



Market Profile

Oliver Springs, TN
 717 Main St, Oliver Springs, Tennessee, 37840
 Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.04618
 Longitude: -84.34425

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,107	5,597	20,753
2010 Total Population	1,056	5,498	21,380
2015 Total Population	917	5,385	21,274
2015 Group Quarters	0	0	81
2020 Total Population	867	5,392	21,303
2015-2020 Annual Rate	-1.12%	0.03%	0.03%
Household Summary			
2000 Households	470	2,246	8,561
2000 Average Household Size	2.36	2.49	2.41
2010 Households	451	2,212	8,723
2010 Average Household Size	2.34	2.49	2.44
2015 Households	392	2,172	8,685
2015 Average Household Size	2.34	2.48	2.44
2020 Households	370	2,173	8,695
2020 Average Household Size	2.34	2.48	2.44
2015-2020 Annual Rate	-1.15%	0.01%	0.02%
2010 Families	301	1,556	5,951
2010 Average Family Size	2.87	2.95	2.94
2015 Families	259	1,517	5,878
2015 Average Family Size	2.87	2.95	2.94
2020 Families	243	1,511	5,857
2020 Average Family Size	2.88	2.95	2.94
2015-2020 Annual Rate	-1.27%	-0.08%	-0.07%
Housing Unit Summary			
2000 Housing Units	494	2,397	9,480
Owner Occupied Housing Units	66.2%	74.0%	67.7%
Renter Occupied Housing Units	28.9%	19.7%	22.6%
Vacant Housing Units	4.9%	6.3%	9.7%
2010 Housing Units	504	2,472	9,913
Owner Occupied Housing Units	59.7%	68.0%	63.2%
Renter Occupied Housing Units	29.8%	21.5%	24.8%
Vacant Housing Units	10.5%	10.5%	12.0%
2015 Housing Units	506	2,530	10,100
Owner Occupied Housing Units	48.6%	62.5%	58.9%
Renter Occupied Housing Units	28.9%	23.3%	27.1%
Vacant Housing Units	22.5%	14.2%	14.0%
2020 Housing Units	508	2,570	10,215
Owner Occupied Housing Units	45.3%	61.4%	58.2%
Renter Occupied Housing Units	27.4%	23.2%	26.9%
Vacant Housing Units	27.2%	15.4%	14.9%
Median Household Income			
2015	\$31,862	\$38,197	\$45,473
2020	\$38,217	\$46,671	\$52,719
Median Home Value			
2015	\$111,397	\$124,797	\$140,283
2020	\$149,457	\$164,315	\$178,012
Per Capita Income			
2015	\$18,099	\$19,550	\$24,379
2020	\$20,646	\$22,264	\$27,156
Median Age			
2010	42.5	42.5	41.8
2015	43.8	43.6	42.9
2020	45.4	45.2	44.1

