

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



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	32,378	101,510	286,128
	Population Est 23Q1	32,348	101,151	285,340
	Population Est 22Q4	32,230	100,843	284,537
	Population Est 22Q3	32,263	100,675	283,630
	Population Est 22Q2	32,239	100,511	282,274
	Population Est 22Q1	32,164	100,150	281,396
	Population Est 21Q4	32,079	99,843	280,693
	Population Est 21Q3	32,150	99,743	279,969
	Population Est 21Q2	32,154	99,624	278,821
	Population Fcst	33,685	106,802	305,162
	2010 Census Population	24,724	75,802	201,448
	2000 Census Population	22,033	57,669	146,155
	1990 Census Population	12,257	34,882	96,729
	Current Year Daytime Population	49,737	124,058	295,540
	Average Seasonal Population	560	1,716	3,754
	Historical Annual Growth, 1990 – 2000	6.04%	5.16%	4.21%
	Historical Annual Growth, 2000 – 2010	1.16%	2.77%	3.26%
	Estimated Annual Growth, 2010 – CY	1.91%	2.07%	2.49%
	Projected Annual Growth, CY to Y5	0.79%	1.02%	1.30%
	Group Qtrs Est	475	1,070	1,590
Transient Est Average Last 4 Qtrs	3,660	6,853	14,538	
Households	Current Year Estimated Households	13,245	39,144	105,752
	Households Est 23Q1	13,235	39,011	105,462
	Households Est 22Q4	13,181	38,886	105,158
	Households Est 22Q3	13,197	38,836	104,853
	Households Est 22Q2	13,189	38,775	104,346
	Households Est 22Q1	13,157	38,635	104,020
	Households Est 21Q4	13,122	38,514	103,754
	Households Est 21Q3	13,156	38,487	103,503
	Households Est 21Q2	13,155	38,443	103,108
	Households Fcst	13,802	41,169	112,323
	2010 Census Households	9,723	28,718	75,613
	2000 Census Households	8,087	21,473	55,704
	1990 Census Households	4,559	12,734	36,737
	Historical Annual Growth, 1990 – 2000	5.90%	5.36%	4.25%
	Historical Annual Growth, 2000 – 2010	1.86%	2.95%	3.10%
	Estimated Annual Growth, 2010 – CY	2.19%	2.20%	2.38%
	Projected Annual Growth, CY to Y5	0.83%	1.01%	1.21%
Population per Household	2.41	2.57	2.69	

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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	3.7%	4.6%	4.7%
	HH Income \$250,000 to \$499,999	4.4%	5.6%	5.6%
	HH Income \$200,000 to \$249,999	10.3%	13.0%	13.1%
	HH Income \$175,000 to \$199,999	6.4%	7.2%	7.8%
	HH Income \$150,000 to \$174,999	8.9%	8.6%	8.6%
	HH Income \$100,000 to 149,999	21.9%	20.2%	19.8%
	HH Income \$75,000 to 99,999	14.2%	11.8%	11.9%
	HH Income \$50,000 to 74,999	12.9%	11.8%	11.8%
	HH Income \$35,000 to 49,999	7.5%	7.4%	6.8%
	HH Income \$25,000 to 34,999	3.9%	4.2%	3.6%
	HH Income \$15,000 to 24,999	3.3%	2.6%	3.0%
	HH Income \$0 to 14,999	2.6%	2.9%	3.4%
	Average Household Income	\$141,365	\$156,764	\$166,581
	Median Household Income	\$111,195	\$120,810	\$121,925
	Per Capita Income	\$58,522	\$60,923	\$61,806
	Average Disposable Income	\$110,524	\$118,029	\$118,473
	Median Disposable Income	\$96,926	\$105,350	\$106,476
	Discretionary HH Income Over \$150,000	12.3%	17.5%	18.1%
	Discretionary HH Income \$125,000 to \$149,999	8.8%	10.0%	10.0%
	Discretionary HH Income \$100,000 to \$124,999	12.7%	12.2%	12.3%
	Discretionary HH Income \$75,000 to \$99,999	15.9%	15.4%	15.1%
	Discretionary HH Income \$50,000 to \$74,999	21.5%	17.4%	17.0%
	Discretionary HH Income \$25,000 to \$49,999	18.7%	17.2%	16.8%
	Discretionary HH Income Under \$25,000	10.0%	10.3%	10.6%
	Average Discretionary HH Income	\$81,974	\$88,070	\$88,796
	Median Discretionary HH Income	\$75,246	\$82,184	\$83,201
	Householder White – Count	10,380	31,301	85,960
	Median HH Income	\$109,813	\$123,105	\$125,843
	Average HH Income	\$114,444	\$122,038	\$123,315
	Householder Black or African-American – Count	604	1,921	5,318
	Median HH Income	\$92,637	\$91,804	\$95,767
	Average HH Income	\$91,926	\$92,783	\$98,085
	Householder Hispanic – Count	668	1,711	4,912
	Median HH Income	\$88,485	\$81,996	\$86,969
Average HH Income	\$93,839	\$90,129	\$96,471	
Householder Asian or Pacific Islander – Count	970	2,482	4,628	
Median HH Income	\$148,587	\$150,817	\$143,845	
Average HH Income	\$145,342	\$141,657	\$134,307	
Householder Other or Pacific Islander – Count	623	1,730	4,934	
Median HH Income	\$107,555	\$114,676	\$103,164	
Average HH Income	\$115,424	\$121,313	\$112,382	

