



## Demographic and Income Profile

Markets at Choto  
Northshore at Choto  
Ring: 1 mile radius

Latitude: 35.829775  
Longitude: -84.167386

Summary	2000	2010	2015
Population	353	1,637	2,034
Households	129	628	784
Families	110	519	641
Average Household Size	2.74	2.61	2.59
Owner Occupied Housing Units	123	595	742
Renter Occupied Housing Units	6	33	42
Median Age	40.3	45.0	47.1
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	4.44%	1.02%	0.76%
Households	4.54%	1.10%	0.78%
Families	4.31%	0.92%	0.64%
Owner HHs	4.52%	1.14%	0.82%
Median Household Income	0.52%	2.48%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	10	7.5%	35	5.6%	31	4.0%
\$15,000 - \$24,999	2	1.5%	7	1.1%	7	0.9%
\$25,000 - \$34,999	2	1.5%	8	1.3%	7	0.9%
\$35,000 - \$49,999	12	9.0%	23	3.7%	20	2.6%
\$50,000 - \$74,999	14	10.5%	95	15.2%	139	17.8%
\$75,000 - \$99,999	11	8.3%	50	8.0%	55	7.0%
\$100,000 - \$149,999	27	20.3%	122	19.5%	151	19.3%
\$150,000 - \$199,999	28	21.1%	113	18.0%	146	18.7%
\$200,000+	27	20.3%	174	27.8%	226	28.9%
Median Household Income	\$122,291		\$140,691		\$144,386	
Average Household Income	\$141,498		\$165,546		\$173,499	
Per Capita Income	\$53,756		\$60,068		\$63,191	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	21	6.0%	98	6.0%	112	5.5%
5 - 9	30	8.6%	116	7.1%	142	7.0%
10 - 14	30	8.5%	133	8.1%	162	8.0%
15 - 19	23	6.6%	113	6.9%	131	6.4%
20 - 24	9	2.6%	46	2.8%	63	3.1%
25 - 34	27	7.7%	85	5.2%	103	5.1%
35 - 44	72	20.6%	227	13.9%	228	11.2%
45 - 54	74	21.1%	347	21.2%	389	19.1%
55 - 64	41	11.7%	269	16.4%	358	17.6%
65 - 74	16	4.6%	126	7.7%	222	10.9%
75 - 84	6	1.7%	59	3.6%	89	4.4%
85+	1	0.3%	19	1.2%	32	1.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	344	97.7%	1,575	96.3%	1,949	95.8%
Black Alone	3	0.9%	16	1.0%	22	1.1%
American Indian Alone	1	0.3%	6	0.4%	8	0.4%
Asian Alone	1	0.3%	8	0.5%	12	0.6%
Pacific Islander Alone	0	0.0%	1	0.1%	2	0.1%
Some Other Race Alone	0	0.0%	4	0.2%	6	0.3%
Two or More Races	3	0.9%	25	1.5%	36	1.8%
Hispanic Origin (Any Race)	4	1.1%	41	2.5%	62	3.0%

