

2013 Demographic Profile City of Three Way, TN

Description	Total	%
Population		
2018 Projection	1,809	
2013 Estimate	1,745	
2010 Census	1,712	
2000 Census	1,367	
Growth 2013-2018	3.67%	
Growth 2010-2013	1.93%	
Growth 2000-2010	25.24%	
2013 Est. Pop by Single Race Class	1,745	
White Alone	1,511	86.59
Black or African American Alone	192	11
Amer. Indian and Alaska Native Alone	3	0.17
Asian Alone	11	0.63
Native Hawaiian and Other Pac. Isl. Alone	0	0
Some Other Race Alone	11	0.63
Two or More Races	17	0.97
2013 Est. Hisp or Latino by Single Race Class	17	
White Alone	5	29.41
Black or African American Alone	0	0
American Indian and Alaska Native Alone	0	0
Asian Alone	0	0
Native Hawaiian and Other Pacific Islander Alone	0	0
Some Other Race Alone	10	58.82
Two or More Races	2	11.76
2013 Est. Pop Age 5+ by Language Spoken At Home	1,644	
Speak Only English at Home	1,600	97.32
Speak Asian/Pac. Isl. Lang. at Home	0	0
Speak IndoEuropean Language at Home	29	1.76
Speak Spanish at Home	15	0.91
Speak Other Language at Home	0	0
2013 Est. Population by Sex	1,745	
Male	859	49.23
Female	886	50.77

2013 Demographic Profile City of Three Way, TN

Description	Total	%
2013 Est. Population by Age	1,745	
Age 0 - 4	101	5.79
Age 5 - 9	107	6.13
Age 10 - 14	120	6.88
Age 15 - 17	74	4.24
Age 18 - 20	50	2.87
Age 21 - 24	70	4.01
Age 25 - 34	186	10.66
Age 35 - 44	215	12.32
Age 45 - 54	293	16.79
Age 55 - 64	279	15.99
Age 65 - 74	179	10.26
Age 75 - 84	55	3.15
Age 85 and over	16	0.92
Age 16 and over	1,394	79.89
Age 18 and over	1,343	76.96
Age 21 and over	1,293	74.1
Age 65 and over	250	14.33
2013 Est. Median Age	42.7	
2013 Est. Average Age	40.2	
2013 Est. Pop Age 15+ by Marital Status	1,417	
Total, Never Married	304	21.45
Males, Never Married	182	12.84
Females, Never Married	122	8.61
Married, Spouse present	767	54.13
Married, Spouse absent	31	2.19
Widowed	96	6.77
Males Widowed	24	1.69
Females Widowed	72	5.08
Divorced	219	15.46
Males Divorced	101	7.13
Females Divorced	118	8.33
2013 Est. Pop. Age 25+ by Edu. Attainment	1,223	
Less than 9th grade	83	6.79
Some High School, no diploma	74	6.05
High School Graduate (or GED)	475	38.84
Some College, no degree	198	16.19
Associate Degree	72	5.89
Bachelor's Degree	211	17.25
Master's Degree	80	6.54
Professional School Degree	24	1.96
Doctorate Degree	6	0.49

