

EXPANDED DEMOGRAPHIC PROFILE

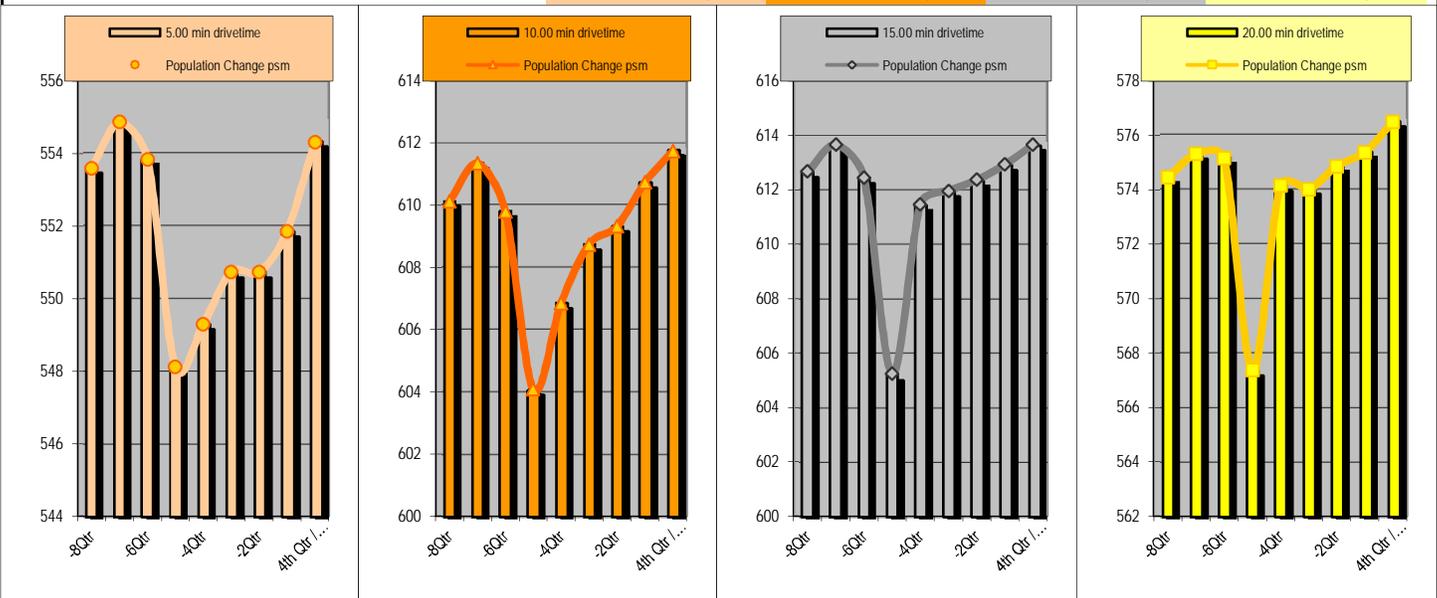
1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Population								
Estimated Current Population (2011)	7,235		33,742		69,196		102,744	
Census Population (2010)	7,229		33,635		69,059		102,506	
Census Population (2000)	6,516		30,506		63,104		94,332	
Census Population (1990)	5,797		27,723		57,591		87,436	
Projected Population (2016)	7,343		34,529		71,335		106,271	
Low to High End 5yr Projection Bounds	7,087 to 7,384		32,851 to 35,152		65,354 to 75,218		97,017 to 113,514	
Forcasted Population (2021)	7,087		35,705		74,130		110,658	
Historical Annual Growth (1990 to 2000)	720	1.2%	2,783	1.0%	5,514	1.0%	6,895	0.8%
Historical Annual Growth (2000 to 2011)	718	1.0%	3,236	1.0%	6,092	0.9%	8,413	0.8%
Projected Annual Growth (2011 to 2016)	108	0.3%	787	0.5%	2,138	0.6%	3,526	0.7%
Forcasted Annual Growth (2016 to 2021)	-256	-0.7%	1,175	0.7%	2,795	0.8%	4,388	0.8%
Transient Population (2011)	0		0		0		553	
Seasonal Population (2011)	228		1,088		2,409		4,162	
Population Estimate year ago (4th Qtr / 2010)	7,169		33,472		68,948		102,327	
Births in past 4 Qtrs	+85		+380		+788		+1,247	
Deaths in past 4 Qtrs	-74		-327		-727		-1,085	
Migration in past 4 Qtrs	+54		+214		+186		+264	
Components of Change (past 4 Qtrs)	+65	0.9%	+267	0.8%	+247	0.4%	+425	0.4%
Growth Stability Index (0 stable, -1 or +1 change)	-0.10		0.07		0.05		0.08	
Est. Population Density (2011)	554.31 <i>psm</i>		611.75 <i>psm</i>		613.65 <i>psm</i>		576.49 <i>psm</i>	
Trade Area Size	13.05 <i>sq mi</i>		55.16 <i>sq mi</i>		112.76 <i>sq mi</i>		178.22 <i>sq mi</i>	



