

# Hodges & Pratt Co.

Real Estate Appraisers & Consultants

## Single Family *Market Study*

### McMinn County, TN Housing Needs Assessment

**Prepared For:**

**Mrs. Kathy Price**  
Executive Director  
McMinn County Economic Development  
9 E Madison Ave., Suite 201  
Athens, TN 37303

**Prepared By:**

**Hodges & Pratt Company, P.C.**  
1528 Coleman Road  
Knoxville, TN 37909



Formerly known as  
National Council of Affordable  
Housing Market Analysts

**Effective Date of Conclusions: May 15, 2019**

**Date of Report: October 15, 2019**

---



Hodges and Pratt Company, PC  
1528 Coleman Road  
Knoxville, Tennessee 37909  
P: 865.673.4840 F: 865.673.0188  
www.hodgesandpratt.com

October 15, 2019

Mrs. Kathy Price  
Executive Director  
McMinn County Economic Development  
9 E Madison Ave., Suite 201  
Athens, TN 37303

**RE: Market Study – Single-family Market**  
McMinn County, TN  
Housing Needs Assessment

Dear Mrs. Price,

In accordance with your request, I have compiled the necessary data to complete the attached market analysis relative to the above referenced areas. In preparing this study, I have assembled data relative to the local economic trends, analyzed pertinent demographics, and surveyed the competitive single-family market to include information on the identified scope of work discussed. The effective date of this analysis is May 15, 2019.


It is my understanding that the intended use of this market study is to aid the client in understanding the local market in efforts to help relieve some pressure on housing demands. The objective of this report is to gather, analyze, and present as many market components as reasonably possible. The data and suggestions contained in this report are based upon the best judgments of the analyst; I make no guarantees or assurances that the projections or conclusions will be realized as stated. It is my intent to provide my best effort in data collection and to express opinions relative to conclusions based on analysis of the data herein.

There appears to be demand for new single-family dwellings in this market. The lack of new single-family housing in the market coupled with job growth has caused a need for additional housing homes. As documented in the report, there are barriers to entry for new projects to include the current income levels of those residing in the market coupled with the convenient access to other markets with superior school systems, shopping, and housing options.

The attached document can be broken down into three sections: Executive Summary (pages 1-8), body of the report/analysis (pages 9-70) and the Addenda with supporting documents.

I appreciate this opportunity to be of service. If additional information or explanation is necessary, please contact me. I look forward to the opportunity of continuing to serve your consulting needs in the future.

Respectfully submitted,

 Digitally signed  
by Nelson Pratt  
Date: 2019.10.15  
14:59:04 -04'00'

Nelson C. Pratt, MAI  
(Tennessee Certified General  
Real Estate Appraiser #CG-2754)

**TABLE OF CONTENTS**

EXECUTIVE SUMMARY ..... 1  
    Summary and Conclusions ..... 4  
INTRODUCTION ..... 9  
PURPOSE OF ANALYSIS ..... 9  
SCOPE OF ANALYSIS ..... 9  
ASSUMPTIONS AND LIMITING CONDITIONS ..... 10  
DATE OF REPORT AND ANALYSIS ..... 10  
LOCAL SURVEYS ..... 11  
SAMPLE OF NEWS ARTICLES ..... 14  
NEW CONSTRUCTION AFFORDABILITY ANALYSIS ..... 18  
CURRENT LAND INVENTORY ..... 19  
AREA DATA AND ANALYSIS ..... 21  
    Location and Proximity ..... 21  
    Education ..... 26  
    Transportation ..... 27  
    Infrastructure ..... 27  
    Zoning ..... 28  
    Subdivision Regulation Review ..... 28  
    Proposed Revision to Building Regulations ..... 30  
    Land Use Plan ..... 30  
    Population ..... 31  
    Employment ..... 31  
    Economy ..... 33  
    Housing and Transportation Affordability ..... 37  
    Commuting Patterns ..... 39  
    Building Permits and Septic Data ..... 41  
    Housing Trends ..... 46  
    Household Income ..... 51  
ACTIVE SINGLE-FAMILY LISTINGS ..... 52  
SUPPLY ANALYSIS OF THE SINGLE-FAMILY MARKET ..... 58  
    Market Pricing Analysis for Home Sales with Garages vs. without Garages ..... 64  
    Market Analysis for Home Sales from \$100,000-\$300,000 by Price Bracket ..... 65  
MARKET ANALYSIS FOR DESIRABLE SUBDIVISIONS ..... 66  
SUMMARY AND CONCLUSIONS ..... 70  
CERTIFICATION ..... 71  
ADDENDA ..... 72  
    ESRI / STDB Online Demographic Data  
    Utility Allowances  
    Qualifications of Analyst  
    Building Permit Information  
    Athens Utility Board Maps

## EXECUTIVE SUMMARY

Client	McMinn County Economic Development Council & Housing Task Force
Location	McMinn County, Tennessee to include the Cities of Athens, Niota and Etowah
Market Areas:	Athens, Niota, Etowah, McMinn County
Job Growth:	Slowly Increasing in past years, currently at a high point. There is a known challenge to recruiting and retaining employees in this market. One reason stated by employers is the shortage of quality housing at competitive market pricing. An increase in housing options could lead to increased job growth.
Population Growth:	Stagnant; well below average for the region
Unemployment Rate:	4.6% as of June 2019
Median Income:	McMinn County: \$41,174 (below average for region)
Median Age:	McMinn County: 43.8
Demand:	Need for quality housing options at price points that are achievable in the local market.
Supply:	<ul style="list-style-type: none"> <li>• There are currently 148 two-, three- and four-bedroom homes listed on the MLS market.</li> <li>• The average days is 89 days for these listings.</li> <li>• Of these listings, 14% are two-bedrooms, 61% are three-bedrooms and 25% are four-bedroom homes.</li> <li>• Of the current listings, 46 are listed below \$150,000.</li> </ul>
Estimated Demand: (Five-Year Projection)	<p>Demand has been slow in the market historically. With a new school, continued job growth, new parks, dining and shopping options, there will likely be increased demand.</p> <p>Demand based on historical building permit activity coupled with the job growth in the market, household growth is projected to average approximately 150 to 175 new single-family dwellings, per year, over the next five years. Demand could be more if additional higher quality housing options were available along with development incentives.</p>
Historical Pricing:	<p>In addition to the number of single-family home sales increasing, average and median sales prices have been increasing for the past five years.</p> <ul style="list-style-type: none"> <li>• Average sale price was \$114,297 in 2014 but has risen to \$144,973 as of last year (2018).</li> <li>• Trailing 12 months data indicates an average sale price of \$149,391.</li> </ul>

**Estimates of the housing needs have been included herein with some ranges. There is clearly a margin of error when dealing with a market that has experienced limited new supply on how the market will react to new product. As discussed within this report, price points are believed to be a driving force as the sales prices in the area have historically been below other areas in the region.**

**2019 Employee Survey Results**

Two local surveys were conducted during our analysis. Questions were compiled by the analysts and the McMinn County Development Authority. The responses represent the opinions of the buyers and renters in the market. As such, the responses should be weighted heavily in the evaluation of the housing needs of this market.

- **Survey of Existing Place of Residence:** The first was a survey of employees who work for the top 10 major employers in McMinn County to determine where they live.
  1. Six of ten Employers submitted responses.
  2. Results of this survey showed that 43.9% of the employees from McMinn County's major employers are residing outside of McMinn County. The chart below reflects the breakdown on the counties.

County	Percentage
McMinn	56.10%
Monroe	12.74%
Bradley	8.88%
Meigs	5.21%
Polk	4.13%
Rhea	4.10%
Hamilton	2.43%
Loudon	2.40%
Roane	1.10%
Knox	0.90%
Blount	0.80%
Other Counties	1.37%
Franklin	0.30%
Cumberland	0.20%
Anderson	0.18%
Catoosa	0.13%
Whitfield	0.10%
Murray	0.08%
Bledsoe	0.05%
Claiborne	0.03%
Grainger	0.03%
Grundy	0.03%
Marion	0.03%
Montgomery	0.03%
Moore	0.03%
Rutherford	0.03%
Sevier	0.03%
Union	0.03%
Washington	0.03%
Williamson	0.03%

3. It is somewhat uncommon to have this high number of Counties in which employees are commuting to the market (approximately 29 Counties total from the employers that responded).

- **2019 McMinn County Employee Housing Survey:** The second survey was of employees working in McMinn County to include those in healthcare, education and manufacturing. There was a total of 421 employees that responded to this survey; which consisted of six questions. The results from the survey provide indication that the highest level of demand within this sample is for affordable, quality mid-tier single-family homes. A summation of the data, as presented in the order of the questionnaire are outlined below. There was a wide array of responses to the questions. However, we have attempted to summarize the most prevalent data included in the responses.
  1. A total of 65.24% of the respondents live in McMinn County. Bradley County and Monroe each capture 9% of McMinn County employees that responded. Current County of Residence of those survey is shown below:
    - *Anderson County* 0.24%
    - *Blount County* 0.48%
    - *Bradley County* 9.05%
    - *Catoosa County, GA* 0.24%
    - *Cumberland County* 0.48%
    - *Hamilton County* 1.19%
    - *Knox County* 1.43%
    - *Loudon County* 2.86%
    - *McMinn County* 65.24%
    - *Meigs County* 4.52%
    - *Monroe County* 9.05%
    - *Polk County* 2.62%
    - *Rhea County* 1.90%
    - *Roane County* 0.71%
  2. Do you Rent or Own?
    - 86.23% of participants were homeowners
    - 13.77% of participants were renters
  3. Which issues impacted your choice in housing, ranked in order?
    1. Affordability
    2. Quality of housing
    3. Commute time
    4. Proximity to shopping/dinning
    5. Recreation
    6. Schools
  4. If you live outside McMinn County, what prevented you from living in McMinn County?
    - Lack of activities/restaurants
    - Limited housing options
    - Quality of housing
    - Reputation of drug/crime issues
    - Lack of recreation activities
    - Inadequate high-speed internet options in some area
  5. If you live in McMinn County, what are the pros and cons? (summarized based on frequency of responses)
    - Pros:
      - Proximity to other markets

- Small town feel
  - Beautiful area
  - Minimal commute time
  - Low taxes
  - Cons:
    - Lack of quality housing options
    - Litter
    - Perception of drug/crime issues
    - Lack of recreation activities
    - Inadequate high-speed internet options
    - Reputation of schools
6. If there were any issues finding suitable housing in McMinn County, please describe.
- Overpriced housing for the quality
  - Dated inventory
  - Poor Quality
  - Lack of available, quality housing
- Affordability was ranked as the number one factor indicates that there should be a focus on affordable development in the county to retain this segment of the population and attract new residents who are currently living in other counties due to the lack of suitable and affordable housing options.
  - The lack of available dining and entertainment options was cited a number of times.
  - 28% replied that affordability and lack of quality housing options were the determining factor in choosing to live outside of McMinn County.

## Summary and Conclusions

There appears to be a moderate level of demand for new homes in this market, especially in the mid-tier range. The local market has experienced a shortage of quality housing stock for a number of years. The primary reasons for the lack of new supply to the market is a combination of below average income levels, high price points for lower than average quality product, and higher quality product in surrounding markets. There is believed to be demand present for moderately priced, quality homes.

The basis for these findings are as follows.

- Local Realtors have expressed a lack of quality housing. Clients frequently mention that they can find quality homes in surrounding markets for comparable prices.
- In addition to the number of single-family home sales increasing, average and median sales prices have been increasing for the past five years. Average sale price was \$114,297 in 2014 but has risen to \$144,973 as of last year (2018). Trailing 12 months data indicates an average sale price of \$149,391.
- In a 2018 meeting, Tennessee Senator Mike Bell asked the plant managers in attendance how many positions they had available at that time, and the cumulative number was over 200 positions despite the low unemployment rate. This meeting resulted in additional meetings that further highlighted the need for a more skilled

workforce to meet the needs of the industries in the area. One of the suggested reasons for the unfilled positions is lack of suitable housing for employees in McMinn County.

- Of the homes sold in 2018, 48% have garages. Locals express a need for more home options with garages. The majority of homeowners in this market own a vehicle. Garages are especially desirable in markets with high vehicle ownership.
- There are currently 148 two, three- and four-bedroom homes listed on the MLS market.
- The average days on market is 89 days for current two-, three- and four-bedroom home listings in the market.
- Of these listings, 14% are two-bedrooms, 61% are three-bedrooms and 25% are four-bedroom homes.
- Currently, there is a 3-month supply of active listings. In a healthy balanced market, a six-month supply is considered typical.
- Of the current listings, 46 are listed below \$150,000.
- There is a lack of new single-family dwellings in the market. Building permit level averaged approximately 123.5 permits per year since 2015.



## **Factors to Consider in Analyzing a Single-family Market**

**Household Growth:** *A market area must be able to provide sufficient single-family dwellings to accommodate both its existing households, newly forming households and in-migrating households. If the existing housing stock does not contain an adequate supply of homes, the construction of new homes is necessary to accommodate household increase.*

In this market, there has been positive, but slow, household growth to justify new construction of single-family dwellings. However, it is believed that the largest demand driver is present in the pent-up demand noticed in the lack of suitable housing options identified herein coupled with new industry planned in the local and surrounding markets. Although household growth has been positive, it has been below average.

**New Homes in Pipeline:** *Developments that are planned or under construction will increase the existing supply and may affect market equilibrium. The homes in the pipeline include the off-line homes that will be renovated and returned to the market, as well as unstabilized project that are in lease-up.*

New supply has been limited in this market for years due, in part, to the slow population growth, existing sales prices, and availability of higher quality single-family dwellings in surroundings markets.

**Substandard Housing Conditions:** *The characteristics of a primary market area's rental inventory can be a source of demand. Below average unit conditions or obsolete unit designs can produce a pent-up demand for new homes to replace the older housing stock.*

This is not a primary key for the local market. There is a small portion of the market that is living in substandard housing conditions that are either not up to code or overcrowded, but the percentage is lower than the national average.

The lack of housing options can lead to overcrowding or those living in substandard housing conditions. Many potential buyers that would likely consider traditional housing homes may be currently living in substandard or overcrowded situations.

**Residence Replacement/Demolition:** *Homes can be removed from the inventory for a number of reasons, including natural disaster, eminent domain, condemnation, abandonment, or demolition and conversion to non-residential use. Replacement of existing homes can be a major cause for residential construction, especially in established communities with limited vacant land available for development.*

We are unaware of any significant incidents in the local market that caused the removal or destruction of homes from the market inventory.

**Days on Market:** *A market area's performance in adding and filling additional homes is often a better gauge of its ability to accommodate additional homes than household growth, especially in an area with a stable or declining population or an aging housing stock that does not satisfy needs or expectations of current residents.*

Days on market for existing product is an important factor in analyzing demand. There is currently a three month supply in the market. Three or fewer month supply is an indication that there is insufficient supply to meet demands of the market.

- Days on market has continually decreased since 2014.
- In 2014, the average days on market was 172.
- By 2018 the average had fallen to 112.
- The current days on market is average is 89.

**Market Balance:** *Demand for new homes comes from household growth as well as from pent-up demand due to a lack of available and affordable housing and/or substandard housing. Pent-up demand is often illustrated by very low days on market. If the number of new homes that are planned*

*or under construction exceeds the Primary Market Area's (PMA's) historic housing absorption levels or its projected levels of owner household growth, the completion of all the homes in the development pipeline could temporarily oversaturate the market and lead to rising days on market and declining sales prices. A PMA is generally defined as the area in which a market will draw a majority of its residents.*

There does not appear to be oversaturation based on the lack of single-family dwellings in the pipeline. The lack of available housing is an issue that several professionals have noted. Due to the low days on market and lack of options, there appears to be some imbalance in the market.

There is also believed to be pent-up employment demand as there are reported to be unfilled jobs, due in part, to the lack of housing. As reported in a news article THEC Recommends New McMinn County Higher Ed Center. Written by Holly Vincent, Tennessee Senator Mike Bell asked the plant managers in McMinn County how many positions they had available at that time, and the cumulative number was over 200 positions despite the low unemployment rate. This meeting resulted in additional meetings that further highlighted the need for a more skilled workforce to meet the needs of the industries in the area as well as additional suitable housing options for the workforce.

**Market Segmentation:** *Household growth, job growth, and residential construction do not necessarily occur evenly throughout all income ranges. The need for additional homes can be limited to specific price ranges or market niches.*

In this market, it is believed that demand exists for mid-tier homes. Based on the income levels in the market, there appears to be more need for homes in the \$150,000 to \$200,000 range.

- There are currently 148 listings on the MLS.
- Of the two-, three-, and four-bedroom listings on the MLS, only 17% of the listings are listed between \$150,000-\$200,000.

**Number of Potential Income Qualified Households:** *The primary area, in nearly all cases, must contain a sufficient number of households who meet the mortgage qualifications required to purchase a specific single-family dwelling. If it does not, the planned new construction project will not succeed unless it can attract households from supplemental sources, such as renters or homeowners living outside the market area who would not otherwise move.*

There are adequate households in place to support additional affordable/workforce single-family housing. One underlying issue is that employers are having a difficult time attracting new workers from outside the area due to the availability of quality housing options. Given the proximity to other market such as Cleveland, Lenoir City, Knoxville and Chattanooga, the market has experienced issues in attracting the quality of new housing experienced in these markets. As such, it is unlikely that the market will attract income-qualified buyers from other markets for upper tier housing. It is more likely that low- to mid-tier housing options will attract buyers from surrounding markets.

**Location:** *A site's adjacent land uses, neighborhood characteristics and/or surrounding land uses may attract or prevent homeowners from moving to the site.*

Proximity to highways, services, and transportation are key components in this market. The presence of Interstate 75 is considered to be one of the most positive attributes of the market, but also a challenge. The positive feature is that the interstate and limited traffic, the market is attractive to certain industries due to its proximity to major markets. The challenge is that many employees that work in McMinn County choose to live in other markets with superior housing options, shopping centers, superior schools, and amenities.

Labor Force Commuting: According to survey numbers conducted herein, approximately 43.9% of workers employed by major employers in McMinn County live outside the county.

The 2015 census shows that 50.7% of workers are commuting from other counties. Having additional, quality single-family dwelling options in the county could potentially capture some of those currently living outside the County.

**Price Points:** Demand estimates indicate the number of households able to afford mortgages, not their willingness to do so. If a proposed price point is not properly positioned based on location, construction quality, design, home size, and income qualified households may not sell the proposed homes in a new development.

Price point is a key factor in this area. While there is a need for housing, there is a significant percentage of the market that could not afford the mortgage necessary to justify new construction.

## INTRODUCTION

The McMinn County Economic Development Authority was tasked to address the housing needs of McMinn County and the three cities outlined in this report. The board has engaged Hodges & Pratt Co. to conduct a market study that addresses the scope of work items noted within this report. The purpose of this assignment is to assess the market characteristics of McMinn County, Tennessee and to outline the housing needs. An analysis was conducted of the subject's overall market conditions, neighborhood and regional characteristics, and supply and demand factors. The scope of work herein includes an analysis of the area's economy, a demographic analysis as it pertains to the area, an analysis of area housing, and a field survey of single-family dwellings discussed in the market. In an effort to familiarize ourselves with the local market conditions, surveys were conducted with numerous property managers and real estate professionals that have experience in this market. The U.S. Census, local municipalities, American Community Survey (ACS), and STDB/ESRI provided historical and projected population and household data as well as income and owner-occupied percentages.

## PURPOSE OF ANALYSIS

The purpose of this study is to analyze market demand and characteristics for the local market. In addition to discussion of the housing needs, information on current housing stock has been addressed. It is my understanding that this report will be utilized in conjunction with planning by the local municipalities as they look to incentivize development to the market. This analysis represents the best available attempt to identify the current market status and future market trends with respect to the client's development objectives and consequently has been developed to determine the current market's needs. Therefore, the conclusions in this study are applicable only to the market identified herein, and only for the potential uses for that site described to me by the client. The intended user of this report is The McMinn County Economic Development Authority. Publication of this document to a media outlet or use of the report for any other use or user is prohibited.

## SCOPE OF ANALYSIS

This report communicates the pertinent data and conclusions developed during my analysis. Data was compiled from numerous sources in addition to materials retained in my files from prior projects. Below outlines the scope of work noted in the employment agreement. The body of the report addresses these items along with other pertinent demographics and statistics.

- Supply analysis of the single-family housing market
- Demand analysis for ownership housing based on historical and projected household growth
- Discussion of the various Cities, locations, and commuting patterns
- Discussion of the unfilled jobs and their potential impact on new housing for recruitment
- Absorption rates of the newest product in the local and surrounding markets
- Pricing analysis from the local MLS Historical and current development patterns
- Descriptions of the area characteristics to include demographic analysis of population growth, household growth, and industry. Consideration would be given to several geographies to include City, County, Zip Codes, Drive Times and Census Tracts.
- Detail on historical building permits and price points for new construction.

- Comments and analysis on the current subdivision regulations and how they compare to other markets and note any potential revisions

## **ASSUMPTIONS AND LIMITING CONDITIONS**

1. Possession of this report, or a copy thereof, does not carry with it the right of publication. It may not be used for any purpose by any person other than the party to whom it is addressed without the written consent of the appraisers, and in any event, only with proper written qualification and only in its entirety.
2. Information furnished by others is assumed to be true, correct and reliable. A reasonable effort has been made to verify such information; however, the analyst assumes no responsibility for its accuracy.
3. Neither all nor any part of the contents of this study, or copy thereof, shall be conveyed to the public through advertising, public relations, news, sales or any other media without written consent and approval of the appraisers. Nor shall the analyst, firm or professional organizations of which the analyst is a member be identified without written consent of the analyst.
4. Unless arrangements have been previously made, the analyst will not be required to give testimony or appear in court, with reference to the report in question, because of having performed this study.
5. Current and historical market conditions have been analyzed in anticipating trends pertinent to the date of this study. It should be noted however that unforeseeable changes in economic and market factors could dramatically affect the value estimate and conclusions herein. This includes shifts in the number of homes that are delivered to the market. The analyst has estimated the number of homes to be delivered, but this number is fluid and could change after the report is completed.
6. There are factors in the market that could change the projected growth rates of the area, such as new schools, public parks, land use plan, etc. It is unlikely that growth rates will be enhanced without these items; limiting future demand for new housing homes.
7. Acceptance and/or use of this report constitutes acceptance of the foregoing general assumptions and general limiting conditions.

## **DATE OF REPORT AND ANALYSIS**

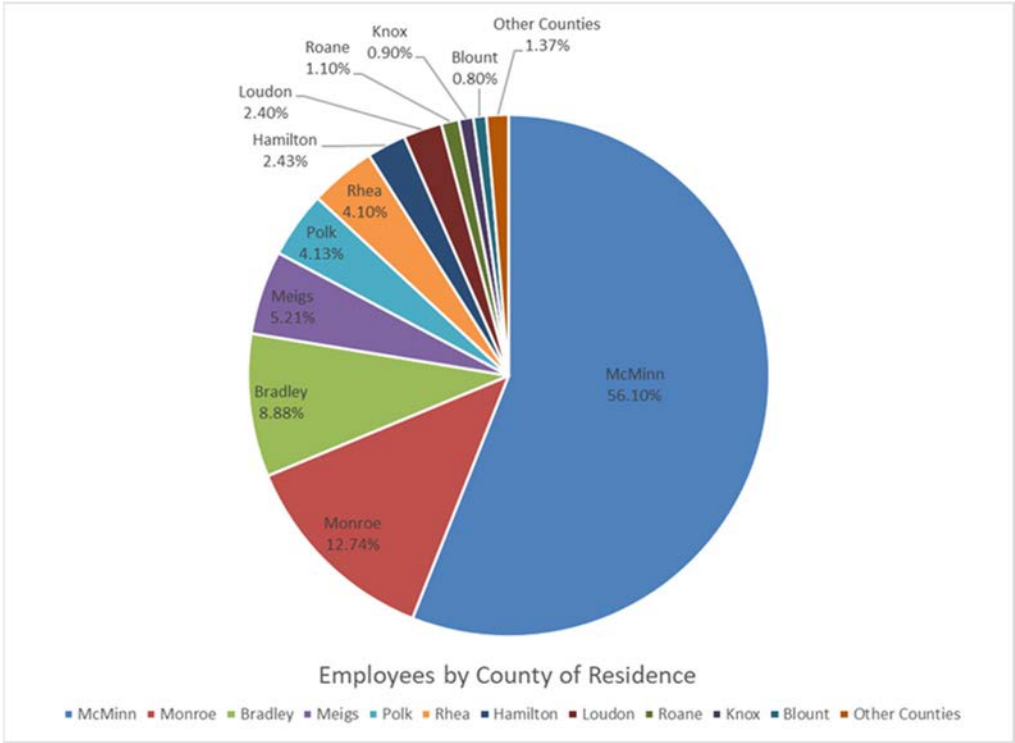
The effective date of the report is the date at which the estimate applies and establishes the market conditions that provide the context for the opinions. The date of the report reflects the issuance date of the report and indicates the perspective of the analyst on the market or property use conditions as of the effective date. The date of the report is October 15, 2019, which represents the final composition date of this document. The effective date of the report is May 15, 2019, corresponding with the updated date of demographics, surveyed comparables and discussion with the planning departments.

## LOCAL SURVEYS

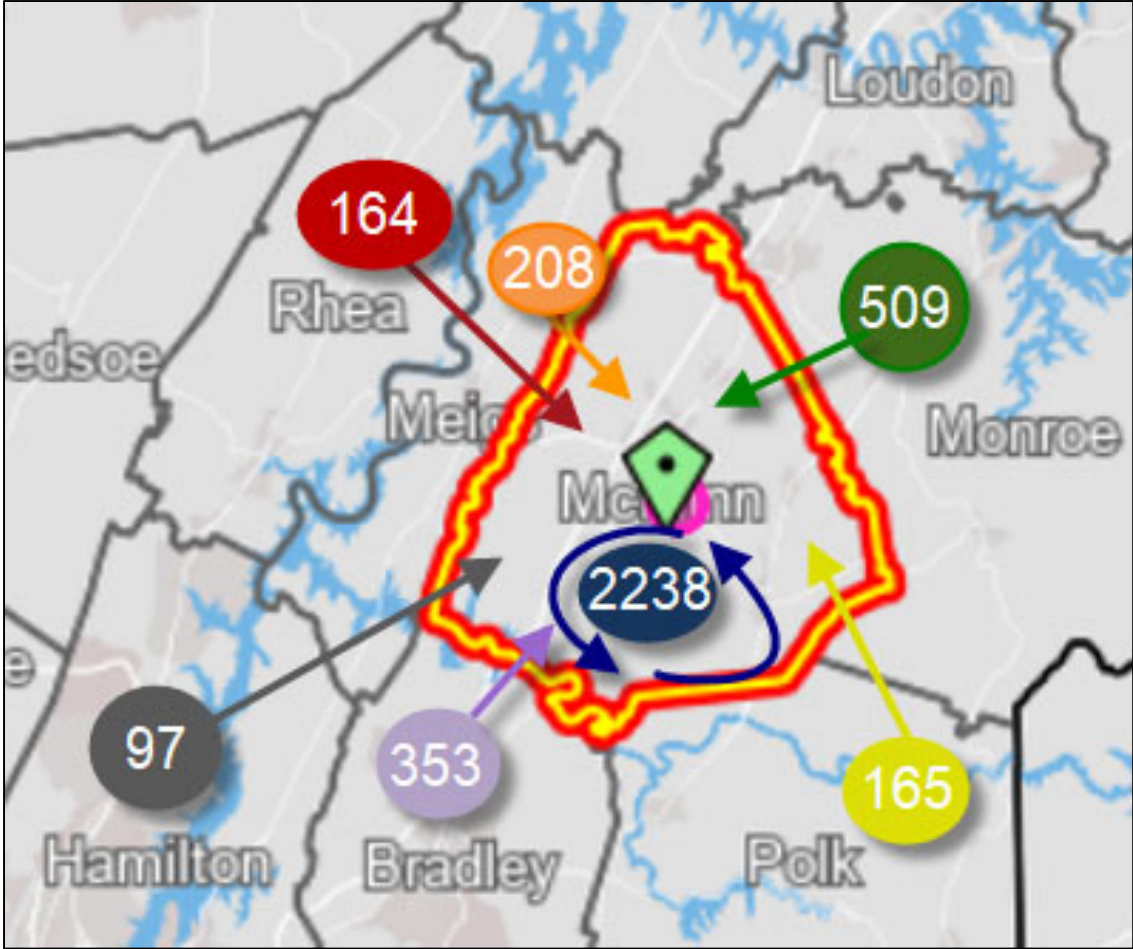
Two local surveys were conducted. The first was a survey of employees who work for the top 10 major employers in McMinn County. The second was a survey of employees working in McMinn County to include those in healthcare, education and manufacturing. There was strong participation (6 of 10 employers ((3,996 employees)) in the first survey and 421 participants in the second survey). The results from the survey provide profound indication that the most demand is for affordable, quality workforce housing.

### Survey of Employees at Top 10 Employers

A survey was conducted of the top ten major employers to determine where their employees live and how many commute from counties outside of McMinn. Of the 10 employers surveyed, 6 responded. Of the 3,996 employees that were surveyed, 56.10% live in McMinn, 43.9% live outside of McMinn County. The chart below shows the percentage of employees living in each county listed. Counties accounting for less than 0.80% were omitted.

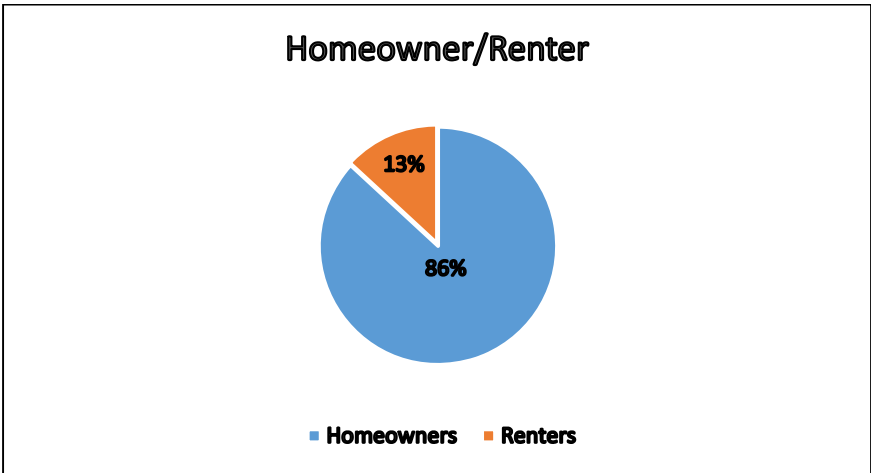


The following chart illustrates the inflow of employees that work in McMinn County but live in other counties; 2,238 of the employees surveyed live and work in McMinn County. The percentages shown in this survey indicates that approximately 56.10% of the workforce for these six companies reside in McMinn County.

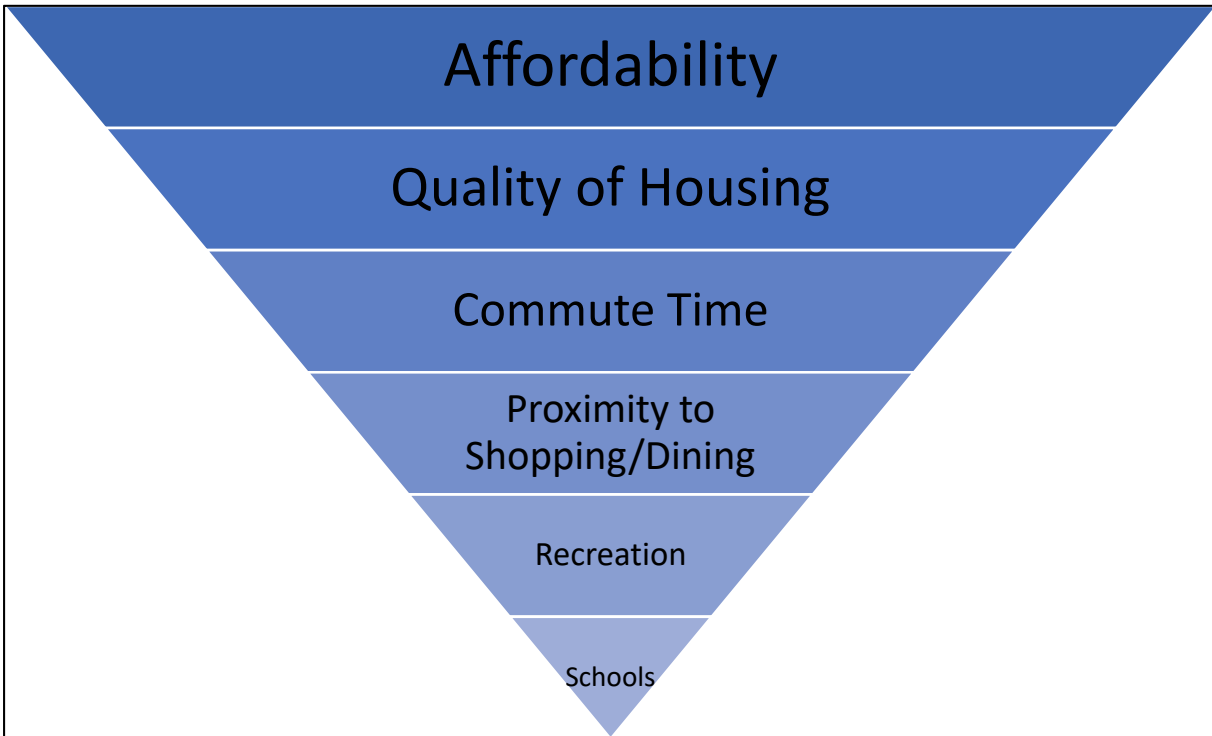


**Survey of Employees Working in McMinn County**

In a survey conducted by the McMinn County Economic Development Authority, participants representing manufacturing, education and healthcare were asked what factors impacted their decision to live within McMinn County or to seek housing in another county. Of the 421 respondents, 86.23% were homeowners and 13.77% were renters.



## Driving Forces for Housing Decisions



In order of importance, participants ranked affordability, quality of housing, commute time, proximity to shopping/dinning, recreation, then schools as the top determining factors in their housing decision. These rankings align strongly with qualities the workforce housing population values. It is apparent that the majority of demand is for quality, affordable single-family housing for workforce.

Affordability as the number one factor indicates that there should be some focus on affordable development in the county to retain this segment of the population and attract new residents who are currently living in other counties due to the lack of suitable and affordable housing options.

The survey asked about the pros/cons of living in McMinn County. The common pros were convenience to work/schools, low cost of living, convenience to larger cities (Knoxville and Chattanooga), Athens city schools are desirable, quiet small town feel and beautiful area. The common cons were the lack of desirable housing supply at reasonable prices, availability of quality internet providers, abundance of litter, crime, lack of restaurants and entertainment, road quality and limited nightlife for young professionals.

Participants who live outside McMinn were asked what prevented them from living within the county. Of the 52 responses, 28% replied that affordability and lack of quality housing options were the determining factor in choosing to live outside of McMinn County.

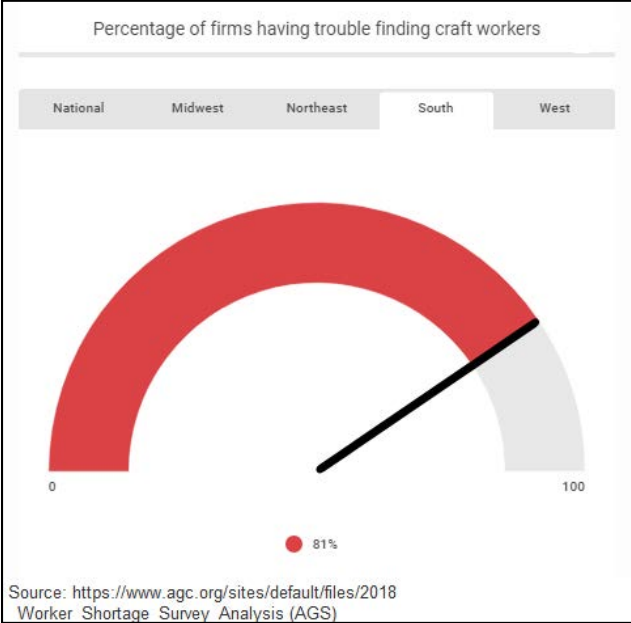


## SAMPLE OF NEWS ARTICLES

### Eighty Percent of Contractors Report Difficulty Finding Qualified Craft Workers to Hire as Association Calls for Measures to Rebuild Workforce

AGC (Associated General Contractors of America) conducted a survey of its members in late June, July and early August 2018. Over 2,500 individuals, from a broad range of firm types and sizes completed the survey. Among responding firms, 65 percent are involved in building construction. The report is evidence that the complications of housing affordability are layered.

- Eighty percent of construction firms report they are having a hard time filling hourly craft positions that represent the bulk of the construction workforce, according to the results of an industry-wide survey released today by Autodesk and the Associated General Contractors of America (AGC). Association officials said shortages pose a significant risk to future economic growth and they released a new workforce development plan to solve the growing problem.
- “Labor shortages in the construction industry remain significant and widespread,” said Ken Simonson, AGC’s chief economist. “The best way to encourage continued economic growth, make it easier to rebuild aging infrastructure and place more young adults into high-paying careers is to address construction workforce shortages.”
- Workforce shortages are impacting construction schedules and increasing the cost of many construction projects. Forty-seven percent of firms report that workforce shortages have prompted them to put higher prices into their bids for new projects. Meanwhile, 44 percent of firms report that already-underway projects cost more than originally anticipated because of workforce shortages. At the same time, 46 percent of firms report that workforce shortages are causing projects to take longer than originally anticipated. And 27 percent report they have put longer completion times into their bids for new work
- Most firms are paying more to attract and recruit workers. Sixty-two percent of construction firms report they have increased base pay rates for craft workers because of the difficulty in filling positions.



### **Additional News Articles**

The following data summarizes some recent newspaper articles as it relates to the local economic and housing markets. The title of the article, author, news source, and date have been italicized. Bullet points outlining some of the pertinent data is shown below each article.

*New \$17.75 Million McMinn County Higher Education Center To Be Built In Athens. The Chattanooga.com, Monday, March 4, 2019*

1. "This is a great opportunity for our region," said Senator Bell. "This project will be a shared services campus that will not only create educational training opportunities for local citizens, but will be a catalyst for bringing new jobs to our communities. We want to thank Governor Lee for funding it in his budget. This is a call in action of years of work of dozens of people. This includes Mayor John Gentry, Mayor Chuck Burris, EDA Executive Director Kathy Knight, and former Representative John Forgety, members of the McMinn County and Athens City Commissions, along with many other local leaders who have worked diligently to make this project a reality. It was truly a group effort."
2. Of the total cost of the project, \$14.23 million is included in Governor Lee's proposal for the 2019-2020 fiscal year. The new 51,500-square-foot building will house classes for Tennessee College of Applied Technology (TCAT) at Athens, Cleveland State Community College and UT Ag Extension. The colleges will partner with local industries to train workers in skills needed for area jobs.

*THEC Recommends New McMinn County Higher Ed Center. Written by Holly Vincent, Cleveland State News Center, November 15, 2018.*

1. "During the meeting, Tennessee Senator Mike Bell asked the plant managers in attendance how many positions they had available at that time, and the cumulative number was over 200 positions despite the low unemployment rate. This meeting resulted in additional meetings that further highlighted the need for a more skilled workforce to meet the needs of the industries in the area."
2. "Cleveland State President Bill Seymour stated, "I am very proud of the collaboration developed for this project. CSCC and TCAT-Athens are sister institutions who are dedicated to serving the same 5-county service area. This will expand educational opportunities in the region and better support the training needs of area business and manufacturers. A new facility in Athens is a major goal of the Community First Strategic Plan. A new center for Cleveland State will provide space for additional full-time faculty who will support additional academic programs that can be completed at that facility"

*Denso expands McMinn County facility; 320 new jobs. Written by WRCB Staff, WRCBTV February 28, 2018.*

1. Automotive supplier Denso will expand its operations in Athens with a \$190 million dollar expansion.
2. "Denso is one of Tennessee's largest employers and has been a valuable part of our state for 30 years," Tennessee Gov. Bill Haslam said. "The expansion in Athens demonstrates the confidence that employers have in our workforce and economy. Denso's continued investment in our state provides one more example of how Tennessee will lead in the creation of high-quality jobs."

**Locational Attributes of the Property**

Consideration is given to the location attributes of the property to include the linkages to the neighborhood, supportive services, proximity to employment centers, and land use trends in the area. In this market, strong consideration is given to the proximity to major arteries as many of the potential buyers may choose to commute given the lack of traffic in this market.



## Location Rating

A location rating has been provided for the four areas noted herein. The competitive ranking is based on ten categories that rank each City versus the County. The higher the rating for an area reflects a higher score and stronger likelihood for development. The scoring system illustrates the highest score for housing for Athens; which is not surprising given that it reflects the highest concentration of population and job density in the areas. This would be further enhanced with new schools. Given the rural attributes of the county and cities, there are few definitive or distinguishing factors to contribute to a major difference of the scores in the analysis. **Please note this is a sample analysis that could vary from project to project based on location and targeted buyer base.**

Single Family Dwelling Competitive Location Analysis						
Factor	Rating Criteria	Segment of Market Area				Rank by Importance
		County	Athens	Niota	Etowah	
1	Proximity to existing development	8	9	9	9	7
2	Public planning and development support for apartments	9	10	10	10	10
3	Location in path of new residential growth	7	8	6	5	8
4	Proximity to major roads—ease of access and visibility (existing or	2	3	4	4	3
5	Reputation and prestige of area (social reputation, other crime in area, etc.)	4	5	8	6	5
6	Proximity and ease of access to shopping centers (convenience and	3	2	3	3	2
7	Proximity and ease of access to employment centers	1	1	2	2	1
8	Aesthetics and natural features in area	10	7	1	1	9
9	Proximity to entertainment and cultural areas (theaters, parks, golf, restaurants)	5	4	5	7	4
10	Proximity and reputation of schools in area	6	6	7	8	6
<b>Total</b>	(Individual score times weighting)	381	381	342	338	
<b>Percentage of Total Scores</b>		26%	26%	24%	23%	

## NEW CONSTRUCTION AFFORDABILITY ANALYSIS

The following information has been collected in an effort to determine the income required to purchase a \$165,000 house/lot. **The projection below is based on data retained in the work file for costs and sizes of new construction projects. Please note that this is a project-specific calculation and is subject to change based on quality of construction, amount of infrastructure needed, and level of site work needed for an individual deal.** One of the barriers to entry for single-family development is the rising costs of construction to include both labor and materials.

In this sample scenario, it is estimated that it would take an annual household income of approximately \$42,206 in this market to make the new construction feasible for construction that includes a moderate level of finish and amenities. This is based on the average indications shown herein.

<b>New Construction Affordability Analysis: Income Required to Purchase \$165,000 house/lot</b>					
<b>Data Inputs</b>					
Average unit size	1,500 sq. ft.				
Construction cost	\$100.00 per sq. ft.				
Land size	0.50 acres				
Land cost	\$15,000 per lot				
<b>Calculation of Required Costs</b>	<b>Square Feet</b>		<b>Cost per Unit</b>		
Building and site improvement cost	1,500	X	\$100.00	=	\$150,000
Land cost per lot	1	X	\$15,000.00	=	\$15,000
Total cost					\$165,000
Typical Down Payment	10%				(\$16,500)
Estimated Loan Amount					\$148,500
<b>Calculation of Income Requirement</b>					
Principal & Interest Payment	\$148,500	at	4.25%	30-year mortgage	= \$731
Add expenses	Real Estate Taxes, Utilities & Insurance			=	\$500
Total Monthly Costs					\$1,231
Annual Amount					\$14,772
<b>Household Income Required to Afford this home based on ratio of: 35%</b>					<b>\$42,206</b>

## CURRENT LAND INVENTORY

A survey was conducted in order to ascertain the market for available land. A total of 101 listings with zero to five acres were discovered. Not all listings would be suitable options for a single-family development. These properties were listed on MLS and likely reflect most of the available land, excluding the inventory being marketed on peer to peer and third-party listing services or for sale by owner listing services at the time of the study. There is an abundant supply of land for sale at reasonable asking price that would be suitable for development.

Inventory discovered indicates a range in asking prices from \$6,000 to \$139,000 and \$8,333 to \$24,167 per acre. There are several factors responsible for the wide range in unit values presented to include: size, location, and topography. Of those attributes, location and topography have the most impact on unit price. The properties with the highest price per acre are typically characterized by good proximity to main commercial, retail, entertainment development and reasonably good topography.

MLS Active Land Listings				
	List Price	# Acre	Days On	Price/Acre
Low	\$6,000	5	6	\$8,333
High	\$139,000	0.17	2,448	\$24,167
Mean	\$31,758	1.18	364	\$44,031
Median	\$25,500	0.66	185	\$38,984

The chart below displays a year over year overview of the market asking prices, days on market and price per acre. There has been a steady increase in price per acre and fluctuating average days on market since 2016.

2016	List Price	No of Acres	Days on Market	Price Per Acre
Low	\$3,000	0.17	14	\$3,667
High	\$41,075	5	671	\$47,059
Mean	\$17,445	1.84	143	\$15,026
Median	\$15,500	1.325	112	\$10,886
2017	List Price	No of Acres	Days on Market	Price Per Acre
Low	\$2,500	0.1	0	\$2,069
High	\$55,000	5	6077	\$180,000
Mean	\$17,096	1.6	344	\$15,027
Median	\$15,000	1	186	\$10,886
2018	List Price	No of Acres	Days on Market	Price Per Acre
Low	\$2,500	0.34	25	\$2,941
High	\$49,000	5.07	261	\$62,500
Mean	\$17,456	1.84%	95	\$17,170
Median	\$16,500	1.085	1	\$12,000

There was a .01% price per acre increase from 2016-2017 and a 14.26% price per acre increase form 2017-2018.

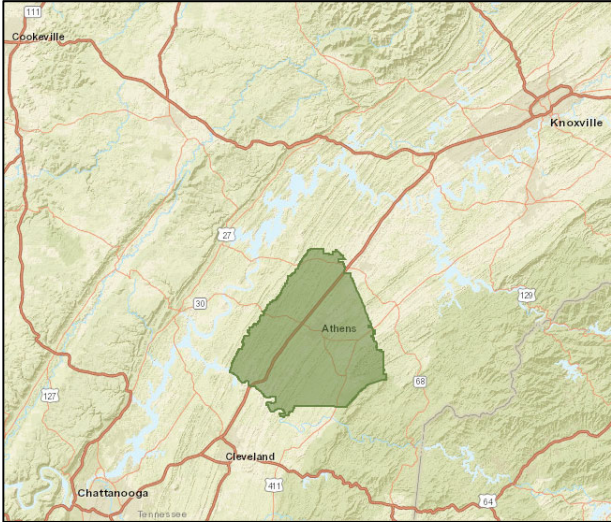
<b>2016</b>	<b>Price Per Acre</b>	
Low	\$3,667	
High	\$47,059	
Mean	\$15,026	
Median	\$10,886	
<b>2017</b>	<b>Price Per Acre</b>	
Low	\$2,069	
High	\$180,000	
Mean	\$15,027	↑ 0.01%
Median	\$10,886	
<b>2018</b>	<b>Price Per Acre</b>	
Low	\$2,941	
High	\$62,500	
Mean	\$17,170	↑ 14.26%
Median	\$12,000	

## AREA DATA AND ANALYSIS

### Location and Proximity

McMinn County, Tennessee is situated in the southeast portion of the state midway between Knoxville and Chattanooga along the Interstate 75 corridor. Given its proximity to the interstate system, McMinn County is within a day’s drive of a majority of the entire East Coast. McMinn County is located approximately 52 miles northeast of Chattanooga and 55 miles southeast of Knoxville. Athens is the county seat of McMinn County and is the largest city in the county.

**McMinn County**



**GCEP**



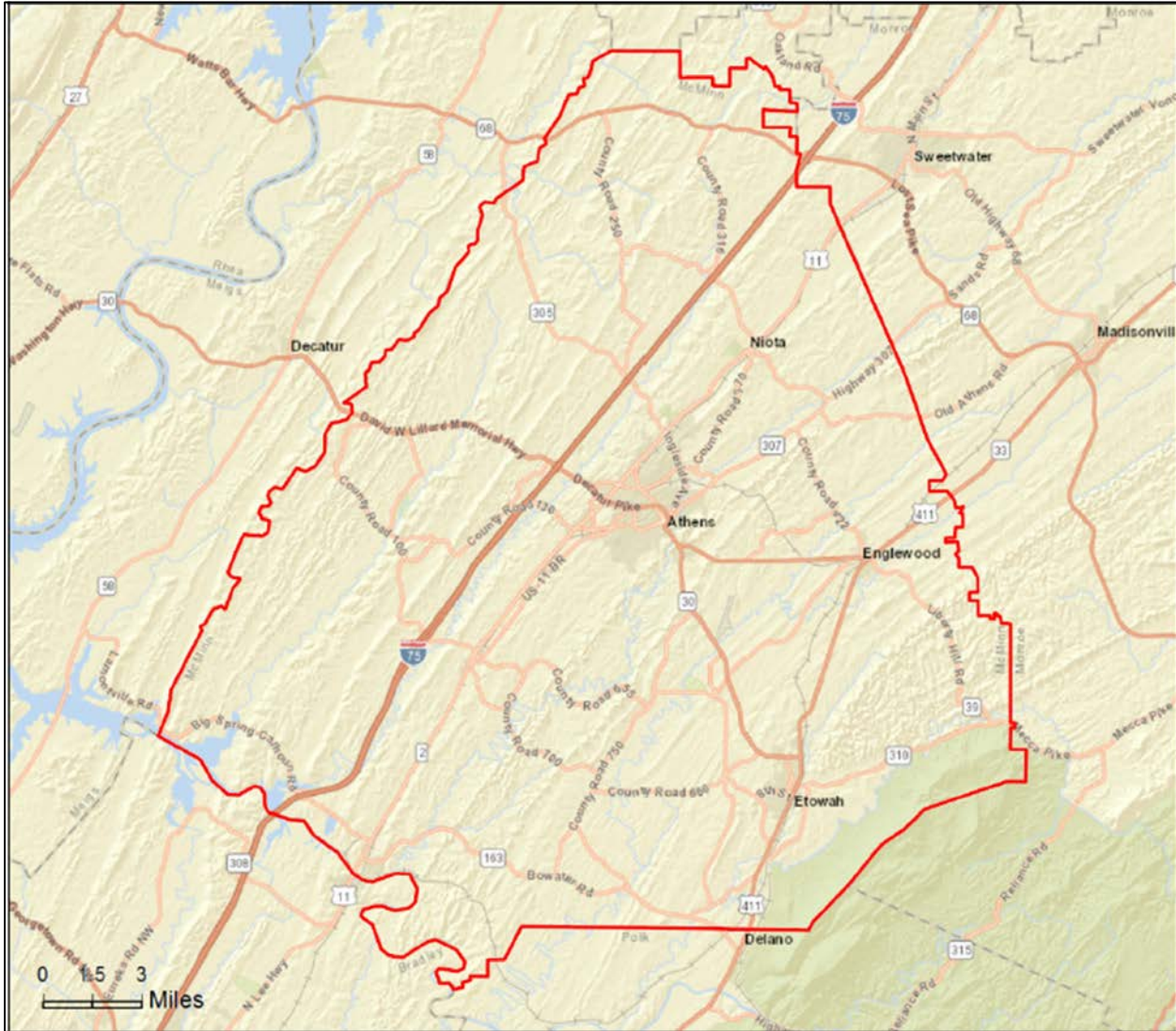
McMinn County is part of the Greater Chattanooga Economic Partnership (GCEP), a public-private, regional economic development partnership that represents a 16 county region including Bledsoe, Bradley, Hamilton, McMinn, Marion, Meigs, Polk, Rhea, and Sequatchie Counties in Tennessee; Catoosa, Dade, Murray, Walker, and Whitfield Counties in Georgia; and DeKalb and Jackson Counties in Alabama.