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Gender	Male Population	15,631	48,907	138,741
	Female Population	16,747	52,603	147,388
Total Population by Age	Count of Pop 0 to 4 years	1,929	5,524	16,168
	Count of Pop 0 to 7 years	2,779	8,398	24,274
	Count of Pop 5 - 13	3,489	11,841	34,947
	Count of Pop 14 - 18	1,563	5,807	17,607
	Count of Pop 19 - 22	1,509	5,485	16,533
	Count of Pop 22 - 25	1,106	3,848	11,421
	Count of Pop 25 - 29	1,989	5,288	15,064
	Count of Pop 30 - 34	2,313	5,569	16,087
	Count of Pop 35 - 39	2,299	6,303	18,301
	Count of Pop 40 - 44	2,359	7,333	20,454
	Count of Pop 45 - 59	6,213	20,825	58,667
	Count of Pop 60 - 74	5,346	16,592	43,764
	Count of Pop 75 - 84	1,670	5,397	13,542
	Count of Pop 85+	595	1,697	3,573
	% of Pop 0 to 4 years	6.0%	5.4%	5.7%
	% of Pop 0 to 7 years	8.6%	8.3%	8.5%
	% of Pop 5 - 13	10.8%	11.7%	12.2%
	% of Pop 14 - 18	4.8%	5.7%	6.2%
	% of Pop 19 - 22	4.7%	5.4%	5.8%
	% of Pop 22 - 25	3.4%	3.8%	4.0%
	% of Pop 25 - 29	6.1%	5.2%	5.3%
	% of Pop 30 - 34	7.1%	5.5%	5.6%
	% of Pop 35 - 39	7.1%	6.2%	6.4%
	% of Pop 40 - 44	7.3%	7.2%	7.1%
	% of Pop 45 - 59	19.2%	20.5%	20.5%
	% of Pop 60 - 74	16.5%	16.3%	15.3%
	% of Pop 75 - 84	5.2%	5.3%	4.7%
	% of Pop 85+	1.8%	1.7%	1.2%
Median Age	40.0	40.7	39.2	
Average Age	40.3	40.1	38.9	
Male Population by Age	% of Pop 0 to 4 years	6.3%	5.8%	5.9%
	% of Pop 5 - 13	11.6%	12.4%	12.9%
	% of Pop 14 - 18	5.2%	6.1%	6.5%
	% of Pop 19 - 22	4.9%	5.7%	6.0%
	% of Pop 22 - 25	3.6%	3.9%	4.1%
	% of Pop 25 - 29	6.4%	5.5%	5.4%
	% of Pop 30 - 34	7.4%	5.5%	5.6%
	% of Pop 35 - 39	7.2%	6.2%	6.3%
	% of Pop 40 - 44	7.3%	7.2%	7.0%
	% of Pop 45 - 59	19.1%	20.4%	20.5%
	% of Pop 75 - 84	4.5%	4.7%	4.3%
	% of Pop 60 - 74	15.5%	15.6%	14.7%
	% of Pop 85+	1.1%	1.1%	0.9%
	Median Age	38.2	39.2	37.9
Average Age	38.7	38.8	37.9	

