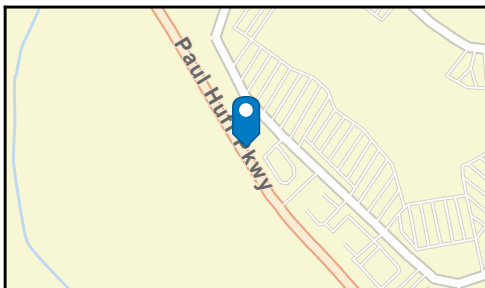
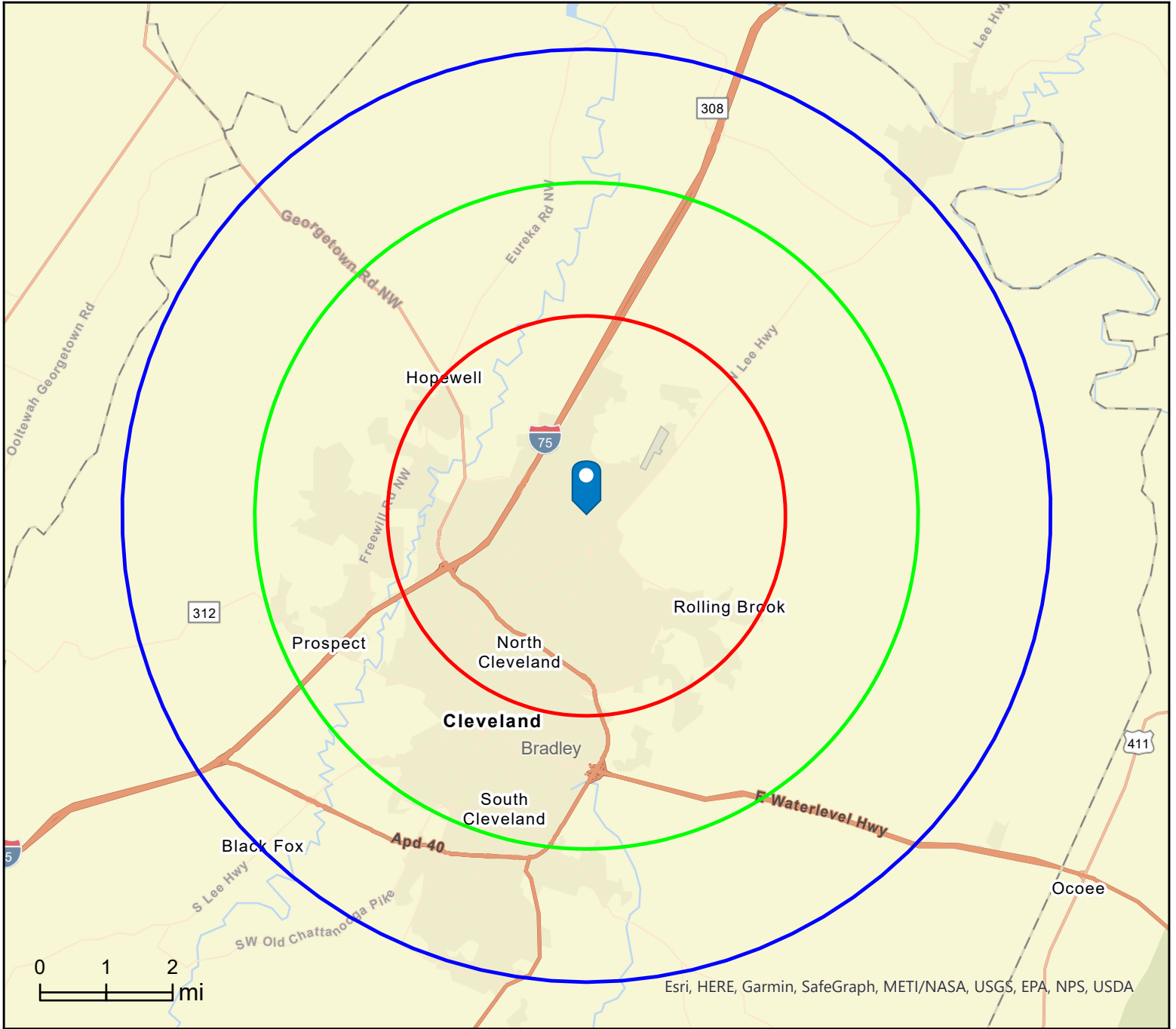