Population Past 8 Qtrs 09-Q4	7,226		33,653		69,085		102,381	
Population Past 7 Qtrs 10-Q1	7,242	0.2%	33,720	0.2%	69,197	0.2%	102,535	0.2%
Population Past 6 Qtrs 10-Q2	7,229	-0.2%	33,635	-0.3%	69,059	-0.2%	102,506	-0.0%
Population Past 5 Qtrs 10-Q3	7,154	-1.0%	33,319	-0.9%	68,246	-1.2%	101,118	-1.4%
Population Past 4 Qtrs 10-Q4	7,169	0.2%	33,472	0.5%	68,948	1.0%	102,327	1.2%
Population Past 3 Qtrs 11-Q1	7,188	0.3%	33,576	0.3%	69,004	0.1%	102,304	-0.0%
Population Past 2 Qtrs 11-Q2	7,188	0.0%	33,608	0.1%	69,051	0.1%	102,455	0.1%
Population Past 1 Qtrs 11-Q3	7,203	0.2%	33,686	0.2%	69,114	0.1%	102,547	0.1%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Age Distribution (2011)								
Age Under 5 years	459	6%	2,017	6%	4,071	6%	6,034	6%
Age 5 to 14 years	777	11%	3,736	11%	7,387	11%	10,539	10%
Age 14 to 18 years	353	5%	1,796	5%	3,451	5%	4,791	5%
Age 18 to 22 years	345	5%	1,597	5%	3,208	5%	4,770	5%
Age 22 to 25 years	252	3%	1,077	3%	2,349	3%	4,081	4%
Age 25 to 30 years	423	6%	1,899	6%	4,064	6%	6,694	7%
Age 30 to 35 years	432	6%	2,009	6%	4,149	6%	6,517	6%
Age 35 to 40 years	472	7%	2,279	7%	4,512	7%	6,708	7%
Age 40 to 45 years	474	7%	2,316	7%	4,626	7%	6,704	7%
Age 45 to 50 years	498	7%	2,439	7%	4,979	7%	7,225	7%
Age 50 to 55 years	535	7%	2,635	8%	5,372	8%	7,738	8%
Age 55 to 60 years	530	7%	2,522	7%	5,143	7%	7,471	7%
Age 60 to 65 years	503	7%	2,297	7%	4,686	7%	6,890	7%
Age 65 to 70 years	414	6%	1,841	5%	3,750	5%	5,401	5%
Age 70 to 75 years	282	4%	1,266	4%	2,726	4%	3,908	4%
Age 75 to 80 years	227	3%	954	3%	2,126	3%	3,076	3%
Age 80 to 85 years	154	2%	642	2%	1,505	2%	2,275	2%
Age 85 years plus	105	1%	423	1%	1,093	2%	1,925	2%
Average Age	40.4 yrs		40.0 yrs		40.6 yrs		40.6 yrs	
Median Age	36.2 yrs		36.1 yrs		36.6 yrs		36.1 yrs	
Age 0 to 18	1,589	22%	7,548	22%	14,909	22%	21,364	21%
Age 18 to 65 years	4,463	62%	21,069	62%	43,087	62%	64,797	63%
Age 65 years plus	1,183	16%	5,126	15%	11,200	16%	16,584	16%
Age Distribution (2011)								
Male Population	3,474		16,446		33,509		49,806	
Age Under 5 years	233	7%	1,027	6%	2,058	6%	3,056	6%
Age 5 to 14 years	411	12%	1,933	12%	3,816	11%	5,426	11%
Age 14 to 18 years	179	5%	919	6%	1,763	5%	2,445	5%
Age 18 to 22 years	168	5%	824	5%	1,634	5%	2,413	5%
Age 22 to 25 years	117	3%	531	3%	1,153	3%	1,978	4%
Age 25 to 30 years	201	6%	914	6%	1,991	6%	3,315	7%
Age 30 to 35 years	218	6%	991	6%	2,062	6%	3,290	7%
Age 35 to 40 years	238	7%	1,152	7%	2,279	7%	3,416	7%
Age 40 to 45 years	233	7%	1,148	7%	2,282	7%	3,331	7%
Age 45 to 50 years	234	7%	1,170	7%	2,408	7%	3,527	7%
Age 50 to 55 years	259	7%	1,278	8%	2,587	8%	3,750	8%
Age 55 to 60 years	248	7%	1,214	7%	2,444	7%	3,554	7%
Age 60 to 65 years	231	7%	1,109	7%	2,249	7%	3,303	7%
Age 65 to 70 years	195	6%	878	5%	1,767	5%	2,544	5%
Age 70 to 75 years	123	4%	570	3%	1,212	4%	1,745	4%
Age 75 to 80 years	95	3%	406	2%	897	3%	1,293	3%
Age 80 to 85 years	60	2%	253	2%	585	2%	874	2%
Age 85 years plus	32	1%	127	1%	320	1%	546	1%
Average Age	39.0 yrs		38.9 yrs		39.3 yrs		39.2 yrs	