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	392	2,172	8,685
<\$15,000	21.2%	17.8%	16.1%
\$15,000 - \$24,999	19.1%	16.7%	13.1%
\$25,000 - \$34,999	13.0%	11.6%	10.4%
\$35,000 - \$49,999	13.0%	14.3%	13.7%
\$50,000 - \$74,999	16.6%	19.2%	18.9%
\$75,000 - \$99,999	9.2%	10.4%	10.6%
\$100,000 - \$149,999	6.9%	8.8%	11.9%
\$150,000 - \$199,999	0.8%	1.1%	3.6%
\$200,000+	0.3%	0.2%	1.6%
Average Household Income	\$43,840	\$48,186	\$59,489
2020 Households by Income			
Household Income Base	370	2,173	8,695
<\$15,000	20.5%	16.7%	14.9%
\$15,000 - \$24,999	14.9%	12.3%	9.6%
\$25,000 - \$34,999	11.1%	9.7%	8.7%
\$35,000 - \$49,999	12.4%	13.8%	13.2%
\$50,000 - \$74,999	21.1%	23.5%	21.9%
\$75,000 - \$99,999	12.7%	15.4%	14.2%
\$100,000 - \$149,999	5.7%	7.1%	11.7%
\$150,000 - \$199,999	1.1%	1.4%	4.0%
\$200,000+	0.3%	0.2%	1.7%
Average Household Income	\$50,044	\$54,902	\$66,236
2015 Owner Occupied Housing Units by Value			
Total	246	1,582	5,949
<\$50,000	12.6%	9.9%	7.5%
\$50,000 - \$99,999	31.3%	24.6%	21.7%
\$100,000 - \$149,999	27.6%	31.2%	25.8%
\$150,000 - \$199,999	14.2%	17.8%	18.3%
\$200,000 - \$249,999	6.9%	7.5%	11.4%
\$250,000 - \$299,999	1.2%	3.3%	6.4%
\$300,000 - \$399,999	4.1%	3.9%	5.4%
\$400,000 - \$499,999	0.8%	0.9%	1.7%
\$500,000 - \$749,999	1.2%	0.7%	1.3%
\$750,000 - \$999,999	0.4%	0.2%	0.4%
\$1,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$133,502	\$141,429	\$165,217
2020 Owner Occupied Housing Units by Value			
Total	230	1,579	5,948
<\$50,000	9.1%	6.8%	5.4%
\$50,000 - \$99,999	21.3%	15.5%	14.3%
\$100,000 - \$149,999	20.0%	21.2%	17.8%
\$150,000 - \$199,999	19.1%	23.1%	22.3%
\$200,000 - \$249,999	14.8%	14.9%	16.9%
\$250,000 - \$299,999	3.0%	6.8%	9.6%
\$300,000 - \$399,999	7.8%	7.3%	7.6%
\$400,000 - \$499,999	1.3%	1.8%	2.6%
\$500,000 - \$749,999	3.0%	1.8%	2.4%
\$750,000 - \$999,999	0.9%	0.8%	0.9%
\$1,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$177,489	\$184,975	\$201,118

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	1,056	5,499	21,380
0 - 4	5.9%	5.4%	5.8%
5 - 9	6.7%	6.5%	6.7%
10 - 14	6.9%	6.5%	6.6%
15 - 24	10.8%	11.1%	11.5%
25 - 34	10.1%	10.9%	10.9%
35 - 44	12.9%	12.8%	12.7%
45 - 54	15.5%	15.0%	15.0%
55 - 64	15.2%	15.4%	14.1%
65 - 74	9.5%	9.4%	9.0%
75 - 84	4.6%	5.1%	5.6%
85 +	1.6%	1.7%	2.2%
18 +	76.9%	77.6%	76.6%
2015 Population by Age			
Total	916	5,383	21,274
0 - 4	5.6%	5.2%	5.5%
5 - 9	5.9%	5.5%	5.8%
10 - 14	6.6%	6.4%	6.7%
15 - 24	11.2%	11.3%	11.7%
25 - 34	10.8%	11.3%	10.9%
35 - 44	11.5%	12.1%	12.0%
45 - 54	14.5%	13.9%	13.8%
55 - 64	15.6%	15.5%	14.9%
65 - 74	11.5%	11.5%	10.6%
75 - 84	5.2%	5.3%	5.6%
85 +	1.6%	2.0%	2.4%
18 +	78.3%	79.4%	78.3%
2020 Population by Age			
Total	868	5,392	21,303
0 - 4	5.3%	5.0%	5.3%
5 - 9	5.6%	5.3%	5.6%
10 - 14	6.2%	5.9%	6.2%
15 - 24	11.3%	10.9%	11.4%
25 - 34	10.4%	10.6%	11.2%
35 - 44	10.7%	12.0%	11.4%
45 - 54	13.1%	13.1%	13.1%
55 - 64	15.3%	14.8%	14.7%
65 - 74	13.7%	13.9%	12.4%
75 - 84	6.6%	6.5%	6.3%
85 +	1.7%	2.0%	2.4%
18 +	78.8%	80.0%	79.0%
2010 Population by Sex			
Males	499	2,637	10,295
Females	557	2,861	11,085
2015 Population by Sex			
Males	438	2,600	10,292
Females	478	2,785	10,982
2020 Population by Sex			
Males	418	2,613	10,340
Females	449	2,780	10,963