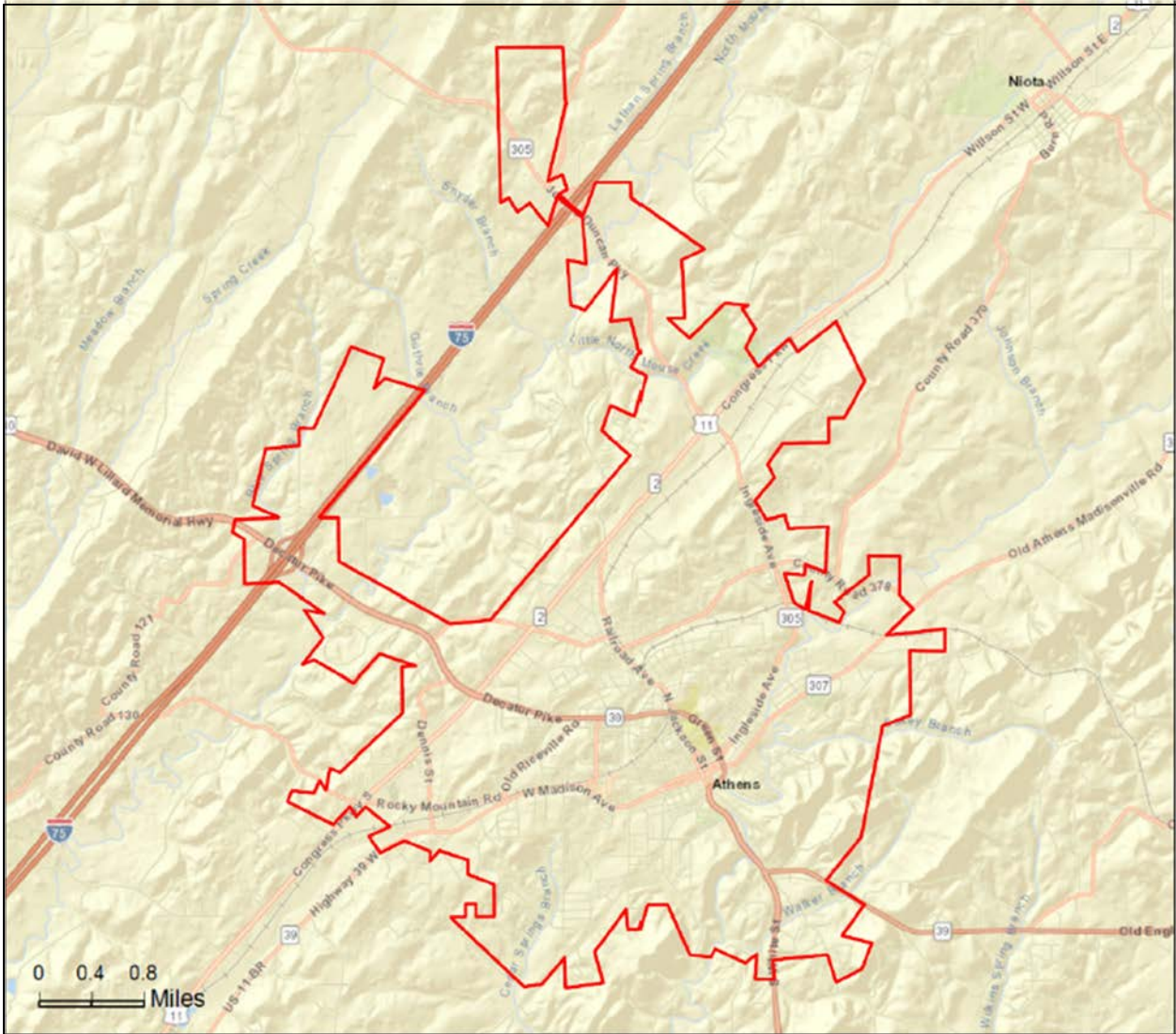
**Boundaries of the Market Area**

In consideration of the natural and geographic boundaries of the market, as well as published sources, I have utilized McMinn County, Athens, Niota and Etowah as the general boundaries for the primary market area.

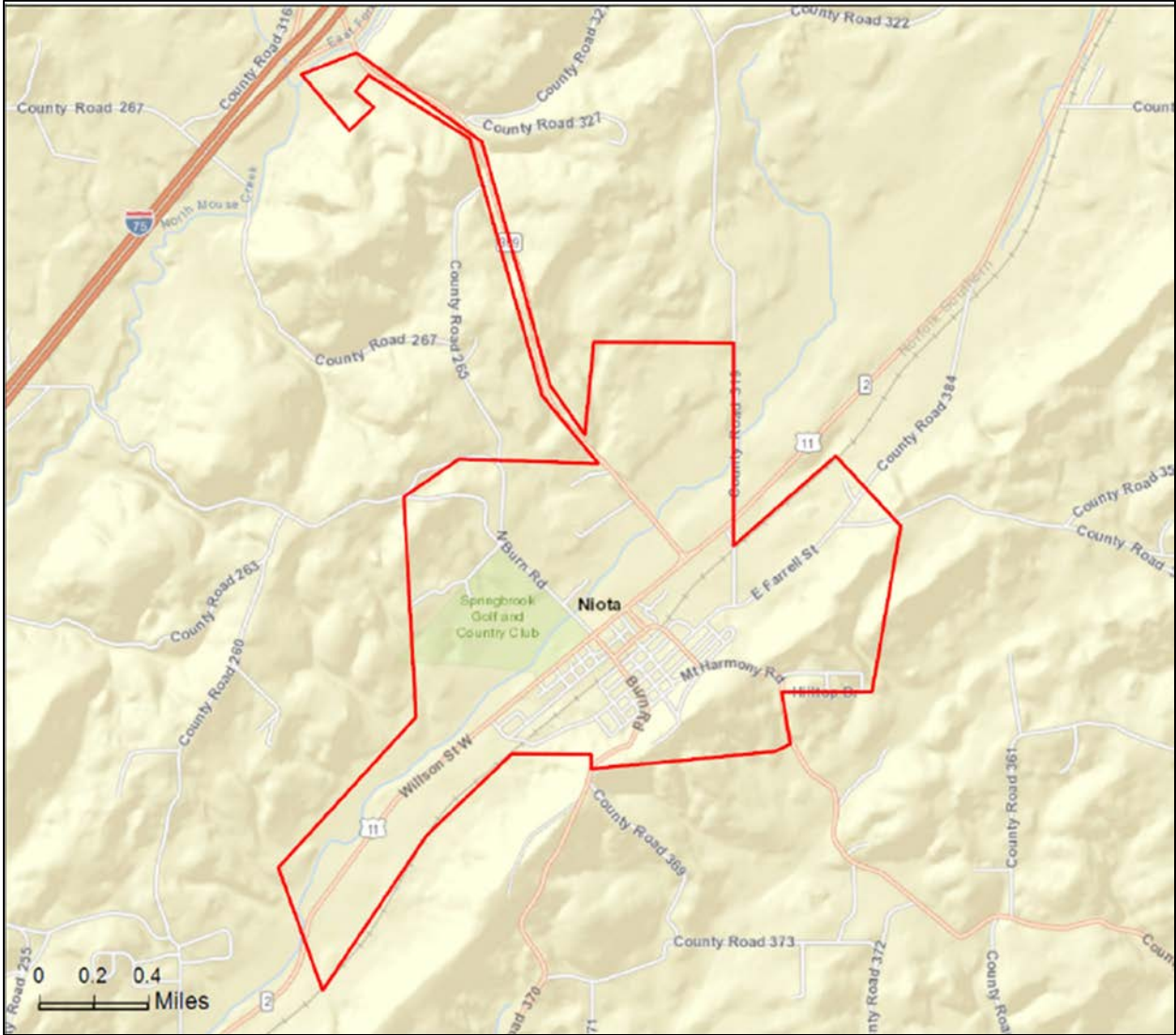
**Approximate Boundaries of Primary Market Area as Drawn on SiteToDoBusiness Website  
McMinn County**



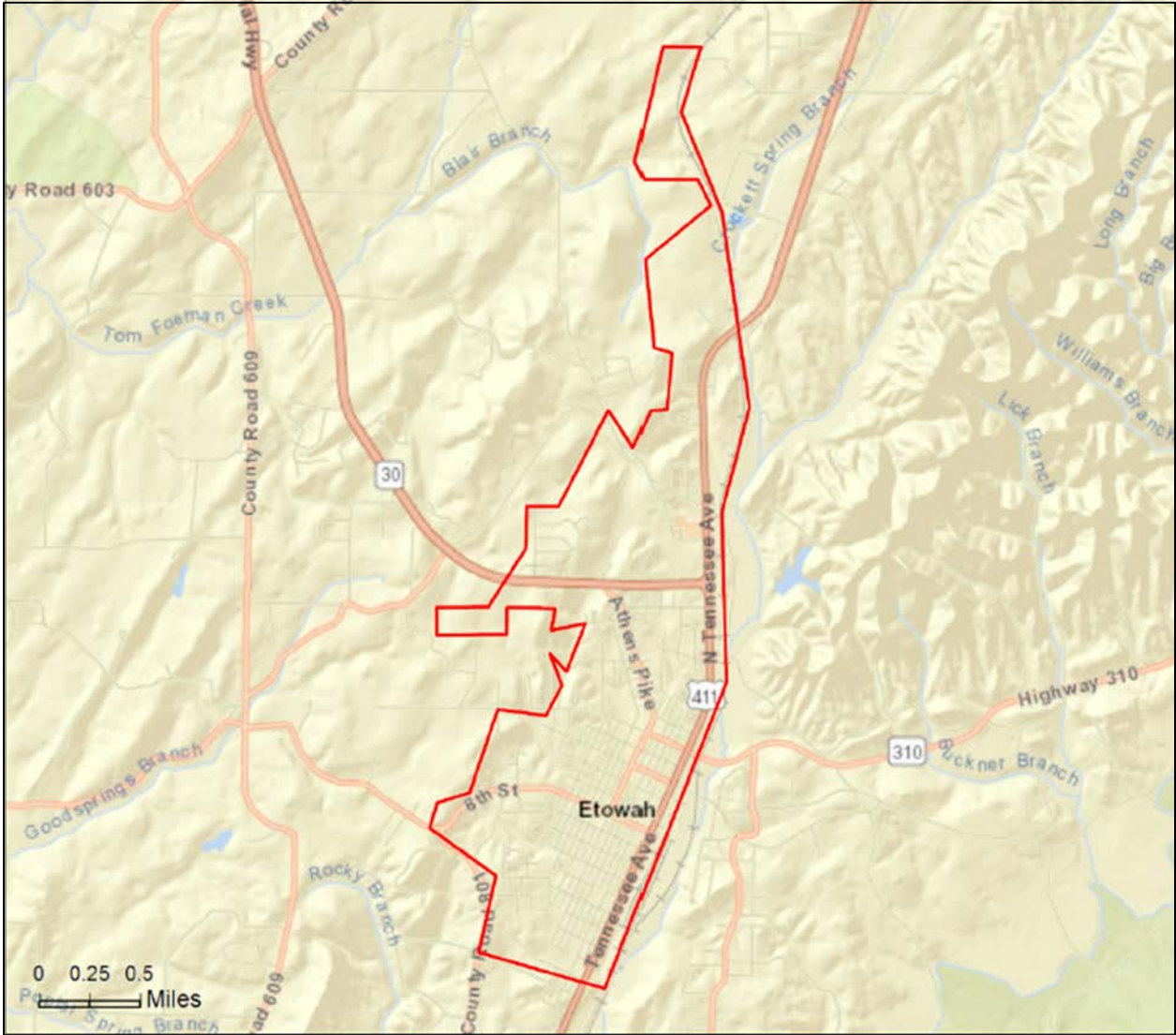
Athens



Niota



Etowah



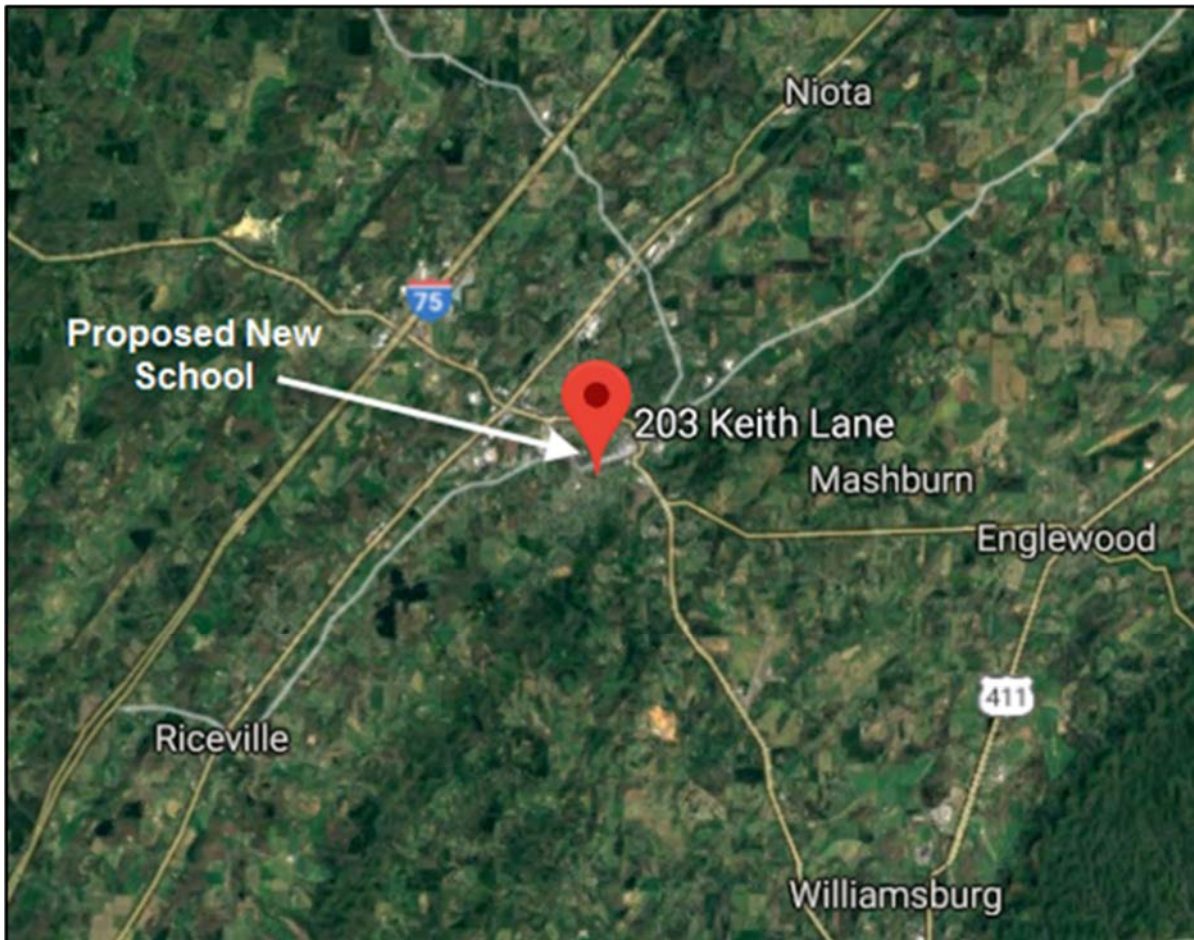
## Education

Public education in McMinn County is provided by the Athens County Schools and McMinn County School District. The district has nine schools serving approximately 5,452 students from pre-kindergarten to 12th grade and staffs 331 teachers. For the 2017-2018 school year, the TN Department of Education reports that students of McMinn County School District have a success rate (students that scored on track or mastered on annual state tests) of 35.8%. This is below the state average of 39.1%. However, McMinn County School District's high school graduation rate is higher than the state's at 94.5% (the state has a graduation rate of 89.1%). The district also has a postsecondary enrollment rate of 53.4%, while the state's postsecondary enrollment is 64.1%.

Higher education in McMinn County is available through Cleveland State Community College's satellite campus in Athens, The Tennessee College of Applied Technology, and Tennessee Wesleyan University. The closing of Hiwassee College (enrollment was 302 students in fall of 2017) could lead to increased enrollment of students and staff for McMinn County higher education institutions.

There is a proposal to consolidate all elementary schools that are currently in deteriorating older neighborhood buildings, into one large 1,300 student state of the art building on the site of the existing City Park elementary school. This would be the first new school building in the community since the 1970s.

In addition to the proposed new school, the middle school would also have a major rehabilitation.



### Transportation

As stated, Athens is located along Interstate 75; additionally, Athens is situated on a main corridor for rail traffic provided by Norfolk-Southern Railroad and CSX Transportation. Athens is also served by numerous highways to include U.S. Highway 11 and State Highways 30, 39, 305, and 309.

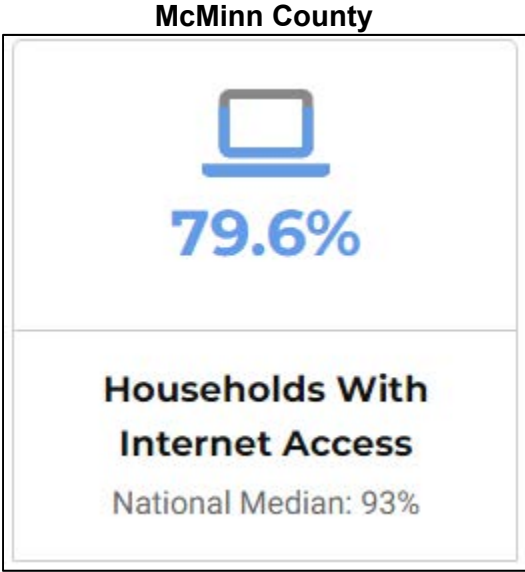
The Tennessee Department of Transportation (TDOT) is currently working on I-75 interchange improvements at SR-30 and SR-305. Work is anticipated to be completed in October 2019. Preliminary planning is underway for improvements to the bridge over Middle Creek on SR-39 and work is pending for the Etowah Road Bridge over Conasauga Creek.

The McMinn County Airport, located two miles southeast of downtown Athens, provides the county with general aviation service. The nearest commercial airline and air freight services are in Knoxville and Chattanooga. Southern Railroad provides rail service to the city. The Tennessee and Hiwassee Rivers provide year-round navigable waterway access connecting McMinn County to several major markets.

### Infrastructure

Infrastructure is an increasingly important metric in development. The infrastructure of a county determines how well residents can make use of their community, and includes measures of walkability, commute times and internet access. It has been expressed that McMinn County is “debt free”. Although the county may debt free, there are infrastructure deficits that create barriers to attracting new development in the market. Spending on schools, sidewalks for increasing walkability, sewer access within the city and promoting access to the internet that should be explored.

According to a USNews report, 79.6% of McMinn County have internet in their homes. This ranking is lower than the national and state average of 93% and 92.1%, respectively. Peer groups (counties of similar populations with similar distinguishing characteristics) average 87.5%.



Source: [usnews.com/news/healthiest-communities/tennessee/mcminn-county](https://www.usnews.com/news/healthiest-communities/tennessee/mcminn-county)

## Zoning

Specific details relative to zoning have not been included with this report. Links to various zoning municipalities are outlined below for reference.

<http://www.cityofathenstn.com/comdev/pdf/City%20of%20Athens%20Official%20Zoning%20Map%20%20Aug%2021%202014.pdf>

<https://www.cityofetowahtn.com/DocumentCenter/View/594/Zoning-MAp>

## Subdivision Regulation Review

A review of McMinn County's subdivision regulations has been conducted. The Regulations were originally adopted in November of 1967 and updated through July of 2012. The regulations are not outdated in comparison to other nearby counties that are similar in size. Larger MSA's like Knoxville and Chattanooga commonly update regulations every three to five years. Data was collected and analyzed on sidewalks, set backs and block length. There are minor differences in the sidewalk widths required. There were no major distinguishing factors to note between the county and municipalities. Subdivision Regulations in McMinn County, The City of Athens and Etowah are outlined below.

### McMinn County

- Sidewalks:
  - Not less than one foot from the property line.
  - Must measure at least four feet wide and four inches thick in single-family residential areas.
  - Must measure at least five feet wide and four inches thick in multi family residential areas.
  - Must measure at least ten feet wide and four inches thick in commercial areas.
- Set backs:
  - From side of property: 10 ft.
  - From rear of Property: 15 ft.
  - Corner lots: 35 feet or greater
- Block length and width:
  - 300-1,200 feet in length

<http://www.sedev.org/wp-content/uploads/2018/03/39SR.12g.pdf>

### Athens

- Sidewalks:
  - Not less than one foot from the property line.
  - Must measure at least four feet wide and four inches thick in single-family residential areas.
  - Must measure a at least five feet wide and four inches thick in multi family residential areas.
  - Must measure at least eight feet wide and four inches thick in commercial areas.
- Set backs:
  - From side of property: 15 ft.
  - From rear of Property: 35 ft.
  - Side Streets: 30 feet or greater

Set backs are per Zoning Code inside the City of Athens and are only for subdivision properties outside the city in the growth boundary where no zoning exists.

- Block length and width:
  - 300-1,200 feet in length

<http://www.cityofathenstn.com/comdev/pdf/Athens%20Official%20Zoning%20Ordinance%20revised%20February%202017,%202016.pdf>

### Etowah

- Sidewalks:
  - Not less than one foot from the property line.
  - Must measure at least four feet wide and four inches thick in single-family residential areas.
  - Must measure a at least five feet wide and four inches thick in multi family residential areas.
  - Must measure at least six feet wide and four inches thick in commercial areas.
- Set backs:
  - From side of property: 10 ft.
  - From rear of Property: 15 ft.
  - Corner lots: 35 feet or greater
- Block length and width:
  - 300-1,200 feet in length

<https://cityofetowahtn.com/DocumentCenter/View/593/Subdivision-regulations>

Regulations were found to be in line with rural counties of similar populations (Meigs, Rhea, Morgan, Monroe and Morgan) in the region. There are no apparent barriers to entry into the housing market due to any of the above listed three (3) subdivision regulation districts within McMinn County.



### **Proposed Revision to Building Regulations**

Consideration should be given to adding a protection for ridgetops and hillsides in order to preserve the designated areas for the following purposes:

- Best accommodate severe weather.
- Protect natural areas and vegetation for air and water quality purposes
- Preserve the natural beauty of the topography in the region.

### **Land Use Plan**

Land-use planning is the process of regulating the use of land in an effort to promote development as well as more desirable social/environmental outcomes and a more efficient use of resources. A land use plan for the City of Athens is being conducted. The Land Use Plan is a potential solution for the sustainable use of land, long-term development and for preparation of the best use of land in the city. It stands to reason that incentives for new development be done in conjunction with the findings of the land use plan.

**Population**

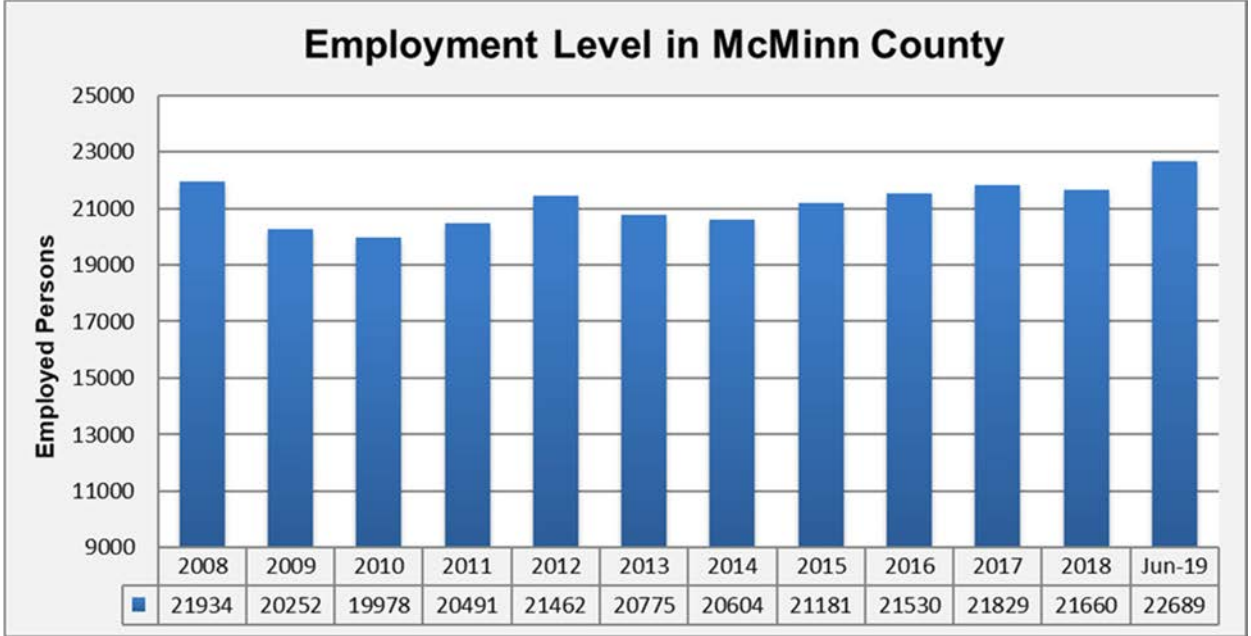
According to the chart below McMinn County has grown moderately in population over the past nine years with a 0.27% annual increase from 2010 to 2019. Athens, Niota, and Etowah have also had a positive annual population growth for the 2010 to 2019 period at 0.21%, 0.54% and 0.03%, respectively. The Knoxville and Chattanooga MSA both had a higher growth rate at 0.74% and 0.89% annually for the 2010 to 2019 period, respectively. The state of Tennessee has the highest annual increase at 0.91%. Five-year projections from ESRI show an annual increase of 0.27% in McMinn County.

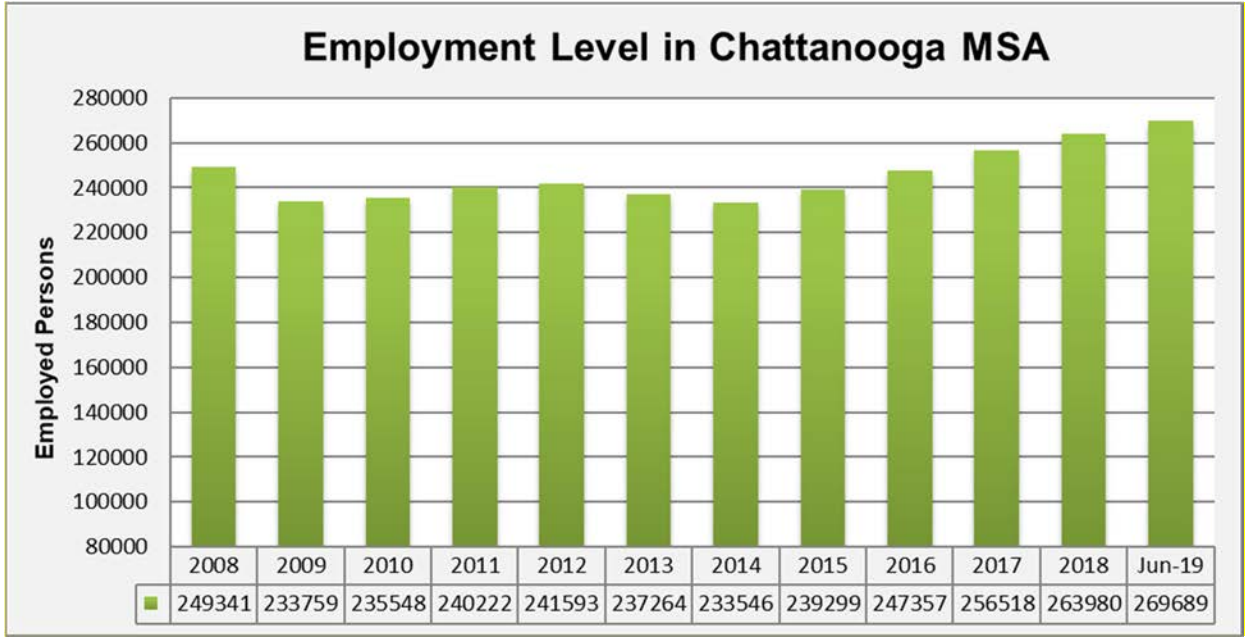
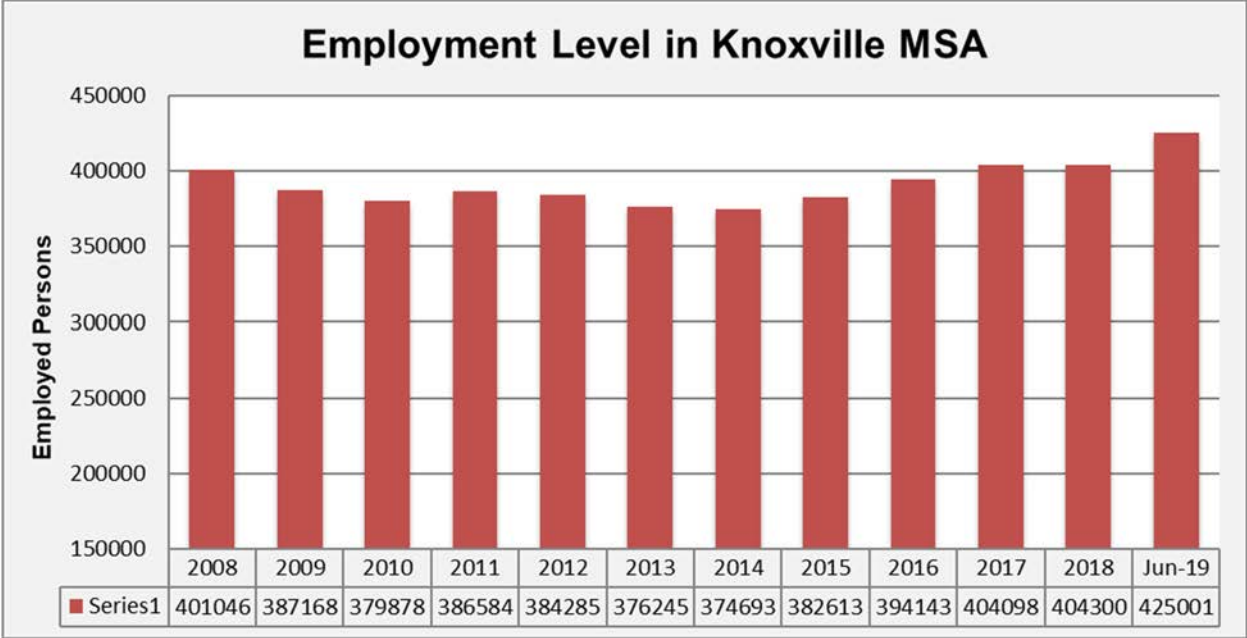
Population Growth								
Area	2000	2010	2019	Proj. 2024	Annual % Change 2000-2010	Annual % Change 2010-2019	Annual % Change 2019-2024	Gross % Change 2019-2024
Athens	12,766	13,266	13,521	13,683	0.38%	0.21%	0.24%	1.18%
Niota	632	719	755	771	1.29%	0.54%	0.42%	2.08%
Etowah	3,510	3,466	3,476	3,485	-0.13%	0.03%	0.05%	0.26%
McMinn County	49,015	52,266	53,559	54,286	0.64%	0.27%	0.27%	1.34%
Knoxville MSA	748,252	837,571	895,244	927,801	1.13%	0.74%	0.71%	3.51%
Chattanooga MSA	476,579	528,143	572,409	596,924	1.03%	0.89%	0.84%	4.11%
Tennessee	5,689,283	6,346,105	6,885,931	7,195,563	1.09%	0.91%	0.88%	4.30%

Source: U.S. Census Bureau/STDB Projections

**Employment**

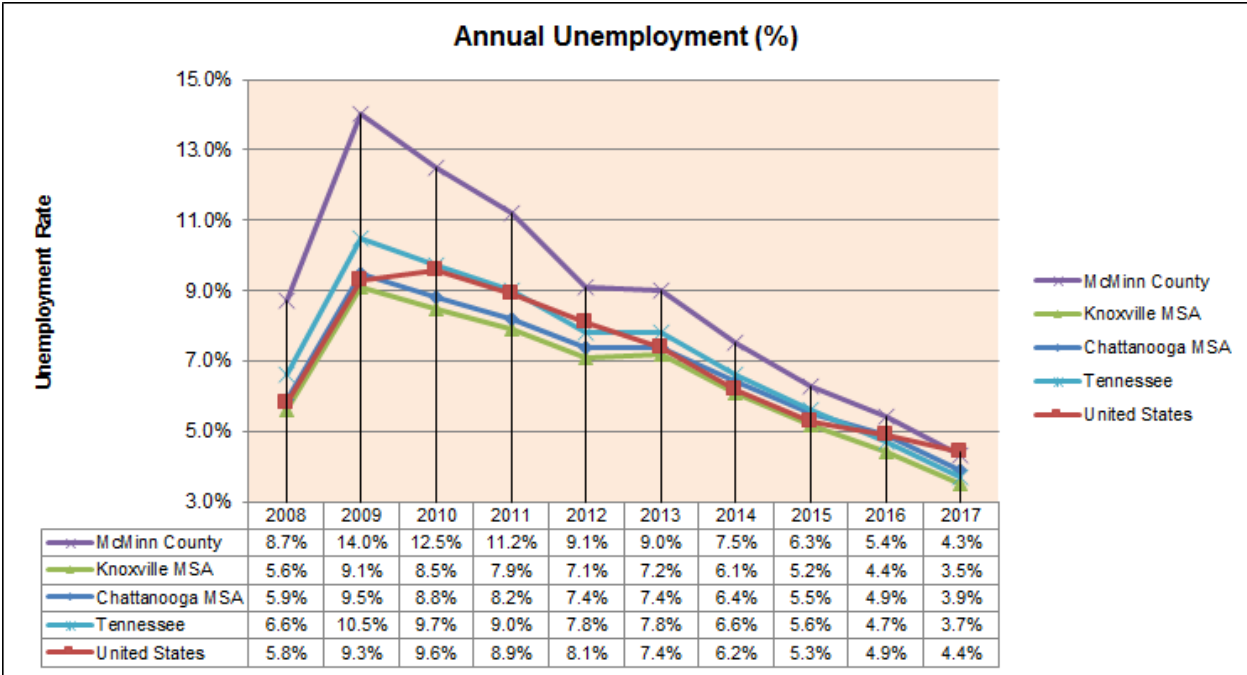
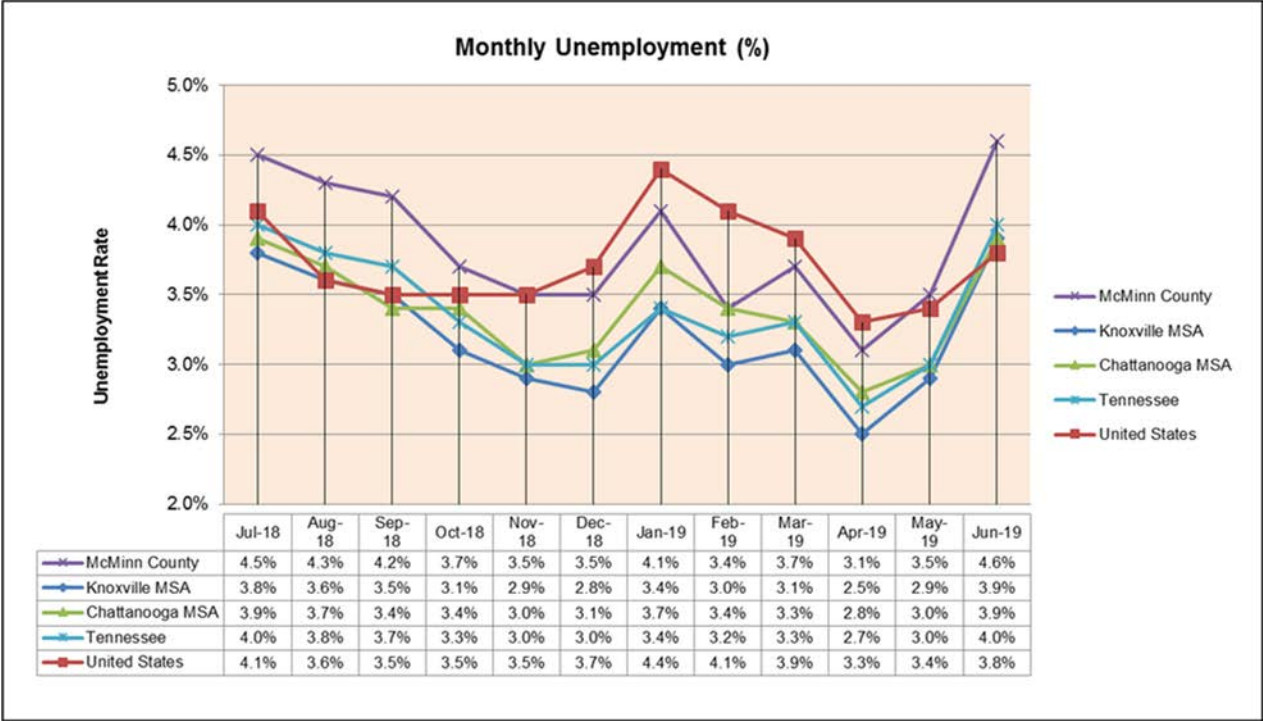
Employment in McMinn County was 21,660 in 2018 and is at 22,689 as of June 2019. The Knoxville and Chattanooga MSA’s demonstrated a ten year high in employment for 2018 with 404,300 and 263,980 persons employed, respectively. Both MSA’s have exceeded last year’s numbers as of June 2019 with 425,001 and 269,689 persons employed. See the charts below for employment levels from 2008 to June 2019 for McMinn County and the Knoxville and Chattanooga MSA’s.





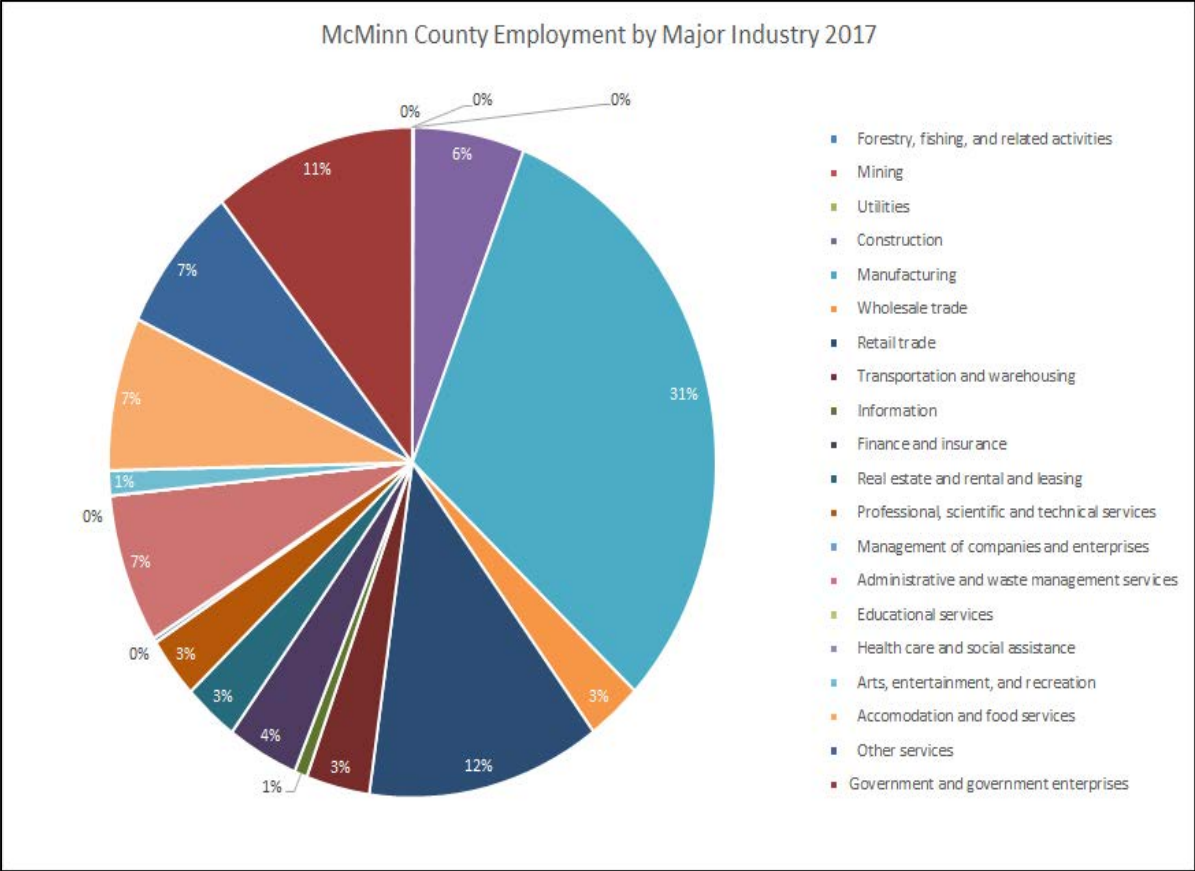
Over the past twelve months, monthly unemployment rates in the local geographic sectors have ranged between 2.5% and 4.6% with the Knoxville MSA exhibiting the lowest rate of 2.5%. Meanwhile, state and national unemployment rates are higher ranging from 2.7% to 4.1% in the same twelve month period. As of June 2019, McMinn County stands at 4.6%, Chattanooga MSA at 3.9%, Knoxville MSA at 3.9% and the nation at 3.8%, and the state at 4.0%.

McMinn County had a higher rate of unemployment than both MSA's, the state and the nation from 2008 to 2019 with the exception of 2017 when the national average was 4.4% and McMinn County was 4.3%. Please see the chart and graphs below for illustrations of these statistics:



**Economy**

Manufacturing is the largest industry in McMinn County, accounting for over 30% of the nonfarm employment in the county. Retail trade is the second largest industry, followed by Government and government enterprises. All other industries in the county account for less than 10%. Below are charts showing employment by industry in 2017 for McMinn County. McMinn County ranks higher than the state and nation in manufacturing wages. In the first quarter of 2019 the average weekly manufacturing wage for McMinn County was \$1,218. Tennessee's for the same period was \$1,184, and the national average was \$1,113.



According to the McMinn County Economic Development Authority, listed below are currently the top ten employers and top Industrial Manufacturing in McMinn County:

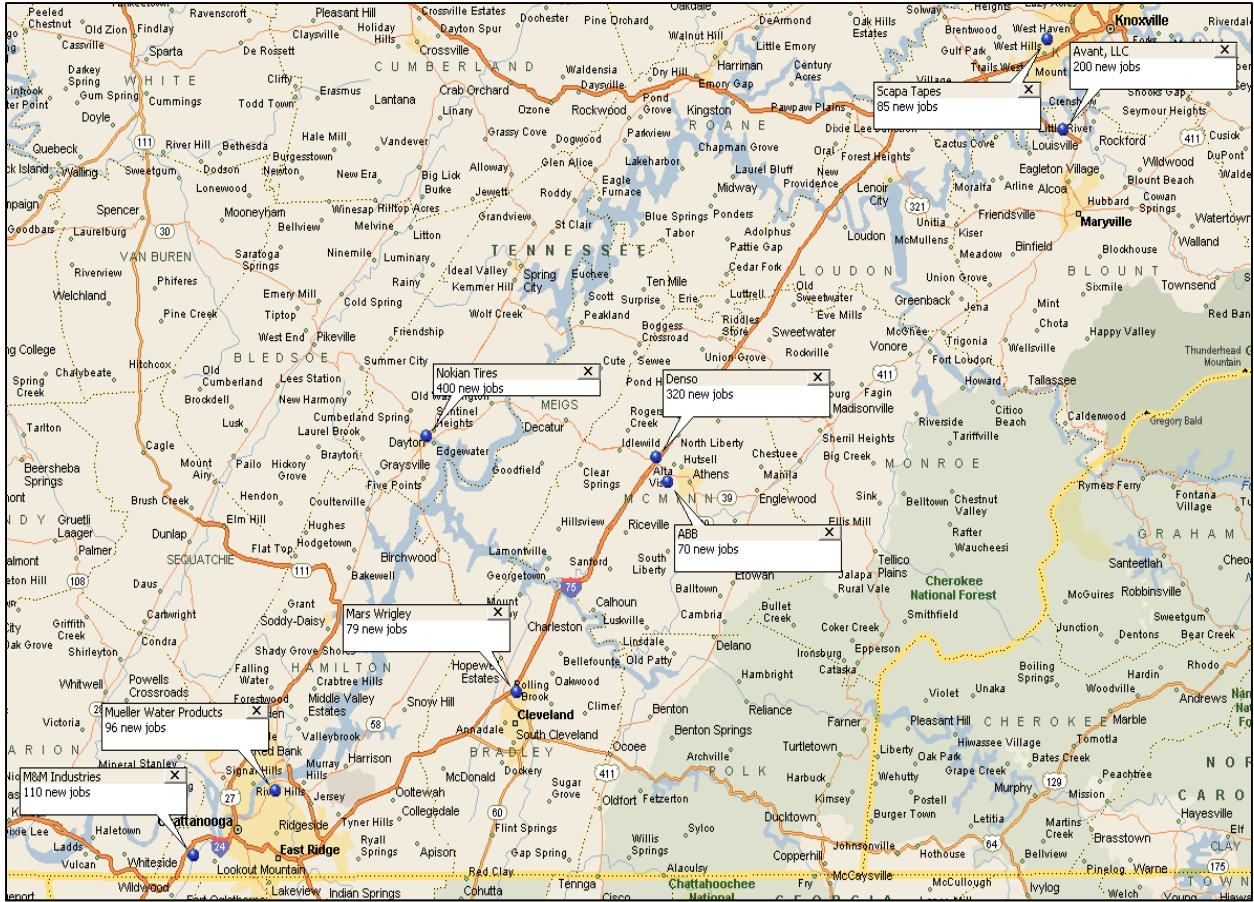
	<b>Top Ten Employers</b>	<b>Number of Employees</b>
1	DENSO	1750
2	Starr Regional Medical Center	750
3	McMinn County Schools	732
4	Resolute Forrest Products	675
5	Waupaca Foundry	603
6	Heil Trailer International	485
7	Adient	476
8	Mayfield Dairy (Dean Foods)	330
9	ABB	305
10	Johns Manville	303

	<b>Top Industrial Manufacturing Employers</b>	<b>Number of Employees</b>
1	DENSO	1750
2	Resolute Forrest Products	675
3	Waupaca Foundry	603
4	Heil Trailer International	485
5	Adient	476
6	Mayfield Dairy (Dean Foods)	330
7	ABB	305
8	Johns Manville	303
9	E&E Manufacturing 295	295
10	Hp Peltzer	194
11	Dynasty Spas	179

Job Announcements

- Since November 2017, approximately 960 new jobs have been announced by companies expanding or building new facilities along the I-75 corridor from Knoxville to Chattanooga. McMinn County has 390 of those new jobs being generated in Athens over the next few years.
- In February 2018, DENSO announced plans for a \$190 million investment to expand its Athens facility. The investment will add four production lines and create approximately 320 new jobs at the plant. In 2017, Denso announced a \$1 billion investment to expand its Maryville facility and create 1,000 jobs. Work on the Maryville facility expansion is anticipated to continue to late 2021, but no information has been released regarding a timeline for the Athens expansion. Denso has three locations in Tennessee, employing approximately 4,500 across the state.
- In August 2018, ABB announced plans to add 60,000 square feet to its Athens facility and add approximately 70 new jobs. The company anticipates completing the expansion by the end of 2019. ABB employees approximately 2,425 people throughout Tennessee.
- Nokian Tyres plans to begin producing tires at the Dayton factory in 2020. It aims to hire and train approximately 150 team members by the end of 2019. Eventually, the company will employ around 400 workers at the factory, which will produce four million tires per year when it reaches full capacity.

See the chart and map below:



New Job Announcements			
Company	Location	# Jobs	Announced
Avant, LLC	Louisville	200	Dec-17
M&M Industries	Chattanooga	110	Nov-17
Denso	Athens	320	Feb-18
Scapa Tapes	Knoxville	85	Mar-18
Mueller Water Products	Chattanooga	96	Jul-18
ABB	Athens	70	Aug-18
Nokian Tyres	Dayton	400	Feb-19
Mars Wrigley	Cleveland	79	Oct-18

**Layoffs**

- 10/14/2017 – Resolute Forest Products laid off 222 employees from its McMinn County facility.
- 08/18/2018 – Xanitos Inc. closed its Chattanooga facility, terminating 156 employees.
- 04/07/2018 – Global Personnel Solutions, Inc. permanently laid off 202 employees in Cleveland, TN.

## Housing and Transportation Affordability

### Transportation Costs

As for transportation costs, they are high in McMinn County as a result of decades of land use development patterns endemic to non-urban and rural/urban mixed areas throughout the state and country. The following information comes directly from the Center for Neighborhood Technology and provides combined housing and transportation affordability and transportation affordability alone for the State of Tennessee, McMinn County and the City of Athens.

Area	Housing & Transportation % AMI	Transportation % AMI
Tennessee	60% AMI	33% AMI
McMinn Co	61% AMI	33% AMI
Athens	56% AMI	31% AMI

As illustrated by this data, affordability of housing and transportation are about in line with statewide averages in McMinn County, and about 7% less than statewide averages in Athens itself.

The Center for Neighborhood Technology (CNT) considers a budget of 15% of a household income to be an affordable amount to cover the cost of transportation. Total household transportation costs include ownership and use costs. In McMinn County, 100% of the households spend more than 15% of the household income on transportation.

Like many small to medium markets in Tennessee, the housing and transportation costs are higher than typical in a balanced affordability scenario. This puts downward pressure on the potential homebuyer and renter.

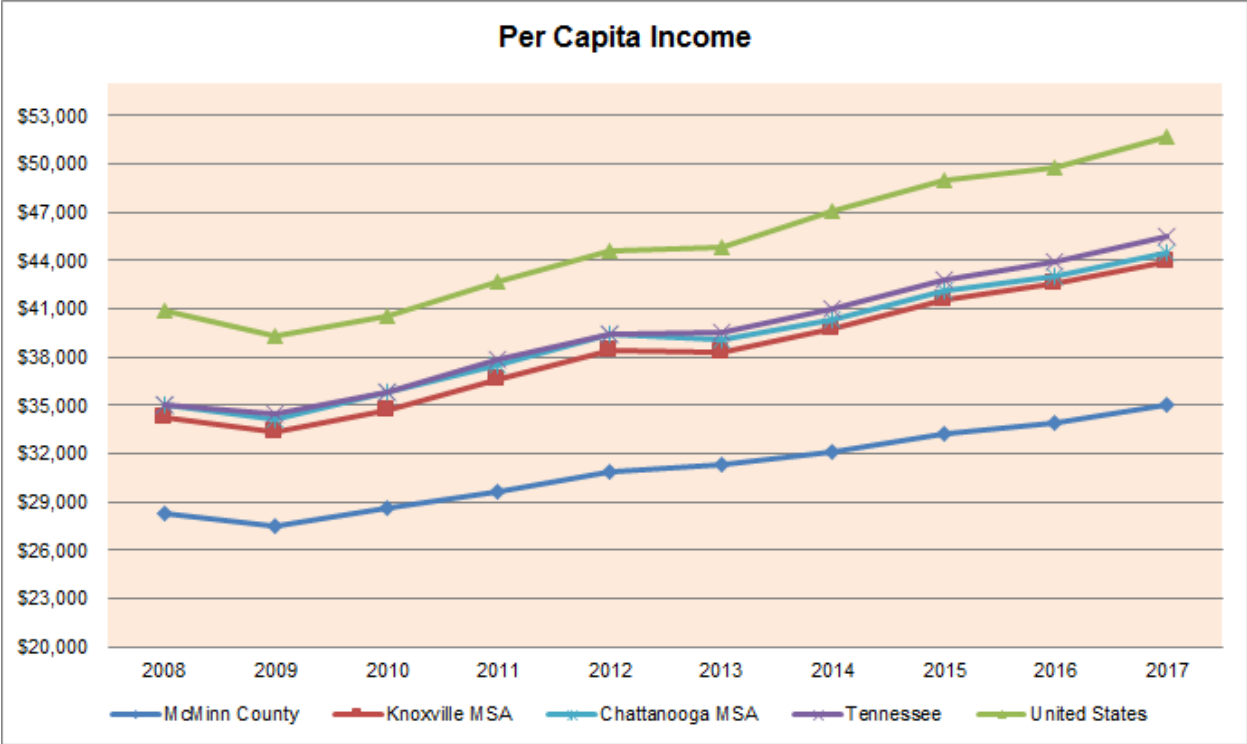
### Income

McMinn County has seen a per capita income level below the Knoxville and Chattanooga MSAs, the state, and national levels over the past ten years. Currently McMinn County stands at \$35,084, which is \$16,556 less than the national average, and \$10,433 lower than Tennessee's level. Over the past ten years, McMinn County's per capita income grew at a 2.14% annual rate or 23.90% gross. The Knoxville MSA's income grew at 2.48%. The Chattanooga MSA's income grew at 2.39%. And the state and nation have grown at annual rates of 2.62% and 2.33%, respectively.

