



2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
Longitude: -85.196544

Summary Demographics

2010 Population	2,000
2010 Households	845
2010 Median Disposable Income	\$40,198
2010 Per Capita Income	\$23,925

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$18,628,563	\$26,759,333	\$-8,130,770	-17.9	24
Total Retail Trade (NAICS 44-45)	\$15,966,433	\$22,308,056	\$-6,341,623	-16.6	15
Total Food & Drink (NAICS 722)	\$2,662,130	\$4,451,277	\$-1,789,147	-25.2	9

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$3,892,355	\$3,370,633	\$521,722	7.2	5
Automobile Dealers (NAICS 4411)	\$3,321,788	\$1,709,948	\$1,611,840	32.0	3
Other Motor Vehicle Dealers (NAICS 4412)	\$341,920	\$1,163,883	\$-821,963	-54.6	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$228,647	\$496,802	\$-268,155	-37.0	1
Furniture & Home Furnishings Stores (NAICS 442)	\$427,284	\$295,913	\$131,371	18.2	1
Furniture Stores (NAICS 4421)	\$271,530	\$261,409	\$10,121	1.9	1
Home Furnishings Stores (NAICS 4422)	\$155,754	\$34,504	\$121,250	63.7	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$518,304	\$132,064	\$386,240	59.4	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$644,117	\$496,828	\$147,289	12.9	2
Building Material and Supplies Dealers (NAICS 4441)	\$561,671	\$496,828	\$64,843	6.1	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$82,446	\$0	\$82,446	100.0	0
Food & Beverage Stores (NAICS 445)	\$3,177,650	\$7,083,269	\$-3,905,619	-38.1	2
Grocery Stores (NAICS 4451)	\$3,049,477	\$7,057,666	\$-4,008,189	-39.7	2
Specialty Food Stores (NAICS 4452)	\$20,818	\$25,603	\$-4,785	-10.3	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$107,355	\$0	\$107,355	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$700,768	\$1,906,281	\$-1,205,513	-46.2	2
Gasoline Stations (NAICS 447/4471)	\$2,636,292	\$2,539,033	\$97,259	1.9	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$676,856	\$26,333	\$650,523	92.5	1
Clothing Stores (NAICS 4481)	\$572,328	\$0	\$572,328	100.0	0
Shoe Stores (NAICS 4482)	\$53,568	\$0	\$53,568	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$50,960	\$26,333	\$24,627	31.9	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$184,652	\$97,658	\$86,994	30.8	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$130,689	\$94,739	\$35,950	15.9	1
Book, Periodical, and Music Stores (NAICS 4512)	\$53,963	\$2,919	\$51,044	89.7	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.