2013 Demographic Profile City of Three Way, TN

Description	Total	%
Households		
2018 Projection	706	
2013 Estimate	684	
2010 Census	674	
2000 Census	508	
Growth 2013-2018	3.22%	
Growth 2010-2013	1.48%	
Growth 2000-2010	32.68%	
2013 Est. Households by Household Type	684	
Family Households	542	79.24
Nonfamily Households	142	20.76
2013 Est. Group Quarters Population	0	
2013 Est. HHs by HH Income	684	
CY HHs, Inc < \$15,000	86	12.57
CY HHs, Inc \$15,000 - \$24,999	27	3.95
CY HHs, Inc \$25,000 - \$34,999	36	5.26
CY HHs, Inc \$35,000 - \$49,999	126	18.42
CY HHs, Inc \$50,000 - \$74,999	155	22.66
CY HHs, Inc \$75,000 - \$99,999	121	17.69
CY HHs, Inc \$100,000 - \$124,999	62	9.06
CY HHs, Inc \$125,000 - \$149,999	35	5.12
CY HHs, Inc \$150,000 - \$199,999	24	3.51
CY HHs, Inc \$200,000 - \$249,999	6	0.88
CY HHs, Inc \$250,000 - \$499,999	6	0.88
CY HHs, Inc \$500,000+	0	0
2013 Est. Average Household Income	\$69,368	
2013 Est. Median Household Income	\$60,806	
2013 Est. Households by Household Size	684	
1-person household	130	19.01
2-person household	279	40.79
3-person household	119	17.4
4-person household	102	14.91
5-person household	38	5.56
6-person household	11	1.61
7 or more person household	5	0.73
2013 Est. Average Household Size	2.55	

2013 Demographic Profile City of Three Way, TN

Description	Total	%
2013 Est. Households by Presence of People	684	
Households with 1 or more People under Age 18:	192	28.07
Married-Couple Family	153	79.69
Other Family, Male Householder	12	6.25
Other Family, Female Householder	27	14.06
Nonfamily, Male Householder	0	0
Nonfamily, Female Householder	0	0
2013 Est. Households by Number of Vehicles	684	
No Vehicles	17	2.49
1 Vehicle	134	19.59
2 Vehicles	374	54.68
3 Vehicles	114	16.67
4 Vehicles	31	4.53
5 or more Vehicles	14	2.05
2013 Est. Average Number of Vehicles	2	
2013 Est. Families by Poverty Status	542	
2013 Families at or Above Poverty	538	99.26
2013 Families at or Above Poverty with Children	191	35.24
2013 Families Below Poverty	4	0.74
2013 Families Below Poverty with Children	2	0.37
2013 Est. Pop Age 16+ by Employment Status	1,394	
In Armed Forces	0	0
Civilian - Employed	900	64.56
Civilian - Unemployed	87	6.24
Not in Labor Force	407	29.2
2013 Est. Civ Employed Pop 16+ Class of Worker	952	
For-Profit Private Workers	581	61.03
Non-Profit Private Workers	110	11.55
Local Government Workers	107	11.24
State Government Workers	34	3.57
Federal Government Workers	35	3.68
Self-Emp Workers	85	8.93
Unpaid Family Workers	0	0

2013 Demographic Profile City of Three Way, TN

Description	Total	%
2013 Est. Civ Employed Pop 16+ by Occupation	952	
Architect/Engineer	14	1.47
Arts/Entertain/Sports	6	0.63
Building Grounds Maint	14	1.47
Business/Financial Ops	39	4.1
Community/Soc Svcs	10	1.05
Computer/Mathematical	0	0
Construction/Extraction	62	6.51
Edu/Training/Library	74	7.77
Farm/Fish/Forestry	0	0
Food Prep/Serving	42	4.41
Health Practitioner/Tec	81	8.51
Healthcare Support	22	2.31
Maintenance Repair	37	3.89
Legal	3	0.32
Life/Phys/Soc Science	5	0.53
Management	67	7.04
Office/Admin Support	181	19.01
Production	95	9.98
Protective Svcs	8	0.84
Sales/Related	70	7.35
Personal Care/Svc	27	2.84
Transportation/Moving	95	9.98
2013 Est. Pop 16+ by Occupation Classification	952	
Blue Collar	289	30.36
White Collar	550	57.77
Service and Farm	113	11.87
2013 Est. Workers Age 16+, Transp. To Work	914	
Drove Alone	807	88.29
Car Pooled	80	8.75
Public Transportation	0	0
Walked	0	0
Bicycle	0	0
Other Means	8	0.88
Worked at Home	19	2.08
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	206	
15 - 29 Minutes	499	
30 - 44 Minutes	117	
45 - 59 Minutes	13	
60 or more Minutes	60	
2013 Est. Avg Travel Time to Work in Minutes	24.53	