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	1,056	5,497	21,379
White Alone	94.1%	95.5%	89.1%
Black Alone	2.3%	1.8%	5.5%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	0.4%	0.3%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	1.3%
Two or More Races	2.9%	2.1%	2.7%
Hispanic Origin	0.4%	0.7%	3.0%
Diversity Index	12.0	10.1	25.1
2015 Population by Race/Ethnicity			
Total	917	5,386	21,272
White Alone	93.5%	94.9%	87.6%
Black Alone	2.3%	1.9%	6.2%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	0.5%	0.4%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.1%	0.2%	1.5%
Two or More Races	3.4%	2.3%	3.0%
Hispanic Origin	0.5%	0.8%	3.5%
Diversity Index	13.6	11.4	28.0
2020 Population by Race/Ethnicity			
Total	868	5,392	21,303
White Alone	92.6%	94.2%	86.2%
Black Alone	2.4%	2.1%	6.7%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	0.7%	0.5%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.1%	0.2%	1.6%
Two or More Races	3.9%	2.6%	3.4%
Hispanic Origin	0.7%	1.0%	4.0%
Diversity Index	15.1	13.0	30.9
2010 Population by Relationship and Household Type			
Total	1,056	5,498	21,380
In Households	100.0%	100.0%	99.6%
In Family Households	84.1%	85.7%	84.2%
Householder	27.7%	28.5%	28.0%
Spouse	19.8%	21.2%	20.5%
Child	30.2%	30.1%	30.2%
Other relative	4.3%	3.6%	3.2%
Nonrelative	2.2%	2.2%	2.3%
In Nonfamily Households	15.9%	14.3%	15.5%
In Group Quarters	0.0%	0.0%	0.4%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.4%

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.

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 Population 25+ by Educational Attainment			
Total	648	3,854	14,935
Less than 9th Grade	10.3%	8.0%	4.9%
9th - 12th Grade, No Diploma	11.4%	10.2%	7.7%
High School Graduate	36.1%	36.1%	27.7%
GED/Alternative Credential	12.3%	9.2%	8.0%
Some College, No Degree	19.8%	18.6%	18.7%
Associate Degree	2.9%	4.7%	6.2%
Bachelor's Degree	4.5%	7.7%	14.3%
Graduate/Professional Degree	2.6%	5.5%	12.6%
2015 Population 15+ by Marital Status			
Total	753	4,463	17,432
Never Married	27.1%	22.4%	25.9%
Married	47.0%	56.5%	54.8%
Widowed	8.6%	8.4%	6.6%
Divorced	17.3%	12.7%	12.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	82.4%	91.9%	93.4%
Civilian Unemployed	17.3%	8.1%	6.6%
2015 Employed Population 16+ by Industry			
Total	248	1,809	8,365
Agriculture/Mining	2.4%	0.7%	0.8%
Construction	13.3%	11.8%	7.9%
Manufacturing	4.8%	7.6%	9.9%
Wholesale Trade	6.0%	2.2%	1.4%
Retail Trade	11.3%	13.3%	10.6%
Transportation/Utilities	4.4%	3.0%	3.0%
Information	0.0%	0.5%	1.7%
Finance/Insurance/Real Estate	5.6%	3.2%	3.4%
Services	48.4%	51.0%	54.9%
Public Administration	3.6%	6.7%	6.6%
2015 Employed Population 16+ by Occupation			
Total	250	1,812	8,366
White Collar	39.5%	45.9%	54.4%
Management/Business/Financial	12.5%	7.1%	9.7%
Professional	9.7%	16.9%	24.5%
Sales	3.6%	9.5%	8.0%
Administrative Support	13.7%	12.5%	12.3%
Services	26.2%	25.3%	22.9%
Blue Collar	35.1%	28.9%	22.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	12.1%	8.7%	6.8%
Installation/Maintenance/Repair	6.5%	4.0%	2.6%
Production	9.7%	8.4%	7.3%
Transportation/Material Moving	6.9%	7.8%	6.0%

