



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	37,234	66,765	111,655
2010 Total Population	43,942	84,618	157,468
2021 Total Population	51,062	98,554	215,665
2021 Group Quarters	3,375	4,527	4,789
2026 Total Population	55,977	108,261	241,333
2021-2026 Annual Rate	1.86%	1.90%	2.27%
2021 Total Daytime Population	46,430	105,852	202,086
Workers	20,301	55,053	91,704
Residents	26,129	50,799	110,382
Household Summary			
2000 Households	14,546	25,838	41,366
2000 Average Household Size	2.32	2.40	2.57
2010 Households	16,943	32,827	59,263
2010 Average Household Size	2.40	2.44	2.58
2021 Households	19,853	38,711	81,478
2021 Average Household Size	2.40	2.43	2.59
2026 Households	21,854	42,660	91,429
2026 Average Household Size	2.41	2.43	2.59
2021-2026 Annual Rate	1.94%	1.96%	2.33%
2010 Families	8,430	18,815	38,686
2010 Average Family Size	2.99	3.00	3.08
2021 Families	9,442	21,300	52,582
2021 Average Family Size	3.00	3.00	3.10
2026 Families	10,313	23,322	58,733
2026 Average Family Size	3.01	3.00	3.10
2021-2026 Annual Rate	1.78%	1.83%	2.24%
Housing Unit Summary			
2000 Housing Units	15,771	27,976	44,253
Owner Occupied Housing Units	39.8%	48.1%	60.5%
Renter Occupied Housing Units	52.5%	44.2%	32.9%
Vacant Housing Units	7.8%	7.6%	6.5%
2010 Housing Units	18,883	35,924	63,711
Owner Occupied Housing Units	34.3%	46.4%	58.5%
Renter Occupied Housing Units	55.4%	45.0%	34.5%
Vacant Housing Units	10.3%	8.6%	7.0%
2021 Housing Units	21,713	41,336	85,358
Owner Occupied Housing Units	34.2%	47.2%	61.0%
Renter Occupied Housing Units	57.3%	46.5%	34.4%
Vacant Housing Units	8.6%	6.4%	4.5%
2026 Housing Units	23,847	45,455	95,480
Owner Occupied Housing Units	35.8%	48.6%	61.8%
Renter Occupied Housing Units	55.9%	45.2%	33.9%
Vacant Housing Units	8.4%	6.1%	4.2%
Median Household Income			
2021	\$43,426	\$53,317	\$66,337
2026	\$47,979	\$57,982	\$73,692
Median Home Value			
2021	\$239,835	\$253,818	\$271,389
2026	\$270,936	\$280,998	\$291,960
Per Capita Income			
2021	\$23,861	\$28,545	\$32,230
2026	\$26,478	\$31,581	\$36,017
Median Age			
2010	25.6	29.0	31.5
2021	28.4	31.6	34.0
2026	28.9	32.6	34.8

