






Granwood Village
 4331 Old Hickory Blvd, Old Hickory, TN 37138
 Ring: 1, 3, 5 Miles

Latitude: 36.219564
 Longitude: -86.6244

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,037	34,826	96,331
2000 Group Quarters	1	539	1,656
2010 Total Population	3,445	37,959	108,911
2015 Total Population	3,688	40,073	116,240
2010 - 2015 Annual Rate	1.37%	1.09%	1.31%
 2000 Households	1,200	13,722	39,206
2000 Average Household Size	2.53	2.5	2.41
2010 Households	1,369	15,081	44,744
2010 Average Household Size	2.52	2.48	2.4
2015 Households	1,467	15,949	47,886
2015 Average Household Size	2.51	2.48	2.39
2010 - 2015 Annual Rate	1.39%	1.13%	1.37%
2000 Families	863	9,590	26,155
2000 Average Family Size	2.97	2.98	2.94
2010 Families	949	10,218	28,907
2010 Average Family Size	3.01	2.99	2.95
2015 Families	1,005	10,700	30,621
2015 Average Family Size	3.02	3	2.95
2010 - 2015 Annual Rate	1.15%	0.93%	1.16%
 2000 Housing Units	1,255	14,401	41,246
Owner Occupied Housing Units	76.2%	70.7%	65.4%
Renter Occupied Housing Units	19.2%	24.3%	29.5%
Vacant Housing Units	4.6%	5.0%	5.1%
2010 Housing Units	1,459	16,156	48,015
Owner Occupied Housing Units	72.9%	68.1%	63.2%
Renter Occupied Housing Units	20.9%	25.2%	30.0%
Vacant Housing Units	6.2%	6.7%	6.8%
2015 Housing Units	1,579	17,213	51,774
Owner Occupied Housing Units	72.5%	67.0%	62.4%
Renter Occupied Housing Units	20.4%	25.6%	30.1%
Vacant Housing Units	7.1%	7.3%	7.5%
Median Household Income			
2000	\$53,798	\$48,343	\$47,022
2010	\$66,583	\$62,725	\$61,962
2015	\$75,624	\$72,372	\$70,454
Median Home Value			
2000	\$115,343	\$114,360	\$116,623
2010	\$144,014	\$144,678	\$148,833
2015	\$164,007	\$164,875	\$170,033
Per Capita Income			
2000	\$22,657	\$22,483	\$23,073
2010	\$28,707	\$29,452	\$30,225
2015	\$31,478	\$32,242	\$33,212
Median Age			
2000	34.4	36.6	36.2
2010	35.5	39.2	38.4
2015	35.6	39.3	38.4

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Households by Income			
Household Income Base	1,195	13,593	39,159
< \$15,000	10.1%	10.2%	9.7%
\$15,000 - \$24,999	6.9%	11.1%	11.6%
\$25,000 - \$34,999	9.9%	12.7%	13.1%
\$35,000 - \$49,999	17.2%	17.7%	18.8%
\$50,000 - \$74,999	31.5%	25.2%	24.3%
\$75,000 - \$99,999	15.6%	11.3%	11.1%
\$100,000 - \$149,999	6.4%	8.5%	8.3%
\$150,000 - \$199,999	1.1%	1.9%	1.7%
\$200,000+	1.3%	1.4%	1.4%
Average Household Income	\$58,666	\$56,963	\$56,191
2010 Households by Income			
Household Income Base	1,368	15,080	44,744
< \$15,000	6.7%	6.7%	6.5%
\$15,000 - \$24,999	4.1%	5.5%	6.1%
\$25,000 - \$34,999	6.0%	7.6%	7.9%
\$35,000 - \$49,999	15.6%	17.8%	17.2%
\$50,000 - \$74,999	25.8%	22.9%	24.2%
\$75,000 - \$99,999	22.8%	19.5%	18.4%
\$100,000 - \$149,999	15.6%	14.6%	13.9%
\$150,000 - \$199,999	1.7%	3.2%	3.4%
\$200,000+	1.6%	2.3%	2.4%
Average Household Income	\$73,132	\$73,284	\$72,922
2015 Households by Income			
Household Income Base	1,469	15,948	47,887
< \$15,000	5.2%	5.4%	5.4%
\$15,000 - \$24,999	3.2%	4.5%	5.0%
\$25,000 - \$34,999	4.6%	6.1%	6.4%
\$35,000 - \$49,999	11.9%	14.2%	13.7%
\$50,000 - \$74,999	24.1%	21.6%	22.6%
\$75,000 - \$99,999	25.1%	21.8%	20.7%
\$100,000 - \$149,999	22.3%	20.6%	19.9%
\$150,000 - \$199,999	1.8%	3.5%	3.7%
\$200,000+	1.8%	2.5%	2.7%
Average Household Income	\$79,876	\$80,064	\$79,929
2000 Owner Occupied HUs by Value			
Total	989	10,183	27,045
<\$50,000	5.7%	2.9%	3.6%
\$50,000 - 99,999	25.8%	32.6%	32.7%
\$100,000 - 149,999	58.0%	42.0%	37.2%
\$150,000 - 199,999	7.3%	10.3%	14.4%
\$200,000 - \$299,999	1.1%	7.5%	8.5%
\$300,000 - 499,999	1.7%	3.4%	2.6%
\$500,000 - 999,999	0.4%	1.1%	0.9%
\$1,000,000+	0.0%	0.2%	0.1%
Average Home Value	\$119,058	\$137,292	\$136,446
2000 Specified Renter Occupied HUs by Contract Rent			
Total	197	3,500	12,070
With Cash Rent	100.0%	96.5%	96.4%
No Cash Rent	0.0%	3.5%	3.6%
Median Rent	\$558	\$542	\$569
Average Rent	\$597	\$576	\$577


