



Market Profile

Downtown Clinton
 245 N Main St, Clinton, Tennessee, 37716
 Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.10170
 Longitude: -84.13259

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,727	13,667	23,596
2010 Total Population	3,794	14,229	24,720
2015 Total Population	3,877	14,448	25,106
2015 Group Quarters	141	366	409
2020 Total Population	3,945	14,664	25,492
2015-2020 Annual Rate	0.35%	0.30%	0.31%
Household Summary			
2000 Households	1,732	5,860	9,660
2000 Average Household Size	2.13	2.30	2.42
2010 Households	1,720	6,080	10,160
2010 Average Household Size	2.12	2.28	2.39
2015 Households	1,761	6,185	10,344
2015 Average Household Size	2.12	2.28	2.39
2020 Households	1,795	6,279	10,512
2020 Average Household Size	2.12	2.28	2.39
2015-2020 Annual Rate	0.38%	0.30%	0.32%
2010 Families	1,034	3,966	7,005
2010 Average Family Size	2.71	2.82	2.88
2015 Families	1,050	3,999	7,072
2015 Average Family Size	2.71	2.82	2.88
2020 Families	1,064	4,038	7,149
2020 Average Family Size	2.71	2.82	2.88
2015-2020 Annual Rate	0.27%	0.19%	0.22%
Housing Unit Summary			
2000 Housing Units	1,848	6,187	10,304
Owner Occupied Housing Units	51.2%	61.8%	68.7%
Renter Occupied Housing Units	42.6%	32.9%	25.1%
Vacant Housing Units	6.2%	5.3%	6.3%
2010 Housing Units	1,874	6,509	10,979
Owner Occupied Housing Units	54.3%	60.1%	66.2%
Renter Occupied Housing Units	37.5%	33.4%	26.4%
Vacant Housing Units	8.2%	6.6%	7.5%
2015 Housing Units	1,925	6,655	11,216
Owner Occupied Housing Units	50.3%	56.5%	62.7%
Renter Occupied Housing Units	41.2%	36.5%	29.5%
Vacant Housing Units	8.5%	7.1%	7.8%
2020 Housing Units	1,966	6,776	11,426
Owner Occupied Housing Units	50.1%	56.6%	62.6%
Renter Occupied Housing Units	41.2%	36.1%	29.4%
Vacant Housing Units	8.7%	7.3%	8.0%
Median Household Income			
2015	\$36,933	\$43,613	\$47,998
2020	\$44,482	\$51,685	\$54,442
Median Home Value			
2015	\$130,782	\$148,628	\$152,564
2020	\$163,953	\$191,938	\$199,564
Per Capita Income			
2015	\$21,025	\$23,707	\$24,185
2020	\$23,950	\$26,874	\$27,424
Median Age			
2010	41.0	42.2	42.8
2015	42.1	43.5	44.1
2020	43.2	44.5	45.4

