



Retail MarketPlace Profile

Gibson County, TN
 Gibson County, TN (47053)
 Geography: County

Prepared by Esri

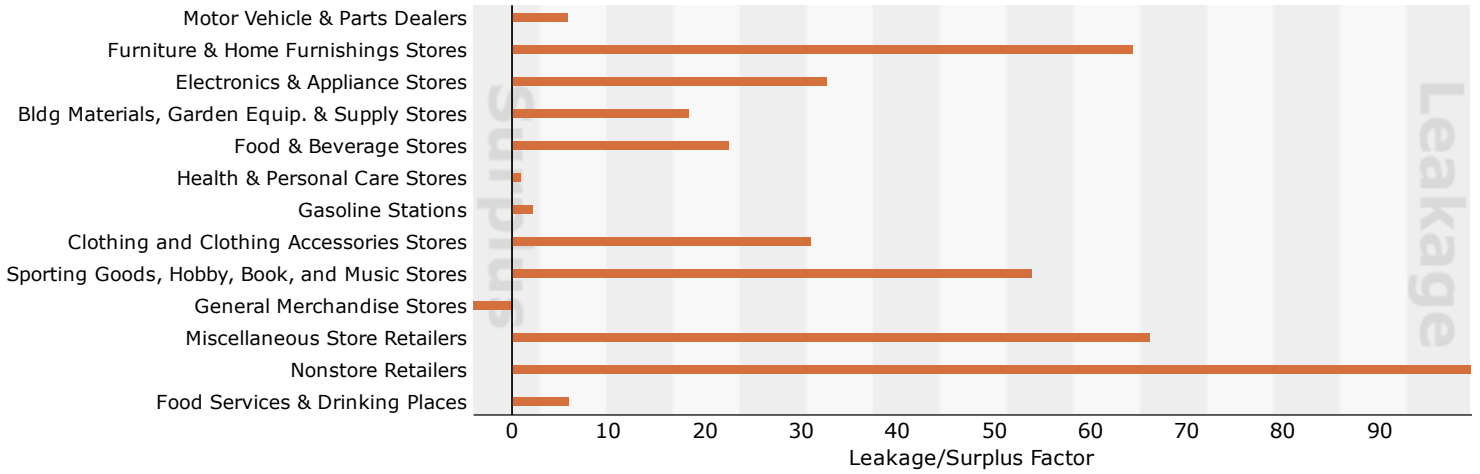
Summary Demographics						
2019 Population						50,237
2019 Households						19,804
2019 Median Disposable Income						\$39,031
2019 Per Capita Income						\$23,789
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$579,940,721	\$449,606,418	\$130,334,303	12.7	365
Total Retail Trade	44-45	\$529,586,825	\$404,847,964	\$124,738,861	13.3	277
Total Food & Drink	722	\$50,353,896	\$44,758,454	\$5,595,442	5.9	88
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,080,925	\$109,567,231	\$13,513,694	5.8	53
Automobile Dealers	4411	\$96,602,068	\$103,635,818	-\$7,033,750	-3.5	35
Other Motor Vehicle Dealers	4412	\$15,694,682	\$253,357	\$15,441,325	96.8	1
Auto Parts, Accessories & Tire Stores	4413	\$10,784,175	\$5,678,056	\$5,106,119	31.0	17
Furniture & Home Furnishings Stores	442	\$17,564,104	\$3,796,468	\$13,767,636	64.5	9
Furniture Stores	4421	\$9,531,950	\$1,347,585	\$8,184,365	75.2	2
Home Furnishings Stores	4422	\$8,032,154	\$2,448,883	\$5,583,271	53.3	7
Electronics & Appliance Stores	443	\$14,752,894	\$7,465,652	\$7,287,242	32.8	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$37,473,495	\$25,818,924	\$11,654,571	18.4	19
Bldg Material & Supplies Dealers	4441	\$34,418,342	\$24,558,199	\$9,860,143	16.7	15
Lawn & Garden Equip & Supply Stores	4442	\$3,055,153	\$1,260,725	\$1,794,428	41.6	4
Food & Beverage Stores	445	\$92,352,708	\$58,262,064	\$34,090,644	22.6	36
Grocery Stores	4451	\$81,666,019	\$53,558,860	\$28,107,159	20.8	31
Specialty Food Stores	4452	\$4,564,171	\$88,625	\$4,475,546	96.2	1
Beer, Wine & Liquor Stores	4453	\$6,122,518	\$4,614,579	\$1,507,939	14.0	4
Health & Personal Care Stores	446,4461	\$30,219,031	\$29,548,076	\$670,955	1.1	24
Gasoline Stations	447,4471	\$60,682,557	\$58,099,526	\$2,583,031	2.2	29
Clothing & Clothing Accessories Stores	448	\$21,025,699	\$11,047,000	\$9,978,699	31.1	26
Clothing Stores	4481	\$13,616,936	\$7,718,667	\$5,898,269	27.6	17
Shoe Stores	4482	\$4,179,302	\$2,029,960	\$2,149,342	34.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$3,229,461	\$1,298,373	\$1,931,088	42.6	5
Sporting Goods, Hobby, Book & Music Stores	451	\$13,331,279	\$3,977,187	\$9,354,092	54.0	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,437,795	\$3,269,186	\$8,168,609	55.5	12
Book, Periodical & Music Stores	4512	\$1,893,484	\$708,001	\$1,185,483	45.6	1
General Merchandise Stores	452	\$85,586,119	\$92,637,762	-\$7,051,643	-4.0	23
Department Stores Excluding Leased Depts.	4521	\$61,029,526	\$82,022,578	-\$20,993,052	-14.7	9
Other General Merchandise Stores	4529	\$24,556,593	\$10,615,184	\$13,941,409	39.6	14
Miscellaneous Store Retailers	453	\$22,728,773	\$4,603,999	\$18,124,774	66.3	33
Florists	4531	\$740,830	\$832,959	-\$92,129	-5.9	12
Office Supplies, Stationery & Gift Stores	4532	\$3,523,872	\$1,198,671	\$2,325,201	49.2	6
Used Merchandise Stores	4533	\$2,203,871	\$740,360	\$1,463,511	49.7	5
Other Miscellaneous Store Retailers	4539	\$16,260,200	\$1,832,009	\$14,428,191	79.7	10
Nonstore Retailers	454	\$10,789,241	\$24,075	\$10,765,166	99.6	1
Electronic Shopping & Mail-Order Houses	4541	\$7,638,121	\$0	\$7,638,121	100.0	0
Vending Machine Operators	4542	\$862,459	\$0	\$862,459	100.0	0
Direct Selling Establishments	4543	\$2,288,661	\$24,075	\$2,264,586	97.9	1
Food Services & Drinking Places	722	\$50,353,896	\$44,758,454	\$5,595,442	5.9	88
Special Food Services	7223	\$712,871	\$56,386	\$656,485	85.3	1
Drinking Places - Alcoholic Beverages	7224	\$905,797	\$401,915	\$503,882	38.5	5
Restaurants/Other Eating Places	7225	\$48,735,228	\$44,300,153	\$4,435,075	4.8	82

