



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	20,894	33,429	93,169
2010 Total Population	22,709	35,623	106,103
2021 Total Population	23,133	36,771	118,467
2021 Group Quarters	514	516	1,070
2026 Total Population	23,409	37,375	123,985
2021-2026 Annual Rate	0.24%	0.33%	0.91%
2021 Total Daytime Population	40,123	51,505	134,464
Workers	27,893	32,312	73,572
Residents	12,230	19,193	60,892
<b>Household Summary</b>			
2000 Households	9,505	14,544	37,934
2000 Average Household Size	2.16	2.27	2.44
2010 Households	10,099	15,383	43,234
2010 Average Household Size	2.20	2.28	2.43
2021 Households	10,198	15,775	48,248
2021 Average Household Size	2.22	2.30	2.43
2026 Households	10,303	16,014	50,472
2026 Average Household Size	2.22	2.30	2.44
2021-2026 Annual Rate	0.21%	0.30%	0.91%
2010 Families	5,891	9,805	29,901
2010 Average Family Size	2.86	2.85	2.93
2021 Families	5,755	9,803	32,761
2021 Average Family Size	2.91	2.89	2.95
2026 Families	5,767	9,887	34,101
2026 Average Family Size	2.93	2.90	2.96
2021-2026 Annual Rate	0.04%	0.17%	0.80%
<b>Housing Unit Summary</b>			
2000 Housing Units	10,694	16,020	40,707
Owner Occupied Housing Units	56.7%	64.4%	72.7%
Renter Occupied Housing Units	32.1%	26.4%	20.5%
Vacant Housing Units	11.1%	9.2%	6.8%
2010 Housing Units	11,532	17,290	47,334
Owner Occupied Housing Units	51.2%	60.0%	68.0%
Renter Occupied Housing Units	36.3%	29.0%	23.3%
Vacant Housing Units	12.4%	11.0%	8.7%
2021 Housing Units	11,803	17,873	52,993
Owner Occupied Housing Units	48.0%	57.3%	65.4%
Renter Occupied Housing Units	38.4%	31.0%	25.6%
Vacant Housing Units	13.6%	11.7%	9.0%
2026 Housing Units	11,959	18,173	55,354
Owner Occupied Housing Units	48.9%	58.0%	65.9%
Renter Occupied Housing Units	37.3%	30.1%	25.3%
Vacant Housing Units	13.8%	11.9%	8.8%
<b>Median Household Income</b>			
2021	\$45,478	\$53,077	\$66,265
2026	\$50,059	\$57,488	\$76,194
<b>Median Home Value</b>			
2021	\$139,887	\$175,810	\$241,866
2026	\$162,547	\$208,113	\$277,597
<b>Per Capita Income</b>			
2021	\$28,060	\$31,985	\$35,983
2026	\$31,450	\$35,851	\$40,880
<b>Median Age</b>			
2010	41.3	43.1	41.6
2021	42.8	45.2	44.0
2026	43.4	45.8	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>2021 Households by Income</b>			
Household Income Base	10,198	15,775	48,248
<\$15,000	14.2%	11.9%	9.2%
\$15,000 - \$24,999	11.6%	10.0%	7.7%
\$25,000 - \$34,999	10.5%	8.9%	7.1%
\$35,000 - \$49,999	17.9%	16.0%	13.6%
\$50,000 - \$74,999	18.8%	18.5%	17.0%
\$75,000 - \$99,999	10.5%	11.8%	15.1%
\$100,000 - \$149,999	9.2%	12.5%	16.8%
\$150,000 - \$199,999	4.0%	5.9%	6.6%
\$200,000+	3.3%	4.6%	6.9%
Average Household Income	\$64,376	\$75,155	\$88,515
<b>2026 Households by Income</b>			
Household Income Base	10,303	16,014	50,472
<\$15,000	12.1%	10.0%	7.5%
\$15,000 - \$24,999	9.7%	8.3%	6.1%
\$25,000 - \$34,999	10.1%	8.5%	6.3%
\$35,000 - \$49,999	18.1%	15.9%	12.4%
\$50,000 - \$74,999	19.7%	18.9%	16.8%
\$75,000 - \$99,999	11.3%	12.4%	15.8%
\$100,000 - \$149,999	10.5%	13.8%	19.0%
\$150,000 - \$199,999	4.7%	7.0%	8.2%
\$200,000+	3.8%	5.4%	8.0%
Average Household Income	\$72,360	\$84,391	\$100,598
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	5,671	10,236	34,668
<\$50,000	3.8%	3.4%	3.5%
\$50,000 - \$99,999	26.2%	19.5%	9.5%
\$100,000 - \$149,999	25.0%	18.8%	10.9%
\$150,000 - \$199,999	17.1%	16.3%	13.5%
