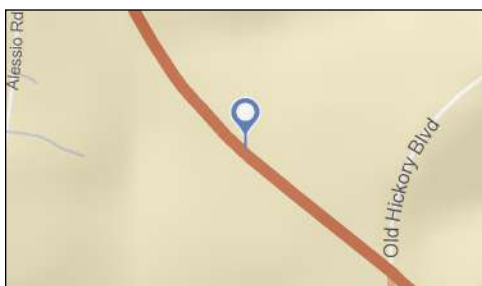
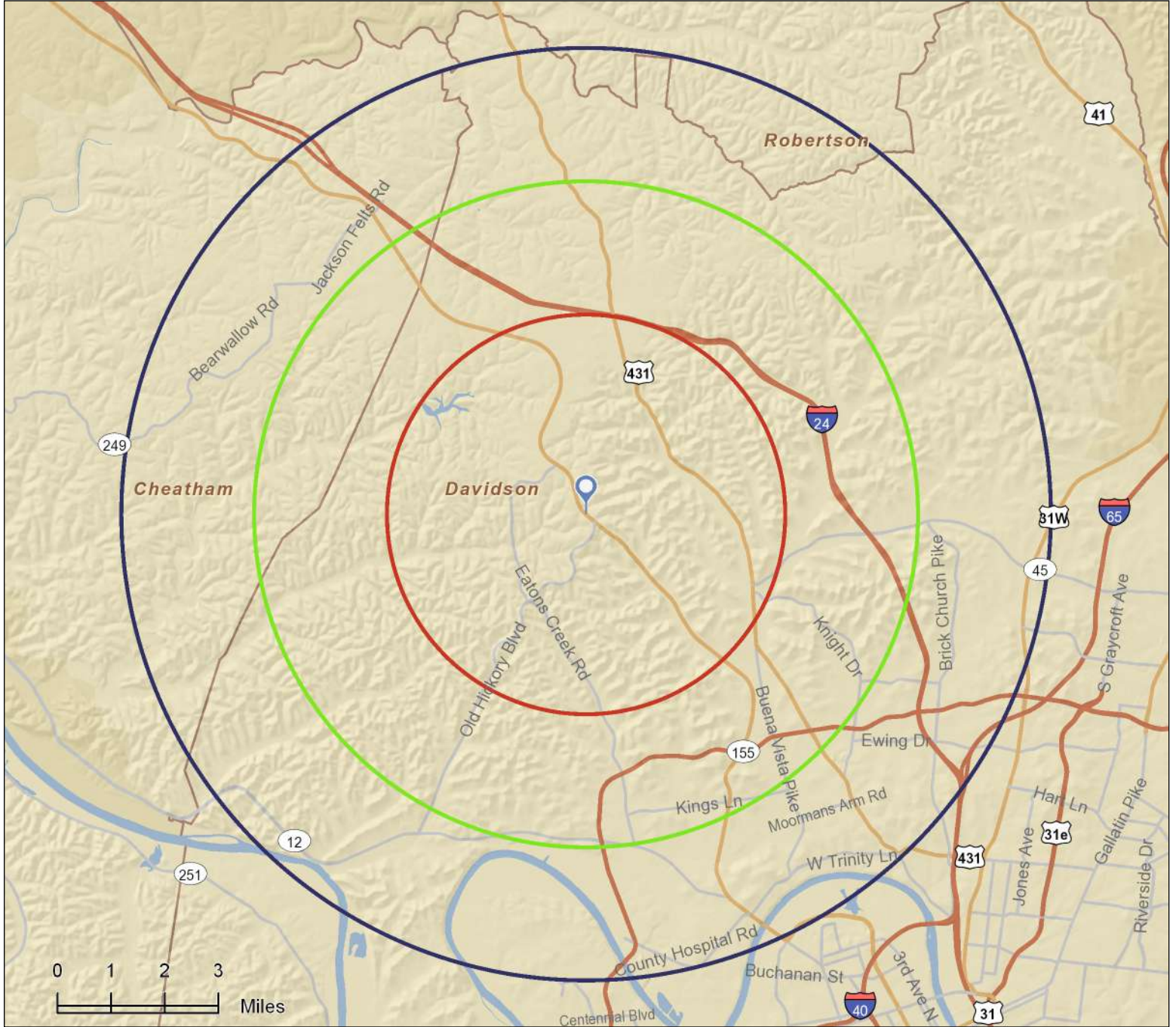




# Site Map

5538 Clarksville Pike, Joelton, TN, 37080  
Ring: 3, 5, 7 Miles

Prepared by Mark Robbins  
Latitude: 36.28101  
Longitude: -86.875793





# Demographic and Income Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 3 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Summary	Census 2010	2013	2018
Population	3,654	3,756	3,986
Households	1,521	1,565	1,658
Families	1,046	1,069	1,122
Average Household Size	2.40	2.40	2.40
Owner Occupied Housing Units	1,235	1,225	1,305
Renter Occupied Housing Units	286	340	353
Median Age	45.8	46.6	47.7
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	1.20%	0.82%	0.71%
Households	1.16%	0.83%	0.74%
Families	0.97%	0.66%	0.63%
Owner HHs	1.27%	0.96%	0.94%
Median Household Income	3.24%	3.82%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	236	15.1%	216	13.0%
\$15,000 - \$24,999	118	7.5%	85	5.1%
\$25,000 - \$34,999	221	14.1%	161	9.7%
\$35,000 - \$49,999	194	12.4%	180	10.9%
\$50,000 - \$74,999	318	20.3%	384	23.2%
\$75,000 - \$99,999	172	11.0%	232	14.0%
\$100,000 - \$149,999	216	13.8%	275	16.6%
\$150,000 - \$199,999	38	2.4%	55	3.3%
\$200,000+	53	3.4%	70	4.2%
Median Household Income	\$50,711		\$59,487	
Average Household Income	\$68,552		\$83,593	
Per Capita Income	\$28,266		\$34,425	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	176	4.8%	172	4.6%	185	4.6%
5 - 9	203	5.6%	193	5.1%	192	4.8%
10 - 14	211	5.8%	214	5.7%	215	5.4%
15 - 19	179	4.9%	188	5.0%	204	5.1%
20 - 24	182	5.0%	174	4.6%	169	4.2%
25 - 34	389	10.6%	418	11.1%	438	11.0%
35 - 44	441	12.1%	437	11.6%	452	11.3%
45 - 54	640	17.5%	596	15.9%	557	14.0%
55 - 64	645	17.6%	675	18.0%	681	17.1%
65 - 74	361	9.9%	424	11.3%	558	14.0%
75 - 84	172	4.7%	202	5.4%	260	6.5%
85+	57	1.6%	64	1.7%	73	1.8%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,653	72.6%	2,731	72.7%	2,891	72.5%
Black Alone	886	24.2%	888	23.6%	919	23.1%
American Indian Alone	10	0.3%	11	0.3%	12	0.3%
Asian Alone	13	0.4%	14	0.4%	16	0.4%
Pacific Islander Alone	2	0.1%	2	0.1%	3	0.1%
Some Other Race Alone	42	1.1%	56	1.5%	80	2.0%
Two or More Races	49	1.3%	54	1.4%	64	1.6%
Hispanic Origin (Any Race)	78	2.1%	118	3.1%	176	4.4%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

