



# Market Profile

1824 Old Fort Pky, Murfreesboro, Tennessee, 37129  
 Rings: 3, 5, 7 mile radii

Prepared by Mark Robbins  
 Latitude: 35.846457757  
 Longitude: -86.42346969

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	35,047	80,848	101,063
2010 Total Population	47,272	116,463	144,123
2013 Total Population	49,368	122,341	150,981
2013 Group Quarters	1,450	4,538	4,763
2018 Total Population	53,631	132,951	164,002
2013-2018 Annual Rate	1.67%	1.68%	1.67%
<b>Household Summary</b>			
2000 Households	14,170	30,721	37,639
2000 Average Household Size	2.38	2.48	2.55
2010 Households	19,267	44,737	54,380
2010 Average Household Size	2.38	2.50	2.56
2013 Households	20,203	46,963	56,949
2013 Average Household Size	2.37	2.51	2.57
2018 Households	22,038	51,084	61,893
2018 Average Household Size	2.37	2.51	2.57
2013-2018 Annual Rate	1.75%	1.70%	1.68%
2010 Families	11,283	27,451	35,001
2010 Average Family Size	3.00	3.04	3.08
2013 Families	11,699	28,612	36,387
2013 Average Family Size	2.99	3.05	3.08
2018 Families	12,616	30,863	39,235
2018 Average Family Size	2.99	3.05	3.08
2013-2018 Annual Rate	1.52%	1.53%	1.52%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,366	33,099	40,309
Owner Occupied Housing Units	47.9%	53.1%	58.5%
Renter Occupied Housing Units	44.3%	39.7%	34.9%
Vacant Housing Units	7.8%	7.2%	6.6%
2010 Housing Units	21,072	48,405	58,479
Owner Occupied Housing Units	45.8%	51.8%	56.7%
Renter Occupied Housing Units	45.6%	40.7%	36.3%
Vacant Housing Units	8.6%	7.6%	7.0%
2013 Housing Units	21,932	50,753	61,260
Owner Occupied Housing Units	42.9%	49.3%	54.2%
Renter Occupied Housing Units	49.2%	43.2%	38.8%
Vacant Housing Units	7.9%	7.5%	7.0%
2018 Housing Units	23,942	55,144	66,557
Owner Occupied Housing Units	43.1%	50.2%	55.0%
Renter Occupied Housing Units	48.9%	42.4%	38.0%
Vacant Housing Units	8.0%	7.4%	7.0%
<b>Median Household Income</b>			
2013	\$45,918	\$50,252	\$52,188
2018	\$53,098	\$57,240	\$58,978
<b>Median Home Value</b>			
2013	\$155,730	\$170,131	\$167,485
2018	\$179,125	\$196,857	\$195,331
<b>Per Capita Income</b>			
2013	\$23,529	\$26,053	\$26,020
2018	\$26,553	\$30,107	\$29,974
<b>Median Age</b>			
2010	31.0	29.8	30.9
2013	31.6	30.4	31.4
2018	32.6	31.5	32.4

