



# Market Profile

4861 Main St, Spring Hill, Tennessee, 37174  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 35.77810  
Longitude: -86.91552

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,365	8,191	11,194
2010 Total Population	4,691	26,677	32,207
2020 Total Population	8,183	39,580	53,073
2020 Group Quarters	0	14	34
2025 Total Population	9,377	45,566	60,713
2020-2025 Annual Rate	2.76%	2.86%	2.73%
2020 Total Daytime Population	8,170	35,008	49,055
Workers	3,561	13,284	20,380
Residents	4,609	21,724	28,675
<b>Household Summary</b>			
2000 Households	466	2,825	3,898
2000 Average Household Size	2.93	2.89	2.86
2010 Households	1,571	8,897	10,951
2010 Average Household Size	2.99	3.00	2.94
2020 Households	2,760	13,271	18,205
2020 Average Household Size	2.96	2.98	2.91
2025 Households	3,165	15,260	20,817
2025 Average Household Size	2.96	2.99	2.91
2020-2025 Annual Rate	2.78%	2.83%	2.72%
2010 Families	1,348	7,242	8,854
2010 Average Family Size	3.26	3.37	3.31
2020 Families	2,296	10,570	14,426
2020 Average Family Size	3.29	3.38	3.31
2025 Families	2,622	12,091	16,402
2025 Average Family Size	3.30	3.39	3.32
2020-2025 Annual Rate	2.69%	2.73%	2.60%
<b>Housing Unit Summary</b>			
2000 Housing Units	492	3,045	4,175
Owner Occupied Housing Units	89.8%	80.6%	81.0%
Renter Occupied Housing Units	4.9%	12.2%	12.4%
Vacant Housing Units	5.3%	7.2%	6.7%
2010 Housing Units	1,637	9,544	11,760
Owner Occupied Housing Units	84.8%	77.6%	77.5%
Renter Occupied Housing Units	11.2%	15.6%	15.6%
Vacant Housing Units	4.0%	6.8%	6.9%
2020 Housing Units	2,836	13,768	18,982
Owner Occupied Housing Units	86.2%	83.3%	82.8%
Renter Occupied Housing Units	11.1%	13.1%	13.1%
Vacant Housing Units	2.7%	3.6%	4.1%
2025 Housing Units	3,246	15,812	21,591
Owner Occupied Housing Units	86.6%	83.8%	83.9%
Renter Occupied Housing Units	10.9%	12.7%	12.6%
Vacant Housing Units	2.5%	3.5%	3.6%
<b>Median Household Income</b>			
2020	\$102,474	\$91,099	\$91,812
2025	\$107,658	\$98,040	\$98,276
<b>Median Home Value</b>			
2020	\$299,232	\$270,006	\$277,948
2025	\$316,645	\$285,683	\$292,002
<b>Per Capita Income</b>			
2020	\$38,810	\$36,249	\$37,697
2025	\$43,342	\$39,977	\$41,437
<b>Median Age</b>			
2010	32.7	32.3	32.9
2020	32.7	33.3	34.2
2025	32.9	33.5	34.3