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Population by Age			
 Total	3,037	34,826	96,328
Age 0 - 4	8.1%	6.9%	6.7%
Age 5 - 9	8.5%	7.3%	6.8%
Age 10 - 14	6.2%	6.5%	6.3%
Age 15 - 19	5.7%	6.0%	6.0%
Age 20 - 24	5.2%	5.1%	5.7%
Age 25 - 34	17.5%	15.3%	16.3%
Age 35 - 44	19.6%	17.6%	17.8%
Age 45 - 54	14.5%	14.2%	14.1%
Age 55 - 64	7.9%	9.5%	9.1%
Age 65 - 74	4.2%	6.0%	6.0%
Age 75 - 84	2.1%	3.8%	3.7%
Age 85+	0.6%	1.9%	1.5%
Age 18+	73.1%	75.6%	76.5%
2010 Population by Age			
Total	3,444	37,958	108,913
Age 0 - 4	7.7%	6.6%	6.5%
Age 5 - 9	7.8%	6.6%	6.3%
Age 10 - 14	7.4%	6.5%	6.3%
Age 15 - 19	6.6%	6.4%	6.2%
Age 20 - 24	4.4%	5.6%	6.2%
Age 25 - 34	15.3%	12.4%	13.6%
Age 35 - 44	16.7%	14.6%	14.7%
Age 45 - 54	15.5%	15.5%	15.6%
Age 55 - 64	10.6%	12.1%	11.8%
Age 65 - 74	5.1%	7.3%	7.0%
Age 75 - 84	2.2%	4.1%	4.0%
Age 85+	0.7%	2.2%	1.8%
Age 18+	72.9%	76.4%	77.2%
2015 Population by Age			
Total	3,690	40,074	116,239
Age 0 - 4	7.7%	6.5%	6.4%
Age 5 - 9	7.5%	6.5%	6.2%
Age 10 - 14	7.7%	6.5%	6.3%
Age 15 - 19	6.4%	6.1%	6.0%
Age 20 - 24	5.8%	6.1%	6.6%
Age 25 - 34	14.0%	12.9%	14.3%
Age 35 - 44	16.3%	13.0%	13.0%
Age 45 - 54	14.4%	14.6%	14.5%
Age 55 - 64	10.6%	12.5%	12.5%
Age 65 - 74	6.4%	8.7%	8.2%
Age 75 - 84	2.6%	4.4%	4.1%
Age 85+	0.7%	2.2%	1.8%
Age 18+	73.3%	76.8%	77.5%
2000 Population by Sex			
Males	48.0%	48.2%	48.4%
Females	52.0%	51.8%	51.6%
2010 Population by Sex			
Males	47.8%	48.1%	48.5%
Females	52.2%	51.9%	51.5%
2015 Population by Sex			
Males	47.9%	48.1%	48.5%
Females	52.1%	51.9%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2000 Population by Race/Ethnicity			
 Total	3,037	34,825	96,330
White Alone	78.4%	87.4%	87.4%
Black Alone	16.9%	8.5%	8.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian or Pacific Islander Alone	1.4%	1.0%	1.1%
Some Other Race Alone	1.5%	1.4%	1.2%
Two or More Races	1.3%	1.3%	1.2%
Hispanic Origin	3.1%	3.1%	2.7%
Diversity Index	39.5	27.5	26.9
2010 Population by Race/Ethnicity			
Total	3,445	37,960	108,911
White Alone	71.7%	82.3%	82.8%
Black Alone	20.1%	10.5%	10.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian or Pacific Islander Alone	1.9%	1.4%	1.5%
Some Other Race Alone	3.7%	3.2%	2.8%
Two or More Races	2.0%	2.0%	1.9%
Hispanic Origin	7.0%	6.8%	6.0%
Diversity Index	51.8	39.9	38.2
2015 Population by Race/Ethnicity			
Total	3,688	40,073	116,240
White Alone	70.1%	81.0%	81.7%
Black Alone	20.6%	10.9%	10.8%
American Indian Alone	0.7%	0.5%	0.5%
Asian or Pacific Islander Alone	2.1%	1.6%	1.7%
Some Other Race Alone	4.3%	3.6%	3.1%
Two or More Races	2.3%	2.3%	2.2%
Hispanic Origin	8.5%	8.2%	7.2%
Diversity Index	55.0	43.2	41.2
2000 Population 3+ by School Enrollment			
 Total	2,909	33,419	92,408
Enrolled in Nursery/Preschool	1.4%	2.0%	1.8%
Enrolled in Kindergarten	1.0%	1.4%	1.5%
Enrolled in Grade 1-8	12.2%	11.5%	10.9%
Enrolled in Grade 9-12	6.1%	4.8%	5.2%
Enrolled in College	3.4%	3.1%	3.5%
Enrolled in Grad/Prof School	1.5%	0.5%	0.6%
Not Enrolled in School	74.4%	76.7%	76.5%
2010 Population 25+ by Educational Attainment			
Total	2,278	25,934	74,669
Less than 9th Grade	3.9%	3.2%	3.3%
9th - 12th Grade, No Diploma	6.1%	7.8%	7.5%
High School Graduate	27.0%	30.8%	29.3%
Some College, No Degree	22.6%	23.3%	23.2%
Associate Degree	8.6%	7.6%	8.0%
Bachelor's Degree	23.4%	18.8%	20.6%
Graduate/Professional Degree	8.4%	8.5%	8.2%