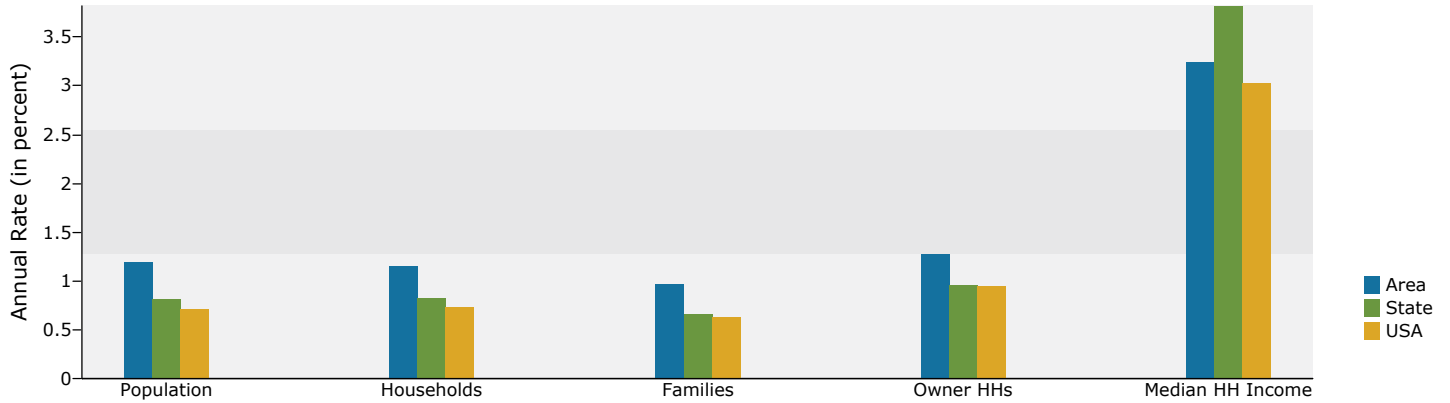


# Demographic and Income Profile

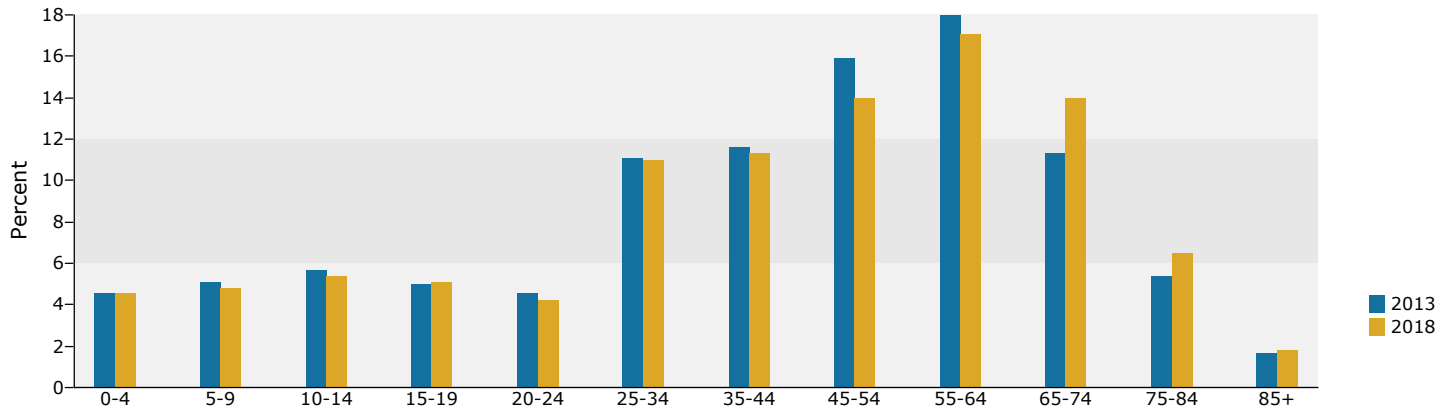
5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 3 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

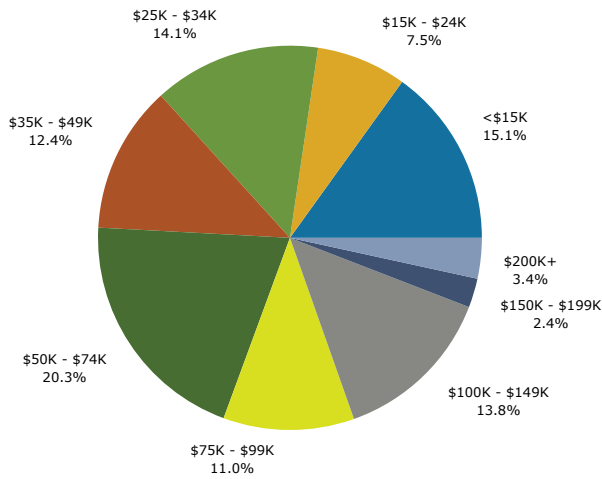
## Trends 2013-2018



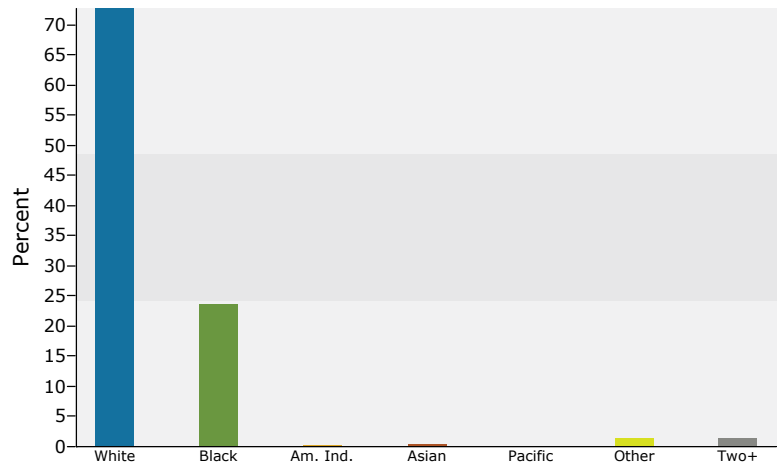
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



# Demographic and Income Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 5 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Summary	Census 2010	2013	2018
Population	14,413	14,999	16,163
Households	5,667	5,909	6,366
Families	4,020	4,160	4,444
Average Household Size	2.54	2.54	2.54
Owner Occupied Housing Units	4,707	4,748	5,133
Renter Occupied Housing Units	960	1,161	1,233
Median Age	43.8	44.3	45.1
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	1.51%	0.82%	0.71%
Households	1.50%	0.83%	0.74%
Families	1.33%	0.66%	0.63%
Owner HHs	1.57%	0.96%	0.94%
Median Household Income	2.91%	3.82%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	629	10.6%	591	9.3%
\$15,000 - \$24,999	569	9.6%	426	6.7%
\$25,000 - \$34,999	732	12.4%	568	8.9%
\$35,000 - \$49,999	855	14.5%	798	12.5%
\$50,000 - \$74,999	1,286	21.8%	1,539	24.2%
\$75,000 - \$99,999	782	13.2%	1,054	16.6%
\$100,000 - \$149,999	733	12.4%	935	14.7%
\$150,000 - \$199,999	180	3.0%	271	4.3%
\$200,000+	144	2.4%	183	2.9%
Median Household Income	\$52,185		\$60,221	
Average Household Income	\$67,724		\$79,646	
Per Capita Income	\$26,938		\$31,673	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	783	5.4%	785	5.2%	854	5.3%
5 - 9	806	5.6%	840	5.6%	884	5.5%
10 - 14	893	6.2%	881	5.9%	941	5.8%
15 - 19	829	5.8%	831	5.5%	855	5.3%
20 - 24	725	5.0%	760	5.1%	736	4.6%
25 - 34	1,601	11.1%	1,728	11.5%	1,872	11.6%
35 - 44	1,790	12.4%	1,803	12.0%	1,923	11.9%
45 - 54	2,371	16.4%	2,227	14.8%	2,126	13.2%
55 - 64	2,378	16.5%	2,509	16.7%	2,553	15.8%
65 - 74	1,374	9.5%	1,621	10.8%	2,126	13.2%
75 - 84	664	4.6%	781	5.2%	1,005	6.2%
85+	201	1.4%	233	1.6%	288	1.8%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,021	55.6%	8,356	55.7%	8,960	55.4%
Black Alone	5,859	40.6%	5,981	39.9%	6,330	39.2%
American Indian Alone	37	0.3%	50	0.3%	54	0.3%
Asian Alone	91	0.6%	100	0.7%	120	0.7%
Pacific Islander Alone	3	0.0%	5	0.0%	7	0.0%
Some Other Race Alone	201	1.4%	275	1.8%	413	2.6%
Two or More Races	202	1.4%	232	1.5%	280	1.7%
Hispanic Origin (Any Race)	387	2.7%	566	3.8%	852	5.3%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

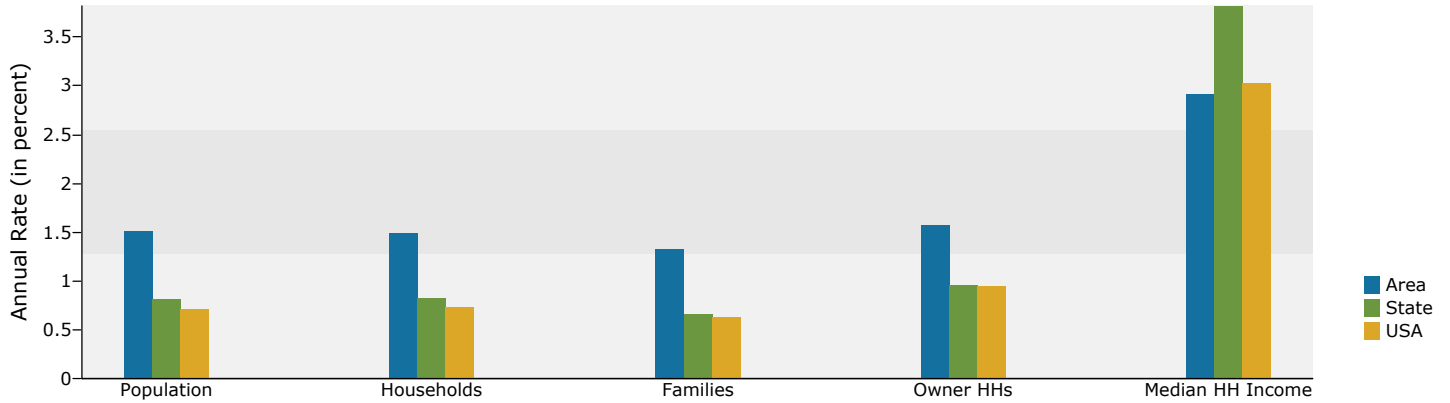


# Demographic and Income Profile

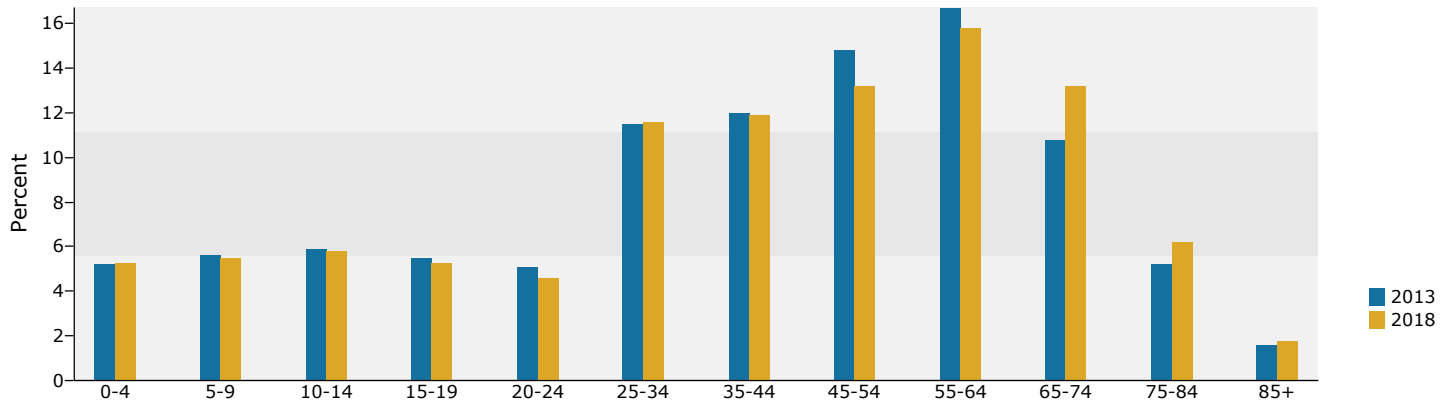
5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 5 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

