

# 2009 Centro Properties Group Full Demographics



Watson Glen Shopping Center\_4097  
209 S Royal Oaks Blvd Franklin, TN 37064

3 February 2010

Coordinates Longitude: -86.832759  
Latitude: 35.914386

	1 MILE RING 3.14 SQ/MI	3 MILE RING 28.27 SQ/MI	5 MILE RING 78.53 SQ/MI	7 MILE RING 153.91 SQ/MI	10 MILE RING 314.11 SQ/MI
<b>POPULATION</b>					
2000 Total Population	7,321	34,206	57,306	76,449	112,075
2009 Total Population	8,387	42,081	72,016	96,660	148,791
2014 Total Population	9,017	46,324	79,249	106,700	166,830
2009 Female Population	4,186	21,350	36,945	49,325	75,790
% 2009 Female Population	49.91%	50.74%	51.30%	51.03%	50.94%
2009 Male Population	4,201	20,731	35,071	47,335	73,001
% 2009 Male Population	50.09%	49.26%	48.70%	48.97%	49.06%
% Population Change 2000-2009	14.56%	23.02%	25.67%	26.44%	32.76%
% Population Change 2009-2014	7.51%	10.08%	10.04%	10.39%	12.12%
<b>DAYTIME POPULATION</b>					
2009 Total Establishments	646	3,571	5,415	6,359	9,867
2009 Total Daytime Population	11,205	58,966	97,492	114,900	180,548
2009 Total Daytime Work Population	6,337	34,143	56,947	64,221	100,742
<b>HOUSEHOLDS</b>					
2000 Total Households	2,831	12,706	21,435	27,528	40,337
2009 Total Households	3,464	16,752	28,831	37,236	56,719
2014 Total Households	3,791	18,797	32,297	41,822	64,573
% Households Change 2000-2009	22.36%	31.84%	34.50%	35.27%	40.61%
% Households Change 2009-2014	9.44%	12.21%	12.02%	12.32%	13.85%
<b>AVERAGE HOUSEHOLD INCOME</b>					
2000 Average Household Income	\$73,483	\$83,755	\$82,487	\$90,563	\$98,080
2009 Average Household Income	\$91,879	\$105,905	\$102,832	\$109,908	\$112,028
2014 Average Household Income	\$108,004	\$122,331	\$117,220	\$122,138	\$119,804
<b>MEDIAN HOUSEHOLD INCOME</b>					
2000 Median Household Income	\$60,589	\$67,812	\$66,436	\$71,185	\$75,248
2009 Median Household Income	\$79,950	\$83,583	\$80,284	\$83,514	\$81,851
2014 Median Household Income	\$90,156	\$91,994	\$86,934	\$88,880	\$81,977
<b>PER CAPITA INCOME</b>					
2000 Per Capita Income	\$28,868	\$31,162	\$30,910	\$32,627	\$35,386
2009 Per Capita Income	\$37,948	\$42,159	\$41,168	\$42,339	\$42,705
2014 Per Capita Income	\$45,408	\$49,639	\$47,771	\$47,873	\$46,371
<b>RACE</b>					
2009 White Population	7,006	35,272	61,338	83,782	130,855
% 2009 White Population	83.54%	83.82%	85.17%	86.68%	87.95%
2009 Black Population	404	3,609	5,649	6,544	9,263
% 2009 Black Population	4.82%	8.58%	7.84%	6.77%	6.23%
2009 American Indian/Alaska Native	39	132	193	244	323
% 2009 American Indian/Alaska Native	0.47%	0.31%	0.27%	0.25%	0.22%
2009 Asian/Hawaiian/Pacific Islander	254	1,224	2,079	2,957	4,316
% 2009 Asian/Hawaiian/Pacific Islander	3.03%	2.91%	2.89%	3.06%	2.90%
2009 Other Population (Incl 2+ Races)	683	1,843	2,758	3,133	4,034
% 2009 Other Population (Incl 2+ Races)	8.14%	4.38%	3.83%	3.24%	2.71%