Median Age	34.7 yrs		34.9 yrs		35.3 yrs		34.9 yrs	
Age 0 to 18	823	24%	3,879	24%	7,637	23%	10,928	22%
Age 18 to 65 years	2,146	62%	10,332	63%	21,090	63%	31,877	64%
Age 65 years plus	505	15%	2,234	14%	4,782	14%	7,001	14%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Age Distribution (2011)								
Female Population	3,761		17,297		35,688		52,939	
Age Under 5 years	227	6%	990	6%	2,012	6%	2,978	6%
Age 5 to 14 years	365	10%	1,803	10%	3,571	10%	5,113	10%
Age 14 to 18 years	174	5%	876	5%	1,688	5%	2,345	4%
Age 18 to 22 years	177	5%	772	4%	1,574	4%	2,357	4%
Age 22 to 25 years	135	4%	545	3%	1,196	3%	2,103	4%
Age 25 to 30 years	222	6%	985	6%	2,073	6%	3,379	6%
Age 30 to 35 years	214	6%	1,018	6%	2,086	6%	3,227	6%
Age 35 to 40 years	234	6%	1,127	7%	2,233	6%	3,292	6%
Age 40 to 45 years	241	6%	1,167	7%	2,344	7%	3,373	6%
Age 45 to 50 years	264	7%	1,269	7%	2,571	7%	3,698	7%
Age 50 to 55 years	276	7%	1,357	8%	2,785	8%	3,988	8%
Age 55 to 60 years	282	7%	1,308	8%	2,699	8%	3,917	7%
Age 60 to 65 years	272	7%	1,189	7%	2,437	7%	3,587	7%
Age 65 to 70 years	220	6%	963	6%	1,983	6%	2,857	5%
Age 70 to 75 years	159	4%	696	4%	1,514	4%	2,163	4%
Age 75 to 80 years	132	4%	548	3%	1,228	3%	1,783	3%
Age 80 to 85 years	93	2%	389	2%	920	3%	1,401	3%
Age 85 years plus	74	2%	295	2%	773	2%	1,379	3%
Average Age	41.6 yrs		41.1 yrs		41.8 yrs		41.8 yrs	
Median Age	37.8 yrs		37.4 yrs		38.0 yrs		37.5 yrs	
Age 0 to 18	766	20%	3,669	21%	7,271	20%	10,436	20%
Age 18 to 65 years	2,317	62%	10,736	62%	21,998	62%	32,920	62%
Age 65 years plus	678	18%	2,892	17%	6,418	18%	9,583	18%
Males per 100 Females, Male % Pop								
Age 0 to 5 years	103	50.7%	104	50.9%	102	50.6%	103	50.6%
Age 5 to 14 years	112	52.9%	107	51.8%	107	51.7%	106	51.5%
Age 14 to 18 years	103	50.7%	105	51.2%	104	51.1%	104	51.0%
Age 18 to 25 years	91	47.7%	103	50.7%	101	50.2%	98	49.6%
Age 25 to 35 years	96	49.0%	95	48.7%	97	49.4%	100	50.0%
Age 35 to 45 years	99	49.7%	100	50.1%	100	49.9%	101	50.3%
Age 45 to 55 years	91	47.7%	93	48.3%	93	48.3%	95	48.6%
Age 55 to 65 years	86	46.4%	93	48.2%	91	47.7%	91	47.7%
Age 65 to 75 years	84	45.6%	87	46.6%	85	46.0%	85	46.1%
Age 75 years plus	62	38.4%	64	38.9%	62	38.2%	59	37.3%
Future Age Population								
Projected Population (2016)	7,343		34,529		71,335		106,271	
Average Age Median Age	41.1 37.1 yrs		41.0 37.2 yrs		41.3 37.6 yrs		41.1 37.0 yrs	
Male Population (2016)	3,523 48.0%		16,791 48.6%		34,508 48.4%		51,521 48.5%	
Average Age Median Age	39.6 35.4 yrs		39.7 35.8 yrs		39.9 36.0 yrs		39.7 35.6 yrs	
Female Population (2016)	3,820 52.0%		17,739 51.4%		36,826 51.6%		54,749 51.5%	
Average Age Median Age	42.5 38.8 yrs		42.1 38.6 yrs		42.6 39.0 yrs		42.4 38.4 yrs	
Forcasted Population (2021)	7,553		35,705		74,130		110,658	
Average Age Median Age	41.7 37.5 yrs		41.8 37.9 yrs		41.9 38.2 yrs		41.6 37.8 yrs	
Male Population (2021)	3,619 47.9%		17,324 48.5%		35,834 48.3%		53,614 48.4%	
Female Population (2021)	3,933 52.1%		18,380 51.5%		38,295 51.7%		57,044 51.6%	

