



Retail MarketPlace Profile

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

Prepared by Anderson County Chamber

Summary Demographics

2017 Population	1,613
2017 Households	674
2017 Median Disposable Income	\$47,011
2017 Per Capita Income	\$32,812

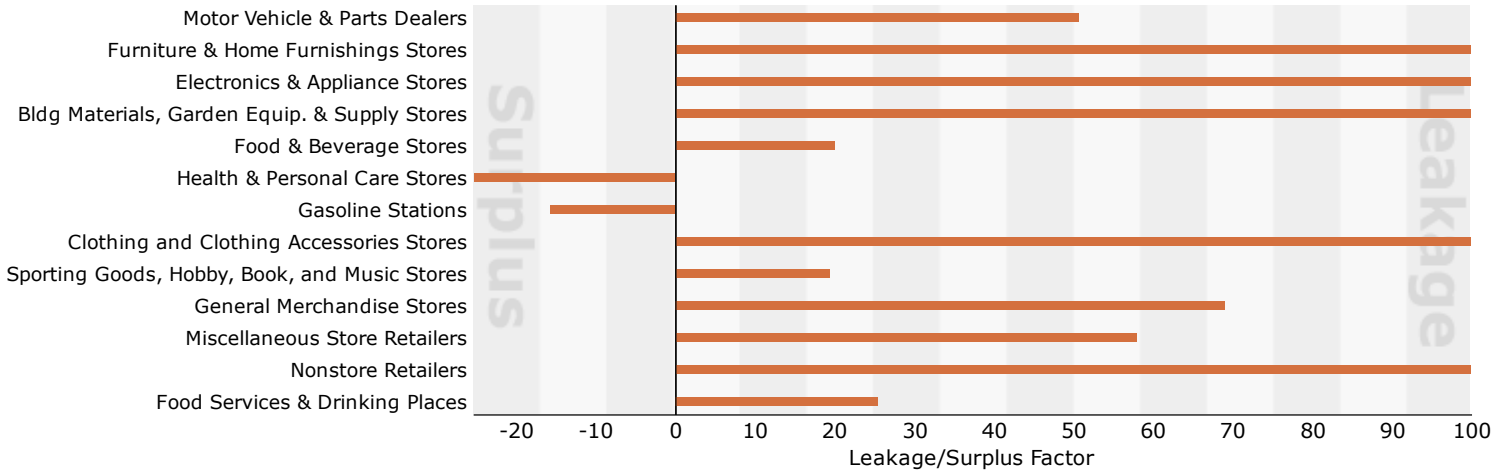
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$24,545,062	\$12,453,729	\$12,091,333	32.7	15
Total Retail Trade	44-45	\$22,286,408	\$11,111,544	\$11,174,864	33.5	12
Total Food & Drink	722	\$2,258,654	\$1,342,185	\$916,469	25.5	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,968,020	\$1,619,009	\$3,349,011	50.8	1
Automobile Dealers	4411	\$3,879,017	\$0	\$3,879,017	100.0	0
Other Motor Vehicle Dealers	4412	\$624,887	\$1,619,009	-\$994,122	-44.3	1
Auto Parts, Accessories & Tire Stores	4413	\$464,116	\$0	\$464,116	100.0	0
Furniture & Home Furnishings Stores	442	\$794,099	\$0	\$794,099	100.0	0
Furniture Stores	4421	\$428,435	\$0	\$428,435	100.0	0
Home Furnishings Stores	4422	\$365,664	\$0	\$365,664	100.0	0
Electronics & Appliance Stores	443	\$664,005	\$0	\$664,005	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,557,221	\$0	\$1,557,221	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,432,603	\$0	\$1,432,603	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$124,618	\$0	\$124,618	100.0	0
Food & Beverage Stores	445	\$3,927,497	\$2,615,069	\$1,312,428	20.1	2
Grocery Stores	4451	\$3,447,197	\$2,217,875	\$1,229,322	21.7	1
Specialty Food Stores	4452	\$193,022	\$0	\$193,022	100.0	0
Beer, Wine & Liquor Stores	4453	\$287,278	\$397,194	-\$109,916	-16.1	1
Health & Personal Care Stores	446,4461	\$1,291,013	\$2,171,924	-\$880,911	-25.4	2
Gasoline Stations	447,4471	\$2,464,379	\$3,392,489	-\$928,110	-15.8	1
Clothing & Clothing Accessories Stores	448	\$959,189	\$0	\$959,189	100.0	0
Clothing Stores	4481	\$614,084	\$0	\$614,084	100.0	0
Shoe Stores	4482	\$182,913	\$0	\$182,913	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$162,192	\$0	\$162,192	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$587,236	\$396,443	\$190,793	19.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$500,694	\$396,443	\$104,251	11.6	1
Book, Periodical & Music Stores	4512	\$86,542	\$0	\$86,542	100.0	0
General Merchandise Stores	452	\$3,706,593	\$674,782	\$3,031,811	69.2	2
Department Stores Excluding Leased Depts.	4521	\$2,675,530	\$0	\$2,675,530	100.0	0
Other General Merchandise Stores	4529	\$1,031,063	\$674,782	\$356,281	20.9	2
Miscellaneous Store Retailers	453	\$909,610	\$241,828	\$667,782	58.0	3
Florists	4531	\$34,998	\$77,240	-\$42,242	-37.6	2
Office Supplies, Stationery & Gift Stores	4532	\$157,170	\$0	\$157,170	100.0	0
Used Merchandise Stores	4533	\$100,137	\$0	\$100,137	100.0	0
Other Miscellaneous Store Retailers	4539	\$617,305	\$164,588	\$452,717	57.9	1
Nonstore Retailers	454	\$457,546	\$0	\$457,546	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$326,473	\$0	\$326,473	100.0	0
Vending Machine Operators	4542	\$36,520	\$0	\$36,520	100.0	0
Direct Selling Establishments	4543	\$94,553	\$0	\$94,553	100.0	0
Food Services & Drinking Places	722	\$2,258,654	\$1,342,185	\$916,469	25.5	3
Special Food Services	7223	\$31,131	\$0	\$31,131	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$42,596	\$0	\$42,596	100.0	0
Restaurants/Other Eating Places	7225	\$2,184,927	\$1,342,185	\$842,742	23.9	3

