



# Market Profile

325 Cherokee Blvd, Chattanooga, Tennessee, 37405  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.06570  
Longitude: -85.31311

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	36,189	98,130	246,741
2010 Total Population	37,397	99,965	259,053
2021 Total Population	44,444	111,875	284,456
2021 Group Quarters	4,681	5,992	7,346
2026 Total Population	48,022	117,817	297,105
2021-2026 Annual Rate	1.56%	1.04%	0.87%
2021 Total Daytime Population	84,144	152,085	337,023
Workers	62,571	94,234	193,599
Residents	21,573	57,851	143,424
<b>Household Summary</b>			
2000 Households	16,158	41,711	103,886
2000 Average Household Size	2.06	2.25	2.32
2010 Households	16,001	41,637	109,438
2010 Average Household Size	2.05	2.26	2.30
2021 Households	19,509	46,924	120,268
2021 Average Household Size	2.04	2.26	2.30
2026 Households	21,237	49,587	125,756
2026 Average Household Size	2.04	2.26	2.30
2021-2026 Annual Rate	1.71%	1.11%	0.90%
2010 Families	7,308	22,921	65,121
2010 Average Family Size	2.87	2.97	2.94
2021 Families	8,351	24,663	69,317
2021 Average Family Size	2.89	3.00	2.98
2026 Families	8,957	25,721	71,798
2026 Average Family Size	2.91	3.01	2.99
2021-2026 Annual Rate	1.41%	0.84%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	18,265	46,714	113,505
Owner Occupied Housing Units	34.3%	45.0%	55.3%
Renter Occupied Housing Units	54.1%	44.3%	36.2%
Vacant Housing Units	11.5%	10.7%	8.5%
2010 Housing Units	18,777	48,244	122,860
Owner Occupied Housing Units	35.6%	42.4%	50.8%
Renter Occupied Housing Units	49.6%	43.9%	38.3%
Vacant Housing Units	14.8%	13.7%	10.9%
2021 Housing Units	22,902	54,460	135,069
Owner Occupied Housing Units	31.8%	40.2%	49.0%
Renter Occupied Housing Units	53.4%	46.0%	40.0%
Vacant Housing Units	14.8%	13.8%	11.0%
2026 Housing Units	24,775	57,327	140,923
Owner Occupied Housing Units	31.9%	40.9%	49.8%
Renter Occupied Housing Units	53.8%	45.6%	39.5%
Vacant Housing Units	14.3%	13.5%	10.8%
<b>Median Household Income</b>			
2021	\$44,752	\$44,082	\$49,860
2026	\$50,918	\$50,287	\$54,661
<b>Median Home Value</b>			
2021	\$296,466	\$233,897	\$198,848
2026	\$333,274	\$283,154	\$245,186
<b>Per Capita Income</b>			
2021	\$32,892	\$29,548	\$30,378
2026	\$37,079	\$33,446	\$34,258
<b>Median Age</b>			
2010	32.8	35.4	38.4
2021	35.5	37.7	40.3
2026	36.7	38.7	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Households by Income</b>			
Household Income Base	19,509	46,924	120,267
<\$15,000	18.6%	15.9%	12.5%
\$15,000 - \$24,999	11.6%	13.3%	11.4%
\$25,000 - \$34,999	9.4%	10.8%	11.0%
\$35,000 - \$49,999	14.4%	14.7%	15.2%
\$50,000 - \$74,999	14.4%	15.9%	18.7%
\$75,000 - \$99,999	9.0%	9.7%	11.2%
\$100,000 - \$149,999	10.7%	9.7%	10.8%
\$150,000 - \$199,999	5.1%	4.6%	4.3%
\$200,000+	6.7%	5.4%	4.9%
Average Household Income	\$74,668	\$70,160	\$71,628
<b>2026 Households by Income</b>			
Household Income Base	21,237	49,587	125,755
<\$15,000	16.3%	13.7%	10.6%
\$15,000 - \$24,999	10.0%	11.5%	9.7%
\$25,000 - \$34,999	8.6%	10.2%	10.2%
\$35,000 - \$49,999	14.3%	14.2%	14.5%
\$50,000 - \$74,999	15.5%	16.6%	19.5%
\$75,000 - \$99,999	9.8%	10.9%	12.3%
\$100,000 - \$149,999	12.1%	11.3%	12.5%
\$150,000 - \$199,999	6.0%	5.5%	5.3%
\$200,000+	7.3%	6.0%	5.5%
Average Household Income	\$83,661	\$79,223	\$80,721
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	7,272	21,883	66,193
<\$50,000	1.7%	4.4%	4.8%
\$50,000 - \$99,999	6.7%	11.0%	12.8%
\$100,000 - \$149,999	8.8%	11.9%	16.1%
\$150,000 - \$199,999	9.9%	15.1%	16.6%
\$200,000 - \$249,999	10.7%	11.3%	11.9%
\$250,000 - \$299,999	13.1%	10.4%	10.0%
\$300,000 - \$399,999	22.3%	16.2%	10.9%
\$400,000 - \$499,999	9.1%	6.0%	5.7%
\$500,000 - \$749,999	10.0%	9.0%	6.6%
\$750,000 - \$999,999	2.9%	2.0%	1.9%
\$1,000,000 - \$1,499,999	3.0%	1.7%	1.4%
\$1,500,000 - \$1,999,999	1.0%	0.5%	0.6%
\$2,000,000 +	0.8%	0.5%	0.7%
Average Home Value	\$373,642	\$304,629	\$279,615
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	7,888	23,407	70,136
<\$50,000	1.0%	2.8%	3.4%
\$50,000 - \$99,999	4.0%	6.7%	8.2%
\$100,000 - \$149,999	5.8%	8.1%	11.8%
\$150,000 - \$199,999	7.7%	13.0%	15.1%
\$200,000 - \$249,999	9.1%	11.1%	12.8%
\$250,000 - \$299,999	14.1%	12.3%	12.1%
\$300,000 - \$399,999	25.1%	19.8%	13.5%
\$400,000 - \$499,999	11.4%	7.8%	7.6%
\$500,000 - \$749,999	12.1%	11.7%	9.1%
\$750,000 - \$999,999	3.6%	2.8%	2.8%
\$1,000,000 - \$1,499,999	3.8%	2.3%	2.0%
\$1,500,000 - \$1,999,999	1.1%	0.6%	0.8%
\$2,000,000 +	1.2%	0.9%	1.0%
Average Home Value	\$423,837	\$358,574	\$333,477

