



Retail MarketPlace Profile

Norris
 20 Chestnut Dr, Norris, Tennessee, 37705
 Ring: 1 mile radius

Prepared by Anderson County Chamber

Latitude: 36.19742
 Longitude: -84.07437

Summary Demographics

2015 Population	1,405
2015 Households	638
2015 Median Disposable Income	\$38,891
2015 Per Capita Income	\$23,594

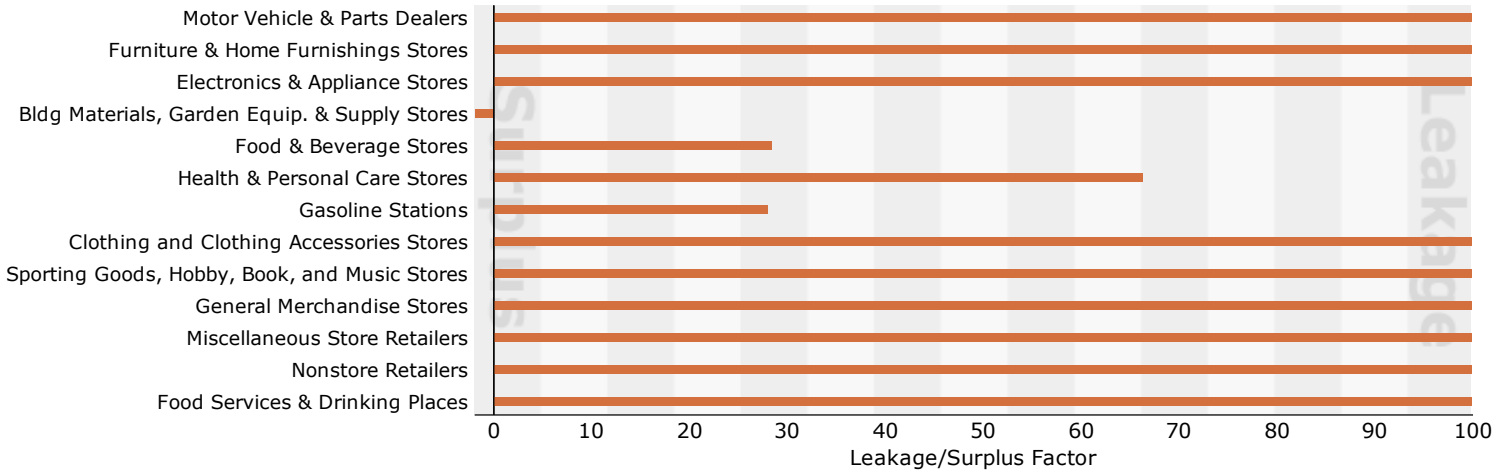
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$16,306,488	\$3,053,545	\$13,252,943	68.5	4
Total Retail Trade	44-45	\$14,705,373	\$3,053,545	\$11,651,828	65.6	4
Total Food & Drink	722	\$1,601,115	\$0	\$1,601,115	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,032,175	\$0	\$3,032,175	100.0	0
Automobile Dealers	4411	\$2,636,477	\$0	\$2,636,477	100.0	0
Other Motor Vehicle Dealers	4412	\$201,805	\$0	\$201,805	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$193,893	\$0	\$193,893	100.0	0
Furniture & Home Furnishings Stores	442	\$314,547	\$0	\$314,547	100.0	0
Furniture Stores	4421	\$173,786	\$0	\$173,786	100.0	0
Home Furnishings Stores	4422	\$140,762	\$0	\$140,762	100.0	0
Electronics & Appliance Stores	443	\$329,487	\$0	\$329,487	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$552,237	\$574,186	-\$21,949	-1.9	1
Bldg Material & Supplies Dealers	4441	\$401,554	\$0	\$401,554	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$150,683	\$574,186	-\$423,503	-58.4	1
Food & Beverage Stores	445	\$2,389,953	\$1,329,808	\$1,060,145	28.5	1
Grocery Stores	4451	\$2,216,478	\$1,329,808	\$886,670	25.0	1
Specialty Food Stores	4452	\$30,731	\$0	\$30,731	100.0	0
Beer, Wine & Liquor Stores	4453	\$142,744	\$0	\$142,744	100.0	0
Health & Personal Care Stores	446,4461	\$1,164,646	\$235,589	\$929,057	66.4	1
Gasoline Stations	447,4471	\$1,570,223	\$881,585	\$688,638	28.1	1
Clothing & Clothing Accessories Stores	448	\$785,131	\$0	\$785,131	100.0	0
Clothing Stores	4481	\$598,254	\$0	\$598,254	100.0	0
Shoe Stores	4482	\$129,368	\$0	\$129,368	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$57,509	\$0	\$57,509	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$279,789	\$0	\$279,789	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$234,503	\$0	\$234,503	100.0	0
Book, Periodical & Music Stores	4512	\$45,286	\$0	\$45,286	100.0	0
General Merchandise Stores	452	\$2,585,504	\$0	\$2,585,504	100.0	0
Department Stores Excluding Leased Depts.	4521	\$803,725	\$0	\$803,725	100.0	0
Other General Merchandise Stores	4529	\$1,781,779	\$0	\$1,781,779	100.0	0
Miscellaneous Store Retailers	453	\$373,223	\$0	\$373,223	100.0	0
Florists	4531	\$14,310	\$0	\$14,310	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$122,680	\$0	\$122,680	100.0	0
Used Merchandise Stores	4533	\$35,675	\$0	\$35,675	100.0	0
Other Miscellaneous Store Retailers	4539	\$200,559	\$0	\$200,559	100.0	0
Nonstore Retailers	454	\$1,328,459	\$0	\$1,328,459	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,151,478	\$0	\$1,151,478	100.0	0
Vending Machine Operators	4542	\$37,030	\$0	\$37,030	100.0	0
Direct Selling Establishments	4543	\$139,950	\$0	\$139,950	100.0	0
Food Services & Drinking Places	722	\$1,601,115	\$0	\$1,601,115	100.0	0
Full-Service Restaurants	7221	\$603,974	\$0	\$603,974	100.0	0
Limited-Service Eating Places	7222	\$824,091	\$0	\$824,091	100.0	0
Special Food Services	7223	\$48,956	\$0	\$48,956	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$124,094	\$0	\$124,094	100.0	0

