



Market Profile

19800 N Alberta St, Oneida, Tennessee, 37841
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 36.51538
Longitude: -84.50680

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	5,646	9,619	18,208
2010 Total Population	5,854	10,162	19,108
2021 Total Population	5,980	10,389	19,494
2021 Group Quarters	68	68	318
2026 Total Population	5,987	10,404	19,512
2021-2026 Annual Rate	0.02%	0.03%	0.02%
2021 Total Daytime Population	6,883	10,221	18,885
Workers	3,284	4,093	7,203
Residents	3,599	6,128	11,682
Household Summary			
2000 Households	2,358	3,861	7,110
2000 Average Household Size	2.37	2.48	2.53
2010 Households	2,410	4,040	7,482
2010 Average Household Size	2.40	2.50	2.52
2021 Households	2,473	4,155	7,690
2021 Average Household Size	2.39	2.48	2.49
2026 Households	2,481	4,171	7,717
2026 Average Household Size	2.39	2.48	2.49
2021-2026 Annual Rate	0.06%	0.08%	0.07%
2010 Families	1,618	2,791	5,222
2010 Average Family Size	2.95	3.02	3.02
2021 Families	1,624	2,810	5,260
2021 Average Family Size	2.95	3.02	3.02
2026 Families	1,619	2,804	5,248
2026 Average Family Size	2.95	3.02	3.02
2021-2026 Annual Rate	-0.06%	-0.04%	-0.05%
Housing Unit Summary			
2000 Housing Units	2,551	4,170	7,731
Owner Occupied Housing Units	63.3%	66.7%	68.5%
Renter Occupied Housing Units	29.2%	25.9%	23.5%
Vacant Housing Units	7.6%	7.4%	8.0%
2010 Housing Units	2,749	4,591	8,502
Owner Occupied Housing Units	60.1%	62.7%	63.8%
Renter Occupied Housing Units	27.6%	25.3%	24.2%
Vacant Housing Units	12.3%	12.0%	12.0%
2021 Housing Units	2,864	4,785	8,863
Owner Occupied Housing Units	56.0%	58.9%	59.9%
Renter Occupied Housing Units	30.3%	28.0%	26.9%
Vacant Housing Units	13.7%	13.2%	13.2%
2026 Housing Units	2,916	4,871	9,017
Owner Occupied Housing Units	55.6%	58.5%	59.7%
Renter Occupied Housing Units	29.5%	27.1%	25.9%
Vacant Housing Units	14.9%	14.4%	14.4%
Median Household Income			
2021	\$35,634	\$37,678	\$37,718
2026	\$38,894	\$41,401	\$41,435
Median Home Value			
2021	\$122,829	\$122,341	\$123,332
2026	\$141,453	\$140,713	\$142,213
Per Capita Income			
2021	\$20,279	\$20,862	\$20,057
2026	\$22,298	\$23,029	\$22,274
Median Age			
2010	38.0	37.6	37.7
2021	40.8	40.5	40.6
2026	42.3	42.2	42.3

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.

