






Pigeon Forge Factory Outlet ...  
 2850 Parkway, Pigeon Forge, TN 37863-3347  
 Ring: 1, 3, 5 Miles

Latitude: 35.796047  
 Longitude: -83.568382

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	1,844	8,097	19,405
2000 Group Quarters	67	131	292
2010 Total Population	1,966	8,935	22,729
2015 Total Population	2,021	9,362	24,310
2010 - 2015 Annual Rate	0.55%	0.94%	1.35%
 2000 Households	703	3,187	7,891
2000 Average Household Size	2.53	2.5	2.42
2010 Households	744	3,493	9,164
2010 Average Household Size	2.55	2.52	2.45
2015 Households	766	3,664	9,810
2015 Average Household Size	2.55	2.52	2.45
2010 - 2015 Annual Rate	0.58%	0.96%	1.37%
2000 Families	501	2,252	5,451
2000 Average Family Size	2.96	2.94	2.89
2010 Families	513	2,386	6,114
2010 Average Family Size	3.03	3	2.96
2015 Families	524	2,475	6,472
2015 Average Family Size	3.03	3.01	2.97
2010 - 2015 Annual Rate	0.43%	0.74%	1.14%
 <b>2000 Housing Units</b>	919	4,322	10,061
Owner Occupied Housing Units	49.3%	47.9%	49.1%
Renter Occupied Housing Units	30.9%	26.6%	30.2%
Vacant Housing Units	19.7%	25.5%	20.7%
<b>2010 Housing Units</b>	1,034	5,031	12,258
Owner Occupied Housing Units	43.5%	44.3%	46.5%
Renter Occupied Housing Units	28.4%	25.1%	28.3%
Vacant Housing Units	28.0%	30.6%	25.2%
<b>2015 Housing Units</b>	1,091	5,393	13,329
Owner Occupied Housing Units	42.2%	43.2%	45.8%
Renter Occupied Housing Units	28.0%	24.8%	27.8%
Vacant Housing Units	29.8%	32.1%	26.4%
<b>Median Household Income</b>			
2000	\$30,355	\$30,915	\$31,549
2010	\$38,272	\$39,201	\$40,487
2015	\$42,043	\$42,731	\$45,867
<b>Median Home Value</b>			
2000	\$115,244	\$101,201	\$106,862
2010	\$147,074	\$133,067	\$142,744
2015	\$169,722	\$154,620	\$165,963
<b>Per Capita Income</b>			
2000	\$16,258	\$16,313	\$17,488
2010	\$18,906	\$19,105	\$20,775
2015	\$20,329	\$20,344	\$22,304
<b>Median Age</b>			
2000	37.9	37.9	38.0
2010	40.2	40.5	40.6
2015	41.0	41.5	41.7

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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<b>2000 Households by Income</b>			
Household Income Base	680	3,127	7,813
< \$15,000	21.3%	19.8%	21.3%
\$15,000 - \$24,999	18.5%	19.9%	18.1%
\$25,000 - \$34,999	18.2%	17.5%	15.7%
\$35,000 - \$49,999	17.9%	19.3%	18.4%
\$50,000 - \$74,999	12.5%	12.7%	14.7%
\$75,000 - \$99,999	6.3%	5.4%	5.2%
\$100,000 - \$149,999	3.2%	4.2%	4.4%
\$150,000 - \$199,999	0.6%	0.4%	1.3%
\$200,000+	1.3%	0.7%	0.9%
Average Household Income	\$41,287	\$39,893	\$42,007
<b>2010 Households by Income</b>			
Household Income Base	744	3,494	9,165
< \$15,000	17.7%	15.2%	15.9%
\$15,000 - \$24,999	11.4%	13.6%	12.2%
\$25,000 - \$34,999	14.9%	13.9%	13.6%
\$35,000 - \$49,999	21.4%	22.8%	20.0%
\$50,000 - \$74,999	18.3%	18.5%	21.1%
\$75,000 - \$99,999	8.2%	8.6%	8.6%
\$100,000 - \$149,999	5.9%	5.8%	5.7%
\$150,000 - \$199,999	0.9%	1.0%	1.6%
\$200,000+	1.2%	0.7%	1.3%
Average Household Income	\$48,454	\$47,848	\$50,819
<b>2015 Households by Income</b>			
Household Income Base	765	3,662	9,811
< \$15,000	16.2%	13.5%	13.9%
\$15,000 - \$24,999	10.2%	12.3%	10.6%
\$25,000 - \$34,999	12.8%	11.8%	11.4%
\$35,000 - \$49,999	19.5%	21.5%	18.5%
\$50,000 - \$74,999	24.7%	24.5%	28.1%
\$75,000 - \$99,999	7.2%	7.6%	7.6%
\$100,000 - \$149,999	6.8%	6.8%	6.6%
\$150,000 - \$199,999	1.0%	1.1%	1.8%
\$200,000+	1.6%	0.8%	1.6%
Average Household Income	\$52,157	\$50,931	\$54,503
<b>2000 Owner Occupied HUs by Value</b>			
Total	396	2,003	4,876
<\$50,000	17.7%	16.2%	14.9%
\$50,000 - 99,999	26.0%	33.2%	31.0%
\$100,000 - 149,999	21.2%	23.2%	24.6%
\$150,000 - 199,999	22.2%	16.9%	17.0%
\$200,000 - \$299,999	10.6%	8.0%	8.3%
\$300,000 - 499,999	0.5%	1.0%	1.7%
\$500,000 - 999,999	0.5%	0.9%	1.7%
\$1,000,000+	1.3%	0.5%	0.8%
Average Home Value	\$135,034	\$121,654	\$135,840
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	283	1,112	2,904
With Cash Rent	88.7%	91.0%	92.6%
No Cash Rent	11.3%	9.0%	7.4%
Median Rent	\$412	\$415	\$409
Average Rent	\$380	\$421	\$408


