

EXPANDED DEMOGRAPHIC PROFILE

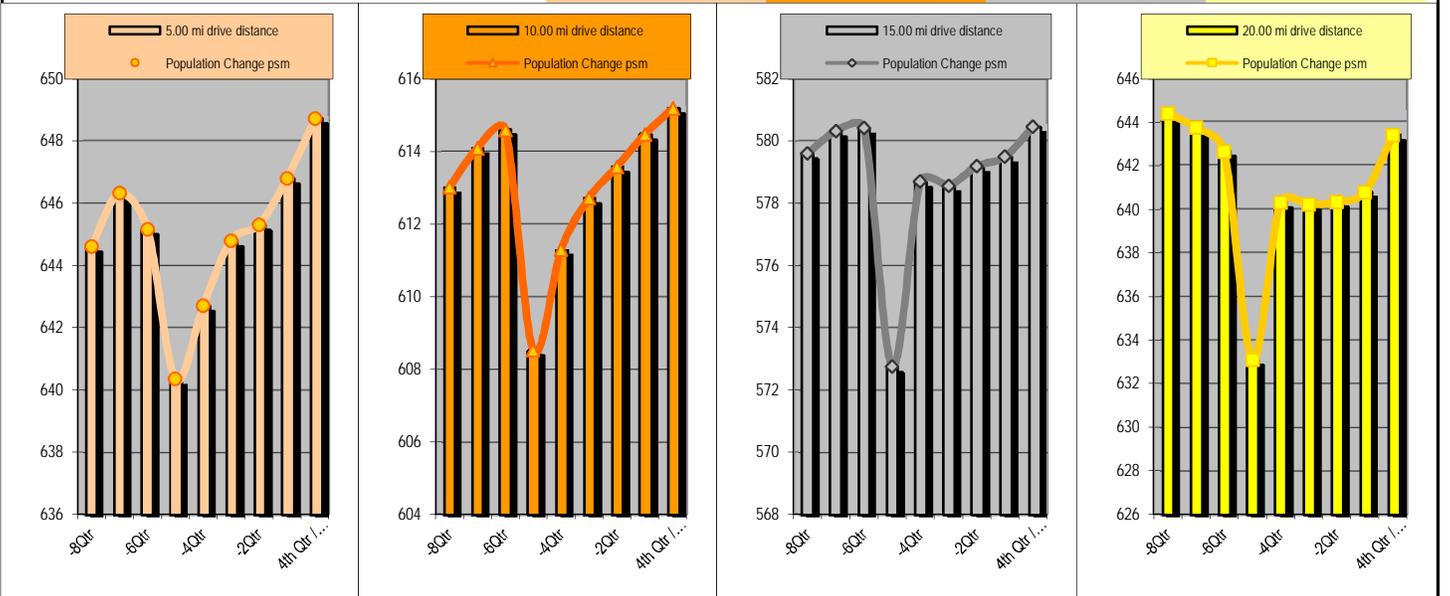
1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Population								
Estimated Current Population (2011)	21,112		61,917		105,279		218,460	
Census Population (2010)	20,996		61,858		105,271		218,208	
Census Population (2000)	19,136		56,545		97,041		205,855	
Census Population (1990)	17,153		51,108		89,969		197,802	
Projected Population (2016)	21,665		63,566		108,259		224,342	
Low to High End 5yr Projection Bounds	20,903 to 21,994		59,211 to 65,469		98,963 to 114,844		203,237 to 239,624	
Forecasted Population (2021)	20,903		65,871		112,373		232,881	
Historical Annual Growth (1990 to 2000)	1,983	1.2%	5,437	1.1%	7,073	0.8%	8,052	0.4%
Historical Annual Growth (2000 to 2011)	1,975	0.9%	5,372	0.9%	8,238	0.8%	12,605	0.6%
Projected Annual Growth (2011 to 2016)	554	0.5%	1,649	0.5%	2,980	0.6%	5,883	0.5%
Forecasted Annual Growth (2016 to 2021)	-763	-0.7%	2,305	0.7%	4,114	0.8%	8,539	0.8%
Transient Population (2011)	0		0		0		5,488	
Seasonal Population (2011)	642		2,035		4,080		10,647	
Population Estimate year ago (4th Qtr / 2010)	20,916		61,525		104,958		217,412	
Births in past 4 Qtrs	+245		+684		+1,282		+2,760	
Deaths in past 4 Qtrs	-199		-640		-1,110		-2,262	
Migration in past 4 Qtrs	+149		+345		+158		+598	
Components of Change (past 4 Qtrs)	+194	0.9%	+389	0.6%	+330	0.3%	+1,096	0.5%
Growth Stability Index (0 stable, -1 or +1 change)	0.13		0.06		0.07		0.03	
Est. Population Density (2011)	648.73 <i>psm</i>		615.18 <i>psm</i>		580.46 <i>psm</i>		643.41 <i>psm</i>	
Trade Area Size	32.54 <i>sq mi</i>		100.65 <i>sq mi</i>		181.37 <i>sq mi</i>		339.54 <i>sq mi</i>	



Population Past 8 Qtrs 09-Q4	20,978		61,698		105,124		218,806	
Population Past 7 Qtrs 10-Q1	21,034	0.3%	61,807	0.2%	105,253	0.1%	218,580	-0.1%
Population Past 6 Qtrs 10-Q2	20,996	-0.2%	61,858	0.1%	105,271	0.0%	218,208	-0.2%
Population Past 5 Qtrs 10-Q3	20,839	-0.7%	61,247	-1.0%	103,881	-1.3%	214,964	-1.5%
Population Past 4 Qtrs 10-Q4	20,916	0.4%	61,525	0.5%	104,958	1.0%	217,412	1.1%
Population Past 3 Qtrs 11-Q1	20,984	0.3%	61,669	0.2%	104,936	-0.0%	217,381	-0.0%
Population Past 2 Qtrs 11-Q2	21,000	0.1%	61,756	0.1%	105,048	0.1%	217,422	0.0%
Population Past 1 Qtrs 11-Q3	21,049	0.2%	61,845	0.1%	105,104	0.1%	217,574	0.1%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Age Distribution (2011)								
Age Under 5 years	1,302	6%	3,566	6%	6,254	6%	13,444	6%
Age 5 to 14 years	2,397	11%	6,727	11%	10,960	10%	22,731	10%
Age 14 to 18 years	1,155	5%	3,199	5%	4,957	5%	10,094	5%
Age 18 to 22 years	1,019	5%	2,860	5%	4,867	5%	13,059	6%
Age 22 to 25 years	677	3%	1,976	3%	4,103	4%	9,901	5%
Age 25 to 30 years	1,187	6%	3,456	6%	6,760	6%	15,069	7%
