



Market Profile

Spring Hill City, TN
Spring Hill City, TN (4770580)
Geography: Place

Prepared by Esri

	Spring Hill c...
Population Summary	
2000 Total Population	8,772
2010 Total Population	29,036
2016 Total Population	36,565
2016 Group Quarters	39
2021 Total Population	42,694
2016-2021 Annual Rate	3.15%
2016 Total Daytime Population	25,865
Workers	7,054
Residents	18,811
Household Summary	
2000 Households	3,047
2000 Average Household Size	2.86
2010 Households	9,861
2010 Average Household Size	2.94
2016 Households	12,404
2016 Average Household Size	2.94
2021 Households	14,441
2021 Average Household Size	2.95
2016-2021 Annual Rate	3.09%
2010 Families	7,884
2010 Average Family Size	3.33
2016 Families	9,793
2016 Average Family Size	3.35
2021 Families	11,335
2021 Average Family Size	3.37
2016-2021 Annual Rate	2.97%
Housing Unit Summary	
2000 Housing Units	3,264
Owner Occupied Housing Units	79.6%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	6.6%
2010 Housing Units	10,569
Owner Occupied Housing Units	76.8%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	6.7%
2016 Housing Units	13,219
Owner Occupied Housing Units	74.3%
Renter Occupied Housing Units	19.5%
Vacant Housing Units	6.2%
2021 Housing Units	15,406
Owner Occupied Housing Units	74.0%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	6.3%
Median Household Income	
2016	\$77,006
2021	\$85,028
Median Home Value	
2016	\$218,487
2021	\$233,250
Per Capita Income	
2016	\$29,931
2021	\$32,953
Median Age	
2010	31.9
2016	33.0
2021	33.0

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	12,405
<\$15,000	2.8%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	23.5%
\$150,000 - \$199,999	7.8%
\$200,000+	3.2%
Average Household Income	\$87,806
2021 Households by Income	
Household Income Base	14,439
<\$15,000	2.6%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	17.6%
\$100,000 - \$149,999	27.7%
\$150,000 - \$199,999	9.7%
\$200,000+	3.5%
Average Household Income	\$96,978
2016 Owner Occupied Housing Units by Value	
Total	9,821
<\$50,000	1.7%
\$50,000 - \$99,999	2.0%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	29.1%
\$200,000 - \$249,999	26.8%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	11.9%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.7%
Average Home Value	\$254,974
2021 Owner Occupied Housing Units by Value	
Total	11,406
<\$50,000	0.6%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	22.6%
\$200,000 - \$249,999	36.7%
\$250,000 - \$299,999	13.5%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	8.5%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.8%
Average Home Value	\$270,327

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	29,036
0 - 4	10.6%
5 - 9	10.4%
10 - 14	8.5%
15 - 24	9.6%
25 - 34	17.1%
35 - 44	19.0%
45 - 54	12.5%
55 - 64	7.3%
65 - 74	3.3%
75 - 84	1.4%
85 +	0.4%
18 +	66.1%
2016 Population by Age	
Total	36,566
0 - 4	9.5%
5 - 9	10.3%
10 - 14	9.0%
15 - 24	10.4%
25 - 34	14.5%
35 - 44	18.2%
45 - 54	12.3%
55 - 64	8.9%
65 - 74	4.9%
75 - 84	1.6%
85 +	0.5%
18 +	67.1%
2021 Population by Age	
Total	42,695
0 - 4	9.3%
5 - 9	9.9%
10 - 14	9.2%
15 - 24	10.3%
25 - 34	14.7%
35 - 44	18.1%
45 - 54	11.7%
55 - 64	8.7%
65 - 74	5.6%
75 - 84	2.0%
85 +	0.5%
18 +	67.2%
2010 Population by Sex	
Males	14,094
Females	14,942
2016 Population by Sex	
Males	17,802
Females	18,764
2021 Population by Sex	
Males	20,808
Females	21,887