Sources: Esri and Infogroup



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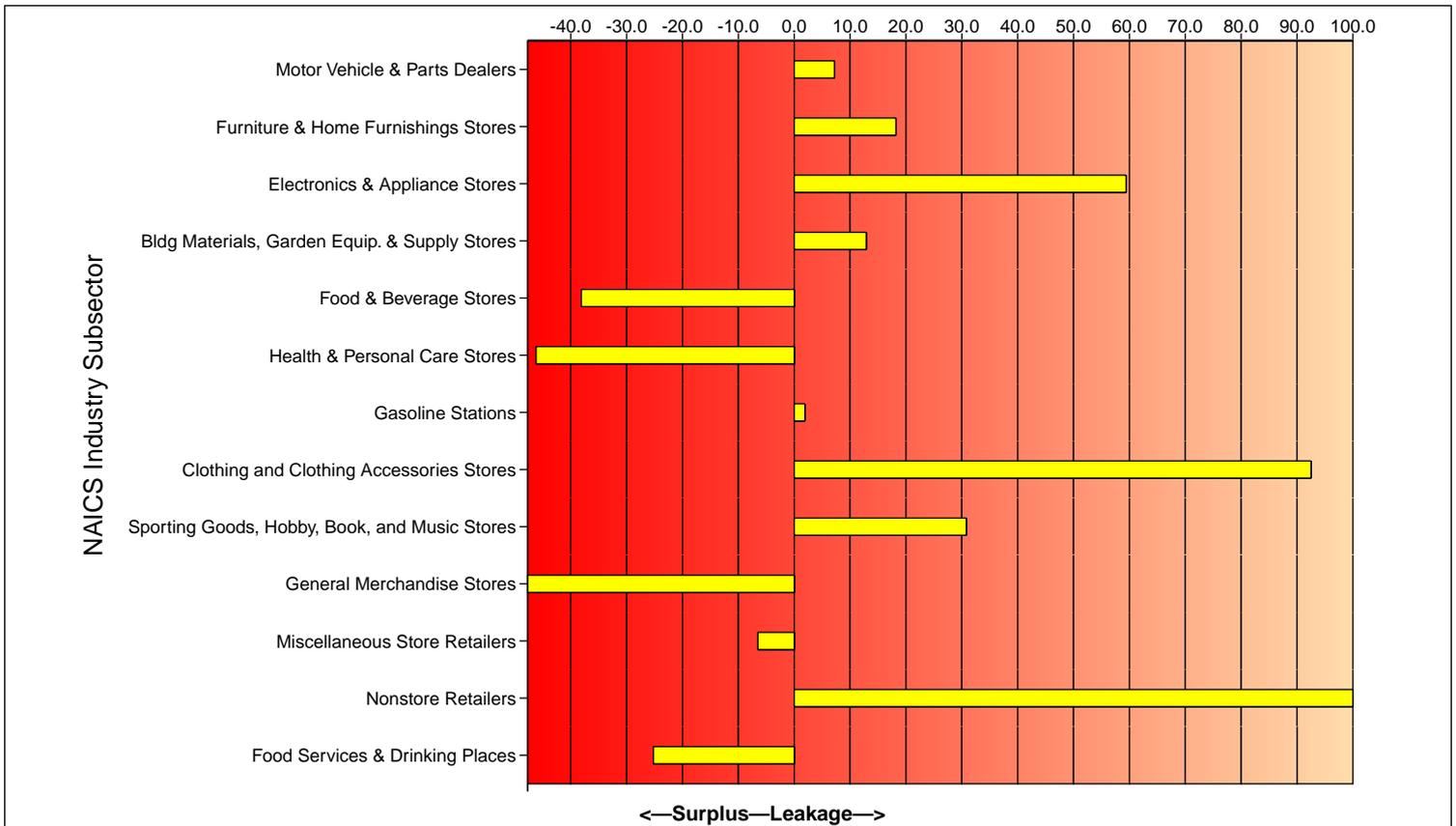
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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Latitude: 35.234753
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,121,771	\$5,995,662	\$-3,873,891	-47.7	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$874,491	\$3,984,591	\$-3,110,100	-64.0	1
Other General Merchandise Stores (NAICS 4529)	\$1,247,280	\$2,011,071	\$-763,791	-23.4	1
Miscellaneous Store Retailers (NAICS 453)	\$320,004	\$364,382	\$-44,378	-6.5	1
Florists (NAICS 4531)	\$27,610	\$188,466	\$-160,856	-74.4	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$81,175	\$49,799	\$31,376	24.0	1
Used Merchandise Stores (NAICS 4533)	\$57,875	\$8,425	\$49,450	74.6	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$153,344	\$117,692	\$35,652	13.2	1
Nonstore Retailers (NAICS 454)	\$666,380	\$0	\$666,380	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$405,267	\$0	\$405,267	100.0	0
Vending Machine Operators (NAICS 4542)	\$88,547	\$0	\$88,547	100.0	0
Direct Selling Establishments (NAICS 4543)	\$172,566	\$0	\$172,566	100.0	0
Food Services & Drinking Places (NAICS 722)	\$2,662,130	\$4,451,277	\$-1,789,147	-25.2	9
Full-Service Restaurants (NAICS 7221)	\$1,080,884	\$1,892,397	\$-811,513	-27.3	5
Limited-Service Eating Places (NAICS 7222)	\$1,350,148	\$2,555,060	\$-1,204,912	-30.9	4
Special Food Services (NAICS 7223)	\$183,344	\$0	\$183,344	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$47,754	\$3,820	\$43,934	85.2	1

