



Market Profile

Fairview City, TN
Fairview City, TN (4725440)
Geography: Place

Prepared by Esri

	Fairview city...
Population Summary	
2000 Total Population	6,484
2010 Total Population	7,720
2016 Total Population	8,513
2016 Group Quarters	0
2021 Total Population	9,295
2016-2021 Annual Rate	1.77%
2016 Total Daytime Population	6,412
Workers	2,035
Residents	4,377
Household Summary	
2000 Households	2,341
2000 Average Household Size	2.77
2010 Households	2,733
2010 Average Household Size	2.82
2016 Households	3,000
2016 Average Household Size	2.84
2021 Households	3,264
2021 Average Household Size	2.85
2016-2021 Annual Rate	1.70%
2010 Families	2,148
2010 Average Family Size	3.19
2016 Families	2,304
2016 Average Family Size	3.24
2021 Families	2,491
2021 Average Family Size	3.26
2016-2021 Annual Rate	1.57%
Housing Unit Summary	
2000 Housing Units	2,472
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	5.3%
2010 Housing Units	2,900
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	5.8%
2016 Housing Units	3,182
Owner Occupied Housing Units	72.3%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	5.7%
2021 Housing Units	3,462
Owner Occupied Housing Units	72.9%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	5.7%
Median Household Income	
2016	\$56,246
2021	\$65,156
Median Home Value	
2016	\$200,938
2021	\$245,989
Per Capita Income	
2016	\$25,588
2021	\$28,083
Median Age	
2010	35.0
2016	37.6
2021	38.7

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income	
Household Income Base	3,000
<\$15,000	11.4%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	4.2%
\$200,000+	3.1%
Average Household Income	\$71,468
2021 Households by Income	
Household Income Base	3,265
<\$15,000	10.7%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	4.8%
\$200,000+	3.5%
Average Household Income	\$78,675
2016 Owner Occupied Housing Units by Value	
Total	2,300
<\$50,000	3.1%
\$50,000 - \$99,999	5.9%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	24.0%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	3.7%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.1%
Average Home Value	\$239,500
2021 Owner Occupied Housing Units by Value	
Total	2,526
<\$50,000	1.4%
\$50,000 - \$99,999	1.8%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	22.4%
\$200,000 - \$249,999	21.2%
\$250,000 - \$299,999	16.9%
\$300,000 - \$399,999	21.9%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	4.0%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	0.1%
Average Home Value	\$273,644

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	7,720
0 - 4	7.4%
5 - 9	8.8%
10 - 14	8.8%
15 - 24	12.0%
25 - 34	13.0%
35 - 44	16.0%
45 - 54	14.8%
55 - 64	10.9%
65 - 74	5.2%
75 - 84	2.5%
85 +	0.6%
18 +	70.1%
2016 Population by Age	
Total	8,511
0 - 4	6.6%
5 - 9	7.1%
10 - 14	8.0%
15 - 24	13.1%
25 - 34	11.8%
35 - 44	14.2%
45 - 54	14.6%
55 - 64	12.9%
65 - 74	7.7%
75 - 84	3.2%
85 +	0.9%
18 +	73.9%
2021 Population by Age	
Total	9,291
0 - 4	6.4%
5 - 9	6.7%
10 - 14	7.5%
15 - 24	12.3%
25 - 34	12.1%
35 - 44	13.6%
45 - 54	13.9%
55 - 64	13.2%
65 - 74	9.3%
75 - 84	3.9%
85 +	1.0%
18 +	75.0%
2010 Population by Sex	
Males	3,744
Females	3,976
2016 Population by Sex	
Males	4,187
Females	4,324
2021 Population by Sex	
Males	4,616
Females	4,675

