



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
2019 Total Population	77,448
2019 Group Quarters	1,183
2024 Total Population	78,776
2019-2024 Annual Rate	0.34%
2019 Total Daytime Population	95,659
Workers	53,088
Residents	42,571
Household Summary	
2000 Households	29,780
2000 Average Household Size	2.37
2010 Households	31,253
2010 Average Household Size	2.37
2019 Households	32,041
2019 Average Household Size	2.38
2024 Households	32,532
2024 Average Household Size	2.39
2019-2024 Annual Rate	0.30%
2010 Families	20,824
2010 Average Family Size	2.89
2019 Families	21,018
2019 Average Family Size	2.93
2024 Families	21,223
2024 Average Family Size	2.94
2019-2024 Annual Rate	0.19%
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%
2019 Housing Units	35,675
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	10.2%
2024 Housing Units	36,284
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	30.0%
Vacant Housing Units	10.3%
Median Household Income	
2019	\$50,060
2024	\$57,117
Median Home Value	
2019	\$176,388
2024	\$213,976
Per Capita Income	
2019	\$29,235
2024	\$33,699
Median Age	
2010	42.6
2019	44.8
2024	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	32,041
<\$15,000	10.5%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	4.7%
\$200,000+	3.7%
Average Household Income	\$70,606
2024 Households by Income	
Household Income Base	32,532
<\$15,000	8.6%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	6.4%
\$200,000+	4.5%
Average Household Income	\$81,543
2019 Owner Occupied Housing Units by Value	
Total	20,956
<\$50,000	8.3%
\$50,000 - \$99,999	17.0%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	9.6%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$218,730
2024 Owner Occupied Housing Units by Value	
Total	21,661
<\$50,000	4.9%
\$50,000 - \$99,999	11.3%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	8.6%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$264,082

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 2019 and 2024 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%
2019 Population by Age	
Total	77,448
0 - 4	5.1%
5 - 9	5.4%
10 - 14	5.7%
15 - 24	10.5%
25 - 34	11.8%
35 - 44	11.6%
45 - 54	13.1%
55 - 64	15.2%
65 - 74	12.4%
75 - 84	6.1%
85 +	3.0%
18 +	80.4%
2024 Population by Age	
Total	78,776
0 - 4	5.0%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	10.3%
25 - 34	10.8%
35 - 44	11.9%
45 - 54	12.3%
55 - 64	14.3%
65 - 74	13.7%
75 - 84	7.8%
85 +	3.0%
18 +	80.6%
2010 Population by Sex	
Males	36,308
Females	38,821
2019 Population by Sex	
Males	37,558
Females	39,890
2024 Population by Sex	
Males	38,240
Females	40,536

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 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
2019 Population by Race/Ethnicity	
Total	77,448
White Alone	90.3%
Black Alone	4.1%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	2.3%
Hispanic Origin	3.0%
Diversity Index	23.1
2024 Population by Race/Ethnicity	
Total	78,776
White Alone	89.3%
Black Alone	4.2%
American Indian Alone	0.5%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	2.7%
Hispanic Origin	3.6%
Diversity Index	25.5
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment	
Total	56,724
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	26.3%
GED/Alternative Credential	6.8%
Some College, No Degree	21.7%
Associate Degree	7.4%
Bachelor's Degree	14.4%
Graduate/Professional Degree	11.3%
2019 Population 15+ by Marital Status	
Total	64,886
Never Married	26.1%
Married	52.3%
Widowed	7.8%
Divorced	13.8%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	95.7%
Civilian Unemployed (Unemployment Rate)	4.3%
2019 Employed Population 16+ by Industry	
Total	35,357
Agriculture/Mining	0.5%
Construction	8.2%
Manufacturing	11.6%
Wholesale Trade	1.4%
Retail Trade	10.0%
Transportation/Utilities	5.0%
Information	1.1%
Finance/Insurance/Real Estate	4.7%
Services	52.1%
Public Administration	5.5%
2019 Employed Population 16+ by Occupation	
Total	35,357
White Collar	56.4%
Management/Business/Financial	10.5%
Professional	22.5%
Sales	9.5%
Administrative Support	13.9%
Services	20.2%
Blue Collar	23.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	3.7%
Production	7.6%
Transportation/Material Moving	5.4%
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%

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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%
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%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.		Salt of the Earth (6B)
2.		Southern Satellites (10A)
3.		Midlife Constants (5E)
2019 Consumer Spending		
Apparel & Services: Total \$		\$54,933,094
Average Spent		\$1,714.46
Spending Potential Index		80
Education: Total \$		\$38,448,452
Average Spent		\$1,199.98
Spending Potential Index		75
Entertainment/Recreation: Total \$		\$88,497,160
Average Spent		\$2,762.00
Spending Potential Index		84
Food at Home: Total \$		\$140,965,944
Average Spent		\$4,399.55
Spending Potential Index		85
Food Away from Home: Total \$		\$94,895,402
Average Spent		\$2,961.69
Spending Potential Index		81
Health Care: Total \$		\$168,687,910
Average Spent		\$5,264.75
Spending Potential Index		89
HH Furnishings & Equipment: Total \$		\$55,500,530
Average Spent		\$1,732.17
Spending Potential Index		81
Personal Care Products & Services: Total \$		\$22,814,389
Average Spent		\$712.04
Spending Potential Index		80
Shelter: Total \$		\$453,666,289
Average Spent		\$14,158.93
Spending Potential Index		77
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$68,076,965
Average Spent		\$2,124.68
Spending Potential Index		86
Travel: Total \$		\$55,754,642
Average Spent		\$1,740.10
Spending Potential Index		78
Vehicle Maintenance & Repairs: Total \$		\$31,193,691
Average Spent		\$973.56
Spending Potential Index		85

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.