



# Market Profile

110 Hillvale Rd, Clinton, Tennessee, 37716  
 Drive Distance: 5, 10, 15 mile radii

Prepared by Anderson County Chamber

Latitude: 36.16585  
 Longitude: -84.08598

	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2000 Total Population	8,697	32,761	106,126
2010 Total Population	9,254	34,494	118,878
2017 Total Population	9,463	35,402	123,588
2017 Group Quarters	216	577	1,405
2022 Total Population	9,594	36,038	127,201
2017-2022 Annual Rate	0.28%	0.36%	0.58%
2017 Total Daytime Population	10,109	34,439	113,010
Workers	4,962	14,320	45,926
Residents	5,147	20,119	67,084
<b>Household Summary</b>			
2000 Households	3,573	13,395	43,040
2000 Average Household Size	2.39	2.42	2.44
2010 Households	3,792	14,085	48,229
2010 Average Household Size	2.38	2.41	2.44
2017 Households	3,834	14,323	49,628
2017 Average Household Size	2.41	2.43	2.46
2022 Households	3,867	14,523	50,842
2022 Average Household Size	2.43	2.44	2.47
2017-2022 Annual Rate	0.17%	0.28%	0.48%
2010 Families	2,419	9,745	33,350
2010 Average Family Size	2.99	2.90	2.93
2017 Families	2,414	9,786	33,885
2017 Average Family Size	3.04	2.94	2.98
2022 Families	2,419	9,868	34,517
2022 Average Family Size	3.06	2.96	3.00
2017-2022 Annual Rate	0.04%	0.17%	0.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,846	14,487	46,140
Owner Occupied Housing Units	60.0%	68.5%	71.9%
Renter Occupied Housing Units	32.9%	24.0%	21.4%
Vacant Housing Units	7.1%	7.5%	6.7%
2010 Housing Units	4,110	15,507	52,569
Owner Occupied Housing Units	56.7%	65.8%	68.7%
Renter Occupied Housing Units	35.5%	25.0%	23.1%
Vacant Housing Units	7.7%	9.2%	8.3%
2017 Housing Units	4,192	15,804	54,145
Owner Occupied Housing Units	54.5%	63.6%	66.3%
Renter Occupied Housing Units	36.9%	27.1%	25.4%
Vacant Housing Units	8.5%	9.4%	8.3%
2022 Housing Units	4,240	16,062	55,567
Owner Occupied Housing Units	54.7%	63.5%	66.3%
Renter Occupied Housing Units	36.5%	26.9%	25.2%
Vacant Housing Units	8.8%	9.6%	8.5%
<b>Median Household Income</b>			
2017	\$42,871	\$46,314	\$51,726
2022	\$48,814	\$52,492	\$57,621
<b>Median Home Value</b>			
2017	\$161,829	\$156,287	\$166,379
2022	\$226,136	\$197,750	\$194,902
<b>Per Capita Income</b>			
2017	\$24,806	\$24,487	\$27,169
2022	\$28,541	\$28,262	\$31,009
<b>Median Age</b>			
2010	42.3	42.7	41.2
2017	44.4	44.8	42.8
2022	45.6	46.2	43.9

