

EXPANDED DEMOGRAPHIC PROFILE

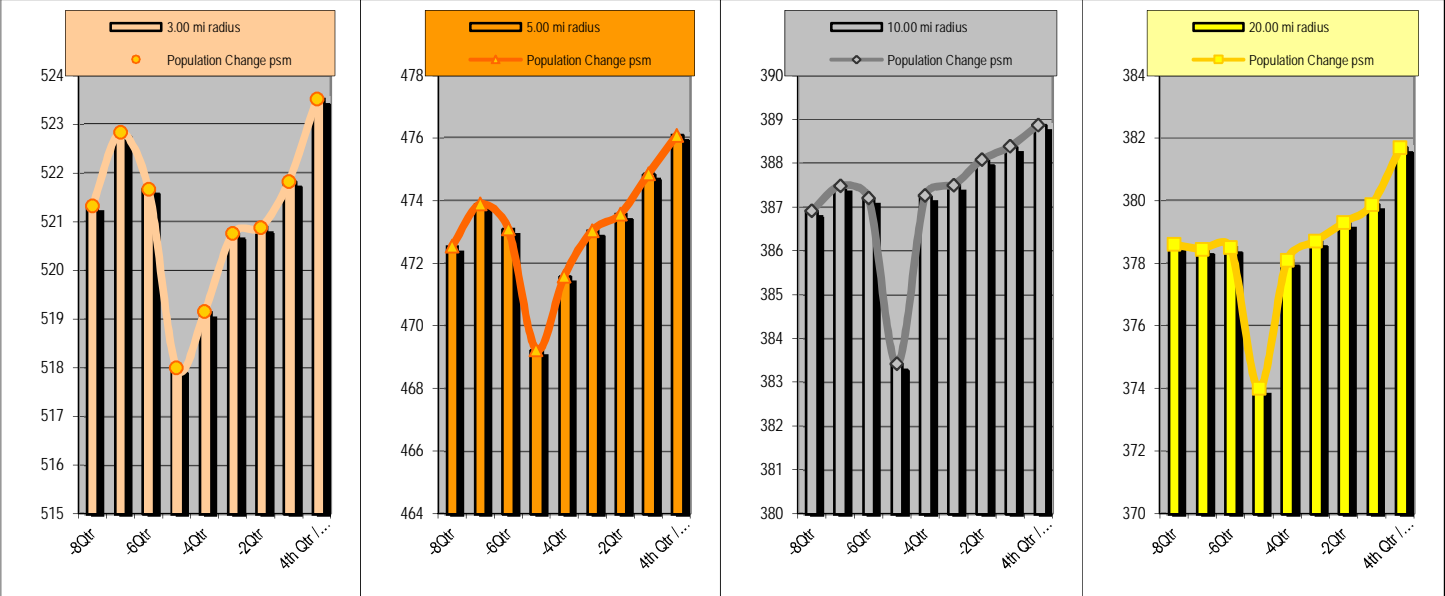
1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius	5.00 mi radius	10.00 mi radius	20.00 mi radius
Population				
Estimated Current Population (2011)	14,791	36,194	112,582	461,335
Census Population (2010)	14,739	35,966	112,097	457,485
Census Population (2000)	13,532	32,348	101,794	416,720
Census Population (1990)	11,941	28,478	90,224	380,690
Projected Population (2016)	15,109	37,232	116,685	487,278
Low to High End 5yr Projection Bounds	14,602 to 15,279	35,800 to 37,926	108,645 to 121,995	441,310 to 517,708
Forecasted Population (2021)	14,602	38,598	121,589	514,426
Historical Annual Growth (1990 to 2000)	1,591 1.3%	3,870 1.4%	11,570 1.3%	36,029 0.9%
Historical Annual Growth (2000 to 2011)	1,259 0.8%	3,845 1.1%	10,788 1.0%	44,616 1.0%
Projected Annual Growth (2011 to 2016)	318 0.4%	1,039 0.6%	4,102 0.7%	25,943 1.1%
Forecasted Annual Growth (2016 to 2021)	-507 -0.7%	1,366 0.7%	4,904 0.8%	27,148 1.1%
Transient Population (2011)	0	0	404	10,302
Seasonal Population (2011)	469	1,167	3,803	20,383
Population Estimate year ago (4th Qtr / 2010)	14,668	35,850	112,114	456,994
Births in past 4 Qtrs	+175	+405	+1,260	+5,657
Deaths in past 4 Qtrs	-140	-346	-1,166	-4,641
Migration in past 4 Qtrs	+88	+285	+379	+3,398
Components of Change (past 4 Qtrs)	+122 0.8%	+343 1.0%	+473 0.4%	+4,413 0.9%
Growth Stability Index (0 stable, -1 or +1 change)	0.08	0.12	0.19	0.20
Est. Population Density (2011)	523.52 <i>psm</i>	476.10 <i>psm</i>	388.88 <i>psm</i>	381.69 <i>psm</i>
Trade Area Size	28.25 <i>sq mi</i>	76.02 <i>sq mi</i>	289.51 <i>sq mi</i>	1,208.65 <i>sq mi</i>



