



Market Profile

37830 (Oak Ridge)
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 Geography: ZIP Code

Prepared by Anderson County Chamber

37830 (Oak Ri...

Population Summary	
2000 Total Population	27,971
2010 Total Population	29,869
2020 Total Population	30,709
2020 Group Quarters	484
2025 Total Population	31,140
2020-2025 Annual Rate	0.28%
2020 Total Daytime Population	45,691
Workers	29,229
Residents	16,462
Household Summary	
2000 Households	12,284
2000 Average Household Size	2.24
2010 Households	13,001
2010 Average Household Size	2.26
2020 Households	13,235
2020 Average Household Size	2.28
2025 Households	13,386
2025 Average Household Size	2.29
2020-2025 Annual Rate	0.23%
2010 Families	8,108
2010 Average Family Size	2.86
2020 Families	8,087
2020 Average Family Size	2.90
2025 Families	8,106
2025 Average Family Size	2.92
2020-2025 Annual Rate	0.05%
Housing Unit Summary	
2000 Housing Units	13,669
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	27.9%
Vacant Housing Units	10.1%
2010 Housing Units	14,734
Owner Occupied Housing Units	57.7%
Renter Occupied Housing Units	30.5%
Vacant Housing Units	11.8%
2020 Housing Units	15,218
Owner Occupied Housing Units	51.9%
Renter Occupied Housing Units	35.1%
Vacant Housing Units	13.0%
2025 Housing Units	15,430
Owner Occupied Housing Units	51.8%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	13.2%
Median Household Income	
2020	\$55,340
2025	\$57,518
Median Home Value	
2020	\$176,001
2025	\$188,320
Per Capita Income	
2020	\$34,366
2025	\$37,694
Median Age	
2010	43.5
2020	45.2
2025	45.8

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.

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	13,235
<\$15,000	11.8%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	6.9%
\$200,000+	5.4%
Average Household Income	\$79,657

2025 Households by Income

Household Income Base	13,386
<\$15,000	11.3%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	7.7%
\$200,000+	6.4%
Average Household Income	\$87,605

2020 Owner Occupied Housing Units by Value

Total	7,901
<\$50,000	2.8%
\$50,000 - \$99,999	15.9%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	20.2%
\$200,000 - \$249,999	13.0%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	9.7%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$209,692

2025 Owner Occupied Housing Units by Value

Total	7,995
<\$50,000	2.3%
\$50,000 - \$99,999	13.6%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	19.8%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	3.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$224,484

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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2010 Population by Age	
Total	29,871
0 - 4	5.5%
5 - 9	6.2%
10 - 14	6.1%
15 - 24	11.3%
25 - 34	11.0%
35 - 44	11.7%
45 - 54	15.0%
55 - 64	14.0%
65 - 74	8.5%
75 - 84	6.6%
85 +	4.1%
18 +	78.0%
2020 Population by Age	
Total	30,709
0 - 4	5.0%
5 - 9	5.5%
10 - 14	6.0%
15 - 24	10.6%
25 - 34	11.3%
35 - 44	11.3%
45 - 54	12.9%
55 - 64	15.1%
65 - 74	11.8%
75 - 84	6.3%
85 +	4.2%
18 +	79.8%
2025 Population by Age	
Total	31,140
0 - 4	5.0%
5 - 9	5.4%
10 - 14	5.9%
15 - 24	10.4%
25 - 34	11.0%
35 - 44	11.3%
45 - 54	12.4%
55 - 64	14.0%
65 - 74	12.9%
75 - 84	7.6%
85 +	4.0%
18 +	80.1%
2010 Population by Sex	
Males	14,116
Females	15,753
2020 Population by Sex	
Males	14,595
Females	16,114
2025 Population by Sex	
Males	14,805
Females	16,335

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	29,869
White Alone	84.4%
Black Alone	7.9%
American Indian Alone	0.4%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	3.0%
Hispanic Origin	4.5%
Diversity Index	34.3

2020 Population by Race/Ethnicity

Total	30,709
White Alone	81.3%
Black Alone	8.2%
American Indian Alone	0.5%
Asian Alone	3.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	3.7%
Hispanic Origin	6.3%
Diversity Index	41.0

2025 Population by Race/Ethnicity

Total	31,140
White Alone	79.5%
Black Alone	8.3%
American Indian Alone	0.5%
Asian Alone	4.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	4.2%
Hispanic Origin	7.5%
Diversity Index	44.7

