

Crockett Square
513 S Davy Crockett Pky, Morristown, Tennessee, 37813
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.21382
Longitude: -83.25953

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,484	25,762	39,921
2010 Total Population	2,600	27,962	42,593
2019 Total Population	2,717	29,077	44,045
2019 Group Quarters	0	750	911
2024 Total Population	2,777	29,684	44,881
2019-2024 Annual Rate	0.44%	0.41%	0.38%
2019 Total Daytime Population	5,538	33,546	51,592
Workers	4,119	16,197	25,611
Residents	1,419	17,349	25,981
Household Summary			
2000 Households	1,114	10,578	16,096
2000 Average Household Size	2.22	2.38	2.43
2010 Households	1,114	10,977	16,746
2010 Average Household Size	2.33	2.48	2.49
2019 Households	1,148	11,282	17,173
2019 Average Household Size	2.37	2.51	2.51
2024 Households	1,169	11,479	17,454
2024 Average Household Size	2.38	2.52	2.52
2019-2024 Annual Rate	0.36%	0.35%	0.33%
2010 Families	702	7,139	11,306
2010 Average Family Size	2.90	3.05	3.01
2019 Families	711	7,221	11,422
2019 Average Family Size	2.96	3.10	3.05
2024 Families	720	7,307	11,548
2024 Average Family Size	2.98	3.12	3.06
2019-2024 Annual Rate	0.25%	0.24%	0.22%
Housing Unit Summary			
2000 Housing Units	1,207	11,413	17,241
Owner Occupied Housing Units	63.4%	58.9%	64.0%
Renter Occupied Housing Units	28.9%	33.8%	29.4%
Vacant Housing Units	7.7%	7.3%	6.6%
2010 Housing Units	1,276	12,181	18,479
Owner Occupied Housing Units	58.4%	52.0%	58.2%
Renter Occupied Housing Units	28.9%	38.1%	32.4%
Vacant Housing Units	12.7%	9.9%	9.4%
2019 Housing Units	1,308	12,611	19,070
Owner Occupied Housing Units	53.8%	46.9%	53.4%
Renter Occupied Housing Units	33.9%	42.6%	36.6%
Vacant Housing Units	12.2%	10.5%	9.9%
2024 Housing Units	1,329	12,846	19,397
Owner Occupied Housing Units	55.5%	47.8%	54.3%
Renter Occupied Housing Units	32.4%	41.5%	35.6%
Vacant Housing Units	12.0%	10.6%	10.0%
Median Household Income			
2019	\$42,074	\$37,298	\$40,741
2024	\$50,283	\$42,326	\$46,430
Median Home Value			
2019	\$113,620	\$119,557	\$137,408
2024	\$127,665	\$142,411	\$165,920
Per Capita Income			
2019	\$22,346	\$19,764	\$21,571
2024	\$25,829	\$22,525	\$24,648
Median Age			
2010	40.6	36.5	38.5
2019	41.9	38.0	40.0
2024	42.9	39.3	41.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	1,148	11,282	17,173
<\$15,000	13.8%	17.8%	16.2%
\$15,000 - \$24,999	17.2%	15.3%	13.8%
\$25,000 - \$34,999	10.5%	13.8%	12.5%
\$35,000 - \$49,999	15.3%	15.3%	16.1%
\$50,000 - \$74,999	18.0%	17.4%	17.8%
\$75,000 - \$99,999	19.8%	10.8%	11.8%
\$100,000 - \$149,999	3.2%	7.1%	8.3%
\$150,000 - \$199,999	0.7%	1.6%	1.9%
\$200,000+	1.4%	1.0%	1.6%
Average Household Income	\$53,188	\$50,358	\$54,985
2024 Households by Income			
Household Income Base	1,169	11,479	17,454
<\$15,000	10.9%	15.0%	13.5%
\$15,000 - \$24,999	14.3%	13.4%	11.9%
\$25,000 - \$34,999	9.4%	12.8%	11.5%
\$35,000 - \$49,999	15.1%	15.5%	16.0%
\$50,000 - \$74,999	19.5%	18.9%	19.0%
\$75,000 - \$99,999	23.4%	12.3%	13.2%
\$100,000 - \$149,999	4.4%	8.7%	10.2%
\$150,000 - \$199,999	1.1%	2.2%	2.6%
\$200,000+	1.9%	1.3%	2.0%
Average Household Income	\$61,738	\$57,683	\$63,059
2019 Owner Occupied Housing Units by Value			
Total	704	5,911	10,191
<\$50,000	10.5%	9.2%	8.0%
\$50,000 - \$99,999	28.7%	30.9%	23.1%
\$100,000 - \$149,999	39.6%	25.4%	25.3%
\$150,000 - \$199,999	5.4%	15.7%	18.2%
\$200,000 - \$249,999	5.1%	7.3%	9.5%
\$250,000 - \$299,999	8.8%	4.0%	5.0%
\$300,000 - \$399,999	0.4%	3.8%	4.9%
\$400,000 - \$499,999	0.0%	2.0%	2.9%
\$500,000 - \$749,999	0.0%	1.2%	2.2%
\$750,000 - \$999,999	0.0%	0.0%	0.4%
\$1,000,000 - \$1,499,999	1.4%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$138,104	\$148,448	\$172,255
2024 Owner Occupied Housing Units by Value			
Total	738	6,142	10,541
<\$50,000	8.0%	7.0%	5.8%
\$50,000 - \$99,999	21.5%	23.5%	16.9%
\$100,000 - \$149,999	36.9%	23.0%	21.2%
\$150,000 - \$199,999	6.5%	16.9%	19.1%
\$200,000 - \$249,999	8.5%	9.5%	11.3%
\$250,000 - \$299,999	15.2%	5.9%	6.8%
\$300,000 - \$399,999	0.9%	7.0%	7.7%
\$400,000 - \$499,999	0.0%	3.8%	5.2%
\$500,000 - \$749,999	0.0%	2.6%	4.4%
\$750,000 - \$999,999	0.0%	0.0%	0.8%
\$1,000,000 - \$1,499,999	2.3%	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$168,894	\$183,275	\$212,974

