



# Market Profile

The Shoppes at Henpeck  
 1276 Lewisburg Pike, Franklin, Tennessee, 37064  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 35.87011  
 Longitude: -86.84581

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,428	15,997	41,038
2010 Total Population	1,628	18,598	50,451
2020 Total Population	2,355	27,780	72,248
2020 Group Quarters	0	54	403
2025 Total Population	2,771	31,277	82,360
2020-2025 Annual Rate	3.31%	2.40%	2.65%
2020 Total Daytime Population	2,952	26,330	74,249
Workers	1,779	12,382	37,312
Residents	1,173	13,948	36,937
<b>Household Summary</b>			
2000 Households	468	5,535	14,856
2000 Average Household Size	3.05	2.89	2.72
2010 Households	565	6,751	18,930
2010 Average Household Size	2.88	2.75	2.64
2020 Households	865	10,247	27,049
2020 Average Household Size	2.72	2.71	2.66
2025 Households	1,024	11,517	30,866
2025 Average Household Size	2.71	2.71	2.66
2020-2025 Annual Rate	3.43%	2.36%	2.68%
2010 Families	495	5,398	13,936
2010 Average Family Size	3.09	3.11	3.11
2020 Families	749	8,030	19,728
2020 Average Family Size	2.94	3.09	3.13
2025 Families	884	8,991	22,379
2025 Average Family Size	2.93	3.10	3.14
2020-2025 Annual Rate	3.37%	2.29%	2.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	479	5,792	15,669
Owner Occupied Housing Units	95.0%	81.4%	70.2%
Renter Occupied Housing Units	2.9%	14.2%	24.6%
Vacant Housing Units	2.1%	4.4%	5.2%
2010 Housing Units	574	6,989	20,077
Owner Occupied Housing Units	94.4%	81.0%	69.6%
Renter Occupied Housing Units	4.0%	15.6%	24.7%
Vacant Housing Units	1.6%	3.4%	5.7%
2020 Housing Units	877	10,615	28,420
Owner Occupied Housing Units	95.9%	83.8%	71.7%
Renter Occupied Housing Units	2.7%	12.8%	23.4%
Vacant Housing Units	1.4%	3.5%	4.8%
2025 Housing Units	1,044	11,883	32,134
Owner Occupied Housing Units	95.4%	85.0%	71.0%
Renter Occupied Housing Units	2.7%	11.9%	25.1%
Vacant Housing Units	1.9%	3.1%	3.9%
<b>Median Household Income</b>			
2020	\$118,404	\$116,435	\$105,383
2025	\$121,685	\$122,247	\$110,345
<b>Median Home Value</b>			
2020	\$461,111	\$436,067	\$416,760
2025	\$473,517	\$450,543	\$435,226
<b>Per Capita Income</b>			
2020	\$52,785	\$53,968	\$49,478
2025	\$57,236	\$58,735	\$53,947
<b>Median Age</b>			
2010	42.6	40.1	38.1
2020	45.4	42.1	39.8
2025	46.1	43.3	40.7