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	% of Pop 0 to 4 years	5.7%	5.1%	5.4%
	% of Pop 5 - 13	10.0%	11.0%	11.6%
	% of Pop 14 - 18	4.5%	5.4%	5.8%
	% of Pop 19 - 22	4.4%	5.2%	5.5%
	% of Pop 22 - 25	3.3%	3.7%	3.9%
	% of Pop 25 - 29	5.9%	5.0%	5.1%
	% of Pop 30 - 34	6.9%	5.4%	5.7%
	% of Pop 35 - 39	7.0%	6.3%	6.5%
	% of Pop 40 - 44	7.2%	7.2%	7.3%
	% of Pop 45 - 59	19.3%	20.6%	20.6%
	% of Pop 60 - 74	17.5%	17.1%	15.9%
	% of Pop 75 - 84	5.8%	5.9%	5.2%
	% of Pop 85+	2.5%	2.2%	1.6%
	Median Age	41.6	42.1	40.3
	Average Age	41.7	41.4	39.9
Race	Count of White	24,648	80,121	229,951
	Count of Black or African-American	1,851	5,317	15,612
	Count of Asian or Pacific Islander	2,657	7,354	15,093
	Count of Other races	3,222	8,718	25,472
	White	76.1%	78.9%	80.4%
	Black or African American	5.7%	5.2%	5.5%
	Asian	8.2%	7.2%	5.3%
	Other Races	10.0%	8.6%	8.9%
Language Spoken	Speak English at Home	86.8%	88.7%	89.1%
	Speak Spanish at Home	4.8%	4.4%	4.4%
	Speak French or French Creole at Home	0.4%	0.4%	0.3%
	Speak German at Home	0.3%	0.2%	0.3%
	Speak Other Indo-European Languages at Home	2.9%	2.2%	1.8%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.7%	0.6%	0.6%
	Speak Korean at Home	0.5%	0.4%	0.4%
	Speak Vietnamese at Home	0.1%	0.2%	0.2%
	Speak Other Asian Languages at Home	3.0%	2.4%	1.4%
	Speak Tagalog and Other Pacific Languages at Home	0.5%	0.3%	0.1%
	Speak Other Language at Home	0.0%	0.1%	1.0%
Hispanic	Hispanic Population	2,451	6,752	19,799
	Hispanic Population Percent	7.6%	6.7%	6.9%
	Mexican	72.1%	58.5%	52.7%
	Puerto Rican	6.8%	6.1%	9.2%
	Cuban	3.1%	4.1%	4.3%
	Dominican	0.2%	1.5%	0.8%
	Central American	4.0%	8.4%	12.1%
	South American	5.9%	12.7%	12.8%
	Other Hispanic	7.8%	8.7%	8.1%
	2000 Hispanic Population Percent	6%	4%	3%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	6.2%	6.2%	7.3%
	American	5.9%	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)	8.2%	7.2%	5.2%
	Chinese	1.0%	0.9%	0.7%
	Japanese	0.2%	0.3%	0.2%
	Korean	0.5%	0.4%	0.5%
	South Central Asian (ie. Indian)	4.8%	4.2%	2.4%
	South East Asian (ie. Vietnamese)	1.4%	1.0%	1.1%
	Other Asian	0.3%	0.3%	0.4%
	European (percent of total population)	37.8%	41.1%	40.4%
	British	9.7%	11.8%	11.3%
	Dutch	0.6%	0.7%	0.6%
	French	1.4%	1.4%	1.2%
	German	7.2%	7.8%	8.0%
	Italian	2.4%	2.4%	2.4%
	Polish	1.2%	1.2%	1.0%
	Scandinavian	1.5%	1.6%	1.7%
	Scotch/Irish	9.6%	9.8%	9.8%
Other European (ie. Greek/Russian)	4.2%	4.4%	4.3%	
Middle Eastern	0.8%	0.8%	1.0%	
Other Ancestry	17.6%	16.8%	16.8%	
Unclassified Ancestry	21.9%	21.4%	22.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	22,783	69,004	189,452
	Elementary (0 to 8)	2.1%	1.9%	2.1%
	Some High School (9 to 11)	2.4%	2.4%	2.1%
	High School Graduate (12)	12.5%	12.6%	13.0%
	Some College (13 to 16)	14.5%	14.5%	14.0%
	Associates Degree Only	5.9%	6.2%	6.6%
	Bachelors Degree Only	39.8%	39.8%	39.4%
	Graduate Degree	22.8%	22.7%	22.8%
	% College (4+)	62.6%	62.4%	62.2%
Household Type	Total Households – count	13,245	39,144	105,752
	One Person HHs – count	3,872	9,664	23,421
	Family HHs – count	8,556	27,661	77,140
	Married Couple – count	7,260	23,567	66,413
	w/own children – count	3,231	10,660	30,316
	w/out own children – count	4,029	12,907	36,097
	Male Householder – count	344	890	2,844
	Female Householder – count	952	3,204	7,883
	Non-Family Households – count	817	1,820	5,191
	1 Person Household	29.2%	24.7%	22.1%
	2 Person Household	34.7%	33.9%	32.8%
	3 Person Household	15.2%	15.8%	16.2%
	4 Person Household	13.4%	16.5%	17.5%
	5 Person Household	5.0%	6.4%	7.7%
6 Person Household	1.7%	2.0%	2.6%	
7+ Person Household	0.7%	0.8%	1.2%	
% Households With Children	29.4%	32.3%	33.8%	