2013 Demographic Profile City of Three Way, TN

Description	Total	%
2013 Est. Tenure of Occupied Housing Units	684	
Owner Occupied	634	92.69
Renter Occupied	50	7.31
2013 Owner Occ. HUs: Avg. Length of Residence	14.9	
2013 Renter Occ. HUs: Avg. Length of Residence	10.4	
2013 Est. All Owner-Occupied Housing Values	634	
Value Less than \$20,000	9	1.42
Value \$20,000 - \$39,999	6	0.95
Value \$40,000 - \$59,999	29	4.57
Value \$60,000 - \$79,999	16	2.52
Value \$80,000 - \$99,999	76	11.99
Value \$100,000 - \$149,999	224	35.33
Value \$150,000 - \$199,999	115	18.14
Value \$200,000 - \$299,999	112	17.67
Value \$300,000 - \$399,999	38	5.99
Value \$400,000 - \$499,999	5	0.79
Value \$500,000 - \$749,999	4	0.63
Value \$750,000 - \$999,999	0	0
Value \$1,000,000 or more	0	0
2013 Est. Median All Owner-Occupied Housing Value	\$140,402	

2013 Demographic Profile Three Way, TN Market Area

Description	Total	%
Population		
2018 Projection	31,143	
2013 Estimate	29,636	
2010 Census	28,704	
2000 Census	22,987	
Growth 2013-2018	5.09%	
Growth 2010-2013	3.25%	
Growth 2000-2010	24.87%	
2013 Est. Pop by Single Race Class	29,636	
White Alone	21,679	73.15
Black or African American Alone	6,079	20.51
Amer. Indian and Alaska Native Alone	47	0.16
Asian Alone	387	1.31
Native Hawaiian and Other Pac. Isl. Alone	11	0.04
Some Other Race Alone	959	3.24
Two or More Races	473	1.6
2013 Est. Hisp or Latino by Single Race Class	1527	
White Alone	462	30.26
Black or African American Alone	18	1.18
American Indian and Alaska Native Alone	9	0.59
Asian Alone	7	0.46
Native Hawaiian and Other Pacific Islander Alone	4	0.26
Some Other Race Alone	913	59.79
Two or More Races	114	7.47
2013 Est. Pop Age 5+ by Language Spoken At Home	27,505	
Speak Only English at Home	26,162	95.12
Speak Asian/Pac. Isl. Lang. at Home	182	0.66
Speak IndoEuropean Language at Home	240	0.87
Speak Spanish at Home	856	3.11
Speak Other Language at Home	63	0.23
2013 Est. Population by Sex	29,636	
Male	14,284	48.2
Female	15,352	51.8

2013 Demographic Profile Three Way, TN Market Area

Description	Total	%
2013 Est. Population by Age	29,636	
Age 0 - 4	2,131	7.19
Age 5 - 9	2,180	7.36
Age 10 - 14	2,142	7.23
Age 15 - 17	1,210	4.08
Age 18 - 20	979	3.3
Age 21 - 24	1,432	4.83
Age 25 - 34	4,165	14.05
Age 35 - 44	4,150	14
Age 45 - 54	4,184	14.12
Age 55 - 64	3,374	11.38
Age 65 - 74	2,136	7.21
Age 75 - 84	1,085	3.66
Age 85 and over	467	1.58
Age 16 and over	22,781	76.87
Age 18 and over	21,972	74.14
Age 21 and over	20,993	70.84
Age 65 and over	3,688	12.44
2013 Est. Median Age	36.4	
2013 Est. Average Age	37.1	
2013 Est. Pop Age 15+ by Marital Status	23,182	
Total, Never Married	5,832	25.16
Males, Never Married	2,862	12.35
Females, Never Married	2,969	12.81
Married, Spouse present	12,061	52.03
Married, Spouse absent	907	3.91
Widowed	1,430	6.17
Males Widowed	208	0.9
Females Widowed	1,222	5.27
Divorced	2,953	12.74
Males Divorced	1,351	5.83
Females Divorced	1,601	6.91
2013 Est. Pop. Age 25+ by Edu. Attainment	19,561	
Less than 9th grade	800	4.09
Some High School, no diploma	1,283	6.56
High School Graduate (or GED)	6,421	32.83
Some College, no degree	4,541	23.21
Associate Degree	1,265	6.47
Bachelor's Degree	3,603	18.42
Master's Degree	1,093	5.59
Professional School Degree	350	1.79
Doctorate Degree	206	1.05