Data Note: Income is expressed in current dollars

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

October 19, 2011

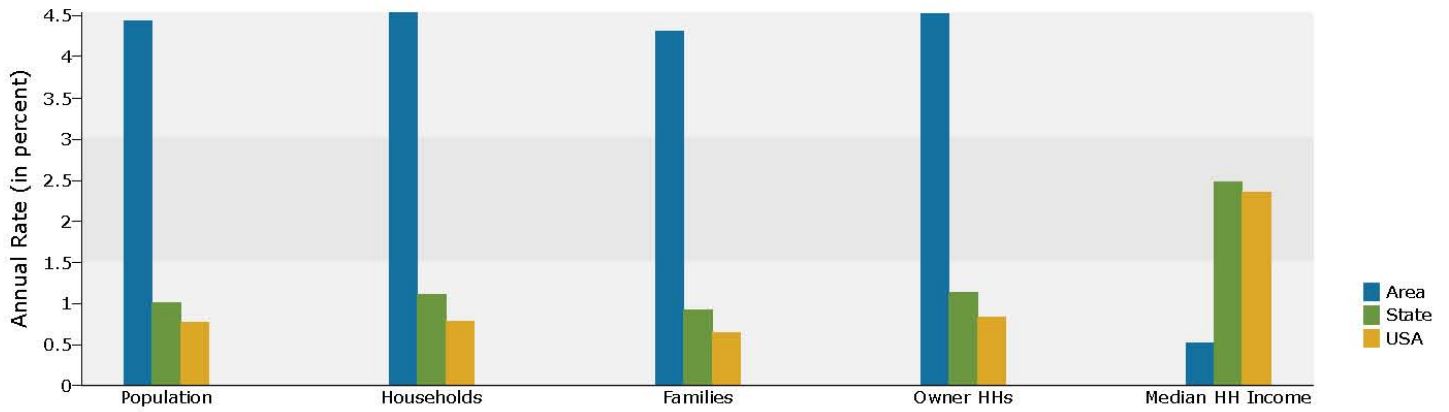


# Demographic and Income Profile

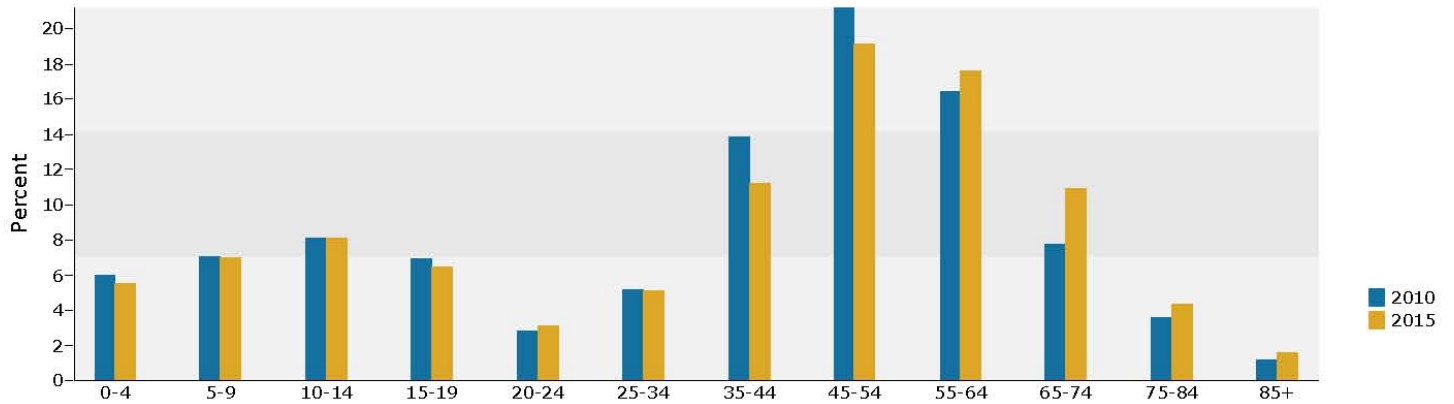
Markets at Choto  
Northshore at Choto  
Ring: 1 mile radius

Latitude: 35.829775  
Longitude: -84.167386

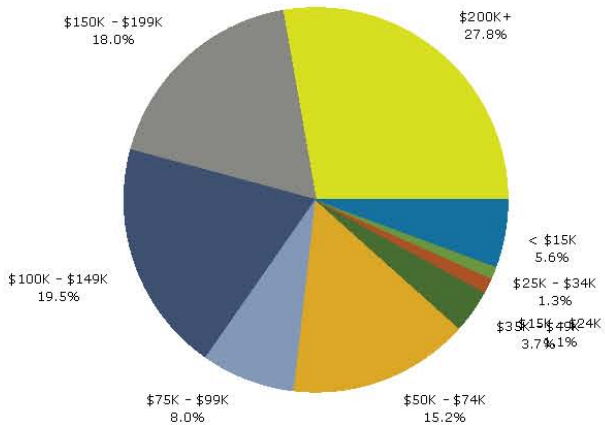
Trends 2010-2015



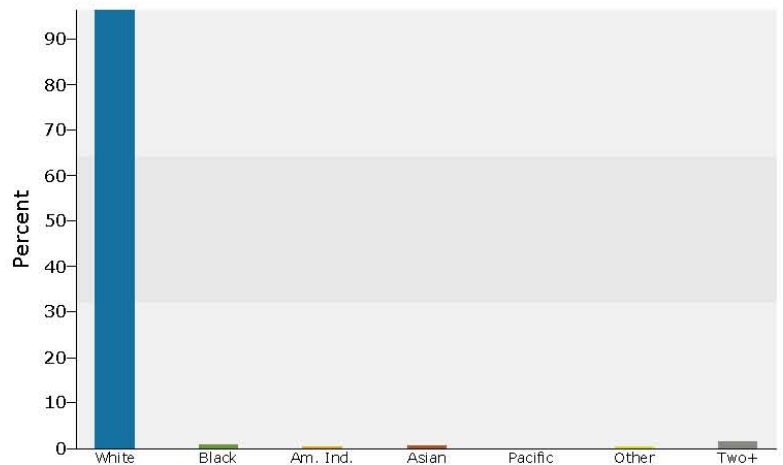
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 2.5%

