



Market Profile

Oliver Springs Town, TN
 Oliver Springs Town, TN (4755800)
 Geography: Place

Prepared by Anderson County Chamber

	Oliver Spring...
Population Summary	
2000 Total Population	3,267
2010 Total Population	3,231
2017 Total Population	3,168
2017 Group Quarters	0
2022 Total Population	3,186
2017-2022 Annual Rate	0.11%
2017 Total Daytime Population	2,952
Workers	930
Residents	2,022
Household Summary	
2000 Households	1,350
2000 Average Household Size	2.42
2010 Households	1,336
2010 Average Household Size	2.42
2017 Households	1,297
2017 Average Household Size	2.44
2022 Households	1,297
2022 Average Household Size	2.46
2017-2022 Annual Rate	0.00%
2010 Families	897
2010 Average Family Size	2.94
2017 Families	892
2017 Average Family Size	2.92
2022 Families	889
2022 Average Family Size	2.93
2017-2022 Annual Rate	-0.07%
Housing Unit Summary	
2000 Housing Units	1,432
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	5.7%
2010 Housing Units	1,483
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	9.9%
2017 Housing Units	1,507
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	13.9%
2022 Housing Units	1,533
Owner Occupied Housing Units	62.1%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	15.4%
Median Household Income	
2017	\$33,969
2022	\$36,671
Median Home Value	
2017	\$123,611
2022	\$157,161
Per Capita Income	
2017	\$18,330
2022	\$20,895
Median Age	
2010	41.3
2017	44.5
2022	45.7

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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2017 Households by Income	
Household Income Base	1,297
<\$15,000	22.2%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	15.3%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	1.4%
\$200,000+	0.5%
Average Household Income	\$44,902
2022 Households by Income	
Household Income Base	1,298
<\$15,000	21.7%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.9%
\$200,000+	0.8%
Average Household Income	\$51,417
2017 Owner Occupied Housing Units by Value	
Total	943
<\$50,000	14.4%
\$50,000 - \$99,999	25.7%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	18.9%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	5.1%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%
Average Home Value	\$155,541
2022 Owner Occupied Housing Units by Value	
Total	951
<\$50,000	10.4%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	20.2%
\$200,000 - \$249,999	7.5%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	7.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.6%
Average Home Value	\$204,206

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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	Oliver Spring...
2010 Population by Age	
Total	3,231
0 - 4	5.6%
5 - 9	6.9%
10 - 14	7.0%
15 - 24	10.7%
25 - 34	12.2%
35 - 44	11.6%
45 - 54	15.2%
55 - 64	14.2%
65 - 74	9.3%
75 - 84	5.5%
85 +	1.8%
18 +	76.7%
2017 Population by Age	
Total	3,168
0 - 4	5.0%
5 - 9	5.3%
10 - 14	5.9%
15 - 24	10.9%
25 - 34	11.7%
35 - 44	11.8%
45 - 54	13.1%
55 - 64	15.5%
65 - 74	12.6%
75 - 84	6.0%
85 +	2.3%
18 +	80.5%
2022 Population by Age	
Total	3,186
0 - 4	4.8%
5 - 9	5.2%
10 - 14	5.6%
15 - 24	10.4%
25 - 34	10.7%
35 - 44	12.4%
45 - 54	12.2%
55 - 64	14.4%
65 - 74	14.4%
75 - 84	7.4%
85 +	2.3%
18 +	80.8%
2010 Population by Sex	
Males	1,520
Females	1,711
2017 Population by Sex	
Males	1,510
Females	1,658
2022 Population by Sex	
Males	1,526
Females	1,660

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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	Oliver Spring...
2010 Population by Race/Ethnicity	
Total	3,231
White Alone	94.8%
Black Alone	2.6%
American Indian Alone	0.1%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.9%
Hispanic Origin	0.5%
Diversity Index	11.0
2017 Population by Race/Ethnicity	
Total	3,169
White Alone	94.3%
Black Alone	2.3%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	2.4%
Hispanic Origin	0.9%
Diversity Index	12.6
2022 Population by Race/Ethnicity	
Total	3,187
White Alone	93.7%
Black Alone	2.4%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	2.7%
Hispanic Origin	1.2%
Diversity Index	14.1
2010 Population by Relationship and Household Type	
Total	3,231
In Households	100.0%
In Family Households	84.1%
Householder	27.8%
Spouse	19.7%
Child	30.8%
Other relative	3.5%
Nonrelative	2.4%
In Nonfamily Households	15.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	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.

