



Market Profile

3901 Hixson Pike, Chattanooga, Tennessee, 37415
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.11416
Longitude: -85.26291

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	33,743	88,649	259,334
2010 Total Population	35,519	91,922	274,761
2021 Total Population	38,646	102,220	303,150
2021 Group Quarters	297	1,927	8,101
2026 Total Population	40,329	107,689	317,296
2021-2026 Annual Rate	0.86%	1.05%	0.92%
2021 Total Daytime Population	41,481	114,740	347,697
Workers	22,415	64,117	196,875
Residents	19,066	50,623	150,822
Household Summary			
2000 Households	15,134	38,153	107,477
2000 Average Household Size	2.22	2.29	2.35
2010 Households	15,987	40,042	114,268
2010 Average Household Size	2.20	2.25	2.33
2021 Households	17,292	44,525	126,179
2021 Average Household Size	2.22	2.25	2.34
2026 Households	18,023	46,929	132,196
2026 Average Household Size	2.22	2.25	2.34
2021-2026 Annual Rate	0.83%	1.06%	0.94%
2010 Families	9,390	23,758	70,126
2010 Average Family Size	2.80	2.87	2.95
2021 Families	9,912	25,667	75,177
2021 Average Family Size	2.84	2.90	2.98
2026 Families	10,267	26,838	78,092
2026 Average Family Size	2.85	2.91	2.99
2021-2026 Annual Rate	0.71%	0.90%	0.76%
Housing Unit Summary			
2000 Housing Units	16,218	41,281	116,837
Owner Occupied Housing Units	56.9%	56.3%	57.3%
Renter Occupied Housing Units	36.5%	36.2%	34.7%
Vacant Housing Units	6.7%	7.6%	8.0%
2010 Housing Units	17,580	44,865	127,293
Owner Occupied Housing Units	53.2%	52.4%	53.7%
Renter Occupied Housing Units	37.8%	36.8%	36.1%
Vacant Housing Units	9.1%	10.8%	10.2%
2021 Housing Units	18,930	49,790	140,437
Owner Occupied Housing Units	52.8%	51.0%	52.1%
Renter Occupied Housing Units	38.6%	38.5%	37.8%
Vacant Housing Units	8.7%	10.6%	10.2%
2026 Housing Units	19,647	52,271	146,677
Owner Occupied Housing Units	53.6%	51.6%	52.9%
Renter Occupied Housing Units	38.1%	38.2%	37.2%
Vacant Housing Units	8.3%	10.2%	9.9%
Median Household Income			
2021	\$53,481	\$54,299	\$52,735
2026	\$59,287	\$60,428	\$58,200
Median Home Value			
2021	\$202,009	\$244,903	\$218,684
2026	\$249,788	\$280,895	\$258,709
Per Capita Income			
2021	\$34,253	\$35,132	\$31,383
2026	\$38,688	\$39,532	\$35,459
Median Age			
2010	38.9	39.1	38.6
2021	41.0	41.2	40.6
2026	42.1	42.1	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	17,292	44,525	126,177
<\$15,000	10.3%	10.7%	11.4%
\$15,000 - \$24,999	10.5%	10.0%	10.6%
\$25,000 - \$34,999	9.4%	9.6%	10.1%
\$35,000 - \$49,999	15.9%	15.5%	15.0%
\$50,000 - \$74,999	19.5%	17.6%	18.6%
\$75,000 - \$99,999	12.1%	11.5%	11.8%
\$100,000 - \$149,999	12.1%	12.9%	12.3%
\$150,000 - \$199,999	5.0%	5.7%	5.1%
\$200,000+	5.3%	6.5%	5.1%
Average Household Income	\$76,791	\$81,029	\$75,159
2026 Households by Income			
Household Income Base	18,023	46,929	132,194
<\$15,000	8.3%	8.7%	9.5%
\$15,000 - \$24,999	8.9%	8.4%	8.9%
\$25,000 - \$34,999	9.0%	8.9%	9.3%
\$35,000 - \$49,999	14.7%	14.7%	14.2%
\$50,000 - \$74,999	19.5%	18.0%	19.1%
\$75,000 - \$99,999	13.1%	12.2%	12.7%
\$100,000 - \$149,999	14.6%	14.9%	14.1%
\$150,000 - \$199,999	6.0%	6.8%	6.3%
\$200,000+	5.9%	7.2%	5.8%
Average Household Income	\$86,861	\$91,164	\$84,870
2021 Owner Occupied Housing Units by Value			
Total	9,994	25,374	73,096
<\$50,000	2.1%	2.2%	4.0%
\$50,000 - \$99,999	7.1%	7.2%	9.9%
\$100,000 - \$149,999	15.4%	12.1%	13.4%
\$150,000 - \$199,999	25.0%	17.2%	17.2%
\$200,000 - \$249,999	11.8%	12.4%	14.4%
\$250,000 - \$299,999	12.7%	12.7%	12.0%
\$300,000 - \$399,999	10.6%	15.7%	12.7%
\$400,000 - \$499,999	4.5%	7.5%	6.0%
\$500,000 - \$749,999	8.0%	7.8%	6.2%
\$750,000 - \$999,999	0.7%	1.8%	1.6%
\$1,000,000 - \$1,499,999	1.1%	1.5%	1.4%
\$1,500,000 - \$1,999,999	0.6%	1.1%	0.5%
\$2,000,000 +	0.4%	0.5%	0.5%
Average Home Value	\$277,689	\$317,579	\$283,395
2026 Owner Occupied Housing Units by Value			
Total	10,528	26,959	77,606
<\$50,000	1.3%	1.4%	2.7%
\$50,000 - \$99,999	4.4%	4.4%	6.3%
\$100,000 - \$149,999	10.8%	8.5%	9.3%
\$150,000 - \$199,999	21.3%	14.7%	14.6%
\$200,000 - \$249,999	12.3%	12.2%	14.6%
\$250,000 - \$299,999	15.4%	14.1%	14.1%
\$300,000 - \$399,999	14.6%	18.8%	16.0%
\$400,000 - \$499,999	6.2%	9.3%	8.0%
\$500,000 - \$749,999	9.8%	9.7%	8.5%
\$750,000 - \$999,999	1.0%	2.5%	2.4%
\$1,000,000 - \$1,499,999	1.6%	2.0%	2.0%
\$1,500,000 - \$1,999,999	0.8%	1.6%	0.7%
\$2,000,000 +	0.7%	0.8%	0.8%
Average Home Value	\$321,265	\$365,985	\$335,600

