



# Market Profile

Bradley County, TN  
Bradley County, TN (47011)  
Geography: County

Bradley County, ...

Population Summary	
2000 Total Population	87,965
2010 Total Population	98,963
2014 Total Population	103,170
2014 Group Quarters	2,744
2019 Total Population	108,015
2014-2019 Annual Rate	0.92%
Household Summary	
2000 Households	34,281
2000 Average Household Size	2.50
2010 Households	37,947
2010 Average Household Size	2.54
2014 Households	39,533
2014 Average Household Size	2.54
2019 Households	41,352
2019 Average Household Size	2.55
2014-2019 Annual Rate	0.90%
2010 Families	26,867
2010 Average Family Size	2.98
2014 Families	27,725
2014 Average Family Size	3.00
2019 Families	28,798
2019 Average Family Size	3.01
2014-2019 Annual Rate	0.76%
Housing Unit Summary	
2000 Housing Units	36,820
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	6.9%
2010 Housing Units	41,395
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	8.3%
2014 Housing Units	43,091
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	8.3%
2019 Housing Units	45,011
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	8.1%
Median Household Income	
2014	\$38,579
2019	\$43,720
Median Home Value	
2014	\$123,629
2019	\$163,735
Per Capita Income	
2014	\$20,683
2019	\$23,370
Median Age	
2010	38.1
2014	39.3
2019	40.2

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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## 2014 Households by Income

Household Income Base	39,533
<\$15,000	16.8%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	1.5%
\$200,000+	1.9%

Average Household Income \$53,142

## 2019 Households by Income

Household Income Base	41,352
<\$15,000	15.7%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	2.0%
\$200,000+	2.4%

Average Household Income \$60,047

## 2014 Owner Occupied Housing Units by Value

Total	25,058
<\$50,000	9.9%
\$50,000 - \$99,999	27.7%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	15.1%
\$200,000 - \$249,999	8.3%
\$250,000 - \$299,999	4.8%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.4%

Average Home Value \$153,409

## 2019 Owner Occupied Housing Units by Value

Total	26,184
<\$50,000	7.0%
\$50,000 - \$99,999	18.3%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	14.1%
\$250,000 - \$299,999	8.4%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.5%

Average Home Value \$194,988

**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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Bradley County, ...

2010 Population by Age	
Total	98,963
0 - 4	6.1%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	14.5%
25 - 34	12.3%
35 - 44	13.5%
45 - 54	14.4%
55 - 64	12.1%
65 - 74	8.3%
75 - 84	4.4%
85 +	1.4%
18 +	77.0%
2014 Population by Age	
Total	103,170
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	14.2%
25 - 34	12.5%
35 - 44	12.7%
45 - 54	14.0%
55 - 64	12.7%
65 - 74	9.5%
75 - 84	4.8%
85 +	1.6%
18 +	78.4%
2019 Population by Age	
Total	108,015
0 - 4	5.8%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	13.3%
25 - 34	12.9%
35 - 44	12.1%
45 - 54	13.1%
55 - 64	13.2%
65 - 74	10.5%
75 - 84	5.6%
85 +	1.8%
18 +	79.0%
2010 Population by Sex	
Males	48,176
Females	50,787
2014 Population by Sex	
Males	50,332
Females	52,838
2019 Population by Sex	
Males	52,798
Females	55,217

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 17, 2014



## Market Profile

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Bradley County, ...

### 2010 Population by Race/Ethnicity

Total	98,963
White Alone	90.3%
Black Alone	4.3%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	1.8%
Hispanic Origin	4.7%
Diversity Index	25.6

### 2014 Population by Race/Ethnicity

Total	103,170
White Alone	89.0%
Black Alone	4.6%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	2.0%
Hispanic Origin	5.7%
Diversity Index	29.1

### 2019 Population by Race/Ethnicity

Total	108,015
White Alone	87.3%
Black Alone	4.9%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.3%
Hispanic Origin	6.9%
Diversity Index	33.3