Bradley Place Shopping Center
300 Paul Huff Parkway Cleveland TN 37312
Ring: 3 mile radius

Latitude: 35.2053
Longitude: -84.8501





Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

Latitude: 35.2053
 Longitude: -84.8501

	3 mile	5 mile	7 mile
Population Summary			
2000 Total Population	29,215	52,956	71,017
2010 Total Population	32,732	59,275	79,387
2021 Total Population	37,837	66,833	88,562
2021 Group Quarters	1,621	2,376	2,587
2026 Total Population	39,916	70,012	92,426
2021-2026 Annual Rate	1.08%	0.93%	0.86%
2021 Total Daytime Population	45,662	72,221	92,821
Workers	27,430	39,329	48,321
Residents	18,232	32,892	44,500
Household Summary			
2000 Households	11,428	20,693	27,789
2000 Average Household Size	2.44	2.45	2.48
2010 Households	12,699	22,738	30,486
2010 Average Household Size	2.44	2.50	2.51
2021 Households	14,819	25,737	34,101
2021 Average Household Size	2.44	2.50	2.52
2026 Households	15,664	26,984	35,611
2026 Average Household Size	2.44	2.51	2.52
2021-2026 Annual Rate	1.12%	0.95%	0.87%
2010 Families	8,531	15,379	21,153
2010 Average Family Size	2.94	3.00	2.98
2021 Families	9,746	17,087	23,208
2021 Average Family Size	2.96	3.02	3.01
2026 Families	10,238	17,822	24,101
2026 Average Family Size	2.97	3.03	3.01
2021-2026 Annual Rate	0.99%	0.85%	0.76%
Housing Unit Summary			
2000 Housing Units	12,219	22,335	29,816
Owner Occupied Housing Units	58.8%	56.9%	60.9%
Renter Occupied Housing Units	34.7%	35.7%	32.3%
Vacant Housing Units	6.5%	7.4%	6.8%
2010 Housing Units	13,852	24,895	33,254
Owner Occupied Housing Units	54.6%	54.3%	58.0%
Renter Occupied Housing Units	37.1%	37.0%	33.7%
Vacant Housing Units	8.3%	8.7%	8.3%
2021 Housing Units	15,953	27,896	36,890
Owner Occupied Housing Units	52.2%	53.1%	56.9%
Renter Occupied Housing Units	40.7%	39.1%	35.5%
Vacant Housing Units	7.1%	7.7%	7.6%
2026 Housing Units	16,840	29,208	38,481
Owner Occupied Housing Units	53.4%	54.4%	58.0%
Renter Occupied Housing Units	39.6%	38.0%	34.5%
Vacant Housing Units	7.0%	7.6%	7.5%
Median Household Income			
2021	\$53,862	\$51,935	\$51,692
2026	\$59,614	\$57,878	\$57,723
Median Home Value			
2021	\$203,268	\$209,266	\$190,037
2026	\$256,180	\$258,669	\$246,817
Per Capita Income			
2021	\$28,683	\$27,540	\$26,565
2026	\$32,012	\$30,901	\$29,921
Median Age			
2010	37.7	36.9	37.4
2021	39.7	39.1	39.8
2026	40.0	39.6	40.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

