



Market Profile

Franklin City, TN
Franklin City, TN (4727740)
Geography: Place

Prepared by Esri

	Franklin city...
Population Summary	
2000 Total Population	46,894
2010 Total Population	62,379
2016 Total Population	72,787
2016 Group Quarters	757
2021 Total Population	81,968
2016-2021 Annual Rate	2.40%
2016 Total Daytime Population	95,036
Workers	58,462
Residents	36,574
Household Summary	
2000 Households	17,857
2000 Average Household Size	2.59
2010 Households	23,994
2010 Average Household Size	2.57
2016 Households	27,810
2016 Average Household Size	2.59
2021 Households	31,219
2021 Average Household Size	2.60
2016-2021 Annual Rate	2.34%
2010 Families	16,712
2010 Average Family Size	3.12
2016 Families	19,346
2016 Average Family Size	3.14
2021 Families	21,577
2021 Average Family Size	3.17
2016-2021 Annual Rate	2.21%
Housing Unit Summary	
2000 Housing Units	19,035
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	6.2%
2010 Housing Units	25,540
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	30.8%
Vacant Housing Units	6.1%
2016 Housing Units	29,550
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	5.9%
2021 Housing Units	33,172
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	5.9%
Median Household Income	
2016	\$85,149
2021	\$96,215
Median Home Value	
2016	\$341,384
2021	\$342,613
Per Capita Income	
2016	\$40,937
2021	\$44,377
Median Age	
2010	36.7
2016	38.3
2021	39.4

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



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2016 Households by Income

Household Income Base	27,810
<\$15,000	6.4%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	11.3%
\$200,000+	9.9%

Average Household Income \$106,769

2021 Households by Income

Household Income Base	31,217
<\$15,000	5.8%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	5.9%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	24.8%
\$150,000 - \$199,999	13.1%
\$200,000+	10.5%

Average Household Income \$116,268

2016 Owner Occupied Housing Units by Value

Total	18,178
<\$50,000	1.5%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	7.6%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	13.6%
\$300,000 - \$399,999	26.0%
\$400,000 - \$499,999	15.5%
\$500,000 - \$749,999	14.2%
\$750,000 - \$999,999	3.1%
\$1,000,000 +	2.0%

Average Home Value \$384,274

2021 Owner Occupied Housing Units by Value

Total	20,415
<\$50,000	0.6%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	6.5%
\$200,000 - \$249,999	13.4%
\$250,000 - \$299,999	17.2%
\$300,000 - \$399,999	25.4%
\$400,000 - \$499,999	13.6%
\$500,000 - \$749,999	16.3%
\$750,000 - \$999,999	3.5%
\$1,000,000 +	2.0%

Average Home Value \$398,384

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	62,379
0 - 4	7.4%
5 - 9	8.2%
10 - 14	7.6%
15 - 24	10.8%
25 - 34	13.3%
35 - 44	16.8%
45 - 54	15.5%
55 - 64	10.4%
65 - 74	5.3%
75 - 84	3.1%
85 +	1.6%
18 +	72.6%
2016 Population by Age	
Total	72,788
0 - 4	6.5%
5 - 9	7.3%
10 - 14	7.7%
15 - 24	12.0%
25 - 34	11.9%
35 - 44	14.5%
45 - 54	15.2%
55 - 64	12.5%
65 - 74	7.4%
75 - 84	3.4%
85 +	1.6%
18 +	74.3%
2021 Population by Age	
Total	81,969
0 - 4	6.2%
5 - 9	6.8%
10 - 14	7.4%
15 - 24	11.8%
25 - 34	11.8%
35 - 44	13.9%
45 - 54	14.5%
55 - 64	13.1%
65 - 74	8.9%
75 - 84	4.0%
85 +	1.6%
18 +	75.4%
2010 Population by Sex	
Males	29,838
Females	32,541
2016 Population by Sex	
Males	35,003
Females	37,785
2021 Population by Sex	
Males	39,572
Females	42,397