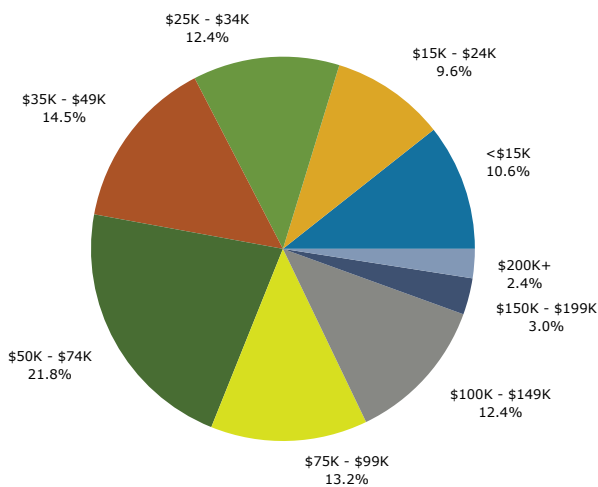
## Trends 2013-2018



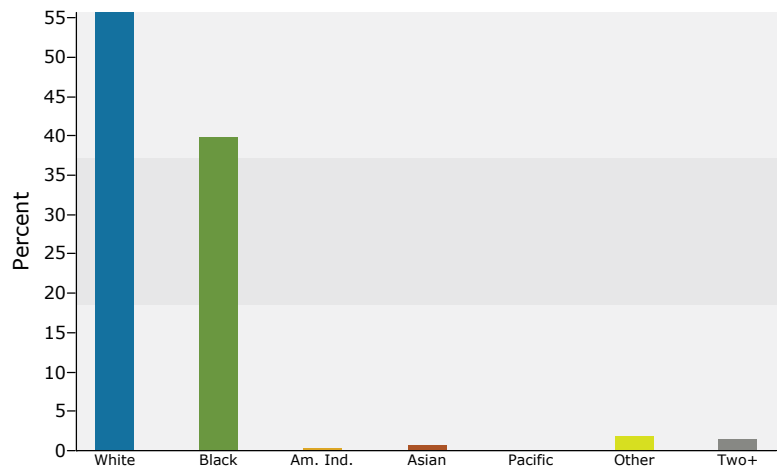
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.





# Demographic and Income Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 7 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Summary	Census 2010	2013	2018
Population	47,730	49,249	52,466
Households	17,340	17,964	19,212
Families	12,058	12,396	13,147
Average Household Size	2.57	2.57	2.57
Owner Occupied Housing Units	12,524	12,388	13,378
Renter Occupied Housing Units	4,816	5,576	5,835
Median Age	39.4	40.0	40.5
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	1.27%	0.82%	0.71%
Households	1.35%	0.83%	0.74%
Families	1.18%	0.66%	0.63%
Owner HHs	1.55%	0.96%	0.94%
Median Household Income	4.05%	3.82%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	2,678	14.9%	2,702	14.1%
\$15,000 - \$24,999	2,403	13.4%	1,892	9.8%
\$25,000 - \$34,999	2,429	13.5%	2,019	10.5%
\$35,000 - \$49,999	2,705	15.1%	2,643	13.8%
\$50,000 - \$74,999	3,874	21.6%	4,718	24.6%
\$75,000 - \$99,999	1,901	10.6%	2,628	13.7%
\$100,000 - \$149,999	1,372	7.6%	1,784	9.3%
\$150,000 - \$199,999	348	1.9%	505	2.6%
\$200,000+	254	1.4%	322	1.7%
Median Household Income	\$41,935		\$51,144	
Average Household Income	\$55,224		\$63,834	
Per Capita Income	\$21,402		\$24,568	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,969	6.2%	2,957	6.0%	3,150	6.0%
5 - 9	3,023	6.3%	3,072	6.2%	3,132	6.0%
10 - 14	3,114	6.5%	3,141	6.4%	3,302	6.3%
15 - 19	3,127	6.6%	3,024	6.1%	3,161	6.0%
20 - 24	2,845	6.0%	2,971	6.0%	2,869	5.5%
25 - 34	6,055	12.7%	6,442	13.1%	6,851	13.1%
35 - 44	6,293	13.2%	6,236	12.7%	6,528	12.4%
45 - 54	7,369	15.4%	7,079	14.4%	6,831	13.0%
55 - 64	6,515	13.6%	6,983	14.2%	7,352	14.0%
65 - 74	3,741	7.8%	4,366	8.9%	5,688	10.8%
75 - 84	2,045	4.3%	2,249	4.6%	2,704	5.2%
85+	634	1.3%	730	1.5%	897	1.7%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,164	40.2%	19,760	40.1%	20,776	39.6%
Black Alone	26,931	56.4%	27,538	55.9%	29,154	55.6%
American Indian Alone	124	0.3%	141	0.3%	150	0.3%
Asian Alone	205	0.4%	223	0.5%	261	0.5%
Pacific Islander Alone	11	0.0%	14	0.0%	19	0.0%
Some Other Race Alone	607	1.3%	787	1.6%	1,167	2.2%
Two or More Races	688	1.4%	786	1.6%	939	1.8%
Hispanic Origin (Any Race)	1,124	2.4%	1,508	3.1%	2,236	4.3%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

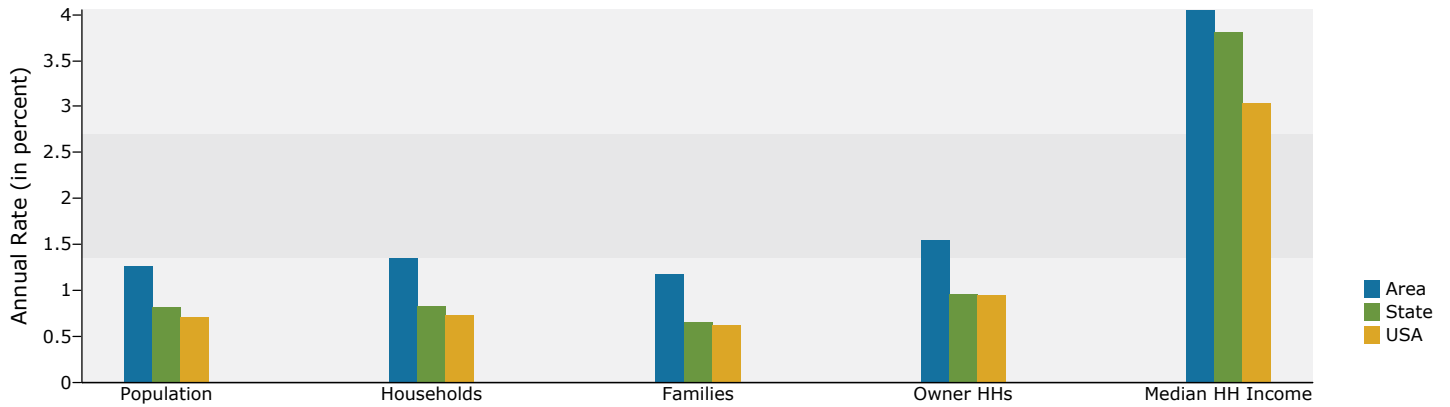


# Demographic and Income Profile

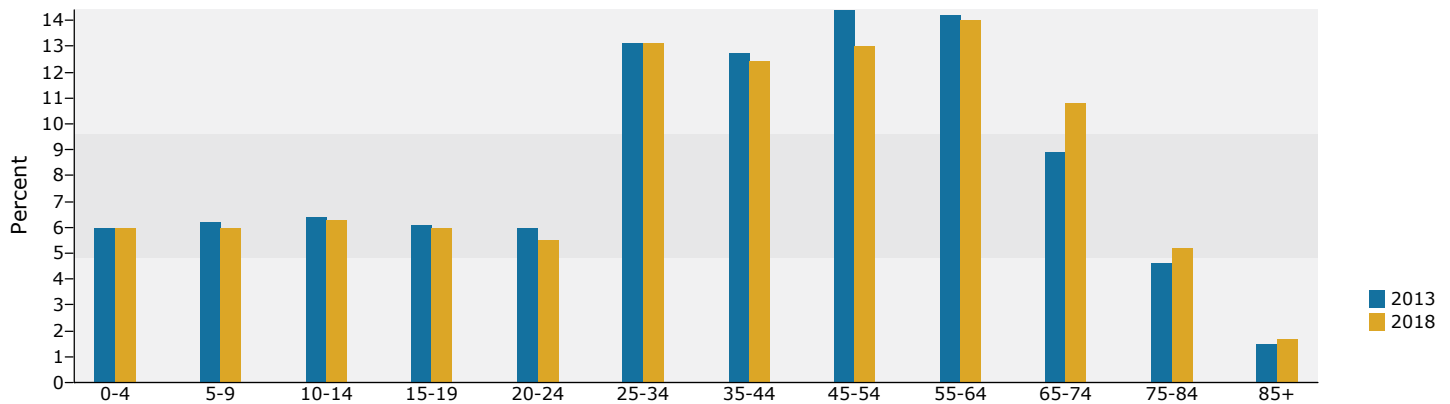
5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 7 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

