



Market Profile

Brentwood City, TN
Brentwood City, TN (4708280)
Geography: Place

Prepared by Esri

	Brentwood cit...
Population Summary	
2000 Total Population	26,438
2010 Total Population	37,060
2016 Total Population	42,347
2016 Group Quarters	349
2021 Total Population	47,796
2016-2021 Annual Rate	2.45%
2016 Total Daytime Population	64,031
Workers	41,071
Residents	22,960
Household Summary	
2000 Households	8,642
2000 Average Household Size	3.03
2010 Households	12,170
2010 Average Household Size	3.02
2016 Households	13,702
2016 Average Household Size	3.07
2021 Households	15,361
2021 Average Household Size	3.09
2016-2021 Annual Rate	2.31%
2010 Families	10,628
2010 Average Family Size	3.26
2016 Families	11,809
2016 Average Family Size	3.34
2021 Families	13,220
2021 Average Family Size	3.36
2016-2021 Annual Rate	2.28%
Housing Unit Summary	
2000 Housing Units	8,890
Owner Occupied Housing Units	85.2%
Renter Occupied Housing Units	12.0%
Vacant Housing Units	2.8%
2010 Housing Units	12,577
Owner Occupied Housing Units	90.1%
Renter Occupied Housing Units	6.6%
Vacant Housing Units	3.2%
2016 Housing Units	14,171
Owner Occupied Housing Units	87.7%
Renter Occupied Housing Units	9.0%
Vacant Housing Units	3.3%
2021 Housing Units	15,879
Owner Occupied Housing Units	87.9%
Renter Occupied Housing Units	8.9%
Vacant Housing Units	3.3%
Median Household Income	
2016	\$134,271
2021	\$141,517
Median Home Value	
2016	\$522,291
2021	\$517,155
Per Capita Income	
2016	\$59,812
2021	\$62,912
Median Age	
2010	42.0
2016	43.7
2021	45.9

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	13,701
<\$15,000	2.9%
\$15,000 - \$24,999	1.8%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	5.3%
\$50,000 - \$74,999	8.5%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	15.3%
\$200,000+	29.4%
Average Household Income	\$181,926

2021 Households by Income

Household Income Base	15,362
<\$15,000	2.3%
\$15,000 - \$24,999	1.7%
\$25,000 - \$34,999	1.9%
\$35,000 - \$49,999	2.9%
\$50,000 - \$74,999	8.5%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	17.1%
\$200,000+	29.9%
Average Household Income	\$192,637

2016 Owner Occupied Housing Units by Value

Total	12,432
<\$50,000	0.6%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	2.6%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	14.2%
\$400,000 - \$499,999	23.0%
\$500,000 - \$749,999	35.2%
\$750,000 - \$999,999	10.5%
\$1,000,000 +	7.4%
Average Home Value	\$578,907

2021 Owner Occupied Housing Units by Value

Total	13,950
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	1.3%
\$200,000 - \$249,999	3.3%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	14.1%
\$400,000 - \$499,999	23.1%
\$500,000 - \$749,999	33.7%
\$750,000 - \$999,999	11.2%
\$1,000,000 +	7.4%
Average Home Value	\$579,260

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.

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2010 Population by Age	
Total	37,060
0 - 4	5.3%
5 - 9	8.7%
10 - 14	10.5%
15 - 24	11.2%
25 - 34	4.8%
35 - 44	14.8%
45 - 54	19.8%
55 - 64	13.9%
65 - 74	6.7%
75 - 84	3.0%
85 +	1.3%
18 +	69.0%
2016 Population by Age	
Total	42,345
0 - 4	4.8%
5 - 9	7.3%
10 - 14	9.8%
15 - 24	12.7%
25 - 34	5.7%
35 - 44	11.7%
45 - 54	18.1%
55 - 64	15.9%
65 - 74	9.2%
75 - 84	3.5%
85 +	1.4%
18 +	72.4%
2021 Population by Age	
Total	47,799
0 - 4	4.6%
5 - 9	6.3%
10 - 14	8.4%
15 - 24	12.3%
25 - 34	6.8%
35 - 44	10.2%
45 - 54	16.7%
55 - 64	17.0%
65 - 74	11.5%
75 - 84	4.6%
85 +	1.5%
18 +	75.3%
2010 Population by Sex	
Males	18,195
Females	18,865
2016 Population by Sex	
Males	20,842
Females	21,503
2021 Population by Sex	
Males	23,525
Females	24,274