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.

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2010 Population 15+ by Marital Status			
 Total	2,657	30,511	88,180
Never Married	25.9%	23.7%	25.6%
Married	56.3%	55.3%	54.1%
Widowed	5.6%	6.4%	5.8%
Divorced	12.2%	14.6%	14.4%
2000 Population 16+ by Employment Status			
 Total	2,332	27,218	76,009
In Labor Force	76.0%	70.3%	70.8%
Civilian Employed	74.8%	67.5%	68.1%
Civilian Unemployed	1.0%	2.7%	2.6%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	24.0%	29.7%	29.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	90.6%	90.8%
Civilian Unemployed	6.1%	9.4%	9.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	92.6%	92.8%
Civilian Unemployed	4.8%	7.4%	7.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,268	14,327	39,843
Own Children < 6 Only	9.6%	9.8%	9.0%
Employed/in Armed Forces	7.3%	6.4%	5.7%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	2.4%	3.2%	3.0%
Own Children < 6 and 6-17 Only	7.6%	5.5%	5.1%
Employed/in Armed Forces	5.1%	3.5%	3.3%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	2.4%	1.9%	1.7%
Own Children 6-17 Only	20.9%	16.9%	16.8%
Employed/in Armed Forces	15.7%	13.2%	13.3%
Unemployed	0.0%	0.4%	0.3%
Not in Labor Force	5.2%	3.3%	3.2%
No Own Children < 18	61.9%	67.7%	69.1%
Employed/in Armed Forces	40.2%	36.7%	39.2%
Unemployed	0.9%	1.6%	1.3%
Not in Labor Force	20.7%	29.4%	28.5%
2010 Employed Population 16+ by Industry			
 Total	1,801	18,496	53,488
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	4.4%	6.5%	6.3%
Manufacturing	6.1%	7.1%	6.7%
Wholesale Trade	3.9%	5.1%	4.8%
Retail Trade	11.9%	11.1%	11.5%
Transportation/Utilities	4.4%	5.5%	5.3%
Information	3.3%	3.0%	3.2%
Finance/Insurance/Real Estate	10.8%	8.8%	9.0%
Services	49.6%	47.6%	47.6%
Public Administration	5.6%	5.2%	5.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation			
Total	1,801	18,497	53,488
White Collar	71.7%	64.5%	66.5%
Management/Business/Financial	13.7%	14.0%	14.8%
Professional	29.2%	22.7%	22.8%
Sales	14.5%	12.3%	13.0%
Administrative Support	14.3%	15.6%	15.9%
Services	12.1%	16.0%	15.2%
Blue Collar	16.2%	19.5%	18.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	5.5%	5.3%
Installation/Maintenance/Repair	2.7%	3.2%	3.3%
Production	6.9%	4.3%	3.8%
Transportation/Material Moving	3.9%	6.3%	5.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,725	18,116	51,079
Drove Alone - Car, Truck, or Van	83.5%	83.2%	83.4%
Carpooled - Car, Truck, or Van	11.4%	11.0%	11.3%
Public Transportation	0.6%	0.7%	0.5%
Walked	1.0%	1.3%	1.0%
