



## Market Profile

37769 (Rocky Top)  
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Geography: ZIP Code

Prepared by Anderson County Chamber

37769 (Rocky ...

### Population Summary

2000 Total Population	6,127
2010 Total Population	6,000
2020 Total Population	6,082
2020 Group Quarters	116
2025 Total Population	6,133
2020-2025 Annual Rate	0.17%
2020 Total Daytime Population	5,448
Workers	1,514
Residents	3,934

### Household Summary

2000 Households	2,500
2000 Average Household Size	2.40
2010 Households	2,408
2010 Average Household Size	2.44
2020 Households	2,427
2020 Average Household Size	2.46
2025 Households	2,443
2025 Average Household Size	2.46
2020-2025 Annual Rate	0.13%
2010 Families	1,654
2010 Average Family Size	2.97
2020 Families	1,633
2020 Average Family Size	3.01
2025 Families	1,630
2025 Average Family Size	3.03
2020-2025 Annual Rate	-0.04%

### Housing Unit Summary

2000 Housing Units	2,725
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	8.3%
2010 Housing Units	2,706
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	11.0%
2020 Housing Units	2,751
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	11.8%
2025 Housing Units	2,775
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	12.0%

### Median Household Income

2020	\$36,495
2025	\$41,192

### Median Home Value

2020	\$110,660
2025	\$142,021

### Per Capita Income

2020	\$20,815
2025	\$23,088

### Median Age

2010	43.3
2020	45.8
2025	47.5

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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#### 2020 Households by Income

Household Income Base	2,427
<\$15,000	20.0%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	15.6%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	3.8%
\$200,000+	1.1%
Average Household Income	\$52,082

#### 2025 Households by Income

Household Income Base	2,443
<\$15,000	17.7%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	14.9%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	4.6%
\$200,000+	1.0%
Average Household Income	\$57,881

#### 2020 Owner Occupied Housing Units by Value

Total	1,608
<\$50,000	18.3%
\$50,000 - \$99,999	29.1%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	3.3%
\$300,000 - \$399,999	12.5%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	5.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$171,409

#### 2025 Owner Occupied Housing Units by Value

Total	1,616
<\$50,000	15.2%
\$50,000 - \$99,999	25.1%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	9.7%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	17.6%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	7.3%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$202,723

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>		
Total		6,002
0 - 4		5.7%
5 - 9		5.9%
10 - 14		6.2%
15 - 24		11.5%
25 - 34		10.0%
35 - 44		13.0%
45 - 54		15.1%
55 - 64		13.9%
65 - 74		10.1%
75 - 84		6.0%
85 +		2.6%
18 +		78.3%
<b>2020 Population by Age</b>		
Total		6,082
0 - 4		5.1%
5 - 9		5.5%
10 - 14		5.6%
15 - 24		9.9%
25 - 34		12.1%
35 - 44		10.8%
45 - 54		13.6%
55 - 64		15.3%
65 - 74		12.7%
75 - 84		6.7%
85 +		2.8%
18 +		80.7%
<b>2025 Population by Age</b>		
Total		6,133
0 - 4		5.0%
5 - 9		5.2%
10 - 14		5.7%
15 - 24		10.1%
25 - 34		10.1%
35 - 44		11.0%
45 - 54		12.4%
55 - 64		15.5%
65 - 74		13.7%
75 - 84		8.4%
85 +		3.0%
18 +		80.8%
<b>2010 Population by Sex</b>		
Males		2,911
Females		3,089
<b>2020 Population by Sex</b>		
Males		2,944
Females		3,138
<b>2025 Population by Sex</b>		
Males		2,965
Females		3,168

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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#### 2010 Population by Race/Ethnicity

Total	5,999
White Alone	98.1%
Black Alone	0.2%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	0.8%
Diversity Index	5.2

#### 2020 Population by Race/Ethnicity

Total	6,082
White Alone	97.6%
Black Alone	0.2%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.1%
Diversity Index	6.8

#### 2025 Population by Race/Ethnicity

Total	6,133
White Alone	97.2%
Black Alone	0.2%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	1.3%
Diversity Index	7.9

#### 2010 Population by Relationship and Household Type

Total	6,000
In Households	98.1%
In Family Households	83.8%
Householder	27.6%
Spouse	20.1%
Child	30.8%
Other relative	3.3%
Nonrelative	2.0%
In Nonfamily Households	14.2%
In Group Quarters	1.9%
Institutionalized Population	1.9%
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.