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	3,834	14,323	49,628
<\$15,000	14.6%	12.3%	10.5%
\$15,000 - \$24,999	13.2%	12.7%	11.0%
\$25,000 - \$34,999	11.8%	12.1%	11.4%
\$35,000 - \$49,999	17.0%	16.0%	14.9%
\$50,000 - \$74,999	19.9%	20.8%	20.2%
\$75,000 - \$99,999	10.2%	11.3%	12.8%
\$100,000 - \$149,999	8.3%	10.4%	13.0%
\$150,000 - \$199,999	3.6%	3.0%	3.6%
\$200,000+	1.3%	1.4%	2.5%
Average Household Income	\$56,755	\$59,502	\$66,877
<b>2022 Households by Income</b>			
Household Income Base	3,867	14,523	50,842
<\$15,000	14.0%	11.6%	10.0%
\$15,000 - \$24,999	11.8%	11.3%	9.8%
\$25,000 - \$34,999	10.3%	10.6%	10.0%
\$35,000 - \$49,999	14.8%	13.7%	12.8%
\$50,000 - \$74,999	18.9%	19.3%	18.7%
\$75,000 - \$99,999	12.8%	14.0%	15.3%
\$100,000 - \$149,999	11.1%	13.9%	16.0%
\$150,000 - \$199,999	4.8%	3.9%	4.4%
\$200,000+	1.5%	1.8%	3.0%
Average Household Income	\$65,863	\$69,152	\$76,833
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	2,286	10,048	35,878
<\$50,000	9.0%	9.6%	7.7%
\$50,000 - \$99,999	15.9%	16.3%	14.5%
\$100,000 - \$149,999	22.0%	22.0%	20.8%
\$150,000 - \$199,999	13.0%	16.7%	21.3%
\$200,000 - \$249,999	9.9%	11.0%	12.4%
\$250,000 - \$299,999	8.6%	8.0%	8.2%
\$300,000 - \$399,999	12.9%	9.1%	9.0%
\$400,000 - \$499,999	3.6%	2.5%	2.6%
\$500,000 - \$749,999	3.1%	3.2%	2.3%
\$750,000 - \$999,999	1.5%	0.8%	0.5%
\$1,000,000 +	0.3%	0.7%	0.7%
Average Home Value	\$209,048	\$197,500	\$196,949
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,321	10,202	36,816
<\$50,000	5.3%	6.0%	4.9%
\$50,000 - \$99,999	10.7%	11.3%	10.2%
\$100,000 - \$149,999	17.0%	17.7%	17.0%
\$150,000 - \$199,999	11.6%	15.7%	19.9%
\$200,000 - \$249,999	10.4%	12.4%	13.7%
\$250,000 - \$299,999	10.6%	10.2%	10.2%
\$300,000 - \$399,999	19.5%	14.3%	13.7%
\$400,000 - \$499,999	6.0%	4.1%	4.2%
\$500,000 - \$749,999	5.4%	5.4%	3.8%
\$750,000 - \$999,999	2.7%	1.2%	0.8%
\$1,000,000 +	0.8%	1.7%	1.4%
Average Home Value	\$265,952	\$249,360	\$240,155

**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	9,252	34,492	118,880
0 - 4	6.1%	5.7%	5.8%
5 - 9	5.8%	6.0%	6.4%
10 - 14	5.9%	6.1%	6.4%
15 - 24	11.8%	11.5%	11.6%
25 - 34	11.4%	10.8%	11.6%
35 - 44	12.4%	13.0%	13.5%
45 - 54	14.9%	15.7%	15.1%
55 - 64	14.4%	14.2%	13.4%
65 - 74	9.1%	9.4%	8.8%
75 - 84	5.4%	5.3%	5.2%
85 +	2.7%	2.2%	2.2%
18 +	78.2%	78.2%	77.4%
<b>2017 Population by Age</b>			
Total	9,462	35,402	123,590
0 - 4	5.5%	5.2%	5.3%
5 - 9	5.2%	5.5%	5.8%
10 - 14	5.5%	5.8%	6.1%
15 - 24	11.0%	10.5%	11.0%
25 - 34	12.2%	11.6%	12.0%
35 - 44	11.2%	11.6%	12.6%
45 - 54	13.5%	14.1%	13.9%
55 - 64	14.3%	15.1%	14.2%
65 - 74	12.7%	12.3%	11.2%
75 - 84	5.9%	5.8%	5.6%
85 +	2.9%	2.4%	2.4%
18 +	80.4%	80.2%	79.4%
<b>2022 Population by Age</b>			
Total	9,593	36,038	127,203
0 - 4	5.3%	4.9%	5.1%
5 - 9	5.1%	5.3%	5.6%
10 - 14	5.5%	5.9%	6.1%
15 - 24	10.3%	10.0%	10.6%
25 - 34	11.5%	10.7%	11.2%
35 - 44	11.7%	11.7%	12.8%
45 - 54	12.3%	12.9%	13.0%
55 - 64	14.2%	15.1%	14.1%
65 - 74	13.5%	13.5%	12.2%
75 - 84	7.7%	7.5%	6.8%
85 +	2.9%	2.5%	2.5%
18 +	80.6%	80.3%	79.6%
<b>2010 Population by Sex</b>			
Males	4,432	16,886	57,580
Females	4,822	17,608	61,298
<b>2017 Population by Sex</b>			
Males	4,550	17,376	60,065
Females	4,913	18,026	63,522
<b>2022 Population by Sex</b>			
Males	4,622	17,735	61,984
Females	4,972	18,303	65,218