Age 30 to 35 years	1,279	6%	3,574	6%	6,629	6%	14,061	6%
Age 35 to 40 years	1,445	7%	4,011	6%	6,855	7%	13,715	6%
Age 40 to 45 years	1,463	7%	4,142	7%	6,859	7%	13,572	6%
Age 45 to 50 years	1,512	7%	4,489	7%	7,435	7%	14,621	7%
Age 50 to 55 years	1,613	8%	4,914	8%	7,969	8%	15,719	7%
Age 55 to 60 years	1,537	7%	4,707	8%	7,709	7%	15,260	7%
Age 60 to 65 years	1,402	7%	4,322	7%	7,046	7%	13,649	6%
Age 65 to 70 years	1,123	5%	3,468	6%	5,516	5%	10,481	5%
Age 70 to 75 years	762	4%	2,469	4%	3,986	4%	7,710	4%
Age 75 to 80 years	579	3%	1,879	3%	3,133	3%	6,166	3%
Age 80 to 85 years	398	2%	1,283	2%	2,333	2%	4,801	2%
Age 85 years plus	261	1%	877	1%	1,904	2%	4,405	2%
Average Age	39.6 yrs		40.7 yrs		40.5 yrs		39.6 yrs	
Median Age	35.5 yrs		37.1 yrs		36.1 yrs		34.5 yrs	
Age 0 to 18	4,854	23%	13,491	22%	22,172	21%	46,270	21%
Age 18 to 65 years	13,134	62%	38,450	62%	66,234	63%	138,626	63%
Age 65 years plus	3,124	15%	9,975	16%	16,873	16%	33,563	15%
Age Distribution (2011)								
Male Population	10,210		30,080		50,820		104,589	
Age Under 5 years	659	6%	1,808	6%	3,169	6%	6,802	7%
Age 5 to 14 years	1,244	12%	3,474	12%	5,624	11%	11,575	11%
Age 14 to 18 years	586	6%	1,639	5%	2,528	5%	5,192	5%
Age 18 to 22 years	513	5%	1,470	5%	2,450	5%	6,369	6%
Age 22 to 25 years	325	3%	980	3%	1,967	4%	4,794	5%
Age 25 to 30 years	560	5%	1,687	6%	3,318	7%	7,464	7%
Age 30 to 35 years	629	6%	1,767	6%	3,309	7%	7,050	7%
Age 35 to 40 years	725	7%	2,018	7%	3,460	7%	6,865	7%
Age 40 to 45 years	725	7%	2,038	7%	3,390	7%	6,649	6%
Age 45 to 50 years	711	7%	2,174	7%	3,608	7%	7,090	7%
Age 50 to 55 years	784	8%	2,374	8%	3,840	8%	7,510	7%
Age 55 to 60 years	733	7%	2,240	7%	3,656	7%	7,184	7%
Age 60 to 65 years	667	7%	2,086	7%	3,360	7%	6,429	6%
Age 65 to 70 years	530	5%	1,646	5%	2,591	5%	4,791	5%
Age 70 to 75 years	340	3%	1,110	4%	1,775	3%	3,343	3%
Age 75 to 80 years	246	2%	801	3%	1,315	3%	2,499	2%
Age 80 to 85 years	156	2%	504	2%	902	2%	1,753	2%
Age 85 years plus	77	1%	263	1%	560	1%	1,230	1%
Average Age	38.4 yrs		39.5 yrs		39.2 yrs		38.1 yrs	
Median Age	34.2 yrs		35.7 yrs		34.9 yrs		32.8 yrs	
Age 0 to 18	2,490	24%	6,921	23%	11,320	22%	23,569	23%
Age 18 to 65 years	6,372	62%	18,835	63%	32,357	64%	67,405	64%
Age 65 years plus	1,349	13%	4,324	14%	7,143	14%	13,616	13%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Age Distribution (2011)								
Female Population	10,902		31,837		54,460		113,870	
Age Under 5 years	643	6%	1,759	6%	3,086	6%	6,642	6%
Age 5 to 14 years	1,153	11%	3,252	10%	5,336	10%	11,157	10%
Age 14 to 18 years	569	5%	1,560	5%	2,430	4%	4,902	4%
Age 18 to 22 years	506	5%	1,390	4%	2,417	4%	6,690	6%
Age 22 to 25 years	352	3%	996	3%	2,136	4%	5,107	4%
Age 25 to 30 years	627	6%	1,769	6%	3,441	6%	7,604	7%