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	1,761	6,185	10,344
<\$15,000	18.6%	16.1%	14.3%
\$15,000 - \$24,999	15.9%	13.1%	12.6%
\$25,000 - \$34,999	13.1%	11.4%	10.7%
\$35,000 - \$49,999	14.4%	14.6%	13.9%
\$50,000 - \$74,999	19.5%	20.7%	21.4%
\$75,000 - \$99,999	9.6%	10.8%	12.1%
\$100,000 - \$149,999	7.6%	10.4%	11.7%
\$150,000 - \$199,999	0.9%	1.7%	2.2%
\$200,000+	0.6%	1.3%	1.2%
Average Household Income	\$47,573	\$55,213	\$58,166
2020 Households by Income			
Household Income Base	1,795	6,279	10,512
<\$15,000	17.8%	15.0%	13.1%
\$15,000 - \$24,999	11.7%	9.3%	8.9%
\$25,000 - \$34,999	10.8%	9.2%	8.6%
\$35,000 - \$49,999	13.9%	14.0%	13.1%
\$50,000 - \$74,999	23.1%	23.8%	24.2%
\$75,000 - \$99,999	13.0%	13.6%	15.2%
\$100,000 - \$149,999	8.0%	11.6%	12.7%
\$150,000 - \$199,999	1.0%	2.0%	2.7%
\$200,000+	0.8%	1.6%	1.5%
Average Household Income	\$54,275	\$62,673	\$65,954
2015 Owner Occupied Housing Units by Value			
Total	968	3,758	7,030
<\$50,000	4.1%	5.9%	7.8%
\$50,000 - \$99,999	26.3%	19.1%	17.3%
\$100,000 - \$149,999	31.7%	25.7%	23.8%
\$150,000 - \$199,999	17.6%	20.4%	20.1%
\$200,000 - \$249,999	11.2%	12.5%	12.6%
\$250,000 - \$299,999	3.7%	6.4%	6.7%
\$300,000 - \$399,999	3.2%	6.1%	6.8%
\$400,000 - \$499,999	1.0%	1.9%	2.4%
\$500,000 - \$749,999	0.8%	1.6%	2.0%
\$750,000 - \$999,999	0.2%	0.3%	0.4%
\$1,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$150,620	\$173,258	\$178,435
2020 Owner Occupied Housing Units by Value			
Total	985	3,836	7,157
<\$50,000	3.2%	3.5%	4.4%
\$50,000 - \$99,999	18.0%	11.4%	9.9%
\$100,000 - \$149,999	22.6%	16.2%	14.3%
\$150,000 - \$199,999	21.8%	22.4%	21.6%
\$200,000 - \$249,999	17.9%	19.5%	19.4%
\$250,000 - \$299,999	6.7%	11.1%	11.6%
\$300,000 - \$399,999	5.2%	8.8%	9.9%
\$400,000 - \$499,999	1.6%	2.9%	3.7%
\$500,000 - \$749,999	2.0%	3.1%	4.0%
\$750,000 - \$999,999	0.6%	0.8%	1.0%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$185,595	\$215,813	\$227,365

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	3,795	14,230	24,719
0 - 4	6.1%	5.9%	5.7%
5 - 9	5.3%	5.7%	5.9%
10 - 14	5.3%	5.6%	5.9%
15 - 24	12.3%	11.9%	11.7%
25 - 34	13.8%	12.0%	11.1%
35 - 44	11.8%	12.4%	12.7%
45 - 54	14.3%	15.4%	16.0%
55 - 64	13.2%	13.6%	14.1%
65 - 74	8.9%	9.1%	9.3%
75 - 84	6.8%	5.8%	5.4%
85 +	2.2%	2.5%	2.1%
18 +	79.7%	79.0%	78.7%
2015 Population by Age			
Total	3,877	14,448	25,106
0 - 4	5.7%	5.5%	5.3%
5 - 9	5.2%	5.7%	5.7%
10 - 14	5.1%	5.6%	5.9%
15 - 24	11.6%	11.1%	11.0%
25 - 34	13.8%	12.2%	11.5%
35 - 44	11.5%	11.7%	11.7%
45 - 54	13.0%	13.8%	14.4%
55 - 64	14.4%	15.1%	15.6%
65 - 74	10.6%	10.9%	11.3%
75 - 84	6.2%	5.7%	5.5%
85 +	2.8%	2.7%	2.2%
18 +	80.9%	80.1%	80.0%
2020 Population by Age			
Total	3,945	14,665	25,491
0 - 4	5.4%	5.2%	5.0%
5 - 9	5.0%	5.4%	5.3%
10 - 14	5.4%	5.9%	6.0%
15 - 24	10.7%	10.4%	10.3%
25 - 34	13.0%	11.6%	11.0%
35 - 44	12.4%	12.1%	11.9%
45 - 54	11.7%	12.4%	12.8%
55 - 64	14.5%	15.2%	15.8%
65 - 74	12.4%	12.7%	13.1%
75 - 84	6.6%	6.5%	6.5%
85 +	2.9%	2.7%	2.3%
18 +	81.0%	80.2%	80.2%
2010 Population by Sex			
Males	1,851	6,922	12,122
Females	1,943	7,307	12,598
2015 Population by Sex			
Males	1,902	7,080	12,383
Females	1,974	7,369	12,724
2020 Population by Sex			
Males	1,945	7,239	12,644
Females	2,001	7,425	12,848

