



Market Profile

207 Mose Dr, Sparta, Tennessee, 38583
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.94589
Longitude: -85.48635

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	6,744	10,243	22,464
2010 Total Population	7,551	11,507	25,207
2021 Total Population	8,040	12,405	27,491
2021 Group Quarters	336	375	392
2026 Total Population	8,248	12,784	28,474
2021-2026 Annual Rate	0.51%	0.60%	0.71%
2021 Total Daytime Population	10,497	13,770	25,530
Workers	5,727	6,418	9,304
Residents	4,770	7,352	16,226
Household Summary			
2000 Households	2,800	4,173	8,971
2000 Average Household Size	2.33	2.39	2.47
2010 Households	3,035	4,565	10,008
2010 Average Household Size	2.38	2.44	2.48
2021 Households	3,214	4,894	10,895
2021 Average Household Size	2.40	2.46	2.49
2026 Households	3,298	5,042	11,281
2026 Average Household Size	2.40	2.46	2.49
2021-2026 Annual Rate	0.52%	0.60%	0.70%
2010 Families	2,027	3,117	7,076
2010 Average Family Size	2.90	2.94	2.93
2021 Families	2,099	3,274	7,557
2021 Average Family Size	2.95	2.98	2.96
2026 Families	2,141	3,355	7,784
2026 Average Family Size	2.95	2.99	2.97
2021-2026 Annual Rate	0.40%	0.49%	0.59%
Housing Unit Summary			
2000 Housing Units	3,106	4,593	9,872
Owner Occupied Housing Units	63.4%	66.8%	72.4%
Renter Occupied Housing Units	26.8%	24.1%	18.5%
Vacant Housing Units	9.9%	9.1%	9.1%
2010 Housing Units	3,399	5,081	11,180
Owner Occupied Housing Units	59.0%	62.7%	68.6%
Renter Occupied Housing Units	30.2%	27.1%	21.0%
Vacant Housing Units	10.7%	10.2%	10.5%
2021 Housing Units	3,641	5,509	12,297
Owner Occupied Housing Units	64.9%	68.1%	72.8%
Renter Occupied Housing Units	23.4%	20.7%	15.8%
Vacant Housing Units	11.7%	11.2%	11.4%
2026 Housing Units	3,739	5,682	12,745
Owner Occupied Housing Units	65.9%	69.0%	73.5%
Renter Occupied Housing Units	22.3%	19.7%	15.0%
Vacant Housing Units	11.8%	11.3%	11.5%
Median Household Income			
2021	\$40,097	\$41,644	\$44,160
2026	\$42,639	\$44,602	\$48,231
Median Home Value			
2021	\$121,208	\$127,589	\$143,427
2026	\$139,871	\$146,956	\$172,270
Per Capita Income			
2021	\$19,625	\$20,825	\$23,162
2026	\$21,542	\$22,944	\$25,628
Median Age			
2010	42.0	41.7	42.0
2021	44.0	43.7	44.2
2026	45.4	45.2	45.7

