






1684 Germantown Parkway; Memphis, TN

Latitude: 35.170428 35.170428, -89.792953 35.170428, -89.792953 35.170428, -89.792953
 Longitude: -89.792953 Radius: 1 Miles Radius: 3 Miles Radius: 5 Miles

	2000 Total Population	10,994	55,356	125,433
	2000 Group Quarters	10	385	5,872
	2009 Total Population	13,199	66,940	146,253
	2014 Total Population	14,040	71,270	153,777
	2009 - 2014 Annual Rate	1.24%	1.26%	1.01%
	2000 Households	4,996	22,400	47,251
	2000 Average Household Size	2.2	2.45	2.53
	2009 Households	6,118	27,392	56,157
	2009 Average Household Size	2.16	2.43	2.5
	2014 Households	6,546	29,240	59,371
	2014 Average Household Size	2.14	2.42	2.49
	2009 - 2014 Annual Rate	1.36%	1.31%	1.12%
	2000 Families	2,955	14,995	33,612
	2000 Average Family Size	2.85	3.02	3.03
	2009 Families	3,423	17,812	38,848
	2009 Average Family Size	2.83	3.01	3.01
	2014 Families	3,566	18,713	40,468
	2014 Average Family Size	2.83	3.01	3
	2009 - 2014 Annual Rate	0.82%	0.99%	0.82%
	2000 Housing Units	5,205	23,399	49,192
	Owner Occupied Housing Units	56.6%	65.8%	68.6%
	Renter Occupied Housing Units	39.5%	30.1%	27.3%
	Vacant Housing Units	3.9%	4.1%	4.0%
	2009 Housing Units	6,536	29,519	60,124
	Owner Occupied Housing Units	53.3%	62.9%	66.2%
	Renter Occupied Housing Units	40.3%	29.9%	27.2%
	Vacant Housing Units	6.4%	7.2%	6.6%
	2014 Housing Units	6,906	31,284	63,208
	Owner Occupied Housing Units	53.4%	62.9%	66.4%
	Renter Occupied Housing Units	41.4%	30.5%	27.5%
	Vacant Housing Units	5.2%	6.5%	6.1%
	Median Household Income			
	2000	\$55,414	\$58,151	\$59,737
	2009	\$75,342	\$76,567	\$77,257
	2014	\$75,787	\$76,692	\$77,356
	Median Home Value			
	2000	\$137,500	\$136,806	\$141,264
	2009	\$134,577	\$139,145	\$141,275
	2014	\$134,880	\$139,414	\$139,803
	Per Capita Income			
	2000	\$30,544	\$27,863	\$27,302
	2009	\$38,882	\$36,613	\$35,578
	2014	\$40,180	\$37,469	\$36,606
	Median Age			
	2000	33.7	32.5	34.0
	2009	35.0	33.7	35.3
	2014	35.6	33.8	35.2

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Income

Household Income Base	5,047	22,444	47,267
< \$15,000	6.1%	5.5%	5.6%
\$15,000 - \$24,999	8.0%	7.6%	7.8%
\$25,000 - \$34,999	12.5%	10.5%	9.9%
\$35,000 - \$49,999	15.4%	17.5%	16.6%
\$50,000 - \$74,999	29.8%	26.7%	25.7%
\$75,000 - \$99,999	12.8%	15.3%	15.9%
\$100,000 - \$149,999	10.5%	11.7%	12.5%
\$150,000 - \$199,999	2.2%	3.0%	3.0%
\$200,000+	2.6%	2.2%	3.1%
Average Household Income	\$67,004	\$68,022	\$71,325

2009 Households by Income

Household Income Base	6,121	27,391	56,157
< \$15,000	3.3%	3.4%	3.7%
\$15,000 - \$24,999	4.4%	3.9%	4.0%
\$25,000 - \$34,999	6.0%	6.0%	6.3%
\$35,000 - \$49,999	12.3%	11.0%	10.6%
\$50,000 - \$74,999	23.3%	23.1%	22.1%
\$75,000 - \$99,999	29.1%	26.0%	25.0%
\$100,000 - \$149,999	13.8%	16.2%	16.9%
\$150,000 - \$199,999	4.6%	6.0%	6.6%
\$200,000+	3.2%	4.4%	4.9%
Average Household Income	\$84,395	\$89,249	\$92,048

