



Market Profile

Clinton I-75
 110 Hillvale Rd, Clinton, Tennessee, 37716
 Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.16559
 Longitude: -84.08563

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,431	6,117	17,191
2010 Total Population	1,501	6,528	18,104
2015 Total Population	1,491	6,623	18,499
2015 Group Quarters	0	39	488
2020 Total Population	1,489	6,673	18,822
2015-2020 Annual Rate	-0.03%	0.15%	0.35%
Household Summary			
2000 Households	538	2,445	6,955
2000 Average Household Size	2.66	2.50	2.43
2010 Households	575	2,635	7,316
2010 Average Household Size	2.61	2.46	2.41
2015 Households	573	2,682	7,483
2015 Average Household Size	2.60	2.46	2.41
2020 Households	573	2,703	7,612
2020 Average Household Size	2.60	2.45	2.41
2015-2020 Annual Rate	0.00%	0.16%	0.34%
2010 Families	424	1,868	4,980
2010 Average Family Size	3.03	2.93	2.92
2015 Families	419	1,885	5,055
2015 Average Family Size	3.03	2.93	2.92
2020 Families	417	1,888	5,118
2020 Average Family Size	3.03	2.93	2.93
2015-2020 Annual Rate	-0.10%	0.03%	0.25%
Housing Unit Summary			
2000 Housing Units	596	2,671	7,518
Owner Occupied Housing Units	78.9%	76.6%	66.2%
Renter Occupied Housing Units	11.6%	14.9%	26.3%
Vacant Housing Units	9.6%	8.5%	7.5%
2010 Housing Units	623	2,889	7,991
Owner Occupied Housing Units	75.9%	72.5%	63.6%
Renter Occupied Housing Units	16.4%	18.7%	27.9%
Vacant Housing Units	7.7%	8.8%	8.4%
2015 Housing Units	623	2,953	8,193
Owner Occupied Housing Units	72.6%	68.8%	60.6%
Renter Occupied Housing Units	19.4%	22.0%	30.8%
Vacant Housing Units	8.0%	9.2%	8.7%
2020 Housing Units	625	2,976	8,327
Owner Occupied Housing Units	72.5%	68.8%	60.6%
Renter Occupied Housing Units	19.2%	22.1%	30.8%
Vacant Housing Units	8.3%	9.2%	8.6%
Median Household Income			
2015	\$50,834	\$50,263	\$40,905
2020	\$55,929	\$55,029	\$50,033
Median Home Value			
2015	\$156,443	\$158,724	\$145,492
2020	\$202,985	\$214,804	\$198,404
Per Capita Income			
2015	\$23,070	\$23,247	\$21,095
2020	\$26,030	\$26,271	\$23,841
Median Age			
2010	42.0	43.5	42.5
2015	43.9	45.4	43.9
2020	45.9	47.1	45.3