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	865	10,247	27,049
<\$15,000	2.7%	3.1%	4.3%
\$15,000 - \$24,999	1.3%	2.4%	4.2%
\$25,000 - \$34,999	3.1%	3.9%	4.4%
\$35,000 - \$49,999	3.4%	5.7%	8.3%
\$50,000 - \$74,999	11.8%	12.5%	14.0%
\$75,000 - \$99,999	9.6%	10.2%	10.7%
\$100,000 - \$149,999	35.8%	27.5%	24.9%
\$150,000 - \$199,999	12.7%	15.0%	12.4%
\$200,000+	19.7%	19.7%	16.9%
Average Household Income	\$148,741	\$145,949	\$131,616
<b>2025 Households by Income</b>			
Household Income Base	1,024	11,517	30,866
<\$15,000	2.6%	2.6%	3.6%
\$15,000 - \$24,999	1.2%	2.1%	3.6%
\$25,000 - \$34,999	3.0%	3.6%	3.9%
\$35,000 - \$49,999	3.2%	5.0%	7.5%
\$50,000 - \$74,999	10.6%	11.3%	13.2%
\$75,000 - \$99,999	9.0%	9.7%	10.4%
\$100,000 - \$149,999	35.5%	27.7%	25.8%
\$150,000 - \$199,999	13.1%	16.3%	13.6%
\$200,000+	21.7%	21.6%	18.3%
Average Household Income	\$160,671	\$158,984	\$143,442
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	841	8,893	20,389
<\$50,000	0.2%	0.5%	0.9%
\$50,000 - \$99,999	0.1%	0.6%	0.6%
\$100,000 - \$149,999	0.6%	0.9%	3.2%
\$150,000 - \$199,999	1.4%	1.8%	3.8%
\$200,000 - \$249,999	2.7%	5.0%	6.7%
\$250,000 - \$299,999	5.9%	8.3%	7.7%
\$300,000 - \$399,999	25.2%	24.6%	23.7%
\$400,000 - \$499,999	22.5%	23.4%	20.3%
\$500,000 - \$749,999	33.5%	27.7%	24.8%
\$750,000 - \$999,999	4.8%	4.7%	5.4%
\$1,000,000 - \$1,499,999	2.9%	1.9%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.1%	0.7%	0.6%
Average Home Value	\$504,786	\$484,222	\$467,567
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	996	10,105	22,804
<\$50,000	0.1%	0.3%	0.6%
\$50,000 - \$99,999	0.0%	0.4%	0.4%
\$100,000 - \$149,999	0.3%	0.5%	2.3%
\$150,000 - \$199,999	0.9%	1.2%	2.9%
\$200,000 - \$249,999	2.1%	4.0%	5.6%
\$250,000 - \$299,999	5.1%	7.4%	7.1%
\$300,000 - \$399,999	23.9%	23.8%	23.5%
\$400,000 - \$499,999	23.7%	24.6%	21.5%
\$500,000 - \$749,999	35.6%	30.0%	27.0%
\$750,000 - \$999,999	4.8%	5.1%	5.9%
\$1,000,000 - \$1,499,999	3.0%	2.0%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.1%	0.7%	0.7%
Average Home Value	\$517,472	\$499,884	\$487,184

**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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<b>2010 Population by Age</b>			
Total	1,626	18,597	50,447
0 - 4	5.4%	6.5%	7.1%
5 - 9	8.5%	8.2%	7.8%
10 - 14	9.0%	8.5%	7.6%
15 - 24	9.5%	10.0%	11.0%
25 - 34	6.3%	9.3%	11.9%
35 - 44	15.7%	16.3%	15.5%
45 - 54	19.1%	18.0%	16.6%
55 - 64	15.6%	13.1%	12.0%
65 - 74	7.1%	6.0%	5.9%
75 - 84	3.3%	2.8%	3.1%
85 +	0.8%	1.1%	1.5%
18 +	72.0%	72.1%	73.1%
<b>2020 Population by Age</b>			
Total	2,355	27,780	72,248
0 - 4	4.7%	5.5%	6.1%
5 - 9	6.2%	6.9%	6.9%
10 - 14	7.3%	7.8%	7.5%
15 - 24	11.5%	11.4%	11.7%
25 - 34	8.9%	9.7%	11.5%
35 - 44	10.9%	12.5%	13.2%
45 - 54	15.3%	15.2%	14.4%
55 - 64	16.6%	15.3%	14.0%
65 - 74	12.3%	10.3%	9.3%
75 - 84	4.9%	4.0%	3.8%
85 +	1.4%	1.3%	1.5%
18 +	77.3%	75.5%	75.3%
<b>2025 Population by Age</b>			
Total	2,771	31,275	82,361
0 - 4	4.7%	5.4%	6.0%
5 - 9	6.0%	6.4%	6.6%
10 - 14	6.6%	7.2%	7.0%
15 - 24	10.1%	10.6%	11.2%
25 - 34	9.5%	9.8%	11.6%
35 - 44	11.9%	12.7%	13.3%
45 - 54	13.4%	13.8%	13.5%
55 - 64	15.4%	14.8%	13.3%
65 - 74	14.0%	11.9%	10.7%
75 - 84	6.7%	5.8%	5.2%
85 +	1.8%	1.5%	1.6%
18 +	78.8%	76.8%	76.3%
<b>2010 Population by Sex</b>			
Males	804	9,055	24,409
Females	824	9,543	26,042
<b>2020 Population by Sex</b>			
Males	1,163	13,592	35,114
Females	1,192	14,187	37,133
<b>2025 Population by Sex</b>			
Males	1,373	15,328	40,085
Females	1,398	15,948	42,274