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



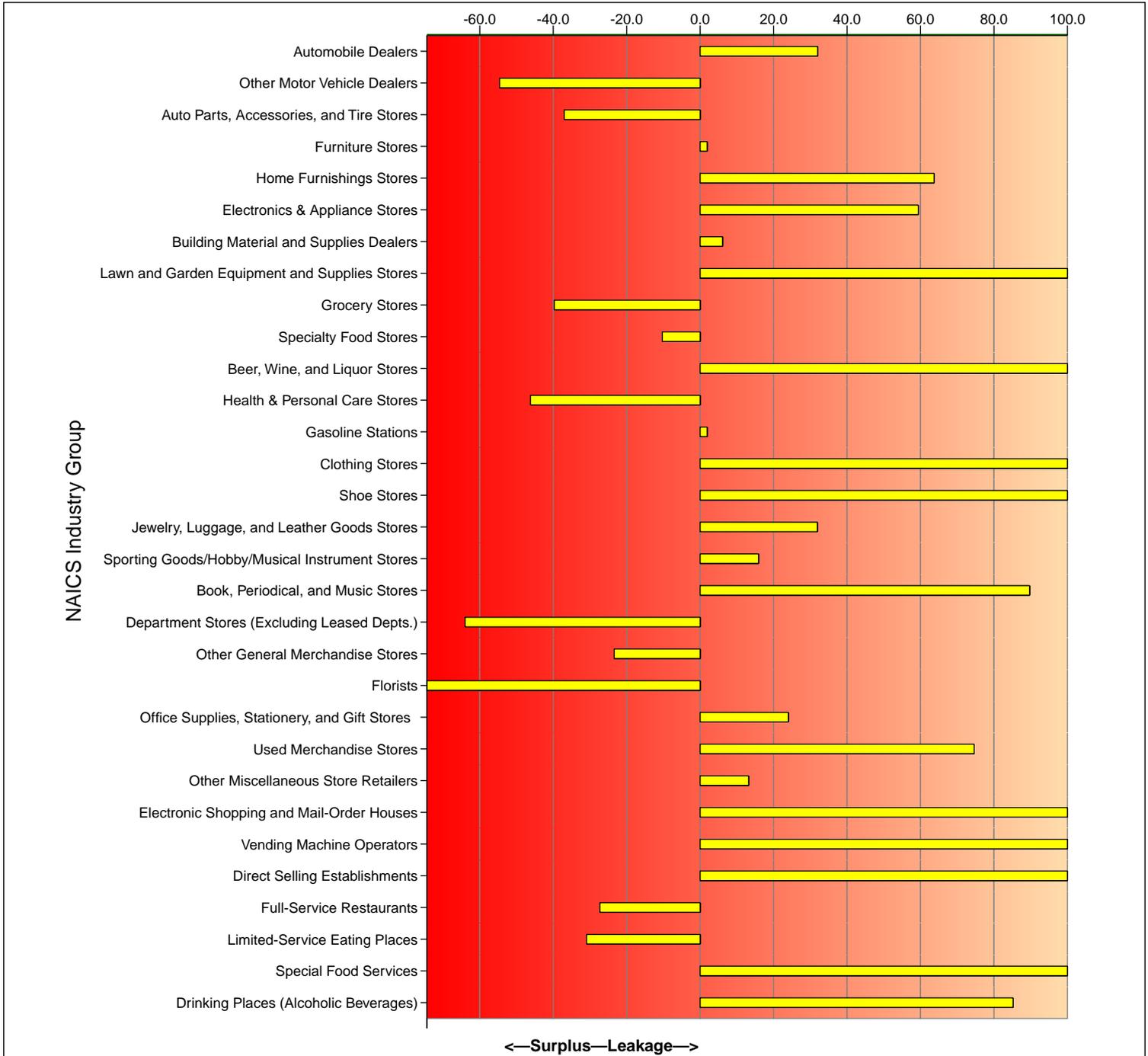
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Leakage/Surplus Factor by Industry Group



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Ring: 3 miles radius

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Summary Demographics

2010 Population	16,656
2010 Households	6,388
2010 Median Disposable Income	\$43,985
2010 Per Capita Income	\$23,667

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$151,845,176	\$86,830,465	\$65,014,711	27.2	100
Total Retail Trade (NAICS 44-45)	\$130,004,677	\$71,561,276	\$58,443,401	29.0	68
Total Food & Drink (NAICS 722)	\$21,840,499	\$15,269,189	\$6,571,310	17.7	32

