



# Market Profile

1805 N Roan St, Johnson City, Tennessee, 37601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 36.33503  
Longitude: -82.37262

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,672	41,151	69,082
2010 Total Population	4,811	44,679	76,150
2021 Total Population	5,081	47,267	80,679
2021 Group Quarters	134	3,609	3,900
2026 Total Population	5,704	49,056	83,308
2021-2026 Annual Rate	2.34%	0.75%	0.64%
2021 Total Daytime Population	7,477	65,926	95,787
Workers	4,635	40,050	52,419
Residents	2,842	25,876	43,368
<b>Household Summary</b>			
2000 Households	2,184	17,854	29,546
2000 Average Household Size	2.07	2.12	2.21
2010 Households	2,246	19,324	32,836
2010 Average Household Size	2.08	2.11	2.19
2021 Households	2,402	20,877	35,375
2021 Average Household Size	2.06	2.09	2.17
2026 Households	2,732	21,797	36,707
2026 Average Household Size	2.04	2.09	2.16
2021-2026 Annual Rate	2.61%	0.87%	0.74%
2010 Families	1,266	10,235	18,610
2010 Average Family Size	2.74	2.79	2.82
2021 Families	1,314	10,721	19,479
2021 Average Family Size	2.74	2.79	2.81
2026 Families	1,473	11,109	20,053
2026 Average Family Size	2.73	2.78	2.81
2021-2026 Annual Rate	2.31%	0.71%	0.58%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,325	19,464	32,032
Owner Occupied Housing Units	63.4%	50.9%	55.3%
Renter Occupied Housing Units	30.6%	40.8%	37.0%
Vacant Housing Units	6.1%	8.3%	7.8%
2010 Housing Units	2,516	21,960	36,912
Owner Occupied Housing Units	59.0%	46.4%	50.4%
Renter Occupied Housing Units	30.3%	41.6%	38.6%
Vacant Housing Units	10.7%	12.0%	11.0%
2021 Housing Units	2,732	23,909	40,153
Owner Occupied Housing Units	57.2%	44.8%	48.6%
Renter Occupied Housing Units	30.7%	42.5%	39.5%
Vacant Housing Units	12.1%	12.7%	11.9%
2026 Housing Units	3,073	24,963	41,715
Owner Occupied Housing Units	53.7%	45.3%	49.0%
Renter Occupied Housing Units	35.2%	42.0%	39.0%
Vacant Housing Units	11.1%	12.7%	12.0%
<b>Median Household Income</b>			
2021	\$52,510	\$40,179	\$43,158
2026	\$55,904	\$46,038	\$49,338
<b>Median Home Value</b>			
2021	\$211,996	\$180,976	\$187,453
2026	\$261,964	\$216,777	\$227,363
<b>Per Capita Income</b>			
2021	\$34,874	\$28,358	\$29,693
2026	\$39,720	\$32,504	\$33,961
<b>Median Age</b>			
2010	49.4	37.2	37.7
2021	52.4	39.8	40.2
2026	53.8	41.3	41.6