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



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<b>2013 Households by Income</b>			
Household Income Base	20,203	46,963	56,949
<\$15,000	15.7%	15.0%	13.4%
\$15,000 - \$24,999	11.1%	9.4%	8.9%
\$25,000 - \$34,999	12.5%	11.2%	11.0%
\$35,000 - \$49,999	13.7%	14.1%	13.9%
\$50,000 - \$74,999	23.2%	19.6%	21.4%
\$75,000 - \$99,999	11.3%	12.3%	13.1%
\$100,000 - \$149,999	9.3%	12.5%	12.6%
\$150,000 - \$199,999	2.2%	3.4%	3.2%
\$200,000+	1.0%	2.5%	2.5%
Average Household Income	\$56,560	\$66,339	\$67,571
<b>2018 Households by Income</b>			
Household Income Base	22,038	51,084	61,893
<\$15,000	15.2%	14.1%	12.5%
\$15,000 - \$24,999	7.8%	6.5%	6.1%
\$25,000 - \$34,999	9.3%	8.2%	7.9%
\$35,000 - \$49,999	12.7%	12.8%	12.5%
\$50,000 - \$74,999	26.1%	21.8%	23.6%
\$75,000 - \$99,999	13.9%	15.0%	16.0%
\$100,000 - \$149,999	10.9%	14.2%	14.3%
\$150,000 - \$199,999	2.9%	4.5%	4.2%
\$200,000+	1.2%	2.9%	2.9%
Average Household Income	\$63,911	\$76,998	\$78,147
<b>2013 Owner Occupied Housing Units by Value</b>			
Total	9,406	25,017	33,201
<\$50,000	1.2%	1.0%	1.1%
\$50,000 - \$99,999	9.6%	8.0%	7.9%
\$100,000 - \$149,999	35.3%	30.1%	31.6%
\$150,000 - \$199,999	34.1%	27.1%	26.9%
\$200,000 - \$249,999	11.8%	14.9%	14.5%
\$250,000 - \$299,999	4.2%	8.4%	8.1%
\$300,000 - \$399,999	2.1%	6.3%	6.2%
\$400,000 - \$499,999	0.6%	2.2%	2.1%
\$500,000 - \$749,999	0.4%	1.1%	1.1%
\$750,000 - \$999,999	0.1%	0.3%	0.3%
\$1,000,000 +	0.5%	0.5%	0.4%
Average Home Value	\$169,234	\$196,151	\$192,605
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	10,326	27,672	36,609
<\$50,000	0.9%	0.6%	0.6%
\$50,000 - \$99,999	5.9%	4.4%	4.2%
\$100,000 - \$149,999	19.7%	16.7%	17.6%
\$150,000 - \$199,999	40.3%	30.2%	30.5%
\$200,000 - \$249,999	20.2%	22.3%	21.9%
\$250,000 - \$299,999	7.2%	12.4%	12.1%
\$300,000 - \$399,999	2.9%	7.7%	7.7%
\$400,000 - \$499,999	0.9%	2.6%	2.5%
\$500,000 - \$749,999	0.9%	1.8%	1.8%
\$750,000 - \$999,999	0.3%	0.6%	0.6%
\$1,000,000 +	0.7%	0.7%	0.6%
Average Home Value	\$196,864	\$225,508	\$222,664

**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.



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<b>2010 Population by Age</b>			
Total	47,272	116,461	144,124
0 - 4	7.3%	6.9%	6.9%
5 - 9	6.5%	6.5%	6.8%
10 - 14	5.9%	6.1%	6.5%
15 - 24	17.9%	21.7%	20.0%
25 - 34	18.9%	16.2%	15.7%
35 - 44	13.4%	12.9%	13.5%
45 - 54	12.1%	12.1%	12.7%
55 - 64	8.8%	8.9%	9.2%
65 - 74	5.0%	4.8%	4.9%
75 - 84	2.9%	2.8%	2.7%
85 +	1.3%	1.1%	1.1%
18 +	76.7%	76.8%	75.9%
<b>2013 Population by Age</b>			
Total	49,370	122,341	150,980
0 - 4	7.2%	6.7%	6.7%
5 - 9	6.5%	6.3%	6.5%
10 - 14	5.9%	6.1%	6.4%
15 - 24	16.8%	20.9%	19.4%
25 - 34	19.7%	16.9%	16.3%
35 - 44	13.4%	12.6%	13.1%
45 - 54	11.6%	11.8%	12.4%
55 - 64	9.3%	9.4%	9.8%
65 - 74	5.5%	5.4%	5.5%
75 - 84	2.8%	2.7%	2.7%
85 +	1.4%	1.2%	1.1%
18 +	77.2%	77.5%	76.7%
<b>2018 Population by Age</b>			
Total	53,630	132,950	164,002
0 - 4	7.3%	6.8%	6.8%
5 - 9	6.5%	6.2%	6.4%
10 - 14	6.0%	6.1%	6.3%
15 - 24	15.0%	19.0%	17.7%
25 - 34	19.8%	17.6%	17.0%
35 - 44	14.4%	12.9%	13.3%
45 - 54	10.8%	11.1%	11.7%
55 - 64	9.4%	9.8%	10.2%
65 - 74	6.3%	6.3%	6.5%
75 - 84	3.1%	3.0%	3.0%
85 +	1.4%	1.2%	1.2%
18 +	77.1%	77.6%	76.9%
<b>2010 Population by Sex</b>			
Males	23,340	57,482	71,305
Females	23,932	58,981	72,818
<b>2013 Population by Sex</b>			
Males	24,379	60,433	74,712
Females	24,989	61,908	76,268
<b>2018 Population by Sex</b>			
Males	26,468	65,676	81,112
Females	27,163	67,275	82,890