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	3,214	4,894	10,895
<\$15,000	13.8%	13.5%	12.7%
\$15,000 - \$24,999	15.2%	14.1%	13.0%
\$25,000 - \$34,999	12.6%	12.5%	13.3%
\$35,000 - \$49,999	19.4%	18.4%	16.1%
\$50,000 - \$74,999	21.7%	21.7%	20.5%
\$75,000 - \$99,999	9.5%	10.6%	12.7%
\$100,000 - \$149,999	5.8%	6.1%	6.8%
\$150,000 - \$199,999	1.3%	2.0%	2.9%
\$200,000+	0.7%	1.0%	2.0%
Average Household Income	\$49,297	\$52,414	\$58,342
2026 Households by Income			
Household Income Base	3,298	5,042	11,281
<\$15,000	12.0%	11.7%	11.0%
\$15,000 - \$24,999	13.2%	12.2%	11.3%
\$25,000 - \$34,999	12.6%	12.5%	13.0%
\$35,000 - \$49,999	20.2%	18.9%	16.2%
\$50,000 - \$74,999	22.7%	22.5%	21.1%
\$75,000 - \$99,999	10.3%	11.5%	13.7%
\$100,000 - \$149,999	6.7%	7.0%	7.8%
\$150,000 - \$199,999	1.7%	2.5%	3.7%
\$200,000+	0.7%	1.1%	2.2%
Average Household Income	\$54,126	\$57,774	\$64,583
2021 Owner Occupied Housing Units by Value			
Total	2,363	3,752	8,948
<\$50,000	8.5%	8.4%	9.3%
\$50,000 - \$99,999	31.9%	29.3%	23.4%
\$100,000 - \$149,999	22.6%	22.4%	19.9%
\$150,000 - \$199,999	13.3%	13.6%	13.3%
\$200,000 - \$249,999	7.7%	8.4%	11.7%
\$250,000 - \$299,999	6.5%	7.5%	9.6%
\$300,000 - \$399,999	6.5%	6.8%	8.1%
\$400,000 - \$499,999	0.1%	0.3%	1.1%
\$500,000 - \$749,999	2.0%	2.0%	1.6%
\$750,000 - \$999,999	0.0%	0.3%	0.7%
\$1,000,000 - \$1,499,999	0.7%	1.1%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$158,005	\$171,743	\$188,182
2026 Owner Occupied Housing Units by Value			
Total	2,463	3,920	9,363
<\$50,000	6.3%	6.0%	6.4%
\$50,000 - \$99,999	26.1%	23.7%	18.5%
\$100,000 - \$149,999	22.0%	21.6%	19.0%
\$150,000 - \$199,999	14.4%	14.3%	13.7%
\$200,000 - \$249,999	9.4%	9.9%	13.0%
\$250,000 - \$299,999	8.6%	9.9%	12.2%
\$300,000 - \$399,999	9.1%	9.4%	10.9%
\$400,000 - \$499,999	0.2%	0.4%	1.5%
\$500,000 - \$749,999	2.9%	2.7%	2.1%
\$750,000 - \$999,999	0.0%	0.4%	1.1%
\$1,000,000 - \$1,499,999	1.0%	1.5%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$181,818	\$198,597	\$217,878

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	7,550	11,505	25,206
0 - 4	5.9%	6.0%	5.8%
5 - 9	5.9%	6.0%	6.2%
10 - 14	6.1%	6.2%	6.5%
15 - 24	12.1%	12.0%	11.6%
25 - 34	11.7%	11.5%	11.0%
35 - 44	12.3%	12.6%	12.9%
45 - 54	14.3%	14.3%	14.6%
55 - 64	11.9%	12.6%	13.9%
65 - 74	9.4%	9.5%	9.9%
75 - 84	6.8%	6.3%	5.5%
85 +	3.6%	2.9%	2.1%
18 +	78.5%	78.1%	77.5%
2021 Population by Age			
Total	8,039	12,404	27,489
0 - 4	5.2%	5.3%	5.2%
5 - 9	5.5%	5.7%	5.7%
10 - 14	5.4%	5.7%	5.8%
15 - 24	10.2%	10.0%	9.8%
25 - 34	13.0%	12.8%	12.3%
35 - 44	11.7%	11.9%	12.2%
45 - 54	12.2%	12.3%	12.5%
55 - 64	14.0%	14.1%	14.5%
65 - 74	12.0%	12.4%	13.2%
75 - 84	7.0%	6.7%	6.5%
85 +	3.8%	3.1%	2.3%
18 +	80.9%	80.3%	80.2%
2026 Population by Age			
Total	8,247	12,786	28,474
0 - 4	5.1%	5.1%	5.0%
5 - 9	5.3%	5.5%	5.5%
10 - 14	5.7%	5.9%	6.0%
15 - 24	10.2%	10.1%	9.8%
25 - 34	11.1%	10.7%	10.1%
35 - 44	12.1%	12.4%	12.7%
45 - 54	11.7%	12.0%	12.4%
55 - 64	13.6%	13.8%	14.1%
65 - 74	13.3%	13.2%	13.6%
75 - 84	8.2%	8.1%	8.2%
85 +	3.7%	3.1%	2.5%
18 +	80.8%	80.1%	80.0%
2010 Population by Sex			
Males	3,598	5,545	12,329
Females	3,953	5,962	12,878
2021 Population by Sex			
Males	3,860	6,027	13,526
Females	4,180	6,377	13,965
2026 Population by Sex			
Males	3,976	6,236	14,045
Females	4,272	6,548	14,429