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	3 mile	5 mile	7 mile
2021 Households by Income			
Household Income Base	14,819	25,737	34,101
<\$15,000	12.7%	14.6%	15.1%
\$15,000 - \$24,999	7.6%	7.7%	7.4%
\$25,000 - \$34,999	9.9%	9.9%	10.1%
\$35,000 - \$49,999	16.5%	16.1%	15.9%
\$50,000 - \$74,999	15.9%	15.8%	16.3%
\$75,000 - \$99,999	13.7%	13.4%	14.3%
\$100,000 - \$149,999	16.3%	15.5%	14.9%
\$150,000 - \$199,999	3.3%	2.9%	2.6%
\$200,000+	4.2%	4.0%	3.5%
Average Household Income	\$73,179	\$71,041	\$68,795
2026 Households by Income			
Household Income Base	15,664	26,984	35,611
<\$15,000	11.1%	12.7%	12.8%
\$15,000 - \$24,999	6.2%	6.2%	6.1%
\$25,000 - \$34,999	9.0%	8.8%	9.1%
\$35,000 - \$49,999	16.0%	15.6%	15.3%
\$50,000 - \$74,999	16.4%	16.8%	17.1%
\$75,000 - \$99,999	14.5%	14.3%	15.4%
\$100,000 - \$149,999	18.2%	17.4%	17.0%
\$150,000 - \$199,999	4.0%	3.6%	3.2%
\$200,000+	4.7%	4.6%	4.0%
Average Household Income	\$81,574	\$79,677	\$77,465
2021 Owner Occupied Housing Units by Value			
Total	8,328	14,824	20,994
<\$50,000	2.5%	4.6%	5.0%
\$50,000 - \$99,999	4.6%	8.3%	10.6%
\$100,000 - \$149,999	18.6%	17.4%	20.6%
\$150,000 - \$199,999	23.6%	17.9%	17.2%
\$200,000 - \$249,999	9.7%	9.9%	9.2%
\$250,000 - \$299,999	19.2%	17.6%	14.4%
\$300,000 - \$399,999	13.1%	14.4%	13.4%
\$400,000 - \$499,999	4.4%	4.9%	4.7%
\$500,000 - \$749,999	1.9%	2.9%	3.3%
\$750,000 - \$999,999	0.5%	0.5%	0.4%
\$1,000,000 - \$1,499,999	1.0%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.7%	0.6%	0.5%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$252,669	\$251,970	\$237,159
2026 Owner Occupied Housing Units by Value			
Total	8,997	15,885	22,329
<\$50,000	1.5%	3.2%	3.5%
\$50,000 - \$99,999	2.7%	5.9%	7.4%
\$100,000 - \$149,999	12.3%	12.0%	15.1%
\$150,000 - \$199,999	20.3%	15.0%	15.0%
\$200,000 - \$249,999	10.3%	10.1%	9.6%
\$250,000 - \$299,999	23.9%	21.4%	17.6%
\$300,000 - \$399,999	17.4%	18.8%	18.1%
\$400,000 - \$499,999	5.8%	6.5%	6.6%
\$500,000 - \$749,999	2.3%	3.8%	4.6%
\$750,000 - \$999,999	0.6%	0.6%	0.5%
\$1,000,000 - \$1,499,999	1.4%	1.3%	1.0%
\$1,500,000 - \$1,999,999	1.3%	1.0%	0.8%
\$2,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$293,956	\$292,470	\$278,404