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2021 Households by Income			
Household Income Base	2,473	4,155	7,690
<\$15,000	21.3%	19.0%	18.1%
\$15,000 - \$24,999	17.5%	16.4%	17.2%
\$25,000 - \$34,999	10.6%	11.7%	11.6%
\$35,000 - \$49,999	12.1%	12.3%	13.2%
\$50,000 - \$74,999	19.1%	19.5%	21.2%
\$75,000 - \$99,999	9.4%	9.2%	8.0%
\$100,000 - \$149,999	6.8%	8.3%	6.9%
\$150,000 - \$199,999	1.8%	2.0%	2.7%
\$200,000+	1.5%	1.5%	1.2%
Average Household Income	\$50,019	\$52,139	\$50,846
2026 Households by Income			
Household Income Base	2,481	4,171	7,717
<\$15,000	18.9%	16.8%	16.1%
\$15,000 - \$24,999	16.1%	14.8%	15.4%
\$25,000 - \$34,999	10.8%	11.8%	11.6%
\$35,000 - \$49,999	12.9%	13.1%	13.7%
\$50,000 - \$74,999	20.2%	20.6%	22.5%
\$75,000 - \$99,999	9.8%	9.5%	8.3%
\$100,000 - \$149,999	7.6%	9.3%	7.6%
\$150,000 - \$199,999	2.2%	2.6%	3.4%
\$200,000+	1.6%	1.6%	1.3%
Average Household Income	\$54,902	\$57,425	\$56,325
2021 Owner Occupied Housing Units by Value			
Total	1,604	2,816	5,309
<\$50,000	15.1%	14.1%	15.1%
\$50,000 - \$99,999	25.4%	26.7%	24.9%
\$100,000 - \$149,999	20.8%	20.7%	21.5%
\$150,000 - \$199,999	22.4%	19.6%	17.0%
\$200,000 - \$249,999	5.7%	6.6%	6.5%
\$250,000 - \$299,999	3.7%	4.5%	5.5%
\$300,000 - \$399,999	0.9%	1.8%	3.7%
\$400,000 - \$499,999	5.7%	5.4%	4.7%
\$500,000 - \$749,999	0.4%	0.6%	0.8%
\$750,000 - \$999,999	0.0%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$141,900	\$146,202	\$151,455
2026 Owner Occupied Housing Units by Value			
Total	1,622	2,850	5,379
<\$50,000	10.9%	10.2%	10.9%
\$50,000 - \$99,999	21.2%	22.5%	20.9%
\$100,000 - \$149,999	21.6%	21.2%	21.5%
\$150,000 - \$199,999	25.2%	21.6%	18.4%
\$200,000 - \$249,999	6.8%	7.8%	7.5%
\$250,000 - \$299,999	4.8%	5.8%	7.2%
\$300,000 - \$399,999	1.3%	2.5%	5.2%
\$400,000 - \$499,999	7.8%	7.3%	6.5%
\$500,000 - \$749,999	0.5%	0.8%	1.1%
\$750,000 - \$999,999	0.0%	0.2%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$160,699	\$166,020	\$175,465

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.

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2010 Population by Age			
Total	5,854	10,160	19,108
0 - 4	6.8%	6.8%	6.7%
5 - 9	7.4%	7.5%	7.4%
10 - 14	7.2%	7.3%	7.1%
15 - 24	12.5%	12.7%	12.9%
25 - 34	12.2%	12.3%	12.4%
35 - 44	13.4%	13.6%	13.6%
45 - 54	13.3%	13.8%	14.2%
55 - 64	12.4%	12.0%	12.0%
65 - 74	8.5%	8.3%	8.1%
75 - 84	4.3%	4.1%	4.1%
85 +	1.9%	1.6%	1.5%
18 +	74.1%	73.8%	74.2%
2021 Population by Age			
Total	5,982	10,390	19,493
0 - 4	6.1%	6.2%	6.1%
5 - 9	6.4%	6.5%	6.5%
10 - 14	6.2%	6.4%	6.4%
15 - 24	11.5%	11.3%	11.2%
25 - 34	12.9%	13.0%	13.3%
35 - 44	12.5%	12.8%	12.9%
45 - 54	12.7%	13.0%	13.0%
55 - 64	12.6%	13.0%	13.2%
65 - 74	11.3%	10.9%	10.7%
75 - 84	5.6%	5.3%	5.2%
85 +	2.0%	1.7%	1.6%
18 +	77.6%	77.3%	77.5%
2026 Population by Age			
Total	5,985	10,402	19,512
0 - 4	5.9%	5.8%	5.7%
5 - 9	6.2%	6.2%	6.2%
10 - 14	6.5%	6.7%	6.7%
15 - 24	11.4%	11.3%	11.3%
25 - 34	11.5%	11.3%	11.1%
35 - 44	11.5%	11.9%	12.2%
45 - 54	13.0%	13.3%	13.3%
55 - 64	13.0%	13.3%	13.6%
65 - 74	11.3%	11.3%	11.4%
75 - 84	7.3%	6.8%	6.7%
85 +	2.3%	1.9%	1.9%
18 +	77.8%	77.5%	77.7%
2010 Population by Sex			
Males	2,800	4,908	9,354
Females	3,054	5,254	9,754
2021 Population by Sex			
Males	2,867	5,026	9,584
Females	3,113	5,362	9,910
2026 Population by Sex			
Males	2,880	5,047	9,622
Females	3,107	5,357	9,890