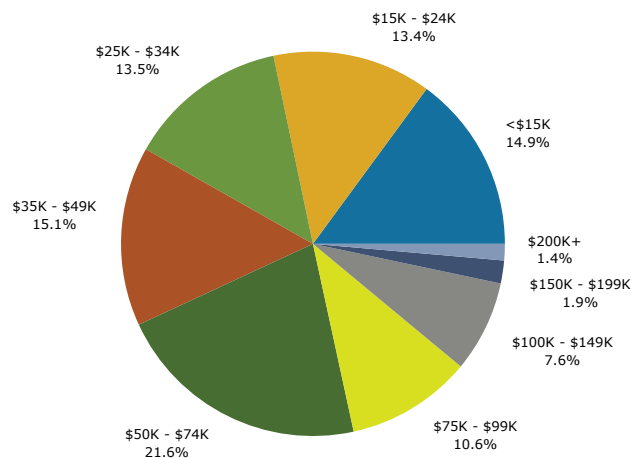
## Trends 2013-2018



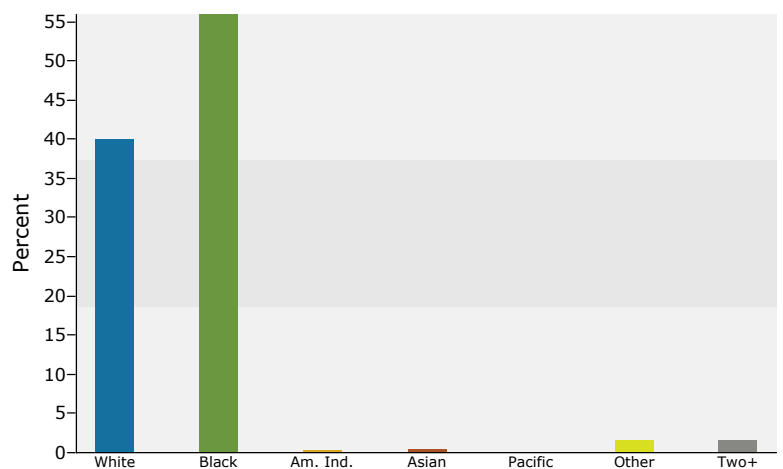
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	3,685	13,760	46,555
2010 Total Population	3,654	14,413	47,730
2013 Total Population	3,756	14,999	49,249
2013 Group Quarters	0	8	3,171
2018 Total Population	3,986	16,163	52,466
2013-2018 Annual Rate	1.20%	1.51%	1.27%
<b>Household Summary</b>			
2000 Households	1,413	5,158	16,101
2000 Average Household Size	2.58	2.66	2.66
2010 Households	1,521	5,667	17,340
2010 Average Household Size	2.40	2.54	2.57
2013 Households	1,565	5,909	17,964
2013 Average Household Size	2.40	2.54	2.57
2018 Households	1,658	6,366	19,212
2018 Average Household Size	2.40	2.54	2.57
2013-2018 Annual Rate	1.16%	1.50%	1.35%
2010 Families	1,046	4,020	12,058
2010 Average Family Size	2.85	3.00	3.05
2013 Families	1,069	4,160	12,396
2013 Average Family Size	2.84	2.99	3.05
2018 Families	1,122	4,444	13,147
2018 Average Family Size	2.85	3.00	3.05
2013-2018 Annual Rate	0.98%	1.33%	1.18%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,493	5,363	16,817
Owner Occupied Housing Units	79.0%	82.1%	71.0%
Renter Occupied Housing Units	15.7%	14.1%	24.7%
Vacant Housing Units	5.4%	3.8%	4.3%
2010 Housing Units	1,641	6,043	18,686
Owner Occupied Housing Units	75.3%	77.9%	67.0%
Renter Occupied Housing Units	17.4%	15.9%	25.8%
Vacant Housing Units	7.3%	6.2%	7.2%
2013 Housing Units	1,672	6,206	19,197
Owner Occupied Housing Units	73.3%	76.5%	64.5%
Renter Occupied Housing Units	20.3%	18.7%	29.0%
Vacant Housing Units	6.4%	4.8%	6.4%
2018 Housing Units	1,749	6,678	20,420
Owner Occupied Housing Units	74.6%	76.9%	65.5%
Renter Occupied Housing Units	20.2%	18.5%	28.6%
Vacant Housing Units	5.2%	4.7%	5.9%
<b>Median Household Income</b>			
2013	\$50,711	\$52,185	\$41,935
2018	\$59,487	\$60,221	\$51,144
<b>Median Home Value</b>			
2013	\$152,703	\$153,434	\$136,849
2018	\$202,248	\$195,877	\$172,130
<b>Per Capita Income</b>			
2013	\$28,266	\$26,938	\$21,402
2018	\$34,425	\$31,673	\$24,568
<b>Median Age</b>			
2010	45.8	43.8	39.4
2013	46.6	44.3	40.0
2018	47.7	45.1	40.5

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.





# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>2013 Households by Income</b>			
Household Income Base	1,565	5,909	17,964
<\$15,000	15.1%	10.6%	14.9%
\$15,000 - \$24,999	7.5%	9.6%	13.4%
\$25,000 - \$34,999	14.1%	12.4%	13.5%
\$35,000 - \$49,999	12.4%	14.5%	15.1%
\$50,000 - \$74,999	20.3%	21.8%	21.6%
\$75,000 - \$99,999	11.0%	13.2%	10.6%
\$100,000 - \$149,999	13.8%	12.4%	7.6%
\$150,000 - \$199,999	2.4%	3.0%	1.9%
\$200,000+	3.4%	2.4%	1.4%
Average Household Income	\$68,552	\$67,724	\$55,224
<b>2018 Households by Income</b>			
Household Income Base	1,658	6,366	19,212
<\$15,000	13.0%	9.3%	14.1%
\$15,000 - \$24,999	5.1%	6.7%	9.8%
\$25,000 - \$34,999	9.7%	8.9%	10.5%
\$35,000 - \$49,999	10.9%	12.5%	13.8%
\$50,000 - \$74,999	23.2%	24.2%	24.6%
\$75,000 - \$99,999	14.0%	16.6%	13.7%
\$100,000 - \$149,999	16.6%	14.7%	9.3%
\$150,000 - \$199,999	3.3%	4.3%	2.6%
\$200,000+	4.2%	2.9%	1.7%
Average Household Income	\$83,593	\$79,646	\$63,834
<b>2013 Owner Occupied Housing Units by Value</b>			
Total	1,225	4,748	12,388
<\$50,000	2.9%	2.5%	2.8%
\$50,000 - \$99,999	17.8%	17.0%	20.6%
\$100,000 - \$149,999	28.2%	28.9%	36.1%
\$150,000 - \$199,999	22.0%	23.5%	20.7%
\$200,000 - \$249,999	13.6%	13.8%	10.3%
\$250,000 - \$299,999	6.8%	6.3%	4.4%
\$300,000 - \$399,999	5.5%	5.2%	3.1%
\$400,000 - \$499,999	1.9%	1.6%	1.0%
\$500,000 - \$749,999	1.1%	1.0%	0.7%
\$750,000 - \$999,999	0.3%	0.2%	0.1%
\$1,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$175,282	\$173,440	\$155,710
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,305	5,133	13,378
<\$50,000	1.3%	1.1%	1.5%
\$50,000 - \$99,999	7.3%	7.6%	11.7%
\$100,000 - \$149,999	14.2%	16.3%	24.8%
\$150,000 - \$199,999	26.1%	27.2%	27.1%
\$200,000 - \$249,999	24.1%	23.8%	18.5%
\$250,000 - \$299,999	12.7%	11.4%	8.1%
\$300,000 - \$399,999	8.5%	7.9%	4.7%
\$400,000 - \$499,999	2.8%	2.3%	1.6%
\$500,000 - \$749,999	2.0%	1.8%	1.4%
\$750,000 - \$999,999	0.6%	0.4%	0.2%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$221,640	\$213,928	\$189,737