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	3,794	14,228	24,720
White Alone	94.0%	95.1%	95.9%
Black Alone	2.9%	2.2%	1.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.3%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.2%	0.3%
Two or More Races	2.0%	1.6%	1.4%
Hispanic Origin	2.3%	1.5%	1.3%
Diversity Index	15.6	12.1	10.4
2015 Population by Race/Ethnicity			
Total	3,875	14,449	25,106
White Alone	93.0%	94.3%	95.1%
Black Alone	3.4%	2.6%	2.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.3%	0.5%	0.5%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	2.2%	1.8%	1.6%
Hispanic Origin	2.6%	1.7%	1.5%
Diversity Index	17.8	14.0	12.1
2020 Population by Race/Ethnicity			
Total	3,944	14,665	25,493
White Alone	92.0%	93.4%	94.4%
Black Alone	3.9%	3.0%	2.3%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.4%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.5%	0.3%	0.3%
Two or More Races	2.6%	2.1%	1.9%
Hispanic Origin	2.9%	1.9%	1.7%
Diversity Index	20.1	16.0	13.8
2010 Population by Relationship and Household Type			
Total	3,794	14,229	24,720
In Households	96.3%	97.4%	98.3%
In Family Households	76.5%	80.7%	83.6%
Householder	26.1%	27.7%	28.3%
Spouse	17.9%	20.1%	21.6%
Child	26.8%	27.9%	28.6%
Other relative	3.1%	2.9%	3.0%
Nonrelative	2.5%	2.1%	2.0%
In Nonfamily Households	19.8%	16.8%	14.8%
In Group Quarters	3.7%	2.6%	1.7%
Institutionalized Population	3.7%	2.5%	1.5%
Noninstitutionalized Population	0.0%	0.0%	0.2%

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	2,805	10,413	18,129
Less than 9th Grade	6.6%	6.3%	5.8%
9th - 12th Grade, No Diploma	9.4%	7.6%	8.3%
High School Graduate	29.7%	29.3%	28.6%
GED/Alternative Credential	7.9%	8.2%	7.8%
Some College, No Degree	24.0%	24.1%	22.8%
Associate Degree	5.2%	6.1%	7.5%
Bachelor's Degree	11.2%	11.2%	11.5%
Graduate/Professional Degree	5.9%	7.2%	7.6%
2015 Population 15+ by Marital Status			
Total	3,253	12,019	20,884
Never Married	30.1%	24.5%	23.7%
Married	37.3%	47.9%	52.1%
Widowed	7.3%	8.9%	8.1%
Divorced	25.3%	18.7%	16.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	93.9%	94.0%
Civilian Unemployed	7.2%	6.1%	6.0%
2015 Employed Population 16+ by Industry			
Total	1,376	5,886	10,521
Agriculture/Mining	0.1%	0.7%	0.5%
Construction	5.5%	6.4%	7.3%
Manufacturing	14.9%	18.6%	15.9%
Wholesale Trade	3.5%	1.9%	1.9%
Retail Trade	12.5%	11.9%	11.8%
Transportation/Utilities	4.4%	4.3%	5.3%
Information	1.5%	1.9%	1.3%
Finance/Insurance/Real Estate	5.8%	4.7%	4.7%
Services	46.1%	45.2%	46.6%
Public Administration	5.7%	4.4%	4.6%
2015 Employed Population 16+ by Occupation			
Total	1,375	5,884	10,521
White Collar	57.4%	56.1%	56.6%
Management/Business/Financial	11.4%	11.0%	11.7%
Professional	13.8%	17.2%	19.1%
Sales	11.9%	12.5%	10.7%
Administrative Support	20.3%	15.4%	15.1%
Services	22.0%	17.6%	17.9%
Blue Collar	20.5%	26.3%	25.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.7%	5.3%	5.0%
Installation/Maintenance/Repair	2.9%	4.1%	4.3%
Production	8.4%	9.9%	9.2%
Transportation/Material Moving	4.5%	6.9%	6.9%

