

# Rocky Top, Tennessee

## Market Insights



For Site Information, Contact  
**Janet Hawkins**, Executive Vice President

**Anderson County Chamber**  
245 North Main Street, Suite 200  
Clinton, Tennessee 37716  
(865) 457-2559  
janet@andersoncountychamber.org

*All facts and figures above are current as of February 2020 and taken specifically from the Rocky Top, Tennessee Retail Trade Area (pictured back right).*



-  **31,909** Total RTA Population
-  **13,102** Total RTA Households
-  **\$62,126** Average Household Income
-  **1,840** Total Employees
-  **52,514** Vehicles Per Day
-  **\$413,837,763** Total Retail Opportunity

### Top Market Sectors by Retail Opportunity

Automobile Dealers	<b>\$73,531,576</b>
Restaurants & Drinking Places	<b>\$43,987,759</b>
Grocery Stores	<b>\$40,599,293</b>
Other General Merchandise	<b>\$30,314,352</b>
Building Materials & Supply Stores	<b>\$26,814,673</b>

**Adjacent to Windrock Park, the largest ATV park in the U.S.**



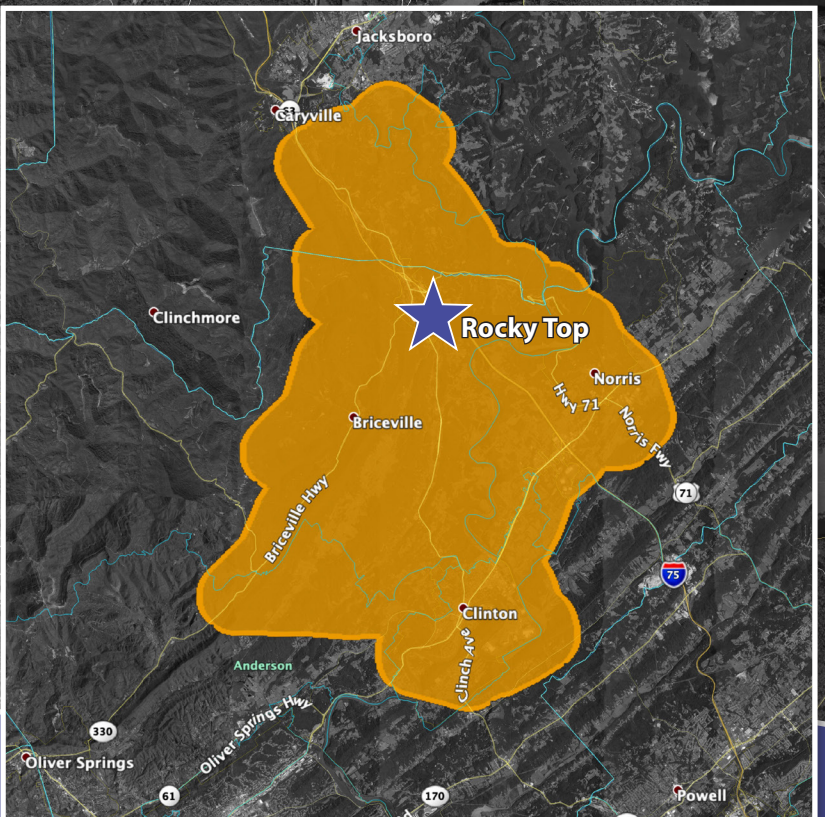




52,514 VPD



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