



Retail MarketPlace Profile

2799 Highway 72, Loudon, Tennessee, 37774
 Drive Time: 10 minute radius

Latitude: 35.72057
 Longitude: -84.36910

Summary Demographics

2015 Population	9,233
2015 Households	3,573
2015 Median Disposable Income	\$32,879
2015 Per Capita Income	\$20,226

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	\$78,288,815	\$37,240,279	\$41,048,536	35.5	66
Total Retail Trade	44-45	\$70,787,501	\$30,842,023	\$39,945,478	39.3	55
Total Food & Drink	722	\$7,501,314	\$6,398,256	\$1,103,058	7.9	10

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,851,342	\$6,064,421	\$8,786,921	42.0	10
Automobile Dealers	4411	\$12,968,682	\$4,990,536	\$7,978,146	44.4	5
Other Motor Vehicle Dealers	4412	\$989,078	\$403,619	\$585,459	42.0	2
Auto Parts, Accessories & Tire Stores	4413	\$893,582	\$670,266	\$223,316	14.3	3
Furniture & Home Furnishings Stores	442	\$1,447,560	\$252,688	\$1,194,872	70.3	2
Furniture Stores	4421	\$821,361	\$0	\$821,361	100.0	0
Home Furnishings Stores	4422	\$626,200	\$244,635	\$381,565	43.8	2
Electronics & Appliance Stores	443	\$1,516,943	\$278,762	\$1,238,181	69.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,583,617	\$5,723,983	-\$3,140,366	-37.8	5
Bldg Material & Supplies Dealers	4441	\$1,851,392	\$1,508,454	\$342,938	10.2	2
Lawn & Garden Equip & Supply Stores	4442	\$732,226	\$4,215,528	-\$3,483,302	-70.4	2
Food & Beverage Stores	445	\$11,567,365	\$4,127,240	\$7,440,125	47.4	9
Grocery Stores	4451	\$10,762,165	\$4,013,529	\$6,748,636	45.7	8
Specialty Food Stores	4452	\$148,189	\$63,055	\$85,134	40.3	1
Beer, Wine & Liquor Stores	4453	\$657,011	\$0	\$657,011	100.0	0
Health & Personal Care Stores	446,4461	\$5,615,371	\$4,132,440	\$1,482,931	15.2	5
Gasoline Stations	447,4471	\$7,855,968	\$6,648,178	\$1,207,790	8.3	4
Clothing & Clothing Accessories Stores	448	\$3,595,468	\$341,809	\$3,253,659	82.6	2
Clothing Stores	4481	\$2,732,880	\$341,809	\$2,391,071	77.8	2
Shoe Stores	4482	\$604,806	\$0	\$604,806	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$257,782	\$0	\$257,782	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,317,750	\$257,564	\$1,060,186	67.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,110,777	\$257,564	\$853,213	62.4	3
Book, Periodical & Music Stores	4512	\$206,972	\$0	\$206,972	100.0	0
General Merchandise Stores	452	\$12,434,804	\$912,625	\$11,522,179	86.3	1
Department Stores Excluding Leased Depts.	4521	\$3,794,934	\$912,625	\$2,882,309	61.2	1
Other General Merchandise Stores	4529	\$8,639,870	\$0	\$8,639,870	100.0	0
Miscellaneous Store Retailers	453	\$1,839,655	\$2,012,087	-\$172,432	-4.5	11
Florists	4531	\$65,466	\$98,551	-\$33,085	-20.2	2
Office Supplies, Stationery & Gift Stores	4532	\$582,241	\$117,206	\$465,035	66.5	3
Used Merchandise Stores	4533	\$163,496	\$255,142	-\$91,646	-21.9	2
Other Miscellaneous Store Retailers	4539	\$1,028,453	\$1,541,188	-\$512,735	-20.0	4
Nonstore Retailers	454	\$6,161,657	\$90,226	\$6,071,431	97.1	1
Electronic Shopping & Mail-Order Houses	4541	\$5,380,052	\$0	\$5,380,052	100.0	0
Vending Machine Operators	4542	\$178,148	\$41,526	\$136,622	62.2	1
Direct Selling Establishments	4543	\$603,458	\$48,700	\$554,758	85.1	1
Food Services & Drinking Places	722	\$7,501,314	\$6,398,256	\$1,103,058	7.9	10
Full-Service Restaurants	7221	\$2,838,810	\$407,802	\$2,431,008	74.9	4
Limited-Service Eating Places	7222	\$3,906,982	\$5,833,103	-\$1,926,121	-19.8	5
Special Food Services	7223	\$226,946	\$0	\$226,946	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$528,578	\$136,287	\$392,291	59.0	1

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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

