



Market Profile

Loudon County, TN 2
 Loudon County, TN (47105)
 Geography: County

Prepared by Esri

	Loudon County, T...
Population Summary	
2000 Total Population	39,064
2010 Total Population	48,556
2015 Total Population	51,685
2015 Group Quarters	480
2020 Total Population	54,866
2015-2020 Annual Rate	1.20%
Household Summary	
2000 Households	15,931
2000 Average Household Size	2.42
2010 Households	19,826
2010 Average Household Size	2.42
2015 Households	21,125
2015 Average Household Size	2.42
2020 Households	22,435
2020 Average Household Size	2.42
2015-2020 Annual Rate	1.21%
2010 Families	14,483
2010 Average Family Size	2.82
2015 Families	15,325
2015 Average Family Size	2.82
2020 Families	16,206
2020 Average Family Size	2.82
2015-2020 Annual Rate	1.12%
Housing Unit Summary	
2000 Housing Units	17,263
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	7.7%
2010 Housing Units	21,725
Owner Occupied Housing Units	71.5%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	8.7%
2015 Housing Units	23,225
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	9.0%
2020 Housing Units	24,679
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	9.1%
Median Household Income	
2015	\$52,072
2020	\$59,345
Median Home Value	
2015	\$191,618
2020	\$246,086
Per Capita Income	
2015	\$27,593
2020	\$31,298
Median Age	
2010	46.0
2015	47.6
2020	49.2

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		21,125
<\$15,000		11.9%
\$15,000 - \$24,999		12.1%
\$25,000 - \$34,999		9.5%
\$35,000 - \$49,999		14.1%
\$50,000 - \$74,999		19.3%
\$75,000 - \$99,999		13.9%
\$100,000 - \$149,999		12.8%
\$150,000 - \$199,999		3.6%
\$200,000+		2.8%
Average Household Income		\$67,235
2020 Households by Income		
Household Income Base		22,435
<\$15,000		10.8%
\$15,000 - \$24,999		8.7%
\$25,000 - \$34,999		7.6%
\$35,000 - \$49,999		13.0%
\$50,000 - \$74,999		21.0%
\$75,000 - \$99,999		17.2%
\$100,000 - \$149,999		14.0%
\$150,000 - \$199,999		4.6%
\$200,000+		3.2%
Average Household Income		\$76,279
2015 Owner Occupied Housing Units by Value		
Total		15,912
<\$50,000		4.0%
\$50,000 - \$99,999		16.1%
\$100,000 - \$149,999		17.4%
\$150,000 - \$199,999		15.1%
\$200,000 - \$249,999		10.7%
\$250,000 - \$299,999		7.6%
\$300,000 - \$399,999		10.0%
\$400,000 - \$499,999		6.7%
\$500,000 - \$749,999		7.0%
\$750,000 - \$999,999		2.8%
\$1,000,000 +		2.8%
Average Home Value		\$273,792
2020 Owner Occupied Housing Units by Value		
Total		16,897
<\$50,000		2.2%
\$50,000 - \$99,999		8.7%
\$100,000 - \$149,999		9.4%
\$150,000 - \$199,999		15.6%
\$200,000 - \$249,999		15.2%
\$250,000 - \$299,999		11.0%
\$300,000 - \$399,999		12.0%
\$400,000 - \$499,999		7.7%
\$500,000 - \$749,999		8.8%
\$750,000 - \$999,999		4.9%
\$1,000,000 +		4.3%
Average Home Value		\$339,846

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		48,556
0 - 4		5.3%
5 - 9		5.5%
10 - 14		5.9%
15 - 24		10.3%
25 - 34		9.6%
35 - 44		12.2%
45 - 54		14.1%
55 - 64		15.7%
65 - 74		13.2%
75 - 84		6.0%
85 +		2.2%
18 +		79.7%
2015 Population by Age		
Total		51,685
0 - 4		5.0%
5 - 9		5.3%
10 - 14		5.4%
15 - 24		9.9%
25 - 34		10.0%
35 - 44		11.1%
45 - 54		13.0%
55 - 64		15.5%
65 - 74		15.6%
75 - 84		6.9%
85 +		2.3%
18 +		81.1%
2020 Population by Age		
Total		54,866
0 - 4		4.7%
5 - 9		5.1%
10 - 14		5.6%
15 - 24		9.3%
25 - 34		9.5%
35 - 44		10.5%
45 - 54		12.6%
55 - 64		15.2%
65 - 74		16.3%
75 - 84		8.6%
85 +		2.5%
18 +		81.3%
2010 Population by Sex		
Males		23,828
Females		24,728
2015 Population by Sex		
Males		25,502
Females		26,183
2020 Population by Sex		
Males		27,162
Females		27,704

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	48,556
White Alone	93.4%
Black Alone	1.1%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	1.1%
Hispanic Origin	7.0%
Diversity Index	24.1