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$31,615,058	\$10,666,940	\$20,948,118	49.5	18
Automobile Dealers (NAICS 4411)	\$26,923,388	\$4,830,339	\$22,093,049	69.6	10
Other Motor Vehicle Dealers (NAICS 4412)	\$2,806,276	\$4,340,085	\$-1,533,809	-21.5	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,885,394	\$1,496,516	\$388,878	11.5	4
Furniture & Home Furnishings Stores (NAICS 442)	\$3,555,041	\$887,517	\$2,667,524	60.0	3
Furniture Stores (NAICS 4421)	\$2,247,310	\$645,835	\$1,601,475	55.4	1
Home Furnishings Stores (NAICS 4422)	\$1,307,731	\$241,682	\$1,066,049	68.8	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,258,082	\$476,051	\$3,782,031	79.9	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,423,387	\$2,034,622	\$3,388,765	45.4	8
Building Material and Supplies Dealers (NAICS 4441)	\$4,735,076	\$1,877,027	\$2,858,049	43.2	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$688,311	\$157,595	\$530,716	62.7	1
Food & Beverage Stores (NAICS 445)	\$25,804,695	\$23,625,975	\$2,178,720	4.4	9
Grocery Stores (NAICS 4451)	\$24,753,187	\$23,547,031	\$1,206,156	2.5	8
Specialty Food Stores (NAICS 4452)	\$169,073	\$78,944	\$90,129	36.3	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$882,435	\$0	\$882,435	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,721,233	\$4,636,230	\$1,085,003	10.5	5
Gasoline Stations (NAICS 447/4471)	\$21,118,927	\$10,635,837	\$10,483,090	33.0	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,540,831	\$162,688	\$5,378,143	94.3	3
Clothing Stores (NAICS 4481)	\$4,681,489	\$51,792	\$4,629,697	97.8	1
Shoe Stores (NAICS 4482)	\$431,377	\$0	\$431,377	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$427,965	\$110,896	\$317,069	58.8	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,510,616	\$297,130	\$1,213,486	67.1	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,069,231	\$224,152	\$845,079	65.3	2
Book, Periodical, and Music Stores (NAICS 4512)	\$441,385	\$72,978	\$368,407	71.6	1

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Sources: Esri and Infogroup



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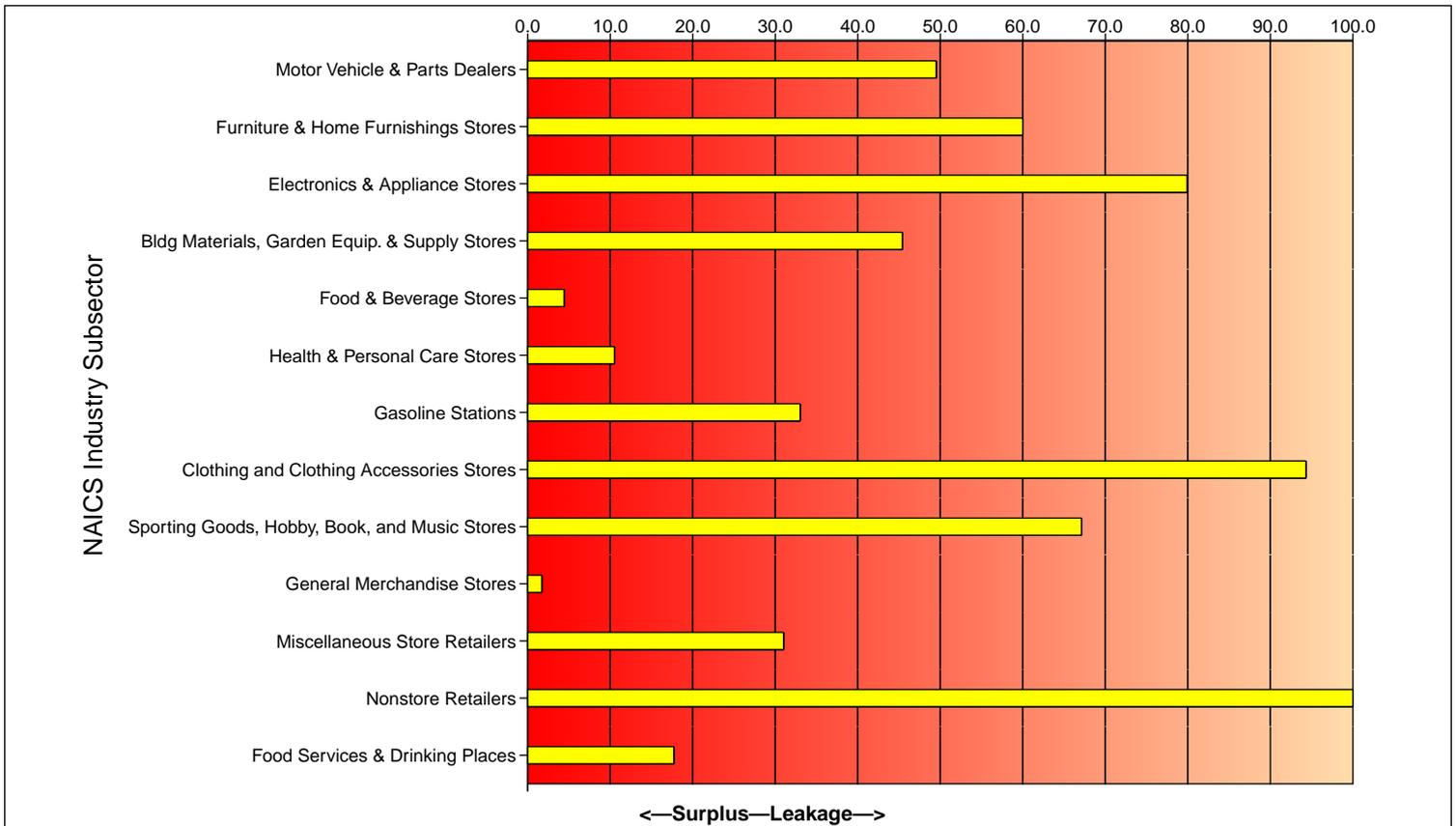
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$17,325,796	\$16,763,149	\$562,647	1.7	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$7,160,352	\$8,845,791	-\$1,685,439	-10.5	1
Other General Merchandise Stores (NAICS 4529)	\$10,165,444	\$7,917,358	\$2,248,086	12.4	3
Miscellaneous Store Retailers (NAICS 453)	\$2,609,787	\$1,375,137	\$1,234,650	31.0	10
Florists (NAICS 4531)	\$230,654	\$441,659	-\$211,005	-31.4	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$668,440	\$123,034	\$545,406	68.9	1
Used Merchandise Stores (NAICS 4533)	\$477,118	\$45,057	\$432,061	82.7	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,233,575	\$765,387	\$468,188	23.4	4
Nonstore Retailers (NAICS 454)	\$5,521,224	\$0	\$5,521,224	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,327,444	\$0	\$3,327,444	100.0	0
Vending Machine Operators (NAICS 4542)	\$719,142	\$0	\$719,142	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,474,638	\$0	\$1,474,638	100.0	0
Food Services & Drinking Places (NAICS 722)	\$21,840,499	\$15,269,189	\$6,571,310	17.7	32
Full-Service Restaurants (NAICS 7221)	\$8,891,241	\$5,626,761	\$3,264,480	22.5	16
Limited-Service Eating Places (NAICS 7222)	\$11,056,355	\$8,560,198	\$2,496,157	12.7	13
Special Food Services (NAICS 7223)	\$1,501,388	\$796,530	\$704,858	30.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$391,515	\$285,700	\$105,815	15.6	2

