



Market Profile

115 Nowlin Ln, Chattanooga, Tennessee, 37421
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.02752
Longitude: -85.20066

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	42,264	122,965	293,102
2010 Total Population	44,313	132,035	318,955
2021 Total Population	48,738	143,629	354,267
2021 Group Quarters	354	2,687	10,241
2026 Total Population	50,734	149,717	371,115
2021-2026 Annual Rate	0.81%	0.83%	0.93%
2021 Total Daytime Population	65,464	160,630	399,331
Workers	43,350	90,143	223,319
Residents	22,114	70,487	176,012
Household Summary			
2000 Households	18,777	51,110	119,953
2000 Average Household Size	2.23	2.35	2.38
2010 Households	20,015	55,366	130,416
2010 Average Household Size	2.20	2.34	2.37
2021 Households	21,935	59,974	144,785
2021 Average Household Size	2.21	2.35	2.38
2026 Households	22,804	62,480	151,772
2026 Average Household Size	2.21	2.35	2.38
2021-2026 Annual Rate	0.78%	0.82%	0.95%
2010 Families	11,283	33,446	81,576
2010 Average Family Size	2.89	2.97	2.97
2021 Families	12,046	35,451	88,166
2021 Average Family Size	2.92	3.01	3.00
2026 Families	12,440	36,713	91,688
2026 Average Family Size	2.93	3.02	3.02
2021-2026 Annual Rate	0.65%	0.70%	0.79%
Housing Unit Summary			
2000 Housing Units	20,282	55,643	130,267
Owner Occupied Housing Units	55.8%	55.5%	58.2%
Renter Occupied Housing Units	36.7%	36.4%	33.9%
Vacant Housing Units	7.4%	8.1%	7.9%
2010 Housing Units	22,057	61,898	145,025
Owner Occupied Housing Units	49.7%	50.3%	54.6%
Renter Occupied Housing Units	41.1%	39.2%	35.3%
Vacant Housing Units	9.3%	10.6%	10.1%
2021 Housing Units	23,955	66,955	160,752
Owner Occupied Housing Units	48.4%	49.7%	52.9%
Renter Occupied Housing Units	43.1%	39.8%	37.1%
Vacant Housing Units	8.4%	10.4%	9.9%
2026 Housing Units	24,807	69,556	168,143
Owner Occupied Housing Units	49.9%	51.1%	53.7%
Renter Occupied Housing Units	42.1%	38.7%	36.6%
Vacant Housing Units	8.1%	10.2%	9.7%
Median Household Income			
2021	\$49,790	\$48,737	\$53,360
2026	\$54,317	\$53,393	\$58,622
Median Home Value			
2021	\$171,178	\$178,624	\$208,870
2026	\$213,175	\$217,469	\$248,836
Per Capita Income			
2021	\$30,242	\$27,251	\$30,402
2026	\$34,157	\$30,713	\$34,305
Median Age			
2010	39.2	38.3	38.1
2021	41.0	40.2	40.3
2026	41.6	41.1	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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2021 Households by Income			
Household Income Base	21,934	59,973	144,783
<\$15,000	10.6%	11.4%	11.4%
\$15,000 - \$24,999	11.0%	11.8%	10.2%
\$25,000 - \$34,999	10.8%	11.2%	10.1%
\$35,000 - \$49,999	17.8%	16.6%	14.6%
\$50,000 - \$74,999	21.9%	20.5%	19.2%
\$75,000 - \$99,999	11.5%	11.7%	12.0%
\$100,000 - \$149,999	8.7%	10.2%	12.8%
\$150,000 - \$199,999	4.0%	3.3%	4.9%
\$200,000+	3.8%	3.2%	4.7%
Average Household Income	\$67,256	\$65,045	\$74,264
2026 Households by Income			
Household Income Base	22,803	62,479	151,770
<\$15,000	8.7%	9.5%	9.6%
\$15,000 - \$24,999	9.1%	10.0%	8.6%
\$25,000 - \$34,999	9.6%	10.4%	9.3%
\$35,000 - \$49,999	16.7%	15.8%	13.8%
\$50,000 - \$74,999	23.2%	21.5%	19.6%
\$75,000 - \$99,999	13.1%	13.0%	12.9%
\$100,000 - \$149,999	10.3%	11.9%	14.7%
\$150,000 - \$199,999	5.0%	4.1%	6.0%
\$200,000+	4.3%	3.7%	5.4%
Average Household Income	\$76,087	\$73,399	\$83,782
2021 Owner Occupied Housing Units by Value			
Total	11,605	33,293	85,071
<\$50,000	4.8%	5.1%	4.2%
\$50,000 - \$99,999	16.9%	14.2%	10.3%
\$100,000 - \$149,999	19.2%	18.9%	14.7%
\$150,000 - \$199,999	21.5%	20.6%	18.2%
\$200,000 - \$249,999	10.6%	13.6%	14.4%
\$250,000 - \$299,999	9.5%	9.2%	11.7%
\$300,000 - \$399,999	6.8%	7.8%	12.1%
\$400,000 - \$499,999	4.0%	3.3%	5.4%
\$500,000 - \$749,999	4.2%	4.5%	5.4%
\$750,000 - \$999,999	0.7%	0.9%	1.5%
\$1,000,000 - \$1,499,999	1.2%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.4%
\$2,000,000 +	0.6%	0.7%	0.7%
Average Home Value	\$228,981	\$238,189	\$270,615
2026 Owner Occupied Housing Units by Value			
Total	12,367	35,531	90,266
<\$50,000	3.3%	3.5%	2.8%
\$50,000 - \$99,999	11.1%	9.2%	6.4%
\$100,000 - \$149,999	13.9%	13.8%	10.2%
\$150,000 - \$199,999	18.7%	18.4%	15.7%
\$200,000 - \$249,999	11.1%	14.7%	15.2%
\$250,000 - \$299,999	13.0%	11.8%	14.0%
\$300,000 - \$399,999	10.4%	11.2%	15.6%
\$400,000 - \$499,999	6.5%	5.3%	7.4%
\$500,000 - \$749,999	7.2%	7.3%	7.6%
\$750,000 - \$999,999	1.2%	1.5%	2.2%
\$1,000,000 - \$1,499,999	2.4%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.5%
\$2,000,000 +	1.0%	1.2%	0.9%
Average Home Value	\$295,771	\$301,544	\$320,278