Population Past 8 Qtrs 09-Q4	14,729	35,923	112,014	457,600
Population Past 7 Qtrs 10-Q1	14,772 0.3%	36,026 0.3%	112,180 0.1%	457,423 -0.0%
Population Past 6 Qtrs 10-Q2	14,739 -0.2%	35,966 -0.2%	112,097 -0.1%	457,485 0.0%
Population Past 5 Qtrs 10-Q3	14,635 -0.7%	35,672 -0.8%	111,000 -1.0%	452,036 -1.2%
Population Past 4 Qtrs 10-Q4	14,668 0.2%	35,850 0.5%	112,114 1.0%	456,994 1.1%
Population Past 3 Qtrs 11-Q1	14,713 0.3%	35,961 0.3%	112,184 0.1%	457,722 0.2%
Population Past 2 Qtrs 11-Q2	14,716 0.0%	36,002 0.1%	112,350 0.1%	458,444 0.2%
Population Past 1 Qtrs 11-Q3	14,743 0.2%	36,099 0.3%	112,440 0.1%	459,148 0.2%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Age Distribution (2011)								
Age Under 5 years	925	6%	2,136	6%	6,499	6%	28,092	6%
Age 5 to 14 years	1,667	11%	4,054	11%	12,108	11%	49,864	11%
Age 14 to 18 years	793	5%	2,012	6%	5,740	5%	22,691	5%
Age 18 to 22 years	715	5%	1,762	5%	5,218	5%	26,957	6%
Age 22 to 25 years	494	3%	1,104	3%	3,673	3%	19,735	4%
Age 25 to 30 years	856	6%	1,930	5%	6,368	6%	29,954	6%
Age 30 to 35 years	890	6%	2,107	6%	6,655	6%	28,707	6%
Age 35 to 40 years	998	7%	2,435	7%	7,273	6%	29,070	6%
Age 40 to 45 years	1,024	7%	2,502	7%	7,628	7%	29,817	6%
Age 45 to 50 years	1,062	7%	2,670	7%	8,263	7%	31,798	7%
Age 50 to 55 years	1,127	8%	2,884	8%	8,847	8%	33,317	7%
Age 55 to 60 years	1,074	7%	2,713	7%	8,584	8%	31,703	7%
Age 60 to 65 years	973	7%	2,466	7%	7,854	7%	28,877	6%
Age 65 to 70 years	787	5%	1,982	5%	6,146	5%	22,878	5%
Age 70 to 75 years	530	4%	1,348	4%	4,384	4%	16,821	4%
Age 75 to 80 years	408	3%	993	3%	3,330	3%	12,962	3%
Age 80 to 85 years	280	2%	661	2%	2,333	2%	9,643	2%
Age 85 years plus	188	1%	436	1%	1,677	1%	8,448	2%
Average Age	39.5 yrs		39.9 yrs		40.6 yrs		39.5 yrs	
Median Age	35.4 yrs		36.3 yrs		36.9 yrs		34.6 yrs	
Age 0 to 18	3,386	23%	8,202	23%	24,348	22%	100,647	22%
Age 18 to 65 years	9,213	62%	22,573	62%	70,364	63%	289,936	63%
Age 65 years plus	2,192	15%	5,419	15%	17,870	16%	70,753	15%
Age Distribution (2011)								
Male Population	7,138		17,612		54,784		222,478	
Age Under 5 years	470	7%	1,077	6%	3,305	6%	14,325	6%
Age 5 to 14 years	864	12%	2,089	12%	6,283	11%	25,526	11%
Age 14 to 18 years	401	6%	1,031	6%	2,953	5%	11,703	5%
Age 18 to 22 years	356	5%	904	5%	2,664	5%	13,160	6%
Age 22 to 25 years	234	3%	538	3%	1,802	3%	9,766	4%
Age 25 to 30 years	403	6%	920	5%	3,139	6%	14,868	7%
Age 30 to 35 years	441	6%	1,025	6%	3,277	6%	14,279	6%
Age 35 to 40 years	499	7%	1,219	7%	3,614	7%	14,450	6%
Age 40 to 45 years	504	7%	1,232	7%	3,738	7%	14,641	7%
Age 45 to 50 years	502	7%	1,278	7%	4,034	7%	15,551	7%
Age 50 to 55 years	554	8%	1,398	8%	4,296	8%	16,087	7%
Age 55 to 60 years	510	7%	1,309	7%	4,082	7%	15,031	7%
Age 60 to 65 years	457	6%	1,193	7%	3,793	7%	13,717	6%
Age 65 to 70 years	371	5%	952	5%	2,938	5%	10,592	5%
Age 70 to 75 years	233	3%	618	4%	1,983	4%	7,441	3%
Age 75 to 80 years	171	2%	429	2%	1,444	3%	5,364	2%
Age 80 to 85 years	110	2%	264	1%	927	2%	3,606	2%