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Norris
 20 Chestnut Dr, Norris, Tennessee, 37705
 Ring: 3 mile radius

Prepared by Anderson County Chamber

Latitude: 36.19742
 Longitude: -84.07437

Summary Demographics

2015 Population	5,828
2015 Households	2,336
2015 Median Disposable Income	\$39,766
2015 Per Capita Income	\$22,959

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	\$722,406,873	\$94,689,918	-\$34,283,045	-22.1	43
Total Retail Trade	44-45	\$54,680,994	\$86,981,858	-\$32,300,864	-22.8	34
Total Food & Drink	722	\$5,725,878	\$7,708,060	-\$1,982,182	-14.8	9

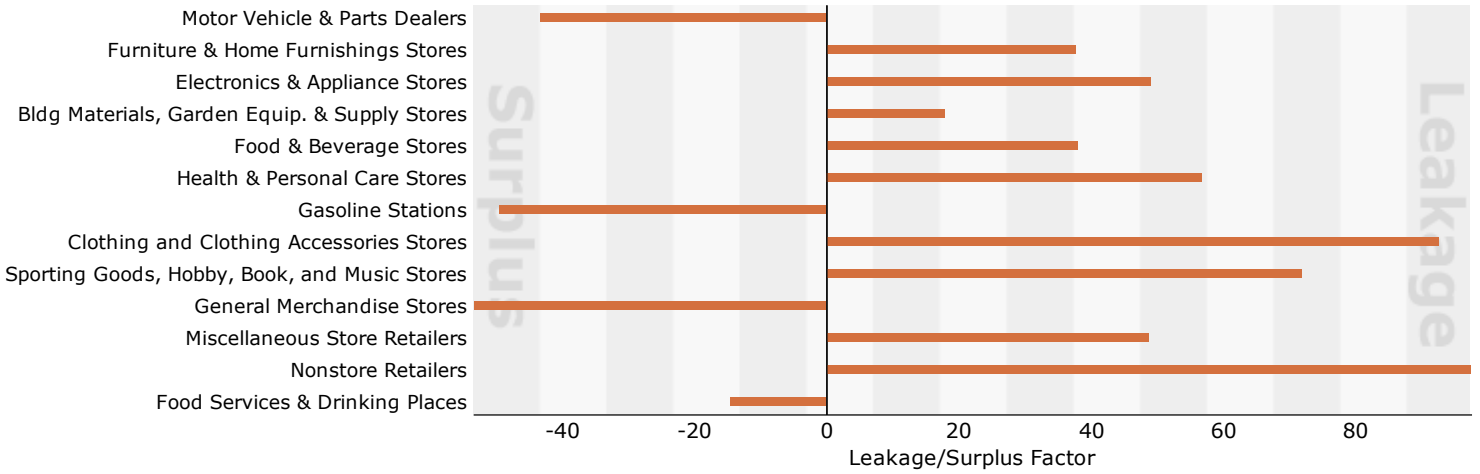
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,502,688	\$29,248,150	-\$17,745,462	-43.5	5
Automobile Dealers	4411	\$10,010,947	\$28,129,013	-\$18,118,066	-47.5	2
Other Motor Vehicle Dealers	4412	\$801,590	\$247,720	\$553,870	52.8	1
Auto Parts, Accessories & Tire Stores	4413	\$690,150	\$871,417	-\$181,267	-11.6	2
Furniture & Home Furnishings Stores	442	\$1,112,478	\$502,577	\$609,901	37.8	2
Furniture Stores	4421	\$622,869	\$0	\$622,869	100.0	0
Home Furnishings Stores	4422	\$489,609	\$395,697	\$93,912	10.6	2
Electronics & Appliance Stores	443	\$1,164,370	\$397,230	\$767,140	49.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,056,922	\$1,433,095	\$623,827	17.9	4
Bldg Material & Supplies Dealers	4441	\$1,471,944	\$424,661	\$1,047,283	55.2	3
Lawn & Garden Equip & Supply Stores	4442	\$584,978	\$1,008,434	-\$423,456	-26.6	2
Food & Beverage Stores	445	\$8,886,194	\$3,974,056	\$4,912,138	38.2	5
Grocery Stores	4451	\$8,271,615	\$3,933,442	\$4,338,173	35.5	4
Specialty Food Stores	4452	\$113,915	\$40,614	\$73,301	47.4	1
Beer, Wine & Liquor Stores	4453	\$500,663	\$0	\$500,663	100.0	0
Health & Personal Care Stores	446,4461	\$4,352,070	\$1,195,221	\$3,156,849	56.9	3