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	35,520	91,922	274,763
0 - 4	6.6%	6.0%	6.3%
5 - 9	5.5%	5.8%	5.9%
10 - 14	5.0%	5.5%	5.7%
15 - 24	12.9%	13.8%	14.0%
25 - 34	14.9%	13.8%	13.5%
35 - 44	12.5%	12.4%	12.6%
45 - 54	13.7%	14.0%	14.2%
55 - 64	12.3%	13.0%	12.8%
65 - 74	7.9%	8.0%	7.7%
75 - 84	6.2%	5.5%	5.1%
85 +	2.5%	2.4%	2.1%
18 +	79.8%	79.3%	78.5%
2021 Population by Age			
Total	38,645	102,219	303,150
0 - 4	5.7%	5.2%	5.5%
5 - 9	5.7%	5.5%	5.6%
10 - 14	5.8%	5.6%	5.7%
15 - 24	10.8%	11.6%	12.1%
25 - 34	13.7%	14.1%	13.7%
35 - 44	13.4%	12.6%	12.7%
45 - 54	11.7%	11.6%	11.8%
55 - 64	12.7%	13.3%	13.3%
65 - 74	11.1%	11.3%	11.1%
75 - 84	6.3%	6.3%	5.9%
85 +	3.2%	3.0%	2.6%
18 +	79.9%	80.6%	80.0%
2026 Population by Age			
Total	40,329	107,691	317,296
0 - 4	5.6%	5.2%	5.5%
5 - 9	5.5%	5.3%	5.5%
10 - 14	5.6%	5.4%	5.6%
15 - 24	11.8%	12.0%	12.3%
25 - 34	11.8%	12.6%	12.4%
35 - 44	13.5%	13.2%	13.1%
45 - 54	12.1%	11.7%	11.8%
55 - 64	11.8%	12.1%	12.2%
65 - 74	11.5%	11.8%	11.6%
75 - 84	7.5%	7.6%	7.2%
85 +	3.2%	3.1%	2.8%
18 +	80.1%	80.9%	80.2%
2010 Population by Sex			
Males	16,812	43,535	131,472
Females	18,707	48,387	143,289
2021 Population by Sex			
Males	18,430	48,785	145,850
Females	20,215	53,434	157,300
2026 Population by Sex			
Males	19,294	51,555	152,939
Females	21,034	56,133	164,357

