



Market Profile

1684 N Germantown Pkwy, Cordova, Tennessee, 38016
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 35.17108
Longitude: -89.79294

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	10,547	30,402	55,415
2010 Total Population	12,891	37,255	68,278
2017 Total Population	13,008	37,960	70,437
2017 Group Quarters	13	284	424
2022 Total Population	13,174	38,611	71,954
2017-2022 Annual Rate	0.25%	0.34%	0.43%
2017 Total Daytime Population	10,098	34,197	75,409
Workers	4,674	18,163	45,394
Residents	5,424	16,034	30,015
Household Summary			
2000 Households	4,720	12,247	22,332
2000 Average Household Size	2.23	2.46	2.47
2010 Households	5,849	15,348	27,649
2010 Average Household Size	2.20	2.41	2.45
2017 Households	5,928	15,680	28,547
2017 Average Household Size	2.19	2.40	2.45
2022 Households	6,013	15,955	29,156
2022 Average Household Size	2.19	2.40	2.45
2017-2022 Annual Rate	0.29%	0.35%	0.42%
2010 Families	3,253	9,806	17,562
2010 Average Family Size	2.89	3.00	3.07
2017 Families	3,227	9,866	17,850
2017 Average Family Size	2.90	3.01	3.09
2022 Families	3,242	9,969	18,098
2022 Average Family Size	2.90	3.02	3.09
2017-2022 Annual Rate	0.09%	0.21%	0.28%
Housing Unit Summary			
2000 Housing Units	4,889	12,678	23,251
Owner Occupied Housing Units	58.7%	69.6%	66.1%
Renter Occupied Housing Units	37.9%	27.0%	30.0%
Vacant Housing Units	3.4%	3.4%	4.0%
2010 Housing Units	6,241	16,411	29,543
Owner Occupied Housing Units	42.7%	60.5%	57.7%
Renter Occupied Housing Units	51.0%	33.0%	35.9%
Vacant Housing Units	6.3%	6.5%	6.4%
2017 Housing Units	6,337	16,685	30,306
Owner Occupied Housing Units	39.1%	57.7%	54.8%
Renter Occupied Housing Units	54.5%	36.3%	39.4%
Vacant Housing Units	6.5%	6.0%	5.8%
2022 Housing Units	6,463	17,056	31,074
Owner Occupied Housing Units	38.7%	57.2%	54.4%
Renter Occupied Housing Units	54.4%	36.3%	39.4%
Vacant Housing Units	7.0%	6.5%	6.2%
Median Household Income			
2017	\$54,429	\$66,144	\$61,158
2022	\$61,373	\$75,524	\$68,487
Median Home Value			
2017	\$154,184	\$166,194	\$151,843
2022	\$166,902	\$175,432	\$162,835
Per Capita Income			
2017	\$32,402	\$34,832	\$32,274
2022	\$37,260	\$39,142	\$36,414
Median Age			
2010	32.6	35.4	33.6
2017	34.3	37.1	35.3
2022	34.2	37.9	35.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	5,928	15,680	28,547
<\$15,000	6.8%	5.8%	6.2%
\$15,000 - \$24,999	9.7%	6.9%	7.2%
\$25,000 - \$34,999	12.7%	9.2%	9.3%
\$35,000 - \$49,999	15.2%	13.6%	14.7%
\$50,000 - \$74,999	22.1%	20.0%	22.6%
\$75,000 - \$99,999	13.2%	15.8%	14.7%
\$100,000 - \$149,999	13.5%	18.2%	16.3%
\$150,000 - \$199,999	3.4%	6.0%	5.1%
\$200,000+	3.4%	4.6%	3.8%
Average Household Income	\$70,933	\$83,533	\$78,483
2022 Households by Income			
Household Income Base	6,013	15,955	29,156
<\$15,000	6.3%	5.5%	6.0%
\$15,000 - \$24,999	8.5%	6.1%	6.4%
\$25,000 - \$34,999	10.6%	7.6%	7.8%
\$35,000 - \$49,999	12.9%	11.5%	12.6%
\$50,000 - \$74,999	21.2%	18.7%	21.3%
\$75,000 - \$99,999	16.1%	18.3%	17.0%
\$100,000 - \$149,999	16.4%	20.3%	18.5%
\$150,000 - \$199,999	4.0%	6.6%	5.9%
\$200,000+	4.1%	5.4%	4.6%
Average Household Income	\$81,453	\$93,911	\$88,607
2017 Owner Occupied Housing Units by Value			
Total	2,476	9,624	16,619
<\$50,000	2.0%	1.3%	2.5%
\$50,000 - \$99,999	11.8%	6.1%	9.3%
\$100,000 - \$149,999	33.7%	32.1%	37.2%
\$150,000 - \$199,999	29.7%	32.5%	27.0%
\$200,000 - \$249,999	9.0%	14.6%	12.2%
\$250,000 - \$299,999	3.1%	5.8%	4.7%
\$300,000 - \$399,999	3.6%	3.7%	3.7%
\$400,000 - \$499,999	3.4%	1.3%	1.2%
\$500,000 - \$749,999	3.3%	2.5%	1.9%
\$750,000 - \$999,999	0.3%	0.2%	0.2%
\$1,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$184,941	\$186,683	\$174,853
2022 Owner Occupied Housing Units by Value			
Total	2,499	9,756	16,915
<\$50,000	1.4%	0.9%	2.0%
\$50,000 - \$99,999	9.0%	4.6%	7.5%
\$100,000 - \$149,999	29.5%	27.9%	33.6%
\$150,000 - \$199,999	29.8%	32.6%	27.1%
\$200,000 - \$249,999	10.0%	15.9%	13.3%
\$250,000 - \$299,999	4.0%	6.9%	5.7%
\$300,000 - \$399,999	5.2%	5.3%	5.6%
\$400,000 - \$499,999	5.2%	1.9%	2.0%
\$500,000 - \$749,999	5.2%	3.6%	2.8%
\$750,000 - \$999,999	0.6%	0.3%	0.3%
\$1,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$210,144	\$203,497	\$192,343

