



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	47,088	127,612	287,908
2010 Total Population	50,081	138,893	312,981
2021 Total Population	54,901	151,026	346,909
2021 Group Quarters	297	2,084	10,130
2026 Total Population	57,262	157,247	363,075
2021-2026 Annual Rate	0.85%	0.81%	0.92%
2021 Total Daytime Population	62,031	162,219	395,418
Workers	37,278	87,288	222,778
Residents	24,753	74,931	172,640
<b>Household Summary</b>			
2000 Households	20,958	53,167	117,439
2000 Average Household Size	2.23	2.35	2.38
2010 Households	22,414	57,837	127,521
2010 Average Household Size	2.22	2.37	2.38
2021 Households	24,398	62,470	141,289
2021 Average Household Size	2.24	2.38	2.38
2026 Households	25,404	64,976	147,981
2026 Average Household Size	2.24	2.39	2.39
2021-2026 Annual Rate	0.81%	0.79%	0.93%
2010 Families	12,770	35,178	79,967
2010 Average Family Size	2.90	3.00	2.97
2021 Families	13,577	37,177	86,234
2021 Average Family Size	2.94	3.05	3.01
2026 Families	14,049	38,433	89,583
2026 Average Family Size	2.95	3.06	3.02
2021-2026 Annual Rate	0.69%	0.67%	0.76%
<b>Housing Unit Summary</b>			
2000 Housing Units	22,560	58,036	127,594
Owner Occupied Housing Units	56.4%	55.6%	58.5%
Renter Occupied Housing Units	36.5%	36.0%	33.6%
Vacant Housing Units	7.1%	8.4%	8.0%
2010 Housing Units	24,686	64,753	142,012
Owner Occupied Housing Units	50.9%	50.0%	54.7%
Renter Occupied Housing Units	39.9%	39.4%	35.1%
Vacant Housing Units	9.2%	10.7%	10.2%
2021 Housing Units	26,719	69,836	157,084
Owner Occupied Housing Units	50.2%	49.5%	52.9%
Renter Occupied Housing Units	41.1%	40.0%	37.0%
Vacant Housing Units	8.7%	10.5%	10.1%
2026 Housing Units	27,738	72,479	164,201
Owner Occupied Housing Units	51.8%	50.7%	53.7%
Renter Occupied Housing Units	39.8%	38.9%	36.4%
Vacant Housing Units	8.4%	10.4%	9.9%
<b>Median Household Income</b>			
2021	\$49,767	\$47,782	\$52,979
2026	\$54,229	\$52,546	\$58,172
<b>Median Home Value</b>			
2021	\$167,068	\$173,688	\$202,942
2026	\$200,877	\$211,270	\$245,653
<b>Per Capita Income</b>			
2021	\$29,751	\$26,458	\$29,904
2026	\$33,506	\$29,775	\$33,767
<b>Median Age</b>			
2010	38.9	37.9	38.0
2021	40.9	39.9	40.1
2026	41.8	40.7	41.1