2014 Households by Income

Household Income Base	6,546	29,240	59,371
< \$15,000	3.1%	3.2%	3.4%
\$15,000 - \$24,999	4.3%	3.8%	3.9%
\$25,000 - \$34,999	5.4%	5.3%	5.6%
\$35,000 - \$49,999	11.3%	10.0%	9.6%
\$50,000 - \$74,999	24.2%	24.9%	24.0%
\$75,000 - \$99,999	30.2%	26.1%	24.4%
\$100,000 - \$149,999	13.7%	16.3%	17.6%
\$150,000 - \$199,999	4.5%	6.0%	6.5%
\$200,000+	3.3%	4.4%	4.9%
Average Household Income	\$86,760	\$91,129	\$94,160

2000 Owner Occupied HUs by Value

Total	2,937	15,420	33,799
<\$50,000	0.7%	1.4%	2.0%
\$50,000 - 99,999	20.1%	18.4%	18.3%
\$100,000 - 149,999	37.0%	38.9%	35.9%
\$150,000 - 199,999	29.2%	25.3%	25.4%
\$200,000 - \$299,999	7.2%	12.0%	12.5%
\$300,000 - 499,999	3.9%	3.0%	4.5%
\$500,000 - 999,999	1.9%	0.9%	1.2%
\$1,000,000+	0.0%	0.0%	0.2%
Average Home Value	\$159,684	\$154,204	\$162,574

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,057	6,995	13,400
With Cash Rent	99.2%	99.0%	98.3%
No Cash Rent	0.8%	1.0%	1.7%
Median Rent	\$685	\$670	\$642
Average Rent	\$705	\$688	\$666

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Age

	1 Miles	3 Miles	5 Miles
Total	10,992	55,357	125,433
0 - 4	6.9%	8.4%	7.3%
5 - 9	6.6%	7.4%	7.2%
10 - 14	5.8%	6.7%	6.9%
15 - 19	5.0%	5.5%	6.2%
20 - 24	7.4%	6.6%	6.4%
25 - 34	20.8%	20.4%	17.7%
35 - 44	17.4%	18.1%	18.1%
45 - 54	14.2%	13.5%	14.6%
55 - 64	6.9%	6.6%	7.6%
65 - 74	4.4%	3.7%	4.5%
75 - 84	3.6%	2.4%	2.6%
85+	1.0%	0.8%	0.9%
18+	77.4%	74.0%	74.6%

2009 Population by Age

	1 Miles	3 Miles	5 Miles
Total	13,199	66,941	146,252
0 - 4	6.8%	8.3%	7.3%
5 - 9	6.3%	7.1%	6.7%
10 - 14	6.0%	6.5%	6.5%
15 - 19	5.1%	5.7%	6.2%
20 - 24	6.4%	6.6%	6.6%
25 - 34	19.4%	18.0%	16.2%
35 - 44	16.8%	16.4%	15.7%
45 - 54	14.0%	14.1%	14.9%
55 - 64	9.9%	9.6%	10.7%
65 - 74	4.4%	4.1%	5.0%
75 - 84	3.6%	2.4%	2.9%
85+	1.3%	1.0%	1.1%
18+	77.6%	74.4%	75.6%

2014 Population by Age

	1 Miles	3 Miles	5 Miles
Total	14,040	71,271	153,778
0 - 4	6.8%	8.1%	7.2%
5 - 9	6.3%	7.1%	6.7%
10 - 14	6.0%	6.5%	6.5%
15 - 19	5.0%	5.6%	5.9%
20 - 24	6.6%	6.5%	6.6%
25 - 34	18.1%	18.2%	16.7%
35 - 44	17.4%	15.5%	14.9%
45 - 54	13.1%	13.4%	13.8%
55 - 64	10.0%	9.9%	11.0%
65 - 74	5.8%	5.4%	6.4%
75 - 84	3.4%	2.5%	2.9%
85+	1.4%	1.1%	1.2%
18+	77.6%	74.6%	75.8%

2000 Population by Sex

	1 Miles	3 Miles	5 Miles
Males	47.2%	48.5%	49.7%
Females	52.8%	51.5%	50.3%

2009 Population by Sex

	1 Miles	3 Miles	5 Miles
Males	47.7%	48.6%	49.5%
Females	52.3%	51.4%	50.5%

2014 Population by Sex

	1 Miles	3 Miles	5 Miles
Males	47.9%	48.6%	49.5%
Females	52.1%	51.4%	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