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>2010 Population by Age</b>			
Total	3,657	14,412	47,728
0 - 4	4.8%	5.4%	6.2%
5 - 9	5.6%	5.6%	6.3%
10 - 14	5.8%	6.2%	6.5%
15 - 24	9.9%	10.8%	12.5%
25 - 34	10.6%	11.1%	12.7%
35 - 44	12.1%	12.4%	13.2%
45 - 54	17.5%	16.5%	15.4%
55 - 64	17.6%	16.5%	13.7%
65 - 74	9.9%	9.5%	7.8%
75 - 84	4.7%	4.6%	4.3%
85 +	1.6%	1.4%	1.3%
18 +	80.7%	79.0%	76.7%
<b>2013 Population by Age</b>			
Total	3,757	14,999	49,250
0 - 4	4.6%	5.2%	6.0%
5 - 9	5.1%	5.6%	6.2%
10 - 14	5.7%	5.9%	6.4%
15 - 24	9.6%	10.6%	12.2%
25 - 34	11.1%	11.5%	13.1%
35 - 44	11.6%	12.0%	12.7%
45 - 54	15.9%	14.8%	14.4%
55 - 64	18.0%	16.7%	14.2%
65 - 74	11.3%	10.8%	8.9%
75 - 84	5.4%	5.2%	4.6%
85 +	1.7%	1.6%	1.5%
18 +	81.5%	79.9%	77.6%
<b>2018 Population by Age</b>			
Total	3,984	16,163	52,465
0 - 4	4.6%	5.3%	6.0%
5 - 9	4.8%	5.5%	6.0%
10 - 14	5.4%	5.8%	6.3%
15 - 24	9.4%	9.8%	11.5%
25 - 34	11.0%	11.6%	13.1%
35 - 44	11.3%	11.9%	12.4%
45 - 54	14.0%	13.2%	13.0%
55 - 64	17.1%	15.8%	14.0%
65 - 74	14.0%	13.2%	10.8%
75 - 84	6.5%	6.2%	5.2%
85 +	1.8%	1.8%	1.7%
18 +	82.0%	80.1%	78.0%
<b>2010 Population by Sex</b>			
Males	1,798	6,941	23,169
Females	1,856	7,472	24,561
<b>2013 Population by Sex</b>			
Males	1,858	7,240	23,932
Females	1,897	7,759	25,317
<b>2018 Population by Sex</b>			
Males	1,984	7,817	25,537
Females	2,001	8,346	26,928

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	3,655	14,414	47,730
White Alone	72.6%	55.6%	40.2%
Black Alone	24.2%	40.6%	56.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.6%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.4%	1.3%
Two or More Races	1.3%	1.4%	1.4%
Hispanic Origin	2.1%	2.7%	2.4%
Diversity Index	43.9	55.0	54.2
<b>2013 Population by Race/Ethnicity</b>			
Total	3,756	14,999	49,249
White Alone	72.7%	55.7%	40.1%
Black Alone	23.6%	39.9%	55.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.7%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	1.8%	1.6%
Two or More Races	1.4%	1.5%	1.6%
Hispanic Origin	3.1%	3.8%	3.1%
Diversity Index	45.1	56.5	55.4
<b>2018 Population by Race/Ethnicity</b>			
Total	3,985	16,164	52,466
White Alone	72.5%	55.4%	39.6%
Black Alone	23.1%	39.2%	55.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.7%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	2.6%	2.2%
Two or More Races	1.6%	1.7%	1.8%
Hispanic Origin	4.4%	5.3%	4.3%
Diversity Index	47.0	58.5	57.2
<b>2010 Population by Relationship and Household Type</b>			
Total	3,654	14,413	47,730
In Households	100.0%	99.9%	93.4%
In Family Households	84.2%	86.0%	79.8%
Householder	28.3%	28.2%	25.3%
Spouse	20.7%	19.8%	14.9%
Child	28.0%	30.8%	32.1%
Other relative	4.7%	5.0%	4.9%
Nonrelative	2.5%	2.3%	2.7%
In Nonfamily Households	15.8%	14.0%	13.5%
In Group Quarters	0.0%	0.1%	6.6%
Institutionalized Population	0.0%	0.0%	6.4%
Noninstitutionalized Population	0.0%	0.0%	0.3%

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>2013 Population 25+ by Educational Attainment</b>			
Total	2,815	10,902	34,083
Less than 9th Grade	5.1%	5.0%	5.0%
9th - 12th Grade, No Diploma	12.3%	12.5%	13.6%
High School Graduate	32.6%	29.5%	33.0%
Some College, No Degree	16.9%	20.3%	22.0%
Associate Degree	8.2%	6.1%	6.1%
Bachelor's Degree	14.2%	15.5%	12.4%
Graduate/Professional Degree	10.5%	11.0%	7.8%
<b>2013 Population 15+ by Marital Status</b>			
Total	3,177	12,493	40,080
Never Married	22.3%	23.5%	33.0%
Married	57.8%	58.3%	46.1%
Widowed	7.0%	6.3%	6.8%
Divorced	12.9%	11.9%	14.2%
<b>2013 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	94.3%	91.6%
Civilian Unemployed	5.5%	5.7%	8.4%
<b>2013 Employed Population 16+ by Industry</b>			
Total	1,945	7,520	21,134
Agriculture/Mining	0.9%	0.7%	0.5%
Construction	10.2%	6.4%	6.1%
Manufacturing	3.8%	5.8%	7.9%
Wholesale Trade	2.2%	2.8%	3.4%
Retail Trade	5.4%	8.5%	9.7%
Transportation/Utilities	10.4%	8.7%	7.7%
Information	1.4%	1.3%	1.7%
Finance/Insurance/Real Estate	2.3%	5.1%	5.4%
Services	54.2%	52.0%	50.0%
Public Administration	9.4%	8.7%	7.6%
<b>2013 Employed Population 16+ by Occupation</b>			
Total	1,945	7,522	21,132
White Collar	55.5%	58.9%	55.7%
Management/Business/Financial	12.4%	14.0%	12.7%
Professional	20.9%	20.4%	17.3%
Sales	6.1%	8.1%	9.0%
Administrative Support	16.1%	16.5%	16.7%
Services	16.8%	19.2%	21.6%
Blue Collar	27.8%	21.8%	22.7%
Farming/Forestry/Fishing	0.4%	0.3%	0.1%
Construction/Extraction	6.9%	4.8%	4.7%
Installation/Maintenance/Repair	7.7%	5.0%	3.5%
Production	3.7%	5.2%	6.2%
Transportation/Material Moving	9.2%	6.5%	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

November 08, 2013



# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>2010 Households by Type</b>			
Total	1,520	5,667	17,340
Households with 1 Person	25.1%	24.1%	25.3%
Households with 2+ People	74.9%	75.9%	74.7%
Family Households	68.8%	70.9%	69.5%
Husband-wife Families	50.4%	49.8%	40.8%
With Related Children	16.6%	17.3%	15.3%
Other Family (No Spouse Present)	18.5%	21.2%	28.7%
Other Family with Male Householder	6.1%	5.6%	5.7%
With Related Children	3.1%	2.7%	2.9%
Other Family with Female Householder	12.4%	15.5%	23.0%
With Related Children	6.7%	8.8%	15.0%
Nonfamily Households	6.1%	4.9%	5.1%
All Households with Children	27.1%	29.4%	33.7%
Multigenerational Households	4.9%	5.9%	6.6%
Unmarried Partner Households	6.0%	5.8%	6.8%
Male-female	4.7%	4.8%	6.0%
Same-sex	1.3%	1.0%	0.9%
<b>2010 Households by Size</b>			
Total	1,520	5,668	17,340
1 Person Household	25.1%	24.1%	25.3%
2 Person Household	38.9%	36.9%	33.9%
3 Person Household	16.1%	17.8%	18.3%
4 Person Household	11.8%	11.9%	12.3%
5 Person Household	5.1%	5.5%	5.8%
6 Person Household	1.8%	2.3%	2.5%
7 + Person Household	1.1%	1.5%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,521	5,667	17,340
Owner Occupied	81.2%	83.1%	72.2%
Owned with a Mortgage/Loan	53.3%	56.7%	51.7%
Owned Free and Clear	27.9%	26.3%	20.5%
Renter Occupied	18.8%	16.9%	27.8%

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



# Market Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
Latitude: 36.281009508  
Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Cozy and Comfortable	Cozy and Comfortable	Metro City Edge
<b>2.</b>	Rustbelt Retirees	Rustbelt Retirees	Family Foundations
<b>3.</b>	Salt of the Earth	Midland Crowd	Cozy and Comfortable
<b>2013 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,200,608	\$8,263,885	\$20,922,292
Average Spent	\$1,406.14	\$1,398.53	\$1,164.68
Spending Potential Index	62	62	51
Computers & Accessories: Total \$	\$359,254	\$1,344,139	\$3,326,614
Average Spent	\$229.49	\$227.45	\$185.18
Spending Potential Index	92	92	75
Education: Total \$	\$2,174,758	\$7,800,363	\$19,113,054
Average Spent	\$1,389.62	\$1,320.08	\$1,063.96
Spending Potential Index	95	90	73
Entertainment/Recreation: Total \$	\$5,116,807	\$19,050,318	\$47,019,159
Average Spent	\$3,269.53	\$3,223.95	\$2,617.41
Spending Potential Index	101	99	80
Food at Home: Total \$	\$7,526,261	\$28,118,175	\$71,200,605
Average Spent	\$4,809.11	\$4,758.53	\$3,963.52
Spending Potential Index	96	95	79
Food Away from Home: Total \$	\$4,637,008	\$17,513,414	\$43,935,450
Average Spent	\$2,962.94	\$2,963.85	\$2,445.75
Spending Potential Index	93	93	77
Health Care: Total \$	\$7,286,850	\$26,884,944	\$66,035,910
Average Spent	\$4,656.13	\$4,549.83	\$3,676.01
Spending Potential Index	105	102	83
HH Furnishings & Equipment: Total \$	\$2,407,222	\$9,024,410	\$22,302,990
Average Spent	\$1,538.16	\$1,527.23	\$1,241.54
Spending Potential Index	85	85	69
Investments: Total \$	\$2,134,590	\$8,308,315	\$17,681,191
Average Spent	\$1,363.96	\$1,406.04	\$984.26
Spending Potential Index	66	68	47
Retail Goods: Total \$	\$35,522,920	\$132,547,547	\$329,394,289
Average Spent	\$22,698.35	\$22,431.47	\$18,336.36
Spending Potential Index	94	93	76
Shelter: Total \$	\$23,767,791	\$88,509,633	\$219,562,740
Average Spent	\$15,187.09	\$14,978.78	\$12,222.37
Spending Potential Index	93	92	75
TV/Video/Audio: Total \$	\$1,943,110	\$7,329,455	\$18,643,310
Average Spent	\$1,241.60	\$1,240.39	\$1,037.82
Spending Potential Index	96	96	81
Travel: Total \$	\$2,854,348	\$10,481,236	\$25,126,728
Average Spent	\$1,823.86	\$1,773.77	\$1,398.73
Spending Potential Index	99	97	76
Vehicle Maintenance & Repairs: Total \$	\$1,667,242	\$6,223,903	\$15,468,252
Average Spent	\$1,065.33	\$1,053.29	\$861.07
Spending Potential Index	97	96	79

