



# Market Profile

140 Five Rivers Plaza Way, Newport, Tennessee, 37821  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 35.97251  
Longitude: -83.21075

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	11,665	17,769	35,849
2010 Total Population	12,111	18,605	39,483
2021 Total Population	12,593	19,419	42,117
2021 Group Quarters	277	363	378
2026 Total Population	12,713	19,662	43,105
2021-2026 Annual Rate	0.19%	0.25%	0.46%
2021 Total Daytime Population	15,486	20,609	37,940
Workers	7,504	8,757	13,042
Residents	7,982	11,852	24,898
<b>Household Summary</b>			
2000 Households	5,000	7,439	14,730
2000 Average Household Size	2.28	2.34	2.41
2010 Households	5,155	7,771	16,255
2010 Average Household Size	2.31	2.36	2.41
2021 Households	5,290	8,028	17,204
2021 Average Household Size	2.33	2.37	2.43
2026 Households	5,335	8,115	17,575
2026 Average Household Size	2.33	2.38	2.43
2021-2026 Annual Rate	0.17%	0.22%	0.43%
2010 Families	3,262	5,107	11,246
2010 Average Family Size	2.86	2.87	2.86
2021 Families	3,265	5,156	11,669
2021 Average Family Size	2.90	2.91	2.90
2026 Families	3,270	5,181	11,858
2026 Average Family Size	2.91	2.92	2.91
2021-2026 Annual Rate	0.03%	0.10%	0.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,484	8,193	16,798
Owner Occupied Housing Units	58.6%	63.4%	66.6%
Renter Occupied Housing Units	32.6%	27.4%	21.1%
Vacant Housing Units	8.8%	9.2%	12.3%
2010 Housing Units	5,784	8,771	19,291
Owner Occupied Housing Units	52.4%	57.9%	61.4%
Renter Occupied Housing Units	36.8%	30.7%	22.9%
Vacant Housing Units	10.9%	11.4%	15.7%
2021 Housing Units	6,047	9,213	20,769
Owner Occupied Housing Units	48.1%	54.0%	59.0%
Renter Occupied Housing Units	39.4%	33.1%	23.9%
Vacant Housing Units	12.5%	12.9%	17.2%
2026 Housing Units	6,144	9,378	21,359
Owner Occupied Housing Units	48.6%	54.5%	59.4%
Renter Occupied Housing Units	38.3%	32.0%	22.9%
Vacant Housing Units	13.2%	13.5%	17.7%
<b>Median Household Income</b>			
2021	\$31,382	\$35,307	\$41,090
2026	\$35,729	\$38,410	\$45,977
<b>Median Home Value</b>			
2021	\$113,120	\$129,032	\$162,494
2026	\$135,714	\$157,002	\$195,355
<b>Per Capita Income</b>			
2021	\$18,174	\$20,239	\$23,559
2026	\$20,344	\$22,684	\$26,541
<b>Median Age</b>			
2010	40.8	41.6	42.9
2021	43.5	44.6	46.0
2026	45.0	46.0	47.4

