



Retail MarketPlace Profile

Etowah City, TN
 Etowah city, TN (4724480)
 Geography: Place

Summary Demographics

2014 Population	3,628
2014 Households	1,487
2014 Median Disposable Income	\$26,948
2014 Per Capita Income	\$17,132

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	\$27,700,406	\$83,172,736	-\$55,472,330	-50.0	53
Total Retail Trade	44-45	\$25,189,133	\$74,751,131	-\$49,561,998	-49.6	40
Total Food & Drink	722	\$2,511,273	\$8,421,605	-\$5,910,332	-54.1	13

Industry Group

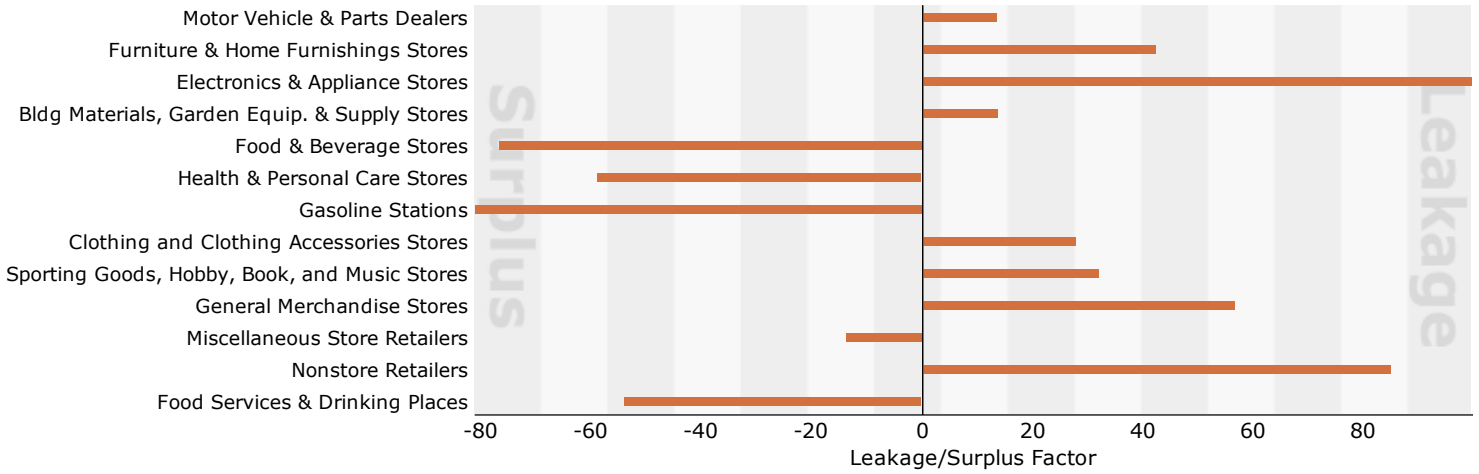
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,292,584	\$4,003,526	\$1,289,058	13.9	4
Automobile Dealers	4411	\$4,590,485	\$2,768,542	\$1,821,943	24.8	3
Other Motor Vehicle Dealers	4412	\$396,842	\$0	\$396,842	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$305,257	\$1,234,984	-\$929,727	-60.4	1
Furniture & Home Furnishings Stores	442	\$481,766	\$193,353	\$288,413	42.7	1
Furniture Stores	4421	\$272,329	\$193,353	\$78,976	17.0	1
Home Furnishings Stores	4422	\$209,437	\$0	\$209,437	100.0	0
Electronics & Appliance Stores	443	\$512,798	\$0	\$512,798	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$928,971	\$699,428	\$229,543	14.1	1
Bldg Material & Supplies Dealers	4441	\$656,821	\$699,428	-\$42,607	-3.1	1
Lawn & Garden Equip & Supply Stores	4442	\$272,150	\$0	\$272,150	100.0	0
Food & Beverage Stores	445	\$4,150,009	\$31,504,502	-\$27,354,493	-76.7	5
Grocery Stores	4451	\$3,881,933	\$31,504,502	-\$27,622,569	-78.1	5
Specialty Food Stores	4452	\$53,362	\$0	\$53,362	100.0	0
Beer, Wine & Liquor Stores	4453	\$214,714	\$0	\$214,714	100.0	0
Health & Personal Care Stores	446,4461	\$2,012,852	\$7,813,565	-\$5,800,713	-59.0	4
Gasoline Stations	447,4471	\$2,836,119	\$27,343,154	-\$24,507,035	-81.2	5
Clothing & Clothing Accessories Stores	448	\$1,212,657	\$677,178	\$535,479	28.3	4
Clothing Stores	4481	\$918,397	\$344,203	\$574,194	45.5	3
Shoe Stores	4482	\$211,778	\$332,975	-\$121,197	-22.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$82,482	\$0	\$82,482	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$478,616	\$243,842	\$234,774	32.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$407,869	\$243,842	\$164,027	25.2	2
Book, Periodical & Music Stores	4512	\$70,747	\$0	\$70,747	100.0	0
General Merchandise Stores	452	\$4,413,819	\$1,208,808	\$3,205,011	57.0	2
Department Stores Excluding Leased Depts.	4521	\$1,296,514	\$1,074,066	\$222,448	9.4	1
Other General Merchandise Stores	4529	\$3,117,305	\$134,742	\$2,982,563	91.7	1
Miscellaneous Store Retailers	453	\$673,149	\$889,101	-\$215,952	-13.8	10
Florists	4531	\$21,831	\$201,988	-\$180,157	-80.5	2
Office Supplies, Stationery & Gift Stores	4532	\$202,516	\$56,964	\$145,552	56.1	2
Used Merchandise Stores	4533	\$56,325	\$359,664	-\$303,339	-72.9	2
Other Miscellaneous Store Retailers	4539	\$392,477	\$270,485	\$121,992	18.4	4
Nonstore Retailers	454	\$2,195,793	\$174,674	\$2,021,119	85.3	2
Electronic Shopping & Mail-Order Houses	4541	\$1,863,752	\$0	\$1,863,752	100.0	0
Vending Machine Operators	4542	\$63,745	\$108,324	-\$44,579	-25.9	1
Direct Selling Establishments	4543	\$268,296	\$66,350	\$201,946	60.3	1
Food Services & Drinking Places	722	\$2,511,273	\$8,421,605	-\$5,910,332	-54.1	13
Full-Service Restaurants	7221	\$953,813	\$1,264,552	-\$310,739	-14.0	5
Limited-Service Eating Places	7222	\$1,316,825	\$6,918,625	-\$5,601,800	-68.0	6
Special Food Services	7223	\$78,172	\$0	\$78,172	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$162,463	\$238,428	-\$75,965	-18.9	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

