,753	\$12,318,393	\$10,730,360	30.3	20
Automobile Dealers	4411	\$18,113,538	\$10,684,446	\$7,429,092	25.8	14
Other Motor Vehicle Dealers	4412	\$2,900,453	\$249,889	\$2,650,564	84.1	1
Auto Parts, Accessories & Tire Stores	4413	\$2,034,762	\$1,384,058	\$650,704	19.0	5
Furniture & Home Furnishings Stores	442	\$3,448,033	\$1,663,250	\$1,784,783	34.9	2
Furniture Stores	4421	\$1,863,960	\$1,425,762	\$438,198	13.3	1
Home Furnishings Stores	4422	\$1,584,073	\$237,488	\$1,346,585	73.9	1
Electronics & Appliance Stores	443	\$2,828,150	\$317,572	\$2,510,578	79.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,188,639	\$2,079,291	\$5,109,348	55.1	3
Bldg Material & Supplies Dealers	4441	\$6,641,804	\$1,686,536	\$4,955,268	59.5	2
Lawn & Garden Equip & Supply Stores	4442	\$546,835	\$392,755	\$154,080	16.4	1
Food & Beverage Stores	445	\$17,332,116	\$20,805,939	-\$3,473,823	-9.1	6
Grocery Stores	4451	\$15,293,083	\$20,480,331	-\$5,187,248	-14.5	5
Specialty Food Stores	4452	\$853,355	\$325,608	\$527,747	44.8	1
Beer, Wine & Liquor Stores	4453	\$1,185,678	\$0	\$1,185,678	100.0	0
Health & Personal Care Stores	446,4461	\$5,694,214	\$3,085,807	\$2,608,407	29.7	2
Gasoline Stations	447,4471	\$11,401,602	\$19,164,570	-\$7,762,968	-25.4	9
Clothing & Clothing Accessories Stores	448	\$4,139,454	\$378,351	\$3,761,103	83.3	2
Clothing Stores	4481	\$2,668,262	\$220,677	\$2,447,585	84.7	1
Shoe Stores	4482	\$824,279	\$0	\$824,279	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$646,913	\$157,674	\$489,239	60.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,542,220	\$115,597	\$2,426,623	91.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,182,671	\$115,597	\$2,067,074	89.9	1
Book, Periodical & Music Stores	4512	\$359,549	\$0	\$359,549	100.0	0
General Merchandise Stores	452	\$16,331,655	\$2,332,641	\$13,999,014	75.0	3
Department Stores Excluding Leased Depts.	4521	\$11,729,955	\$0	\$11,729,955	100.0	0
Other General Merchandise Stores	4529	\$4,601,700	\$2,332,641	\$2,269,059	32.7	3
Miscellaneous Store Retailers	453	\$4,164,368	\$2,078,274	\$2,086,094	33.4	7
Florists	4531	\$138,610	\$93,821	\$44,789	19.3	1
Office Supplies, Stationery & Gift Stores	4532	\$684,287	\$0	\$684,287	100.0	0
Used Merchandise Stores	4533	\$429,208	\$213,882	\$215,326	33.5	2
Other Miscellaneous Store Retailers	4539	\$2,912,263	\$1,770,571	\$1,141,692	24.4	4
Nonstore Retailers	454	\$1,972,541	\$0	\$1,972,541	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,445,002	\$0	\$1,445,002	100.0	0
Vending Machine Operators	4542	\$161,593	\$0	\$161,593	100.0	0
Direct Selling Establishments	4543	\$365,946	\$0	\$365,946	100.0	0
Food Services & Drinking Places	722	\$9,817,417	\$2,274,277	\$7,543,140	62.4	7
Special Food Services	7223	\$134,446	\$0	\$134,446	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$172,950	\$0	\$172,950	100.0	0
Restaurants/Other Eating Places	7225	\$9,510,021	\$2,274,277	\$7,235,744	61.4	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.