Gasoline Stations	447,4471	\$6,024,035	\$17,857,925	-\$11,833,890	-49.6	4
Clothing & Clothing Accessories Stores	448	\$2,748,365	\$102,221	\$2,646,144	92.8	1
Clothing Stores	4481	\$2,088,293	\$102,221	\$1,986,072	90.7	1
Shoe Stores	4482	\$462,858	\$0	\$462,858	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$197,214	\$0	\$197,214	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,026,025	\$166,707	\$859,318	72.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$868,691	\$165,813	\$702,878	67.9	2
Book, Periodical & Music Stores	4512	\$157,333	\$0	\$157,333	100.0	0
General Merchandise Stores	452	\$9,558,507	\$31,556,944	-\$21,998,437	-53.5	1
Department Stores Excluding Leased Depts.	4521	\$2,901,964	\$0	\$2,901,964	100.0	0
Other General Merchandise Stores	4529	\$6,656,544	\$31,302,768	-\$24,646,224	-64.9	1
Miscellaneous Store Retailers	453	\$1,423,547	\$490,266	\$933,281	48.8	5
Florists	4531	\$52,233	\$0	\$52,233	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$448,596	\$46,747	\$401,849	81.1	1
Used Merchandise Stores	4533	\$125,013	\$258,745	-\$133,732	-34.8	2
Other Miscellaneous Store Retailers	4539	\$797,705	\$184,774	\$612,931	62.4	3
Nonstore Retailers	454	\$4,825,794	\$57,465	\$4,768,329	97.6	1
Electronic Shopping & Mail-Order Houses	4541	\$4,160,982	\$0	\$4,160,982	100.0	0
Vending Machine Operators	4542	\$136,947	\$39,327	\$97,620	55.4	1
Direct Selling Establishments	4543	\$527,864	\$0	\$527,864	100.0	0
Food Services & Drinking Places	722	\$5,725,878	\$7,708,060	-\$1,982,182	-14.8	9
Full-Service Restaurants	7221	\$2,164,958	\$5,450,214	-\$3,285,256	-43.1	4
Limited-Service Eating Places	7222	\$2,978,991	\$2,043,094	\$935,897	18.6	4
Special Food Services	7223	\$176,475	\$212,769	-\$36,294	-9.3	1
Drinking Places - Alcoholic Beverages	7224	\$405,455	\$0	\$405,455	100.0	0

