



Retail MarketPlace Profile

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Geography: Block Group

Prepared by Anderson County Chamber

Summary Demographics

2020 Population	7,681
2020 Households	2,915
2020 Median Disposable Income	\$48,054
2020 Per Capita Income	\$27,807

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.

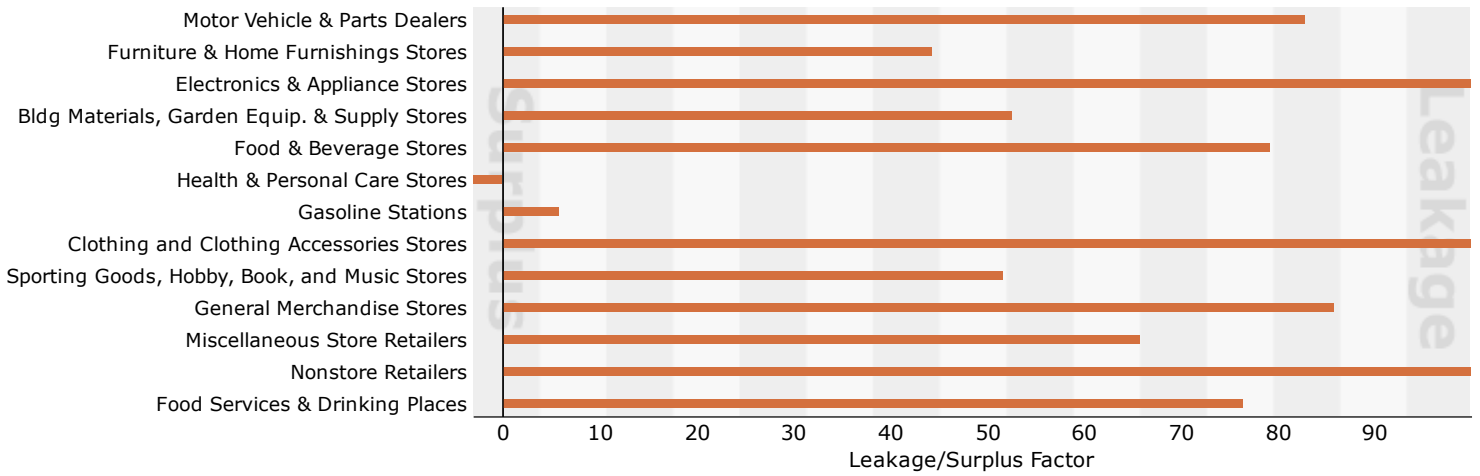
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$97,324,285	\$24,936,478	\$72,387,807	59.2	21
Total Retail Trade	44-45	\$88,653,998	\$23,780,510	\$64,873,488	57.7	18
Total Food & Drink	722	\$8,670,287	\$1,155,968	\$7,514,319	76.5	3
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,353,386	\$1,917,254	\$18,436,132	82.8	3
Automobile Dealers	4411	\$15,965,003	\$1,667,365	\$14,297,638	81.1	2
Other Motor Vehicle Dealers	4412	\$2,581,412	\$249,889	\$2,331,523	82.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,806,971	\$0	\$1,806,971	100.0	0
Furniture & Home Furnishings Stores	442	\$3,045,292	\$1,172,226	\$1,873,066	44.4	1
Furniture Stores	4421	\$1,637,767	\$0	\$1,637,767	100.0	0
Home Furnishings Stores	4422	\$1,407,525	\$1,172,226	\$235,299	9.1	1
Electronics & Appliance Stores	443	\$2,496,923	\$0	\$2,496,923	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,405,768	\$1,988,927	\$4,416,841	52.6	2
Bldg Material & Supplies Dealers	4441	\$5,906,211	\$1,988,927	\$3,917,284	49.6	2
Lawn & Garden Equip & Supply Stores	4442	\$499,557	\$0	\$499,557	100.0	0
Food & Beverage Stores	445	\$15,386,964	\$1,789,535	\$13,597,429	79.2	1
Grocery Stores	4451	\$13,570,352	\$1,789,535	\$11,780,817	76.7	1
Specialty Food Stores	4452	\$757,616	\$0	\$757,616	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,058,996	\$0	\$1,058,996	100.0	0
Health & Personal Care Stores	446,4461	\$5,059,950	\$5,384,509	-\$324,559	-3.1	2
Gasoline Stations	447,4471	\$10,036,722	\$8,945,597	\$1,091,125	5.7	3
Clothing & Clothing Accessories Stores	448	\$3,653,126	\$0	\$3,653,126	100.0	0
Clothing Stores	4481	\$2,358,676	\$0	\$2,358,676	100.0	0
Shoe Stores	4482	\$723,178	\$0	\$723,178	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$571,272	\$0	\$571,272	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,261,922	\$723,085	\$1,538,837	51.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,943,229	\$723,085	\$1,220,144	45.8	2
Book, Periodical & Music Stores	4512	\$318,693	\$0	\$318,693	100.0	0
General Merchandise Stores	452	\$14,473,041	\$1,096,415	\$13,376,626	85.9	2
Department Stores Excluding Leased Depts.	4521	\$10,388,734	\$0	\$10,388,734	100.0	0
Other General Merchandise Stores	4529	\$4,084,307	\$1,096,415	\$2,987,892	57.7	2
Miscellaneous Store Retailers	453	\$3,701,850	\$762,962	\$2,938,888	65.8	2
Florists	4531	\$128,887	\$0	\$128,887	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$604,355	\$359,548	\$244,807	25.4	1
Used Merchandise Stores	4533	\$379,171	\$0	\$379,171	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,589,437	\$403,414	\$2,186,023	73.0	1
Nonstore Retailers	454	\$1,779,054	\$0	\$1,779,054	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,282,764	\$0	\$1,282,764	100.0	0
Vending Machine Operators	4542	\$143,279	\$0	\$143,279	100.0	0
Direct Selling Establishments	4543	\$353,011	\$0	\$353,011	100.0	0
Food Services & Drinking Places	722	\$8,670,287	\$1,155,968	\$7,514,319	76.5	3
Special Food Services	7223	\$121,707	\$0	\$121,707	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$155,750	\$182,056	-\$26,306	-7.8	1
Restaurants/Other Eating Places	7225	\$8,392,830	\$973,912	\$7,418,918	79.2	2

