



Retail MarketPlace Profile

Henry County, TN 2
Henry County, TN (47079)
Geography: County

Summary Demographics

2014 Population	32,553
2014 Households	13,723
2014 Median Disposable Income	\$30,931
2014 Per Capita Income	\$19,767

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$288,218,467	\$431,977,927	-\$143,759,460	-20.0	272
Total Retail Trade	44-45	\$261,840,157	\$415,156,484	-\$153,316,327	-22.6	244
Total Food & Drink	722	\$26,378,310	\$16,821,443	\$9,556,867	22.1	28

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$55,114,616	\$109,651,894	-\$54,537,278	-33.1	34
Automobile Dealers	4411	\$47,679,083	\$101,563,502	-\$53,884,419	-36.1	17
Other Motor Vehicle Dealers	4412	\$4,237,256	\$5,113,385	-\$876,129	-9.4	9
Auto Parts, Accessories & Tire Stores	4413	\$3,198,277	\$2,975,007	\$223,270	3.6	8
Furniture & Home Furnishings Stores	442	\$5,042,472	\$7,151,382	-\$2,108,910	-17.3	10
Furniture Stores	4421	\$2,830,347	\$5,551,531	-\$2,721,184	-32.5	7
Home Furnishings Stores	4422	\$2,212,125	\$1,599,851	\$612,274	16.1	3
Electronics & Appliance Stores	443	\$5,356,886	\$1,760,912	\$3,595,974	50.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,023,649	\$22,879,948	-\$12,856,299	-39.1	19
Bldg Material & Supplies Dealers	4441	\$7,169,682	\$14,671,197	-\$7,501,515	-34.3	16
Lawn & Garden Equip & Supply Stores	4442	\$2,853,967	\$8,208,751	-\$5,354,784	-48.4	3
Food & Beverage Stores	445	\$42,948,390	\$75,103,020	-\$32,154,630	-27.2	31
Grocery Stores	4451	\$40,099,903	\$64,863,732	-\$24,763,829	-23.6	24
Specialty Food Stores	4452	\$550,402	\$2,887,937	-\$2,337,535	-68.0	2
Beer, Wine & Liquor Stores	4453	\$2,298,085	\$7,351,351	-\$5,053,266	-52.4	5
Health & Personal Care Stores	446,4461	\$21,179,179	\$48,542,033	-\$27,362,854	-39.2	18
Gasoline Stations	447,4471	\$29,186,397	\$52,914,274	-\$23,727,877	-28.9	11
Clothing & Clothing Accessories Stores	448	\$12,520,658	\$8,780,834	\$3,739,824	17.6	26
Clothing Stores	4481	\$9,478,453	\$5,641,401	\$3,837,052	25.4	14
Shoe Stores	4482	\$2,162,142	\$1,335,735	\$826,407	23.6	5
Jewelry, Luggage & Leather Goods Stores	4483	\$880,063	\$1,803,698	-\$923,635	-34.4	7
Sporting Goods, Hobby, Book & Music Stores	451	\$4,878,520	\$2,730,251	\$2,148,269	28.2	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,166,427	\$2,558,626	\$1,607,801	23.9	9
Book, Periodical & Music Stores	4512	\$712,093	\$171,625	\$540,468	61.2	2
General Merchandise Stores	452	\$45,697,806	\$67,962,807	-\$22,265,001	-19.6	14
Department Stores Excluding Leased Depts.	4521	\$13,487,015	\$4,299,007	\$9,188,008	51.7	6
Other General Merchandise Stores	4529	\$32,210,791	\$63,663,800	-\$31,453,009	-32.8	8
Miscellaneous Store Retailers	453	\$6,978,263	\$9,404,265	-\$2,426,002	-14.8	54
Florists	4531	\$234,858	\$592,398	-\$357,540	-43.2	4
Office Supplies, Stationery & Gift Stores	4532	\$2,129,295	\$555,962	\$1,573,333	58.6	12
Used Merchandise Stores	4533	\$572,219	\$1,187,362	-\$615,143	-35.0	10
Other Miscellaneous Store Retailers	4539	\$4,041,891	\$7,068,543	-\$3,026,652	-27.2	28
Nonstore Retailers	454	\$22,913,321	\$8,274,864	\$14,638,457	46.9	10
Electronic Shopping & Mail-Order Houses	4541	\$19,535,099	\$1,420,184	\$18,114,915	86.4	1
Vending Machine Operators	4542	\$656,434	\$139,521	\$516,913	64.9	2
Direct Selling Establishments	4543	\$2,721,788	\$6,715,159	-\$3,993,371	-42.3	7
Food Services & Drinking Places	722	\$26,378,310	\$16,821,443	\$9,556,867	22.1	28
Full-Service Restaurants	7221	\$10,006,240	\$2,178,698	\$7,827,542	64.2	10
Limited-Service Eating Places	7222	\$13,849,503	\$13,851,382	-\$1,879	0.0	12
Special Food Services	7223	\$795,859	\$311,603	\$484,256	43.7	2
Drinking Places - Alcoholic Beverages	7224	\$1,726,708	\$479,760	\$1,246,948	56.5	4

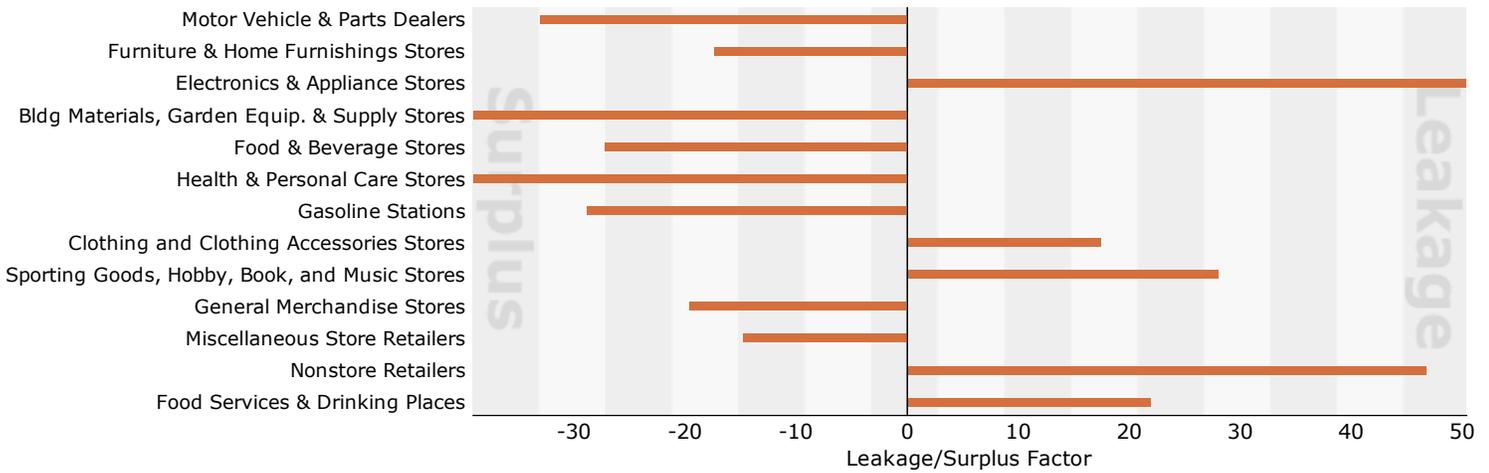
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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 Geography: County

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