2013 Demographic Profile Three Way, TN Market Area

Description	Total	%
Households		
2018 Projection	12,238	
2013 Estimate	11,704	
2010 Census	11,380	
2000 Census	9,066	
Growth 2013-2018	4.56%	
Growth 2010-2013	2.85%	
Growth 2000-2010	25.52%	
2013 Est. Households by Household Type	11,704	
Family Households	8,205	70.1
Nonfamily Households	3,499	29.9
2013 Est. Group Quarters Population	268	
2013 Est. HHs by HH Income	11,704	
CY HHs, Inc < \$15,000	1,236	10.56
CY HHs, Inc \$15,000 - \$24,999	1,216	10.39
CY HHs, Inc \$25,000 - \$34,999	1,218	10.41
CY HHs, Inc \$35,000 - \$49,999	1,926	16.46
CY HHs, Inc \$50,000 - \$74,999	2,445	20.89
CY HHs, Inc \$75,000 - \$99,999	1,797	15.35
CY HHs, Inc \$100,000 - \$124,999	824	7.04
CY HHs, Inc \$125,000 - \$149,999	437	3.73
CY HHs, Inc \$150,000 - \$199,999	255	2.18
CY HHs, Inc \$200,000 - \$249,999	111	0.95
CY HHs, Inc \$250,000 - \$499,999	175	1.5
CY HHs, Inc \$500,000+	63	0.54
2013 Est. Average Household Income	\$67,397	
2013 Est. Median Household Income	\$52,619	
2013 Est. Households by Household Size	11,704	
1-person household	2,959	25.28
2-person household	3,931	33.59
3-person household	2,178	18.61
4-person household	1,648	14.08
5-person household	670	5.72
6-person household	220	1.88
7 or more person household	98	0.84
2013 Est. Average Household Size	2.51	

2013 Demographic Profile Three Way, TN Market Area

Description	Total	%
2013 Est. Households by Presence of People	11,704	
Households with 1 or more People under Age 18:	3,972	33.94
Married-Couple Family	2,891	72.78
Other Family, Male Householder	204	5.14
Other Family, Female Householder	859	21.63
Nonfamily, Male Householder	4	0.1
Nonfamily, Female Householder	14	0.35
2013 Est. Households by Number of Vehicles	11,704	
No Vehicles	456	3.9
1 Vehicle	3,592	30.69
2 Vehicles	5,302	45.3
3 Vehicles	1,808	15.45
4 Vehicles	405	3.46
5 or more Vehicles	140	1.2
2013 Est. Average Number of Vehicles	2	
2013 Est. Families by Poverty Status	8,205	
2013 Families at or Above Poverty	7,760	94.58
2013 Families at or Above Poverty with Children	3,580	43.63
2013 Families Below Poverty	445	5.42
2013 Families Below Poverty with Children	383	4.67
2013 Est. Pop Age 16+ by Employment Status	22,781	
In Armed Forces	88	0.39
Civilian - Employed	14,214	62.39
Civilian - Unemployed	1,406	6.17
Not in Labor Force	7,072	31.04
2013 Est. Civ Employed Pop 16+ Class of Worker	14,825	
For-Profit Private Workers	9,484	63.97
Non-Profit Private Workers	1,491	10.06
Local Government Workers	1,325	8.94
State Government Workers	555	3.74
Federal Government Workers	477	3.22
Self-Emp Workers	1,455	9.81
Unpaid Family Workers	38	0.26

