

SUMMARY 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 | 2011 Estimated Population | 7,235 | 33,742 | 69,196 | 102,744 |
| | 2016 Projected Population | 7,343 | 34,529 | 71,335 | 106,271 |
| | 2010 Census Population | 7,229 | 33,635 | 69,059 | 102,506 |
| | 2000 Census Population | 6,516 | 30,506 | 63,104 | 94,332 |
| | 1990 Census Population | 5,797 | 27,723 | 57,591 | 87,436 |
| | Historical Annual Growth 2000 to 2011 | 1.0% | 1.0% | 0.9% | 0.8% |
| | Projected Annual Growth 2011 to 2016 | 0.3% | 0.5% | 0.6% | 0.7% |
| | 2011 Male Population | 48.0% | 48.7% | 48.4% | 48.5% |
| | 2011 Female Population | 52.0% | 51.3% | 51.6% | 51.5% |
| | 2011 Average Age | 40.4 | 40.0 | 40.6 | 40.6 |
| 2011 Median Age | 36.2 | 36.1 | 36.6 | 36.1 | |
| HOUSEHOLDS | 2011 Estimated Households | 2,914 | 13,191 | 28,093 | 42,898 |
| | 2016 Projected Households | 2,956 | 13,489 | 28,956 | 44,412 |
| | 2010 Census Households | 2,913 | 13,157 | 28,059 | 42,801 |
| | 2000 Census Households | 2,518 | 11,424 | 24,988 | 38,791 |
| | 1990 Census Households | 2,140 | 9,908 | 21,660 | 34,316 |
| | Historical Annual Growth 2000 to 2011 | 1.4% | 1.4% | 1.1% | 1.0% |
| Projected Annual Growth 2011 to 2016 | 0.3% | 0.5% | 0.6% | 0.7% | |
| POPULATION BY RACE | 2011 Estimated White | 96.7% | 95.1% | 92.0% | 89.6% |
| | 2011 Estimated Black or African American | 0.9% | 1.9% | 3.7% | 5.8% |
| | 2011 Estimated Asian | 0.4% | 0.9% | 1.4% | 1.6% |
| | 2011 Estimated Other Races | 2.0% | 2.2% | 2.9% | 3.0% |
| | 2011 Estimated Hispanic | 1.8% | 1.9% | 2.8% | 3.0% |
| INCOME | 2011 Estimated Average Household Income | \$ 54,718 | \$ 65,132 | \$ 66,668 | \$ 68,780 |
| | 2011 Estimated Median Household Income | \$ 43,742 | \$ 52,936 | \$ 53,958 | \$ 53,582 |
| | 2011 Estimated Per Capita Income | \$ 22,172 | \$ 25,551 | \$ 27,175 | \$ 28,974 |
| EDUCATION (AGE 25+) | 2011 Elementary | 5.8% | 3.7% | 3.6% | 3.9% |
| | 2011 Some High School | 14.0% | 10.3% | 9.0% | 8.9% |
| | 2011 High School Graduate | 36.5% | 35.4% | 31.7% | 29.2% |
| | 2011 Some College | 21.9% | 22.9% | 24.3% | 23.6% |
| | 2011 College Degree | 21.7% | 27.7% | 31.5% | 34.4% |
| BUSINESS | Number of Businesses | 152 | 449 | 1,274 | 2,358 |
| | Total Number of Employees | 1,411 | 4,900 | 14,922 | 35,636 |
| | Avg Employee Population per Business | 9.3 | 10.9 | 11.7 | 15.1 |
| | Avg Residential Population per Business | 47.7 | 75.2 | 54.3 | 43.6 |

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.