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<b>ETHNICITY</b>					
2009 Hispanic Population	1,062	2,655	3,964	4,563	5,829
% 2009 Hispanic Population	12.66%	6.31%	5.50%	4.72%	3.92%
2009 Non-Hispanic Population	7,325	39,426	68,053	92,098	142,962
% 2009 Non-Hispanic Population	87.34%	93.69%	94.50%	95.28%	96.08%
<b>MEDIAN AGE</b>					
2000 Median Age Total Population	31.5	33.4	33.8	34.5	35.5
2009 Median Age Total Population	31.7	34.0	34.5	35.2	36.2
2014 Median Age Total Population	33.4	34.7	35.2	35.6	36.1
<b>AGE DISTRIBUTION</b>					
2009 Age 0-5	753	3,680	6,179	7,978	12,060
2009 Age 6-13	1,028	5,210	8,824	12,359	19,274
2009 Age 14-17	501	2,514	4,210	5,946	9,171
2009 Age 18-24	885	3,695	6,224	8,063	11,458
2009 Age 25-34	1,319	5,949	10,029	12,151	17,305
2009 Age 35-44	1,498	7,512	12,514	16,728	25,586
2009 Age 45-54	1,383	7,032	11,710	16,627	26,710
2009 Age 55-64	622	3,483	6,633	9,387	15,344
2009 Age 65-74	225	1,610	3,160	4,245	6,964
2009 Age 75-84	133	977	1,859	2,374	3,729
2009 Age 85+	39	418	674	802	1,189
<b>2009 INCOME DISTRIBUTION</b>					
Household Income < \$15,000	82	548	1,164	1,461	2,140
Household Income \$15,000-\$19,999	21	234	477	590	1037
Household Income \$20,000-\$24,999	55	378	691	828	1225
Household Income \$25,000-\$29,999	60	398	821	1000	1579
Household Income \$30,000-\$34,999	89	476	938	1140	1593
Household Income \$35,000-\$39,999	135	575	1056	1261	1689
Household Income \$40,000-\$44,999	146	572	1031	1243	1991
Household Income \$45,000-\$49,999	150	593	1131	1370	2214
Household Income \$50,000-\$59,999	277	1071	2241	2645	4416
Household Income \$60,000-\$74,999	494	2010	3381	4101	6920
Household Income \$75,000-\$99,999	1126	4434	7025	8748	12973
Household Income \$100,000-\$124,999	535	2408	3785	4931	7072
Household Income \$125,000-\$149,999	192	1406	2383	3492	4949
Household Income \$150,000+	156	2422	3916	6578	10559
<b>HOUSEHOLD SIZE</b>					
2009 Households 1 Person	705	3,264	5,932	7,183	10,856
2009 Households 2 Persons	1,334	6,493	11,346	14,432	21,468
2009 Households 3 Persons	636	3,054	5,104	6,616	10,046
2009 Households 4 Persons	561	2,781	4,508	6,151	9,613
2009 Households 5 Persons	174	886	1,459	2,154	3,583
2009 Households 6 Persons	42	206	367	549	921
2009 Households 7+ Persons	11	68	115	151	231

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<b>EDUCATIONAL ATTAINMENT</b>					
Less than 9th Grade	119	807	1,300	1,562	2,353
9th - 12th Grade No Diploma	175	1,283	2,261	2,688	3,894
2009 Some College < 1 Year	361	1,601	2,690	3,490	5,198
2009 Associate Degree	311	1,484	2,471	3,275	4,954
2009 Bachelor's Degree	1,718	9,113	15,956	21,956	34,056
2009 Doctorate Degree	105	339	520	848	1,605
2009 Master's Degree	476	2,763	4,689	6,762	10,921
2009 Professional School Degree	120	672	1,173	1,886	3,738
<b>MARITAL STATUS</b>					
2009 Never Married	1,483	7,227	12,274	15,990	23,652
2009 Now Married	4,219	21,373	36,497	49,930	78,473
2009 Separated	85	298	558	681	1,060
2009 Divorced	617	2,816	5,038	6,159	8,739
2009 Widowed	162	1,122	2,081	2,643	4,090
<b>VEHICLES AVAILABLE</b>					
Households with No Vehicles	77	645	920	994	1,294
Households with 1 Vehicle	943	4,218	7,628	8,806	12,748
Households with 2+ Vehicles	222	1,200	2,141	3,134	5,146
<b>HOUSEHOLDS WITH CHILDREN</b>					
2009 Households 1 Person	705	3,264	5,932	7,183	10,856
2009 Households 2 Persons	1,334	6,493	11,346	14,432	21,468
2009 Households 3 Persons	636	3,054	5,104	6,616	10,046
2009 Households 4 Persons	561	2,781	4,508	6,151	9,613
2009 Households 5 Persons	174	886	1,459	2,154	3,583
2009 Households 6 Persons	42	206	367	549	921
2009 Households 7+ Persons	11	68	115	151	231
<b>MOSAIC Lifestyle Segmentation Groups</b>					
HH Group A Affluent Suburbia	2,010	11,195	15,745	21,912	33,445
HH Group B Upscale America	0	641	3,740	4,372	8,089
HH Group C Small-town Contentment	1,133	1,153	1,395	1,858	2,481
HH Group D Blue-collar Backbone	0	670	759	759	759
HH Group E American Diversity	0	0	0	0	0
HH Group F Metro Fringe	0	1,450	2,268	2,268	2,268
HH Group G Remote America	0	0	0	0	0
HH Group H Aspiring Contemporaries	0	53	1,916	2,024	3,398
HH Group I Rural Villages and Farms	0	0	50	179	776
HH Group J Struggling Societies	0	0	0	0	0
HH Group K Urban Essence	0	0	0	0	0
HH Group L Varying Lifestyles	0	0	0	0	0

