

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	32,323	100,949	283,178
	Population Est 23Q1	32,211	100,470	282,049
	Population Est 22Q4	32,083	100,018	281,045
	Population Est 22Q3	32,119	99,799	280,027
	Population Est 22Q2	32,124	99,695	278,885
	Population Est 22Q1	32,041	99,513	277,951
	Population Est 21Q4	31,938	99,148	276,747
	Population Est 21Q3	31,902	98,813	275,408
	Population Est 21Q2	31,584	97,960	273,607
	Population Fcst	33,896	107,316	298,846
	2010 Census Population	22,122	56,068	140,876
	2000 Census Population	19,526	46,001	118,104
	1990 Census Population	10,272	26,208	78,963
	Current Year Daytime Population	50,952	120,266	279,408
	Average Seasonal Population	557	1,712	3,709
	Historical Annual Growth, 1990 – 2000	6.63%	5.79%	4.11%
	Historical Annual Growth, 2000 – 2010	1.26%	2.00%	1.78%
	Estimated Annual Growth, 2010 – CY	2.90%	4.54%	5.41%
	Projected Annual Growth, CY to Y5	0.95%	1.23%	1.08%
	Group Qtrs Est	476	1,070	1,588
Transient Est Average Last 4 Qtrs	4,071	7,604	16,035	
Households	Current Year Estimated Households	13,226	38,948	104,714
	Households Est 23Q1	13,177	38,759	104,286
	Households Est 22Q4	13,122	38,580	103,909
	Households Est 22Q3	13,139	38,504	103,547
	Households Est 22Q2	13,141	38,468	103,155
	Households Est 22Q1	13,106	38,396	102,818
	Households Est 21Q4	13,044	38,229	102,369
	Households Est 21Q3	13,031	38,076	101,877
	Households Est 21Q2	12,900	37,787	101,292
	Households Fcst	13,912	41,413	109,932
	2010 Census Households	8,580	21,092	54,687
	2000 Census Households	7,152	16,913	45,628
	1990 Census Households	3,779	9,378	30,798
	Historical Annual Growth, 1990 – 2000	6.59%	6.07%	4.01%
	Historical Annual Growth, 2000 – 2010	1.84%	2.23%	1.83%
	Estimated Annual Growth, 2010 – CY	3.32%	4.74%	5.02%
	Projected Annual Growth, CY to Y5	1.02%	1.24%	0.98%
Population per Household	2.41	2.56	2.69	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	2.3%	3.0%	3.0%
	HH Income \$250,000 to \$499,999	2.8%	3.6%	3.6%
	HH Income \$200,000 to \$249,999	6.4%	8.3%	8.4%
	HH Income \$175,000 to \$199,999	7.4%	8.7%	8.8%
	HH Income \$150,000 to \$174,999	7.7%	8.1%	8.1%
	HH Income \$100,000 to 149,999	23.9%	22.5%	21.2%
	HH Income \$75,000 to 99,999	14.7%	12.6%	12.8%
	HH Income \$50,000 to 74,999	13.6%	12.6%	14.1%
	HH Income \$35,000 to 49,999	7.7%	7.9%	7.9%
	HH Income \$25,000 to 34,999	4.6%	4.7%	4.0%
	HH Income \$15,000 to 24,999	5.6%	4.1%	4.0%
	HH Income \$0 to 14,999	3.2%	3.9%	4.0%
	Average Household Income	\$120,918	\$136,044	\$142,471
	Median Household Income	\$100,873	\$108,443	\$106,860
	Per Capita Income	\$50,176	\$52,963	\$52,923
	2000 Average HH Income	\$81,088	\$86,924	\$88,618
	2000 Median HH Income	\$68,156	\$71,462	\$66,223
	Average Disposable Income	98,345	104,912	104,871
	Median Disposable Income	89,051	94,620	93,338
	Discretionary HH Income Over \$150,000	4.1%	8.6%	9.5%