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2010 Population by Race/Ethnicity			
Total	5,853	10,162	19,108
White Alone	98.2%	98.2%	98.2%
Black Alone	0.2%	0.2%	0.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.8%	0.8%	0.9%
Hispanic Origin	0.8%	0.6%	0.5%
Diversity Index	5.0	4.8	4.6
2021 Population by Race/Ethnicity			
Total	5,979	10,389	19,493
White Alone	97.4%	97.4%	97.5%
Black Alone	0.2%	0.2%	0.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.4%	0.4%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	1.0%	1.1%	1.2%
Hispanic Origin	1.7%	1.4%	1.2%
Diversity Index	8.2	7.7	7.3
2026 Population by Race/Ethnicity			
Total	5,986	10,403	19,512
White Alone	97.4%	97.4%	97.4%
Black Alone	0.2%	0.2%	0.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.4%	0.4%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	1.0%	1.1%	1.2%
Hispanic Origin	1.7%	1.4%	1.2%
Diversity Index	8.3	7.7	7.4
2010 Population by Relationship and Household Type			
Total	5,854	10,162	19,108
In Households	99.0%	99.4%	98.5%
In Family Households	83.9%	85.4%	85.0%
Householder	27.1%	27.5%	27.3%
Spouse	19.0%	19.6%	19.7%
Child	32.4%	32.9%	32.8%
Other relative	3.0%	2.9%	2.8%
Nonrelative	2.4%	2.4%	2.3%
In Nonfamily Households	15.0%	14.0%	13.6%
In Group Quarters	1.0%	0.6%	1.5%
Institutionalized Population	0.9%	0.5%	1.4%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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.

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2021 Population 25+ by Educational Attainment			
Total	4,171	7,236	13,639
Less than 9th Grade	8.5%	7.4%	7.0%
9th - 12th Grade, No Diploma	13.6%	12.3%	12.3%
High School Graduate	31.0%	32.2%	34.4%
GED/Alternative Credential	9.3%	10.0%	9.2%
Some College, No Degree	17.0%	19.5%	20.2%
Associate Degree	6.8%	6.9%	7.2%
Bachelor's Degree	9.9%	8.0%	6.2%
Graduate/Professional Degree	3.9%	3.7%	3.4%
2021 Population 15+ by Marital Status			
Total	4,858	8,413	15,812
Never Married	26.1%	24.8%	24.6%
Married	52.1%	54.0%	54.3%
Widowed	7.5%	7.1%	7.1%
Divorced	14.3%	14.1%	14.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,618	4,663	8,473
Population 16+ Employed	91.9%	92.7%	92.3%
Population 16+ Unemployment rate	8.1%	7.3%	7.7%
Population 16-24 Employed	15.1%	14.2%	13.7%
Population 16-24 Unemployment rate	17.4%	14.7%	11.7%
Population 25-54 Employed	62.6%	63.5%	63.6%
Population 25-54 Unemployment rate	8.3%	7.8%	8.6%
Population 55-64 Employed	15.8%	15.8%	15.9%
Population 55-64 Unemployment rate	0.3%	0.6%	3.0%
Population 65+ Employed	6.6%	6.5%	6.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.7%
2021 Employed Population 16+ by Industry			
Total	2,405	4,321	7,821
Agriculture/Mining	1.8%	1.5%	1.5%
Construction	8.3%	10.6%	10.3%
Manufacturing	17.1%	16.2%	19.3%
Wholesale Trade	2.0%	2.2%	1.8%
Retail Trade	10.8%	11.0%	11.3%
Transportation/Utilities	11.9%	10.5%	9.4%
Information	1.5%	1.4%	1.3%
Finance/Insurance/Real Estate	6.8%	5.7%	5.1%
Services	33.6%	34.2%	33.7%
Public Administration	6.2%	6.8%	6.3%
2021 Employed Population 16+ by Occupation			
Total	2,405	4,321	7,822
White Collar	46.6%	46.8%	45.4%
Management/Business/Financial	8.7%	9.9%	9.3%
Professional	20.0%	18.7%	15.8%
Sales	8.1%	9.1%	9.4%
Administrative Support	9.7%	9.1%	10.9%
Services	10.0%	12.1%	12.5%
Blue Collar	43.5%	41.1%	42.1%
Farming/Forestry/Fishing	0.7%	0.6%	0.6%
Construction/Extraction	7.7%	8.9%	7.9%
Installation/Maintenance/Repair	5.9%	5.3%	4.9%
Production	15.3%	12.8%	14.5%
Transportation/Material Moving	13.9%	13.5%	14.1%