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
2021 Households by Income			
Household Income Base	19,853	38,711	81,478
<\$15,000	12.7%	9.4%	6.4%
\$15,000 - \$24,999	12.6%	10.4%	6.9%
\$25,000 - \$34,999	13.4%	11.4%	8.9%
\$35,000 - \$49,999	17.5%	15.1%	12.9%
\$50,000 - \$74,999	19.4%	19.5%	20.3%
\$75,000 - \$99,999	9.1%	10.1%	13.3%
\$100,000 - \$149,999	8.2%	14.4%	18.3%
\$150,000 - \$199,999	4.5%	5.9%	8.2%
\$200,000+	2.6%	3.7%	4.8%
Average Household Income	\$60,767	\$72,780	\$85,156
2026 Households by Income			
Household Income Base	21,854	42,660	91,429
<\$15,000	10.5%	7.7%	5.1%
\$15,000 - \$24,999	10.6%	8.6%	5.5%
\$25,000 - \$34,999	12.8%	10.4%	8.0%
\$35,000 - \$49,999	17.9%	14.9%	12.1%
\$50,000 - \$74,999	20.6%	20.4%	20.0%
\$75,000 - \$99,999	10.2%	11.0%	13.6%
\$100,000 - \$149,999	9.7%	16.4%	20.3%
\$150,000 - \$199,999	5.2%	6.9%	9.9%
\$200,000+	2.6%	3.8%	5.5%
Average Household Income	\$67,231	\$80,312	\$94,940
2021 Owner Occupied Housing Units by Value			
Total	7,410	19,501	52,083
<\$50,000	3.6%	2.5%	2.3%
\$50,000 - \$99,999	8.1%	4.5%	2.7%
\$100,000 - \$149,999	8.2%	5.2%	3.4%
\$150,000 - \$199,999	16.4%	16.9%	14.3%
\$200,000 - \$249,999	17.2%	19.6%	18.8%
\$250,000 - \$299,999	14.7%	16.2%	19.8%
\$300,000 - \$399,999	16.7%	20.6%	22.4%
\$400,000 - \$499,999	9.5%	9.1%	9.9%
\$500,000 - \$749,999	3.8%	3.3%	4.1%
\$750,000 - \$999,999	0.8%	0.9%	0.9%
\$1,000,000 - \$1,499,999	0.9%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$271,002	\$287,419	\$306,003
2026 Owner Occupied Housing Units by Value			
Total	8,520	22,098	59,032
<\$50,000	2.4%	1.6%	1.3%
\$50,000 - \$99,999	5.8%	3.0%	1.6%
\$100,000 - \$149,999	5.8%	3.5%	2.1%
\$150,000 - \$199,999	12.4%	12.6%	10.3%
\$200,000 - \$249,999	16.9%	18.3%	17.1%
\$250,000 - \$299,999	16.2%	17.6%	20.9%
\$300,000 - \$399,999	20.2%	24.7%	26.4%
\$400,000 - \$499,999	12.6%	11.5%	12.1%
\$500,000 - \$749,999	5.1%	4.4%	5.2%
\$750,000 - \$999,999	1.0%	1.2%	1.2%
\$1,000,000 - \$1,499,999	1.4%	1.1%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.3%	0.5%
Average Home Value	\$307,115	\$317,383	\$335,313

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	43,941	84,618	157,471
0 - 4	6.2%	6.5%	6.8%
5 - 9	5.2%	6.1%	6.8%
10 - 14	4.6%	5.5%	6.6%
15 - 24	32.8%	24.7%	19.3%
25 - 34	16.1%	15.7%	15.6%
35 - 44	9.6%	11.9%	13.7%
45 - 54	9.6%	11.4%	12.9%
55 - 64	7.4%	8.8%	9.5%
65 - 74	4.5%	5.1%	5.1%
75 - 84	2.7%	3.0%	2.7%
85 +	1.2%	1.4%	1.0%
18 +	81.2%	78.6%	75.8%
2021 Population by Age			
Total	51,063	98,553	215,666
0 - 4	5.6%	5.8%	6.3%
5 - 9	5.0%	5.7%	6.3%
10 - 14	4.5%	5.3%	6.2%
15 - 24	26.7%	20.6%	15.8%
25 - 34	20.4%	18.2%	16.9%
35 - 44	10.4%	12.1%	13.7%
45 - 54	8.0%	10.0%	11.6%
55 - 64	8.3%	9.7%	10.9%
65 - 74	6.4%	7.4%	7.7%
75 - 84	3.4%	3.7%	3.4%
85 +	1.4%	1.6%	1.2%
18 +	82.3%	80.2%	77.8%
2026 Population by Age			
Total	55,977	108,259	241,334
0 - 4	5.8%	5.9%	6.3%
5 - 9	5.0%	5.5%	6.3%
10 - 14	4.5%	5.3%	6.2%
15 - 24	26.2%	20.2%	15.2%
25 - 34	18.4%	16.6%	16.3%
35 - 44	11.7%	13.1%	14.5%
45 - 54	8.2%	10.1%	11.2%
55 - 64	7.8%	9.3%	10.2%
65 - 74	6.9%	7.8%	8.2%
75 - 84	4.0%	4.5%	4.3%
85 +	1.5%	1.6%	1.3%
18 +	82.1%	80.3%	77.7%
2010 Population by Sex			
Males	22,073	42,025	77,991
Females	21,869	42,593	79,477
2021 Population by Sex			
Males	25,766	49,069	106,555
Females	25,297	49,485	109,110
2026 Population by Sex			
Males	28,072	53,699	118,911
Females	27,905	54,561	122,422

