



Market Profile

1291 Oak Ridge Tpke, Oak Ridge, Tennessee, 37830
Rings: 3, 7, 10 mile radii

Prepared by Esri
Latitude: 36.01496
Longitude: -84.25365

	3 miles	7 miles	10 miles
Population Summary			
2000 Total Population	22,286	47,174	93,511
2010 Total Population	24,036	51,723	106,464
2017 Total Population	24,220	54,545	113,702
2017 Group Quarters	482	568	1,018
2022 Total Population	24,599	56,235	118,474
2017-2022 Annual Rate	0.31%	0.61%	0.83%
2017 Total Daytime Population	42,805	69,947	135,222
Workers	29,675	40,141	74,707
Residents	13,130	29,806	60,515
Household Summary			
2000 Households	10,064	19,865	38,078
2000 Average Household Size	2.18	2.35	2.44
2010 Households	10,647	21,639	43,380
2010 Average Household Size	2.21	2.36	2.43
2017 Households	10,627	22,528	45,815
2017 Average Household Size	2.23	2.40	2.46
2022 Households	10,748	23,102	47,501
2022 Average Household Size	2.24	2.41	2.47
2017-2022 Annual Rate	0.23%	0.50%	0.73%
2010 Families	6,282	14,446	29,988
2010 Average Family Size	2.86	2.89	2.93
2017 Families	6,151	14,921	31,343
2017 Average Family Size	2.91	2.93	2.97
2022 Families	6,176	15,244	32,344
2022 Average Family Size	2.93	2.95	3.00
2017-2022 Annual Rate	0.08%	0.43%	0.63%
Housing Unit Summary			
2000 Housing Units	11,288	21,727	40,857
Owner Occupied Housing Units	58.2%	68.2%	72.6%
Renter Occupied Housing Units	31.0%	23.2%	20.6%
Vacant Housing Units	10.8%	8.6%	6.8%
2010 Housing Units	12,129	24,155	47,488
Owner Occupied Housing Units	52.7%	64.1%	68.0%
Renter Occupied Housing Units	35.1%	25.5%	23.4%
Vacant Housing Units	12.2%	10.4%	8.7%
2017 Housing Units	12,317	25,407	50,389
Owner Occupied Housing Units	49.0%	61.5%	65.4%
Renter Occupied Housing Units	37.2%	27.2%	25.6%
Vacant Housing Units	13.7%	11.3%	9.1%
2022 Housing Units	12,481	26,119	52,337
Owner Occupied Housing Units	48.8%	61.3%	65.3%
Renter Occupied Housing Units	37.3%	27.1%	25.5%
Vacant Housing Units	13.9%	11.6%	9.2%
Median Household Income			
2017	\$45,055	\$55,020	\$59,892
2022	\$51,408	\$62,320	\$69,342
Median Home Value			
2017	\$133,345	\$178,755	\$192,738
2022	\$152,761	\$217,045	\$228,728
Per Capita Income			
2017	\$28,994	\$32,415	\$33,607
2022	\$32,900	\$36,530	\$38,056
Median Age			
2010	41.6	43.1	41.6
2017	42.5	44.7	43.4
2022	43.3	45.8	44.6