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	12,892	37,256	68,278
0 - 4	6.8%	6.6%	7.3%
5 - 9	6.0%	6.4%	6.8%
10 - 14	5.5%	6.4%	6.7%
15 - 24	14.5%	12.9%	13.3%
25 - 34	21.5%	17.1%	18.3%
35 - 44	13.2%	14.2%	14.6%
45 - 54	12.5%	14.4%	13.8%
55 - 64	10.6%	11.9%	10.6%
65 - 74	5.0%	5.6%	4.9%
75 - 84	3.3%	3.3%	2.7%
85 +	1.2%	1.3%	1.1%
18 +	78.3%	76.6%	75.2%
2017 Population by Age			
Total	13,009	37,961	70,438
0 - 4	6.2%	6.0%	6.7%
5 - 9	5.8%	6.1%	6.7%
10 - 14	5.4%	6.0%	6.4%
15 - 24	14.3%	12.4%	12.7%
25 - 34	19.6%	16.2%	17.0%
35 - 44	14.9%	14.6%	15.3%
45 - 54	11.0%	12.8%	12.5%
55 - 64	10.4%	12.2%	11.2%
65 - 74	7.6%	8.5%	7.3%
75 - 84	3.3%	3.6%	2.9%
85 +	1.5%	1.6%	1.3%
18 +	79.3%	78.4%	76.7%
2022 Population by Age			
Total	13,174	38,612	71,953
0 - 4	6.3%	6.0%	6.7%
5 - 9	5.4%	5.7%	6.4%
10 - 14	5.1%	5.9%	6.4%
15 - 24	15.5%	12.5%	12.7%
25 - 34	18.9%	15.4%	16.3%
35 - 44	14.7%	15.1%	15.8%
45 - 54	10.9%	12.2%	12.0%
55 - 64	9.6%	11.5%	10.6%
65 - 74	8.1%	9.5%	8.1%
75 - 84	4.0%	4.6%	3.7%
85 +	1.5%	1.7%	1.3%
18 +	80.0%	79.0%	76.9%
2010 Population by Sex			
Males	6,001	17,419	32,194
Females	6,890	19,836	36,084
2017 Population by Sex			
Males	6,140	17,844	33,361
Females	6,869	20,116	37,076
2022 Population by Sex			
Males	6,219	18,168	34,084
Females	6,955	20,443	37,871