Age 85 years plus	58	1%	135	1%	510	1%	2,372	1%
Average Age	38.4 yrs		39.0 yrs		39.5 yrs		38.1 yrs	
Median Age	34.2 yrs		35.2 yrs		35.7 yrs		33.1 yrs	
Age 0 to 18	1,734	24%	4,197	24%	12,540	23%	51,553	23%
Age 18 to 65 years	4,460	62%	11,016	63%	34,442	63%	141,549	64%
Age 65 years plus	944	13%	2,398	14%	7,802	14%	29,375	13%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Age Distribution (2011)								
Female Population	7,653		18,582		57,798		238,857	
Age Under 5 years	456	6%	1,059	6%	3,195	6%	13,767	6%
Age 5 to 14 years	803	10%	1,965	11%	5,825	10%	24,338	10%
Age 14 to 18 years	393	5%	981	5%	2,787	5%	10,988	5%
Age 18 to 22 years	359	5%	858	5%	2,554	4%	13,797	6%
Age 22 to 25 years	260	3%	565	3%	1,871	3%	9,970	4%
Age 25 to 30 years	453	6%	1,010	5%	3,228	6%	15,086	6%
Age 30 to 35 years	449	6%	1,081	6%	3,377	6%	14,428	6%
Age 35 to 40 years	499	7%	1,216	7%	3,659	6%	14,620	6%
Age 40 to 45 years	520	7%	1,269	7%	3,890	7%	15,176	6%
Age 45 to 50 years	560	7%	1,392	7%	4,229	7%	16,247	7%
Age 50 to 55 years	573	7%	1,486	8%	4,551	8%	17,231	7%
Age 55 to 60 years	563	7%	1,405	8%	4,502	8%	16,672	7%
Age 60 to 65 years	516	7%	1,273	7%	4,061	7%	15,160	6%
Age 65 to 70 years	415	5%	1,030	6%	3,208	6%	12,286	5%
Age 70 to 75 years	297	4%	730	4%	2,402	4%	9,380	4%
Age 75 to 80 years	237	3%	564	3%	1,886	3%	7,598	3%
Age 80 to 85 years	170	2%	397	2%	1,406	2%	6,037	3%
Age 85 years plus	130	2%	301	2%	1,166	2%	6,076	3%
Average Age	40.6 yrs		40.9 yrs		41.7 yrs		40.8 yrs	
Median Age	36.6 yrs		37.3 yrs		38.1 yrs		36.1 yrs	
Age 0 to 18	1,652	22%	4,005	22%	11,808	20%	49,093	21%
Age 18 to 65 years	4,753	62%	11,556	62%	35,922	62%	148,387	62%
Age 65 years plus	1,248	16%	3,021	16%	10,068	17%	41,377	17%
Males per 100 Females, Male % Pop								
Age 0 to 5 years	103	50.8%	102	50.4%	103	50.8%	104	51.0%
Age 5 to 14 years	108	51.8%	106	51.5%	108	51.9%	105	51.2%
Age 14 to 18 years	102	50.5%	105	51.3%	106	51.4%	107	51.6%
Age 18 to 25 years	95	48.8%	101	50.3%	101	50.2%	96	49.1%
Age 25 to 35 years	94	48.3%	93	48.2%	97	49.3%	99	49.7%
Age 35 to 45 years	98	49.6%	99	49.7%	97	49.3%	98	49.4%
Age 45 to 55 years	93	48.2%	93	48.2%	95	48.7%	95	48.6%
Age 55 to 65 years	90	47.3%	93	48.3%	92	47.9%	90	47.5%
Age 65 to 75 years	85	45.9%	89	47.2%	88	46.7%	83	45.4%
Age 75 years plus	63	38.7%	66	39.6%	65	39.3%	58	36.5%
Future Age Population								
Projected Population (2016)	15,109		37,232		116,685		487,278	
Average Age Median Age	40.5 36.5 yrs		41.0 37.4 yrs		41.4 38.0 yrs		40.1 35.5 yrs	
Male Population (2016)	7,282	48.2%	18,065	48.5%	56,682	48.6%	235,327	48.3%
Average Age Median Age	39.2 35.1 yrs		39.8 36.1 yrs		40.2 36.5 yrs		38.7 33.9 yrs	
Female Population (2016)	7,827	51.8%	19,167	51.5%	60,003	51.4%	251,951	51.7%
Average Age Median Age	41.6 37.8 yrs		42.0 38.7 yrs		42.6 39.3 yrs		41.4 37.1 yrs	
Forcasted Population (2021)	15,596		38,598		121,589		514,426	
Average Age Median Age	41.3 37.1 yrs		41.9 38.2 yrs		42.2 38.7 yrs		40.7 36.2 yrs	