	Discretionary HH Income \$125,000 to \$149,999	10.3%	11.1%	10.5%
	Discretionary HH Income \$100,000 to \$124,999	10.2%	11.1%	10.9%
	Discretionary HH Income \$75,000 to \$99,999	16.0%	15.8%	15.0%
	Discretionary HH Income \$50,000 to \$74,999	24.1%	20.2%	19.7%
	Discretionary HH Income \$25,000 to \$49,999	20.7%	19.3%	20.8%
	Discretionary HH Income Under \$25,000	14.6%	13.8%	13.5%
	Average Discretionary HH Income	70,724	76,718	76,753
	Median Discretionary HH Income	66,141	71,604	70,098
	Householder White – Count	10,217	31,511	86,474
	Median HH Income	\$103,776	\$113,279	\$111,363
	Average HH Income	\$107,784	\$113,756	\$112,802
	Householder Black or African-American – Count	665	1,990	5,628
	Median HH Income	\$75,799	\$73,883	\$76,172
	Average HH Income	\$79,478	\$81,875	\$85,638
	Householder Hispanic – Count	679	1,675	4,670
Median HH Income	\$62,932	\$54,290	\$72,222	
Average HH Income	\$74,104	\$70,080	\$82,079	
Householder Asian or Pacific Islander – Count	1,055	2,299	4,323	
Median HH Income	\$114,736	\$115,936	\$119,277	
Average HH Income	\$110,464	\$113,263	\$117,632	
Householder Other or Pacific Islander – Count	611	1,473	3,619	
Median HH Income	\$92,976	\$101,875	\$91,214	
Average HH Income	\$99,163	\$107,718	\$103,058	
Gender	Male Population	15,591	48,647	137,377
	Female Population	16,731	52,302	145,802

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Total Population by Age	Count of Pop 0 to 4 years	1,910	5,600	16,361
	Count of Pop 0 to 7 years	2,735	8,458	24,452
	Count of Pop 5 - 13	3,509	12,045	35,582
	Count of Pop 14 - 18	1,536	5,691	17,197
	Count of Pop 19 - 22	1,502	5,283	15,786
	Count of Pop 22 - 25	1,115	3,664	10,734
	Count of Pop 25 - 29	2,082	5,336	15,148
	Count of Pop 30 - 34	2,317	5,701	16,434
	Count of Pop 35 - 39	2,333	6,571	18,732
	Count of Pop 40 - 44	2,305	7,254	20,285
	Count of Pop 45 - 59	6,227	20,700	57,897
	Count of Pop 60 - 74	5,249	16,175	42,565
	Count of Pop 75 - 84	1,603	5,176	12,798
	Count of Pop 85+	635	1,753	3,658
	% of Pop 0 to 4 years	5.9%	5.5%	5.8%
	% of Pop 0 to 7 years	8.5%	8.4%	8.6%
	% of Pop 5 - 13	10.9%	11.9%	12.6%
	% of Pop 14 - 18	4.8%	5.6%	6.1%
	% of Pop 19 - 22	4.6%	5.2%	5.6%
	% of Pop 22 - 25	3.4%	3.6%	3.8%
	% of Pop 25 - 29	6.4%	5.3%	5.3%
	% of Pop 30 - 34	7.2%	5.6%	5.8%
	% of Pop 35 - 39	7.2%	6.5%	6.6%
% of Pop 40 - 44	7.1%	7.2%	7.2%	
% of Pop 45 - 59	19.3%	20.5%	20.4%	
% of Pop 60 - 74	16.2%	16.0%	15.0%	
% of Pop 75 - 84	5.0%	5.1%	4.5%	
% of Pop 85+	2.0%	1.7%	1.3%	
Median Age	39.7	40.4	38.8	
Average Age	40.2	39.9	38.7	
Male Population by Age	% of Pop 0 to 4 years	6.2%	5.9%	6.1%
	% of Pop 5 - 13	11.8%	12.7%	13.2%
	% of Pop 14 - 18	5.1%	5.9%	6.4%
	% of Pop 19 - 22	4.9%	5.5%	5.8%
	% of Pop 22 - 25	3.6%	3.8%	3.9%
	% of Pop 25 - 29	6.7%	5.5%	5.4%
	% of Pop 30 - 34	7.4%	5.7%	5.7%
	% of Pop 35 - 39	7.2%	6.5%	6.5%
	% of Pop 40 - 44	7.3%	7.2%	7.1%
	% of Pop 45 - 59	19.0%	20.4%	20.4%
