



# Market Profile

Norris City, TN  
 Norris City, TN (4753600)  
 Geography: Place

Prepared by Anderson County Chamber

	Norris city, ...
<b>Population Summary</b>	
2000 Total Population	1,517
2010 Total Population	1,594
2017 Total Population	1,613
2017 Group Quarters	28
2022 Total Population	1,633
2017-2022 Annual Rate	0.25%
2017 Total Daytime Population	1,765
Workers	886
Residents	879
<b>Household Summary</b>	
2000 Households	643
2000 Average Household Size	2.35
2010 Households	672
2010 Average Household Size	2.20
2017 Households	674
2017 Average Household Size	2.35
2022 Households	677
2022 Average Household Size	2.37
2017-2022 Annual Rate	0.09%
2010 Families	424
2010 Average Family Size	2.79
2017 Families	413
2017 Average Family Size	3.04
2022 Families	411
2022 Average Family Size	3.07
2017-2022 Annual Rate	-0.10%
<b>Housing Unit Summary</b>	
2000 Housing Units	683
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	5.9%
2010 Housing Units	745
Owner Occupied Housing Units	67.0%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	9.8%
2017 Housing Units	749
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	10.0%
2022 Housing Units	752
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	26.5%
Vacant Housing Units	10.0%
<b>Median Household Income</b>	
2017	\$55,123
2022	\$63,728
<b>Median Home Value</b>	
2017	\$237,346
2022	\$286,429
<b>Per Capita Income</b>	
2017	\$32,812
2022	\$37,705
<b>Median Age</b>	
2010	51.0
2017	50.6
2022	51.7

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2017 Households by Income

Household Income Base	675
<\$15,000	10.2%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	4.7%
\$200,000+	4.4%

Average Household Income \$74,418

## 2022 Households by Income

Household Income Base	678
<\$15,000	9.3%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	5.8%
\$200,000+	5.2%

Average Household Income \$86,072

## 2017 Owner Occupied Housing Units by Value

Total	479
<\$50,000	2.3%
\$50,000 - \$99,999	11.7%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	9.6%
\$200,000 - \$249,999	16.9%
\$250,000 - \$299,999	13.4%
\$300,000 - \$399,999	15.9%
\$400,000 - \$499,999	9.0%
\$500,000 - \$749,999	7.3%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%

Average Home Value \$261,587

## 2022 Owner Occupied Housing Units by Value

Total	478
<\$50,000	1.3%
\$50,000 - \$99,999	6.1%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	7.3%
\$200,000 - \$249,999	15.9%
\$250,000 - \$299,999	14.6%
\$300,000 - \$399,999	20.5%
\$400,000 - \$499,999	13.6%
\$500,000 - \$749,999	11.5%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.2%

Average Home Value \$314,017

**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		1,594
0 - 4		3.7%
5 - 9		5.0%
10 - 14		6.7%
15 - 24		9.2%
25 - 34		7.9%
35 - 44		10.0%
45 - 54		13.2%
55 - 64		18.6%
65 - 74		11.9%
75 - 84		8.3%
85 +		5.5%
18 +		79.9%
<b>2017 Population by Age</b>		
Total		1,612
0 - 4		3.7%
5 - 9		4.3%
10 - 14		5.1%
15 - 24		12.3%
25 - 34		8.3%
35 - 44		9.7%
45 - 54		12.5%
55 - 64		15.6%
65 - 74		17.1%
75 - 84		7.6%
85 +		3.8%
18 +		81.7%
<b>2022 Population by Age</b>		
Total		1,634
0 - 4		3.6%
5 - 9		4.0%
10 - 14		4.8%
15 - 24		11.1%
25 - 34		9.7%
35 - 44		9.6%
45 - 54		11.1%
55 - 64		14.4%
65 - 74		17.5%
75 - 84		10.3%
85 +		3.8%
18 +		82.7%
<b>2010 Population by Sex</b>		
Males		740
Females		854
<b>2017 Population by Sex</b>		
Males		779
Females		833
<b>2022 Population by Sex</b>		
Males		799
Females		835