Male Population (2021)	7,506	48.1%	18,675	48.4%	58,936	48.5%	248,610	48.3%
Female Population (2021)	8,091	51.9%	19,923	51.6%	62,653	51.5%	265,816	51.7%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Race & Ethnicity								
Total Population	14,791		36,194		112,582		461,335	
White (2011)	14,283	97%	34,689	96%	101,541	90%	362,868	79%
Black (2011)	157	1%	501	1%	6,551	6%	71,905	16%
Asian (2011)	65	0%	336	1%	1,479	1%	7,144	2%
Other Race (2011)	286	2%	667	2%	3,011	3%	19,419	4%
Population: Hispanic (2011)	248	2%	575	2%	2,807	2%	20,101	4%
<i>White: Hispanic</i>	158	1%	380	1%	1,450	1%	8,462	2%
<i>Black: Hispanic</i>	6	0%	8	0%	44	0%	497	0%
<i>Asian: Hispanic</i>	0	0%	2	0%	14	0%	82	0%
<i>Other Race: Hispanic</i>	85	1%	185	1%	1,300	1%	11,060	2%
Population: Non Hispanic (2011)	14,543	98%	35,618	98%	109,775	98%	441,234	96%
<i>White: Non Hispanic</i>	14,125	95%	34,309	95%	100,091	89%	354,406	77%
<i>Black: Non Hispanic</i>	151	1%	494	1%	6,507	6%	71,408	15%
<i>Asian: Non Hispanic</i>	65	0%	334	1%	1,465	1%	7,062	2%
<i>Other Race: Non Hispanic</i>	202	1%	482	1%	1,712	2%	8,359	2%
Population: Hispanic (2000)	159	1.2%	382	1.2%	1,391	1.4%	7,203	1.7%
Population: Hispanic (1990)	63	0.5%	113	0.4%	533	0.6%	2,366	0.6%
Hist. Hispanic Ann Growth (1990 to 2000)	96	15.3%	268	23.7%	859	16.1%	4,837	20.4%
Hist. Hispanic Ann Growth (2000 to 2011)	90	5.1%	194	4.6%	1,416	9.3%	12,898	16.3%
Population: Non Hispanic (2000)	13,373	98.8%	31,967	98.8%	100,402	98.6%	409,517	98.3%
Population: Non Hispanic (1990)	11,878	99.5%	28,365	99.6%	89,692	99.4%	378,325	99.4%
Hist. Non Hispanic Ann Growth (1990 to 2000)	1,495	1.3%	3,602	1.3%	10,711	1.2%	31,192	0.8%
Hist. Non Hispanic Ann Growth (2000 to 2011)	1,170	0.8%	3,652	1.0%	9,373	0.8%	31,718	0.7%
Language Spoken at home (Age 5+) (2011)								
Total Population Age 5 and above	13,866		34,057		106,083		433,243	
Speak English Only	13,647	98%	33,245	98%	102,376	97%	408,809	94%
Spanish or Spanish Creole	90	1%	290	1%	1,756	2%	13,389	3%
European/Indo-European	100	1%	347	1%	1,221	1%	5,998	1%
<i>French or French Creole</i>	28	0%	57	0%	197	0%	1,199	0%
<i>Italian</i>	0	0%	3	0%	21	0%	243	0%
<i>Portuguese or Portuguese Creole</i>	0	0%	0	0%	7	0%	185	0%
<i>German</i>	41	0%	62	0%	202	0%	724	0%
<i>Yiddish or Hebrew</i>	0	0%	0	0%	2	0%	27	0%
<i>Other Slavic languages</i>	22	0%	122	0%	307	0%	1,774	0%
<i>Other Indic languages</i>	9	0%	102	0%	315	0%	1,278	0%
<i>Other Indo-European Languages</i>	0	0%	1	0%	170	0%	570	0%
Asian/Pacific	28	0%	175	1%	679	1%	4,064	1%
<i>Chinese</i>	0	0%	1	0%	104	0%	633	0%
<i>Japanese</i>	4	0%	37	0%	37	0%	145	0%
<i>Korean</i>	0	0%	17	0%	126	0%	824	0%
<i>Vietnamese</i>	16	0%	33	0%	60	0%	425	0%
<i>Other Asian languages</i>	2	0%	21	0%	195	0%	1,593	0%
<i>Tagalog and Other Pacific Languages</i>	6	0%	67	0%	157	0%	444	0%
Other Languages	0	0%	0	0%	51	0%	984	0%
<i>Arabic</i>	0	0%	0	0%	31	0%	212	0%
<i>Other and unspecified languages</i>	0	0%	0	0%	20	0%	771	0%

