



Market Profile

850 25th St NW, Cleveland, Tennessee, 37311
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.18468
Longitude: -84.87328

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	35,182	60,030	87,345
2010 Total Population	37,835	66,576	98,385
2021 Total Population	42,893	74,577	109,806
2021 Group Quarters	2,189	2,582	2,655
2026 Total Population	44,910	77,902	114,768
2021-2026 Annual Rate	0.92%	0.88%	0.89%
2021 Total Daytime Population	54,757	82,189	109,145
Workers	33,292	44,947	53,782
Residents	21,465	37,242	55,363
Household Summary			
2000 Households	14,208	23,680	33,973
2000 Average Household Size	2.33	2.44	2.50
2010 Households	14,927	25,682	37,708
2010 Average Household Size	2.38	2.49	2.54
2021 Households	17,004	28,848	42,195
2021 Average Household Size	2.39	2.50	2.54
2026 Households	17,822	30,158	44,127
2026 Average Household Size	2.40	2.50	2.54
2021-2026 Annual Rate	0.94%	0.89%	0.90%
2010 Families	9,303	17,372	26,685
2010 Average Family Size	2.95	2.98	2.98
2021 Families	10,393	19,136	29,314
2021 Average Family Size	2.98	3.01	3.00
2026 Families	10,833	19,894	30,496
2026 Average Family Size	2.98	3.01	3.01
2021-2026 Annual Rate	0.83%	0.78%	0.79%
Housing Unit Summary			
2000 Housing Units	15,522	25,556	36,456
Owner Occupied Housing Units	48.6%	57.4%	63.9%
Renter Occupied Housing Units	42.9%	35.2%	29.3%
Vacant Housing Units	8.5%	7.3%	6.8%
2010 Housing Units	16,616	28,146	41,097
Owner Occupied Housing Units	45.2%	54.5%	61.2%
Renter Occupied Housing Units	44.6%	36.7%	30.5%
Vacant Housing Units	10.2%	8.8%	8.2%
2021 Housing Units	18,706	31,336	45,648
Owner Occupied Housing Units	43.9%	53.3%	60.4%
Renter Occupied Housing Units	47.0%	38.7%	32.1%
Vacant Housing Units	9.1%	7.9%	7.6%
2026 Housing Units	19,574	32,721	47,679
Owner Occupied Housing Units	45.4%	54.6%	61.5%
Renter Occupied Housing Units	45.7%	37.6%	31.1%
Vacant Housing Units	9.0%	7.8%	7.4%
Median Household Income			
2021	\$44,468	\$49,667	\$53,292
2026	\$49,373	\$55,513	\$60,044
Median Home Value			
2021	\$196,391	\$187,113	\$198,250
2026	\$250,750	\$241,335	\$256,185
Per Capita Income			
2021	\$25,656	\$26,415	\$27,010
2026	\$28,797	\$29,764	\$30,586
Median Age			
2010	35.6	36.8	38.2
2021	37.7	39.0	40.7
2026	38.3	39.6	41.6