Total	10,994	55,357	125,433
White Alone	87.6%	85.5%	84.1%
Black Alone	6.7%	8.7%	10.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	3.6%	3.6%	2.8%
Some Other Race Alone	0.8%	0.8%	0.8%
Two or More Races	1.0%	1.2%	1.1%
Hispanic Origin	2.2%	2.4%	2.3%
Diversity Index	26.0	29.5	31.2

2009 Population by Race/Ethnicity

Total	13,198	66,940	146,252
White Alone	80.6%	77.7%	77.0%
Black Alone	10.8%	13.7%	15.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	5.6%	5.3%	4.2%
Some Other Race Alone	1.5%	1.5%	1.5%
Two or More Races	1.3%	1.5%	1.5%
Hispanic Origin	4.2%	4.2%	3.9%
Diversity Index	38.9	42.5	42.8

2014 Population by Race/Ethnicity

Total	14,040	71,268	153,778
White Alone	76.7%	73.6%	73.3%
Black Alone	12.7%	16.0%	17.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	6.9%	6.4%	5.1%
Some Other Race Alone	2.1%	2.1%	1.9%
Two or More Races	1.4%	1.7%	1.6%
Hispanic Origin	5.6%	5.5%	5.1%
Diversity Index	45.6	48.8	48.4



2000 Population 3+ by School Enrollment

Total	10,525	52,382	119,596
Enrolled in Nursery/Preschool	2.5%	2.6%	2.3%
Enrolled in Kindergarten	1.4%	1.6%	1.5%
Enrolled in Grade 1-8	9.9%	11.9%	11.9%
Enrolled in Grade 9-12	4.7%	4.8%	5.5%
Enrolled in College	4.0%	4.7%	4.6%
Enrolled in Grad/Prof School	2.1%	1.9%	1.7%
Not Enrolled in School	75.5%	72.4%	72.5%

2009 Population 25+ by Educational Attainment

Total	9,157	44,038	97,410
Less than 9th Grade	0.6%	1.8%	2.2%
9th - 12th Grade, No Diploma	3.3%	3.8%	5.9%
High School Graduate	17.6%	19.8%	22.5%
Some College, No Degree	24.5%	24.9%	24.9%
Associate Degree	7.7%	7.4%	6.8%
Bachelor's Degree	30.4%	28.7%	25.1%
Graduate/Professional Degree	15.9%	13.5%	12.5%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Population 15+ by Marital Status

Total	10,673	52,261	116,217
Never Married	27.6%	24.9%	25.4%
Married	52.6%	58.6%	58.5%
Widowed	6.0%	4.2%	4.5%
Divorced	13.8%	12.3%	11.7%



2000 Population 16+ by Employment Status

Total	8,740	42,028	96,497
In Labor Force	78.7%	77.8%	71.4%
Civilian Employed	76.5%	75.6%	69.4%
Civilian Unemployed	1.6%	1.7%	1.7%
In Armed Forces	0.6%	0.5%	0.4%
Not in Labor Force	21.3%	22.2%	28.6%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	94.2%	93.7%	93.4%
Civilian Unemployed	5.8%	6.3%	6.6%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%	96.0%	95.8%
Civilian Unemployed	3.5%	4.0%	4.2%

2000 Females 16+ by Employment Status and Age of Children

Total	4,715	21,942	48,969
Own Children < 6 Only	10.3%	11.6%	10.1%
Employed/in Armed Forces	6.8%	7.4%	6.4%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	3.6%	4.2%	3.6%
Own Children < 6 and 6-17 Only	5.3%	7.4%	6.7%
Employed/in Armed Forces	3.6%	4.6%	4.2%
Unemployed	0.4%	0.2%	0.1%
Not in Labor Force	1.3%	2.6%	2.3%
Own Children 6-17 Only	13.8%	17.6%	18.9%
Employed/in Armed Forces	10.2%	13.4%	14.6%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	3.1%	3.8%	3.9%
No Own Children < 18	70.5%	63.4%	64.3%
Employed/in Armed Forces	49.5%	42.8%	39.1%
Unemployed	0.8%	0.8%	0.9%
Not in Labor Force	20.2%	19.8%	24.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

