



Market Profile

Anderson County, TN
Anderson County, TN (47001)
Geography: County

Prepared by Anderson County Chamber

		Anderson Coun...
Population Summary		
2000 Total Population		71,330
2010 Total Population		75,129
2020 Total Population		77,824
2020 Group Quarters		1,183
2025 Total Population		79,161
2020-2025 Annual Rate		0.34%
2020 Total Daytime Population		88,763
Workers		45,027
Residents		43,736
Household Summary		
2000 Households		29,780
2000 Average Household Size		2.37
2010 Households		31,253
2010 Average Household Size		2.37
2020 Households		32,153
2020 Average Household Size		2.38
2025 Households		32,639
2025 Average Household Size		2.39
2020-2025 Annual Rate		0.30%
2010 Families		20,824
2010 Average Family Size		2.89
2020 Families		21,033
2020 Average Family Size		2.93
2025 Families		21,181
2025 Average Family Size		2.95
2020-2025 Annual Rate		0.14%
Housing Unit Summary		
2000 Housing Units		32,451
Owner Occupied Housing Units		66.5%
Renter Occupied Housing Units		25.2%
Vacant Housing Units		8.2%
2010 Housing Units		34,717
Owner Occupied Housing Units		63.0%
Renter Occupied Housing Units		27.0%
Vacant Housing Units		10.0%
2020 Housing Units		35,951
Owner Occupied Housing Units		57.9%
Renter Occupied Housing Units		31.5%
Vacant Housing Units		10.6%
2025 Housing Units		36,497
Owner Occupied Housing Units		58.0%
Renter Occupied Housing Units		31.4%
Vacant Housing Units		10.6%
Median Household Income		
2020		\$51,688
2025		\$54,059
Median Home Value		
2020		\$173,447
2025		\$195,461
Per Capita Income		
2020		\$28,824
2025		\$31,680
Median Age		
2010		42.6
2020		44.8
2025		45.9

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

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2020 Households by Income		
Household Income Base		32,153
<\$15,000		12.8%
\$15,000 - \$24,999		9.7%
\$25,000 - \$34,999		12.1%
\$35,000 - \$49,999		13.2%
\$50,000 - \$74,999		21.6%
\$75,000 - \$99,999		11.8%
\$100,000 - \$149,999		10.1%
\$150,000 - \$199,999		5.0%
\$200,000+		3.6%
Average Household Income		\$69,704
2025 Households by Income		
Household Income Base		32,639
<\$15,000		11.9%
\$15,000 - \$24,999		8.9%
\$25,000 - \$34,999		11.5%
\$35,000 - \$49,999		12.7%
\$50,000 - \$74,999		21.6%
\$75,000 - \$99,999		12.3%
\$100,000 - \$149,999		11.2%
\$150,000 - \$199,999		5.9%
\$200,000+		4.1%
Average Household Income		\$76,775
2020 Owner Occupied Housing Units by Value		
Total		20,813
<\$50,000		7.5%
\$50,000 - \$99,999		16.8%
\$100,000 - \$149,999		17.9%
\$150,000 - \$199,999		16.7%
\$200,000 - \$249,999		12.2%
\$250,000 - \$299,999		9.2%
\$300,000 - \$399,999		9.8%
\$400,000 - \$499,999		3.7%
\$500,000 - \$749,999		4.7%
\$750,000 - \$999,999		0.8%
\$1,000,000 - \$1,499,999		0.7%
\$1,500,000 - \$1,999,999		0.1%
\$2,000,000 +		0.0%
Average Home Value		\$215,946
2025 Owner Occupied Housing Units by Value		
Total		21,180
<\$50,000		6.1%
\$50,000 - \$99,999		13.8%
\$100,000 - \$149,999		15.4%
\$150,000 - \$199,999		16.2%
\$200,000 - \$249,999		13.2%
\$250,000 - \$299,999		10.6%
\$300,000 - \$399,999		12.0%
\$400,000 - \$499,999		4.7%
\$500,000 - \$749,999		6.0%
\$750,000 - \$999,999		1.0%
\$1,000,000 - \$1,499,999		0.9%
\$1,500,000 - \$1,999,999		0.1%
\$2,000,000 +		0.0%
Average Home Value		\$240,584

