



Market Profile

Cool Springs
2000 Mallory Ln, Franklin, Tennessee, 37067
Rings: 2 mile radii

Prepared by Esri
Latitude: 35.95064
Longitude: -86.81848

2 miles

Population Summary

2000 Total Population	10,822
2010 Total Population	15,238
2016 Total Population	17,717
2016 Group Quarters	233
2021 Total Population	20,062
2016-2021 Annual Rate	2.52%
2016 Total Daytime Population	52,270
Workers	43,904
Residents	8,366

Household Summary

2000 Households	4,767
2000 Average Household Size	2.25
2010 Households	6,901
2010 Average Household Size	2.17
2016 Households	7,946
2016 Average Household Size	2.20
2021 Households	8,943
2021 Average Household Size	2.22
2016-2021 Annual Rate	2.39%
2010 Families	4,062
2010 Average Family Size	2.83
2016 Families	4,664
2016 Average Family Size	2.86
2021 Families	5,227
2021 Average Family Size	2.89
2016-2021 Annual Rate	2.31%

Housing Unit Summary

2000 Housing Units	5,165
Owner Occupied Housing Units	52.4%
Renter Occupied Housing Units	39.9%
Vacant Housing Units	7.7%
2010 Housing Units	7,520
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	46.0%
Vacant Housing Units	8.2%
2016 Housing Units	8,609
Owner Occupied Housing Units	43.5%
Renter Occupied Housing Units	48.8%
Vacant Housing Units	7.7%
2021 Housing Units	9,684
Owner Occupied Housing Units	44.0%
Renter Occupied Housing Units	48.3%
Vacant Housing Units	7.7%

Median Household Income

2016	\$84,728
2021	\$95,514

Median Home Value

2016	\$368,024
2021	\$359,418

Per Capita Income

2016	\$48,819
2021	\$53,338

Median Age

2010	38.1
2016	39.7
2021	40.7

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	7,946
<\$15,000	5.4%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	9.7%
\$200,000+	10.5%

Average Household Income \$110,405

2021 Households by Income

Household Income Base	8,943
<\$15,000	4.7%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	5.3%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	11.8%
\$200,000+	11.3%

Average Household Income \$121,607

2016 Owner Occupied Housing Units by Value

Total	3,741
<\$50,000	1.0%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	1.5%
\$150,000 - \$199,999	5.4%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	26.9%
\$400,000 - \$499,999	18.0%
\$500,000 - \$749,999	19.4%
\$750,000 - \$999,999	2.7%
\$1,000,000 +	1.3%

Average Home Value \$405,682

2021 Owner Occupied Housing Units by Value

Total	4,263
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	4.2%
\$200,000 - \$249,999	16.2%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	27.4%
\$400,000 - \$499,999	16.3%
\$500,000 - \$749,999	18.4%
\$750,000 - \$999,999	2.9%
\$1,000,000 +	1.2%

Average Home Value \$403,502

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	15,240
0 - 4	5.3%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	11.6%
25 - 34	16.2%
35 - 44	15.3%
45 - 54	15.3%
55 - 64	11.6%
65 - 74	6.2%
75 - 84	4.2%
85 +	2.2%
18 +	78.6%

2016 Population by Age

Total	17,717
0 - 4	5.0%
5 - 9	5.4%
10 - 14	6.1%
15 - 24	11.8%
25 - 34	15.0%
35 - 44	14.5%
45 - 54	14.7%
55 - 64	13.1%
65 - 74	8.3%
75 - 84	4.1%
85 +	2.1%
18 +	80.0%

2021 Population by Age

Total	20,061
0 - 4	5.0%
5 - 9	5.2%
10 - 14	5.5%
15 - 24	10.8%
25 - 34	14.6%
35 - 44	14.9%
45 - 54	13.9%
55 - 64	13.5%
65 - 74	9.9%
75 - 84	4.6%
85 +	2.1%
18 +	81.1%

2010 Population by Sex

Males	7,067
Females	8,171

2016 Population by Sex

Males	8,291
Females	9,426

2021 Population by Sex

Males	9,471
Females	10,591

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2010 Population by Race/Ethnicity

Total	15,238
White Alone	84.1%
Black Alone	4.8%
American Indian Alone	0.2%
Asian Alone	7.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	1.6%
Hispanic Origin	4.9%
Diversity Index	35.1

2016 Population by Race/Ethnicity

Total	17,717
White Alone	81.7%
Black Alone	4.7%
American Indian Alone	0.2%
Asian Alone	9.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.0%
Two or More Races	1.8%
Hispanic Origin	5.3%
Diversity Index	38.9

2021 Population by Race/Ethnicity

Total	20,063
White Alone	78.9%
Black Alone	4.8%
American Indian Alone	0.2%
Asian Alone	11.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	2.1%
Hispanic Origin	5.8%
Diversity Index	43.2

2010 Population by Relationship and Household Type

Total	15,238
In Households	98.5%
In Family Households	76.5%
Householder	26.2%
Spouse	21.2%
Child	25.8%
Other relative	2.3%
Nonrelative	1.1%
In Nonfamily Households	21.9%
In Group Quarters	1.5%
Institutionalized Population	1.4%
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.

