



Market Profile

282 S Washington St, Ripley, Tennessee, 38063
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.74069
Longitude: -89.53768

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	8,715	13,404	20,816
2010 Total Population	9,344	14,206	21,636
2021 Total Population	9,079	13,882	21,011
2021 Group Quarters	202	246	465
2026 Total Population	8,906	13,651	20,638
2021-2026 Annual Rate	-0.38%	-0.34%	-0.36%
2021 Total Daytime Population	11,077	14,515	19,896
Workers	5,520	6,402	7,791
Residents	5,557	8,113	12,105
Household Summary			
2000 Households	3,449	5,183	8,037
2000 Average Household Size	2.49	2.55	2.54
2010 Households	3,507	5,361	8,301
2010 Average Household Size	2.61	2.61	2.55
2021 Households	3,352	5,206	8,066
2021 Average Household Size	2.65	2.62	2.55
2026 Households	3,282	5,117	7,927
2026 Average Household Size	2.65	2.62	2.54
2021-2026 Annual Rate	-0.42%	-0.34%	-0.35%
2010 Families	2,420	3,755	5,872
2010 Average Family Size	3.16	3.13	3.04
2021 Families	2,267	3,576	5,595
2021 Average Family Size	3.23	3.16	3.05
2026 Families	2,205	3,493	5,467
2026 Average Family Size	3.24	3.17	3.06
2021-2026 Annual Rate	-0.55%	-0.47%	-0.46%
Housing Unit Summary			
2000 Housing Units	3,737	5,600	8,796
Owner Occupied Housing Units	49.8%	55.0%	59.3%
Renter Occupied Housing Units	42.5%	37.6%	32.1%
Vacant Housing Units	7.7%	7.4%	8.6%
2010 Housing Units	3,997	6,064	9,489
Owner Occupied Housing Units	42.8%	50.4%	55.8%
Renter Occupied Housing Units	45.0%	38.0%	31.7%
Vacant Housing Units	12.3%	11.6%	12.5%
2021 Housing Units	3,938	6,076	9,517
Owner Occupied Housing Units	39.1%	46.7%	51.8%
Renter Occupied Housing Units	46.0%	38.9%	32.9%
Vacant Housing Units	14.9%	14.3%	15.2%
2026 Housing Units	3,964	6,121	9,589
Owner Occupied Housing Units	38.7%	46.4%	51.2%
Renter Occupied Housing Units	44.0%	37.2%	31.5%
Vacant Housing Units	17.2%	16.4%	17.3%
Median Household Income			
2021	\$36,095	\$39,720	\$42,555
2026	\$38,491	\$43,180	\$46,781
Median Home Value			
2021	\$104,203	\$106,036	\$105,477
2026	\$121,182	\$122,428	\$123,731
Per Capita Income			
2021	\$18,530	\$19,824	\$20,521
2026	\$20,259	\$21,892	\$22,713
Median Age			
2010	33.4	35.1	36.9
2021	35.5	37.5	39.1
2026	35.8	38.4	40.4

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.



