



# Market Profile

195 S Main St, Lake City, Tennessee, 37769  
Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.22045  
Longitude: -84.15664

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,996	6,638	12,293
2010 Total Population	1,933	6,483	12,338
2015 Total Population	1,903	6,549	12,426
2015 Group Quarters	102	116	133
2020 Total Population	1,888	6,614	12,526
2015-2020 Annual Rate	-0.16%	0.20%	0.16%
<b>Household Summary</b>			
2000 Households	863	2,709	4,982
2000 Average Household Size	2.19	2.41	2.44
2010 Households	799	2,609	4,979
2010 Average Household Size	2.29	2.44	2.45
2015 Households	784	2,636	5,024
2015 Average Household Size	2.30	2.44	2.45
2020 Households	776	2,659	5,061
2020 Average Household Size	2.30	2.44	2.45
2015-2020 Annual Rate	-0.20%	0.17%	0.15%
2010 Families	511	1,804	3,503
2010 Average Family Size	2.91	2.95	2.93
2015 Families	495	1,807	3,502
2015 Average Family Size	2.93	2.96	2.93
2020 Families	488	1,813	3,508
2020 Average Family Size	2.94	2.96	2.94
2015-2020 Annual Rate	-0.28%	0.07%	0.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	946	2,947	5,548
Owner Occupied Housing Units	52.5%	65.6%	68.0%
Renter Occupied Housing Units	38.6%	26.4%	21.8%
Vacant Housing Units	8.9%	8.1%	10.2%
2010 Housing Units	904	2,947	5,743
Owner Occupied Housing Units	52.0%	63.3%	64.8%
Renter Occupied Housing Units	36.4%	25.2%	21.9%
Vacant Housing Units	11.6%	11.5%	13.3%
2015 Housing Units	906	2,998	5,830
Owner Occupied Housing Units	47.2%	59.5%	61.1%
Renter Occupied Housing Units	39.2%	28.4%	25.1%
Vacant Housing Units	13.5%	12.1%	13.8%
2020 Housing Units	908	3,035	5,893
Owner Occupied Housing Units	46.5%	58.9%	60.6%
Renter Occupied Housing Units	39.0%	28.7%	25.3%
Vacant Housing Units	14.5%	12.4%	14.1%
<b>Median Household Income</b>			
2015	\$23,510	\$30,020	\$34,681
2020	\$25,345	\$33,426	\$40,436
<b>Median Home Value</b>			
2015	\$95,357	\$109,824	\$125,353
2020	\$125,769	\$156,066	\$176,609
<b>Per Capita Income</b>			
2015	\$14,207	\$17,465	\$19,161
2020	\$15,835	\$19,868	\$21,808
<b>Median Age</b>			
2010	42.5	43.3	43.1
2015	43.6	44.9	44.8
2020	45.1	46.9	46.8