\$200,000 - \$249,999	7.4%	10.8%	15.1%
\$250,000 - \$299,999	8.5%	11.7%	14.2%
\$300,000 - \$399,999	5.9%	9.5%	16.4%
\$400,000 - \$499,999	3.7%	5.5%	7.8%
\$500,000 - \$749,999	1.5%	3.2%	6.9%
\$750,000 - \$999,999	0.3%	0.7%	1.2%
\$1,000,000 - \$1,499,999	0.4%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$176,936	\$216,741	\$281,535
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	5,842	10,547	36,468
<\$50,000	3.0%	2.4%	2.1%
\$50,000 - \$99,999	20.4%	14.5%	6.3%
\$100,000 - \$149,999	22.0%	15.6%	7.5%
\$150,000 - \$199,999	18.3%	15.7%	10.7%
\$200,000 - \$249,999	9.2%	11.5%	14.5%
\$250,000 - \$299,999	11.1%	14.2%	16.0%
\$300,000 - \$399,999	7.4%	12.2%	20.3%
\$400,000 - \$499,999	5.3%	7.6%	10.1%
\$500,000 - \$749,999	2.0%	4.3%	9.2%
\$750,000 - \$999,999	0.4%	1.0%	1.5%
\$1,000,000 - \$1,499,999	0.8%	1.0%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$203,334	\$249,433	\$322,952

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	22,708	35,626	106,101
0 - 4	6.0%	5.5%	5.7%
5 - 9	6.3%	6.4%	6.5%
10 - 14	5.8%	6.2%	6.7%
15 - 24	11.8%	11.2%	11.2%
25 - 34	12.5%	11.1%	11.5%
35 - 44	11.8%	11.9%	13.1%
45 - 54	14.5%	15.1%	15.9%
55 - 64	12.8%	14.0%	14.0%
65 - 74	7.5%	8.6%	8.3%
75 - 84	6.4%	6.3%	5.0%
85 +	4.5%	3.7%	2.3%
18 +	77.9%	77.8%	77.0%
<b>2021 Population by Age</b>			
Total	23,134	36,772	118,466
0 - 4	5.4%	4.9%	5.0%
5 - 9	5.6%	5.4%	5.7%
10 - 14	5.8%	5.9%	6.2%
15 - 24	10.9%	10.5%	10.3%
25 - 34	12.8%	11.4%	11.3%
35 - 44	12.1%	11.6%	12.9%
45 - 54	11.9%	12.4%	13.2%
55 - 64	13.8%	14.9%	15.0%
65 - 74	11.1%	12.4%	12.2%
75 - 84	6.2%	6.7%	5.8%
85 +	4.5%	3.9%	2.5%
18 +	79.7%	80.1%	79.5%
<b>2026 Population by Age</b>			
Total	23,408	37,375	123,984
0 - 4	5.4%	4.9%	4.9%
5 - 9	5.6%	5.4%	5.6%
10 - 14	5.7%	5.8%	6.2%
15 - 24	10.9%	10.3%	10.0%
25 - 34	12.1%	10.8%	10.3%
35 - 44	12.1%	11.7%	12.9%
45 - 54	11.9%	12.3%	13.1%
55 - 64	12.4%	13.5%	14.0%
65 - 74	12.0%	13.2%	13.0%
75 - 84	7.6%	8.1%	7.5%
85 +	4.2%	3.9%	2.6%
18 +	79.9%	80.4%	79.7%
<b>2010 Population by Sex</b>			
Males	10,654	16,889	51,498
Females	12,055	18,734	54,605
<b>2021 Population by Sex</b>			
Males	10,930	17,502	57,773
Females	12,203	19,269	60,694
<b>2026 Population by Sex</b>			
Males	11,071	17,801	60,574
Females	12,337	19,574	63,412

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	22,708	35,624	106,103
White Alone	82.6%	86.2%	90.8%
Black Alone	9.0%	6.9%	4.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.2%	2.1%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	1.7%	1.0%
Two or More Races	3.3%	2.8%	2.0%
Hispanic Origin	5.0%	4.0%	3.0%
Diversity Index	37.5	30.9	22.0
<b>2021 Population by Race/Ethnicity</b>			
Total	23,133	36,771	118,467
White Alone	78.9%	83.2%	88.9%
Black Alone	9.7%	7.3%	4.2%
American Indian Alone	0.5%	0.5%	0.3%
Asian Alone	3.1%	3.0%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	2.4%	1.4%
Two or More Races	4.2%	3.6%	2.6%
Hispanic Origin	7.2%	5.7%	4.3%
Diversity Index	45.2	37.7	27.1
<b>2026 Population by Race/Ethnicity</b>			
Total	23,408	37,376	123,984
White Alone	77.1%	81.7%	87.9%
Black Alone	9.8%	7.5%	4.2%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	3.5%	3.4%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.0%	2.8%	1.7%
Two or More Races	4.8%	4.0%	3.0%
Hispanic Origin	8.5%	6.7%	5.0%
Diversity Index	48.9	41.1	29.9