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### 2020 Population 25+ by Educational Attainment

Total	4,493
Less than 9th Grade	9.1%
9th - 12th Grade, No Diploma	13.2%
High School Graduate	35.6%
GED/Alternative Credential	8.7%
Some College, No Degree	19.8%
Associate Degree	5.9%
Bachelor's Degree	4.5%
Graduate/Professional Degree	3.2%

### 2020 Population 15+ by Marital Status

Total	5,097
Never Married	23.7%
Married	45.8%
Widowed	10.2%
Divorced	20.3%

### 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,470
Population 16+ Employed	87.8%
Population 16+ Unemployment rate	12.2%
Population 16-24 Employed	11.8%
Population 16-24 Unemployment rate	28.0%
Population 25-54 Employed	61.6%
Population 25-54 Unemployment rate	10.0%
Population 55-64 Employed	19.0%
Population 55-64 Unemployment rate	8.5%
Population 65+ Employed	7.7%
Population 65+ Unemployment rate	8.8%

### 2020 Employed Population 16+ by Industry

Total	2,168
Agriculture/Mining	0.4%
Construction	7.7%
Manufacturing	19.8%
Wholesale Trade	0.9%
Retail Trade	11.6%
Transportation/Utilities	4.2%
Information	1.2%
Finance/Insurance/Real Estate	3.3%
Services	45.9%
Public Administration	4.9%

### 2020 Employed Population 16+ by Occupation

Total	2,168
White Collar	42.8%
Management/Business/Financial	8.3%
Professional	11.5%
Sales	9.3%
Administrative Support	13.6%
Services	25.5%
Blue Collar	31.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	6.3%
Production	13.2%
Transportation/Material Moving	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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### 2010 Households by Type

Total	2,407
Households with 1 Person	28.0%
Households with 2+ People	72.0%
Family Households	68.7%
Husband-wife Families	50.1%
With Related Children	19.6%
Other Family (No Spouse Present)	18.7%
Other Family with Male Householder	5.6%
With Related Children	2.9%
Other Family with Female Householder	13.1%
With Related Children	6.9%
Nonfamily Households	3.3%
All Households with Children	29.9%

### 2010 Households by Size

Total	2,407
1 Person Household	28.0%
2 Person Household	34.7%
3 Person Household	16.5%
4 Person Household	12.0%
5 Person Household	6.0%
6 Person Household	1.8%
7 + Person Household	1.0%

### 2010 Households by Tenure and Mortgage Status

Total	2,408
Owner Occupied	71.0%
Owned with a Mortgage/Loan	36.8%
Owned Free and Clear	34.2%
Renter Occupied	29.0%

### 2020 Affordability, Mortgage and Wealth

Housing Affordability Index	195
Percent of Income for Mortgage	12.7%
Wealth Index	46

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,706
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	46.0%
Rural Housing Units	54.0%

### 2010 Population By Urban/ Rural Status

Total Population	6,000
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	46.0%
Rural Population	54.0%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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#### Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. Small Town Simplicity (12C)
3. Rooted Rural (10B)

#### 2020 Consumer Spending

Apparel & Services: Total \$	\$2,873,315
Average Spent	\$1,183.90
Spending Potential Index	55
Education: Total \$	\$1,965,659
Average Spent	\$809.91
Spending Potential Index	45
Entertainment/Recreation: Total \$	\$5,214,341
Average Spent	\$2,148.47
Spending Potential Index	66
Food at Home: Total \$	\$8,827,696
Average Spent	\$3,637.29
Spending Potential Index	68
Food Away from Home: Total \$	\$5,485,156
Average Spent	\$2,260.06
Spending Potential Index	60
Health Care: Total \$	\$9,593,652
Average Spent	\$3,952.88
Spending Potential Index	69
HH Furnishings & Equipment: Total \$	\$3,211,239
Average Spent	\$1,323.13
Spending Potential Index	61
Personal Care Products & Services: Total \$	\$1,170,223
Average Spent	\$482.17
Spending Potential Index	52
Shelter: Total \$	\$22,740,547
Average Spent	\$9,369.82
Spending Potential Index	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,940,688
Average Spent	\$1,623.69
Spending Potential Index	69
Travel: Total \$	\$2,871,265
Average Spent	\$1,183.05
Spending Potential Index	49
Vehicle Maintenance & Repairs: Total \$	\$1,973,111
Average Spent	\$812.98
Spending Potential Index	70

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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