



Market Profile

Crossville City, TN
 Crossville city, TN (4718540)
 Place

Crossville city,...

Population Summary	
2000 Total Population	9,375
2010 Total Population	10,795
2014 Total Population	11,125
2014 Group Quarters	420
2019 Total Population	11,538
2014-2019 Annual Rate	0.73%
Household Summary	
2000 Households	3,974
2000 Average Household Size	2.26
2010 Households	4,537
2010 Average Household Size	2.27
2014 Households	4,692
2014 Average Household Size	2.28
2019 Households	4,873
2019 Average Household Size	2.28
2014-2019 Annual Rate	0.76%
2010 Families	2,775
2010 Average Family Size	2.84
2014 Families	2,922
2014 Average Family Size	2.82
2019 Families	3,005
2019 Average Family Size	2.83
2014-2019 Annual Rate	0.56%
Housing Unit Summary	
2000 Housing Units	4,462
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	36.6%
Vacant Housing Units	10.9%
2010 Housing Units	5,273
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	43.6%
Vacant Housing Units	14.0%
2014 Housing Units	5,469
Owner Occupied Housing Units	42.1%
Renter Occupied Housing Units	43.7%
Vacant Housing Units	14.2%
2019 Housing Units	5,694
Owner Occupied Housing Units	41.7%
Renter Occupied Housing Units	43.9%
Vacant Housing Units	14.4%
Median Household Income	
2014	\$27,921
2019	\$31,047
Median Home Value	
2014	\$117,088
2019	\$138,069
Per Capita Income	
2014	\$16,941
2019	\$18,997
Median Age	
2010	39.3
2014	39.8
2019	40.2

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income

Household Income Base	4,692
<\$15,000	28.1%
\$15,000 - \$24,999	17.5%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	1.5%
\$200,000+	1.3%

Average Household Income \$40,360

2019 Households by Income

Household Income Base	4,876
<\$15,000	27.4%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	15.2%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	1.8%
\$200,000+	1.7%

Average Household Income \$45,132

2014 Owner Occupied Housing Units by Value

Total	2,303
<\$50,000	10.9%
\$50,000 - \$99,999	31.2%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	12.7%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	4.8%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.7%

Average Home Value \$155,862

2019 Owner Occupied Housing Units by Value

Total	2,377
<\$50,000	7.0%
\$50,000 - \$99,999	24.0%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	10.6%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.9%

Average Home Value \$179,417

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.

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2010 Population by Age	
Total	10,795
0 - 4	7.2%
5 - 9	6.0%
10 - 14	5.7%
15 - 24	13.6%
25 - 34	12.8%
35 - 44	11.2%
45 - 54	12.1%
55 - 64	11.3%
65 - 74	10.3%
75 - 84	6.9%
85 +	2.8%
18 +	77.2%
2014 Population by Age	
Total	11,127
0 - 4	7.0%
5 - 9	6.4%
10 - 14	5.7%
15 - 24	12.7%
25 - 34	13.3%
35 - 44	10.7%
45 - 54	12.3%
55 - 64	11.8%
65 - 74	10.7%
75 - 84	6.5%
85 +	2.9%
18 +	77.6%
2019 Population by Age	
Total	11,538
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.1%
15 - 24	10.7%
25 - 34	13.6%
35 - 44	10.9%
45 - 54	11.2%
55 - 64	12.4%
65 - 74	11.2%
75 - 84	7.4%
85 +	3.2%
18 +	77.6%
2010 Population by Sex	
Males	5,100
Females	5,695
2014 Population by Sex	
Males	5,329
Females	5,798
2019 Population by Sex	
Males	5,560
Females	5,978

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	10,795
White Alone	93.5%
Black Alone	0.5%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.9%
Two or More Races	1.4%
Hispanic Origin	5.5%
Diversity Index	21.7

2014 Population by Race/Ethnicity

Total	11,124
White Alone	92.1%
Black Alone	0.5%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.9%
Two or More Races	1.9%
Hispanic Origin	7.1%
Diversity Index	26.4

2019 Population by Race/Ethnicity

Total	11,539
White Alone	90.3%
Black Alone	0.5%
American Indian Alone	0.6%
Asian Alone	1.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	4.9%
Two or More Races	2.3%
Hispanic Origin	8.7%
Diversity Index	31.4