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	9,255	34,495	118,879
White Alone	96.6%	96.8%	94.7%
Black Alone	1.1%	1.1%	1.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.3%	0.3%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.9%
Two or More Races	1.3%	1.2%	1.4%
Hispanic Origin	1.1%	1.0%	2.2%
Diversity Index	8.6	8.2	14.1
<b>2017 Population by Race/Ethnicity</b>			
Total	9,463	35,403	123,586
White Alone	95.9%	96.1%	93.7%
Black Alone	1.3%	1.3%	2.1%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.5%	0.5%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	1.1%
Two or More Races	1.6%	1.4%	1.7%
Hispanic Origin	1.3%	1.3%	2.7%
Diversity Index	10.4	9.9	16.9
<b>2022 Population by Race/Ethnicity</b>			
Total	9,593	36,039	127,202
White Alone	95.3%	95.6%	92.8%
Black Alone	1.4%	1.4%	2.2%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.6%	0.6%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.3%	0.3%	1.3%
Two or More Races	1.8%	1.6%	2.0%
Hispanic Origin	1.5%	1.5%	3.2%
Diversity Index	11.9	11.4	19.2
<b>2010 Population by Relationship and Household Type</b>			
Total	9,254	34,494	118,878
In Households	97.7%	98.3%	98.8%
In Family Households	80.1%	83.9%	84.2%
Householder	27.4%	28.2%	28.0%
Spouse	19.9%	21.6%	21.9%
Child	28.2%	29.2%	29.5%
Other relative	2.6%	3.0%	2.9%
Nonrelative	1.9%	1.9%	1.8%
In Nonfamily Households	17.6%	14.5%	14.7%
In Group Quarters	2.3%	1.7%	1.2%
Institutionalized Population	2.3%	1.6%	0.7%
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.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	6,885	25,841	88,733
Less than 9th Grade	5.1%	6.0%	4.4%
9th - 12th Grade, No Diploma	8.2%	10.0%	7.7%
High School Graduate	30.6%	31.0%	27.7%
GED/Alternative Credential	6.8%	8.0%	5.9%
Some College, No Degree	20.5%	21.0%	21.5%
Associate Degree	6.0%	6.0%	8.3%
Bachelor's Degree	14.3%	11.4%	15.0%
Graduate/Professional Degree	8.5%	6.6%	9.5%
<b>2017 Population 15+ by Marital Status</b>			
Total	7,932	29,557	102,337
Never Married	30.1%	25.7%	26.8%
Married	42.6%	50.4%	53.3%
Widowed	10.2%	9.0%	7.4%
Divorced	17.1%	15.0%	12.5%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.0%	95.2%	95.5%
Civilian Unemployed (Unemployment Rate)	5.0%	4.8%	4.5%
<b>2017 Employed Population 16+ by Industry</b>			
Total	4,270	15,405	57,342
Agriculture/Mining	0.4%	0.6%	0.3%
Construction	4.5%	6.1%	6.2%
Manufacturing	17.0%	16.6%	10.9%
Wholesale Trade	0.6%	1.7%	3.3%
Retail Trade	14.8%	12.2%	12.7%
Transportation/Utilities	7.3%	5.3%	5.9%
Information	1.2%	1.3%	1.6%
Finance/Insurance/Real Estate	5.1%	4.1%	5.4%
Services	46.8%	47.6%	49.7%
Public Administration	2.2%	4.3%	4.0%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	4,269	15,404	57,341
White Collar	60.0%	55.8%	60.3%
Management/Business/Financial	9.2%	11.1%	12.2%
Professional	21.9%	18.3%	21.6%
Sales	12.7%	11.4%	11.5%
Administrative Support	16.4%	15.0%	15.0%
Services	14.1%	17.1%	17.4%
Blue Collar	25.9%	27.1%	22.3%
Farming/Forestry/Fishing	0.1%	0.4%	0.1%
Construction/Extraction	3.8%	5.2%	5.1%
Installation/Maintenance/Repair	2.8%	4.0%	3.5%
Production	10.6%	10.7%	6.8%
Transportation/Material Moving	8.6%	6.9%	6.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,254	34,494	118,878
Population Inside Urbanized Area	36.4%	32.5%	67.2%
Population Inside Urbanized Cluster	26.5%	16.0%	6.3%
Rural Population	37.1%	51.5%	26.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	3,792	14,084	48,229
Households with 1 Person	32.0%	26.9%	26.5%