**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.



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>2021 Households by Income</b>			
Household Income Base	24,397	62,469	141,287
<\$15,000	10.1%	12.0%	11.6%
\$15,000 - \$24,999	10.5%	11.5%	10.4%
\$25,000 - \$34,999	10.8%	11.7%	10.1%
\$35,000 - \$49,999	18.8%	16.6%	14.5%
\$50,000 - \$74,999	21.8%	20.8%	19.4%
\$75,000 - \$99,999	11.9%	11.4%	12.0%
\$100,000 - \$149,999	8.5%	10.0%	12.7%
\$150,000 - \$199,999	4.0%	3.1%	4.8%
\$200,000+	3.5%	2.9%	4.5%
Average Household Income	\$66,851	\$63,464	\$73,290
<b>2026 Households by Income</b>			
Household Income Base	25,403	64,975	147,979
<\$15,000	8.3%	10.1%	9.8%
\$15,000 - \$24,999	9.0%	9.8%	8.8%
\$25,000 - \$34,999	9.8%	10.8%	9.3%
\$35,000 - \$49,999	17.3%	15.9%	13.7%
\$50,000 - \$74,999	22.9%	21.9%	19.7%
\$75,000 - \$99,999	13.6%	12.6%	13.0%
\$100,000 - \$149,999	10.1%	11.6%	14.6%
\$150,000 - \$199,999	5.0%	3.9%	5.9%
\$200,000+	4.0%	3.4%	5.2%
Average Household Income	\$75,429	\$71,535	\$82,740
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	13,406	34,550	83,146
<\$50,000	5.7%	6.0%	4.4%
\$50,000 - \$99,999	16.9%	14.9%	10.8%
\$100,000 - \$149,999	19.7%	19.3%	15.5%
\$150,000 - \$199,999	22.3%	20.7%	18.4%
\$200,000 - \$249,999	9.7%	12.4%	13.9%
\$250,000 - \$299,999	8.1%	9.0%	11.1%
\$300,000 - \$399,999	5.2%	7.4%	11.7%
\$400,000 - \$499,999	3.9%	3.5%	5.3%
\$500,000 - \$749,999	5.9%	4.2%	5.3%
\$750,000 - \$999,999	0.7%	0.9%	1.6%
\$1,000,000 - \$1,499,999	1.0%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.9%	0.8%	0.7%
Average Home Value	\$232,411	\$231,439	\$266,693
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	14,356	36,775	88,124
<\$50,000	3.9%	4.1%	2.9%
\$50,000 - \$99,999	11.2%	9.7%	6.7%
\$100,000 - \$149,999	14.3%	14.1%	10.8%
\$150,000 - \$199,999	20.4%	19.0%	16.0%
\$200,000 - \$249,999	10.7%	13.7%	14.8%
\$250,000 - \$299,999	11.3%	11.7%	13.6%
\$300,000 - \$399,999	7.6%	10.7%	15.3%
\$400,000 - \$499,999	6.2%	5.5%	7.3%
\$500,000 - \$749,999	9.6%	6.9%	7.5%
\$750,000 - \$999,999	1.2%	1.7%	2.3%
\$1,000,000 - \$1,499,999	2.0%	1.4%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	1.5%	1.4%	0.9%
Average Home Value	\$301,433	\$293,741	\$316,962

**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.

October 20, 2021



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	50,082	138,891	312,980
0 - 4	6.2%	6.7%	6.3%
5 - 9	5.5%	6.1%	6.0%
10 - 14	5.5%	6.0%	5.9%
15 - 24	13.0%	13.6%	14.5%
25 - 34	14.7%	13.9%	13.5%
35 - 44	12.8%	12.6%	12.8%
45 - 54	14.2%	13.9%	14.0%
55 - 64	12.8%	12.3%	12.5%
65 - 74	7.8%	7.6%	7.6%
75 - 84	5.3%	5.2%	4.9%
85 +	2.1%	2.1%	2.0%
18 +	79.4%	77.4%	78.0%
<b>2021 Population by Age</b>			
Total	54,901	151,027	346,909
0 - 4	5.4%	5.9%	5.6%
5 - 9	5.4%	5.9%	5.7%
10 - 14	5.5%	5.8%	5.7%
15 - 24	11.3%	11.4%	12.5%
25 - 34	14.4%	14.4%	13.8%
35 - 44	13.0%	12.8%	12.7%
45 - 54	11.8%	11.6%	11.9%
55 - 64	13.2%	12.9%	13.1%
65 - 74	11.4%	10.8%	10.8%
75 - 84	5.9%	5.8%	5.7%
85 +	2.6%	2.6%	2.4%
18 +	80.6%	79.2%	79.8%
<b>2026 Population by Age</b>			
Total	57,262	157,246	363,075
0 - 4	5.4%	5.9%	5.5%
5 - 9	5.3%	5.8%	5.5%
10 - 14	5.4%	5.8%	5.7%
15 - 24	11.7%	11.6%	12.6%
25 - 34	13.3%	13.2%	12.5%
35 - 44	13.1%	13.2%	13.1%
45 - 54	11.8%	11.7%	12.0%
55 - 64	12.3%	12.0%	12.2%
65 - 74	11.8%	11.2%	11.3%
75 - 84	7.3%	6.9%	6.9%
85 +	2.7%	2.7%	2.6%
18 +	80.7%	79.2%	80.0%
<b>2010 Population by Sex</b>			
Males	23,720	65,853	149,851
Females	26,361	73,040	163,130
<b>2021 Population by Sex</b>			
Males	26,109	72,207	167,226
Females	28,792	78,819	179,683
<b>2026 Population by Sex</b>			
Males	27,232	75,329	175,494
Females	30,030	81,918	187,580

