

## NOLENSVILLE



## MARKET PROFILE \*

Surrounding Area Demographics	10-Min Drive Time	Nashville MSA	State of Tennessee
Population 2000	6,008	232,000	5,689,283
Population 2010	13,524	269,388	6,366,430
Population 2015	17,254	285,539	6,697,239
Compound % Change 2000-2010	17.5%	1.5%	1.1%
Compound % Change 2010-2015	6.4%	1.2%	1.0%
Median Household Income 2000	\$66,576	\$35,899	\$36,361
Median Household Income 2010	\$94,304	\$47,142	\$47,294
Median Household Income 2015	\$106,546	\$52,435	\$53,468
Compound % Change 2000-2010	29.4%	2.8%	2.7%
Compound % Change 2010-2015	11.5%	2.2%	2.5%
Average Household Size 2010	2.93	2.61	2.45
2010 College Graduate %	41.3%	19.0%	22.5%
Median Age 2010	38	31.8	38.3
2010 Owner Occupied %	82.4%	53.4%	62.1%
2010 Renter Occupied %	13.8%	31.6%	26.8%
Median Home Value 2010	\$246,576	\$124,002	\$118,849
Median Year Structure Built 2000	1986	1979	1975
2000 Avg. Travel Time to Work in Min.	27.8	23.8	24.5
Current Unemployment Rate*	6.8	8.7	9.4

Source: STDB/ESRI & \*Bureau of Labor Statistics

## Who Lives Within a 10 Minute Drive of Nolensville?

Our area's income levels have grown by 29.4% since 2000. This is a staggering amount! The demographics have changed dramatically. While our area started out as mostly rural with a few suburbanites, it is now an affluent, educated and active population. Our spending habits have also increased but our available commercial development hasn't kept pace. Typically, our

community will drive 15-20 minutes to other areas to shop and eat. Now, we want your business to come to Nolensville.

Our community is made up primarily of 4 segments of people as defined by Tapestry Marketing. By far, the largest group who live within a 10-minute drive of Nolensville are labeled "High Society". The largest subgroup is called the "Sophisticated Squires" defined by living cultured country life on the urban fringe. These baby boomers are highly educated,

affluent, do-it-yourselfers. They are financially active, civic-minded and physically fit. They own stock, exercise, boat, play games and barbeque with their family and attend sporting events. Their median net worth is \$298,660 and their median household income is \$86,075.

The second largest group, a "Urban-Metro Cities" segment, is called "Enterprising Professionals", one of the fastest-growing markets. A diverse and educated group, their net worth is



TOP TAPESTRY SEGMENTS

TAPESTRY AREA PROFILE

Nolensville, TN Trade Area  
 Drive Time: 10 Minutes  
 Ranked by households

Prepared by STDBonline  
 Latitude: 35.957004  
 Longitude: -86.671683

Rank	Tapestry Segment	Nolensville Area Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1-L1	06. Sophisticated Squires	64.9%	64.9%	2.7%	2.7%	2373
2-U3	16. Enterprising Professionals	15.6%	80.5%	1.7%	4.4%	917
3-L1	02. Suburban Splendor	14.0%	94.5%	1.7%	6.1%	800
4-L1	07. Exurbanites	5.1%	99.6%	2.5%	8.6%	202
5-L9	12. Up and Coming Families	0.4%	100.0%	3.5%	12.1%	12
		100%		12.1%		



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upwardly mobile. Their median net worth is \$676,192 with a median income of \$128,712. They are well-educated, devoting time to family, self-improvement, fitness (at a gym and in the community), interior design amenities, kitchen and other gadgets, visiting museums, reading and keeping well-informed. They shop at upscale retailers, home stores and wholesalers.

The fourth segment, also a “High Society”

They watch sports on TV, listen to public radio and serve on committees of local organizations.

The final group is called the “Up and Coming Families”. This educated and affluent group are a mix of Generation Xers and Baby Boomers, mostly with young families. Their median net worth is \$194,046 and their median income is \$78,189. They spend their money on family and home, in particular their children and basic household items. They eat at family restaurants, buy fast-food and take out. They play softball and take their kids to the zoo and other family destinations. They rent movies and listen to the radio.

\$79,982 and a median income level of \$70,207. Known as upscale homeowners, they use media to stay in touch, get music, track investments, shop and play games. They travel, visit theme parks, read novels and listen to the radio. They eat out at local restaurants, are health conscious and are world-class shoppers.

The third largest group is another “High Society” segment labeled “Suburban Splendor”. This group is the epitome of the

group, is called “Exurbanites”. They are also educated, affluent, preferring open spaces beyond the urban fringe. Nearly 40% are empty-nesters. Their lifestyle is directly related to their life stage. Their median net worth is \$395,293 and median household income is \$89,339. They spend their money on investments, home improvements both inside and out, going to the gym, being active in the community, attending the theater, site-seeing and charity.

**We Want You To Come To Nolensville Too!**

Are you seeing a theme? We are active, affluent and educated. Our community is growing, we have excellent schools and road systems. We invite you to start your business here. We have room and we have money to spend. We would like to shop nearer to home. Let us know how we can help. We can’t wait to meet you!