Age 30 to 35 years	651	6%	1,808	6%	3,320	6%	7,011	6%
Age 35 to 40 years	720	7%	1,993	6%	3,396	6%	6,850	6%
Age 40 to 45 years	738	7%	2,104	7%	3,469	6%	6,922	6%
Age 45 to 50 years	800	7%	2,314	7%	3,828	7%	7,530	7%
Age 50 to 55 years	829	8%	2,540	8%	4,130	8%	8,209	7%
Age 55 to 60 years	804	7%	2,466	8%	4,054	7%	8,076	7%
Age 60 to 65 years	735	7%	2,235	7%	3,686	7%	7,221	6%
Age 65 to 70 years	593	5%	1,822	6%	2,925	5%	5,690	5%
Age 70 to 75 years	423	4%	1,359	4%	2,212	4%	4,368	4%
Age 75 to 80 years	333	3%	1,078	3%	1,818	3%	3,667	3%
Age 80 to 85 years	242	2%	778	2%	1,431	3%	3,048	3%
Age 85 years plus	184	2%	614	2%	1,345	2%	3,174	3%
Average Age	40.6 yrs		41.8 yrs		41.7 yrs		40.9 yrs	
Median Age	36.7 yrs		38.4 yrs		37.4 yrs		36.1 yrs	
Age 0 to 18	2,365	22%	6,571	21%	10,852	20%	22,701	20%
Age 18 to 65 years	6,762	62%	19,615	62%	33,877	62%	71,222	63%
Age 65 years plus	1,775	16%	5,651	18%	9,731	18%	19,948	18%
Males per 100 Females, Male % Pop								
Age 0 to 5 years	102	50.6%	103	50.7%	103	50.7%	102	50.6%
Age 5 to 14 years	108	51.9%	107	51.7%	105	51.3%	104	50.9%
Age 14 to 18 years	103	50.8%	105	51.2%	104	51.0%	106	51.4%
Age 18 to 25 years	98	49.4%	103	50.7%	97	49.2%	95	48.6%
Age 25 to 35 years	93	48.2%	97	49.1%	98	49.5%	99	49.8%
Age 35 to 45 years	99	49.9%	99	49.7%	100	49.9%	98	49.5%
Age 45 to 55 years	92	47.9%	94	48.4%	94	48.3%	93	48.1%
Age 55 to 65 years	91	47.6%	92	47.9%	91	47.5%	89	47.1%
Age 65 to 75 years	86	46.1%	87	46.4%	85	45.9%	81	44.7%
Age 75 years plus	63	38.7%	63	38.8%	60	37.7%	55	35.7%
Future Age Population								
Projected Population (2016)	21,665		63,566		108,259		224,342	
Average Age Median Age	40.5 36.6 yrs		41.5 38.1 yrs		41.0 37.1 yrs		40.0 35.3 yrs	
Male Population (2016)	10,463	48.3%	30,809	48.5%	52,252	48.3%	107,695	48.0%
Average Age Median Age	39.3 35.2 yrs		40.2 36.6 yrs		39.7 35.6 yrs		38.5 33.6 yrs	
Female Population (2016)	11,202	51.7%	32,757	51.5%	56,007	51.7%	116,647	52.0%
Average Age Median Age	41.7 38.0 yrs		42.7 39.5 yrs		42.3 38.4 yrs		41.4 37.0 yrs	
Forcasted Population (2021)	22,426		65,871		112,373		232,881	
Average Age Median Age	41.4 37.3 yrs		42.3 38.7 yrs		41.6 37.8 yrs		40.6 36.1 yrs	
Male Population (2021)	10,810	48.2%	31,874	48.4%	54,207	48.2%	111,989	48.1%
Female Population (2021)	11,616	51.8%	33,998	51.6%	58,166	51.8%	120,892	51.9%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Race & Ethnicity								
Total Population	21,112		61,917		105,279		218,460	
White (2011)	20,291	96%	57,468	93%	92,973	88%	152,470	70%
Black (2011)	278	1%	1,903	3%	7,520	7%	54,030	25%
Asian (2011)	135	1%	898	1%	1,588	2%	2,942	1%
Other Race (2011)	408	2%	1,648	3%	3,198	3%	9,018	4%
Population: Hispanic (2011)	350	2%	1,617	3%	3,109	3%	9,263	4%