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Population by Ancestry (2011)								
America	3,481	24%	8,505	23%	24,400	22%	81,999	18%
Native American (Indian/Eskimo)	41	0%	93	0%	248	0%	1,184	0%
Hawaiian/Pacific Islander	1	0%	7	0%	26	0%	208	0%
American	3,439	23%	8,405	23%	24,125	21%	80,606	17%
Hispanic	248	2%	575	2%	2,807	2%	20,101	4%
Mexican	117	1%	290	1%	1,436	1%	9,567	2%
Puerto Rican	24	0%	52	0%	360	0%	2,339	1%
Cuban	10	0%	20	0%	139	0%	761	0%
Dominican	0	0%	1	0%	10	0%	365	0%
Central American	8	0%	15	0%	81	0%	2,272	0%
South American	12	0%	32	0%	174	0%	920	0%
Other Hispanic	78	1%	164	0%	608	1%	3,877	1%
Asian	65	0%	334	1%	1,465	1%	7,062	2%
Chinese	13	0%	82	0%	246	0%	1,003	0%
Japanese	3	0%	21	0%	91	0%	285	0%
Korean	11	0%	57	0%	159	0%	1,225	0%
South Central Asian (e.g. Indian)	6	0%	63	0%	514	0%	2,643	1%
South East Asian (e.g. Vietnamese)	27	0%	94	0%	408	0%	1,729	0%
Other Asian	4	0%	17	0%	47	0%	176	0%
European	4,499	30%	11,601	32%	38,099	34%	136,496	30%
British	938	6%	2,723	8%	10,041	9%	36,640	8%
Dutch	171	1%	357	1%	1,149	1%	4,185	1%
French	144	1%	429	1%	1,578	1%	4,971	1%
German	880	6%	2,353	7%	7,623	7%	26,442	6%
Italian	193	1%	531	1%	1,277	1%	4,774	1%
Polish	48	0%	138	0%	670	1%	2,022	0%
Scandinavian	81	1%	269	1%	1,004	1%	3,788	1%
Scotch Irish	1,889	13%	4,249	12%	12,890	11%	46,427	10%
Other European (e.g. Greek/Russian)	157	1%	552	2%	1,868	2%	7,247	2%
Middle Eastern	66	0%	123	0%	390	0%	873	0%
Other	1,273	9%	2,904	8%	12,082	11%	85,321	18%
Unclassified	5,158	35%	12,151	34%	33,340	30%	129,484	28%
Educational Attainment (2011)								
Elementary (0 to 8)	466	5%	930	4%	2,918	4%	18,574	6%
Some High School (9 to 11)	1,364	13%	2,596	10%	6,585	8%	34,112	11%
High School Graduate (12)	3,803	37%	8,602	34%	24,354	31%	93,895	30%
Some College (13 to 16)	2,123	21%	5,764	23%	19,527	25%	69,998	22%
Associates Degree	763	7%	2,009	8%	5,764	7%	21,187	7%
Bachelors Degree	1,389	14%	3,991	16%	14,013	18%	50,486	16%
Masters Degree	198	2%	958	4%	4,401	6%	17,260	5%
Professional/Doctorate	89	1%	277	1%	1,782	2%	8,484	3%
College Degree+ (Bachelor Degree or higher)	1,676	16%	5,225	21%	20,196	25%	76,230	24%
Enrollments (2011)								
Nursery school/preschool	251	2%	548	2%	1,275	1%	6,058	1%
Kindergarten/Elementary School	1,937	13%	4,362	12%	12,779	11%	52,115	11%
High School	660	4%	1,921	5%	5,723	5%	23,732	5%
College/Graduate/Professional school	603	4%	1,756	5%	6,280	6%	33,657	7%
Not enrolled	11,339	77%	27,607	76%	86,525	77%	345,774	75%

