



Market Profile

Nolensville Town, TN
 Nolensville Town, TN (4753460)
 Geography: Place

Prepared by Esri

	Nolensville t...
Population Summary	
2000 Total Population	2,587
2010 Total Population	5,926
2016 Total Population	9,228
2016 Group Quarters	0
2021 Total Population	11,482
2016-2021 Annual Rate	4.47%
2016 Total Daytime Population	6,335
Workers	1,270
Residents	5,065
Household Summary	
2000 Households	835
2000 Average Household Size	3.10
2010 Households	1,855
2010 Average Household Size	3.19
2016 Households	2,845
2016 Average Household Size	3.24
2021 Households	3,508
2021 Average Household Size	3.27
2016-2021 Annual Rate	4.28%
2010 Families	1,647
2010 Average Family Size	3.41
2016 Families	2,540
2016 Average Family Size	3.46
2021 Families	3,123
2021 Average Family Size	3.49
2016-2021 Annual Rate	4.22%
Housing Unit Summary	
2000 Housing Units	865
Owner Occupied Housing Units	88.9%
Renter Occupied Housing Units	7.6%
Vacant Housing Units	3.5%
2010 Housing Units	1,934
Owner Occupied Housing Units	87.3%
Renter Occupied Housing Units	8.6%
Vacant Housing Units	4.1%
2016 Housing Units	2,946
Owner Occupied Housing Units	87.0%
Renter Occupied Housing Units	9.6%
Vacant Housing Units	3.4%
2021 Housing Units	3,631
Owner Occupied Housing Units	86.9%
Renter Occupied Housing Units	9.7%
Vacant Housing Units	3.4%
Median Household Income	
2016	\$106,196
2021	\$111,872
Median Home Value	
2016	\$361,495
2021	\$404,365
Per Capita Income	
2016	\$38,656
2021	\$40,910
Median Age	
2010	35.2
2016	35.7
2021	35.8

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	2,845
<\$15,000	2.0%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	5.5%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	26.1%
\$150,000 - \$199,999	15.4%
\$200,000+	13.5%
Average Household Income	\$128,978
2021 Households by Income	
Household Income Base	3,509
<\$15,000	1.6%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	1.9%
\$35,000 - \$49,999	3.1%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	16.9%
\$100,000 - \$149,999	28.5%
\$150,000 - \$199,999	17.6%
\$200,000+	13.7%
Average Household Income	\$137,654
2016 Owner Occupied Housing Units by Value	
Total	2,561
<\$50,000	0.3%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.9%
\$150,000 - \$199,999	3.4%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	16.6%
\$300,000 - \$399,999	24.3%
\$400,000 - \$499,999	12.8%
\$500,000 - \$749,999	23.2%
\$750,000 - \$999,999	3.2%
\$1,000,000 +	1.5%
Average Home Value	\$417,757
2021 Owner Occupied Housing Units by Value	
Total	3,154
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	2.3%
\$200,000 - \$249,999	15.9%
\$250,000 - \$299,999	17.4%
\$300,000 - \$399,999	12.9%
\$400,000 - \$499,999	24.7%
\$500,000 - \$749,999	21.8%
\$750,000 - \$999,999	3.1%
\$1,000,000 +	1.4%
Average Home Value	\$426,030

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	5,926
0 - 4	8.0%
5 - 9	11.0%
10 - 14	10.8%
15 - 24	10.5%
25 - 34	9.3%
35 - 44	20.0%
45 - 54	16.5%
55 - 64	8.2%
65 - 74	3.5%
75 - 84	1.7%
85 +	0.4%
18 +	65.0%
2016 Population by Age	
Total	9,227
0 - 4	7.5%
5 - 9	9.8%
10 - 14	10.4%
15 - 24	12.4%
25 - 34	8.8%
35 - 44	17.3%
45 - 54	16.3%
55 - 64	10.0%
65 - 74	5.2%
75 - 84	1.8%
85 +	0.6%
18 +	67.3%
2021 Population by Age	
Total	11,481
0 - 4	7.3%
5 - 9	8.2%
10 - 14	9.9%
15 - 24	13.2%
25 - 34	10.5%
35 - 44	14.6%
45 - 54	15.7%
55 - 64	11.5%
65 - 74	6.2%
75 - 84	2.3%
85 +	0.6%
18 +	69.2%
2010 Population by Sex	
Males	2,942
Females	2,984
2016 Population by Sex	
Males	4,565
Females	4,662
2021 Population by Sex	
Males	5,673
Females	5,808

