



# Market Profile

Aspen Dental  
 1513 N Jackson St, Tullahoma, Tennessee, 37388  
 Rings: 3, 5, 7 mile radii

Prepared by Esri  
 Latitude: 35.37759  
 Longitude: -86.22626

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	18,424	22,326	26,492
2010 Total Population	18,591	22,846	27,385
2020 Total Population	20,037	24,563	29,355
2020 Group Quarters	148	180	190
2025 Total Population	20,778	25,455	30,380
2020-2025 Annual Rate	0.73%	0.72%	0.69%
2020 Total Daytime Population	23,383	27,061	30,598
Workers	11,451	12,552	13,511
Residents	11,932	14,509	17,087
<b>Household Summary</b>			
2000 Households	7,493	8,992	10,556
2000 Average Household Size	2.43	2.45	2.48
2010 Households	7,711	9,394	11,165
2010 Average Household Size	2.39	2.41	2.44
2020 Households	8,346	10,154	12,038
2020 Average Household Size	2.38	2.40	2.42
2025 Households	8,667	10,541	12,483
2025 Average Household Size	2.38	2.40	2.42
2020-2025 Annual Rate	0.76%	0.75%	0.73%
2010 Families	5,139	6,429	7,783
2010 Average Family Size	2.92	2.91	2.91
2020 Families	5,470	6,836	8,257
2020 Average Family Size	2.92	2.91	2.91
2025 Families	5,639	7,045	8,501
2025 Average Family Size	2.93	2.91	2.91
2020-2025 Annual Rate	0.61%	0.60%	0.58%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,055	9,665	11,330
Owner Occupied Housing Units	61.3%	64.1%	66.4%
Renter Occupied Housing Units	31.8%	28.9%	26.7%
Vacant Housing Units	7.0%	7.0%	6.8%
2010 Housing Units	8,560	10,416	12,348
Owner Occupied Housing Units	57.6%	61.0%	63.8%
Renter Occupied Housing Units	32.5%	29.2%	26.7%
Vacant Housing Units	9.9%	9.8%	9.6%
2020 Housing Units	9,287	11,286	13,342
Owner Occupied Housing Units	54.7%	58.4%	61.4%
Renter Occupied Housing Units	35.2%	31.6%	28.8%
Vacant Housing Units	10.1%	10.0%	9.8%
2025 Housing Units	9,646	11,720	13,840
Owner Occupied Housing Units	55.0%	58.6%	61.5%
Renter Occupied Housing Units	34.9%	31.3%	28.6%
Vacant Housing Units	10.1%	10.1%	9.8%
<b>Median Household Income</b>			
2020	\$45,444	\$47,061	\$48,759
2025	\$48,030	\$50,029	\$51,454
<b>Median Home Value</b>			
2020	\$139,661	\$141,777	\$145,821
2025	\$147,546	\$149,814	\$155,670
<b>Per Capita Income</b>			
2020	\$26,499	\$26,358	\$26,513
2025	\$28,530	\$28,447	\$28,746
<b>Median Age</b>			
2010	40.6	41.1	41.4
2020	42.6	43.1	43.6
2025	43.3	43.8	44.4

