



Market Profile

Cleveland City, TN
Cleveland city, TN (4715400)
Place

Cleveland city, ...

Population Summary	
2000 Total Population	37,499
2010 Total Population	41,285
2014 Total Population	43,410
2014 Group Quarters	2,659
2019 Total Population	45,697
2014-2019 Annual Rate	1.03%
Household Summary	
2000 Households	15,127
2000 Average Household Size	2.34
2010 Households	16,107
2010 Average Household Size	2.40
2014 Households	16,935
2014 Average Household Size	2.41
2019 Households	17,834
2019 Average Household Size	2.41
2014-2019 Annual Rate	1.04%
2010 Families	10,063
2010 Average Family Size	2.97
2014 Families	10,554
2014 Average Family Size	2.98
2019 Families	11,027
2019 Average Family Size	3.00
2014-2019 Annual Rate	0.88%
Housing Unit Summary	
2000 Housing Units	16,480
Owner Occupied Housing Units	49.4%
Renter Occupied Housing Units	42.4%
Vacant Housing Units	8.2%
2010 Housing Units	17,841
Owner Occupied Housing Units	43.8%
Renter Occupied Housing Units	46.4%
Vacant Housing Units	9.7%
2014 Housing Units	18,811
Owner Occupied Housing Units	42.7%
Renter Occupied Housing Units	47.4%
Vacant Housing Units	10.0%
2019 Housing Units	19,818
Owner Occupied Housing Units	42.7%
Renter Occupied Housing Units	47.3%
Vacant Housing Units	10.0%
Median Household Income	
2014	\$33,680
2019	\$38,476
Median Home Value	
2014	\$128,386
2019	\$169,876
Per Capita Income	
2014	\$20,141
2019	\$23,209
Median Age	
2010	34.8
2014	36.2
2019	37.0

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	16,936
<\$15,000	21.9%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	15.4%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	1.6%
\$200,000+	2.2%

Average Household Income \$49,619

2019 Households by Income

Household Income Base	17,833
<\$15,000	20.7%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	2.3%
\$200,000+	2.9%

Average Household Income \$57,087

2014 Owner Occupied Housing Units by Value

Total	8,027
<\$50,000	8.3%
\$50,000 - \$99,999	26.6%
\$100,000 - \$149,999	26.7%
\$150,000 - \$199,999	15.7%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	4.8%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.7%

Average Home Value \$162,735

2019 Owner Occupied Housing Units by Value

Total	8,461
<\$50,000	6.1%
\$50,000 - \$99,999	17.4%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	19.6%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.9%

Average Home Value \$207,280

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	41,285
0 - 4	6.5%
5 - 9	6.2%
10 - 14	5.7%
15 - 24	18.6%
25 - 34	13.2%
35 - 44	12.0%
45 - 54	12.4%
55 - 64	10.6%
65 - 74	7.6%
75 - 84	5.1%
85 +	2.2%
18 +	78.2%

2014 Population by Age

Total	43,407
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.6%
15 - 24	17.6%
25 - 34	13.6%
35 - 44	11.4%
45 - 54	12.2%
55 - 64	11.3%
65 - 74	8.8%
75 - 84	5.3%
85 +	2.3%
18 +	79.3%

2019 Population by Age

Total	45,700
0 - 4	6.1%
5 - 9	5.6%
10 - 14	5.4%
15 - 24	16.3%
25 - 34	14.2%
35 - 44	10.9%
45 - 54	11.4%
55 - 64	11.7%
65 - 74	9.8%
75 - 84	6.2%
85 +	2.4%
18 +	79.7%

2010 Population by Sex

Males	19,656
Females	21,629

2014 Population by Sex

Males	20,794
Females	22,613

2019 Population by Sex

Males	21,947
Females	23,753

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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2010 Population by Race/Ethnicity

Total	41,285
White Alone	83.9%
Black Alone	7.4%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.4%
Hispanic Origin	7.5%
Diversity Index	39.0

2014 Population by Race/Ethnicity

Total	43,410
White Alone	83.1%
Black Alone	7.2%
American Indian Alone	0.4%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.8%
Two or More Races	2.6%
Hispanic Origin	8.6%
Diversity Index	41.3