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Households by Income</b>			
Household Income Base	2,402	20,877	35,375
<\$15,000	11.3%	21.1%	19.8%
\$15,000 - \$24,999	6.7%	10.3%	10.2%
\$25,000 - \$34,999	14.5%	13.3%	11.9%
\$35,000 - \$49,999	14.5%	12.7%	13.2%
\$50,000 - \$74,999	20.1%	16.1%	15.6%
\$75,000 - \$99,999	10.7%	8.5%	9.2%
\$100,000 - \$149,999	12.3%	9.2%	10.7%
\$150,000 - \$199,999	5.1%	4.3%	4.5%
\$200,000+	4.7%	4.6%	5.0%
Average Household Income	\$73,662	\$64,214	\$67,612
<b>2026 Households by Income</b>			
Household Income Base	2,732	21,797	36,707
<\$15,000	9.6%	18.2%	17.0%
\$15,000 - \$24,999	5.9%	9.0%	8.9%
\$25,000 - \$34,999	13.6%	12.7%	11.5%
\$35,000 - \$49,999	14.9%	12.7%	13.1%
\$50,000 - \$74,999	19.1%	16.8%	16.1%
\$75,000 - \$99,999	10.8%	9.2%	9.9%
\$100,000 - \$149,999	14.5%	10.6%	12.3%
\$150,000 - \$199,999	6.2%	5.4%	5.5%
\$200,000+	5.5%	5.3%	5.8%
Average Household Income	\$82,854	\$73,277	\$77,019
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,564	10,721	19,501
<\$50,000	0.7%	4.9%	5.1%
\$50,000 - \$99,999	6.8%	12.5%	10.7%
\$100,000 - \$149,999	13.0%	20.4%	19.8%
\$150,000 - \$199,999	26.1%	19.6%	19.2%
\$200,000 - \$249,999	14.3%	11.0%	11.8%
\$250,000 - \$299,999	7.5%	6.9%	6.8%
\$300,000 - \$399,999	15.4%	11.2%	11.7%
\$400,000 - \$499,999	11.9%	6.5%	5.8%
\$500,000 - \$749,999	1.2%	4.8%	5.8%
\$750,000 - \$999,999	0.6%	0.8%	1.6%
\$1,000,000 - \$1,499,999	2.6%	0.9%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.5%	0.4%
Average Home Value	\$271,917	\$241,262	\$253,931
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,650	11,310	20,454
<\$50,000	0.4%	3.5%	3.5%
\$50,000 - \$99,999	4.5%	9.4%	7.7%
\$100,000 - \$149,999	8.8%	15.7%	14.9%
\$150,000 - \$199,999	20.6%	17.6%	17.1%
\$200,000 - \$249,999	13.5%	11.4%	12.6%
\$250,000 - \$299,999	8.5%	8.4%	8.2%
\$300,000 - \$399,999	21.1%	14.8%	15.4%
\$400,000 - \$499,999	15.6%	9.3%	8.0%
\$500,000 - \$749,999	1.8%	6.9%	8.1%
\$750,000 - \$999,999	1.0%	1.2%	2.3%
\$1,000,000 - \$1,499,999	4.0%	1.4%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.6%	0.5%
Average Home Value	\$318,602	\$285,083	\$299,642

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	4,811	44,679	76,150
0 - 4	4.1%	5.0%	5.3%
5 - 9	3.8%	4.9%	5.3%
10 - 14	5.0%	4.7%	5.1%
15 - 24	11.6%	20.1%	18.0%
25 - 34	9.6%	12.9%	13.0%
35 - 44	10.2%	11.1%	12.1%
45 - 54	13.7%	12.8%	13.5%
55 - 64	14.3%	11.7%	12.1%
65 - 74	10.7%	7.9%	8.1%
75 - 84	9.9%	5.9%	5.3%
85 +	7.0%	2.9%	2.3%
18 +	83.4%	82.5%	81.2%
<b>2021 Population by Age</b>			
Total	5,081	47,267	80,680
0 - 4	3.6%	4.4%	4.6%
5 - 9	3.9%	4.5%	4.8%
10 - 14	4.3%	4.5%	4.9%
15 - 24	8.8%	16.8%	14.9%
25 - 34	11.4%	14.0%	14.3%
35 - 44	10.2%	11.3%	11.9%
45 - 54	10.8%	10.9%	11.5%
55 - 64	14.3%	12.2%	12.7%
65 - 74	14.2%	11.1%	11.2%
75 - 84	10.6%	6.8%	6.4%
85 +	7.8%	3.5%	2.9%
18 +	85.7%	83.8%	82.8%
<b>2026 Population by Age</b>			
Total	5,703	49,056	83,309
0 - 4	3.5%	4.4%	4.6%
5 - 9	3.7%	4.4%	4.7%
10 - 14	4.5%	4.5%	4.8%
15 - 24	8.2%	16.6%	14.7%
25 - 34	9.5%	12.1%	12.1%
35 - 44	11.4%	12.4%	13.3%
45 - 54	10.5%	10.7%	11.2%
55 - 64	12.7%	11.4%	11.8%
65 - 74	13.8%	11.5%	11.7%
75 - 84	13.3%	8.3%	7.9%
85 +	8.9%	3.7%	3.1%
18 +	85.6%	84.0%	83.1%
<b>2010 Population by Sex</b>			
Males	2,176	21,514	36,883
Females	2,635	23,165	39,267
<b>2021 Population by Sex</b>			
Males	2,331	22,869	39,154
Females	2,750	24,397	41,525
<b>2026 Population by Sex</b>			
Males	2,611	23,718	40,414
Females	3,093	25,337	42,894