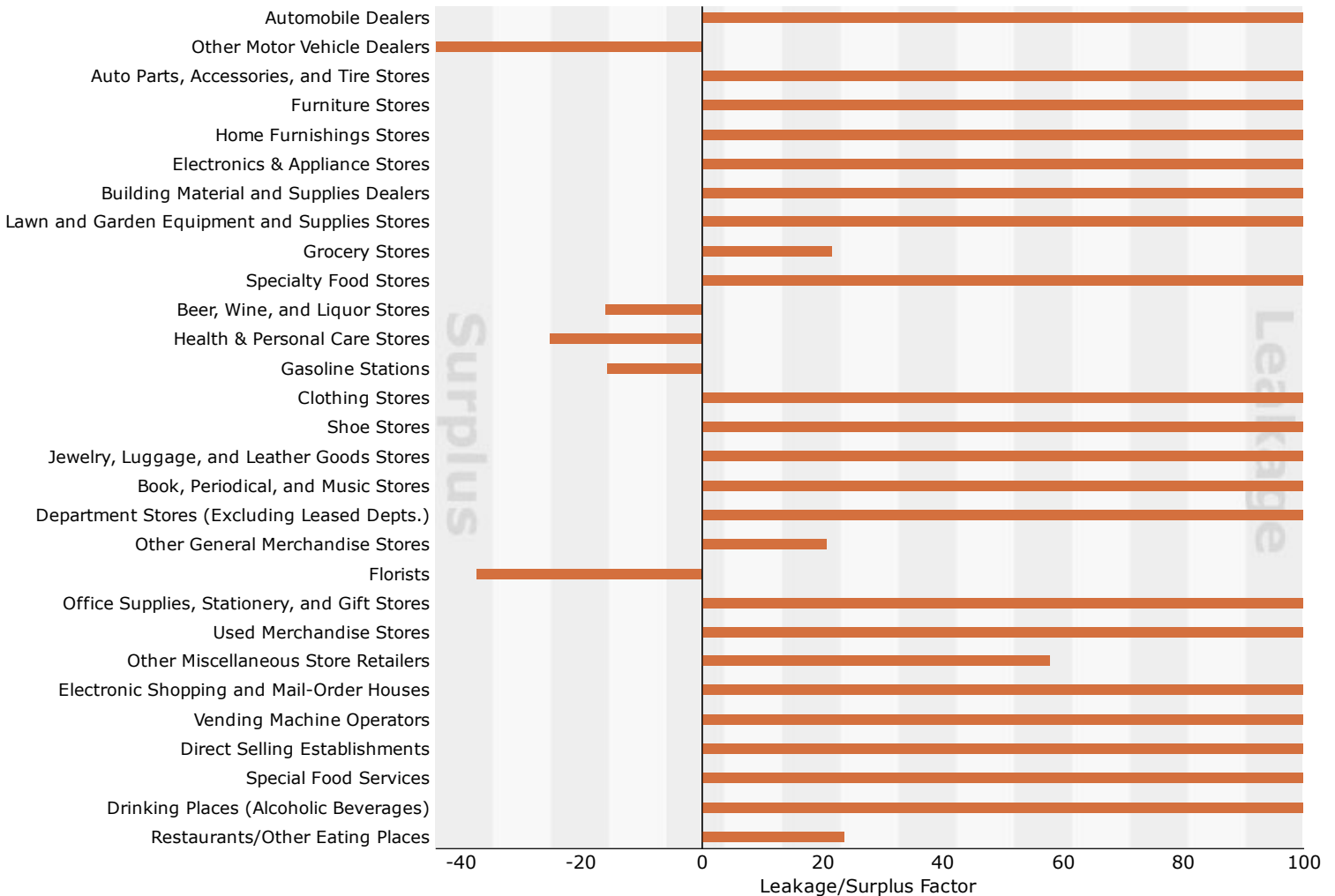
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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