



Retail Market Potential

Anderson County, TN
 Anderson County, TN (47001)
 Geography: County

Prepared by Anderson County Chamber

Demographic Summary		2019	2024
Population		77,448	78,776
Population 18+		62,240	63,458
Households		32,041	32,532
Median Household Income		\$50,060	\$57,117

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	29,653	47.6%	101
Bought any women's clothing in last 12 months	26,320	42.3%	99
Bought clothing for child <13 years in last 6 months	16,320	26.2%	98
Bought any shoes in last 12 months	32,056	51.5%	98
Bought costume jewelry in last 12 months	10,302	16.6%	95
Bought any fine jewelry in last 12 months	10,820	17.4%	97
Bought a watch in last 12 months	8,895	14.3%	92
Automobiles (Households)			
HH owns/leases any vehicle	27,996	87.4%	102
HH bought/leased new vehicle last 12 months	2,769	8.6%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	55,044	88.4%	103
Bought/changed motor oil in last 12 months	33,009	53.0%	111
Had tune-up in last 12 months	15,201	24.4%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	43,204	69.4%	97
Drank regular cola in last 6 months	29,904	48.0%	108
Drank beer/ale in last 6 months	23,661	38.0%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,622	9.0%	90
Own digital SLR camera/camcorder	4,393	7.1%	89
Printed digital photos in last 12 months	13,616	21.9%	96
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,342	34.3%	99
Have a smartphone	48,199	77.4%	92
Have a smartphone: Android phone (any brand)	26,019	41.8%	103
Have a smartphone: Apple iPhone	21,042	33.8%	81
Number of cell phones in household: 1	10,751	33.6%	110
Number of cell phones in household: 2	12,586	39.3%	102
Number of cell phones in household: 3+	7,459	23.3%	83
HH has cell phone only (no landline telephone)	17,435	54.4%	97
Computers (Households)			
HH owns a computer	21,833	68.1%	93
HH owns desktop computer	11,334	35.4%	96
HH owns laptop/notebook	16,279	50.8%	90
HH owns any Apple/Mac brand computer	3,934	12.3%	68
HH owns any PC/non-Apple brand computer	19,132	59.7%	97
HH purchased most recent computer in a store	11,153	34.8%	96
HH purchased most recent computer online	3,746	11.7%	86
Spent <\$1-499 on most recent home computer	5,166	16.1%	110
Spent \$500-\$999 on most recent home computer	5,268	16.4%	98
Spent \$1,000-\$1,499 on most recent home computer	2,567	8.0%	84
Spent \$1,500-\$1,999 on most recent home computer	1,096	3.4%	77
Spent \$2,000+ on most recent home computer	789	2.5%	62

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	39,939	64.2%	101
Bought brewed coffee at convenience store in last 30 days	8,563	13.8%	99
Bought cigarettes at convenience store in last 30 days	8,566	13.8%	127
Bought gas at convenience store in last 30 days	27,170	43.7%	117
Spent at convenience store in last 30 days: <\$1-19	3,564	5.7%	83
Spent at convenience store in last 30 days: \$20-\$39	5,699	9.2%	97
Spent at convenience store in last 30 days: \$40-\$50	5,075	8.2%	99
Spent at convenience store in last 30 days: \$51-\$99	3,601	5.8%	104
Spent at convenience store in last 30 days: \$100+	16,215	26.1%	117
Entertainment (Adults)			
Attended a movie in last 6 months	33,113	53.2%	91
Went to live theater in last 12 months	5,348	8.6%	78
Went to a bar/night club in last 12 months	9,732	15.6%	91
Dined out in last 12 months	31,600	50.8%	97
Gambled at a casino in last 12 months	6,933	11.1%	84
Visited a theme park in last 12 months	8,941	14.4%	76
Viewed movie (video-on-demand) in last 30 days	8,665	13.9%	80
Viewed TV show (video-on-demand) in last 30 days	6,448	10.4%	82
Watched any pay-per-view TV in last 12 months	5,209	8.4%	85
Downloaded a movie over the Internet in last 30 days	4,699	7.5%	79
Downloaded any individual song in last 6 months	9,972	16.0%	84
Watched a movie online in the last 30 days	12,935	20.8%	77
Watched a TV program online in last 30 days	8,752	14.1%	74
Played a video/electronic game (console) in last 12 months	5,328	8.6%	97
Played a video/electronic game (portable) in last 12 months	2,410	3.9%	83
Financial (Adults)			
Have home mortgage (1st)	17,764	28.5%	92
Used ATM/cash machine in last 12 months	30,153	48.4%	92
Own any stock	3,854	6.2%	86
Own U.S. savings bond	2,622	4.2%	97
Own shares in mutual fund (stock)	3,643	5.9%	82
Own shares in mutual fund (bonds)	2,337	3.8%	79
Have interest checking account	17,292	27.8%	97
Have non-interest checking account	19,023	30.6%	104
Have savings account	33,686	54.1%	94
Have 401K retirement savings plan	9,113	14.6%	91
Own/used any credit/debit card in last 12 months	46,942	75.4%	95
Avg monthly credit card expenditures: <\$1-110	7,315	11.8%	102
Avg monthly credit card expenditures: \$111-\$225	4,483	7.2%	98
Avg monthly credit card expenditures: \$226-\$450	3,605	5.8%	85
Avg monthly credit card expenditures: \$451-\$700	3,134	5.0%	82
Avg monthly credit card expenditures: \$701-\$1,000	3,169	5.1%	91
Avg monthly credit card expenditures: \$1,001+	5,669	9.1%	78
Did banking online in last 12 months	21,238	34.1%	88
Did banking on mobile device in last 12 months	13,596	21.8%	84
Paid bills online in last 12 months	27,903	44.8%	89

