



# Retail MarketPlace Profile

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

Prepared by Anderson County Chamber

## Summary Demographics

2020 Population	1,943
2020 Households	810
2020 Median Disposable Income	\$51,022
2020 Per Capita Income	\$32,121

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 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	\$28,341,267	\$14,506,971	\$13,834,296	32.3	18
Total Retail Trade	44-45	\$25,741,897	\$12,683,684	\$13,058,213	34.0	15
Total Food & Drink	722	\$2,599,370	\$1,823,287	\$776,083	17.5	3

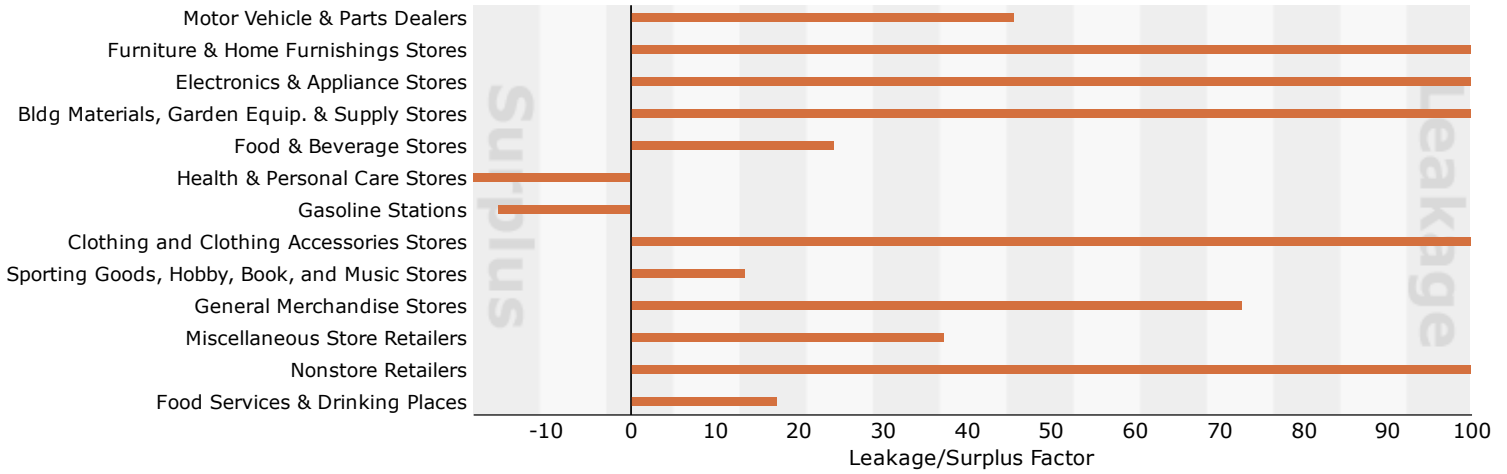
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,763,556	\$2,147,824	\$3,615,732	45.7	1
Automobile Dealers	4411	\$4,504,282	\$0	\$4,504,282	100.0	0
Other Motor Vehicle Dealers	4412	\$725,162	\$2,147,824	-\$1,422,662	-49.5	1
Auto Parts, Accessories & Tire Stores	4413	\$534,112	\$0	\$534,112	100.0	0
Furniture & Home Furnishings Stores	442	\$913,762	\$0	\$913,762	100.0	0
Furniture Stores	4421	\$493,114	\$0	\$493,114	100.0	0
Home Furnishings Stores	4422	\$420,648	\$0	\$420,648	100.0	0
Electronics & Appliance Stores	443	\$760,955	\$0	\$760,955	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,807,385	\$0	\$1,807,385	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,663,914	\$0	\$1,663,914	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$143,471	\$0	\$143,471	100.0	0
Food & Beverage Stores	445	\$4,524,857	\$2,762,537	\$1,762,320	24.2	2
Grocery Stores	4451	\$3,974,402	\$2,365,343	\$1,609,059	25.4	1
Specialty Food Stores	4452	\$222,467	\$0	\$222,467	100.0	0
Beer, Wine & Liquor Stores	4453	\$327,988	\$397,194	-\$69,206	-9.5	1
Health & Personal Care Stores	446,4461	\$1,486,683	\$2,171,924	-\$685,241	-18.7	2
Gasoline Stations	447,4471	\$2,857,973	\$3,933,370	-\$1,075,397	-15.8	1
Clothing & Clothing Accessories Stores	448	\$1,102,538	\$0	\$1,102,538	100.0	0
Clothing Stores	4481	\$706,682	\$0	\$706,682	100.0	0
Shoe Stores	4482	\$211,647	\$0	\$211,647	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$184,209	\$0	\$184,209	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$675,144	\$512,729	\$162,415	13.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$576,164	\$512,729	\$63,435	5.8	2
Book, Periodical & Music Stores	4512	\$98,980	\$0	\$98,980	100.0	0
General Merchandise Stores	452	\$4,271,574	\$674,782	\$3,596,792	72.7	2
Department Stores Excluding Leased Depts.	4521	\$3,081,630	\$0	\$3,081,630	100.0	0
Other General Merchandise Stores	4529	\$1,189,944	\$674,782	\$515,162	27.6	2
Miscellaneous Store Retailers	453	\$1,052,355	\$480,518	\$571,837	37.3	5
Florists	4531	\$39,794	\$128,734	-\$88,940	-52.8	2
Office Supplies, Stationery & Gift Stores	4532	\$180,865	\$0	\$180,865	100.0	0
Used Merchandise Stores	4533	\$115,122	\$174,202	-\$59,080	-20.4	1
Other Miscellaneous Store Retailers	4539	\$716,574	\$177,582	\$538,992	60.3	2
Nonstore Retailers	454	\$525,115	\$0	\$525,115	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$376,157	\$0	\$376,157	100.0	0
Vending Machine Operators	4542	\$42,093	\$0	\$42,093	100.0	0
Direct Selling Establishments	4543	\$106,865	\$0	\$106,865	100.0	0
Food Services & Drinking Places	722	\$2,599,370	\$1,823,287	\$776,083	17.5	3
Special Food Services	7223	\$35,874	\$0	\$35,874	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$48,600	\$0	\$48,600	100.0	0
Restaurants/Other Eating Places	7225	\$2,514,896	\$1,823,287	\$691,609	15.9	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.