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	4,810	44,678	76,151
White Alone	91.0%	86.3%	88.3%
Black Alone	4.6%	7.5%	5.9%
American Indian Alone	0.1%	0.4%	0.3%
Asian Alone	1.7%	1.9%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.7%	1.7%
Two or More Races	1.6%	2.2%	2.2%
Hispanic Origin	2.3%	3.9%	3.8%
Diversity Index	20.7	30.6	27.4
<b>2021 Population by Race/Ethnicity</b>			
Total	5,082	47,267	80,678
White Alone	88.6%	83.4%	85.6%
Black Alone	5.3%	8.3%	6.6%
American Indian Alone	0.1%	0.4%	0.4%
Asian Alone	2.5%	2.7%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	2.1%	2.2%
Two or More Races	2.2%	3.0%	2.9%
Hispanic Origin	2.9%	5.0%	4.9%
Diversity Index	25.6	36.3	33.1
<b>2026 Population by Race/Ethnicity</b>			
Total	5,705	49,055	83,308
White Alone	88.1%	82.1%	84.2%
Black Alone	5.1%	8.6%	6.8%
American Indian Alone	0.1%	0.4%	0.4%
Asian Alone	2.8%	3.1%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	2.3%	2.4%
Two or More Races	2.5%	3.4%	3.4%
Hispanic Origin	3.2%	5.5%	5.4%
Diversity Index	26.9	38.9	35.9
<b>2010 Population by Relationship and Household Type</b>			
Total	4,811	44,679	76,150
In Households	97.0%	91.2%	94.4%
In Family Households	73.2%	65.7%	70.8%
Householder	26.4%	22.6%	24.3%
Spouse	20.8%	15.7%	17.4%
Child	22.7%	22.8%	24.4%
Other relative	2.3%	2.8%	2.8%
Nonrelative	1.1%	1.8%	1.9%
In Nonfamily Households	23.8%	25.4%	23.6%
In Group Quarters	3.0%	8.8%	5.6%
Institutionalized Population	2.4%	1.7%	1.3%
Noninstitutionalized Population	0.6%	7.1%	4.3%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Population 25+ by Educational Attainment</b>			
Total	4,033	32,955	57,174
Less than 9th Grade	2.6%	3.5%	3.5%
9th - 12th Grade, No Diploma	2.8%	6.8%	6.8%
High School Graduate	15.0%	19.7%	20.1%
GED/Alternative Credential	3.6%	5.9%	5.5%
Some College, No Degree	22.0%	18.9%	19.0%
Associate Degree	6.6%	7.1%	7.3%
Bachelor's Degree	28.5%	22.4%	22.2%
Graduate/Professional Degree	18.9%	15.7%	15.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	4,480	40,918	69,168
Never Married	27.8%	40.3%	35.8%
Married	49.8%	40.0%	44.8%
Widowed	10.1%	7.3%	6.8%
Divorced	12.3%	12.4%	12.6%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,357	23,027	39,804
Population 16+ Employed	95.9%	93.6%	94.4%
Population 16+ Unemployment rate	4.1%	6.4%	5.6%
Population 16-24 Employed	10.8%	17.7%	15.7%
Population 16-24 Unemployment rate	1.6%	9.4%	8.4%
Population 25-54 Employed	56.2%	58.1%	59.7%
Population 25-54 Unemployment rate	6.3%	6.9%	6.0%
Population 55-64 Employed	23.1%	15.6%	15.8%
Population 55-64 Unemployment rate	1.1%	4.4%	4.1%
Population 65+ Employed	9.9%	8.6%	8.7%
Population 65+ Unemployment rate	0.4%	0.1%	0.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,260	21,549	37,567
Agriculture/Mining	0.2%	0.4%	0.5%
Construction	3.7%	4.8%	4.9%
Manufacturing	5.8%	8.4%	9.5%
Wholesale Trade	2.4%	1.8%	2.0%
Retail Trade	11.6%	13.5%	13.1%
Transportation/Utilities	3.5%	3.1%	3.6%
Information	1.0%	1.2%	1.3%
Finance/Insurance/Real Estate	4.3%	5.4%	5.0%
Services	64.8%	58.8%	57.3%
Public Administration	2.8%	2.5%	2.9%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,260	21,547	37,568
White Collar	78.2%	67.7%	66.2%
Management/Business/Financial	24.4%	15.3%	14.4%
Professional	35.7%	31.3%	31.1%
Sales	8.0%	10.0%	9.7%
Administrative Support	10.1%	11.1%	10.9%
Services	13.7%	17.1%	17.2%
Blue Collar	8.1%	15.2%	16.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.4%	3.9%	4.0%
Installation/Maintenance/Repair	2.1%	2.0%	2.4%
Production	2.2%	4.6%	4.8%
Transportation/Material Moving	1.5%	4.6%	5.4%

