



Market Profile

Loudon Town, TN
Loudon town, TN (4743780)
Place

Loudon town, TN ...

Population Summary	
2000 Total Population	4,739
2010 Total Population	5,381
2015 Total Population	5,724
2015 Group Quarters	229
2020 Total Population	6,053
2015-2020 Annual Rate	1.12%
Household Summary	
2000 Households	1,985
2000 Average Household Size	2.28
2010 Households	2,142
2010 Average Household Size	2.41
2015 Households	2,265
2015 Average Household Size	2.43
2020 Households	2,391
2020 Average Household Size	2.44
2015-2020 Annual Rate	1.09%
2010 Families	1,309
2010 Average Family Size	3.12
2015 Families	1,415
2015 Average Family Size	3.11
2020 Families	1,488
2020 Average Family Size	3.12
2015-2020 Annual Rate	1.01%
Housing Unit Summary	
2000 Housing Units	2,155
Owner Occupied Housing Units	63.1%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	7.9%
2010 Housing Units	2,426
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	11.7%
2015 Housing Units	2,573
Owner Occupied Housing Units	51.3%
Renter Occupied Housing Units	36.8%
Vacant Housing Units	12.0%
2020 Housing Units	2,721
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	37.0%
Vacant Housing Units	12.1%
Median Household Income	
2015	\$35,763
2020	\$42,868
Median Home Value	
2015	\$125,155
2020	\$171,331
Per Capita Income	
2015	\$19,580
2020	\$22,447
Median Age	
2010	41.3
2015	42.5
2020	43.5

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	2,264
<\$15,000	20.5%
\$15,000 - \$24,999	16.3%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	1.4%
\$200,000+	0.9%

Average Household Income \$48,859

2020 Households by Income

Household Income Base	2,392
<\$15,000	19.4%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	1.8%
\$200,000+	1.1%

Average Household Income \$56,296

2015 Owner Occupied Housing Units by Value

Total	1,319
<\$50,000	6.1%
\$50,000 - \$99,999	31.5%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	17.9%
\$200,000 - \$249,999	8.0%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.7%

Average Home Value \$157,127

2020 Owner Occupied Housing Units by Value

Total	1,384
<\$50,000	3.9%
\$50,000 - \$99,999	21.0%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	21.2%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	6.2%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	4.6%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.4%

Average Home Value \$207,587

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	5,381
0 - 4	5.8%
5 - 9	6.0%
10 - 14	7.6%
15 - 24	12.5%
25 - 34	10.1%
35 - 44	12.9%
45 - 54	13.5%
55 - 64	12.1%
65 - 74	8.3%
75 - 84	7.2%
85 +	4.1%
18 +	76.4%
2015 Population by Age	
Total	5,724
0 - 4	5.6%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	13.1%
25 - 34	11.5%
35 - 44	11.5%
45 - 54	13.3%
55 - 64	12.9%
65 - 74	10.7%
75 - 84	5.9%
85 +	3.9%
18 +	78.5%
2020 Population by Age	
Total	6,052
0 - 4	5.7%
5 - 9	5.6%
10 - 14	5.8%
15 - 24	11.6%
25 - 34	12.3%
35 - 44	10.5%
45 - 54	12.9%
55 - 64	13.3%
65 - 74	11.5%
75 - 84	6.7%
85 +	3.9%
18 +	79.3%
2010 Population by Sex	
Males	2,514
Females	2,867
2015 Population by Sex	
Males	2,713
Females	3,011
2020 Population by Sex	
Males	2,882
Females	3,170

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	5,381
White Alone	83.2%
Black Alone	2.9%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.9%
Two or More Races	1.5%
Hispanic Origin	16.1%
Diversity Index	49.4

2015 Population by Race/Ethnicity

Total	5,724
White Alone	81.2%
Black Alone	4.0%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.8%
Two or More Races	1.5%
Hispanic Origin	17.6%
Diversity Index	53.1

2020 Population by Race/Ethnicity

Total	6,053
White Alone	77.1%
Black Alone	5.3%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	14.1%
Two or More Races	1.7%
Hispanic Origin	21.0%
Diversity Index	60.1