**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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<b>2010 Population by Age</b>			
Total	37,397	99,965	259,053
0 - 4	5.6%	6.7%	6.3%
5 - 9	4.6%	5.7%	5.9%
10 - 14	3.9%	5.2%	5.6%
15 - 24	23.0%	17.5%	14.5%
25 - 34	16.0%	14.4%	13.6%
35 - 44	11.1%	11.6%	12.2%
45 - 54	12.4%	13.1%	13.9%
55 - 64	11.4%	11.8%	12.6%
65 - 74	5.9%	6.8%	7.8%
75 - 84	4.0%	4.8%	5.3%
85 +	2.1%	2.5%	2.3%
18 +	82.9%	79.0%	78.6%
<b>2021 Population by Age</b>			
Total	44,443	111,874	284,457
0 - 4	4.9%	5.9%	5.5%
5 - 9	4.4%	5.7%	5.6%
10 - 14	4.1%	5.4%	5.6%
15 - 24	19.4%	14.6%	12.4%
25 - 34	16.6%	14.9%	13.9%
35 - 44	11.8%	12.1%	12.5%
45 - 54	10.4%	10.9%	11.6%
55 - 64	12.5%	12.5%	13.1%
65 - 74	8.9%	9.9%	11.0%
75 - 84	4.6%	5.3%	6.0%
85 +	2.4%	2.8%	2.8%
18 +	84.2%	80.1%	80.1%
<b>2026 Population by Age</b>			
Total	48,022	117,817	297,105
0 - 4	5.0%	5.9%	5.5%
5 - 9	4.2%	5.5%	5.5%
10 - 14	3.9%	5.3%	5.5%
15 - 24	19.7%	15.1%	12.7%
25 - 34	15.0%	13.3%	12.5%
35 - 44	12.3%	12.6%	12.9%
45 - 54	10.7%	11.1%	11.7%
55 - 64	11.5%	11.5%	12.1%
65 - 74	9.6%	10.5%	11.5%
75 - 84	5.6%	6.3%	7.2%
85 +	2.5%	2.9%	2.9%
18 +	84.4%	80.2%	80.3%
<b>2010 Population by Sex</b>			
Males	18,132	47,451	123,201
Females	19,265	52,514	135,852
<b>2021 Population by Sex</b>			
Males	21,686	53,492	136,401
Females	22,757	58,383	148,055
<b>2026 Population by Sex</b>			
Males	23,451	56,442	142,862
Females	24,571	61,375	154,243

