

Market Profile

Crockett Square
513 S Davy Crockett Pky, Morristown, Tennessee, 37813
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.21382
Longitude: -83.25953

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,589	27,670	42,841
2020 Total Population	2,611	28,400	43,784
2020 Group Quarters	11	447	577
2022 Total Population	2,684	28,545	44,043
2022 Group Quarters	11	447	577
2027 Total Population	2,824	28,799	44,352
2022-2027 Annual Rate	1.02%	0.18%	0.14%
2022 Total Daytime Population	4,990	31,524	50,615
Workers	3,613	14,588	24,825
Residents	1,377	16,936	25,790
Household Summary			
2010 Households	1,101	10,952	16,886
2010 Average Household Size	2.35	2.46	2.48
2020 Total Households	1,074	11,168	17,261
2020 Average Household Size	2.42	2.50	2.50
2022 Total Households	1,105	11,204	17,339
2022 Average Household Size	2.42	2.51	2.51
2027 Total Households	1,162	11,280	17,424
2027 Average Household Size	2.42	2.51	2.51
2022-2027 Annual Rate	1.01%	0.14%	0.10%
2010 Families	694	7,114	11,404
2010 Average Family Size	2.93	3.03	3.00
2022 Families	678	7,099	11,444
2022 Average Family Size	3.04	3.11	3.05
2027 Families	709	7,108	11,435
2027 Average Family Size	3.04	3.12	3.06
2022-2027 Annual Rate	0.90%	0.03%	-0.02%
Housing Unit Summary			
2000 Housing Units	1,188	11,343	17,379
Owner Occupied Housing Units	63.6%	59.1%	64.1%
Renter Occupied Housing Units	29.1%	34.1%	29.3%
Vacant Housing Units	7.2%	6.8%	6.6%
2010 Housing Units	1,256	12,099	18,628
Owner Occupied Housing Units	58.6%	52.1%	58.4%
Renter Occupied Housing Units	29.1%	38.4%	32.3%
Vacant Housing Units	12.3%	9.5%	9.4%
2020 Housing Units	1,255	12,126	18,767
Vacant Housing Units	14.4%	7.9%	8.0%
2022 Housing Units	1,291	12,208	18,919
Owner Occupied Housing Units	54.7%	52.0%	57.4%
Renter Occupied Housing Units	30.9%	39.8%	34.3%
Vacant Housing Units	14.4%	8.2%	8.4%
2027 Housing Units	1,294	12,264	19,034
Owner Occupied Housing Units	56.9%	52.2%	57.4%
Renter Occupied Housing Units	32.9%	39.8%	34.1%
Vacant Housing Units	10.2%	8.0%	8.5%
Median Household Income			
2022	\$41,068	\$39,646	\$44,207
2027	\$47,399	\$46,954	\$52,412
Median Home Value			
2022	\$120,687	\$140,550	\$159,067
2027	\$144,444	\$191,210	\$214,954
Per Capita Income			
2022	\$21,477	\$21,241	\$24,148
2027	\$25,249	\$24,962	\$28,238
Median Age			
2010	40.4	36.5	38.6
2022	42.4	38.3	40.4
2027	43.5	39.6	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,105	11,204	17,339
<\$15,000	9.1%	15.9%	13.7%
\$15,000 - \$24,999	13.5%	15.4%	13.2%
\$25,000 - \$34,999	16.2%	12.0%	11.7%
\$35,000 - \$49,999	22.2%	17.1%	16.5%
\$50,000 - \$74,999	18.2%	16.6%	17.1%
\$75,000 - \$99,999	14.1%	11.9%	13.6%
\$100,000 - \$149,999	5.6%	8.2%	10.1%
\$150,000 - \$199,999	1.1%	1.9%	2.3%
\$200,000+	0.0%	0.9%	1.7%
Average Household Income	\$52,269	\$54,552	\$61,490
2027 Households by Income			
Household Income Base	1,162	11,280	17,424
<\$15,000	11.4%	13.2%	11.0%
\$15,000 - \$24,999	15.8%	13.1%	10.9%
\$25,000 - \$34,999	14.7%	11.0%	10.6%
\$35,000 - \$49,999	9.3%	15.1%	15.1%
\$50,000 - \$74,999	12.7%	17.8%	17.7%
\$75,000 - \$99,999	23.7%	15.2%	16.1%
\$100,000 - \$149,999	10.3%	10.7%	13.2%
\$150,000 - \$199,999	2.1%	2.8%	3.3%
\$200,000+	0.0%	1.2%	2.2%
Average Household Income	\$61,573	\$64,251	\$72,074
2022 Owner Occupied Housing Units by Value			
Total	706	6,350	10,851
<\$50,000	5.2%	6.6%	6.0%
\$50,000 - \$99,999	28.0%	25.2%	18.6%
\$100,000 - \$149,999	40.2%	22.5%	21.3%
\$150,000 - \$199,999	10.6%	19.8%	22.3%
\$200,000 - \$249,999	7.1%	8.3%	9.4%
\$250,000 - \$299,999	8.2%	5.3%	5.8%
\$300,000 - \$399,999	0.3%	6.3%	8.7%
\$400,000 - \$499,999	0.0%	3.2%	4.2%
\$500,000 - \$749,999	0.0%	1.3%	2.2%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.1%	1.6%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$132,695	\$180,822	\$198,192
2027 Owner Occupied Housing Units by Value			
Total	736	6,401	10,935
<\$50,000	4.3%	4.8%	4.1%
\$50,000 - \$99,999	19.6%	15.1%	10.6%
\$100,000 - \$149,999	29.3%	14.8%	12.7%
\$150,000 - \$199,999	12.2%	18.5%	19.0%
\$200,000 - \$249,999	12.5%	12.5%	12.0%
\$250,000 - \$299,999	20.7%	9.6%	9.3%
\$300,000 - \$399,999	1.0%	11.5%	15.6%
\$400,000 - \$499,999	0.0%	6.9%	8.7%
\$500,000 - \$749,999	0.0%	2.4%	4.7%
\$750,000 - \$999,999	0.0%	0.0%	0.3%
\$1,000,000 - \$1,499,999	0.4%	3.8%	3.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$167,188	\$252,281	\$273,489