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



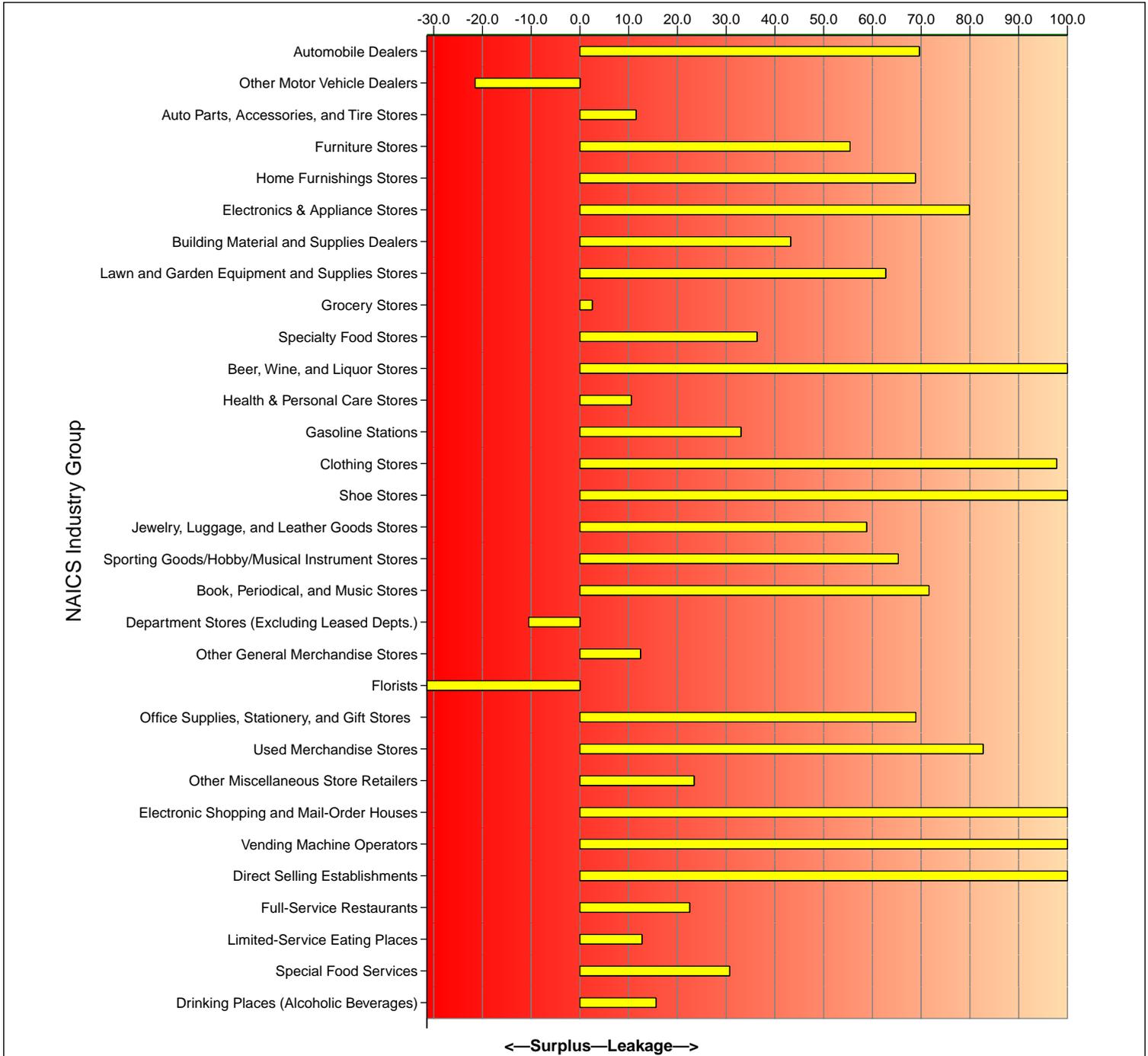
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Leakage/Surplus Factor by Industry Group



