



Market Profile

3302 W Market St, Johnson City, Tennessee, 37604
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 36.31322
Longitude: -82.41242

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	29,703	63,269	122,477
2010 Total Population	32,420	71,179	138,407
2021 Total Population	34,832	76,130	146,914
2021 Group Quarters	2,919	4,020	4,666
2026 Total Population	36,329	78,920	151,445
2021-2026 Annual Rate	0.85%	0.72%	0.61%
2021 Total Daytime Population	45,728	91,373	152,723
Workers	26,822	49,985	74,259
Residents	18,906	41,388	78,464
Household Summary			
2000 Households	12,148	26,807	50,542
2000 Average Household Size	2.20	2.22	2.33
2010 Households	13,512	30,319	57,974
2010 Average Household Size	2.16	2.20	2.30
2021 Households	14,862	32,999	62,609
2021 Average Household Size	2.15	2.19	2.27
2026 Households	15,613	34,381	64,803
2026 Average Household Size	2.14	2.18	2.27
2021-2026 Annual Rate	0.99%	0.82%	0.69%
2010 Families	7,500	17,372	36,426
2010 Average Family Size	2.79	2.83	2.85
2021 Families	8,036	18,418	38,394
2021 Average Family Size	2.78	2.83	2.84
2026 Families	8,384	19,053	39,463
2026 Average Family Size	2.77	2.82	2.83
2021-2026 Annual Rate	0.85%	0.68%	0.55%
Housing Unit Summary			
2000 Housing Units	13,037	28,918	54,767
Owner Occupied Housing Units	55.3%	56.0%	62.6%
Renter Occupied Housing Units	37.9%	36.7%	29.6%
Vacant Housing Units	6.8%	7.3%	7.7%
2010 Housing Units	14,981	33,879	64,637
Owner Occupied Housing Units	52.1%	51.9%	58.8%
Renter Occupied Housing Units	38.1%	37.6%	30.9%
Vacant Housing Units	9.8%	10.5%	10.3%
2021 Housing Units	16,629	37,095	70,208
Owner Occupied Housing Units	50.4%	50.3%	57.5%
Renter Occupied Housing Units	39.0%	38.6%	31.7%
Vacant Housing Units	10.6%	11.0%	10.8%
2026 Housing Units	17,475	38,665	72,824
Owner Occupied Housing Units	50.7%	50.9%	58.0%
Renter Occupied Housing Units	38.6%	38.0%	31.0%
Vacant Housing Units	10.7%	11.1%	11.0%
Median Household Income			
2021	\$44,651	\$44,587	\$50,373
2026	\$50,727	\$50,925	\$55,989
Median Home Value			
2021	\$192,859	\$190,871	\$199,440
2026	\$245,030	\$235,821	\$247,389
Per Capita Income			
2021	\$30,839	\$30,862	\$30,577
2026	\$35,093	\$35,271	\$35,094
Median Age			
2010	36.5	37.8	39.4
2021	39.3	40.3	42.3
2026	40.9	41.5	43.4