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	37,060
White Alone	90.0%
Black Alone	3.0%
American Indian Alone	0.2%
Asian Alone	5.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.6%
Hispanic Origin	2.1%
Diversity Index	22.1
2016 Population by Race/Ethnicity	
Total	42,347
White Alone	87.5%
Black Alone	3.2%
American Indian Alone	0.1%
Asian Alone	6.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.9%
Hispanic Origin	2.5%
Diversity Index	26.6
2021 Population by Race/Ethnicity	
Total	47,796
White Alone	85.2%
Black Alone	3.3%
American Indian Alone	0.1%
Asian Alone	8.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.2%
Hispanic Origin	2.8%
Diversity Index	30.5
2010 Population by Relationship and Household Type	
Total	37,060
In Households	99.1%
In Family Households	94.2%
Householder	28.7%
Spouse	26.3%
Child	36.9%
Other relative	1.7%
Nonrelative	0.6%
In Nonfamily Households	4.8%
In Group Quarters	0.9%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.1%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	27,706
Less than 9th Grade	0.6%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	9.4%
GED/Alternative Credential	1.1%
Some College, No Degree	13.6%
Associate Degree	5.1%
Bachelor's Degree	43.0%
Graduate/Professional Degree	25.8%
2016 Population 15+ by Marital Status	
Total	33,073
Never Married	21.2%
Married	70.2%
Widowed	3.1%
Divorced	5.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	97.2%
Civilian Unemployed	2.8%
2016 Employed Population 16+ by Industry	
Total	19,731
Agriculture/Mining	0.3%
Construction	4.0%
Manufacturing	9.6%
Wholesale Trade	2.4%
Retail Trade	8.5%
Transportation/Utilities	2.5%
Information	1.7%
Finance/Insurance/Real Estate	11.2%
Services	57.4%
Public Administration	2.5%
2016 Employed Population 16+ by Occupation	
Total	19,729
White Collar	84.4%
Management/Business/Financial	30.7%
Professional	31.9%
Sales	13.7%
Administrative Support	8.1%
Services	9.2%
Blue Collar	6.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.4%
Installation/Maintenance/Repair	1.0%
Production	1.8%
Transportation/Material Moving	2.1%
2010 Population By Urban/ Rural Status	
Total Population	37,060
Population Inside Urbanized Area	99.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	12,170
Households with 1 Person	11.0%
Households with 2+ People	89.0%
Family Households	87.3%
Husband-wife Families	80.1%
With Related Children	42.7%
Other Family (No Spouse Present)	7.2%
Other Family with Male Householder	1.8%
With Related Children	1.1%
Other Family with Female Householder	5.4%
With Related Children	3.5%
Nonfamily Households	1.7%
All Households with Children	47.5%
Multigenerational Households	2.4%
Unmarried Partner Households	1.6%
Male-female	1.1%
Same-sex	0.5%
2010 Households by Size	
Total	12,170
1 Person Household	11.0%
2 Person Household	33.6%
3 Person Household	18.0%
4 Person Household	23.4%
5 Person Household	9.9%
6 Person Household	3.2%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	12,170
Owner Occupied	93.1%
Owned with a Mortgage/Loan	69.7%
Owned Free and Clear	23.4%
Renter Occupied	6.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,577
Housing Units Inside Urbanized Area	99.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.9%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Top Tier (1A)
2. Professional Pride (1B)
3. Exurbanites (1E)

2016 Consumer Spending

Apparel & Services: Total \$	\$61,799,264
Average Spent	\$4,510.24
Spending Potential Index	224
Education: Total \$	\$53,537,613
Average Spent	\$3,907.28
Spending Potential Index	276
Entertainment/Recreation: Total \$	\$91,063,981
Average Spent	\$6,646.04
Spending Potential Index	228
Food at Home: Total \$	\$139,066,761
Average Spent	\$10,149.38
Spending Potential Index	204
Food Away from Home: Total \$	\$93,022,132
Average Spent	\$6,788.95
Spending Potential Index	220
Health Care: Total \$	\$159,128,447
Average Spent	\$11,613.52
Spending Potential Index	219
HH Furnishings & Equipment: Total \$	\$56,010,387
Average Spent	\$4,087.75
Spending Potential Index	232
Personal Care Products & Services: Total \$	\$22,980,243
Average Spent	\$1,677.15
Spending Potential Index	229
Shelter: Total \$	\$483,665,912
Average Spent	\$35,298.93
Spending Potential Index	227
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$75,943,630
Average Spent	\$5,542.52
Spending Potential Index	239
Travel: Total \$	\$67,504,392
Average Spent	\$4,926.61
Spending Potential Index	265
Vehicle Maintenance & Repairs: Total \$	\$31,102,831
Average Spent	\$2,269.95
Spending Potential Index	219

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

May 08, 2017