



# Market Profile

Norris  
 20 Chestnut Dr, Norris, Tennessee, 37705  
 Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.19742  
 Longitude: -84.07437

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,365	5,158	13,519
2010 Total Population	1,407	5,696	14,460
2015 Total Population	1,405	5,828	14,805
2015 Group Quarters	25	53	210
2020 Total Population	1,411	5,916	15,072
2015-2020 Annual Rate	0.09%	0.30%	0.36%
<b>Household Summary</b>			
2000 Households	611	2,061	5,399
2000 Average Household Size	2.23	2.49	2.47
2010 Households	636	2,275	5,755
2010 Average Household Size	2.17	2.48	2.48
2015 Households	638	2,336	5,902
2015 Average Household Size	2.16	2.47	2.47
2020 Households	641	2,371	6,010
2020 Average Household Size	2.16	2.47	2.47
2015-2020 Annual Rate	0.09%	0.30%	0.36%
2010 Families	392	1,605	4,120
2010 Average Family Size	2.79	2.97	2.94
2015 Families	386	1,633	4,191
2015 Average Family Size	2.79	2.96	2.94
2020 Families	384	1,649	4,247
2020 Average Family Size	2.80	2.97	2.95
2015-2020 Annual Rate	-0.10%	0.20%	0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	647	2,233	5,950
Owner Occupied Housing Units	71.9%	76.4%	71.8%
Renter Occupied Housing Units	22.6%	15.9%	19.0%
Vacant Housing Units	5.6%	7.7%	9.3%
2010 Housing Units	704	2,505	6,429
Owner Occupied Housing Units	66.2%	72.2%	69.7%
Renter Occupied Housing Units	24.1%	18.6%	19.8%
Vacant Housing Units	9.7%	9.2%	10.5%
2015 Housing Units	708	2,573	6,583
Owner Occupied Housing Units	61.9%	68.9%	66.8%
Renter Occupied Housing Units	28.2%	21.8%	22.8%
Vacant Housing Units	9.9%	9.2%	10.3%
2020 Housing Units	713	2,604	6,681
Owner Occupied Housing Units	61.3%	69.3%	67.0%
Renter Occupied Housing Units	28.6%	21.7%	23.0%
Vacant Housing Units	10.1%	8.9%	10.0%
<b>Median Household Income</b>			
2015	\$50,248	\$49,314	\$42,109
2020	\$53,962	\$54,671	\$51,109
<b>Median Home Value</b>			
2015	\$172,188	\$163,259	\$150,649
2020	\$247,619	\$220,049	\$208,152
<b>Per Capita Income</b>			
2015	\$23,594	\$22,959	\$21,270
2020	\$27,051	\$25,971	\$24,099
<b>Median Age</b>			
2010	49.0	43.6	43.3
2015	50.8	45.5	45.0
2020	52.2	47.2	46.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>			
Household Income Base	638	2,336	5,902
<\$15,000	14.1%	12.5%	15.9%
\$15,000 - \$24,999	14.4%	12.8%	14.5%
\$25,000 - \$34,999	10.7%	12.2%	12.1%
\$35,000 - \$49,999	10.3%	13.0%	13.5%
\$50,000 - \$74,999	32.4%	24.3%	20.3%
\$75,000 - \$99,999	10.2%	11.6%	10.9%
\$100,000 - \$149,999	5.5%	11.0%	10.1%
\$150,000 - \$199,999	2.7%	2.2%	2.2%
\$200,000+	0.0%	0.4%	0.5%
Average Household Income	\$51,633	\$56,025	\$52,734
<b>2020 Households by Income</b>			
Household Income Base	641	2,371	6,010
<\$15,000	12.3%	11.3%	15.1%
\$15,000 - \$24,999	9.7%	9.2%	10.9%
\$25,000 - \$34,999	8.1%	9.9%	10.1%
\$35,000 - \$49,999	9.5%	11.9%	12.3%
\$50,000 - \$74,999	38.2%	27.5%	22.6%
\$75,000 - \$99,999	14.8%	15.6%	14.4%
\$100,000 - \$149,999	4.2%	11.4%	11.4%
\$150,000 - \$199,999	3.1%	2.7%	2.6%
\$200,000+	0.0%	0.5%	0.6%
Average Household Income	\$59,236	\$63,404	\$59,786
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	438	1,774	4,398
<\$50,000	1.6%	13.0%	11.6%
\$50,000 - \$99,999	16.2%	13.6%	17.5%
\$100,000 - \$149,999	24.0%	18.7%	20.7%
\$150,000 - \$199,999	18.3%	17.6%	17.5%
\$200,000 - \$249,999	10.0%	12.4%	12.1%
\$250,000 - \$299,999	7.8%	7.8%	7.0%
\$300,000 - \$399,999	12.6%	9.7%	8.0%
\$400,000 - \$499,999	4.1%	3.7%	2.8%
\$500,000 - \$749,999	3.4%	2.3%	1.9%
\$750,000 - \$999,999	0.9%	0.6%	0.5%
\$1,000,000 +	0.9%	0.5%	0.4%
Average Home Value	\$222,197	\$193,299	\$180,611
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	437	1,805	4,474
<\$50,000	0.9%	6.5%	6.5%
\$50,000 - \$99,999	7.1%	6.8%	9.8%
\$100,000 - \$149,999	11.2%	11.2%	12.2%
\$150,000 - \$199,999	16.9%	18.7%	18.6%
\$200,000 - \$249,999	14.4%	17.1%	18.4%
\$250,000 - \$299,999	12.8%	12.3%	12.1%
\$300,000 - \$399,999	18.8%	14.7%	12.3%
\$400,000 - \$499,999	6.9%	6.2%	4.9%
\$500,000 - \$749,999	8.9%	5.2%	4.0%
\$750,000 - \$999,999	1.4%	1.1%	1.0%
\$1,000,000 +	0.5%	0.3%	0.3%
Average Home Value	\$287,615	\$250,388	\$233,665