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

Latitude: 35.2053
 Longitude: -84.8501

	3 mile	5 mile	7 mile
2010 Population by Age			
Total	32,732	59,271	79,388
0 - 4	5.9%	6.2%	6.2%
5 - 9	6.0%	6.4%	6.5%
10 - 14	6.1%	6.3%	6.4%
15 - 24	16.9%	16.3%	15.2%
25 - 34	11.9%	12.3%	12.5%
35 - 44	12.5%	13.0%	13.3%
45 - 54	13.0%	13.6%	14.0%
55 - 64	11.4%	11.4%	11.7%
65 - 74	8.5%	8.0%	8.2%
75 - 84	5.6%	4.7%	4.5%
85 +	2.3%	1.7%	1.5%
18 +	78.5%	77.4%	77.1%
2021 Population by Age			
Total	37,839	66,832	88,561
0 - 4	5.3%	5.5%	5.5%
5 - 9	5.2%	5.5%	5.6%
10 - 14	5.3%	5.6%	5.7%
15 - 24	14.5%	14.3%	13.4%
25 - 34	14.2%	14.2%	13.9%
35 - 44	11.1%	11.6%	12.0%
45 - 54	11.5%	12.0%	12.4%
55 - 64	12.2%	12.5%	12.8%
65 - 74	10.8%	10.5%	10.7%
75 - 84	6.9%	6.1%	6.0%
85 +	2.9%	2.2%	2.0%
18 +	81.1%	80.1%	79.8%
2026 Population by Age			
Total	39,918	70,012	92,426
0 - 4	5.3%	5.5%	5.5%
5 - 9	5.2%	5.5%	5.6%
10 - 14	5.4%	5.6%	5.8%
15 - 24	14.0%	13.9%	13.1%
25 - 34	13.3%	13.2%	12.7%
35 - 44	12.4%	12.6%	12.7%
45 - 54	10.7%	11.3%	11.8%
55 - 64	11.8%	12.1%	12.4%
65 - 74	10.9%	10.7%	11.0%
75 - 84	7.8%	7.1%	7.1%
85 +	3.1%	2.5%	2.3%
18 +	81.1%	80.1%	79.9%
2010 Population by Sex			
Males	15,621	28,593	38,456
Females	17,111	30,682	40,931
2021 Population by Sex			
Males	18,127	32,332	43,043
Females	19,710	34,500	45,519
2026 Population by Sex			
Males	19,156	33,920	45,009
Females	20,760	36,092	47,417

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

Latitude: 35.2053
 Longitude: -84.8501

	3 mile	5 mile	7 mile
2010 Population by Race/Ethnicity			
Total	32,733	59,276	79,386
White Alone	87.8%	87.4%	88.9%
Black Alone	5.3%	5.6%	5.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.4%	1.2%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%	2.8%
Two or More Races	1.8%	2.0%	1.9%
Hispanic Origin	6.0%	6.0%	5.3%
Diversity Index	31.3	31.8	28.7
2021 Population by Race/Ethnicity			
Total	37,838	66,833	88,563
White Alone	83.8%	83.5%	85.2%
Black Alone	6.4%	6.7%	6.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.0%	1.7%	1.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	4.8%	4.7%	4.1%
Two or More Races	2.7%	2.9%	2.8%
Hispanic Origin	9.0%	8.7%	7.9%
Diversity Index	40.9	41.0	37.5
2026 Population by Race/Ethnicity			
Total	39,917	70,013	92,426
White Alone	81.7%	81.5%	83.4%
Black Alone	6.8%	7.1%	6.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.3%	1.9%	1.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.6%	5.5%	4.7%
Two or More Races	3.1%	3.4%	3.3%
Hispanic Origin	10.7%	10.4%	9.4%
Diversity Index	45.6	45.4	41.9
2010 Population by Relationship and Household Type			
Total	32,732	59,275	79,387
In Households	94.8%	95.8%	96.6%
In Family Households	78.6%	79.9%	81.7%
Householder	26.0%	26.1%	26.7%
Spouse	19.6%	19.2%	19.8%
Child	27.9%	29.1%	29.6%
Other relative	3.2%	3.4%	3.4%
Nonrelative	1.9%	2.2%	2.2%
In Nonfamily Households	16.2%	15.8%	14.8%
In Group Quarters	5.2%	4.2%	3.4%
Institutionalized Population	1.3%	1.0%	1.0%
Noninstitutionalized Population	3.9%	3.2%	2.4%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