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	8,346	10,154	12,038
<\$15,000	12.7%	11.7%	11.1%
\$15,000 - \$24,999	13.6%	12.9%	12.7%
\$25,000 - \$34,999	11.3%	11.7%	11.6%
\$35,000 - \$49,999	16.3%	16.0%	15.5%
\$50,000 - \$74,999	17.3%	18.4%	19.0%
\$75,000 - \$99,999	12.1%	12.6%	13.0%
\$100,000 - \$149,999	10.3%	10.6%	11.2%
\$150,000 - \$199,999	3.5%	3.3%	3.1%
\$200,000+	2.9%	2.7%	2.7%
Average Household Income	\$63,662	\$64,096	\$64,948
<b>2025 Households by Income</b>			
Household Income Base	8,667	10,541	12,483
<\$15,000	12.0%	11.0%	10.4%
\$15,000 - \$24,999	12.8%	12.1%	11.9%
\$25,000 - \$34,999	10.7%	11.0%	10.9%
\$35,000 - \$49,999	16.2%	15.8%	15.2%
\$50,000 - \$74,999	17.5%	18.5%	19.0%
\$75,000 - \$99,999	12.9%	13.4%	13.8%
\$100,000 - \$149,999	11.3%	11.7%	12.6%
\$150,000 - \$199,999	3.8%	3.6%	3.4%
\$200,000+	3.0%	2.9%	2.9%
Average Household Income	\$68,441	\$69,071	\$70,298
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	5,078	6,589	8,192
<\$50,000	7.7%	7.7%	7.8%
\$50,000 - \$99,999	25.0%	24.1%	22.5%
\$100,000 - \$149,999	21.8%	21.8%	21.5%
\$150,000 - \$199,999	15.8%	15.6%	15.8%
\$200,000 - \$249,999	11.4%	11.4%	11.5%
\$250,000 - \$299,999	6.6%	6.7%	6.9%
\$300,000 - \$399,999	8.4%	8.0%	8.4%
\$400,000 - \$499,999	0.7%	1.5%	1.7%
\$500,000 - \$749,999	1.3%	1.9%	2.3%
\$750,000 - \$999,999	0.7%	0.8%	0.9%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$175,030	\$181,543	\$187,869
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	5,303	6,867	8,518
<\$50,000	6.7%	6.6%	6.7%
\$50,000 - \$99,999	23.0%	21.9%	20.3%
\$100,000 - \$149,999	21.3%	21.5%	21.1%
\$150,000 - \$199,999	16.4%	16.3%	16.5%
\$200,000 - \$249,999	12.5%	12.3%	12.4%
\$250,000 - \$299,999	7.1%	7.2%	7.4%
\$300,000 - \$399,999	9.0%	8.6%	9.1%
\$400,000 - \$499,999	0.8%	1.7%	2.0%
\$500,000 - \$749,999	1.7%	2.3%	2.9%
\$750,000 - \$999,999	0.8%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$183,622	\$191,150	\$198,456

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	18,592	22,844	27,385
0 - 4	6.8%	6.5%	6.3%
5 - 9	6.4%	6.3%	6.2%
10 - 14	6.8%	6.8%	6.8%
15 - 24	12.8%	12.5%	12.3%
25 - 34	10.9%	10.7%	10.7%
35 - 44	11.6%	11.8%	12.1%
45 - 54	15.3%	15.4%	15.6%
55 - 64	12.4%	12.7%	13.1%
65 - 74	8.6%	8.9%	9.0%
75 - 84	6.2%	6.0%	5.8%
85 +	2.4%	2.3%	2.1%
18 +	75.6%	75.9%	76.2%
<b>2020 Population by Age</b>			
Total	20,038	24,562	29,355
0 - 4	6.1%	5.8%	5.6%
5 - 9	6.2%	6.1%	6.0%
10 - 14	5.7%	5.8%	5.8%
15 - 24	11.1%	11.0%	10.8%
25 - 34	12.5%	12.4%	12.2%
35 - 44	11.0%	11.1%	11.2%
45 - 54	12.0%	12.2%	12.5%
55 - 64	14.8%	14.9%	15.1%
65 - 74	11.3%	11.5%	11.8%
75 - 84	6.4%	6.4%	6.4%
85 +	3.0%	2.8%	2.7%
18 +	78.7%	79.0%	79.3%
<b>2025 Population by Age</b>			
Total	20,778	25,454	30,380
0 - 4	6.0%	5.7%	5.5%
5 - 9	6.1%	5.9%	5.8%
10 - 14	6.2%	6.2%	6.1%
15 - 24	10.4%	10.2%	10.1%
25 - 34	12.0%	11.8%	11.5%
35 - 44	11.4%	11.5%	11.6%
45 - 54	11.4%	11.7%	11.9%
55 - 64	13.5%	13.7%	13.9%
65 - 74	12.8%	12.9%	13.1%
75 - 84	7.4%	7.5%	7.6%
85 +	3.0%	2.9%	2.7%
18 +	78.4%	78.7%	79.1%
<b>2010 Population by Sex</b>			
Males	8,830	10,936	13,181
Females	9,761	11,910	14,204
<b>2020 Population by Sex</b>			
Males	9,524	11,747	14,113
Females	10,513	12,816	15,242
<b>2025 Population by Sex</b>			
Males	9,902	12,193	14,626
Females	10,876	13,262	15,754