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Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	14,015	41,122	110,792
	Owner Occupied Percent	58.0%	68.2%	70.0%
	Renter Occupied Percent	36.5%	27.0%	25.5%
	Vacant Housing Percent	5.5%	4.8%	4.5%
	Total Housing Units (Census 2000)	8,519	22,739	58,691
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	17.9%	22.0%	22.9%
	Property Value \$750,000 to \$999,999	25.1%	25.0%	19.7%
	Property Value \$500,000 to \$749,999	34.6%	29.0%	25.5%
	Property Value \$400,000 to \$499,999	9.2%	8.1%	10.6%
	Property Value \$300,000, to \$399,999	4.7%	4.7%	6.2%
	Property Value \$200,000 to \$299,999	2.6%	2.7%	3.2%
	Property Value \$150,000 to \$199,999	0.4%	0.5%	0.5%
	Property Value \$100,000 to \$149,999	0.1%	0.3%	0.4%
	Property Value \$60,000 to \$99,999	0.3%	0.2%	0.3%
	Property Value \$40,000 to \$59,999	0.2%	0.2%	0.2%
	Property Value \$0 to \$39,999	0.5%	0.8%	0.8%
	Median Home Value	\$731,357	\$783,506	\$778,093
Wealth per Household	\$0 and under - percent	16.3%	15.6%	15.6%
	\$1 to \$4999 - percent	7.4%	6.9%	6.8%
	\$5k to \$9999 - percent	4.2%	3.9%	3.9%
	\$10k to \$24999 - percent	6.1%	5.9%	5.9%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	9.9%	10.1%	10.1%
	\$100k to \$249999 - percent	18.2%	18.7%	18.7%
	\$250k to \$499999 - percent	14.1%	14.6%	14.6%
	\$500k+ - percent	17.1%	17.8%	17.8%
	Median HH Wealth	\$97,172	\$107,945	\$108,404
	Avg HH Wealth	\$267,570	\$276,414	\$276,691
Economic Viability	Economic Viability Local	290	289	281
	Economic Viability Indexed	107	107	104
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	18,574	54,553	153,923
	Managerial/Executive	26.7%	27.4%	27.2%
	Professional Specialty	31.7%	29.9%	30.0%
	Healthcare Support	1.3%	1.2%	1.0%
	Sales	12.1%	12.0%	12.1%
	Office & Administrative Support	9.6%	10.5%	9.4%
	Protective Service	0.7%	1.1%	1.4%
	Food Preparation	5.1%	4.8%	4.0%
	Building Maintenance & Cleaning	1.6%	1.4%	1.7%
	Personal Care	2.8%	3.1%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	3.5%	3.4%	3.6%
	Production & Transportation	4.8%	5.0%	7.0%
	Percent White Collar Workers	81.4%	81.1%	79.7%
	Percent Blue Collar Workers	18.6%	18.9%	20.3%

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	Agriculture/Mining/Construction	4.1%	4.2%	4.7%
	Manufacturing	8.0%	7.4%	8.0%
	Transportation	3.4%	3.7%	3.6%
	Information	3.1%	3.0%	2.4%
	Wholesale/Retail	13.8%	13.5%	13.2%
	Finance, Insurance, Real Estate	9.7%	10.4%	11.1%
	Professional Services	12.4%	13.0%	11.6%
	Management Services	1.1%	0.8%	0.6%
	Administrative/Waste Services	2.4%	2.6%	3.4%
	Educational Services	24.2%	23.5%	24.6%
	Entertainment Services	9.6%	9.6%	9.0%
	Other Professional Services	6.3%	5.7%	4.6%
	Public Administration	1.8%	2.6%	2.9%
Vehicles per HH	No Vehicles	4.3%	3.1%	2.3%
	1 Vehicle	31.5%	26.0%	24.5%
	2 Vehicles	45.3%	47.4%	47.1%
	3 or more vehicles	18.8%	23.6%	26.2%
	Average Number of Vehicles	1.84	2.00	2.07
Change	Births (last 12 months)	361	1,093	3,250
	Deaths (last 12 months)	299	968	2,502
	Migration (last 12 months)	81	890	3,146
Work place	Workplace Establishments	3,123	6,458	12,292
	Workplace Employees (FTE)	32,432	65,853	127,842