2013 Demographic Profile Three Way, TN Market Area

Description	Total	%
2013 Est. Civ Employed Pop 16+ by Occupation	14,825	
Architect/Engineer	411	2.77
Arts/Entertain/Sports	99	0.67
Building Grounds Maint	482	3.25
Business/Financial Ops	470	3.17
Community/Soc Svcs	276	1.86
Computer/Mathematical	145	0.98
Construction/Extraction	804	5.42
Edu/Training/Library	1,048	7.07
Farm/Fish/Forestry	141	0.95
Food Prep/Serving	642	4.33
Health Practitioner/Tec	1,481	9.99
Healthcare Support	419	2.83
Maintenance Repair	396	2.67
Legal	137	0.92
Life/Phys/Soc Science	77	0.52
Management	1,188	8.01
Office/Admin Support	2,244	15.14
Production	1,249	8.42
Protective Svcs	246	1.66
Sales/Related	1,447	9.76
Personal Care/Svc	561	3.78
Transportation/Moving	861	5.81
2013 Est. Pop 16+ by Occupation Classification	14,825	
Blue Collar	3,311	22.33
White Collar	9,023	60.86
Service and Farm	2,491	16.8
2013 Est. Workers Age 16+, Transp. To Work	14,582	
Drove Alone	13,131	90.05
Car Pooled	921	6.32
Public Transportation	38	0.26
Walked	123	0.84
Bicycle	0	0
Other Means	119	0.82
Worked at Home	251	1.72
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	4,821	
15 - 29 Minutes	6,625	
30 - 44 Minutes	1,968	
45 - 59 Minutes	395	
60 or more Minutes	518	
2013 Est. Avg Travel Time to Work in Minutes	22.04	

2013 Demographic Profile Three Way, TN Market Area

Description	Total	%
2013 Est. Tenure of Occupied Housing Units	11,704	
Owner Occupied	8,376	71.57
Renter Occupied	3,328	28.43
2013 Owner Occ. HUs: Avg. Length of Residence	14.4	
2013 Renter Occ. HUs: Avg. Length of Residence	6.5	
2013 Est. All Owner-Occupied Housing Values	8,376	
Value Less than \$20,000	271	3.24
Value \$20,000 - \$39,999	305	3.64
Value \$40,000 - \$59,999	402	4.8
Value \$60,000 - \$79,999	638	7.62
Value \$80,000 - \$99,999	1,046	12.49
Value \$100,000 - \$149,999	2,514	30.01
Value \$150,000 - \$199,999	1,340	16
Value \$200,000 - \$299,999	1,128	13.47
Value \$300,000 - \$399,999	375	4.48
Value \$400,000 - \$499,999	129	1.54
Value \$500,000 - \$749,999	70	0.84
Value \$750,000 - \$999,999	20	0.24
Value \$1,000,000 or more	138	1.65
2013 Est. Median All Owner-Occupied Housing Value	\$130,330	