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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2010 Population by Age			
Total	44,313	132,035	318,956
0 - 4	6.0%	6.6%	6.3%
5 - 9	5.5%	6.0%	6.0%
10 - 14	5.4%	5.9%	5.9%
15 - 24	13.2%	13.5%	14.4%
25 - 34	14.7%	14.0%	13.5%
35 - 44	12.5%	12.5%	12.7%
45 - 54	14.2%	14.1%	14.1%
55 - 64	13.0%	12.5%	12.6%
65 - 74	7.8%	7.6%	7.6%
75 - 84	5.6%	5.2%	5.0%
85 +	2.3%	2.1%	2.0%
18 +	79.6%	77.8%	78.2%
2021 Population by Age			
Total	48,735	143,628	354,267
0 - 4	5.3%	5.8%	5.5%
5 - 9	5.3%	5.8%	5.6%
10 - 14	5.4%	5.8%	5.7%
15 - 24	11.6%	11.3%	12.5%
25 - 34	14.6%	14.3%	13.8%
35 - 44	12.8%	12.9%	12.7%
45 - 54	11.6%	11.6%	11.9%
55 - 64	13.1%	13.1%	13.1%
65 - 74	11.5%	11.0%	10.9%
75 - 84	6.1%	5.9%	5.8%
85 +	2.8%	2.6%	2.5%
18 +	81.0%	79.5%	80.0%
2026 Population by Age			
Total	50,735	149,716	371,117
0 - 4	5.3%	5.8%	5.5%
5 - 9	5.1%	5.7%	5.5%
10 - 14	5.2%	5.7%	5.7%
15 - 24	11.9%	11.6%	12.6%
25 - 34	13.8%	13.1%	12.4%
35 - 44	12.8%	13.2%	13.2%
45 - 54	11.6%	11.7%	12.0%
55 - 64	12.0%	12.0%	12.3%
65 - 74	11.9%	11.5%	11.3%
75 - 84	7.4%	7.1%	7.0%
85 +	2.9%	2.7%	2.6%
18 +	81.1%	79.5%	80.1%
2010 Population by Sex			
Males	20,834	62,627	152,656
Females	23,479	69,408	166,299
2021 Population by Sex			
Males	23,025	68,610	170,747
Females	25,713	75,020	183,520
2026 Population by Sex			
Males	23,954	71,626	179,344
Females	26,780	78,091	191,771