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	573	2,682	7,483
<\$15,000	12.6%	12.3%	16.8%
\$15,000 - \$24,999	12.2%	12.7%	14.5%
\$25,000 - \$34,999	11.0%	11.0%	12.0%
\$35,000 - \$49,999	12.9%	13.6%	14.2%
\$50,000 - \$74,999	24.1%	25.1%	20.8%
\$75,000 - \$99,999	11.7%	11.3%	10.1%
\$100,000 - \$149,999	13.1%	11.5%	9.4%
\$150,000 - \$199,999	1.9%	2.1%	1.6%
\$200,000+	0.5%	0.4%	0.5%
Average Household Income	\$57,664	\$56,539	\$51,064
2020 Households by Income			
Household Income Base	573	2,703	7,612
<\$15,000	11.3%	11.1%	15.9%
\$15,000 - \$24,999	8.4%	8.9%	10.8%
\$25,000 - \$34,999	8.7%	8.7%	10.0%
\$35,000 - \$49,999	12.2%	12.7%	13.4%
\$50,000 - \$74,999	27.4%	28.7%	23.7%
\$75,000 - \$99,999	14.5%	14.7%	13.5%
\$100,000 - \$149,999	14.3%	12.1%	10.3%
\$150,000 - \$199,999	2.4%	2.5%	2.0%
\$200,000+	0.7%	0.6%	0.6%
Average Household Income	\$64,945	\$63,854	\$57,825
2015 Owner Occupied Housing Units by Value			
Total	452	2,031	4,963
<\$50,000	20.6%	14.7%	10.6%
\$50,000 - \$99,999	7.7%	12.1%	18.4%
\$100,000 - \$149,999	19.0%	19.9%	23.1%
\$150,000 - \$199,999	21.5%	18.9%	18.4%
\$200,000 - \$249,999	10.2%	11.2%	11.5%
\$250,000 - \$299,999	7.1%	7.1%	6.3%
\$300,000 - \$399,999	8.0%	9.2%	6.8%
\$400,000 - \$499,999	3.3%	3.5%	2.5%
\$500,000 - \$749,999	2.2%	2.4%	1.7%
\$750,000 - \$999,999	0.4%	0.6%	0.4%
\$1,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$177,539	\$188,005	\$173,529
2020 Owner Occupied Housing Units by Value			
Total	453	2,047	5,050
<\$50,000	10.2%	7.3%	5.9%
\$50,000 - \$99,999	4.0%	5.9%	10.4%
\$100,000 - \$149,999	11.3%	11.5%	13.9%
\$150,000 - \$199,999	23.6%	20.4%	20.5%
\$200,000 - \$249,999	14.8%	16.2%	18.2%
\$250,000 - \$299,999	11.7%	11.6%	11.2%
\$300,000 - \$399,999	12.6%	14.2%	10.7%
\$400,000 - \$499,999	5.3%	5.8%	4.3%
\$500,000 - \$749,999	4.9%	5.5%	3.8%
\$750,000 - \$999,999	1.3%	1.3%	1.0%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$239,491	\$248,936	\$225,876

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	1,499	6,529	18,101
0 - 4	5.2%	5.1%	5.9%
5 - 9	6.6%	6.1%	5.9%
10 - 14	6.1%	6.3%	6.1%
15 - 24	11.8%	11.4%	11.8%
25 - 34	10.6%	9.9%	11.0%
35 - 44	14.1%	13.3%	13.0%
45 - 54	16.5%	15.7%	15.5%
55 - 64	14.0%	15.6%	14.1%
65 - 74	9.4%	9.6%	9.2%
75 - 84	4.2%	5.0%	5.5%
85 +	1.4%	1.9%	2.3%
18 +	78.3%	78.2%	78.3%
2015 Population by Age			
Total	1,491	6,623	18,499
0 - 4	4.8%	4.7%	5.4%
5 - 9	5.5%	5.4%	5.8%
10 - 14	6.6%	6.1%	5.8%
15 - 24	10.3%	11.0%	11.4%
25 - 34	11.8%	10.5%	11.4%
35 - 44	12.5%	11.7%	11.7%
45 - 54	15.9%	15.0%	14.4%
55 - 64	14.6%	15.2%	14.6%
65 - 74	11.9%	13.1%	11.6%
75 - 84	4.7%	5.2%	5.5%
85 +	1.4%	2.0%	2.5%
18 +	79.9%	80.0%	79.6%
2020 Population by Age			
Total	1,489	6,673	18,823
0 - 4	4.4%	4.4%	5.1%
5 - 9	5.1%	5.0%	5.4%
10 - 14	6.1%	5.9%	6.0%
15 - 24	10.1%	10.4%	10.7%
25 - 34	10.8%	10.1%	11.1%
35 - 44	12.3%	11.4%	11.3%
45 - 54	14.5%	13.7%	13.1%
55 - 64	16.3%	15.7%	15.3%
65 - 74	12.4%	14.3%	12.9%
75 - 84	6.4%	6.8%	6.6%
85 +	1.6%	2.2%	2.5%
18 +	80.5%	80.6%	79.9%
2010 Population by Sex			
Males	732	3,165	8,845
Females	769	3,363	9,259
2015 Population by Sex			
Males	728	3,222	9,076
Females	762	3,401	9,423
2020 Population by Sex			
Males	729	3,257	9,276
Females	760	3,416	9,546