Area	Per Capita Income										% Change	
	Year										Gross	Annual
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
McMinn County	\$28,316	\$27,556	\$28,605	\$29,667	\$30,911	\$31,303	\$32,064	\$33,272	\$33,910	\$35,084	23.90%	2.14%
Knoxville MSA	\$34,270	\$33,378	\$34,662	\$36,667	\$38,428	\$38,267	\$39,816	\$41,611	\$42,547	\$43,903	28.11%	2.48%
Chattanooga MSA	\$35,059	\$34,191	\$35,788	\$37,522	\$39,394	\$39,038	\$40,272	\$42,158	\$43,003	\$44,528	27.01%	2.39%
Tennessee	\$35,020	\$34,462	\$35,835	\$37,798	\$39,439	\$39,549	\$40,977	\$42,810	\$43,932	\$45,517	29.97%	2.62%
United States	\$40,904	\$39,284	\$40,545	\$42,727	\$44,582	\$44,826	\$47,025	\$48,940	\$49,831	\$51,640	26.25%	2.33%

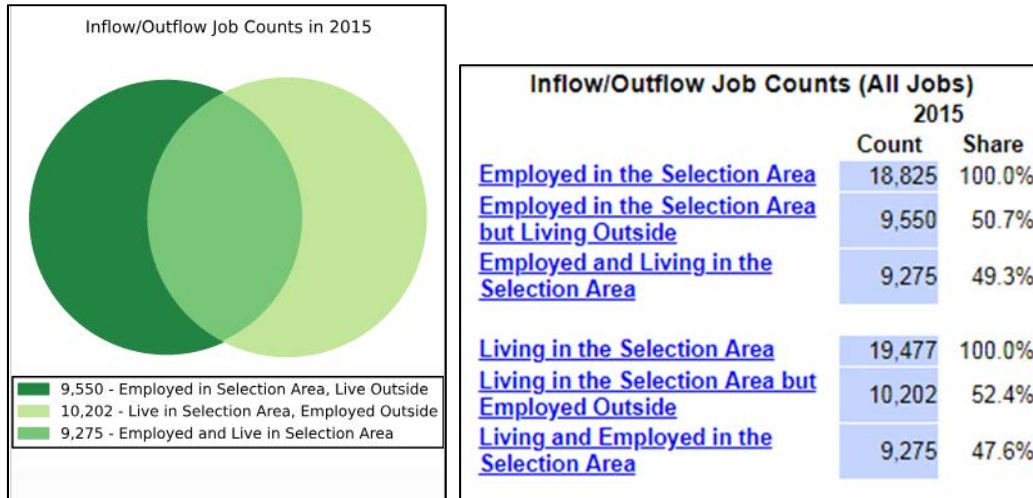
Source: Bureau of Economic Analysis, U.S. Department of Commerce





## Commuting Patterns

According to the U.S. Census in 2015, 49.3% of McMinn County residents commuted within their home county for employment. Most likely the estimated 52.4% of commuters traveling out of the county for employment are going to areas within the Knoxville and Chattanooga MSAs. However, nearly the same amount of people are commuting into the county for employment at 50.7%. As shown, there is a significant number of workers commuting from surrounding markets.



## Buyer Profile for the Subject Property and Neighborhood

Since we are not focusing on a specific neighborhood, the data is reflective of the various cities. The charts below reflect an age, income, and housing breakdown of the population in Athens, Niota and Etowah.

### Age Distribution in Athens

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	884	6.7%	803	5.9%	791	5.8%
5 - 9	842	6.3%	801	5.9%	799	5.8%
10 - 14	812	6.1%	774	5.7%	816	6.0%
15 - 19	909	6.9%	867	6.4%	889	6.5%
20 - 24	925	7.0%	889	6.6%	864	6.3%
25 - 34	1,625	12.2%	1,646	12.2%	1,535	11.2%
35 - 44	1,589	12.0%	1,587	11.7%	1,640	12.0%
45 - 54	1,744	13.1%	1,628	12.0%	1,600	11.7%
55 - 64	1,632	12.3%	1,757	13.0%	1,689	12.3%
65 - 74	1,127	8.5%	1,513	11.2%	1,655	12.1%
75 - 84	775	5.8%	845	6.2%	1,001	7.3%
85+	402	3.0%	413	3.1%	406	3.0%

### Age Distribution in Niota

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	34	4.7%	39	5.2%	39	5.1%
5 - 9	53	7.4%	45	6.0%	43	5.6%
10 - 14	48	6.7%	47	6.2%	49	6.3%
15 - 19	42	5.8%	41	5.4%	46	6.0%
20 - 24	24	3.3%	36	4.8%	31	4.0%
25 - 34	72	10.0%	84	11.2%	76	9.8%
35 - 44	98	13.6%	90	12.0%	90	11.7%
45 - 54	101	14.0%	103	13.7%	103	13.3%
55 - 64	111	15.4%	116	15.4%	114	14.8%
65 - 74	73	10.2%	95	12.6%	107	13.9%
75 - 84	48	6.7%	44	5.8%	58	7.5%
85+	15	2.1%	13	1.7%	16	2.1%

**Age Distribution in the Etowah**

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	207	6.0%	181	5.2%	180	5.2%
5 - 9	197	5.7%	187	5.4%	185	5.3%
10 - 14	208	6.0%	191	5.5%	198	5.7%
15 - 19	244	7.0%	185	5.3%	189	5.4%
20 - 24	158	4.6%	190	5.5%	170	4.9%
25 - 34	339	9.8%	442	12.7%	415	11.9%
35 - 44	433	12.5%	362	10.4%	374	10.7%
45 - 54	467	13.5%	479	13.8%	416	11.9%
55 - 64	424	12.2%	473	13.6%	516	14.8%
65 - 74	371	10.7%	408	11.7%	417	12.0%
75 - 84	271	7.8%	263	7.6%	305	8.7%
85+	147	4.2%	116	3.3%	121	3.5%

As of the 2010 Census, the highest percentage of the population for Athens was in the 45-54 age cohort, Niota was in the 55-64 age cohort and Etowah was in the 45-54 age cohort.

Over the next five years, the average age of the population is increasing due to the aging of the Baby Boomers generation.

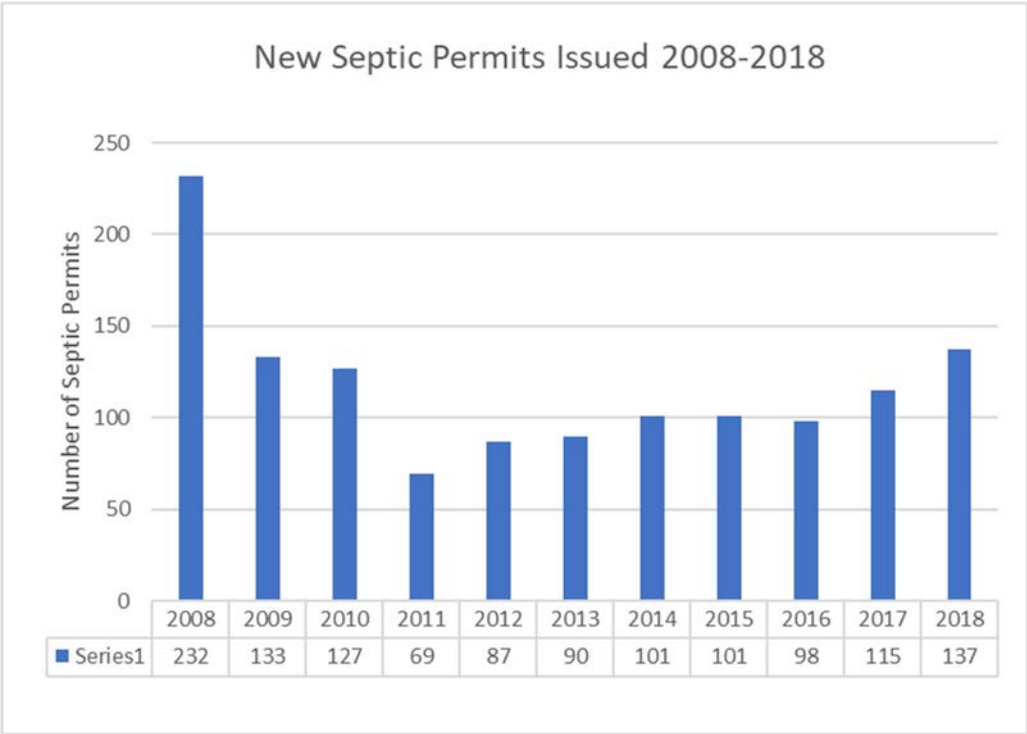
In many markets, the largest segment of demand for high quality housing is coming from the millennial generation. Those persons aged 20-34 generally make up the largest segment of the buyers market. A higher percentage of these persons are renting for a variety of reasons including, but not limited to, the ones outlined below. Given the aging population of the market and lack of entertainment venues, this segment has not been growing in this market.

- Rising student loan debt
- Lifestyle of convenience and mobility
- Increase in supply for high quality renting options
- High levels of amenities
- No maintenance

Another source of demand is coming from the Baby Boomers. Many of these renters have chosen to downsize and enjoy the high quality finishes and mobile lifestyle offered by renting. Communities will continue to market to this segment as well given the percentage of the population they represent.

**Building Permits and Septic Data**

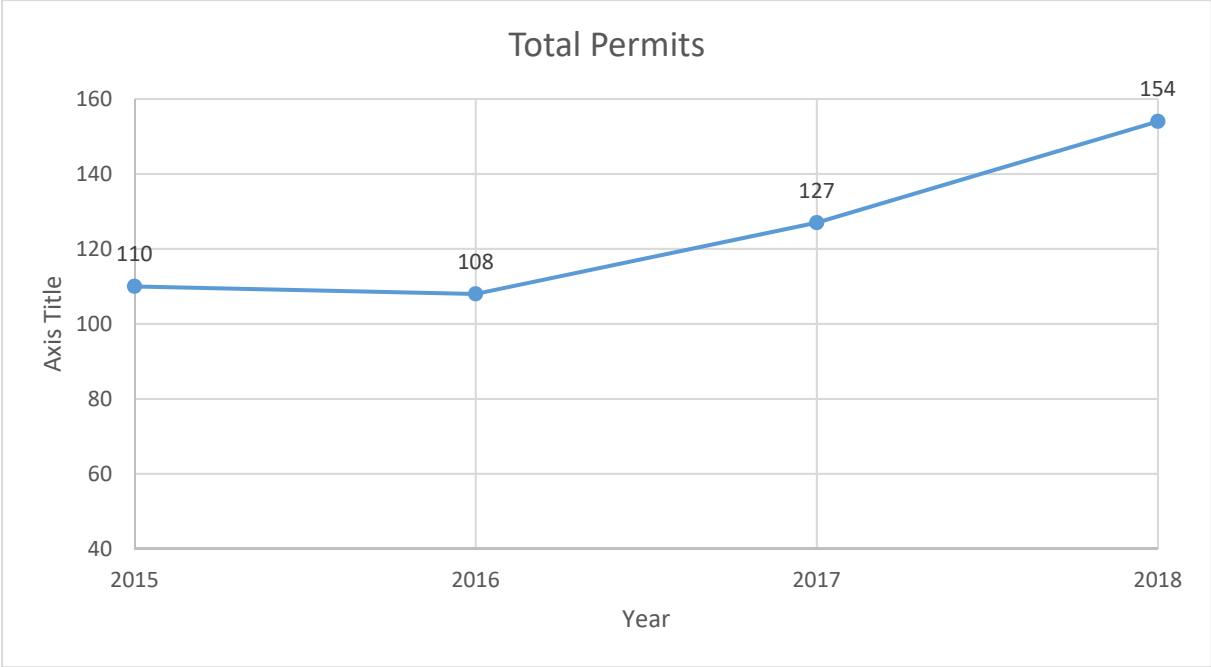
There is no tracking system for building permits in McMinn County currently. It is highly recommended that the County implements a system that can be utilized by national reporting firms. Without a tracking and recording system, potential developers are likely to assume that permitting has been historically extremely low and that could prevent further interest in the market. Since there is no permit tracking and recording, the analyst gathered information pulled from the McMinn County new septic permitting records along with permitting history from the Athens Planning Department (shown in the table below the chart).



We were unable to get historical permitting data from Niota, Etowah, and Englewood. It is assumed they fall under the septic permitting data provided. Below is a breakdown of this data.

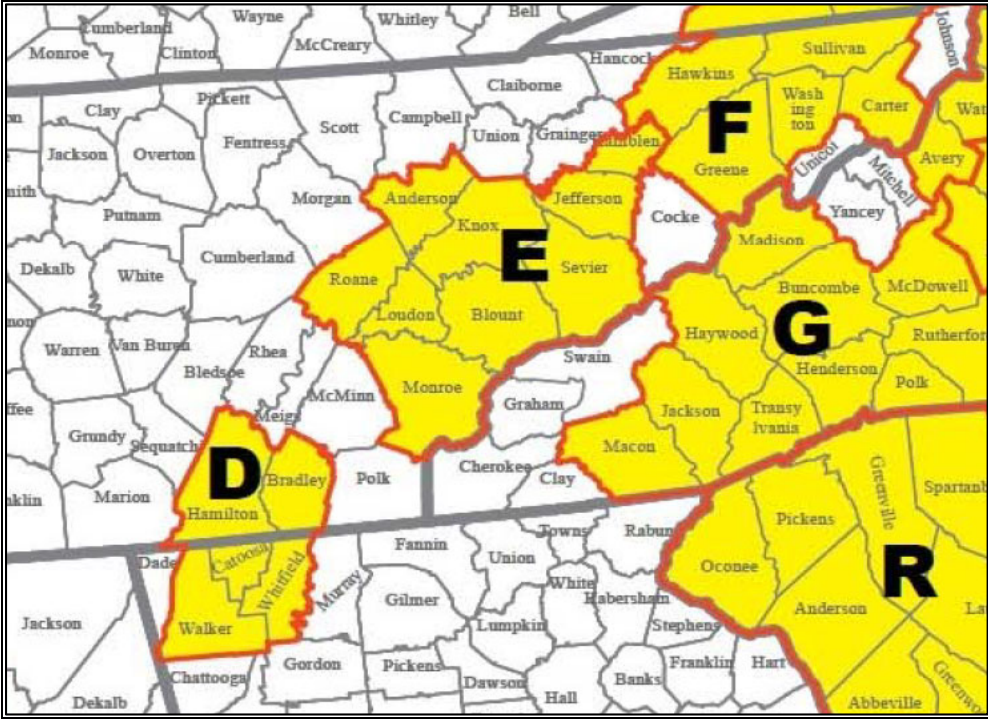
Year	New Septic Permits Issues	New Permits Athens	New Permits Etowah	Total Permits
2015	101	9	0	110
2016	98	8	2	108
2017	115	10	2	127
2018	137	16	1	154

- The County has averaged approximately 123.5 permits per year since 2015.
- The peak number of homes permitted was in 2018 when approximately 154 were issued.
- There do not appear to be any barriers to entry in this market in terms of zoning.
- The most accurate data available was information from county septic permitting. The city of Athens reported additional permits. Other municipalities either had no new permitting, or archived permitting information.



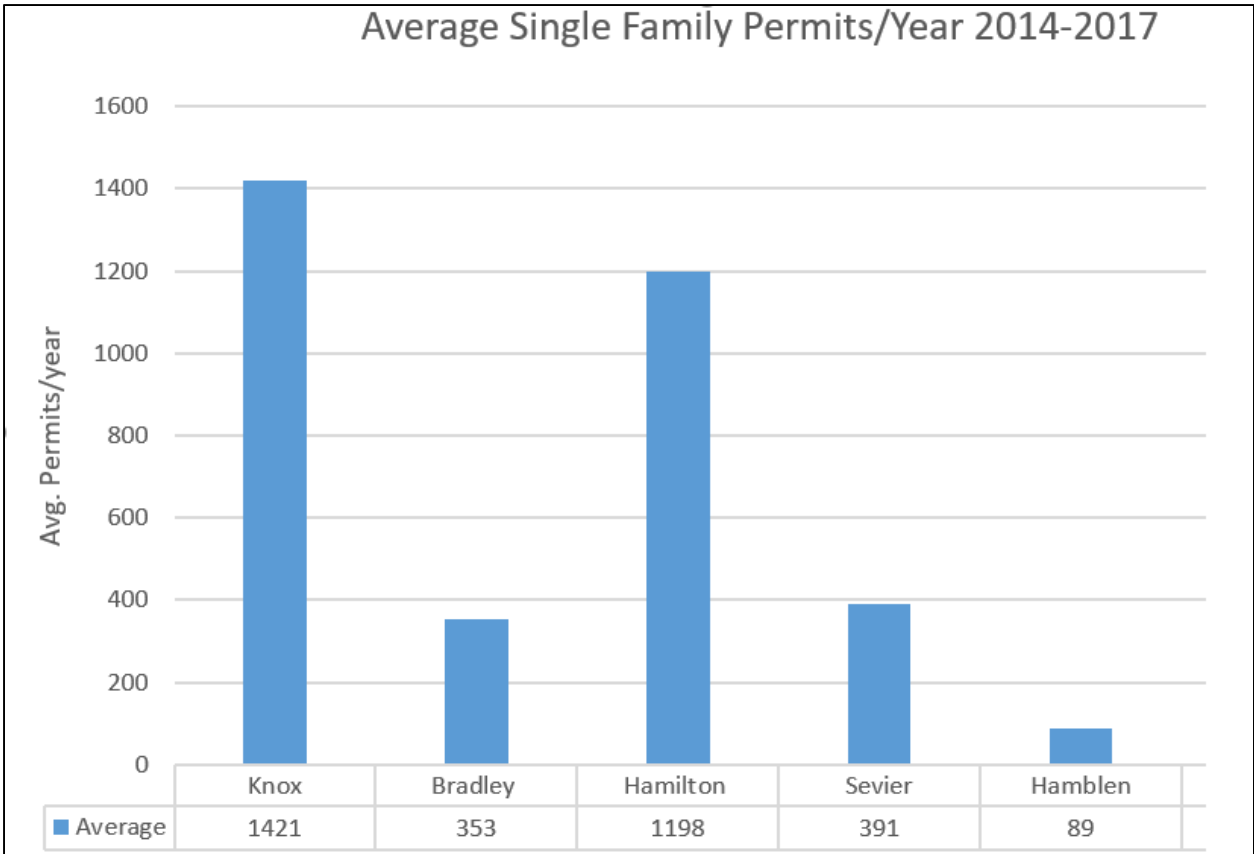
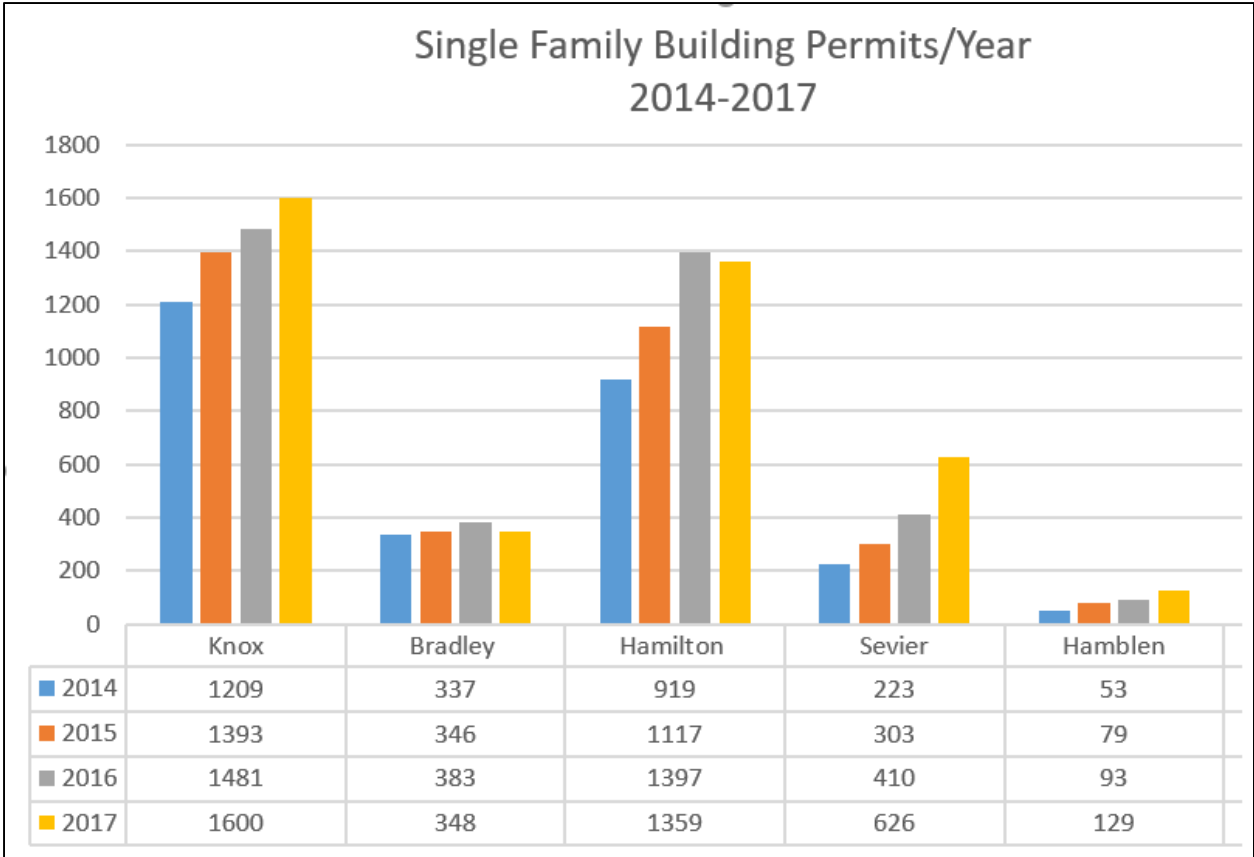
**Building Permits – Other Markets**

Since there is no building permit tracking system in McMinn County, it is very difficult to gather and analyze accurate data. Below is a comparison to other markets based on the data that was gathered. Building permit activity is historically very low in McMinn County. The carts below show building permit activity per year from 2013-2018, percentage of change in permit activity and average permits per year. The Market Edge report outlined below does not track the activity level in McMinn County because there is no system in place to track permitting. The following tables/graphs illustrate permitting in other markets in east Tennessee. Again, it should also be noted that the number of permits in the last 10 years cannot be accurately tracked due to the McMinn County not having a system for tracking which would provide an accurate number.



MAP ST COUNTY	# OF CODE OFFICES	TOTALS						% CHANGE					HIGH END						
		2013	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018	UNITS OVER 4,000 SQ FT OR PERMIT VALUE OVER \$400,000						
								vs 2013	vs 2014	vs 2015	vs 2016	vs 2017	2015	2016	2017	2018			
<b>D</b>																			
GA Catoosa	2	130	107	136	173	206	258	-18%	27%	27%	19%	25%	6	4	0	1			
GA Walker	5	79	89	110	153	178	170	13%	24%	39%	16%	-4%	6	7	10	21			
GA Whitfield	1	36	53	76	141	180	248	47%	43%	86%	28%	38%	7	7	8	10			
TN Bradley	2	291	337	346	383	348	443	16%	3%	11%	-9%	27%	9	11	12	13			
TN Hamilton	9	950	919	1,117	1,397	1,359	1,613	-3%	22%	25%	-3%	19%	34	33	23	83			
<b>TN CHATTANOOGA</b>	<b>19</b>	<b>1,486</b>	<b>1,505</b>	<b>1,785</b>	<b>2,247</b>	<b>2,271</b>	<b>2,732</b>	<b>1%</b>	<b>19%</b>	<b>26%</b>	<b>1%</b>	<b>20%</b>	<b>62</b>	<b>62</b>	<b>53</b>	<b>128</b>			
<b>E</b>																			
TN Anderson	3	73	81	100	109	129	174	11%	23%	9%	18%	35%	6	7	7	5			
TN Blount	5	388	378	431	496	634	603	-3%	14%	15%	28%	-5%	48	40	74	72			
TN Hamblen	2	42	50	67	88	113	138	19%	34%	31%	28%	22%	5	2	3	5			
TN Jefferson	2	124	100	170	157	166	191	-19%	70%	-8%	6%	15%	18	23	20	21			
TN Knox	3	1,149	1,209	1,393	1,481	1,600	1,640	5%	15%	6%	8%	3%	92	107	123	160			
TN Loudon	5	187	223	279	340	359	417	19%	25%	22%	6%	16%	37	53	60	65			
TN Monroe	2	46	64	75	66	84	101	39%	17%	-12%	27%	20%	17	12	17	21			
TN Roane	5	53	71	72	80	78	107	34%	1%	11%	-3%	37%	15	10	8	17			
TN Sevier	4	251	223	303	410	626	525	-11%	36%	35%	53%	-16%	18	11	46	37			
<b>TN KNOXVILLE</b>	<b>31</b>	<b>2,313</b>	<b>2,399</b>	<b>2,890</b>	<b>3,227</b>	<b>3,789</b>	<b>3,896</b>	<b>4%</b>	<b>20%</b>	<b>12%</b>	<b>17%</b>	<b>3%</b>	<b>256</b>	<b>265</b>	<b>358</b>	<b>403</b>			
<b>F</b>																			
TN Carter	2	51	54	53	93	101	89	6%	-2%	75%	9%	-12%	2	2	5	3			
TN Greene	5	89	84	96	108	111	149	-6%	14%	13%	3%	34%	7	5	5	10			
TN Hawkins	4	8	12	19	68	25	27	50%	58%	260%	-63%	8%	1	0	0	0			
TN Sullivan	4	275	220	233	236	269	263	-20%	6%	1%	14%	-2%	8	21	19	15			
TN Washington	3	314	235	319	302	465	389	-25%	36%	-5%	54%	-16%	32	23	36	25			
VA Scott	1	24	12	18	21	30	20	-50%	50%	17%	43%	-33%	1	0	2	1			
VA Washington	3	82	71	68	84	72	80	-13%	-4%	24%	-14%	11%	19	26	22	17			
<b>TN TRI-CITIES</b>	<b>22</b>	<b>843</b>	<b>688</b>	<b>806</b>	<b>912</b>	<b>1,073</b>	<b>1,017</b>	<b>-18%</b>	<b>17%</b>	<b>13%</b>	<b>18%</b>	<b>-5%</b>	<b>70</b>	<b>77</b>	<b>89</b>	<b>71</b>			

Source: Web Builder



**Building Permit Fees**

The City of Athens building permit fees are in line with Knox and Hamblen County. Bradley County’s building permit fee is lower by 41% on the base fee for a valuation of \$100,000.00 home.

Athens, TN Building Valuation Table			
Valuation At Least	But Not More Than	Base Amount	Plus Per Thousand
.01	1,000.00	15.00	0.00
1,000.01	50,000.00	15.00	5.00
50,000.01	100,000.00	260.00	4.00
100,000.01	500,000.00	460.00	3.00
500,000.01	999,999,999.99	1,660.00	2.00
 <b>Review Fees</b> 			
Valuation At Least	But Not More Than	Base Amount	Plus Per Thousand
.01	1,000.00	30.00	0.00
1,000.01	50,000.00	30.00	3.00
50,000.01	100,000.00	177.00	2.00
100,000.01	500,000.00	277.00	1.00
500,000.01	999,999,999.99	677.00	.50

**Etowah Building Permit Fee Schedule**

RESIDENTIAL BUILDING PERMIT FEE SCHEDULE			
COST OF CONSTRUCTION	PERMIT FEE	HVAC PERMIT	SLAB PERMIT
0 – 5,000.00	50.00	50.00	50.00
5,001.00 – 10,000.00	100.00	100.00	100.00
10,001.00 – 100,000.00	350.00	100.00	100.00
100,001.00 – 150,000.00	400.00	100.00	100.00
151,001.00 – 200,000.00	450.00	100.00	100.00
200,001.00 – 250,000.00	500.00	100.00	100.00
COST OF CONSTRUCTION	PERMIT FEE	HVAC PERMIT	SLAB PERMIT
300,001.00 - 350,000.00	600.00	100.00	100.00
350,001.00 – 400,000.00	650.00	100.00	100.00
400,001.00 – 450,000.00	700.00	100.00	100.00
450,001.00 – 500,000.00	750.00	100.00	100.00
500,001.00 – 550,000.00	800.00	100.00	100.00
550,001.00 – 600,000.00	850.00	100.00	100.00
600,001.00 – 650,000.00	900.00	100.00	100.00
650,001.00 – 700,000.00	950.00	100.00	100.00
700,001.00 – 750,000.00	1,000.00	100.00	100.00
750,001.00 – 800,000.00	1,050.00	100.00	100.00
800,001.00 – 850,000.00	1,100.00	100.00	100.00
850,001.00 – 900,000.00	1,150.00	100.00	100.00
900,001.00 – 950,000.00	1,200.00	100.00	100.00
950,001.00 – 1,000,000.00	1,250.00	100.00	100.00



## Housing Trends

As can be seen by the chart below, in 2019 there are approximately 5,710 households located in Athens, 21,393 households in McMinn County, 363,504 households in the Knoxville MSA, and 227,517 households in the Chattanooga MSA. Athens experienced an annual increase of 0.20% between 2010 and 2019 and projections show it increasing 0.24% annually between 2019 and 2024. McMinn County and both MSAs experienced higher annual growth over the past nine-year period at 0.28%, 0.73%, and 0.84%, respectively. Tennessee had a positive annual increase between 2010 and 2019 of 0.89%.

Households & Projected Growth								
Area	2000	2010	2019	2024 (Est.)	Ann. Change 2000-2010	Ann. Change 2010-2019	Ann. Change 2019-2024	Gross % Change 2019-2024
Athens	5,470	5,608	5,710	5,779	0.25%	0.20%	0.24%	1.21%
Niota	279	316	333	341	1.25%	0.58%	0.47%	2.40%
Etowah	1,500	1,423	1,420	1,423	-0.53%	-0.02%	0.04%	0.21%
McMinn County	19,721	20,865	21,393	21,690	0.56%	0.28%	0.28%	1.39%
Knoxville MSA	305,588	340,435	363,504	376,647	1.08%	0.73%	0.71%	3.62%
Chattanooga MSA	189,618	210,867	227,517	236,977	1.06%	0.84%	0.81%	4.16%
Tennessee	2,232,905	2,493,552	2,701,572	2,821,668	1.10%	0.89%	0.87%	4.45%

Source: U.S. Census Bureau/STDB Projections

McMinn County's percentage of owner occupied housing has been consistently higher than Athens, the MSAs, and the state, which is to be expected. It is estimated that McMinn County has an owner occupied housing rate of 65.0% in 2019. Below is a breakdown of the housing distribution.

Housing Distribution 2019			
Area	Owner Occupied	Renter Occupied	Vacant
Athens	53.0%	34.9%	12.1%
Niota	70.2%	15.4%	14.4%
Etowah	56.4%	26.2%	17.4%
McMinn County	65.0%	23.8%	11.2%
Knoxville MSA	61.20%	27.80%	11.0%
Chattanooga MSA	57.6%	32.6%	9.8%
Tennessee	58.7%	29.8%	11.5%

Source: STDB Data

## Future Demand Conclusions Based on Growth Trends

Total 2010 Census population for Athens was estimated at 13,266 and increased to 13,521 by 2019 (0.21% annually). Over the previous decade, growth in population was at a rate of 0.38% annually for Athens. Athens's five-year projections from ESRI through 2024 reflect a growth rate of 0.24%. This rate is projected by ESRI to be lower than the annual rate cited between the two Census periods (2000-2010: 0.38% annually) and higher than the previous nine years (0.21%).

Total 2010 Census population for Niota was estimated at 719 and increased to a projected 755 by 2019 (0.54% annually). Over the previous decade, growth in population was at a rate of 1.29% annually for Niota. Niota's five-year projections from ESRI through 2024 reflect a growth rate of 0.42%. This rate is projected by ESRI to be lower than the annual rate cited between the two Census periods (2000-2010: 1.29% annually) and previous nine years (0.54%). However, the actual numbers are minimal and would not support new development on its own.

Total 2010 Census population for Etowah was estimated at 3,466 and increased to a projected 3,476 by 2019 (0.54% annually). Over the previous decade, growth in population was at a rate of -0.13% annually for Etowah. Etowah's five-year projections from ESRI through 2024 reflect a

growth rate of 0.05%. This rate is projected by ESRI to be higher than the annual rate cited between the two Census periods (2000-2010: -0.13% annually) and previous nine years (0.03%). As shown by the table below, Etowah has the lowest population growth rate within Niota, Athens and McMinn County.

Total 2010 Census population for McMinn County was estimated at 52,266 and increased to a projected 53,559 by 2019 (0.27% annually). Over the previous decade, growth in population was at a rate of 0.64% annually for McMinn County. McMinn County's five-year projections from ESRI through 2024 reflect a growth rate of 0.27%. This rate is projected by ESRI to be lower than the annual rate cited between the two Census periods (2000-2010: 0.64% annually) and previous nine years (0.27%). As shown by the table below, McMinn County has the second highest population growth rate within Athens, Etowah and Niota.

Population Growth								
Area	2000	2010	2019	Proj. 2024	Annual % Change	Annual % Change	Annual % Change	Gross % Change
					2000-2010	2010- 2019	2019-2024	2019-2024
Athens	12,766	13,266	13,521	13,683	0.38%	0.21%	0.24%	1.18%
Niota	632	719	755	771	1.29%	0.54%	0.42%	2.08%
Etowah	3,510	3,466	3,476	3,485	-0.13%	0.03%	0.05%	0.26%
McMinn County	49,015	52,266	53,559	54,286	0.64%	0.27%	0.27%	1.34%
Knoxville MSA	748,252	837,571	895,244	927,801	1.13%	0.74%	0.71%	3.51%
Chattanooga MSA	476,579	528,143	572,409	596,924	1.03%	0.89%	0.84%	4.11%
Tennessee	5,689,283	6,346,105	6,885,931	7,195,563	1.09%	0.91%	0.88%	4.30%

Source: U.S. Census Bureau/STDB Projections

- In 2010, there were 5,608 households in **Athens**. As of 2019, Athens had an estimated amount of 5,710 households and is forecasted by ESRI to increase to 5,779 by 2024 for an annual growth rate of 0.24% and a gross gain of 1.21%.
- In 2010, there were 316 households in **Niota**. As of 2019, Niota had an estimated amount of 333 households and is forecasted by ESRI to increase to 341 by 2024 for an annual growth rate of 0.47% and a gross gain of 2.40%.
- In 2010, there were 1,423 households in **Etowah**. As of 2019, Etowah had an estimated amount of 1,420 households and is forecasted by ESRI to increase to 1,423 by 2024 for an annual growth rate of 0.04% and a gross gain of 0.21%.
- In 2010, there were 20,865 households in **McMinn County**. As of 2019, McMinn County had an estimated amount of 21,393 households and is forecasted by ESRI to increase to 21,690 by 2024 for an annual growth rate of 0.28% and a gross gain of 1.39%.

The following chart summarizes historical household growth (all households) based on U.S Census data between 2010 and 2019.

Household Growth								
Area	2000	2010	2019	Proj. 2024	Annual % Change	Annual % Change	Annual % Change	Gross % Change
					2000-2010	2010- 2019	2019-2024	2019-2024
Athens	5,470	5,608	5,710	5,779	0.25%	0.23%	0.24%	1.21%
Niota	279	316	333	341	1.25%	0.66%	0.47%	2.40%
Etowah	1,500	1,423	1,420	1,423	-0.53%	-0.03%	0.04%	0.21%
McMinn County	19,721	20,865	21,393	21,690	0.56%	0.31%	0.28%	1.39%

Source: U.S. Census Bureau/STDB Projections

The above data indicates that the subject market area reflects slowly growing population bases.

The chart below provides a breakdown of the new household formation over the past nine years as delineated between renter-occupied and owner-occupied households. As was the case in many markets, all of the new household formation during this time was renter-occupied. According to this data, all of the growth was in that segment.

	Renter-Occupied			Owner-Occupied		
	2010-2019 Total HH Growth	2010-2019 Renter-Occupied	Growth Rate	2010-2019 Total HH Growth	2010-2019 Owner-Occupied	Growth Rate
Athens	102	-141	-138.2%	102	243	238.2%
Niota	17	-38	-223.5%	17	55	323.5%
Etowah	-3	-56	1866.7%	-3	53	-1766.7%
McMinn County	528	101	19.1%	528	427	80.9%
MSA	20,482	15,809	77.2%	20,482	4,673	22.8%

According to the U.S. Census, there are currently 21,393 households in McMinn County. Of those household, approximately 62.8% are owner occupied. There are projected to be an additional 297 household in the market in the next four years (2019-2024). Census information and projections for 2024 from ESRI are outlined below. Their projections reflect a complete shift from all renter-occupied growth to all owner-occupied growth. I believe these projections are unlikely, particularly if new rental options are presented.

Given the shifts in tenure over the past several years, I also analyzed the owner-occupied household growth in these areas between 2018 and 2023. In many markets, a high percentage of the growth in recent years has been in the renter-occupied sector. However, this is not necessary the case in this market due to the lack of new supply.

	Renter-Occupied			Owner-Occupied		
	2019-2024 Total HH Growth	2019-2024 Renter-Occupied	Growth Rate	2019-2024 Total HH Growth	2019-2024 Owner-Occupied	Growth Rate
Athens	69	-34	-49.3%	69	102	147.8%
Niota	8	-1	-12.5%	8	8	100.0%
Etowah	3	-15	-500.0%	3	18	600.0%
McMinn County	297	-113	-38.0%	297	410	138.0%
MSA	13,839	2,937	21.2%	13,839	10,902	78.8%

Trending of PMA Owner-Occupied Percentage						
	2019	2020	2021	2022	2023	2024
Athens	53.00%	53.10%	53.20%	53.30%	53.40%	53.50%
Niota	70.20%	70.24%	70.28%	70.32%	70.36%	70.40%
Etowah	56.40%	56.52%	56.64%	56.76%	56.88%	57.00%
McMinn County	62.80%	62.84%	62.88%	62.92%	62.96%	63.00%
MSA	58.60%	58.62%	58.64%	58.66%	58.68%	58.70%

### Projected Household Growth

The owner occupied household growth as previously discussed is shown again below. As noted, Niota is outpacing the balance of the three cities in terms of historical and projected household growth percentage, due mainly to the low number of households.

Area	Owner-Occupied Household Growth				Annual % Change	Annual % Change	Annual % Change	Gross % Change
	2000	2010	2019	Proj. 2024	2000-2010	2010- 2019	2019-2024	2019-2024
Athens	3,606	3,200	3,443	3,545	-1.19%	0.91%	0.58%	2.96%
Niota	233	218	273	281	-0.66%	2.81%	0.58%	2.93%
Etowah	1,056	917	970	988	-1.41%	0.70%	0.37%	1.86%
McMinn County	14,922	15,225	15,652	16,062	0.20%	0.35%	0.52%	2.62%

Source: U.S. Census Bureau/STDB Projections

### Current and Projected Average Household Size

The average household size in this market is stable; which contradicts patterns in more urban markets. The following table was taken from the demographic information as published by ESRI. This could be a sign that millennials or young professionals are not moving to the area which decreases the demand on the rental market. In areas like Nashville, the household size is trending down because there is an influx of young professionals (with a household size of 1-2 people) moving to the area.

Household Size Growth								
Area	2000	2010	2019	Proj. 2024	Annual % Change 2000-2010	Annual % Change 2010- 2019	Annual % Change 2019-2024	Gross % Change 2019-2024
Athens	2.26	2.27	2.28	2.28	0.04%	0.05%	0.00%	0.00%
Niota	2.27	2.28	2.27	2.26	0.04%	-0.05%	-0.09%	-0.44%
Etowah	2.29	2.31	2.40	2.40	0.09%	0.48%	0.00%	0.00%
McMinn County	2.45	2.46	2.46	2.46	0.04%	0.00%	0.00%	0.00%

Source: U.S. Census Bureau/STDB Projections

### Housing by Unit Type

- In 2010, there were 3,200 owner-occupied households in **Athens**. As of 2019, Athens had an estimated amount of 3,443 owner-occupied households and is forecasted by ESRI to increase to 3,545 by 2024 for an annual growth rate of 0.58% and a gross gain of 2.96%.
- In 2010, there were 218 owner-occupied households in **Niota**. As of 2019, Niota had an estimated amount of 273 owner-occupied households and is forecasted by ESRI to increase to 281 by 2024 for an annual growth rate of 0.58% and a gross gain of 2.93%.
- In 2010, there were 917 owner-occupied households in **Etowah**. As of 2019, Etowah had an estimated amount of 970 owner-occupied households and is forecasted by ESRI to increase to 988 by 2024 for an annual growth rate of 0.37% and a gross gain of 1.86%.
- In 2010, there were 15,225 owner-occupied households in **McMinn County**. As of 2019, McMinn County had an estimated amount of 15,652 owner-occupied households and is forecasted by ESRI to increase to 16,062 by 2024 for an annual growth rate of 0.52% and a gross gain of 2.62%.

Owner-Occupied Household Growth								
Area	2000	2010	2019	Proj. 2024	Annual % Change 2000-2010	Annual % Change 2010- 2019	Annual % Change 2019-2024	Gross % Change 2019-2024
Athens	3,606	3,200	3,443	3,545	-1.19%	0.91%	0.58%	2.96%
Niota	233	218	273	281	-0.66%	2.81%	0.58%	2.93%
Etowah	1,056	917	970	988	-1.41%	0.70%	0.37%	1.86%
McMinn County	14,922	15,225	15,652	16,062	0.20%	0.35%	0.52%	2.62%

Source: U.S. Census Bureau/STDB Projections

### Households by Income Levels and Mortgage Affordability Analysis

In the multi-family report, it was determined that a minimum household income of \$35,000 per year would be required to reasonably afford a \$900 per month rent payment. By using the minimum income bands of \$35,000 per year from the multifamily report, we can determine that a renter who can afford a monthly rent payment of \$900 could also qualify for a mortgage on a \$115,299 home. An example breakdown of typical loan terms is shown below.

- Annual income: \$35,000
- Monthly Debts: \$300
- Down Payment \$11,200
- Interest Rate 3.75%
- Loan Term: 360 payments
- Property Tax @ 1.61%: \$1,020
- RE Insurance: \$1,020
- \$115,299 Home Price
- \$721/month mortgage

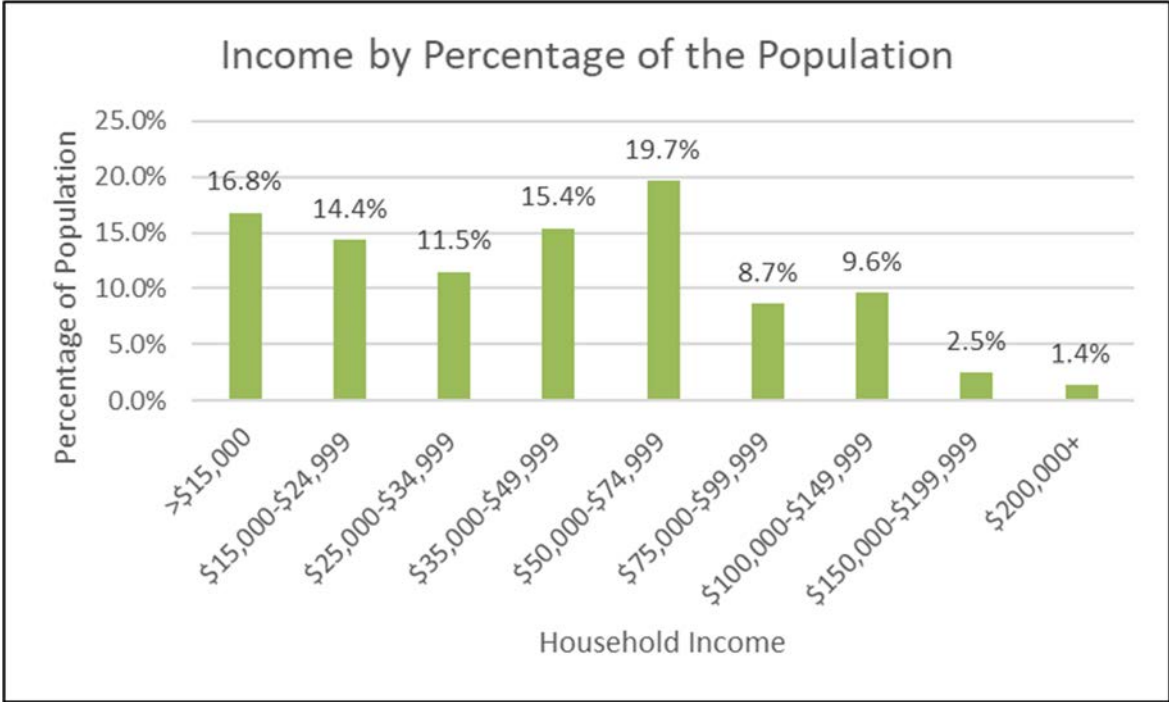
As previously discussed, approximately 50.70% of the households in Athens would be income-qualified for a mortgage of \$115,299 as of 2019. This number is expected to increase over the next five years to 55.70%. Approximately 65.9% of the households in Niota would be income-qualified as of 2019. This number is expected to increase over the next five years to 68.31%.

Approximately 54.10% of the households in Etowah would be income-qualified as of 2019. This number is expected to increase over the next five years to 58.90%. Approximately 57.20% of the households in McMinn County would be income-qualified as of 2019. This number is expected to increase over the next five years to 59.91%. The increases over the next five years are due to the use of \$35,000 as the base income level in 2024.

Trending of PMA Income Qualified Percentage						
	2019	2020	2021	2022	2023	2024
Athens	50.70%	51.65%	52.63%	53.62%	54.62%	55.70%
Niota	65.90%	66.37%	66.85%	67.33%	67.81%	68.31%
Etowah	54.10%	55.02%	55.96%	56.91%	57.87%	58.90%
McMinn County	57.20%	57.73%	58.26%	58.80%	59.35%	59.91%

The average household income as of 2019 in McMinn County was \$41,174. By 2024, the average income is projected to increase to \$46,013. The breakdown of household income by percentage of the populations is shown below.

- 16.8% of the population earn below \$15,000 per year.
- 14.4% of the population earn \$15,000-\$24,999 per year.
- 11.5% of the population earn \$25,000-\$34,999 per year.
- 15.4% of the population earn \$35,000-\$49,999 per year.
- 19.7% of the population earn \$50,000-\$74,999 per year.
- 8.7% of the population earn \$75,000-\$99,999 per year.
- 9.6% of the population earn \$100,000-\$149,999 per year.
- 2.5% of the population earn \$150,000-\$199,999 per year.
- 1.4% of the population earn \$200,000+ per year.



**Household Income**

The median household income in Athens (\$35,965) is below the median level for Tennessee (\$52,311), McMinn County (\$41,174), and the MSAs (\$52,750 and \$51,800, respectively). Projections for the five-year period from 2019 to 2024 show McMinn County at an annual growth of 2.22%. The state is projected to have a 2.18% annual change and Athens has a projected 2.73% annual increase for the 2019 to 2024 period.

<b>Household Income &amp; Projected Growth</b>				
<b>Area</b>	<b>2019</b>	<b>2024(Est.)</b>	<b>Annual % Change 2019-2024</b>	<b>Gross % Change 2019-2024</b>
<b>Athens</b>	\$35,965	\$41,218	2.73%	14.61%
<b>McMinn County</b>	\$41,174	\$46,013	2.22%	11.75%
<b>Knoxville MSA</b>	\$52,750	\$59,886	2.54%	13.53%
<b>Chattanooga MSA</b>	\$51,800	\$58,396	2.40%	12.73%
<b>Tennessee</b>	\$52,311	\$58,342	2.18%	11.53%

Source: U.S. Census Bureau/STDB Projections

The household income, growth and population is increasing in McMinn County.

- In 2019 there were 21,393 households in McMinn County.
- 62% were owner occupied.
- Between 2010 and 2019, the number of households grew from 20,865 to 21,393.
- By 2024, the number of households in McMinn County is projected to be 21,690 for a 1.39% annual increase.
- The average household income as of 2019 in McMinn County was \$41,174. By 2024, the average income is projected to increase to \$46,013.
- \$35,000 per year is the minimum household income required to afford a \$900/month rent payment or a mortgage on a \$115,299 home.

## ACTIVE SINGLE-FAMILY LISTINGS

The existing market has been inventoried to the best of our ability. The properties have been separated by two-, three-, and four- bedroom count. Summaries of the pertinent data can be found in the following pages.

- There are currently 148 two-, three- and four-bedroom homes listed in the MLS system. One year ago (2018) there were 209 listings, two years ago (2017) there were 211 listings and three years ago (2016) there were 211.
- The average days on market is 89 days for these listings. The two-bedroom homes have the lowest days on market at 69 days, the three-bedroom homes have an average days on market of 88 and the four-bedroom have an average days on market of 110 days.
- Of these listings, 14% are two-bedrooms, 61% are three-bedrooms and 25% are four-bedroom homes.
- 551 two-, three- and four-bedroom homes sold in 2018. Based on historical absorption, there is currently an enough supply for approximately 3 months. In a healthy, balanced market there is typically a six month supply.
- Of the current listings, forty six (46) are listed below \$150,000 which accounts for 31% of the listings.
- The average list price for a two-bedroom is \$177,904.
- The average list price for a three-bedroom is \$208,596.
- The average list price for a four-bedroom is \$273,416.
- The median list price for a two-bedroom is \$99,250.
- The median list price for a three-bedroom is \$195,000.
- The median list price for a four-bedroom is \$222,200.
- Current number of listings: 148 vs 209 in March 2018, 211 in March 2017, 211 in March of 2016 and 212 in March of 2015.

Two-bedroom Single-family Dwellings Listings

There are 20 active two-bedroom listings; 15 of the active listings are below \$150,000. The average square footage of a two BR is 1,463 sq. ft. The average days on market for a two-bedroom listing is 69.

Two-Bedroom Single Family Dwelling Listings						
No	Address	City	Price	Bd Rms	Full Baths	EstFSq.Ft.
1	134 County Road 812	Etowah	\$49,900	2	1	672
2	210 2nd Street	Englewood	\$59,900	2	1	888
3	115 Sharp	Athens	\$59,900	2	1	924
4	527 Kilgore	Athens	\$59,900	2	2	1,089
5	115 Gay St	Athens	\$67,500	2	1	860
6	1720 Hogan St	Athens	\$74,900	2	1	832
7	928 Madison E	Athens	\$76,000	2	1	936
8	1029 S Jackson Street	Athens	\$79,500	2	1	1,025
9	638 County Road 660	Etowah	\$86,000	2	1	916
10	938 County Road 655	Athens	\$98,500	2	2	1,248
11	1738 Highway 411 S	Etowah	\$100,000	2	2	1,604
12	3185 Highway 39 W	Athens	\$110,000	2	1	1,216
13	2165 County Road 750	Calhoun	\$119,900	2	1	1,745
14	509 Congress Parkway	Athens	\$129,400	2	2	1,024
15	9 College Street	Athens	\$129,990	2	1	2,260
16	234 County Road 757	Riceville	\$154,900	2	1	680
17	1751 County Road 50	Riceville	\$270,000	2	2	1,992
18	158 County Road 484	Englewood	\$387,900	2	2	1,826
19	120/122 Jackson Street N	Athens	\$449,000	2	2	6,080
20	698 County Road 172	Athens	\$995,000	2	1	1,456

Two-Bedroom	HIGH	LOW	AVERAGE	MEDIAN	TOTAL PRICE
LIST PRICE:	\$995,000	\$49,900	\$177,904	\$99,250	\$3,558,090
DAYS ON MARKET:	188	4	69	67	N/A
TOTAL LISTING COUNT:	20				



Three-bedroom Single-family Dwellings Listings

There are 91 active three-bedroom listings. 50 of the active listings are below \$200,000. The average square footage of a three BR is 1947 sq. ft. The Average days on market for a three-bedroom listing is 88.

