



# Market Profile

Obion County, TN 2  
 Obion County, TN (47131)  
 Geography: County

Prepared by Esri

	Obion County,...
<b>Population Summary</b>	
2000 Total Population	32,450
2010 Total Population	31,807
2018 Total Population	31,134
2018 Group Quarters	461
2023 Total Population	30,548
2018-2023 Annual Rate	-0.38%
2018 Total Daytime Population	31,699
Workers	12,994
Residents	18,705
<b>Household Summary</b>	
2000 Households	13,182
2000 Average Household Size	2.42
2010 Households	13,077
2010 Average Household Size	2.40
2018 Households	12,826
2018 Average Household Size	2.39
2023 Households	12,592
2023 Average Household Size	2.39
2018-2023 Annual Rate	-0.37%
2010 Families	8,970
2010 Average Family Size	2.90
2018 Families	8,657
2018 Average Family Size	2.93
2023 Families	8,441
2023 Average Family Size	2.94
2018-2023 Annual Rate	-0.50%
<b>Housing Unit Summary</b>	
2000 Housing Units	14,489
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	9.0%
2010 Housing Units	14,659
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	10.8%
2018 Housing Units	14,659
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	12.5%
2023 Housing Units	14,678
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	14.2%
<b>Median Household Income</b>	
2018	\$40,202
2023	\$46,237
<b>Median Home Value</b>	
2018	\$104,561
2023	\$126,906
<b>Per Capita Income</b>	
2018	\$22,506
2023	\$25,877
<b>Median Age</b>	
2010	41.4
2018	43.5
2023	44.7

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>	
Household Income Base	12,826
<\$15,000	16.4%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	1.9%
\$200,000+	1.6%
Average Household Income	\$53,861
<b>2023 Households by Income</b>	
Household Income Base	12,592
<\$15,000	13.6%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	2.3%
\$200,000+	2.1%
Average Household Income	\$61,993
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	8,332
<\$50,000	13.9%
\$50,000 - \$99,999	34.1%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	3.8%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$137,620
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	8,238
<\$50,000	10.7%
\$50,000 - \$99,999	27.2%
\$100,000 - \$149,999	22.4%
\$150,000 - \$199,999	20.1%
\$200,000 - \$249,999	5.9%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$157,411

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	<b>Obion County,...</b>
<b>2010 Population by Age</b>	
Total	31,807
0 - 4	5.5%
5 - 9	6.4%
10 - 14	7.0%
15 - 24	11.5%
25 - 34	11.2%
35 - 44	13.3%
45 - 54	14.6%
55 - 64	13.8%
65 - 74	9.5%
75 - 84	5.2%
85 +	2.0%
18 +	77.1%
<b>2018 Population by Age</b>	
Total	31,134
0 - 4	5.1%
5 - 9	5.5%
10 - 14	6.1%
15 - 24	10.8%
25 - 34	12.0%
35 - 44	12.3%
45 - 54	13.2%
55 - 64	14.6%
65 - 74	12.0%
75 - 84	6.0%
85 +	2.3%
18 +	79.8%
<b>2023 Population by Age</b>	
Total	30,548
0 - 4	5.0%
5 - 9	5.4%
10 - 14	6.0%
15 - 24	10.3%
25 - 34	11.2%
35 - 44	12.4%
45 - 54	12.7%
55 - 64	14.2%
65 - 74	13.0%
75 - 84	7.3%
85 +	2.4%
18 +	80.1%
<b>2010 Population by Sex</b>	
Males	15,326
Females	16,481
<b>2018 Population by Sex</b>	
Males	15,049
Females	16,085
<b>2023 Population by Sex</b>	
Males	14,813
Females	15,735