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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<b>2000 Population by Age</b>			
 Total	1,845	8,097	19,403
Age 0 - 4	6.0%	6.1%	6.2%
Age 5 - 9	6.9%	6.6%	6.4%
Age 10 - 14	6.3%	6.3%	6.4%
Age 15 - 19	6.3%	6.3%	6.1%
Age 20 - 24	6.4%	6.5%	6.5%
Age 25 - 34	13.6%	13.5%	13.7%
Age 35 - 44	15.0%	15.3%	15.1%
Age 45 - 54	13.3%	13.7%	14.2%
Age 55 - 64	11.4%	11.4%	11.2%
Age 65 - 74	8.0%	7.7%	7.9%
Age 75 - 84	4.8%	4.8%	4.7%
Age 85+	2.1%	1.9%	1.7%
Age 18+	77.3%	77.2%	77.3%
<b>2010 Population by Age</b>			
Total	1,965	8,935	22,728
Age 0 - 4	6.0%	6.0%	6.0%
Age 5 - 9	6.0%	6.0%	6.0%
Age 10 - 14	6.1%	6.0%	6.1%
Age 15 - 19	6.1%	5.9%	5.9%
Age 20 - 24	5.1%	5.3%	5.5%
Age 25 - 34	13.4%	13.3%	12.7%
Age 35 - 44	13.8%	13.0%	13.5%
Age 45 - 54	14.5%	15.0%	14.9%
Age 55 - 64	11.9%	13.3%	13.7%
Age 65 - 74	9.1%	9.0%	8.8%
Age 75 - 84	5.6%	4.9%	5.0%
Age 85+	2.5%	2.2%	2.1%
Age 18+	78.2%	78.3%	78.3%
<b>2015 Population by Age</b>			
Total	2,020	9,360	24,307
Age 0 - 4	5.9%	5.8%	5.8%
Age 5 - 9	6.0%	6.0%	6.0%
Age 10 - 14	6.1%	6.1%	6.2%
Age 15 - 19	5.6%	5.7%	5.8%
Age 20 - 24	5.5%	5.4%	5.5%
Age 25 - 34	11.8%	12.0%	11.6%
Age 35 - 44	14.5%	13.5%	13.7%
Age 45 - 54	14.0%	13.9%	13.8%
Age 55 - 64	12.3%	14.0%	14.1%
Age 65 - 74	9.5%	10.1%	10.3%
Age 75 - 84	6.1%	5.4%	5.2%
Age 85+	2.6%	2.1%	2.1%
Age 18+	78.4%	78.6%	78.5%
<b>2000 Population by Sex</b>			
Males	48.0%	48.5%	48.3%
Females	52.0%	51.5%	51.7%
<b>2010 Population by Sex</b>			
Males	48.3%	48.8%	48.7%
Females	51.7%	51.2%	51.3%
<b>2015 Population by Sex</b>			
Males	48.4%	49.0%	48.9%
Females	51.6%	51.0%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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<b>2000 Population by Race/Ethnicity</b>			
 Total	1,843	8,097	19,405
White Alone	95.5%	96.1%	96.3%
Black Alone	0.7%	0.6%	0.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	1.4%	0.9%	0.8%
Some Other Race Alone	1.2%	1.2%	0.8%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	2.9%	3.1%	2.1%
Diversity Index	14.1	13.1	11.1
<b>2010 Population by Race/Ethnicity</b>			
Total	1,966	8,936	22,728
White Alone	92.2%	93.2%	93.9%
Black Alone	1.3%	1.3%	1.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.8%	1.1%	1.0%
Some Other Race Alone	3.1%	3.0%	1.9%
Two or More Races	1.4%	1.3%	1.4%
Hispanic Origin	6.9%	7.2%	4.9%
Diversity Index	25.8	24.8	19.9
<b>2015 Population by Race/Ethnicity</b>			
Total	2,022	9,364	24,308
White Alone	91.4%	92.5%	93.5%
Black Alone	1.5%	1.4%	1.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	2.0%	1.2%	1.1%
Some Other Race Alone	3.4%	3.3%	2.1%
Two or More Races	1.5%	1.3%	1.4%
Hispanic Origin	8.1%	8.4%	5.7%
Diversity Index	28.7	27.5	22.0
<b>2000 Population 3+ by School Enrollment</b>			
 Total	1,754	7,731	18,699
Enrolled in Nursery/Preschool	0.6%	0.8%	1.3%
Enrolled in Kindergarten	1.2%	1.3%	1.4%
Enrolled in Grade 1-8	12.2%	12.1%	11.7%
Enrolled in Grade 9-12	4.9%	5.3%	4.7%
Enrolled in College	1.2%	1.5%	2.2%
Enrolled in Grad/Prof School	0.1%	0.2%	0.3%
Not Enrolled in School	79.8%	78.8%	78.4%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	1,393	6,322	16,028
Less than 9th Grade	10.3%	9.0%	7.6%
9th - 12th Grade, No Diploma	12.3%	12.6%	11.3%
High School Graduate	34.5%	37.9%	37.2%
Some College, No Degree	23.3%	20.1%	21.2%
Associate Degree	7.3%	6.5%	6.4%
Bachelor's Degree	8.3%	9.7%	11.3%
Graduate/Professional Degree	4.0%	4.1%	4.8%