<i>White: Hispanic</i>	219	1%	847	1%	1,491	1%	3,779	2%
<i>Black: Hispanic</i>	6	0%	13	0%	49	0%	252	0%
<i>Asian: Hispanic</i>	1	0%	6	0%	16	0%	37	0%
<i>Other Race: Hispanic</i>	123	1%	751	1%	1,552	1%	5,195	2%
Population: Non Hispanic (2011)	20,762	98%	60,300	97%	102,171	97%	209,197	96%
<i>White: Non Hispanic</i>	20,071	95%	56,620	91%	91,482	87%	148,691	68%
<i>Black: Non Hispanic</i>	272	1%	1,890	3%	7,471	7%	53,778	25%
<i>Asian: Non Hispanic</i>	134	1%	892	1%	1,572	1%	2,905	1%
<i>Other Race: Non Hispanic</i>	285	1%	897	1%	1,646	2%	3,823	2%
Population: Hispanic (2000)	219	1.1%	694	1.2%	1,460	1.5%	3,559	1.7%
Population: Hispanic (1990)	82	0.5%	262	0.5%	511	0.6%	1,099	0.6%
Hist. Hispanic Ann Growth (1990 to 2000)	137	16.8%	432	16.5%	949	18.6%	2,460	22.4%
Hist. Hispanic Ann Growth (2000 to 2011)	131	5.4%	923	12.1%	1,649	10.3%	5,704	14.6%
Population: Non Hispanic (2000)	18,917	98.9%	55,851	98.8%	95,582	98.5%	202,296	98.3%
Population: Non Hispanic (1990)	17,071	99.5%	50,846	99.5%	89,458	99.4%	196,703	99.4%
Hist. Non Hispanic Ann Growth (1990 to 2000)	1,846	1.1%	5,005	1.0%	6,123	0.7%	5,593	0.3%
Hist. Non Hispanic Ann Growth (2000 to 2011)	1,845	0.9%	4,449	0.7%	6,589	0.6%	6,901	0.3%
Language Spoken at home (Age 5+) (2011)								
Total Population Age 5 and above	19,810		58,351		99,025		205,015	
Speak English Only	19,429	98%	56,319	97%	94,961	96%	194,341	95%
Spanish or Spanish Creole	133	1%	930	2%	2,038	2%	6,207	3%
European/Indo-European	174	1%	695	1%	1,104	1%	2,485	1%
<i>French or French Creole</i>	34	0%	100	0%	143	0%	484	0%
<i>Italian</i>	1	0%	3	0%	6	0%	22	0%
<i>Portuguese or Portuguese Creole</i>	0	0%	0	0%	14	0%	21	0%
<i>German</i>	46	0%	100	0%	184	0%	381	0%
<i>Yiddish or Hebrew</i>	0	0%	0	0%	13	0%	15	0%
<i>Other Slavic languages</i>	54	0%	155	0%	239	0%	616	0%
<i>Other Indic languages</i>	39	0%	246	0%	337	0%	591	0%
<i>Other Indo-European Languages</i>	0	0%	90	0%	169	0%	354	0%
Asian/Pacific	74	0%	394	1%	813	1%	1,423	1%
<i>Chinese</i>	0	0%	26	0%	140	0%	242	0%
<i>Japanese</i>	19	0%	37	0%	37	0%	100	0%
<i>Korean</i>	0	0%	96	0%	133	0%	223	0%
<i>Vietnamese</i>	18	0%	54	0%	56	0%	147	0%
<i>Other Asian languages</i>	10	0%	50	0%	304	0%	535	0%
<i>Tagalog and Other Pacific Languages</i>	27	0%	131	0%	143	0%	176	0%
Other Languages	0	0%	13	0%	109	0%	560	0%
<i>Arabic</i>	0	0%	8	0%	17	0%	100	0%
<i>Other and unspecified languages</i>	0	0%	5	0%	92	0%	460	0%

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Population by Ancestry (2011)								
America	5,019	24%	13,397	22%	20,092	19%	31,516	14%
<i>Native American (Indian/Eskimo)</i>	57	0%	150	0%	240	0%	516	0%
<i>Hawaiian/Pacific Islander</i>	2	0%	11	0%	27	0%	80	0%
<i>American</i>	4,960	23%	13,236	21%	19,825	19%	30,920	14%