**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.

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<b>2015 Households by Income</b>			
Household Income Base	784	2,636	5,024
<\$15,000	32.8%	22.5%	19.0%
\$15,000 - \$24,999	19.1%	18.4%	16.7%
\$25,000 - \$34,999	15.9%	15.7%	14.6%
\$35,000 - \$49,999	9.8%	13.5%	13.7%
\$50,000 - \$74,999	10.6%	13.0%	16.7%
\$75,000 - \$99,999	4.8%	7.2%	8.5%
\$100,000 - \$149,999	6.3%	8.2%	8.9%
\$150,000 - \$199,999	0.4%	1.1%	1.3%
\$200,000+	0.1%	0.4%	0.5%
Average Household Income	\$34,716	\$42,983	\$47,097
<b>2020 Households by Income</b>			
Household Income Base	776	2,659	5,061
<\$15,000	33.4%	22.5%	18.7%
\$15,000 - \$24,999	16.0%	15.1%	13.2%
\$25,000 - \$34,999	14.8%	14.2%	12.7%
\$35,000 - \$49,999	9.0%	12.0%	12.4%
\$50,000 - \$74,999	11.1%	13.7%	18.2%
\$75,000 - \$99,999	7.0%	10.2%	11.8%
\$100,000 - \$149,999	8.2%	10.6%	10.7%
\$150,000 - \$199,999	0.5%	1.4%	1.6%
\$200,000+	0.1%	0.5%	0.6%
Average Household Income	\$38,988	\$49,016	\$53,676
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	428	1,784	3,560
<\$50,000	20.3%	17.0%	15.3%
\$50,000 - \$99,999	32.7%	28.6%	23.5%
\$100,000 - \$149,999	19.6%	22.3%	21.9%
\$150,000 - \$199,999	12.1%	13.2%	15.7%
\$200,000 - \$249,999	6.3%	7.7%	8.8%
\$250,000 - \$299,999	3.7%	4.1%	5.1%
\$300,000 - \$399,999	3.5%	3.8%	5.1%
\$400,000 - \$499,999	0.5%	1.1%	1.8%
\$500,000 - \$749,999	0.5%	1.1%	1.6%
\$750,000 - \$999,999	0.2%	0.5%	0.6%
\$1,000,000 +	0.5%	0.6%	0.6%
Average Home Value	\$125,058	\$141,863	\$158,099
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	422	1,788	3,569
<\$50,000	16.4%	13.2%	10.8%
\$50,000 - \$99,999	25.6%	19.5%	14.9%
\$100,000 - \$149,999	15.4%	15.3%	13.9%
\$150,000 - \$199,999	13.3%	17.1%	19.6%
\$200,000 - \$249,999	10.0%	12.1%	13.4%
\$250,000 - \$299,999	8.1%	8.0%	8.9%
\$300,000 - \$399,999	6.6%	7.6%	9.2%
\$400,000 - \$499,999	1.4%	3.5%	4.3%
\$500,000 - \$749,999	1.9%	2.1%	3.2%
\$750,000 - \$999,999	0.9%	0.9%	1.0%
\$1,000,000 +	0.2%	0.9%	0.8%
Average Home Value	\$163,420	\$190,391	\$210,552

**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.

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<b>2010 Population by Age</b>			
Total	1,932	6,483	12,342
0 - 4	6.0%	5.6%	5.5%
5 - 9	6.6%	6.0%	6.1%
10 - 14	6.1%	6.3%	6.3%
15 - 24	11.9%	11.4%	11.2%
25 - 34	10.4%	10.1%	10.2%
35 - 44	12.3%	13.0%	13.3%
45 - 54	12.8%	15.1%	15.5%
55 - 64	12.2%	14.1%	14.5%
65 - 74	10.1%	10.2%	9.9%
75 - 84	7.1%	5.8%	5.3%
85 +	4.4%	2.4%	2.0%
18 +	77.5%	78.3%	78.1%
<b>2015 Population by Age</b>			
Total	1,902	6,549	12,429
0 - 4	5.7%	5.4%	5.1%
5 - 9	5.8%	5.7%	5.6%
10 - 14	6.3%	5.8%	6.0%
15 - 24	11.6%	11.1%	11.1%
25 - 34	10.7%	10.4%	10.4%
35 - 44	11.5%	11.8%	12.1%
45 - 54	13.5%	14.6%	14.9%
55 - 64	12.0%	14.7%	15.0%
65 - 74	11.3%	12.0%	12.2%
75 - 84	6.9%	5.9%	5.5%
85 +	4.8%	2.6%	2.2%
18 +	78.9%	79.9%	79.8%
<b>2020 Population by Age</b>			
Total	1,888	6,616	12,528
0 - 4	5.5%	5.0%	4.8%
5 - 9	5.5%	5.3%	5.2%
10 - 14	5.8%	5.9%	5.9%
15 - 24	11.4%	10.5%	10.6%
25 - 34	11.3%	10.2%	10.0%
35 - 44	10.4%	10.7%	11.2%
45 - 54	12.5%	13.6%	13.9%
55 - 64	13.4%	15.7%	15.8%
65 - 74	11.7%	13.2%	13.4%
75 - 84	8.0%	7.2%	6.9%
85 +	4.6%	2.6%	2.3%
18 +	79.4%	80.2%	80.3%
<b>2010 Population by Sex</b>			
Males	912	3,160	6,035
Females	1,021	3,323	6,303
<b>2015 Population by Sex</b>			
Males	902	3,191	6,079
Females	1,001	3,358	6,347
<b>2020 Population by Sex</b>			
Males	897	3,220	6,128
Females	990	3,394	6,398