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<b>2010 Population by Race/Ethnicity</b>			
Total	37,397	99,964	259,052
White Alone	63.8%	57.6%	69.7%
Black Alone	30.7%	36.0%	24.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.6%	1.1%	1.6%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.8%	2.9%	2.3%
Two or More Races	1.7%	1.8%	1.9%
Hispanic Origin	4.0%	5.6%	4.7%
Diversity Index	53.6	58.7	50.4
<b>2021 Population by Race/Ethnicity</b>			
Total	44,444	111,874	284,456
White Alone	64.4%	57.8%	68.9%
Black Alone	28.5%	33.8%	22.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.0%	1.4%	1.9%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.5%	3.9%	3.3%
Two or More Races	2.2%	2.5%	2.5%
Hispanic Origin	5.8%	7.8%	6.8%
Diversity Index	55.8	61.5	53.9
<b>2026 Population by Race/Ethnicity</b>			
Total	48,022	117,818	297,106
White Alone	63.7%	57.5%	68.3%
Black Alone	28.3%	33.1%	22.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.2%	1.5%	2.1%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.8%	4.5%	3.8%
Two or More Races	2.5%	2.8%	2.9%
Hispanic Origin	7.0%	9.2%	8.1%
Diversity Index	57.7	63.2	56.0
<b>2010 Population by Relationship and Household Type</b>			
Total	37,397	99,965	259,053
In Households	87.6%	94.1%	97.2%
In Family Households	58.0%	70.6%	76.4%
Householder	19.5%	22.9%	25.1%
Spouse	11.5%	13.1%	16.5%
Child	21.7%	27.7%	28.3%
Other relative	3.3%	4.4%	4.0%
Nonrelative	2.0%	2.6%	2.4%
In Nonfamily Households	29.7%	23.5%	20.8%
In Group Quarters	12.4%	5.9%	2.8%
Institutionalized Population	2.6%	1.6%	0.9%
Noninstitutionalized Population	9.7%	4.3%	1.9%

**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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	29,858	76,497	201,588
Less than 9th Grade	3.1%	4.1%	3.9%
9th - 12th Grade, No Diploma	7.5%	9.1%	7.8%
High School Graduate	19.6%	22.4%	23.0%
GED/Alternative Credential	4.1%	4.7%	4.9%
Some College, No Degree	16.2%	18.1%	21.0%
Associate Degree	6.5%	7.4%	8.4%
Bachelor's Degree	25.9%	21.2%	19.8%
Graduate/Professional Degree	17.1%	13.0%	11.1%
<b>2021 Population 15+ by Marital Status</b>			
Total	38,499	92,861	236,895
Never Married	49.7%	43.4%	35.7%
Married	32.3%	36.6%	42.8%
Widowed	6.1%	7.0%	7.7%
Divorced	11.9%	13.0%	13.8%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	24,459	58,822	150,179
Population 16+ Employed	93.1%	92.2%	94.4%
Population 16+ Unemployment rate	6.9%	7.8%	5.6%
Population 16-24 Employed	19.5%	15.5%	13.6%
Population 16-24 Unemployment rate	9.9%	13.3%	10.9%
Population 25-54 Employed	60.5%	62.6%	62.5%
Population 25-54 Unemployment rate	6.3%	6.5%	4.7%
Population 55-64 Employed	13.8%	14.6%	15.9%
Population 55-64 Unemployment rate	7.3%	10.1%	6.0%
Population 65+ Employed	6.2%	7.3%	8.0%
Population 65+ Unemployment rate	1.4%	1.3%	1.4%
<b>2021 Employed Population 16+ by Industry</b>			
Total	22,772	54,243	141,844
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	3.6%	5.1%	6.0%
Manufacturing	9.4%	12.3%	12.5%
Wholesale Trade	1.6%	1.7%	2.2%
Retail Trade	10.1%	10.4%	11.4%
Transportation/Utilities	5.5%	6.0%	6.6%
Information	1.0%	1.4%	1.4%
Finance/Insurance/Real Estate	9.6%	8.6%	8.8%
Services	55.0%	51.1%	47.7%
Public Administration	3.8%	3.1%	3.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	22,772	54,244	141,844
White Collar	68.1%	62.1%	61.6%
Management/Business/Financial	17.5%	15.8%	15.9%
Professional	29.0%	24.6%	22.9%
Sales	11.1%	10.4%	10.5%
Administrative Support	10.5%	11.4%	12.4%
Services	17.6%	17.1%	15.8%
Blue Collar	14.4%	20.8%	22.5%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	2.1%	3.6%	4.2%
Installation/Maintenance/Repair	1.9%	1.8%	2.3%
Production	4.3%	7.3%	7.5%
Transportation/Material Moving	6.0%	8.0%	8.3%