2015 Population by Race/Ethnicity

Total	51,685
White Alone	91.5%
Black Alone	1.7%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	1.2%
Hispanic Origin	8.5%
Diversity Index	29.3

2020 Population by Race/Ethnicity

Total	54,866
White Alone	89.6%
Black Alone	2.3%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.1%
Two or More Races	1.4%
Hispanic Origin	10.1%
Diversity Index	34.2

2010 Population by Relationship and Household Type

Total	48,556
In Households	99.0%
In Family Households	86.0%
Householder	29.8%
Spouse	24.5%
Child	26.5%
Other relative	3.2%
Nonrelative	1.9%
In Nonfamily Households	13.0%
In Group Quarters	1.0%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.2%

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		38,439
Less than 9th Grade		6.4%
9th - 12th Grade, No Diploma		7.2%
High School Graduate		26.0%
GED/Alternative Credential		5.6%
Some College, No Degree		20.4%
Associate Degree		7.7%
Bachelor's Degree		16.8%
Graduate/Professional Degree		9.9%
2015 Population 15+ by Marital Status		
Total		43,559
Never Married		19.8%
Married		63.2%
Widowed		6.8%
Divorced		10.2%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		92.4%
Civilian Unemployed		7.6%
2015 Employed Population 16+ by Industry		
Total		20,095
Agriculture/Mining		2.9%
Construction		8.6%
Manufacturing		16.2%
Wholesale Trade		2.2%
Retail Trade		12.6%
Transportation/Utilities		6.2%
Information		0.7%
Finance/Insurance/Real Estate		4.7%
Services		42.2%
Public Administration		3.7%
2015 Employed Population 16+ by Occupation		
Total		20,095
White Collar		55.8%
Management/Business/Financial		11.4%
Professional		18.3%
Sales		12.4%
Administrative Support		13.7%
Services		15.7%
Blue Collar		28.5%
Farming/Forestry/Fishing		1.2%
Construction/Extraction		7.1%
Installation/Maintenance/Repair		3.6%
Production		9.8%
Transportation/Material Moving		6.8%

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2010 Households by Type		
Total		19,826
Households with 1 Person		23.2%
Households with 2+ People		76.8%
Family Households		73.1%
Husband-wife Families		60.1%
With Related Children		19.2%
Other Family (No Spouse Present)		12.9%
Other Family with Male Householder		4.1%
With Related Children		2.4%
Other Family with Female Householder		8.8%
With Related Children		5.1%
Nonfamily Households		3.7%
All Households with Children		27.2%
Multigenerational Households		3.4%
Unmarried Partner Households		4.5%
Male-female		3.9%
Same-sex		0.5%
2010 Households by Size		
Total		19,826
1 Person Household		23.2%
2 Person Household		43.4%
3 Person Household		14.7%
4 Person Household		10.6%
5 Person Household		4.8%
6 Person Household		1.9%
7 + Person Household		1.3%
2010 Households by Tenure and Mortgage Status		
Total		19,826
Owner Occupied		78.4%
Owned with a Mortgage/Loan		48.1%
Owned Free and Clear		30.2%
Renter Occupied		21.6%

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. Southern Satellites (10A)
2. Silver & Gold (9A)
3. Rooted Rural (10B)

2015 Consumer Spending

Apparel & Services: Total \$	\$42,568,135
Average Spent	\$2,015.06
Spending Potential Index	87
Computers & Accessories: Total \$	\$4,714,132
Average Spent	\$223.15
Spending Potential Index	88
Education: Total \$	\$24,035,233
Average Spent	\$1,137.76
Spending Potential Index	75
Entertainment/Recreation: Total \$	\$64,557,646
Average Spent	\$3,055.98
Spending Potential Index	92
Food at Home: Total \$	\$101,910,344
Average Spent	\$4,824.16
Spending Potential Index	92
Food Away from Home: Total \$	\$61,263,643
Average Spent	\$2,900.05
Spending Potential Index	88
Health Care: Total \$	\$99,988,630
Average Spent	\$4,733.19
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$35,892,049
Average Spent	\$1,699.03
Spending Potential Index	92
Investments: Total \$	\$54,657,861
Average Spent	\$2,587.35
Spending Potential Index	94
Retail Goods: Total \$	\$512,517,989
Average Spent	\$24,261.21
Spending Potential Index	95
Shelter: Total \$	\$286,533,786
Average Spent	\$13,563.73
Spending Potential Index	82
TV/Video/Audio: Total \$	\$25,834,419
Average Spent	\$1,222.93
Spending Potential Index	93
Travel: Total \$	\$35,960,065
Average Spent	\$1,702.25
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$21,532,544
Average Spent	\$1,019.29
Spending Potential Index	91

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.

July 22, 2015