Hispanic	350	2%	1,617	3%	3,109	3%	9,263	4%
<i>Mexican</i>	174	1%	889	1%	1,749	2%	4,538	2%
<i>Puerto Rican</i>	32	0%	164	0%	301	0%	751	0%
<i>Cuban</i>	14	0%	59	0%	145	0%	325	0%
<i>Dominican</i>	0	0%	5	0%	12	0%	122	0%
<i>Central American</i>	11	0%	38	0%	96	0%	1,450	1%
<i>South American</i>	16	0%	83	0%	140	0%	297	0%
<i>Other Hispanic</i>	103	0%	379	1%	666	1%	1,780	1%
Asian	134	1%	892	1%	1,572	1%	2,905	1%
<i>Chinese</i>	35	0%	177	0%	282	0%	486	0%
<i>Japanese</i>	7	0%	55	0%	92	0%	144	0%
<i>Korean</i>	25	0%	100	0%	201	0%	334	0%
<i>South Central Asian (e.g. Indian)</i>	17	0%	300	0%	509	0%	1,040	0%
<i>South East Asian (e.g. Vietnamese)</i>	43	0%	225	0%	446	0%	823	0%
<i>Other Asian</i>	7	0%	35	0%	43	0%	79	0%
European	6,559	31%	20,518	33%	35,668	34%	62,712	29%
<i>British</i>	1,477	7%	5,227	8%	9,403	9%	16,786	8%
<i>Dutch</i>	232	1%	582	1%	1,027	1%	1,587	1%
<i>French</i>	199	1%	937	2%	1,483	1%	2,401	1%
<i>German</i>	1,294	6%	4,045	7%	6,833	6%	12,363	6%
<i>Italian</i>	294	1%	748	1%	1,153	1%	2,046	1%
<i>Polish</i>	80	0%	328	1%	581	1%	919	0%
<i>Scandinavian</i>	124	1%	523	1%	861	1%	1,455	1%
<i>Scotch Irish</i>	2,580	12%	7,093	11%	12,595	12%	21,643	10%
<i>Other European (e.g. Greek/Russian)</i>	279	1%	1,034	2%	1,732	2%	3,511	2%
Middle Eastern	88	0%	205	0%	432	0%	613	0%
Other	1,758	8%	5,538	9%	13,060	12%	54,258	25%
Unclassified	7,204	34%	19,750	32%	31,348	30%	57,192	26%
Educational Attainment (2011)								
Elementary (0 to 8)	591	4%	1,592	4%	2,867	4%	7,848	5%
Some High School (9 to 11)	1,725	12%	3,793	9%	6,447	9%	15,480	10%
High School Graduate (12)	5,330	37%	13,576	31%	21,598	29%	44,625	30%
Some College (13 to 16)	3,145	22%	10,292	24%	17,434	24%	33,817	23%
Associates Degree	1,165	8%	3,270	8%	5,349	7%	9,697	6%
Bachelors Degree	2,072	14%	8,022	18%	13,965	19%	25,480	17%
Masters Degree	389	3%	2,177	5%	4,603	6%	8,307	6%
Professional/Doctorate	144	1%	868	2%	1,874	3%	3,975	3%
College Degree+ (Bachelor Degree or higher)	2,604	18%	11,066	25%	20,441	28%	37,762	25%
Enrollments (2011)								
Nursery school/preschool	364	2%	829	1%	1,284	1%	2,901	1%
Kindergarten/Elementary School	2,619	12%	7,161	12%	11,083	11%	23,573	11%
High School	1,060	5%	3,205	5%	5,030	5%	11,294	5%
College/Graduate/Professional school	918	4%	3,241	5%	6,545	6%	15,908	7%
Not enrolled	16,150	77%	47,481	77%	81,337	77%	164,783	75%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Households								
Estimated Current Households (2011)	8,171		24,674		43,933		90,908	
Census Households (2010)	8,131		24,672		43,950		90,753	
Census Households (2000)	7,108		21,692		39,929		85,228	
Census Households (1990)	6,084		18,658		35,360		78,834	
Projected Households (2016)	8,381		25,314		45,171		93,560	