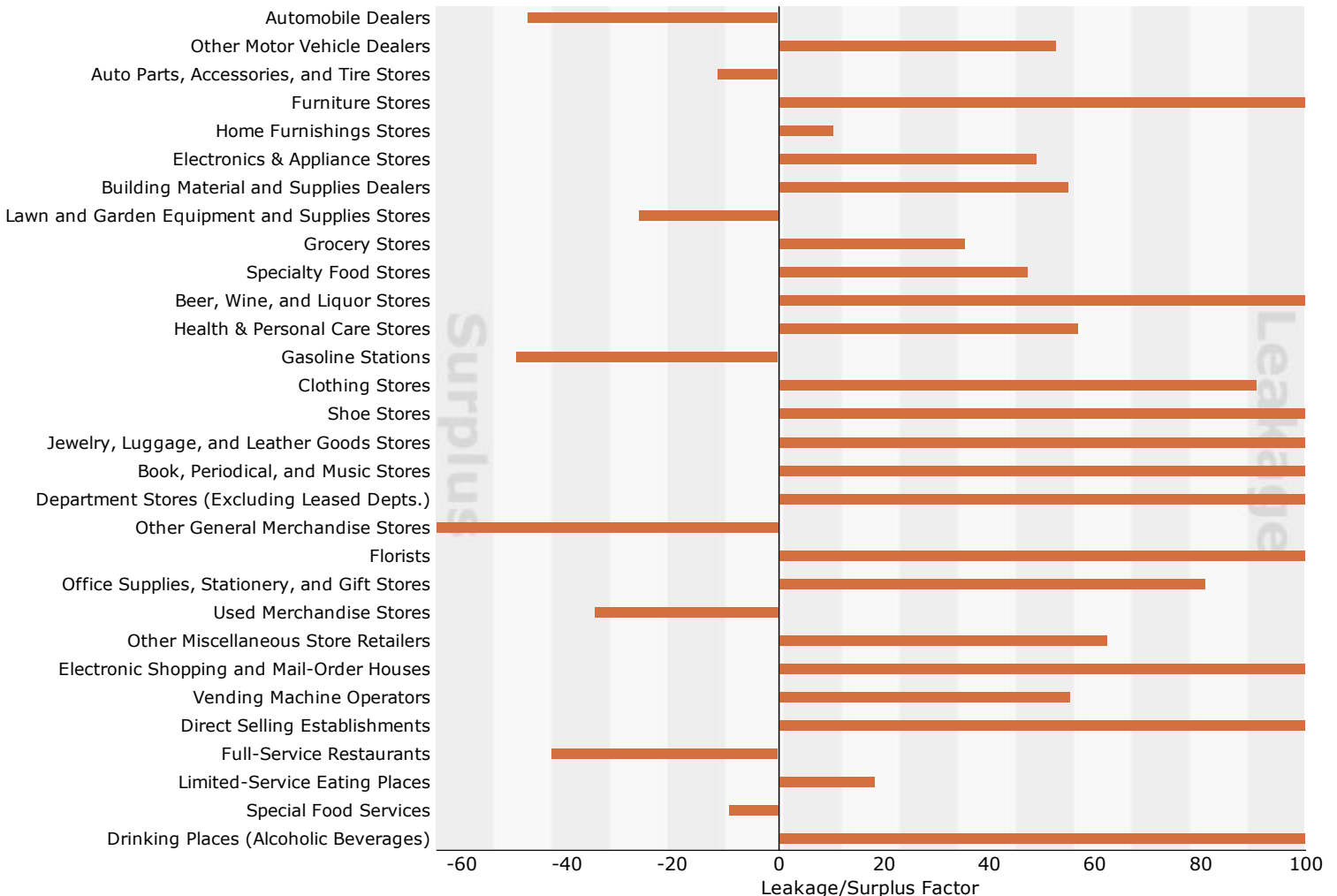
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Norris
 20 Chestnut Dr, Norris, Tennessee, 37705
 Ring: 5 mile radius