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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		Norris city, ...
<b>2010 Population by Race/Ethnicity</b>		
Total		1,594
White Alone		97.7%
Black Alone		0.3%
American Indian Alone		0.3%
Asian Alone		0.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.1%
Two or More Races		1.3%
Hispanic Origin		0.4%
Diversity Index		5.2
<b>2017 Population by Race/Ethnicity</b>		
Total		1,614
White Alone		97.1%
Black Alone		0.3%
American Indian Alone		0.5%
Asian Alone		0.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.1%
Two or More Races		1.4%
Hispanic Origin		0.6%
Diversity Index		6.7
<b>2022 Population by Race/Ethnicity</b>		
Total		1,633
White Alone		96.7%
Black Alone		0.3%
American Indian Alone		0.6%
Asian Alone		0.7%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.1%
Two or More Races		1.6%
Hispanic Origin		0.6%
Diversity Index		7.6
<b>2010 Population by Relationship and Household Type</b>		
Total		1,594
In Households		92.6%
In Family Households		75.1%
Householder		26.6%
Spouse		22.3%
Child		23.5%
Other relative		1.8%
Nonrelative		0.9%
In Nonfamily Households		17.5%
In Group Quarters		7.4%
Institutionalized Population		7.4%
Noninstitutionalized Population		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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>	
Total	1,204
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	22.3%
GED/Alternative Credential	1.7%
Some College, No Degree	17.0%
Associate Degree	6.8%
Bachelor's Degree	24.2%
Graduate/Professional Degree	23.1%
<b>2017 Population 15+ by Marital Status</b>	
Total	1,401
Never Married	23.2%
Married	57.2%
Widowed	8.6%
Divorced	10.9%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%
<b>2017 Employed Population 16+ by Industry</b>	
Total	748
Agriculture/Mining	0.1%
Construction	5.1%
Manufacturing	10.6%
Wholesale Trade	1.5%
Retail Trade	10.3%
Transportation/Utilities	3.2%
Information	0.1%
Finance/Insurance/Real Estate	6.0%
Services	60.8%
Public Administration	2.3%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	749
White Collar	77.2%
Management/Business/Financial	13.4%
Professional	36.8%
Sales	7.2%
Administrative Support	19.8%
Services	10.9%
Blue Collar	11.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.9%
Installation/Maintenance/Repair	0.7%
Production	6.5%
Transportation/Material Moving	1.7%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	1,594
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	55.0%
Rural Population	45.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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### 2010 Households by Type

Total	672
Households with 1 Person	33.0%
Households with 2+ People	67.0%
Family Households	63.1%
Husband-wife Families	53.0%
With Related Children	18.3%
Other Family (No Spouse Present)	10.1%
Other Family with Male Householder	2.1%
With Related Children	1.2%
Other Family with Female Householder	8.0%
With Related Children	4.6%
Nonfamily Households	3.9%
All Households with Children	24.3%
Multigenerational Households	3.3%
Unmarried Partner Households	4.0%
Male-female	3.4%
Same-sex	0.6%

### 2010 Households by Size

Total	672
1 Person Household	33.0%
2 Person Household	39.0%
3 Person Household	11.8%
4 Person Household	10.7%
5 Person Household	3.3%
6 Person Household	1.6%
7 + Person Household	0.6%

### 2010 Households by Tenure and Mortgage Status

Total	672
Owner Occupied	74.3%
Owned with a Mortgage/Loan	41.4%
Owned Free and Clear	32.9%
Renter Occupied	25.7%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	745
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	51.5%
Rural Housing Units	48.5%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Salt of the Earth (6B)
3. Southern Satellites (10A)

## 2017 Consumer Spending

Apparel & Services: Total \$	\$1,283,223
Average Spent	\$1,903.89
Spending Potential Index	88
Education: Total \$	\$830,009
Average Spent	\$1,231.47
Spending Potential Index	85
Entertainment/Recreation: Total \$	\$1,976,997
Average Spent	\$2,933.23
Spending Potential Index	94
Food at Home: Total \$	\$3,169,829
Average Spent	\$4,703.01
Spending Potential Index	93
Food Away from Home: Total \$	\$2,024,059
Average Spent	\$3,003.05
Spending Potential Index	90
Health Care: Total \$	\$3,806,797
Average Spent	\$5,648.07
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$1,220,007
Average Spent	\$1,810.10
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$492,291
Average Spent	\$730.40
Spending Potential Index	92
Shelter: Total \$	\$9,698,773
Average Spent	\$14,389.87
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,546,527
Average Spent	\$2,294.55
Spending Potential Index	98
Travel: Total \$	\$1,269,503
Average Spent	\$1,883.54
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$690,144
Average Spent	\$1,023.95
Spending Potential Index	95

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 08, 2018