<b>Three Bedroom Single Family Dwelling Listings</b>						
No	Address	City	Price	Bd Rms	Full Baths	Est.Sq.Ft.
1	523 Indiana Avenue	Etowah	\$32,900	3	2	1,192
2	200 County Road 158	Athens	\$39,900	3	2	1,216
3	710 Walter St	Athens	\$43,500	3	1	1,008
4	114 N Niota Road	Englewood	\$44,500	3	1	1,226
5	411 Long Street	Englewood	\$46,500	3	1	1,040
6	294 County Road 260	Niota	\$49,900	3	3	1,776
7	709 Old Riceville Rd	Athens	\$55,000	3	2	1,085
8	574 County Road 775	Riceville	\$69,900	3	2	1,200
9	1203 Lawson	Athens	\$75,000	3	1	1,189
10	690 County Road 875	Etowah	\$88,500	3	2	1,092
11	194 County Road 384	Niota	\$89,000	3	1	975
12	2686 Highway 68	Niota	\$91,900	3	2	1,312
13	116 County Road 269	Niota	\$109,500	3	2	1,232
14	330 Old Englewood Rd	Englewood	\$109,900	3	1	1,376
15	521 Harper Johnson E	Athens	\$118,000	3	1	1,040
16	502 North Avenue	Athens	\$118,000	3	1	1,160
17	718 County Road 130	Athens	\$124,900	3	2	1,680
18	119 Thacker Lane	Etowah	\$124,900	3	2	1,620
19	115 Oak Street	Athens	\$129,900	3	2	1,092
20	1406 Tellico Avenue	Athens	\$129,900	3	1	1,183
21	1205 Richardson Street	Athens	\$129,900	3	1	1,286
22	33 Jeralds Street	Englewood	\$129,900	3	2	1,482
23	240 County Road 437	Athens	\$129,900	3	2	2,600
24	289 County Road 890	Etowah	\$135,000	3	2	1,404
25	304 County Road 264	Niota	\$139,000	3	2	1,680
26	451 County Road 181	Athens	\$139,900	3	2	2,128
27	1308 Willet Drive	Athens	\$147,500	3	2	1,338
28	4696 Highway 11 S	Riceville	\$150,000	3	2	1,188
29	305 Forrest	Athens	\$157,500	3	3	1,636
30	414 Guille Street	Athens	\$159,000	3	2	1,506
31	802 Tennessee	Etowah	\$159,900	3	2	10,933
32	231 County Road 334	Niota	\$160,000	3	2	1,600
33	201 Echo Circle	Athens	\$163,500	3	2	1,211
34	1516 Washington Ave	Etowah	\$165,900	3	3	1,750
35	103 Keith Lane	Athens	\$169,500	3	1	1,911

Three Bedroom Single Family Dwelling Listings (Continued)						
No	Address	City	Price	Bd Rms	Full Baths	Est.Sq.Ft.
36	163 Jackson Street S	Athens	\$169,800	3	2	2,280
37	2447 Cindy St	Athens	\$172,000	3	2	1,798
38	114 County Road 569	Englewood	\$181,000	3	2	1,534
39	1083 Highway 310	Englewood	\$185,000	3	2	1,792
40	108 County Road 786	Etowah	\$185,000	3	2	1,850
41	2606 Highway 11	Athens	\$187,500	3	2	2,399
42	115 4th Street	Etowah	\$189,900	3	2	1,936
43	112 Ashley Court	Athens	\$189,900	3	2	1,392
44	620 Hill Top	Niota	\$193,900	3	2	1,640
45	423 Benson Drive	Athens	\$194,500	3	2	2,288
46	252 Fyke	Athens	\$195,000	3	2	1,716
47	604 Lynnwood Drive	Athens	\$199,900	3	2	1,906
48	245 County Road 613	Athens	\$199,900	3	2	1,824
49	414 County Road 435	englewood	\$199,900	3	1	1,560
50	472 COUNTY ROAD 784	ETOWAH	\$199,900	3	2	1,383
51	110 County Road 1154	Riceville	\$209,900	3	2	1,400
52	2515 Cindy	Athens	\$218,000	3	3	2,192
53	173 County Road 892	Etowah	\$224,900	3	2	1,510
54	359 County Road 675 SE	Athens	\$224,900	3	2	1,901
55	118 County Road 147	Riceville	\$224,900	3	2	1,572
56	1059 County Road 660	Etowah	\$225,000	3	2	2,098
57	190 Spring Place Blvd	Athens	\$234,900	3	2	1,872
58	209 County Road 545	Englewood	\$244,000	3	2	3,000
59	117 County Road 1150	Riceville	\$244,900	3	3	2,162
60	900 Highway 307	Niota	\$249,900	3	2	2,200
61	136 County Road 556	Athens	\$249,900	3	2	2,160
62	330 County Road 298	Sweetwater	\$259,000	3	3	3,246
63	2550 Highway 11 North	niota	\$259,900	3	2	1,787
64	221 Fyke Dr	Athens	\$260,000	3	2	2,136
65	332 Shadows Lawn Drive	Athens	\$264,900	3	2	1,889
66	237 County Road 752	Riceville	\$265,900	3	2	1,834
67	374 County Road 876	Englewood	\$269,000	3	2	1,740
68	710 Union McMinn Road	Niota	\$269,000	3	2	2,057
69	4150 Highway 11 S	Riceville	\$274,000	3	2	1,248
70	125 County Road 681	Etowah	\$274,900	3	3	2,389
71	1077 County road 119	Athens	\$275,000	3	2	1,637
72	120 County Road 452	Athens	\$279,000	3	3	3,047
73	130 County Road 42	Calhoun	\$279,900	3	2	3,104
74	382 County Road 263	Niota	\$289,900	3	2	2,138
75	129 County Road 609	Athens	\$289,999	3	3	2,424
76	255 County Road 961	Riceville	\$295,000	3	2	2,393
77	128 County Road 3050	Athens	\$299,000	3	2	2,188
78	601 Ingleside Ave	Athens	\$299,900	3	2	2,287
79	239 County Road 1121	Athens	\$319,900	3	2	2,615

<b>Three Bedroom Single Family Dwelling Listings (Continued)</b>						
No	Address	City	Price	Bd Rms	Full Baths	Est.Sq.Ft.
80	2309 Breckenridge Street	Athens	\$324,900	3	3	2,280
81	249 County Road 110	Athens	\$325,000	3	2	2,320
82	1077 County road 119	Athens	\$329,900	3	2	1,637
83	688 County Road 461	Englewood	\$345,000	3	2	1,500
84	289 County Road 67	Riceville	\$349,900	3	2	1,656
85	129 County Road 133	Athens	\$360,000	3	3	4,120
86	1621 Alton St	Athens	\$379,500	3	2	4,000
87	170 County Road 6	Calhoun	\$379,900	3	2	3,215
88	454 County Road 279	Niota	\$449,000	3	3	2,662
89	140 County Road 7	Calhoun	\$449,900	3	2	2,282
90	923 County Road 51	Athens	\$463,000	3	3	3,000
91	115 County Road 529	Etowah	\$479,900	3	2	3,600

<b>Three-Bedroom</b>	<b>HIGH</b>	<b>LOW</b>	<b>AVERAGE</b>	<b>MEDIAN</b>	<b>TOTAL PRICE</b>
LIST PRICE:	\$479,900	\$32,900	\$208,596	\$195,000	\$18,982,299
DAYS ON MARKET:	476	0	88	46	N/A
TOTAL LISTING COUNT:	91				

**Four-bedroom Single-family Dwellings Listings**

There are 37 active three-bedroom listings. 21 of the active listings are below \$250,000. The average square footage of a three BR is 3002 sq. ft. The average days on market for a three-bedroom listing is 110.

Four-Bedroom Single Family Dwelling Listings						
No	Address	City	Price	Bd Rms	Full Baths	Est. Sq.Ft.
1	105 County Road 907	Calhoun	\$119,900	4	2	1,815
2	2458 Highway 163	Riceville	\$129,900	4	2	1,632
3	603 Pennsylvania	Etowah	\$145,000	4	4	2,403
4	825 Long Mill Road	Athens	\$149,900	4	2	1,960
5	1128 Jones Street	Athens	\$154,900	4	2	2,290
6	114 Northwestern	Athens	\$170,000	4	3	2,748
7	1007 Boaz Street	Athens	\$170,000	4	2	2,659
8	549 Highway 411	Englewood	\$173,900	4	2	1,680
9	664 County Road 442	Athens	\$175,900	4	2	1,782
10	1323 Washington	Etowah	\$179,500	4	2	3,464
11	1107 Brentwood Drive	Etowah	\$179,900	4	2	2,187
12	120 County Road 572	Englewood	\$180,000	4	2	2,281
13	210 Forrest Avenue	Athens	\$180,000	4	3	2,997
14	115 County Road 651	Athens	\$198,700	4	3	3,417
15	109 Mason st	Athens	\$199,900	4	2	2,640
16	136 Church Street	Calhoun	\$219,500	4	3	2,450
17	2178 County Road 561	Englewood	\$224,900	4	2	1,654
18	1512 Brentwood	Athens	\$225,000	4	3	3,648
19	139 County Road 124	Athens	\$245,000	4	2	2,399
20	612 E Madison Avenue	Athens	\$248,000	4	2	2,722
21	794 County Road 188	Decatur	\$265,000	4	3	2,184
22	271 County Road 608	Athens	\$269,900	4	2	2,356
23	544 County Road 750	Athens	\$275,000	4	3	2,780
24	545 County Road 249	Athens	\$299,900	4	3	3,000
25	501 E Madison Avenue	Athens	\$329,900	4	3	3,708
26	251 County Road 580	Athens	\$339,900	4	3	2,400
27	109 County Road 7004	Athens	\$344,900	4	2	3,499
28	91 Deer Path Road	Englewood	\$359,900	4	3	2,335
29	1806 Wood Creek Circle	Athens	\$369,900	4	5	4,170
30	459 County Road 260	Niota	\$379,000	4	2	3,338
31	2440 County Road 750	Calhoun	\$398,777	4	3	3,000
32	1042 County Road 609	Etowah	\$498,900	4	3	4,582
33	163 County Road 6	Calhoun	\$525,000	4	4	4,480
34	425 County Rd 788	Etowah	\$535,000	4	4	5,590
35	1542 Highway 30 E	Athens	\$599,000	4	4	3,548
36	1892 Highway 39 E	Englewood	\$599,900	4	4	3,584
37	1065 County Road 660	Etowah	\$995,000	4	4	7,710

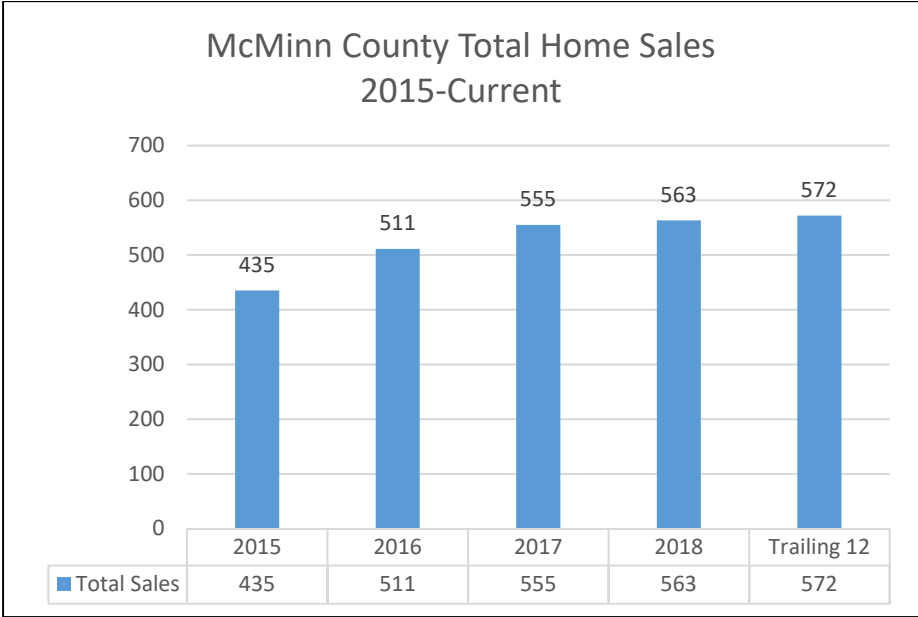
Four-Bedroom	HIGH	LOW	AVERAGE	MEDIAN	TOTAL PRICE
LIST PRICE:	\$995,000	\$65,000	\$273,416	\$222,200	\$11,483,477
DAYS ON MARKET:	405	3	110	67	N/A
TOTAL LISTINGS:	37				

## SUPPLY ANALYSIS OF THE SINGLE-FAMILY MARKET

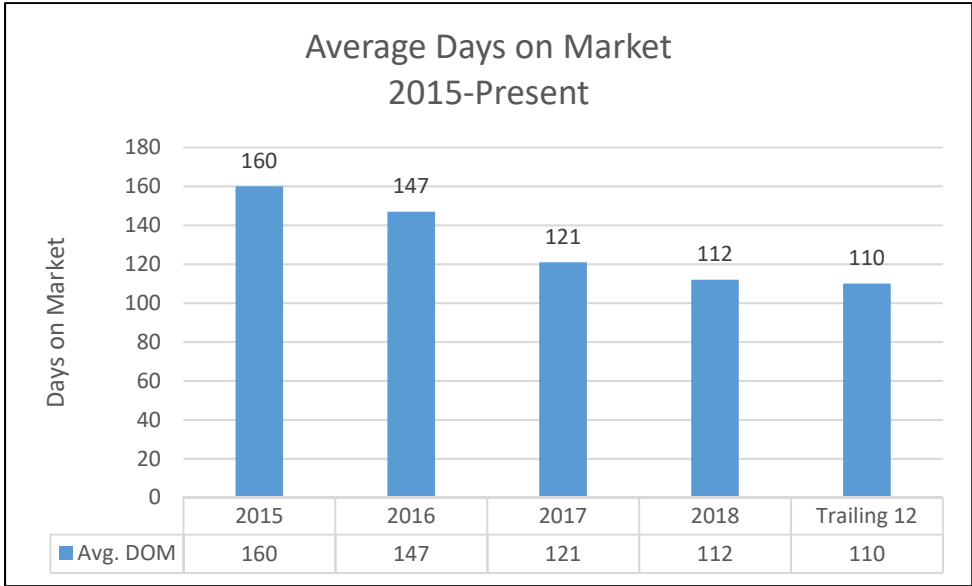
### All Sales from 2015-Current Analysis

The following tables and graphs illustrate the historical level of single-family sales activity in McMinn County as taken from the MLS system.

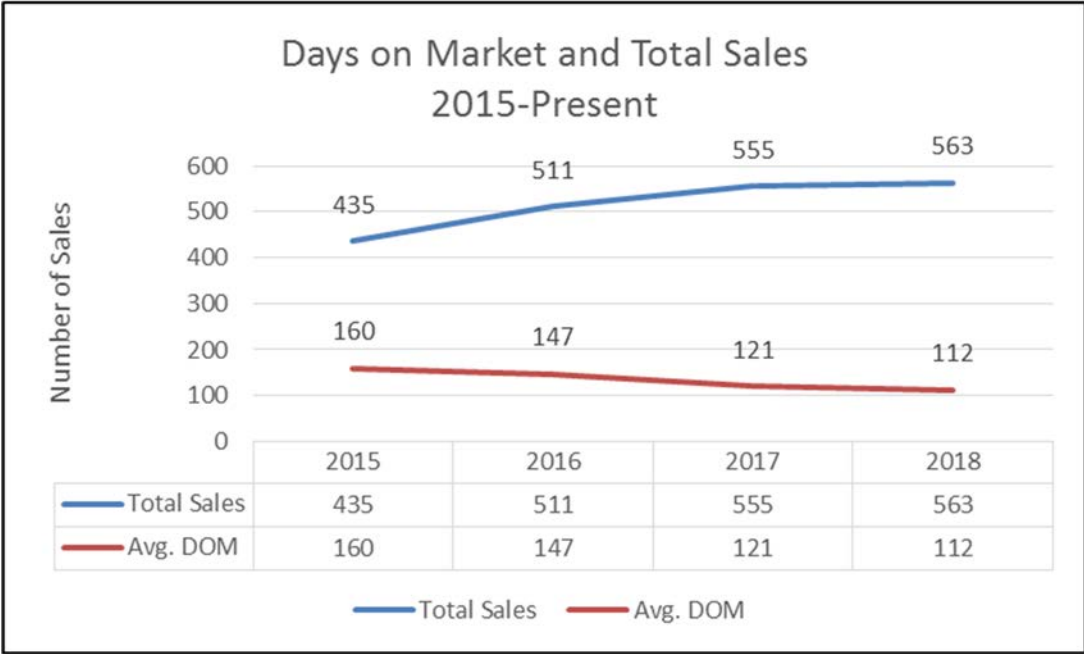
The analyst has included home sales data from the past four years (2015 to 2018) as well as trailing 12 months data (April 1, 2018 to April 1, 2019). As can be seen in the chart below, home sales have consistently increased since 2015, consistent with national trends. Beginning in 2015 home sales began to rise, reaching a five year high of 563 transactions in 2018.



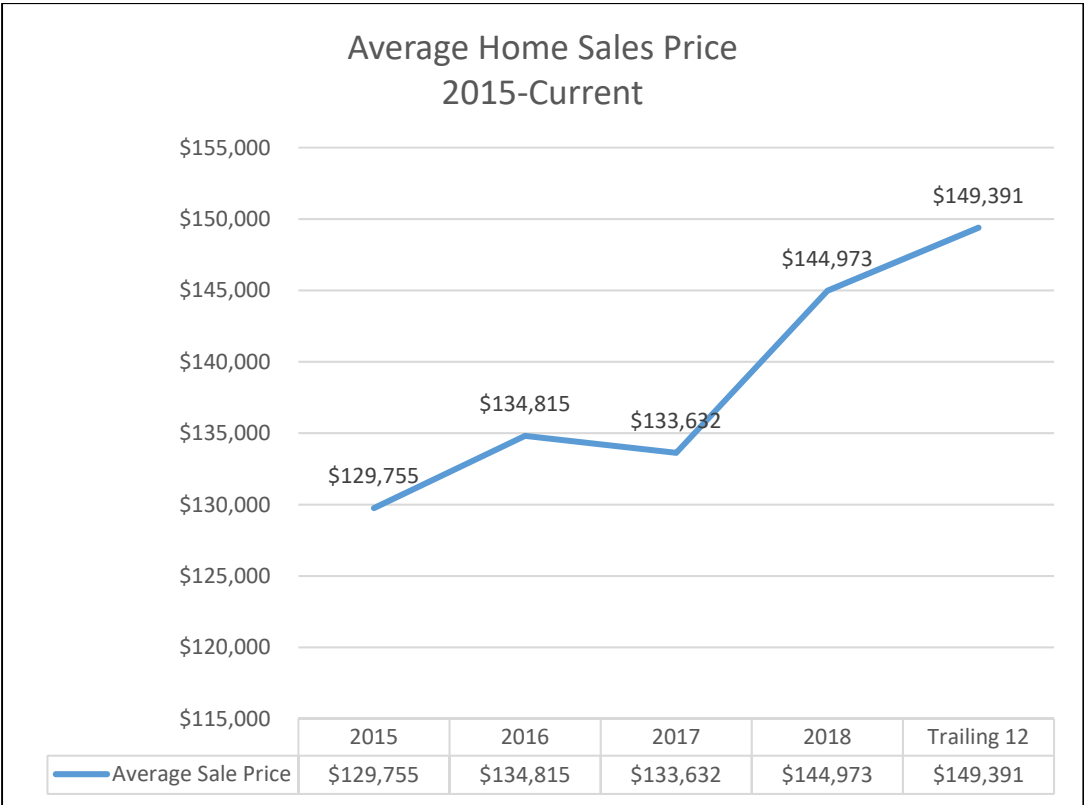
An analysis of sales data collected has been conducted in order to extract historical trends in exposure time, also known as Days-On-Market (DOM). Average days on market has continually decreased from 160 in 2015 to 112 in 2018. Trailing 12 data shows continued decrease. Average days on Market from April 2018 to April 2019 was 110 days.



The analyst compared data on the total home sales per year and average days on market. As seen in the chart below, average days on market has continually decreased and total number of sales have increased since 2015. These trends are positive signs for the market.



In addition to the total number of single-family home sales increasing, average sales prices have increased in the past four years. Average sale price was \$129,755 in 2015 but has risen to \$144,973 as of last year (2018). Trailing 12 months data indicates an average sale price of \$149,391.

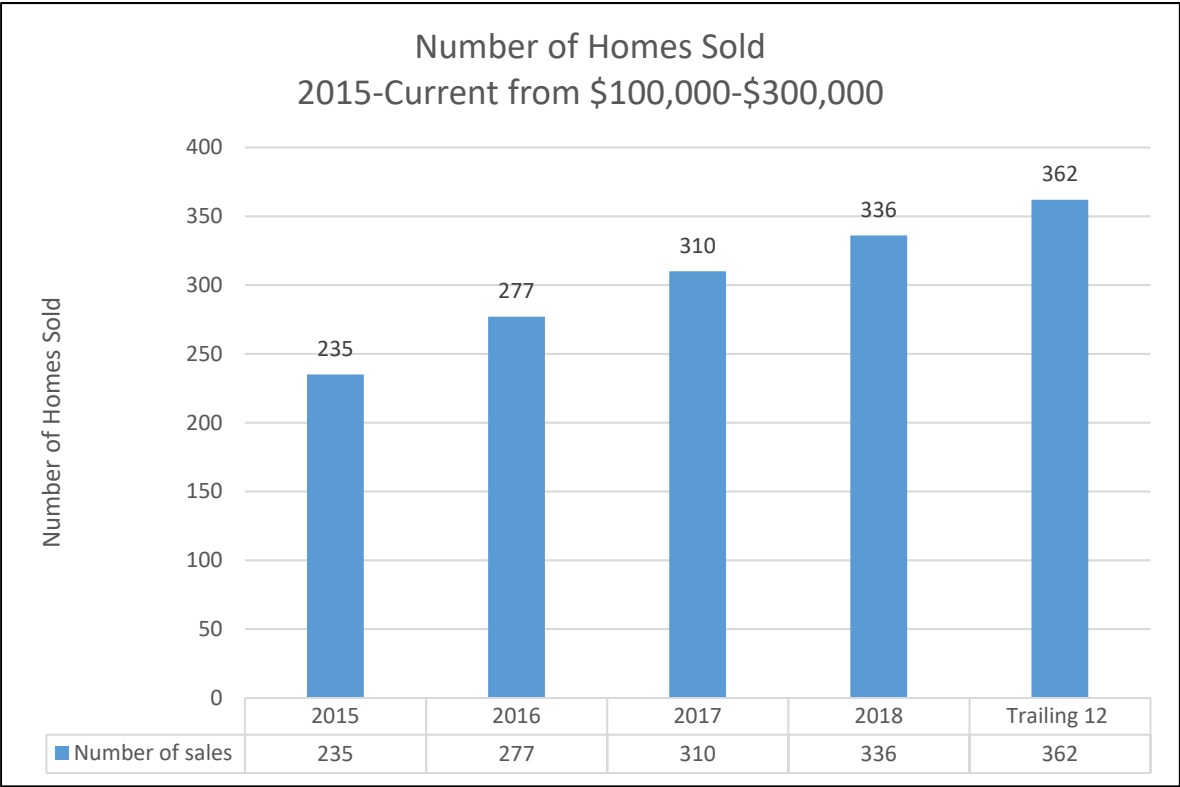


**\$100,000-\$300,000 Sales from 2015-Current Analysis**

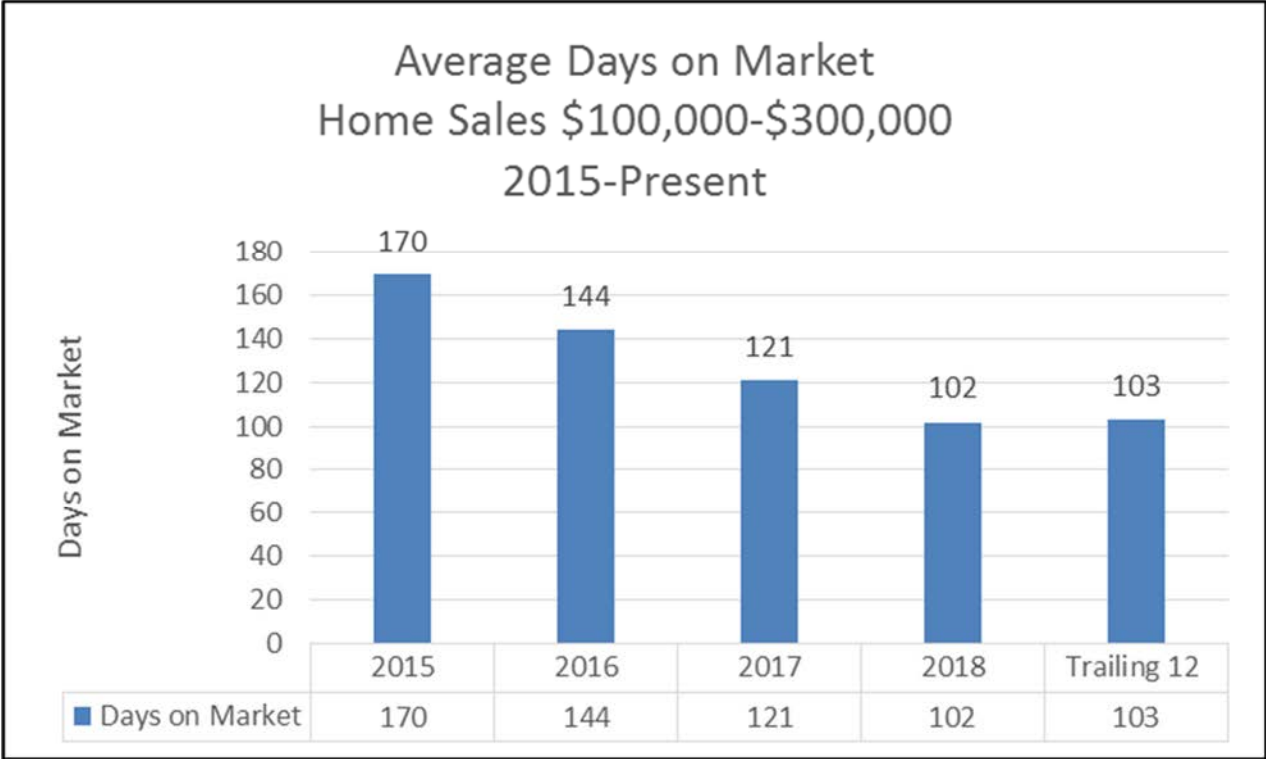
The following tables and graphs illustrate the historical level of single-family sales activity in McMinn County. Sales from \$100,000 to \$300,000 were included, all others were excluded.

The analyst has included home sales data from the past four years (2015 to 2018) as well as trailing 12 months data (April 1, 2018 to April 1, 2019) and number of current listings. As can be seen in the chart below, home sales have consistently increased since 2015, consistent with national trends.

- Beginning in 2015 home sales began to rise, reaching a five year high of 336 transactions in 2018.
- Trailing 12 data indicated further increase at 362 homes sold.
- There are currently 140 listings.

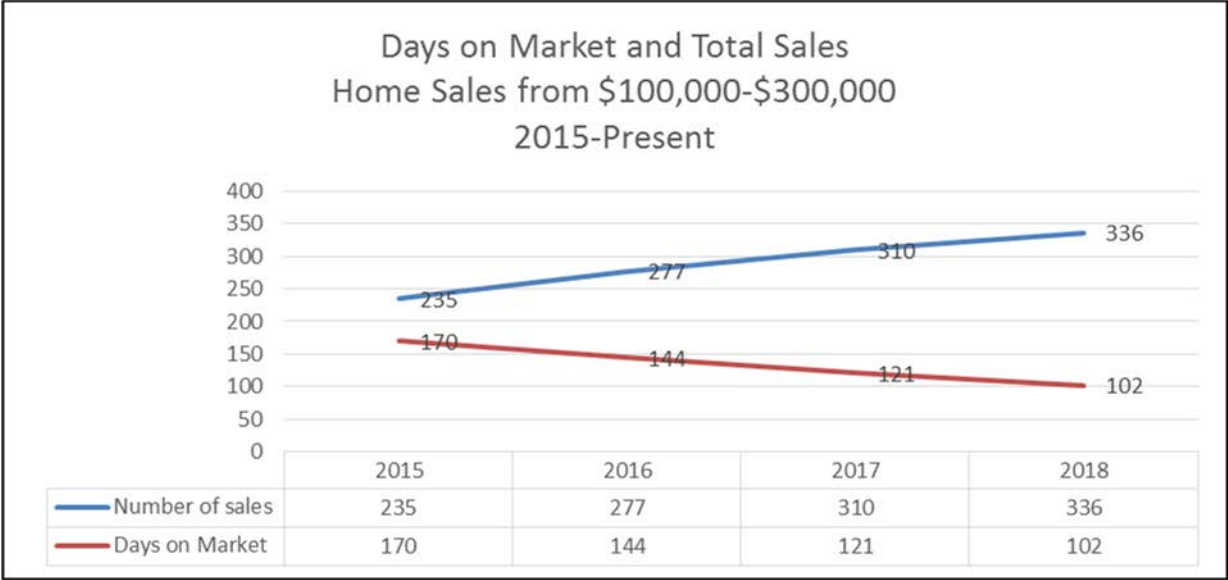


An analysis of sales data collected has been conducted in order to extract historical trends in exposure time, also known as Days-On-Market (DOM). Average days on market has continually decreased from 170 in 2015 to 102 in 2018. Trailing 12 data shows continued decrease. Average days on Market from April 2018 to April 2019 was 103 days. This trend is an indication that there is insufficient supply in the market.

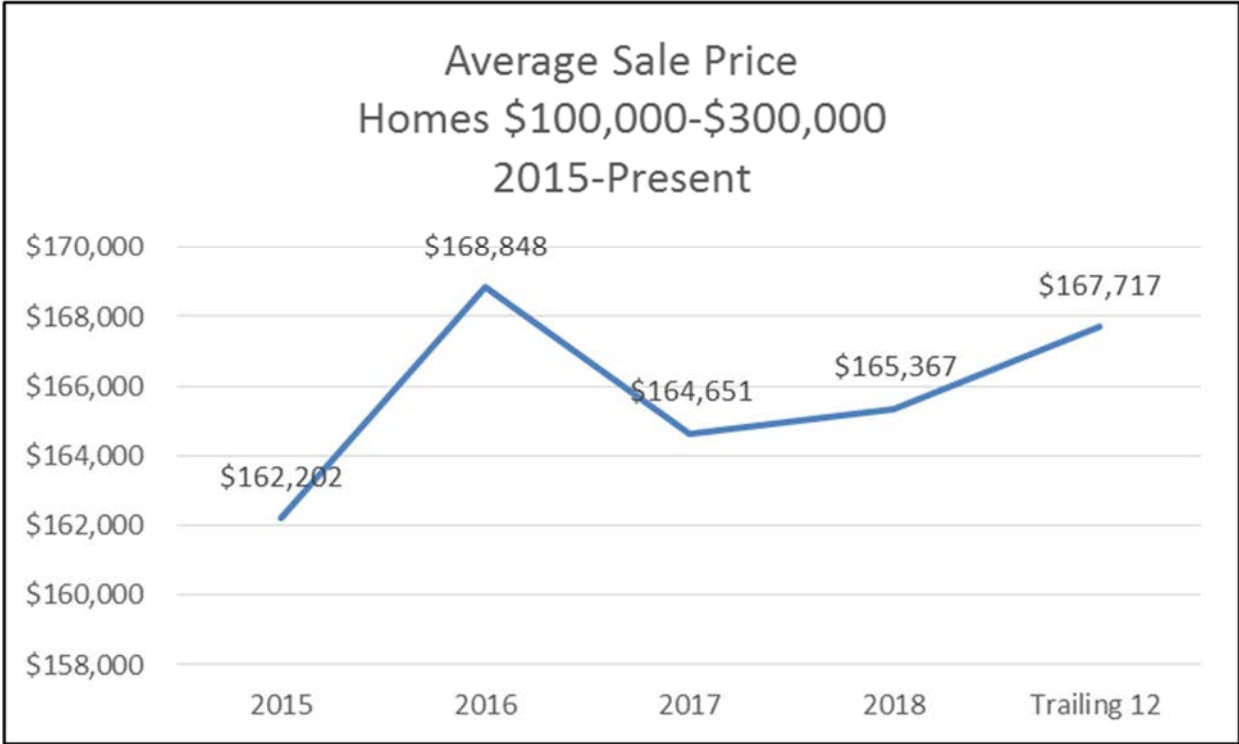




The analyst compared data on the total home sales per year and average days on market. As seen in the chart below, average days on market has continually decreased and total number of sales have increased from 235 in 2015 to 336 in 2018. Trailing 12 data shows continued increase. 362 homes were sold in the \$100,000-\$300,000 price range from April 2018 to April 2019. These trends are positive signs for the market.



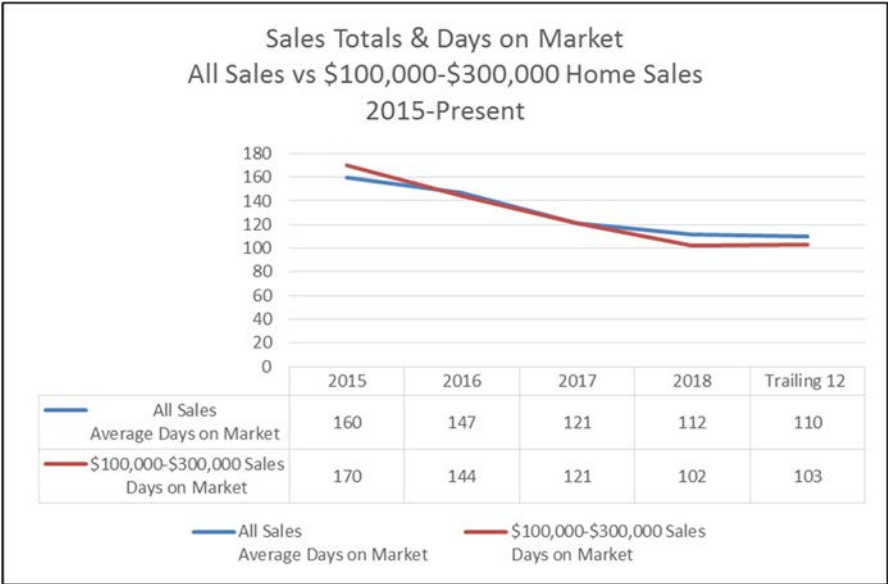
In addition to the total number of single-family home sales increasing, average sales prices have increased in the past two years. Average sale price was \$162,202 in 2015 but has risen to \$165,367 as of last year (2018). Trailing 12 months data indicates an average sale price of \$167,717.



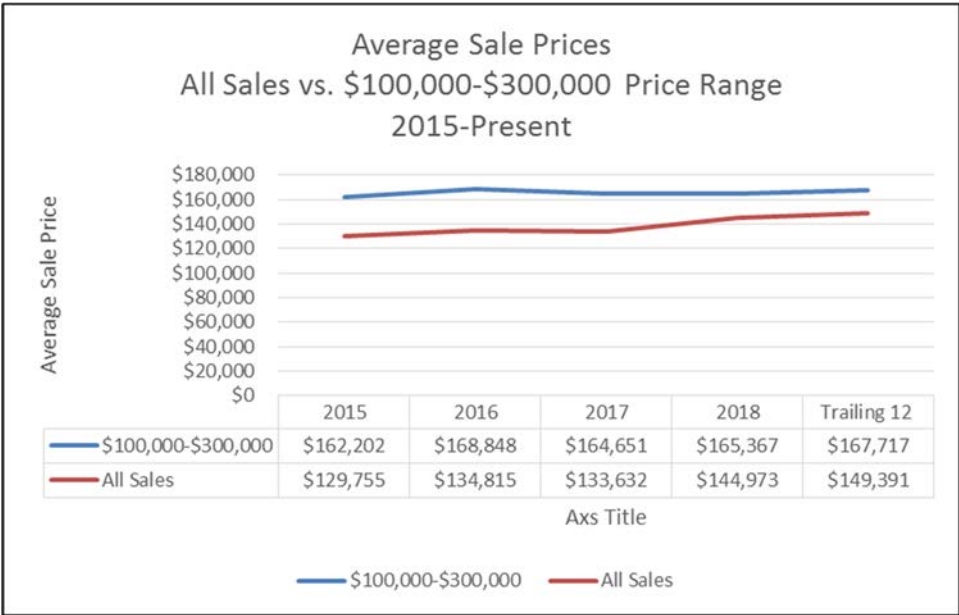
**All Sales from vs. \$100,000-\$300,000 Sales from 2015-Current Analysis**

The following tables and graphs compare the historical level of single-family sales activity in McMinn County for all sales vs. those in the \$100,000-\$300,000 price range.

The analyst has included home sales data from the past four years (2015 to 2018) as well as trailing 12 months data (April 1, 2018 to April 1, 2019). As can be seen in the chart below, Days on Market have consistently decreased since 2015 in both categories, consistent with national trends. Days on Market in the \$100,000-\$300,000 price range was lower those for all sales which indicates a rising demand for single-family homes in the \$100,000-\$300,000 price range.



The analyst compared average sales prices for all sales vs \$100,000-\$300,000 sales from the past four years (2015 to 2018) as well as trailing 12 months data (April 1, 2018 to April 1, 2019). As can be seen in the chart below, sales prices have consistently increased since 2017 in both categories, consistent with national trends. Trailing 12 data indicates strong growth in both categories which indicates demand for more supply.



**Market Pricing Analysis for Home Sales with Garages vs. without Garages**

The following summaries sort single-family home sales in 2018 by bedroom count. Average square footage, sale price and days on market can be compared between homes with garages and those without garages. Of the homes sold in 2018, 48% have garages.

Home Sales 2018	2 BR	3 BR	4 BR
Avg Sq. Ft.	1,130	1,729	2,366
Sales Price	\$84,613	\$149,202	\$203,071
DOM	127	103	129
Total Sales	107	366	78

Home Sales with Garages 2018	2 BR	3 BR	4 BR
Avg Sq. Ft.	1,318	1,862	2,661
Sales Price	\$117,437	\$182,699	\$235,781
DOM	118	99	124
Total Sales	33	190	44

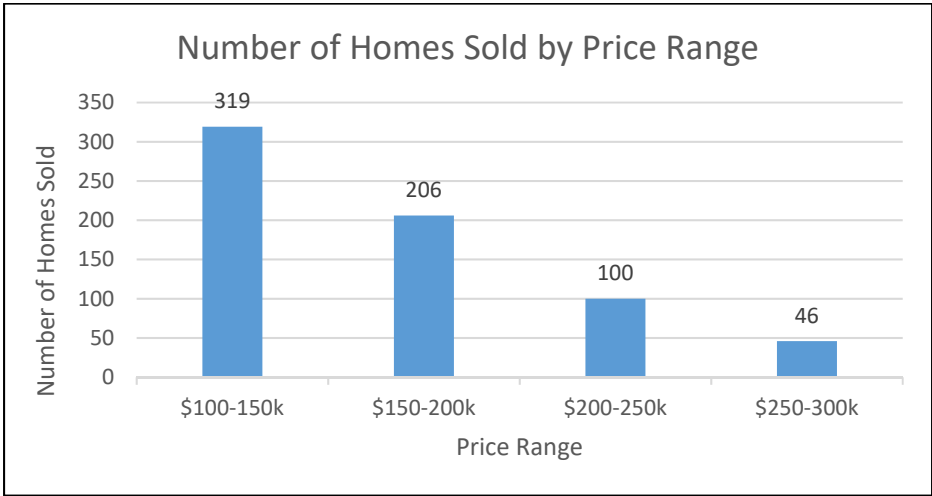
**Market Analysis for Home Sales from \$100,000-\$300,000 by Price Bracket**

The following summaries show single-family home sales over the last two years (January 2017-January 2019) by price range. Average list price, sale price, percentage of list vs sales price and days on market can be compared.

There were 671 homes sold from 2017-2019 in the \$100,000-\$300,000 range. The average days on market for all listing from \$100,000-\$300,000 was 111 days. The national average for days on market in 2017 was 77 and dropped to 64 days in 2018.

- There were 319 listings in the \$100,000-\$150,000 price range which accounts for 48% of the listings.
  - The average list price was \$131,527.
  - The average sale price was \$126,757.
  - The average home sold for 96% of the list price.
- There were 206 listings in the \$150,000-\$200,000 price range which accounts for 31% of the listings.
  - The average list price was \$178,084.
  - The average sale price was \$170,000.
  - The average home sold for 95% of the list price.
- There were 100 listings in the \$200,000-\$250,000 price range which accounts for 15% of the listings.
  - The average list price was \$235,396.
  - The average sale price was \$225,281.
  - The average home sold for 96% of the list price.
- There were 46 listings in the \$250,000-\$300,000 price range which accounts for 7% of the listings.
  - The average list price was \$283,706.
  - The average sale price was \$273,510.
  - The average home sold for 96% of the list price.

Home Sales 2017-2019	Average List Price	Average Sales Price	List Price vs Sales Price %	Average Days on Market	Total Number of Listings
\$100-150k	\$131,527	\$126,757	96%	119	319
\$150-200k	\$178,084	\$170,000	95%	102	206
\$200-250k	\$235,396	\$225,281	96%	107	100
\$250-300k	\$283,706	\$273,510	96%	116	46



## MARKET ANALYSIS FOR DESIRABLE SUBDIVISIONS

The following subdivisions (Keith Meadows, Sterling Oaks and The Davis Place) are highlighted due to their desirability in the market. The tables and graphs illustrate the historical level of sales activity from 2014-present within each subdivision. The average days on market for the three subdivisions mentioned below is 138 days. These subdivisions were chosen for analysis because they were consistently mentioned as desirable single-family dwellings in the market.

### Keith Meadows



According to public records and a survey of the subdivision, Keith Meadows Subdivision has 51, lots, one of those is vacant. There are three active listings on the MLS currently.

- \$256,300 is the average list price of all current listings.
- The average square footage for current listings is 2,297 sq. ft.
- The average days on market for Keith Meadows subdivision is 182 days.

Keith Meadows Active Listing						
Address	City	Price	Full Baths	Bd Rms	EstFSq.Ft.	Days On Market
604 Lynnwood Drive	Athens	\$199,900	2	3	1,906	389
221 Fyke Dr	Athens	\$260,000	2	3	2,136	138
418 Lynnwood Drive	Athens	\$309,000	3	5	2,850	19

There have been 28 sales in Keith Meadows Subdivision Since 2014.

- \$179,514 is the average sales price of all sales since 2014.
- On average, homes have sold for 96% of list price since 2014.
- The average days on market for Keith Meadows subdivision is 148 days.

Keith Meadows Historical Sales							
Address	City	Price	Full Baths	Bd Rms	EstFSq.Ft.	Closing Date	Days On Market
552 Lynnwood Drive	Athens	\$153,000	2	3	1,516	8/15/2014	151
608 Lynnwood Drive	Athens	\$175,500	2	3	1,920	9/12/2014	74
246 Fyke Drive	Athens	\$155,000	2	3	1,410	12/23/2014	84
212 Fyke Drive	Athens	\$222,000	2	3	2,300	3/10/2015	82
614 Lynnwood Dr	Athens	\$161,900	2	3	1,784	5/15/2015	233
537 Lynnwood	Athens	\$123,500	2	3	1,460	5/29/2015	303
527 Lynnwood Drive	Athens	\$140,000	2	3	1,344	7/17/2015	218
523 Lynnwood Drive	Athens	\$133,000	2	3	1,494	8/3/2015	235
426 Lynnwood Drive	Athens	\$169,000	2	3	2,048	11/5/2015	556
540 Lynnwood Dr	Athens	\$135,000	2	4	1,700	11/30/2015	131
545 Lynnwood Dr.	Athens	\$132,000	2	3	1,420	8/7/2016	174
628 Lynnwood Drive	Athens	\$200,000	2	3	2,580	9/28/2016	37
611 Lynnwood Drive	Athens	\$159,900	2	3	1,632	10/14/2016	410
514 Lynnwood Dr	Athens	\$153,000	2	3	1,444	12/19/2016	56
615 Lynnwood Drive	Athens	\$160,000	2	3	1,472	2/9/2017	89
528 Lynnwood Drive	Athens	\$189,000	2	3	1,860	3/30/2017	78
403 Lynnwood	Athens	\$195,000	2	4	2,592	5/5/2017	78
242 Fyke Drive	Athens	\$219,900	2	4	2,860	6/22/2017	30
270 Fyke Dr	Athens	\$195,000	2	3	1,886	6/27/2017	55
277 Fyke Drive	Athens	\$167,400	2	3	1,319	6/1/2018	45
128 Ashley Court	Athens	\$349,900	3	5	3,421	6/29/2018	35
418 Lynnwood Drive	Athens	\$140,000	3	3	2,216	7/3/2018	250
628 Lynnwood Drive	Athens	\$236,000	2	3	2,580	8/14/2018	88
600 Lynnwood Drive	Athens	\$174,500	2	3	1,288	9/7/2018	30
270 Fyke Drive	Athens	\$185,000	2	3	1,886	11/5/2018	109
505 Lynnwood Dr	Athens	\$226,500	2	3	2,520	12/17/2018	87
528 Lynnwood Drive	Athens	\$205,400	2	3	1,860	2/15/2019	177
612 Lynnwood Drive	Athens	\$170,000	2	3	1,819	5/10/2019	269

Keith Meadows Summary						
	TOTAL		HIGH	LOW	AVG	MED
LISTING COUNT:	28	DAYS ON MARKET:	556	30	148	88
	HIGH	LOW	AVERAGE	MEDIAN	TOTAL PRICE	
LIST PRICE:	\$349,900	\$129,000	\$185,689	\$175,750	\$5,199,300	
SOLD PRICE:	\$349,900	\$123,500	\$179,514	\$169,500	\$5,026,400	

**Sterling Oaks**



According to public records and a survey of the subdivision, Sterling Oaks Subdivision has 53 lots, 35 of those are vacant.

- There are no active listings for Sterling Oaks Subdivision.
- \$238,817 is the average sales price of all sales since 2014
- On average, homes have sold for 98% of list price since 2014.
- The average days on market for sales since 2014 is 132.

Sterling Oaks Historical Sales							
Address	City	Price	Full Baths	Bd Rms	EstFSq.Ft.	Closing Date	Days On Market
106 County Road 7030	Athens	\$208,000	2	3	1,850	8/10/2015	207
231 County Road 703	Athens	\$235,000	2	4	2,122	9/14/2015	124
109 County Road 7030	Athens	\$222,500	2	3	1,990	5/2/2016	220
215 County Road 703	Athens	\$257,900	3	4	2,016	4/20/2017	69
111 County Road 7030	Athens	\$285,500	2	4	2,110	6/9/2017	40
223 County Road 703	Athens	\$224,000	2	3	2,100	7/21/2017	132

Sterling Oaks Summary						
	TOTAL	HIGH	LOW	AVG	MED	
LISTING COUNT:	6	DAYS ON MARKET:	220	40	132	128
	HIGH	LOW	AVERAGE	MEDIAN	TOTAL PRICE	
LIST PRICE:	\$285,500	\$214,999	\$242,366	\$234,900	\$1,454,199	
SOLD PRICE:	\$285,500	\$208,000	\$238,816	\$229,500	\$1,432,900	

**The Davis Place**



According to public records and a survey of the subdivision, The Davis Place Subdivision has 63, lots, 33 of those are vacant. There is currently one active listing in The Davis Place Subdivision.

- The current list price for the active listing is \$264,900.
- The square footage for the current listings is 1,889 sq. ft.
- The current listing has been on the market for 50 days.

The Davis Place Active Listing						
Address	City	Price	Full Baths	Bd Rms	EstFSq.Ft.	Days On Market
332 Shadows Lawn Drive	Athens	\$264,900	2	3	1,889	50

There have been 28 sales in The Davis Place Subdivision Since 2014.

- \$211,500 is the average sales price of all sales since 2014
- On average, homes have sold for 96% of list price since 2014.
- The average days on market for sales since 2014 is 134.

The Davis Place							
Address	City	Price	Full Baths	Bd Rms	EstFSq.Ft.	Closing Date	Days On Market
212 Shadows Lawn Drive	ATHENS	\$195,000	2	3	1,793	10/17/2014	36
204 Shadows Lawn Drive	Athens	\$151,000	2	3	2,242	3/27/2015	167
302 Shadows Lawn Drive	Athens	\$205,000	2	3	1,845	4/14/2015	224
102 Shadows Lawn Drive	Athens	\$208,000	3	4	2,275	8/17/2015	52
121 Shadows Lawn Drive	Athens	\$195,000	2	3	1,730	2/9/2016	121
332 Shaddows Lawn Drive	Athens	\$220,500	2	3	1,917	11/10/2016	127
120 Shadows Lawn Drive	Athens	\$245,000	2	3	1,836	9/22/2017	189
339 Shaddows Lawn Drive	Athens	\$247,000	2	3	2,180	12/4/2017	140
203 Shadows Lawn Drive	Athens	\$237,000	2	3	2,125	9/4/2018	158

The Davis Place						
	TOTAL	HIGH	LOW	AVG	MED	
LISTING COUNT:	9	DAYS ON MARKET:	224	36	134	140
	HIGH	LOW	AVERAGE	MEDIAN	TOTAL PRICE	
LIST PRICE:	\$260,000	\$159,000	\$218,444	\$214,500	\$1,966,000	
SOLD PRICE:	\$247,000	\$151,000	\$211,500	\$208,000	\$1,903,500	



## SUMMARY AND CONCLUSIONS

There appears to be a moderate level of demand for new homes in this market, especially in the mid-tier range. The local market has experienced a shortage of quality housing stock for a number of years. The primary reasons for the lack of new supply to the market is a combination of below average income levels, high price points for lower than average quality product, and higher quality product in surrounding markets. There is believed to be demand present for moderately priced, quality homes.

The basis for these findings are as follows.

- Local Realtors have expressed a lack of quality housing. Clients frequently mention that they can find quality homes in surrounding markets for comparable prices.
- In addition to the number of single-family home sales increasing, average and median sales prices have been increasing for the past five years. Average sale price was \$114,297 in 2014 but has risen to \$144,973 as of last year (2018). Trailing 12 months data indicates an average sale price of \$149,391.
- In a 2018 meeting, Tennessee Senator Mike Bell asked the plant managers in attendance how many positions they had available at that time, and the cumulative number was over 200 positions despite the low unemployment rate. This meeting resulted in additional meetings that further highlighted the need for a more skilled workforce to meet the needs of the industries in the area. One of the suggested reasons for the unfilled positions is lack of suitable housing for employees in McMinn County.
- Of the homes sold in 2018, 48% have garages. Locals express a need for more home options with garages. The majority of homeowners in this market own a vehicle. Garages are especially desirable in markets with high vehicle ownership.
- There are currently 148 two, three- and four-bedroom homes listed on the MLS market.
- The average days on market is 89 days for current two-, three- and four-bedroom home listings in the market.
- Of these listings, 14% are two-bedrooms, 61% are three-bedrooms and 25% are four-bedroom homes.
- Currently, there is a 3-month supply of active listings. In a healthy balanced market, a six-month supply is considered typical.
- Of the current listings, 46 are listed below \$150,000.
- There is a lack of new single-family dwellings in the market. Building permit level averaged approximately 123.5 permits per year since 2015.
- McMinn County ranks higher than the state and nation in manufacturing wages. In the first quarter of 2019 the average weekly manufacturing wage for McMinn County was \$1,218. Tennessee's for the same period was \$1,184, and the national average was \$1,113. This is a positive sign for those looking to purchase a home in the local market.

**CERTIFICATION**



Formerly known as  
National Council of Affordable  
Housing Market Analysts

**NCHMA MEMBER CERTIFICATION**

This market study has been prepared by **Hodges & Pratt**, a member in good standing of the National Council of Housing Market Analysts (NCHMA). This study has been prepared in conformance with the standards adopted by NCHMA for the market analysts' industry. These standards include the *Standard Definitions of Key Terms Used in Market Studies*, and *Model Content Standards for the Content of Market Studies*. These Standards are designed to enhance the quality of market studies and to make them easier to prepare, understand, and use by market analysts and by the end users. These Standards are voluntary only, and no legal responsibility regarding their use is assumed by the National Council of Housing Market Analysts.