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,501	6,529	18,104
White Alone	98.6%	98.2%	97.0%
Black Alone	0.2%	0.2%	1.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.3%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	0.5%	0.7%	1.1%
Hispanic Origin	0.7%	0.6%	1.0%
Diversity Index	4.2	4.7	7.7
2015 Population by Race/Ethnicity			
Total	1,491	6,623	18,499
White Alone	98.3%	97.9%	96.5%
Black Alone	0.3%	0.3%	1.1%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.3%
Two or More Races	0.5%	0.8%	1.3%
Hispanic Origin	0.7%	0.7%	1.1%
Diversity Index	4.7	5.5	8.9
2020 Population by Race/Ethnicity			
Total	1,489	6,674	18,821
White Alone	98.1%	97.5%	96.0%
Black Alone	0.3%	0.3%	1.3%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	0.5%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.6%	1.0%	1.5%
Hispanic Origin	0.9%	0.8%	1.3%
Diversity Index	5.5	6.4	10.2
2010 Population by Relationship and Household Type			
Total	1,501	6,528	18,104
In Households	100.0%	99.4%	97.3%
In Family Households	87.4%	85.5%	82.3%
Householder	29.4%	29.0%	27.7%
Spouse	23.1%	23.1%	20.9%
Child	30.3%	29.1%	29.0%
Other relative	2.9%	2.7%	2.7%
Nonrelative	1.7%	1.6%	1.9%
In Nonfamily Households	12.6%	13.9%	15.1%
In Group Quarters	0.0%	0.6%	2.7%
Institutionalized Population	0.0%	0.6%	2.7%
Noninstitutionalized Population	0.0%	0.0%	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.

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2015 Population 25+ by Educational Attainment			
Total	1,085	4,820	13,247
Less than 9th Grade	3.4%	4.0%	7.5%
9th - 12th Grade, No Diploma	8.0%	6.7%	9.5%
High School Graduate	31.6%	29.6%	31.9%
GED/Alternative Credential	5.4%	5.3%	6.9%
Some College, No Degree	21.8%	21.5%	20.2%
Associate Degree	13.0%	9.6%	6.5%
Bachelor's Degree	11.4%	13.2%	10.7%
Graduate/Professional Degree	5.3%	10.1%	6.8%
2015 Population 15+ by Marital Status			
Total	1,239	5,546	15,355
Never Married	27.7%	24.0%	24.2%
Married	52.2%	57.2%	51.3%
Widowed	7.4%	7.9%	8.9%
Divorced	12.7%	10.9%	15.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	94.5%	93.7%
Civilian Unemployed	6.6%	5.6%	6.3%
2015 Employed Population 16+ by Industry			
Total	627	2,842	7,277
Agriculture/Mining	0.2%	1.2%	1.1%
Construction	7.3%	7.2%	7.4%
Manufacturing	17.4%	16.0%	18.4%
Wholesale Trade	0.0%	0.2%	0.9%
Retail Trade	10.4%	11.6%	11.0%
Transportation/Utilities	6.7%	6.2%	6.7%
Information	3.2%	1.9%	0.9%
Finance/Insurance/Real Estate	3.5%	3.3%	3.4%
Services	50.2%	50.6%	47.1%
Public Administration	0.8%	1.7%	3.2%
2015 Employed Population 16+ by Occupation			
Total	626	2,842	7,277
White Collar	52.3%	54.2%	50.7%
Management/Business/Financial	10.7%	11.2%	10.9%
Professional	20.3%	21.1%	17.8%
Sales	9.6%	8.4%	9.1%
Administrative Support	11.8%	13.4%	13.0%
Services	15.6%	18.1%	19.8%
Blue Collar	31.9%	27.7%	29.4%
Farming/Forestry/Fishing	0.3%	1.1%	0.6%
Construction/Extraction	9.4%	8.3%	6.2%
Installation/Maintenance/Repair	6.2%	4.2%	4.7%
Production	9.4%	9.0%	12.1%
Transportation/Material Moving	6.5%	5.1%	5.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	575	2,634	7,315
Households with 1 Person	22.1%	25.0%	27.9%
Households with 2+ People	77.9%	75.0%	72.1%
Family Households	73.7%	70.9%	68.1%
Husband-wife Families	57.9%	56.3%	51.4%
With Related Children	22.8%	21.4%	20.0%
Other Family (No Spouse Present)	15.8%	14.7%	16.7%
Other Family with Male Householder	4.5%	4.0%	4.4%
With Related Children	2.6%	2.4%	2.6%
Other Family with Female Householder	11.3%	10.6%	12.2%
With Related Children	6.4%	6.1%	7.4%
Nonfamily Households	4.2%	4.1%	4.0%
All Households with Children	32.5%	30.3%	30.4%
Multigenerational Households	4.2%	3.7%	3.8%
Unmarried Partner Households	5.2%	5.0%	5.2%
Male-female	4.5%	4.3%	4.5%
Same-sex	0.7%	0.8%	0.7%
2010 Households by Size			
Total	574	2,635	7,316
1 Person Household	22.1%	25.0%	27.9%
2 Person Household	36.8%	37.5%	36.0%
3 Person Household	20.0%	17.6%	16.9%
4 Person Household	13.9%	12.9%	11.9%
5 Person Household	5.1%	4.7%	4.9%
6 Person Household	1.4%	1.5%	1.6%
7 + Person Household	0.7%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	575	2,635	7,316
Owner Occupied	82.3%	79.5%	69.5%
Owned with a Mortgage/Loan	51.1%	46.7%	40.2%
Owned Free and Clear	31.1%	32.8%	29.3%
Renter Occupied	17.7%	20.5%	30.5%