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Race & Ethnicity								
Total Population	7,235		33,742		69,196		102,744	
White (2011)	6,993	97%	32,088	95%	63,678	92%	92,035	90%
Black (2011)	67	1%	628	2%	2,545	4%	5,940	6%
Asian (2011)	27	0%	295	1%	967	1%	1,648	2%
Other Race (2011)	148	2%	731	2%	2,006	3%	3,122	3%
Population: Hispanic (2011)	128	2%	644	2%	1,949	3%	3,046	3%
<i>White: Hispanic</i>	76	1%	378	1%	965	1%	1,468	1%
<i>Black: Hispanic</i>	5	0%	7	0%	19	0%	51	0%
<i>Asian: Hispanic</i>	0	0%	2	0%	6	0%	16	0%
<i>Other Race: Hispanic</i>	46	1%	257	1%	959	1%	1,511	1%
Population: Non Hispanic (2011)	7,107	98%	33,099	98%	67,247	97%	99,699	97%
<i>White: Non Hispanic</i>	6,917	96%	31,710	94%	62,713	91%	90,567	88%
<i>Black: Non Hispanic</i>	62	1%	621	2%	2,526	4%	5,888	6%
<i>Asian: Non Hispanic</i>	27	0%	294	1%	961	1%	1,632	2%
<i>Other Race: Non Hispanic</i>	101	1%	474	1%	1,047	2%	1,611	2%
Population: Hispanic (2000)	74	1.1%	347	1.1%	933	1.5%	1,457	1.5%
Population: Hispanic (1990)	24	0.4%	115	0.4%	272	0.5%	484	0.6%
Hist. Hispanic Ann Growth (1990 to 2000)	50	21.2%	232	20.2%	661	24.3%	973	20.1%
Hist. Hispanic Ann Growth (2000 to 2011)	54	6.6%	296	7.8%	1,017	9.9%	1,588	9.9%
Population: Non Hispanic (2000)	6,442	98.9%	30,158	98.9%	62,172	98.5%	92,874	98.5%
Population: Non Hispanic (1990)	5,773	99.6%	27,608	99.6%	57,319	99.5%	86,952	99.4%
Hist. Non Hispanic Ann Growth (1990 to 2000)	669	1.2%	2,551	0.9%	4,853	0.8%	5,922	0.7%
Hist. Non Hispanic Ann Growth (2000 to 2011)	665	0.9%	2,940	0.9%	5,075	0.7%	6,825	0.7%
Language Spoken at home (Age 5+) (2011)								
Total Population Age 5 and above	6,776		31,726		65,126		96,710	
Speak English Only	6,647	98%	31,017	98%	62,615	96%	92,718	96%
Spanish or Spanish Creole	51	1%	210	1%	1,240	2%	1,964	2%
European/Indo-European	61	1%	332	1%	784	1%	1,116	1%
<i>French or French Creole</i>	19	0%	50	0%	119	0%	143	0%
<i>Italian</i>	0	0%	2	0%	3	0%	9	0%
<i>Portuguese or Portuguese Creole</i>	0	0%	0	0%	0	0%	8	0%
<i>German</i>	30	0%	61	0%	102	0%	193	0%
<i>Yiddish or Hebrew</i>	0	0%	0	0%	5	0%	13	0%
<i>Other Slavic languages</i>	9	0%	100	0%	171	0%	238	0%
<i>Other Indic languages</i>	3	0%	110	0%	263	0%	338	0%
<i>Other Indo-European Languages</i>	0	0%	9	0%	121	0%	174	0%
Asian/Pacific	17	0%	166	1%	470	1%	831	1%
<i>Chinese</i>	0	0%	10	0%	48	0%	150	0%
<i>Japanese</i>	2	0%	29	0%	37	0%	37	0%
<i>Korean</i>	0	0%	24	0%	102	0%	123	0%
<i>Vietnamese</i>	12	0%	27	0%	48	0%	61	0%
<i>Other Asian languages</i>	1	0%	16	0%	106	0%	319	0%
<i>Tagalog and Other Pacific Languages</i>	2	0%	60	0%	129	0%	141	0%
Other Languages	0	0%	0	0%	17	0%	82	0%
<i>Arabic</i>	0	0%	0	0%	5	0%	17	0%
<i>Other and unspecified languages</i>	0	0%	0	0%	12	0%	65	0%