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,629	18,598	50,452
White Alone	95.0%	93.3%	84.9%
Black Alone	1.6%	2.6%	7.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.6%	2.0%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	3.6%
Two or More Races	0.8%	1.1%	1.6%
Hispanic Origin	2.6%	2.8%	8.3%
Diversity Index	14.1	17.7	38.4
<b>2020 Population by Race/Ethnicity</b>			
Total	2,355	27,779	72,247
White Alone	91.3%	89.5%	79.9%
Black Alone	2.2%	3.4%	8.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	3.8%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.2%	4.5%
Two or More Races	1.4%	1.8%	2.5%
Hispanic Origin	4.4%	4.2%	10.2%
Diversity Index	23.5	26.0	47.1
<b>2025 Population by Race/Ethnicity</b>			
Total	2,771	31,276	82,359
White Alone	89.9%	88.0%	77.8%
Black Alone	2.5%	3.8%	8.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.2%	4.4%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.4%	4.8%
Two or More Races	1.6%	2.1%	2.8%
Hispanic Origin	5.2%	4.9%	11.2%
Diversity Index	26.9	29.5	50.6
<b>2010 Population by Relationship and Household Type</b>			
Total	1,628	18,598	50,451
In Households	100.0%	99.8%	99.2%
In Family Households	95.0%	91.2%	87.3%
Householder	30.0%	29.1%	27.5%
Spouse	28.1%	25.8%	22.7%
Child	34.0%	33.7%	32.8%
Other relative	2.0%	1.8%	2.9%
Nonrelative	0.9%	0.8%	1.4%
In Nonfamily Households	5.0%	8.7%	11.9%
In Group Quarters	0.0%	0.2%	0.8%
Institutionalized Population	0.0%	0.1%	0.8%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**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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<b>2020 Population 25+ by Educational Attainment</b>			
Total	1,657	19,015	48,927
Less than 9th Grade	1.2%	0.8%	2.6%
9th - 12th Grade, No Diploma	0.4%	1.7%	3.0%
High School Graduate	8.3%	11.1%	12.6%
GED/Alternative Credential	1.4%	1.2%	1.7%
Some College, No Degree	17.5%	16.0%	16.8%
Associate Degree	7.1%	6.8%	6.3%
Bachelor's Degree	42.4%	38.3%	35.9%
Graduate/Professional Degree	21.7%	24.1%	21.2%
<b>2020 Population 15+ by Marital Status</b>			
Total	1,928	22,179	57,395
Never Married	17.5%	20.6%	25.2%
Married	73.1%	69.3%	62.2%
Widowed	6.6%	4.3%	4.1%
Divorced	2.7%	5.7%	8.5%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,276	14,778	38,751
Population 16+ Employed	93.0%	92.1%	90.8%
Population 16+ Unemployment rate	7.0%	7.9%	9.2%
Population 16-24 Employed	10.4%	10.9%	11.9%
Population 16-24 Unemployment rate	12.1%	13.0%	14.7%
Population 25-54 Employed	57.4%	61.1%	63.6%
Population 25-54 Unemployment rate	5.9%	7.5%	8.5%
Population 55-64 Employed	23.3%	21.3%	18.7%
Population 55-64 Unemployment rate	7.4%	6.8%	8.2%
Population 65+ Employed	8.8%	6.6%	5.8%
Population 65+ Unemployment rate	6.2%	6.6%	7.4%
<b>2020 Employed Population 16+ by Industry</b>			
Total	1,187	13,611	35,201
Agriculture/Mining	0.6%	0.4%	0.4%
Construction	3.3%	3.1%	4.4%
Manufacturing	5.6%	7.3%	7.4%
Wholesale Trade	2.9%	2.9%	2.5%
Retail Trade	6.3%	8.8%	9.9%
Transportation/Utilities	4.7%	3.0%	3.2%
Information	1.5%	2.6%	2.1%
Finance/Insurance/Real Estate	15.5%	13.5%	11.8%
Services	56.7%	54.8%	55.1%
Public Administration	2.9%	3.5%	3.2%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	1,187	13,610	35,202
White Collar	87.4%	83.1%	77.9%
Management/Business/Financial	32.9%	28.8%	25.3%
Professional	32.7%	31.2%	28.3%
Sales	12.5%	12.2%	12.2%
Administrative Support	9.4%	10.9%	12.0%
Services	4.8%	7.9%	12.3%
Blue Collar	7.8%	8.9%	9.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.1%	2.3%	3.0%
Installation/Maintenance/Repair	1.2%	0.9%	1.0%
Production	1.6%	2.7%	3.0%
Transportation/Material Moving	1.9%	3.1%	2.8%