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		75,129
0 - 4		5.6%
5 - 9		6.1%
10 - 14		6.1%
15 - 24		11.7%
25 - 34		11.0%
35 - 44		12.5%
45 - 54		15.4%
55 - 64		14.1%
65 - 74		8.9%
75 - 84		5.7%
85 +		2.8%
18 +		78.1%
2020 Population by Age		
Total		77,824
0 - 4		5.0%
5 - 9		5.5%
10 - 14		5.7%
15 - 24		10.4%
25 - 34		11.9%
35 - 44		11.6%
45 - 54		13.1%
55 - 64		15.1%
65 - 74		12.4%
75 - 84		6.2%
85 +		3.0%
18 +		80.3%
2025 Population by Age		
Total		79,161
0 - 4		4.9%
5 - 9		5.3%
10 - 14		5.8%
15 - 24		10.2%
25 - 34		10.7%
35 - 44		12.0%
45 - 54		12.5%
55 - 64		14.2%
65 - 74		13.5%
75 - 84		7.9%
85 +		3.0%
18 +		80.5%
2010 Population by Sex		
Males		36,308
Females		38,821
2020 Population by Sex		
Males		37,769
Females		40,055
2025 Population by Sex		
Males		38,466
Females		40,695

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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		Anderson Coun...
2010 Population by Race/Ethnicity		
Total		75,129
White Alone		91.9%
Black Alone		3.8%
American Indian Alone		0.3%
Asian Alone		1.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.9%
Two or More Races		1.9%
Hispanic Origin		2.4%
Diversity Index		19.2
2020 Population by Race/Ethnicity		
Total		77,824
White Alone		90.2%
Black Alone		4.0%
American Indian Alone		0.4%
Asian Alone		1.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.3%
Two or More Races		2.4%
Hispanic Origin		3.3%
Diversity Index		23.6
2025 Population by Race/Ethnicity		
Total		79,161
White Alone		89.3%
Black Alone		4.0%
American Indian Alone		0.5%
Asian Alone		1.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.5%
Two or More Races		2.8%
Hispanic Origin		3.9%
Diversity Index		26.1
2010 Population by Relationship and Household Type		
Total		75,129
In Households		98.4%
In Family Households		82.3%
Householder		27.7%
Spouse		20.6%
Child		28.9%
Other relative		3.0%
Nonrelative		2.1%
In Nonfamily Households		16.1%
In Group Quarters		1.6%
Institutionalized Population		1.1%
Noninstitutionalized Population		0.5%

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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		Anderson Coun...
2020 Population 25+ by Educational Attainment		
Total		57,104
Less than 9th Grade		4.9%
9th - 12th Grade, No Diploma		7.1%
High School Graduate		25.7%
GED/Alternative Credential		6.4%
Some College, No Degree		23.3%
Associate Degree		7.7%
Bachelor's Degree		13.3%
Graduate/Professional Degree		11.3%
2020 Population 15+ by Marital Status		
Total		65,199
Never Married		26.9%
Married		52.1%
Widowed		7.5%
Divorced		13.5%
2020 Civilian Population 16+ in Labor Force		
Civilian Population 16+		38,440
Population 16+ Employed		89.2%
Population 16+ Unemployment rate		10.8%
Population 16-24 Employed		10.4%
Population 16-24 Unemployment rate		19.9%
Population 25-54 Employed		61.4%
Population 25-54 Unemployment rate		10.3%
Population 55-64 Employed		19.3%
Population 55-64 Unemployment rate		7.9%
Population 65+ Employed		8.8%
Population 65+ Unemployment rate		8.0%
2020 Employed Population 16+ by Industry		
Total		34,297
Agriculture/Mining		0.4%
Construction		8.2%
Manufacturing		11.9%
Wholesale Trade		1.1%
Retail Trade		9.6%
Transportation/Utilities		5.1%
Information		0.8%
Finance/Insurance/Real Estate		5.0%
Services		52.1%
Public Administration		5.7%
2020 Employed Population 16+ by Occupation		
Total		34,297
White Collar		57.6%
Management/Business/Financial		11.0%
Professional		23.5%
Sales		8.9%
Administrative Support		14.2%
Services		18.6%
Blue Collar		23.9%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		6.5%
Installation/Maintenance/Repair		3.4%
Production		8.0%
Transportation/Material Moving		5.8%