2019 Population by Race/Ethnicity

Total	45,697
White Alone	80.7%
Black Alone	7.6%
American Indian Alone	0.4%
Asian Alone	2.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.8%
Two or More Races	3.0%
Hispanic Origin	10.3%
Diversity Index	46.3

2010 Population by Relationship and Household Type

Total	41,285
In Households	93.5%
In Family Households	74.7%
Householder	24.4%
Spouse	16.8%
Child	27.7%
Other relative	3.5%
Nonrelative	2.3%
In Nonfamily Households	18.8%
In Group Quarters	6.5%
Institutionalized Population	1.9%
Noninstitutionalized Population	4.6%

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	28,175
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	8.8%
High School Graduate	23.0%
GED/Alternative Credential	5.7%
Some College, No Degree	24.5%
Associate Degree	7.0%
Bachelor's Degree	14.8%
Graduate/Professional Degree	8.4%

2014 Population 15+ by Marital Status

Total	35,794
Never Married	29.6%
Married	50.1%
Widowed	6.7%
Divorced	13.6%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%
Civilian Unemployed	7.0%

2014 Employed Population 16+ by Industry

Total	19,178
Agriculture/Mining	0.5%
Construction	5.6%
Manufacturing	15.3%
Wholesale Trade	1.4%
Retail Trade	13.9%
Transportation/Utilities	4.5%
Information	1.9%
Finance/Insurance/Real Estate	5.8%
Services	48.2%
Public Administration	2.8%

2014 Employed Population 16+ by Occupation

Total	19,181
White Collar	56.5%
Management/Business/Financial	10.9%
Professional	20.5%
Sales	10.8%
Administrative Support	14.2%
Services	17.2%
Blue Collar	26.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	3.3%
Production	10.5%
Transportation/Material Moving	7.6%

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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2010 Households by Type

Total	16,107
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	62.5%
Husband-wife Families	43.0%
With Related Children	18.0%
Other Family (No Spouse Present)	19.5%
Other Family with Male Householder	5.1%
With Related Children	2.7%
Other Family with Female Householder	14.3%
With Related Children	9.4%
Nonfamily Households	7.5%
All Households with Children	30.7%
Multigenerational Households	3.7%
Unmarried Partner Households	6.2%
Male-female	5.5%
Same-sex	0.7%

2010 Households by Size

Total	16,107
1 Person Household	30.0%
2 Person Household	33.7%
3 Person Household	16.0%
4 Person Household	12.0%
5 Person Household	5.3%
6 Person Household	2.0%
7 + Person Household	1.0%

2010 Households by Tenure and Mortgage Status

Total	16,107
Owner Occupied	48.6%
Owned with a Mortgage/Loan	30.9%
Owned Free and Clear	17.6%
Renter Occupied	51.4%

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



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Top 3 Tapestry Segments

1. Old and Newcomers (8F)
2. Hardscrabble Road (8G)
3. Salt of the Earth (6B)

2014 Consumer Spending

Apparel & Services: Total \$	\$17,622,505
Average Spent	\$1,040.60
Spending Potential Index	46
Computers & Accessories: Total \$	\$2,970,500
Average Spent	\$175.41
Spending Potential Index	69
Education: Total \$	\$16,949,503
Average Spent	\$1,000.86
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$38,510,535
Average Spent	\$2,274.02
Spending Potential Index	70
Food at Home: Total \$	\$61,467,683
Average Spent	\$3,629.62
Spending Potential Index	71
Food Away from Home: Total \$	\$37,585,455
Average Spent	\$2,219.40
Spending Potential Index	69
Health Care: Total \$	\$55,342,734
Average Spent	\$3,267.95
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$18,704,612
Average Spent	\$1,104.49
Spending Potential Index	62
Investments: Total \$	\$24,489,144
Average Spent	\$1,446.07
Spending Potential Index	54
Retail Goods: Total \$	\$284,604,138
Average Spent	\$16,805.68
Spending Potential Index	68
Shelter: Total \$	\$185,800,079
Average Spent	\$10,971.37
Spending Potential Index	68
TV/Video/Audio: Total \$	\$15,572,201
Average Spent	\$919.53
Spending Potential Index	72
Travel: Total \$	\$20,988,122
Average Spent	\$1,239.33
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$12,847,839
Average Spent	\$758.66
Spending Potential Index	70

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.

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