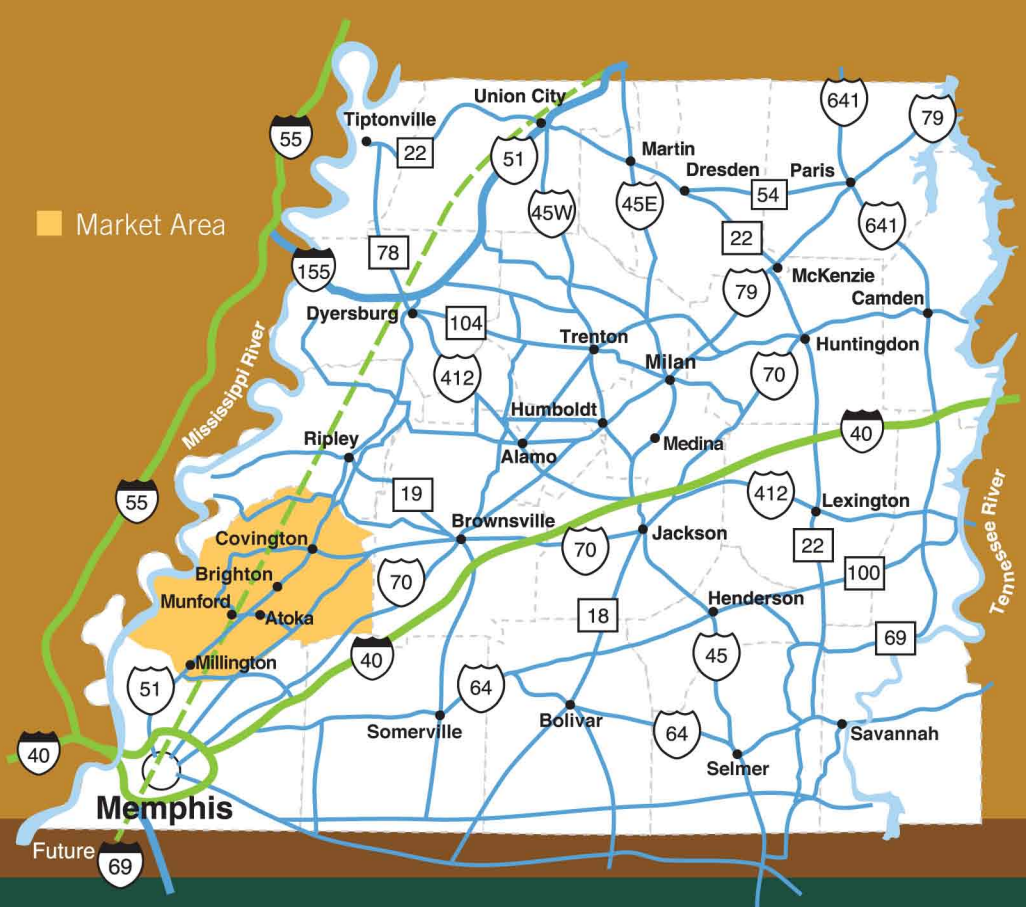




## Market Area

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 901.837.4600



## Market Area Data

### Population

2008 Estimate.....	72,505
2000 Census .....	65,893
1990 Census .....	60,179

### Race

Caucasian.....	74.5%
African American .....	20.6%
Hispanic .....	2.3%
All Other .....	2.6%

### Gender

Male .....	49.4%
Female .....	50.6%

### Age

0-17 .....	25.8%
18-24 .....	9.7%
25-34 .....	13.8%
35-44 .....	14.5%
45-54 .....	14.8%
55-64 .....	10.6%
65-7 .....	6.3%
75+ .....	4.5%
Median Age .....	35.46

### Households

2008 Estimate.....	26,026
2000 Census .....	23,223
1990 Census .....	18,744

Average Household Size..... 2.73

### Household by Household Income

Income Less than \$15,000.....	13.5%
Income \$15,000 - \$24,999 .....	10.4%
Income \$25,000 - \$34,999 .....	11.2%
Income \$35,000 - \$49,999 .....	15.6%
Income \$50,000 - \$74,999 .....	23.4%
Income \$75,000 - \$99,999 .....	12.7%
Income \$100,000 - \$149,999 .....	10.0%
Income \$150,000 - \$249,999 .....	2.2%
Income \$250,000 and more.....	0.9%

2008 Est. Average Household Income .....	\$58,754
2008 Est. Median Household Income.....	\$49,304
2008 Est. Per Capita Income.....	\$21,356
Average Travel Time to Work (Minutes) .....	33.53
Owner Occupied Housing Units.....	18,875
Average Length of Residence (Years).....	9
Median Owner-Occupied Housing Value.....	\$115,945

## Tipton County Data

2007 Population .....	57,686
2007 Households.....	20,569
2007 Retail Sales .....	\$423,564,741
Retail Sales Per Capita .....	\$7,343
Retail Sales Per Household .....	\$20,592
Retail Sales Outleakage (2006).....	\$77,037,845