Retail Trade Potential Report 2013 Three Way, TN Market Area

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	472,841,995	265,722,706	207,119,289
Motor Vehicle and Parts Dealers-441	93,877,284	21,441,967	72,435,317
Automotive Dealers-4411	74,430,967	7,290,358	67,140,609
Other Motor Vehicle Dealers-4412	12,854,124	1,750,583	11,103,541
Automotive Parts/Accsrs, Tire Stores-4413	6,592,192	12,401,026	-5,808,834
Furniture and Home Furnishings Stores-442	9,436,719	14,997,960	-5,561,241
Furniture Stores-4421	4,962,900	4,575,540	387,360
Home Furnishing Stores-4422	4,473,820	10,422,420	-5,948,600
Electronics and Appliance Stores-443	8,475,248	4,920,823	3,554,425
Appliances, TVs, Electronics Stores-44311	6,400,311	3,759,918	2,640,393
Household Appliances Stores-443111	1,212,694	214,780	997,914
Radio, Television, Electronics Stores-443112	5,187,618	3,545,137	1,642,481
Computer and Software Stores-44312	1,848,042	1,160,906	687,136
Camera and Photographic Equipment Stores-44313	226,895	0	226,895
Building Material, Garden Equip Stores -444	45,012,890	96,577,846	-51,564,956
Building Material and Supply Dealers-4441	40,273,313	78,727,290	-38,453,977
Home Centers-44411	16,318,312	487,929	15,830,383
Paint and Wallpaper Stores-44412	677,965	0	677,965
Hardware Stores-44413	3,930,359	0	3,930,359
Other Building Materials Dealers-44419	19,346,677	78,239,360	-58,892,683
Building Materials, Lumberyards-444191	7,401,199	30,591,584	-23,190,385
Lawn, Garden Equipment, Supplies Stores-4442	4,739,577	17,850,557	-13,110,980
Outdoor Power Equipment Stores-44421	927,262	0	927,262
Nursery and Garden Centers-44422	3,812,315	17,850,557	-14,038,242
Food and Beverage Stores-445	57,026,805	28,432,594	28,594,211
Grocery Stores-4451	49,757,022	24,171,165	25,585,857
Supermarkets, Grocery (Ex Conv) Stores-44511	47,248,224	20,316,304	26,931,920
Convenience Stores-44512	2,508,798	3,854,861	-1,346,063
Specialty Food Stores-4452	4,084,323	68,776	4,015,547
Beer, Wine and Liquor Stores-4453	3,185,461	4,192,653	-1,007,192
Health and Personal Care Stores-446	29,025,216	6,406,013	22,619,203
Pharmancies and Drug Stores-44611	23,087,884	5,497,618	17,590,266
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,073,524	49,393	2,024,131
Optical Goods Stores-44613	1,257,301	326,867	930,434
Other Health and Personal Care Stores-44619	2,606,506	532,135	2,074,371

Retail Trade Potential Report 2013 Three Way, TN Market Area

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	46,644,178	29,311,186	17,332,992
Gasoline Stations With Conv Stores-44711	34,136,273	23,469,905	10,666,368
Other Gasoline Stations-44719	12,507,904	5,841,281	6,666,623
Clothing and Clothing Accessories Stores-448	21,660,156	7,366,374	14,293,782
Clothing Stores-4481	16,311,550	6,175,936	10,135,614
Men's Clothing Stores-44811	903,043	0	903,043
Women's Clothing Stores-44812	3,622,549	63,654	3,558,895
Childrens, Infants Clothing Stores-44813	1,092,421	110,175	982,246
Family Clothing Stores-44814	8,544,642	5,808,794	2,735,848
Clothing Accessories Stores-44815	673,067	109,775	563,292
Other Clothing Stores-44819	1,475,828	83,538	1,392,290
Shoe Stores-4482	2,732,856	288,429	2,444,427
Jewelry, Luggage, Leather Goods Stores-4483	2,615,750	902,008	1,713,742
Jewelry Stores-44831	2,420,728	902,008	1,518,720
Luggage and Leather Goods Stores-44832	195,022	0	195,022
Sporting Goods, Hobby, Book, Music Stores-451	8,109,688	5,873,200	2,236,488
Sportng Goods, Hobby, Musical Inst Stores-4511	6,268,376	5,873,200	395,176
Sporting Goods Stores-45111	3,418,325	1,328,280	2,090,045
Hobby, Toys and Games Stores-45112	1,427,517	0	1,427,517
Sew/Needlework/Piece Goods Stores-45113	893,919	2,045,767	-1,151,848
Musical Instrument and Supplies Stores-45114	528,615	2,499,153	-1,970,538
Book, Periodical and Music Stores-4512	1,841,312	0	1,841,312
Book Stores and News Dealers-45121	1,512,565	0	1,512,565
Book Stores-451211	1,369,271	0	1,369,271
News Dealers and Newsstands-451212	143,294	0	143,294
Prerecorded Tapes, CDs, Record Stores-45122	328,747	0	328,747
General Merchandise Stores-452	59,112,934	36,169,252	22,943,682
Department Stores Excl Leased Depts-4521	24,212,862	0	24,212,862
Other General Merchandise Stores-4529	34,900,072	36,169,252	-1,269,180
Miscellaneous Store Retailers-453	12,866,676	2,971,561	9,895,115
Florists-4531	559,483	88,215	471,268
Office Supplies, Stationery, Gift Stores-4532	3,848,938	531,208	3,317,730
Office Supplies and Stationery Stores-45321	2,161,691	46,994	2,114,697
Gift, Novelty and Souvenir Stores-45322	1,687,246	484,214	1,203,032
Used Merchandise Stores-4533	1,146,272	86,609	1,059,663
Other Miscellaneous Store Retailers-4539	7,311,983	2,265,530	5,046,453
Non-Store Retailers-454	35,295,696	2,227,996	33,067,700