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	1,406	5,696	14,461
0 - 4	4.0%	5.2%	5.5%
5 - 9	5.3%	6.0%	6.0%
10 - 14	6.8%	6.7%	6.4%
15 - 24	10.1%	11.1%	11.2%
25 - 34	8.3%	9.8%	9.9%
35 - 44	10.5%	13.2%	13.4%
45 - 54	13.8%	15.0%	15.7%
55 - 64	19.1%	15.6%	14.7%
65 - 74	11.2%	9.9%	9.7%
75 - 84	7.5%	5.2%	5.2%
85 +	3.6%	2.2%	2.2%
18 +	78.8%	77.7%	78.0%
<b>2015 Population by Age</b>			
Total	1,406	5,828	14,803
0 - 4	3.6%	4.8%	5.1%
5 - 9	4.2%	5.4%	5.7%
10 - 14	5.5%	6.0%	6.0%
15 - 24	12.9%	11.4%	11.0%
25 - 34	7.3%	9.9%	10.2%
35 - 44	9.2%	11.8%	12.0%
45 - 54	12.9%	14.8%	15.0%
55 - 64	16.4%	15.0%	15.2%
65 - 74	17.1%	13.2%	12.2%
75 - 84	7.1%	5.4%	5.4%
85 +	3.8%	2.2%	2.3%
18 +	81.1%	79.7%	79.7%
<b>2020 Population by Age</b>			
Total	1,412	5,916	15,071
0 - 4	3.5%	4.5%	4.8%
5 - 9	3.9%	5.1%	5.3%
10 - 14	4.7%	5.9%	6.1%
15 - 24	12.3%	10.7%	10.3%
25 - 34	8.5%	9.9%	10.0%
35 - 44	9.7%	11.1%	11.1%
45 - 54	11.0%	13.7%	13.9%
55 - 64	14.3%	15.2%	15.9%
65 - 74	19.0%	14.4%	13.6%
75 - 84	9.2%	7.1%	6.8%
85 +	3.9%	2.3%	2.4%
18 +	82.7%	80.5%	80.1%
<b>2010 Population by Sex</b>			
Males	669	2,782	7,056
Females	738	2,914	7,404
<b>2015 Population by Sex</b>			
Males	674	2,859	7,243
Females	731	2,969	7,562
<b>2020 Population by Sex</b>			
Males	683	2,912	7,392
Females	728	3,004	7,680