**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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.





# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 3 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

	2000	2010	2000-2010 Annual Rate
Population	3,685	3,654	-0.08%
Households	1,413	1,521	0.74%
Housing Units	1,493	1,641	0.95%

Population by Race	Number	Percent
Total	3,655	100.0%
Population Reporting One Race	3,606	98.7%
White	2,653	72.6%
Black	886	24.2%
American Indian	10	0.3%
Asian	13	0.4%
Pacific Islander	2	0.1%
Some Other Race	42	1.1%
Population Reporting Two or More Races	49	1.3%

Total Hispanic Population	78	2.1%
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Population by Sex	Number	Percent
Male	1,798	49.2%
Female	1,856	50.8%

Population by Age	Number	Percent
Total	3,657	100.0%
Age 0 - 4	176	4.8%
Age 5 - 9	203	5.6%
Age 10 - 14	211	5.8%
Age 15 - 19	179	4.9%
Age 20 - 24	182	5.0%
Age 25 - 29	185	5.1%
Age 30 - 34	204	5.6%
Age 35 - 39	213	5.8%
Age 40 - 44	228	6.2%
Age 45 - 49	291	8.0%
Age 50 - 54	349	9.5%
Age 55 - 59	338	9.2%
Age 60 - 64	307	8.4%
Age 65 - 69	200	5.5%
Age 70 - 74	161	4.4%
Age 75 - 79	99	2.7%
Age 80 - 84	73	2.0%
Age 85+	57	1.6%
Age 18+	2,953	80.8%
Age 65+	590	16.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	45.8
Male	44.6
Female	46.8
White Alone	47.1
Black Alone	43.9
American Indian Alone	46.3
Asian Alone	37.5
Pacific Islander Alone	37.5
Some Other Race Alone	20.8
Two or More Races	28.8
Hispanic Population	29.2

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 3 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Households by Type		
Total	1,520	100.0%
Households with 1 Person	382	25.1%
Households with 2+ People	1,138	74.9%
Family Households	1,046	68.8%
Husband-wife Families	766	50.4%
With Own Children	218	14.3%
Other Family (No Spouse Present)	281	18.5%
With Own Children	113	7.4%
Nonfamily Households	92	6.1%
All Households with Children	412	27.1%
Multigenerational Households	74	4.9%
Unmarried Partner Households	92	6.1%
Male-female	72	4.7%
Same-sex	20	1.3%
Average Household Size	2.40	

Family Households by Size		
Total	1,046	100.0%
2 People	513	49.0%
3 People	235	22.5%
4 People	177	16.9%
5 People	76	7.3%
6 People	28	2.7%
7+ People	17	1.6%
Average Family Size	2.85	

Nonfamily Households by Size		
Total	474	100.0%
1 Person	382	80.6%
2 People	78	16.5%
3 People	10	2.1%
4 People	3	0.6%
5 People	1	0.2%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type		
Total	3,654	100.0%
In Households	3,654	100.0%
In Family Households	3,075	84.2%
Householder	1,033	28.3%
Spouse	757	20.7%
Child	1,022	28.0%
Other relative	171	4.7%
Nonrelative	92	2.5%
In Nonfamily Households	579	15.8%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 3 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Family Households by Age of Householder		
Total		1,047 100.0%
Householder Age 15 - 44	293	28.0%
Householder Age 45 - 54	247	23.6%
Householder Age 55 - 64	273	26.1%
Householder Age 65 - 74	154	14.7%
Householder Age 75+	80	7.6%
Nonfamily Households by Age of Householder		
Total	474	100.0%
Householder Age 15 - 44	106	22.4%
Householder Age 45 - 54	103	21.7%
Householder Age 55 - 64	100	21.1%
Householder Age 65 - 74	93	19.6%
Householder Age 75+	72	15.2%
Households by Race of Householder		
Total	1,520	100.0%
Householder is White Alone	1,132	74.5%
Householder is Black Alone	354	23.3%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	4	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	10	0.7%
Householder is Two or More Races	17	1.1%
Households with Hispanic Householder	22	1.4%
Husband-wife Families by Race of Householder		
Total	766	100.0%
Householder is White Alone	574	74.9%
Householder is Black Alone	171	22.3%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	2	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.8%
Householder is Two or More Races	12	1.6%
Husband-wife Families with Hispanic Householder	13	1.7%
Other Families (No Spouse) by Race of Householder		
Total	281	100.0%
Householder is White Alone	183	65.1%
Householder is Black Alone	94	33.5%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.7%
Householder is Two or More Races	1	0.4%
Other Families with Hispanic Householder	2	0.7%
Nonfamily Households by Race of Householder		
Total	475	100.0%
Householder is White Alone	376	79.2%
Householder is Black Alone	89	18.7%
Householder is American Indian Alone	2	0.4%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.6%
Householder is Two or More Races	4	0.8%
Nonfamily Households with Hispanic Householder	7	1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 3 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

## Total Housing Units by Occupancy

Total	1,635	100.0%
Occupied Housing Units	1,521	93.0%
Vacant Housing Units		
For Rent	28	1.7%
Rented, not Occupied	3	0.2%
For Sale Only	14	0.9%
Sold, not Occupied	16	1.0%
For Seasonal/Recreational/Occasional Use	11	0.7%
For Migrant Workers	0	0.0%
Other Vacant	42	2.6%
Total Vacancy Rate	7.3%	

## Households by Tenure and Mortgage Status

Total	1,521	100.0%
Owner Occupied	1,235	81.2%
Owned with a Mortgage/Loan	810	53.3%
Owned Free and Clear	424	27.9%
Average Household Size	2.39	
Renter Occupied	286	18.8%
Average Household Size	2.46	

## Owner-occupied Housing Units by Race of Householder

Total	1,234	100.0%
Householder is White Alone	897	72.7%
Householder is Black Alone	316	25.6%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	3	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.5%
Householder is Two or More Races	11	0.9%
Owner-occupied Housing Units with Hispanic Householder	14	1.1%

## Renter-occupied Housing Units by Race of Householder

Total	287	100.0%
Householder is White Alone	235	81.9%
Householder is Black Alone	38	13.2%
Householder is American Indian Alone	2	0.7%
Householder is Asian Alone	1	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	1.7%
Householder is Two or More Races	6	2.1%
Renter-occupied Housing Units with Hispanic Householder	9	3.1%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.35
Householder is Black Alone	2.51
Householder is American Indian Alone	1.67
Householder is Asian Alone	2.50
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.80
Householder is Two or More Races	3.00
Householder is Hispanic	3.14

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

5538 Clarksville Pike, Joeltown, TN, 37080  
 Ring: 5 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

	2000	2010	2000-2010 Annual Rate
Population	13,760	14,413	0.47%
Households	5,158	5,667	0.95%
Housing Units	5,363	6,043	1.20%

Population by Race	Number	Percent
Total	14,414	100.0%
Population Reporting One Race	14,212	98.6%
White	8,021	55.6%
Black	5,859	40.6%
American Indian	37	0.3%
Asian	91	0.6%
Pacific Islander	3	0.0%
Some Other Race	201	1.4%
Population Reporting Two or More Races	202	1.4%
Total Hispanic Population	387	2.7%

Population by Sex	Number	Percent
Male	6,941	48.2%
Female	7,472	51.8%

Population by Age	Number	Percent
Total	14,412	100.0%
Age 0 - 4	783	5.4%
Age 5 - 9	806	5.6%
Age 10 - 14	893	6.2%
Age 15 - 19	829	5.8%
Age 20 - 24	725	5.0%
Age 25 - 29	785	5.4%
Age 30 - 34	816	5.7%
Age 35 - 39	882	6.1%
Age 40 - 44	908	6.3%
Age 45 - 49	1,094	7.6%
Age 50 - 54	1,277	8.9%
Age 55 - 59	1,243	8.6%
Age 60 - 64	1,135	7.9%
Age 65 - 69	773	5.4%
Age 70 - 74	601	4.2%
Age 75 - 79	404	2.8%
Age 80 - 84	260	1.8%
Age 85+	201	1.4%
Age 18+	11,389	79.0%
Age 65+	2,239	15.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	43.8
Male	42.3
Female	45.2
White Alone	46.1
Black Alone	41.8
American Indian Alone	44.5
Asian Alone	36.3
Pacific Islander Alone	50.0
Some Other Race Alone	24.5
Two or More Races	19.1
Hispanic Population	25.5

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 5 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Households by Type		
Total	5,667	100.0%
Households with 1 Person	1,368	24.1%
Households with 2+ People	4,299	75.9%
Family Households	4,020	70.9%
Husband-wife Families	2,821	49.8%
With Own Children	851	15.0%
Other Family (No Spouse Present)	1,200	21.2%
With Own Children	486	8.6%
Nonfamily Households	279	4.9%
All Households with Children	1,664	29.4%
Multigenerational Households	332	5.9%
Unmarried Partner Households	331	5.8%
Male-female	273	4.8%
Same-sex	58	1.0%
Average Household Size	2.54	

Family Households by Size		
Total	4,020	100.0%
2 People	1,860	46.3%
3 People	977	24.3%
4 People	661	16.4%
5 People	310	7.7%
6 People	130	3.2%
7+ People	82	2.0%
Average Family Size	3.00	

Nonfamily Households by Size		
Total	1,648	100.0%
1 Person	1,368	83.0%
2 People	233	14.1%
3 People	31	1.9%
4 People	13	0.8%
5 People	2	0.1%
6 People	0	0.0%
7+ People	1	0.1%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type		
Total	14,413	100.0%
In Households	14,405	99.9%
In Family Households	12,393	86.0%
Householder	4,059	28.2%
Spouse	2,849	19.8%
Child	4,433	30.8%
Other relative	717	5.0%
Nonrelative	334	2.3%
In Nonfamily Households	2,013	14.0%
In Group Quarters	8	0.1%
Institutionalized Population	6	0.0%
Noninstitutionalized Population	2	0.0%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.





# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 5 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

Family Households by Age of Householder		
Total		4,021 100.0%
Householder Age	15 - 44	1,223 30.4%
Householder Age	45 - 54	905 22.5%
Householder Age	55 - 64	976 24.3%
Householder Age	65 - 74	599 14.9%
Householder Age	75+	318 7.9%

Nonfamily Households by Age of Householder		
Total		1,645 100.0%
Householder Age	15 - 44	362 22.0%
Householder Age	45 - 54	343 20.9%
Householder Age	55 - 64	387 23.5%
Householder Age	65 - 74	313 19.0%
Householder Age	75+	240 14.6%

Households by Race of Householder		
Total		5,667 100.0%
Householder is	White Alone	3,345 59.0%
Householder is	Black Alone	2,176 38.4%
Householder is	American Indian Alone	17 0.3%
Householder is	Asian Alone	25 0.4%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	45 0.8%
Householder is	Two or More Races	58 1.0%
Households with	Hispanic Householder	91 1.6%

Husband-wife Families by Race of Householder		
Total		2,822 100.0%
Householder is	White Alone	1,781 63.1%
Householder is	Black Alone	964 34.2%
Householder is	American Indian Alone	7 0.2%
Householder is	Asian Alone	14 0.5%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	26 0.9%
Householder is	Two or More Races	29 1.0%
Husband-wife Families with	Hispanic Householder	54 1.9%

Other Families (No Spouse) by Race of Householder		
Total		1,199 100.0%
Householder is	White Alone	516 43.0%
Householder is	Black Alone	653 54.5%
Householder is	American Indian Alone	3 0.3%
Householder is	Asian Alone	8 0.7%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	10 0.8%
Householder is	Two or More Races	9 0.8%
Other Families with	Hispanic Householder	16 1.3%

Nonfamily Households by Race of Householder		
Total		1,648 100.0%
Householder is	White Alone	1,049 63.7%
Householder is	Black Alone	558 33.9%
Householder is	American Indian Alone	7 0.4%
Householder is	Asian Alone	4 0.2%
Householder is	Pacific Islander Alone	1 0.1%
Householder is	Some Other Race Alone	9 0.5%
Householder is	Two or More Races	20 1.2%
Nonfamily Households with	Hispanic Householder	21 1.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



## 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 36.281009508

Longitude: -86.87579273

### Total Housing Units by Occupancy

Total	6,060	100.0%
Occupied Housing Units	5,667	93.5%
Vacant Housing Units		
For Rent	85	1.4%
Rented, not Occupied	7	0.1%
For Sale Only	73	1.2%
Sold, not Occupied	38	0.6%
For Seasonal/Recreational/Occasional Use	28	0.5%
For Migrant Workers	0	0.0%
Other Vacant	162	2.7%
Total Vacancy Rate	6.2%	

### Households by Tenure and Mortgage Status

Total	5,667	100.0%
Owner Occupied	4,707	83.1%
Owned with a Mortgage/Loan	3,216	56.8%
Owned Free and Clear	1,491	26.3%
Average Household Size	2.50	
Renter Occupied	960	16.9%
Average Household Size	2.75	

### Owner-occupied Housing Units by Race of Householder

Total	4,707	100.0%
Householder is White Alone	2,721	57.8%
Householder is Black Alone	1,889	40.1%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	22	0.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	24	0.5%
Householder is Two or More Races	40	0.9%
Owner-occupied Housing Units with Hispanic Householder	57	1.2%

### Renter-occupied Housing Units by Race of Householder

Total	959	100.0%
Householder is White Alone	625	65.2%
Householder is Black Alone	287	29.9%
Householder is American Indian Alone	6	0.6%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	21	2.2%
Householder is Two or More Races	17	1.8%
Renter-occupied Housing Units with Hispanic Householder	34	3.5%

### Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.41
Householder is Black Alone	2.70
Householder is American Indian Alone	2.53
Householder is Asian Alone	3.08
Householder is Pacific Islander Alone	2.00
Householder is Some Other Race Alone	4.16
Householder is Two or More Races	2.78
Householder is Hispanic	3.82

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

5538 Clarksville Pike, Joeltown, TN, 37080  
 Ring: 7 mile radius

Prepared by Mark Robbins

Latitude: 36.281009508

Longitude: -86.87579273

	2000	2010	2000-2010 Annual Rate
Population	46,555	47,730	0.25%
Households	16,101	17,340	0.74%
Housing Units	16,817	18,686	1.06%

Population by Race	Number	Percent
Total	47,730	100.0%
Population Reporting One Race	47,042	98.6%
White	19,164	40.2%
Black	26,931	56.4%
American Indian	124	0.3%
Asian	205	0.4%
Pacific Islander	11	0.0%
Some Other Race	607	1.3%
Population Reporting Two or More Races	688	1.4%
Total Hispanic Population	1,124	2.4%

Population by Sex	Number	Percent
Male	23,169	48.5%
Female	24,561	51.5%

Population by Age	Number	Percent
Total	47,728	100.0%
Age 0 - 4	2,969	6.2%
Age 5 - 9	3,023	6.3%
Age 10 - 14	3,114	6.5%
Age 15 - 19	3,127	6.6%
Age 20 - 24	2,845	6.0%
Age 25 - 29	3,073	6.4%
Age 30 - 34	2,982	6.2%
Age 35 - 39	3,119	6.5%
Age 40 - 44	3,174	6.7%
Age 45 - 49	3,590	7.5%
Age 50 - 54	3,779	7.9%
Age 55 - 59	3,513	7.4%
Age 60 - 64	3,002	6.3%
Age 65 - 69	2,111	4.4%
Age 70 - 74	1,630	3.4%
Age 75 - 79	1,241	2.6%
Age 80 - 84	804	1.7%
Age 85+	634	1.3%
Age 18+	36,628	76.7%
Age 65+	6,420	13.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	39.4
Male	38.0
Female	40.7
White Alone	44.3
Black Alone	36.5
American Indian Alone	44.5
Asian Alone	38.0
Pacific Islander Alone	50.0
Some Other Race Alone	25.0
Two or More Races	18.2
Hispanic Population	26.5

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
Ring: 7 mile radius

Prepared by Mark Robbins

Latitude: 36.281009508

Longitude: -86.87579273

Households by Type		
Total	17,340	100.0%
Households with 1 Person	4,389	25.3%
Households with 2+ People	12,951	74.7%
Family Households	12,058	69.5%
Husband-wife Families	7,077	40.8%
With Own Children	2,287	13.2%
Other Family (No Spouse Present)	4,981	28.7%
With Own Children	2,437	14.1%
Nonfamily Households	893	5.2%
All Households with Children	5,842	33.7%
Multigenerational Households	1,138	6.6%
Unmarried Partner Households	1,187	6.8%
Male-female	1,037	6.0%
Same-sex	150	0.9%
Average Household Size	2.57	

Family Households by Size		
Total	12,058	100.0%
2 People	5,137	42.6%
3 People	3,091	25.6%
4 People	2,087	17.3%
5 People	988	8.2%
6 People	434	3.6%
7+ People	321	2.7%
Average Family Size	3.05	

Nonfamily Households by Size		
Total	5,282	100.0%
1 Person	4,389	83.1%
2 People	741	14.0%
3 People	89	1.7%
4 People	42	0.8%
5 People	11	0.2%
6 People	4	0.1%
7+ People	6	0.1%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type		
Total	47,730	100.0%
In Households	44,559	93.4%
In Family Households	38,094	79.8%
Householder	12,093	25.3%
Spouse	7,098	14.9%
Child	15,309	32.1%
Other relative	2,321	4.9%
Nonrelative	1,272	2.7%
In Nonfamily Households	6,464	13.5%
In Group Quarters	3,171	6.6%
Institutionalized Population	3,049	6.4%
Noninstitutionalized Population	122	0.3%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 7 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