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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	Spring Hill c...
2010 Population by Race/Ethnicity	
Total	29,036
White Alone	89.1%
Black Alone	5.4%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.5%
Two or More Races	1.9%
Hispanic Origin	5.6%
Diversity Index	28.7
2016 Population by Race/Ethnicity	
Total	36,565
White Alone	88.2%
Black Alone	5.2%
American Indian Alone	0.2%
Asian Alone	2.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.8%
Two or More Races	2.3%
Hispanic Origin	6.4%
Diversity Index	31.3
2021 Population by Race/Ethnicity	
Total	42,693
White Alone	86.9%
Black Alone	5.3%
American Indian Alone	0.3%
Asian Alone	2.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.1%
Two or More Races	2.7%
Hispanic Origin	7.3%
Diversity Index	34.4
2010 Population by Relationship and Household Type	
Total	29,036
In Households	99.8%
In Family Households	91.6%
Householder	27.2%
Spouse	22.8%
Child	38.2%
Other relative	2.2%
Nonrelative	1.2%
In Nonfamily Households	8.2%
In Group Quarters	0.2%
Institutionalized Population	0.1%
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	22,249
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	19.2%
GED/Alternative Credential	4.0%
Some College, No Degree	21.9%
Associate Degree	8.6%
Bachelor's Degree	30.4%
Graduate/Professional Degree	11.9%
2016 Population 15+ by Marital Status	
Total	26,062
Never Married	22.4%
Married	65.0%
Widowed	2.5%
Divorced	10.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	97.1%
Civilian Unemployed	2.9%
2016 Employed Population 16+ by Industry	
Total	18,110
Agriculture/Mining	0.5%
Construction	5.9%
Manufacturing	11.1%
Wholesale Trade	4.0%
Retail Trade	11.5%
Transportation/Utilities	3.9%
Information	3.4%
Finance/Insurance/Real Estate	7.6%
Services	48.7%
Public Administration	3.5%
2016 Employed Population 16+ by Occupation	
Total	18,112
White Collar	72.4%
Management/Business/Financial	18.9%
Professional	28.6%
Sales	11.7%
Administrative Support	13.2%
Services	12.4%
Blue Collar	15.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	3.4%
Production	3.2%
Transportation/Material Moving	5.2%
2010 Population By Urban/ Rural Status	
Total Population	29,036
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	97.3%
Rural Population	2.7%

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2010 Households by Type	
Total	9,861
Households with 1 Person	16.5%
Households with 2+ People	83.5%
Family Households	80.0%
Husband-wife Families	67.3%
With Related Children	43.0%
Other Family (No Spouse Present)	12.7%
Other Family with Male Householder	2.8%
With Related Children	2.0%
Other Family with Female Householder	9.9%
With Related Children	7.3%
Nonfamily Households	3.6%
All Households with Children	52.6%
Multigenerational Households	3.2%
Unmarried Partner Households	3.9%
Male-female	3.3%
Same-sex	0.6%
2010 Households by Size	
Total	9,861
1 Person Household	16.5%
2 Person Household	27.8%
3 Person Household	20.5%
4 Person Household	21.7%
5 Person Household	9.1%
6 Person Household	3.2%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	9,861
Owner Occupied	82.3%
Owned with a Mortgage/Loan	75.0%
Owned Free and Clear	7.3%
Renter Occupied	17.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	10,569
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	96.9%
Rural Housing Units	3.1%

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		Spring Hill c...
	1.	Boomburbs (1C)
	2.	Middleburg (4C)
	3.	Soccer Moms (4A)
2016 Consumer Spending		
Apparel & Services: Total \$		\$28,101,415
Average Spent		\$2,265.51
Spending Potential Index		113
Education: Total \$		\$18,855,836
Average Spent		\$1,520.14
Spending Potential Index		107
Entertainment/Recreation: Total \$		\$41,117,129
Average Spent		\$3,314.83
Spending Potential Index		114
Food at Home: Total \$		\$65,960,453
Average Spent		\$5,317.68
Spending Potential Index		107
Food Away from Home: Total \$		\$43,658,988
Average Spent		\$3,519.75
Spending Potential Index		114
Health Care: Total \$		\$70,739,239
Average Spent		\$5,702.94
Spending Potential Index		108
HH Furnishings & Equipment: Total \$		\$25,291,009
Average Spent		\$2,038.94
Spending Potential Index		115
Personal Care Products & Services: Total \$		\$10,226,960
Average Spent		\$824.49
Spending Potential Index		113
Shelter: Total \$		\$215,248,954
Average Spent		\$17,353.19
Spending Potential Index		111
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$32,187,794
Average Spent		\$2,594.95
Spending Potential Index		112
Travel: Total \$		\$27,498,929
Average Spent		\$2,216.94
Spending Potential Index		119
Vehicle Maintenance & Repairs: Total \$		\$14,108,829
Average Spent		\$1,137.44
Spending Potential Index		110

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.