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	43,941	84,619	157,468
White Alone	68.6%	74.2%	79.5%
Black Alone	20.3%	16.4%	12.4%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	3.2%	3.1%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	3.1%	2.4%
Two or More Races	3.0%	2.8%	2.3%
Hispanic Origin	8.1%	6.1%	5.1%
Diversity Index	56.3	48.9	41.4
2021 Population by Race/Ethnicity			
Total	51,062	98,554	215,665
White Alone	59.2%	65.6%	73.1%
Black Alone	26.3%	21.9%	16.3%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	3.6%	3.6%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.5%	4.5%	3.3%
Two or More Races	4.0%	3.8%	3.3%
Hispanic Origin	11.4%	8.8%	7.2%
Diversity Index	66.3	59.7	51.3
2026 Population by Race/Ethnicity			
Total	55,977	108,262	241,333
White Alone	55.0%	61.6%	69.6%
Black Alone	29.2%	24.7%	18.6%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	3.9%	4.0%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.3%	5.2%	3.7%
Two or More Races	4.2%	4.1%	3.5%
Hispanic Origin	12.8%	9.9%	8.3%
Diversity Index	69.7	63.7	55.8
2010 Population by Relationship and Household Type			
Total	43,942	84,618	157,468
In Households	92.4%	94.7%	97.0%
In Family Households	60.2%	69.2%	77.9%
Householder	19.2%	22.1%	24.6%
Spouse	11.5%	15.0%	18.3%
Child	23.0%	26.2%	29.7%
Other relative	3.7%	3.3%	3.2%
Nonrelative	2.8%	2.5%	2.2%
In Nonfamily Households	32.2%	25.5%	19.1%
In Group Quarters	7.6%	5.3%	3.0%
Institutionalized Population	0.8%	1.7%	1.1%
Noninstitutionalized Population	6.8%	3.6%	2.0%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
2021 Population 25+ by Educational Attainment			
Total	29,702	61,719	140,907
Less than 9th Grade	3.3%	2.6%	2.1%
9th - 12th Grade, No Diploma	6.9%	6.0%	4.5%
High School Graduate	21.0%	20.4%	20.0%
GED/Alternative Credential	4.5%	4.8%	4.2%
Some College, No Degree	24.2%	22.7%	22.1%
Associate Degree	7.2%	7.8%	8.2%
Bachelor's Degree	22.5%	23.6%	26.1%
Graduate/Professional Degree	10.4%	12.0%	12.8%
2021 Population 15+ by Marital Status			
Total	43,315	81,975	175,083
Never Married	55.2%	43.8%	35.8%
Married	30.5%	40.7%	49.9%
Widowed	4.2%	4.9%	4.5%
Divorced	10.1%	10.6%	9.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	27,216	50,672	110,233
Population 16+ Employed	92.9%	94.2%	95.7%
Population 16+ Unemployment rate	7.1%	5.8%	4.3%
Population 16-24 Employed	29.6%	22.2%	16.7%
Population 16-24 Unemployment rate	9.4%	9.0%	7.5%
Population 25-54 Employed	58.2%	62.3%	66.4%
Population 25-54 Unemployment rate	7.1%	5.6%	4.2%
Population 55-64 Employed	8.5%	11.0%	12.3%
Population 55-64 Unemployment rate	1.5%	1.9%	1.3%
Population 65+ Employed	3.8%	4.5%	4.6%
Population 65+ Unemployment rate	0.3%	0.6%	0.5%
2021 Employed Population 16+ by Industry			
Total	25,279	47,757	105,518
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.8%	4.8%	5.9%
Manufacturing	12.2%	12.5%	13.1%
Wholesale Trade	1.8%	2.0%	3.0%
Retail Trade	13.5%	13.1%	12.1%
Transportation/Utilities	5.1%	5.4%	6.4%
Information	1.5%	1.7%	2.0%
Finance/Insurance/Real Estate	6.0%	6.7%	7.9%
Services	50.8%	49.8%	45.0%
Public Administration	3.1%	3.6%	4.1%
2021 Employed Population 16+ by Occupation			
Total	25,280	47,756	105,517
White Collar	56.6%	62.8%	66.2%
Management/Business/Financial	13.5%	16.8%	19.2%
Professional	18.3%	22.6%	23.4%
Sales	11.0%	10.6%	10.9%
Administrative Support	13.6%	12.8%	12.7%
Services	20.8%	16.8%	13.2%
Blue Collar	22.7%	20.3%	20.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.1%	3.3%	3.5%
Installation/Maintenance/Repair	2.2%	2.6%	3.0%
Production	8.3%	7.3%	6.7%
Transportation/Material Moving	8.0%	7.0%	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
2010 Households by Type			
Total	16,943	32,828	59,263
Households with 1 Person	30.6%	28.3%	24.2%
Households with 2+ People	69.4%	71.7%	75.8%
Family Households	49.8%	57.3%	65.3%
Husband-wife Families	29.8%	38.9%	48.6%
With Related Children	13.2%	17.8%	23.7%
Other Family (No Spouse Present)	19.9%	18.5%	16.7%
Other Family with Male Householder	5.4%	4.9%	4.6%
With Related Children	2.8%	2.7%	2.7%
Other Family with Female Householder	14.6%	13.5%	12.1%
With Related Children	10.1%	9.3%	8.3%
Nonfamily Households	19.6%	14.4%	10.5%
All Households with Children	26.7%	30.4%	35.2%
Multigenerational Households	3.0%	3.0%	3.5%
Unmarried Partner Households	8.5%	7.5%	6.7%
Male-female	7.7%	6.7%	6.0%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	16,943	32,827	59,263
1 Person Household	30.6%	28.3%	24.2%
2 Person Household	32.0%	32.9%	32.9%
3 Person Household	17.1%	17.3%	18.2%
4 Person Household	13.0%	13.5%	15.3%
5 Person Household	4.4%	5.2%	6.1%
6 Person Household	1.7%	1.8%	2.1%
7 + Person Household	1.2%	1.1%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	16,943	32,827	59,263
Owner Occupied	38.2%	50.8%	62.9%
Owned with a Mortgage/Loan	26.2%	37.1%	48.5%
Owned Free and Clear	12.1%	13.6%	14.5%
Renter Occupied	61.8%	49.2%	37.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	103	119	140
Percent of Income for Mortgage	23.2%	20.0%	17.2%
Wealth Index	48	62	79
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	18,883	35,924	63,711
Housing Units Inside Urbanized Area	96.0%	93.9%	84.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.0%	6.1%	15.3%
2010 Population By Urban/ Rural Status			
Total Population	43,942	84,618	157,468
Population Inside Urbanized Area	95.7%	93.7%	83.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.3%	6.3%	16.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