### 2010 Population by Relationship and Household Type

Total	98,963
In Households	97.2%
In Family Households	83.2%
Householder	27.1%
Spouse	20.5%
Child	29.9%
Other relative	3.4%
Nonrelative	2.2%
In Nonfamily Households	14.0%
In Group Quarters	2.8%
Institutionalized Population	0.8%
Noninstitutionalized Population	2.0%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 17, 2014



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### 2014 Population 25+ by Educational Attainment

Total	69,886
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	26.0%
GED/Alternative Credential	7.4%
Some College, No Degree	23.4%
Associate Degree	7.0%
Bachelor's Degree	11.5%
Graduate/Professional Degree	6.7%

### 2014 Population 15+ by Marital Status

Total	84,535
Never Married	23.8%
Married	56.3%
Widowed	6.7%
Divorced	13.3%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%
Civilian Unemployed	6.9%

### 2014 Employed Population 16+ by Industry

Total	45,581
Agriculture/Mining	0.7%
Construction	6.7%
Manufacturing	19.2%
Wholesale Trade	2.3%
Retail Trade	11.9%
Transportation/Utilities	5.7%
Information	1.2%
Finance/Insurance/Real Estate	5.5%
Services	44.2%
Public Administration	2.5%

### 2014 Employed Population 16+ by Occupation

Total	45,581
White Collar	53.4%
Management/Business/Financial	10.1%
Professional	19.2%
Sales	9.3%
Administrative Support	14.8%
Services	16.4%
Blue Collar	30.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	3.8%
Production	10.9%
Transportation/Material Moving	9.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 17, 2014



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### 2010 Households by Type

Total	37,947
Households with 1 Person	23.8%
Households with 2+ People	76.2%
Family Households	70.8%
Husband-wife Families	53.6%
With Related Children	22.3%
Other Family (No Spouse Present)	17.2%
Other Family with Male Householder	4.8%
With Related Children	2.7%
Other Family with Female Householder	12.4%
With Related Children	7.7%
Nonfamily Households	5.4%

All Households with Children 33.3%

Multigenerational Households	4.3%
Unmarried Partner Households	5.5%
Male-female	4.9%
Same-sex	0.7%

### 2010 Households by Size

Total	37,947
1 Person Household	23.8%
2 Person Household	35.8%
3 Person Household	17.8%
4 Person Household	13.6%
5 Person Household	5.7%
6 Person Household	2.2%
7 + Person Household	1.2%

### 2010 Households by Tenure and Mortgage Status

Total	37,947
Owner Occupied	66.5%
Owned with a Mortgage/Loan	43.1%
Owned Free and Clear	23.4%
Renter Occupied	33.5%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Southern Satellites (10A)
3. Middleburg (4C)

## 2014 Consumer Spending

Apparel & Services: Total \$	\$42,385,012
Average Spent	\$1,072.14
Spending Potential Index	48
Computers & Accessories: Total \$	\$7,223,326
Average Spent	\$182.72
Spending Potential Index	72
Education: Total \$	\$39,163,229
Average Spent	\$990.65
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$97,546,120
Average Spent	\$2,467.46
Spending Potential Index	76
Food at Home: Total \$	\$153,498,202
Average Spent	\$3,882.79
Spending Potential Index	76
Food Away from Home: Total \$	\$93,384,845
Average Spent	\$2,362.20
Spending Potential Index	74
Health Care: Total \$	\$143,801,208
Average Spent	\$3,637.50
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$46,906,284
Average Spent	\$1,186.51
Spending Potential Index	66
Investments: Total \$	\$58,863,406
Average Spent	\$1,488.97
Spending Potential Index	55
Retail Goods: Total \$	\$728,061,537
Average Spent	\$18,416.55
Spending Potential Index	74
Shelter: Total \$	\$443,839,619
Average Spent	\$11,227.07
Spending Potential Index	70
TV/Video/Audio: Total \$	\$38,899,260
Average Spent	\$983.97
Spending Potential Index	77
Travel: Total \$	\$52,451,286
Average Spent	\$1,326.77
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$32,193,371
Average Spent	\$814.34
Spending Potential Index	75

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 17, 2014