**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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<b>2021 Households by Income</b>			
Household Income Base	5,290	8,028	17,204
<\$15,000	23.6%	20.5%	16.4%
\$15,000 - \$24,999	17.8%	16.6%	13.4%
\$25,000 - \$34,999	12.3%	12.5%	12.5%
\$35,000 - \$49,999	16.5%	16.5%	15.9%
\$50,000 - \$74,999	13.9%	15.1%	18.5%
\$75,000 - \$99,999	9.3%	9.2%	9.0%
\$100,000 - \$149,999	4.7%	6.2%	8.8%
\$150,000 - \$199,999	1.0%	2.0%	3.3%
\$200,000+	0.9%	1.4%	2.2%
Average Household Income	\$43,596	\$48,895	\$57,666
<b>2026 Households by Income</b>			
Household Income Base	5,335	8,115	17,575
<\$15,000	20.3%	17.5%	13.8%
\$15,000 - \$24,999	17.0%	15.8%	12.4%
\$25,000 - \$34,999	11.5%	11.6%	11.3%
\$35,000 - \$49,999	17.6%	17.1%	15.7%
\$50,000 - \$74,999	15.1%	16.1%	19.5%
\$75,000 - \$99,999	10.6%	10.3%	10.1%
\$100,000 - \$149,999	5.7%	7.4%	10.4%
\$150,000 - \$199,999	1.3%	2.6%	4.2%
\$200,000+	1.0%	1.5%	2.5%
Average Household Income	\$48,874	\$54,902	\$65,088
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,907	4,979	12,246
<\$50,000	16.5%	16.0%	12.7%
\$50,000 - \$99,999	28.2%	23.9%	17.0%
\$100,000 - \$149,999	20.1%	17.4%	15.9%
\$150,000 - \$199,999	16.9%	18.9%	17.8%
\$200,000 - \$249,999	5.8%	6.9%	8.9%
\$250,000 - \$299,999	4.9%	6.9%	8.4%
\$300,000 - \$399,999	3.8%	4.4%	8.4%
\$400,000 - \$499,999	2.1%	2.9%	3.8%
\$500,000 - \$749,999	0.7%	1.3%	4.4%
\$750,000 - \$999,999	0.8%	1.3%	1.7%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$142,466	\$162,068	\$213,500
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,984	5,110	12,681
<\$50,000	12.8%	12.0%	8.5%
\$50,000 - \$99,999	23.5%	19.3%	12.6%
\$100,000 - \$149,999	19.2%	15.9%	12.9%
\$150,000 - \$199,999	18.9%	20.3%	17.6%
\$200,000 - \$249,999	8.1%	8.8%	10.5%
\$250,000 - \$299,999	7.0%	9.7%	11.3%
\$300,000 - \$399,999	5.3%	6.3%	11.6%
\$400,000 - \$499,999	3.2%	4.3%	5.5%
\$500,000 - \$749,999	1.0%	1.8%	6.0%
\$750,000 - \$999,999	0.8%	1.3%	2.3%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$163,598	\$187,395	\$254,217

**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	12,111	18,605	39,482
0 - 4	6.4%	6.0%	5.6%
5 - 9	6.2%	6.0%	5.8%
10 - 14	6.5%	6.4%	6.3%
15 - 24	12.0%	11.7%	11.2%
25 - 34	11.6%	11.2%	10.6%
35 - 44	13.2%	13.4%	13.3%
45 - 54	14.4%	14.9%	15.4%
55 - 64	12.8%	13.6%	14.7%
65 - 74	9.6%	9.9%	10.6%
75 - 84	5.4%	5.3%	5.0%
85 +	1.8%	1.7%	1.5%
18 +	77.2%	77.7%	78.4%
<b>2021 Population by Age</b>			
Total	12,592	19,420	42,118
0 - 4	5.6%	5.2%	4.9%
5 - 9	5.8%	5.6%	5.4%
10 - 14	5.8%	5.7%	5.5%
15 - 24	10.6%	10.1%	9.7%
25 - 34	12.5%	12.2%	11.6%
35 - 44	11.6%	11.6%	11.7%
45 - 54	12.8%	13.2%	13.2%
55 - 64	13.9%	14.4%	15.3%
65 - 74	12.0%	12.7%	14.0%
75 - 84	7.0%	7.0%	6.9%
85 +	2.4%	2.2%	1.8%
18 +	79.9%	80.4%	81.2%
<b>2026 Population by Age</b>			
Total	12,713	19,661	43,103
0 - 4	5.3%	5.0%	4.7%
5 - 9	5.5%	5.4%	5.1%
10 - 14	5.8%	5.8%	5.6%
15 - 24	10.8%	10.3%	9.7%
25 - 34	11.3%	10.8%	10.1%
35 - 44	11.2%	11.5%	11.8%
45 - 54	12.5%	12.8%	12.7%
55 - 64	13.8%	14.1%	14.9%
65 - 74	12.7%	13.3%	14.4%
75 - 84	8.4%	8.7%	8.8%
85 +	2.6%	2.4%	2.1%
18 +	80.0%	80.5%	81.2%
<b>2010 Population by Sex</b>			
Males	5,678	8,860	19,209
Females	6,433	9,745	20,274
<b>2021 Population by Sex</b>			
Males	5,944	9,303	20,610
Females	6,648	10,116	21,507
<b>2026 Population by Sex</b>			
Males	6,028	9,454	21,168
Females	6,686	10,207	21,937