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	1,407	5,697	14,459
White Alone	97.7%	98.3%	98.3%
Black Alone	0.2%	0.2%	0.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.4%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.2%
Two or More Races	1.3%	0.7%	0.8%
Hispanic Origin	0.4%	0.6%	0.7%
Diversity Index	5.4	4.4	4.8
<b>2015 Population by Race/Ethnicity</b>			
Total	1,404	5,827	14,805
White Alone	97.2%	98.1%	97.9%
Black Alone	0.3%	0.2%	0.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.5%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.4%	0.8%	0.9%
Hispanic Origin	0.4%	0.6%	0.8%
Diversity Index	6.4	5.1	5.6
<b>2020 Population by Race/Ethnicity</b>			
Total	1,411	5,914	15,073
White Alone	96.7%	97.7%	97.6%
Black Alone	0.4%	0.3%	0.3%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	0.6%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.6%	1.0%	1.0%
Hispanic Origin	0.5%	0.8%	0.9%
Diversity Index	7.3	6.0	6.5
<b>2010 Population by Relationship and Household Type</b>			
Total	1,407	5,696	14,460
In Households	98.2%	99.1%	98.6%
In Family Households	78.7%	85.2%	85.4%
Householder	27.8%	28.8%	28.6%
Spouse	23.2%	23.1%	22.6%
Child	24.8%	28.9%	29.7%
Other relative	1.8%	2.8%	2.9%
Nonrelative	1.1%	1.5%	1.6%
In Nonfamily Households	19.5%	13.9%	13.1%
In Group Quarters	1.8%	0.9%	1.4%
Institutionalized Population	1.8%	0.9%	1.4%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	1,038	4,217	10,691
Less than 9th Grade	1.0%	4.2%	7.5%
9th - 12th Grade, No Diploma	0.9%	7.7%	10.1%
High School Graduate	16.8%	29.0%	32.0%
GED/Alternative Credential	3.3%	4.9%	7.2%
Some College, No Degree	17.2%	20.2%	18.1%
Associate Degree	7.4%	8.5%	7.1%
Bachelor's Degree	24.9%	13.5%	10.2%
Graduate/Professional Degree	28.6%	12.0%	7.8%
<b>2015 Population 15+ by Marital Status</b>			
Total	1,218	4,881	12,322
Never Married	18.6%	22.8%	22.2%
Married	62.8%	58.3%	56.4%
Widowed	8.5%	8.3%	9.5%
Divorced	10.1%	10.6%	11.9%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.1%	95.1%	94.5%
Civilian Unemployed	2.9%	4.9%	5.5%
<b>2015 Employed Population 16+ by Industry</b>			
Total	604	2,462	5,764
Agriculture/Mining	1.5%	1.3%	1.4%
Construction	8.4%	7.5%	8.2%
Manufacturing	6.6%	17.7%	18.9%
Wholesale Trade	0.8%	0.4%	0.4%
Retail Trade	18.5%	11.2%	9.9%
Transportation/Utilities	1.2%	5.2%	7.4%
Information	0.2%	1.7%	1.3%
Finance/Insurance/Real Estate	4.5%	2.9%	2.9%
Services	54.5%	49.9%	46.5%
Public Administration	3.6%	2.1%	3.1%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	603	2,461	5,765
White Collar	67.5%	55.0%	51.8%
Management/Business/Financial	14.1%	11.5%	10.9%
Professional	30.0%	19.4%	17.6%
Sales	6.3%	9.3%	9.8%
Administrative Support	17.2%	14.8%	13.5%
Services	11.1%	18.3%	17.1%
Blue Collar	21.2%	26.7%	31.1%
Farming/Forestry/Fishing	1.2%	1.1%	0.8%
Construction/Extraction	12.4%	8.3%	7.4%
Installation/Maintenance/Repair	1.7%	3.2%	4.1%
Production	4.8%	10.0%	13.4%
Transportation/Material Moving	1.2%	4.1%	5.4%