Latitude: 35.2053
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	3 mile	5 mile	7 mile
2021 Population 25+ by Educational Attainment			
Total	26,354	46,155	61,736
Less than 9th Grade	4.6%	5.2%	5.0%
9th - 12th Grade, No Diploma	6.0%	7.7%	8.3%
High School Graduate	21.5%	22.6%	24.4%
GED/Alternative Credential	4.0%	5.1%	6.3%
Some College, No Degree	23.7%	23.6%	22.3%
Associate Degree	9.1%	8.6%	8.6%
Bachelor's Degree	19.1%	16.8%	15.7%
Graduate/Professional Degree	12.0%	10.5%	9.5%
2021 Population 15+ by Marital Status			
Total	31,856	55,728	73,644
Never Married	31.1%	30.5%	28.2%
Married	50.8%	50.3%	52.3%
Widowed	7.1%	6.5%	6.4%
Divorced	11.0%	12.7%	13.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	20,706	36,194	46,997
Population 16+ Employed	95.6%	94.1%	94.2%
Population 16+ Unemployment rate	4.4%	5.9%	5.8%
Population 16-24 Employed	16.5%	16.1%	14.8%
Population 16-24 Unemployment rate	4.5%	6.1%	6.2%
Population 25-54 Employed	57.6%	58.4%	59.5%
Population 25-54 Unemployment rate	5.3%	7.0%	6.6%
Population 55-64 Employed	16.1%	16.8%	17.1%
Population 55-64 Unemployment rate	2.5%	2.8%	3.5%
Population 65+ Employed	9.8%	8.7%	8.6%
Population 65+ Unemployment rate	2.3%	4.0%	3.7%
2021 Employed Population 16+ by Industry			
Total	19,786	34,056	44,283
Agriculture/Mining	0.4%	0.6%	0.6%
Construction	6.9%	6.7%	6.9%
Manufacturing	17.2%	18.8%	19.0%
Wholesale Trade	1.7%	1.8%	1.9%
Retail Trade	11.2%	11.3%	11.1%
Transportation/Utilities	5.7%	7.0%	7.8%
Information	1.0%	1.0%	1.0%
Finance/Insurance/Real Estate	5.4%	5.2%	5.2%
Services	47.1%	45.0%	44.0%
Public Administration	3.3%	2.6%	2.5%
2021 Employed Population 16+ by Occupation			
Total	19,787	34,055	44,284
White Collar	59.3%	57.4%	56.3%
Management/Business/Financial	16.1%	14.2%	13.9%
Professional	23.7%	22.7%	22.1%
Sales	7.3%	7.9%	7.9%
Administrative Support	12.2%	12.5%	12.3%
Services	15.3%	14.9%	14.9%
Blue Collar	25.4%	27.7%	28.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	5.7%	5.4%	5.3%
Installation/Maintenance/Repair	2.9%	3.1%	3.4%
Production	8.1%	9.6%	10.0%
Transportation/Material Moving	8.5%	9.4%	9.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