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



# Demographic and Income Profile

Markets at Choto  
Northshore at Choto  
Ring: 3 miles radius

Latitude: 35.829775  
Longitude: -84.167386

Summary	2000	2010	2015
Population	9,116	13,487	15,394
Households	3,290	4,961	5,693
Families	2,667	3,928	4,468
Average Household Size	2.74	2.70	2.69
Owner Occupied Housing Units	2,942	4,407	5,058
Renter Occupied Housing Units	348	554	635
Median Age	41.2	45.6	47.0
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	2.68%	1.02%	0.76%
Households	2.79%	1.10%	0.78%
Families	2.61%	0.92%	0.64%
Owner HHs	2.79%	1.14%	0.82%
Median Household Income	0.99%	2.48%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	224	6.8%	227	4.6%	198	3.5%
\$15,000 - \$24,999	177	5.4%	151	3.0%	132	2.3%
\$25,000 - \$34,999	194	5.9%	210	4.2%	179	3.1%
\$35,000 - \$49,999	438	13.3%	416	8.4%	329	5.8%
\$50,000 - \$74,999	607	18.5%	870	17.5%	1,224	21.5%
\$75,000 - \$99,999	547	16.7%	876	17.7%	928	16.3%
\$100,000 - \$149,999	534	16.3%	1,047	21.1%	1,253	22.0%
\$150,000 - \$199,999	295	9.0%	514	10.4%	635	11.2%
\$200,000+	266	8.1%	649	13.1%	816	14.3%
Median Household Income	\$75,032		\$90,546		\$95,099	
Average Household Income	\$94,988		\$119,477		\$126,951	
Per Capita Income	\$34,967		\$44,779		\$47,824	

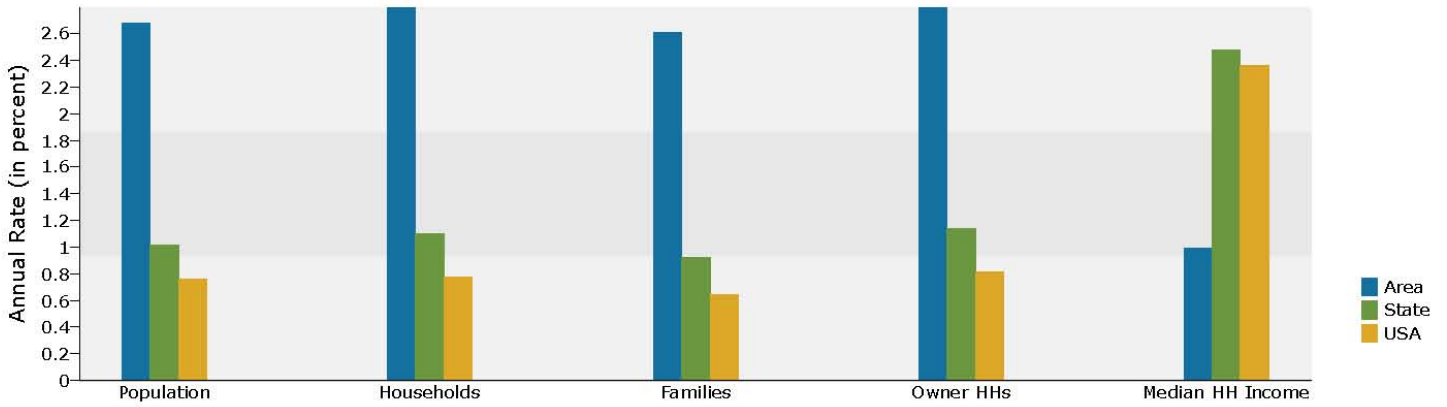
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	495	5.4%	695	5.2%	756	4.9%
5 - 9	660	7.2%	822	6.1%	933	6.1%
10 - 14	773	8.5%	979	7.3%	1,097	7.1%
15 - 19	602	6.6%	930	6.9%	1,001	6.5%
20 - 24	286	3.1%	485	3.6%	561	3.6%
25 - 34	776	8.5%	906	6.7%	1,067	6.9%
35 - 44	1,655	18.2%	1,762	13.1%	1,776	11.5%
45 - 54	1,836	20.1%	2,646	19.6%	2,728	17.7%
55 - 64	1,055	11.6%	2,326	17.2%	2,699	17.5%
65 - 74	520	5.7%	1,153	8.6%	1,775	11.5%
75 - 84	335	3.7%	554	4.1%	728	4.7%
85+	124	1.4%	228	1.7%	272	1.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,608	94.4%	12,506	92.7%	14,158	92.0%
Black Alone	138	1.5%	219	1.6%	258	1.7%
American Indian Alone	19	0.2%	39	0.3%	48	0.3%
Asian Alone	247	2.7%	464	3.4%	598	3.9%
Pacific Islander Alone	2	0.0%	4	0.0%	5	0.0%
Some Other Race Alone	22	0.2%	65	0.5%	80	0.5%
Two or More Races	80	0.9%	191	1.4%	247	1.6%
Hispanic Origin (Any Race)	103	1.1%	345	2.6%	477	3.1%