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	10,627	22,528	45,815
<\$15,000	15.4%	12.5%	9.9%
\$15,000 - \$24,999	12.3%	10.2%	9.6%
\$25,000 - \$34,999	11.0%	9.3%	8.6%
\$35,000 - \$49,999	15.3%	13.0%	12.7%
\$50,000 - \$74,999	17.9%	18.3%	18.6%
\$75,000 - \$99,999	10.2%	11.5%	12.3%
\$100,000 - \$149,999	10.4%	14.4%	16.2%
\$150,000 - \$199,999	3.7%	5.5%	6.3%
\$200,000+	3.7%	5.3%	5.8%
Average Household Income	\$65,508	\$77,756	\$82,938
2022 Households by Income			
Household Income Base	10,748	23,102	47,501
<\$15,000	14.7%	11.8%	9.3%
\$15,000 - \$24,999	11.0%	9.1%	8.4%
\$25,000 - \$34,999	9.5%	7.9%	7.3%
\$35,000 - \$49,999	13.3%	11.2%	10.8%
\$50,000 - \$74,999	17.1%	17.1%	17.1%
\$75,000 - \$99,999	12.7%	13.8%	14.5%
\$100,000 - \$149,999	12.9%	16.8%	18.7%
\$150,000 - \$199,999	4.4%	6.2%	7.2%
\$200,000+	4.2%	6.0%	6.7%
Average Household Income	\$74,905	\$88,220	\$94,501
2017 Owner Occupied Housing Units by Value			
Total	6,041	15,613	32,939
<\$50,000	5.9%	6.8%	6.2%
\$50,000 - \$99,999	28.1%	16.9%	12.4%
\$100,000 - \$149,999	24.1%	17.4%	16.3%
\$150,000 - \$199,999	15.8%	15.6%	17.7%
\$200,000 - \$249,999	7.7%	12.0%	14.2%
\$250,000 - \$299,999	8.1%	10.2%	10.4%
\$300,000 - \$399,999	5.1%	11.3%	12.3%
\$400,000 - \$499,999	2.0%	4.4%	4.4%
\$500,000 - \$749,999	2.1%	3.7%	4.5%
\$750,000 - \$999,999	0.6%	1.0%	1.0%
\$1,000,000 +	0.5%	0.8%	0.7%
Average Home Value	\$172,064	\$219,136	\$231,030
2022 Owner Occupied Housing Units by Value			
Total	6,094	16,021	34,179
<\$50,000	4.6%	4.5%	3.9%
\$50,000 - \$99,999	22.3%	12.4%	8.8%
\$100,000 - \$149,999	22.2%	14.4%	13.0%
\$150,000 - \$199,999	16.5%	14.3%	15.7%
\$200,000 - \$249,999	8.8%	12.9%	14.8%
\$250,000 - \$299,999	9.9%	11.8%	11.9%
\$300,000 - \$399,999	6.9%	14.7%	16.2%
\$400,000 - \$499,999	3.4%	6.5%	6.2%
\$500,000 - \$749,999	3.2%	5.5%	6.4%
\$750,000 - \$999,999	1.1%	1.5%	1.5%
\$1,000,000 +	1.3%	1.6%	1.4%
Average Home Value	\$205,839	\$262,292	\$273,228

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	24,038	51,725	106,463
0 - 4	5.9%	5.5%	5.7%
5 - 9	6.3%	6.4%	6.5%
10 - 14	5.8%	6.4%	6.7%
15 - 24	11.8%	11.1%	11.2%
25 - 34	12.3%	10.9%	11.5%
35 - 44	11.8%	12.1%	13.1%
45 - 54	14.5%	15.7%	15.9%
55 - 64	13.0%	14.3%	14.0%
65 - 74	7.6%	8.7%	8.3%
75 - 84	6.5%	5.9%	5.0%
85 +	4.5%	3.1%	2.3%
18 +	78.0%	77.6%	77.0%
2017 Population by Age			
Total	24,221	54,543	113,702
0 - 4	5.5%	5.0%	5.2%
5 - 9	5.6%	5.6%	5.8%
10 - 14	5.9%	6.2%	6.4%
15 - 24	11.4%	10.9%	10.7%
25 - 34	12.5%	10.9%	11.2%
35 - 44	11.9%	11.8%	12.7%
45 - 54	12.6%	13.6%	14.1%
55 - 64	14.1%	15.5%	15.1%
65 - 74	10.3%	11.6%	11.1%
75 - 84	5.6%	5.8%	5.2%
85 +	4.5%	3.2%	2.4%
18 +	79.5%	79.6%	78.9%
2022 Population by Age			
Total	24,598	56,236	118,473
0 - 4	5.5%	4.9%	5.0%
5 - 9	5.5%	5.3%	5.6%
10 - 14	5.7%	5.9%	6.3%
15 - 24	11.1%	10.5%	10.3%
25 - 34	12.4%	10.4%	10.5%
35 - 44	11.9%	11.9%	12.9%
45 - 54	11.8%	12.6%	13.2%
55 - 64	13.4%	14.9%	14.6%
65 - 74	12.2%	13.5%	12.7%
75 - 84	6.5%	6.9%	6.5%
85 +	4.0%	3.1%	2.4%
18 +	79.8%	80.2%	79.4%
2010 Population by Sex			
Males	11,276	24,834	51,670
Females	12,760	26,889	54,794
2017 Population by Sex			
Males	11,428	26,306	55,395
Females	12,792	28,239	58,307
2022 Population by Sex			
Males	11,633	27,177	57,874
Females	12,965	29,058	60,600