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

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	<b>Obion County,...</b>
<b>2010 Population by Race/Ethnicity</b>	
Total	31,807
White Alone	85.9%
Black Alone	10.6%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	1.1%
Hispanic Origin	3.1%
Diversity Index	29.6
<b>2018 Population by Race/Ethnicity</b>	
Total	31,134
White Alone	84.3%
Black Alone	10.5%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	1.9%
Hispanic Origin	4.5%
Diversity Index	34.1
<b>2023 Population by Race/Ethnicity</b>	
Total	30,548
White Alone	82.6%
Black Alone	10.4%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	2.5%
Hispanic Origin	5.7%
Diversity Index	38.0
<b>2010 Population by Relationship and Household Type</b>	
Total	31,807
In Households	98.6%
In Family Households	83.6%
Householder	28.2%
Spouse	21.0%
Child	29.7%
Other relative	2.8%
Nonrelative	1.9%
In Nonfamily Households	15.0%
In Group Quarters	1.4%
Institutionalized Population	1.3%
Noninstitutionalized Population	0.2%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	<b>Obion County,...</b>
<b>2018 Population 25+ by Educational Attainment</b>	
Total	22,556
Less than 9th Grade	7.1%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	33.5%
GED/Alternative Credential	8.0%
Some College, No Degree	20.8%
Associate Degree	4.9%
Bachelor's Degree	10.7%
Graduate/Professional Degree	6.8%
<b>2018 Population 15+ by Marital Status</b>	
Total	25,918
Never Married	25.2%
Married	53.4%
Widowed	8.0%
Divorced	13.4%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.2%
Civilian Unemployed (Unemployment Rate)	5.8%
<b>2018 Employed Population 16+ by Industry</b>	
Total	12,445
Agriculture/Mining	2.6%
Construction	5.7%
Manufacturing	22.2%
Wholesale Trade	2.4%
Retail Trade	11.6%
Transportation/Utilities	4.8%
Information	0.9%
Finance/Insurance/Real Estate	4.5%
Services	41.0%
Public Administration	4.4%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	12,445
White Collar	46.9%
Management/Business/Financial	9.4%
Professional	16.3%
Sales	8.7%
Administrative Support	12.5%
Services	19.0%
Blue Collar	34.1%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	5.5%
Production	15.3%
Transportation/Material Moving	7.7%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	31,807
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	38.4%
Rural Population	61.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	13,077
Households with 1 Person	27.3%
Households with 2+ People	72.7%
Family Households	68.6%
Husband-wife Families	51.0%
With Related Children	19.3%
Other Family (No Spouse Present)	17.6%
Other Family with Male Householder	4.6%
With Related Children	2.8%
Other Family with Female Householder	12.9%
With Related Children	8.8%
Nonfamily Households	4.1%
All Households with Children	31.4%
Multigenerational Households	3.6%
Unmarried Partner Households	5.7%
Male-female	5.2%
Same-sex	0.4%
<b>2010 Households by Size</b>	
Total	13,077
1 Person Household	27.3%
2 Person Household	36.6%
3 Person Household	16.4%
4 Person Household	12.2%
5 Person Household	5.0%
6 Person Household	1.7%
7 + Person Household	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	13,077
Owner Occupied	68.2%
Owned with a Mortgage/Loan	38.4%
Owned Free and Clear	29.8%
Renter Occupied	31.8%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	14,659
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	39.4%
Rural Housing Units	60.6%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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		Obion County,...
<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Rooted Rural (10B)
	<b>2.</b>	Salt of the Earth (6B)
	<b>3.</b>	Heartland Communities
<b>2018 Consumer Spending</b>		
Apparel & Services: Total \$		\$17,567,554
Average Spent		\$1,369.68
Spending Potential Index		63
Education: Total \$		\$10,246,866
Average Spent		\$798.91
Spending Potential Index		55
Entertainment/Recreation: Total \$		\$28,666,290
Average Spent		\$2,235.01
Spending Potential Index		69
Food at Home: Total \$		\$45,670,391
Average Spent		\$3,560.77
Spending Potential Index		71
Food Away from Home: Total \$		\$28,908,470
Average Spent		\$2,253.90
Spending Potential Index		64
Health Care: Total \$		\$54,904,779
Average Spent		\$4,280.74
Spending Potential Index		75
HH Furnishings & Equipment: Total \$		\$17,586,140
Average Spent		\$1,371.13
Spending Potential Index		66
Personal Care Products & Services: Total \$		\$6,736,586
Average Spent		\$525.23
Spending Potential Index		63
Shelter: Total \$		\$129,217,655
Average Spent		\$10,074.67
Spending Potential Index		60
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$21,051,935
Average Spent		\$1,641.35
Spending Potential Index		66
Travel: Total \$		\$16,161,852
Average Spent		\$1,260.09
Spending Potential Index		59
Vehicle Maintenance & Repairs: Total \$		\$9,592,725
Average Spent		\$747.91
Spending Potential Index		70

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.