Latitude: 35.2053
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	3 mile	5 mile	7 mile
2010 Households by Type			
Total	12,699	22,738	30,486
Households with 1 Person	26.5%	26.1%	24.8%
Households with 2+ People	73.5%	73.9%	75.2%
Family Households	67.2%	67.6%	69.4%
Husband-wife Families	50.7%	49.8%	51.5%
With Related Children	20.5%	20.8%	21.6%
Other Family (No Spouse Present)	16.5%	17.8%	17.9%
Other Family with Male Householder	4.4%	4.8%	4.9%
With Related Children	2.5%	2.7%	2.7%
Other Family with Female Householder	12.1%	13.1%	13.0%
With Related Children	7.5%	8.3%	8.2%
Nonfamily Households	6.3%	6.3%	5.8%
All Households with Children	30.9%	32.3%	33.1%
Multigenerational Households	3.7%	3.9%	4.2%
Unmarried Partner Households	5.3%	5.7%	5.6%
Male-female	4.7%	5.0%	5.0%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	12,699	22,741	30,486
1 Person Household	26.5%	26.1%	24.8%
2 Person Household	36.1%	35.0%	35.3%
3 Person Household	16.5%	17.1%	17.6%
4 Person Household	12.6%	13.1%	13.3%
5 Person Household	5.4%	5.6%	5.7%
6 Person Household	1.9%	2.0%	2.1%
7 + Person Household	1.0%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	12,699	22,738	30,486
Owner Occupied	59.5%	59.4%	63.3%
Owned with a Mortgage/Loan	38.7%	39.1%	41.7%
Owned Free and Clear	20.8%	20.3%	21.6%
Renter Occupied	40.5%	40.6%	36.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	152	142	157
Percent of Income for Mortgage	15.8%	16.9%	15.4%
Wealth Index	67	67	64
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	13,852	24,895	33,254
Housing Units Inside Urbanized Area	90.9%	87.1%	81.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	9.1%	12.9%	18.8%
2010 Population By Urban/ Rural Status			
Total Population	32,732	59,275	79,387
Population Inside Urbanized Area	90.4%	86.4%	80.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	9.6%	13.6%	19.3%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Place Shopping Center
 300 Paul Huff Parkway Cleveland TN 37312
 Rings: 3, 5, 7 mile radii

Latitude: 35.2053
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	3 mile	5 mile	7 mile
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
3.	Salt of the Earth (6B)	Old and Newcomers (8F)	Old and Newcomers (8F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$25,167,799	\$42,733,439	\$54,514,122
Average Spent	\$1,698.35	\$1,660.39	\$1,598.61
Spending Potential Index	80	78	75
Education: Total \$	\$18,870,168	\$31,639,167	\$39,528,606
Average Spent	\$1,273.38	\$1,229.33	\$1,159.16
Spending Potential Index	74	71	67
Entertainment/Recreation: Total \$	\$39,053,054	\$66,063,748	\$85,920,698
Average Spent	\$2,635.34	\$2,566.88	\$2,519.59
Spending Potential Index	82	79	78
Food at Home: Total \$	\$65,192,008	\$110,638,562	\$143,322,790
Average Spent	\$4,399.22	\$4,298.81	\$4,202.89
Spending Potential Index	81	79	77
Food Away from Home: Total \$	\$44,650,234	\$75,534,818	\$96,684,031
Average Spent	\$3,013.04	\$2,934.87	\$2,835.23
Spending Potential Index	79	77	75
Health Care: Total \$	\$77,431,990	\$131,193,905	\$171,789,607
Average Spent	\$5,225.18	\$5,097.48	\$5,037.67
Spending Potential Index	84	82	81
HH Furnishings & Equipment: Total \$	\$26,890,308	\$45,314,968	\$58,268,937
Average Spent	\$1,814.58	\$1,760.69	\$1,708.72
Spending Potential Index	80	78	76
Personal Care Products & Services: Total \$	\$10,752,956	\$18,148,446	\$23,226,676
Average Spent	\$725.62	\$705.15	\$681.11
Spending Potential Index	81	79	76
Shelter: Total \$	\$232,300,291	\$390,354,658	\$494,020,705
Average Spent	\$15,675.84	\$15,167.06	\$14,486.99
Spending Potential Index	78	75	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,824,980	\$47,528,727	\$61,345,062
Average Spent	\$1,945.14	\$1,846.71	\$1,798.92
Spending Potential Index	81	77	75
Travel: Total \$	\$29,286,560	\$48,889,406	\$62,298,965
Average Spent	\$1,976.28	\$1,899.58	\$1,826.90
Spending Potential Index	78	75	72
Vehicle Maintenance & Repairs: Total \$	\$13,659,465	\$23,175,539	\$30,037,216
Average Spent	\$921.75	\$900.48	\$880.83
Spending Potential Index	83	81	79

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.