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	7,720
White Alone	95.8%
Black Alone	1.1%
American Indian Alone	0.4%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.3%
Hispanic Origin	2.8%
Diversity Index	13.3
2016 Population by Race/Ethnicity	
Total	8,513
White Alone	95.5%
Black Alone	1.0%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	1.5%
Hispanic Origin	3.0%
Diversity Index	13.9
2021 Population by Race/Ethnicity	
Total	9,295
White Alone	94.9%
Black Alone	1.0%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	1.7%
Hispanic Origin	3.4%
Diversity Index	15.8
2010 Population by Relationship and Household Type	
Total	7,720
In Households	100.0%
In Family Households	90.7%
Householder	27.8%
Spouse	22.1%
Child	35.8%
Other relative	3.0%
Nonrelative	2.0%
In Nonfamily Households	9.3%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	5,559
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	9.1%
High School Graduate	26.4%
GED/Alternative Credential	6.4%
Some College, No Degree	21.1%
Associate Degree	6.7%
Bachelor's Degree	19.6%
Graduate/Professional Degree	8.3%
2016 Population 15+ by Marital Status	
Total	6,672
Never Married	21.8%
Married	62.2%
Widowed	3.9%
Divorced	12.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.8%
Civilian Unemployed	4.2%
2016 Employed Population 16+ by Industry	
Total	4,218
Agriculture/Mining	0.9%
Construction	7.1%
Manufacturing	6.0%
Wholesale Trade	2.9%
Retail Trade	11.6%
Transportation/Utilities	5.5%
Information	1.6%
Finance/Insurance/Real Estate	5.9%
Services	52.8%
Public Administration	5.7%
2016 Employed Population 16+ by Occupation	
Total	4,221
White Collar	63.2%
Management/Business/Financial	15.3%
Professional	20.7%
Sales	13.2%
Administrative Support	14.0%
Services	19.9%
Blue Collar	16.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	3.4%
Production	3.4%
Transportation/Material Moving	5.7%
2010 Population By Urban/ Rural Status	
Total Population	7,720
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	82.0%
Rural Population	18.0%

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2010 Households by Type	
Total	2,733
Households with 1 Person	17.6%
Households with 2+ People	82.4%
Family Households	78.6%
Husband-wife Families	62.3%
With Related Children	33.3%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	4.3%
With Related Children	2.6%
Other Family with Female Householder	12.0%
With Related Children	8.6%
Nonfamily Households	3.8%
All Households with Children	45.1%
Multigenerational Households	4.4%
Unmarried Partner Households	4.7%
Male-female	4.0%
Same-sex	0.7%
2010 Households by Size	
Total	2,733
1 Person Household	17.6%
2 Person Household	32.1%
3 Person Household	19.6%
4 Person Household	18.7%
5 Person Household	7.5%
6 Person Household	2.6%
7 + Person Household	1.8%
2010 Households by Tenure and Mortgage Status	
Total	2,733
Owner Occupied	79.9%
Owned with a Mortgage/Loan	64.9%
Owned Free and Clear	15.0%
Renter Occupied	20.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,900
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	80.3%
Rural Housing Units	19.7%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
	1.	Green Acres (6A)
	2.	Soccer Moms (4A)
	3.	American Dreamers (7C)
2016 Consumer Spending		
Apparel & Services: Total \$		\$5,473,575
Average Spent		\$1,824.52
Spending Potential Index		91
Education: Total \$		\$3,719,342
Average Spent		\$1,239.78
Spending Potential Index		88
Entertainment/Recreation: Total \$		\$8,103,653
Average Spent		\$2,701.22
Spending Potential Index		93
Food at Home: Total \$		\$13,463,745
Average Spent		\$4,487.92
Spending Potential Index		90
Food Away from Home: Total \$		\$8,528,017
Average Spent		\$2,842.67
Spending Potential Index		92
Health Care: Total \$		\$14,808,077
Average Spent		\$4,936.03
Spending Potential Index		93
HH Furnishings & Equipment: Total \$		\$4,968,231
Average Spent		\$1,656.08
Spending Potential Index		94
Personal Care Products & Services: Total \$		\$2,027,057
Average Spent		\$675.69
Spending Potential Index		92
Shelter: Total \$		\$42,194,769
Average Spent		\$14,064.92
Spending Potential Index		90
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$6,565,287
Average Spent		\$2,188.43
Spending Potential Index		94
Travel: Total \$		\$5,325,113
Average Spent		\$1,775.04
Spending Potential Index		95
Vehicle Maintenance & Repairs: Total \$		\$2,866,788
Average Spent		\$955.60
Spending Potential Index		92

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.