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,611	70.6%	102
Used bread in last 6 months	30,161	94.1%	101
Used chicken (fresh or frozen) in last 6 months	21,498	67.1%	97
Used turkey (fresh or frozen) in last 6 months	4,863	15.2%	101
Used fish/seafood (fresh or frozen) in last 6 months	16,613	51.8%	94
Used fresh fruit/vegetables in last 6 months	26,971	84.2%	98
Used fresh milk in last 6 months	27,997	87.4%	102
Used organic food in last 6 months	5,829	18.2%	76
Health (Adults)			
Exercise at home 2+ times per week	15,044	24.2%	88
Exercise at club 2+ times per week	6,505	10.5%	73
Visited a doctor in last 12 months	47,680	76.6%	100
Used vitamin/dietary supplement in last 6 months	33,196	53.3%	99
Home (Households)			
Did any home improvement in last 12 months	9,046	28.2%	102
Used any housekeeper/professional cleaning service in last 12 months	3,828	11.9%	82
Purchased low ticket HH furnishings in last 12 months	5,016	15.7%	91
Purchased big ticket HH furnishings in last 12 months	6,832	21.3%	96
Bought any small kitchen appliance in last 12 months	7,269	22.7%	102
Bought any large kitchen appliance in last 12 months	4,576	14.3%	103
Insurance (Adults/Households)			
Currently carry life insurance	29,370	47.2%	107
Carry medical/hospital/accident insurance	47,130	75.7%	101
Carry homeowner insurance	31,701	50.9%	108
Carry renter's insurance	4,544	7.3%	86
Have auto insurance: 1 vehicle in household covered	9,929	31.0%	100
Have auto insurance: 2 vehicles in household covered	8,976	28.0%	98
Have auto insurance: 3+ vehicles in household covered	8,066	25.2%	110
Pets (Households)			
Household owns any pet	19,278	60.2%	110
Household owns any cat	8,914	27.8%	122
Household owns any dog	15,077	47.1%	113
Psychographics (Adults)			
Buying American is important to me	29,120	46.8%	119
Usually buy items on credit rather than wait	7,714	12.4%	94
Usually buy based on quality - not price	11,637	18.7%	98
Price is usually more important than brand name	18,058	29.0%	106
Usually use coupons for brands I buy often	11,849	19.0%	110
Am interested in how to help the environment	10,445	16.8%	87
Usually pay more for environ safe product	8,112	13.0%	92
Usually value green products over convenience	6,108	9.8%	87
Likely to buy a brand that supports a charity	21,927	35.2%	100
Reading (Adults)			
Bought digital book in last 12 months	6,721	10.8%	83
Bought hardcover book in last 12 months	11,216	18.0%	90
Bought paperback book in last 12 month	16,123	25.9%	91
Read any daily newspaper (paper version)	12,654	20.3%	110
Read any digital newspaper in last 30 days	21,551	34.6%	87
Read any magazine (paper/electronic version) in last 6 months	56,089	90.1%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	46,651	75.0%	100
Went to family restaurant/steak house: 4+ times a month	16,817	27.0%	102
Went to fast food/drive-in restaurant in last 6 months	56,988	91.6%	101
Went to fast food/drive-in restaurant 9+ times/month	25,349	40.7%	104
Fast food restaurant last 6 months: eat in	23,381	37.6%	101
Fast food restaurant last 6 months: home delivery	4,065	6.5%	76
Fast food restaurant last 6 months: take-out/drive-thru	31,604	50.8%	108
Fast food restaurant last 6 months: take-out/walk-in	11,928	19.2%	92
Television & Electronics (Adults/Households)			
Own any tablet	27,090	43.5%	90
Own any e-reader	3,931	6.3%	76
Own e-reader/tablet: iPad	14,165	22.8%	81
HH has Internet connectable TV	8,497	26.5%	93
Own any portable MP3 player	10,370	16.7%	90
HH owns 1 TV	6,585	20.6%	98
HH owns 2 TVs	8,630	26.9%	100
HH owns 3 TVs	7,047	22.0%	105
HH owns 4+ TVs	5,515	17.2%	99
HH subscribes to cable TV	12,324	38.5%	88
HH subscribes to fiber optic	1,260	3.9%	56
HH owns portable GPS navigation device	7,623	23.8%	104
HH purchased video game system in last 12 months	1,814	5.7%	69
HH owns any Internet video device for TV	6,276	19.6%	81
Travel (Adults)			
Took domestic trip in continental US last 12 months	30,209	48.5%	92
Took 3+ domestic non-business trips in last 12 months	6,455	10.4%	88
Spent on domestic vacations in last 12 months: <\$1-999	6,551	10.5%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,462	5.6%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,124	3.4%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,252	3.6%	87
Spent on domestic vacations in last 12 months: \$3,000+	3,753	6.0%	93
Domestic travel in last 12 months: used general travel website	3,213	5.2%	76
Took foreign trip (including Alaska and Hawaii) in last 3 years	11,852	19.0%	69
Took 3+ foreign trips by plane in last 3 years	1,986	3.2%	58
Spent on foreign vacations in last 12 months: <\$1-999	1,957	3.1%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,555	2.5%	62
Spent on foreign vacations in last 12 months: \$3,000+	2,552	4.1%	65
Foreign travel in last 3 years: used general travel website	2,124	3.4%	60
Nights spent in hotel/motel in last 12 months: any	25,445	40.9%	92
Took cruise of more than one day in last 3 years	4,860	7.8%	88
Member of any frequent flyer program	7,743	12.4%	69
Member of any hotel rewards program	9,376	15.1%	84

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