Retail Trade Potential Report 2013 Three Way, TN Market Area

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice and Drinking Places-722	46,298,506	9,025,934	37,272,572
Full-Service Restaurants-7221	21,311,716	3,205,307	18,106,409
Retail Stores	(Consumer Expe	(Retail Sales)	Gap/Surplus
Limited-Service Eating Places-7222	19,287,185	4,640,658	14,646,527
Special Foodservices-7223	3,721,860	985,601	2,736,259
Drinking Places -Alcoholic Beverages-7224	1,977,746	194,369	1,783,377
GAFO *	110,643,683	69,858,817	40,784,866
General Merchandise Stores-452	59,112,934	36,169,252	22,943,682
Clothing and Clothing Accessories Stores-448	21,660,156	7,366,374	14,293,782
Furniture and Home Furnishings Stores-442	9,436,719	14,997,960	-5,561,241
Electronics and Appliance Stores-443	8,475,248	4,920,823	3,554,425
Sporting Goods, Hobby, Book, Music Stores-451	8,109,688	5,873,200	2,236,488
Office Supplies, Stationery, Gift Stores-4532	3,848,938	531,208	3,317,730

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places. Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Source: Claritas

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City of Three Way, TN

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	28,054,802	47,204,093	-19,149,291
Motor Vehicle and Parts Dealers-441	4,239,012	1,773,209	2,465,803
Automotive Dealers-4411	3,124,103	1,501,775	1,622,328
Other Motor Vehicle Dealers-4412	693,160	0	693,160
Automotive Parts/Accsrs, Tire Stores-4413	421,749	271,434	150,315
Furniture and Home Furnishings Stores-442	568,623	0	568,623
Furniture Stores-4421	296,867	0	296,867
Home Furnishing Stores-4422	271,756	0	271,756
Electronics and Appliance Stores-443	538,480	357,265	181,215
Appliances, TVs, Electronics Stores-44311	403,751	357,265	46,486
Household Appliances Stores-443111	78,557	0	78,557
Radio, Television, Electronics Stores-443112	325,194	357,265	-32,071
Computer and Software Stores-44312	120,340	0	120,340
Camera and Photographic Equipment Stores-44313	14,389	0	14,389
Building Material, Garden Equip Stores -444	2,953,859	15,418,863	-12,465,004
Building Material and Supply Dealers-4441	2,644,335	12,289,498	-9,645,163
Home Centers-44411	1,050,950	0	1,050,950
Paint and Wallpaper Stores-44412	45,712	0	45,712
Hardware Stores-44413	251,339	0	251,339
Other Building Materials Dealers-44419	1,296,334	12,289,498	-10,993,164
Building Materials, Lumberyards-444191	487,174	4,805,195	-4,318,021
Lawn, Garden Equipment, Supplies Stores-4442	309,524	3,129,365	-2,819,841
Outdoor Power Equipment Stores-44421	56,751	0	56,751
Nursery and Garden Centers-44422	252,773	3,129,365	-2,876,592
Food and Beverage Stores-445	3,580,048	11,560,450	-7,980,402
Grocery Stores-4451	3,122,209	11,560,450	-8,438,241
Supermarkets, Grocery (Ex Conv) Stores-44511	2,962,897	11,560,450	-8,597,553
Convenience Stores-44512	159,312	0	159,312
Specialty Food Stores-4452	256,048	0	256,048
Beer, Wine and Liquor Stores-4453	201,791	0	201,791
Health and Personal Care Stores-446	1,783,872	0	1,783,872
Pharmancies and Drug Stores-44611	1,414,062	0	1,414,062
Cosmetics, Beauty Supplies, Perfume Stores-44612	126,479	0	126,479
Optical Goods Stores-44613	83,844	0	83,844
Other Health and Personal Care Stores-44619	159,487	0	159,487
Gasoline Stations-447	2,944,112	10,132,318	-7,188,206
Gasoline Stations With Conv Stores-44711	2,157,710	9,496,135	-7,338,425
Other Gasoline Stations-44719	786,402	636,183	150,219