	% of Pop 75 - 84	4.3%	4.5%	4.1%
	% of Pop 60 - 74	15.3%	15.3%	14.5%
	% of Pop 85+	1.2%	1.1%	0.9%
Median Age	38.0	38.9	37.6	
Average Age	38.6	38.6	37.7	

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	5.6%	5.3%	5.5%
	% of Pop 5 - 13	10.0%	11.2%	11.9%
	% of Pop 14 - 18	4.4%	5.4%	5.8%
	% of Pop 19 - 22	4.4%	5.0%	5.4%
	% of Pop 22 - 25	3.3%	3.5%	3.7%
	% of Pop 25 - 29	6.2%	5.1%	5.3%
	% of Pop 30 - 34	7.0%	5.6%	5.9%
	% of Pop 35 - 39	7.2%	6.6%	6.7%
	% of Pop 40 - 44	7.0%	7.1%	7.2%
	% of Pop 45 - 59	19.5%	20.6%	20.5%
	% of Pop 60 - 74	17.2%	16.7%	15.5%
	% of Pop 75 - 84	5.5%	5.7%	4.9%
	% of Pop 85+	2.7%	2.3%	1.7%
	Median Age	41.3	41.7	39.9
Average Age	41.6	41.1	39.6	
Race	Count of White	24,285	78,937	223,927
	Count of Black or African-American	1,856	4,895	15,296
	Count of Asian or Pacific Islander	2,489	7,043	15,442
	Count of Other races	3,692	10,073	28,513
	White	75.1%	78.2%	79.1%
	Black or African American	5.7%	4.8%	5.4%
	Asian	7.7%	7.0%	5.5%
	Other Races	11.4%	10.0%	10.1%
Language Spoken	Speak English at Home	84.4%	88.0%	88.9%
	Speak Spanish at Home	5.3%	4.7%	4.6%
	Speak French or French Creole at Home	0.4%	0.3%	0.3%
	Speak German at Home	0.3%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	4.4%	2.6%	2.0%
	Speak Russian and Other Slavic Languages at H	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.9%	0.7%	0.6%
	Speak Korean at Home	0.6%	0.5%	0.5%
	Speak Vietnamese at Home	0.0%	0.1%	0.3%
	Speak Other Asian Languages at Home	3.1%	2.4%	1.6%
	Speak Tagalog and Other Pacific Languages at H	0.3%	0.2%	0.1%
	Speak Other Language at Home	0.1%	0.1%	0.7%
Hispanic	Hispanic Population	2,873	7,430	20,888
	Hispanic Population Percent	8.9%	7.4%	7.4%
	Mexican	73.3%	60.2%	54.2%
	Puerto Rican	6.5%	5.4%	9.8%
	Cuban	2.9%	3.6%	3.8%
	Dominican	0.2%	1.6%	1.0%
	Central American	3.2%	5.9%	9.5%
	South American	5.3%	13.6%	13.4%
	Other Hispanic	8.6%	9.6%	8.4%
	2000 Hispanic Population Percent	6%	4%	3%
	1990 Hispanic Population Percent	1%	1%	1%

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry	American (percent of total population)	6.1%	6.1%	7.3%
	American	5.8%	5.9%	7.1%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.1%
	Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
	Asian (percent of total population)	7.7%	6.9%	5.4%
	Chinese	1.0%	1.1%	0.9%
	Japanese	0.2%	0.3%	0.2%
	Korean	0.4%	0.4%	0.5%
	South Central Asian (ie. Indian)	5.0%	4.3%	2.6%
	South East Asian (ie. Vietnamese)	0.7%	0.6%	0.8%
	Other Asian	0.3%	0.3%	0.4%
	European (percent of total population)	37.4%	40.9%	40.2%
	British	9.6%	11.8%	11.2%
	Dutch	0.6%	0.7%	0.6%
	French	1.4%	1.4%	1.2%
	German	7.1%	7.8%	7.9%
	Italian	2.4%	2.4%	2.4%
	Polish	1.2%	1.2%	1.0%
	Scandinavian	1.4%	1.6%	1.7%
	Scotch/Irish	9.5%	9.8%	9.7%
Other European (ie. Greek/Russian)	4.2%	4.4%	4.3%	
Middle Eastern	0.8%	0.8%	1.0%	
Other Ancestry	17.5%	16.7%	16.6%	
Unclassified Ancestry	21.7%	21.2%	22.1%	