Prepared by Anderson County Chamber

Latitude: 36.19742
 Longitude: -84.07437

Summary Demographics

2015 Population	14,805
2015 Households	5,902
2015 Median Disposable Income	\$36,203
2015 Per Capita Income	\$21,270

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	\$142,628,773	\$191,858,556	-\$49,229,783	-14.7	97
Total Retail Trade	44-45	\$129,380,744	\$177,226,675	-\$47,845,931	-15.6	79
Total Food & Drink	722	\$13,248,028	\$14,631,882	-\$1,383,854	-5.0	18

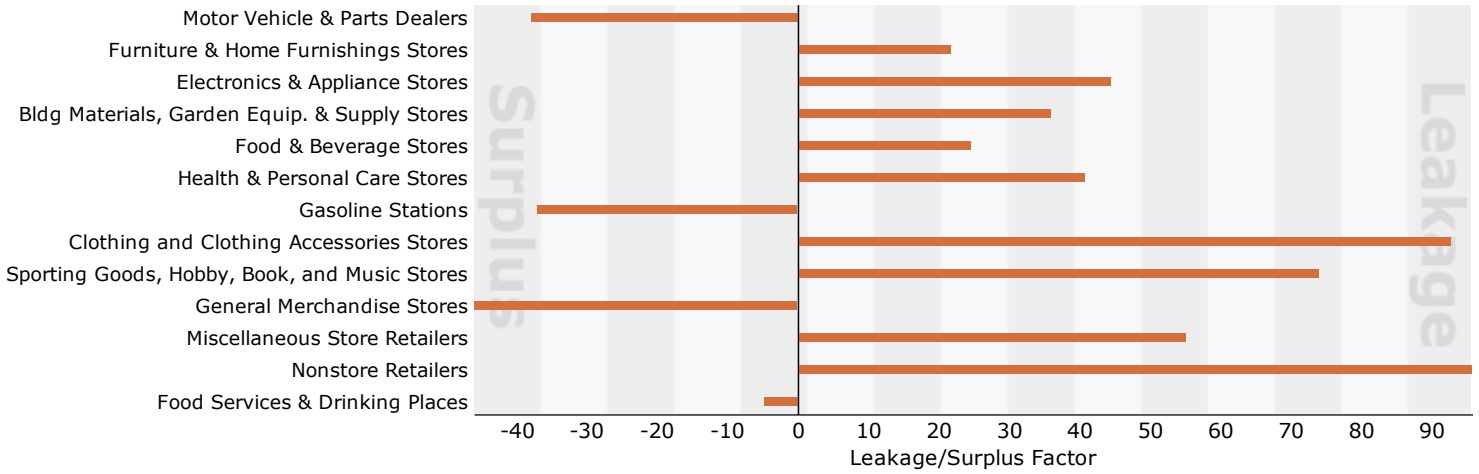
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,293,787	\$60,714,378	-\$33,420,591	-38.0	12
Automobile Dealers	4411	\$23,715,697	\$54,954,856	-\$31,239,159	-39.7	5
Other Motor Vehicle Dealers	4412	\$1,977,130	\$4,140,469	-\$2,163,339	-35.4	2
Auto Parts, Accessories & Tire Stores	4413	\$1,600,960	\$1,619,052	-\$18,092	-0.6	5
Furniture & Home Furnishings Stores	442	\$2,562,868	\$1,644,428	\$918,440	21.8	7
Furniture Stores	4421	\$1,438,478	\$719,422	\$719,056	33.3	3
Home Furnishings Stores	4422	\$1,124,390	\$925,006	\$199,384	9.7	5
Electronics & Appliance Stores	443	\$2,689,867	\$1,034,111	\$1,655,756	44.5	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,889,531	\$2,301,340	\$2,588,191	36.0	7
Bldg Material & Supplies Dealers	4441	\$3,483,142	\$793,656	\$2,689,486	62.9	5
Lawn & Garden Equip & Supply Stores	4442	\$1,406,390	\$1,507,683	-\$101,293	-3.5	2
Food & Beverage Stores	445	\$21,092,957	\$12,735,044	\$8,357,913	24.7	14
Grocery Stores	4451	\$19,674,148	\$12,609,772	\$7,064,376	21.9	12
Specialty Food Stores	4452	\$270,400	\$125,272	\$145,128	36.7	2
Beer, Wine & Liquor Stores	4453	\$1,148,409	\$0	\$1,148,409	100.0	0
Health & Personal Care Stores	446,4461	\$10,356,198	\$4,333,276	\$6,022,922	41.0	6
Gasoline Stations	447,4471	\$14,395,960	\$31,454,778	-\$17,058,818	-37.2	6