<b>2010 Population by Relationship and Household Type</b>			
Total	22,709	35,623	106,103
In Households	97.9%	98.6%	99.0%
In Family Households	76.6%	80.6%	84.3%
Householder	25.8%	27.3%	28.1%
Spouse	17.4%	20.0%	22.1%
Child	28.1%	28.4%	29.6%
Other relative	3.0%	2.8%	2.8%
Nonrelative	2.4%	2.1%	1.8%
In Nonfamily Households	21.3%	18.0%	14.7%
In Group Quarters	2.1%	1.4%	1.0%
Institutionalized Population	1.0%	0.6%	0.6%
Noninstitutionalized Population	1.1%	0.7%	0.4%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	16,740	26,941	86,314
Less than 9th Grade	2.6%	2.2%	2.6%
9th - 12th Grade, No Diploma	6.8%	5.6%	5.4%
High School Graduate	20.5%	19.6%	19.4%
GED/Alternative Credential	6.1%	5.3%	4.6%
Some College, No Degree	22.7%	22.4%	20.3%
Associate Degree	8.9%	8.8%	8.9%
Bachelor's Degree	16.8%	18.5%	22.0%
Graduate/Professional Degree	15.6%	17.5%	16.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	19,256	30,806	98,460
Never Married	30.6%	27.5%	24.8%
Married	46.4%	51.5%	56.7%
Widowed	8.4%	7.4%	6.3%
Divorced	14.6%	13.6%	12.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	11,845	18,830	60,952
Population 16+ Employed	93.0%	94.2%	95.3%
Population 16+ Unemployment rate	7.0%	5.8%	4.7%
Population 16-24 Employed	11.9%	11.5%	11.2%
Population 16-24 Unemployment rate	15.8%	12.7%	8.7%
Population 25-54 Employed	60.1%	58.4%	60.0%
Population 25-54 Unemployment rate	6.9%	5.7%	4.5%
Population 55-64 Employed	17.2%	19.1%	20.0%
Population 55-64 Unemployment rate	3.1%	3.5%	3.4%
Population 65+ Employed	10.8%	11.0%	8.8%
Population 65+ Unemployment rate	2.4%	2.4%	4.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	11,019	17,736	58,060
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	9.9%	8.2%	6.9%
Manufacturing	7.0%	7.1%	9.0%
Wholesale Trade	0.7%	1.0%	2.4%
Retail Trade	11.1%	10.8%	10.8%
Transportation/Utilities	3.2%	3.3%	5.1%
Information	0.7%	0.8%	1.2%
Finance/Insurance/Real Estate	4.7%	4.7%	6.1%
Services	57.2%	58.2%	52.9%
Public Administration	5.1%	5.6%	5.3%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	11,021	17,737	58,061
White Collar	62.9%	65.9%	69.0%
Management/Business/Financial	11.7%	13.4%	17.3%
Professional	28.9%	31.4%	31.5%
Sales	8.7%	8.4%	9.6%
Administrative Support	13.5%	12.7%	10.5%
Services	17.3%	16.1%	13.6%
Blue Collar	19.8%	18.1%	17.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	7.9%	6.6%	4.9%
Installation/Maintenance/Repair	2.1%	2.7%	2.5%
Production	4.9%	4.3%	4.4%
Transportation/Material Moving	5.0%	4.4%	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	10,098	15,383	43,234
Households with 1 Person	36.4%	31.7%	26.5%
Households with 2+ People	63.6%	68.3%	73.5%
Family Households	58.3%	63.7%	69.2%
Husband-wife Families	39.3%	46.7%	54.4%
With Related Children	15.3%	17.7%	22.0%
Other Family (No Spouse Present)	19.0%	17.1%	14.8%
Other Family with Male Householder	4.4%	4.2%	4.0%
With Related Children	2.6%	2.4%	2.3%
Other Family with Female Householder	14.6%	12.8%	10.8%
With Related Children	9.7%	8.2%	6.7%
Nonfamily Households	5.2%	4.6%	4.4%
All Households with Children	28.0%	28.8%	31.4%
Multigenerational Households	3.1%	3.1%	3.3%
Unmarried Partner Households	6.2%	5.5%	4.8%
Male-female	5.5%	4.8%	4.1%
Same-sex	0.7%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	10,099	15,382	43,234