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	1,720	6,080	10,160
Households with 1 Person	35.8%	30.8%	27.0%
Households with 2+ People	64.2%	69.2%	73.0%
Family Households	60.1%	65.2%	68.9%
Husband-wife Families	41.7%	47.4%	52.6%
With Related Children	15.2%	17.5%	19.6%
Other Family (No Spouse Present)	18.5%	17.8%	16.4%
Other Family with Male Householder	4.2%	4.4%	4.4%
With Related Children	2.4%	2.4%	2.3%
Other Family with Female Householder	14.2%	13.4%	12.0%
With Related Children	9.3%	8.4%	7.2%
Nonfamily Households	4.1%	4.0%	4.0%
All Households with Children	27.3%	28.6%	29.5%
Multigenerational Households	3.7%	3.4%	3.8%
Unmarried Partner Households	5.3%	5.3%	5.1%
Male-female	4.8%	4.8%	4.5%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	1,720	6,080	10,162
1 Person Household	35.8%	30.8%	27.0%
2 Person Household	33.4%	36.1%	37.2%
3 Person Household	14.7%	15.9%	16.8%
4 Person Household	10.5%	10.7%	11.7%
5 Person Household	3.7%	4.2%	4.6%
6 Person Household	1.1%	1.4%	1.7%
7 + Person Household	0.9%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,720	6,080	10,160
Owner Occupied	59.1%	64.3%	71.5%
Owned with a Mortgage/Loan	35.6%	38.2%	42.6%
Owned Free and Clear	23.5%	26.1%	28.9%
Renter Occupied	40.9%	35.7%	28.5%

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.	Small Town Simplicity	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Southern Satellites (10A)
3.	Salt of the Earth (6B)	Small Town Simplicity	Midlife Constants (5E)
2015 Consumer Spending			
Apparel & Services: Total \$	\$2,500,617	\$10,169,936	\$17,899,392
Average Spent	\$1,420.00	\$1,644.29	\$1,730.41
Spending Potential Index	61	71	75
Computers & Accessories: Total \$	\$277,027	\$1,145,258	\$2,006,951
Average Spent	\$157.31	\$185.17	\$194.02
Spending Potential Index	62	73	76
Education: Total \$	\$1,457,830	\$6,191,265	\$10,679,135
Average Spent	\$827.84	\$1,001.01	\$1,032.40
Spending Potential Index	54	66	68
Entertainment/Recreation: Total \$	\$3,818,131	\$15,455,838	\$27,266,172
Average Spent	\$2,168.16	\$2,498.92	\$2,635.94
Spending Potential Index	65	75	80
Food at Home: Total \$	\$6,174,365	\$24,660,314	\$43,216,748
Average Spent	\$3,506.17	\$3,987.12	\$4,177.95
Spending Potential Index	67	76	80
Food Away from Home: Total \$	\$3,593,072	\$14,733,484	\$25,992,616
Average Spent	\$2,040.36	\$2,382.13	\$2,512.82
Spending Potential Index	62	72	76
Health Care: Total \$	\$5,955,009	\$23,892,105	\$42,181,984
Average Spent	\$3,381.61	\$3,862.91	\$4,077.92
Spending Potential Index	71	81	86
HH Furnishings & Equipment: Total \$	\$2,096,130	\$8,554,471	\$15,173,143
Average Spent	\$1,190.31	\$1,383.10	\$1,466.85
Spending Potential Index	65	75	80
Investments: Total \$	\$2,709,872	\$10,764,522	\$18,621,543
Average Spent	\$1,538.83	\$1,740.42	\$1,800.23
Spending Potential Index	56	63	65
Retail Goods: Total \$	\$30,475,387	\$122,238,938	\$216,050,473
Average Spent	\$17,305.73	\$19,763.77	\$20,886.55
Spending Potential Index	68	78	82
Shelter: Total \$	\$16,960,985	\$70,283,118	\$122,651,447
Average Spent	\$9,631.45	\$11,363.48	\$11,857.26
Spending Potential Index	59	69	72
TV/Video/Audio: Total \$	\$1,561,601	\$6,211,257	\$10,926,001
Average Spent	\$886.77	\$1,004.25	\$1,056.26
Spending Potential Index	68	77	81
Travel: Total \$	\$2,022,956	\$8,527,704	\$15,100,036
Average Spent	\$1,148.75	\$1,378.77	\$1,459.79
Spending Potential Index	59	71	75
Vehicle Maintenance & Repairs: Total \$	\$1,269,972	\$5,178,770	\$9,134,608
Average Spent	\$721.17	\$837.31	\$883.08
Spending Potential Index	65	75	79

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.