**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	2,760	13,271	18,205
<\$15,000	1.9%	2.0%	2.5%
\$15,000 - \$24,999	3.3%	3.5%	3.4%
\$25,000 - \$34,999	3.0%	4.5%	5.0%
\$35,000 - \$49,999	6.1%	8.6%	8.5%
\$50,000 - \$74,999	19.0%	19.5%	18.1%
\$75,000 - \$99,999	14.3%	16.9%	17.0%
\$100,000 - \$149,999	28.4%	27.2%	26.5%
\$150,000 - \$199,999	12.9%	10.2%	10.3%
\$200,000+	11.1%	7.7%	8.7%
Average Household Income	\$120,150	\$107,427	\$109,756
<b>2025 Households by Income</b>			
Household Income Base	3,165	15,260	20,817
<\$15,000	2.1%	2.0%	2.4%
\$15,000 - \$24,999	3.0%	3.2%	3.2%
\$25,000 - \$34,999	2.5%	3.9%	4.4%
\$35,000 - \$49,999	5.3%	7.8%	7.8%
\$50,000 - \$74,999	17.2%	17.9%	16.7%
\$75,000 - \$99,999	13.2%	16.1%	16.3%
\$100,000 - \$149,999	28.4%	28.0%	27.2%
\$150,000 - \$199,999	14.3%	11.6%	11.7%
\$200,000+	14.0%	9.4%	10.3%
Average Household Income	\$134,217	\$118,517	\$120,608
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,446	11,474	15,718
<\$50,000	0.4%	0.6%	0.7%
\$50,000 - \$99,999	0.2%	1.0%	1.3%
\$100,000 - \$149,999	1.6%	2.5%	2.5%
\$150,000 - \$199,999	9.4%	13.6%	13.2%
\$200,000 - \$249,999	26.7%	26.3%	24.1%
\$250,000 - \$299,999	12.0%	15.1%	14.7%
\$300,000 - \$399,999	25.6%	24.0%	22.5%
\$400,000 - \$499,999	17.2%	11.6%	12.4%
\$500,000 - \$749,999	4.8%	3.8%	5.9%
\$750,000 - \$999,999	0.0%	0.5%	1.2%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.4%
\$1,500,000 - \$1,999,999	1.5%	0.6%	0.8%
\$2,000,000 +	0.6%	0.2%	0.3%
Average Home Value	\$350,092	\$311,201	\$329,748
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,810	13,257	18,105
<\$50,000	0.3%	0.4%	0.5%
\$50,000 - \$99,999	0.1%	0.7%	0.9%
\$100,000 - \$149,999	1.1%	1.8%	1.8%
\$150,000 - \$199,999	7.6%	11.3%	11.2%
\$200,000 - \$249,999	24.2%	24.6%	22.8%
\$250,000 - \$299,999	12.1%	15.7%	15.4%
\$300,000 - \$399,999	27.8%	26.6%	24.7%
\$400,000 - \$499,999	19.3%	13.2%	13.7%
\$500,000 - \$749,999	5.3%	4.1%	6.4%
\$750,000 - \$999,999	0.0%	0.6%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.4%
\$1,500,000 - \$1,999,999	1.5%	0.6%	0.8%
\$2,000,000 +	0.6%	0.2%	0.3%
Average Home Value	\$361,041	\$322,623	\$340,859

**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	4,693	26,677	32,208
0 - 4	9.5%	10.1%	9.8%
5 - 9	11.1%	10.7%	10.2%
10 - 14	9.9%	9.0%	8.6%
15 - 24	10.0%	9.8%	9.8%
25 - 34	13.4%	15.6%	15.4%
35 - 44	20.1%	19.3%	18.6%
45 - 54	14.0%	13.0%	13.5%
55 - 64	7.5%	7.5%	8.3%
65 - 74	3.1%	3.3%	3.7%
75 - 84	1.1%	1.3%	1.6%
85 +	0.3%	0.4%	0.4%
18 +	64.4%	65.6%	66.9%
<b>2020 Population by Age</b>			
Total	8,182	39,580	53,073
0 - 4	9.0%	8.9%	8.5%
5 - 9	10.3%	9.9%	9.5%
10 - 14	9.5%	9.2%	9.1%
15 - 24	10.3%	10.2%	10.4%
25 - 34	15.1%	14.8%	13.9%
35 - 44	18.5%	18.1%	17.4%
45 - 54	12.3%	12.1%	12.5%
55 - 64	8.8%	9.2%	10.1%
65 - 74	4.5%	5.3%	6.0%
75 - 84	1.5%	1.8%	2.1%
85 +	0.4%	0.5%	0.6%
18 +	66.7%	67.6%	68.7%
<b>2025 Population by Age</b>			
Total	9,376	45,568	60,711
0 - 4	9.2%	8.9%	8.5%
5 - 9	10.2%	9.7%	9.2%
10 - 14	9.1%	8.9%	8.7%
15 - 24	9.6%	10.2%	10.5%
25 - 34	16.6%	15.3%	14.4%
35 - 44	19.0%	18.0%	17.2%
45 - 54	11.2%	11.6%	12.0%
55 - 64	8.1%	8.6%	9.3%
65 - 74	4.9%	6.0%	6.8%
75 - 84	1.8%	2.4%	2.8%
85 +	0.4%	0.5%	0.6%
18 +	67.1%	68.0%	69.0%
<b>2010 Population by Sex</b>			
Males	2,297	12,989	15,718
Females	2,394	13,688	16,489
<b>2020 Population by Sex</b>			
Males	3,976	19,264	25,902
Females	4,207	20,316	27,171
<b>2025 Population by Sex</b>			
Males	4,556	22,210	29,662
Females	4,821	23,356	31,051