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	12,891	37,256	68,278
White Alone	61.5%	62.1%	59.7%
Black Alone	28.0%	27.5%	28.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	5.3%	5.2%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.5%	4.4%
Two or More Races	2.6%	2.3%	2.3%
Hispanic Origin	5.8%	5.6%	8.0%
Diversity Index	59.1	58.5	62.5
2017 Population by Race/Ethnicity			
Total	13,009	37,960	70,437
White Alone	56.3%	57.0%	54.5%
Black Alone	31.4%	30.8%	31.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	6.0%	5.9%	5.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	3.0%	5.1%
Two or More Races	3.3%	3.0%	3.0%
Hispanic Origin	6.8%	6.7%	9.4%
Diversity Index	63.4	63.0	66.8
2022 Population by Race/Ethnicity			
Total	13,174	38,613	71,953
White Alone	52.5%	53.2%	50.7%
Black Alone	33.6%	33.1%	34.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	6.6%	6.5%	5.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	3.4%	5.7%
Two or More Races	4.0%	3.5%	3.5%
Hispanic Origin	7.8%	7.6%	10.7%
Diversity Index	66.3	65.9	69.6
2010 Population by Relationship and Household Type			
Total	12,891	37,255	68,278
In Households	99.9%	99.2%	99.4%
In Family Households	75.0%	80.9%	81.0%
Householder	25.3%	26.4%	25.9%
Spouse	16.7%	19.4%	18.2%
Child	26.7%	29.1%	30.4%
Other relative	4.2%	4.1%	4.4%
Nonrelative	2.0%	1.8%	2.0%
In Nonfamily Households	24.9%	18.4%	18.4%
In Group Quarters	0.1%	0.8%	0.6%
Institutionalized Population	0.1%	0.7%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	8,883	26,394	47,566
Less than 9th Grade	1.3%	1.5%	2.2%
9th - 12th Grade, No Diploma	4.0%	3.2%	3.4%
High School Graduate	18.9%	17.1%	19.7%
GED/Alternative Credential	1.7%	2.1%	3.0%
Some College, No Degree	27.4%	25.0%	25.5%
Associate Degree	5.7%	7.2%	7.7%
Bachelor's Degree	26.0%	27.8%	24.8%
Graduate/Professional Degree	15.0%	16.2%	13.7%
2017 Population 15+ by Marital Status			
Total	10,747	31,102	56,544
Never Married	39.7%	36.6%	37.5%
Married	42.5%	46.6%	45.7%
Widowed	5.0%	4.8%	4.5%
Divorced	12.9%	12.0%	12.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	96.7%	96.7%
Civilian Unemployed (Unemployment Rate)	2.5%	3.3%	3.3%
2017 Employed Population 16+ by Industry			
Total	7,710	22,302	41,168
Agriculture/Mining	0.2%	0.5%	0.4%
Construction	1.7%	2.6%	4.1%
Manufacturing	8.2%	8.7%	8.1%
Wholesale Trade	5.0%	3.6%	3.1%
Retail Trade	14.6%	11.9%	12.3%
Transportation/Utilities	8.4%	9.8%	9.0%
Information	1.2%	1.2%	1.2%
Finance/Insurance/Real Estate	7.0%	7.6%	6.9%
Services	50.3%	48.7%	49.9%
Public Administration	3.5%	5.2%	4.9%
2017 Employed Population 16+ by Occupation			
Total	7,710	22,302	41,168
White Collar	72.8%	71.0%	67.1%
Management/Business/Financial	15.9%	16.7%	15.1%
Professional	27.1%	25.8%	23.7%
Sales	14.9%	13.3%	12.5%
Administrative Support	14.9%	15.2%	15.8%
Services	16.0%	15.3%	17.1%
Blue Collar	11.1%	13.6%	15.8%
Farming/Forestry/Fishing	0.2%	0.6%	0.5%
Construction/Extraction	0.9%	2.0%	3.1%
Installation/Maintenance/Repair	2.6%	2.5%	2.8%
Production	2.0%	2.9%	3.8%
Transportation/Material Moving	5.5%	5.7%	5.7%
2010 Population By Urban/ Rural Status			
Total Population	12,891	37,255	68,278
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 24, 2018



