



Market Profile

Lenoir City, TN
 Lenoir City, TN (4741760)
 Place

Lenoir City, TN ...

Population Summary	
2000 Total Population	7,273
2010 Total Population	8,642
2015 Total Population	9,088
2015 Group Quarters	15
2020 Total Population	9,503
2015-2020 Annual Rate	0.90%
Household Summary	
2000 Households	3,056
2000 Average Household Size	2.36
2010 Households	3,369
2010 Average Household Size	2.56
2015 Households	3,512
2015 Average Household Size	2.58
2020 Households	3,662
2020 Average Household Size	2.59
2015-2020 Annual Rate	0.84%
2010 Families	2,183
2010 Average Family Size	3.16
2015 Families	2,316
2015 Average Family Size	3.14
2020 Families	2,404
2020 Average Family Size	3.15
2015-2020 Annual Rate	0.75%
Housing Unit Summary	
2000 Housing Units	3,343
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	8.6%
2010 Housing Units	3,703
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	37.3%
Vacant Housing Units	9.0%
2015 Housing Units	3,872
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	39.0%
Vacant Housing Units	9.3%
2020 Housing Units	4,041
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	38.9%
Vacant Housing Units	9.4%
Median Household Income	
2015	\$37,350
2020	\$44,690
Median Home Value	
2015	\$126,733
2020	\$166,924
Per Capita Income	
2015	\$18,177
2020	\$20,800
Median Age	
2010	33.4
2015	35.0
2020	36.5

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income

Household Income Base	3,511
<\$15,000	20.8%
\$15,000 - \$24,999	17.6%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	1.0%
\$200,000+	0.5%

Average Household Income \$47,570

2020 Households by Income

Household Income Base	3,662
<\$15,000	19.6%
\$15,000 - \$24,999	13.4%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	1.7%
\$200,000+	0.5%

Average Household Income \$54,558

2015 Owner Occupied Housing Units by Value

Total	2,001
<\$50,000	6.6%
\$50,000 - \$99,999	27.9%
\$100,000 - \$149,999	28.8%
\$150,000 - \$199,999	16.3%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.6%

Average Home Value \$153,986

2020 Owner Occupied Housing Units by Value

Total	2,091
<\$50,000	4.5%
\$50,000 - \$99,999	18.9%
\$100,000 - \$149,999	19.8%
\$150,000 - \$199,999	20.1%
\$200,000 - \$249,999	14.3%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	6.7%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.6%

Average Home Value \$193,627

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.

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2010 Population by Age	
Total	8,642
0 - 4	8.6%
5 - 9	7.5%
10 - 14	6.9%
15 - 24	14.1%
25 - 34	15.0%
35 - 44	13.8%
45 - 54	11.7%
55 - 64	10.1%
65 - 74	6.1%
75 - 84	4.0%
85 +	2.2%
18 +	73.0%
2015 Population by Age	
Total	9,088
0 - 4	8.1%
5 - 9	7.9%
10 - 14	6.9%
15 - 24	11.9%
25 - 34	15.2%
35 - 44	13.4%
45 - 54	12.3%
55 - 64	11.0%
65 - 74	7.9%
75 - 84	3.6%
85 +	1.7%
18 +	73.4%
2020 Population by Age	
Total	9,502
0 - 4	7.6%
5 - 9	7.6%
10 - 14	7.8%
15 - 24	11.9%
25 - 34	13.0%
35 - 44	13.5%
45 - 54	12.6%
55 - 64	11.5%
65 - 74	8.7%
75 - 84	4.2%
85 +	1.5%
18 +	73.0%
2010 Population by Sex	
Males	4,203
Females	4,439
2015 Population by Sex	
Males	4,511
Females	4,577
2020 Population by Sex	
Males	4,747
Females	4,755

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	8,642
White Alone	87.3%
Black Alone	1.6%
American Indian Alone	0.5%
Asian Alone	0.6%
Pacific Islander Alone	0.3%
Some Other Race Alone	8.0%
Two or More Races	1.8%
Hispanic Origin	17.5%
Diversity Index	45.8

2015 Population by Race/Ethnicity

Total	9,088
White Alone	85.2%
Black Alone	2.2%
American Indian Alone	0.6%
Asian Alone	0.6%
Pacific Islander Alone	0.3%
Some Other Race Alone	9.4%
Two or More Races	1.8%
Hispanic Origin	20.6%
Diversity Index	51.1