Total	7,580	36,095	74,581
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	4.8%	5.0%	4.9%
Manufacturing	7.1%	6.0%	5.6%
Wholesale Trade	4.5%	5.4%	5.1%
Retail Trade	12.7%	12.0%	11.9%
Transportation/Utilities	8.3%	10.3%	10.4%
Information	1.4%	1.5%	1.6%
Finance/Insurance/Real Estate	10.6%	9.2%	9.0%
Services	44.6%	45.9%	45.8%
Public Administration	6.1%	4.6%	5.5%

2009 Employed Population 16+ by Occupation

Total	7,580	36,095	74,583
White Collar	78.1%	74.8%	73.2%
Management/Business/Financial	18.5%	17.4%	17.0%
Professional	30.4%	27.4%	26.6%
Sales	15.6%	15.6%	14.7%
Administrative Support	13.6%	14.4%	14.9%
Services	10.6%	12.1%	12.6%
Blue Collar	11.3%	13.1%	14.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.2%	3.6%	3.7%
Installation/Maintenance/Repair	3.0%	2.7%	3.0%
Production	1.9%	2.2%	2.2%
Transportation/Material Moving	3.2%	4.6%	5.2%



2000 Workers 16+ by Means of Transportation to Work

Total	6,687	31,548	66,374
Drove Alone - Car, Truck, or Van	89.1%	89.0%	88.7%
Carpooled - Car, Truck, or Van	6.5%	6.9%	7.2%
Public Transportation	0.0%	0.3%	0.2%
Walked	1.4%	0.5%	0.4%
Other Means	0.7%	0.5%	0.5%
Worked at Home	2.4%	2.9%	3.0%

2000 Workers 16+ by Travel Time to Work

Total	6,687	31,548	66,372
Did Not Work at Home	97.6%	97.1%	97.0%
Less than 5 minutes	2.4%	1.6%	1.8%
5 to 9 minutes	9.6%	7.7%	7.4%
10 to 19 minutes	20.4%	24.2%	24.7%
20 to 24 minutes	18.2%	18.3%	18.4%
25 to 34 minutes	32.8%	31.3%	30.6%
35 to 44 minutes	6.8%	6.3%	6.3%
45 to 59 minutes	5.0%	5.3%	5.1%
60 to 89 minutes	1.4%	1.3%	1.5%
90 or more minutes	0.9%	1.0%	1.2%
Worked at Home	2.4%	2.9%	3.0%
Average Travel Time to Work (in min)	24.1	24.1	24.2

2000 Households by Vehicles Available

Total	4,993	22,429	47,266
None	4.1%	2.3%	2.3%
1	38.1%	34.6%	31.2%
2	46.6%	49.3%	49.0%
3	9.6%	11.1%	13.7%
4	1.3%	2.1%	3.1%
5+	0.3%	0.6%	0.7%
Average Number of Vehicles Available	1.7	1.8	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type

	1 Miles	3 Miles	5 Miles
Total	4,996	22,401	47,252
Family Households	59.1%	66.9%	71.1%
Married-couple Family	47.2%	55.2%	59.2%
With Related Children	22.0%	29.1%	30.5%
Other Family (No Spouse)	11.9%	11.7%	11.9%
With Related Children	7.8%	8.0%	7.9%
Nonfamily Households	40.9%	33.1%	28.9%
Householder Living Alone	33.7%	26.8%	23.6%
Householder Not Living Alone	7.2%	6.3%	5.3%
Households with Related Children	29.7%	37.1%	38.4%
Households with Persons 65+	14.7%	11.7%	14.0%

2000 Households by Size

	1 Miles	3 Miles	5 Miles
Total	4,996	22,400	47,251
1 Person Household	33.7%	26.8%	23.6%
2 Person Household	34.5%	33.1%	33.6%
3 Person Household	15.3%	18.1%	18.5%
4 Person Household	11.7%	15.0%	16.4%
5 Person Household	3.9%	5.2%	5.9%
6 Person Household	0.8%	1.4%	1.5%
7+ Person Household	0.2%	0.4%	0.6%

2000 Households by Year Householder Moved In

	1 Miles	3 Miles	5 Miles
Total	4,993	22,428	47,268
Moved in 1999 to March 2000	36.6%	31.4%	26.2%
Moved in 1995 to 1998	37.0%	39.8%	36.8%
Moved in 1990 to 1994	17.2%	17.1%	18.4%
Moved in 1980 to 1989	7.6%	9.4%	12.4%
Moved in 1970 to 1979	1.2%	1.8%	4.8%
Moved in 1969 or Earlier	0.4%	0.5%	1.4%
Median Year Householder Moved In	1998	1997	1996