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 Race/Ethnicity</b>			
Total	12,111	18,606	39,484
White Alone	92.1%	93.4%	94.9%
Black Alone	3.9%	3.1%	2.0%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.4%	0.3%	0.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	2.0%	1.8%	1.6%
Hispanic Origin	2.3%	2.0%	2.1%
Diversity Index	18.8	16.0	13.7
<b>2021 Population by Race/Ethnicity</b>			
Total	12,594	19,420	42,117
White Alone	90.6%	92.1%	93.8%
Black Alone	4.2%	3.4%	2.1%
American Indian Alone	0.8%	0.7%	0.5%
Asian Alone	0.5%	0.5%	0.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.3%	1.1%	1.1%
Two or More Races	2.4%	2.1%	1.9%
Hispanic Origin	3.4%	3.0%	3.1%
Diversity Index	23.1	19.9	17.3
<b>2026 Population by Race/Ethnicity</b>			
Total	12,713	19,662	43,105
White Alone	89.8%	91.4%	93.1%
Black Alone	4.3%	3.4%	2.1%
American Indian Alone	1.0%	0.8%	0.6%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.6%	1.3%	1.4%
Two or More Races	2.6%	2.3%	2.1%
Hispanic Origin	4.1%	3.6%	3.7%
Diversity Index	25.6	22.1	19.4
<b>2010 Population by Relationship and Household Type</b>			
Total	12,111	18,605	39,483
In Households	98.2%	98.5%	99.2%
In Family Households	80.2%	81.8%	84.3%
Householder	26.7%	27.4%	28.5%
Spouse	16.5%	18.2%	20.6%
Child	29.9%	29.5%	28.9%
Other relative	3.8%	3.6%	3.6%
Nonrelative	3.3%	3.1%	2.7%
In Nonfamily Households	18.0%	16.6%	14.9%
In Group Quarters	1.8%	1.5%	0.8%
Institutionalized Population	1.3%	1.2%	0.6%
Noninstitutionalized Population	0.5%	0.3%	0.2%

**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	9,102	14,238	31,372
Less than 9th Grade	7.8%	7.6%	7.0%
9th - 12th Grade, No Diploma	13.4%	12.8%	10.9%
High School Graduate	38.6%	39.0%	36.5%
GED/Alternative Credential	8.1%	8.3%	7.9%
Some College, No Degree	15.2%	14.8%	16.5%
Associate Degree	4.8%	5.2%	7.1%
Bachelor's Degree	8.2%	7.9%	8.7%
Graduate/Professional Degree	3.9%	4.4%	5.5%
<b>2021 Population 15+ by Marital Status</b>			
Total	10,439	16,207	35,471
Never Married	25.9%	25.0%	23.3%
Married	44.6%	47.1%	51.6%
Widowed	10.7%	10.2%	9.4%
Divorced	18.8%	17.7%	15.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,187	8,369	18,568
Population 16+ Employed	88.6%	90.7%	93.2%
Population 16+ Unemployment rate	11.4%	9.3%	6.8%
Population 16-24 Employed	13.9%	12.8%	11.9%
Population 16-24 Unemployment rate	20.6%	19.2%	13.2%
Population 25-54 Employed	64.0%	63.2%	62.1%
Population 25-54 Unemployment rate	8.8%	6.9%	5.8%
Population 55-64 Employed	15.0%	15.9%	17.4%
Population 55-64 Unemployment rate	16.8%	13.8%	8.4%
Population 65+ Employed	7.1%	8.1%	8.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.7%
<b>2021 Employed Population 16+ by Industry</b>			
Total	4,598	7,587	17,309
Agriculture/Mining	0.1%	0.3%	0.9%
Construction	3.5%	3.9%	6.1%
Manufacturing	17.2%	17.9%	18.9%
Wholesale Trade	1.5%	1.7%	2.1%
Retail Trade	13.1%	12.1%	12.8%
Transportation/Utilities	10.1%	9.3%	6.9%
Information	0.5%	0.5%	0.7%
Finance/Insurance/Real Estate	4.7%	5.1%	5.8%
Services	44.7%	44.7%	41.7%
Public Administration	4.7%	4.5%	4.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	4,597	7,588	17,311
White Collar	46.6%	47.2%	47.8%
Management/Business/Financial	9.1%	9.6%	10.9%
Professional	16.4%	16.6%	16.1%
Sales	9.3%	8.2%	9.1%
Administrative Support	11.8%	12.8%	11.7%
Services	21.3%	21.0%	19.1%
Blue Collar	32.1%	31.7%	33.1%
Farming/Forestry/Fishing	0.1%	0.3%	0.5%
Construction/Extraction	4.3%	4.1%	5.1%
Installation/Maintenance/Repair	2.3%	2.8%	3.6%
Production	7.9%	9.7%	11.9%
Transportation/Material Moving	17.5%	14.8%	12.0%