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Population by Ancestry (2011)								
America	1,674	23%	7,937	24%	14,646	21%	19,758	19%
<i>Native American (Indian/Eskimo)</i>	23	0%	88	0%	174	0%	233	0%
<i>Hawaiian/Pacific Islander</i>	0	0%	5	0%	11	0%	26	0%
<i>American</i>	1,650	23%	7,844	23%	14,461	21%	19,499	19%
Hispanic	128	2%	644	2%	1,949	3%	3,046	3%
<i>Mexican</i>	75	1%	355	1%	1,112	2%	1,714	2%
<i>Puerto Rican</i>	11	0%	54	0%	182	0%	300	0%
<i>Cuban</i>	2	0%	18	0%	67	0%	151	0%
<i>Dominican</i>	0	0%	0	0%	5	0%	11	0%
<i>Central American</i>	3	0%	15	0%	51	0%	89	0%
<i>South American</i>	4	0%	28	0%	95	0%	138	0%
<i>Other Hispanic</i>	33	0%	174	1%	437	1%	642	1%
Asian	27	0%	294	1%	961	1%	1,632	2%
<i>Chinese</i>	4	0%	64	0%	193	0%	296	0%
<i>Japanese</i>	1	0%	15	0%	59	0%	95	0%
<i>Korean</i>	4	0%	47	0%	103	0%	206	0%
<i>South Central Asian (e.g. Indian)</i>	2	0%	68	0%	295	0%	548	1%
<i>South East Asian (e.g. Vietnamese)</i>	15	0%	85	0%	275	0%	443	0%
<i>Other Asian</i>	2	0%	14	0%	37	0%	44	0%
European	2,205	30%	10,715	32%	22,704	33%	34,626	34%
<i>British</i>	458	6%	2,511	7%	5,794	8%	9,120	9%
<i>Dutch</i>	97	1%	346	1%	706	1%	1,028	1%
<i>French</i>	71	1%	424	1%	997	1%	1,477	1%
<i>German</i>	409	6%	2,118	6%	4,306	6%	6,523	6%
<i>Italian</i>	89	1%	435	1%	793	1%	1,158	1%
<i>Polish</i>	15	0%	135	0%	395	1%	557	1%
<i>Scandinavian</i>	46	1%	227	1%	494	1%	828	1%
<i>Scotch Irish</i>	957	13%	4,037	12%	8,075	12%	12,257	12%
<i>Other European (e.g. Greek/Russian)</i>	64	1%	481	1%	1,144	2%	1,678	2%
Middle Eastern	42	1%	120	0%	234	0%	415	0%
Other	591	8%	2,862	8%	6,679	10%	12,315	12%
Unclassified	2,568	35%	11,170	33%	22,023	32%	30,953	30%
Educational Attainment (2011)								
Elementary (0 to 8)	293	6%	874	4%	1,769	4%	2,794	4%
Some High School (9 to 11)	709	14%	2,432	10%	4,369	9%	6,475	9%
High School Graduate (12)	1,842	36%	8,327	35%	15,435	32%	21,168	29%
Some College (13 to 16)	1,107	22%	5,375	23%	11,821	24%	17,134	24%
Associates Degree	336	7%	1,843	8%	3,649	7%	5,310	7%
Bachelors Degree	642	13%	3,594	15%	8,485	17%	13,412	18%
Masters Degree	92	2%	827	4%	2,382	5%	4,412	6%
Professional/Doctorate	28	1%	249	1%	820	2%	1,825	3%
College Degree+ (Bachelor Degree or higher)	762	15%	4,669	20%	11,688	24%	19,649	27%
Enrollments (2011)								
Nursery school/preschool	112	2%	489	1%	879	1%	1,205	1%
Kindergarten/Elementary School	856	12%	3,978	12%	7,885	11%	10,741	10%
High School	290	4%	1,734	5%	3,422	5%	4,860	5%
College/Graduate/Professional school	295	4%	1,690	5%	3,668	5%	6,207	6%
Not enrolled	5,682	79%	25,851	77%	53,343	77%	79,732	78%