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2021 Households by Income			
Household Income Base	3,352	5,206	8,066
<\$15,000	20.9%	17.8%	15.6%
\$15,000 - \$24,999	14.7%	13.7%	13.2%
\$25,000 - \$34,999	12.9%	12.9%	12.7%
\$35,000 - \$49,999	14.5%	14.4%	14.6%
\$50,000 - \$74,999	16.2%	18.3%	19.6%
\$75,000 - \$99,999	10.9%	12.4%	13.3%
\$100,000 - \$149,999	6.1%	6.6%	7.5%
\$150,000 - \$199,999	2.5%	2.7%	2.6%
\$200,000+	1.3%	1.1%	0.9%
Average Household Income	\$49,990	\$52,524	\$54,060
2026 Households by Income			
Household Income Base	3,282	5,117	7,927
<\$15,000	18.6%	15.6%	13.5%
\$15,000 - \$24,999	13.6%	12.3%	11.6%
\$25,000 - \$34,999	13.3%	12.9%	12.5%
\$35,000 - \$49,999	15.1%	14.8%	14.8%
\$50,000 - \$74,999	16.5%	18.8%	20.3%
\$75,000 - \$99,999	11.7%	13.5%	14.4%
\$100,000 - \$149,999	6.8%	7.5%	8.6%
\$150,000 - \$199,999	3.2%	3.5%	3.3%
\$200,000+	1.3%	1.1%	1.0%
Average Household Income	\$54,770	\$58,028	\$59,808
2021 Owner Occupied Housing Units by Value			
Total	1,541	2,840	4,930
<\$50,000	13.8%	13.5%	15.2%
\$50,000 - \$99,999	34.3%	33.6%	32.4%
\$100,000 - \$149,999	22.4%	23.6%	22.1%
\$150,000 - \$199,999	12.4%	11.7%	12.8%
\$200,000 - \$249,999	5.6%	7.1%	7.7%
\$250,000 - \$299,999	4.0%	3.4%	3.0%
\$300,000 - \$399,999	4.5%	3.6%	3.7%
\$400,000 - \$499,999	0.5%	0.8%	0.7%
\$500,000 - \$749,999	1.2%	1.3%	1.2%
\$750,000 - \$999,999	0.0%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.2%	0.7%	0.4%
Average Home Value	\$155,909	\$148,961	\$143,409
2026 Owner Occupied Housing Units by Value			
Total	1,536	2,838	4,905
<\$50,000	10.7%	10.1%	11.2%
\$50,000 - \$99,999	29.7%	29.0%	27.9%
\$100,000 - \$149,999	22.6%	24.3%	22.9%
\$150,000 - \$199,999	13.6%	12.8%	14.0%
\$200,000 - \$249,999	6.5%	8.1%	9.0%
\$250,000 - \$299,999	6.1%	5.3%	4.7%
\$300,000 - \$399,999	6.9%	5.5%	5.8%
\$400,000 - \$499,999	0.6%	1.1%	0.9%
\$500,000 - \$749,999	1.7%	1.9%	1.7%
\$750,000 - \$999,999	0.0%	1.0%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.6%	0.9%	0.5%
Average Home Value	\$182,292	\$174,559	\$168,602

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.

October 21, 2021



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2010 Population by Age			
Total	9,344	14,204	21,636
0 - 4	8.8%	8.1%	7.3%
5 - 9	8.1%	7.7%	7.3%
10 - 14	8.2%	7.9%	7.3%
15 - 24	14.2%	13.7%	13.3%
25 - 34	12.8%	12.6%	12.5%
35 - 44	12.2%	12.3%	12.5%
45 - 54	12.8%	13.7%	14.5%
55 - 64	10.7%	11.5%	12.1%
65 - 74	6.4%	7.1%	7.7%
75 - 84	3.8%	3.7%	3.8%
85 +	2.0%	1.7%	1.6%
18 +	70.1%	71.7%	73.5%
2021 Population by Age			
Total	9,078	13,884	21,012
0 - 4	7.7%	7.0%	6.4%
5 - 9	7.7%	7.2%	6.7%
10 - 14	7.3%	6.9%	6.6%
15 - 24	13.6%	12.7%	11.9%
25 - 34	13.1%	13.1%	13.3%
35 - 44	12.2%	12.3%	12.5%
45 - 54	10.9%	11.3%	11.6%
55 - 64	11.3%	12.5%	13.3%
65 - 74	9.4%	10.2%	10.9%
75 - 84	4.7%	5.0%	5.2%
85 +	2.0%	1.8%	1.6%
18 +	73.4%	75.1%	76.7%
2026 Population by Age			
Total	8,906	13,650	20,635
0 - 4	7.7%	7.0%	6.3%
5 - 9	7.5%	6.9%	6.5%
10 - 14	7.3%	7.0%	6.6%
15 - 24	13.4%	12.5%	11.9%
25 - 34	13.3%	12.6%	12.1%
35 - 44	11.4%	11.8%	12.3%
45 - 54	11.2%	11.4%	11.7%
55 - 64	11.2%	12.2%	12.9%
65 - 74	9.3%	10.5%	11.3%
75 - 84	5.7%	6.2%	6.6%
85 +	2.0%	1.9%	1.8%
18 +	73.5%	75.1%	76.8%
2010 Population by Sex			
Males	4,289	6,664	10,456
Females	5,055	7,542	11,180
2021 Population by Sex			
Males	4,157	6,507	10,166
Females	4,922	7,376	10,845
2026 Population by Sex			
Males	4,074	6,396	9,996
Females	4,832	7,255	10,641