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2010 Retail MarketPlace Profile

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Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 5 miles radius

Latitude: 35.234753
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Summary Demographics

2010 Population	38,795
2010 Households	14,659
2010 Median Disposable Income	\$47,065
2010 Per Capita Income	\$25,257

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$370,932,159	\$157,318,009	\$213,614,150	40.4	183
Total Retail Trade (NAICS 44-45)	\$316,714,381	\$133,230,798	\$183,483,583	40.8	128
Total Food & Drink (NAICS 722)	\$54,217,778	\$24,087,211	\$30,130,567	38.5	55

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$76,517,113	\$13,825,034	\$62,692,079	69.4	27
Automobile Dealers (NAICS 4411)	\$65,101,822	\$6,063,080	\$59,038,742	83.0	13
Other Motor Vehicle Dealers (NAICS 4412)	\$6,750,885	\$5,769,478	\$981,407	7.8	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,664,406	\$1,992,476	\$2,671,930	40.1	7
Furniture & Home Furnishings Stores (NAICS 442)	\$8,950,891	\$1,649,026	\$7,301,865	68.9	6
Furniture Stores (NAICS 4421)	\$5,627,258	\$904,169	\$4,723,089	72.3	2
Home Furnishings Stores (NAICS 4422)	\$3,323,633	\$744,857	\$2,578,776	63.4	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$10,513,773	\$2,478,375	\$8,035,398	61.8	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,566,621	\$4,537,244	\$9,029,377	49.9	19
Building Material and Supplies Dealers (NAICS 4441)	\$11,880,966	\$3,108,557	\$8,772,409	58.5	12
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,685,655	\$1,428,687	\$256,968	8.3	7
Food & Beverage Stores (NAICS 445)	\$62,923,240	\$56,457,995	\$6,465,245	5.4	21
Grocery Stores (NAICS 4451)	\$60,306,742	\$56,012,873	\$4,293,869	3.7	18
Specialty Food Stores (NAICS 4452)	\$412,796	\$213,676	\$199,120	31.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,203,702	\$231,446	\$1,972,256	81.0	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$13,843,352	\$6,946,388	\$6,896,964	33.2	9
Gasoline Stations (NAICS 447/4471)	\$50,443,903	\$20,198,245	\$30,245,658	42.8	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$13,770,939	\$332,146	\$13,438,793	95.3	4
Clothing Stores (NAICS 4481)	\$11,633,034	\$202,028	\$11,431,006	96.6	2
Shoe Stores (NAICS 4482)	\$1,056,504	\$0	\$1,056,504	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,081,401	\$130,118	\$951,283	78.5	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,740,939	\$413,218	\$3,327,721	80.1	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,634,714	\$328,564	\$2,306,150	77.8	5
Book, Periodical, and Music Stores (NAICS 4512)	\$1,106,225	\$84,654	\$1,021,571	85.8	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.