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2010 Households by Type			
Total	2,410	4,040	7,482
Households with 1 Person	29.2%	27.3%	26.5%
Households with 2+ People	70.8%	72.7%	73.5%
Family Households	67.1%	69.1%	69.8%
Husband-wife Families	47.0%	49.3%	50.5%
With Related Children	21.0%	22.3%	22.8%
Other Family (No Spouse Present)	20.1%	19.8%	19.3%
Other Family with Male Householder	5.1%	5.5%	5.8%
With Related Children	3.2%	3.4%	3.5%
Other Family with Female Householder	15.0%	14.3%	13.5%
With Related Children	10.2%	9.8%	9.1%
Nonfamily Households	3.7%	3.6%	3.7%
All Households with Children	35.0%	36.0%	35.9%
Multigenerational Households	3.7%	3.8%	4.0%
Unmarried Partner Households	6.3%	6.3%	6.2%
Male-female	5.6%	5.6%	5.5%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	2,408	4,040	7,482
1 Person Household	29.2%	27.3%	26.5%
2 Person Household	32.1%	32.4%	32.5%
3 Person Household	16.4%	17.2%	17.7%
4 Person Household	14.0%	14.2%	14.1%
5 Person Household	5.4%	5.7%	6.0%
6 Person Household	1.7%	2.0%	2.0%
7 + Person Household	1.2%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,410	4,040	7,482
Owner Occupied	68.5%	71.2%	72.5%
Owned with a Mortgage/Loan	36.6%	38.6%	40.0%
Owned Free and Clear	32.0%	32.7%	32.5%
Renter Occupied	31.5%	28.8%	27.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	169	179	178
Percent of Income for Mortgage	14.5%	13.6%	13.7%
Wealth Index	40	43	42
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,749	4,591	8,502
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	46.6%	36.0%	24.5%
Rural Housing Units	53.4%	64.0%	75.5%
2010 Population By Urban/ Rural Status			
Total Population	5,854	10,162	19,108
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	43.6%	33.3%	22.6%
Rural Population	56.4%	66.7%	77.4%

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 (12C)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Rural Bypasses (10E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,829,162	\$4,935,226	\$8,867,654
Average Spent	\$1,144.02	\$1,187.78	\$1,153.14
Spending Potential Index	54	56	54
Education: Total \$	\$1,872,408	\$3,240,582	\$5,764,688
Average Spent	\$757.14	\$779.92	\$749.63
Spending Potential Index	44	45	43
Entertainment/Recreation: Total \$	\$4,742,137	\$8,297,610	\$15,017,828
Average Spent	\$1,917.56	\$1,997.02	\$1,952.90
Spending Potential Index	59	62	60
Food at Home: Total \$	\$8,114,882	\$14,260,978	\$25,958,399
Average Spent	\$3,281.39	\$3,432.25	\$3,375.60
Spending Potential Index	60	63	62
Food Away from Home: Total \$	\$5,202,336	\$9,139,493	\$16,548,757
Average Spent	\$2,103.65	\$2,199.64	\$2,151.98
Spending Potential Index	55	58	57
Health Care: Total \$	\$9,778,275	\$17,220,519	\$31,345,336
Average Spent	\$3,954.01	\$4,144.53	\$4,076.12
Spending Potential Index	63	66	65
HH Furnishings & Equipment: Total \$	\$3,122,766	\$5,504,794	\$9,989,755
Average Spent	\$1,262.74	\$1,324.86	\$1,299.06
Spending Potential Index	56	59	58
Personal Care Products & Services: Total \$	\$1,193,646	\$2,078,337	\$3,724,531
Average Spent	\$482.67	\$500.20	\$484.33
Spending Potential Index	54	56	54
Shelter: Total \$	\$24,438,927	\$42,126,432	\$74,804,770
Average Spent	\$9,882.30	\$10,138.73	\$9,727.54
Spending Potential Index	49	50	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,480,339	\$6,146,407	\$11,195,614
Average Spent	\$1,407.33	\$1,479.28	\$1,455.87
Spending Potential Index	59	62	61
Travel: Total \$	\$3,074,039	\$5,366,581	\$9,609,119
Average Spent	\$1,243.04	\$1,291.60	\$1,249.56
Spending Potential Index	49	51	49
Vehicle Maintenance & Repairs: Total \$	\$1,705,122	\$3,008,660	\$5,499,750
Average Spent	\$689.50	\$724.11	\$715.18
Spending Potential Index	62	65	65

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.

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