Education (Age 25+)	Adult Population (25 Years or Older)	22,750	68,666	187,518
	Elementary (0 to 8)	2.4%	2.1%	1.9%
	Some High School (9 to 11)	3.2%	3.1%	2.9%
	High School Graduate (12)	12.7%	12.3%	12.7%
	Some College (13 to 16)	15.0%	15.1%	15.2%
	Associates Degree Only	6.1%	6.0%	6.5%
	Bachelors Degree Only	36.5%	38.3%	38.4%
	Graduate Degree	24.1%	23.1%	22.5%
	% College (4+)	60.6%	61.5%	60.9%
Household Type	Total Households – count	13,226	38,948	104,714
	One Person HHs – count	3,866	9,634	23,227
	Family HHs – count	8,753	27,393	75,884
	Married Couple – count	7,522	23,676	65,833
	w/own children – count	3,165	10,545	30,464
	w/out own children – count	4,357	13,131	35,369
	Male Householder – count	345	727	2,484
	Female Householder – count	886	2,990	7,567
	Non-Family Households – count	607	1,920	5,603
	1 Person Household	29.2%	24.7%	22.2%
	2 Person Household	34.8%	33.9%	32.8%
	3 Person Household	15.2%	15.8%	16.2%
	4 Person Household	13.4%	16.4%	17.5%
	5 Person Household	5.0%	6.4%	7.6%
	6 Person Household	1.7%	2.0%	2.6%
7+ Person Household	0.7%	0.8%	1.2%	
% Households With Children	29.1%	32.0%	34.2%	

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	13,992	40,877	109,511
	Owner Occupied Percent	54.0%	64.7%	68.0%
	Renter Occupied Percent	40.5%	30.6%	27.6%
	Vacant Housing Percent	5.5%	4.7%	4.4%
	Total Housing Units (Census 2000)	7,512	17,737	47,851
	For Rent (Census 2000)	33%	26%	35%
	For Sale (Census 2000)	43%	47%	38%
	Rented or Sold, (Census 2000)	8%	12%	12%
	Seasonal (Census 2014)	3%	13%	11%
	Other (Census 2000)	5%	7%	6%
Homes Built By Year	Homes Built 1990 to 2000	51%	49%	37%
	Homes Built 1980 to 1989	30%	25%	23%
	Homes Built 1970 to 1979	13%	17%	19%
	Homes Built 1960 to 1969	3%	6%	12%
	Homes Built 1950 to 1959	1%	2%	7%
	Homes Built 1940 to 1949	0%	1%	2%
	Homes Built Before 1939	1%	1%	2%
Units in Structure	1 Unit	72%	78%	76%
	2 - 9 Units	13%	10%	10%
	Greater than 10 Units	15%	11%	14%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	15.4%	21.1%	20.9%
	Property Value \$750,000 to \$999,999	17.4%	21.3%	17.4%
	Property Value \$500,000 to \$749,999	42.2%	34.0%	29.7%
	Property Value \$400,000 to \$499,999	11.5%	8.7%	11.0%
	Property Value \$300,000, to \$399,999	6.0%	5.1%	7.3%
	Property Value \$200,000 to \$299,999	2.4%	2.4%	2.8%
	Property Value \$150,000 to \$199,999	0.2%	0.5%	0.6%
	Property Value \$100,000 to \$149,999	0.0%	0.2%	0.3%
	Property Value \$60,000 to \$99,999	0.1%	0.1%	0.3%
	Property Value \$40,000 to \$59,999	0.2%	0.2%	0.2%
	Property Value \$0 to \$39,999	0.6%	0.7%	0.6%
	Median Home Value	\$660,000	\$714,586	\$688,604
Median Rent	\$784	\$786	\$709	
Wealth per Household	\$0 and under - percent	16.8%	16.1%	16.0%
	\$1 to \$4999 - percent	7.8%	7.2%	7.1%
	\$5k to \$9999 - percent	4.3%	4.1%	4.0%
	\$10k to \$24999 - percent	6.2%	6.0%	6.0%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	9.9%	10.0%	10.1%