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February 07, 2022



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<b>2010 Households by Type</b>			
Total	2,246	19,324	32,836
Households with 1 Person	38.1%	37.7%	34.4%
Households with 2+ People	61.9%	62.3%	65.6%
Family Households	56.4%	53.0%	56.7%
Husband-wife Families	44.3%	36.6%	40.6%
With Related Children	14.1%	13.6%	15.2%
Other Family (No Spouse Present)	12.1%	16.4%	16.1%
Other Family with Male Householder	2.9%	4.3%	4.4%
With Related Children	1.6%	2.1%	2.3%
Other Family with Female Householder	9.1%	12.1%	11.8%
With Related Children	4.7%	7.5%	7.4%
Nonfamily Households	5.6%	9.4%	8.9%
All Households with Children	20.7%	23.5%	25.3%
Multigenerational Households	2.0%	2.7%	2.8%
Unmarried Partner Households	4.0%	6.5%	6.5%
Male-female	3.4%	5.7%	5.7%
Same-sex	0.6%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	2,245	19,323	32,834
1 Person Household	38.1%	37.7%	34.4%
2 Person Household	36.5%	34.0%	35.4%
3 Person Household	12.3%	14.0%	14.7%
4 Person Household	8.2%	9.0%	9.6%
5 Person Household	3.6%	3.5%	3.7%
6 Person Household	0.9%	1.3%	1.4%
7 + Person Household	0.4%	0.6%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,246	19,324	32,836
Owner Occupied	66.1%	52.7%	56.7%
Owned with a Mortgage/Loan	36.9%	31.4%	34.4%
Owned Free and Clear	29.2%	21.2%	22.2%
Renter Occupied	33.9%	47.3%	43.3%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	138	124	129
Percent of Income for Mortgage	16.9%	18.9%	18.2%
Wealth Index	77	61	66
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,516	21,960	36,912
Housing Units Inside Urbanized Area	100.0%	97.9%	93.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.1%	7.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,811	44,679	76,150
Population Inside Urbanized Area	100.0%	97.9%	92.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.1%	7.1%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Set to Impress (11D)	Old and Newcomers (8F)
2.	Old and Newcomers (8F)	Old and Newcomers (8F)	In Style (5B)
3.	Retirement Communities (9E)	Small Town Simplicity (12C)	Set to Impress (11D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,070,004	\$31,718,996	\$56,094,215
Average Spent	\$1,694.42	\$1,519.33	\$1,585.70
Spending Potential Index	80	72	75
Education: Total \$	\$3,132,637	\$24,540,907	\$43,167,047
Average Spent	\$1,304.18	\$1,175.50	\$1,220.27
Spending Potential Index	76	68	71
Entertainment/Recreation: Total \$	\$6,333,637	\$48,114,331	\$86,031,880
Average Spent	\$2,636.82	\$2,304.66	\$2,432.00
Spending Potential Index	82	71	75
Food at Home: Total \$	\$10,581,227	\$82,007,706	\$145,214,674
Average Spent	\$4,405.17	\$3,928.14	\$4,105.01
Spending Potential Index	81	72	75
Food Away from Home: Total \$	\$7,210,092	\$56,217,669	\$99,537,164
Average Spent	\$3,001.70	\$2,692.80	\$2,813.77
Spending Potential Index	79	71	74
Health Care: Total \$	\$12,674,305	\$94,628,417	\$169,518,379
Average Spent	\$5,276.56	\$4,532.66	\$4,792.04
Spending Potential Index	85	73	77
HH Furnishings & Equipment: Total \$	\$4,376,362	\$32,962,662	\$59,014,377
Average Spent	\$1,821.97	\$1,578.90	\$1,668.25
Spending Potential Index	81	70	74
Personal Care Products & Services: Total \$	\$1,765,920	\$13,417,720	\$23,812,744
Average Spent	\$735.19	\$642.70	\$673.15
Spending Potential Index	82	72	75
Shelter: Total \$	\$38,248,936	\$293,737,948	\$519,127,063
Average Spent	\$15,923.79	\$14,069.93	\$14,674.97
Spending Potential Index	79	70	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,821,735	\$35,076,647	\$63,369,178
Average Spent	\$2,007.38	\$1,680.16	\$1,791.35
Spending Potential Index	84	70	75
Travel: Total \$	\$4,838,021	\$35,433,617	\$63,785,756
Average Spent	\$2,014.16	\$1,697.26	\$1,803.13
Spending Potential Index	80	67	71
Vehicle Maintenance & Repairs: Total \$	\$2,197,315	\$17,049,594	\$30,352,269
Average Spent	\$914.79	\$816.67	\$858.01
Spending Potential Index	83	74	77

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.