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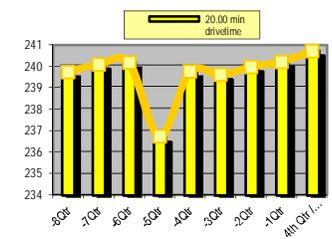
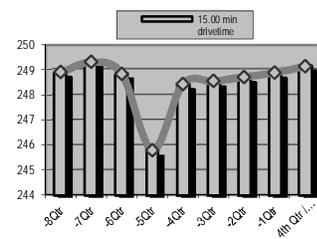
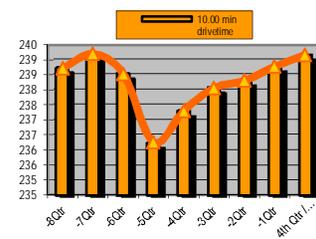
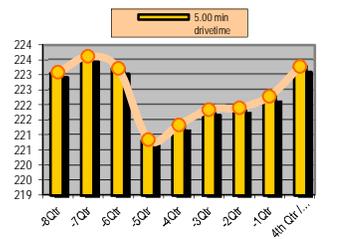
Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee

5.00 min drivetime 10.00 min drivetime 15.00 min drivetime 20.00 min drivetime

Households

Estimated Current Households (2011)	2,914	13,191	28,093	42,898
Census Households (2010)	2,913	13,157	28,059	42,801
Census Households (2000)	2,518	11,424	24,988	38,791
Census Households (1990)	2,140	9,908	21,660	34,316
Projected Households (2016)	2,956	13,489	28,956	44,412
Low to High End Projection Bounds	2,850 to 2,971	12,804 to 13,734	26,366 to 30,662	40,302 to 47,810
Forecasted Households (2021)	3,038	13,941	30,093	46,286



Population Past 8 Qtrs 09-Q4	2,912	13,167	28,066	42,727
Population Past 7 Qtrs 10-Q1	2,919 0.2%	13,193 0.2%	28,112 0.2%	42,789 0.1%
Population Past 6 Qtrs 10-Q2	2,913 -0.2%	13,157 -0.3%	28,059 -0.2%	42,801 0.0%
Population Past 5 Qtrs 10-Q3	2,882 -1.1%	13,031 -1.0%	27,714 -1.2%	42,188 -1.4%
Population Past 4 Qtrs 10-Q4	2,889 0.2%	13,089 0.4%	28,014 1.1%	42,729 1.3%
Population Past 3 Qtrs 11-Q1	2,896 0.2%	13,131 0.3%	28,025 0.0%	42,702 -0.1%
Population Past 2 Qtrs 11-Q2	2,896 0.0%	13,144 0.1%	28,045 0.1%	42,768 0.2%
Population Past 1 Qtrs 11-Q3	2,901 0.2%	13,170 0.2%	28,064 0.1%	42,811 0.1%
Estimated Population in Households (2011)	7,188 99%	33,602 100%	68,887 100%	101,616 99%
Estimated Persons per Household (2011)	2.5	2.5	2.5	2.4
Estimated Household Density (2011)	223 psm	239 psm	249 psm	241 psm
Projected Population in Households (2016)	7,296 99.4%	34,390 99.6%	71,026 99.6%	105,140 98.9%

Household Type (2011)

Family Households	2,069	71%	9,808	74%	19,859	71%	28,384	66%
Married Couple Household	1,646	56%	7,988	61%	16,109	57%	22,858	53%
Married Couple Household With Children	651	22%	3,041	23%	5,963	21%	8,182	19%
Married Couple Household No Children	995	34%	4,946	37%	10,146	36%	14,676	34%
Male Householder	118	4%	501	4%	1,070	4%	1,580	4%
Male Householder With Children	21	1%	216	2%	501	2%	616	1%
Male Householder No Children	97	3%	285	2%	570	2%	964	2%
Female Householder	305	10%	1,319	10%	2,679	10%	3,946	9%
Female Householder With Children	135	5%	554	4%	1,205	4%	2,072	5%
Female Householder No Children	170	6%	765	6%	1,474	5%	1,874	4%
Non Family Households	144	5%	550	4%	1,323	5%	2,648	6%
One person households	701	24%	2,833	21%	6,912	25%	11,866	28%

Household Size (2011)

1 Person Household	701	24%	2,833	21%	6,912	25%	11,866	28%
2 Person Households	1,092	37%	4,990	38%	10,566	38%	15,915	37%
3 Person Households	523	18%	2,390	18%	4,833	17%	7,041	16%
4 Person Households	374	13%	1,865	14%	3,672	13%	5,108	12%
5 Person Households	151	5%	742	6%	1,399	5%	1,970	5%
6 Person Households	45	2%	247	2%	475	2%	672	2%
7+ Person Households	28	1%	124	1%	236	1%	326	1%