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2010 Households by Type			
Total	5,849	15,348	27,650
Households with 1 Person	35.6%	29.3%	29.4%
Households with 2+ People	64.4%	70.7%	70.6%
Family Households	55.6%	63.9%	63.5%
Husband-wife Families	36.8%	46.9%	44.7%
With Related Children	15.9%	21.1%	21.6%
Other Family (No Spouse Present)	18.8%	17.0%	18.8%
Other Family with Male Householder	4.4%	4.1%	4.7%
With Related Children	2.4%	2.5%	2.9%
Other Family with Female Householder	14.4%	12.9%	14.2%
With Related Children	9.6%	8.3%	9.5%
Nonfamily Households	8.8%	6.8%	7.0%
All Households with Children	28.5%	32.4%	34.5%
Multigenerational Households	2.5%	3.2%	3.5%
Unmarried Partner Households	6.4%	5.5%	6.0%
Male-female	5.5%	4.7%	5.1%
Same-sex	1.0%	0.8%	0.8%
2010 Households by Size			
Total	5,850	15,348	27,647
1 Person Household	35.6%	29.3%	29.4%
2 Person Household	33.6%	33.6%	32.2%
3 Person Household	15.5%	17.1%	17.2%
4 Person Household	9.7%	12.1%	12.6%
5 Person Household	3.6%	5.1%	5.4%
6 Person Household	1.4%	1.7%	1.9%
7 + Person Household	0.6%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	5,849	15,348	27,649
Owner Occupied	45.6%	64.7%	61.7%
Owned with a Mortgage/Loan	36.8%	54.3%	52.7%
Owned Free and Clear	8.8%	10.4%	9.0%
Renter Occupied	54.4%	35.3%	38.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,241	16,411	29,543
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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.

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Top 3 Tapestry Segments			
	1. Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
	2. Young and Restless (11B)	Soccer Moms (4A)	Young and Restless (11B)
	3. In Style (5B)	Young and Restless (11B)	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$11,954,131	\$36,075,893	\$62,197,813
Average Spent	\$2,016.55	\$2,300.76	\$2,178.79
Spending Potential Index	93	107	101
Education: Total \$	\$7,919,162	\$24,074,250	\$40,399,142
Average Spent	\$1,335.89	\$1,535.35	\$1,415.18
Spending Potential Index	92	105	97
Entertainment/Recreation: Total \$	\$16,154,267	\$50,297,635	\$86,107,946
Average Spent	\$2,725.08	\$3,207.76	\$3,016.36
Spending Potential Index	87	103	97
Food at Home: Total \$	\$27,920,110	\$82,323,342	\$141,561,257
Average Spent	\$4,709.87	\$5,250.21	\$4,958.88
Spending Potential Index	94	104	98
Food Away from Home: Total \$	\$19,057,118	\$56,421,402	\$97,315,502
Average Spent	\$3,214.76	\$3,598.30	\$3,408.96
Spending Potential Index	96	108	102
Health Care: Total \$	\$26,946,873	\$86,849,247	\$147,711,435
Average Spent	\$4,545.69	\$5,538.86	\$5,174.32
Spending Potential Index	81	99	93
HH Furnishings & Equipment: Total \$	\$10,302,740	\$31,976,710	\$54,921,732
Average Spent	\$1,737.98	\$2,039.33	\$1,923.91
Spending Potential Index	89	105	99
Personal Care Products & Services: Total \$	\$4,285,415	\$13,160,418	\$22,514,378
Average Spent	\$722.91	\$839.31	\$788.68
Spending Potential Index	91	105	99
Shelter: Total \$	\$90,284,980	\$269,222,471	\$462,450,714
Average Spent	\$15,230.26	\$17,169.80	\$16,199.63
Spending Potential Index	94	106	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,541,120	\$37,261,209	\$63,399,405
Average Spent	\$1,946.88	\$2,376.35	\$2,220.88
Spending Potential Index	83	101	95
Travel: Total \$	\$10,066,386	\$33,159,222	\$56,384,122
Average Spent	\$1,698.11	\$2,114.75	\$1,975.13
Spending Potential Index	82	102	95
Vehicle Maintenance & Repairs: Total \$	\$5,680,496	\$17,355,904	\$29,756,078
Average Spent	\$958.25	\$1,106.88	\$1,042.35
Spending Potential Index	89	103	97

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.