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<b>2010 Households by Type</b>			
Total	635	2,276	5,754
Households with 1 Person	34.3%	25.7%	24.7%
Households with 2+ People	65.7%	74.3%	75.3%
Family Households	61.7%	70.5%	71.6%
Husband-wife Families	51.5%	56.6%	56.6%
With Related Children	17.3%	22.0%	22.2%
Other Family (No Spouse Present)	10.4%	13.9%	15.0%
Other Family with Male Householder	2.2%	3.9%	4.4%
With Related Children	1.3%	2.3%	2.5%
Other Family with Female Householder	8.2%	10.0%	10.6%
With Related Children	4.9%	5.9%	6.0%
Nonfamily Households	3.9%	3.8%	3.7%
All Households with Children	23.7%	30.5%	31.0%
Multigenerational Households	2.0%	3.5%	4.0%
Unmarried Partner Households	4.1%	4.7%	4.8%
Male-female	3.5%	4.0%	4.1%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	636	2,276	5,755
1 Person Household	34.3%	25.7%	24.7%
2 Person Household	38.2%	37.2%	36.9%
3 Person Household	11.6%	16.9%	17.5%
4 Person Household	10.4%	13.0%	12.9%
5 Person Household	3.3%	4.8%	5.4%
6 Person Household	1.6%	1.5%	1.7%
7 + Person Household	0.6%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	636	2,275	5,755
Owner Occupied	73.3%	79.5%	77.9%
Owned with a Mortgage/Loan	42.0%	46.0%	45.1%
Owned Free and Clear	31.3%	33.5%	32.8%
Renter Occupied	26.7%	20.5%	22.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Midlife Constants (5E)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Southern Satellites (10A)	Midlife Constants (5E)	Rural Bypasses (10E)
<b>3.</b>	Salt of the Earth (6B)	Southern Satellites (10A)	Rooted Rural (10B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$969,258	\$3,904,809	\$9,337,388
Average Spent	\$1,519.21	\$1,671.58	\$1,582.07
Spending Potential Index	66	72	68
Computers & Accessories: Total \$	\$109,166	\$426,873	\$1,008,283
Average Spent	\$171.11	\$182.74	\$170.84
Spending Potential Index	67	72	67
Education: Total \$	\$607,127	\$2,148,569	\$4,874,426
Average Spent	\$951.61	\$919.76	\$825.89
Spending Potential Index	62	60	54
Entertainment/Recreation: Total \$	\$1,473,989	\$5,979,087	\$14,376,161
Average Spent	\$2,310.33	\$2,559.54	\$2,435.81
Spending Potential Index	70	77	74
Food at Home: Total \$	\$2,311,609	\$9,550,432	\$23,258,310
Average Spent	\$3,623.21	\$4,088.37	\$3,940.75
Spending Potential Index	69	78	75
Food Away from Home: Total \$	\$1,401,718	\$5,636,353	\$13,376,160
Average Spent	\$2,197.05	\$2,412.82	\$2,266.38
Spending Potential Index	67	73	69
Health Care: Total \$	\$2,303,733	\$9,364,829	\$22,591,928
Average Spent	\$3,610.87	\$4,008.92	\$3,827.84
Spending Potential Index	76	85	81
HH Furnishings & Equipment: Total \$	\$816,330	\$3,317,891	\$7,897,181
Average Spent	\$1,279.51	\$1,420.33	\$1,338.05
Spending Potential Index	69	77	73
Investments: Total \$	\$1,003,763	\$4,259,482	\$11,472,939
Average Spent	\$1,573.30	\$1,823.41	\$1,943.91
Spending Potential Index	57	66	71
Retail Goods: Total \$	\$11,536,294	\$48,000,512	\$116,342,577
Average Spent	\$18,081.97	\$20,548.16	\$19,712.40
Spending Potential Index	71	81	77
Shelter: Total \$	\$6,867,488	\$25,758,296	\$60,054,442
Average Spent	\$10,764.09	\$11,026.67	\$10,175.27
Spending Potential Index	65	67	62
TV/Video/Audio: Total \$	\$593,832	\$2,421,659	\$5,847,148
Average Spent	\$930.77	\$1,036.67	\$990.71
Spending Potential Index	71	79	76
Travel: Total \$	\$840,589	\$3,191,924	\$7,411,764
Average Spent	\$1,317.54	\$1,366.41	\$1,255.81
Spending Potential Index	67	70	64
Vehicle Maintenance & Repairs: Total \$	\$493,968	\$1,983,271	\$4,731,805
Average Spent	\$774.24	\$849.00	\$801.73
Spending Potential Index	69	76	72

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.