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<b>2010 Households by Type</b>			
Total	5,155	7,771	16,254
Households with 1 Person	32.1%	29.8%	26.4%
Households with 2+ People	67.9%	70.2%	73.6%
Family Households	63.3%	65.7%	69.2%
Husband-wife Families	39.2%	43.6%	50.1%
With Related Children	15.0%	16.4%	18.1%
Other Family (No Spouse Present)	24.1%	22.2%	19.1%
Other Family with Male Householder	5.6%	5.5%	5.5%
With Related Children	3.5%	3.4%	3.2%
Other Family with Female Householder	18.5%	16.6%	13.6%
With Related Children	12.4%	10.9%	8.7%
Nonfamily Households	4.6%	4.5%	4.4%
All Households with Children	31.4%	31.2%	30.4%
Multigenerational Households	4.5%	4.5%	4.5%
Unmarried Partner Households	8.0%	7.5%	6.8%
Male-female	7.5%	7.0%	6.3%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	5,154	7,772	16,256
1 Person Household	32.1%	29.8%	26.4%
2 Person Household	32.0%	33.7%	36.8%
3 Person Household	18.0%	18.2%	17.7%
4 Person Household	11.2%	11.5%	11.6%
5 Person Household	4.4%	4.5%	4.7%
6 Person Household	1.6%	1.6%	1.7%
7 + Person Household	0.8%	0.9%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,155	7,771	16,255
Owner Occupied	58.8%	65.4%	72.8%
Owned with a Mortgage/Loan	28.7%	32.2%	37.5%
Owned Free and Clear	30.1%	33.1%	35.4%
Renter Occupied	41.2%	34.6%	27.2%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	156	155	146
Percent of Income for Mortgage	15.1%	15.3%	16.6%
Wealth Index	33	41	55
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,784	8,771	19,291
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	74.8%	60.8%	34.0%
Rural Housing Units	25.2%	39.2%	66.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,111	18,605	39,483
Population Inside Urbanized Area	0.0%	0.0%	0.1%
Population Inside Urbanized Cluster	74.7%	60.5%	35.1%
Rural Population	25.3%	39.5%	64.8%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Rooted Rural (10B)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Small Town Simplicity (12C)
3.	Rooted Rural (10B)	Rooted Rural (10B)	Rural Bypasses (10E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,266,752	\$8,899,861	\$22,288,608
Average Spent	\$995.61	\$1,108.60	\$1,295.55
Spending Potential Index	47	52	61
Education: Total \$	\$3,444,202	\$5,758,351	\$14,331,474
Average Spent	\$651.08	\$717.28	\$833.03
Spending Potential Index	38	42	48
Entertainment/Recreation: Total \$	\$9,097,560	\$15,554,784	\$39,259,447
Average Spent	\$1,719.77	\$1,937.57	\$2,282.00
Spending Potential Index	53	60	71
Food at Home: Total \$	\$15,588,790	\$26,619,313	\$66,715,279
Average Spent	\$2,946.84	\$3,315.81	\$3,877.89
Spending Potential Index	54	61	71
Food Away from Home: Total \$	\$9,699,815	\$16,502,650	\$41,536,526
Average Spent	\$1,833.61	\$2,055.64	\$2,414.35
Spending Potential Index	48	54	64
Health Care: Total \$	\$18,671,160	\$32,144,290	\$81,760,041
Average Spent	\$3,529.52	\$4,004.02	\$4,752.39
Spending Potential Index	57	64	76
HH Furnishings & Equipment: Total \$	\$5,790,780	\$9,909,373	\$25,141,168
Average Spent	\$1,094.67	\$1,234.35	\$1,461.36
Spending Potential Index	49	55	65
Personal Care Products & Services: Total \$	\$2,214,420	\$3,736,645	\$9,374,790
Average Spent	\$418.60	\$465.45	\$544.92
Spending Potential Index	47	52	61
Shelter: Total \$	\$45,655,282	\$76,149,259	\$189,935,660
Average Spent	\$8,630.49	\$9,485.46	\$11,040.20
Spending Potential Index	43	47	55
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,539,544	\$11,228,619	\$29,248,847
Average Spent	\$1,236.21	\$1,398.68	\$1,700.12
Spending Potential Index	52	59	71
Travel: Total \$	\$5,604,530	\$9,513,371	\$24,397,348
Average Spent	\$1,059.46	\$1,185.02	\$1,418.12
Spending Potential Index	42	47	56
Vehicle Maintenance & Repairs: Total \$	\$3,283,064	\$5,637,419	\$14,237,406
Average Spent	\$620.62	\$702.22	\$827.56
Spending Potential Index	56	63	75

**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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