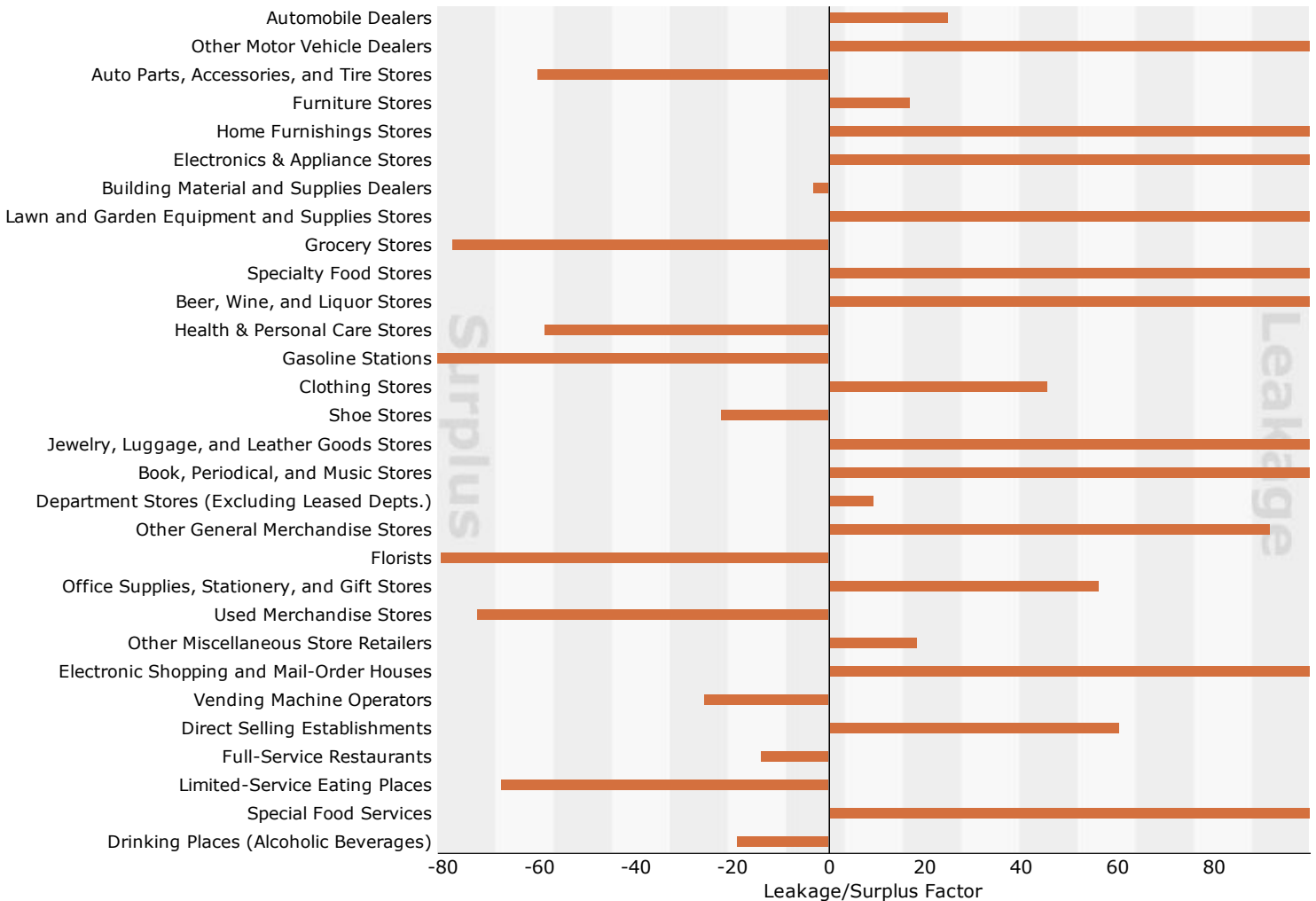
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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