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<b>2010 Households by Type</b>			
Total	16,002	41,637	109,437
Households with 1 Person	42.7%	36.3%	33.6%
Households with 2+ People	57.3%	63.7%	66.4%
Family Households	45.7%	55.0%	59.5%
Husband-wife Families	27.0%	31.5%	39.0%
With Related Children	10.1%	11.9%	14.8%
Other Family (No Spouse Present)	18.7%	23.5%	20.5%
Other Family with Male Householder	4.1%	4.9%	4.7%
With Related Children	1.9%	2.4%	2.5%
Other Family with Female Householder	14.6%	18.6%	15.8%
With Related Children	9.5%	12.0%	10.0%
Nonfamily Households	11.6%	8.7%	6.9%
All Households with Children	21.8%	26.8%	27.7%
Multigenerational Households	2.9%	4.2%	4.1%
Unmarried Partner Households	6.7%	6.5%	6.0%
Male-female	6.0%	5.7%	5.3%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	16,001	41,637	109,440
1 Person Household	42.7%	36.3%	33.6%
2 Person Household	31.4%	32.1%	33.4%
3 Person Household	13.0%	14.6%	15.1%
4 Person Household	7.6%	9.4%	10.3%
5 Person Household	3.0%	4.2%	4.5%
6 Person Household	1.3%	1.9%	1.8%
7 + Person Household	0.9%	1.5%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	16,001	41,637	109,438
Owner Occupied	41.8%	49.1%	57.0%
Owned with a Mortgage/Loan	28.5%	32.4%	36.7%
Owned Free and Clear	13.3%	16.7%	20.3%
Renter Occupied	58.2%	50.9%	43.0%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	82	101	135
Percent of Income for Mortgage	27.8%	22.3%	16.7%
Wealth Index	65	67	71
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	18,777	48,244	122,860
Housing Units Inside Urbanized Area	98.9%	98.2%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	1.8%	3.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	37,397	99,965	259,053
Population Inside Urbanized Area	98.6%	98.0%	96.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	2.0%	4.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Emerald City (8B)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Set to Impress (11D)	Set to Impress (11D)	Midlife Constants (5E)
3.	Social Security Set (9F)	Emerald City (8B)	Rustbelt Traditions (5D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$35,168,705	\$78,805,858	\$202,221,591
Average Spent	\$1,802.69	\$1,679.44	\$1,681.42
Spending Potential Index	85	79	79
Education: Total \$	\$27,871,629	\$60,126,743	\$152,825,482
Average Spent	\$1,428.65	\$1,281.36	\$1,270.71
Spending Potential Index	83	74	74
Entertainment/Recreation: Total \$	\$50,892,832	\$116,759,581	\$308,600,736
Average Spent	\$2,608.68	\$2,488.27	\$2,565.94
Spending Potential Index	81	77	79
Food at Home: Total \$	\$89,249,672	\$202,412,981	\$524,537,177
Average Spent	\$4,574.79	\$4,313.63	\$4,361.40
Spending Potential Index	84	79	80
Food Away from Home: Total \$	\$62,217,095	\$138,914,498	\$358,055,085
Average Spent	\$3,189.15	\$2,960.41	\$2,977.14
Spending Potential Index	84	78	78
Health Care: Total \$	\$98,796,042	\$230,777,844	\$613,197,545
Average Spent	\$5,064.13	\$4,918.12	\$5,098.59
Spending Potential Index	81	79	82
HH Furnishings & Equipment: Total \$	\$35,320,899	\$80,512,606	\$212,292,689
Average Spent	\$1,810.49	\$1,715.81	\$1,765.16
Spending Potential Index	80	76	78
Personal Care Products & Services: Total \$	\$14,749,945	\$33,203,020	\$86,024,853
Average Spent	\$756.06	\$707.59	\$715.28
Spending Potential Index	84	79	80
Shelter: Total \$	\$331,147,504	\$728,508,251	\$1,867,219,520
Average Spent	\$16,974.09	\$15,525.28	\$15,525.49
Spending Potential Index	84	77	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,272,136	\$82,952,932	\$224,042,402
Average Spent	\$1,859.25	\$1,767.81	\$1,862.86
Spending Potential Index	78	74	78
Travel: Total \$	\$37,883,696	\$85,985,828	\$228,979,056
Average Spent	\$1,941.86	\$1,832.45	\$1,903.91
Spending Potential Index	77	72	75
Vehicle Maintenance & Repairs: Total \$	\$18,213,142	\$41,667,055	\$108,998,438
Average Spent	\$933.58	\$887.97	\$906.30
Spending Potential Index	84	80	82

**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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