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,599	27,959	42,592
0 - 4	6.4%	7.8%	7.1%
5 - 9	5.8%	6.9%	6.6%
10 - 14	6.2%	6.3%	6.3%
15 - 24	11.6%	13.1%	12.5%
25 - 34	12.7%	14.0%	12.8%
35 - 44	12.4%	12.6%	13.2%
45 - 54	13.4%	12.6%	13.4%
55 - 64	13.3%	11.1%	12.0%
65 - 74	9.7%	8.3%	8.9%
75 - 84	6.3%	5.2%	5.3%
85 +	2.2%	2.1%	1.9%
18 +	77.9%	75.4%	76.2%
2019 Population by Age			
Total	2,717	29,078	44,044
0 - 4	5.8%	7.0%	6.4%
5 - 9	6.2%	7.0%	6.5%
10 - 14	6.1%	6.7%	6.4%
15 - 24	9.9%	11.3%	10.8%
25 - 34	12.8%	13.8%	13.1%
35 - 44	13.1%	13.0%	12.6%
45 - 54	12.4%	12.0%	12.6%
55 - 64	12.9%	11.6%	12.5%
65 - 74	11.7%	9.8%	10.8%
75 - 84	6.5%	5.5%	5.9%
85 +	2.6%	2.4%	2.3%
18 +	78.8%	75.9%	77.3%
2024 Population by Age			
Total	2,778	29,682	44,884
0 - 4	5.7%	6.9%	6.3%
5 - 9	6.1%	6.8%	6.4%
10 - 14	6.6%	6.9%	6.6%
15 - 24	10.2%	11.9%	11.2%
25 - 34	10.7%	11.8%	11.3%
35 - 44	13.6%	13.2%	13.1%
45 - 54	12.6%	12.0%	12.2%
55 - 64	12.4%	11.6%	12.4%
65 - 74	11.6%	10.0%	11.1%
75 - 84	7.9%	6.4%	7.1%
85 +	2.6%	2.4%	2.4%
18 +	78.0%	75.6%	77.1%
2010 Population by Sex			
Males	1,237	13,496	20,723
Females	1,363	14,466	21,870
2019 Population by Sex			
Males	1,305	14,086	21,472
Females	1,411	14,992	22,573
2024 Population by Sex			
Males	1,343	14,403	21,911
Females	1,435	15,281	22,970