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	14,862	32,999	62,609
<\$15,000	19.3%	19.2%	15.7%
\$15,000 - \$24,999	8.6%	9.2%	9.5%
\$25,000 - \$34,999	12.9%	12.2%	11.1%
\$35,000 - \$49,999	13.0%	13.3%	13.3%
\$50,000 - \$74,999	16.7%	15.7%	17.3%
\$75,000 - \$99,999	8.7%	9.1%	10.3%
\$100,000 - \$149,999	10.4%	10.9%	13.3%
\$150,000 - \$199,999	3.9%	4.5%	4.9%
\$200,000+	6.7%	5.8%	4.6%
Average Household Income	\$72,046	\$70,803	\$71,496
2026 Households by Income			
Household Income Base	15,613	34,381	64,803
<\$15,000	16.5%	16.5%	13.3%
\$15,000 - \$24,999	7.3%	7.9%	8.0%
\$25,000 - \$34,999	12.3%	11.7%	10.3%
\$35,000 - \$49,999	13.1%	13.0%	12.8%
\$50,000 - \$74,999	17.4%	16.3%	17.7%
\$75,000 - \$99,999	9.4%	9.8%	11.0%
\$100,000 - \$149,999	11.9%	12.6%	15.4%
\$150,000 - \$199,999	4.6%	5.5%	6.1%
\$200,000+	7.6%	6.7%	5.5%
Average Household Income	\$81,509	\$80,591	\$81,768
2021 Owner Occupied Housing Units by Value			
Total	8,378	18,670	40,371
<\$50,000	4.2%	4.7%	5.5%
\$50,000 - \$99,999	10.8%	9.7%	9.0%
\$100,000 - \$149,999	19.2%	19.5%	16.5%
\$150,000 - \$199,999	18.5%	19.6%	19.1%
\$200,000 - \$249,999	9.3%	11.0%	12.7%
\$250,000 - \$299,999	6.8%	7.3%	9.4%
\$300,000 - \$399,999	14.0%	11.7%	12.5%
\$400,000 - \$499,999	6.2%	5.5%	5.3%
\$500,000 - \$749,999	7.0%	6.4%	6.0%
\$750,000 - \$999,999	2.3%	2.7%	2.1%
\$1,000,000 - \$1,499,999	1.3%	1.3%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.5%	0.5%	0.3%
Average Home Value	\$273,230	\$269,278	\$266,258
2026 Owner Occupied Housing Units by Value			
Total	8,860	19,669	42,248
<\$50,000	2.7%	3.2%	3.5%
\$50,000 - \$99,999	8.1%	6.9%	5.9%
\$100,000 - \$149,999	14.4%	14.4%	11.8%
\$150,000 - \$199,999	16.2%	17.3%	16.3%
\$200,000 - \$249,999	9.4%	11.5%	13.2%
\$250,000 - \$299,999	7.9%	8.8%	11.2%
\$300,000 - \$399,999	18.6%	15.5%	16.6%
\$400,000 - \$499,999	8.3%	7.7%	7.4%
\$500,000 - \$749,999	9.1%	8.6%	8.4%
\$750,000 - \$999,999	2.8%	3.7%	3.0%
\$1,000,000 - \$1,499,999	1.7%	1.8%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.7%	0.7%	0.4%
Average Home Value	\$317,247	\$317,289	\$318,209

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	32,418	71,180	138,410
0 - 4	4.4%	5.3%	5.4%
5 - 9	4.4%	5.3%	5.5%
10 - 14	4.6%	5.2%	5.6%
15 - 24	22.5%	17.9%	15.3%
25 - 34	12.5%	13.0%	12.5%
35 - 44	10.9%	11.9%	13.1%
45 - 54	12.5%	13.3%	14.4%
55 - 64	11.9%	12.3%	13.0%
65 - 74	8.2%	8.1%	8.6%
75 - 84	5.6%	5.3%	4.8%
85 +	2.5%	2.4%	1.9%
18 +	83.6%	81.2%	80.1%
2021 Population by Age			
Total	34,832	76,129	146,911
0 - 4	3.9%	4.7%	4.7%
5 - 9	4.1%	4.8%	5.0%
10 - 14	4.3%	4.9%	5.3%
15 - 24	18.9%	15.1%	12.6%
25 - 34	13.6%	13.9%	13.2%
35 - 44	11.1%	11.8%	12.5%
45 - 54	10.6%	11.3%	12.4%
55 - 64	12.3%	12.5%	13.6%
65 - 74	11.4%	11.4%	11.9%
75 - 84	6.9%	6.6%	6.4%
85 +	3.0%	3.0%	2.4%
18 +	85.0%	82.7%	82.1%
2026 Population by Age			
Total	36,330	78,919	151,444
0 - 4	3.9%	4.7%	4.6%
5 - 9	4.1%	4.7%	4.9%
10 - 14	4.3%	4.9%	5.2%
15 - 24	18.5%	14.9%	12.5%
25 - 34	11.6%	12.2%	11.3%
35 - 44	12.4%	12.9%	13.5%
45 - 54	10.4%	11.1%	12.2%
55 - 64	11.2%	11.6%	12.8%
65 - 74	11.7%	11.6%	12.3%
75 - 84	8.5%	8.1%	8.0%
85 +	3.4%	3.2%	2.7%
18 +	85.1%	82.9%	82.2%
2010 Population by Sex			
Males	15,861	34,392	67,495
Females	16,559	36,787	70,912
2021 Population by Sex			
Males	17,046	36,873	71,706
Females	17,786	39,257	75,208
2026 Population by Sex			
Males	17,744	38,230	73,915
Females	18,586	40,690	77,530