2010 Population by Relationship and Household Type

Total	29,869
In Households	98.4%
In Family Households	79.6%
Householder	27.1%
Spouse	19.8%
Child	28.0%
Other relative	2.7%
Nonrelative	2.1%
In Nonfamily Households	18.8%
In Group Quarters	1.6%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.9%

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

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2020 Population 25+ by Educational Attainment

Total	22,378
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	18.8%
GED/Alternative Credential	4.8%
Some College, No Degree	22.0%
Associate Degree	9.0%
Bachelor's Degree	19.8%
Graduate/Professional Degree	18.9%

2020 Population 15+ by Marital Status

Total	25,637
Never Married	29.3%
Married	50.5%
Widowed	6.7%
Divorced	13.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	16,261
Population 16+ Employed	88.4%
Population 16+ Unemployment rate	11.6%
Population 16-24 Employed	10.6%
Population 16-24 Unemployment rate	21.4%
Population 25-54 Employed	58.6%
Population 25-54 Unemployment rate	11.0%
Population 55-64 Employed	19.8%
Population 55-64 Unemployment rate	9.0%
Population 65+ Employed	11.1%
Population 65+ Unemployment rate	8.8%

2020 Employed Population 16+ by Industry

Total	14,368
Agriculture/Mining	0.3%
Construction	8.5%
Manufacturing	7.0%
Wholesale Trade	0.6%
Retail Trade	9.6%
Transportation/Utilities	2.9%
Information	0.8%
Finance/Insurance/Real Estate	4.3%
Services	61.0%
Public Administration	4.9%

2020 Employed Population 16+ by Occupation

Total	14,368
White Collar	66.1%
Management/Business/Financial	11.9%
Professional	30.9%
Sales	8.7%
Administrative Support	14.7%
Services	17.0%
Blue Collar	16.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	1.7%
Production	4.7%
Transportation/Material Moving	3.8%

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2010 Households by Type	
Total	13,001
Households with 1 Person	33.0%
Households with 2+ People	67.0%
Family Households	62.4%
Husband-wife Families	45.5%
With Related Children	17.2%
Other Family (No Spouse Present)	16.8%
Other Family with Male Householder	4.0%
With Related Children	2.3%
Other Family with Female Householder	12.9%
With Related Children	8.4%
Nonfamily Households	4.6%
All Households with Children	28.3%
Multigenerational Households	2.9%
Unmarried Partner Households	5.4%
Male-female	4.7%
Same-sex	0.7%
2010 Households by Size	
Total	13,001
1 Person Household	33.0%
2 Person Household	35.2%
3 Person Household	14.4%
4 Person Household	10.5%
5 Person Household	4.6%
6 Person Household	1.5%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	13,001
Owner Occupied	65.4%
Owned with a Mortgage/Loan	39.8%
Owned Free and Clear	25.6%
Renter Occupied	34.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	177
Percent of Income for Mortgage	13.3%
Wealth Index	94
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	14,734
Housing Units Inside Urbanized Area	91.8%
Housing Units Inside Urbanized Cluster	0.2%
Rural Housing Units	7.9%
2010 Population By Urban/ Rural Status	
Total Population	29,869
Population Inside Urbanized Area	91.3%
Population Inside Urbanized Cluster	0.2%
Rural Population	8.5%

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.

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. Exurbanites (1E)
2. Small Town Simplicity (12C)
3. Midlife Constants (5E)

2020 Consumer Spending

Apparel & Services: Total \$	\$24,829,550
Average Spent	\$1,876.05
Spending Potential Index	87
Education: Total \$	\$20,357,230
Average Spent	\$1,538.14
Spending Potential Index	86
Entertainment/Recreation: Total \$	\$38,722,885
Average Spent	\$2,925.79
Spending Potential Index	90
Food at Home: Total \$	\$63,248,650
Average Spent	\$4,778.89
Spending Potential Index	89
Food Away from Home: Total \$	\$43,739,532
Average Spent	\$3,304.84
Spending Potential Index	88
Health Care: Total \$	\$69,944,985
Average Spent	\$5,284.85
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$25,783,035
Average Spent	\$1,948.09
Spending Potential Index	89
Personal Care Products & Services: Total \$	\$10,821,554
Average Spent	\$817.65
Spending Potential Index	89
Shelter: Total \$	\$224,177,376
Average Spent	\$16,938.22
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,822,288
Average Spent	\$2,177.73
Spending Potential Index	93
Travel: Total \$	\$28,205,514
Average Spent	\$2,131.13
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$14,337,794
Average Spent	\$1,083.32
Spending Potential Index	93

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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