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.

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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Southern Satellites (10A)	Midlife Constants (5E)	Southern Satellites (10A)
3.	Top Tier (1A)	Southern Satellites (10A)	Rural Bypasses (10E)
2015 Consumer Spending			
Apparel & Services: Total \$	\$971,432	\$4,494,551	\$11,547,041
Average Spent	\$1,695.34	\$1,675.82	\$1,543.10
Spending Potential Index	73	72	67
Computers & Accessories: Total \$	\$108,236	\$498,900	\$1,262,495
Average Spent	\$188.89	\$186.02	\$168.72
Spending Potential Index	74	73	66
Education: Total \$	\$573,762	\$2,576,462	\$6,399,286
Average Spent	\$1,001.33	\$960.65	\$855.18
Spending Potential Index	66	63	56
Entertainment/Recreation: Total \$	\$1,505,808	\$6,915,003	\$17,432,236
Average Spent	\$2,627.94	\$2,578.30	\$2,329.58
Spending Potential Index	79	78	70
Food at Home: Total \$	\$2,370,590	\$10,943,785	\$28,252,153
Average Spent	\$4,137.16	\$4,080.46	\$3,775.51
Spending Potential Index	79	78	72
Food Away from Home: Total \$	\$1,426,326	\$6,525,954	\$16,552,295
Average Spent	\$2,489.23	\$2,433.24	\$2,211.99
Spending Potential Index	76	74	67
Health Care: Total \$	\$2,361,054	\$10,775,696	\$26,956,203
Average Spent	\$4,120.51	\$4,017.78	\$3,602.33
Spending Potential Index	87	85	76
HH Furnishings & Equipment: Total \$	\$840,192	\$3,842,123	\$9,645,838
Average Spent	\$1,466.30	\$1,432.56	\$1,289.03
Spending Potential Index	80	78	70
Investments: Total \$	\$816,717	\$4,813,085	\$13,110,642
Average Spent	\$1,425.34	\$1,794.59	\$1,752.06
Spending Potential Index	52	65	64
Retail Goods: Total \$	\$11,996,100	\$55,087,852	\$140,090,444
Average Spent	\$20,935.60	\$20,539.84	\$18,721.16
Spending Potential Index	82	81	73
Shelter: Total \$	\$6,545,130	\$30,253,313	\$76,288,326
Average Spent	\$11,422.57	\$11,280.13	\$10,194.89
Spending Potential Index	69	69	62
TV/Video/Audio: Total \$	\$598,225	\$2,767,922	\$7,128,556
Average Spent	\$1,044.02	\$1,032.04	\$952.63
Spending Potential Index	80	79	73
Travel: Total \$	\$825,068	\$3,774,829	\$9,185,203
Average Spent	\$1,439.91	\$1,407.47	\$1,227.48
Spending Potential Index	74	72	63
Vehicle Maintenance & Repairs: Total \$	\$501,209	\$2,303,462	\$5,801,997
Average Spent	\$874.71	\$858.86	\$775.36
Spending Potential Index	78	77	69

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.