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	2,591	27,672	42,843
0 - 4	6.4%	7.8%	7.1%
5 - 9	5.8%	6.9%	6.6%
10 - 14	6.2%	6.3%	6.3%
15 - 24	11.6%	13.1%	12.5%
25 - 34	12.8%	14.0%	12.8%
35 - 44	12.4%	12.6%	13.2%
45 - 54	13.3%	12.6%	13.4%
55 - 64	13.2%	11.1%	12.0%
65 - 74	9.7%	8.3%	8.9%
75 - 84	6.3%	5.2%	5.3%
85 +	2.1%	2.1%	1.9%
18 +	77.7%	75.4%	76.3%
2022 Population by Age			
Total	2,683	28,545	44,043
0 - 4	5.6%	6.9%	6.2%
5 - 9	6.2%	7.1%	6.5%
10 - 14	6.1%	6.9%	6.5%
15 - 24	9.6%	11.1%	10.6%
25 - 34	12.4%	13.4%	12.8%
35 - 44	13.3%	13.5%	13.0%
45 - 54	12.2%	11.6%	12.2%
55 - 64	12.7%	11.5%	12.4%
65 - 74	12.1%	10.2%	11.2%
75 - 84	7.0%	5.7%	6.3%
85 +	2.7%	2.1%	2.1%
18 +	79.1%	75.6%	77.3%
2027 Population by Age			
Total	2,825	28,798	44,352
0 - 4	5.5%	6.8%	6.2%
5 - 9	5.9%	6.9%	6.4%
10 - 14	6.5%	7.0%	6.7%
15 - 24	9.9%	11.9%	11.1%
25 - 34	10.3%	11.0%	10.6%
35 - 44	13.9%	13.7%	13.5%
45 - 54	12.7%	12.3%	12.2%
55 - 64	12.1%	11.3%	12.1%
65 - 74	11.6%	10.2%	11.3%
75 - 84	8.6%	6.7%	7.6%
85 +	2.8%	2.2%	2.3%
18 +	78.3%	75.4%	77.1%
2010 Population by Sex			
Males	1,231	13,357	20,843
Females	1,358	14,313	21,998
2022 Population by Sex			
Males	1,295	13,888	21,539
Females	1,389	14,657	22,504
2027 Population by Sex			
Males	1,372	14,046	21,745
Females	1,452	14,754	22,608