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	50,081	138,893	312,981
White Alone	66.2%	61.8%	71.9%
Black Alone	26.7%	30.6%	21.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.1%	2.1%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	2.9%	2.2%
Two or More Races	1.9%	2.0%	1.9%
Hispanic Origin	5.6%	5.8%	4.7%
Diversity Index	54.5	57.6	48.6
<b>2021 Population by Race/Ethnicity</b>			
Total	54,900	151,025	346,908
White Alone	65.6%	61.5%	71.0%
Black Alone	25.1%	28.5%	20.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.5%	2.5%	2.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	3.8%	4.1%	3.1%
Two or More Races	2.6%	2.7%	2.5%
Hispanic Origin	8.2%	8.3%	6.9%
Diversity Index	58.0	60.9	52.3
<b>2026 Population by Race/Ethnicity</b>			
Total	57,260	157,247	363,075
White Alone	65.1%	61.0%	70.2%
Black Alone	24.3%	27.9%	20.3%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.8%	2.8%	2.5%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	4.4%	4.7%	3.6%
Two or More Races	3.0%	3.1%	2.9%
Hispanic Origin	9.8%	9.7%	8.2%
Diversity Index	60.1	62.9	54.5
<b>2010 Population by Relationship and Household Type</b>			
Total	50,081	138,893	312,981
In Households	99.4%	98.5%	96.8%
In Family Households	76.4%	78.7%	78.3%
Householder	25.5%	25.4%	25.5%
Spouse	16.2%	15.8%	17.4%
Child	28.0%	30.2%	29.1%
Other relative	4.3%	4.7%	3.9%
Nonrelative	2.4%	2.7%	2.3%
In Nonfamily Households	23.0%	19.8%	18.5%
In Group Quarters	0.6%	1.5%	3.2%
Institutionalized Population	0.3%	0.9%	1.3%
Noninstitutionalized Population	0.3%	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.

October 20, 2021



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	39,734	107,075	244,528
Less than 9th Grade	4.5%	4.5%	3.7%
9th - 12th Grade, No Diploma	6.7%	8.6%	7.7%
High School Graduate	23.9%	25.6%	22.8%
GED/Alternative Credential	4.1%	4.9%	5.0%
Some College, No Degree	24.5%	22.8%	21.3%
Associate Degree	9.6%	9.0%	8.7%
Bachelor's Degree	17.5%	16.1%	20.0%
Graduate/Professional Degree	9.2%	8.4%	10.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	45,946	124,365	288,065
Never Married	36.5%	36.0%	34.5%
Married	43.4%	42.0%	45.5%
Widowed	6.1%	7.5%	7.2%
Divorced	14.0%	14.4%	12.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	31,635	80,567	184,032
Population 16+ Employed	96.1%	94.6%	95.0%
Population 16+ Unemployment rate	3.9%	5.4%	5.0%
Population 16-24 Employed	13.3%	13.0%	13.8%
Population 16-24 Unemployment rate	7.1%	10.2%	9.9%
Population 25-54 Employed	61.9%	63.4%	62.3%
Population 25-54 Unemployment rate	3.1%	4.6%	4.2%
Population 55-64 Employed	15.9%	15.6%	15.9%
Population 55-64 Unemployment rate	5.6%	6.8%	5.7%
Population 65+ Employed	8.9%	8.0%	7.9%
Population 65+ Unemployment rate	1.1%	1.2%	1.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	30,403	76,196	174,780
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	6.3%	6.5%	6.1%
Manufacturing	13.9%	14.1%	13.1%
Wholesale Trade	1.9%	2.5%	2.4%
Retail Trade	10.9%	11.8%	11.4%
Transportation/Utilities	8.3%	7.3%	6.9%
Information	1.6%	1.6%	1.3%
Finance/Insurance/Real Estate	9.0%	7.6%	8.5%
Services	43.6%	44.9%	47.0%
Public Administration	4.2%	3.4%	3.1%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	30,403	76,195	174,778
White Collar	60.3%	58.4%	62.7%
Management/Business/Financial	15.2%	14.7%	17.0%
Professional	21.0%	19.9%	22.9%
Sales	11.0%	10.3%	10.4%
Administrative Support	13.0%	13.5%	12.4%
Services	14.9%	15.9%	14.7%
Blue Collar	24.8%	25.7%	22.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	4.3%	4.6%	4.1%
Installation/Maintenance/Repair	2.6%	2.6%	2.7%
Production	8.5%	8.9%	7.3%
Transportation/Material Moving	9.4%	9.5%	8.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	22,414	57,837	127,521
Households with 1 Person	36.2%	32.8%	30.9%
Households with 2+ People	63.8%	67.2%	69.1%
Family Households	57.0%	60.8%	62.7%
Husband-wife Families	36.3%	37.7%	42.8%
With Related Children	13.5%	14.6%	17.1%
Other Family (No Spouse Present)	20.7%	23.1%	19.9%
Other Family with Male Householder	4.8%	5.0%	4.6%
With Related Children	2.6%	2.6%	2.5%
Other Family with Female Householder	15.9%	18.1%	15.3%
With Related Children	9.7%	11.6%	9.7%
Nonfamily Households	6.8%	6.4%	6.4%
All Households with Children	26.2%	29.3%	29.7%
Multigenerational Households	3.9%	4.8%	4.3%
Unmarried Partner Households	6.2%	6.1%	5.8%
Male-female	5.3%	5.4%	5.1%
Same-sex	0.9%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	22,413	57,839	127,522
1 Person Household	36.2%	32.8%	30.9%
2 Person Household	32.8%	32.5%	33.5%
3 Person Household	14.8%	15.6%	16.1%
4 Person Household	9.5%	10.7%	11.4%
5 Person Household	4.0%	4.7%	4.9%
6 Person Household	1.8%	2.1%	1.9%
7 + Person Household	1.0%	1.5%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	22,414	57,837	127,521
Owner Occupied	56.0%	55.9%	60.9%
Owned with a Mortgage/Loan	37.8%	37.4%	41.0%
Owned Free and Clear	18.2%	18.6%	19.9%
Renter Occupied	44.0%	44.1%	39.1%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	158	148	142
Percent of Income for Mortgage	14.1%	15.2%	16.1%
Wealth Index	57	56	71
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	24,686	64,753	142,012
Housing Units Inside Urbanized Area	100.0%	99.9%	96.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	3.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	50,081	138,893	312,981
Population Inside Urbanized Area	100.0%	99.9%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	3.8%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