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 Race/Ethnicity			
Total	7,552	11,508	25,206
White Alone	92.4%	93.6%	95.7%
Black Alone	4.2%	3.4%	1.8%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.4%	0.3%	0.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.5%	0.5%	0.4%
Two or More Races	1.9%	1.7%	1.4%
Hispanic Origin	1.8%	1.8%	1.7%
Diversity Index	17.4	15.4	11.4
2021 Population by Race/Ethnicity			
Total	8,041	12,405	27,492
White Alone	90.8%	92.2%	94.5%
Black Alone	4.3%	3.4%	1.8%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	0.6%	0.5%	0.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	0.8%	0.8%
Two or More Races	2.7%	2.4%	1.9%
Hispanic Origin	3.4%	3.4%	3.1%
Diversity Index	22.9	20.5	16.0
2026 Population by Race/Ethnicity			
Total	8,248	12,784	28,474
White Alone	89.9%	91.4%	93.8%
Black Alone	4.3%	3.4%	1.9%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	0.8%	0.6%	0.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	0.9%
Two or More Races	3.1%	2.8%	2.2%
Hispanic Origin	4.1%	4.1%	3.7%
Diversity Index	25.3	22.9	18.1
2010 Population by Relationship and Household Type			
Total	7,551	11,507	25,208
In Households	95.6%	96.7%	98.5%
In Family Households	80.3%	82.1%	84.7%
Householder	26.6%	27.2%	28.1%
Spouse	18.1%	19.2%	21.2%
Child	30.0%	30.1%	30.0%
Other relative	3.1%	3.1%	3.0%
Nonrelative	2.5%	2.5%	2.4%
In Nonfamily Households	15.2%	14.6%	13.8%
In Group Quarters	4.4%	3.3%	1.5%
Institutionalized Population	4.4%	3.2%	1.5%
Noninstitutionalized Population	0.0%	0.0%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	5,916	9,090	20,208
Less than 9th Grade	9.1%	8.5%	6.9%
9th - 12th Grade, No Diploma	8.8%	8.4%	8.9%
High School Graduate	35.6%	37.1%	37.3%
GED/Alternative Credential	10.2%	8.7%	7.5%
Some College, No Degree	20.5%	20.5%	20.2%
Associate Degree	6.0%	5.6%	5.0%
Bachelor's Degree	6.1%	7.2%	8.8%
Graduate/Professional Degree	3.7%	3.9%	5.3%
2021 Population 15+ by Marital Status			
Total	6,740	10,336	22,893
Never Married	24.8%	23.3%	21.6%
Married	50.4%	52.7%	56.3%
Widowed	9.5%	9.2%	8.5%
Divorced	15.3%	14.8%	13.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,400	5,320	12,001
Population 16+ Employed	93.6%	93.8%	93.6%
Population 16+ Unemployment rate	6.4%	6.2%	6.4%
Population 16-24 Employed	12.8%	12.0%	10.8%
Population 16-24 Unemployment rate	8.1%	7.3%	10.9%
Population 25-54 Employed	60.8%	62.3%	63.8%
Population 25-54 Unemployment rate	7.6%	7.3%	6.6%
Population 55-64 Employed	18.7%	18.2%	18.0%
Population 55-64 Unemployment rate	3.7%	4.2%	5.5%
Population 65+ Employed	7.8%	7.5%	7.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%
2021 Employed Population 16+ by Industry			
Total	3,183	4,988	11,232
Agriculture/Mining	2.2%	2.2%	1.8%
Construction	7.2%	6.5%	6.5%
Manufacturing	21.1%	22.0%	22.7%
Wholesale Trade	2.6%	2.3%	2.4%
Retail Trade	11.0%	10.6%	11.2%
Transportation/Utilities	7.7%	8.2%	9.0%
Information	0.6%	0.6%	0.8%
Finance/Insurance/Real Estate	4.1%	4.2%	4.1%
Services	38.7%	38.2%	36.4%
Public Administration	4.7%	5.2%	5.1%
2021 Employed Population 16+ by Occupation			
Total	3,182	4,990	11,231
White Collar	49.3%	49.8%	50.1%
Management/Business/Financial	8.8%	9.5%	10.9%
Professional	17.8%	18.4%	17.5%
Sales	9.1%	8.9%	9.1%
Administrative Support	13.6%	13.1%	12.6%
Services	17.8%	17.4%	15.6%
Blue Collar	32.8%	32.9%	34.3%
Farming/Forestry/Fishing	0.7%	0.8%	0.7%
Construction/Extraction	6.3%	6.0%	5.9%
Installation/Maintenance/Repair	3.7%	3.9%	3.9%
Production	11.8%	12.5%	14.1%
Transportation/Material Moving	10.3%	9.7%	9.8%