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,690	26,676	32,207
White Alone	90.7%	89.9%	90.1%
Black Alone	4.4%	4.8%	4.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.6%	1.6%	1.5%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.4%	1.5%	1.4%
Two or More Races	1.6%	1.9%	1.8%
Hispanic Origin	6.0%	5.5%	5.3%
Diversity Index	26.9	27.4	26.8
<b>2020 Population by Race/Ethnicity</b>			
Total	8,184	39,580	53,072
White Alone	85.1%	85.0%	85.8%
Black Alone	5.9%	6.0%	5.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.4%	3.1%	2.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.2%	2.3%	2.1%
Two or More Races	3.0%	3.1%	3.0%
Hispanic Origin	8.8%	8.0%	7.5%
Diversity Index	38.7	38.0	36.3
<b>2025 Population by Race/Ethnicity</b>			
Total	9,379	45,566	60,713
White Alone	83.1%	83.1%	84.1%
Black Alone	6.5%	6.6%	6.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.9%	3.6%	3.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.5%	2.7%	2.5%
Two or More Races	3.4%	3.5%	3.4%
Hispanic Origin	10.2%	9.4%	8.8%
Diversity Index	43.1	42.2	40.2
<b>2010 Population by Relationship and Household Type</b>			
Total	4,691	26,677	32,207
In Households	100.0%	100.0%	99.9%
In Family Households	94.6%	92.5%	92.1%
Householder	27.4%	27.2%	27.4%
Spouse	23.8%	22.9%	23.2%
Child	40.5%	39.1%	38.0%
Other relative	2.0%	2.2%	2.3%
Nonrelative	0.9%	1.1%	1.2%
In Nonfamily Households	5.4%	7.5%	7.8%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.1%
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.

**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 Population 25+ by Educational Attainment</b>			
Total	4,995	24,460	33,250
Less than 9th Grade	0.6%	1.0%	1.0%
9th - 12th Grade, No Diploma	1.5%	1.7%	2.1%
High School Graduate	10.0%	11.8%	12.6%
GED/Alternative Credential	2.3%	2.5%	2.2%
Some College, No Degree	20.2%	22.4%	22.1%
Associate Degree	14.1%	13.0%	11.8%
Bachelor's Degree	35.2%	34.0%	34.0%
Graduate/Professional Degree	16.2%	13.7%	14.2%
<b>2020 Population 15+ by Marital Status</b>			
Total	5,835	28,485	38,757
Never Married	25.1%	25.6%	24.7%
Married	67.2%	64.9%	65.0%
Widowed	2.0%	2.4%	2.4%
Divorced	5.6%	7.2%	8.0%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,988	20,002	27,249
Population 16+ Employed	90.5%	89.9%	90.2%
Population 16+ Unemployment rate	9.5%	10.1%	9.8%
Population 16-24 Employed	10.3%	10.6%	10.9%
Population 16-24 Unemployment rate	14.9%	15.8%	15.4%
Population 25-54 Employed	77.3%	75.6%	73.5%
Population 25-54 Unemployment rate	8.6%	9.0%	8.7%
Population 55-64 Employed	9.8%	10.1%	11.4%
Population 55-64 Unemployment rate	11.1%	12.1%	11.6%
Population 65+ Employed	2.7%	3.7%	4.2%
Population 65+ Unemployment rate	7.7%	8.0%	7.7%
<b>2020 Employed Population 16+ by Industry</b>			
Total	3,609	17,984	24,574
Agriculture/Mining	0.5%	0.4%	0.4%
Construction	8.7%	7.4%	6.9%
Manufacturing	9.1%	9.7%	10.3%
Wholesale Trade	1.3%	1.9%	2.0%
Retail Trade	12.5%	11.4%	10.9%
Transportation/Utilities	2.8%	3.4%	3.8%
Information	3.1%	2.8%	2.6%
Finance/Insurance/Real Estate	8.6%	9.0%	9.0%
Services	48.2%	49.5%	49.7%
Public Administration	5.1%	4.5%	4.3%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	3,610	17,985	24,573
White Collar	77.0%	73.8%	73.4%
Management/Business/Financial	24.5%	20.5%	20.8%
Professional	30.6%	28.9%	28.3%
Sales	10.4%	12.0%	11.8%
Administrative Support	11.6%	12.4%	12.5%
Services	11.8%	14.2%	13.6%
Blue Collar	11.2%	12.0%	13.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.6%	2.9%	3.1%
Installation/Maintenance/Repair	2.2%	2.2%	2.3%
Production	1.8%	2.5%	2.8%
Transportation/Material Moving	4.7%	4.3%	4.7%