480 Greenway View Dr, Chattanooga, Tennessee, 37411  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.00997  
Longitude: -85.20416

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Family Foundations (12A)	Family Foundations (12A)	Midlife Constants (5E)
3.	Rustbelt Traditions (5D)	Midlife Constants (5E)	Rustbelt Traditions (5D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$38,500,604	\$93,699,512	\$241,751,827
Average Spent	\$1,578.02	\$1,499.91	\$1,711.04
Spending Potential Index	74	71	81
Education: Total \$	\$28,467,156	\$69,389,314	\$183,433,741
Average Spent	\$1,166.78	\$1,110.76	\$1,298.29
Spending Potential Index	68	64	75
Entertainment/Recreation: Total \$	\$58,079,715	\$141,550,677	\$370,154,331
Average Spent	\$2,380.51	\$2,265.90	\$2,619.84
Spending Potential Index	74	70	81
Food at Home: Total \$	\$99,114,015	\$241,324,939	\$625,327,019
Average Spent	\$4,062.38	\$3,863.05	\$4,425.87
Spending Potential Index	75	71	81
Food Away from Home: Total \$	\$68,333,671	\$165,451,402	\$428,243,696
Average Spent	\$2,800.79	\$2,648.49	\$3,030.98
Spending Potential Index	74	70	80
Health Care: Total \$	\$115,895,161	\$282,319,204	\$734,864,135
Average Spent	\$4,750.19	\$4,519.28	\$5,201.14
Spending Potential Index	76	72	83
HH Furnishings & Equipment: Total \$	\$40,413,282	\$98,036,124	\$255,875,283
Average Spent	\$1,656.42	\$1,569.33	\$1,811.01
Spending Potential Index	73	70	80
Personal Care Products & Services: Total \$	\$16,399,050	\$39,762,540	\$102,969,260
Average Spent	\$672.15	\$636.51	\$728.78
Spending Potential Index	75	71	81
Shelter: Total \$	\$354,395,993	\$857,715,500	\$2,231,072,165
Average Spent	\$14,525.62	\$13,730.04	\$15,790.84
Spending Potential Index	72	68	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,868,979	\$102,369,160	\$270,420,971
Average Spent	\$1,757.07	\$1,638.69	\$1,913.96
Spending Potential Index	74	69	80
Travel: Total \$	\$43,518,136	\$105,250,643	\$277,227,874
Average Spent	\$1,783.68	\$1,684.82	\$1,962.13
Spending Potential Index	71	67	78
Vehicle Maintenance & Repairs: Total \$	\$20,723,094	\$50,328,940	\$130,159,345
Average Spent	\$849.38	\$805.65	\$921.23
Spending Potential Index	77	73	83

**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.

October 20, 2021