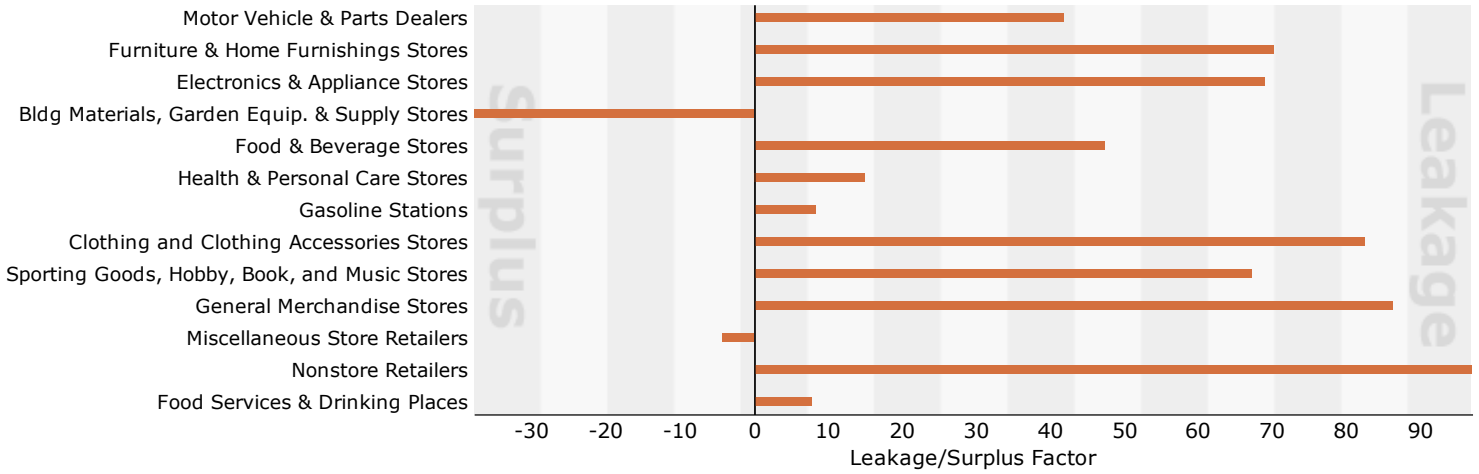


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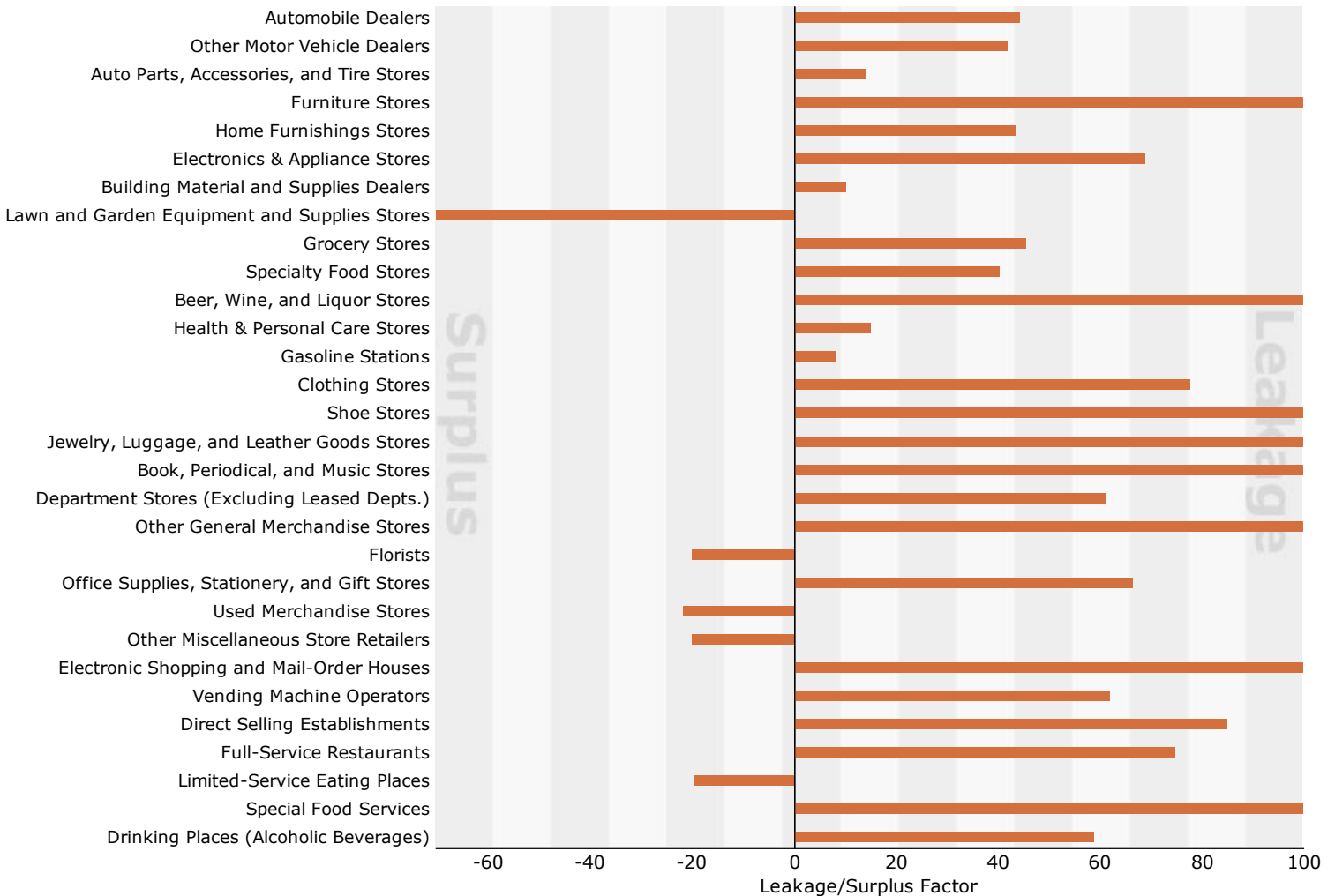
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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