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<b>2010 Population by Race/Ethnicity</b>			
Total	18,591	22,846	27,386
White Alone	88.3%	89.6%	90.6%
Black Alone	6.8%	5.9%	5.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.1%	1.1%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	0.9%
Two or More Races	2.4%	2.2%	2.0%
Hispanic Origin	3.0%	2.8%	2.5%
Diversity Index	26.1	23.8	21.7
<b>2020 Population by Race/Ethnicity</b>			
Total	20,038	24,562	29,354
White Alone	86.4%	87.7%	88.8%
Black Alone	7.3%	6.3%	5.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.3%	1.3%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.3%	1.2%
Two or More Races	3.3%	3.1%	2.8%
Hispanic Origin	3.7%	3.4%	3.2%
Diversity Index	30.2	27.8	25.7
<b>2025 Population by Race/Ethnicity</b>			
Total	20,778	25,456	30,379
White Alone	85.2%	86.6%	87.8%
Black Alone	7.5%	6.5%	5.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.4%	1.4%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.5%	1.3%
Two or More Races	3.9%	3.6%	3.4%
Hispanic Origin	4.2%	3.9%	3.7%
Diversity Index	32.7	30.2	28.0
<b>2010 Population by Relationship and Household Type</b>			
Total	18,591	22,846	27,385
In Households	99.2%	99.2%	99.3%
In Family Households	83.1%	84.1%	84.8%
Householder	27.6%	28.0%	28.3%
Spouse	19.3%	20.2%	21.0%
Child	30.6%	30.6%	30.4%
Other relative	3.1%	3.0%	2.9%
Nonrelative	2.4%	2.3%	2.2%
In Nonfamily Households	16.2%	15.2%	14.5%
In Group Quarters	0.8%	0.8%	0.7%
Institutionalized Population	0.7%	0.6%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

**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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	14,196	17,519	21,090
Less than 9th Grade	4.1%	4.0%	3.9%
9th - 12th Grade, No Diploma	6.0%	6.0%	6.6%
High School Graduate	26.0%	27.6%	28.1%
GED/Alternative Credential	6.8%	6.7%	6.9%
Some College, No Degree	23.2%	22.8%	22.5%
Associate Degree	9.5%	9.2%	8.9%
Bachelor's Degree	15.3%	15.2%	14.8%
Graduate/Professional Degree	9.2%	8.5%	8.4%
<b>2020 Population 15+ by Marital Status</b>			
Total	16,427	20,216	24,255
Never Married	21.4%	21.9%	22.1%
Married	55.0%	56.0%	56.8%
Widowed	8.5%	8.1%	7.6%
Divorced	15.1%	14.0%	13.4%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,363	11,668	14,195
Population 16+ Employed	86.6%	86.3%	86.6%
Population 16+ Unemployment rate	13.4%	13.7%	13.4%
Population 16-24 Employed	11.6%	11.4%	11.1%
Population 16-24 Unemployment rate	23.3%	25.0%	25.0%
Population 25-54 Employed	60.7%	61.0%	61.1%
Population 25-54 Unemployment rate	13.6%	13.6%	13.2%
Population 55-64 Employed	21.8%	21.8%	21.9%
Population 55-64 Unemployment rate	8.2%	8.5%	8.4%
Population 65+ Employed	5.9%	5.7%	5.8%
Population 65+ Unemployment rate	7.9%	7.7%	7.5%
<b>2020 Employed Population 16+ by Industry</b>			
Total	8,105	10,066	12,291
Agriculture/Mining	0.4%	0.5%	0.7%
Construction	6.4%	5.7%	5.4%
Manufacturing	28.1%	28.3%	28.2%
Wholesale Trade	1.1%	1.2%	1.1%
Retail Trade	8.9%	9.3%	9.9%
Transportation/Utilities	3.6%	3.7%	4.0%
Information	1.0%	1.0%	1.0%
Finance/Insurance/Real Estate	3.7%	4.1%	4.3%
Services	42.6%	42.0%	40.9%
Public Administration	4.2%	4.2%	4.5%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	8,107	10,066	12,294
White Collar	51.4%	51.1%	50.8%
Management/Business/Financial	10.2%	10.0%	9.7%
Professional	19.4%	19.1%	18.8%
Sales	8.7%	9.1%	9.5%
Administrative Support	13.0%	12.9%	12.7%
Services	15.5%	15.5%	15.1%
Blue Collar	33.1%	33.5%	34.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.6%	5.0%	4.7%
Installation/Maintenance/Repair	3.3%	4.0%	4.5%
Production	18.5%	18.7%	18.6%
Transportation/Material Moving	5.6%	5.8%	6.2%