**Hodges & Pratt** is duly qualified and experienced in providing market analysis for Affordable Housing. The company's principals participate in the National Council of Housing Market Analysts (NCHMA) educational and information sharing programs to maintain the highest professional standards and state-of-the-art knowledge. **Hodges & Pratt** is an independent market analyst. No principal or employee **Hodges & Pratt** has any financial interest whatsoever in the development for which this analysis has been undertaken.

While the document specifies **Hodges & Pratt** the certification is always signed by the individual completing the study and attesting to the certification.

(NOTE: Information on the National Council of Housing Market Analysts may be obtained by calling 202-939-1750, or by visiting [www.housingonline.com](http://www.housingonline.com))

Nelson C. Pratt, MAI  
Tennessee Certified General  
Real Estate Appraiser, CG-2754

**ADDENDA**

**ESRI/STDB ONLINE DEMOGRAPHIC DATA**



## 2010 Census Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	2000	2010	2000-2010 Annual Rate
Population	12,766	13,266	0.38%
Households	5,470	5,608	0.25%
Housing Units	5,980	6,267	0.47%
<b>Population by Race</b>			
		<b>Number</b>	<b>Percent</b>
Total		13,266	100.0%
Population Reporting One Race		12,877	97.1%
White		11,224	84.6%
Black		1,076	8.1%
American Indian		47	0.4%
Asian		211	1.6%
Pacific Islander		6	0.0%
Some Other Race		313	2.4%
Population Reporting Two or More Races		389	2.9%
Total Hispanic Population		691	5.2%
<b>Population by Sex</b>			
Male		6,179	46.6%
Female		7,087	53.4%
<b>Population by Age</b>			
Total		13,266	100.0%
Age 0 - 4		884	6.7%
Age 5 - 9		842	6.3%
Age 10 - 14		812	6.1%
Age 15 - 19		909	6.9%
Age 20 - 24		925	7.0%
Age 25 - 29		851	6.4%
Age 30 - 34		774	5.8%
Age 35 - 39		790	6.0%
Age 40 - 44		799	6.0%
Age 45 - 49		859	6.5%
Age 50 - 54		885	6.7%
Age 55 - 59		875	6.6%
Age 60 - 64		757	5.7%
Age 65 - 69		650	4.9%
Age 70 - 74		477	3.6%
Age 75 - 79		425	3.2%
Age 80 - 84		350	2.6%
Age 85+		402	3.0%
Age 18+		10,257	77.3%
Age 65+		2,304	17.4%

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

August 30, 2019



## 2010 Census Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

Households by Type		
Total	5,608	100.0%
Households with 1 Person	1,927	34.4%
Households with 2+ People	3,681	65.6%
Family Households	3,447	61.5%
Husband-wife Families	2,389	42.6%
With Own Children	876	15.6%
Other Family (No Spouse Present)	1,058	18.9%
With Own Children	595	10.6%
Nonfamily Households	234	4.2%
All Households with Children	1,678	29.9%
Multigenerational Households	220	3.9%
Unmarried Partner Households	276	4.9%
Male-female	251	4.5%
Same-sex	25	0.4%
Average Household Size	2.27	
Family Households by Size		
Total	3,447	100.0%
2 People	1,631	47.3%
3 People	821	23.8%
4 People	593	17.2%
5 People	267	7.7%
6 People	96	2.8%
7+ People	39	1.1%
Average Family Size	2.91	
Nonfamily Households by Size		
Total	2,161	100.0%
1 Person	1,927	89.2%
2 People	193	8.9%
3 People	34	1.6%
4 People	6	0.3%
5 People	0	0.0%
6 People	1	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.13	
Population by Relationship and Household Type		
Total	13,266	100.0%
In Households	12,751	96.1%
In Family Households	10,306	77.7%
Householder	3,447	26.0%
Spouse	2,389	18.0%
Child	3,765	28.4%
Other relative	443	3.3%
Nonrelative	262	2.0%
In Nonfamily Households	2,445	18.4%
In Group Quarters	515	3.9%
Institutionalized Population	210	1.6%
Noninstitutionalized Population	305	2.3%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

Family Households by Age of Householder		
Total	3,447	100.0%
Householder Age 15 - 44	1,490	43.2%
Householder Age 45 - 54	674	19.6%
Householder Age 55 - 64	592	17.2%
Householder Age 65 - 74	393	11.4%
Householder Age 75+	298	8.6%
Nonfamily Households by Age of Householder		
Total	2,161	100.0%
Householder Age 15 - 44	545	25.2%
Householder Age 45 - 54	365	16.9%
Householder Age 55 - 64	429	19.9%
Householder Age 65 - 74	342	15.8%
Householder Age 75+	480	22.2%
Households by Race of Householder		
Total	5,608	100.0%
Householder is White Alone	4,858	86.6%
Householder is Black Alone	459	8.2%
Householder is American Indian Alone	25	0.4%
Householder is Asian Alone	89	1.6%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	85	1.5%
Householder is Two or More Races	90	1.6%
Households with Hispanic Householder	190	3.4%
Husband-wife Families by Race of Householder		
Total	2,389	100.0%
Householder is White Alone	2,146	89.8%
Householder is Black Alone	112	4.7%
Householder is American Indian Alone	11	0.5%
Householder is Asian Alone	41	1.7%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	39	1.6%
Householder is Two or More Races	38	1.6%
Husband-wife Families with Hispanic Householder	92	3.9%
Other Families (No Spouse) by Race of Householder		
Total	1,058	100.0%
Householder is White Alone	839	79.3%
Householder is Black Alone	164	15.5%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	7	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	27	2.6%
Householder is Two or More Races	20	1.9%
Other Families with Hispanic Householder	54	5.1%
Nonfamily Households by Race of Householder		
Total	2,161	100.0%
Householder is White Alone	1,873	86.7%
Householder is Black Alone	183	8.5%
Householder is American Indian Alone	13	0.6%
Householder is Asian Alone	41	1.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	19	0.9%
Householder is Two or More Races	32	1.5%
Nonfamily Households with Hispanic Householder	44	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

<b>Total Housing Units by Occupancy</b>		
Total	6,267	100.0%
Occupied Housing Units	5,608	89.5%
Vacant Housing Units		
For Rent	226	3.6%
Rented, not Occupied	16	0.3%
For Sale Only	123	2.0%
Sold, not Occupied	45	0.7%
For Seasonal/Recreational/Occasional Use	40	0.6%
For Migrant Workers	0	0.0%
Other Vacant	209	3.3%
Total Vacancy Rate	10.5%	
<b>Households by Tenure and Mortgage Status</b>		
Total	5,608	100.0%
Owner Occupied	3,200	57.1%
Owned with a Mortgage/Loan	1,972	35.2%
Owned Free and Clear	1,228	21.9%
Average Household Size	2.36	
Renter Occupied	2,408	42.9%
Average Household Size	2.15	
<b>Owner-occupied Housing Units by Race of Householder</b>		
Total	3,200	100.0%
Householder is White Alone	2,914	91.1%
Householder is Black Alone	195	6.1%
Householder is American Indian Alone	7	0.2%
Householder is Asian Alone	20	0.6%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	30	0.9%
Householder is Two or More Races	32	1.0%
Owner-occupied Housing Units with Hispanic Householder	67	2.1%
<b>Renter-occupied Housing Units by Race of Householder</b>		
Total	2,408	100.0%
Householder is White Alone	1,944	80.7%
Householder is Black Alone	264	11.0%
Householder is American Indian Alone	18	0.7%
Householder is Asian Alone	69	2.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	55	2.3%
Householder is Two or More Races	58	2.4%
Renter-occupied Housing Units with Hispanic Householder	123	5.1%
<b>Average Household Size by Race/Hispanic Origin of Householder</b>		
Householder is White Alone	2.25	
Householder is Black Alone	2.34	
Householder is American Indian Alone	1.84	
Householder is Asian Alone	2.25	
Householder is Pacific Islander Alone	3.50	
Householder is Some Other Race Alone	3.31	
Householder is Two or More Races	2.59	
Householder is Hispanic	3.21	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019





## ACS Housing Summary

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	13,559		21	High
Total Households	5,591		288	High
Total Housing Units	6,334		329	High
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	3,110	100.0%	284	High
Housing units with a mortgage/contract to purchase/similar debt	1,746	56.1%	259	High
Second mortgage only	33	1.1%	37	Low
Home equity loan only	181	5.8%	94	High
Both second mortgage and home equity loan	0	0.0%	19	High
No second mortgage and no home equity loan	1,532	49.3%	252	High
Housing units without a mortgage	1,364	43.9%	261	High
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	\$163,974		\$37,644	High
Housing units without a mortgage	\$133,775		\$38,150	High
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>				
Total	3,110	100.0%	284	High
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	207	6.7%	104	High
10.0 to 14.9 percent	389	12.5%	141	High
15.0 to 19.9 percent	290	9.3%	125	High
20.0 to 24.9 percent	309	9.9%	154	High
25.0 to 29.9 percent	166	5.3%	102	High
30.0 to 34.9 percent	99	3.2%	62	High
35.0 to 39.9 percent	42	1.4%	43	Low
40.0 to 49.9 percent	34	1.1%	30	Low
50.0 percent or more	193	6.2%	78	High
Not computed	17	0.5%	19	Low
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	345	11.1%	89	High
10.0 to 14.9 percent	381	12.3%	160	High
15.0 to 19.9 percent	159	5.1%	78	High
20.0 to 24.9 percent	146	4.7%	80	High
25.0 to 29.9 percent	117	3.8%	71	High
30.0 to 34.9 percent	59	1.9%	48	Low
35.0 to 39.9 percent	0	0.0%	19	High
40.0 to 49.9 percent	59	1.9%	52	Low
50.0 percent or more	80	2.6%	87	Low
Not computed	18	0.6%	21	Low

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High medium low

August 30, 2019



## ACS Housing Summary

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	2,481	100.0%	259	High
With cash rent	2,392	96.4%	256	High
Less than \$100	120	4.8%	104	Low
\$100 to \$149	27	1.1%	40	Low
\$150 to \$199	42	1.7%	39	Low
\$200 to \$249	115	4.6%	80	Low
\$250 to \$299	88	3.5%	64	Low
\$300 to \$349	163	6.6%	99	Medium
\$350 to \$399	193	7.8%	92	Medium
\$400 to \$449	189	7.6%	93	Medium
\$450 to \$499	372	15.0%	178	Medium
\$500 to \$549	188	7.6%	101	Medium
\$550 to \$599	245	9.9%	111	Medium
\$600 to \$649	301	12.1%	118	Medium
\$650 to \$699	116	4.7%	83	Low
\$700 to \$749	46	1.9%	44	Low
\$750 to \$799	10	0.4%	17	Low
\$800 to \$899	23	0.9%	25	Low
\$900 to \$999	41	1.7%	54	Low
\$1,000 to \$1,249	29	1.2%	43	Low
\$1,250 to \$1,499	28	1.1%	46	Low
\$1,500 to \$1,999	13	0.5%	18	Low
\$2,000 to \$2,499	0	0.0%	19	
\$2,500 to \$2,999	0	0.0%	19	
\$3,000 to \$3,499	0	0.0%	19	
\$3,500 or more	43	1.7%	71	Low
No cash rent	89	3.6%	62	Low
Median Contract Rent	\$485		\$22	High
Average Contract Rent	\$536		\$139	Medium
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	2,481	100.0%	259	High
Pay extra for one or more utilities	2,340	94.3%	258	High
No extra payment for any utilities	141	5.7%	106	Low

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

August 30, 2019



ACS Housing Summary

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT</b>				
Total:	2,481	100.0%	259	High
With cash rent:	2,392	96.4%	256	High
Less than \$100	35	1.4%	54	Low
\$100 to \$149	36	1.5%	55	Low
\$150 to \$199	48	1.9%	52	Low
\$200 to \$249	51	2.1%	55	Low
\$250 to \$299	76	3.1%	56	Low
\$300 to \$349	145	5.8%	84	Medium
\$350 to \$399	54	2.2%	58	Low
\$400 to \$449	92	3.7%	63	Low
\$450 to \$499	141	5.7%	83	Medium
\$500 to \$549	249	10.0%	163	Medium
\$550 to \$599	136	5.5%	88	Medium
\$600 to \$649	184	7.4%	101	Medium
\$650 to \$699	257	10.4%	114	Medium
\$700 to \$749	131	5.3%	86	Medium
\$750 to \$799	142	5.7%	97	Low
\$800 to \$899	203	8.2%	89	Medium
\$900 to \$999	217	8.7%	110	Medium
\$1,000 to \$1,249	111	4.5%	76	Medium
\$1,250 to \$1,499	28	1.1%	46	Medium
\$1,500 to \$1,999	13	0.5%	18	Low
\$2,000 to \$2,499	0	0.0%	19	Low
\$2,500 to \$2,999	0	0.0%	19	Low
\$3,000 to \$3,499	0	0.0%	19	Low
\$3,500 or more	43	1.7%	71	Low
No cash rent	89	3.6%	62	Low
Median Gross Rent	\$636		\$42	High
Average Gross Rent	\$684		\$152	Medium

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low



ACS Housing Summary

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	6,334	100.0%	329	High
1, detached	4,284	67.6%	329	High
1, attached	70	1.1%	46	Medium
2	433	6.8%	174	Medium
3 or 4	447	7.1%	156	Medium
5 to 9	544	8.6%	166	Medium
10 to 19	138	2.2%	89	Medium
20 to 49	36	0.6%	35	Low
50 or more	167	2.6%	86	Medium
Mobile home	215	3.4%	108	Medium
Boat, RV, van, etc.	0	0.0%	19	Low
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	6,334	100.0%	329	High
Built 2014 or later	0	0.0%	19	Low
Built 2010 to 2013	139	2.2%	83	Medium
Built 2000 to 2009	471	7.4%	139	Medium
Built 1990 to 1999	1,180	18.6%	253	Medium
Built 1980 to 1989	807	12.7%	195	Medium
Built 1970 to 1979	1,170	18.5%	237	Medium
Built 1960 to 1969	595	9.4%	173	Medium
Built 1950 to 1959	833	13.2%	194	Medium
Built 1940 to 1949	666	10.5%	188	Medium
Built 1939 or earlier	473	7.5%	147	Medium
Median Year Structure Built	1975		2	High
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	5,591	100.0%	288	High
Owner occupied				
Moved in 2015 or later	187	3.3%	100	Medium
Moved in 2010 to 2014	501	9.0%	156	Medium
Moved in 2000 to 2009	1,245	22.3%	213	High
Moved in 1990 to 1999	519	9.3%	161	Medium
Moved in 1980 to 1989	359	6.4%	133	Medium
Moved in 1979 or earlier	299	5.3%	110	Medium
Renter occupied				
Moved in 2015 or later	476	8.5%	119	Medium
Moved in 2010 to 2014	1,583	28.3%	272	High
Moved in 2000 to 2009	285	5.1%	90	Medium
Moved in 1990 to 1999	114	2.0%	85	Low
Moved in 1980 to 1989	0	0.0%	19	Low
Moved in 1979 or earlier	23	0.4%	27	Low
Median Year Householder Moved Into Unit	2010		2	High

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low



## ACS Housing Summary

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	5,591	100.0%	288	High
Utility gas	1,563	28.0%	231	High
Bottled, tank, or LP gas	7	0.1%	10	Low
Electricity	3,939	70.5%	294	High
Fuel oil, kerosene, etc.	0	0.0%	19	
Coal or coke	0	0.0%	19	
Wood	36	0.6%	39	Low
Solar energy	0	0.0%	19	
Other fuel	0	0.0%	19	
No fuel used	46	0.8%	53	Low
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	5,591	100.0%	288	High
Owner occupied				
No vehicle available	173	3.1%	85	Medium
1 vehicle available	1,219	21.8%	263	High
2 vehicles available	814	14.6%	174	High
3 vehicles available	490	8.8%	146	High
4 vehicles available	308	5.5%	100	High
5 or more vehicles available	106	1.9%	61	High
Renter occupied				
No vehicle available	415	7.4%	150	Medium
1 vehicle available	1,429	25.6%	232	High
2 vehicles available	575	10.3%	153	High
3 vehicles available	51	0.9%	41	Low
4 vehicles available	11	0.2%	17	Low
5 or more vehicles available	0	0.0%	19	
Average Number of Vehicles Available	1.6		0.1	High

**Data Note:** N/A means not available.

**2013-2017 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High medium Low

August 30, 2019



Age 50+ Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

Demographic Summary	Census 2010			2019-2024		2019-2024	
				Change	Annual Rate		
Total Population	13,266	13,521	13,683	162	0.24%		
Population 50+	4,821	5,345	5,576	231	0.85%		
Median Age	39.0	41.0	42.0	1.0	0.48%		
Households	5,608	5,710	5,779	69	0.24%		
% Householders 55+	45.2%	50.3%	52.0%	1.7	0.67%		
Total Owner-Occupied Housing Units	3,200	3,443	3,545	102	0.59%		
Total Renter-Occupied Housing Units	2,408	2,267	2,233	-34	-0.30%		
Owner/Renter Ratio (per 100 renters)	133	152	159	7.0	0.90%		
Median Home Value	-	\$151,548	\$164,343	\$12,795	1.63%		
Average Home Value	-	\$163,531	\$174,944	\$11,413	1.36%		
Median Household Income	-	\$35,965	\$41,218	\$5,253	2.76%		
Median Household Income for Householder 55+	-	\$29,537	\$34,650	\$5,113	3.24%		
Population by Age and Sex							
Male Population	Census 2010		2019		2024		
	Number	% of 50+	Number	% of 50+	Number	% of 50+	
Total (50+)	2,054	100.0%	2,373	100.0%	2,502	100.0%	
50-54	422	20.5%	406	17.1%	405	16.2%	
55-59	397	19.3%	411	17.3%	406	16.2%	
60-64	354	17.2%	416	17.5%	404	16.1%	
65-69	287	14.0%	378	15.9%	410	16.4%	
70-74	202	9.8%	298	12.6%	334	13.3%	
75-79	167	8.1%	203	8.6%	254	10.2%	
80-84	119	5.8%	137	5.8%	157	6.3%	
85+	106	5.2%	124	5.2%	132	5.3%	
Female Population	Census 2010		2019		2024		
	Number	% of 50+	Number	% of 50+	Number	% of 50+	
Total (50+)	2,767	100.0%	2,972	100.0%	3,074	100.0%	
50-54	463	16.7%	411	13.8%	420	13.7%	
55-59	478	17.3%	453	15.2%	417	13.6%	
60-64	403	14.6%	477	16.0%	462	15.0%	
65-69	363	13.1%	462	15.5%	474	15.4%	
70-74	275	9.9%	375	12.6%	437	14.2%	
75-79	258	9.3%	295	9.9%	341	11.1%	
80-84	231	8.3%	210	7.1%	249	8.1%	
85+	296	10.7%	289	9.7%	274	8.9%	
Total Population	Census 2010		2019		2024		
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop	
Total(50+)	4,821	36.3%	5,345	39.5%	5,576	40.7%	
50-54	885	6.7%	817	6.0%	825	6.0%	
55-59	875	6.6%	864	6.4%	823	6.0%	
60-64	757	5.7%	893	6.6%	866	6.3%	
65-69	650	4.9%	840	6.2%	884	6.5%	
70-74	477	3.6%	673	5.0%	771	5.6%	
75-79	425	3.2%	498	3.7%	595	4.3%	
80-84	350	2.6%	347	2.6%	406	3.0%	
85+	402	3.0%	413	3.1%	406	3.0%	
65+	2,304	17.4%	2,771	20.5%	3,062	22.4%	
75+	1,177	8.9%	1,258	9.3%	1,407	10.3%	

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.  
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Age 50+ Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

2019 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,062	100%	969	100%	838	100%	2,869	100%
<\$15,000	257	24.2%	208	21.5%	195	23.3%	660	23.0%
\$15,000-\$24,999	148	13.9%	188	19.4%	271	32.3%	607	21.2%
\$25,000-\$34,999	86	8.1%	105	10.8%	129	15.4%	320	11.2%
\$35,000-\$49,999	129	12.1%	121	12.5%	87	10.4%	337	11.7%
\$50,000-\$74,999	197	18.5%	185	19.1%	83	9.9%	465	16.2%
\$75,000-\$99,999	108	10.2%	63	6.5%	35	4.2%	206	7.2%
\$100,000-\$149,999	109	10.3%	78	8.0%	24	2.9%	211	7.4%
\$150,000-\$199,999	24	2.3%	19	2.0%	14	1.7%	57	2.0%
\$200,000+	4	0.4%	2	0.2%	0	0.0%	6	0.2%
Median HH Income	\$38,726		\$33,041		\$22,372		\$29,537	
Average HH Income	\$50,519		\$45,867		\$34,217		\$44,186	
2024 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,013	100%	1,049	100%	942	100%	3,004	100%
<\$15,000	205	20.2%	192	18.3%	201	21.3%	598	19.9%
\$15,000-\$24,999	120	11.8%	180	17.2%	280	29.7%	580	19.3%
\$25,000-\$34,999	77	7.6%	108	10.3%	148	15.7%	333	11.1%
\$35,000-\$49,999	121	11.9%	134	12.8%	105	11.1%	360	12.0%
\$50,000-\$74,999	198	19.5%	216	20.6%	105	11.1%	519	17.3%
\$75,000-\$99,999	121	11.9%	83	7.9%	46	4.9%	250	8.3%
\$100,000-\$149,999	135	13.3%	108	10.3%	37	3.9%	280	9.3%
\$150,000-\$199,999	30	3.0%	24	2.3%	19	2.0%	73	2.4%
\$200,000+	6	0.6%	4	0.4%	1	0.1%	11	0.4%
Median HH Income	\$47,394		\$38,998		\$24,429		\$34,650	
Average HH Income	\$59,332		\$53,117		\$38,562		\$50,649	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Age 50+ Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	2,534	100.0%	45.2%
Family Households	1,283	50.6%	22.9%
Householder Age 55-64	592	23.4%	10.6%
Householder Age 65-74	393	15.5%	7.0%
Householder Age 75-84	230	9.1%	4.1%
Householder Age 85+	68	2.7%	1.2%
Nonfamily Households	1,251	49.4%	22.3%
Householder Age 55-64	429	16.9%	7.6%
Householder Age 65-74	342	13.5%	6.1%
Householder Age 75-84	285	11.2%	5.1%
Householder Age 85+	195	7.7%	3.5%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	2,534	100.0%	45.2%
Owner Occupied Housing Units	1,711	67.5%	30.5%
Householder Age 55-64	622	24.5%	11.1%
Householder Age 65-74	531	21.0%	9.5%
Householder Age 75-84	393	15.5%	7.0%
Householder Age 85+	165	6.5%	2.9%
Renter Occupied Housing Units	823	32.5%	14.7%
Householder Age 55-64	399	15.7%	7.1%
Householder Age 65-74	204	8.1%	3.6%
Householder Age 75-84	122	4.8%	2.2%
Householder Age 85+	98	3.9%	1.7%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.





Demographic and Income Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

Summary	Census 2010	2019	2024			
Population	13,266	13,521	13,683			
Households	5,608	5,710	5,779			
Families	3,447	3,547	3,569			
Average Household Size	2.27	2.28	2.28			
Owner Occupied Housing Units	3,200	3,443	3,545			
Renter Occupied Housing Units	2,408	2,267	2,233			
Median Age	39.0	41.0	42.0			
Trends: 2019 - 2024 Annual Rate	Area	State	National			
Population	0.24%	0.88%	0.77%			
Households	0.24%	0.87%	0.75%			
Families	0.12%	0.77%	0.68%			
Owner HHs	0.59%	1.17%	0.92%			
Median Household Income	2.76%	2.21%	2.70%			
Households by Income	2019		2024			
	Number	Percent	Number	Percent		
<\$15,000	1,236	21.6%	1,079	18.7%		
\$15,000 - \$24,999	945	16.5%	861	14.9%		
\$25,000 - \$34,999	614	10.8%	598	10.4%		
\$35,000 - \$49,999	701	12.3%	716	12.4%		
\$50,000 - \$74,999	1,001	17.5%	1,066	18.5%		
\$75,000 - \$99,999	489	8.6%	563	9.7%		
\$100,000 - \$149,999	571	10.0%	714	12.4%		
\$150,000 - \$199,999	132	2.3%	154	2.7%		
\$200,000+	22	0.4%	26	0.5%		
Median Household Income	\$35,965		\$41,218			
Average Household Income	\$49,378		\$56,027			
Per Capita Income	\$20,569		\$23,327			
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	884	6.7%	803	5.9%	791	5.8%
5 - 9	842	6.3%	801	5.9%	799	5.8%
10 - 14	812	6.1%	774	5.7%	816	6.0%
15 - 19	909	6.9%	867	6.4%	889	6.5%
20 - 24	925	7.0%	889	6.6%	864	6.3%
25 - 34	1,625	12.2%	1,646	12.2%	1,535	11.2%
35 - 44	1,589	12.0%	1,587	11.7%	1,640	12.0%
45 - 54	1,744	13.1%	1,628	12.0%	1,600	11.7%
55 - 64	1,632	12.3%	1,757	13.0%	1,689	12.3%
65 - 74	1,127	8.5%	1,513	11.2%	1,655	12.1%
75 - 84	775	5.8%	845	6.2%	1,001	7.3%
85+	402	3.0%	413	3.1%	406	3.0%
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,224	84.6%	11,416	84.4%	11,403	83.3%
Black Alone	1,076	8.1%	935	6.9%	899	6.6%
American Indian Alone	47	0.4%	58	0.4%	67	0.5%
Asian Alone	211	1.6%	140	1.0%	130	1.0%
Pacific Islander Alone	6	0.0%	7	0.1%	7	0.1%
Some Other Race Alone	313	2.4%	491	3.6%	615	4.5%
Two or More Races	389	2.9%	472	3.5%	562	4.1%
Hispanic Origin (Any Race)	691	5.2%	1,103	8.2%	1,388	10.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019

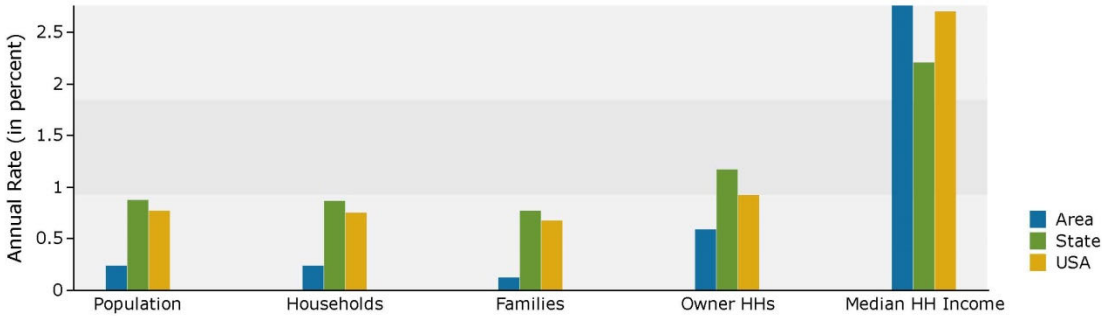


Demographic and Income Profile

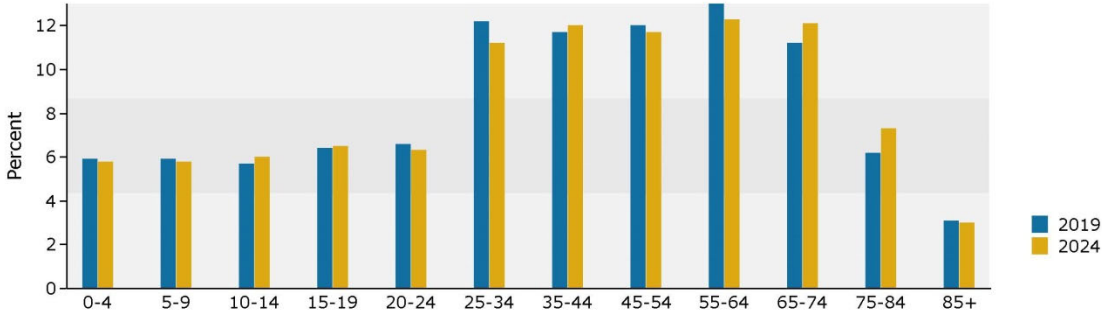
Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

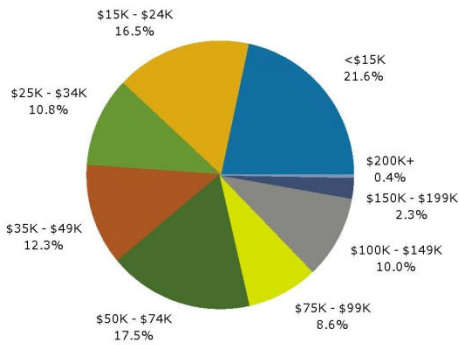
Trends 2019-2024



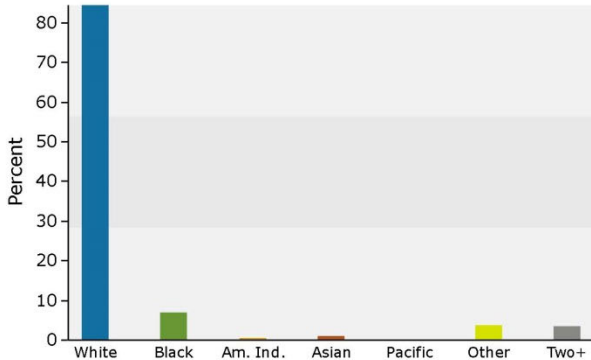
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Household Income Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

Summary	2019	2024	2019-2024	2019-2024
			Change	Annual Rate
Population	13,521	13,683	162	0.24%
Households	5,710	5,779	69	0.24%
Median Age	41.0	42.0	1.0	0.48%
Average Household Size	2.28	2.28	0.00	0.00%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
Household	5,711	100%	5,777	100%
<\$15,000	1,236	21.6%	1,079	18.7%
\$15,000-\$24,999	945	16.5%	861	14.9%
\$25,000-\$34,999	614	10.8%	598	10.4%
\$35,000-\$49,999	701	12.3%	716	12.4%
\$50,000-\$74,999	1,001	17.5%	1,066	18.5%
\$75,000-\$99,999	489	8.6%	563	9.7%
\$100,000-\$149,999	571	10.0%	714	12.4%
\$150,000-\$199,999	132	2.3%	154	2.7%
\$200,000+	22	0.4%	26	0.5%
Median Household Income	\$35,965		\$41,218	
Average Household Income	\$49,378		\$56,027	
Per Capita Income	\$20,569		\$23,327	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Household Income Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	238	806	858	937	1,062	969	838
<\$15,000	78	166	138	195	257	208	195
\$15,000-\$24,999	45	98	90	105	148	188	271
\$25,000-\$34,999	35	97	83	78	86	105	129
\$35,000-\$49,999	28	106	98	132	129	121	87
\$50,000-\$74,999	35	155	181	164	197	185	83
\$75,000-\$99,999	5	69	110	97	108	63	35
\$100,000-\$149,999	10	90	135	126	109	78	24
\$150,000-\$199,999	2	21	19	34	24	19	14
\$200,000+	0	4	4	6	4	2	0
Median HH Income	\$23,712	\$39,858	\$51,823	\$44,221	\$38,726	\$33,041	\$22,372
Average HH Income	\$33,737	\$52,499	\$59,960	\$57,029	\$50,519	\$45,867	\$34,217
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	32.8%	20.6%	16.1%	20.8%	24.2%	21.5%	23.3%
\$15,000-\$24,999	18.9%	12.2%	10.5%	11.2%	13.9%	19.4%	32.3%
\$25,000-\$34,999	14.7%	12.0%	9.7%	8.3%	8.1%	10.8%	15.4%
\$35,000-\$49,999	11.8%	13.2%	11.4%	14.1%	12.1%	12.5%	10.4%
\$50,000-\$74,999	14.7%	19.2%	21.1%	17.5%	18.5%	19.1%	9.9%
\$75,000-\$99,999	2.1%	8.6%	12.8%	10.4%	10.2%	6.5%	4.2%
\$100,000-\$149,999	4.2%	11.2%	15.7%	13.4%	10.3%	8.0%	2.9%
\$150,000-\$199,999	0.8%	2.6%	2.2%	3.6%	2.3%	2.0%	1.7%
\$200,000+	0.0%	0.5%	0.5%	0.6%	0.4%	0.2%	0.0%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Household Income Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	231	750	882	911	1,013	1,049	942
<\$15,000	71	130	120	160	205	192	201
\$15,000-\$24,999	39	79	80	84	120	180	280
\$25,000-\$34,999	36	82	79	67	77	108	148
\$35,000-\$49,999	29	105	96	127	121	134	105
\$50,000-\$74,999	38	153	186	169	198	216	105
\$75,000-\$99,999	5	74	127	108	121	83	46
\$100,000-\$149,999	11	103	168	152	135	108	37
\$150,000-\$199,999	2	20	22	36	30	24	19
\$200,000+	0	4	4	8	6	4	1
Median HH Income	\$26,133	\$46,196	\$56,585	\$51,759	\$47,394	\$38,998	\$24,429
Average HH Income	\$37,148	\$59,165	\$66,990	\$65,287	\$59,332	\$53,117	\$38,562
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	30.7%	17.3%	13.6%	17.6%	20.2%	18.3%	21.3%
\$15,000-\$24,999	16.9%	10.5%	9.1%	9.2%	11.8%	17.2%	29.7%
\$25,000-\$34,999	15.6%	10.9%	9.0%	7.4%	7.6%	10.3%	15.7%
\$35,000-\$49,999	12.6%	14.0%	10.9%	13.9%	11.9%	12.8%	11.1%
\$50,000-\$74,999	16.5%	20.4%	21.1%	18.6%	19.5%	20.6%	11.1%
\$75,000-\$99,999	2.2%	9.9%	14.4%	11.9%	11.9%	7.9%	4.9%
\$100,000-\$149,999	4.8%	13.7%	19.0%	16.7%	13.3%	10.3%	3.9%
\$150,000-\$199,999	0.9%	2.7%	2.5%	4.0%	3.0%	2.3%	2.0%
\$200,000+	0.0%	0.5%	0.5%	0.9%	0.6%	0.4%	0.1%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Market Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	Athens city, ...
<b>Population Summary</b>	
2000 Total Population	12,766
2010 Total Population	13,266
2019 Total Population	13,521
2019 Group Quarters	509
2024 Total Population	13,683
2019-2024 Annual Rate	0.24%
2019 Total Daytime Population	22,423
Workers	14,689
Residents	7,734
<b>Household Summary</b>	
2000 Households	5,470
2000 Average Household Size	2.26
2010 Households	5,608
2010 Average Household Size	2.27
2019 Households	5,710
2019 Average Household Size	2.28
2024 Households	5,779
2024 Average Household Size	2.28
2019-2024 Annual Rate	0.24%
2010 Families	3,447
2010 Average Family Size	2.91
2019 Families	3,547
2019 Average Family Size	2.90
2024 Families	3,569
2024 Average Family Size	2.90
2019-2024 Annual Rate	0.12%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,980
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	8.5%
2010 Housing Units	6,267
Owner Occupied Housing Units	51.1%
Renter Occupied Housing Units	38.4%
Vacant Housing Units	10.5%
2019 Housing Units	6,497
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	12.1%
2024 Housing Units	6,629
Owner Occupied Housing Units	53.5%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	12.8%
<b>Median Household Income</b>	
2019	\$35,965
2024	\$41,218
<b>Median Home Value</b>	
2019	\$151,548
2024	\$164,343
<b>Per Capita Income</b>	
2019	\$20,569
2024	\$23,327
<b>Median Age</b>	
2010	39.0
2019	41.0
2024	42.0

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

	Athens city, ...
<b>2019 Households by Income</b>	
Household Income Base	5,711
<\$15,000	21.6%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	2.3%
\$200,000+	0.4%
Average Household Income	\$49,378
<b>2024 Households by Income</b>	
Household Income Base	5,777
<\$15,000	18.7%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	2.7%
\$200,000+	0.5%
Average Household Income	\$56,027
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	3,442
<\$50,000	8.3%
\$50,000 - \$99,999	23.4%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	25.3%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	5.8%
\$300,000 - \$399,999	4.3%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$163,531
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	3,545
<\$50,000	6.3%
\$50,000 - \$99,999	17.8%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	29.8%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$174,944

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

	Athens city, ...
<b>2010 Population by Age</b>	
Total	13,266
0 - 4	6.7%
5 - 9	6.3%
10 - 14	6.1%
15 - 24	13.8%
25 - 34	12.2%
35 - 44	12.0%
45 - 54	13.1%
55 - 64	12.3%
65 - 74	8.5%
75 - 84	5.8%
85 +	3.0%
18 +	77.3%
<b>2019 Population by Age</b>	
Total	13,523
0 - 4	5.9%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	13.0%
25 - 34	12.2%
35 - 44	11.7%
45 - 54	12.0%
55 - 64	13.0%
65 - 74	11.2%
75 - 84	6.2%
85 +	3.1%
18 +	79.1%
<b>2024 Population by Age</b>	
Total	13,685
0 - 4	5.8%
5 - 9	5.8%
10 - 14	6.0%
15 - 24	12.8%
25 - 34	11.2%
35 - 44	12.0%
45 - 54	11.7%
55 - 64	12.3%
65 - 74	12.1%
75 - 84	7.3%
85 +	3.0%
18 +	79.1%
<b>2010 Population by Sex</b>	
Males	6,179
Females	7,087
<b>2019 Population by Sex</b>	
Males	6,397
Females	7,126
<b>2024 Population by Sex</b>	
Males	6,505
Females	7,180

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019





Market Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

	Athens city, ...
<b>2010 Population by Race/Ethnicity</b>	
Total	13,266
White Alone	84.6%
Black Alone	8.1%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	2.9%
Hispanic Origin	5.2%
Diversity Index	34.9
<b>2019 Population by Race/Ethnicity</b>	
Total	13,519
White Alone	84.4%
Black Alone	6.9%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	3.5%
Hispanic Origin	8.2%
Diversity Index	39.0
<b>2024 Population by Race/Ethnicity</b>	
Total	13,683
White Alone	83.3%
Black Alone	6.6%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.5%
Two or More Races	4.1%
Hispanic Origin	10.1%
Diversity Index	42.8
<b>2010 Population by Relationship and Household Type</b>	
Total	13,266
In Households	96.1%
In Family Households	77.7%
Householder	26.0%
Spouse	18.0%
Child	28.4%
Other relative	3.3%
Nonrelative	2.0%
In Nonfamily Households	18.4%
In Group Quarters	3.9%
Institutionalized Population	1.6%
Noninstitutionalized Population	2.3%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	Athens city, ...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	9,389
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	33.6%
GED/Alternative Credential	6.9%
Some College, No Degree	16.6%
Associate Degree	8.5%
Bachelor's Degree	13.6%
Graduate/Professional Degree	8.1%
<b>2019 Population 15+ by Marital Status</b>	
Total	11,144
Never Married	30.6%
Married	42.9%
Widowed	10.1%
Divorced	16.4%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	92.5%
Civilian Unemployed (Unemployment Rate)	7.5%
<b>2019 Employed Population 16+ by Industry</b>	
Total	5,878
Agriculture/Mining	1.2%
Construction	5.8%
Manufacturing	27.9%
Wholesale Trade	1.4%
Retail Trade	10.6%
Transportation/Utilities	2.0%
Information	1.9%
Finance/Insurance/Real Estate	5.0%
Services	40.3%
Public Administration	3.9%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	5,880
White Collar	54.1%
Management/Business/Financial	9.3%
Professional	21.7%
Sales	7.9%
Administrative Support	15.1%
Services	17.9%
Blue Collar	28.0%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.7%
Production	14.7%
Transportation/Material Moving	6.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	13,266
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	97.0%
Rural Population	3.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri

	Athens city, ...
<b>2010 Households by Type</b>	
Total	5,608
Households with 1 Person	34.4%
Households with 2+ People	65.6%
Family Households	61.5%
Husband-wife Families	42.6%
With Related Children	17.0%
Other Family (No Spouse Present)	18.9%
Other Family with Male Householder	4.4%
With Related Children	2.6%
Other Family with Female Householder	14.5%
With Related Children	9.9%
Nonfamily Households	4.2%
All Households with Children	29.9%
Multigenerational Households	3.9%
Unmarried Partner Households	4.9%
Male-female	4.5%
Same-sex	0.4%
<b>2010 Households by Size</b>	
Total	5,608
1 Person Household	34.4%
2 Person Household	32.5%
3 Person Household	15.2%
4 Person Household	10.7%
5 Person Household	4.8%
6 Person Household	1.7%
7 + Person Household	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	5,608
Owner Occupied	57.1%
Owned with a Mortgage/Loan	35.2%
Owned Free and Clear	21.9%
Renter Occupied	42.9%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	6,267
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	96.7%
Rural Housing Units	3.3%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Athens City, TN  
 Athens City, TN (4702320)  
 Geography: Place

Prepared by Esri

		Athens city, ...
<b>Top 3 Tapestry Segments</b>		
1.		Small Town Simplicity (12C)
2.		Midlife Constants (5E)
3.		Heartland Communities (6F)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$6,885,989
	Average Spent	\$1,205.95
	Spending Potential Index	56
Education: Total \$		\$4,660,911
	Average Spent	\$816.27
	Spending Potential Index	51
Entertainment/Recreation: Total \$		\$11,230,189
	Average Spent	\$1,966.76
	Spending Potential Index	60
Food at Home: Total \$		\$18,062,432
	Average Spent	\$3,163.30
	Spending Potential Index	61
Food Away from Home: Total \$		\$11,880,171
	Average Spent	\$2,080.59
	Spending Potential Index	57
Health Care: Total \$		\$21,639,552
	Average Spent	\$3,789.76
	Spending Potential Index	64
HH Furnishings & Equipment: Total \$		\$6,896,875
	Average Spent	\$1,207.86
	Spending Potential Index	57
Personal Care Products & Services: Total \$		\$2,808,426
	Average Spent	\$491.84
	Spending Potential Index	55
Shelter: Total \$		\$57,064,196
	Average Spent	\$9,993.73
	Spending Potential Index	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$8,402,851
	Average Spent	\$1,471.60
	Spending Potential Index	59
Travel: Total \$		\$6,717,654
	Average Spent	\$1,176.47
	Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$		\$3,975,821
	Average Spent	\$696.29
	Spending Potential Index	61

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

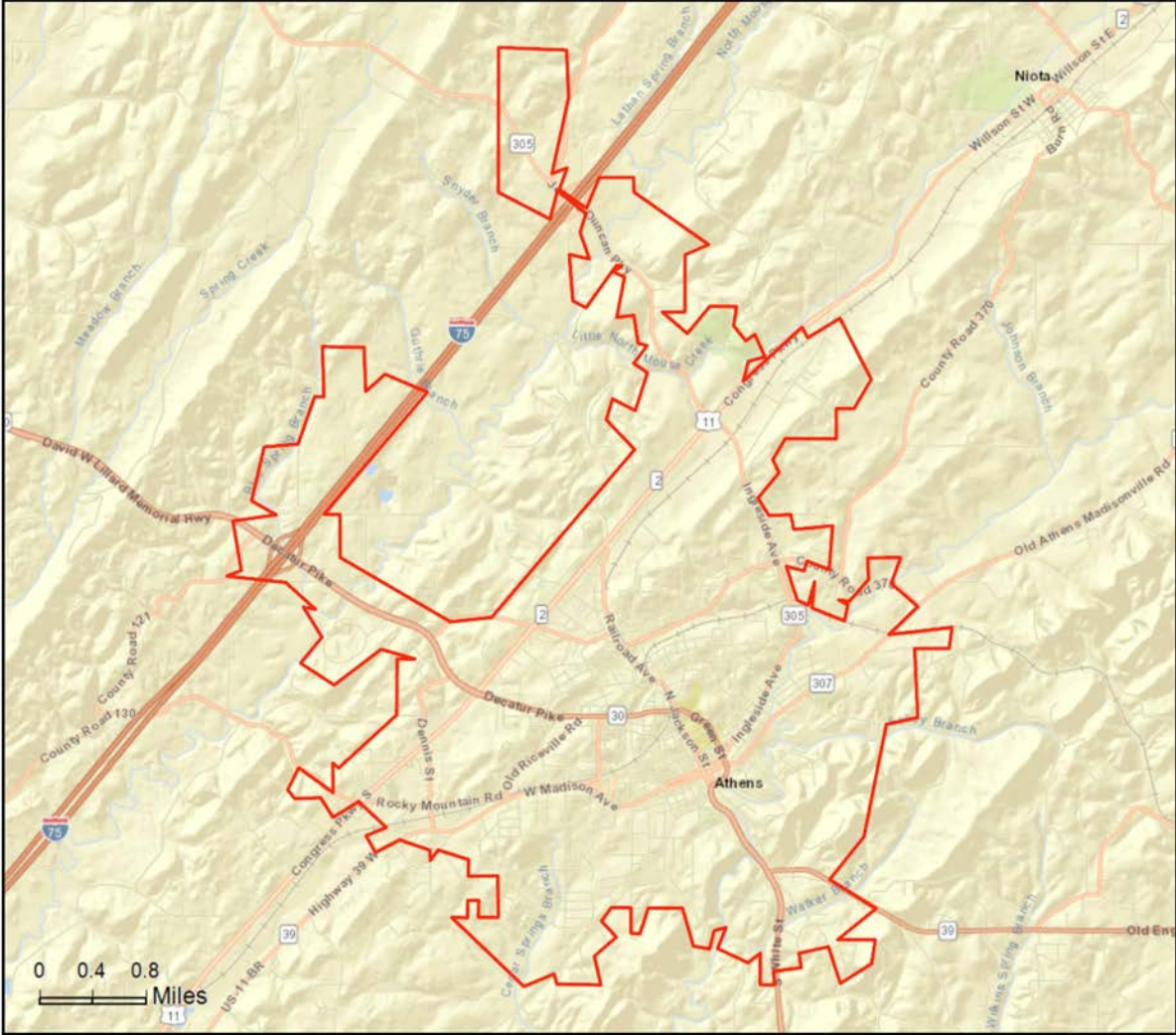
August 30, 2019



Site Map

Athens City, TN  
Athens City, TN (4702320)  
Geography: Place

Prepared by Esri



August 30, 2019



## ACS Housing Summary

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	3,465		23	High
Total Households	1,236		136	High
Total Housing Units	1,489		176	High
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	789	100.0%	119	High
Housing units with a mortgage/contract to purchase/similar debt	490	62.1%	100	Medium
Second mortgage only	0	0.0%	12	Low
Home equity loan only	44	5.6%	46	Low
Both second mortgage and home equity loan	0	0.0%	12	Low
No second mortgage and no home equity loan	446	56.5%	103	Medium
Housing units without a mortgage	299	37.9%	98	Medium
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	\$102,220		\$30,317	Medium
Housing units without a mortgage	\$151,306		\$87,685	Medium
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>				
Total	789	100.0%	119	High
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	30	3.8%	30	Low
10.0 to 14.9 percent	101	12.8%	50	Medium
15.0 to 19.9 percent	145	18.4%	75	Medium
20.0 to 24.9 percent	40	5.1%	41	Low
25.0 to 29.9 percent	27	3.4%	26	Low
30.0 to 34.9 percent	16	2.0%	21	Low
35.0 to 39.9 percent	18	2.3%	22	Low
40.0 to 49.9 percent	18	2.3%	21	Low
50.0 percent or more	95	12.0%	54	Medium
Not computed	0	0.0%	12	
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	116	14.7%	55	Medium
10.0 to 14.9 percent	61	7.7%	61	Low
15.0 to 19.9 percent	24	3.0%	27	Low
20.0 to 24.9 percent	80	10.1%	65	Low
25.0 to 29.9 percent	0	0.0%	12	
30.0 to 34.9 percent	6	0.8%	11	Low
35.0 to 39.9 percent	0	0.0%	12	
40.0 to 49.9 percent	0	0.0%	12	
50.0 percent or more	12	1.5%	20	Low
Not computed	0	0.0%	12	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

August 30, 2019



ACS Housing Summary

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	447	100.0%	126	■ ■
With cash rent	435	97.3%	122	■ ■
Less than \$100	22	4.9%	25	■
\$100 to \$149	0	0.0%	12	
\$150 to \$199	12	2.7%	20	■
\$200 to \$249	58	13.0%	55	■
\$250 to \$299	67	15.0%	60	■
\$300 to \$349	82	18.3%	84	■
\$350 to \$399	9	2.0%	15	■
\$400 to \$449	25	5.6%	25	■
\$450 to \$499	7	1.6%	12	■
\$500 to \$549	37	8.3%	37	■
\$550 to \$599	0	0.0%	12	
\$600 to \$649	89	19.9%	71	■
\$650 to \$699	5	1.1%	8	■
\$700 to \$749	0	0.0%	12	
\$750 to \$799	0	0.0%	12	
\$800 to \$899	5	1.1%	10	■
\$900 to \$999	0	0.0%	12	
\$1,000 to \$1,249	17	3.8%	21	■
\$1,250 to \$1,499	0	0.0%	12	
\$1,500 to \$1,999	0	0.0%	12	
\$2,000 to \$2,499	0	0.0%	12	
\$2,500 to \$2,999	0	0.0%	12	
\$3,000 to \$3,499	0	0.0%	12	
\$3,500 or more	0	0.0%	12	
No cash rent	12	2.7%	20	■
Median Contract Rent	\$336		\$95	■ ■
Average Contract Rent	\$407		\$163	■ ■
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	447	100.0%	126	■ ■
Pay extra for one or more utilities	417	93.3%	123	■ ■
No extra payment for any utilities	30	6.7%	29	■

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ■ ■ high ■ ■ medium ■ low



ACS Housing Summary

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT</b>				
Total:	447	100.0%	126	■ ■
With cash rent:	435	97.3%	122	■ ■
Less than \$100	22	4.9%	25	■
\$100 to \$149	0	0.0%	12	
\$150 to \$199	12	2.7%	20	■
\$200 to \$249	24	5.4%	20	■
\$250 to \$299	40	8.9%	54	■
\$300 to \$349	0	0.0%	12	
\$350 to \$399	54	12.1%	59	■
\$400 to \$449	51	11.4%	59	■
\$450 to \$499	7	1.6%	12	■
\$500 to \$549	12	2.7%	15	■
\$550 to \$599	12	2.7%	19	■
\$600 to \$649	48	10.7%	67	■
\$650 to \$699	15	3.4%	23	■
\$700 to \$749	11	2.5%	13	■
\$750 to \$799	0	0.0%	12	
\$800 to \$899	39	8.7%	41	■
\$900 to \$999	52	11.6%	78	
\$1,000 to \$1,249	0	0.0%	12	
\$1,250 to \$1,499	36	8.1%	32	
\$1,500 to \$1,999	0	0.0%	12	
\$2,000 to \$2,499	0	0.0%	12	
\$2,500 to \$2,999	0	0.0%	12	
\$3,000 to \$3,499	0	0.0%	12	
\$3,500 or more	0	0.0%	12	
No cash rent	12	2.7%	20	■
Median Gross Rent	\$531		\$206	■ ■
Average Gross Rent	\$590		\$236	■ ■

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ■ ■ high ■ ■ medium ■ low





ACS Housing Summary

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	1,489	100.0%	176	High
1, detached	1,265	85.0%	167	High
1, attached	12	0.8%	20	Low
2	57	3.8%	39	Low
3 or 4	33	2.2%	22	Low
5 to 9	81	5.4%	73	Low
10 to 19	12	0.8%	19	Low
20 to 49	0	0.0%	12	
50 or more	0	0.0%	12	
Mobile home	29	1.9%	39	Low
Boat, RV, van, etc.	0	0.0%	12	
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	1,489	100.0%	176	High
Built 2014 or later	0	0.0%	12	
Built 2010 to 2013	0	0.0%	12	
Built 2000 to 2009	13	0.9%	15	Low
Built 1990 to 1999	132	8.9%	89	Low
Built 1980 to 1989	141	9.5%	97	Low
Built 1970 to 1979	403	27.1%	134	Medium
Built 1960 to 1969	209	14.0%	85	Medium
Built 1950 to 1959	110	7.4%	59	Medium
Built 1940 to 1949	118	7.9%	90	Low
Built 1939 or earlier	363	24.4%	142	Medium
Median Year Structure Built	1967		7	High
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	1,236	100.0%	136	High
<b>Owner occupied</b>				
Moved in 2015 or later	12	1.0%	17	Low
Moved in 2010 to 2014	190	15.4%	76	Medium
Moved in 2000 to 2009	190	15.4%	72	Medium
Moved in 1990 to 1999	126	10.2%	63	Medium
Moved in 1980 to 1989	122	9.9%	75	Medium
Moved in 1979 or earlier	149	12.1%	63	Medium
<b>Renter occupied</b>				
Moved in 2015 or later	130	10.5%	87	Low
Moved in 2010 to 2014	241	19.5%	111	Medium
Moved in 2000 to 2009	36	2.9%	33	Low
Moved in 1990 to 1999	40	3.2%	54	Low
Moved in 1980 to 1989	0	0.0%	12	
Moved in 1979 or earlier	0	0.0%	12	
Median Year Householder Moved Into Unit	2008		4	High