Market Profile

2900 S Rutherford Blvd, Murfreesboro, Tennessee, 37130
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.83174
Longitude: -86.34688

	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	College Towns (14B)	College Towns (14B)	Up and Coming Families (7A)
2.	Young and Restless (11B)	Set to Impress (11D)	Middleburg (4C)
3.	Set to Impress (11D)	Bright Young Professionals (8C)	Workday Drive (4A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$29,705,881	\$67,815,536	\$162,295,661
Average Spent	\$1,496.29	\$1,751.84	\$1,991.90
Spending Potential Index	71	83	94
Education: Total \$	\$23,783,046	\$53,018,373	\$123,492,647
Average Spent	\$1,197.96	\$1,369.59	\$1,515.66
Spending Potential Index	69	79	88
Entertainment/Recreation: Total \$	\$42,371,280	\$98,790,495	\$242,228,130
Average Spent	\$2,134.25	\$2,552.00	\$2,972.93
Spending Potential Index	66	79	92
Food at Home: Total \$	\$73,882,316	\$169,751,306	\$406,836,632
Average Spent	\$3,721.47	\$4,385.09	\$4,993.21
Spending Potential Index	68	80	92
Food Away from Home: Total \$	\$52,900,452	\$120,763,363	\$290,373,517
Average Spent	\$2,664.61	\$3,119.61	\$3,563.83
Spending Potential Index	70	82	94
Health Care: Total \$	\$80,551,934	\$189,502,294	\$467,766,913
Average Spent	\$4,057.42	\$4,895.31	\$5,741.02
Spending Potential Index	65	78	92
HH Furnishings & Equipment: Total \$	\$29,434,028	\$69,352,359	\$173,247,147
Average Spent	\$1,482.60	\$1,791.54	\$2,126.31
Spending Potential Index	66	79	94
Personal Care Products & Services: Total \$	\$12,154,602	\$28,164,253	\$68,321,205
Average Spent	\$612.23	\$727.55	\$838.52
Spending Potential Index	68	81	93
Shelter: Total \$	\$271,881,051	\$624,431,546	\$1,497,992,805
Average Spent	\$13,694.71	\$16,130.60	\$18,385.24
Spending Potential Index	68	80	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,652,867	\$71,845,226	\$185,880,769
Average Spent	\$1,493.62	\$1,855.94	\$2,281.36
Spending Potential Index	62	78	95
Travel: Total \$	\$31,185,566	\$74,681,255	\$189,324,907
Average Spent	\$1,570.82	\$1,929.20	\$2,323.63
Spending Potential Index	62	76	92
Vehicle Maintenance & Repairs: Total \$	\$15,560,108	\$35,688,998	\$86,279,867
Average Spent	\$783.77	\$921.93	\$1,058.93
Spending Potential Index	71	83	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021