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<b>2010 Households by Type</b>			
Total	7,711	9,395	11,166
Households with 1 Person	29.0%	27.4%	26.2%
Households with 2+ People	71.0%	72.6%	73.8%
Family Households	66.6%	68.4%	69.7%
Husband-wife Families	46.7%	49.5%	51.7%
With Related Children	18.0%	18.9%	19.6%
Other Family (No Spouse Present)	20.0%	18.9%	18.0%
Other Family with Male Householder	5.1%	5.1%	5.0%
With Related Children	3.2%	3.2%	3.1%
Other Family with Female Householder	14.9%	13.9%	13.0%
With Related Children	10.1%	9.2%	8.6%
Nonfamily Households	4.3%	4.2%	4.1%
All Households with Children	31.8%	31.8%	31.8%
Multigenerational Households	3.6%	3.7%	3.8%
Unmarried Partner Households	6.1%	5.9%	5.8%
Male-female	5.6%	5.4%	5.3%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	7,710	9,393	11,165
1 Person Household	29.0%	27.4%	26.2%
2 Person Household	35.3%	36.2%	36.9%
3 Person Household	16.0%	16.1%	16.4%
4 Person Household	11.5%	11.8%	12.0%
5 Person Household	5.2%	5.4%	5.6%
6 Person Household	1.9%	1.9%	1.9%
7 + Person Household	1.1%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,711	9,394	11,165
Owner Occupied	63.9%	67.6%	70.5%
Owned with a Mortgage/Loan	37.2%	39.4%	41.1%
Owned Free and Clear	26.7%	28.2%	29.4%
Renter Occupied	36.1%	32.4%	29.5%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	174	180	183
Percent of Income for Mortgage	12.8%	12.6%	12.5%
Wealth Index	69	69	70
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,560	10,416	12,348
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	86.8%	73.8%	63.2%
Rural Housing Units	13.2%	26.2%	36.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	18,591	22,846	27,385
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	86.6%	73.4%	62.3%
Rural Population	13.4%	26.6%	37.7%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
2.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
3.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Salt of the Earth (6B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,584,392	\$15,364,372	\$18,395,888
Average Spent	\$1,507.84	\$1,513.13	\$1,528.15
Spending Potential Index	70	71	71
Education: Total \$	\$9,706,652	\$11,866,701	\$14,262,194
Average Spent	\$1,163.03	\$1,168.67	\$1,184.76
Spending Potential Index	65	65	66
Entertainment/Recreation: Total \$	\$20,102,237	\$24,602,868	\$29,576,559
Average Spent	\$2,408.61	\$2,422.97	\$2,456.93
Spending Potential Index	74	75	76
Food at Home: Total \$	\$32,847,124	\$40,130,343	\$48,098,162
Average Spent	\$3,935.67	\$3,952.17	\$3,995.53
Spending Potential Index	74	74	75
Food Away from Home: Total \$	\$22,193,809	\$27,186,984	\$32,595,754
Average Spent	\$2,659.22	\$2,677.47	\$2,707.74
Spending Potential Index	71	71	72
Health Care: Total \$	\$37,250,510	\$45,705,804	\$55,039,301
Average Spent	\$4,463.28	\$4,501.26	\$4,572.13
Spending Potential Index	78	78	80
HH Furnishings & Equipment: Total \$	\$13,143,208	\$16,130,810	\$19,394,776
Average Spent	\$1,574.79	\$1,588.62	\$1,611.13
Spending Potential Index	72	73	74
Personal Care Products & Services: Total \$	\$5,520,620	\$6,754,302	\$8,106,303
Average Spent	\$661.47	\$665.19	\$673.39
Spending Potential Index	72	72	73
Shelter: Total \$	\$109,659,224	\$133,280,346	\$159,265,154
Average Spent	\$13,139.14	\$13,125.90	\$13,230.20
Spending Potential Index	68	68	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,755,596	\$18,099,131	\$21,665,393
Average Spent	\$1,767.98	\$1,782.46	\$1,799.75
Spending Potential Index	75	76	77
Travel: Total \$	\$13,844,231	\$16,961,475	\$20,400,303
Average Spent	\$1,658.79	\$1,670.42	\$1,694.66
Spending Potential Index	69	69	70
Vehicle Maintenance & Repairs: Total \$	\$7,327,442	\$8,914,449	\$10,652,272
Average Spent	\$877.96	\$877.92	\$884.89
Spending Potential Index	76	76	76

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.