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	17,004	28,848	42,195
<\$15,000	18.1%	16.1%	14.6%
\$15,000 - \$24,999	8.7%	7.7%	7.4%
\$25,000 - \$34,999	10.7%	10.1%	9.7%
\$35,000 - \$49,999	17.7%	16.3%	15.3%
\$50,000 - \$74,999	14.7%	15.7%	16.4%
\$75,000 - \$99,999	11.5%	13.7%	14.9%
\$100,000 - \$149,999	12.7%	14.1%	15.3%
\$150,000 - \$199,999	2.3%	2.6%	2.9%
\$200,000+	3.7%	3.7%	3.5%
Average Household Income	\$64,459	\$68,088	\$70,078
2026 Households by Income			
Household Income Base	17,822	30,158	44,127
<\$15,000	16.0%	13.8%	12.3%
\$15,000 - \$24,999	7.3%	6.4%	6.1%
\$25,000 - \$34,999	9.9%	9.1%	8.8%
\$35,000 - \$49,999	17.4%	15.8%	14.5%
\$50,000 - \$74,999	15.8%	16.6%	16.7%
\$75,000 - \$99,999	12.4%	14.8%	16.0%
\$100,000 - \$149,999	14.3%	16.0%	17.8%
\$150,000 - \$199,999	2.8%	3.2%	3.7%
\$200,000+	4.2%	4.3%	4.1%
Average Household Income	\$72,323	\$76,696	\$79,334
2021 Owner Occupied Housing Units by Value			
Total	8,221	16,717	27,556
<\$50,000	5.1%	5.0%	5.1%
\$50,000 - \$99,999	8.9%	11.0%	10.0%
\$100,000 - \$149,999	17.7%	21.4%	18.5%
\$150,000 - \$199,999	19.7%	17.0%	16.9%
\$200,000 - \$249,999	9.7%	9.0%	9.8%
\$250,000 - \$299,999	17.3%	14.8%	14.1%
\$300,000 - \$399,999	11.7%	12.2%	14.0%
\$400,000 - \$499,999	4.4%	4.5%	5.0%
\$500,000 - \$749,999	2.5%	3.2%	4.0%
\$750,000 - \$999,999	0.5%	0.4%	1.2%
\$1,000,000 - \$1,499,999	1.1%	0.7%	0.8%
\$1,500,000 - \$1,999,999	1.0%	0.6%	0.3%
\$2,000,000 +	0.4%	0.2%	0.1%
Average Home Value	\$253,848	\$236,713	\$248,601
2026 Owner Occupied Housing Units by Value			
Total	8,879	17,850	29,313
<\$50,000	3.8%	3.6%	3.3%
\$50,000 - \$99,999	6.8%	7.9%	6.7%
\$100,000 - \$149,999	12.0%	15.7%	13.3%
\$150,000 - \$199,999	16.8%	14.9%	14.4%
\$200,000 - \$249,999	10.2%	9.4%	10.1%
\$250,000 - \$299,999	21.8%	18.2%	17.1%
\$300,000 - \$399,999	15.0%	16.5%	18.8%
\$400,000 - \$499,999	5.8%	6.3%	7.1%
\$500,000 - \$749,999	3.4%	4.6%	5.7%
\$750,000 - \$999,999	0.7%	0.5%	1.7%
\$1,000,000 - \$1,499,999	1.5%	1.0%	1.2%
\$1,500,000 - \$1,999,999	1.6%	1.0%	0.6%
\$2,000,000 +	0.5%	0.2%	0.2%
Average Home Value	\$298,060	\$278,341	\$293,301

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



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2010 Population by Age			
Total	37,836	66,576	98,386
0 - 4	6.2%	6.3%	6.1%
5 - 9	6.1%	6.5%	6.4%
10 - 14	5.7%	6.3%	6.5%
15 - 24	18.6%	16.0%	14.5%
25 - 34	12.7%	12.7%	12.3%
35 - 44	12.0%	13.1%	13.5%
45 - 54	12.6%	13.5%	14.4%
55 - 64	10.9%	11.4%	12.1%
65 - 74	7.8%	8.0%	8.3%
75 - 84	5.3%	4.6%	4.4%
85 +	2.2%	1.7%	1.4%
18 +	78.7%	77.2%	77.1%
2021 Population by Age			
Total	42,893	74,575	109,805
0 - 4	5.6%	5.6%	5.4%
5 - 9	5.3%	5.6%	5.6%
10 - 14	5.3%	5.6%	5.7%
15 - 24	16.0%	14.0%	12.8%
25 - 34	14.6%	14.2%	13.4%
35 - 44	11.2%	11.9%	12.3%
45 - 54	11.1%	12.1%	12.6%
55 - 64	11.7%	12.4%	13.3%
65 - 74	10.1%	10.4%	11.0%
75 - 84	6.4%	6.0%	5.9%
85 +	2.7%	2.1%	1.9%
18 +	80.6%	79.8%	80.0%
2026 Population by Age			
Total	44,907	77,902	114,769
0 - 4	5.6%	5.6%	5.3%
5 - 9	5.4%	5.6%	5.5%
10 - 14	5.4%	5.7%	5.8%
15 - 24	15.8%	13.7%	12.4%
25 - 34	13.4%	13.0%	12.2%
35 - 44	12.2%	12.7%	12.9%
45 - 54	10.6%	11.5%	12.2%
55 - 64	11.3%	12.0%	12.9%
65 - 74	10.3%	10.7%	11.4%
75 - 84	7.2%	7.0%	7.2%
85 +	2.9%	2.4%	2.2%
18 +	80.6%	79.8%	80.0%
2010 Population by Sex			
Males	17,988	32,107	47,925
Females	19,847	34,469	50,460
2021 Population by Sex			
Males	20,504	36,139	53,692
Females	22,389	38,438	56,114
2026 Population by Sex			
Males	21,509	37,844	56,246
Females	23,401	40,058	58,522