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2010 Population by Race/Ethnicity			
Total	2,599	27,962	42,593
White Alone	85.4%	78.7%	83.0%
Black Alone	5.1%	6.6%	5.2%
American Indian Alone	0.2%	0.5%	0.4%
Asian Alone	0.8%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	6.5%	10.9%	8.4%
Two or More Races	2.0%	2.6%	2.3%
Hispanic Origin	11.7%	17.6%	14.2%
Diversity Index	41.9	55.7	47.7
2019 Population by Race/Ethnicity			
Total	2,717	29,077	44,045
White Alone	83.7%	76.4%	81.0%
Black Alone	5.0%	6.5%	5.1%
American Indian Alone	0.2%	0.6%	0.5%
Asian Alone	1.0%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.3%	0.3%
Some Other Race Alone	7.7%	12.5%	9.7%
Two or More Races	2.5%	3.1%	2.7%
Hispanic Origin	13.7%	20.2%	16.3%
Diversity Index	46.4	60.2	52.0
2024 Population by Race/Ethnicity			
Total	2,778	29,684	44,881
White Alone	82.1%	74.4%	79.4%
Black Alone	4.9%	6.3%	5.0%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	1.0%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.4%	0.3%
Some Other Race Alone	8.9%	14.1%	10.9%
Two or More Races	2.8%	3.5%	3.0%
Hispanic Origin	15.6%	22.5%	18.2%
Diversity Index	50.1	63.7	55.5
2010 Population by Relationship and Household Type			
Total	2,600	27,962	42,593
In Households	100.0%	97.3%	97.9%
In Family Households	81.4%	80.8%	82.5%
Householder	26.8%	25.5%	26.5%
Spouse	18.5%	16.8%	18.6%
Child	28.7%	30.5%	30.1%
Other relative	4.5%	5.0%	4.5%
Nonrelative	3.0%	3.0%	2.8%
In Nonfamily Households	18.6%	16.5%	15.3%
In Group Quarters	0.0%	2.7%	2.1%
Institutionalized Population	0.0%	2.2%	1.8%
Noninstitutionalized Population	0.0%	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.

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2019 Population 25+ by Educational Attainment			
Total	1,956	19,765	30,754
Less than 9th Grade	4.8%	8.8%	7.3%
9th - 12th Grade, No Diploma	8.6%	9.6%	9.2%
High School Graduate	41.7%	32.1%	32.9%
GED/Alternative Credential	14.8%	10.9%	9.8%
Some College, No Degree	14.2%	18.3%	18.0%
Associate Degree	4.1%	7.4%	7.3%
Bachelor's Degree	6.2%	8.3%	10.3%
Graduate/Professional Degree	5.6%	4.6%	5.4%
2019 Population 15+ by Marital Status			
Total	2,225	23,060	35,532
Never Married	23.7%	28.9%	27.3%
Married	51.6%	49.0%	51.6%
Widowed	8.7%	8.2%	8.0%
Divorced	16.0%	13.8%	13.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	92.0%	93.3%
Civilian Unemployed (Unemployment Rate)	7.6%	8.0%	6.7%
2019 Employed Population 16+ by Industry			
Total	1,317	11,707	18,141
Agriculture/Mining	0.2%	0.3%	0.6%
Construction	6.6%	6.2%	7.0%
Manufacturing	28.7%	29.0%	29.3%
Wholesale Trade	5.8%	3.2%	2.6%
Retail Trade	10.8%	10.8%	10.4%
Transportation/Utilities	2.7%	4.9%	4.7%
Information	1.8%	0.6%	0.8%
Finance/Insurance/Real Estate	3.6%	5.1%	4.0%
Services	36.5%	38.2%	38.8%
Public Administration	3.5%	1.7%	1.8%
2019 Employed Population 16+ by Occupation			
Total	1,319	11,707	18,145
White Collar	41.9%	43.3%	45.5%
Management/Business/Financial	5.3%	7.6%	8.6%
Professional	11.8%	14.2%	16.0%
Sales	9.3%	10.5%	9.7%
Administrative Support	15.5%	11.0%	11.1%
Services	17.5%	19.9%	17.7%
Blue Collar	40.7%	36.8%	36.9%
Farming/Forestry/Fishing	0.0%	0.5%	0.5%
Construction/Extraction	6.1%	5.7%	6.2%
Installation/Maintenance/Repair	8.1%	3.2%	3.5%
Production	20.9%	19.6%	18.8%
Transportation/Material Moving	5.6%	7.7%	7.8%
2010 Population By Urban/ Rural Status			
Total Population	2,600	27,962	42,593
Population Inside Urbanized Area	94.7%	90.2%	81.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.3%	9.8%	18.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,114	10,977	16,746
Households with 1 Person	31.7%	29.9%	27.7%
Households with 2+ People	68.3%	70.1%	72.3%
Family Households	63.0%	65.0%	67.5%
Husband-wife Families	43.5%	42.9%	47.5%
With Related Children	17.7%	19.0%	19.9%
Other Family (No Spouse Present)	19.5%	22.1%	20.1%
Other Family with Male Householder	5.6%	6.2%	5.8%
With Related Children	3.4%	3.6%	3.4%
Other Family with Female Householder	13.9%	15.9%	14.3%
With Related Children	8.3%	10.8%	9.3%
Nonfamily Households	5.3%	5.1%	4.7%
All Households with Children	30.2%	34.3%	33.3%
Multigenerational Households	4.8%	4.9%	4.6%
Unmarried Partner Households	5.7%	6.1%	5.8%
Male-female	5.3%	5.6%	5.3%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	1,114	10,977	16,747
1 Person Household	31.7%	29.9%	27.7%
2 Person Household	34.2%	31.5%	33.4%
3 Person Household	15.4%	16.2%	16.7%
4 Person Household	10.1%	12.5%	12.9%
5 Person Household	5.4%	5.8%	5.6%
6 Person Household	1.8%	2.4%	2.2%
7 + Person Household	1.4%	1.7%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,114	10,977	16,746
Owner Occupied	66.9%	57.7%	64.3%
Owned with a Mortgage/Loan	38.3%	33.8%	37.6%
Owned Free and Clear	28.5%	23.9%	26.6%
Renter Occupied	33.1%	42.3%	35.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,276	12,181	18,479
Housing Units Inside Urbanized Area	94.1%	90.2%	81.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.9%	9.8%	18.3%