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.

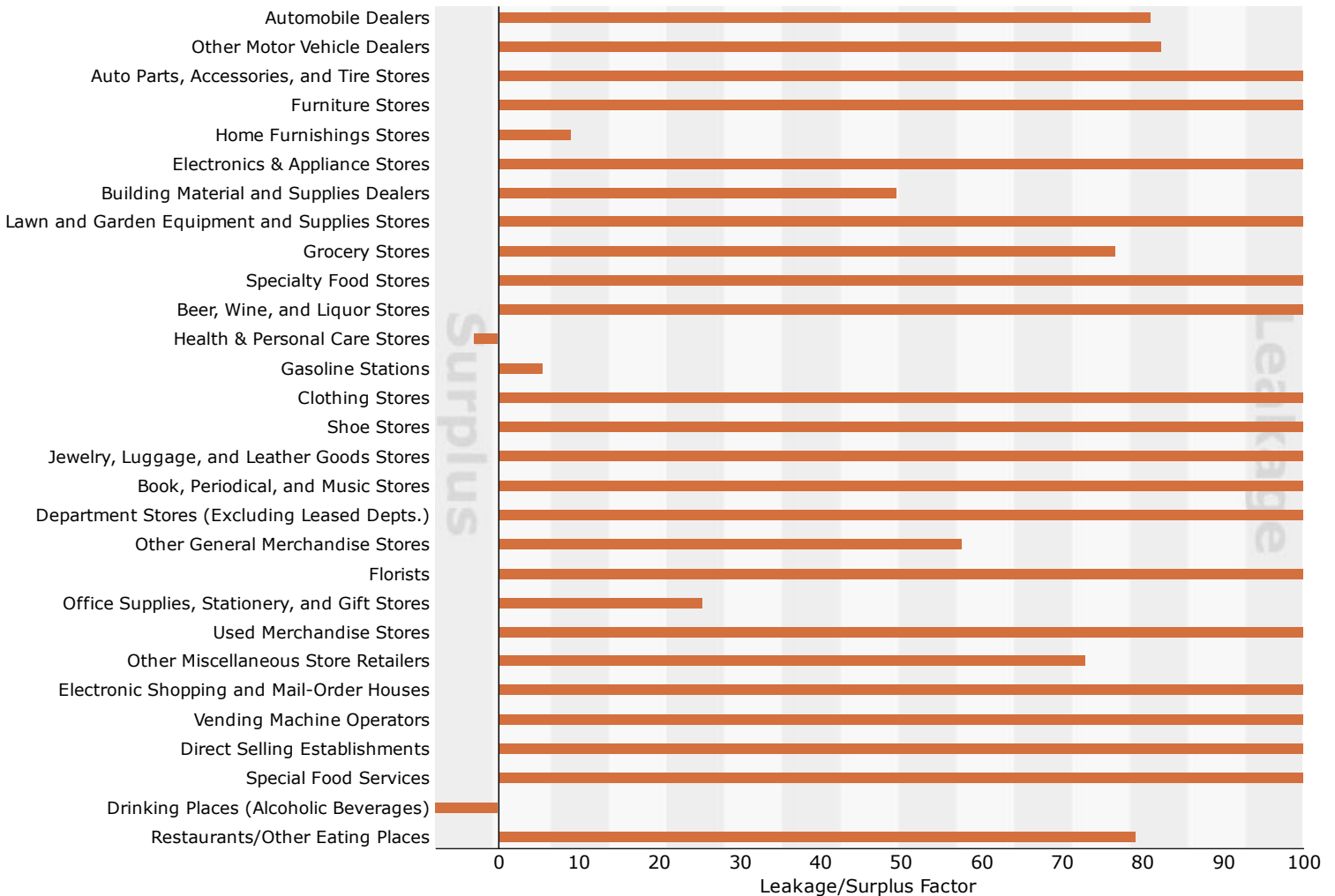
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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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