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EXPANDED DEMOGRAPHIC PROFILE

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

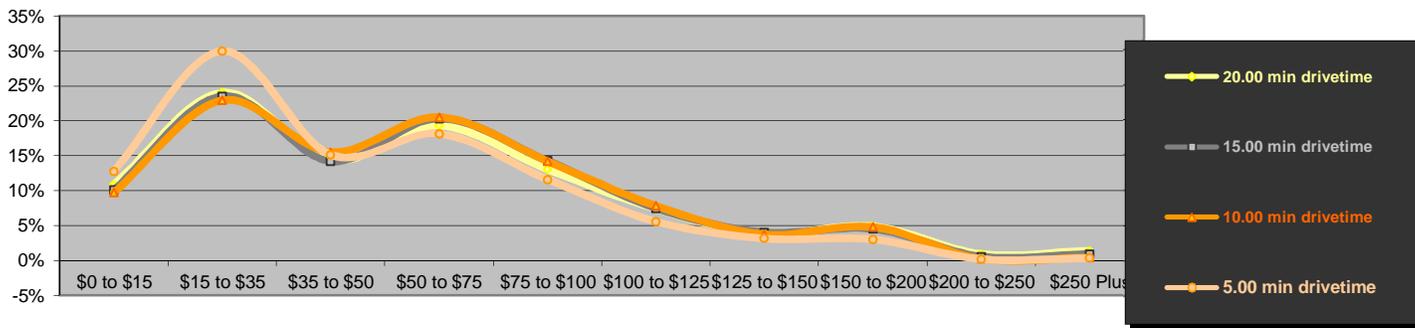
Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Average Household Income								
Est. Average Household Income (2011)	\$54,718		\$65,132		\$66,668		\$68,780	
Census Average Hhld Income (2000)	\$46,203		\$51,594		\$53,276		\$53,345	
Average Income Change (2000 to 2011)	\$8,515	1.7%	\$13,538	2.4%	\$13,392	2.3%	\$15,435	2.6%
Median Household Income								
Est. Median Household Income (2011)	\$43,742		\$52,936		\$53,958		\$53,582	
Census Median Hhld Income (2000)	\$39,520		\$44,056		\$45,148		\$43,567	
Median Income Change (2000 to 2011)	\$4,221	1.0%	\$8,881	1.8%	\$8,810	1.8%	\$10,015	2.1%
Per Capita Income								
Est. Per Capita Income (2011)	\$22,172		\$25,551		\$27,175		\$28,974	
Census Per Capita Income (2000)	\$17,833		\$19,401		\$21,178		\$22,087	
Per Capita Income Change (2000 to 2011)	\$4,339	2.2%	\$6,150	2.9%	\$5,997	2.6%	\$6,887	2.8%
Household Income Distribution (2011)								
Hhld Income \$0 to 14,999	373	13%	1,284	10%	2,834	10%	4,647	11%
Hhld Income \$15,000 to 24,999	443	15%	1,626	12%	3,286	12%	5,115	12%
Hhld Income \$25,000 to 34,999	430	15%	1,399	11%	3,325	12%	5,193	12%
Hhld Income \$35,000 to 49,999	442	15%	2,047	16%	3,992	14%	6,142	14%
Hhld Income \$50,000 to 74,999	530	18%	2,709	21%	5,715	20%	8,287	19%
Hhld Income \$75,000 to 99,999	339	12%	1,877	14%	4,013	14%	5,603	13%
Hhld Income \$100,000 to 124,999	162	6%	1,031	8%	2,099	7%	3,170	7%
Hhld Income \$125,000 to 149,999	92	3%	494	4%	1,138	4%	1,635	4%
Hhld Income \$150,000 to 174,999	59	2%	326	2%	669	2%	1,098	3%
Hhld Income \$175,000 to 199,999	29	1%	307	2%	606	2%	1,012	2%
Hhld Income \$200,000 to 249,999	6	0%	34	0%	164	1%	397	1%
Hhld Income \$250,000 to 499,999	9	0%	52	0%	233	1%	551	1%
Hhld Income \$500,000 or More	1	0%	5	0%	21	0%	48	0%
Hhld Incomes Below Median Income	1,246	42.8%	6,355	48.2%	13,436	47.8%	21,097	49.2%
Hhld Incomes at the Median Income	442	15.2%	2,709	20.5%	5,715	20.3%	8,287	19.3%
Hhld Incomes Above Median Income	1,226	42.1%	4,126	31.3%	8,942	31.8%	13,514	31.5%

Household Income Distribution (in 1,000's)



Daytime Demos (2011)