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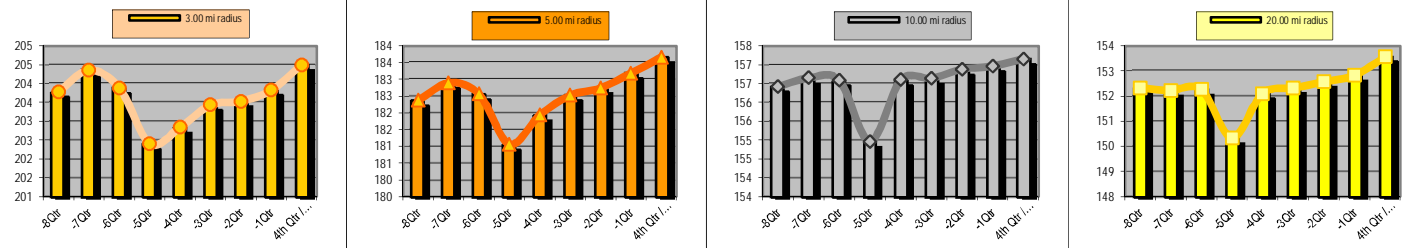
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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee

3.00 mi radius 5.00 mi radius 10.00 mi radius 20.00 mi radius

Households

Estimated Current Households (2011)	5,777	13,961	45,496	185,602
Census Households (2010)	5,760	13,878	45,331	184,034
Census Households (2000)	5,061	11,975	39,919	167,921
Census Households (1990)	4,288	10,059	33,632	147,632
Projected Households (2016)	5,898	14,356	47,097	196,329
Low to High End Projection Bounds	5,696 to 5,960	13,796 to 14,622	43,671 to 49,453	176,423 to 209,995
Forecasted Households (2021)	6,084	14,878	49,055	207,570



Population Past 8 Qtrs 09-Q4	5,757	13,864	45,284	184,108
Population Past 7 Qtrs 10-Q1	5,774 0.3%	13,904 0.3%	45,350 0.1%	183,992 -0.1%
Population Past 6 Qtrs 10-Q2	5,760 -0.2%	13,878 -0.2%	45,331 -0.0%	184,034 0.0%
Population Past 5 Qtrs 10-Q3	5,719 -0.7%	13,764 -0.8%	44,862 -1.0%	181,712 -1.3%
Population Past 4 Qtrs 10-Q4	5,731 0.2%	13,831 0.5%	45,335 1.1%	183,838 1.2%
Population Past 3 Qtrs 11-Q1	5,748 0.3%	13,875 0.3%	45,348 0.0%	184,102 0.1%
Population Past 2 Qtrs 11-Q2	5,750 0.0%	13,892 0.1%	45,417 0.2%	184,409 0.2%
Population Past 1 Qtrs 11-Q3	5,759 0.1%	13,925 0.2%	45,441 0.1%	184,710 0.2%
Estimated Population in Households (2011)	14,710 99%	36,063 100%	112,165 100%	448,431 97%
Estimated Persons per Household (2011)	2.5	2.6	2.5	2.4
Estimated Household Density (2011)	204 psm	184 psm	157 psm	154 psm
Projected Population in Households (2016)	15,028 99.5%	37,102 99.6%	116,266 99.6%	474,341 97.3%

Household Type (2011)

Family Households	4,260 74%	10,616 76%	32,381 71%	121,714 66%
Married Couple Household	3,374 58%	8,750 63%	26,826 59%	91,181 49%
Married Couple Household With Children	1,360 24%	3,465 25%	9,934 22%	33,292 18%
Married Couple Household No Children	2,014 35%	5,285 38%	16,892 37%	57,888 31%
Male Householder	242 4%	523 4%	1,621 4%	7,729 4%
Male Householder With Children	90 2%	213 2%	756 2%	3,772 2%
Male Householder No Children	152 3%	309 2%	865 2%	3,957 2%
Female Householder	643 11%	1,344 10%	3,934 9%	22,804 12%
Female Householder With Children	315 5%	528 4%	1,948 4%	12,498 7%
Female Householder No Children	328 6%	816 6%	1,986 4%	10,306 6%
Non Family Households	254 4%	547 4%	2,164 5%	11,082 6%
One person households	1,264 22%	2,798 20%	10,952 24%	52,806 28%

Household Size (2011)

1 Person Household	1,264 22%	2,798 20%	10,952 24%	52,806 28%
2 Person Households	2,135 37%	5,314 38%	17,177 38%	64,891 35%
3 Person Households	1,076 19%	2,580 18%	7,898 17%	30,395 16%
4 Person Households	814 14%	2,077 15%	5,974 13%	22,459 12%
5 Person Households	326 6%	797 6%	2,310 5%	9,421 5%
6 Person Households	109 2%	269 2%	822 2%	3,566 2%
7+ Person Households	53 1%	127 1%	364 1%	2,064 1%

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EXPANDED DEMOGRAPHIC PROFILE