Clothing & Clothing Accessories Stores	448	\$6,330,724	\$231,587	\$6,099,137	92.9	2
Clothing Stores	4481	\$4,803,560	\$231,587	\$4,571,973	90.8	2
Shoe Stores	4482	\$1,080,094	\$0	\$1,080,094	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$447,071	\$0	\$447,071	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,421,632	\$357,575	\$2,064,057	74.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,060,254	\$343,025	\$1,717,229	71.5	4
Book, Periodical & Music Stores	4512	\$361,378	\$0	\$361,378	100.0	0
General Merchandise Stores	452	\$22,590,041	\$61,203,212	-\$38,613,171	-46.1	2
Department Stores Excluding Leased Depts.	4521	\$6,760,235	\$617,285	\$6,142,950	83.3	1
Other General Merchandise Stores	4529	\$15,829,807	\$60,585,927	-\$44,756,120	-58.6	1
Miscellaneous Store Retailers	453	\$3,411,097	\$981,378	\$2,429,719	55.3	13
Florists	4531	\$121,044	\$0	\$121,044	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,053,441	\$174,045	\$879,396	71.6	4
Used Merchandise Stores	4533	\$288,806	\$360,076	-\$71,270	-11.0	3
Other Miscellaneous Store Retailers	4539	\$1,947,805	\$447,257	\$1,500,548	62.7	6
Nonstore Retailers	454	\$11,346,082	\$235,568	\$11,110,514	95.9	3
Electronic Shopping & Mail-Order Houses	4541	\$9,722,744	\$0	\$9,722,744	100.0	0
Vending Machine Operators	4542	\$324,219	\$78,820	\$245,399	60.9	1
Direct Selling Establishments	4543	\$1,299,119	\$156,748	\$1,142,371	78.5	2
Food Services & Drinking Places	722	\$13,248,028	\$14,631,882	-\$1,383,854	-5.0	18
Full-Service Restaurants	7221	\$5,015,431	\$9,805,092	-\$4,789,661	-32.3	8
Limited-Service Eating Places	7222	\$6,921,764	\$4,392,584	\$2,529,180	22.4	9
Special Food Services	7223	\$410,034	\$401,966	\$8,068	1.0	2
Drinking Places - Alcoholic Beverages	7224	\$900,799	\$0	\$900,799	100.0	0

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