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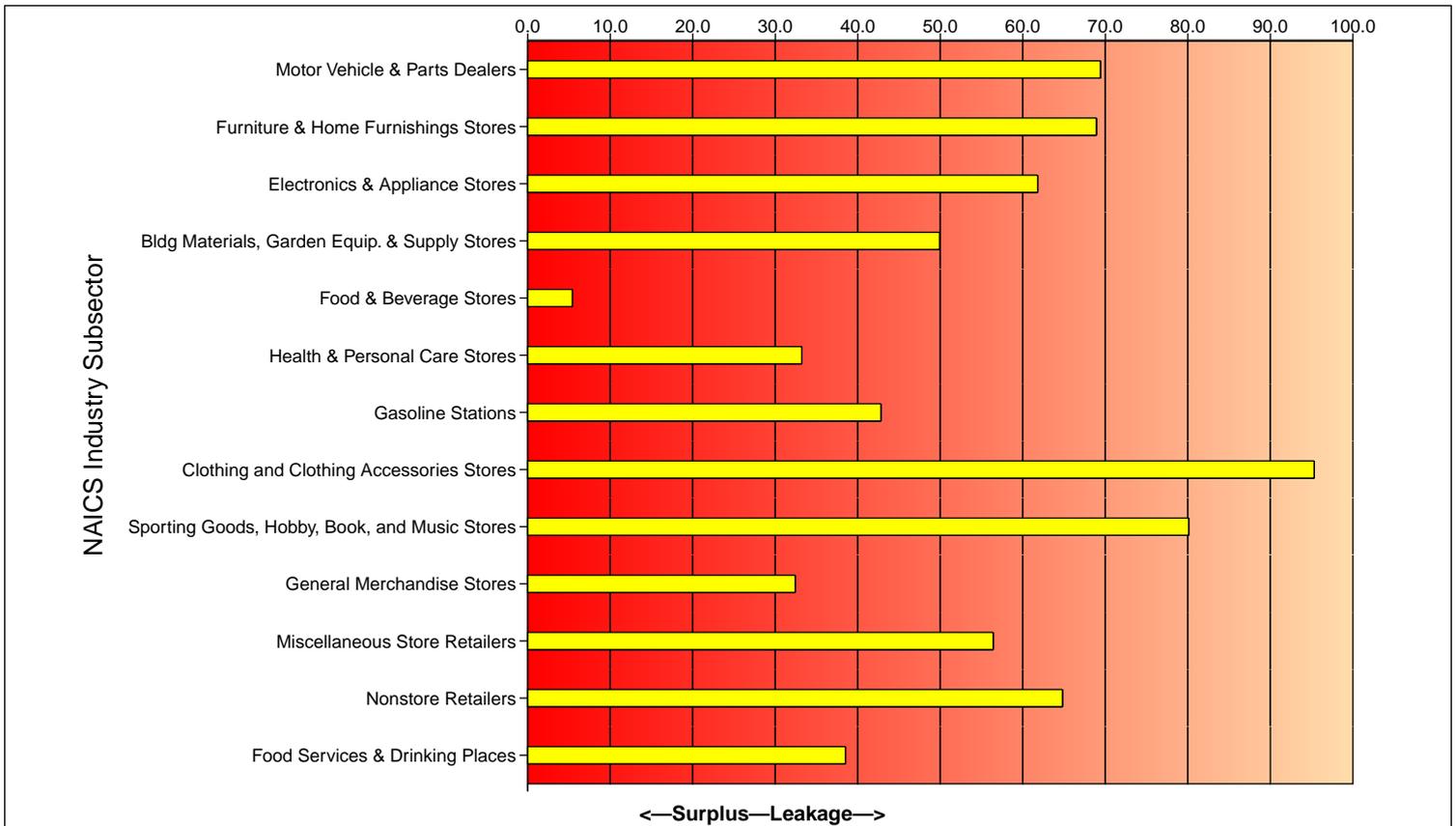
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$42,477,569	\$21,711,313	\$20,766,256	32.4	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$17,658,921	\$8,845,791	\$8,813,130	33.3	1
Other General Merchandise Stores (NAICS 4529)	\$24,818,648	\$12,865,522	\$11,953,126	31.7	4
Miscellaneous Store Retailers (NAICS 453)	\$6,352,260	\$1,771,788	\$4,580,472	56.4	14
Florists (NAICS 4531)	\$565,235	\$526,614	\$38,621	3.5	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,650,334	\$192,188	\$1,458,146	79.1	2
Used Merchandise Stores (NAICS 4533)	\$1,196,300	\$56,108	\$1,140,192	91.0	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,940,391	\$996,878	\$1,943,513	49.4	5
Nonstore Retailers (NAICS 454)	\$13,613,781	\$2,910,026	\$10,703,755	64.8	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$8,218,207	\$0	\$8,218,207	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,755,811	\$2,722,312	-\$966,501	-21.6	1
Direct Selling Establishments (NAICS 4543)	\$3,639,763	\$187,714	\$3,452,049	90.2	1
Food Services & Drinking Places (NAICS 722)	\$54,217,778	\$24,087,211	\$30,130,567	38.5	55
Full-Service Restaurants (NAICS 7221)	\$22,191,340	\$9,182,601	\$13,008,739	41.5	29
Limited-Service Eating Places (NAICS 7222)	\$27,316,733	\$12,586,907	\$14,729,826	36.9	20
Special Food Services (NAICS 7223)	\$3,710,668	\$1,821,115	\$1,889,553	34.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$999,037	\$496,588	\$502,449	33.6	4