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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<b>2010 Population by Race/Ethnicity</b>			
Total	47,272	116,462	144,123
White Alone	75.9%	76.7%	78.5%
Black Alone	14.9%	14.3%	13.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.2%	3.4%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.7%	2.5%
Two or More Races	2.8%	2.5%	2.4%
Hispanic Origin	6.2%	5.8%	5.3%
Diversity Index	47.0	45.7	43.0
<b>2013 Population by Race/Ethnicity</b>			
Total	49,368	122,341	150,980
White Alone	74.7%	75.7%	77.5%
Black Alone	15.5%	14.7%	13.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	3.1%	3.3%	3.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	3.3%	3.0%
Two or More Races	2.9%	2.6%	2.5%
Hispanic Origin	7.6%	7.0%	6.4%
Diversity Index	49.8	48.2	45.5
<b>2018 Population by Race/Ethnicity</b>			
Total	53,630	132,952	164,001
White Alone	72.1%	73.2%	75.1%
Black Alone	16.5%	15.7%	14.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.2%	3.4%	3.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.5%	4.3%	4.0%
Two or More Races	3.2%	2.9%	2.8%
Hispanic Origin	10.0%	9.2%	8.5%
Diversity Index	55.1	53.2	50.5
<b>2010 Population by Relationship and Household Type</b>			
Total	47,272	116,463	144,123
In Households	96.9%	96.1%	96.7%
In Family Households	74.3%	74.0%	76.9%
Householder	23.8%	23.5%	24.2%
Spouse	16.1%	16.8%	17.8%
Child	28.5%	28.3%	29.5%
Other relative	3.3%	3.2%	3.2%
Nonrelative	2.6%	2.2%	2.2%
In Nonfamily Households	22.6%	22.1%	19.7%
In Group Quarters	3.1%	3.9%	3.3%
Institutionalized Population	2.3%	1.3%	1.2%
Noninstitutionalized Population	0.7%	2.6%	2.2%

**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.



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<b>2013 Population 25+ by Educational Attainment</b>			
Total	31,409	73,415	92,051
Less than 9th Grade	3.4%	3.2%	3.3%
9th - 12th Grade, No Diploma	7.8%	6.2%	6.5%
High School Graduate	26.5%	24.8%	26.2%
Some College, No Degree	24.6%	24.1%	23.8%
Associate Degree	7.1%	7.7%	7.6%
Bachelor's Degree	21.2%	22.8%	22.1%
Graduate/Professional Degree	9.4%	11.2%	10.5%
<b>2013 Population 15+ by Marital Status</b>			
Total	39,719	98,943	121,281
Never Married	34.8%	36.9%	34.7%
Married	46.8%	47.5%	49.8%
Widowed	5.5%	4.8%	4.6%
Divorced	12.9%	10.8%	11.0%
<b>2013 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.5%	91.8%	92.0%
Civilian Unemployed	8.5%	8.2%	8.0%
<b>2013 Employed Population 16+ by Industry</b>			
Total	24,848	60,459	74,468
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	4.3%	4.4%	4.7%
Manufacturing	11.3%	11.9%	12.7%
Wholesale Trade	2.4%	2.7%	3.0%
Retail Trade	14.9%	14.3%	13.8%
Transportation/Utilities	3.2%	4.2%	4.5%
Information	3.4%	3.1%	2.8%
Finance/Insurance/Real Estate	7.8%	7.2%	7.1%
Services	48.0%	48.1%	47.1%
Public Administration	4.4%	3.9%	4.0%
<b>2013 Employed Population 16+ by Occupation</b>			
Total	24,847	60,459	74,468
White Collar	63.7%	64.8%	63.6%
Management/Business/Financial	13.7%	15.1%	14.8%
Professional	20.4%	21.5%	21.2%
Sales	12.6%	12.9%	12.5%
Administrative Support	17.1%	15.3%	15.1%
Services	18.3%	16.9%	16.6%
Blue Collar	18.0%	18.3%	19.8%
Farming/Forestry/Fishing	0.3%	0.2%	0.3%
Construction/Extraction	3.5%	3.5%	3.6%
Installation/Maintenance/Repair	2.7%	2.9%	3.5%
Production	6.2%	6.0%	6.5%
Transportation/Material Moving	5.3%	5.6%	5.9%