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	35,519	91,924	274,761
White Alone	81.8%	71.7%	70.3%
Black Alone	11.5%	23.1%	23.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.7%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.7%	1.5%	2.2%
Two or More Races	1.9%	1.7%	1.8%
Hispanic Origin	5.1%	3.3%	4.6%
Diversity Index	38.4	46.8	49.8
2021 Population by Race/Ethnicity			
Total	38,645	102,220	303,151
White Alone	80.3%	71.9%	69.8%
Black Alone	10.9%	21.4%	22.3%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	2.1%	2.1%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.9%	2.2%	3.1%
Two or More Races	2.6%	2.2%	2.4%
Hispanic Origin	7.4%	4.9%	6.6%
Diversity Index	43.4	48.9	52.9
2026 Population by Race/Ethnicity			
Total	40,329	107,688	317,297
White Alone	79.3%	71.3%	69.3%
Black Alone	10.6%	21.0%	21.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	2.3%	2.3%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.5%	2.5%	3.6%
Two or More Races	2.9%	2.6%	2.7%
Hispanic Origin	8.9%	5.9%	7.9%
Diversity Index	46.3	50.8	54.9
2010 Population by Relationship and Household Type			
Total	35,519	91,922	274,761
In Households	99.2%	97.9%	97.1%
In Family Households	76.5%	76.3%	77.4%
Householder	26.3%	25.8%	25.5%
Spouse	18.0%	17.5%	17.3%
Child	26.6%	27.6%	28.5%
Other relative	3.2%	3.3%	3.9%
Nonrelative	2.4%	2.1%	2.2%
In Nonfamily Households	22.7%	21.7%	19.7%
In Group Quarters	0.8%	2.1%	2.9%
Institutionalized Population	0.4%	0.9%	1.3%
Noninstitutionalized Population	0.4%	1.2%	1.6%

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	27,850	73,729	215,578
Less than 9th Grade	2.6%	2.4%	3.5%
9th - 12th Grade, No Diploma	4.4%	5.6%	7.3%
High School Graduate	21.7%	20.9%	22.7%
GED/Alternative Credential	4.3%	3.9%	4.7%
Some College, No Degree	21.1%	19.7%	20.6%
Associate Degree	9.2%	8.9%	8.8%
Bachelor's Degree	23.7%	24.3%	20.7%
Graduate/Professional Degree	12.9%	14.4%	11.7%
2021 Population 15+ by Marital Status			
Total	32,026	85,599	252,175
Never Married	31.9%	34.8%	34.9%
Married	45.4%	44.4%	45.1%
Widowed	8.1%	7.8%	7.2%
Divorced	14.6%	13.1%	12.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	20,886	54,987	161,644
Population 16+ Employed	94.6%	94.6%	94.5%
Population 16+ Unemployment rate	5.4%	5.4%	5.5%
Population 16-24 Employed	12.9%	13.1%	13.2%
Population 16-24 Unemployment rate	9.8%	11.0%	11.2%
Population 25-54 Employed	63.7%	62.9%	62.7%
Population 25-54 Unemployment rate	4.3%	4.6%	4.6%
Population 55-64 Employed	14.7%	15.9%	16.0%
Population 55-64 Unemployment rate	8.9%	6.1%	6.5%
Population 65+ Employed	8.7%	8.1%	8.1%
Population 65+ Unemployment rate	0.5%	0.5%	1.1%
2021 Employed Population 16+ by Industry			
Total	19,755	51,999	152,680
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	5.2%	4.7%	6.1%
Manufacturing	9.6%	11.0%	12.3%
Wholesale Trade	2.0%	2.1%	2.1%
Retail Trade	11.6%	10.9%	11.2%
Transportation/Utilities	6.2%	6.3%	7.1%
Information	1.1%	1.3%	1.3%
Finance/Insurance/Real Estate	10.3%	10.6%	9.2%
Services	50.9%	49.7%	46.9%
Public Administration	2.9%	3.2%	3.4%
2021 Employed Population 16+ by Occupation			
Total	19,755	52,000	152,681
White Collar	67.0%	67.3%	62.8%
Management/Business/Financial	20.4%	18.6%	16.6%
Professional	23.9%	26.9%	24.0%
Sales	10.4%	10.3%	10.4%
Administrative Support	12.4%	11.5%	11.9%
Services	14.3%	14.5%	15.2%
Blue Collar	18.6%	18.2%	22.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.8%	3.3%	4.3%
Installation/Maintenance/Repair	1.8%	1.7%	2.3%
Production	5.2%	5.9%	7.1%
Transportation/Material Moving	7.9%	7.3%	8.1%