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2010 Population by Race/Ethnicity			
Total	37,835	66,577	98,385
White Alone	84.9%	87.7%	90.2%
Black Alone	6.9%	5.5%	4.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.3%	1.1%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	3.1%	2.4%
Two or More Races	2.3%	2.1%	1.8%
Hispanic Origin	7.2%	5.8%	4.7%
Diversity Index	37.2	31.2	25.7
2021 Population by Race/Ethnicity			
Total	42,893	74,578	109,806
White Alone	80.4%	83.8%	87.0%
Black Alone	8.0%	6.6%	5.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.8%	1.6%	1.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.0%	4.5%	3.5%
Two or More Races	3.2%	3.0%	2.6%
Hispanic Origin	10.5%	8.6%	7.0%
Diversity Index	47.0	40.4	33.9
2026 Population by Race/Ethnicity			
Total	44,909	77,902	114,767
White Alone	78.2%	81.9%	85.4%
Black Alone	8.4%	7.0%	5.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.0%	1.8%	1.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	6.9%	5.3%	4.1%
Two or More Races	3.8%	3.5%	3.1%
Hispanic Origin	12.3%	10.2%	8.3%
Diversity Index	51.5	44.8	37.9
2010 Population by Relationship and Household Type			
Total	37,835	66,576	98,385
In Households	93.9%	95.9%	97.2%
In Family Households	74.9%	80.1%	83.1%
Householder	24.6%	26.1%	27.2%
Spouse	17.1%	18.9%	20.6%
Child	27.3%	29.3%	29.7%
Other relative	3.5%	3.5%	3.4%
Nonrelative	2.3%	2.3%	2.2%
In Nonfamily Households	19.1%	15.8%	14.1%
In Group Quarters	6.1%	4.1%	2.8%
Institutionalized Population	1.1%	1.2%	0.8%
Noninstitutionalized Population	5.0%	2.9%	2.0%

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	29,048	51,497	77,422
Less than 9th Grade	6.3%	5.2%	4.9%
9th - 12th Grade, No Diploma	8.8%	8.4%	8.7%
High School Graduate	22.7%	23.9%	24.6%
GED/Alternative Credential	4.8%	5.9%	6.4%
Some College, No Degree	22.8%	22.6%	21.8%
Associate Degree	7.7%	8.5%	8.8%
Bachelor's Degree	16.4%	15.8%	15.5%
Graduate/Professional Degree	10.4%	9.8%	9.3%
2021 Population 15+ by Marital Status			
Total	35,914	61,972	91,442
Never Married	33.9%	29.8%	26.6%
Married	45.9%	50.5%	54.2%
Widowed	7.1%	6.6%	6.4%
Divorced	13.1%	13.1%	12.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,149	39,781	58,044
Population 16+ Employed	93.4%	94.3%	94.3%
Population 16+ Unemployment rate	6.6%	5.7%	5.7%
Population 16-24 Employed	18.5%	15.6%	14.0%
Population 16-24 Unemployment rate	6.2%	6.3%	6.3%
Population 25-54 Employed	56.4%	58.9%	60.0%
Population 25-54 Unemployment rate	8.3%	6.7%	6.2%
Population 55-64 Employed	15.8%	16.7%	17.6%
Population 55-64 Unemployment rate	2.2%	2.7%	4.4%
Population 65+ Employed	9.3%	8.7%	8.4%
Population 65+ Unemployment rate	3.8%	3.3%	3.5%
2021 Employed Population 16+ by Industry			
Total	21,621	37,510	54,737
Agriculture/Mining	0.3%	0.5%	0.8%
Construction	6.2%	6.6%	6.9%
Manufacturing	18.7%	19.0%	19.0%
Wholesale Trade	1.7%	1.9%	2.0%
Retail Trade	11.1%	11.4%	11.2%
Transportation/Utilities	6.9%	7.6%	7.9%
Information	1.1%	1.0%	0.9%
Finance/Insurance/Real Estate	5.1%	5.2%	5.2%
Services	46.1%	44.2%	43.7%
Public Administration	2.8%	2.7%	2.4%
2021 Employed Population 16+ by Occupation			
Total	21,622	37,509	54,737
White Collar	55.6%	56.2%	56.3%
Management/Business/Financial	13.9%	13.8%	14.1%
Professional	21.6%	21.9%	22.3%
Sales	7.4%	8.0%	8.1%
Administrative Support	12.7%	12.5%	11.8%
Services	15.0%	15.0%	14.4%
Blue Collar	29.4%	28.8%	29.4%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	5.3%	5.2%	5.3%
Installation/Maintenance/Repair	2.7%	3.3%	3.6%
Production	10.3%	10.0%	10.0%
Transportation/Material Moving	10.9%	10.0%	10.1%