	\$100k to \$249999 - percent	18.0%	18.5%	18.5%
	\$250k to \$499999 - percent	13.8%	14.3%	14.3%
	\$500k+ - percent	16.6%	17.3%	17.3%
	Median HH Wealth	\$91,878	\$99,983	\$100,958
	Avg HH Wealth	\$260,936	\$270,055	\$270,319

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Economic Viability	Economic Viability Local	222	224	221
	Economic Viability Indexed	222	224	221
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	18,672	54,107	152,583
	Managerial/Executive	26.3%	26.9%	26.0%
	Professional Specialty	29.8%	30.0%	29.7%
	Healthcare Support	1.8%	1.5%	1.2%
	Sales	12.4%	11.8%	12.1%
	Office & Administrative Support	10.2%	10.1%	10.1%
	Protective Service	0.5%	0.6%	0.9%
	Food Preparation	5.3%	4.9%	4.3%
	Building Maintenance & Cleaning	0.6%	1.2%	1.5%
	Personal Care	3.9%	3.2%	2.9%
	Farming, Fishing, & Forestry	0.4%	0.5%	0.3%
	Construction	3.6%	3.9%	4.4%
	Production & Transportation	5.1%	5.3%	6.8%
	Percent White Collar Workers	80.6%	80.3%	79.0%
Percent Blue Collar Workers	19.4%	19.7%	21.0%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.0%	5.5%	5.5%
	Manufacturing	7.4%	6.6%	7.9%
	Transportation	3.1%	2.6%	3.2%
	Information	2.5%	3.0%	2.6%
	Wholesale/Retail	13.0%	13.4%	13.3%
	Finance, Insurance, Real Estate	9.7%	10.5%	10.2%
	Professional Services	11.6%	12.9%	11.4%
	Management Services	1.2%	0.7%	0.6%
	Administrative/Waste Services	2.8%	2.8%	3.1%
	Educational Services	24.5%	23.3%	24.7%
	Entertainment Services	10.4%	10.4%	9.8%
Other Professional Services	6.5%	5.7%	5.1%	
Public Administration	2.2%	2.6%	2.6%	
Transportation To Work	Drive to Work Alone	83.3%	83.7%	84.3%
	Drive to Work Carpool	9.7%	8.9%	8.5%
	Travel to Work by Public Transportation	0.1%	0.1%	0.4%
	Drive to Work on Motorcycle	0.0%	0.0%	0.1%
	Drive to Work on Bicycle	0.2%	0.1%	0.0%
	Walked to Work	0.8%	0.6%	0.7%
	Other Means	1.1%	1.1%	0.8%
	Work at Home	4.8%	5.5%	5.3%

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 35.914386 Longitude: -86.832759

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Travel to Work in Less than 5 Minutes	2.6%	2.3%	1.9%
	Travel to Work in 5 to 9 Minutes	10.1%	8.3%	7.2%
	Travel to Work in 10 to 14 Minutes	15.6%	15.0%	13.5%
	Travel to Work in 15 to 19 Minutes	12.7%	14.8%	17.9%
	Travel to Work in 20 to 29 Minutes	25.3%	24.9%	29.0%
	Travel to Work in 30 to 44 Minutes	26.2%	26.4%	22.7%
	Travel to Work in 45 to 59 Minutes	4.7%	5.3%	4.7%
	Travel to Work in 60 Minutes or more	2.9%	3.0%	3.2%
	Average Travel Time to Work	22	23	22
Vehicles per HH	No Vehicles	5.0%	2.7%	2.3%
	1 Vehicle	30.0%	25.2%	23.4%
	2 Vehicles	44.7%	48.5%	47.8%
	3 or more vehicles	20.4%	23.5%	26.5%
	Average Number of Vehicles	1.87	2.01	2.08
Change	Births (last 12 months)	394	1,160	3,394
	Deaths (last 12 months)	397	1,270	3,242
	Migration (last 12 months)	205	1,380	4,180
Work place	Workplace Establishments	3,261	6,524	12,228
	Workplace Employees (FTE)	35,177	69,186	131,654