



Market Profile

37840 Oliver Springs
37840 (Oliver Springs)
Geography: ZIP Code

Prepared by Anderson County Chamber

37840 (Oliver...

Population Summary	
2000 Total Population	10,094
2010 Total Population	10,151
2020 Total Population	10,104
2020 Group Quarters	0
2025 Total Population	10,110
2020-2025 Annual Rate	0.01%
2020 Total Daytime Population	8,508
Workers	2,378
Residents	6,130
Household Summary	
2000 Households	4,034
2000 Average Household Size	2.50
2010 Households	4,062
2010 Average Household Size	2.50
2020 Households	4,024
2020 Average Household Size	2.51
2025 Households	4,022
2025 Average Household Size	2.51
2020-2025 Annual Rate	-0.01%
2010 Families	2,903
2010 Average Family Size	2.95
2020 Families	2,826
2020 Average Family Size	2.99
2025 Families	2,805
2025 Average Family Size	3.00
2020-2025 Annual Rate	-0.15%
Housing Unit Summary	
2000 Housing Units	4,272
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	17.8%
Vacant Housing Units	5.6%
2010 Housing Units	4,507
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	9.9%
2020 Housing Units	4,601
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	12.5%
2025 Housing Units	4,662
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	13.7%
Median Household Income	
2020	\$44,795
2025	\$49,677
Median Home Value	
2020	\$144,560
2025	\$164,275
Per Capita Income	
2020	\$23,526
2025	\$25,984
Median Age	
2010	41.9
2020	44.1
2025	45.1

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	4,024
<\$15,000	15.7%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	3.4%
\$200,000+	1.8%
Average Household Income	\$59,073

2025 Households by Income

Household Income Base	4,022
<\$15,000	14.4%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	4.2%
\$200,000+	2.1%
Average Household Income	\$65,316

2020 Owner Occupied Housing Units by Value

Total	3,075
<\$50,000	10.9%
\$50,000 - \$99,999	25.9%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	4.7%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	8.1%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$188,561

2025 Owner Occupied Housing Units by Value

Total	3,082
<\$50,000	9.2%
\$50,000 - \$99,999	21.6%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	6.0%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	9.2%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	1.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$214,074

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		10,153
0 - 4		5.5%
5 - 9		6.6%
10 - 14		6.6%
15 - 24		11.4%
25 - 34		10.7%
35 - 44		13.3%
45 - 54		15.3%
55 - 64		14.9%
65 - 74		9.0%
75 - 84		5.0%
85 +		1.6%
18 +		77.0%
2020 Population by Age		
Total		10,104
0 - 4		4.9%
5 - 9		5.6%
10 - 14		5.9%
15 - 24		10.6%
25 - 34		12.0%
35 - 44		12.2%
45 - 54		13.3%
55 - 64		15.2%
65 - 74		13.1%
75 - 84		5.4%
85 +		1.9%
18 +		80.1%
2025 Population by Age		
Total		10,110
0 - 4		4.8%
5 - 9		5.4%
10 - 14		6.0%
15 - 24		10.2%
25 - 34		10.7%
35 - 44		12.7%
45 - 54		12.7%
55 - 64		14.4%
65 - 74		13.7%
75 - 84		7.3%
85 +		2.0%
18 +		80.3%
2010 Population by Sex		
Males		4,969
Females		5,181
2020 Population by Sex		
Males		4,972
Females		5,132
2025 Population by Sex		
Males		4,981
Females		5,129

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	10,151
White Alone	96.1%
Black Alone	1.4%
American Indian Alone	0.1%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.8%
Hispanic Origin	0.6%
Diversity Index	8.8

2020 Population by Race/Ethnicity

Total	10,104
White Alone	95.2%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	2.3%
Hispanic Origin	1.0%
Diversity Index	11.1

2025 Population by Race/Ethnicity

Total	10,110
White Alone	94.6%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	2.6%
Hispanic Origin	1.2%
Diversity Index	12.6