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2010 Households by Type			
Total	3,034	4,564	10,009
Households with 1 Person	29.4%	27.7%	24.9%
Households with 2+ People	70.6%	72.3%	75.1%
Family Households	66.8%	68.3%	70.7%
Husband-wife Families	45.3%	48.1%	53.2%
With Related Children	17.8%	18.7%	20.3%
Other Family (No Spouse Present)	21.5%	20.2%	17.5%
Other Family with Male Householder	5.6%	5.5%	5.3%
With Related Children	3.0%	3.0%	3.0%
Other Family with Female Householder	15.9%	14.6%	12.1%
With Related Children	8.9%	8.3%	7.1%
Nonfamily Households	3.8%	4.0%	4.4%
All Households with Children	30.2%	30.6%	31.0%
Multigenerational Households	4.6%	4.6%	4.2%
Unmarried Partner Households	6.1%	6.1%	6.0%
Male-female	5.4%	5.5%	5.4%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	3,037	4,565	10,007
1 Person Household	29.4%	27.7%	24.9%
2 Person Household	34.2%	35.1%	37.3%
3 Person Household	16.3%	16.7%	16.7%
4 Person Household	11.9%	12.1%	12.3%
5 Person Household	5.4%	5.5%	5.7%
6 Person Household	1.7%	1.8%	2.0%
7 + Person Household	1.1%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,035	4,565	10,008
Owner Occupied	66.1%	69.8%	76.6%
Owned with a Mortgage/Loan	36.7%	38.6%	41.5%
Owned Free and Clear	29.5%	31.2%	35.1%
Renter Occupied	33.9%	30.2%	23.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	195	193	183
Percent of Income for Mortgage	12.7%	12.9%	13.6%
Wealth Index	40	45	56
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,399	5,081	11,180
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	55.0%	44.7%	23.9%
Rural Housing Units	45.0%	55.3%	76.1%
2010 Population By Urban/ Rural Status			
Total Population	7,551	11,507	25,207
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	53.5%	43.1%	23.3%
Rural Population	46.5%	56.9%	76.7%

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.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Rooted Rural (10B)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
3.	Rural Bypasses (10E)	Rural Bypasses (10E)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,593,178	\$5,793,642	\$14,253,193
Average Spent	\$1,117.98	\$1,183.83	\$1,308.23
Spending Potential Index	53	56	62
Education: Total \$	\$2,311,792	\$3,703,787	\$9,031,335
Average Spent	\$719.29	\$756.80	\$828.94
Spending Potential Index	42	44	48
Entertainment/Recreation: Total \$	\$6,311,574	\$10,200,165	\$25,370,827
Average Spent	\$1,963.78	\$2,084.22	\$2,328.67
Spending Potential Index	61	65	72
Food at Home: Total \$	\$10,767,296	\$17,398,463	\$43,045,453
Average Spent	\$3,350.12	\$3,555.06	\$3,950.94
Spending Potential Index	61	65	73
Food Away from Home: Total \$	\$6,667,011	\$10,803,187	\$26,747,260
Average Spent	\$2,074.37	\$2,207.44	\$2,455.00
Spending Potential Index	55	58	65
Health Care: Total \$	\$13,037,088	\$21,183,997	\$53,038,706
Average Spent	\$4,056.34	\$4,328.56	\$4,868.17
Spending Potential Index	65	69	78
HH Furnishings & Equipment: Total \$	\$3,994,326	\$6,497,585	\$16,191,311
Average Spent	\$1,242.79	\$1,327.66	\$1,486.12
Spending Potential Index	55	59	66
Personal Care Products & Services: Total \$	\$1,507,047	\$2,427,891	\$5,966,190
Average Spent	\$468.90	\$496.10	\$547.61
Spending Potential Index	52	55	61
Shelter: Total \$	\$30,719,500	\$49,033,520	\$119,007,748
Average Spent	\$9,558.03	\$10,019.11	\$10,923.15
Spending Potential Index	47	50	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,569,478	\$7,446,639	\$18,691,067
Average Spent	\$1,421.74	\$1,521.59	\$1,715.56
Spending Potential Index	59	64	72
Travel: Total \$	\$3,831,273	\$6,208,580	\$15,427,315
Average Spent	\$1,192.06	\$1,268.61	\$1,416.00
Spending Potential Index	47	50	56
Vehicle Maintenance & Repairs: Total \$	\$2,282,395	\$3,700,541	\$9,211,807
Average Spent	\$710.14	\$756.14	\$845.51
Spending Potential Index	64	68	76

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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