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2010 Population by Race/Ethnicity			
Total	2,589	27,670	42,841
White Alone	85.1%	78.7%	83.1%
Black Alone	5.3%	6.6%	5.2%
American Indian Alone	0.2%	0.5%	0.4%
Asian Alone	0.8%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	6.6%	10.9%	8.4%
Two or More Races	2.0%	2.6%	2.3%
Hispanic Origin	11.8%	17.7%	14.1%
Diversity Index	42.0	54.9	47.0
2020 Population by Race/Ethnicity			
Total	2,611	28,400	43,784
White Alone	73.4%	70.0%	75.2%
Black Alone	4.8%	5.3%	4.3%
American Indian Alone	0.8%	1.0%	0.9%
Asian Alone	1.5%	0.9%	0.9%
Pacific Islander Alone	0.5%	0.5%	0.6%
Some Other Race Alone	10.6%	13.0%	10.0%
Two or More Races	8.3%	9.2%	8.1%
Hispanic Origin	18.5%	24.6%	19.3%
Diversity Index	60.9	67.4	59.8
2022 Population by Race/Ethnicity			
Total	2,683	28,545	44,043
White Alone	73.0%	69.4%	74.6%
Black Alone	4.8%	5.3%	4.3%
American Indian Alone	0.8%	1.1%	1.0%
Asian Alone	1.6%	1.0%	0.9%
Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	10.7%	13.1%	10.1%
Two or More Races	8.6%	9.6%	8.4%
Hispanic Origin	18.6%	24.8%	19.5%
Diversity Index	61.4	68.0	60.4
2027 Population by Race/Ethnicity			
Total	2,824	28,800	44,353
White Alone	71.9%	68.1%	73.4%
Black Alone	4.7%	5.3%	4.3%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	1.7%	1.1%	1.0%
Pacific Islander Alone	0.6%	0.6%	0.7%
Some Other Race Alone	10.9%	13.5%	10.5%
Two or More Races	9.3%	10.3%	9.1%
Hispanic Origin	19.0%	25.4%	20.1%
Diversity Index	62.6	69.2	62.0
2010 Population by Relationship and Household Type			
Total	2,589	27,671	42,841
In Households	100.0%	97.3%	97.9%
In Family Households	81.5%	80.8%	82.6%
Householder	26.7%	25.5%	26.5%
Spouse	18.5%	16.8%	18.7%
Child	28.8%	30.5%	30.1%
Other relative	4.6%	5.0%	4.5%
Nonrelative	3.0%	3.0%	2.8%
In Nonfamily Households	18.5%	16.5%	15.3%
In Group Quarters	0.0%	2.7%	2.1%
Institutionalized Population	0.0%	2.2%	1.8%
Noninstitutionalized Population	0.0%	0.5%	0.3%

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.

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2022 Population 25+ by Educational Attainment			
Total	1,946	19,402	30,862
Less than 9th Grade	8.4%	8.7%	7.2%
9th - 12th Grade, No Diploma	8.1%	10.7%	10.3%
High School Graduate	38.3%	32.4%	31.7%
GED/Alternative Credential	7.2%	8.8%	8.3%
Some College, No Degree	15.6%	16.8%	16.6%
Associate Degree	4.5%	8.4%	8.7%
Bachelor's Degree	11.0%	9.2%	11.4%
Graduate/Professional Degree	6.9%	5.0%	5.8%
2022 Population 15+ by Marital Status			
Total	2,203	22,576	35,542
Never Married	22.9%	28.2%	27.6%
Married	50.8%	47.4%	50.5%
Widowed	10.8%	8.2%	8.4%
Divorced	15.4%	16.2%	13.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,429	12,628	19,670
Population 16+ Employed	92.6%	92.4%	93.6%
Population 16+ Unemployment rate	7.4%	7.6%	6.4%
Population 16-24 Employed	13.1%	14.9%	13.7%
Population 16-24 Unemployment rate	0.0%	10.7%	10.3%
Population 25-54 Employed	59.0%	63.3%	63.1%
Population 25-54 Unemployment rate	12.0%	8.6%	7.2%
Population 55-64 Employed	14.3%	14.0%	14.9%
Population 55-64 Unemployment rate	0.0%	3.0%	2.2%
Population 65+ Employed	13.6%	7.9%	8.3%
Population 65+ Unemployment rate	0.0%	0.2%	0.1%
2022 Employed Population 16+ by Industry			
Total	1,323	11,673	18,411
Agriculture/Mining	0.2%	0.3%	0.5%
Construction	6.7%	6.3%	7.2%
Manufacturing	28.3%	28.6%	28.8%
Wholesale Trade	5.1%	2.7%	2.2%
Retail Trade	11.3%	11.4%	11.0%
Transportation/Utilities	2.9%	5.5%	5.3%
Information	1.6%	0.5%	0.7%
Finance/Insurance/Real Estate	4.0%	5.5%	4.3%
Services	36.0%	37.3%	38.0%
Public Administration	3.9%	1.9%	2.0%
2022 Employed Population 16+ by Occupation			
Total	1,323	11,673	18,411
White Collar	42.4%	43.5%	45.6%
Management/Business/Financial	7.0%	9.4%	10.7%
Professional	13.2%	15.3%	16.9%
Sales	8.6%	9.4%	8.7%
Administrative Support	13.6%	9.3%	9.4%
Services	15.1%	17.3%	15.5%
Blue Collar	42.5%	39.2%	39.0%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	6.3%	6.0%	6.5%
Installation/Maintenance/Repair	7.9%	3.0%	3.3%
Production	21.0%	19.5%	18.5%
Transportation/Material Moving	7.3%	10.4%	10.4%