Total Number of Businesses	152	449	1,274	2,358
Total Number of Employees	1,411	4,900	14,922	35,636
Employees per Business	9.3 to 1	10.9 to 1	11.7 to 1	15.1 to 1
Residential Population per Business	47.7 to 1	75.2 to 1	54.3 to 1	43.6 to 1

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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: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Group Quarters								
Group Quarters Population (2011)	47		140		309		1,128	
Non-Institutionalized	0	0%	16	12%	90	29%	454	40%
College	0	0%	0	0%	0	0%	0	0%
Military	0	0%	0	0%	0	0%	0	0%
Other	0	0%	16	12%	90	29%	454	40%
Institutionalized (Correctional, Medical, Other)	47	100%	123	88%	219	71%	674	60%
Census Group Quarters Population (2000)	45		131		260		717	
Projected Group Quarters Population (2016)	47		140		309		1,131	
Forecasted Group Quarters Population (2021)	47		140		309		1,131	
Historical Annual Growth (2000 to 2011)	2	-	8	0.6%	49	1.7%	411	5.2%
Projected Annual Growth (2011 to 2016)	0	0.0%	0	0.0%	0	0.0%	3	0.1%
Housing (2011)								
Total Housing Units	3,100		14,056		30,142		46,674	
Housing Units, Occupied	2,914	94.0%	13,191	93.8%	28,093	93.2%	42,898	91.9%
Housing Units, Owner-Occupied	2,110	68.1%	10,443	74.3%	20,927	69.4%	29,839	63.9%
Housing Units, Renter-Occupied	804	25.9%	2,748	19.6%	7,167	23.8%	13,059	28.0%
Housing Units, Vacant	185	6.0%	865	6.2%	2,048	6.8%	3,776	8.1%
Home Values (2011)								
Owner Occupied Housing	2,110		10,443		20,927		29,839	
Home Values \$0 to \$9,999	70	3%	210	2%	248	1%	275	1%
Home Values \$10,000 to \$14,999	40	2%	171	2%	222	1%	251	1%
Home Values \$15,000 to \$19,999	68	3%	144	1%	182	1%	208	1%
Home Values \$20,000 to \$24,999	15	1%	50	0%	127	1%	212	1%
Home Values \$25,000 to \$29,999	30	1%	115	1%	201	1%	260	1%
Home Values \$30,000 to \$34,999	51	2%	108	1%	139	1%	170	1%
Home Values \$35,000 to \$39,999	10	0%	32	0%	56	0%	112	0%
Home Values \$40,000 to \$49,999	58	3%	145	1%	213	1%	373	1%
Home Values \$50,000 to \$59,999	67	3%	240	2%	383	2%	628	2%
Home Values \$60,000 to \$69,999	85	4%	383	4%	713	3%	1,106	4%
Home Values \$70,000 to \$79,999	162	8%	607	6%	1,168	6%	1,699	6%
Home Values \$80,000 to \$89,999	147	7%	506	5%	997	5%	1,380	5%
Home Values \$90,000 to \$99,999	115	5%	622	6%	1,264	6%	1,817	6%
Home Values \$100,000 to \$124,999	329	16%	2,048	20%	4,042	19%	5,311	18%
Home Values \$125,000 to \$149,999	269	13%	1,720	16%	3,259	16%	4,317	14%
Home Values \$150,000 to \$174,999	165	8%	1,100	11%	2,289	11%	3,231	11%
Home Values \$175,000 to \$199,999	104	5%	613	6%	1,337	6%	1,901	6%
Home Values \$200,000 to \$249,999	146	7%	712	7%	1,685	8%	2,447	8%
Home Values \$250,000 to \$299,999	72	3%	352	3%	821	4%	1,263	4%
Home Values \$300,000 to \$399,999	63	3%	312	3%	871	4%	1,419	5%
Home Values \$400,000 to \$499,999	14	1%	54	1%	219	1%	393	1%
Home Values \$500,000 to \$749,999	21	1%	133	1%	330	2%	700	2%
Home Values \$750,000 to \$999,999	12	1%	70	1%	160	1%	366	1%
Home Values \$1,000,000 or More	0	0%	0	0%	0	0%	0	0%
Home Values Below Average Range	1,244	58.9%	5,378	51.5%	13,214	63.1%	18,118	60.7%
Home Values at the Average Range	269	12.8%	1,720	16.5%	2,289	10.9%	3,231	10.8%
Home Values Above Average Range	597	28.3%	3,345	32.0%	5,423	25.9%	8,490	28.5%
Owner Occupied Average Home Value	\$132,355		\$144,555		\$157,221		\$168,005	
Owner Occupied Median Home Value	\$112,357		\$126,338		\$136,092		\$142,660	

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