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2010 Households by Type		
Total		31,253
Households with 1 Person		29.0%
Households with 2+ People		71.0%
Family Households		66.6%
Husband-wife Families		49.5%
With Related Children		18.9%
Other Family (No Spouse Present)		17.1%
Other Family with Male Householder		4.6%
With Related Children		2.5%
Other Family with Female Householder		12.5%
With Related Children		7.7%
Nonfamily Households		4.3%
All Households with Children		29.6%
Multigenerational Households		3.7%
Unmarried Partner Households		5.4%
Male-female		4.8%
Same-sex		0.7%
2010 Households by Size		
Total		31,253
1 Person Household		29.0%
2 Person Household		35.9%
3 Person Household		16.0%
4 Person Household		11.5%
5 Person Household		4.9%
6 Person Household		1.7%
7 + Person Household		0.9%
2010 Households by Tenure and Mortgage Status		
Total		31,253
Owner Occupied		70.0%
Owned with a Mortgage/Loan		40.8%
Owned Free and Clear		29.2%
Renter Occupied		30.0%
2020 Affordability, Mortgage and Wealth		
Housing Affordability Index		168
Percent of Income for Mortgage		14.0%
Wealth Index		75
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		34,717
Housing Units Inside Urbanized Area		59.6%
Housing Units Inside Urbanized Cluster		7.2%
Rural Housing Units		33.1%
2010 Population By Urban/ Rural Status		
Total Population		75,129
Population Inside Urbanized Area		57.7%
Population Inside Urbanized Cluster		7.6%
Rural Population		34.7%

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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		Anderson Coun...
Top 3 Tapestry Segments		
1.		Salt of the Earth (6B)
2.		Southern Satellites (10A)
3.		Midlife Constants (5E)
2020 Consumer Spending		
Apparel & Services: Total \$		\$52,244,624
Average Spent		\$1,624.88
Spending Potential Index		76
Education: Total \$		\$40,445,594
Average Spent		\$1,257.91
Spending Potential Index		70
Entertainment/Recreation: Total \$		\$85,347,458
Average Spent		\$2,654.42
Spending Potential Index		82
Food at Home: Total \$		\$139,827,772
Average Spent		\$4,348.83
Spending Potential Index		81
Food Away from Home: Total \$		\$93,927,795
Average Spent		\$2,921.28
Spending Potential Index		77
Health Care: Total \$		\$157,259,906
Average Spent		\$4,890.99
Spending Potential Index		85
HH Furnishings & Equipment: Total \$		\$55,524,637
Average Spent		\$1,726.89
Spending Potential Index		79
Personal Care Products & Services: Total \$		\$22,707,625
Average Spent		\$706.24
Spending Potential Index		77
Shelter: Total \$		\$452,406,546
Average Spent		\$14,070.43
Spending Potential Index		73
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$63,195,577
Average Spent		\$1,965.46
Spending Potential Index		84
Travel: Total \$		\$57,818,350
Average Spent		\$1,798.23
Spending Potential Index		75
Vehicle Maintenance & Repairs: Total \$		\$31,160,233
Average Spent		\$969.12
Spending Potential Index		84

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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