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2010 Households by Type			
Total	15,988	40,042	114,268
Households with 1 Person	33.9%	33.0%	31.9%
Households with 2+ People	66.1%	67.0%	68.1%
Family Households	58.7%	59.3%	61.4%
Husband-wife Families	40.3%	40.4%	41.6%
With Related Children	14.4%	14.7%	15.9%
Other Family (No Spouse Present)	18.4%	19.0%	19.7%
Other Family with Male Householder	4.8%	4.3%	4.6%
With Related Children	2.7%	2.3%	2.4%
Other Family with Female Householder	13.7%	14.7%	15.2%
With Related Children	8.6%	9.3%	9.6%
Nonfamily Households	7.4%	7.7%	6.7%
All Households with Children	26.2%	26.6%	28.4%
Multigenerational Households	3.2%	3.5%	4.1%
Unmarried Partner Households	6.6%	6.1%	5.9%
Male-female	5.8%	5.4%	5.1%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	15,986	40,043	114,269
1 Person Household	33.9%	33.0%	31.9%
2 Person Household	35.3%	35.2%	34.0%
3 Person Household	15.4%	15.1%	15.6%
4 Person Household	9.7%	10.1%	10.8%
5 Person Household	3.6%	4.2%	4.6%
6 Person Household	1.4%	1.5%	1.8%
7 + Person Household	0.8%	0.8%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	15,987	40,042	114,268
Owner Occupied	58.5%	58.8%	59.8%
Owned with a Mortgage/Loan	36.9%	38.1%	39.7%
Owned Free and Clear	21.6%	20.7%	20.1%
Renter Occupied	41.5%	41.2%	40.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	139	118	130
Percent of Income for Mortgage	15.8%	18.9%	17.4%
Wealth Index	74	87	76
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	17,580	44,865	127,293
Housing Units Inside Urbanized Area	98.0%	97.4%	96.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.0%	2.6%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	35,519	91,922	274,761
Population Inside Urbanized Area	97.8%	97.2%	96.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.2%	2.8%	3.3%

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.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Set to Impress (11D)	Emerald City (8B)	Rustbelt Traditions (5D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$30,996,978	\$83,918,092	\$221,911,348
Average Spent	\$1,792.56	\$1,884.74	\$1,758.70
Spending Potential Index	85	89	83
Education: Total \$	\$23,581,022	\$65,513,240	\$169,667,042
Average Spent	\$1,363.70	\$1,471.38	\$1,344.65
Spending Potential Index	79	85	78
Entertainment/Recreation: Total \$	\$47,703,416	\$127,715,104	\$337,012,333
Average Spent	\$2,758.70	\$2,868.39	\$2,670.91
Spending Potential Index	85	89	83
Food at Home: Total \$	\$80,557,896	\$215,700,201	\$571,201,544
Average Spent	\$4,658.68	\$4,844.47	\$4,526.91
Spending Potential Index	86	89	83
Food Away from Home: Total \$	\$54,939,019	\$148,853,058	\$392,756,562
Average Spent	\$3,177.14	\$3,343.13	\$3,112.69
Spending Potential Index	84	88	82
Health Care: Total \$	\$94,396,627	\$251,899,190	\$668,359,935
Average Spent	\$5,458.98	\$5,657.48	\$5,296.92
Spending Potential Index	88	91	85
HH Furnishings & Equipment: Total \$	\$32,773,853	\$88,837,154	\$234,033,098
Average Spent	\$1,895.32	\$1,995.22	\$1,854.77
Spending Potential Index	84	88	82
Personal Care Products & Services: Total \$	\$13,245,677	\$35,832,462	\$94,492,262
Average Spent	\$766.00	\$804.77	\$748.87
Spending Potential Index	85	90	83
Shelter: Total \$	\$288,683,918	\$786,533,732	\$2,056,323,316
Average Spent	\$16,694.65	\$17,664.99	\$16,296.87
Spending Potential Index	83	88	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,225,901	\$95,015,950	\$247,056,836
Average Spent	\$2,037.12	\$2,133.99	\$1,957.99
Spending Potential Index	85	89	82
Travel: Total \$	\$35,624,764	\$97,614,913	\$254,469,845
Average Spent	\$2,060.19	\$2,192.36	\$2,016.74
Spending Potential Index	81	87	80
Vehicle Maintenance & Repairs: Total \$	\$16,757,593	\$44,838,004	\$118,713,639
Average Spent	\$969.10	\$1,007.03	\$940.84
Spending Potential Index	87	91	85

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.