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	5,926
White Alone	85.7%
Black Alone	5.3%
American Indian Alone	0.2%
Asian Alone	6.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.1%
Hispanic Origin	2.8%
Diversity Index	29.9
2016 Population by Race/Ethnicity	
Total	9,228
White Alone	83.1%
Black Alone	5.2%
American Indian Alone	0.1%
Asian Alone	8.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.3%
Hispanic Origin	3.0%
Diversity Index	34.0
2021 Population by Race/Ethnicity	
Total	11,483
White Alone	80.5%
Black Alone	5.3%
American Indian Alone	0.1%
Asian Alone	10.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.6%
Hispanic Origin	3.4%
Diversity Index	38.0
2010 Population by Relationship and Household Type	
Total	5,926
In Households	100.0%
In Family Households	95.8%
Householder	27.8%
Spouse	24.4%
Child	40.6%
Other relative	2.1%
Nonrelative	0.9%
In Nonfamily Households	4.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
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	5,536
Less than 9th Grade	0.6%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	13.6%
GED/Alternative Credential	1.9%
Some College, No Degree	17.2%
Associate Degree	7.3%
Bachelor's Degree	36.6%
Graduate/Professional Degree	21.4%
2016 Population 15+ by Marital Status	
Total	6,680
Never Married	22.1%
Married	69.2%
Widowed	2.6%
Divorced	6.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	97.7%
Civilian Unemployed	2.3%
2016 Employed Population 16+ by Industry	
Total	4,244
Agriculture/Mining	0.2%
Construction	2.6%
Manufacturing	9.3%
Wholesale Trade	4.1%
Retail Trade	7.7%
Transportation/Utilities	3.9%
Information	1.8%
Finance/Insurance/Real Estate	10.1%
Services	56.7%
Public Administration	3.6%
2016 Employed Population 16+ by Occupation	
Total	4,245
White Collar	80.5%
Management/Business/Financial	27.1%
Professional	29.9%
Sales	12.3%
Administrative Support	11.1%
Services	9.8%
Blue Collar	9.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.0%
Installation/Maintenance/Repair	3.3%
Production	2.3%
Transportation/Material Moving	4.2%
2010 Population By Urban/ Rural Status	
Total Population	5,926
Population Inside Urbanized Area	93.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	6.9%

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2010 Households by Type	
Total	1,855
Households with 1 Person	9.6%
Households with 2+ People	90.4%
Family Households	88.8%
Husband-wife Families	78.0%
With Related Children	50.5%
Other Family (No Spouse Present)	10.8%
Other Family with Male Householder	2.4%
With Related Children	1.4%
Other Family with Female Householder	8.4%
With Related Children	6.5%
Nonfamily Households	1.6%
All Households with Children	58.7%
Multigenerational Households	3.3%
Unmarried Partner Households	2.3%
Male-female	1.7%
Same-sex	0.5%
2010 Households by Size	
Total	1,855
1 Person Household	9.6%
2 Person Household	25.3%
3 Person Household	22.3%
4 Person Household	27.2%
5 Person Household	11.5%
6 Person Household	3.2%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	1,855
Owner Occupied	91.1%
Owned with a Mortgage/Loan	77.0%
Owned Free and Clear	14.0%
Renter Occupied	8.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,934
Housing Units Inside Urbanized Area	92.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	7.7%

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.	Soccer Moms (4A)
	2.	Boomburbs (1C)
	3.	Professional Pride (1B)
2016 Consumer Spending		
Apparel & Services: Total \$		\$9,343,412
Average Spent		\$3,284.15
Spending Potential Index		163
Education: Total \$		\$6,692,458
Average Spent		\$2,352.36
Spending Potential Index		166
Entertainment/Recreation: Total \$		\$13,740,019
Average Spent		\$4,829.53
Spending Potential Index		166
Food at Home: Total \$		\$21,631,683
Average Spent		\$7,603.40
Spending Potential Index		153
Food Away from Home: Total \$		\$14,410,575
Average Spent		\$5,065.23
Spending Potential Index		164
Health Care: Total \$		\$23,640,054
Average Spent		\$8,309.33
Spending Potential Index		157
HH Furnishings & Equipment: Total \$		\$8,474,595
Average Spent		\$2,978.77
Spending Potential Index		169
Personal Care Products & Services: Total \$		\$3,424,875
Average Spent		\$1,203.82
Spending Potential Index		164
Shelter: Total \$		\$71,970,864
Average Spent		\$25,297.32
Spending Potential Index		162
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$10,864,708
Average Spent		\$3,818.88
Spending Potential Index		165
Travel: Total \$		\$9,506,967
Average Spent		\$3,341.64
Spending Potential Index		180
Vehicle Maintenance & Repairs: Total \$		\$4,693,196
Average Spent		\$1,649.63
Spending Potential Index		159

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.