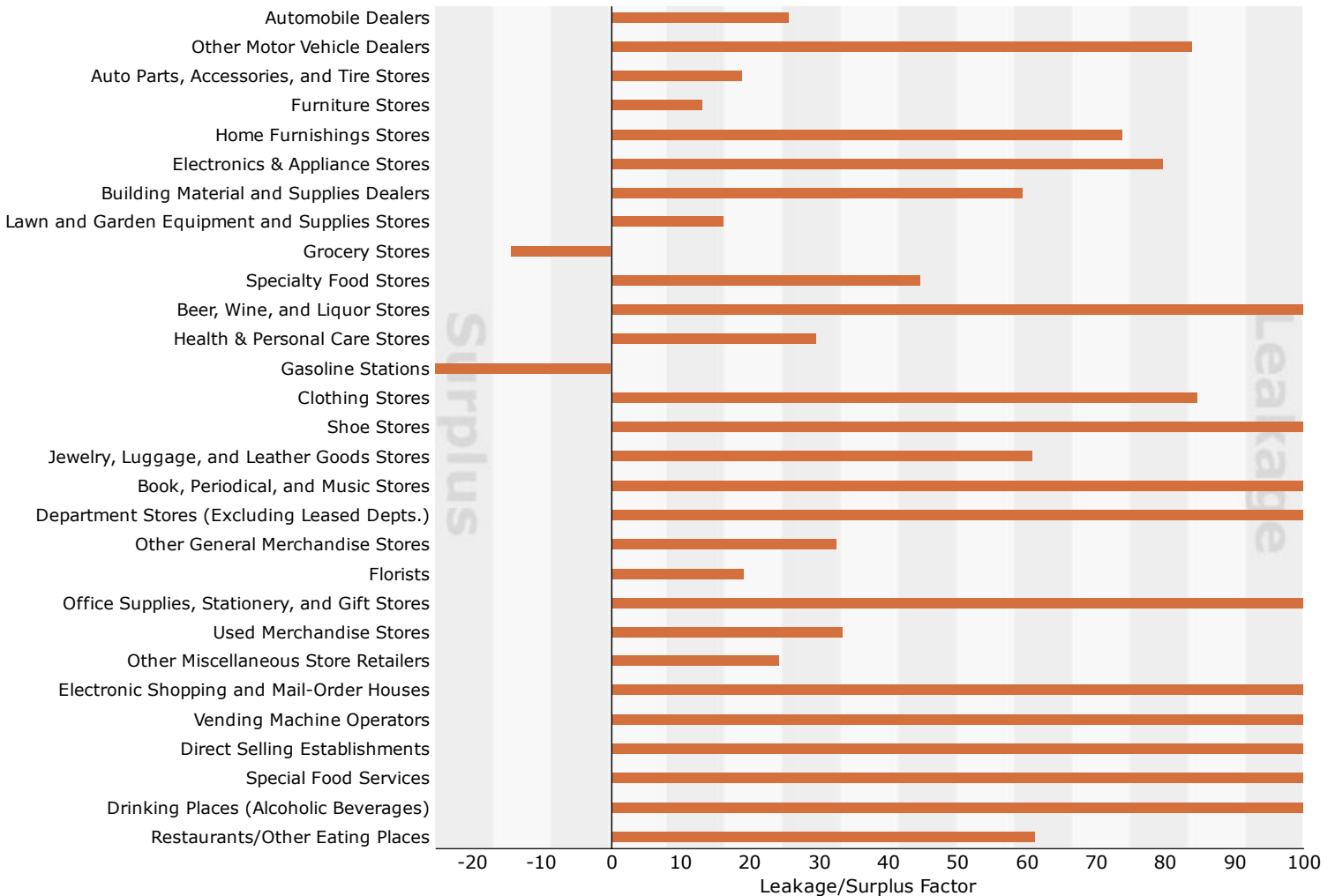
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 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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