Other Means	1.0%	1.1%	0.9%
Worked at Home	2.3%	2.6%	2.9%
2000 Workers 16+ by Travel Time to Work			
Total	1,727	18,115	51,079
Did Not Work at Home	97.7%	97.4%	97.1%
Less than 5 minutes	0.9%	1.5%	1.7%
5 to 9 minutes	4.3%	6.8%	7.4%
10 to 19 minutes	25.1%	21.8%	23.1%
20 to 24 minutes	13.9%	16.2%	17.0%
25 to 34 minutes	31.9%	29.4%	28.0%
35 to 44 minutes	8.5%	7.7%	7.4%
45 to 59 minutes	7.2%	9.0%	7.8%
60 to 89 minutes	3.5%	3.6%	3.1%
90 or more minutes	2.4%	1.2%	1.7%
Worked at Home	2.3%	2.6%	2.9%
Average Travel Time to Work (in min)	27.3	26.6	26.5
2000 Households by Vehicles Available			
Total	1,187	13,694	39,177
None	4.2%	4.5%	4.0%
1	23.9%	31.2%	34.0%
2	50.8%	43.5%	43.3%
3	16.3%	15.6%	14.4%
4	4.0%	4.4%	3.4%
5+	0.7%	0.8%	0.9%
Average Number of Vehicles Available	1.9	1.9	1.8

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2000 Households by Type			
 Total	1,200	13,721	39,206
Family Households	71.9%	69.9%	66.7%
Married-couple Family	55.0%	55.0%	52.1%
With Related Children	28.4%	25.6%	23.7%
Other Family (No Spouse)	16.9%	14.9%	14.6%
With Related Children	11.6%	9.9%	9.6%
Nonfamily Households	28.1%	30.1%	33.3%
Householder Living Alone	23.0%	24.5%	26.7%
Householder Not Living Alone	5.1%	5.6%	6.6%
Households with Related Children	40.0%	35.4%	33.3%
Households with Persons 65+	13.7%	19.8%	18.6%
2000 Households by Size			
Total	1,200	13,722	39,206
1 Person Household	23.0%	24.5%	26.7%
2 Person Household	34.0%	35.4%	35.5%
3 Person Household	18.6%	18.6%	17.8%
4 Person Household	16.5%	14.0%	13.0%
5 Person Household	5.5%	5.3%	4.9%
6 Person Household	1.9%	1.5%	1.4%
7+ Person Household	0.4%	0.7%	0.6%
2000 Households by Year Householder Moved In			
Total	1,185	13,694	39,175
Moved in 1999 to March 2000	17.0%	20.0%	23.7%
Moved in 1995 to 1998	37.9%	32.1%	30.9%
Moved in 1990 to 1994	21.3%	15.7%	15.9%
Moved in 1980 to 1989	11.6%	14.2%	13.0%
Moved in 1970 to 1979	4.9%	9.5%	8.2%
Moved in 1969 or Earlier	7.3%	8.4%	8.3%
Median Year Householder Moved In	1996	1995	1996
2000 Housing Units by Units in Structure			
 Total	1,247	14,422	41,288
1, Detached	82.3%	70.1%	66.2%
1, Attached	9.1%	8.7%	6.6%
2	6.3%	4.5%	4.1%
3 or 4	0.6%	1.6%	2.8%
5 to 9	0.6%	2.2%	4.1%
10 to 19	0.2%	3.7%	6.3%
20+	0.7%	7.4%	7.5%
Mobile Home	0.2%	1.7%	2.4%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,243	14,380	41,215
1999 to March 2000	1.1%	2.3%	3.6%
1995 to 1998	13.8%	9.3%	9.9%
1990 to 1994	13.3%	7.7%	8.8%
1980 to 1989	27.5%	21.0%	22.1%
1970 to 1979	13.8%	24.4%	19.4%
1969 or Earlier	30.5%	35.4%	36.2%
Median Year Structure Built	1982	1976	1977