Low to High End Projection Bounds	8,081 to 8,504		23,480 to 26,106		41,065 to 48,209		84,050 to 100,660	
Forecasted Households (2021)	8,670		26,225		46,898		97,304	
Population Past 8 Qtrs 09-Q4	8,125		24,603		43,868		91,063	
Population Past 7 Qtrs 10-Q1	8,146 0.3%		24,647 0.2%		43,923 0.1%		90,936 -0.1%	
Population Past 6 Qtrs 10-Q2	8,131 -0.2%		24,672 0.1%		43,950 0.1%		90,753 -0.2%	
Population Past 5 Qtrs 10-Q3	8,070 -0.8%		24,422 -1.0%		43,338 -1.4%		89,334 -1.6%	
Population Past 4 Qtrs 10-Q4	8,098 0.4%		24,530 0.4%		43,814 1.1%		90,441 1.2%	
Population Past 3 Qtrs 11-Q1	8,124 0.3%		24,584 0.2%		43,785 -0.1%		90,413 -0.0%	
Population Past 2 Qtrs 11-Q2	8,131 0.1%		24,621 0.1%		43,835 0.1%		90,440 0.0%	
Population Past 1 Qtrs 11-Q3	8,147 0.2%		24,649 0.1%		43,858 0.1%		90,519 0.1%	
Estimated Population in Households (2011)	21,006 99%		61,664 100%		104,556 99%		211,987 97%	
Estimated Persons per Household (2011)	2.6		2.5		2.4		2.3	
Estimated Household Density (2011)	251 psm		245 psm		242 psm		268 psm	
Projected Population in Households (2016)	21,560 99.5%		63,313 99.6%		107,534 99.3%		217,854 97.1%	
Household Type (2011)								
Family Households	6,120 75%		17,975 73%		29,274 67%		56,159 62%	
Married Couple Household	4,889 60%		14,773 60%		23,491 53%		39,353 43%	
Married Couple Household With Children	1,957 24%		5,585 23%		8,420 19%		13,757 15%	
Married Couple Household No Children	2,932 36%		9,189 37%		15,071 34%		25,597 28%	
Male Householder	360 4%		921 4%		1,656 4%		3,576 4%	
Male Householder With Children	142 2%		443 2%		704 2%		1,587 2%	
Male Householder No Children	218 3%		478 2%		951 2%		1,989 2%	
Female Householder	871 11%		2,280 9%		4,127 9%		13,229 15%	
Female Householder With Children	368 5%		958 4%		2,184 5%		7,297 8%	
Female Householder No Children	502 6%		1,322 5%		1,943 4%		5,932 7%	
Non Family Households	339 4%		1,063 4%		2,680 6%		6,113 7%	
One person households	1,713 21%		5,636 23%		11,979 27%		28,636 32%	
Household Size (2011)								
1 Person Household	1,713 21%		5,636 23%		11,979 27%		28,636 32%	
2 Person Households	3,050 37%		9,377 38%		16,315 37%		31,430 35%	
3 Person Households	1,516 19%		4,345 18%		7,266 17%		14,210 16%	
4 Person Households	1,186 15%		3,360 14%		5,284 12%		9,901 11%	
5 Person Households	473 6%		1,304 5%		2,052 5%		4,094 5%	
6 Person Households	156 2%		438 2%		703 2%		1,631 2%	
7+ Person Households	77 1%		215 1%		334 1%		1,005 1%	

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EXPANDED DEMOGRAPHIC PROFILE

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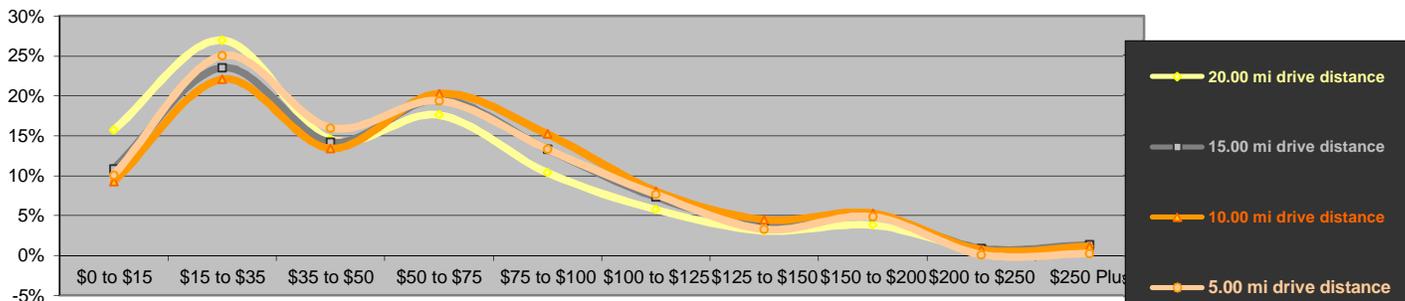
Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Average Household Income								