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



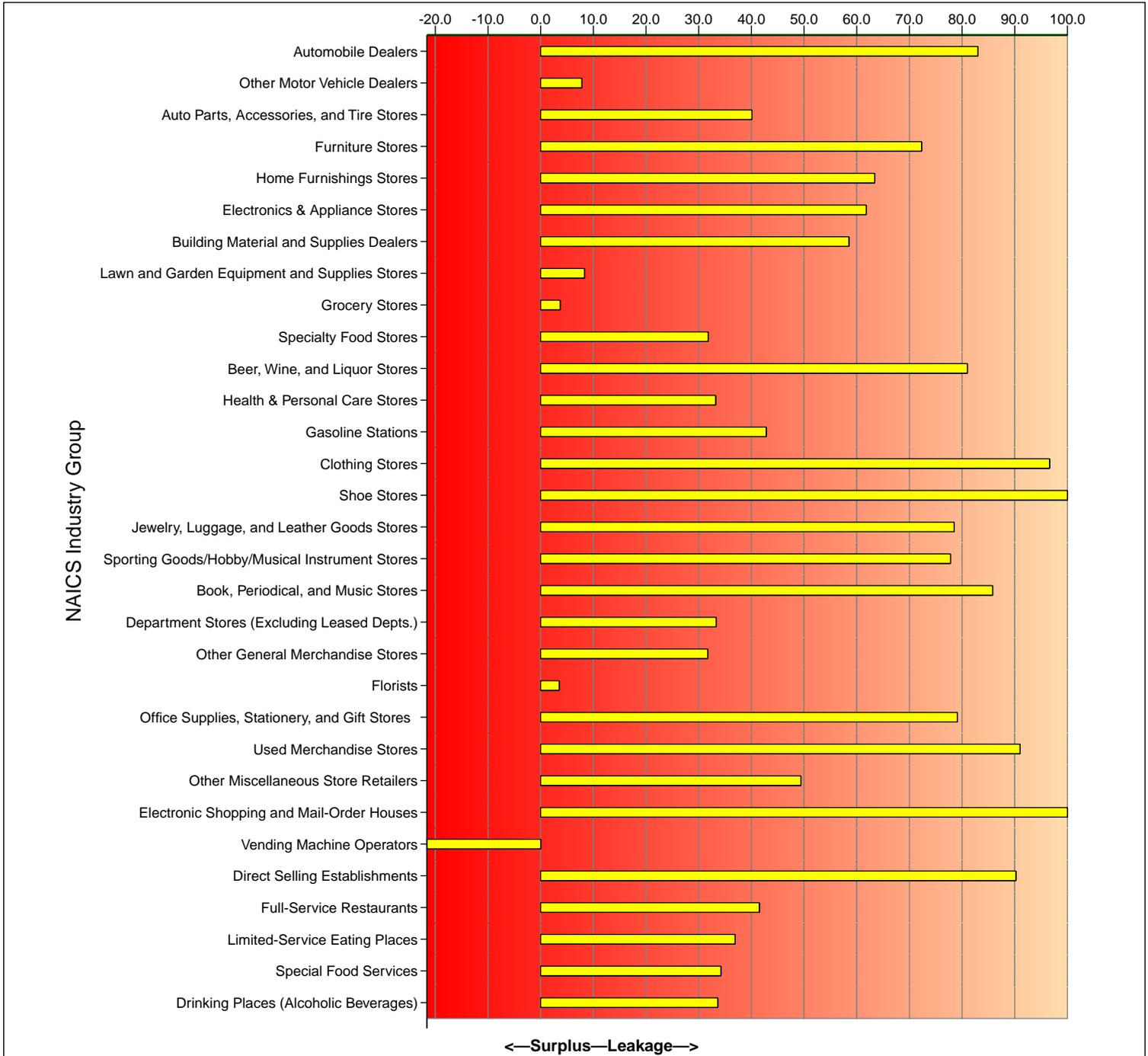
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