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.	Heartland Communities (6F)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Southern Satellites (10A)	Heartland Communities (6F)	Salt of the Earth (6B)
3.	Top Tier (1A)	Hardscrabble Road (8G)	Heartland Communities (6F)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,417,551	\$14,004,019	\$22,961,058
Average Spent	\$1,234.80	\$1,241.27	\$1,337.04
Spending Potential Index	58	58	62
Education: Total \$	\$960,626	\$9,330,233	\$15,685,108
Average Spent	\$836.78	\$827.00	\$913.36
Spending Potential Index	53	52	57
Entertainment/Recreation: Total \$	\$2,498,634	\$22,480,845	\$37,387,034
Average Spent	\$2,176.51	\$1,992.63	\$2,177.08
Spending Potential Index	67	61	67
Food at Home: Total \$	\$3,914,243	\$36,360,007	\$59,932,840
Average Spent	\$3,409.62	\$3,222.83	\$3,489.95
Spending Potential Index	66	62	67
Food Away from Home: Total \$	\$2,532,127	\$24,255,525	\$39,962,813
Average Spent	\$2,205.69	\$2,149.93	\$2,327.07
Spending Potential Index	60	59	63
Health Care: Total \$	\$4,969,409	\$43,388,714	\$72,391,822
Average Spent	\$4,328.75	\$3,845.84	\$4,215.44
Spending Potential Index	73	65	71
HH Furnishings & Equipment: Total \$	\$1,490,231	\$14,046,494	\$23,243,553
Average Spent	\$1,298.11	\$1,245.04	\$1,353.49
Spending Potential Index	61	58	63
Personal Care Products & Services: Total \$	\$596,722	\$5,750,575	\$9,517,468
Average Spent	\$519.79	\$509.71	\$554.21
Spending Potential Index	59	57	63
Shelter: Total \$	\$12,000,833	\$114,572,301	\$188,690,288
Average Spent	\$10,453.69	\$10,155.32	\$10,987.61
Spending Potential Index	56	55	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,792,359	\$16,711,444	\$27,901,955
Average Spent	\$1,561.29	\$1,481.25	\$1,624.76
Spending Potential Index	63	60	66
Travel: Total \$	\$1,458,687	\$13,523,891	\$22,687,261
Average Spent	\$1,270.63	\$1,198.71	\$1,321.10
Spending Potential Index	57	53	59
Vehicle Maintenance & Repairs: Total \$	\$860,689	\$7,935,549	\$13,058,295
Average Spent	\$749.73	\$703.38	\$760.40
Spending Potential Index	66	61	66

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.