2010 Population by Relationship and Household Type

Total	5,381
In Households	95.7%
In Family Households	77.9%
Householder	24.3%
Spouse	17.8%
Child	29.5%
Other relative	4.4%
Nonrelative	1.9%
In Nonfamily Households	17.8%
In Group Quarters	4.3%
Institutionalized Population	3.8%
Noninstitutionalized Population	0.5%

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	3,992
Less than 9th Grade	10.0%
9th - 12th Grade, No Diploma	14.9%
High School Graduate	23.9%
GED/Alternative Credential	9.5%
Some College, No Degree	22.7%
Associate Degree	6.0%
Bachelor's Degree	9.5%
Graduate/Professional Degree	3.5%
2015 Population 15+ by Marital Status	
Total	4,741
Never Married	19.7%
Married	58.2%
Widowed	10.6%
Divorced	11.5%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.0%
Civilian Unemployed	8.0%
2015 Employed Population 16+ by Industry	
Total	2,336
Agriculture/Mining	9.8%
Construction	4.6%
Manufacturing	26.9%
Wholesale Trade	1.8%
Retail Trade	11.1%
Transportation/Utilities	4.7%
Information	0.6%
Finance/Insurance/Real Estate	1.9%
Services	32.0%
Public Administration	6.6%
2015 Employed Population 16+ by Occupation	
Total	2,337
White Collar	46.7%
Management/Business/Financial	11.9%
Professional	15.4%
Sales	11.1%
Administrative Support	8.3%
Services	14.5%
Blue Collar	38.8%
Farming/Forestry/Fishing	5.8%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	4.0%
Production	17.4%
Transportation/Material Moving	6.7%

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2010 Households by Type

Total	2,142
Households with 1 Person	34.3%
Households with 2+ People	65.7%
Family Households	61.1%
Husband-wife Families	44.7%
With Related Children	20.6%
Other Family (No Spouse Present)	16.4%
Other Family with Male Householder	5.3%
With Related Children	2.9%
Other Family with Female Householder	11.1%
With Related Children	7.2%
Nonfamily Households	4.6%
All Households with Children	31.2%
Multigenerational Households	3.9%
Unmarried Partner Households	5.4%
Male-female	4.7%
Same-sex	0.7%

2010 Households by Size

Total	2,142
1 Person Household	34.3%
2 Person Household	30.2%
3 Person Household	14.8%
4 Person Household	10.3%
5 Person Household	6.0%
6 Person Household	2.5%
7 + Person Household	1.9%

2010 Households by Tenure and Mortgage Status

Total	2,142
Owner Occupied	59.6%
Owned with a Mortgage/Loan	35.5%
Owned Free and Clear	24.0%
Renter Occupied	40.4%

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. Salt of the Earth (6B)
3. Retirement Communities

2015 Consumer Spending

Apparel & Services: Total \$	\$3,356,663
Average Spent	\$1,481.97
Spending Potential Index	64
Computers & Accessories: Total \$	\$367,927
Average Spent	\$162.44
Spending Potential Index	64
Education: Total \$	\$1,968,758
Average Spent	\$869.21
Spending Potential Index	57
Entertainment/Recreation: Total \$	\$4,958,261
Average Spent	\$2,189.08
Spending Potential Index	66
Food at Home: Total \$	\$8,003,549
Average Spent	\$3,533.58
Spending Potential Index	68
Food Away from Home: Total \$	\$4,843,189
Average Spent	\$2,138.27
Spending Potential Index	65
Health Care: Total \$	\$7,652,454
Average Spent	\$3,378.57
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$2,782,362
Average Spent	\$1,228.42
Spending Potential Index	67
Investments: Total \$	\$2,769,889
Average Spent	\$1,222.91
Spending Potential Index	44
Retail Goods: Total \$	\$39,503,888
Average Spent	\$17,441.01
Spending Potential Index	68
Shelter: Total \$	\$22,880,219
Average Spent	\$10,101.64
Spending Potential Index	61
TV/Video/Audio: Total \$	\$2,050,470
Average Spent	\$905.28
Spending Potential Index	69
Travel: Total \$	\$2,698,677
Average Spent	\$1,191.47
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$1,670,192
Average Spent	\$737.39
Spending Potential Index	66

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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