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2010 Population by Race/Ethnicity			
Total	9,344	14,205	21,636
White Alone	46.3%	53.5%	62.2%
Black Alone	50.7%	43.4%	34.7%
American Indian Alone	0.3%	0.6%	0.6%
Asian Alone	0.4%	0.3%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.9%	1.0%
Two or More Races	1.4%	1.3%	1.3%
Hispanic Origin	1.8%	1.8%	2.1%
Diversity Index	54.5	54.3	51.5
2021 Population by Race/Ethnicity			
Total	9,079	13,882	21,011
White Alone	45.1%	52.1%	60.6%
Black Alone	50.1%	43.1%	34.6%
American Indian Alone	0.3%	0.7%	0.8%
Asian Alone	1.1%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	1.4%
Two or More Races	2.1%	2.0%	1.9%
Hispanic Origin	2.6%	2.6%	3.0%
Diversity Index	56.8	56.6	54.1
2026 Population by Race/Ethnicity			
Total	8,907	13,651	20,638
White Alone	44.5%	51.5%	59.9%
Black Alone	49.7%	42.7%	34.4%
American Indian Alone	0.4%	0.8%	0.9%
Asian Alone	1.5%	1.2%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.5%	1.7%
Two or More Races	2.6%	2.4%	2.2%
Hispanic Origin	3.0%	3.1%	3.5%
Diversity Index	58.1	57.9	55.5
2010 Population by Relationship and Household Type			
Total	9,344	14,206	21,636
In Households	98.0%	98.4%	97.9%
In Family Households	84.5%	85.1%	84.9%
Householder	25.9%	26.6%	26.8%
Spouse	13.2%	15.1%	16.8%
Child	38.0%	36.4%	34.3%
Other relative	4.8%	4.6%	4.4%
Nonrelative	2.6%	2.5%	2.5%
In Nonfamily Households	13.6%	13.3%	13.0%
In Group Quarters	2.0%	1.6%	2.1%
Institutionalized Population	2.0%	1.6%	2.1%
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	5,789	9,189	14,379
Less than 9th Grade	5.1%	5.3%	5.6%
9th - 12th Grade, No Diploma	16.4%	15.7%	15.3%
High School Graduate	33.2%	32.9%	33.3%
GED/Alternative Credential	9.6%	9.8%	10.5%
Some College, No Degree	21.5%	21.0%	20.2%
Associate Degree	4.5%	5.1%	5.2%
Bachelor's Degree	5.3%	5.4%	5.5%
Graduate/Professional Degree	4.5%	4.8%	4.4%
2021 Population 15+ by Marital Status			
Total	7,023	10,948	16,876
Never Married	38.8%	34.4%	31.1%
Married	38.0%	44.3%	49.1%
Widowed	6.8%	6.8%	6.9%
Divorced	16.3%	14.5%	12.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,932	6,345	9,638
Population 16+ Employed	89.2%	91.0%	92.4%
Population 16+ Unemployment rate	10.8%	9.0%	7.6%
Population 16-24 Employed	16.2%	14.5%	14.0%
Population 16-24 Unemployment rate	11.5%	12.3%	11.7%
Population 25-54 Employed	59.8%	60.2%	60.1%
Population 25-54 Unemployment rate	13.2%	10.1%	8.6%
Population 55-64 Employed	16.1%	16.9%	17.7%
Population 55-64 Unemployment rate	3.9%	3.9%	3.1%
Population 65+ Employed	7.9%	8.3%	8.2%
Population 65+ Unemployment rate	2.8%	3.4%	2.7%
2021 Employed Population 16+ by Industry			
Total	3,508	5,776	8,903
Agriculture/Mining	0.7%	1.3%	1.7%
Construction	4.8%	4.7%	4.9%
Manufacturing	21.1%	22.5%	22.1%
Wholesale Trade	1.9%	2.2%	2.6%
Retail Trade	11.8%	10.9%	11.8%
Transportation/Utilities	5.1%	5.6%	6.9%
Information	0.5%	0.5%	0.5%
Finance/Insurance/Real Estate	2.4%	3.1%	3.6%
Services	38.9%	36.7%	35.0%
Public Administration	12.7%	12.4%	11.0%
2021 Employed Population 16+ by Occupation			
Total	3,507	5,776	8,902
White Collar	41.7%	42.6%	43.8%
Management/Business/Financial	7.6%	8.1%	9.0%
Professional	16.0%	16.3%	15.8%
Sales	7.9%	7.7%	8.2%
Administrative Support	10.1%	10.6%	10.9%
Services	24.9%	22.4%	19.9%
Blue Collar	33.4%	35.0%	36.3%
Farming/Forestry/Fishing	0.1%	0.3%	0.6%
Construction/Extraction	5.2%	5.1%	4.7%
Installation/Maintenance/Repair	1.4%	2.4%	3.7%
Production	15.5%	15.7%	14.6%
Transportation/Material Moving	11.2%	11.4%	12.8%