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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	Franklin city...
2010 Population by Race/Ethnicity	
Total	62,379
White Alone	84.3%
Black Alone	6.7%
American Indian Alone	0.2%
Asian Alone	3.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.1%
Two or More Races	1.7%
Hispanic Origin	7.6%
Diversity Index	38.4
2016 Population by Race/Ethnicity	
Total	72,788
White Alone	82.8%
Black Alone	6.8%
American Indian Alone	0.2%
Asian Alone	4.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	1.9%
Hispanic Origin	8.4%
Diversity Index	41.3
2021 Population by Race/Ethnicity	
Total	81,968
White Alone	80.9%
Black Alone	6.9%
American Indian Alone	0.2%
Asian Alone	5.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.0%
Two or More Races	2.2%
Hispanic Origin	9.2%
Diversity Index	44.8
2010 Population by Relationship and Household Type	
Total	62,379
In Households	98.7%
In Family Households	84.8%
Householder	26.8%
Spouse	21.8%
Child	32.5%
Other relative	2.5%
Nonrelative	1.2%
In Nonfamily Households	14.0%
In Group Quarters	1.3%
Institutionalized Population	1.3%
Noninstitutionalized Population	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	48,404
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	12.7%
GED/Alternative Credential	2.2%
Some College, No Degree	17.0%
Associate Degree	6.3%
Bachelor's Degree	36.6%
Graduate/Professional Degree	19.6%
2016 Population 15+ by Marital Status	
Total	57,116
Never Married	24.9%
Married	60.9%
Widowed	5.0%
Divorced	9.3%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.3%
Civilian Unemployed	3.7%
2016 Employed Population 16+ by Industry	
Total	36,754
Agriculture/Mining	0.7%
Construction	3.9%
Manufacturing	7.8%
Wholesale Trade	2.7%
Retail Trade	10.6%
Transportation/Utilities	2.6%
Information	2.9%
Finance/Insurance/Real Estate	11.3%
Services	55.4%
Public Administration	2.1%
2016 Employed Population 16+ by Occupation	
Total	36,753
White Collar	78.9%
Management/Business/Financial	26.4%
Professional	28.3%
Sales	13.2%
Administrative Support	11.1%
Services	12.3%
Blue Collar	8.8%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	1.4%
Production	2.3%
Transportation/Material Moving	2.4%
2010 Population By Urban/ Rural Status	
Total Population	62,379
Population Inside Urbanized Area	97.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.3%

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	23,994
Households with 1 Person	25.5%
Households with 2+ People	74.5%
Family Households	69.7%
Husband-wife Families	56.6%
With Related Children	29.7%
Other Family (No Spouse Present)	13.1%
Other Family with Male Householder	3.1%
With Related Children	1.9%
Other Family with Female Householder	10.0%
With Related Children	6.5%
Nonfamily Households	4.8%
All Households with Children	38.3%
Multigenerational Households	2.4%
Unmarried Partner Households	3.1%
Male-female	2.6%
Same-sex	0.4%
2010 Households by Size	
Total	23,994
1 Person Household	25.5%
2 Person Household	32.3%
3 Person Household	16.3%
4 Person Household	16.3%
5 Person Household	6.6%
6 Person Household	2.0%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	23,994
Owner Occupied	67.3%
Owned with a Mortgage/Loan	53.8%
Owned Free and Clear	13.4%
Renter Occupied	32.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	25,540
Housing Units Inside Urbanized Area	97.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.1%

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. Professional Pride (1B)
2. Savvy Suburbanites (1D)
3. Soccer Moms (4A)

2016 Consumer Spending

Apparel & Services: Total \$	\$76,708,300
Average Spent	\$2,758.30
Spending Potential Index	137
Education: Total \$	\$57,162,247
Average Spent	\$2,055.46
Spending Potential Index	145
Entertainment/Recreation: Total \$	\$110,784,076
Average Spent	\$3,983.61
Spending Potential Index	137
Food at Home: Total \$	\$181,158,515
Average Spent	\$6,514.15
Spending Potential Index	131
Food Away from Home: Total \$	\$117,595,488
Average Spent	\$4,228.53
Spending Potential Index	137
Health Care: Total \$	\$193,979,425
Average Spent	\$6,975.17
Spending Potential Index	132
HH Furnishings & Equipment: Total \$	\$68,053,453
Average Spent	\$2,447.09
Spending Potential Index	139
Personal Care Products & Services: Total \$	\$27,990,915
Average Spent	\$1,006.51
Spending Potential Index	137
Shelter: Total \$	\$597,313,351
Average Spent	\$21,478.37
Spending Potential Index	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$88,326,387
Average Spent	\$3,176.07
Spending Potential Index	137
Travel: Total \$	\$75,082,123
Average Spent	\$2,699.82
Spending Potential Index	145
Vehicle Maintenance & Repairs: Total \$	\$38,587,413
Average Spent	\$1,387.54
Spending Potential Index	134

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.

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