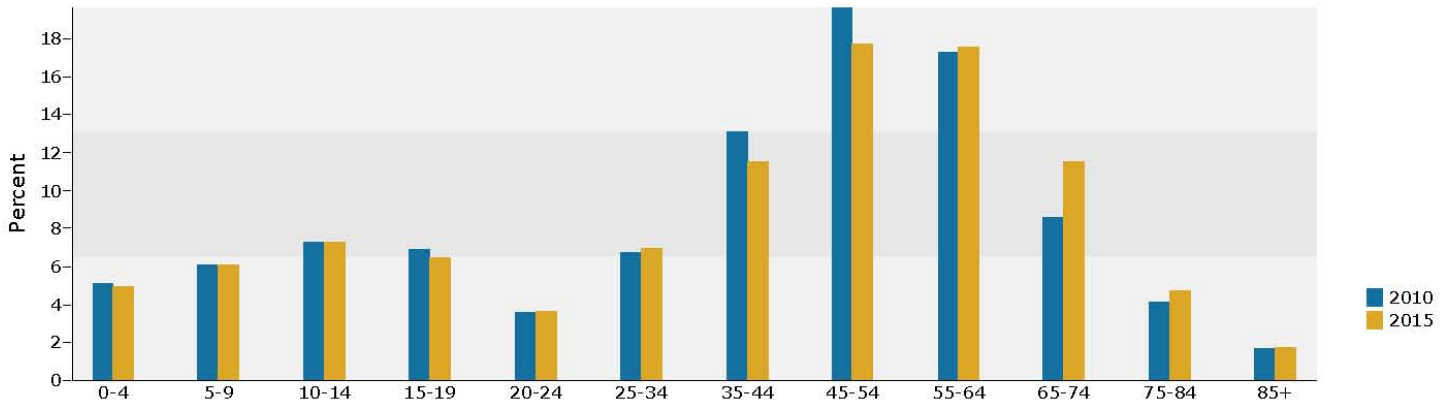
Data Note: Income is expressed in current dollars

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

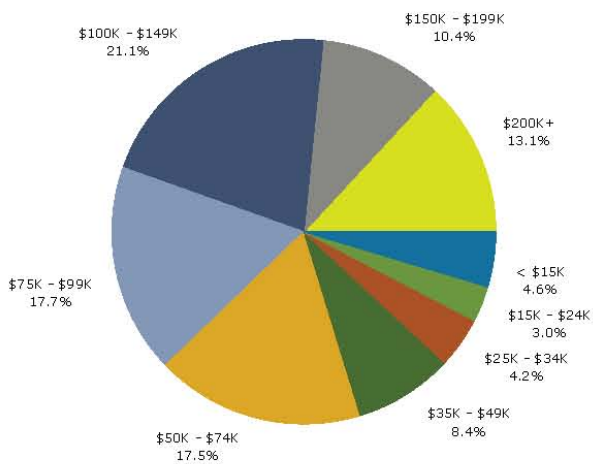
## Trends 2010-2015



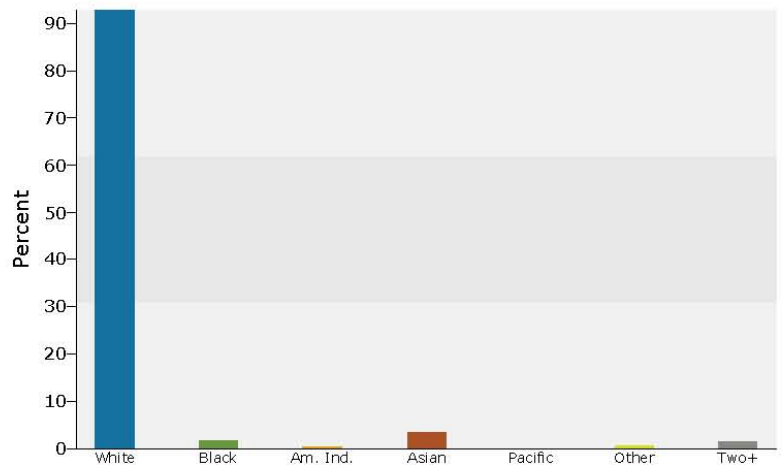
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 2.6%