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments			
1.	Up and Coming Families	Midlife Junction	Aspiring Young Familie
2.	Milk and Cookies	Aspiring Young Familie	Up and Coming Families
3.	Great Expectations	Up and Coming Families	Midlife Junction

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,403,651	\$26,607,540	\$79,125,481
Average Spent	\$1,755.77	\$1,764.31	\$1,768.40
Spending Potential Index	73	74	74
Computers & Accessories: Total \$	\$327,781	\$3,532,005	\$10,495,156
Average Spent	\$239.43	\$234.20	\$234.56
Spending Potential Index	109	106	107
Education: Total \$	\$1,731,925	\$20,072,333	\$59,337,568
Average Spent	\$1,265.10	\$1,330.97	\$1,326.16
Spending Potential Index	104	109	109
Entertainment/Recreation: Total \$	\$4,732,469	\$52,070,277	\$153,429,645
Average Spent	\$3,456.88	\$3,452.71	\$3,429.06
Spending Potential Index	107	107	106
Food at Home: Total \$	\$6,156,219	\$70,324,533	\$208,674,945
Average Spent	\$4,496.87	\$4,663.12	\$4,663.75
Spending Potential Index	101	104	104
Food Away from Home: Total \$	\$4,652,710	\$51,492,719	\$152,987,056
Average Spent	\$3,398.62	\$3,414.41	\$3,419.16
Spending Potential Index	106	106	106
Health Care: Total \$	\$4,916,237	\$59,119,166	\$173,194,949
Average Spent	\$3,591.12	\$3,920.11	\$3,870.80
Spending Potential Index	96	105	104
HH Furnishings & Equipment: Total \$	\$2,664,751	\$28,827,990	\$84,878,198
Average Spent	\$1,946.49	\$1,911.54	\$1,896.97
Spending Potential Index	95	93	92
Investments: Total \$	\$2,103,575	\$25,910,881	\$75,988,581
Average Spent	\$1,536.58	\$1,718.11	\$1,698.30
Spending Potential Index	88	99	98
Retail Goods: Total \$	\$34,140,314	\$378,850,648	\$1,117,232,428
Average Spent	\$24,938.14	\$25,121.06	\$24,969.44
Spending Potential Index	100	101	100
Shelter: Total \$	\$23,327,227	\$251,681,374	\$745,071,388
Average Spent	\$17,039.61	\$16,688.64	\$16,651.87
Spending Potential Index	108	106	105
TV/Video/Audio: Total \$	\$1,756,300	\$19,702,562	\$58,456,447
Average Spent	\$1,282.91	\$1,306.45	\$1,306.46
Spending Potential Index	103	105	105
Travel: Total \$	\$2,748,434	\$30,047,106	\$88,300,547
Average Spent	\$2,007.62	\$1,992.38	\$1,973.46
Spending Potential Index	106	105	104
Vehicle Maintenance & Repairs: Total \$	\$1,345,975	\$15,006,404	\$44,359,501
Average Spent	\$983.18	\$995.05	\$991.41
Spending Potential Index	104	106	105

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.