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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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<b>2010 Population 15+ by Marital Status</b>			
 Total	1,612	7,323	18,602
Never Married	21.1%	20.7%	21.0%
Married	59.9%	58.8%	57.7%
Widowed	5.2%	6.0%	6.1%
Divorced	13.8%	14.5%	15.2%
<b>2000 Population 16+ by Employment Status</b>			
 Total	1,443	6,347	15,414
In Labor Force	65.3%	67.0%	65.9%
Civilian Employed	61.1%	62.2%	61.7%
Civilian Unemployed	4.3%	4.7%	4.1%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	34.7%	33.0%	34.1%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.1%	90.7%	91.4%
Civilian Unemployed	8.9%	9.3%	8.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.0%	92.7%	93.3%
Civilian Unemployed	7.0%	7.3%	6.7%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	788	3,430	8,273
Own Children < 6 Only	5.7%	6.4%	6.8%
Employed/in Armed Forces	3.7%	4.1%	4.3%
Unemployed	0.0%	0.7%	0.4%
Not in Labor Force	2.0%	1.6%	2.1%
Own Children < 6 and 6-17 Only	5.3%	5.7%	4.9%
Employed/in Armed Forces	3.3%	3.3%	3.2%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	2.0%	2.2%	1.6%
Own Children 6-17 Only	15.0%	16.6%	16.7%
Employed/in Armed Forces	10.9%	11.1%	11.1%
Unemployed	0.5%	1.0%	1.0%
Not in Labor Force	3.6%	4.5%	4.5%
No Own Children < 18	74.0%	71.2%	71.7%
Employed/in Armed Forces	37.4%	36.6%	35.5%
Unemployed	2.5%	2.5%	3.2%
Not in Labor Force	34.0%	32.1%	33.0%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	1,057	4,893	12,022
Agriculture/Mining	0.9%	0.6%	0.6%
Construction	10.0%	11.0%	10.6%
Manufacturing	3.9%	4.4%	5.7%
Wholesale Trade	0.6%	1.0%	1.2%
Retail Trade	11.4%	16.1%	15.6%
Transportation/Utilities	2.0%	2.2%	2.2%
Information	2.1%	1.0%	1.4%
Finance/Insurance/Real Estate	6.0%	6.9%	6.8%
Services	60.2%	53.8%	52.3%
Public Administration	3.0%	3.1%	3.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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<b>2010 Employed Population 16+ by Occupation</b>			
Total	1,059	4,891	12,021
White Collar	43.3%	47.2%	52.0%
Management/Business/Financial	7.7%	9.9%	10.2%
Professional	9.4%	9.2%	12.8%
Sales	16.3%	17.9%	17.4%
Administrative Support	9.8%	10.1%	11.6%
Services	33.0%	31.0%	26.0%
Blue Collar	23.7%	21.8%	22.0%
Farming/Forestry/Fishing	0.8%	0.4%	0.4%
Construction/Extraction	9.9%	10.1%	8.6%
Installation/Maintenance/Repair	3.3%	2.8%	3.2%
Production	4.5%	4.4%	5.4%
Transportation/Material Moving	5.2%	4.2%	4.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	868	3,859	9,250
Drove Alone - Car, Truck, or Van	72.5%	76.2%	78.4%
Carpooled - Car, Truck, or Van	19.2%	17.2%	15.4%
Public Transportation	0.0%	0.0%	0.1%
Walked	4.0%	2.4%	1.6%
Other Means	1.2%	1.5%	1.1%
Worked at Home	3.1%	2.6%	3.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	867	3,861	9,248
Did Not Work at Home	96.9%	97.4%	96.7%
Less than 5 minutes	5.0%	3.7%	2.7%
5 to 9 minutes	15.6%	14.6%	12.6%
10 to 19 minutes	31.7%	37.1%	39.9%
20 to 24 minutes	14.4%	15.4%	14.4%
25 to 34 minutes	18.6%	14.1%	14.0%
35 to 44 minutes	2.1%	2.0%	3.2%
45 to 59 minutes	5.2%	5.4%	6.0%
60 to 89 minutes	3.6%	3.9%	2.9%
90 or more minutes	0.8%	1.1%	0.9%
Worked at Home	3.1%	2.6%	3.3%
Average Travel Time to Work (in min)	20.4	20.8	20.8
<b>2000 Households by Vehicles Available</b>			
Total	689	3,157	7,861
None	8.0%	6.8%	6.4%
1	35.8%	35.1%	35.9%
2	33.5%	36.4%	37.3%
3	16.1%	13.3%	14.0%
4	4.1%	6.1%	4.6%
5+	2.5%	2.4%	1.9%
Average Number of Vehicles Available	1.8	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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Table with 4 columns: Category, 1 mile radius, 3 miles radius, 5 miles radius. Sections include: 2000 Households by Type, 2000 Households by Size, 2000 Households by Year Householder Moved In, 2000 Housing Units by Units in Structure, 2000 Housing Units by Year Structure Built.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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<b>Top 3 Tapestry Segments</b>			
1.	Midland Crowd	Rooted Rural	Midlife Junction
2.	Midlife Junction	Midland Crowd	Rooted Rural
3.	Crossroads	Crossroads	Green Acres