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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<b>2010 Population by Race/Ethnicity</b>			
Total	1,933	6,482	12,339
White Alone	98.0%	98.1%	98.1%
Black Alone	0.3%	0.2%	0.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	1.0%	1.0%	0.9%
Hispanic Origin	0.9%	0.7%	0.8%
Diversity Index	5.7	5.1	5.3
<b>2015 Population by Race/Ethnicity</b>			
Total	1,903	6,549	12,425
White Alone	97.6%	97.8%	97.7%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.2%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.3%	0.3%
Two or More Races	1.1%	1.1%	1.1%
Hispanic Origin	1.0%	0.8%	0.9%
Diversity Index	6.6	5.9	6.2
<b>2020 Population by Race/Ethnicity</b>			
Total	1,888	6,614	12,525
White Alone	97.3%	97.4%	97.3%
Black Alone	0.4%	0.3%	0.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.2%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	1.3%	1.3%	1.2%
Hispanic Origin	1.1%	0.9%	1.0%
Diversity Index	7.4	6.8	7.3
<b>2010 Population by Relationship and Household Type</b>			
Total	1,933	6,483	12,338
In Households	94.7%	98.2%	98.9%
In Family Households	78.8%	84.1%	85.1%
Householder	25.3%	27.8%	28.4%
Spouse	17.4%	20.3%	21.5%
Child	30.9%	30.5%	30.0%
Other relative	3.3%	3.5%	3.3%
Nonrelative	1.9%	2.0%	1.9%
In Nonfamily Households	15.9%	14.1%	13.8%
In Group Quarters	5.3%	1.8%	1.1%
Institutionalized Population	5.3%	1.8%	1.1%
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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<b>2015 Population 25+ by Educational Attainment</b>			
Total	1,344	4,721	8,973
Less than 9th Grade	12.0%	11.6%	9.6%
9th - 12th Grade, No Diploma	19.8%	13.9%	11.9%
High School Graduate	35.3%	39.0%	35.4%
GED/Alternative Credential	10.3%	8.4%	8.0%
Some College, No Degree	13.8%	15.5%	16.7%
Associate Degree	4.8%	4.9%	6.3%
Bachelor's Degree	3.0%	4.0%	6.7%
Graduate/Professional Degree	1.0%	2.6%	5.3%
<b>2015 Population 15+ by Marital Status</b>			
Total	1,563	5,447	10,346
Never Married	22.5%	21.3%	21.8%
Married	48.6%	54.7%	56.1%
Widowed	12.9%	10.2%	9.3%
Divorced	16.1%	13.7%	12.8%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.7%	95.7%	95.2%
Civilian Unemployed	7.2%	4.3%	4.8%
<b>2015 Employed Population 16+ by Industry</b>			
Total	557	2,388	4,749
Agriculture/Mining	0.9%	1.0%	1.1%
Construction	6.1%	6.8%	7.3%
Manufacturing	25.9%	26.4%	22.9%
Wholesale Trade	0.4%	0.3%	0.5%
Retail Trade	6.8%	7.3%	8.8%
Transportation/Utilities	12.2%	6.7%	5.8%
Information	0.0%	0.0%	0.5%
Finance/Insurance/Real Estate	4.7%	3.0%	3.5%
Services	39.3%	42.0%	44.1%
Public Administration	4.1%	6.3%	5.4%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	556	2,388	4,749
White Collar	41.1%	44.6%	48.1%
Management/Business/Financial	5.7%	7.5%	8.6%
Professional	8.6%	12.9%	16.2%
Sales	11.8%	9.7%	9.5%
Administrative Support	14.9%	14.5%	13.8%
Services	16.3%	18.1%	17.7%
Blue Collar	42.4%	37.3%	34.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	6.8%	6.5%	7.7%
Installation/Maintenance/Repair	2.7%	4.4%	4.6%
Production	23.0%	19.8%	15.9%
Transportation/Material Moving	9.9%	6.6%	5.9%