2010 Population by Relationship and Household Type

Total	10,795
In Households	95.5%
In Family Households	76.1%
Householder	25.7%
Spouse	16.9%
Child	27.4%
Other relative	3.0%
Nonrelative	3.2%
In Nonfamily Households	19.4%
In Group Quarters	4.5%
Institutionalized Population	3.9%
Noninstitutionalized Population	0.6%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2014 Population 25+ by Educational Attainment

Total	7,589
Less than 9th Grade	11.7%
9th - 12th Grade, No Diploma	9.1%
High School Graduate	28.3%
GED/Alternative Credential	6.2%
Some College, No Degree	22.1%
Associate Degree	7.0%
Bachelor's Degree	10.7%
Graduate/Professional Degree	4.8%

2014 Population 15+ by Marital Status

Total	8,999
Never Married	23.3%
Married	50.5%
Widowed	8.1%
Divorced	18.0%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	92.2%
Civilian Unemployed	7.8%

2014 Employed Population 16+ by Industry

Total	4,143
Agriculture/Mining	1.6%
Construction	4.5%
Manufacturing	14.1%
Wholesale Trade	2.4%
Retail Trade	14.4%
Transportation/Utilities	3.5%
Information	3.7%
Finance/Insurance/Real Estate	5.5%
Services	42.5%
Public Administration	7.7%

2014 Employed Population 16+ by Occupation

Total	4,143
White Collar	52.4%
Management/Business/Financial	9.2%
Professional	19.4%
Sales	15.4%
Administrative Support	8.4%
Services	21.2%
Blue Collar	26.4%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.9%
Production	8.2%
Transportation/Material Moving	8.7%

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2010 Households by Type

Total	4,537
Households with 1 Person	33.1%
Households with 2+ People	66.9%
Family Households	61.2%
Husband-wife Families	40.1%
With Related Children	14.8%
Other Family (No Spouse Present)	21.0%
Other Family with Male Householder	5.0%
With Related Children	3.2%
Other Family with Female Householder	16.0%
With Related Children	11.5%
Nonfamily Households	5.7%
All Households with Children	30.0%
Multigenerational Households	3.1%
Unmarried Partner Households	7.7%
Male-female	7.3%
Same-sex	0.4%

2010 Households by Size

Total	4,537
1 Person Household	33.1%
2 Person Household	34.7%
3 Person Household	14.7%
4 Person Household	10.5%
5 Person Household	4.5%
6 Person Household	1.6%
7 + Person Household	0.8%

2010 Households by Tenure and Mortgage Status

Total	4,537
Owner Occupied	49.3%
Owned with a Mortgage/Loan	28.2%
Owned Free and Clear	21.2%
Renter Occupied	50.7%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Small Town Simplicity
2. Midlife Constants (5E)
3. Old and Newcomers (8F)

2014 Consumer Spending

Apparel & Services: Total \$	\$3,784,632
Average Spent	\$806.61
Spending Potential Index	36
Computers & Accessories: Total \$	\$642,772
Average Spent	\$136.99
Spending Potential Index	54
Education: Total \$	\$3,337,463
Average Spent	\$711.31
Spending Potential Index	48
Entertainment/Recreation: Total \$	\$8,896,377
Average Spent	\$1,896.07
Spending Potential Index	59
Food at Home: Total \$	\$14,387,380
Average Spent	\$3,066.36
Spending Potential Index	60
Food Away from Home: Total \$	\$8,291,073
Average Spent	\$1,767.07
Spending Potential Index	55
Health Care: Total \$	\$13,330,056
Average Spent	\$2,841.02
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$4,165,374
Average Spent	\$887.76
Spending Potential Index	49
Investments: Total \$	\$6,775,094
Average Spent	\$1,443.97
Spending Potential Index	54
Retail Goods: Total \$	\$67,145,594
Average Spent	\$14,310.66
Spending Potential Index	58
Shelter: Total \$	\$39,467,249
Average Spent	\$8,411.60
Spending Potential Index	52
TV/Video/Audio: Total \$	\$3,628,043
Average Spent	\$773.24
Spending Potential Index	61
Travel: Total \$	\$4,508,152
Average Spent	\$960.82
Spending Potential Index	50
Vehicle Maintenance & Repairs: Total \$	\$2,911,583
Average Spent	\$620.54
Spending Potential Index	57

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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