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low



ACS Housing Summary

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	1,236	100.0%	136	High
Utility gas	628	50.8%	122	High
Bottled, tank, or LP gas	0	0.0%	12	Low
Electricity	598	48.4%	145	Medium
Fuel oil, kerosene, etc.	0	0.0%	12	Low
Coal or coke	0	0.0%	12	Low
Wood	4	0.3%	9	Low
Solar energy	0	0.0%	12	Low
Other fuel	0	0.0%	12	Low
No fuel used	6	0.5%	10	Low
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	1,236	100.0%	136	High
Owner occupied				
No vehicle available	12	1.0%	19	Low
1 vehicle available	162	13.1%	84	Medium
2 vehicles available	372	30.1%	95	Medium
3 vehicles available	177	14.3%	77	Medium
4 vehicles available	32	2.6%	31	Low
5 or more vehicles available	34	2.8%	32	Low
Renter occupied				
No vehicle available	94	7.6%	72	Low
1 vehicle available	233	18.9%	112	Medium
2 vehicles available	120	9.7%	80	Low
3 vehicles available	0	0.0%	12	Low
4 vehicles available	0	0.0%	12	Low
5 or more vehicles available	0	0.0%	12	Low
Average Number of Vehicles Available	1.8		0.3	High

**Data Note:** N/A means not available.

**2013-2017 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High medium Low

August 30, 2019



2010 Census Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

	2000	2010	2000-2010 Annual Rate
Population	3,510	3,466	-0.13%
Households	1,500	1,423	-0.53%
Housing Units	1,695	1,715	0.12%
<b>Population by Race</b>			
		<b>Number</b>	<b>Percent</b>
Total		3,466	100.0%
Population Reporting One Race		3,387	97.7%
White		3,242	93.5%
Black		80	2.3%
American Indian		11	0.3%
Asian		16	0.5%
Pacific Islander		3	0.1%
Some Other Race		35	1.0%
Population Reporting Two or More Races		79	2.3%
Total Hispanic Population		67	1.9%
<b>Population by Sex</b>			
Male		1,610	46.5%
Female		1,856	53.5%
<b>Population by Age</b>			
Total		3,466	100.0%
Age 0 - 4		207	6.0%
Age 5 - 9		197	5.7%
Age 10 - 14		208	6.0%
Age 15 - 19		244	7.0%
Age 20 - 24		158	4.6%
Age 25 - 29		161	4.6%
Age 30 - 34		178	5.1%
Age 35 - 39		185	5.3%
Age 40 - 44		248	7.2%
Age 45 - 49		245	7.1%
Age 50 - 54		222	6.4%
Age 55 - 59		201	5.8%
Age 60 - 64		223	6.4%
Age 65 - 69		196	5.7%
Age 70 - 74		175	5.0%
Age 75 - 79		139	4.0%
Age 80 - 84		132	3.8%
Age 85+		147	4.2%
Age 18+		2,704	78.0%
Age 65+		789	22.8%

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



## 2010 Census Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

Households by Type		
Total	1,423	100.0%
Households with 1 Person	494	34.7%
Households with 2+ People	929	65.3%
Family Households	858	60.3%
Husband-wife Families	595	41.8%
With Own Children	216	15.2%
Other Family (No Spouse Present)	263	18.5%
With Own Children	143	10.0%
Nonfamily Households	71	5.0%
All Households with Children	417	29.3%
Multigenerational Households	66	4.6%
Unmarried Partner Households	71	5.0%
Male-female	64	4.5%
Same-sex	7	0.5%
Average Household Size	2.31	
Family Households by Size		
Total	858	100.0%
2 People	381	44.4%
3 People	217	25.3%
4 People	146	17.0%
5 People	67	7.8%
6 People	28	3.3%
7+ People	19	2.2%
Average Family Size	2.98	
Nonfamily Households by Size		
Total	565	100.0%
1 Person	494	87.4%
2 People	60	10.6%
3 People	7	1.2%
4 People	4	0.7%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.15	
Population by Relationship and Household Type		
Total	3,466	100.0%
In Households	3,287	94.8%
In Family Households	2,636	76.1%
Householder	858	24.8%
Spouse	595	17.2%
Child	1,002	28.9%
Other relative	100	2.9%
Nonrelative	81	2.3%
In Nonfamily Households	651	18.8%
In Group Quarters	179	5.2%
Institutionalized Population	179	5.2%
Noninstitutionalized Population	0	0.0%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

<b>Family Households by Age of Householder</b>		
Total	858	100.0%
Householder Age 15 - 44	341	39.7%
Householder Age 45 - 54	172	20.0%
Householder Age 55 - 64	143	16.7%
Householder Age 65 - 74	126	14.7%
Householder Age 75+	76	8.9%
<b>Nonfamily Households by Age of Householder</b>		
Total	565	100.0%
Householder Age 15 - 44	89	15.8%
Householder Age 45 - 54	96	17.0%
Householder Age 55 - 64	122	21.6%
Householder Age 65 - 74	119	21.1%
Householder Age 75+	139	24.6%
<b>Households by Race of Householder</b>		
Total	1,423	100.0%
Householder is White Alone	1,358	95.4%
Householder is Black Alone	28	2.0%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	5	0.4%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	9	0.6%
Householder is Two or More Races	17	1.2%
Households with Hispanic Householder	15	1.1%
<b>Husband-wife Families by Race of Householder</b>		
Total	595	100.0%
Householder is White Alone	575	96.6%
Householder is Black Alone	6	1.0%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	4	0.7%
Householder is Pacific Islander Alone	1	0.2%
Householder is Some Other Race Alone	3	0.5%
Householder is Two or More Races	5	0.8%
Husband-wife Families with Hispanic Householder	6	1.0%
<b>Other Families (No Spouse) by Race of Householder</b>		
Total	263	100.0%
Householder is White Alone	241	91.6%
Householder is Black Alone	10	3.8%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	1.5%
Householder is Two or More Races	7	2.7%
Other Families with Hispanic Householder	7	2.7%
<b>Nonfamily Households by Race of Householder</b>		
Total	565	100.0%
Householder is White Alone	542	95.9%
Householder is Black Alone	12	2.1%
Householder is American Indian Alone	3	0.5%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.4%
Householder is Two or More Races	5	0.9%
Nonfamily Households with Hispanic Householder	2	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

<b>Total Housing Units by Occupancy</b>		
Total	1,715	100.0%
Occupied Housing Units	1,423	83.0%
Vacant Housing Units		
For Rent	77	4.5%
Rented, not Occupied	2	0.1%
For Sale Only	81	4.7%
Sold, not Occupied	11	0.6%
For Seasonal/Recreational/Occasional Use	10	0.6%
For Migrant Workers	0	0.0%
Other Vacant	111	6.5%
Total Vacancy Rate	17.0%	
<b>Households by Tenure and Mortgage Status</b>		
Total	1,423	100.0%
Owner Occupied	917	64.4%
Owned with a Mortgage/Loan	525	36.9%
Owned Free and Clear	392	27.5%
Average Household Size	2.34	
Renter Occupied	506	35.6%
Average Household Size	2.25	
<b>Owner-occupied Housing Units by Race of Householder</b>		
Total	917	100.0%
Householder is White Alone	886	96.6%
Householder is Black Alone	17	1.9%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	2	0.2%
Householder is Two or More Races	9	1.0%
Owner-occupied Housing Units with Hispanic Householder	4	0.4%
<b>Renter-occupied Housing Units by Race of Householder</b>		
Total	506	100.0%
Householder is White Alone	472	93.3%
Householder is Black Alone	11	2.2%
Householder is American Indian Alone	4	0.8%
Householder is Asian Alone	4	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	7	1.4%
Householder is Two or More Races	8	1.6%
Renter-occupied Housing Units with Hispanic Householder	11	2.2%
<b>Average Household Size by Race/Hispanic Origin of Householder</b>		
Householder is White Alone	2.28	
Householder is Black Alone	2.86	
Householder is American Indian Alone	1.80	
Householder is Asian Alone	2.60	
Householder is Pacific Islander Alone	3.00	
Householder is Some Other Race Alone	4.00	
Householder is Two or More Races	2.88	
Householder is Hispanic	3.60	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



## Age 50+ Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

Demographic Summary	Census 2010			2019-2024		2019-2024	
				Change	Annual Rate		
Total Population	3,466	3,476	3,485	9	0.05%		
Population 50+	1,435	1,518	1,587	69	0.89%		
Median Age	43.9	45.0	45.9	0.9	0.40%		
Households	1,423	1,420	1,423	3	0.04%		
% Householders 55+	50.9%	53.9%	57.3%	3.4	1.23%		
Total Owner-Occupied Housing Units	917	970	988	18	0.37%		
Total Renter-Occupied Housing Units	506	450	435	-15	-0.68%		
Owner/Renter Ratio (per 100 renters)	181	216	227	11.0	1.00%		
Median Home Value	-	\$122,758	\$142,358	\$19,600	3.01%		
Average Home Value	-	\$144,118	\$162,348	\$18,230	2.41%		
Median Household Income	-	\$39,090	\$45,423	\$6,333	3.05%		
Median Household Income for Householder 55+	-	\$30,261	\$35,503	\$5,242	3.25%		

Population by Age and Sex						
Male Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	589	100.0%	668	100.0%	708	100.0%
50-54	106	18.0%	124	18.6%	112	15.8%
55-59	93	15.8%	120	18.0%	125	17.7%
60-64	107	18.2%	107	16.0%	122	17.2%
65-69	78	13.2%	96	14.4%	105	14.8%
70-74	78	13.2%	85	12.7%	85	12.0%
75-79	41	7.0%	57	8.5%	74	10.5%
80-84	51	8.7%	45	6.7%	45	6.4%
85+	35	5.9%	34	5.1%	40	5.6%

Female Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	846	100.0%	850	100.0%	879	100.0%
50-54	116	13.7%	134	15.8%	116	13.2%
55-59	108	12.8%	126	14.8%	137	15.6%
60-64	116	13.7%	120	14.1%	132	15.0%
65-69	118	13.9%	113	13.3%	120	13.7%
70-74	97	11.5%	114	13.4%	107	12.2%
75-79	98	11.6%	95	11.2%	107	12.2%
80-84	81	9.6%	66	7.8%	79	9.0%
85+	112	13.2%	82	9.6%	81	9.2%

Total Population	Census 2010		2019		2024	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	1,435	41.4%	1,518	43.7%	1,587	45.5%
50-54	222	6.4%	258	7.4%	228	6.5%
55-59	201	5.8%	246	7.1%	262	7.5%
60-64	223	6.4%	227	6.5%	254	7.3%
65-69	196	5.7%	209	6.0%	225	6.5%
70-74	175	5.0%	199	5.7%	192	5.5%
75-79	139	4.0%	152	4.4%	181	5.2%
80-84	132	3.8%	111	3.2%	124	3.6%
85+	147	4.2%	116	3.3%	121	3.5%
65+	789	22.8%	787	22.6%	843	24.2%
75+	418	12.1%	379	10.9%	426	12.2%

**Data Note** - A "-" indicates that the variable was not collected in the 2010 Census.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019



Age 50+ Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

2019 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	277	100%	265	100%	225	100%	767	100%
<\$15,000	67	24.2%	62	23.4%	71	31.6%	200	26.1%
\$15,000-\$24,999	26	9.4%	36	13.6%	61	27.1%	123	16.0%
\$25,000-\$34,999	25	9.0%	40	15.1%	36	16.0%	101	13.2%
\$35,000-\$49,999	31	11.2%	41	15.5%	20	8.9%	92	12.0%
\$50,000-\$74,999	75	27.1%	54	20.4%	17	7.6%	146	19.0%
\$75,000-\$99,999	23	8.3%	15	5.7%	11	4.9%	49	6.4%
\$100,000-\$149,999	26	9.4%	16	6.0%	7	3.1%	49	6.4%
\$150,000-\$199,999	3	1.1%	1	0.4%	2	0.9%	6	0.8%
\$200,000+	1	0.4%	0	0.0%	0	0.0%	1	0.1%
Median HH Income	\$43,920		\$33,223		\$20,616		\$30,261	
Average HH Income	\$49,747		\$41,394		\$31,428		\$41,487	
2024 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	299	100%	267	100%	251	100%	817	100%
<\$15,000	60	20.1%	52	19.5%	67	26.7%	179	21.9%
\$15,000-\$24,999	23	7.7%	31	11.6%	62	24.7%	116	14.2%
\$25,000-\$34,999	26	8.7%	40	15.0%	43	17.1%	109	13.3%
\$35,000-\$49,999	32	10.7%	42	15.7%	25	10.0%	99	12.1%
\$50,000-\$74,999	84	28.1%	60	22.5%	21	8.4%	165	20.2%
\$75,000-\$99,999	28	9.4%	18	6.7%	16	6.4%	62	7.6%
\$100,000-\$149,999	39	13.0%	23	8.6%	13	5.2%	75	9.2%
\$150,000-\$199,999	6	2.0%	1	0.4%	4	1.6%	11	1.3%
\$200,000+	1	0.3%	0	0.0%	0	0.0%	1	0.1%
Median HH Income	\$51,500		\$37,851		\$24,136		\$35,503	
Average HH Income	\$58,059		\$48,219		\$37,782		\$48,614	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019





## Age 50+ Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	725	100.0%	50.9%
Family Households	345	47.6%	24.2%
Householder Age 55-64	143	19.7%	10.0%
Householder Age 65-74	126	17.4%	8.9%
Householder Age 75-84	61	8.4%	4.3%
Householder Age 85+	15	2.1%	1.1%
Nonfamily Households	380	52.4%	26.7%
Householder Age 55-64	122	16.8%	8.6%
Householder Age 65-74	119	16.4%	8.4%
Householder Age 75-84	102	14.1%	7.2%
Householder Age 85+	37	5.1%	2.6%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	725	100.0%	50.9%
Owner Occupied Housing Units	511	70.5%	35.9%
Householder Age 55-64	185	25.5%	13.0%
Householder Age 65-74	161	22.2%	11.3%
Householder Age 75-84	126	17.4%	8.9%
Householder Age 85+	39	5.4%	2.7%
Renter Occupied Housing Units	214	29.5%	15.0%
Householder Age 55-64	80	11.0%	5.6%
Householder Age 65-74	84	11.6%	5.9%
Householder Age 75-84	37	5.1%	2.6%
Householder Age 85+	13	1.8%	0.9%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019



Demographic and Income Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

Summary	Census 2010	2019	2024			
Population	3,466	3,476	3,485			
Households	1,423	1,420	1,423			
Families	858	880	875			
Average Household Size	2.31	2.40	2.40			
Owner Occupied Housing Units	917	970	988			
Renter Occupied Housing Units	506	450	435			
Median Age	43.9	45.0	45.9			
Trends: 2019 - 2024 Annual Rate	Area	State	National			
Population	0.05%	0.88%	0.77%			
Households	0.04%	0.87%	0.75%			
Families	-0.11%	0.77%	0.68%			
Owner HHs	0.37%	1.17%	0.92%			
Median Household Income	3.05%	2.21%	2.70%			
Households by Income	2019		2024			
	Number	Percent	Number	Percent		
<\$15,000	315	22.2%	263	18.5%		
\$15,000 - \$24,999	167	11.8%	152	10.7%		
\$25,000 - \$34,999	168	11.8%	167	11.7%		
\$35,000 - \$49,999	176	12.4%	172	12.1%		
\$50,000 - \$74,999	332	23.4%	344	24.2%		
\$75,000 - \$99,999	113	8.0%	133	9.3%		
\$100,000 - \$149,999	128	9.0%	170	11.9%		
\$150,000 - \$199,999	18	1.3%	20	1.4%		
\$200,000+	2	0.1%	2	0.1%		
Median Household Income	\$39,090		\$45,423			
Average Household Income	\$48,385		\$54,958			
Per Capita Income	\$19,864		\$22,563			
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	207	6.0%	181	5.2%	180	5.2%
5 - 9	197	5.7%	187	5.4%	185	5.3%
10 - 14	208	6.0%	191	5.5%	198	5.7%
15 - 19	244	7.0%	185	5.3%	189	5.4%
20 - 24	158	4.6%	190	5.5%	170	4.9%
25 - 34	339	9.8%	442	12.7%	415	11.9%
35 - 44	433	12.5%	362	10.4%	374	10.7%
45 - 54	467	13.5%	479	13.8%	416	11.9%
55 - 64	424	12.2%	473	13.6%	516	14.8%
65 - 74	371	10.7%	408	11.7%	417	12.0%
75 - 84	271	7.8%	263	7.6%	305	8.7%
85+	147	4.2%	116	3.3%	121	3.5%
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,242	93.5%	3,118	89.7%	3,093	88.7%
Black Alone	80	2.3%	163	4.7%	161	4.6%
American Indian Alone	11	0.3%	18	0.5%	20	0.6%
Asian Alone	16	0.5%	10	0.3%	9	0.3%
Pacific Islander Alone	3	0.1%	3	0.1%	3	0.1%
Some Other Race Alone	35	1.0%	51	1.5%	64	1.8%
Two or More Races	79	2.3%	114	3.3%	136	3.9%
Hispanic Origin (Any Race)	67	1.9%	108	3.1%	138	4.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019

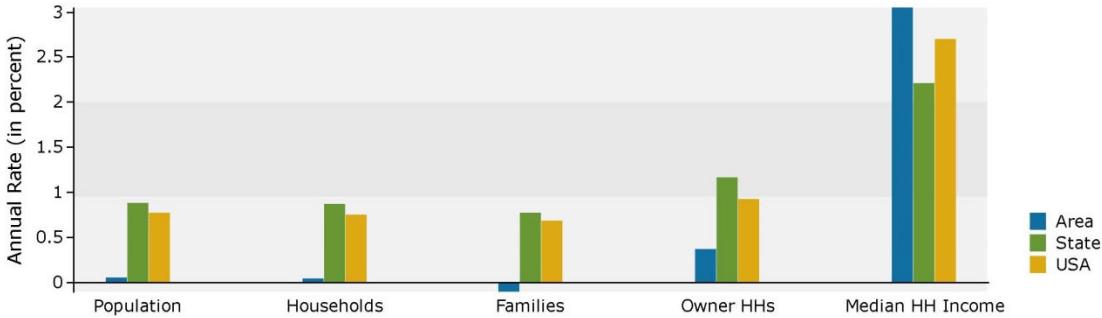


Demographic and Income Profile

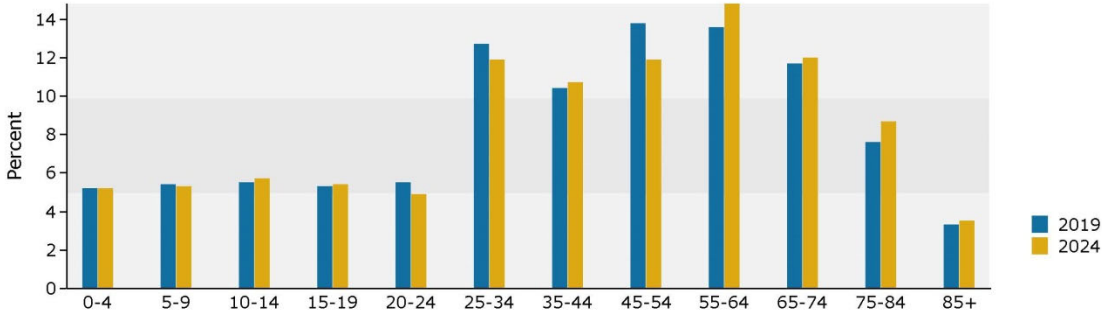
Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

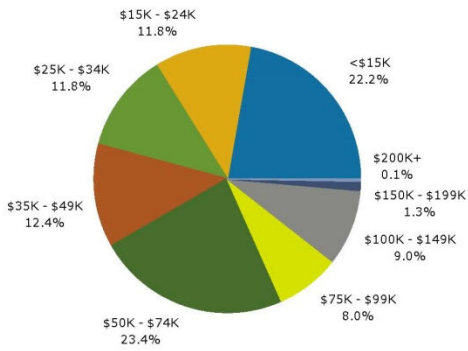
Trends 2019-2024



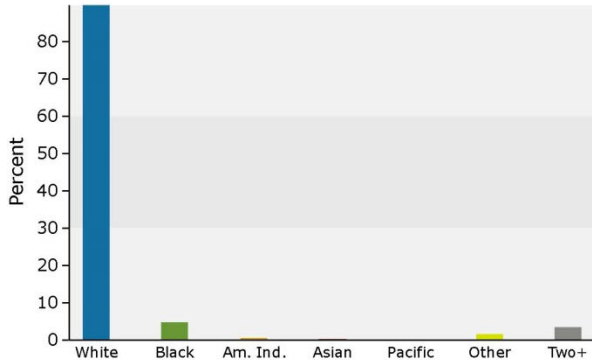
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Household Income Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

Summary	2019	2024	2019-2024	
			Change	Annual Rate
Population	3,476	3,485	9	0.05%
Households	1,420	1,423	3	0.04%
Median Age	45.0	45.9	0.9	0.40%
Average Household Size	2.40	2.40	0.00	0.00%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
Household	1,419	100%	1,423	100%
<\$15,000	315	22.2%	263	18.5%
\$15,000-\$24,999	167	11.8%	152	10.7%
\$25,000-\$34,999	168	11.8%	167	11.7%
\$35,000-\$49,999	176	12.4%	172	12.1%
\$50,000-\$74,999	332	23.4%	344	24.2%
\$75,000-\$99,999	113	8.0%	133	9.3%
\$100,000-\$149,999	128	9.0%	170	11.9%
\$150,000-\$199,999	18	1.3%	20	1.4%
\$200,000+	2	0.1%	2	0.1%
Median Household Income	\$39,090		\$45,423	
Average Household Income	\$48,385		\$54,958	
Per Capita Income	\$19,864		\$22,563	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.

August 30, 2019



Household Income Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	37	192	174	254	277	265	225
<\$15,000	10	33	26	46	67	62	71
\$15,000-\$24,999	4	14	11	16	26	36	61
\$25,000-\$34,999	5	23	17	22	25	40	36
\$35,000-\$49,999	7	25	20	33	31	41	20
\$50,000-\$74,999	9	55	52	71	75	54	17
\$75,000-\$99,999	1	17	19	29	23	15	11
\$100,000-\$149,999	1	22	27	29	26	16	7
\$150,000-\$199,999	0	3	2	7	3	1	2
\$200,000+	0	0	0	1	1	0	0
Median HH Income	\$33,708	\$50,252	\$53,998	\$52,149	\$43,920	\$33,223	\$20,616
Average HH Income	\$36,674	\$54,374	\$58,910	\$58,233	\$49,747	\$41,394	\$31,428
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	27.0%	17.2%	14.9%	18.1%	24.2%	23.4%	31.6%
\$15,000-\$24,999	10.8%	7.3%	6.3%	6.3%	9.4%	13.6%	27.1%
\$25,000-\$34,999	13.5%	12.0%	9.8%	8.7%	9.0%	15.1%	16.0%
\$35,000-\$49,999	18.9%	13.0%	11.5%	13.0%	11.2%	15.5%	8.9%
\$50,000-\$74,999	24.3%	28.6%	29.9%	28.0%	27.1%	20.4%	7.6%
\$75,000-\$99,999	2.7%	8.9%	10.9%	11.4%	8.3%	5.7%	4.9%
\$100,000-\$149,999	2.7%	11.5%	15.5%	11.4%	9.4%	6.0%	3.1%
\$150,000-\$199,999	0.0%	1.6%	1.1%	2.8%	1.1%	0.4%	0.9%
\$200,000+	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Household Income Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	35	180	177	217	299	267	251
<\$15,000	8	24	21	31	60	52	67
\$15,000-\$24,999	4	12	9	12	23	31	62
\$25,000-\$34,999	5	20	17	17	26	40	43
\$35,000-\$49,999	7	22	19	26	32	42	25
\$50,000-\$74,999	9	54	53	62	84	60	21
\$75,000-\$99,999	1	20	22	29	28	18	16
\$100,000-\$149,999	1	26	34	34	39	23	13
\$150,000-\$199,999	0	2	2	5	6	1	4
\$200,000+	0	0	0	1	1	0	0
Median HH Income	\$35,721	\$53,482	\$57,600	\$56,329	\$51,500	\$37,851	\$24,136
Average HH Income	\$40,551	\$60,433	\$66,585	\$66,379	\$58,059	\$48,219	\$37,782
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	22.9%	13.3%	11.9%	14.3%	20.1%	19.5%	26.7%
\$15,000-\$24,999	11.4%	6.7%	5.1%	5.5%	7.7%	11.6%	24.7%
\$25,000-\$34,999	14.3%	11.1%	9.6%	7.8%	8.7%	15.0%	17.1%
\$35,000-\$49,999	20.0%	12.2%	10.7%	12.0%	10.7%	15.7%	10.0%
\$50,000-\$74,999	25.7%	30.0%	29.9%	28.6%	28.1%	22.5%	8.4%
\$75,000-\$99,999	2.9%	11.1%	12.4%	13.4%	9.4%	6.7%	6.4%
\$100,000-\$149,999	2.9%	14.4%	19.2%	15.7%	13.0%	8.6%	5.2%
\$150,000-\$199,999	0.0%	1.1%	1.1%	2.3%	2.0%	0.4%	1.6%
\$200,000+	0.0%	0.0%	0.0%	0.5%	0.3%	0.0%	0.0%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Market Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

	Etowah city, ...
<b>Population Summary</b>	
2000 Total Population	3,510
2010 Total Population	3,466
2019 Total Population	3,476
2019 Group Quarters	74
2024 Total Population	3,485
2019-2024 Annual Rate	0.05%
2019 Total Daytime Population	4,068
Workers	1,924
Residents	2,144
<b>Household Summary</b>	
2000 Households	1,500
2000 Average Household Size	2.29
2010 Households	1,423
2010 Average Household Size	2.31
2019 Households	1,420
2019 Average Household Size	2.40
2024 Households	1,423
2024 Average Household Size	2.40
2019-2024 Annual Rate	0.04%
2010 Families	858
2010 Average Family Size	2.98
2019 Families	880
2019 Average Family Size	3.04
2024 Families	875
2024 Average Family Size	3.06
2019-2024 Annual Rate	-0.11%
<b>Housing Unit Summary</b>	
2000 Housing Units	1,695
Owner Occupied Housing Units	62.3%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	11.5%
2010 Housing Units	1,715
Owner Occupied Housing Units	53.5%
Renter Occupied Housing Units	29.5%
Vacant Housing Units	17.0%
2019 Housing Units	1,720
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	17.4%
2024 Housing Units	1,733
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	17.9%
<b>Median Household Income</b>	
2019	\$39,090
2024	\$45,423
<b>Median Home Value</b>	
2019	\$122,758
2024	\$142,358
<b>Per Capita Income</b>	
2019	\$19,864
2024	\$22,563
<b>Median Age</b>	
2010	43.9
2019	45.0
2024	45.9

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

		Etowah city, ...
<b>2019 Households by Income</b>		
Household Income Base		1,419
<\$15,000		22.2%
\$15,000 - \$24,999		11.8%
\$25,000 - \$34,999		11.8%
\$35,000 - \$49,999		12.4%
\$50,000 - \$74,999		23.4%
\$75,000 - \$99,999		8.0%
\$100,000 - \$149,999		9.0%
\$150,000 - \$199,999		1.3%
\$200,000+		0.1%
Average Household Income		\$48,385
<b>2024 Households by Income</b>		
Household Income Base		1,423
<\$15,000		18.5%
\$15,000 - \$24,999		10.7%
\$25,000 - \$34,999		11.7%
\$35,000 - \$49,999		12.1%
\$50,000 - \$74,999		24.2%
\$75,000 - \$99,999		9.3%
\$100,000 - \$149,999		11.9%
\$150,000 - \$199,999		1.4%
\$200,000+		0.1%
Average Household Income		\$54,958
<b>2019 Owner Occupied Housing Units by Value</b>		
Total		969
<\$50,000		8.9%
\$50,000 - \$99,999		30.7%
\$100,000 - \$149,999		23.0%
\$150,000 - \$199,999		15.6%
\$200,000 - \$249,999		11.8%
\$250,000 - \$299,999		4.3%
\$300,000 - \$399,999		4.2%
\$400,000 - \$499,999		0.0%
\$500,000 - \$749,999		1.5%
\$750,000 - \$999,999		0.0%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$144,118
<b>2024 Owner Occupied Housing Units by Value</b>		
Total		988
<\$50,000		7.0%
\$50,000 - \$99,999		23.4%
\$100,000 - \$149,999		23.2%
\$150,000 - \$199,999		18.8%
\$200,000 - \$249,999		14.4%
\$250,000 - \$299,999		5.0%
\$300,000 - \$399,999		6.1%
\$400,000 - \$499,999		0.0%
\$500,000 - \$749,999		2.2%
\$750,000 - \$999,999		0.0%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$162,348

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019





Market Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

	Etowah city, ...
<b>2010 Population by Age</b>	
Total	3,466
0 - 4	6.0%
5 - 9	5.7%
10 - 14	6.0%
15 - 24	11.6%
25 - 34	9.8%
35 - 44	12.5%
45 - 54	13.5%
55 - 64	12.2%
65 - 74	10.7%
75 - 84	7.8%
85 +	4.2%
18 +	78.0%
<b>2019 Population by Age</b>	
Total	3,477
0 - 4	5.2%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	10.8%
25 - 34	12.7%
35 - 44	10.4%
45 - 54	13.8%
55 - 64	13.6%
65 - 74	11.7%
75 - 84	7.6%
85 +	3.3%
18 +	80.7%
<b>2024 Population by Age</b>	
Total	3,486
0 - 4	5.2%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	10.3%
25 - 34	11.9%
35 - 44	10.7%
45 - 54	11.9%
55 - 64	14.8%
65 - 74	12.0%
75 - 84	8.7%
85 +	3.5%
18 +	80.5%
<b>2010 Population by Sex</b>	
Males	1,610
Females	1,856
<b>2019 Population by Sex</b>	
Males	1,664
Females	1,813
<b>2024 Population by Sex</b>	
Males	1,673
Females	1,813

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

	Etowah city, ...
<b>2010 Population by Race/Ethnicity</b>	
Total	3,466
White Alone	93.5%
Black Alone	2.3%
American Indian Alone	0.3%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	2.3%
Hispanic Origin	1.9%
Diversity Index	15.8
<b>2019 Population by Race/Ethnicity</b>	
Total	3,477
White Alone	89.7%
Black Alone	4.7%
American Indian Alone	0.5%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	3.3%
Hispanic Origin	3.1%
Diversity Index	24.2
<b>2024 Population by Race/Ethnicity</b>	
Total	3,486
White Alone	88.7%
Black Alone	4.6%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	3.9%
Hispanic Origin	4.0%
Diversity Index	27.0
<b>2010 Population by Relationship and Household Type</b>	
Total	3,466
In Households	94.8%
In Family Households	76.1%
Householder	24.8%
Spouse	17.2%
Child	28.9%
Other relative	2.9%
Nonrelative	2.3%
In Nonfamily Households	18.8%
In Group Quarters	5.2%
Institutionalized Population	5.2%
Noninstitutionalized Population	0.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

	Etowah city, ...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	2,542
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	33.0%
GED/Alternative Credential	9.1%
Some College, No Degree	25.5%
Associate Degree	7.6%
Bachelor's Degree	4.3%
Graduate/Professional Degree	5.0%
<b>2019 Population 15+ by Marital Status</b>	
Total	2,917
Never Married	18.1%
Married	59.3%
Widowed	7.8%
Divorced	14.8%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.1%
Civilian Unemployed (Unemployment Rate)	4.9%
<b>2019 Employed Population 16+ by Industry</b>	
Total	1,329
Agriculture/Mining	0.2%
Construction	13.6%
Manufacturing	20.7%
Wholesale Trade	1.7%
Retail Trade	7.8%
Transportation/Utilities	3.2%
Information	1.2%
Finance/Insurance/Real Estate	3.5%
Services	45.9%
Public Administration	2.4%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	1,327
White Collar	47.3%
Management/Business/Financial	8.1%
Professional	20.6%
Sales	3.4%
Administrative Support	15.2%
Services	19.4%
Blue Collar	33.2%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	10.8%
Installation/Maintenance/Repair	4.7%
Production	9.8%
Transportation/Material Moving	7.2%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	3,466
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	98.3%
Rural Population	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri

	Etowah city, ...
<b>2010 Households by Type</b>	
Total	1,423
Households with 1 Person	34.7%
Households with 2+ People	65.3%
Family Households	60.3%
Husband-wife Families	41.8%
With Related Children	16.9%
Other Family (No Spouse Present)	18.5%
Other Family with Male Householder	4.6%
With Related Children	3.0%
Other Family with Female Householder	13.9%
With Related Children	8.9%
Nonfamily Households	5.0%
All Households with Children	29.3%
Multigenerational Households	4.6%
Unmarried Partner Households	5.0%
Male-female	4.5%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	1,423
1 Person Household	34.7%
2 Person Household	31.0%
3 Person Household	15.7%
4 Person Household	10.5%
5 Person Household	4.7%
6 Person Household	2.0%
7 + Person Household	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,423
Owner Occupied	64.4%
Owned with a Mortgage/Loan	36.9%
Owned Free and Clear	27.5%
Renter Occupied	35.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	1,715
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	96.9%
Rural Housing Units	3.1%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Etowah City, TN  
 Etowah City, TN (4724480)  
 Geography: Place

Prepared by Esri

		Etowah city, ...
<b>Top 3 Tapestry Segments</b>		
1.		Small Town Simplicity (12C)
2.		Heartland Communities (6F)
3.		Rooted Rural (10B)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$1,661,311
	Average Spent	\$1,169.94
	Spending Potential Index	55
Education: Total \$		\$1,075,731
	Average Spent	\$757.56
	Spending Potential Index	48
Entertainment/Recreation: Total \$		\$2,830,565
	Average Spent	\$1,993.36
	Spending Potential Index	61
Food at Home: Total \$		\$4,537,410
	Average Spent	\$3,195.36
	Spending Potential Index	62
Food Away from Home: Total \$		\$2,892,467
	Average Spent	\$2,036.95
	Spending Potential Index	55
Health Care: Total \$		\$5,515,851
	Average Spent	\$3,884.40
	Spending Potential Index	65
HH Furnishings & Equipment: Total \$		\$1,678,098
	Average Spent	\$1,181.76
	Spending Potential Index	55
Personal Care Products & Services: Total \$		\$667,718
	Average Spent	\$470.22
	Spending Potential Index	53
Shelter: Total \$		\$13,407,602
	Average Spent	\$9,441.97
	Spending Potential Index	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$2,087,500
	Average Spent	\$1,470.07
	Spending Potential Index	59
Travel: Total \$		\$1,602,505
	Average Spent	\$1,128.52
	Spending Potential Index	50
Vehicle Maintenance & Repairs: Total \$		\$986,980
	Average Spent	\$695.06
	Spending Potential Index	61

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

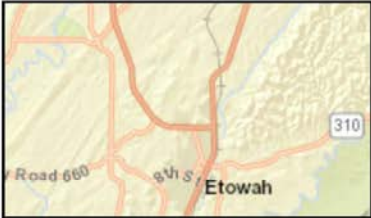
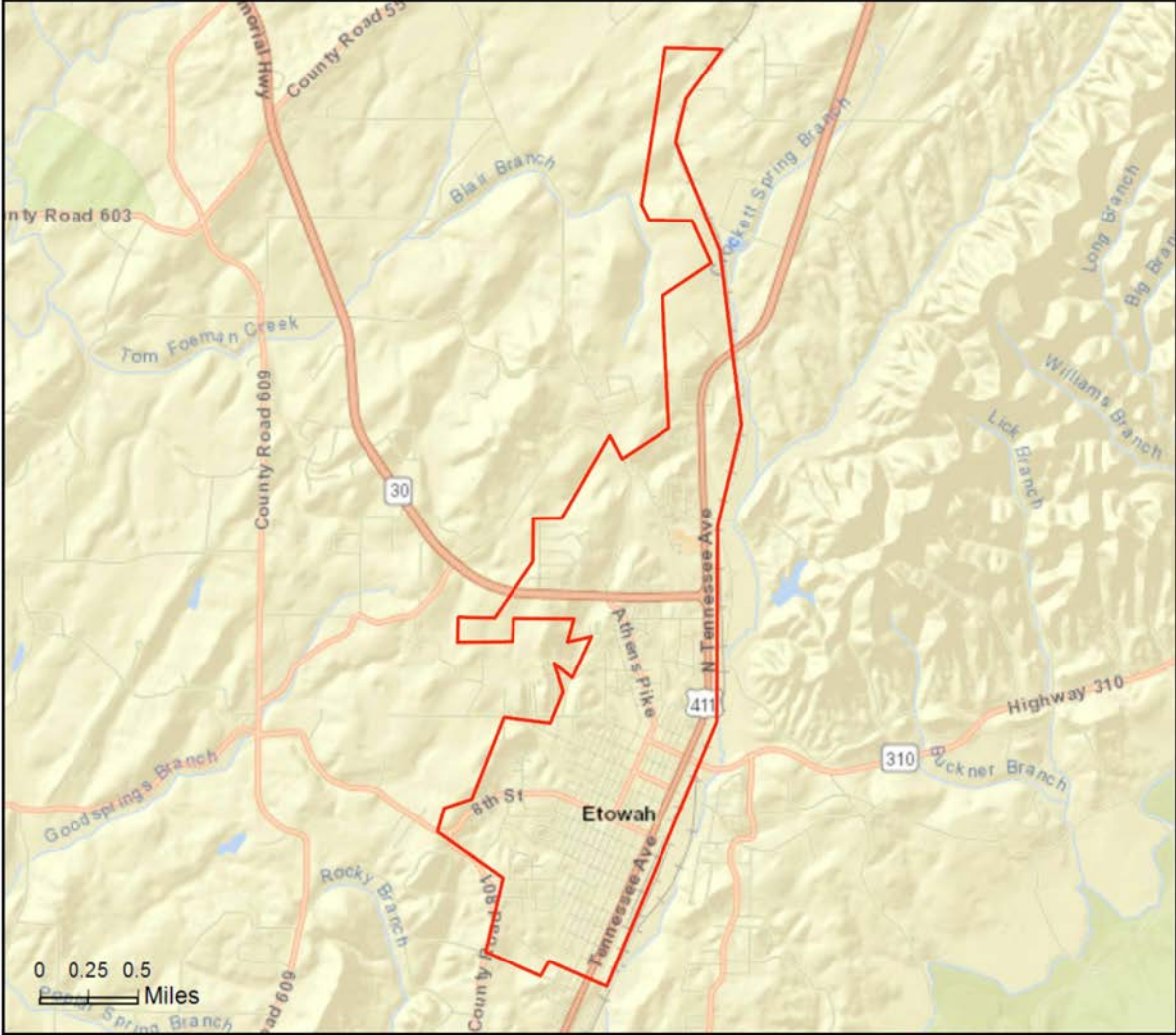
August 30, 2019



Site Map

Etowah City, TN  
Etowah City, TN (4724480)  
Geography: Place

Prepared by Esri



August 30, 2019



2010 Census Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	2000	2010	2000-2010 Annual Rate
Population	49,015	52,266	0.64%
Households	19,721	20,865	0.57%
Housing Units	21,626	23,341	0.77%
<b>Population by Race</b>			
		<b>Number</b>	<b>Percent</b>
Total		52,266	100.0%
Population Reporting One Race		51,225	98.0%
White		47,954	91.7%
Black		2,066	4.0%
American Indian		178	0.3%
Asian		388	0.7%
Pacific Islander		11	0.0%
Some Other Race		628	1.2%
Population Reporting Two or More Races		1,041	2.0%
Total Hispanic Population		1,482	2.8%
<b>Population by Sex</b>			
Male		25,387	48.6%
Female		26,879	51.4%
<b>Population by Age</b>			
Total		52,266	100.0%
Age 0 - 4		2,982	5.7%
Age 5 - 9		3,251	6.2%
Age 10 - 14		3,425	6.6%
Age 15 - 19		3,574	6.8%
Age 20 - 24		2,771	5.3%
Age 25 - 29		2,826	5.4%
Age 30 - 34		2,865	5.5%
Age 35 - 39		3,298	6.3%
Age 40 - 44		3,565	6.8%
Age 45 - 49		3,833	7.3%
Age 50 - 54		3,962	7.6%
Age 55 - 59		3,641	7.0%
Age 60 - 64		3,460	6.6%
Age 65 - 69		2,879	5.5%
Age 70 - 74		2,205	4.2%
Age 75 - 79		1,618	3.1%
Age 80 - 84		1,124	2.2%
Age 85+		987	1.9%
Age 18+		40,471	77.4%
Age 65+		8,813	16.9%

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

August 30, 2019



2010 Census Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

Households by Type		
Total	20,865	100.0%
Households with 1 Person	5,430	26.0%
Households with 2+ People	15,435	74.0%
Family Households	14,632	70.1%
Husband-wife Families	11,243	53.9%
With Own Children	3,941	18.9%
Other Family (No Spouse Present)	3,389	16.2%
With Own Children	1,677	8.0%
Nonfamily Households	803	3.8%
All Households with Children	6,561	31.4%
Multigenerational Households	893	4.3%
Unmarried Partner Households	1,027	4.9%
Male-female	909	4.4%
Same-sex	118	0.6%
Average Household Size	2.46	
Family Households by Size		
Total	14,632	100.0%
2 People	6,925	47.3%
3 People	3,364	23.0%
4 People	2,566	17.5%
5 People	1,129	7.7%
6 People	411	2.8%
7+ People	237	1.6%
Average Family Size	2.94	
Nonfamily Households by Size		
Total	6,233	100.0%
1 Person	5,430	87.1%
2 People	688	11.0%
3 People	74	1.2%
4 People	29	0.5%
5 People	9	0.1%
6 People	2	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.16	
Population by Relationship and Household Type		
Total	52,266	100.0%
In Households	51,324	98.2%
In Family Households	44,115	84.4%
Householder	14,632	28.0%
Spouse	11,243	21.5%
Child	15,457	29.6%
Other relative	1,688	3.2%
Nonrelative	1,095	2.1%
In Nonfamily Households	7,209	13.8%
In Group Quarters	942	1.8%
Institutionalized Population	592	1.1%
Noninstitutionalized Population	350	0.7%

**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. Average family size excludes nonrelatives.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019





2010 Census Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

Family Households by Age of Householder		
Total	14,632	100.0%
Householder Age 15 - 44	5,377	36.7%
Householder Age 45 - 54	3,192	21.8%
Householder Age 55 - 64	2,820	19.3%
Householder Age 65 - 74	2,118	14.5%
Householder Age 75+	1,125	7.7%
Nonfamily Households by Age of Householder		
Total	6,233	100.0%
Householder Age 15 - 44	1,302	20.9%
Householder Age 45 - 54	1,137	18.2%
Householder Age 55 - 64	1,278	20.5%
Householder Age 65 - 74	1,127	18.1%
Householder Age 75+	1,389	22.3%
Households by Race of Householder		
Total	20,865	100.0%
Householder is White Alone	19,357	92.8%
Householder is Black Alone	830	4.0%
Householder is American Indian Alone	78	0.4%
Householder is Asian Alone	139	0.7%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	176	0.8%
Householder is Two or More Races	282	1.4%
Households with Hispanic Householder	408	2.0%
Husband-wife Families by Race of Householder		
Total	11,243	100.0%
Householder is White Alone	10,687	95.1%
Householder is Black Alone	260	2.3%
Householder is American Indian Alone	22	0.2%
Householder is Asian Alone	73	0.6%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	75	0.7%
Householder is Two or More Races	123	1.1%
Husband-wife Families with Hispanic Householder	191	1.7%
Other Families (No Spouse) by Race of Householder		
Total	3,389	100.0%
Householder is White Alone	2,947	87.0%
Householder is Black Alone	274	8.1%
Householder is American Indian Alone	22	0.6%
Householder is Asian Alone	15	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	59	1.7%
Householder is Two or More Races	72	2.1%
Other Families with Hispanic Householder	117	3.5%
Nonfamily Households by Race of Householder		
Total	6,233	100.0%
Householder is White Alone	5,723	91.8%
Householder is Black Alone	296	4.7%
Householder is American Indian Alone	34	0.5%
Householder is Asian Alone	51	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	42	0.7%
Householder is Two or More Races	87	1.4%
Nonfamily Households with Hispanic Householder	100	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

<b>Total Housing Units by Occupancy</b>		
Total	23,341	100.0%
Occupied Housing Units	20,865	89.4%
Vacant Housing Units		
For Rent	568	2.4%
Rented, not Occupied	33	0.1%
For Sale Only	447	1.9%
Sold, not Occupied	141	0.6%
For Seasonal/Recreational/Occasional Use	220	0.9%
For Migrant Workers	1	0.0%
Other Vacant	1,066	4.6%
Total Vacancy Rate	10.6%	
<b>Households by Tenure and Mortgage Status</b>		
Total	20,865	100.0%
Owner Occupied	15,225	73.0%
Owned with a Mortgage/Loan	8,658	41.5%
Owned Free and Clear	6,567	31.5%
Average Household Size	2.50	
Renter Occupied	5,640	27.0%
Average Household Size	2.35	
<b>Owner-occupied Housing Units by Race of Householder</b>		
Total	15,225	100.0%
Householder is White Alone	14,433	94.8%
Householder is Black Alone	471	3.1%
Householder is American Indian Alone	41	0.3%
Householder is Asian Alone	54	0.4%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	63	0.4%
Householder is Two or More Races	160	1.1%
Owner-occupied Housing Units with Hispanic Householder	176	1.2%
<b>Renter-occupied Housing Units by Race of Householder</b>		
Total	5,640	100.0%
Householder is White Alone	4,924	87.3%
Householder is Black Alone	359	6.4%
Householder is American Indian Alone	37	0.7%
Householder is Asian Alone	85	1.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	113	2.0%
Householder is Two or More Races	122	2.2%
Renter-occupied Housing Units with Hispanic Householder	232	4.1%
<b>Average Household Size by Race/Hispanic Origin of Householder</b>		
Householder is White Alone	2.45	
Householder is Black Alone	2.47	
Householder is American Indian Alone	2.21	
Householder is Asian Alone	2.57	
Householder is Pacific Islander Alone	3.33	
Householder is Some Other Race Alone	3.34	
Householder is Two or More Races	2.61	
Householder is Hispanic	3.23	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



ACS Housing Summary

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	52,569		0	High
Total Households	20,352		402	High
Total Housing Units	23,388		117	High
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	15,115	100.0%	424	High
Housing units with a mortgage/contract to purchase/similar debt	7,960	52.7%	442	High
Second mortgage only	202	1.3%	129	Medium
Home equity loan only	490	3.2%	134	Medium
Both second mortgage and home equity loan	57	0.4%	48	Low
No second mortgage and no home equity loan	7,211	47.7%	474	High
Housing units without a mortgage	7,155	47.3%	372	High
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	\$147,503		\$14,141	High
Housing units without a mortgage	\$141,869		\$16,634	High
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>				
Total	15,115	100.0%	424	High
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	533	3.5%	138	Medium
10.0 to 14.9 percent	1,508	10.0%	250	High
15.0 to 19.9 percent	1,728	11.4%	262	High
20.0 to 24.9 percent	1,237	8.2%	250	Medium
25.0 to 29.9 percent	707	4.7%	159	Medium
30.0 to 34.9 percent	588	3.9%	216	Medium
35.0 to 39.9 percent	264	1.7%	111	Medium
40.0 to 49.9 percent	290	1.9%	114	Medium
50.0 percent or more	1,057	7.0%	244	Medium
Not computed	48	0.3%	37	Low
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	3,459	22.9%	333	High
10.0 to 14.9 percent	1,298	8.6%	270	Medium
15.0 to 19.9 percent	666	4.4%	126	High
20.0 to 24.9 percent	475	3.1%	146	Medium
25.0 to 29.9 percent	368	2.4%	141	Medium
30.0 to 34.9 percent	216	1.4%	85	Medium
35.0 to 39.9 percent	121	0.8%	82	Low
40.0 to 49.9 percent	163	1.1%	81	Medium
50.0 percent or more	256	1.7%	139	Medium
Not computed	133	0.9%	73	Medium

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low



ACS Housing Summary

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	5,237	100.0%	386	High
With cash rent	4,625	88.3%	381	High
Less than \$100	158	3.0%	111	Low
\$100 to \$149	73	1.4%	56	Low
\$150 to \$199	107	2.0%	78	Low
\$200 to \$249	212	4.0%	98	Medium
\$250 to \$299	211	4.0%	91	Medium
\$300 to \$349	523	10.0%	171	Medium
\$350 to \$399	375	7.2%	127	Medium
\$400 to \$449	574	11.0%	176	Medium
\$450 to \$499	511	9.8%	196	Medium
\$500 to \$549	487	9.3%	158	Medium
\$550 to \$599	341	6.5%	126	Medium
\$600 to \$649	438	8.4%	133	Medium
\$650 to \$699	167	3.2%	94	Medium
\$700 to \$749	88	1.7%	56	Medium
\$750 to \$799	61	1.2%	73	Low
\$800 to \$899	53	1.0%	36	Low
\$900 to \$999	44	0.8%	54	Low
\$1,000 to \$1,249	93	1.8%	71	Low
\$1,250 to \$1,499	31	0.6%	46	Low
\$1,500 to \$1,999	35	0.7%	31	Low
\$2,000 to \$2,499	0	0.0%	29	
\$2,500 to \$2,999	0	0.0%	29	
\$3,000 to \$3,499	0	0.0%	29	
\$3,500 or more	43	0.8%	71	Low
No cash rent	612	11.7%	151	Medium
Median Contract Rent	\$458		\$20	High
Average Contract Rent	\$496		\$83	High
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	5,237	100.0%	386	High
Pay extra for one or more utilities	4,936	94.3%	389	High
No extra payment for any utilities	301	5.7%	120	Medium

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

August 30, 2019



ACS Housing Summary

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT</b>				
Total:	5,237	100.0%	386	High
With cash rent:	4,625	88.3%	381	High
Less than \$100	73	1.4%	65	Low
\$100 to \$149	53	1.0%	63	Low
\$150 to \$199	60	1.1%	54	Low
\$200 to \$249	141	2.7%	86	Medium
\$250 to \$299	129	2.5%	77	Medium
\$300 to \$349	188	3.6%	94	Medium
\$350 to \$399	170	3.2%	90	Medium
\$400 to \$449	257	4.9%	123	Medium
\$450 to \$499	231	4.4%	103	Medium
\$500 to \$549	462	8.8%	215	Medium
\$550 to \$599	352	6.7%	143	Medium
\$600 to \$649	403	7.7%	134	Medium
\$650 to \$699	452	8.6%	171	Medium
\$700 to \$749	212	4.0%	94	Medium
\$750 to \$799	241	4.6%	132	Medium
\$800 to \$899	340	6.5%	112	Medium
\$900 to \$999	499	9.5%	189	Medium
\$1,000 to \$1,249	200	3.8%	100	Medium
\$1,250 to \$1,499	76	1.5%	55	Medium
\$1,500 to \$1,999	43	0.8%	33	Low
\$2,000 to \$2,499	0	0.0%	29	Low
\$2,500 to \$2,999	0	0.0%	29	Low
\$3,000 to \$3,499	0	0.0%	29	Low
\$3,500 or more	43	0.8%	71	Low
No cash rent	612	11.7%	151	Medium
Median Gross Rent	\$624		\$29	High
Average Gross Rent	\$668		\$98	High

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low



## ACS Housing Summary

McMinn County, TN  
McMinn County, TN (47107)  
Geography: County

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	23,388	100.0%	117	High
1, detached	16,835	72.0%	522	High
1, attached	165	0.7%	91	Medium
2	664	2.8%	191	High
3 or 4	523	2.2%	157	High
5 to 9	658	2.8%	201	High
10 to 19	158	0.7%	91	High
20 to 49	42	0.2%	37	Low
50 or more	167	0.7%	86	High
Mobile home	4,124	17.6%	438	High
Boat, RV, van, etc.	52	0.2%	59	Low
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	23,388	100.0%	117	High
Built 2014 or later	109	0.5%	64	High
Built 2010 to 2013	596	2.5%	178	High
Built 2000 to 2009	2,382	10.2%	315	High
Built 1990 to 1999	4,952	21.2%	487	High
Built 1980 to 1989	3,318	14.2%	366	High
Built 1970 to 1979	4,913	21.0%	431	High
Built 1960 to 1969	2,238	9.6%	350	High
Built 1950 to 1959	1,802	7.7%	259	High
Built 1940 to 1949	1,500	6.4%	251	High
Built 1939 or earlier	1,578	6.7%	274	High
Median Year Structure Built	1979		2	High
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	20,352	100.0%	402	High
<b>Owner occupied</b>				
Moved in 2015 or later	575	2.8%	152	High
Moved in 2010 to 2014	2,613	12.8%	301	High
Moved in 2000 to 2009	5,118	25.1%	462	High
Moved in 1990 to 1999	3,171	15.6%	322	High
Moved in 1980 to 1989	1,570	7.7%	235	High
Moved in 1979 or earlier	2,068	10.2%	224	High
<b>Renter occupied</b>				
Moved in 2015 or later	1,101	5.4%	220	High
Moved in 2010 to 2014	2,937	14.4%	357	High
Moved in 2000 to 2009	822	4.0%	209	High
Moved in 1990 to 1999	235	1.2%	106	High
Moved in 1980 to 1989	60	0.3%	51	Low
Moved in 1979 or earlier	82	0.4%	46	High
Median Year Householder Moved Into Unit	2005		1	High

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High medium low

August 30, 2019



ACS Housing Summary

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	2013-2017			
	ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	20,352	100.0%	402	High
Utility gas	4,579	22.5%	377	High
Bottled, tank, or LP gas	821	4.0%	193	Medium
Electricity	13,958	68.6%	603	High
Fuel oil, kerosene, etc.	148	0.7%	98	Low
Coal or coke	0	0.0%	29	Low
Wood	714	3.5%	192	Medium
Solar energy	17	0.1%	28	Low
Other fuel	52	0.3%	63	Low
No fuel used	63	0.3%	57	Low
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	20,352	100.0%	402	High
Owner occupied				
No vehicle available	423	2.1%	138	Medium
1 vehicle available	3,735	18.4%	461	High
2 vehicles available	6,228	30.6%	460	High
3 vehicles available	3,065	15.1%	345	High
4 vehicles available	1,234	6.1%	235	High
5 or more vehicles available	430	2.1%	140	Medium
Renter occupied				
No vehicle available	684	3.4%	176	Medium
1 vehicle available	2,919	14.3%	380	High
2 vehicles available	1,474	7.2%	219	High
3 vehicles available	135	0.7%	78	Medium
4 vehicles available	25	0.1%	20	Low
5 or more vehicles available	0	0.0%	29	Low
Average Number of Vehicles Available	1.9		0.1	High

**Data Note:** N/A means not available.

**2013-2017 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High medium Low

August 30, 2019



Age 50+ Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

Demographic Summary	Census 2010			2019			2019-2024	
						Change	Annual Rate	
Total Population	52,266		53,559	54,286		727	0.27%	
Population 50+	19,876		22,637	24,095		1,458	1.26%	
Median Age	41.6		43.9	45.2		1.3	0.59%	
Households	20,865		21,393	21,690		297	0.28%	
% Householders 55+	47.2%		52.7%	55.6%		2.9	1.08%	
Total Owner-Occupied Housing Units	15,225		15,652	16,062		410	0.52%	
Total Renter-Occupied Housing Units	5,640		5,741	5,628		-113	-0.40%	
Owner/Renter Ratio (per 100 renters)	270		273	285		12.0	0.86%	
Median Home Value	-		\$155,681	\$174,183		\$18,502	2.27%	
Average Home Value	-		\$174,409	\$194,152		\$19,743	2.17%	
Median Household Income	-		\$41,174	\$46,013		\$4,839	2.25%	
Median Household Income for Householder 55+	-		\$35,285	\$38,668		\$3,383	1.85%	

Population by Age and Sex						
Male Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	9,241	100.0%	10,628	100.0%	11,389	100.0%
50-54	1,975	21.4%	1,823	17.2%	1,813	15.9%
55-59	1,731	18.7%	1,891	17.8%	1,872	16.4%
60-64	1,691	18.3%	1,924	18.1%	1,929	16.9%
65-69	1,375	14.9%	1,686	15.9%	1,894	16.6%
70-74	1,063	11.5%	1,410	13.3%	1,521	13.4%
75-79	697	7.5%	939	8.8%	1,180	10.4%
80-84	428	4.6%	567	5.3%	705	6.2%
85+	281	3.0%	388	3.7%	475	4.2%

Female Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	10,635	100.0%	12,009	100.0%	12,706	100.0%
50-54	1,987	18.7%	1,854	15.4%	1,807	14.2%
55-59	1,910	18.0%	2,035	16.9%	1,924	15.1%
60-64	1,769	16.6%	2,007	16.7%	2,095	16.5%
65-69	1,504	14.1%	1,882	15.7%	1,988	15.6%
70-74	1,142	10.7%	1,566	13.0%	1,725	13.6%
75-79	921	8.7%	1,135	9.5%	1,399	11.0%
80-84	696	6.5%	737	6.1%	938	7.4%
85+	706	6.6%	793	6.6%	830	6.5%

Total Population	Census 2010		2019		2024	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	19,876	38.0%	22,637	42.3%	24,095	44.4%
50-54	3,962	7.6%	3,677	6.9%	3,620	6.7%
55-59	3,641	7.0%	3,926	7.3%	3,796	7.0%
60-64	3,460	6.6%	3,931	7.3%	4,024	7.4%
65-69	2,879	5.5%	3,568	6.7%	3,882	7.2%
70-74	2,205	4.2%	2,976	5.6%	3,246	6.0%
75-79	1,618	3.1%	2,074	3.9%	2,579	4.8%
80-84	1,124	2.2%	1,304	2.4%	1,643	3.0%
85+	987	1.9%	1,181	2.2%	1,305	2.4%
65+	8,813	16.9%	11,103	20.7%	12,655	23.3%
75+	3,729	7.1%	4,559	8.5%	5,527	10.2%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.  
 Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.