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$856,244	\$3,890,886	\$10,910,745
Average Spent	\$1,150.87	\$1,113.91	\$1,190.61
Spending Potential Index	48	47	50
Computers & Accessories: Total \$	\$112,524	\$511,670	\$1,448,617
Average Spent	\$151.24	\$146.48	\$158.08
Spending Potential Index	69	67	72
Education: Total \$	\$608,195	\$2,603,474	\$7,727,644
Average Spent	\$817.47	\$745.34	\$843.26
Spending Potential Index	67	61	69
Entertainment/Recreation: Total \$	\$1,710,073	\$8,100,080	\$22,526,833
Average Spent	\$2,298.49	\$2,318.95	\$2,458.19
Spending Potential Index	71	72	76
Food at Home: Total \$	\$2,341,179	\$11,148,889	\$30,933,905
Average Spent	\$3,146.75	\$3,191.78	\$3,375.59
Spending Potential Index	70	71	75
Food Away from Home: Total \$	\$1,691,238	\$7,751,141	\$21,583,444
Average Spent	\$2,273.17	\$2,219.05	\$2,355.24
Spending Potential Index	71	69	73
Health Care: Total \$	\$2,042,916	\$10,162,018	\$27,969,005
Average Spent	\$2,745.85	\$2,909.25	\$3,052.05
Spending Potential Index	74	78	82
HH Furnishings & Equipment: Total \$	\$937,520	\$4,357,619	\$12,124,731
Average Spent	\$1,260.11	\$1,247.53	\$1,323.08
Spending Potential Index	61	61	64
Investments: Total \$	\$819,018	\$4,216,225	\$12,086,270
Average Spent	\$1,100.83	\$1,207.05	\$1,318.89
Spending Potential Index	63	69	76
Retail Goods: Total \$	\$12,763,639	\$60,573,742	\$167,260,692
Average Spent	\$17,155.43	\$17,341.47	\$18,251.93
Spending Potential Index	69	70	73
Shelter: Total \$	\$7,821,008	\$34,858,115	\$98,037,424
Average Spent	\$10,512.11	\$9,979.42	\$10,698.10
Spending Potential Index	67	63	68
TV/Video/Audio: Total \$	\$659,717	\$3,064,544	\$8,503,463
Average Spent	\$886.72	\$877.34	\$927.92
Spending Potential Index	71	71	75
Travel: Total \$	\$926,819	\$4,268,129	\$12,046,245
Average Spent	\$1,245.72	\$1,221.91	\$1,314.52
Spending Potential Index	66	65	69
Vehicle Maintenance & Repairs: Total \$	\$501,852	\$2,357,520	\$6,522,088
Average Spent	\$674.53	\$674.93	\$711.71
Spending Potential Index	72	72	76

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.