2000 Housing Units by Units in Structure

	1 Miles	3 Miles	5 Miles
Total	5,190	23,391	49,263
1, Detached	49.6%	64.8%	68.0%
1, Attached	12.6%	6.0%	5.2%
2	0.3%	0.8%	1.0%
3 or 4	10.2%	5.8%	4.7%
5 to 9	9.6%	9.8%	9.7%
10 to 19	9.8%	5.9%	5.2%
20+	7.8%	6.0%	5.1%
Mobile Home	0.1%	0.8%	1.2%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	1 Miles	3 Miles	5 Miles
Total	5,197	23,440	49,211
1999 to March 2000	8.1%	6.5%	4.8%
1995 to 1998	21.2%	24.8%	19.0%
1990 to 1994	36.4%	24.9%	21.6%
1980 to 1989	27.5%	31.8%	28.6%
1970 to 1979	4.4%	8.9%	19.2%
1969 or Earlier	2.3%	3.1%	6.8%
Median Year Structure Built	1992	1991	1988

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Enterprising Professio	Up and Coming Families	Up and Coming Families
2.	Up and Coming Families	Enterprising Professio	Enterprising Professio
3.	Boomburbs	Boomburbs	Young and Restless

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$13,083,713	\$61,569,841	\$129,760,323
Average Spent	\$2,138.56	\$2,247.73	\$2,310.67
Spending Potential Index	85	90	92
Computers & Accessories: Total \$	\$1,743,861	\$8,201,651	\$17,204,886
Average Spent	\$285.04	\$299.42	\$306.37
Spending Potential Index	125	131	134
Education: Total \$	\$9,132,102	\$43,570,193	\$93,773,853
Average Spent	\$1,492.66	\$1,590.62	\$1,669.85
Spending Potential Index	119	127	133
Entertainment/Recreation: Total \$	\$23,529,036	\$111,622,529	\$236,547,172
Average Spent	\$3,845.87	\$4,075.00	\$4,212.25
Spending Potential Index	119	126	130
Food at Home: Total \$	\$31,848,227	\$150,428,907	\$318,261,777
Average Spent	\$5,205.66	\$5,491.71	\$5,667.36
Spending Potential Index	114	120	124
Food Away from Home: Total \$	\$24,608,877	\$115,769,219	\$243,474,410
Average Spent	\$4,022.37	\$4,226.39	\$4,335.60
Spending Potential Index	121	127	130
Health Care: Total \$	\$24,303,697	\$116,436,472	\$250,057,318
Average Spent	\$3,972.49	\$4,250.75	\$4,452.83
Spending Potential Index	105	113	118
HH Furnishings & Equipment: Total \$	\$14,668,249	\$69,533,244	\$146,438,831
Average Spent	\$2,397.56	\$2,538.45	\$2,607.67
Spending Potential Index	110	117	120
Investments: Total \$	\$9,315,499	\$45,280,311	\$99,123,532
Average Spent	\$1,522.64	\$1,653.05	\$1,765.11
Spending Potential Index	106	115	123
Retail Goods: Total \$	\$178,135,117	\$843,945,947	\$1,783,100,486
Average Spent	\$29,116.56	\$30,809.94	\$31,752.06
Spending Potential Index	113	120	123
Shelter: Total \$	\$117,664,353	\$555,365,244	\$1,171,216,819
Average Spent	\$19,232.49	\$20,274.72	\$20,856.11
Spending Potential Index	123	130	133
TV/Video/Sound Equipment: Total \$	\$8,830,884	\$41,555,288	\$87,444,353
Average Spent	\$1,443.43	\$1,517.06	\$1,557.14
Spending Potential Index	119	125	128
Travel: Total \$	\$13,330,453	\$63,742,827	\$136,465,405
Average Spent	\$2,178.89	\$2,327.06	\$2,430.07
Spending Potential Index	118	126	132
Vehicle Maintenance & Repairs: Total \$	\$6,686,585	\$31,665,365	\$67,060,329
Average Spent	\$1,092.94	\$1,156.01	\$1,194.16
Spending Potential Index	117	124	128

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.