Age 50+ Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

2019 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,319	100%	3,987	100%	2,971	100%	11,277	100%
<\$15,000	787	18.2%	670	16.8%	689	23.2%	2,146	19.0%
\$15,000-\$24,999	489	11.3%	635	15.9%	861	29.0%	1,985	17.6%
\$25,000-\$34,999	374	8.7%	559	14.0%	530	17.8%	1,463	13.0%
\$35,000-\$49,999	597	13.8%	695	17.4%	368	12.4%	1,660	14.7%
\$50,000-\$74,999	979	22.7%	727	18.2%	259	8.7%	1,965	17.4%
\$75,000-\$99,999	486	11.3%	247	6.2%	120	4.0%	853	7.6%
\$100,000-\$149,999	439	10.2%	323	8.1%	93	3.1%	855	7.6%
\$150,000-\$199,999	109	2.5%	93	2.3%	43	1.4%	245	2.2%
\$200,000+	59	1.4%	38	1.0%	8	0.3%	105	0.9%
Median HH Income	\$47,170		\$37,038		\$23,831		\$35,285	
Average HH Income	\$57,648		\$50,214		\$34,904		\$49,028	
2024 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,224	100%	4,263	100%	3,562	100%	12,049	100%
<\$15,000	649	15.4%	606	14.2%	754	21.2%	2,009	16.7%
\$15,000-\$24,999	403	9.5%	590	13.8%	941	26.4%	1,934	16.1%
\$25,000-\$34,999	333	7.9%	556	13.0%	644	18.1%	1,533	12.7%
\$35,000-\$49,999	550	13.0%	742	17.4%	469	13.2%	1,761	14.6%
\$50,000-\$74,999	991	23.5%	838	19.7%	343	9.6%	2,172	18.0%
\$75,000-\$99,999	546	12.9%	314	7.4%	174	4.9%	1,034	8.6%
\$100,000-\$149,999	554	13.1%	450	10.6%	157	4.4%	1,161	9.6%
\$150,000-\$199,999	130	3.1%	117	2.7%	66	1.9%	313	2.6%
\$200,000+	68	1.6%	50	1.2%	14	0.4%	132	1.1%
Median HH Income	\$52,960		\$41,355		\$25,956		\$38,668	
Average HH Income	\$66,053		\$57,598		\$39,991		\$55,357	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Age 50+ Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	9,857	100.0%	47.2%
Family Households	6,063	61.5%	29.1%
Householder Age 55-64	2,820	28.6%	13.5%
Householder Age 65-74	2,118	21.5%	10.2%
Householder Age 75-84	935	9.5%	4.5%
Householder Age 85+	190	1.9%	0.9%
Nonfamily Households	3,794	38.5%	18.2%
Householder Age 55-64	1,278	13.0%	6.1%
Householder Age 65-74	1,127	11.4%	5.4%
Householder Age 75-84	937	9.5%	4.5%
Householder Age 85+	452	4.6%	2.2%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	9,857	100.0%	47.2%
Owner Occupied Housing Units	8,004	81.2%	38.4%
Householder Age 55-64	3,257	33.0%	15.6%
Householder Age 65-74	2,707	27.5%	13.0%
Householder Age 75-84	1,563	15.9%	7.5%
Householder Age 85+	477	4.8%	2.3%
Renter Occupied Housing Units	1,853	18.8%	8.9%
Householder Age 55-64	841	8.5%	4.0%
Householder Age 65-74	538	5.5%	2.6%
Householder Age 75-84	309	3.1%	1.5%
Householder Age 85+	165	1.7%	0.8%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019



Demographic and Income Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

Summary	Census 2010	2019	2024			
Population	52,266	53,559	54,286			
Households	20,865	21,393	21,690			
Families	14,632	14,796	14,926			
Average Household Size	2.46	2.46	2.46			
Owner Occupied Housing Units	15,225	15,652	16,062			
Renter Occupied Housing Units	5,640	5,741	5,628			
Median Age	41.6	43.9	45.2			
Trends: 2019 - 2024 Annual Rate	Area	State	National			
Population	0.27%	0.88%	0.77%			
Households	0.28%	0.87%	0.75%			
Families	0.18%	0.77%	0.68%			
Owner HHs	0.52%	1.17%	0.92%			
Median Household Income	2.25%	2.21%	2.70%			
Households by Income	2019		2024			
	Number	Percent	Number	Percent		
<\$15,000	3,744	17.5%	3,289	15.2%		
\$15,000 - \$24,999	2,948	13.8%	2,713	12.5%		
\$25,000 - \$34,999	2,484	11.6%	2,409	11.1%		
\$35,000 - \$49,999	3,092	14.5%	3,081	14.2%		
\$50,000 - \$74,999	4,236	19.8%	4,383	20.2%		
\$75,000 - \$99,999	2,012	9.4%	2,281	10.5%		
\$100,000 - \$149,999	2,078	9.7%	2,615	12.1%		
\$150,000 - \$199,999	549	2.6%	633	2.9%		
\$200,000+	250	1.2%	286	1.3%		
Median Household Income	\$41,174		\$46,013			
Average Household Income	\$54,651		\$61,241			
Per Capita Income	\$21,856		\$24,495			
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,982	5.7%	2,770	5.2%	2,715	5.0%
5 - 9	3,251	6.2%	2,943	5.5%	2,897	5.3%
10 - 14	3,425	6.6%	3,068	5.7%	3,168	5.8%
15 - 19	3,574	6.8%	3,054	5.7%	3,185	5.9%
20 - 24	2,771	5.3%	2,901	5.4%	2,684	4.9%
25 - 34	5,691	10.9%	6,452	12.0%	5,924	10.9%
35 - 44	6,863	13.1%	6,240	11.7%	6,433	11.9%
45 - 54	7,795	14.9%	7,171	13.4%	6,805	12.5%
55 - 64	7,101	13.6%	7,857	14.7%	7,820	14.4%
65 - 74	5,084	9.7%	6,544	12.2%	7,128	13.1%
75 - 84	2,742	5.2%	3,378	6.3%	4,222	7.8%
85+	987	1.9%	1,181	2.2%	1,305	2.4%
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	47,954	91.7%	48,572	90.7%	48,786	89.9%
Black Alone	2,066	4.0%	2,015	3.8%	1,972	3.6%
American Indian Alone	178	0.3%	227	0.4%	255	0.5%
Asian Alone	388	0.7%	345	0.6%	321	0.6%
Pacific Islander Alone	11	0.0%	12	0.0%	13	0.0%
Some Other Race Alone	628	1.2%	1,006	1.9%	1,280	2.4%
Two or More Races	1,041	2.0%	1,382	2.6%	1,659	3.1%
Hispanic Origin (Any Race)	1,482	2.8%	2,400	4.5%	3,066	5.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019

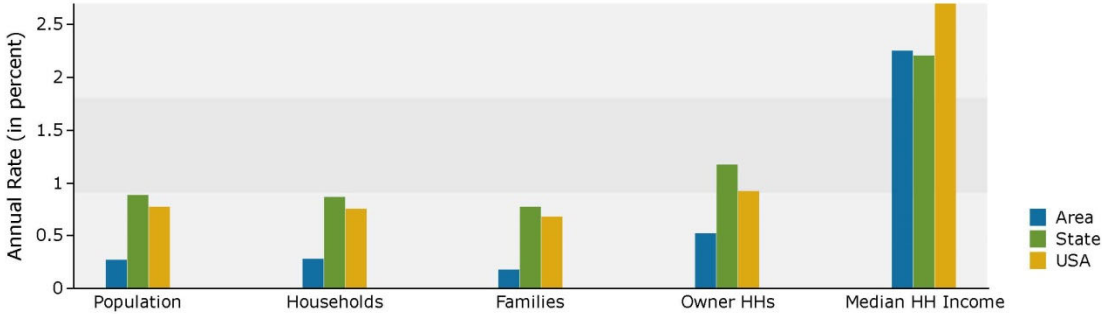


Demographic and Income Profile

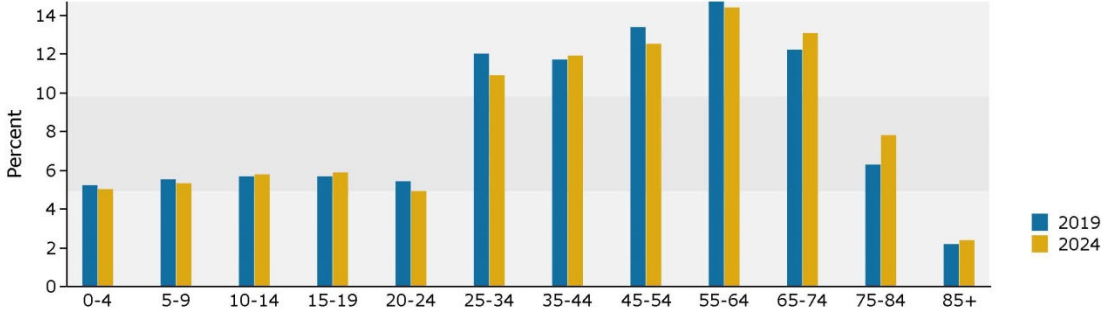
McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

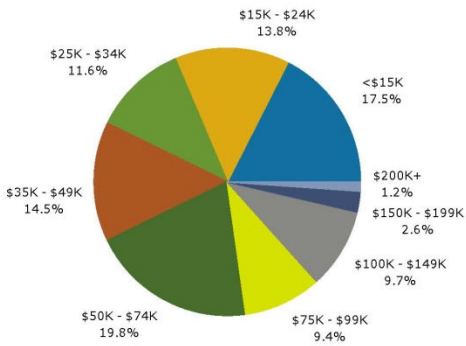
Trends 2019-2024



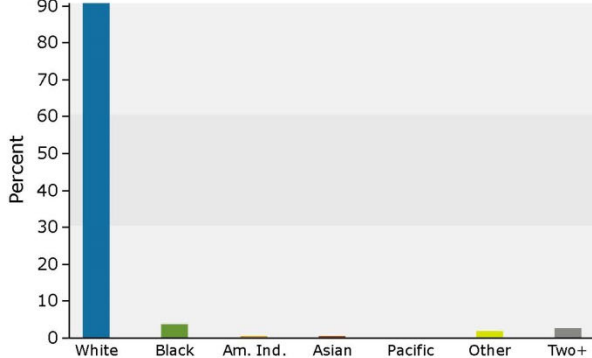
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Household Income Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

Summary	2019	2024	2019-2024	2019-2024
			Change	Annual Rate
Population	53,559	54,286	727	0.27%
Households	21,393	21,690	297	0.28%
Median Age	43.9	45.2	1.3	0.59%
Average Household Size	2.46	2.46	0.00	0.00%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
Household	21,393	100%	21,690	100%
<\$15,000	3,744	17.5%	3,289	15.2%
\$15,000-\$24,999	2,948	13.8%	2,713	12.5%
\$25,000-\$34,999	2,484	11.6%	2,409	11.1%
\$35,000-\$49,999	3,092	14.5%	3,081	14.2%
\$50,000-\$74,999	4,236	19.8%	4,383	20.2%
\$75,000-\$99,999	2,012	9.4%	2,281	10.5%
\$100,000-\$149,999	2,078	9.7%	2,615	12.1%
\$150,000-\$199,999	549	2.6%	633	2.9%
\$200,000+	250	1.2%	286	1.3%
Median Household Income	\$41,174		\$46,013	
Average Household Income	\$54,651		\$61,241	
Per Capita Income	\$21,856		\$24,495	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.

August 30, 2019



Household Income Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	591	2,671	3,058	3,796	4,319	3,987	2,971
<\$15,000	167	433	392	606	787	670	689
\$15,000-\$24,999	101	261	259	342	489	635	861
\$25,000-\$34,999	82	315	291	333	374	559	530
\$35,000-\$49,999	90	383	377	582	597	695	368
\$50,000-\$74,999	107	607	769	788	979	727	259
\$75,000-\$99,999	16	267	417	459	486	247	120
\$100,000-\$149,999	23	296	435	469	439	323	93
\$150,000-\$199,999	4	82	70	148	109	93	43
\$200,000+	1	27	48	69	59	38	8
Median HH Income	\$27,691	\$47,142	\$54,675	\$50,712	\$47,170	\$37,038	\$23,831
Average HH Income	\$36,936	\$58,001	\$64,874	\$63,523	\$57,648	\$50,214	\$34,904
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	28.3%	16.2%	12.8%	16.0%	18.2%	16.8%	23.2%
\$15,000-\$24,999	17.1%	9.8%	8.5%	9.0%	11.3%	15.9%	29.0%
\$25,000-\$34,999	13.9%	11.8%	9.5%	8.8%	8.7%	14.0%	17.8%
\$35,000-\$49,999	15.2%	14.3%	12.3%	15.3%	13.8%	17.4%	12.4%
\$50,000-\$74,999	18.1%	22.7%	25.1%	20.8%	22.7%	18.2%	8.7%
\$75,000-\$99,999	2.7%	10.0%	13.6%	12.1%	11.3%	6.2%	4.0%
\$100,000-\$149,999	3.9%	11.1%	14.2%	12.4%	10.2%	8.1%	3.1%
\$150,000-\$199,999	0.7%	3.1%	2.3%	3.9%	2.5%	2.3%	1.4%
\$200,000+	0.2%	1.0%	1.6%	1.8%	1.4%	1.0%	0.3%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Household Income Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	571	2,433	3,104	3,533	4,224	4,263	3,562
<\$15,000	154	329	329	468	649	606	754
\$15,000-\$24,999	87	207	221	264	403	590	941
\$25,000-\$34,999	81	263	263	269	333	556	644
\$35,000-\$49,999	91	348	361	520	550	742	469
\$50,000-\$74,999	113	578	777	743	991	838	343
\$75,000-\$99,999	16	277	467	487	546	314	174
\$100,000-\$149,999	25	334	546	549	554	450	157
\$150,000-\$199,999	4	75	87	154	130	117	66
\$200,000+	0	22	53	79	68	50	14
Median HH Income	\$29,723	\$51,923	\$59,358	\$56,064	\$52,960	\$41,355	\$25,956
Average HH Income	\$39,490	\$64,170	\$72,894	\$72,570	\$66,053	\$57,598	\$39,991
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	27.0%	13.5%	10.6%	13.2%	15.4%	14.2%	21.2%
\$15,000-\$24,999	15.2%	8.5%	7.1%	7.5%	9.5%	13.8%	26.4%
\$25,000-\$34,999	14.2%	10.8%	8.5%	7.6%	7.9%	13.0%	18.1%
\$35,000-\$49,999	15.9%	14.3%	11.6%	14.7%	13.0%	17.4%	13.2%
\$50,000-\$74,999	19.8%	23.8%	25.0%	21.0%	23.5%	19.7%	9.6%
\$75,000-\$99,999	2.8%	11.4%	15.0%	13.8%	12.9%	7.4%	4.9%
\$100,000-\$149,999	4.4%	13.7%	17.6%	15.5%	13.1%	10.6%	4.4%
\$150,000-\$199,999	0.7%	3.1%	2.8%	4.4%	3.1%	2.7%	1.9%
\$200,000+	0.0%	0.9%	1.7%	2.2%	1.6%	1.2%	0.4%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	McMinn County...
<b>Population Summary</b>	
2000 Total Population	49,015
2010 Total Population	52,266
2019 Total Population	53,559
2019 Group Quarters	942
2024 Total Population	54,286
2019-2024 Annual Rate	0.27%
2019 Total Daytime Population	52,911
Workers	22,042
Residents	30,869
<b>Household Summary</b>	
2000 Households	19,721
2000 Average Household Size	2.45
2010 Households	20,865
2010 Average Household Size	2.46
2019 Households	21,393
2019 Average Household Size	2.46
2024 Households	21,690
2024 Average Household Size	2.46
2019-2024 Annual Rate	0.28%
2010 Families	14,632
2010 Average Family Size	2.94
2019 Families	14,796
2019 Average Family Size	2.95
2024 Families	14,926
2024 Average Family Size	2.96
2019-2024 Annual Rate	0.18%
<b>Housing Unit Summary</b>	
2000 Housing Units	21,626
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	8.8%
2010 Housing Units	23,341
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	10.6%
2019 Housing Units	24,096
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	11.2%
2024 Housing Units	24,571
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	11.7%
<b>Median Household Income</b>	
2019	\$41,174
2024	\$46,013
<b>Median Home Value</b>	
2019	\$155,681
2024	\$174,183
<b>Per Capita Income</b>	
2019	\$21,856
2024	\$24,495
<b>Median Age</b>	
2010	41.6
2019	43.9
2024	45.2

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019





Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	McMinn County...
<b>2019 Households by Income</b>	
Household Income Base	21,393
<\$15,000	17.5%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	2.6%
\$200,000+	1.2%
Average Household Income	\$54,651
<b>2024 Households by Income</b>	
Household Income Base	21,690
<\$15,000	15.2%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	2.9%
\$200,000+	1.3%
Average Household Income	\$61,241
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	15,652
<\$50,000	9.8%
\$50,000 - \$99,999	20.2%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	14.9%
\$250,000 - \$299,999	7.0%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$174,409
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	16,062
<\$50,000	6.8%
\$50,000 - \$99,999	14.4%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	25.0%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	7.7%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$194,152

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	McMinn County...
<b>2010 Population by Age</b>	
Total	52,266
0 - 4	5.7%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	12.1%
25 - 34	10.9%
35 - 44	13.1%
45 - 54	14.9%
55 - 64	13.6%
65 - 74	9.7%
75 - 84	5.2%
85 +	1.9%
18 +	77.4%
<b>2019 Population by Age</b>	
Total	53,559
0 - 4	5.2%
5 - 9	5.5%
10 - 14	5.7%
15 - 24	11.1%
25 - 34	12.0%
35 - 44	11.7%
45 - 54	13.4%
55 - 64	14.7%
65 - 74	12.2%
75 - 84	6.3%
85 +	2.2%
18 +	80.3%
<b>2024 Population by Age</b>	
Total	54,286
0 - 4	5.0%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	10.8%
25 - 34	10.9%
35 - 44	11.9%
45 - 54	12.5%
55 - 64	14.4%
65 - 74	13.1%
75 - 84	7.8%
85 +	2.4%
18 +	80.4%
<b>2010 Population by Sex</b>	
Males	25,387
Females	26,879
<b>2019 Population by Sex</b>	
Males	26,130
Females	27,429
<b>2024 Population by Sex</b>	
Males	26,560
Females	27,726

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	McMinn County...
<b>2010 Population by Race/Ethnicity</b>	
Total	52,266
White Alone	91.7%
Black Alone	4.0%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	2.0%
Hispanic Origin	2.8%
Diversity Index	20.3
<b>2019 Population by Race/Ethnicity</b>	
Total	53,559
White Alone	90.7%
Black Alone	3.8%
American Indian Alone	0.4%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	2.6%
Hispanic Origin	4.5%
Diversity Index	24.7
<b>2024 Population by Race/Ethnicity</b>	
Total	54,286
White Alone	89.9%
Black Alone	3.6%
American Indian Alone	0.5%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	3.1%
Hispanic Origin	5.6%
Diversity Index	27.7
<b>2010 Population by Relationship and Household Type</b>	
Total	52,266
In Households	98.2%
In Family Households	84.4%
Householder	28.0%
Spouse	21.5%
Child	29.6%
Other relative	3.2%
Nonrelative	2.1%
In Nonfamily Households	13.8%
In Group Quarters	1.8%
Institutionalized Population	1.1%
Noninstitutionalized Population	0.7%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	McMinn County...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	38,823
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	35.6%
GED/Alternative Credential	7.9%
Some College, No Degree	17.7%
Associate Degree	8.0%
Bachelor's Degree	10.4%
Graduate/Professional Degree	5.9%
<b>2019 Population 15+ by Marital Status</b>	
Total	44,778
Never Married	24.6%
Married	53.5%
Widowed	8.1%
Divorced	13.9%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	93.5%
Civilian Unemployed (Unemployment Rate)	6.5%
<b>2019 Employed Population 16+ by Industry</b>	
Total	22,897
Agriculture/Mining	1.7%
Construction	7.4%
Manufacturing	28.3%
Wholesale Trade	1.9%
Retail Trade	10.5%
Transportation/Utilities	4.1%
Information	1.0%
Finance/Insurance/Real Estate	4.4%
Services	38.3%
Public Administration	2.4%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	22,897
White Collar	47.0%
Management/Business/Financial	8.1%
Professional	17.7%
Sales	7.5%
Administrative Support	13.7%
Services	17.5%
Blue Collar	35.5%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.7%
Production	15.1%
Transportation/Material Moving	9.7%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	52,266
Population Inside Urbanized Area	0.8%
Population Inside Urbanized Cluster	38.8%
Rural Population	60.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

	McMinn County...
<b>2010 Households by Type</b>	
Total	20,865
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	70.1%
Husband-wife Families	53.9%
With Related Children	21.0%
Other Family (No Spouse Present)	16.2%
Other Family with Male Householder	4.9%
With Related Children	2.8%
Other Family with Female Householder	11.4%
With Related Children	7.2%
Nonfamily Households	3.8%
All Households with Children	31.4%
Multigenerational Households	4.3%
Unmarried Partner Households	4.9%
Male-female	4.4%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	20,865
1 Person Household	26.0%
2 Person Household	36.5%
3 Person Household	16.5%
4 Person Household	12.4%
5 Person Household	5.5%
6 Person Household	2.0%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	20,865
Owner Occupied	73.0%
Owned with a Mortgage/Loan	41.5%
Owned Free and Clear	31.5%
Renter Occupied	27.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	23,341
Housing Units Inside Urbanized Area	0.9%
Housing Units Inside Urbanized Cluster	40.7%
Rural Housing Units	58.3%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

McMinn County, TN  
 McMinn County, TN (47107)  
 Geography: County

Prepared by Esri

		McMinn County...
<b>Top 3 Tapestry Segments</b>		
1.		Rooted Rural (10B)
2.		Southern Satellites (10A)
3.		Salt of the Earth (6B)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$28,354,525
	Average Spent	\$1,325.41
	Spending Potential Index	62
Education: Total \$		\$18,866,034
	Average Spent	\$881.88
	Spending Potential Index	55
Entertainment/Recreation: Total \$		\$47,497,912
	Average Spent	\$2,220.25
	Spending Potential Index	68
Food at Home: Total \$		\$76,066,598
	Average Spent	\$3,555.68
	Spending Potential Index	69
Food Away from Home: Total \$		\$49,455,164
	Average Spent	\$2,311.75
	Spending Potential Index	63
Health Care: Total \$		\$92,227,798
	Average Spent	\$4,311.12
	Spending Potential Index	73
HH Furnishings & Equipment: Total \$		\$28,638,891
	Average Spent	\$1,338.70
	Spending Potential Index	63
Personal Care Products & Services: Total \$		\$11,572,920
	Average Spent	\$540.97
	Spending Potential Index	61
Shelter: Total \$		\$223,832,205
	Average Spent	\$10,462.87
	Spending Potential Index	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$35,893,637
	Average Spent	\$1,677.82
	Spending Potential Index	68
Travel: Total \$		\$27,723,842
	Average Spent	\$1,295.93
	Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$		\$16,424,418
	Average Spent	\$767.75
	Spending Potential Index	67

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

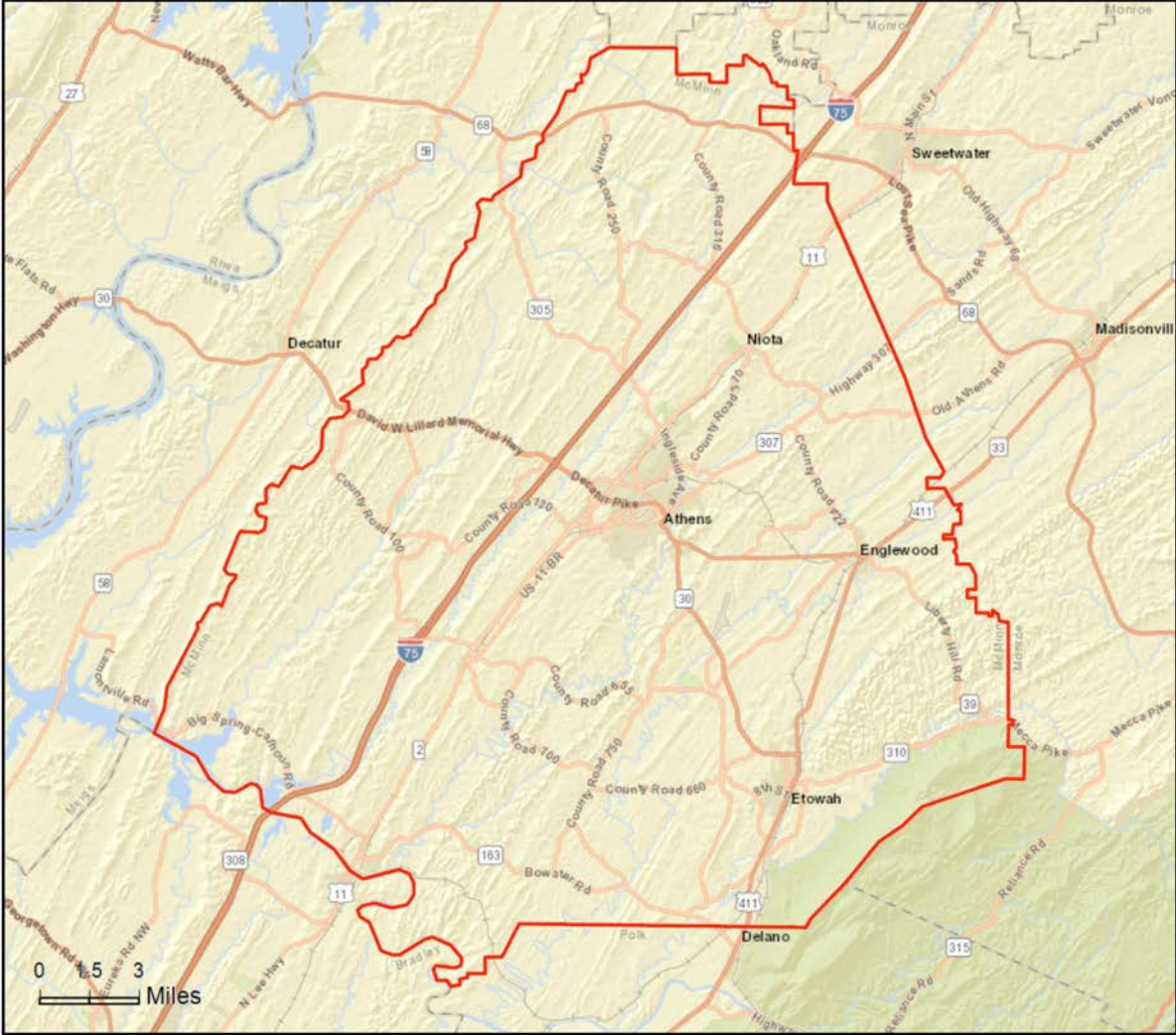
August 30, 2019



Site Map

McMinn County, TN  
McMinn County, TN (47107)  
Geography: County

Prepared by Esri



August 30, 2019



2010 Census Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	2000	2010	2000-2010 Annual Rate
Population	632	719	1.30%
Households	279	316	1.25%
Housing Units	323	371	1.40%
<b>Population by Race</b>			
		<b>Number</b>	<b>Percent</b>
Total		719	100.0%
Population Reporting One Race		704	97.9%
White		678	94.3%
Black		14	1.9%
American Indian		2	0.3%
Asian		8	1.1%
Pacific Islander		0	0.0%
Some Other Race		2	0.3%
Population Reporting Two or More Races		15	2.1%
Total Hispanic Population		12	1.7%
<b>Population by Sex</b>			
Male		339	47.1%
Female		380	52.9%
<b>Population by Age</b>			
Total		719	100.0%
Age 0 - 4		34	4.7%
Age 5 - 9		53	7.4%
Age 10 - 14		48	6.7%
Age 15 - 19		42	5.8%
Age 20 - 24		24	3.3%
Age 25 - 29		37	5.1%
Age 30 - 34		35	4.9%
Age 35 - 39		41	5.7%
Age 40 - 44		57	7.9%
Age 45 - 49		37	5.1%
Age 50 - 54		64	8.9%
Age 55 - 59		52	7.2%
Age 60 - 64		59	8.2%
Age 65 - 69		41	5.7%
Age 70 - 74		32	4.5%
Age 75 - 79		25	3.5%
Age 80 - 84		23	3.2%
Age 85+		15	2.1%
Age 18+		553	76.9%
Age 65+		136	18.9%

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.





## 2010 Census Profile

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

Households by Type		
Total	316	100.0%
Households with 1 Person	95	30.1%
Households with 2+ People	221	69.9%
Family Households	203	64.2%
Husband-wife Families	152	48.1%
With Own Children	49	15.5%
Other Family (No Spouse Present)	51	16.1%
With Own Children	32	10.1%
Nonfamily Households	18	5.7%
All Households with Children	94	29.7%
Multigenerational Households	12	3.8%
Unmarried Partner Households	14	4.4%
Male-female	11	3.5%
Same-sex	3	0.9%
Average Household Size	2.28	
Family Households by Size		
Total	203	100.0%
2 People	101	49.8%
3 People	51	25.1%
4 People	30	14.8%
5 People	18	8.9%
6 People	2	1.0%
7+ People	1	0.5%
Average Family Size	2.82	
Nonfamily Households by Size		
Total	113	100.0%
1 Person	95	84.1%
2 People	17	15.0%
3 People	0	0.0%
4 People	0	0.0%
5 People	0	0.0%
6 People	1	0.9%
7+ People	0	0.0%
Average Nonfamily Size	1.19	
Population by Relationship and Household Type		
Total	719	100.0%
In Households	719	100.0%
In Family Households	584	81.2%
Householder	203	28.2%
Spouse	152	21.1%
Child	193	26.8%
Other relative	25	3.5%
Nonrelative	11	1.5%
In Nonfamily Households	135	18.8%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

**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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

Family Households by Age of Householder		
Total	203	100.0%
Householder Age 15 - 44	76	37.4%
Householder Age 45 - 54	38	18.7%
Householder Age 55 - 64	45	22.2%
Householder Age 65 - 74	23	11.3%
Householder Age 75+	21	10.3%
Nonfamily Households by Age of Householder		
Total	113	100.0%
Householder Age 15 - 44	19	16.8%
Householder Age 45 - 54	23	20.4%
Householder Age 55 - 64	20	17.7%
Householder Age 65 - 74	21	18.6%
Householder Age 75+	30	26.5%
Households by Race of Householder		
Total	316	100.0%
Householder is White Alone	302	95.6%
Householder is Black Alone	6	1.9%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	2	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.6%
Householder is Two or More Races	3	0.9%
Households with Hispanic Householder	5	1.6%
Husband-wife Families by Race of Householder		
Total	152	100.0%
Householder is White Alone	149	98.0%
Householder is Black Alone	2	1.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	1	0.7%
Husband-wife Families with Hispanic Householder	1	0.7%
Other Families (No Spouse) by Race of Householder		
Total	51	100.0%
Householder is White Alone	47	92.2%
Householder is Black Alone	1	2.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	2.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	2	3.9%
Other Families with Hispanic Householder	2	3.9%
Nonfamily Households by Race of Householder		
Total	113	100.0%
Householder is White Alone	106	93.8%
Householder is Black Alone	3	2.7%
Householder is American Indian Alone	1	0.9%
Householder is Asian Alone	1	0.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	1.8%
Householder is Two or More Races	0	0.0%
Nonfamily Households with Hispanic Householder	2	1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



2010 Census Profile

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

<b>Total Housing Units by Occupancy</b>		
Total	371	100.0%
Occupied Housing Units	316	85.2%
Vacant Housing Units		
For Rent	12	3.2%
Rented, not Occupied	0	0.0%
For Sale Only	10	2.7%
Sold, not Occupied	3	0.8%
For Seasonal/Recreational/Occasional Use	3	0.8%
For Migrant Workers	0	0.0%
Other Vacant	27	7.3%
Total Vacancy Rate	14.8%	
<b>Households by Tenure and Mortgage Status</b>		
Total	316	100.0%
Owner Occupied	218	69.0%
Owned with a Mortgage/Loan	122	38.6%
Owned Free and Clear	96	30.4%
Average Household Size	2.25	
Renter Occupied	98	31.0%
Average Household Size	2.34	
<b>Owner-occupied Housing Units by Race of Householder</b>		
Total	218	100.0%
Householder is White Alone	213	97.7%
Householder is Black Alone	1	0.5%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.5%
Householder is Two or More Races	2	0.9%
Owner-occupied Housing Units with Hispanic Householder	4	1.8%
<b>Renter-occupied Housing Units by Race of Householder</b>		
Total	98	100.0%
Householder is White Alone	89	90.8%
Householder is Black Alone	5	5.1%
Householder is American Indian Alone	1	1.0%
Householder is Asian Alone	1	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	1.0%
Householder is Two or More Races	1	1.0%
Renter-occupied Housing Units with Hispanic Householder	1	1.0%
<b>Average Household Size by Race/Hispanic Origin of Householder</b>		
Householder is White Alone	2.27	
Householder is Black Alone	2.17	
Householder is American Indian Alone	2.00	
Householder is Asian Alone	3.00	
Householder is Pacific Islander Alone	0.00	
Householder is Some Other Race Alone	1.00	
Householder is Two or More Races	3.33	
Householder is Hispanic	2.00	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

August 30, 2019



## ACS Housing Summary

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	1,096		280	⚠
Total Households	397		81	⚠
Total Housing Units	453		83	⚠
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	292	100.0%	75	⚠
Housing units with a mortgage/contract to purchase/similar debt	175	59.9%	65	⚠
Second mortgage only	0	0.0%	12	⚠
Home equity loan only	5	1.7%	6	⚠
Both second mortgage and home equity loan	0	0.0%	12	⚠
No second mortgage and no home equity loan	170	58.2%	65	⚠
Housing units without a mortgage	117	40.1%	37	⚠
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	\$118,809		\$65,531	⚠
Housing units without a mortgage	\$97,410		\$44,899	⚠
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>				
Total	292	100.0%	75	⚠
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	9	3.1%	10	⚠
10.0 to 14.9 percent	14	4.8%	11	⚠
15.0 to 19.9 percent	54	18.5%	37	⚠
20.0 to 24.9 percent	31	10.6%	33	⚠
25.0 to 29.9 percent	10	3.4%	13	⚠
30.0 to 34.9 percent	7	2.4%	7	⚠
35.0 to 39.9 percent	10	3.4%	13	⚠
40.0 to 49.9 percent	0	0.0%	12	⚠
50.0 percent or more	40	13.7%	31	⚠
Not computed	0	0.0%	12	⚠
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	27	9.2%	16	⚠
10.0 to 14.9 percent	44	15.1%	25	⚠
15.0 to 19.9 percent	18	6.2%	15	⚠
20.0 to 24.9 percent	12	4.1%	10	⚠
25.0 to 29.9 percent	6	2.1%	6	⚠
30.0 to 34.9 percent	6	2.1%	7	⚠
35.0 to 39.9 percent	0	0.0%	12	⚠
40.0 to 49.9 percent	0	0.0%	12	⚠
50.0 percent or more	4	1.4%	4	⚠
Not computed	0	0.0%	12	⚠

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ■ high ■ medium ■ low

August 30, 2019



ACS Housing Summary

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	105	100.0%	32	■ ■
With cash rent	97	92.4%	33	■ ■
Less than \$100	0	0.0%	12	
\$100 to \$149	0	0.0%	12	
\$150 to \$199	0	0.0%	12	
\$200 to \$249	0	0.0%	12	
\$250 to \$299	3	2.9%	5	■
\$300 to \$349	32	30.5%	24	■
\$350 to \$399	15	14.3%	13	■
\$400 to \$449	21	20.0%	16	■
\$450 to \$499	0	0.0%	12	
\$500 to \$549	5	4.8%	9	■
\$550 to \$599	11	10.5%	17	■
\$600 to \$649	3	2.9%	5	■
\$650 to \$699	3	2.9%	6	■
\$700 to \$749	0	0.0%	12	
\$750 to \$799	4	3.8%	8	■
\$800 to \$899	0	0.0%	12	
\$900 to \$999	0	0.0%	12	
\$1,000 to \$1,249	0	0.0%	12	
\$1,250 to \$1,499	0	0.0%	12	
\$1,500 to \$1,999	0	0.0%	12	
\$2,000 to \$2,499	0	0.0%	12	
\$2,500 to \$2,999	0	0.0%	12	
\$3,000 to \$3,499	0	0.0%	12	
\$3,500 or more	0	0.0%	12	
No cash rent	8	7.6%	9	■
Median Contract Rent	\$395		\$52	■ ■
Average Contract Rent	\$424		\$213	■ ■
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	105	100.0%	32	■ ■
Pay extra for one or more utilities	100	95.2%	33	■ ■
No extra payment for any utilities	5	4.8%	8	■

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ■ ■ high ■ medium ■ low



ACS Housing Summary

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT</b>				
Total:	105	100.0%	32	■
With cash rent:	97	92.4%	33	■
Less than \$100	0	0.0%	12	
\$100 to \$149	0	0.0%	12	
\$150 to \$199	0	0.0%	12	
\$200 to \$249	0	0.0%	12	
\$250 to \$299	0	0.0%	12	
\$300 to \$349	0	0.0%	12	
\$350 to \$399	2	1.9%	4	■
\$400 to \$449	25	23.8%	22	■
\$450 to \$499	7	6.7%	12	■
\$500 to \$549	14	13.3%	11	■
\$550 to \$599	14	13.3%	13	■
\$600 to \$649	4	3.8%	7	■
\$650 to \$699	0	0.0%	12	
\$700 to \$749	13	12.4%	14	■
\$750 to \$799	0	0.0%	12	
\$800 to \$899	11	10.5%	17	■
\$900 to \$999	4	3.8%	8	
\$1,000 to \$1,249	3	2.9%	6	
\$1,250 to \$1,499	0	0.0%	12	
\$1,500 to \$1,999	0	0.0%	12	
\$2,000 to \$2,499	0	0.0%	12	
\$2,500 to \$2,999	0	0.0%	12	
\$3,000 to \$3,499	0	0.0%	12	
\$3,500 or more	0	0.0%	12	
No cash rent	8	7.6%	9	■
Median Gross Rent	\$552		\$72	■
Average Gross Rent	\$609		\$312	■

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ■ high ■ medium ■ low



## ACS Housing Summary

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	453	100.0%	83	High
1, detached	354	78.1%	75	Medium
1, attached	3	0.7%	4	Low
2	18	4.0%	15	Low
3 or 4	25	5.5%	18	Low
5 to 9	6	1.3%	9	Low
10 to 19	0	0.0%	12	
20 to 49	2	0.4%	3	Low
50 or more	0	0.0%	12	
Mobile home	45	9.9%	25	Medium
Boat, RV, van, etc.	0	0.0%	12	
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	453	100.0%	83	High
Built 2014 or later	0	0.0%	12	
Built 2010 to 2013	14	3.1%	23	Low
Built 2000 to 2009	34	7.5%	23	Low
Built 1990 to 1999	57	12.6%	28	Medium
Built 1980 to 1989	74	16.3%	46	Medium
Built 1970 to 1979	30	6.6%	18	Medium
Built 1960 to 1969	32	7.1%	17	Medium
Built 1950 to 1959	57	12.6%	27	Medium
Built 1940 to 1949	87	19.2%	42	Medium
Built 1939 or earlier	68	15.0%	33	Medium
Median Year Structure Built	1965		13	High
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	397	100.0%	81	Medium
<b>Owner occupied</b>				
Moved in 2015 or later	8	2.0%	8	Low
Moved in 2010 to 2014	55	13.9%	34	Medium
Moved in 2000 to 2009	116	29.2%	52	Medium
Moved in 1990 to 1999	30	7.6%	15	Medium
Moved in 1980 to 1989	38	9.6%	20	Medium
Moved in 1979 or earlier	45	11.3%	21	Medium
<b>Renter occupied</b>				
Moved in 2015 or later	36	9.1%	25	Low
Moved in 2010 to 2014	49	12.3%	24	Medium
Moved in 2000 to 2009	2	0.5%	4	Low
Moved in 1990 to 1999	15	3.8%	17	Low
Moved in 1980 to 1989	3	0.8%	4	Low
Moved in 1979 or earlier	0	0.0%	12	
Median Year Householder Moved Into Unit	2006		2	High

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

August 30, 2019



ACS Housing Summary

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	2013-2017			
	ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	397	100.0%	81	High
Utility gas	110	27.7%	47	Medium
Bottled, tank, or LP gas	9	2.3%	11	Low
Electricity	257	64.7%	63	Medium
Fuel oil, kerosene, etc.	0	0.0%	12	
Coal or coke	0	0.0%	12	
Wood	18	4.5%	16	Low
Solar energy	0	0.0%	12	
Other fuel	0	0.0%	12	
No fuel used	3	0.8%	5	Low
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	397	100.0%	81	Medium
Owner occupied				
No vehicle available	14	3.5%	12	Low
1 vehicle available	75	18.9%	31	Medium
2 vehicles available	142	35.8%	62	Medium
3 vehicles available	45	11.3%	28	Medium
4 vehicles available	16	4.0%	14	Low
5 or more vehicles available	0	0.0%	12	
Renter occupied				
No vehicle available	3	0.8%	4	Low
1 vehicle available	60	15.1%	29	Medium
2 vehicles available	32	8.1%	24	Low
3 vehicles available	3	0.8%	5	Low
4 vehicles available	7	1.8%	6	Low
5 or more vehicles available	0	0.0%	12	
Average Number of Vehicles Available	1.8		0.6	Medium

**Data Note:** N/A means not available.

**2013-2017 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High medium Low

August 30, 2019





Age 50+ Profile

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

Demographic Summary	Census 2010			2019-2024		2019-2024	
				Change	Annual Rate		
Total Population	719	755	771	16	0.42%		
Population 50+	311	321	348	27	1.63%		
Median Age	44.0	44.4	46.2	1.8	0.80%		
Households	316	333	341	8	0.48%		
% Householders 55+	50.6%	54.1%	56.5%	2.4	0.87%		
Total Owner-Occupied Housing Units	218	273	281	8	0.58%		
Total Renter-Occupied Housing Units	98	60	59	-1	-0.34%		
Owner/Renter Ratio (per 100 renters)	222	455	476	21.0	0.91%		
Median Home Value	-	\$168,443	\$185,000	\$16,557	1.89%		
Average Home Value	-	\$207,784	\$229,270	\$21,486	1.99%		
Median Household Income	-	\$49,292	\$51,780	\$2,488	0.99%		
Median Household Income for Householder 55+	-	\$44,659	\$47,223	\$2,564	1.12%		

Population by Age and Sex						
Male Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	136	100.0%	155	100.0%	167	100.0%
50-54	34	25.0%	26	16.8%	26	15.6%
55-59	18	13.2%	27	17.4%	27	16.2%
60-64	34	25.0%	30	19.4%	28	16.8%
65-69	19	14.0%	25	16.1%	29	17.4%
70-74	11	8.1%	22	14.2%	23	13.8%
75-79	13	9.6%	13	8.4%	18	10.8%
80-84	6	4.4%	7	4.5%	10	6.0%
85+	1	0.7%	5	3.2%	6	3.6%

Female Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	175	100.0%	166	100.0%	181	100.0%
50-54	30	17.1%	27	16.3%	27	14.9%
55-59	34	19.4%	29	17.5%	29	16.0%
60-64	25	14.3%	30	18.1%	30	16.6%
65-69	22	12.6%	28	16.9%	29	16.0%
70-74	21	12.0%	20	12.0%	26	14.4%
75-79	12	6.9%	14	8.4%	18	9.9%
80-84	17	9.7%	10	6.0%	12	6.6%
85+	14	8.0%	8	4.8%	10	5.5%

Total Population	Census 2010		2019		2024	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	311	43.3%	321	42.6%	348	45.1%
50-54	64	8.9%	53	7.0%	53	6.9%
55-59	52	7.2%	56	7.4%	56	7.3%
60-64	59	8.2%	60	8.0%	58	7.5%
65-69	41	5.7%	53	7.0%	58	7.5%
70-74	32	4.5%	42	5.6%	49	6.3%
75-79	25	3.5%	27	3.6%	36	4.7%
80-84	23	3.2%	17	2.3%	22	2.8%
85+	15	2.1%	13	1.7%	16	2.1%
65+	136	18.9%	152	20.1%	181	23.5%
75+	63	8.8%	57	7.5%	74	9.6%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.  
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Age 50+ Profile

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri

2019 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	72	100%	62	100%	45	100%	179	100%
<\$15,000	11	15.3%	9	14.5%	7	15.6%	27	15.1%
\$15,000-\$24,999	5	6.9%	5	8.1%	10	22.2%	20	11.2%
\$25,000-\$34,999	5	6.9%	7	11.3%	9	20.0%	21	11.7%
\$35,000-\$49,999	10	13.9%	10	16.1%	10	22.2%	30	16.8%
\$50,000-\$74,999	21	29.2%	18	29.0%	6	13.3%	45	25.1%
\$75,000-\$99,999	8	11.1%	4	6.5%	1	2.2%	13	7.3%
\$100,000-\$149,999	8	11.1%	5	8.1%	1	2.2%	14	7.8%
\$150,000-\$199,999	3	4.2%	3	4.8%	1	2.2%	7	3.9%
\$200,000+	1	1.4%	1	1.6%	0	0.0%	2	1.1%
Median HH Income	\$53,811		\$50,000		\$30,224		\$44,659	
Average HH Income	\$65,224		\$56,281		\$39,020		\$55,539	
2024 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	69	100%	66	100%	56	100%	191	100%
<\$15,000	9	13.0%	8	12.1%	9	16.1%	26	13.6%
\$15,000-\$24,999	4	5.8%	5	7.6%	11	19.6%	20	10.5%
\$25,000-\$34,999	4	5.8%	7	10.6%	11	19.6%	22	11.5%
\$35,000-\$49,999	9	13.0%	11	16.7%	12	21.4%	32	16.8%
\$50,000-\$74,999	20	29.0%	20	30.3%	8	14.3%	48	25.1%
\$75,000-\$99,999	8	11.6%	5	7.6%	1	1.8%	14	7.3%
\$100,000-\$149,999	10	14.5%	6	9.1%	2	3.6%	18	9.4%
\$150,000-\$199,999	4	5.8%	3	4.5%	2	3.6%	9	4.7%
\$200,000+	1	1.4%	1	1.5%	0	0.0%	2	1.0%
Median HH Income	\$57,670		\$51,428		\$31,525		\$47,223	
Average HH Income	\$74,373		\$65,843		\$44,306		\$62,610	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019