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	450	2,212	8,724
Households with 1 Person	28.7%	25.1%	27.2%
Households with 2+ People	71.3%	74.9%	72.8%
Family Households	66.9%	70.3%	68.2%
Husband-wife Families	48.2%	52.4%	49.9%
With Related Children	19.3%	20.3%	19.3%
Other Family (No Spouse Present)	18.9%	17.9%	18.3%
Other Family with Male Householder	5.1%	5.4%	4.8%
With Related Children	2.9%	2.9%	2.7%
Other Family with Female Householder	13.8%	12.5%	13.5%
With Related Children	8.2%	7.2%	8.7%
Nonfamily Households	4.4%	4.5%	4.5%
All Households with Children	31.0%	30.8%	31.1%
Multigenerational Households	5.1%	4.8%	4.1%
Unmarried Partner Households	5.8%	5.8%	6.1%
Male-female	5.1%	5.2%	5.3%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	449	2,211	8,723
1 Person Household	28.7%	25.1%	27.2%
2 Person Household	32.7%	36.6%	36.2%
3 Person Household	18.9%	17.6%	16.3%
4 Person Household	11.4%	12.4%	11.9%
5 Person Household	5.3%	5.5%	5.5%
6 Person Household	2.0%	1.8%	1.9%
7 + Person Household	0.9%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	451	2,212	8,723
Owner Occupied	66.7%	76.0%	71.8%
Owned with a Mortgage/Loan	35.5%	40.9%	40.8%
Owned Free and Clear	31.3%	35.1%	31.0%
Renter Occupied	33.3%	24.0%	28.2%

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. Heartland Communities	Southern Satellites (10A)	Southern Satellites (10A)	
2. Rural Bypasses (10E)	Heartland Communities	Exurbanites (1E)	
3. Southern Satellites (10A)	Midlife Constants (5E)	Midlife Constants (5E)	
2015 Consumer Spending			
Apparel & Services: Total \$	\$511,913	\$3,162,595	\$15,744,810
Average Spent	\$1,305.90	\$1,456.08	\$1,812.87
Spending Potential Index	56	63	78
Computers & Accessories: Total \$	\$55,862	\$340,751	\$1,744,877
Average Spent	\$142.51	\$156.88	\$200.91
Spending Potential Index	56	62	79
Education: Total \$	\$269,627	\$1,677,340	\$9,449,210
Average Spent	\$687.82	\$772.26	\$1,087.99
Spending Potential Index	45	51	71
Entertainment/Recreation: Total \$	\$799,480	\$4,768,637	\$23,193,715
Average Spent	\$2,039.49	\$2,195.51	\$2,670.55
Spending Potential Index	62	66	81
Food at Home: Total \$	\$1,301,200	\$7,705,039	\$36,908,393
Average Spent	\$3,319.39	\$3,547.44	\$4,249.67
Spending Potential Index	64	68	81
Food Away from Home: Total \$	\$736,503	\$4,541,329	\$22,486,907
Average Spent	\$1,878.83	\$2,090.85	\$2,589.17
Spending Potential Index	57	64	79
Health Care: Total \$	\$1,263,257	\$7,439,110	\$34,897,421
Average Spent	\$3,222.59	\$3,425.00	\$4,018.13
Spending Potential Index	68	72	85
HH Furnishings & Equipment: Total \$	\$434,855	\$2,661,173	\$12,934,681
Average Spent	\$1,109.32	\$1,225.22	\$1,489.31
Spending Potential Index	60	67	81
Investments: Total \$	\$638,853	\$3,271,811	\$17,899,144
Average Spent	\$1,629.73	\$1,506.36	\$2,060.93
Spending Potential Index	59	55	75
Retail Goods: Total \$	\$6,485,427	\$38,604,019	\$182,920,616
Average Spent	\$16,544.46	\$17,773.49	\$21,061.67
Spending Potential Index	65	70	83
Shelter: Total \$	\$3,284,930	\$20,523,044	\$107,899,529
Average Spent	\$8,379.92	\$9,448.92	\$12,423.66
Spending Potential Index	51	57	76
TV/Video/Audio: Total \$	\$323,649	\$1,970,699	\$9,439,316
Average Spent	\$825.64	\$907.32	\$1,086.85
Spending Potential Index	63	69	83
Travel: Total \$	\$401,670	\$2,484,146	\$12,941,797
Average Spent	\$1,024.67	\$1,143.71	\$1,490.13
Spending Potential Index	52	59	76
Vehicle Maintenance & Repairs: Total \$	\$261,728	\$1,583,858	\$7,802,031
Average Spent	\$667.67	\$729.22	\$898.33
Spending Potential Index	60	65	80

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.