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

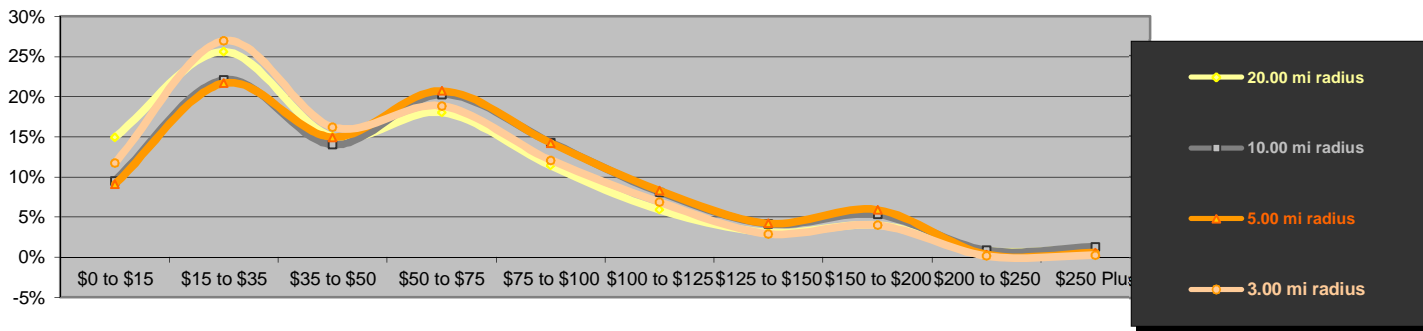
Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Average Household Income								
Est. Average Household Income (2011)	\$57,973		\$69,311		\$71,485		\$61,193	
Census Average Hhld Income (2000)	\$48,097		\$53,202		\$57,411		\$49,924	
Average Income Change (2000 to 2011)	\$9,876	1.9%	\$16,109	2.8%	\$14,074	2.2%	\$11,269	2.1%
Median Household Income								
Est. Median Household Income (2011)	\$46,653		\$55,578		\$56,562		\$48,063	
Census Median Hhld Income (2000)	\$41,132		\$45,838		\$47,525		\$39,103	
Median Income Change (2000 to 2011)	\$5,521	1.2%	\$9,740	1.9%	\$9,037	1.7%	\$8,960	2.1%
Per Capita Income								
Est. Per Capita Income (2011)	\$22,757		\$26,812		\$28,981		\$25,174	
Census Per Capita Income (2000)	\$18,030		\$19,778		\$22,656		\$20,358	
Per Capita Income Change (2000 to 2011)	\$4,727	2.4%	\$7,034	3.2%	\$6,325	2.5%	\$4,816	2.2%
Household Income Distribution (2011)								
Hhld Income \$0 to 14,999	676	12%	1,269	9%	4,341	10%	27,702	15%
Hhld Income \$15,000 to 24,999	814	14%	1,640	12%	4,807	11%	24,380	13%
Hhld Income \$25,000 to 34,999	743	13%	1,387	10%	5,242	12%	23,154	12%
Hhld Income \$35,000 to 49,999	937	16%	2,088	15%	6,381	14%	27,839	15%
Hhld Income \$50,000 to 74,999	1,089	19%	2,893	21%	9,234	20%	33,484	18%
Hhld Income \$75,000 to 99,999	699	12%	1,989	14%	6,513	14%	21,156	11%
Hhld Income \$100,000 to 124,999	396	7%	1,156	8%	3,686	8%	10,926	6%
Hhld Income \$125,000 to 149,999	169	3%	589	4%	1,886	4%	5,733	3%
Hhld Income \$150,000 to 174,999	132	2%	415	3%	1,234	3%	3,804	2%
Hhld Income \$175,000 to 199,999	99	2%	409	3%	1,187	3%	3,644	2%
Hhld Income \$200,000 to 249,999	8	0%	49	0%	389	1%	1,505	1%
Hhld Income \$250,000 to 499,999	14	0%	73	1%	548	1%	2,085	1%
Hhld Income \$500,000 or More	1	0%	6	0%	47	0%	189	0%
Hhld Incomes Below Median Income	2,233	38.7%	6,384	45.7%	20,771	45.7%	75,236	40.5%
Hhld Incomes at the Median Income	937	16.2%	2,893	20.7%	9,234	20.3%	27,839	15.0%
Hhld Incomes Above Median Income	2,607	45.1%	4,685	33.6%	15,492	34.1%	82,527	44.5%

Household Income Distribution (in 1,000's)



Daytime Demos (2011)