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City of Three Way, TN

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Clothing and Clothing Accessories Stores-448	1,351,007	248,578	1,102,429
Clothing Stores-4481	1,008,957	0	1,008,957
Men's Clothing Stores-44811	55,989	0	55,989
Women's Clothing Stores-44812	226,997	0	226,997
Childrens, Infants Clothing Stores-44813	64,403	0	64,403
Family Clothing Stores-44814	526,968	0	526,968
Clothing Accessories Stores-44815	42,751	0	42,751
Other Clothing Stores-44819	91,849	0	91,849
Shoe Stores-4482	164,069	0	164,069
Jewelry, Luggage, Leather Goods Stores-4483	177,981	248,578	-70,597
Jewelry Stores-44831	165,578	248,578	-83,000
Luggage and Leather Goods Stores-44832	12,403	0	12,403
Sporting Goods, Hobby, Book, Music Stores-451	505,123	1,647,885	-1,142,762
Sportng Goods, Hobby, Musical Inst Stores-4511	387,294	1,647,885	-1,260,591
Sporting Goods Stores-45111	206,163	0	206,163
Hobby, Toys and Games Stores-45112	95,460	0	95,460
Sew/Needlework/Piece Goods Stores-45113	54,771	1,519,737	-1,464,966
Musical Instrument and Supplies Stores-45114	30,900	128,148	-97,248
Book, Periodical and Music Stores-4512	117,829	0	117,829
Book Stores and News Dealers-45121	98,001	0	98,001
Book Stores-451211	88,764	0	88,764
News Dealers and Newsstands-451212	9,237	0	9,237
Prerecorded Tapes, CDs, Record Stores-45122	19,828	0	19,828
General Merchandise Stores-452	3,686,096	1,670,312	2,015,784
Department Stores Excl Leased Depts-4521	1,497,478	0	1,497,478
Other General Merchandise Stores-4529	2,188,618	1,670,312	518,306
Miscellaneous Store Retailers-453	834,644	415,224	419,420
Florists-4531	37,848	0	37,848
Office Supplies, Stationery, Gift Stores-4532	247,219	0	247,219
Office Supplies and Stationery Stores-45321	139,373	0	139,373
Gift, Novelty and Souvenir Stores-45322	107,846	0	107,846
Used Merchandise Stores-4533	71,939	0	71,939
Other Miscellaneous Store Retailers-4539	477,638	415,224	62,414
Non-Store Retailers-454	2,205,109	0	2,205,109
Foodservice and Drinking Places-722	2,864,817	3,979,989	-1,115,172
Full-Service Restaurants-7221	1,317,363	596,062	721,301
Limited-Service Eating Places-7222	1,191,739	3,143,593	-1,951,854
Special Foodservices-7223	230,527	240,334	-9,807
Drinking Places -Alcoholic Beverages-7224	125,188	0	125,188
GAFO *	6,896,548	3,924,040	2,972,508

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