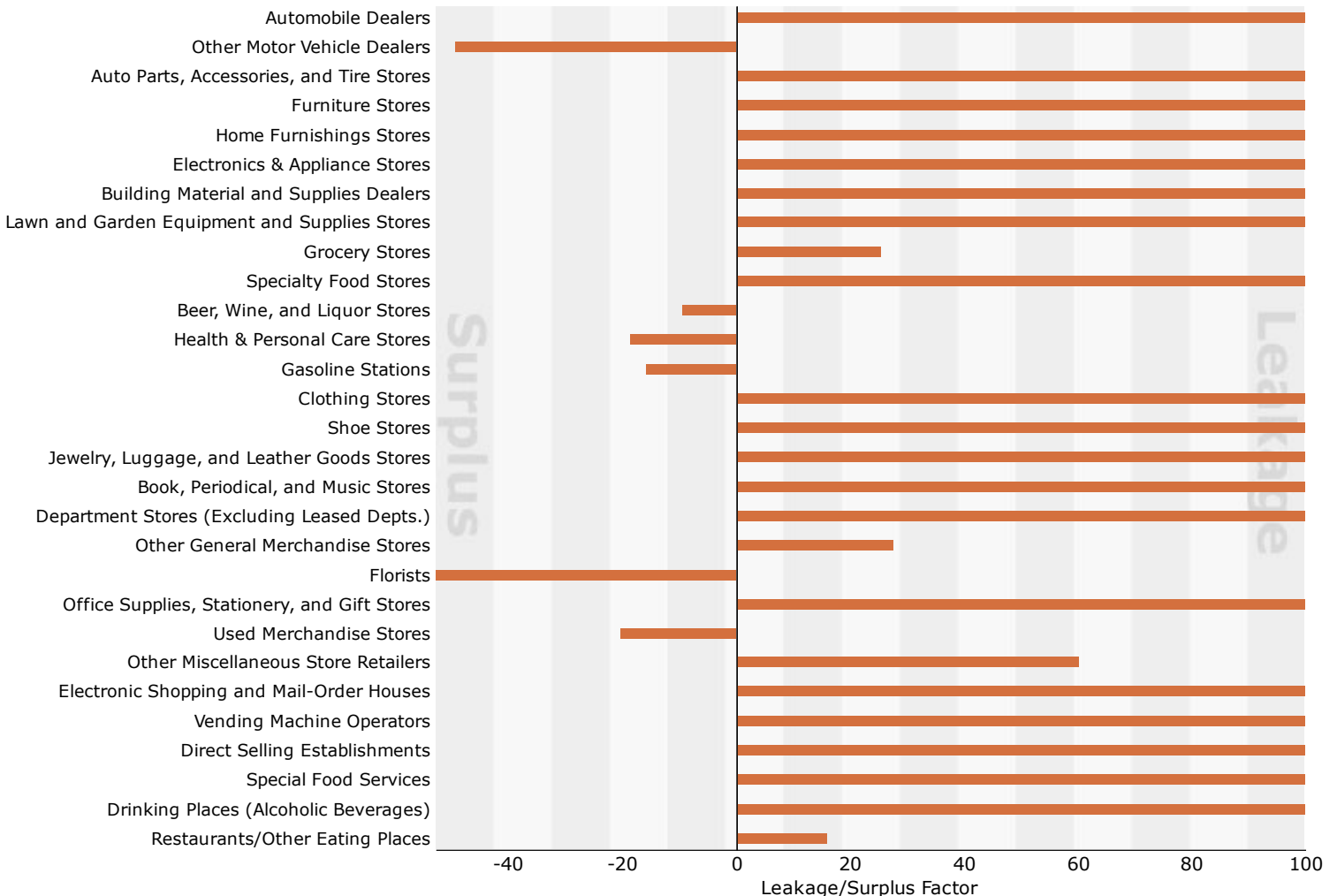
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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