2010 Population by Relationship and Household Type

Total	10,150
In Households	100.0%
In Family Households	86.6%
Householder	28.6%
Spouse	21.6%
Child	30.7%
Other relative	3.7%
Nonrelative	2.1%
In Nonfamily Households	13.4%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment	
Total	7,379
Less than 9th Grade	7.0%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	32.6%
GED/Alternative Credential	7.0%
Some College, No Degree	24.1%
Associate Degree	6.6%
Bachelor's Degree	7.4%
Graduate/Professional Degree	4.5%
2020 Population 15+ by Marital Status	
Total	8,451
Never Married	27.1%
Married	51.8%
Widowed	7.2%
Divorced	13.9%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	4,415
Population 16+ Employed	90.8%
Population 16+ Unemployment rate	9.2%
Population 16-24 Employed	10.7%
Population 16-24 Unemployment rate	16.6%
Population 25-54 Employed	66.1%
Population 25-54 Unemployment rate	7.9%
Population 55-64 Employed	16.5%
Population 55-64 Unemployment rate	10.1%
Population 65+ Employed	6.8%
Population 65+ Unemployment rate	6.9%
2020 Employed Population 16+ by Industry	
Total	4,008
Agriculture/Mining	0.0%
Construction	10.5%
Manufacturing	10.8%
Wholesale Trade	0.9%
Retail Trade	11.1%
Transportation/Utilities	7.9%
Information	0.4%
Finance/Insurance/Real Estate	3.7%
Services	46.6%
Public Administration	8.1%
2020 Employed Population 16+ by Occupation	
Total	4,008
White Collar	53.3%
Management/Business/Financial	9.2%
Professional	18.3%
Sales	8.9%
Administrative Support	17.0%
Services	18.8%
Blue Collar	27.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	10.4%
Installation/Maintenance/Repair	4.2%
Production	7.2%
Transportation/Material Moving	6.0%

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	4,062
Households with 1 Person	24.4%
Households with 2+ People	75.6%
Family Households	71.5%
Husband-wife Families	54.1%
With Related Children	21.5%
Other Family (No Spouse Present)	17.4%
Other Family with Male Householder	5.4%
With Related Children	3.0%
Other Family with Female Householder	12.0%
With Related Children	7.1%
Nonfamily Households	4.2%
All Households with Children	32.2%
Multigenerational Households	4.9%
Unmarried Partner Households	5.7%
Male-female	5.0%
Same-sex	0.6%
2010 Households by Size	
Total	4,062
1 Person Household	24.4%
2 Person Household	36.1%
3 Person Household	17.4%
4 Person Household	13.4%
5 Person Household	5.7%
6 Person Household	2.0%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	4,062
Owner Occupied	78.1%
Owned with a Mortgage/Loan	41.5%
Owned Free and Clear	36.6%
Renter Occupied	21.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	192
Percent of Income for Mortgage	13.5%
Wealth Index	59
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,507
Housing Units Inside Urbanized Area	32.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	67.3%
2010 Population By Urban/ Rural Status	
Total Population	10,151
Population Inside Urbanized Area	31.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	68.7%

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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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Heartland Communities (6F)
3. Midlife Constants (5E)

2020 Consumer Spending

Apparel & Services: Total \$	\$5,518,236
Average Spent	\$1,371.33
Spending Potential Index	64
Education: Total \$	\$4,076,932
Average Spent	\$1,013.15
Spending Potential Index	57
Entertainment/Recreation: Total \$	\$9,175,137
Average Spent	\$2,280.10
Spending Potential Index	70
Food at Home: Total \$	\$15,009,197
Average Spent	\$3,729.92
Spending Potential Index	70
Food Away from Home: Total \$	\$10,071,351
Average Spent	\$2,502.82
Spending Potential Index	66
Health Care: Total \$	\$17,168,103
Average Spent	\$4,266.43
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$5,951,189
Average Spent	\$1,478.92
Spending Potential Index	68
Personal Care Products & Services: Total \$	\$2,412,618
Average Spent	\$599.56
Spending Potential Index	65
Shelter: Total \$	\$46,103,992
Average Spent	\$11,457.25
Spending Potential Index	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,877,281
Average Spent	\$1,709.07
Spending Potential Index	73
Travel: Total \$	\$6,000,143
Average Spent	\$1,491.09
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$3,291,402
Average Spent	\$817.94
Spending Potential Index	71

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.

January 06, 2021