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2016 Population 25+ by Educational Attainment

Total	12,720
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	1.8%
High School Graduate	12.1%
GED/Alternative Credential	0.9%
Some College, No Degree	14.7%
Associate Degree	5.7%
Bachelor's Degree	39.6%
Graduate/Professional Degree	23.1%

2016 Population 15+ by Marital Status

Total	14,809
Never Married	30.4%
Married	56.0%
Widowed	4.9%
Divorced	8.8%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	96.6%
Civilian Unemployed	3.5%

2016 Employed Population 16+ by Industry

Total	9,527
Agriculture/Mining	0.1%
Construction	2.1%
Manufacturing	8.7%
Wholesale Trade	1.5%
Retail Trade	8.6%
Transportation/Utilities	2.1%
Information	2.8%
Finance/Insurance/Real Estate	11.6%
Services	61.2%
Public Administration	1.3%

2016 Employed Population 16+ by Occupation

Total	9,527
White Collar	83.2%
Management/Business/Financial	29.8%
Professional	33.0%
Sales	10.8%
Administrative Support	9.7%
Services	11.0%
Blue Collar	5.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	1.4%
Production	1.0%
Transportation/Material Moving	1.4%

2010 Population By Urban/ Rural Status

Total Population	15,238
Population Inside Urbanized Area	99.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.9%

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2010 Households by Type

Total	6,901
Households with 1 Person	34.2%
Households with 2+ People	65.8%
Family Households	58.9%
Husband-wife Families	47.8%
With Related Children	20.2%
Other Family (No Spouse Present)	11.1%
Other Family with Male Householder	2.8%
With Related Children	1.6%
Other Family with Female Householder	8.3%
With Related Children	5.5%
Nonfamily Households	6.9%
All Households with Children	27.5%
Multigenerational Households	1.6%
Unmarried Partner Households	3.4%
Male-female	2.9%
Same-sex	0.5%

2010 Households by Size

Total	6,900
1 Person Household	34.2%
2 Person Household	35.5%
3 Person Household	13.4%
4 Person Household	11.2%
5 Person Household	3.9%
6 Person Household	1.2%
7 + Person Household	0.6%

2010 Households by Tenure and Mortgage Status

Total	6,901
Owner Occupied	49.8%
Owned with a Mortgage/Loan	36.5%
Owned Free and Clear	13.3%
Renter Occupied	50.2%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	7,520
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%

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.

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. Urban Chic (2A)
2. Emerald City (8B)
3. Soccer Moms (4A)

2016 Consumer Spending

Apparel & Services: Total \$	\$22,847,440
Average Spent	\$2,875.34
Spending Potential Index	143
Education: Total \$	\$16,961,766
Average Spent	\$2,134.63
Spending Potential Index	151
Entertainment/Recreation: Total \$	\$32,757,266
Average Spent	\$4,122.49
Spending Potential Index	141
Food at Home: Total \$	\$53,582,425
Average Spent	\$6,743.32
Spending Potential Index	135
Food Away from Home: Total \$	\$34,945,663
Average Spent	\$4,397.89
Spending Potential Index	142
Health Care: Total \$	\$56,582,796
Average Spent	\$7,120.92
Spending Potential Index	134
HH Furnishings & Equipment: Total \$	\$20,104,769
Average Spent	\$2,530.17
Spending Potential Index	143
Personal Care Products & Services: Total \$	\$8,368,231
Average Spent	\$1,053.14
Spending Potential Index	144
Shelter: Total \$	\$180,267,957
Average Spent	\$22,686.63
Spending Potential Index	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,995,521
Average Spent	\$3,271.52
Spending Potential Index	141
Travel: Total \$	\$22,295,992
Average Spent	\$2,805.94
Spending Potential Index	151
Vehicle Maintenance & Repairs: Total \$	\$11,376,652
Average Spent	\$1,431.75
Spending Potential Index	138

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