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2010 Households by Type			
Total	14,927	25,682	37,708
Households with 1 Person	30.1%	26.1%	23.8%
Households with 2+ People	69.9%	73.9%	76.2%
Family Households	62.3%	67.6%	70.8%
Husband-wife Families	43.2%	49.1%	53.6%
With Related Children	17.5%	20.7%	22.3%
Other Family (No Spouse Present)	19.1%	18.5%	17.2%
Other Family with Male Householder	5.1%	5.0%	4.8%
With Related Children	2.7%	2.8%	2.7%
Other Family with Female Householder	14.0%	13.6%	12.4%
With Related Children	9.0%	8.6%	7.7%
Nonfamily Households	7.6%	6.2%	5.4%
All Households with Children	29.7%	32.6%	33.2%
Multigenerational Households	3.7%	4.1%	4.3%
Unmarried Partner Households	6.2%	5.9%	5.5%
Male-female	5.5%	5.2%	4.9%
Same-sex	0.7%	0.7%	0.6%
2010 Households by Size			
Total	14,927	25,682	37,708
1 Person Household	30.1%	26.1%	23.8%
2 Person Household	34.3%	34.7%	35.8%
3 Person Household	16.0%	17.3%	17.9%
4 Person Household	11.7%	13.0%	13.6%
5 Person Household	5.1%	5.6%	5.7%
6 Person Household	1.9%	2.1%	2.1%
7 + Person Household	1.0%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	14,927	25,682	37,708
Owner Occupied	50.3%	59.8%	66.7%
Owned with a Mortgage/Loan	31.3%	39.3%	43.5%
Owned Free and Clear	19.0%	20.5%	23.2%
Renter Occupied	49.7%	40.2%	33.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	129	152	155
Percent of Income for Mortgage	18.5%	15.8%	15.6%
Wealth Index	56	63	66
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	16,616	28,146	41,097
Housing Units Inside Urbanized Area	94.9%	88.5%	68.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.1%	11.5%	31.3%
2010 Population By Urban/ Rural Status			
Total Population	37,835	66,576	98,385
Population Inside Urbanized Area	94.5%	88.1%	68.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.5%	11.9%	31.9%

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)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Hometown Heritage (8G)	Middleburg (4C)	Southern Satellites (10A)
3.	Salt of the Earth (6B)	Old and Newcomers (8F)	Middleburg (4C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$25,925,393	\$45,840,259	\$68,369,477
Average Spent	\$1,524.66	\$1,589.03	\$1,620.32
Spending Potential Index	72	75	76
Education: Total \$	\$19,493,135	\$33,406,428	\$49,237,207
Average Spent	\$1,146.39	\$1,158.02	\$1,166.90
Spending Potential Index	66	67	68
Entertainment/Recreation: Total \$	\$39,283,564	\$71,770,348	\$108,567,155
Average Spent	\$2,310.25	\$2,487.88	\$2,572.99
Spending Potential Index	72	77	80
Food at Home: Total \$	\$66,549,192	\$120,079,063	\$180,931,884
Average Spent	\$3,913.74	\$4,162.47	\$4,287.99
Spending Potential Index	72	76	79
Food Away from Home: Total \$	\$45,712,231	\$81,168,257	\$121,734,299
Average Spent	\$2,688.32	\$2,813.65	\$2,885.04
Spending Potential Index	71	74	76
Health Care: Total \$	\$77,594,665	\$143,032,879	\$218,346,143
Average Spent	\$4,563.32	\$4,958.16	\$5,174.69
Spending Potential Index	73	79	83
HH Furnishings & Equipment: Total \$	\$27,026,469	\$48,684,025	\$73,687,022
Average Spent	\$1,589.42	\$1,687.60	\$1,746.34
Spending Potential Index	70	75	77
Personal Care Products & Services: Total \$	\$10,954,099	\$19,496,684	\$29,155,721
Average Spent	\$644.21	\$675.84	\$690.98
Spending Potential Index	72	75	77
Shelter: Total \$	\$238,080,095	\$416,645,502	\$615,739,910
Average Spent	\$14,001.42	\$14,442.79	\$14,592.72
Spending Potential Index	69	72	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,263,298	\$51,226,163	\$77,838,837
Average Spent	\$1,662.16	\$1,775.73	\$1,844.74
Spending Potential Index	70	74	77
Travel: Total \$	\$29,114,892	\$52,092,465	\$78,404,112
Average Spent	\$1,712.24	\$1,805.76	\$1,858.14
Spending Potential Index	68	71	74
Vehicle Maintenance & Repairs: Total \$	\$13,902,144	\$25,158,399	\$37,926,245
Average Spent	\$817.58	\$872.10	\$898.83
Spending Potential Index	74	79	81

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.

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