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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2017 Population 25+ by Educational Attainment	
Total	2,312
Less than 9th Grade	5.4%
9th - 12th Grade, No Diploma	11.5%
High School Graduate	33.7%
GED/Alternative Credential	6.1%
Some College, No Degree	21.7%
Associate Degree	5.1%
Bachelor's Degree	6.6%
Graduate/Professional Degree	9.9%
2017 Population 15+ by Marital Status	
Total	2,656
Never Married	23.8%
Married	57.2%
Widowed	7.8%
Divorced	11.1%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	95.6%
Civilian Unemployed (Unemployment Rate)	4.4%
2017 Employed Population 16+ by Industry	
Total	1,163
Agriculture/Mining	0.8%
Construction	9.7%
Manufacturing	4.4%
Wholesale Trade	2.1%
Retail Trade	23.6%
Transportation/Utilities	3.0%
Information	1.1%
Finance/Insurance/Real Estate	2.7%
Services	48.3%
Public Administration	4.3%
2017 Employed Population 16+ by Occupation	
Total	1,163
White Collar	62.3%
Management/Business/Financial	6.8%
Professional	19.3%
Sales	24.4%
Administrative Support	11.9%
Services	14.3%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	7.9%
Production	6.6%
Transportation/Material Moving	5.2%
2010 Population By Urban/ Rural Status	
Total Population	3,231
Population Inside Urbanized Area	82.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	17.9%

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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2010 Households by Type	
Total	1,336
Households with 1 Person	28.3%
Households with 2+ People	71.7%
Family Households	67.1%
Husband-wife Families	47.5%
With Related Children	20.3%
Other Family (No Spouse Present)	19.6%
Other Family with Male Householder	5.6%
With Related Children	2.8%
Other Family with Female Householder	14.0%
With Related Children	8.0%
Nonfamily Households	4.6%
All Households with Children	31.7%
Multigenerational Households	4.9%
Unmarried Partner Households	5.7%
Male-female	5.2%
Same-sex	0.5%
2010 Households by Size	
Total	1,336
1 Person Household	28.3%
2 Person Household	34.0%
3 Person Household	17.4%
4 Person Household	12.1%
5 Person Household	5.7%
6 Person Household	1.6%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	1,336
Owner Occupied	71.1%
Owned with a Mortgage/Loan	40.9%
Owned Free and Clear	30.2%
Renter Occupied	28.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,483
Housing Units Inside Urbanized Area	82.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	17.8%

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.

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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Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Southern Satellites (10A)
3. Heartland Communities

2017 Consumer Spending

Apparel & Services: Total \$	\$1,504,053
Average Spent	\$1,159.64
Spending Potential Index	54
Education: Total \$	\$860,108
Average Spent	\$663.15
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$2,356,379
Average Spent	\$1,816.79
Spending Potential Index	58
Food at Home: Total \$	\$3,874,901
Average Spent	\$2,987.59
Spending Potential Index	59
Food Away from Home: Total \$	\$2,408,232
Average Spent	\$1,856.77
Spending Potential Index	56
Health Care: Total \$	\$4,581,124
Average Spent	\$3,532.09
Spending Potential Index	63
HH Furnishings & Equipment: Total \$	\$1,443,780
Average Spent	\$1,113.17
Spending Potential Index	57
Personal Care Products & Services: Total \$	\$567,684
Average Spent	\$437.69
Spending Potential Index	55
Shelter: Total \$	\$10,898,093
Average Spent	\$8,402.54
Spending Potential Index	52
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,799,376
Average Spent	\$1,387.34
Spending Potential Index	59
Travel: Total \$	\$1,396,381
Average Spent	\$1,076.62
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$833,529
Average Spent	\$642.66
Spending Potential Index	60

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.

June 08, 2018