Est. Average Household Income (2011)	\$62,603		\$70,737		\$69,179		\$60,192	
Census Average Hhld Income (2000)	\$50,093		\$56,264		\$54,342		\$49,168	
Average Income Change (2000 to 2011)	\$12,511	2.3%	\$14,472	2.3%	\$14,837	2.5%	\$11,024	2.0%
Median Household Income								
Est. Median Household Income (2011)	\$50,241		\$57,496		\$54,513		\$46,603	
Census Median Hhld Income (2000)	\$43,049		\$47,902		\$44,045		\$38,241	
Median Income Change (2000 to 2011)	\$7,192	1.5%	\$9,594	1.8%	\$10,467	2.2%	\$8,362	2.0%
Per Capita Income								
Est. Per Capita Income (2011)	\$24,333		\$28,286		\$29,040		\$25,591	
Census Per Capita Income (2000)	\$18,654		\$21,660		\$22,478		\$20,562	
Per Capita Income Change (2000 to 2011)	\$5,679	2.8%	\$6,626	2.8%	\$6,562	2.7%	\$5,029	2.2%
Household Income Distribution (2011)								
Hhld Income \$0 to 14,999	824	10%	2,278	9%	4,787	11%	14,306	16%
Hhld Income \$15,000 to 24,999	1,089	13%	2,814	11%	5,169	12%	12,885	14%
Hhld Income \$25,000 to 34,999	956	12%	2,635	11%	5,168	12%	11,641	13%
Hhld Income \$35,000 to 49,999	1,307	16%	3,312	13%	6,241	14%	13,233	15%
Hhld Income \$50,000 to 74,999	1,584	19%	5,010	20%	8,594	20%	16,000	18%
Hhld Income \$75,000 to 99,999	1,088	13%	3,752	15%	5,854	13%	9,424	10%
Hhld Income \$100,000 to 124,999	625	8%	1,996	8%	3,213	7%	5,223	6%
Hhld Income \$125,000 to 149,999	269	3%	1,109	4%	1,724	4%	2,829	3%
Hhld Income \$150,000 to 174,999	208	3%	696	3%	1,123	3%	1,842	2%
Hhld Income \$175,000 to 199,999	189	2%	609	2%	1,070	2%	1,623	2%
Hhld Income \$200,000 to 249,999	10	0%	184	1%	395	1%	755	1%
Hhld Income \$250,000 to 499,999	19	0%	257	1%	549	1%	1,049	1%
Hhld Income \$500,000 or More	2	0%	23	0%	48	0%	98	0%
Hhld Incomes Below Median Income	4,177	51.1%	11,039	44.7%	21,364	48.6%	38,831	42.7%
Hhld Incomes at the Median Income	1,584	19.4%	5,010	20.3%	8,594	19.6%	13,233	14.6%
Hhld Incomes Above Median Income	2,411	29.5%	8,625	35.0%	13,975	31.8%	38,844	42.7%

Household Income Distribution (in 1,000's)



Daytime Demos (2011)

Total Number of Businesses	275	1,052	2,125	7,099
Total Number of Employees	2,816	12,196	28,798	143,477
Employees per Business	10.2 to 1	11.6 to 1	13.6 to 1	20.2 to 1
Residential Population per Business	76.7 to 1	58.9 to 1	49.5 to 1	30.8 to 1

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Group Quarters								
Group Quarters Population (2011)	106		253		723		6,472	
Non-Institutionalized	0	0%	76	30%	271	38%	4,373	68%
College	0	0%	0	0%	0	0%	2,963	46%
Military	0	0%	0	0%	0	0%	0	0%
Other	0	0%	76	30%	271	38%	1,410	22%
Institutionalized (Correctional, Medical, Other)	106	100%	177	70%	452	62%	2,099	32%
Census Group Quarters Population (2000)	106		213		455		5,003	