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2010 Households by Type			
Total	1,102	10,952	16,887
Households with 1 Person	31.8%	30.0%	27.7%
Households with 2+ People	68.2%	70.0%	72.3%
Family Households	63.0%	65.0%	67.5%
Husband-wife Families	43.5%	42.8%	47.5%
With Related Children	17.7%	19.0%	19.8%
Other Family (No Spouse Present)	19.5%	22.2%	20.0%
Other Family with Male Householder	5.5%	6.2%	5.8%
With Related Children	3.4%	3.6%	3.4%
Other Family with Female Householder	14.0%	16.0%	14.2%
With Related Children	8.3%	10.8%	9.3%
Nonfamily Households	5.3%	5.1%	4.7%
All Households with Children	30.2%	34.3%	33.3%
Multigenerational Households	4.8%	4.9%	4.6%
Unmarried Partner Households	5.8%	6.1%	5.8%
Male-female	5.4%	5.6%	5.3%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,102	10,952	16,886
1 Person Household	31.8%	30.0%	27.7%
2 Person Household	34.2%	31.4%	33.4%
3 Person Household	15.4%	16.2%	16.7%
4 Person Household	10.0%	12.5%	12.9%
5 Person Household	5.4%	5.8%	5.6%
6 Person Household	1.8%	2.4%	2.2%
7 + Person Household	1.5%	1.7%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,101	10,952	16,887
Owner Occupied	66.8%	57.5%	64.4%
Owned with a Mortgage/Loan	38.3%	33.7%	37.7%
Owned Free and Clear	28.5%	23.9%	26.7%
Renter Occupied	33.2%	42.5%	35.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	160	135	133
Percent of Income for Mortgage	15.5%	18.7%	19.0%
Wealth Index	34	37	46
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,256	12,099	18,628
Housing Units Inside Urbanized Area	95.1%	90.6%	81.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.9%	9.4%	18.5%
2010 Population By Urban/ Rural Status			
Total Population	2,589	27,670	42,841
Population Inside Urbanized Area	95.4%	90.5%	81.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.6%	9.5%	18.3%

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.

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Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Small Town Sincerity (12C)	Small Town Sincerity (12C)
2.	Southern Satellites (10A)	Heartland Communities (6F)	Salt of the Earth (6B)
3.		Hometown Heritage (8G)	Heartland Communities (6F)
2022 Consumer Spending			
Apparel & Services: Total \$	\$1,296,148	\$14,188,910	\$24,517,335
Average Spent	\$1,172.98	\$1,266.41	\$1,414.00
Spending Potential Index	49	53	59
Education: Total \$	\$839,264	\$9,543,249	\$16,636,703
Average Spent	\$759.51	\$851.77	\$959.50
Spending Potential Index	39	43	49
Entertainment/Recreation: Total \$	\$2,347,249	\$23,220,098	\$40,588,610
Average Spent	\$2,124.21	\$2,072.48	\$2,340.89
Spending Potential Index	58	56	64
Food at Home: Total \$	\$3,780,033	\$39,150,044	\$67,896,071
Average Spent	\$3,420.84	\$3,494.29	\$3,915.80
Spending Potential Index	55	56	63
Food Away from Home: Total \$	\$2,324,133	\$25,426,955	\$43,983,111
Average Spent	\$2,103.29	\$2,269.45	\$2,536.66
Spending Potential Index	49	53	59
Health Care: Total \$	\$4,769,754	\$47,216,061	\$82,772,643
Average Spent	\$4,316.52	\$4,214.21	\$4,773.78
Spending Potential Index	61	59	67
HH Furnishings & Equipment: Total \$	\$1,426,399	\$15,217,321	\$26,598,115
Average Spent	\$1,290.86	\$1,358.20	\$1,534.01
Spending Potential Index	50	53	60
Personal Care Products & Services: Total \$	\$570,542	\$6,035,181	\$10,469,978
Average Spent	\$516.33	\$538.66	\$603.84
Spending Potential Index	51	53	59
Shelter: Total \$	\$11,535,445	\$125,747,398	\$217,190,225
Average Spent	\$10,439.32	\$11,223.44	\$12,526.11
Spending Potential Index	46	49	55
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,552,753	\$16,248,890	\$28,420,293
Average Spent	\$1,405.21	\$1,450.28	\$1,639.10
Spending Potential Index	52	53	60
Travel: Total \$	\$1,467,044	\$15,581,050	\$27,383,467
Average Spent	\$1,327.64	\$1,390.67	\$1,579.30
Spending Potential Index	46	48	55
Vehicle Maintenance & Repairs: Total \$	\$795,442	\$8,187,989	\$14,213,220
Average Spent	\$719.86	\$730.81	\$819.73
Spending Potential Index	57	58	65

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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