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January 15, 2021



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<b>2010 Households by Type</b>			
Total	565	6,751	18,930
Households with 1 Person	10.4%	16.7%	22.1%
Households with 2+ People	89.6%	83.3%	77.9%
Family Households	87.6%	80.0%	73.6%
Husband-wife Families	81.9%	71.0%	60.8%
With Related Children	38.6%	35.4%	30.3%
Other Family (No Spouse Present)	5.7%	9.0%	12.8%
Other Family with Male Householder	1.8%	2.3%	3.2%
With Related Children	0.7%	1.4%	1.8%
Other Family with Female Householder	3.7%	6.7%	9.6%
With Related Children	2.3%	4.1%	6.0%
Nonfamily Households	1.9%	3.3%	4.2%
All Households with Children	41.8%	41.1%	38.3%
Multigenerational Households	2.8%	2.5%	2.8%
Unmarried Partner Households	1.8%	2.6%	3.2%
Male-female	1.4%	2.2%	2.8%
Same-sex	0.4%	0.5%	0.4%
<b>2010 Households by Size</b>			
Total	565	6,753	18,930
1 Person Household	10.4%	16.7%	22.1%
2 Person Household	37.7%	35.2%	33.4%
3 Person Household	18.9%	18.4%	17.2%
4 Person Household	20.7%	19.5%	16.8%
5 Person Household	9.0%	7.6%	7.2%
6 Person Household	2.1%	2.0%	2.2%
7 + Person Household	1.1%	0.7%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	565	6,751	18,930
Owner Occupied	95.9%	83.8%	73.8%
Owned with a Mortgage/Loan	71.5%	66.8%	57.2%
Owned Free and Clear	24.6%	17.1%	16.6%
Renter Occupied	4.1%	16.2%	26.2%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	154	158	149
Percent of Income for Mortgage	16.3%	15.6%	16.5%
Wealth Index	238	218	176
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	574	6,989	20,077
Housing Units Inside Urbanized Area	78.6%	88.4%	88.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Housing Units	21.4%	11.6%	11.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,628	18,598	50,451
Population Inside Urbanized Area	79.2%	88.1%	87.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Population	20.8%	11.9%	11.7%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
2.	Professional Pride (1B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.		Green Acres (6A)	Bright Young Professionals (8C)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,913,072	\$34,342,595	\$83,613,664
Average Spent	\$3,367.71	\$3,351.48	\$3,091.19
Spending Potential Index	157	156	144
Education: Total \$	\$2,945,899	\$32,792,337	\$73,862,028
Average Spent	\$3,405.66	\$3,200.19	\$2,730.67
Spending Potential Index	190	179	153
Entertainment/Recreation: Total \$	\$4,532,281	\$52,971,950	\$126,601,617
Average Spent	\$5,239.63	\$5,169.51	\$4,680.45
Spending Potential Index	161	159	144
Food at Home: Total \$	\$6,945,754	\$82,222,398	\$201,667,867
Average Spent	\$8,029.77	\$8,024.05	\$7,455.65
Spending Potential Index	150	150	140
Food Away from Home: Total \$	\$5,008,757	\$59,379,527	\$145,565,813
Average Spent	\$5,790.47	\$5,794.82	\$5,381.56
Spending Potential Index	154	154	143
Health Care: Total \$	\$7,832,338	\$92,233,285	\$221,481,321
Average Spent	\$9,054.73	\$9,001.00	\$8,188.15
Spending Potential Index	158	157	142
HH Furnishings & Equipment: Total \$	\$3,119,727	\$36,434,447	\$87,143,320
Average Spent	\$3,606.62	\$3,555.62	\$3,221.68
Spending Potential Index	165	163	147
Personal Care Products & Services: Total \$	\$1,272,401	\$14,995,905	\$36,288,975
Average Spent	\$1,470.98	\$1,463.44	\$1,341.60
Spending Potential Index	160	159	146
Shelter: Total \$	\$26,538,794	\$309,748,265	\$748,684,513
Average Spent	\$30,680.69	\$30,228.19	\$27,678.82
Spending Potential Index	158	156	143
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,328,341	\$39,194,564	\$93,929,897
Average Spent	\$3,847.79	\$3,824.98	\$3,472.58
Spending Potential Index	164	163	148
Travel: Total \$	\$3,665,381	\$42,061,156	\$98,086,290
Average Spent	\$4,237.43	\$4,104.73	\$3,626.24
Spending Potential Index	176	170	150
Vehicle Maintenance & Repairs: Total \$	\$1,528,396	\$18,185,746	\$44,590,695
Average Spent	\$1,766.93	\$1,774.74	\$1,648.52
Spending Potential Index	152	153	142

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.