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2010 Households by Type			
Total	3,507	5,361	8,301
Households with 1 Person	26.9%	25.9%	25.1%
Households with 2+ People	73.1%	74.1%	74.9%
Family Households	69.0%	70.0%	70.7%
Husband-wife Families	34.9%	39.9%	44.4%
With Related Children	15.5%	17.3%	18.9%
Other Family (No Spouse Present)	34.1%	30.2%	26.3%
Other Family with Male Householder	5.1%	5.3%	5.3%
With Related Children	3.2%	3.2%	3.2%
Other Family with Female Householder	29.0%	24.9%	21.0%
With Related Children	21.7%	18.2%	14.7%
Nonfamily Households	4.1%	4.0%	4.2%
All Households with Children	40.8%	39.2%	37.3%
Multigenerational Households	6.3%	6.2%	6.1%
Unmarried Partner Households	7.3%	6.9%	6.9%
Male-female	6.8%	6.4%	6.3%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,508	5,360	8,301
1 Person Household	26.9%	25.9%	25.1%
2 Person Household	30.1%	31.5%	33.0%
3 Person Household	18.6%	18.6%	18.3%
4 Person Household	12.7%	12.9%	12.9%
5 Person Household	6.6%	6.3%	6.2%
6 Person Household	3.3%	3.0%	2.9%
7 + Person Household	1.9%	1.7%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	3,507	5,361	8,301
Owner Occupied	48.7%	57.0%	63.8%
Owned with a Mortgage/Loan	30.8%	35.4%	38.1%
Owned Free and Clear	17.9%	21.6%	25.7%
Renter Occupied	51.3%	43.0%	36.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	187	204	223
Percent of Income for Mortgage	12.1%	11.2%	10.4%
Wealth Index	38	41	43
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,997	6,064	9,489
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	78.1%	60.1%	42.1%
Rural Housing Units	21.9%	39.9%	57.9%
2010 Population By Urban/ Rural Status			
Total Population	9,344	14,206	21,636
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	77.4%	59.3%	42.0%
Rural Population	22.6%	40.7%	58.0%

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.	City Commons (11E)	City Commons (11E)	Rural Bypasses (10E)
2.	Small Town Simplicity (12C)	Heartland Communities (6F)	Southern Satellites (10A)
3.	Heartland Communities (6F)	Small Town Simplicity (12C)	Heartland Communities (6F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,049,481	\$6,441,966	\$10,107,299
Average Spent	\$1,208.08	\$1,237.41	\$1,253.07
Spending Potential Index	57	58	59
Education: Total \$	\$2,838,486	\$4,379,977	\$6,733,045
Average Spent	\$846.80	\$841.33	\$834.74
Spending Potential Index	49	49	48
Entertainment/Recreation: Total \$	\$6,307,536	\$10,499,102	\$16,832,933
Average Spent	\$1,881.72	\$2,016.73	\$2,086.90
Spending Potential Index	58	62	65
Food at Home: Total \$	\$10,998,960	\$18,083,359	\$28,962,782
Average Spent	\$3,281.31	\$3,473.56	\$3,590.72
Spending Potential Index	60	64	66
Food Away from Home: Total \$	\$7,136,852	\$11,552,428	\$18,407,363
Average Spent	\$2,129.13	\$2,219.06	\$2,282.09
Spending Potential Index	56	58	60
Health Care: Total \$	\$12,683,055	\$21,361,121	\$34,605,417
Average Spent	\$3,783.73	\$4,103.17	\$4,290.28
Spending Potential Index	61	66	69
HH Furnishings & Equipment: Total \$	\$4,124,950	\$6,799,001	\$10,950,606
Average Spent	\$1,230.59	\$1,305.99	\$1,357.63
Spending Potential Index	55	58	60
Personal Care Products & Services: Total \$	\$1,683,359	\$2,700,455	\$4,242,947
Average Spent	\$502.20	\$518.72	\$526.03
Spending Potential Index	56	58	59
Shelter: Total \$	\$35,442,662	\$55,846,743	\$86,567,381
Average Spent	\$10,573.59	\$10,727.38	\$10,732.38
Spending Potential Index	52	53	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,218,384	\$7,195,476	\$11,862,046
Average Spent	\$1,258.47	\$1,382.15	\$1,470.62
Spending Potential Index	53	58	62
Travel: Total \$	\$4,129,657	\$6,732,470	\$10,705,473
Average Spent	\$1,232.00	\$1,293.21	\$1,327.23
Spending Potential Index	49	51	53
Vehicle Maintenance & Repairs: Total \$	\$2,268,324	\$3,770,512	\$6,085,361
Average Spent	\$676.71	\$724.26	\$754.45
Spending Potential Index	61	65	68

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.

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