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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<b>2010 Households by Type</b>			
Total	19,267	44,737	54,379
Households with 1 Person	31.1%	26.4%	24.7%
Households with 2+ People	68.9%	73.6%	75.3%
Family Households	58.6%	61.4%	64.4%
Husband-wife Families	39.6%	44.0%	47.3%
With Related Children	18.8%	21.3%	23.3%
Other Family (No Spouse Present)	19.0%	17.3%	17.0%
Other Family with Male Householder	4.9%	4.6%	4.6%
With Related Children	2.9%	2.7%	2.7%
Other Family with Female Householder	14.1%	12.7%	12.4%
With Related Children	9.7%	8.9%	8.6%
Nonfamily Households	10.3%	12.3%	10.9%
All Households with Children	31.9%	33.4%	35.1%
Multigenerational Households	3.0%	3.1%	3.4%
Unmarried Partner Households	7.7%	7.0%	6.7%
Male-female	7.0%	6.3%	6.0%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	19,269	44,737	54,379
1 Person Household	31.1%	26.4%	24.7%
2 Person Household	32.1%	32.8%	32.7%
3 Person Household	16.7%	17.7%	18.1%
4 Person Household	12.1%	14.5%	15.2%
5 Person Household	5.0%	5.6%	6.1%
6 Person Household	2.0%	2.0%	2.1%
7 + Person Household	1.0%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	19,267	44,737	54,380
Owner Occupied	50.1%	56.0%	61.0%
Owned with a Mortgage/Loan	38.4%	42.9%	47.4%
Owned Free and Clear	11.7%	13.1%	13.6%
Renter Occupied	49.9%	44.0%	39.0%

**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.

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<b>Top 3 Tapestry Segments</b>			
	1. Up and Coming Families	Up and Coming Families	Up and Coming Families
	2. Enterprising Professionals	College Towns	College Towns
	3. College Towns	Enterprising Professionals	Enterprising Professionals
<b>2013 Consumer Spending</b>			
Apparel & Services: Total \$	\$25,400,264	\$69,162,852	\$84,632,528
Average Spent	\$1,257.25	\$1,472.71	\$1,486.11
Spending Potential Index	56	65	66
Computers & Accessories: Total \$	\$4,189,041	\$11,502,853	\$14,075,133
Average Spent	\$207.35	\$244.93	\$247.15
Spending Potential Index	83	99	100
Education: Total \$	\$24,785,159	\$69,414,974	\$83,741,280
Average Spent	\$1,226.81	\$1,478.08	\$1,470.46
Spending Potential Index	84	101	101
Entertainment/Recreation: Total \$	\$53,186,236	\$145,464,240	\$180,166,081
Average Spent	\$2,632.59	\$3,097.42	\$3,163.64
Spending Potential Index	81	95	97
Food at Home: Total \$	\$81,194,398	\$220,358,694	\$270,499,912
Average Spent	\$4,018.93	\$4,692.18	\$4,749.86
Spending Potential Index	80	93	94
Food Away from Home: Total \$	\$53,519,645	\$145,795,657	\$178,825,083
Average Spent	\$2,649.09	\$3,104.48	\$3,140.09
Spending Potential Index	83	97	98
Health Care: Total \$	\$66,394,363	\$180,983,693	\$225,571,486
Average Spent	\$3,286.36	\$3,853.75	\$3,960.94
Spending Potential Index	74	87	89
HH Furnishings & Equipment: Total \$	\$25,891,703	\$70,898,353	\$87,623,748
Average Spent	\$1,281.58	\$1,509.66	\$1,538.64
Spending Potential Index	71	84	85
Investments: Total \$	\$31,968,512	\$89,310,998	\$112,592,077
Average Spent	\$1,582.36	\$1,901.73	\$1,977.07
Spending Potential Index	76	92	95
Retail Goods: Total \$	\$367,522,013	\$1,003,656,597	\$1,240,401,870
Average Spent	\$18,191.46	\$21,371.22	\$21,780.92
Spending Potential Index	75	89	90
Shelter: Total \$	\$269,404,610	\$731,819,914	\$900,406,830
Average Spent	\$13,334.88	\$15,582.90	\$15,810.76
Spending Potential Index	82	96	97
TV/Video/Audio: Total \$	\$21,075,095	\$57,229,113	\$70,246,286
Average Spent	\$1,043.17	\$1,218.60	\$1,233.49
Spending Potential Index	81	95	96
Travel: Total \$	\$28,782,749	\$79,138,013	\$98,611,970
Average Spent	\$1,424.68	\$1,685.11	\$1,731.58
Spending Potential Index	78	92	94
Vehicle Maintenance & Repairs: Total \$	\$17,666,219	\$48,280,762	\$59,619,795
Average Spent	\$874.44	\$1,028.06	\$1,046.90
Spending Potential Index	80	94	96

**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.

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