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>

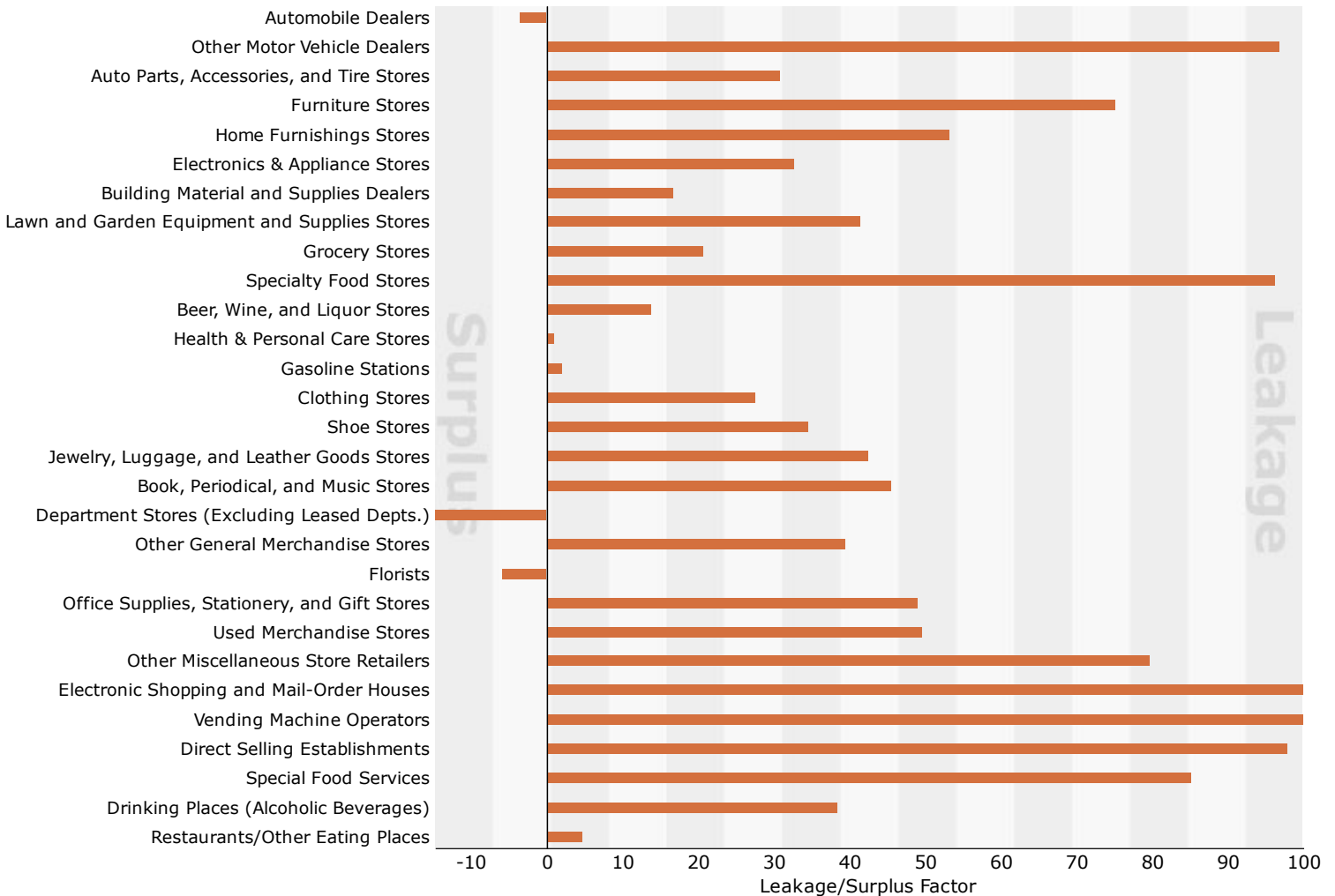
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August 07, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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