



Market Profile

Spring Hill City, TN
Spring Hill city, TN (4770580)
Place

Spring Hill city...

Population Summary	
2000 Total Population	8,772
2010 Total Population	29,036
2014 Total Population	32,959
2014 Group Quarters	38
2019 Total Population	37,516
2014-2019 Annual Rate	2.62%
Household Summary	
2000 Households	3,047
2000 Average Household Size	2.86
2010 Households	9,861
2010 Average Household Size	2.94
2014 Households	11,283
2014 Average Household Size	2.92
2019 Households	12,879
2019 Average Household Size	2.91
2014-2019 Annual Rate	2.68%
2010 Families	7,884
2010 Average Family Size	3.33
2014 Families	8,940
2014 Average Family Size	3.32
2019 Families	10,134
2019 Average Family Size	3.32
2014-2019 Annual Rate	2.54%
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%
2014 Housing Units	11,821
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	4.6%
2019 Housing Units	13,419
Owner Occupied Housing Units	75.6%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	4.0%
Median Household Income	
2014	\$79,631
2019	\$86,828
Median Home Value	
2014	\$222,333
2019	\$245,515
Per Capita Income	
2014	\$31,917
2019	\$34,756
Median Age	
2010	31.9
2014	33.1
2019	33.7

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income

Household Income Base	11,282
<\$15,000	3.9%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	26.3%
\$150,000 - \$199,999	8.3%
\$200,000+	2.8%

Average Household Income \$93,050

2019 Households by Income

Household Income Base	12,879
<\$15,000	3.3%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	28.6%
\$150,000 - \$199,999	9.7%
\$200,000+	3.6%

Average Household Income \$101,026

2014 Owner Occupied Housing Units by Value

Total	8,943
<\$50,000	0.3%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	27.2%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	14.4%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.6%

Average Home Value \$257,595

2019 Owner Occupied Housing Units by Value

Total	10,151
<\$50,000	0.1%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	21.6%
\$200,000 - \$249,999	21.9%
\$250,000 - \$299,999	15.9%
\$300,000 - \$399,999	19.0%
\$400,000 - \$499,999	7.8%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.8%

Average Home Value \$282,662

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		Spring Hill city...
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%
2014 Population by Age		Spring Hill city...
Total		32,961
0 - 4		9.7%
5 - 9		10.3%
10 - 14		9.5%
15 - 24		11.0%
25 - 34		12.6%
35 - 44		18.9%
45 - 54		13.1%
55 - 64		8.5%
65 - 74		4.4%
75 - 84		1.5%
85 +		0.5%
18 +		66.3%
2019 Population by Age		Spring Hill city...
Total		37,515
0 - 4		9.7%
5 - 9		10.3%
10 - 14		9.9%
15 - 24		10.9%
25 - 34		10.9%
35 - 44		19.5%
45 - 54		13.0%
55 - 64		8.6%
65 - 74		5.1%
75 - 84		1.8%
85 +		0.5%
18 +		65.7%
2010 Population by Sex		Spring Hill city...
Males		14,094
Females		14,942
2014 Population by Sex		Spring Hill city...
Males		16,057
Females		16,904
2019 Population by Sex		Spring Hill city...
Males		18,298
Females		19,217

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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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

2014 Population by Race/Ethnicity

Total	32,959
White Alone	88.3%
Black Alone	5.4%
American Indian Alone	0.3%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.9%
Two or More Races	2.2%
Hispanic Origin	6.5%
Diversity Index	31.2

2019 Population by Race/Ethnicity

Total	37,517
White Alone	86.9%
Black Alone	5.5%
American Indian Alone	0.3%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	2.6%
Hispanic Origin	7.9%
Diversity Index	35.2

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 06, 2014



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2014 Population 25+ by Educational Attainment	
Total	19,621
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	3.5%
High School Graduate	20.3%
GED/Alternative Credential	4.0%
Some College, No Degree	23.7%
Associate Degree	8.5%
Bachelor's Degree	27.3%
Graduate/Professional Degree	10.8%
2014 Population 15+ by Marital Status	
Total	23,259
Never Married	19.9%
Married	68.2%
Widowed	2.4%
Divorced	9.4%
2014 Civilian Population 16+ in Labor Force	
Civilian Employed	97.7%
Civilian Unemployed	2.3%
2014 Employed Population 16+ by Industry	
Total	15,764
Agriculture/Mining	0.3%
Construction	6.2%
Manufacturing	8.6%
Wholesale Trade	3.6%
Retail Trade	11.9%
Transportation/Utilities	3.7%
Information	4.1%
Finance/Insurance/Real Estate	8.5%
Services	49.7%
Public Administration	3.5%
2014 Employed Population 16+ by Occupation	
Total	15,762
White Collar	72.3%
Management/Business/Financial	19.0%
Professional	27.4%
Sales	11.6%
Administrative Support	14.3%
Services	11.9%
Blue Collar	15.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	3.1%
Production	4.3%
Transportation/Material Moving	4.1%

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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

2.9%

Unmarried Partner Households

4.0%

Male-female

3.4%

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%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Middleburg (4C)
3. Soccer Moms (4A)

2014 Consumer Spending

Apparel & Services: Total \$	\$21,733,129
Average Spent	\$1,926.18
Spending Potential Index	85
Computers & Accessories: Total \$	\$3,813,830
Average Spent	\$338.02
Spending Potential Index	133
Education: Total \$	\$21,531,105
Average Spent	\$1,908.28
Spending Potential Index	128
Entertainment/Recreation: Total \$	\$48,125,360
Average Spent	\$4,265.30
Spending Potential Index	132
Food at Home: Total \$	\$70,863,123
Average Spent	\$6,280.52
Spending Potential Index	123
Food Away from Home: Total \$	\$47,485,234
Average Spent	\$4,208.56
Spending Potential Index	131
Health Care: Total \$	\$63,648,184
Average Spent	\$5,641.07
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$24,114,007
Average Spent	\$2,137.20
Spending Potential Index	119
Investments: Total \$	\$38,648,006
Average Spent	\$3,425.33
Spending Potential Index	128
Retail Goods: Total \$	\$343,168,217
Average Spent	\$30,414.63
Spending Potential Index	122
Shelter: Total \$	\$231,791,472
Average Spent	\$20,543.43
Spending Potential Index	128
TV/Video/Audio: Total \$	\$17,611,757
Average Spent	\$1,560.91
Spending Potential Index	122
Travel: Total \$	\$29,356,570
Average Spent	\$2,601.84
Spending Potential Index	137
Vehicle Maintenance & Repairs: Total \$	\$15,905,727
Average Spent	\$1,409.71
Spending Potential Index	130

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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