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<b>2010 Households by Type</b>			
Total	799	2,609	4,980
Households with 1 Person	33.3%	27.5%	26.0%
Households with 2+ People	66.7%	72.5%	74.0%
Family Households	64.0%	69.1%	70.3%
Husband-wife Families	44.1%	50.6%	53.3%
With Related Children	17.9%	19.6%	20.5%
Other Family (No Spouse Present)	19.9%	18.6%	17.0%
Other Family with Male Householder	4.8%	5.9%	5.4%
With Related Children	2.3%	3.0%	2.9%
Other Family with Female Householder	15.1%	12.7%	11.6%
With Related Children	8.6%	6.9%	6.4%
Nonfamily Households	2.8%	3.3%	3.6%
All Households with Children	29.3%	30.0%	30.4%
Multigenerational Households	4.9%	5.0%	4.6%
Unmarried Partner Households	5.1%	5.3%	5.3%
Male-female	4.4%	4.6%	4.7%
Same-sex	0.8%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	799	2,609	4,979
1 Person Household	33.3%	27.5%	26.0%
2 Person Household	31.2%	35.1%	36.3%
3 Person Household	14.6%	16.4%	16.9%
4 Person Household	11.8%	12.2%	12.6%
5 Person Household	5.6%	5.9%	5.5%
6 Person Household	2.1%	1.8%	1.8%
7 + Person Household	1.4%	1.0%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	799	2,609	4,979
Owner Occupied	58.8%	71.5%	74.7%
Owned with a Mortgage/Loan	30.0%	37.4%	41.5%
Owned Free and Clear	28.7%	34.0%	33.2%
Renter Occupied	41.2%	28.5%	25.3%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Small Town Simplicity	Rural Bypasses (10E)	Rural Bypasses (10E)
<b>2.</b>	Rural Bypasses (10E)	Rooted Rural (10B)	Rooted Rural (10B)
<b>3.</b>	Top Tier (1A)	Small Town Simplicity	Salt of the Earth (6B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$838,929	\$3,486,580	\$7,201,089
Average Spent	\$1,070.06	\$1,322.68	\$1,433.34
Spending Potential Index	46	57	62
Computers & Accessories: Total \$	\$87,551	\$357,249	\$753,966
Average Spent	\$111.67	\$135.53	\$150.07
Spending Potential Index	44	53	59
Education: Total \$	\$403,853	\$1,517,341	\$3,393,324
Average Spent	\$515.12	\$575.62	\$675.42
Spending Potential Index	34	38	44
Entertainment/Recreation: Total \$	\$1,260,178	\$5,319,764	\$11,022,332
Average Spent	\$1,607.37	\$2,018.12	\$2,193.94
Spending Potential Index	49	61	66
Food at Home: Total \$	\$2,121,869	\$8,924,190	\$18,180,370
Average Spent	\$2,706.47	\$3,385.50	\$3,618.70
Spending Potential Index	52	65	69
Food Away from Home: Total \$	\$1,171,098	\$4,859,810	\$10,166,830
Average Spent	\$1,493.75	\$1,843.63	\$2,023.65
Spending Potential Index	45	56	62
Health Care: Total \$	\$1,970,264	\$8,430,259	\$17,427,415
Average Spent	\$2,513.09	\$3,198.13	\$3,468.83
Spending Potential Index	53	67	73
HH Furnishings & Equipment: Total \$	\$684,054	\$2,873,800	\$6,009,778
Average Spent	\$872.52	\$1,090.21	\$1,196.21
Spending Potential Index	47	59	65
Investments: Total \$	\$1,119,577	\$5,242,478	\$9,821,398
Average Spent	\$1,428.03	\$1,988.80	\$1,954.90
Spending Potential Index	52	72	71
Retail Goods: Total \$	\$10,361,718	\$44,127,003	\$90,511,358
Average Spent	\$13,216.48	\$16,740.14	\$18,015.80
Spending Potential Index	52	66	71
Shelter: Total \$	\$5,224,848	\$20,769,404	\$44,290,802
Average Spent	\$6,664.35	\$7,879.14	\$8,815.84
Spending Potential Index	41	48	54
TV/Video/Audio: Total \$	\$536,362	\$2,237,210	\$4,570,245
Average Spent	\$684.14	\$848.71	\$909.68
Spending Potential Index	52	65	70
Travel: Total \$	\$600,152	\$2,485,363	\$5,391,046
Average Spent	\$765.50	\$942.85	\$1,073.06
Spending Potential Index	39	48	55
Vehicle Maintenance & Repairs: Total \$	\$412,699	\$1,720,446	\$3,592,160
Average Spent	\$526.40	\$652.67	\$715.00
Spending Potential Index	47	58	64

**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.