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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2010 Population by Race/Ethnicity			
Total	44,313	132,035	318,956
White Alone	55.5%	57.4%	72.1%
Black Alone	37.6%	35.4%	21.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.1%	2.0%	1.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	2.7%	2.2%
Two or More Races	1.9%	2.0%	1.9%
Hispanic Origin	5.5%	5.4%	4.7%
Diversity Index	59.8	59.2	48.5
2021 Population by Race/Ethnicity			
Total	48,737	143,628	354,266
White Alone	55.8%	57.6%	71.2%
Black Alone	35.1%	33.0%	20.4%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.6%	2.5%	2.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.7%	3.8%	3.1%
Two or More Races	2.5%	2.6%	2.5%
Hispanic Origin	8.1%	7.7%	6.9%
Diversity Index	63.0	62.2	52.1
2026 Population by Race/Ethnicity			
Total	50,735	149,716	371,115
White Alone	55.7%	57.2%	70.5%
Black Alone	34.0%	32.2%	20.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.9%	2.7%	2.5%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	4.3%	4.3%	3.6%
Two or More Races	2.9%	3.0%	2.9%
Hispanic Origin	9.8%	9.1%	8.2%
Diversity Index	64.9	64.0	54.4
2010 Population by Relationship and Household Type			
Total	44,313	132,035	318,956
In Households	99.2%	98.0%	96.8%
In Family Households	75.9%	77.9%	78.1%
Householder	25.4%	25.3%	25.5%
Spouse	15.7%	15.5%	17.6%
Child	28.1%	29.9%	28.9%
Other relative	4.4%	4.6%	3.9%
Nonrelative	2.3%	2.6%	2.2%
In Nonfamily Households	23.4%	20.1%	18.7%
In Group Quarters	0.8%	2.0%	3.2%
Institutionalized Population	0.4%	1.5%	1.3%
Noninstitutionalized Population	0.4%	0.5%	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.

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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2021 Population 25+ by Educational Attainment			
Total	35,336	102,425	250,413
Less than 9th Grade	4.1%	4.1%	3.7%
9th - 12th Grade, No Diploma	6.3%	8.3%	7.4%
High School Graduate	23.6%	24.9%	22.6%
GED/Alternative Credential	3.3%	4.7%	4.9%
Some College, No Degree	24.3%	23.0%	21.2%
Associate Degree	10.0%	9.3%	8.7%
Bachelor's Degree	18.0%	16.7%	20.5%
Graduate/Professional Degree	10.4%	8.9%	10.9%
2021 Population 15+ by Marital Status			
Total	40,982	118,725	294,539
Never Married	38.2%	36.6%	34.3%
Married	41.6%	42.0%	45.6%
Widowed	6.0%	7.3%	7.2%
Divorced	14.2%	14.0%	12.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	27,981	77,413	188,137
Population 16+ Employed	95.9%	94.6%	95.0%
Population 16+ Unemployment rate	4.1%	5.4%	5.0%
Population 16-24 Employed	13.6%	12.9%	13.7%
Population 16-24 Unemployment rate	7.6%	10.4%	10.0%
Population 25-54 Employed	61.5%	63.0%	62.5%
Population 25-54 Unemployment rate	3.3%	4.5%	4.1%
Population 55-64 Employed	15.8%	15.7%	16.0%
Population 55-64 Unemployment rate	6.0%	6.6%	5.7%
Population 65+ Employed	9.2%	8.4%	7.8%
Population 65+ Unemployment rate	0.6%	0.9%	1.0%
2021 Employed Population 16+ by Industry			
Total	26,837	73,269	178,773
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	5.2%	6.4%	6.0%
Manufacturing	13.5%	13.8%	12.9%
Wholesale Trade	1.9%	2.4%	2.4%
Retail Trade	10.9%	11.6%	11.5%
Transportation/Utilities	8.3%	7.6%	6.9%
Information	1.8%	1.5%	1.4%
Finance/Insurance/Real Estate	8.3%	7.9%	8.7%
Services	45.6%	45.1%	46.8%
Public Administration	4.3%	3.5%	3.1%
2021 Employed Population 16+ by Occupation			
Total	26,835	73,269	178,772
White Collar	61.7%	58.7%	63.4%
Management/Business/Financial	16.1%	14.6%	17.2%
Professional	21.9%	20.9%	23.3%
Sales	10.4%	10.1%	10.6%
Administrative Support	13.2%	13.2%	12.4%
Services	15.6%	15.6%	14.5%
Blue Collar	22.8%	25.7%	22.1%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	3.3%	4.4%	4.1%
Installation/Maintenance/Repair	2.5%	2.4%	2.6%
Production	7.9%	8.9%	7.2%
Transportation/Material Moving	9.1%	9.9%	8.1%