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February 06, 2021



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<b>2010 Households by Type</b>			
Total	1,571	8,896	10,950
Households with 1 Person	11.6%	15.3%	15.8%
Households with 2+ People	88.4%	84.7%	84.2%
Family Households	85.8%	81.4%	80.9%
Husband-wife Families	74.6%	68.8%	68.5%
With Related Children	49.5%	44.2%	42.0%
Other Family (No Spouse Present)	11.2%	12.7%	12.4%
Other Family with Male Householder	2.4%	2.8%	2.9%
With Related Children	1.7%	2.1%	2.1%
Other Family with Female Householder	8.8%	9.8%	9.5%
With Related Children	6.4%	7.3%	6.8%
Nonfamily Households	2.5%	3.3%	3.4%
All Households with Children	57.8%	53.9%	51.2%
Multigenerational Households	2.7%	2.9%	3.1%
Unmarried Partner Households	3.1%	3.7%	3.8%
Male-female	2.5%	3.1%	3.2%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	1,571	8,898	10,950
1 Person Household	11.6%	15.3%	15.8%
2 Person Household	26.7%	27.5%	29.0%
3 Person Household	20.9%	20.3%	20.2%
4 Person Household	24.9%	22.6%	21.4%
5 Person Household	10.8%	9.7%	9.2%
6 Person Household	3.7%	3.3%	3.2%
7 + Person Household	1.5%	1.3%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,571	8,897	10,951
Owner Occupied	88.4%	83.2%	83.3%
Owned with a Mortgage/Loan	80.3%	74.7%	73.0%
Owned Free and Clear	8.0%	8.5%	10.3%
Renter Occupied	11.6%	16.8%	16.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	204	201	196
Percent of Income for Mortgage	12.2%	12.4%	12.6%
Wealth Index	126	110	120
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,637	9,544	11,760
Housing Units Inside Urbanized Area	0.0%	0.0%	0.9%
Housing Units Inside Urbanized Cluster	92.1%	90.9%	82.8%
Rural Housing Units	7.9%	9.1%	16.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,691	26,677	32,207
Population Inside Urbanized Area	0.0%	0.0%	1.0%
Population Inside Urbanized Cluster	92.0%	91.9%	84.1%
Rural Population	8.0%	8.1%	14.9%

**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.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Soccer Moms (4A)	Middleburg (4C)	Middleburg (4C)
3.	Bright Young Professionals (8C)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,049,761	\$34,438,308	\$48,053,108
Average Spent	\$2,916.58	\$2,595.00	\$2,639.56
Spending Potential Index	136	121	123
Education: Total \$	\$6,433,255	\$27,511,690	\$38,637,533
Average Spent	\$2,330.89	\$2,073.07	\$2,122.36
Spending Potential Index	130	116	119
Entertainment/Recreation: Total \$	\$11,617,480	\$50,406,800	\$70,917,581
Average Spent	\$4,209.23	\$3,798.27	\$3,895.50
Spending Potential Index	130	117	120
Food at Home: Total \$	\$18,386,774	\$80,331,139	\$112,979,033
Average Spent	\$6,661.87	\$6,053.13	\$6,205.93
Spending Potential Index	125	113	116
Food Away from Home: Total \$	\$13,969,794	\$59,971,154	\$83,780,575
Average Spent	\$5,061.52	\$4,518.96	\$4,602.06
Spending Potential Index	134	120	122
Health Care: Total \$	\$19,685,592	\$87,072,340	\$123,449,557
Average Spent	\$7,132.46	\$6,561.10	\$6,781.08
Spending Potential Index	124	114	118
HH Furnishings & Equipment: Total \$	\$8,242,937	\$35,484,419	\$49,738,413
Average Spent	\$2,986.57	\$2,673.83	\$2,732.13
Spending Potential Index	137	122	125
Personal Care Products & Services: Total \$	\$3,502,855	\$15,006,861	\$20,975,654
Average Spent	\$1,269.15	\$1,130.80	\$1,152.19
Spending Potential Index	138	123	125
Shelter: Total \$	\$69,142,227	\$296,794,098	\$414,574,975
Average Spent	\$25,051.53	\$22,364.11	\$22,772.59
Spending Potential Index	129	115	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,992,766	\$38,664,460	\$54,265,621
Average Spent	\$3,258.25	\$2,913.45	\$2,980.81
Spending Potential Index	139	124	127
Travel: Total \$	\$9,076,119	\$38,853,025	\$54,446,480
Average Spent	\$3,288.45	\$2,927.66	\$2,990.74
Spending Potential Index	136	121	124
Vehicle Maintenance & Repairs: Total \$	\$3,950,307	\$17,481,132	\$24,680,995
Average Spent	\$1,431.27	\$1,317.24	\$1,355.73
Spending Potential Index	123	114	117

**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.