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	24,037	51,722	106,463
White Alone	83.0%	88.9%	90.9%
Black Alone	8.8%	5.3%	4.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.2%	1.7%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.3%	1.0%
Two or More Races	3.3%	2.4%	2.0%
Hispanic Origin	4.9%	3.3%	3.0%
Diversity Index	36.8	25.7	22.0
2017 Population by Race/Ethnicity			
Total	24,220	54,545	113,704
White Alone	80.0%	87.0%	89.3%
Black Alone	9.8%	5.8%	4.4%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	3.1%	2.4%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.8%	1.6%	1.3%
Two or More Races	3.7%	2.8%	2.4%
Hispanic Origin	5.9%	3.9%	3.7%
Diversity Index	42.1	29.6	25.7
2022 Population by Race/Ethnicity			
Total	24,599	56,237	118,472
White Alone	77.9%	85.6%	88.0%
Black Alone	10.3%	6.0%	4.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	3.8%	3.0%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	1.7%	1.4%
Two or More Races	4.1%	3.1%	2.7%
Hispanic Origin	6.7%	4.5%	4.3%
Diversity Index	45.8	32.6	28.6
2010 Population by Relationship and Household Type			
Total	24,036	51,723	106,464
In Households	98.0%	98.9%	99.0%
In Family Households	77.1%	82.7%	84.3%
Householder	26.0%	27.9%	28.1%
Spouse	17.7%	21.1%	22.1%
Child	28.1%	28.8%	29.6%
Other relative	2.9%	2.9%	2.8%
Nonrelative	2.4%	2.0%	1.8%
In Nonfamily Households	20.9%	16.2%	14.7%
In Group Quarters	2.0%	1.1%	1.0%
Institutionalized Population	0.9%	0.6%	0.6%
Noninstitutionalized Population	1.1%	0.5%	0.3%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	17,321	39,439	81,662
Less than 9th Grade	3.7%	3.7%	3.7%
9th - 12th Grade, No Diploma	6.3%	6.6%	6.1%
High School Graduate	19.9%	21.0%	20.7%
GED/Alternative Credential	5.7%	6.0%	5.5%
Some College, No Degree	23.0%	20.0%	20.1%
Associate Degree	7.2%	7.0%	7.1%
Bachelor's Degree	17.6%	17.9%	20.0%
Graduate/Professional Degree	16.6%	17.7%	16.7%
2017 Population 15+ by Marital Status			
Total	20,091	45,374	93,879
Never Married	30.6%	26.8%	26.0%
Married	46.2%	52.8%	54.8%
Widowed	7.7%	7.3%	6.6%
Divorced	15.5%	13.1%	12.6%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	95.2%	95.5%
Civilian Unemployed (Unemployment Rate)	6.4%	4.8%	4.5%
2017 Employed Population 16+ by Industry			
Total	11,306	25,202	54,175
Agriculture/Mining	0.4%	0.6%	0.6%
Construction	6.3%	6.1%	5.9%
Manufacturing	9.3%	8.8%	9.7%
Wholesale Trade	1.5%	2.1%	2.5%
Retail Trade	12.6%	11.4%	11.0%
Transportation/Utilities	3.3%	3.7%	3.8%
Information	1.0%	1.1%	1.5%
Finance/Insurance/Real Estate	4.3%	4.8%	5.5%
Services	57.2%	57.1%	55.2%
Public Administration	4.2%	4.4%	4.3%
2017 Employed Population 16+ by Occupation			
Total	11,308	25,202	54,174
White Collar	65.7%	68.7%	68.4%
Management/Business/Financial	10.9%	12.6%	14.1%
Professional	27.9%	30.8%	29.4%
Sales	11.7%	11.3%	11.8%
Administrative Support	15.2%	14.1%	13.1%
Services	16.5%	14.7%	14.5%
Blue Collar	17.8%	16.6%	17.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.7%	4.8%	4.6%
Installation/Maintenance/Repair	2.2%	2.9%	2.7%
Production	6.2%	5.0%	5.5%
Transportation/Material Moving	3.6%	3.9%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	24,036	51,723	106,464
Population Inside Urbanized Area	94.1%	75.8%	77.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.9%	24.2%	22.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	10,647	21,639	43,381
Households with 1 Person	35.9%	28.8%	26.5%
Households with 2+ People	64.1%	71.2%	73.5%
Family Households	59.0%	66.8%	69.1%
Husband-wife Families	40.3%	50.6%	54.3%
With Related Children	15.5%	19.3%	22.0%
Other Family (No Spouse Present)	18.7%	16.2%	14.8%
Other Family with Male Householder	4.3%	4.3%	4.0%
With Related Children	2.6%	2.4%	2.3%
Other Family with Female Householder	14.4%	11.9%	10.8%
With Related Children	9.5%	7.5%	6.7%
Nonfamily Households	5.1%	4.5%	4.4%
All Households with Children	28.0%	29.6%	31.4%
Multigenerational Households	3.1%	3.3%	3.3%
Unmarried Partner Households	6.0%	5.2%	4.8%
Male-female	5.4%	4.5%	4.1%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	10,647	21,640	43,380
1 Person Household	35.9%	28.8%	26.5%
2 Person Household	33.2%	36.5%	36.4%
3 Person Household	14.1%	15.5%	16.3%
4 Person Household	10.0%	11.7%	12.9%
5 Person Household	4.4%	4.9%	5.2%
6 Person Household	1.5%	1.7%	1.8%
7 + Person Household	0.8%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	10,647	21,639	43,380
Owner Occupied	60.0%	71.5%	74.4%
Owned with a Mortgage/Loan	36.0%	43.5%	48.1%
Owned Free and Clear	24.0%	28.0%	26.3%
Renter Occupied	40.0%	28.5%	25.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,129	24,155	47,488
Housing Units Inside Urbanized Area	94.3%	77.2%	78.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.7%	22.8%	21.8%