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2010 Population by Race/Ethnicity			
Total	32,422	71,181	138,408
White Alone	88.3%	88.2%	91.9%
Black Alone	5.9%	6.0%	3.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	1.6%	1.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.8%	1.7%	1.3%
Two or More Races	1.8%	2.1%	1.7%
Hispanic Origin	3.8%	3.8%	3.0%
Diversity Index	27.3	27.6	20.3
2021 Population by Race/Ethnicity			
Total	34,831	76,129	146,913
White Alone	85.7%	85.5%	89.8%
Black Alone	6.5%	6.7%	4.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.7%	2.4%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.2%	2.1%	1.7%
Two or More Races	2.4%	2.9%	2.3%
Hispanic Origin	4.8%	4.8%	3.8%
Diversity Index	32.8	33.1	25.1
2026 Population by Race/Ethnicity			
Total	36,328	78,921	151,444
White Alone	84.5%	84.2%	88.7%
Black Alone	6.7%	6.9%	4.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.2%	2.8%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.3%	1.9%
Two or More Races	2.8%	3.3%	2.7%
Hispanic Origin	5.3%	5.3%	4.3%
Diversity Index	35.3	35.7	27.6
2010 Population by Relationship and Household Type			
Total	32,420	71,179	138,407
In Households	90.2%	93.8%	96.2%
In Family Households	66.1%	70.9%	76.8%
Householder	23.0%	24.3%	26.3%
Spouse	17.0%	17.6%	20.0%
Child	21.7%	24.4%	26.0%
Other relative	2.8%	2.7%	2.6%
Nonrelative	1.7%	1.8%	1.8%
In Nonfamily Households	24.1%	23.0%	19.4%
In Group Quarters	9.8%	6.2%	3.8%
Institutionalized Population	2.1%	1.7%	1.1%
Noninstitutionalized Population	7.7%	4.5%	2.7%

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	23,935	53,665	106,411
Less than 9th Grade	3.0%	3.3%	3.4%
9th - 12th Grade, No Diploma	5.8%	6.9%	7.1%
High School Graduate	20.4%	20.2%	22.9%
GED/Alternative Credential	5.3%	5.3%	5.4%
Some College, No Degree	18.9%	19.0%	19.7%
Associate Degree	7.7%	7.0%	7.5%
Bachelor's Degree	22.1%	21.9%	20.3%
Graduate/Professional Degree	16.8%	16.4%	13.7%
2021 Population 15+ by Marital Status			
Total	30,521	65,178	124,970
Never Married	39.9%	35.7%	30.3%
Married	43.1%	45.4%	50.7%
Widowed	7.1%	6.9%	6.6%
Divorced	9.9%	12.0%	12.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	17,099	36,902	72,070
Population 16+ Employed	94.1%	94.2%	95.4%
Population 16+ Unemployment rate	5.9%	5.8%	4.6%
Population 16-24 Employed	18.7%	15.7%	13.3%
Population 16-24 Unemployment rate	9.2%	9.2%	7.7%
Population 25-54 Employed	57.0%	59.5%	61.7%
Population 25-54 Unemployment rate	6.4%	5.8%	4.7%
Population 55-64 Employed	15.9%	16.0%	16.8%
Population 55-64 Unemployment rate	2.8%	4.9%	3.7%
Population 65+ Employed	8.3%	8.8%	8.2%
Population 65+ Unemployment rate	0.1%	0.1%	0.3%
2021 Employed Population 16+ by Industry			
Total	16,093	34,775	68,767
Agriculture/Mining	0.3%	0.4%	0.8%
Construction	4.3%	5.2%	5.5%
Manufacturing	7.9%	9.6%	11.6%
Wholesale Trade	2.3%	2.0%	2.4%
Retail Trade	15.4%	13.2%	12.6%
Transportation/Utilities	3.5%	3.7%	3.9%
Information	1.3%	1.3%	1.4%
Finance/Insurance/Real Estate	5.1%	5.1%	5.0%
Services	56.7%	56.5%	53.3%
Public Administration	3.2%	3.0%	3.5%
2021 Employed Population 16+ by Occupation			
Total	16,093	34,776	68,767
White Collar	66.7%	67.2%	63.7%
Management/Business/Financial	15.6%	15.1%	13.9%
Professional	30.3%	31.6%	28.9%
Sales	9.8%	9.3%	9.6%
Administrative Support	11.0%	11.2%	11.3%
Services	17.8%	16.2%	16.9%
Blue Collar	15.5%	16.5%	19.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.0%	3.8%	4.5%
Installation/Maintenance/Repair	1.7%	2.5%	3.1%
Production	3.9%	4.7%	5.3%
Transportation/Material Moving	6.8%	5.4%	6.4%