Total Number of Businesses	218	414	1,889	11,600
Total Number of Employees	2,168	4,474	22,450	224,952
Employees per Business	10.0 to 1	10.8 to 1	11.9 to 1	19.4 to 1
Residential Population per Business	68.0 to 1	87.4 to 1	59.6 to 1	39.8 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: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Group Quarters								
Group Quarters Population (2011)	81		130		418		12,904	
Non-Institutionalized	0	0%	1	1%	120	29%	7,992	62%
College	0	0%	0	0%	0	0%	6,176	48%
Military	0	0%	0	0%	0	0%	0	0%
Other	0	0%	1	1%	120	29%	1,816	14%
Institutionalized (Correctional, Medical, Other)	81	100%	129	99%	298	71%	4,912	38%
Census Group Quarters Population (2000)	79		124		318		10,246	
Projected Group Quarters Population (2016)	81		130		419		12,937	
Forecasted Group Quarters Population (2021)	81		130		419		12,937	
Historical Annual Growth (2000 to 2011)	3	-	6	0.5%	100	2.9%	2,657	2.4%
Projected Annual Growth (2011 to 2016)	0	0.0%	0	0.0%	1	0.0%	33	0.1%
Housing (2011)								
Total Housing Units	6,145		14,873		48,764		204,176	
Housing Units, Occupied	5,777	94.0%	13,961	93.9%	45,496	93.3%	185,602	90.9%
Housing Units, Owner-Occupied	4,405	71.7%	11,356	76.3%	34,302	70.3%	120,499	59.0%
Housing Units, Renter-Occupied	1,373	22.3%	2,606	17.5%	11,194	23.0%	65,102	31.9%
Housing Units, Vacant	368	6.0%	912	6.1%	3,268	6.7%	18,574	9.1%
Home Values (2011)								
Owner Occupied Housing	4,405		11,356		34,302		120,499	
Home Values \$0 to \$9,999	147	3%	179	2%	324	1%	1,692	1%
Home Values \$10,000 to \$14,999	70	2%	164	1%	249	1%	1,074	1%
Home Values \$15,000 to \$19,999	110	2%	141	1%	217	1%	920	1%
Home Values \$20,000 to \$24,999	17	0%	39	0%	177	1%	1,063	1%
Home Values \$25,000 to \$29,999	69	2%	135	1%	258	1%	1,188	1%
Home Values \$30,000 to \$34,999	67	2%	99	1%	173	1%	1,142	1%
Home Values \$35,000 to \$39,999	14	0%	42	0%	119	0%	1,217	1%
Home Values \$40,000 to \$49,999	78	2%	154	1%	354	1%	2,878	2%
Home Values \$50,000 to \$59,999	96	2%	215	2%	582	2%	3,706	3%
Home Values \$60,000 to \$69,999	164	4%	388	3%	1,067	3%	5,269	4%
Home Values \$70,000 to \$79,999	292	7%	603	5%	1,654	5%	8,014	7%
Home Values \$80,000 to \$89,999	299	7%	537	5%	1,448	4%	6,720	6%
Home Values \$90,000 to \$99,999	278	6%	629	6%	2,010	6%	7,173	6%
Home Values \$100,000 to \$124,999	855	19%	2,116	19%	6,167	18%	18,395	15%
Home Values \$125,000 to \$149,999	705	16%	1,863	16%	5,428	16%	15,228	13%
Home Values \$150,000 to \$174,999	387	9%	1,201	11%	3,873	11%	11,172	9%
Home Values \$175,000 to \$199,999	199	5%	736	6%	2,273	7%	6,875	6%
Home Values \$200,000 to \$249,999	247	6%	905	8%	2,932	9%	9,419	8%
Home Values \$250,000 to \$299,999	113	3%	426	4%	1,546	5%	5,266	4%
Home Values \$300,000 to \$399,999	102	2%	402	4%	1,661	5%	5,977	5%
Home Values \$400,000 to \$499,999	25	1%	83	1%	533	2%	1,936	2%
Home Values \$500,000 to \$749,999	46	1%	183	2%	871	3%	2,827	2%
Home Values \$750,000 to \$999,999	25	1%	116	1%	386	1%	1,347	1%
Home Values \$1,000,000 or More	0	0%	0	0%	0	0%	0	0%
Home Values Below Average Range	2,555	58.0%	7,304	64.3%	20,228	59.0%	75,680	62.8%
Home Values at the Average Range	705	16.0%	1,201	10.6%	3,873	11.3%	11,172	9.3%
Home Values Above Average Range	1,144	26.0%	2,851	25.1%	10,201	29.7%	33,647	27.9%
Owner Occupied Average Home Value	\$132,557		\$155,310		\$172,037		\$162,414	
Owner Occupied Median Home Value	\$117,189		\$133,925		\$146,076		\$138,268	

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