<b>Family Households by Age of Householder</b>		
Total		12,058 100.0%
Householder Age	15 - 44	4,480 37.2%
Householder Age	45 - 54	2,624 21.8%
Householder Age	55 - 64	2,514 20.8%
Householder Age	65 - 74	1,515 12.6%
Householder Age	75+	925 7.7%
<b>Nonfamily Households by Age of Householder</b>		
Total		5,282 100.0%
Householder Age	15 - 44	1,311 24.8%
Householder Age	45 - 54	1,119 21.2%
Householder Age	55 - 64	1,206 22.8%
Householder Age	65 - 74	902 17.1%
Householder Age	75+	744 14.1%
<b>Households by Race of Householder</b>		
Total		17,339 100.0%
Householder is	White Alone	7,225 41.7%
Householder is	Black Alone	9,693 55.9%
Householder is	American Indian Alone	49 0.3%
Householder is	Asian Alone	57 0.3%
Householder is	Pacific Islander Alone	6 0.0%
Householder is	Some Other Race Alone	128 0.7%
Householder is	Two or More Races	181 1.0%
Households with	Hispanic Householder	242 1.4%
<b>Husband-wife Families by Race of Householder</b>		
Total		7,077 100.0%
Householder is	White Alone	3,743 52.9%
Householder is	Black Alone	3,155 44.6%
Householder is	American Indian Alone	14 0.2%
Householder is	Asian Alone	31 0.4%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	64 0.9%
Householder is	Two or More Races	68 1.0%
Husband-wife Families with	Hispanic Householder	130 1.8%
<b>Other Families (No Spouse) by Race of Householder</b>		
Total		4,980 100.0%
Householder is	White Alone	1,185 23.8%
Householder is	Black Alone	3,669 73.7%
Householder is	American Indian Alone	17 0.3%
Householder is	Asian Alone	15 0.3%
Householder is	Pacific Islander Alone	3 0.1%
Householder is	Some Other Race Alone	35 0.7%
Householder is	Two or More Races	56 1.1%
Other Families with	Hispanic Householder	53 1.1%
<b>Nonfamily Households by Race of Householder</b>		
Total		5,281 100.0%
Householder is	White Alone	2,297 43.5%
Householder is	Black Alone	2,869 54.3%
Householder is	American Indian Alone	18 0.3%
Householder is	Asian Alone	10 0.2%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	28 0.5%
Householder is	Two or More Races	57 1.1%
Nonfamily Households with	Hispanic Householder	60 1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

5538 Clarksville Pike, Joelton, TN, 37080  
 Ring: 7 mile radius

Prepared by Mark Robbins  
 Latitude: 36.281009508  
 Longitude: -86.87579273

## Total Housing Units by Occupancy

Total	18,678	100.0%
Occupied Housing Units	17,340	92.8%
Vacant Housing Units		
For Rent	474	2.5%
Rented, not Occupied	16	0.1%
For Sale Only	208	1.1%
Sold, not Occupied	70	0.4%
For Seasonal/Recreational/Occasional Use	50	0.3%
For Migrant Workers	0	0.0%
Other Vacant	520	2.8%
Total Vacancy Rate	7.2%	

## Households by Tenure and Mortgage Status

Total	17,340	100.0%
Owner Occupied	12,524	72.2%
Owned with a Mortgage/Loan	8,969	51.7%
Owned Free and Clear	3,555	20.5%
Average Household Size	2.54	
Renter Occupied	4,816	27.8%
Average Household Size	2.66	

## Owner-occupied Housing Units by Race of Householder

Total	12,523	100.0%
Householder is White Alone	5,760	46.0%
Householder is Black Alone	6,500	51.9%
Householder is American Indian Alone	30	0.2%
Householder is Asian Alone	48	0.4%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	64	0.5%
Householder is Two or More Races	116	0.9%
Owner-occupied Housing Units with Hispanic Householder	139	1.1%

## Renter-occupied Housing Units by Race of Householder

Total	4,816	100.0%
Householder is White Alone	1,466	30.4%
Householder is Black Alone	3,193	66.3%
Householder is American Indian Alone	19	0.4%
Householder is Asian Alone	9	0.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	64	1.3%
Householder is Two or More Races	64	1.3%
Renter-occupied Housing Units with Hispanic Householder	103	2.1%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.44
Householder is Black Alone	2.64
Householder is American Indian Alone	2.61
Householder is Asian Alone	3.28
Householder is Pacific Islander Alone	2.67
Householder is Some Other Race Alone	4.11
Householder is Two or More Races	2.80
Householder is Hispanic	3.71

Source: U.S. Census Bureau, Census 2010 Summary File 1.





# Executive Summary

5538 Clarksville Pike, Joelton, TN, 37080

Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins

Latitude: 36.281009508

Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>Population</b>			
2000 Population	3,685	13,760	46,555
2010 Population	3,654	14,413	47,730
2013 Population	3,756	14,999	49,249
2018 Population	3,986	16,163	52,466
2000-2010 Annual Rate	-0.08%	0.46%	0.25%
2010-2013 Annual Rate	0.85%	1.23%	0.97%
2013-2018 Annual Rate	1.20%	1.51%	1.27%
2013 Male Population	49.5%	48.3%	48.6%
2013 Female Population	50.5%	51.7%	51.4%
2013 Median Age	46.6	44.3	40.0

In the identified area, the current year population is 49,249. In 2010, the Census count in the area was 47,730. The rate of change since 2010 was 0.97% annually. The five-year projection for the population in the area is 52,466 representing a change of 1.27% annually from 2013 to 2018. Currently, the population is 48.6% male and 51.4% female.

## Median Age

The median age in this area is 40.0, compared to U.S. median age of 37.3.

## Race and Ethnicity

2013 White Alone	72.7%	55.7%	40.1%
2013 Black Alone	23.6%	39.9%	55.9%
2013 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2013 Asian Alone	0.4%	0.7%	0.5%
2013 Pacific Islander Alone	0.1%	0.0%	0.0%
2013 Other Race	1.5%	1.8%	1.6%
2013 Two or More Races	1.4%	1.5%	1.6%
2013 Hispanic Origin (Any Race)	3.1%	3.8%	3.1%

Persons of Hispanic origin represent 3.1% of the population in the identified area compared to 17.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 55.4 in the identified area, compared to 62.1 for the U.S. as a whole.

## Households

2000 Households	1,413	5,158	16,101
2010 Households	1,521	5,667	17,340
2013 Total Households	1,565	5,909	17,964
2018 Total Households	1,658	6,366	19,212
2000-2010 Annual Rate	0.74%	0.94%	0.74%
2010-2013 Annual Rate	0.89%	1.30%	1.09%
2013-2018 Annual Rate	1.16%	1.50%	1.35%
2013 Average Household Size	2.40	2.54	2.57

The household count in this area has changed from 17,340 in 2010 to 17,964 in the current year, a change of 1.09% annually. The five-year projection of households is 19,212, a change of 1.35% annually from the current year total. Average household size is currently 2.57, compared to 2.57 in the year 2010. The number of families in the current year is 12,396 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

November 08, 2013



# Executive Summary

5538 Clarksville Pike, Joelton, TN, 37080

Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins

Latitude: 36.281009508

Longitude: -86.87579273

	3 miles	5 miles	7 miles
<b>Median Household Income</b>			
2013 Median Household Income	\$50,711	\$52,185	\$41,935
2018 Median Household Income	\$59,487	\$60,221	\$51,144
2013-2018 Annual Rate	3.24%	2.91%	4.05%
<b>Average Household Income</b>			
2013 Average Household Income	\$68,552	\$67,724	\$55,224
2018 Average Household Income	\$83,593	\$79,646	\$63,834
2013-2018 Annual Rate	4.05%	3.30%	2.94%
<b>Per Capita Income</b>			
2013 Per Capita Income	\$28,266	\$26,938	\$21,402
2018 Per Capita Income	\$34,425	\$31,673	\$24,568
2013-2018 Annual Rate	4.02%	3.29%	2.80%

Current median household income is \$41,935 in the area, compared to \$51,314 for all U.S. households. Median household income is projected to be \$51,144 in five years, compared to \$59,580 for all U.S. households

Current average household income is \$55,224 in this area, compared to \$71,842 for all U.S. households. Average household income is projected to be \$63,834 in five years, compared to \$83,667 for all U.S. households

Current per capita income is \$21,402 in the area, compared to the U.S. per capita income of \$27,567. The per capita income is projected to be \$24,568 in five years, compared to \$32,073 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	1,493	5,363	16,817
2000 Owner Occupied Housing Units	1,179	4,402	11,941
2000 Renter Occupied Housing Units	234	756	4,160
2000 Vacant Housing Units	80	205	716
2010 Total Housing Units	1,641	6,043	18,686
2010 Owner Occupied Housing Units	1,235	4,707	12,524
2010 Renter Occupied Housing Units	286	960	4,816
2010 Vacant Housing Units	120	376	1,346
2013 Total Housing Units	1,672	6,206	19,197
2013 Owner Occupied Housing Units	1,225	4,748	12,388
2013 Renter Occupied Housing Units	340	1,161	5,576
2013 Vacant Housing Units	107	297	1,233
2018 Total Housing Units	1,749	6,678	20,420
2018 Owner Occupied Housing Units	1,305	5,133	13,378
2018 Renter Occupied Housing Units	353	1,233	5,835
2018 Vacant Housing Units	91	312	1,208

Currently, 64.5% of the 19,197 housing units in the area are owner occupied; 29.0%, renter occupied; and 6.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 18,686 housing units in the area - 67.0% owner occupied, 25.8% renter occupied, and 7.2% vacant. The annual rate of change in housing units since 2010 is 1.21%. Median home value in the area is \$136,849, compared to a median home value of \$177,257 for the U.S. In five years, median value is projected to change by 4.69% annually to \$172,130.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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