Age 50+ Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	160	100.0%	50.6%
Family Households	89	55.6%	28.2%
Householder Age 55-64	45	28.1%	14.2%
Householder Age 65-74	23	14.4%	7.3%
Householder Age 75-84	17	10.6%	5.4%
Householder Age 85+	4	2.5%	1.3%
Nonfamily Households	71	44.4%	22.5%
Householder Age 55-64	20	12.5%	6.3%
Householder Age 65-74	21	13.1%	6.6%
Householder Age 75-84	20	12.5%	6.3%
Householder Age 85+	10	6.2%	3.2%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	160	100.0%	50.6%
Owner Occupied Housing Units	127	79.4%	40.2%
Householder Age 55-64	54	33.8%	17.1%
Householder Age 65-74	34	21.2%	10.8%
Householder Age 75-84	27	16.9%	8.5%
Householder Age 85+	12	7.5%	3.8%
Renter Occupied Housing Units	33	20.6%	10.4%
Householder Age 55-64	11	6.9%	3.5%
Householder Age 65-74	10	6.2%	3.2%
Householder Age 75-84	10	6.2%	3.2%
Householder Age 85+	2	1.2%	0.6%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Demographic and Income Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

Summary	Census 2010	2019	2024			
Population	719	755	771			
Households	316	333	341			
Families	203	244	249			
Average Household Size	2.28	2.27	2.26			
Owner Occupied Housing Units	218	273	281			
Renter Occupied Housing Units	98	60	59			
Median Age	44.0	44.4	46.2			
Trends: 2019 - 2024 Annual Rate	Area	State	National			
Population	0.42%	0.88%	0.77%			
Households	0.48%	0.87%	0.75%			
Families	0.41%	0.77%	0.68%			
Owner HHs	0.58%	1.17%	0.92%			
Median Household Income	0.99%	2.21%	2.70%			
Households by Income	2019		2024			
	Number	Percent	Number	Percent		
<\$15,000	46	13.8%	42	12.3%		
\$15,000 - \$24,999	29	8.7%	27	7.9%		
\$25,000 - \$34,999	36	10.8%	35	10.3%		
\$35,000 - \$49,999	58	17.4%	57	16.7%		
\$50,000 - \$74,999	84	25.1%	84	24.6%		
\$75,000 - \$99,999	31	9.3%	33	9.7%		
\$100,000 - \$149,999	35	10.5%	44	12.9%		
\$150,000 - \$199,999	12	3.6%	15	4.4%		
\$200,000+	3	0.9%	4	1.2%		
Median Household Income	\$49,292		\$51,780			
Average Household Income	\$59,121		\$65,947			
Per Capita Income	\$23,675		\$26,396			
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	34	4.7%	39	5.2%	39	5.1%
5 - 9	53	7.4%	45	6.0%	43	5.6%
10 - 14	48	6.7%	47	6.2%	49	6.3%
15 - 19	42	5.8%	41	5.4%	46	6.0%
20 - 24	24	3.3%	36	4.8%	31	4.0%
25 - 34	72	10.0%	84	11.2%	76	9.8%
35 - 44	98	13.6%	90	12.0%	90	11.7%
45 - 54	101	14.0%	103	13.7%	103	13.3%
55 - 64	111	15.4%	116	15.4%	114	14.8%
65 - 74	73	10.2%	95	12.6%	107	13.9%
75 - 84	48	6.7%	44	5.8%	58	7.5%
85+	15	2.1%	13	1.7%	16	2.1%
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	678	94.3%	711	94.2%	723	93.8%
Black Alone	14	1.9%	16	2.1%	16	2.1%
American Indian Alone	2	0.3%	1	0.1%	1	0.1%
Asian Alone	8	1.1%	10	1.3%	9	1.2%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	2	0.3%	4	0.5%	6	0.8%
Two or More Races	15	2.1%	13	1.7%	16	2.1%
Hispanic Origin (Any Race)	12	1.7%	16	2.1%	21	2.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 30, 2019

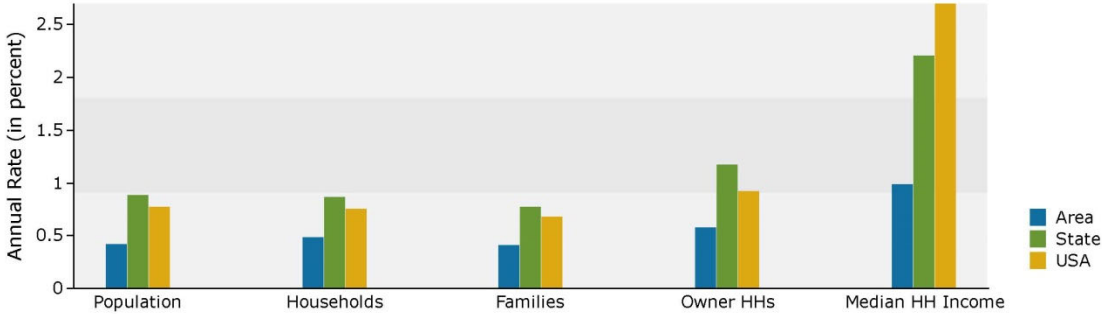


Demographic and Income Profile

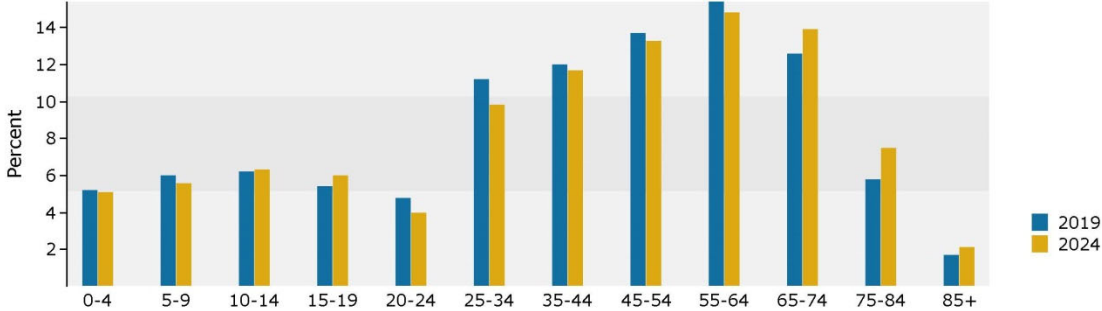
Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

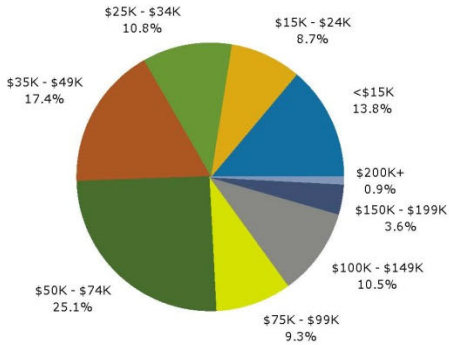
Trends 2019-2024



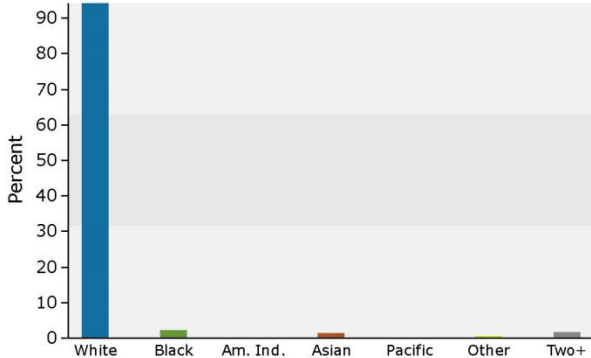
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



## Household Income Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

Summary	2019	2024	2019-2024	2019-2024
			Change	Annual Rate
Population	755	771	16	0.42%
Households	333	341	8	0.48%
Median Age	44.4	46.2	1.8	0.80%
Average Household Size	2.27	2.26	-0.01	-0.09%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
Household	334	100%	341	100%
<\$15,000	46	13.8%	42	12.3%
\$15,000-\$24,999	29	8.7%	27	7.9%
\$25,000-\$34,999	36	10.8%	35	10.3%
\$35,000-\$49,999	58	17.4%	57	16.7%
\$50,000-\$74,999	84	25.1%	84	24.6%
\$75,000-\$99,999	31	9.3%	33	9.7%
\$100,000-\$149,999	35	10.5%	44	12.9%
\$150,000-\$199,999	12	3.6%	15	4.4%
\$200,000+	3	0.9%	4	1.2%
Median Household Income	\$49,292		\$51,780	
Average Household Income	\$59,121		\$65,947	
Per Capita Income	\$23,675		\$26,396	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.

August 30, 2019



Household Income Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

2019 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	6	38	47	61	72	62	45
<\$15,000	2	4	5	8	11	9	7
\$15,000-\$24,999	0	2	1	4	5	5	10
\$25,000-\$34,999	1	4	4	5	5	7	9
\$35,000-\$49,999	1	9	6	12	10	10	10
\$50,000-\$74,999	2	10	13	14	21	18	6
\$75,000-\$99,999	0	4	7	7	8	4	1
\$100,000-\$149,999	0	4	9	8	8	5	1
\$150,000-\$199,999	0	1	2	2	3	3	1
\$200,000+	0	0	0	1	1	1	0
Median HH Income	\$35,000	\$50,000	\$61,474	\$51,721	\$53,811	\$50,000	\$30,224
Average HH Income	\$41,767	\$61,183	\$71,711	\$63,265	\$65,224	\$56,281	\$39,020
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	33.3%	10.5%	10.6%	13.1%	15.3%	14.5%	15.6%
\$15,000-\$24,999	0.0%	5.3%	2.1%	6.6%	6.9%	8.1%	22.2%
\$25,000-\$34,999	16.7%	10.5%	8.5%	8.2%	6.9%	11.3%	20.0%
\$35,000-\$49,999	16.7%	23.7%	12.8%	19.7%	13.9%	16.1%	22.2%
\$50,000-\$74,999	33.3%	26.3%	27.7%	23.0%	29.2%	29.0%	13.3%
\$75,000-\$99,999	0.0%	10.5%	14.9%	11.5%	11.1%	6.5%	2.2%
\$100,000-\$149,999	0.0%	10.5%	19.1%	13.1%	11.1%	8.1%	2.2%
\$150,000-\$199,999	0.0%	2.6%	4.3%	3.3%	4.2%	4.8%	2.2%
\$200,000+	0.0%	0.0%	0.0%	1.6%	1.4%	1.6%	0.0%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.



Household Income Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	5	35	47	60	69	66	56
<\$15,000	1	3	4	7	9	8	9
\$15,000-\$24,999	0	2	1	3	4	5	11
\$25,000-\$34,999	1	3	4	5	4	7	11
\$35,000-\$49,999	1	8	5	11	9	11	12
\$50,000-\$74,999	2	9	12	13	20	20	8
\$75,000-\$99,999	0	4	8	8	8	5	1
\$100,000-\$149,999	0	5	11	9	10	6	2
\$150,000-\$199,999	0	1	2	3	4	3	2
\$200,000+	0	0	0	1	1	1	0
Median HH Income	\$41,089	\$52,666	\$67,802	\$55,554	\$57,670	\$51,428	\$31,525
Average HH Income	\$53,208	\$67,366	\$78,643	\$70,159	\$74,373	\$65,843	\$44,306
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	20.0%	8.6%	8.5%	11.7%	13.0%	12.1%	16.1%
\$15,000-\$24,999	0.0%	5.7%	2.1%	5.0%	5.8%	7.6%	19.6%
\$25,000-\$34,999	20.0%	8.6%	8.5%	8.3%	5.8%	10.6%	19.6%
\$35,000-\$49,999	20.0%	22.9%	10.6%	18.3%	13.0%	16.7%	21.4%
\$50,000-\$74,999	40.0%	25.7%	25.5%	21.7%	29.0%	30.3%	14.3%
\$75,000-\$99,999	0.0%	11.4%	17.0%	13.3%	11.6%	7.6%	1.8%
\$100,000-\$149,999	0.0%	14.3%	23.4%	15.0%	14.5%	9.1%	3.6%
\$150,000-\$199,999	0.0%	2.9%	4.3%	5.0%	5.8%	4.5%	3.6%
\$200,000+	0.0%	0.0%	0.0%	1.7%	1.4%	1.5%	0.0%

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019 and 2024.





Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	Niota city, T...
<b>Population Summary</b>	
2000 Total Population	632
2010 Total Population	719
2019 Total Population	755
2019 Group Quarters	0
2024 Total Population	771
2019-2024 Annual Rate	0.42%
2019 Total Daytime Population	1,072
Workers	659
Residents	413
<b>Household Summary</b>	
2000 Households	279
2000 Average Household Size	2.27
2010 Households	316
2010 Average Household Size	2.28
2019 Households	333
2019 Average Household Size	2.27
2024 Households	341
2024 Average Household Size	2.26
2019-2024 Annual Rate	0.48%
2010 Families	203
2010 Average Family Size	2.82
2019 Families	244
2019 Average Family Size	2.66
2024 Families	249
2024 Average Family Size	2.65
2019-2024 Annual Rate	0.41%
<b>Housing Unit Summary</b>	
2000 Housing Units	323
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	13.6%
2010 Housing Units	371
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	14.8%
2019 Housing Units	389
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	14.4%
2024 Housing Units	399
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	14.5%
<b>Median Household Income</b>	
2019	\$49,292
2024	\$51,780
<b>Median Home Value</b>	
2019	\$168,443
2024	\$185,000
<b>Per Capita Income</b>	
2019	\$23,675
2024	\$26,396
<b>Median Age</b>	
2010	44.0
2019	44.4
2024	46.2

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	Niota city, T...
<b>2019 Households by Income</b>	
Household Income Base	334
<\$15,000	13.8%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	25.1%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	3.6%
\$200,000+	0.9%
Average Household Income	\$59,121
<b>2024 Households by Income</b>	
Household Income Base	341
<\$15,000	12.3%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	24.6%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	4.4%
\$200,000+	1.2%
Average Household Income	\$65,947
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	273
<\$50,000	7.0%
\$50,000 - \$99,999	17.6%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	22.3%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	8.1%
\$400,000 - \$499,999	6.2%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$207,784
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	281
<\$50,000	4.6%
\$50,000 - \$99,999	11.4%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	26.7%
\$200,000 - \$249,999	13.2%
\$250,000 - \$299,999	7.5%
\$300,000 - \$399,999	11.0%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$229,270

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	Niota city, T...
<b>2010 Population by Age</b>	
Total	719
0 - 4	4.7%
5 - 9	7.4%
10 - 14	6.7%
15 - 24	9.2%
25 - 34	10.0%
35 - 44	13.6%
45 - 54	14.0%
55 - 64	15.4%
65 - 74	10.2%
75 - 84	6.7%
85 +	2.1%
18 +	76.9%
<b>2019 Population by Age</b>	
Total	753
0 - 4	5.2%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	10.2%
25 - 34	11.2%
35 - 44	12.0%
45 - 54	13.7%
55 - 64	15.4%
65 - 74	12.6%
75 - 84	5.8%
85 +	1.7%
18 +	79.3%
<b>2024 Population by Age</b>	
Total	772
0 - 4	5.1%
5 - 9	5.6%
10 - 14	6.3%
15 - 24	10.0%
25 - 34	9.8%
35 - 44	11.7%
45 - 54	13.3%
55 - 64	14.8%
65 - 74	13.9%
75 - 84	7.5%
85 +	2.1%
18 +	79.3%
<b>2010 Population by Sex</b>	
Males	339
Females	380
<b>2019 Population by Sex</b>	
Males	359
Females	394
<b>2024 Population by Sex</b>	
Males	367
Females	405

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	Niota city, T...
<b>2010 Population by Race/Ethnicity</b>	
Total	719
White Alone	94.3%
Black Alone	1.9%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.1%
Hispanic Origin	1.7%
Diversity Index	13.9
<b>2019 Population by Race/Ethnicity</b>	
Total	755
White Alone	94.2%
Black Alone	2.1%
American Indian Alone	0.1%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.7%
Hispanic Origin	2.1%
Diversity Index	14.9
<b>2024 Population by Race/Ethnicity</b>	
Total	771
White Alone	93.8%
Black Alone	2.1%
American Indian Alone	0.1%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	2.1%
Hispanic Origin	2.7%
Diversity Index	16.7
<b>2010 Population by Relationship and Household Type</b>	
Total	719
In Households	100.0%
In Family Households	81.2%
Householder	28.2%
Spouse	21.1%
Child	26.8%
Other relative	3.5%
Nonrelative	1.5%
In Nonfamily Households	18.8%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	Niota city, T...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	547
Less than 9th Grade	5.7%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	31.4%
GED/Alternative Credential	11.3%
Some College, No Degree	13.3%
Associate Degree	6.4%
Bachelor's Degree	15.4%
Graduate/Professional Degree	6.8%
<b>2019 Population 15+ by Marital Status</b>	
Total	624
Never Married	24.7%
Married	55.1%
Widowed	8.0%
Divorced	12.2%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.1%
Civilian Unemployed (Unemployment Rate)	5.9%
<b>2019 Employed Population 16+ by Industry</b>	
Total	336
Agriculture/Mining	1.5%
Construction	5.1%
Manufacturing	33.3%
Wholesale Trade	0.9%
Retail Trade	8.3%
Transportation/Utilities	3.0%
Information	1.5%
Finance/Insurance/Real Estate	4.5%
Services	38.1%
Public Administration	3.9%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	336
White Collar	42.6%
Management/Business/Financial	16.1%
Professional	10.1%
Sales	6.8%
Administrative Support	9.5%
Services	15.2%
Blue Collar	42.3%
Farming/Forestry/Fishing	2.4%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	2.7%
Production	22.3%
Transportation/Material Moving	8.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	719
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	58.6%
Rural Population	41.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

	Niota city, T...
<b>2010 Households by Type</b>	
Total	316
Households with 1 Person	30.1%
Households with 2+ People	69.9%
Family Households	64.2%
Husband-wife Families	48.1%
With Related Children	17.4%
Other Family (No Spouse Present)	16.1%
Other Family with Male Householder	4.1%
With Related Children	2.8%
Other Family with Female Householder	12.0%
With Related Children	9.2%
Nonfamily Households	5.7%
All Households with Children	29.7%
Multigenerational Households	3.8%
Unmarried Partner Households	4.4%
Male-female	3.5%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	316
1 Person Household	30.1%
2 Person Household	37.3%
3 Person Household	16.1%
4 Person Household	9.5%
5 Person Household	5.7%
6 Person Household	0.9%
7 + Person Household	0.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	316
Owner Occupied	69.0%
Owned with a Mortgage/Loan	38.6%
Owned Free and Clear	30.4%
Renter Occupied	31.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	371
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	60.4%
Rural Housing Units	39.6%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 30, 2019



Market Profile

Niota City, TN  
 Niota City, TN (4753380)  
 Geography: Place

Prepared by Esri

		Niota city, T...
<b>Top 3 Tapestry Segments</b>		
1.		Salt of the Earth (6B)
2.		Southern Satellites (10A)
3.		Top Tier (1A)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$467,451
	Average Spent	\$1,403.76
	Spending Potential Index	66
Education: Total \$		\$342,366
	Average Spent	\$1,028.13
	Spending Potential Index	65
Entertainment/Recreation: Total \$		\$766,154
	Average Spent	\$2,300.76
	Spending Potential Index	70
Food at Home: Total \$		\$1,207,098
	Average Spent	\$3,624.92
	Spending Potential Index	70
Food Away from Home: Total \$		\$824,636
	Average Spent	\$2,476.39
	Spending Potential Index	67
Health Care: Total \$		\$1,491,341
	Average Spent	\$4,478.50
	Spending Potential Index	75
HH Furnishings & Equipment: Total \$		\$480,915
	Average Spent	\$1,444.19
	Spending Potential Index	68
Personal Care Products & Services: Total \$		\$200,825
	Average Spent	\$603.08
	Spending Potential Index	68
Shelter: Total \$		\$3,857,051
	Average Spent	\$11,582.73
	Spending Potential Index	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$582,261
	Average Spent	\$1,748.53
	Spending Potential Index	71
Travel: Total \$		\$486,309
	Average Spent	\$1,460.39
	Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$		\$259,697
	Average Spent	\$779.87
	Spending Potential Index	68

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

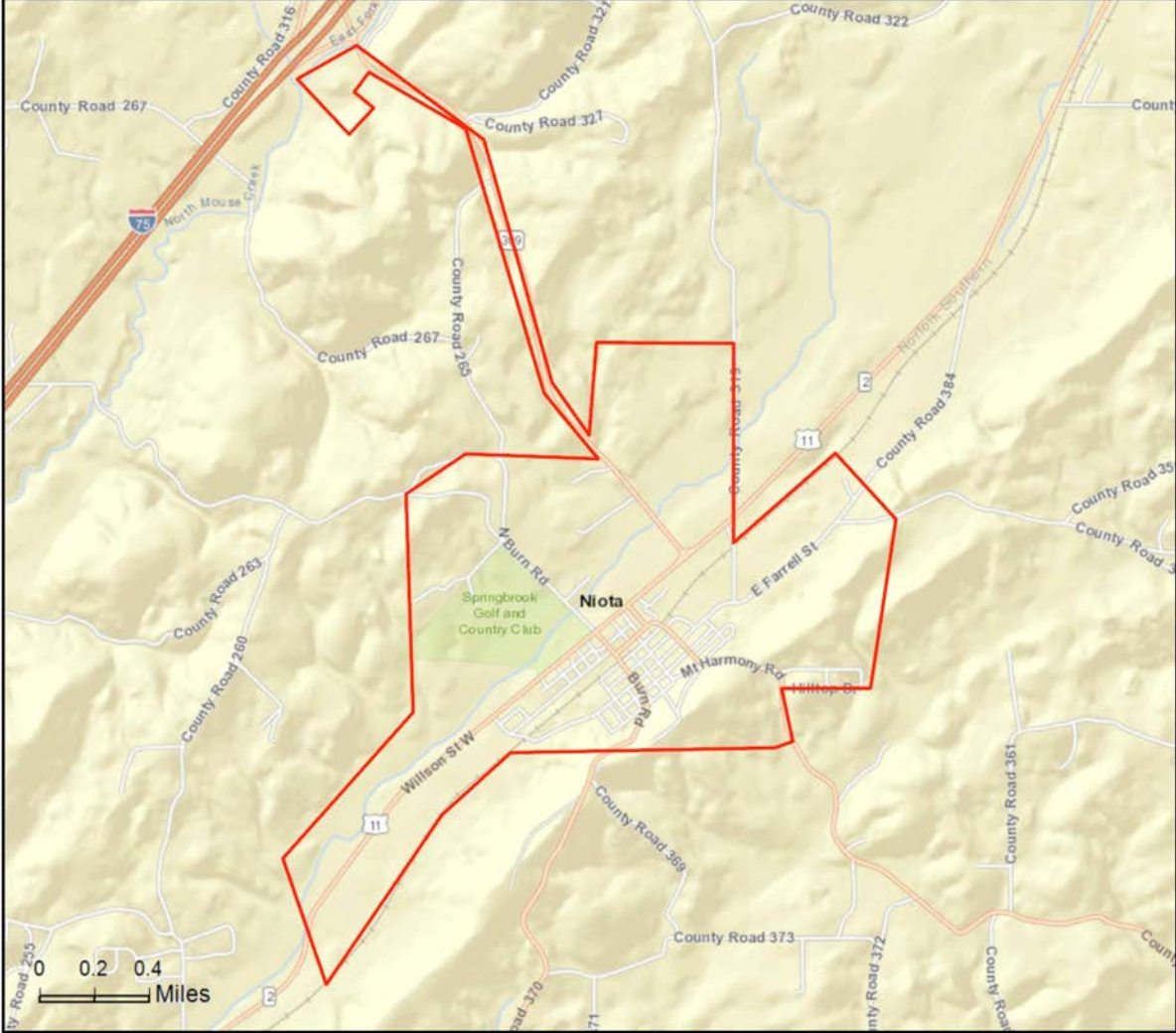
August 30, 2019



Site Map

Niota City, TN  
Niota City, TN (4753380)  
Geography: Place

Prepared by Esri



August 30, 2019



**UTILITY ALLOWANCES**

**Allowances for Tenant-Furnished Utilities and Other Services**

U.S. Department of Housing and Urban Development  
Office of Public and Indian Housing

OMB Approval No. 2577-0169  
(exp. 04/30/2018)

See Public Reporting Statement and Instructions on back

Locality		<b>McMinn County</b>				Unit Type	<b>Single Family</b>	Date (mm/dd/yyyy)	<b>10/1/2018</b>
Utility or Service		Monthly Dollar Allowances							
		0 BR	1 BR	2 BR	3 BR	4 BR	5 BR		
Heating	a. Natural Gas	25	29	34	38	42	46		
	b. Bottle Gas	96	113	129	145	161	178		
	c. Oil / Electric	27	28	36	44	52	60		
	d. Coal / Other	0	0	0	0	0	0		
Cooking	a. Natural Gas	9	9	10	12	13	15		
	b. Bottle Gas	10	12	17	23	28	33		
	c. Oil / Electric	4	4	6	8	10	12		
	d. Coal / Other	0	0	0	0	0	0		
Other Electric		36	40	49	58	67	76		
Air Conditioning		3	4	9	14	19	24		
Water Heating	a. Natural Gas	8	9	13	17	21	25		
	b. Bottle Gas	29	34	49	64	80	95		
	c. Oil / Electric	11	13	16	20	23	27		
	d. Coal / Other	0	0	0	0	0	0		
Water		20	22	31	49	67	84		
Sewer		36	38	52	73	94	115		
Trash Collection		14	14	14	14	14	14		
Range/Microwave		7	7	7	7	7	7		
Refrigerator		10	10	10	10	10	10		
Other -- specify		0	0	0	0	0	0		
<b>Actual Family Allowances</b> To be used by the family to compute allowance. Complete below for the actual unit rented.							Utility or Service	per month cost	
Name of Family							Heating	\$	
							Cooking		
Address of Unit							Other Electric		
							Air Conditioning		
Number of Bedrooms							Water Heating		
							Water		
							Sewer		
							Trash Collection		
							Range/Microwave		
							Refrigerator		
							Other		
							<b>Total</b>	\$	

**Allowances for Tenant-Furnished Utilities and Other Services**

U.S. Department of Housing and Urban Development  
Office of Public and Indian Housing

OMB Approval No. 2577-0169  
(exp. 04/30/2018)

See Public Reporting Statement and Instructions on back

Locality		<b>McMinn County</b>				Unit Type	Low Rise Apartment (2-4 Units)	Date (mm/dd/yyyy)	10/1/2018
Utility or Service		Monthly Dollar Allowances							
		0 BR	1 BR	2 BR	3 BR	4 BR	5 BR		
Heating	a. Natural Gas	28	33	36	38	40	43		
	b. Bottle Gas	109	128	137	146	155	164		
	c. Oil / Electric	21	22	29	35	42	49		
	d. Coal / Other	0	0	0	0	0	0		
Cooking	a. Natural Gas	9	9	10	12	13	15		
	b. Bottle Gas	10	12	17	23	28	33		
	c. Oil / Electric	4	4	6	8	10	12		
	d. Coal / Other	0	0	0	0	0	0		
Other Electric		33	36	43	51	58	66		
Air Conditioning		5	6	8	10	13	15		
Water Heating	a. Natural Gas	8	9	13	17	21	25		
	b. Bottle Gas	29	34	49	64	80	95		
	c. Oil / Electric	11	13	16	20	23	27		
	d. Coal / Other	0	0	0	0	0	0		
Water		20	22	31	49	67	84		
Sewer		36	38	52	73	94	115		
Trash Collection		14	14	14	14	14	14		
Range/Microwave		7	7	7	7	7	7		
Refrigerator		10	10	10	10	10	10		
Other -- specify		0	0	0	0	0	0		

<b>Actual Family Allowances</b> To be used by the family to compute allowance. Complete below for the actual unit rented.		Utility or Service	per month cost
Name of Family		Heating	\$
		Cooking	
Address of Unit		Other Electric	
		Air Conditioning	
Number of Bedrooms		Water Heating	
		Water	
Total		Sewer	
		Trash Collection	
Total		Range/Microwave	
		Refrigerator	
		Other	
		<b>Total</b>	\$

**Allowances for Tenant-Furnished Utilities and Other Services**

U.S. Department of Housing  
and Urban Development  
Office of Public and Indian Housing

OMB Approval No. 2577-0169  
(exp. 04/30/2018)

See Public Reporting Statement and Instructions on back

Locality		<b>McMinn County</b>				Unit Type	Larger Apartment Bldgs. (5+ Units)	Date (mm/dd/yyyy)	10/1/2018
Utility or Service		Monthly Dollar Allowances							
		0 BR	1 BR	2 BR	3 BR	4 BR	5 BR		
Heating	a. Natural Gas	17	21	23	26	29	32		
	b. Bottle Gas	67	79	90	102	113	124		
	c. Oil / Electric	18	19	24	29	34	38		
	d. Coal / Other	0	0	0	0	0	0		
Cooking	a. Natural Gas	9	9	10	12	13	15		
	b. Bottle Gas	10	12	17	23	28	33		
	c. Oil / Electric	4	4	6	8	10	12		
	d. Coal / Other	0	0	0	0	0	0		
Other Electric		30	32	39	45	51	57		
Air Conditioning		4	5	7	9	11	13		
Water Heating	a. Natural Gas	6	7	10	13	17	20		
	b. Bottle Gas	23	27	39	51	64	76		
	c. Oil / Electric	9	10	13	16	19	21		
	d. Coal / Other	0	0	0	0	0	0		
Water		20	22	31	49	67	84		
Sewer		36	38	52	73	94	115		
Trash Collection		14	14	14	14	14	14		
Range/Microwave		7	7	7	7	7	7		
Refrigerator		10	10	10	10	10	10		
Other -- specify		0	0	0	0	0	0		
<b>Actual Family Allowances</b> To be used by the family to compute allowance. Complete below for the actual unit rented.							Utility or Service	per month cost	
Name of Family							Heating	\$	
							Cooking		
Address of Unit							Other Electric		
							Air Conditioning		
Number of Bedrooms							Water Heating		
							Water		
							Sewer		
							Trash Collection		
							Range/Microwave		
							Refrigerator		
							Other		
							<b>Total</b>	\$	

**Allowances for Tenant-Furnished Utilities and Other Services**

U.S. Department of Housing  
and Urban Development  
Office of Public and Indian Housing

OMB Approval No. 2577-0169  
(exp. 04/30/2018)

See Public Reporting Statement and Instructions on back

Locality		<b>McMinn County</b>				Unit Type	Larger Apartments (Energy Star Certified)	Date (mm/dd/yyyy)	10/1/2018
Utility or Service		Monthly Dollar Allowances							
		0 BR	1 BR	2 BR	3 BR	4 BR	5 BR		
Heating	a. Natural Gas	14	17	19	22	24	27		
	b. Bottle Gas	55	65	74	83	93	102		
	c. Oil / Electric	15	16	20	24	27	31		
	d. Coal / Other	0	0	0	0	0	0		
Cooking	a. Natural Gas	8	9	10	11	12	13		
	b. Bottle Gas	8	10	14	19	23	27		
	c. Oil / Electric	3	3	5	6	8	10		
	d. Coal / Other	0	0	0	0	0	0		
Other Electric		28	30	35	40	45	50		
Air Conditioning		4	4	6	8	9	11		
Water Heating	a. Natural Gas	5	6	8	11	14	16		
	b. Bottle Gas	19	22	32	42	52	62		
	c. Oil / Electric	7	8	11	13	15	18		
	d. Coal / Other	0	0	0	0	0	0		
Water		20	22	31	49	67	84		
Sewer		36	38	52	73	94	115		
Trash Collection		14	14	14	14	14	14		
Range/Microwave		7	7	7	7	7	7		
Refrigerator		10	10	10	10	10	10		
Other -- specify		0	0	0	0	0	0		
<b>Actual Family Allowances</b> To be used by the family to compute allowance. Complete below for the actual unit rented.							Utility or Service	per month cost	
Name of Family							Heating	\$	
							Cooking		
Address of Unit							Other Electric		
							Air Conditioning		
Number of Bedrooms							Water Heating		
							Water		
							Sewer		
							Trash Collection		
							Range/Microwave		
							Refrigerator		
							Other		
							<b>Total</b>	\$	

**Allowances for Tenant-Furnished Utilities and Other Services**

U.S. Department of Housing  
and Urban Development  
Office of Public and Indian Housing

OMB Approval No. 2577-0169  
(exp. 04/30/2018)

See Public Reporting Statement and Instructions on back

Locality		<b>McMinn County</b>				Unit Type		<b>Manufactured Homes</b>		Date (mm/dd/yyyy)		<b>10/1/2018</b>	
Utility or Service		Monthly Dollar Allowances											
		0 BR	1 BR	2 BR	3 BR	4 BR	5 BR						
Heating	a. Natural Gas	21	25	29	32	36	39						
	b. Bottle Gas	81	96	110	123	137	151						
	c. Oil / Electric	36	36	37	38	39	40						
	d. Coal / Other	0	0	0	0	0	0						
Cooking	a. Natural Gas	9	9	10	12	13	15						
	b. Bottle Gas	10	12	17	23	28	33						
	c. Oil / Electric	4	4	6	8	10	12						
	d. Coal / Other	0	0	0	0	0	0						
Other Electric		36	40	49	58	67	76						
Air Conditioning		4	5	8	12	15	19						
Water Heating	a. Natural Gas	8	9	13	17	21	25						
	b. Bottle Gas	29	34	49	64	80	95						
	c. Oil / Electric	11	13	16	20	23	27						
	d. Coal / Other	0	0	0	0	0	0						
Water		20	22	31	49	67	84						
Sewer		36	38	52	73	94	115						
Trash Collection		14	14	14	14	14	14						
Range/Microwave		7	7	7	7	7	7						
Refrigerator		10	10	10	10	10	10						
Other -- specify		0	0	0	0	0	0						

<b>Actual Family Allowances</b> To be used by the family to compute allowance. Complete below for the actual unit rented.		Utility or Service	per month cost
Name of Family		Heating	\$
		Cooking	
Address of Unit		Other Electric	
		Air Conditioning	
Number of Bedrooms		Water Heating	
		Water	
		Sewer	
		Trash Collection	
		Range/Microwave	
		Refrigerator	
		Other	
		<b>Total</b>	\$

**QUALIFICATIONS OF ANALYST**

---

## Appraiser Qualifications – Nelson C. Pratt, MAI

---

### Nelson C. Pratt, MAI

nelson@hodesandpratt.com

### Hodges & Pratt Co.

1528 Coleman Road  
Knoxville, Tennessee 37909

W: 865.673.4840 | C: 865.850.0550

www.hodesandpratt.com

### Education

- The University of Tennessee
  - Bachelor of Science in Business Administration (2000)  
Major in Finance with an emphasis in Real Estate

### Professional and Technical Courses

- Currently certified in the program of continuing education as required by the state
- Attended numerous professional courses and seminars relative to real estate appraisal to include the following:
  - Principals of Real Estate Appraisal
  - Procedures of Real Estate Appraisal
  - Basic Income Capitalization
  - Advanced Income Capitalization
  - Highest & Best Use and Market Analysis
  - Advanced Cost and Sales Comparison Approach
  - Report Writing and Valuation Analysis
  - Advanced Applications
  - Business Practice & Ethics
  - Standards of Professional Practice – USPAP
  - 7-hour USPAP Update (every two years)
  - State of the Profession
  - Evaluating Commercial Construction
  - Litigation Skills for Appraisers
  - Supervising Appraisal Trainees
  - Complex Litigation Case Studies
  - Comparative Analysis
  - Current Issues in Real Estate Development
  - Cool Tools
  - TDOT Plans Reading Course
  - HUD MAP Training
  - HUD MAP Tune-up Workshop
  - Associate Member Guidance & Experience Workshop
  - Mortgage Fraud
  - Appraisal of Local Retail Properties
  - Site To Do Business Training
  - Feasibility Analysis-Market Value-and Investment Timing
  - Appraisal Challenges: Declining Market & Sales Concessions
  - Introduction to Valuing Green Buildings
  - HP12-C Online Seminar
  - Marketability Studies: Advanced Considerations & Applications
  - General Demonstration Report Writing

### Real Estate Experience

- 2009 to Present: *President* – Hodges & Pratt Company, PC
- 2005 to 2009: *Partner* – Hodges & Pratt Company, PC (formerly Bob F. Hodges Company, PC)
- 2000 to 2004: *Associate Appraiser* – Bob F. Hodges Company, PC
- 1998 to 1999: *Assistant* – Knox County Property Assessor's Office

### Professional Affiliations

- MAI Designated member of the Appraisal Institute
- Professional Member of the National Council of Housing Market Analysts (NCHMA)
- Associate member of the Southeast Mortgage Advisory Council (SMAC); I have attended the annual multifamily conference each year since 2007
- Currently licensed to perform real estate appraisals in the eight states outlined below:
  - TN Certified General License No. CG-2754
  - MS Certified General License No. GA-866
  - SC Certified General License No. CG-6521
  - GA Certified General License No. 338202
  - NC Certified General License No. A7285
  - AL Certified General License No. G00912
  - VA Certified General License No. 4001 01492
  - KY Certified General License No. 004552



---

## Appraiser Qualifications – Nelson C. Pratt, MAI

---

- 2007: Recipient of the Roscoe Jackson Award from the Greater Tennessee Chapter of the Appraisal Institute for leadership and involvement in the Chapter and industry
- 2007/08: Education Chair / Regional Representative, Greater Tennessee Chapter of the Appraisal Institute
- 2005/06: Bylaws Committee Chair for the Greater Tennessee Chapter of the Appraisal Institute
- Served for three years on the Board of the Greater Tennessee Chapter of the Appraisal Institute
- Two-time participant in the Appraisal Institute's Leadership Development and Advisory Council (LDAC)
- Former Ambassador Volunteer for the Knoxville Area Chamber Partnership
- Selected by the *Greater Knoxville Business Journal* as one of the 2010 '40 under 40' for east Tennessee business leaders

### Appraisal Assignments Completed

- Completed appraisal assignments including, but not limited to, the following property types:
  - Apartments – Affordable / Conventional
  - Automobile Dealerships
  - Convenience Stores
  - Fitness Centers
  - Industrial Facilities
  - Lodging – Hotel / Motel / B&B
  - Mixed-Use Developments
  - Offices – Professional / Medical
  - Restaurant Facilities
  - Retail Buildings
  - Self-Storage Facilities
  - Shopping Centers
  - Special-Purpose Properties
  - Subdivisions
  - Vacant Land
- Involved with multiple state and federal right-of-way projects
- Performed numerous market studies and appraisals of multifamily projects for conventional financing and for various housing agencies
- Utilized in a variety of consulting capacities for new multifamily construction and rehabilitation projects

### Territory

Hodges and Pratt Company, P.C. is based in Knoxville, Tennessee and has completed assignments throughout the southeastern United States. My concentration over the past 15 years has been in the multifamily sector with numerous assignments completed for both conventional and affordable housing properties. Other appraisers in the firm have concentrated on typical commercial transactions in Tennessee over the past five years.

In regards to multifamily projects, I have worked on assignments in Tennessee, Mississippi, Ohio, Alabama, Georgia, Arkansas, Kentucky, Virginia, North Carolina, and South Carolina. The following is a list of HUD offices in which our firm has worked prior to the consolidation of field offices.

- Knoxville, TN
- Columbia, SC
- Little Rock, AR
- Louisville, KY
- Nashville, TN
- Greensboro, NC
- Columbus, OH
- Jackson, MS
- Atlanta, GA
- Birmingham, AL

Our firm conducts Right-of-Way appraisals for the Tennessee Department of Transportation (TDOT) and local municipalities. On the following page is a list of multifamily markets of which I have performed either appraisal and/or consulting assignments along with a list of Counties with Right-of-Way experience in Tennessee.

### Client List of Map-Approved Lenders

- Amerisouth Financial
- Arbor
- Beech Street Capital / Capital One
- Bellwether Enterprise
- Berkadia Commercial Mortgage
- Newmark Knight Frank
- Capmark Financial
- Centennial Mortgage
- Centerline Capital Group
- CBRE
- Evanston Financial
- Forbix Financial
- Grandbridge Capital
- Greystone Funding
- Highland Commercial Mortgage
- Johnson Capital
- Love Funding
- Oppenheimer
- Prudential
- Red Mortgage Capital
- Merchants Capital
- Dwight Capital
- Rockport Mortgage
- Wachovia
- Walker & Dunlop
- Wells Fargo Bank

---

Appraiser Qualifications – Nelson C. Pratt, MAI

---

Markets with Multifamily Experience

---

**Georgia**

- Alpharetta
- Atlanta
- Canton
- Columbus
- Cumming
- Fort Oglethorpe
- Hinesville
- Jonesboro
- Kennesaw
- Lawrenceville
- Lithonia
- Tifton

- Macon
- McDonough
- Midland
- Moultrie
- Pooler
- Rincon
- Roswell
- Saint Mary's
- Savannah
- Smyrna
- Warner Robins
- West Point

**North Carolina**

- Asheville
- Camden
- Cary
- Charlotte
- Columbus
- Davidson
- Durham
- Fayetteville
- Fletcher
- Fuquay-Varina
- Garner
- Gastonia
- Goldsboro
- Greensboro
- King
- Wilkesboro
- Marion

- High Point
- Knightdale
- Laurinburg
- Mebane
- New Bern
- Newton
- Raleigh
- Roanoke Rapids
- Salisbury
- Sneads Ferry
- Wake Forest
- Wilmington
- Winston Salem
- Mount Airy
- Raeford
- Yadkinville

---

**Arkansas**

- Maumelle
- Jonesboro

**Ohio**

- Dayton

---

**Alabama**

- Albertville
- Auburn
- Birmingham
- Florence
- Foley
- Guntersville
- Mobile
- Prattville
- Demopolis

- Montgomery
- Northport
- Odenville
- Scottsboro
- Spanish Fort
- Troy
- Tuscaloosa
- Huntsville
- Athens

**South Carolina**

- Beaufort
- Bluffton
- Charleston
- Columbia
- Dillon
- Greenwood

- Greenville
- Clemson
- Spartanburg
- Port Royal
- Summerville
- Sumter

---

**Kentucky**

- Hopkinsville
- Shelbyville
- Louisville
- Richmond
- Crestwood

- Vine Grove
- Elizabethtown
- Lexington
- Paris
- Florence

**Virginia**

- Bristol
- Ettrick
- Lynchburg
- Portsmouth

- Gate City
- Marion
- Richmond

---

**Mississippi**

- Cleveland
- Columbus
- Hattiesburg
- Jackson
- Long Beach
- Meridian
- Biloxi

- Pascagoula
- Senatobia
- Starkville
- Tupelo
- Vicksburg
- West Point

**Tennessee**

- Chattanooga
- Knoxville
- Nashville

- Memphis
  - 50+ other markets
-

## Appraiser Qualifications – Nelson C. Pratt, MAI

---

### Tennessee Counties with Right-of-Way Experience

- Anderson
- Blount
- Bradley
- Campbell
- Carter
- Claiborne
- Clay
- Cocke
- Greene
- Hamilton
- Hawkins
- Johnson
- Knox
- Lawrence
- Loudon
- Marion
- McMinn
- Monroe
- Montgomery
- Polk
- Putnam
- Roane
- Sevier
- Sullivan
- Sumner
- Union
- Van Buren
- Washington
- White

# State of Tennessee

TENNESSEE REAL ESTATE APPRAISER COMMISSION  
CERTIFIED GENERAL REAL ESTATE APPRAISER  
NELSON CHARLES PRATT

*This is to certify that all requirements of the State of Tennessee have been met.*

ID NUMBER: 2754  
LIC STATUS: ACTIVE  
EXPIRATION DATE: May 31, 2019



IN-1313  
DEPARTMENT OF  
COMMERCE AND INSURANCE

## **BUILDING PERMIT INFORMATION**

**McMinn County  
 Building Valuation Table**

<b>Valuation At Least</b>	<b>But Not More Than</b>	<b>Base Amount</b>	<b>Plus Per Thousand</b>
.01	1,000.00	15.00	0.00
1,000.01	50,000.00	15.00	5.00
50,000.01	100,000.00	260.00	4.00
100,000.01	500,000.00	460.00	3.00
500,000.01	999,999,999.99	1,660.00	2.00

**Review Fees**

<b>Valuation At Least</b>	<b>But Not More Than</b>	<b>Base Amount</b>	<b>Plus Per Thousand</b>
.01	1,000.00	30.00	0.00
1,000.01	50,000.00	30.00	3.00
50,000.01	100,000.00	177.00	2.00
100,000.01	500,000.00	277.00	1.00
500,000.01	999,999,999.99	677.00	.50

## Knox County Code Administration Schedule of Fees

(Effective, August 1, 2016)

400 W Main St, Room 547, Knoxville, TN 37902

[www.knoxcounty.org/codes](http://www.knoxcounty.org/codes) • Phone: 865-215-2325 • Fax: 865-215-4255

**Technology Access Fee** \$25 fee added to all permits (This fee adopted in 2009, Resolution 09-10-902)

**Building Permit Fees** The non-refundable fee will be based upon the project valuation provided by the applicant which must be a minimum of ICC's Building Valuation Data published annually. The valuation shall be based upon all costs associated with construction except for land acquisition cost.

For a valuation up to and including \$2000 there shall be a fee of \$50.

For a valuation over \$2000 up to and including \$50,000 the fee shall be \$50 for the first \$2000 plus \$5 for each additional thousand or fraction thereof.

For a valuation over \$50,000 up to and including \$100,000 the fee shall be \$290 for the first \$50,000 plus \$4 for each additional thousand or fraction thereof. (Ranging from \$290.00 to \$490.00)

For a valuation over \$100,000 up to and including \$500,000 the fee shall be \$490 for the first \$100,000 plus \$3 for each additional thousand or fraction thereof. (Ranging from \$490.00 to \$1690.00)

For a valuation over \$500,000 up to and including \$1,000,000 the fee shall be \$1690 for the first \$500,000 plus \$2 for each additional thousand or fraction thereof. (Ranging from \$1690.00 to \$2690.00)

For a valuation over \$1,000,000 the fee shall be \$2690 for the first \$1,000,000 plus \$1.50 for each additional thousand or fraction thereof.

### **Plans Review Fees**

For review of plans for one and two family residential and other structures where the valuation does not exceed \$75,000 there shall be a fee of \$50.

For review of plans for a valuation over \$75,000 up to and including \$500,000 there shall be a fee of \$100.

For review of plans for a valuation over \$500,000 up to and including \$1,000,000 there shall be a fee of \$250.

For review of plans for a valuation over \$1,000,000 there shall be a fee of \$500.

**Mobile Home Fees\*** \$75

**Demolition of Building or Structure\*** Residential \$50, Commercial \$100

### **Sign Permit Fees\***

For a valuation under \$2000 the fee shall be \$50. For a valuation over \$2000, the fee shall be \$50 plus \$5 for each

HAMBLEN COUNTY		
Building Permit Fee Chart	Charges	
<b>New Comm./Ind. Construction</b> <i>(including churches, additions, pavillions)</i>	55¢	per sq. ft. up to 10,000 sq. ft (plus) (25¢ / per sq. ft. over 10,000 sq ft.)
<b>New Residential w / basement</b> <i>(including full or part/basement garages)</i>	55¢	per sq. ft.
<b>New Residential without basement</b> <i>(including additions of living area)</i>	50¢	per sq. ft.
<b>Turning a garage into a room (enclosing)</b>	25¢	per sq. ft.
<b>Stick-built storage buildings/carports/garages</b> <i>(attached or detached)</i>	25¢	per sq. ft.
<b>Decks, Porches, Free-Standing Metal Carports</b> <i>(or similar structures)</i>	\$25.00	
<i>Covers for deck or porches</i>	25¢	per sq. ft.
<b>Remodeling of Existing Structure</b> <i>(interior space only)</i>	10¢	per sq. ft. (\$25.00 minimum)
<b>Double Wide Mobile Home Placement</b> <i>(No stormwater fees unless 3 lots or more in subdivision)</i>	\$350.00	
<b>Single Wide Mobile Home Placement</b>	\$100.00	
<b>Modular</b>	25¢	per sq. ft. + Stormwater Fee
<b>Demolition (0 to100,000 cubic ft.)</b> <i>(100,000 cu. ft and over)</i>	\$50.00 50¢	per 1,000 cubic ft
<b>Moving Fee</b> <i>(for moving of buildings or structures)</i>	\$100.00	
<b>Miscellaneous Fee</b> <i>(activity/structure not otherwise listed, including above and inground swimming pools.</i>	\$50.00	
<b>New Cell Tower Construction</b> <i>(includes non-refundable application review fee and associated building permits, if approved.</i>	\$2,500.00	per tower site
Co-location of new Antennae on Existing Tower	\$50.00	array or level
Upgrade of tower facilities	\$50.00	per occurrence
Upgrade of support structure (rebuilding/height extend)	\$500.00	per occurrence
<b>Signs:</b>	\$10.00	sign face minimum
Billboards (off premises)	55¢	sq. ft. of sign face per side
Advertisement (on premises)	55¢	sq. ft. of sign face per side



Bradley County

**SCHEDULE OF PERMIT FEES**

Permitting fees to be determined on valuation provided by applicant for all construction except for permits listed with specific amounts.

<b>TOTAL VALUATION</b>	<b>FEE</b>
\$1,000 and less	\$15
\$1,000 to \$50,000	\$15 for the first \$1,000 plus \$3.50 for each additional thousand to and including \$50,000
\$50,000 to \$100,000	\$186.50 for the first \$50,000 plus \$2.80 for each additional thousand to and including \$100,000
\$100,000 to \$500,000	\$326.50 for the first \$100,000 plus \$2.10 for each additional thousand to and including \$500,000
\$500,000 and up	\$1166.50 for the first \$500,000 plus \$1.40 for each additional thousand

**MOVING FEE**

For the moving of any building or structure the fee shall be \$100.

**DEMOLITION FEE**

For the demolition of any building or structure the fee shall be:

0 up to 100,000 cu ft	\$50.00
100,000 cu ft and over additional	\$.50 for each 1,000 cu ft

**RE-INSPECTION FEE**

A re-inspection fee of \$25.00 may be assessed per visit after the 2<sup>nd</sup> visit for the same inspection at the discretion of the building inspector.



APPLICATION

SPECIAL USE PERMIT

Special Use Permit # \_\_\_\_\_

Property Location: 15 CONGRESS PARKWAY S. ATHENS, TN 37303

Tax Parcel ID Number: 054047K B 04200 Zoning District: B3

APPLICANT:

NAME: BATHENS LLC

ADDRESS: 129 COUNTY Rd 1120. ATHENS, TN 37303

PROPOSED USE: APARTMENTS / RESIDENTIAL QUARTERS.

This application is for the request to modify a commercial/retail building into six (6) apartment units. The said property is located on: 15 S CONGRESS PARKWAY. ATHENS, TN 37303. All units are a 1BR.



APPLICATION

SPECIAL USE PERMIT

Special Use Permit # \_\_\_\_\_

Property Location: 117 E. WASHINGTON AVE. ATHENS, TN, 37303

Tax Parcel ID Number: <sup>Map:</sup> 056M P. 52.00 Zoning District: \_\_\_\_\_

APPLICANT:

NAME: EMMETTE & SHARON JOHNSON

ADDRESS: 111 E. WASHINGTON AVE.

PROPOSED USE: ADTS. & RETAIL, STORAGE

Plans are to completely de-construct the interior of the "Hines Building" and construct 8 upscale apartments and Retail/Office suites: 5 apartments upstairs + 3 apartments down with the 2 Retail suites downstairs at the front of the building. All windows will be replaced and new store fronts on Washington Ave. exterior of the building to match the new facade of Johnson's home furnishings.

Our business suffered due to the use of the building by the previous owners and strict quiet lines will be in place for future tenants.

**ATHENS UTILITY BOARD MAPS**