Projected Group Quarters Population (2016)	106		253		725		6,489	
Forecasted Group Quarters Population (2021)	106		253		725		6,489	
Historical Annual Growth (2000 to 2011)	0	-	40	1.7%	268	5.3%	1,470	2.7%
Projected Annual Growth (2011 to 2016)	0	0.0%	0	0.0%	2	0.1%	16	0.0%
Housing (2011)								
Total Housing Units	8,672		26,349		47,560		100,694	
Housing Units, Occupied	8,171	94.2%	24,674	93.6%	43,933	92.4%	90,908	90.3%
Housing Units, Owner-Occupied	6,430	74.1%	19,061	72.3%	30,742	64.6%	55,031	54.7%
Housing Units, Renter-Occupied	1,741	20.1%	5,613	21.3%	13,191	27.7%	35,877	35.6%
Housing Units, Vacant	501	5.8%	1,674	6.4%	3,628	7.6%	9,786	9.7%
Home Values (2011)								
Owner Occupied Housing	6,430		19,061		30,742		55,031	
Home Values \$0 to \$9,999	164	3%	241	1%	275	1%	485	1%
Home Values \$10,000 to \$14,999	104	2%	215	1%	240	1%	439	1%
Home Values \$15,000 to \$19,999	135	2%	173	1%	208	1%	370	1%
Home Values \$20,000 to \$24,999	20	0%	90	0%	208	1%	497	1%
Home Values \$25,000 to \$29,999	77	1%	187	1%	240	1%	496	1%
Home Values \$30,000 to \$34,999	83	1%	120	1%	162	1%	407	1%
Home Values \$35,000 to \$39,999	21	0%	47	0%	130	0%	431	1%
Home Values \$40,000 to \$49,999	103	2%	183	1%	391	1%	1,184	2%
Home Values \$50,000 to \$59,999	134	2%	319	2%	665	2%	1,581	3%
Home Values \$60,000 to \$69,999	227	4%	587	3%	1,118	4%	2,668	5%
Home Values \$70,000 to \$79,999	389	6%	946	5%	1,710	6%	4,200	8%
Home Values \$80,000 to \$89,999	374	6%	821	4%	1,418	5%	3,167	6%
Home Values \$90,000 to \$99,999	388	6%	1,068	6%	1,870	6%	3,260	6%
Home Values \$100,000 to \$124,999	1,298	20%	3,514	18%	5,439	18%	9,028	16%
Home Values \$125,000 to \$149,999	1,096	17%	2,975	16%	4,434	14%	7,140	13%
Home Values \$150,000 to \$174,999	621	10%	2,148	11%	3,405	11%	5,108	9%
Home Values \$175,000 to \$199,999	334	5%	1,314	7%	1,969	6%	3,042	6%
Home Values \$200,000 to \$249,999	396	6%	1,632	9%	2,504	8%	4,006	7%
Home Values \$250,000 to \$299,999	184	3%	824	4%	1,319	4%	2,267	4%
Home Values \$300,000 to \$399,999	161	3%	913	5%	1,453	5%	2,580	5%
Home Values \$400,000 to \$499,999	28	0%	228	1%	412	1%	722	1%
Home Values \$500,000 to \$749,999	63	1%	333	2%	740	2%	1,281	2%
Home Values \$750,000 to \$999,999	31	0%	180	1%	432	1%	674	1%
Home Values \$1,000,000 or More	0	0%	0	0%	0	0%	0	0%
Home Values Below Average Range	3,515	54.7%	11,488	60.3%	18,509	60.2%	35,352	64.2%
Home Values at the Average Range	1,096	17.0%	2,148	11.3%	3,405	11.1%	5,108	9.3%
Home Values Above Average Range	1,819	28.3%	5,426	28.5%	8,828	28.7%	14,571	26.5%
Owner Occupied Average Home Value	\$136,119		\$164,130		\$170,163		\$161,564	
Owner Occupied Median Home Value	\$121,689		\$140,354		\$145,097		\$138,506	

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