



Market Profile

Columbia City, TN 2
Columbia city, TN (4716540)
Place

Prepared by Esri

	Columbia city, T...
Population Summary	
2000 Total Population	33,496
2010 Total Population	34,681
2015 Total Population	36,338
2015 Group Quarters	818
2020 Total Population	38,339
2015-2020 Annual Rate	1.08%
Household Summary	
2000 Households	13,227
2000 Average Household Size	2.46
2010 Households	14,012
2010 Average Household Size	2.41
2015 Households	14,764
2015 Average Household Size	2.41
2020 Households	15,631
2020 Average Household Size	2.40
2015-2020 Annual Rate	1.15%
2010 Families	9,010
2010 Average Family Size	2.98
2015 Families	9,518
2015 Average Family Size	2.96
2020 Families	10,016
2020 Average Family Size	2.96
2015-2020 Annual Rate	1.03%
Housing Unit Summary	
2000 Housing Units	14,493
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	8.7%
2010 Housing Units	15,906
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	35.3%
Vacant Housing Units	11.9%
2015 Housing Units	16,821
Owner Occupied Housing Units	50.4%
Renter Occupied Housing Units	37.3%
Vacant Housing Units	12.2%
2020 Housing Units	17,783
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	12.1%
Median Household Income	
2015	\$39,630
2020	\$46,243
Median Home Value	
2015	\$144,870
2020	\$188,254
Per Capita Income	
2015	\$21,002
2020	\$23,772
Median Age	
2010	36.1
2015	37.8
2020	38.9

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income

Household Income Base	14,764
<\$15,000	18.5%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	2.0%
\$200,000+	1.0%

Average Household Income \$51,261

2020 Households by Income

Household Income Base	15,632
<\$15,000	17.5%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	2.6%
\$200,000+	1.2%

Average Household Income \$57,942

2015 Owner Occupied Housing Units by Value

Total	8,485
<\$50,000	7.2%
\$50,000 - \$99,999	20.9%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.6%

Average Home Value \$177,699

2020 Owner Occupied Housing Units by Value

Total	8,975
<\$50,000	5.2%
\$50,000 - \$99,999	14.2%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	20.5%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	10.2%
\$300,000 - \$399,999	8.6%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	4.4%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.5%

Average Home Value \$222,526

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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2010 Population by Age	
Total	34,681
0 - 4	7.6%
5 - 9	6.9%
10 - 14	6.5%
15 - 24	13.4%
25 - 34	14.3%
35 - 44	11.7%
45 - 54	13.7%
55 - 64	11.6%
65 - 74	6.8%
75 - 84	5.2%
85 +	2.3%
18 +	75.3%
2015 Population by Age	
Total	36,340
0 - 4	6.9%
5 - 9	6.9%
10 - 14	6.5%
15 - 24	12.0%
25 - 34	14.1%
35 - 44	12.1%
45 - 54	12.5%
55 - 64	13.1%
65 - 74	8.7%
75 - 84	4.8%
85 +	2.4%
18 +	76.2%
2020 Population by Age	
Total	38,341
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.9%
15 - 24	11.6%
25 - 34	13.0%
35 - 44	13.1%
45 - 54	11.3%
55 - 64	12.9%
65 - 74	10.4%
75 - 84	5.1%
85 +	2.3%
18 +	76.1%
2010 Population by Sex	
Males	16,248
Females	18,433
2015 Population by Sex	
Males	17,262
Females	19,078
2020 Population by Sex	
Males	18,362
Females	19,979

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	34,681
White Alone	72.1%
Black Alone	20.8%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.6%
Two or More Races	2.4%
Hispanic Origin	7.0%
Diversity Index	51.0
2015 Population by Race/Ethnicity	
Total	36,338
White Alone	73.0%
Black Alone	18.9%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.0%
Two or More Races	2.8%
Hispanic Origin	7.7%
Diversity Index	51.2
2020 Population by Race/Ethnicity	
Total	38,339
White Alone	72.3%
Black Alone	18.3%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	3.4%
Hispanic Origin	8.8%
Diversity Index	53.2
2010 Population by Relationship and Household Type	
Total	34,681
In Households	97.5%
In Family Households	80.3%
Householder	26.0%
Spouse	16.4%
Child	31.3%
Other relative	3.9%
Nonrelative	2.7%
In Nonfamily Households	17.3%
In Group Quarters	2.5%
Institutionalized Population	2.3%
Noninstitutionalized Population	0.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment

Total	24,600
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	28.2%
GED/Alternative Credential	8.7%
Some College, No Degree	24.1%
Associate Degree	7.6%
Bachelor's Degree	11.3%
Graduate/Professional Degree	5.5%

2015 Population 15+ by Marital Status

Total	28,957
Never Married	28.1%
Married	46.8%
Widowed	7.7%
Divorced	17.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	96.0%
Civilian Unemployed	4.0%

2015 Employed Population 16+ by Industry

Total	15,805
Agriculture/Mining	0.7%
Construction	7.4%
Manufacturing	13.9%
Wholesale Trade	1.8%
Retail Trade	13.8%
Transportation/Utilities	4.1%
Information	0.7%
Finance/Insurance/Real Estate	7.2%
Services	46.7%
Public Administration	3.7%

2015 Employed Population 16+ by Occupation

Total	15,805
White Collar	52.4%
Management/Business/Financial	12.4%
Professional	15.4%
Sales	9.8%
Administrative Support	14.8%
Services	21.1%
Blue Collar	26.5%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	3.3%
Production	8.8%
Transportation/Material Moving	8.1%

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2010 Households by Type	
Total	14,012
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	64.3%
Husband-wife Families	40.5%
With Related Children	16.8%
Other Family (No Spouse Present)	23.8%
Other Family with Male Householder	5.1%
With Related Children	2.9%
Other Family with Female Householder	18.8%
With Related Children	12.8%
Nonfamily Households	5.7%
All Households with Children	33.1%
Multigenerational Households	4.2%
Unmarried Partner Households	7.1%
Male-female	6.5%
Same-sex	0.6%
2010 Households by Size	
Total	14,012
1 Person Household	30.0%
2 Person Household	32.4%
3 Person Household	17.3%
4 Person Household	12.0%
5 Person Household	5.2%
6 Person Household	1.9%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	14,012
Owner Occupied	60.0%
Owned with a Mortgage/Loan	39.7%
Owned Free and Clear	20.3%
Renter Occupied	40.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Small Town Simplicity
2. Comfortable Empty Nesters
3. Midlife Constants (5E)

2015 Consumer Spending

Apparel & Services: Total \$	\$23,328,915
Average Spent	\$1,580.12
Spending Potential Index	68
Computers & Accessories: Total \$	\$2,574,624
Average Spent	\$174.39
Spending Potential Index	69
Education: Total \$	\$14,307,974
Average Spent	\$969.11
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$33,698,050
Average Spent	\$2,282.45
Spending Potential Index	69
Food at Home: Total \$	\$54,778,362
Average Spent	\$3,710.27
Spending Potential Index	71
Food Away from Home: Total \$	\$33,043,287
Average Spent	\$2,238.10
Spending Potential Index	68
Health Care: Total \$	\$50,530,392
Average Spent	\$3,422.54
Spending Potential Index	72
HH Furnishings & Equipment: Total \$	\$18,759,399
Average Spent	\$1,270.62
Spending Potential Index	69
Investments: Total \$	\$21,943,023
Average Spent	\$1,486.25
Spending Potential Index	54
Retail Goods: Total \$	\$265,321,513
Average Spent	\$17,970.84
Spending Potential Index	70
Shelter: Total \$	\$162,238,382
Average Spent	\$10,988.78
Spending Potential Index	67
TV/Video/Audio: Total \$	\$13,973,461
Average Spent	\$946.45
Spending Potential Index	72
Travel: Total \$	\$18,631,275
Average Spent	\$1,261.94
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$11,407,424
Average Spent	\$772.65
Spending Potential Index	69

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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