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.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity	Exurbanites (1E)	Exurbanites (1E)
2.	Midlife Constants (5E)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Exurbanites (1E)	Small Town Simplicity	Salt of the Earth (6B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$18,346,368	\$45,765,330	\$99,329,592
Average Spent	\$1,726.39	\$2,031.49	\$2,168.06
Spending Potential Index	80	94	100
Education: Total \$	\$12,071,839	\$29,769,128	\$64,574,915
Average Spent	\$1,135.96	\$1,321.43	\$1,409.47
Spending Potential Index	78	91	97
Entertainment/Recreation: Total \$	\$27,408,065	\$68,865,541	\$148,979,499
Average Spent	\$2,579.10	\$3,056.89	\$3,251.76
Spending Potential Index	83	98	104
Food at Home: Total \$	\$45,126,104	\$110,373,212	\$237,246,916
Average Spent	\$4,246.36	\$4,899.38	\$5,178.37
Spending Potential Index	84	97	103
Food Away from Home: Total \$	\$28,826,388	\$71,528,540	\$154,997,502
Average Spent	\$2,712.56	\$3,175.09	\$3,383.12
Spending Potential Index	81	95	102
Health Care: Total \$	\$50,464,333	\$128,214,678	\$277,175,350
Average Spent	\$4,748.69	\$5,691.35	\$6,049.88
Spending Potential Index	85	102	108
HH Furnishings & Equipment: Total \$	\$16,956,752	\$42,685,638	\$92,734,546
Average Spent	\$1,595.63	\$1,894.78	\$2,024.11
Spending Potential Index	82	97	104
Personal Care Products & Services: Total \$	\$6,898,666	\$17,266,509	\$37,411,256
Average Spent	\$649.16	\$766.45	\$816.57
Spending Potential Index	82	96	103
Shelter: Total \$	\$140,021,747	\$342,102,810	\$734,725,115
Average Spent	\$13,176.04	\$15,185.67	\$16,036.78
Spending Potential Index	81	94	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,683,060	\$53,229,943	\$114,924,077
Average Spent	\$1,946.27	\$2,362.83	\$2,508.44
Spending Potential Index	83	101	107
Travel: Total \$	\$17,282,307	\$44,620,596	\$97,421,173
Average Spent	\$1,626.26	\$1,980.67	\$2,126.40
Spending Potential Index	78	96	103
Vehicle Maintenance & Repairs: Total \$	\$9,550,608	\$23,860,897	\$51,507,786
Average Spent	\$898.71	\$1,059.17	\$1,124.26
Spending Potential Index	84	99	105

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.