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2010 Households by Type			
Total	20,014	55,365	130,415
Households with 1 Person	37.0%	33.1%	31.0%
Households with 2+ People	63.0%	66.9%	69.0%
Family Households	56.4%	60.4%	62.6%
Husband-wife Families	34.7%	37.1%	43.0%
With Related Children	12.4%	14.0%	17.0%
Other Family (No Spouse Present)	21.6%	23.3%	19.6%
Other Family with Male Householder	4.7%	4.9%	4.5%
With Related Children	2.4%	2.6%	2.4%
Other Family with Female Householder	17.0%	18.4%	15.0%
With Related Children	10.3%	11.7%	9.5%
Nonfamily Households	6.6%	6.5%	6.4%
All Households with Children	25.6%	28.7%	29.4%
Multigenerational Households	4.0%	4.8%	4.2%
Unmarried Partner Households	5.9%	6.1%	5.8%
Male-female	5.0%	5.4%	5.0%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	20,015	55,365	130,415
1 Person Household	37.0%	33.1%	31.0%
2 Person Household	32.9%	32.8%	33.7%
3 Person Household	14.4%	15.6%	16.0%
4 Person Household	9.1%	10.4%	11.3%
5 Person Household	3.8%	4.6%	4.8%
6 Person Household	1.8%	2.0%	1.9%
7 + Person Household	1.0%	1.4%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	20,015	55,366	130,416
Owner Occupied	54.7%	56.2%	60.7%
Owned with a Mortgage/Loan	37.5%	37.9%	40.9%
Owned Free and Clear	17.3%	18.3%	19.9%
Renter Occupied	45.3%	43.8%	39.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	153	146	138
Percent of Income for Mortgage	14.4%	15.4%	16.4%
Wealth Index	58	58	73
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	22,057	61,898	145,025
Housing Units Inside Urbanized Area	100.0%	100.0%	97.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	44,313	132,035	318,955
Population Inside Urbanized Area	100.0%	100.0%	96.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	3.2%

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.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Family Foundations (12A)	Family Foundations (12A)	Midlife Constants (5E)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Rustbelt Traditions (5D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$34,954,684	\$92,021,080	\$251,000,314
Average Spent	\$1,593.56	\$1,534.35	\$1,733.61
Spending Potential Index	75	72	82
Education: Total \$	\$26,027,854	\$68,530,213	\$191,585,127
Average Spent	\$1,186.59	\$1,142.67	\$1,323.24
Spending Potential Index	69	66	77
Entertainment/Recreation: Total \$	\$52,284,814	\$138,951,554	\$383,460,674
Average Spent	\$2,383.62	\$2,316.86	\$2,648.48
Spending Potential Index	74	72	82
Food at Home: Total \$	\$89,624,113	\$236,871,443	\$647,977,647
Average Spent	\$4,085.90	\$3,949.57	\$4,475.45
Spending Potential Index	75	72	82
Food Away from Home: Total \$	\$61,911,043	\$162,648,993	\$444,540,137
Average Spent	\$2,822.48	\$2,711.99	\$3,070.35
Spending Potential Index	74	71	81
Health Care: Total \$	\$104,191,989	\$277,275,586	\$760,326,697
Average Spent	\$4,750.03	\$4,623.26	\$5,251.42
Spending Potential Index	76	74	84
HH Furnishings & Equipment: Total \$	\$36,424,129	\$96,457,233	\$265,571,244
Average Spent	\$1,660.55	\$1,608.32	\$1,834.25
Spending Potential Index	74	71	81
Personal Care Products & Services: Total \$	\$14,878,399	\$39,107,599	\$106,897,811
Average Spent	\$678.29	\$652.08	\$738.32
Spending Potential Index	76	73	82
Shelter: Total \$	\$323,011,830	\$844,837,812	\$2,320,726,086
Average Spent	\$14,725.86	\$14,086.73	\$16,028.77
Spending Potential Index	73	70	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,263,135	\$101,059,947	\$280,724,417
Average Spent	\$1,744.39	\$1,685.06	\$1,938.91
Spending Potential Index	73	70	81
Travel: Total \$	\$39,331,486	\$103,839,743	\$288,390,901
Average Spent	\$1,793.09	\$1,731.41	\$1,991.86
Spending Potential Index	71	68	79
Vehicle Maintenance & Repairs: Total \$	\$18,688,762	\$49,382,025	\$134,823,839
Average Spent	\$852.01	\$823.39	\$931.20
Spending Potential Index	77	74	84

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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