2020 Population by Race/Ethnicity

Total	9,504
White Alone	82.2%
Black Alone	3.0%
American Indian Alone	0.8%
Asian Alone	0.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	11.1%
Two or More Races	2.0%
Hispanic Origin	24.1%
Diversity Index	57.0

2010 Population by Relationship and Household Type

Total	8,642
In Households	99.9%
In Family Households	83.3%
Householder	25.3%
Spouse	16.9%
Child	33.1%
Other relative	4.6%
Nonrelative	3.5%
In Nonfamily Households	16.6%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment	
Total	5,923
Less than 9th Grade	11.6%
9th - 12th Grade, No Diploma	11.9%
High School Graduate	30.6%
GED/Alternative Credential	6.6%
Some College, No Degree	19.4%
Associate Degree	8.2%
Bachelor's Degree	8.4%
Graduate/Professional Degree	3.3%
2015 Population 15+ by Marital Status	
Total	7,007
Never Married	32.0%
Married	48.1%
Widowed	6.3%
Divorced	13.7%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	87.6%
Civilian Unemployed	12.4%
2015 Employed Population 16+ by Industry	
Total	3,362
Agriculture/Mining	1.1%
Construction	6.1%
Manufacturing	14.0%
Wholesale Trade	3.6%
Retail Trade	17.9%
Transportation/Utilities	4.1%
Information	0.0%
Finance/Insurance/Real Estate	7.3%
Services	41.8%
Public Administration	4.0%
2015 Employed Population 16+ by Occupation	
Total	3,362
White Collar	57.6%
Management/Business/Financial	6.8%
Professional	14.7%
Sales	19.2%
Administrative Support	17.0%
Services	16.9%
Blue Collar	25.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	3.2%
Production	9.5%
Transportation/Material Moving	6.3%

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2010 Households by Type

Total	3,369
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	64.8%
Husband-wife Families	43.3%
With Related Children	21.8%
Other Family (No Spouse Present)	21.5%
Other Family with Male Householder	6.5%
With Related Children	3.9%
Other Family with Female Householder	15.0%
With Related Children	10.2%
Nonfamily Households	5.2%
All Households with Children	36.7%
Multigenerational Households	4.1%
Unmarried Partner Households	7.2%
Male-female	6.7%
Same-sex	0.5%

2010 Households by Size

Total	3,369
1 Person Household	30.0%
2 Person Household	29.7%
3 Person Household	16.4%
4 Person Household	12.3%
5 Person Household	6.4%
6 Person Household	2.6%
7 + Person Household	2.6%

2010 Households by Tenure and Mortgage Status

Total	3,369
Owner Occupied	59.0%
Owned with a Mortgage/Loan	39.7%
Owned Free and Clear	19.3%
Renter Occupied	41.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Small Town Simplicity
2. Down the Road (10D)
3. Southern Satellites (10A)

2015 Consumer Spending

Apparel & Services: Total \$	\$5,161,359
Average Spent	\$1,469.64
Spending Potential Index	63
Computers & Accessories: Total \$	\$559,067
Average Spent	\$159.19
Spending Potential Index	63
Education: Total \$	\$2,840,979
Average Spent	\$808.93
Spending Potential Index	53
Entertainment/Recreation: Total \$	\$7,548,642
Average Spent	\$2,149.39
Spending Potential Index	65
Food at Home: Total \$	\$12,401,397
Average Spent	\$3,531.15
Spending Potential Index	68
Food Away from Home: Total \$	\$7,331,296
Average Spent	\$2,087.50
Spending Potential Index	64
Health Care: Total \$	\$11,425,476
Average Spent	\$3,253.27
Spending Potential Index	69
HH Furnishings & Equipment: Total \$	\$4,201,848
Average Spent	\$1,196.43
Spending Potential Index	65
Investments: Total \$	\$5,679,890
Average Spent	\$1,617.28
Spending Potential Index	59
Retail Goods: Total \$	\$60,596,787
Average Spent	\$17,254.21
Spending Potential Index	68
Shelter: Total \$	\$34,279,781
Average Spent	\$9,760.76
Spending Potential Index	59
TV/Video/Audio: Total \$	\$3,140,335
Average Spent	\$894.17
Spending Potential Index	68
Travel: Total \$	\$3,980,993
Average Spent	\$1,133.54
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$2,542,167
Average Spent	\$723.85
Spending Potential Index	65

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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