Households with 2+ People	68.0%	73.1%	73.5%
Family Households	63.8%	69.2%	69.1%
Husband-wife Families	46.3%	53.1%	54.0%
With Related Children	18.0%	20.4%	21.9%
Other Family (No Spouse Present)	17.5%	16.1%	15.1%
Other Family with Male Householder	4.2%	4.5%	4.4%
With Related Children	2.5%	2.5%	2.6%
Other Family with Female Householder	13.3%	11.6%	10.8%
With Related Children	8.5%	6.9%	6.5%
Nonfamily Households	4.2%	3.9%	4.4%
All Households with Children	29.5%	30.2%	31.4%
Multigenerational Households	3.2%	3.9%	3.7%
Unmarried Partner Households	5.6%	5.1%	5.0%
Male-female	4.8%	4.5%	4.4%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,791	14,085	48,229
1 Person Household	32.0%	26.9%	26.5%
2 Person Household	34.8%	36.6%	36.0%
3 Person Household	15.9%	16.8%	17.0%
4 Person Household	11.2%	12.1%	12.6%
5 Person Household	4.1%	4.9%	5.1%
6 Person Household	1.2%	1.7%	1.8%
7 + Person Household	0.7%	1.0%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,792	14,085	48,229
Owner Occupied	61.5%	72.5%	74.9%
Owned with a Mortgage/Loan	36.0%	42.2%	47.4%
Owned Free and Clear	25.5%	30.2%	27.5%
Renter Occupied	38.5%	27.5%	25.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,110	15,507	52,569
Housing Units Inside Urbanized Area	37.2%	33.6%	67.2%
Housing Units Inside Urbanized Cluster	26.0%	15.6%	6.3%
Rural Housing Units	36.8%	50.8%	26.5%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Midlife Constants (5E)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Salt of the Earth (6B)	Midlife Constants (5E)	Middleburg (4C)
<b>3.</b>	Set to Impress (11D)	Southern Satellites (10A)	Green Acres (6A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,684,849	\$21,902,545	\$86,773,721
Average Spent	\$1,482.75	\$1,529.19	\$1,748.48
Spending Potential Index	69	71	81
Education: Total \$	\$3,536,574	\$12,766,777	\$53,319,413
Average Spent	\$922.42	\$891.35	\$1,074.38
Spending Potential Index	63	61	74
Entertainment/Recreation: Total \$	\$8,695,111	\$34,521,992	\$131,886,670
Average Spent	\$2,267.90	\$2,410.25	\$2,657.51
Spending Potential Index	73	77	85
Food at Home: Total \$	\$14,349,545	\$56,765,953	\$214,225,193
Average Spent	\$3,742.71	\$3,963.27	\$4,316.62
Spending Potential Index	74	79	86
Food Away from Home: Total \$	\$9,031,597	\$35,042,815	\$137,091,000
Average Spent	\$2,355.66	\$2,446.61	\$2,762.37
Spending Potential Index	71	73	83
Health Care: Total \$	\$16,416,001	\$66,823,292	\$248,468,040
Average Spent	\$4,281.69	\$4,665.45	\$5,006.61
Spending Potential Index	77	83	90
HH Furnishings & Equipment: Total \$	\$5,339,590	\$21,116,143	\$81,799,523
Average Spent	\$1,392.69	\$1,474.28	\$1,648.25
Spending Potential Index	72	76	85
Personal Care Products & Services: Total \$	\$2,143,543	\$8,338,704	\$32,708,202
Average Spent	\$559.09	\$582.19	\$659.07
Spending Potential Index	70	73	83
Shelter: Total \$	\$42,302,722	\$159,418,283	\$635,965,022
Average Spent	\$11,033.57	\$11,130.23	\$12,814.64
Spending Potential Index	68	69	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,514,164	\$26,053,859	\$100,087,434
Average Spent	\$1,699.05	\$1,819.02	\$2,016.75
Spending Potential Index	73	78	86
Travel: Total \$	\$5,313,578	\$20,699,216	\$82,635,767
Average Spent	\$1,385.91	\$1,445.17	\$1,665.10
Spending Potential Index	67	70	80
Vehicle Maintenance & Repairs: Total \$	\$3,056,254	\$12,188,621	\$46,073,124
Average Spent	\$797.15	\$850.98	\$928.37
Spending Potential Index	74	79	87

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.