1 Person Household	36.4%	31.7%	26.5%
2 Person Household	32.9%	35.5%	36.4%
3 Person Household	14.0%	14.8%	16.3%
4 Person Household	10.0%	10.9%	12.9%
5 Person Household	4.4%	4.7%	5.2%
6 Person Household	1.5%	1.6%	1.8%
7 + Person Household	0.8%	0.8%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	10,099	15,383	43,234
Owner Occupied	58.5%	67.4%	74.5%
Owned with a Mortgage/Loan	35.2%	40.4%	48.1%
Owned Free and Clear	23.3%	27.0%	26.3%
Renter Occupied	41.5%	32.6%	25.5%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	173	162	156
Percent of Income for Mortgage	12.9%	13.9%	15.3%
Wealth Index	62	84	102
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	11,532	17,290	47,334
Housing Units Inside Urbanized Area	94.2%	86.8%	78.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.8%	13.2%	21.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	22,709	35,623	106,103
Population Inside Urbanized Area	93.9%	86.2%	77.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	6.1%	13.8%	22.5%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

855 Main St W, Oak Ridge, Tennessee, 37830  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.01409  
Longitude: -84.25506

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Exurbanites (1E)	Exurbanites (1E)
2.	Midlife Constants (5E)	Small Town Simplicity (12C)	Southern Satellites (10A)
3.	Rustbelt Traditions (5D)	Midlife Constants (5E)	Green Acres (6A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$15,242,989	\$26,971,993	\$96,147,819
Average Spent	\$1,494.70	\$1,709.79	\$1,992.78
Spending Potential Index	71	81	94
Education: Total \$	\$11,514,342	\$21,046,831	\$75,040,978
Average Spent	\$1,129.08	\$1,334.19	\$1,555.32
Spending Potential Index	65	77	90
Entertainment/Recreation: Total \$	\$23,775,735	\$42,615,796	\$153,471,110
Average Spent	\$2,331.41	\$2,701.48	\$3,180.88
Spending Potential Index	72	84	98
Food at Home: Total \$	\$40,214,788	\$71,122,086	\$252,658,747
Average Spent	\$3,943.40	\$4,508.53	\$5,236.67
Spending Potential Index	72	83	96
Food Away from Home: Total \$	\$27,090,774	\$48,195,806	\$171,803,598
Average Spent	\$2,656.48	\$3,055.20	\$3,560.84
Spending Potential Index	70	80	94
Health Care: Total \$	\$47,372,595	\$84,844,994	\$306,331,975
Average Spent	\$4,645.28	\$5,378.45	\$6,349.11
Spending Potential Index	74	86	102
HH Furnishings & Equipment: Total \$	\$16,156,367	\$29,234,621	\$106,260,208
Average Spent	\$1,584.27	\$1,853.22	\$2,202.38
Spending Potential Index	70	82	98
Personal Care Products & Services: Total \$	\$6,517,924	\$11,614,827	\$41,455,627
Average Spent	\$639.14	\$736.28	\$859.22
Spending Potential Index	71	82	96
Shelter: Total \$	\$141,631,279	\$253,416,100	\$891,206,308
Average Spent	\$13,888.14	\$16,064.41	\$18,471.36
Spending Potential Index	69	80	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,294,516	\$31,954,487	\$115,675,642
Average Spent	\$1,695.87	\$2,025.64	\$2,397.52
Spending Potential Index	71	85	100
Travel: Total \$	\$17,429,070	\$32,197,918	\$117,310,939
Average Spent	\$1,709.07	\$2,041.07	\$2,431.42
Spending Potential Index	68	81	96
Vehicle Maintenance & Repairs: Total \$	\$8,306,542	\$14,745,917	\$52,760,918
Average Spent	\$814.53	\$934.76	\$1,093.54
Spending Potential Index	74	84	99

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021