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2010 Households by Type			
Total	13,511	30,320	57,974
Households with 1 Person	34.8%	34.1%	30.0%
Households with 2+ People	65.2%	65.9%	70.0%
Family Households	55.5%	57.3%	62.8%
Husband-wife Families	41.1%	41.5%	47.7%
With Related Children	14.6%	15.6%	18.0%
Other Family (No Spouse Present)	14.4%	15.8%	15.1%
Other Family with Male Householder	4.1%	4.2%	4.4%
With Related Children	2.0%	2.2%	2.4%
Other Family with Female Householder	10.3%	11.6%	10.7%
With Related Children	6.0%	7.3%	6.6%
Nonfamily Households	9.7%	8.6%	7.2%
All Households with Children	22.9%	25.5%	27.5%
Multigenerational Households	2.7%	2.7%	2.9%
Unmarried Partner Households	6.2%	6.2%	6.1%
Male-female	5.4%	5.5%	5.4%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	13,512	30,317	57,972
1 Person Household	34.8%	34.1%	30.0%
2 Person Household	35.9%	35.4%	36.9%
3 Person Household	14.1%	14.8%	16.0%
4 Person Household	9.7%	9.8%	11.0%
5 Person Household	3.6%	3.8%	4.0%
6 Person Household	1.3%	1.4%	1.4%
7 + Person Household	0.6%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	13,512	30,319	57,974
Owner Occupied	57.8%	58.0%	65.6%
Owned with a Mortgage/Loan	34.9%	35.9%	40.7%
Owned Free and Clear	22.9%	22.1%	24.9%
Renter Occupied	42.2%	42.0%	34.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	129	131	144
Percent of Income for Mortgage	18.1%	18.0%	16.6%
Wealth Index	79	73	71
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,981	33,879	64,637
Housing Units Inside Urbanized Area	94.3%	92.0%	76.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.8%
Rural Housing Units	5.7%	8.0%	22.4%
2010 Population By Urban/ Rural Status			
Total Population	32,420	71,179	138,407
Population Inside Urbanized Area	94.2%	91.5%	76.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.8%
Rural Population	5.8%	8.5%	23.1%

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.	In Style (5B)	In Style (5B)	In Style (5B)
2.	College Towns (14B)	Old and Newcomers (8F)	Salt of the Earth (6B)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$25,139,587	\$54,766,353	\$103,213,042
Average Spent	\$1,691.53	\$1,659.64	\$1,648.53
Spending Potential Index	80	78	78
Education: Total \$	\$20,001,854	\$42,644,856	\$77,970,457
Average Spent	\$1,345.84	\$1,292.31	\$1,245.36
Spending Potential Index	78	75	72
Entertainment/Recreation: Total \$	\$38,278,037	\$83,622,493	\$162,232,009
Average Spent	\$2,575.56	\$2,534.09	\$2,591.19
Spending Potential Index	80	78	80
Food at Home: Total \$	\$64,199,215	\$140,916,700	\$270,712,962
Average Spent	\$4,319.69	\$4,270.33	\$4,323.87
Spending Potential Index	79	78	79
Food Away from Home: Total \$	\$44,520,979	\$96,976,480	\$183,976,993
Average Spent	\$2,995.63	\$2,938.77	\$2,938.51
Spending Potential Index	79	77	77
Health Care: Total \$	\$74,803,608	\$164,499,596	\$323,473,286
Average Spent	\$5,033.21	\$4,984.99	\$5,166.56
Spending Potential Index	81	80	83
HH Furnishings & Equipment: Total \$	\$26,344,653	\$57,610,744	\$111,171,473
Average Spent	\$1,772.62	\$1,745.83	\$1,775.65
Spending Potential Index	79	77	79
Personal Care Products & Services: Total \$	\$10,634,052	\$23,263,813	\$44,049,402
Average Spent	\$715.52	\$704.99	\$703.56
Spending Potential Index	80	79	78
Shelter: Total \$	\$233,618,988	\$508,486,556	\$947,232,219
Average Spent	\$15,719.22	\$15,409.15	\$15,129.33
Spending Potential Index	78	76	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,135,875	\$61,662,058	\$120,129,903
Average Spent	\$1,893.14	\$1,868.60	\$1,918.73
Spending Potential Index	79	78	80
Travel: Total \$	\$28,744,247	\$62,653,059	\$120,204,376
Average Spent	\$1,934.08	\$1,898.64	\$1,919.92
Spending Potential Index	77	75	76
Vehicle Maintenance & Repairs: Total \$	\$13,478,373	\$29,430,209	\$56,748,922
Average Spent	\$906.90	\$891.85	\$906.40
Spending Potential Index	82	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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