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<b>2009 RETAIL SALES POTENTIAL</b>					
Children/Infants Clothing Stores	\$1,812,062	\$8,919,873	\$15,198,484	\$19,944,935	\$30,005,652
Jewelry Stores	\$1,317,271	\$6,113,575	\$10,654,919	\$13,777,400	\$20,452,381
Men's Apparel	\$2,604,953	\$12,657,451	\$21,638,055	\$28,241,731	\$42,266,033
Shoe Stores	\$2,475,711	\$12,467,655	\$21,008,853	\$27,687,906	\$41,793,271
Women's Apparel	\$4,489,397	\$21,385,395	\$36,684,798	\$47,578,790	\$70,748,122
Automobile Dealers	\$31,609,058	\$142,434,112	\$248,116,617	\$319,153,004	\$470,653,774
Automotive Parts/Acc/Repair Stores	\$3,888,061	\$18,258,861	\$31,487,336	\$40,834,809	\$60,725,030
Other Motor Vehicle Dealers	\$1,202,323	\$5,982,471	\$10,127,847	\$13,308,534	\$20,036,765
Tire Dealers	\$1,039,699	\$4,715,512	\$8,252,417	\$10,612,465	\$15,662,877
Hardware Stores	\$761,965	\$5,385,673	\$8,144,025	\$11,627,483	\$18,760,174
Home Centers	\$3,370,198	\$17,545,904	\$28,832,251	\$38,392,799	\$58,371,042
Nursery/Garden Centers	\$1,100,937	\$4,959,061	\$8,702,609	\$11,185,029	\$16,500,327
Outdoor Power Equipment Stores	\$377,273	\$1,491,674	\$2,682,192	\$3,350,607	\$4,788,238
Paint/Wallpaper Stores	\$121,815	\$561,796	\$959,393	\$1,240,514	\$1,835,006
Appliance/TV/Other Electronics	\$2,997,728	\$14,460,183	\$24,825,420	\$32,358,191	\$48,380,127
Camera/Photographic Supplies	\$500,007	\$2,438,377	\$4,143,194	\$5,423,140	\$8,131,998
Computer/Software Stores	\$1,475,166	\$6,958,058	\$11,926,867	\$15,469,567	\$22,990,559
Beer/Wine/Liquor Stores	\$1,961,626	\$9,805,236	\$16,606,299	\$21,865,792	\$32,991,546
Convenience/Specialty Food Stores	\$3,607,733	\$22,998,037	\$35,325,351	\$47,803,077	\$72,318,416
Restaurant Expenditures	\$20,458,101	\$127,405,218	\$196,709,539	\$269,283,763	\$413,803,456
Supermarkets/Other Grocery excl Conv	\$21,726,402	\$105,469,097	\$179,344,058	\$234,506,982	\$351,267,337
Furniture Stores	\$3,075,739	\$14,541,402	\$25,017,218	\$32,491,367	\$48,383,050
Home Furnishings Stores	\$2,036,824	\$10,427,528	\$17,545,692	\$23,214,311	\$35,185,864
Gen Merch/Apparel/Furniture Stores	\$27,371,028	\$131,697,446	\$225,247,831	\$293,639,314	\$438,789,374
Gas Stations w/ Convenience Stores	\$17,197,089	\$92,018,847	\$151,426,840	\$200,701,257	\$302,972,843
Other Gas Stations	\$13,589,356	\$69,020,812	\$116,101,492	\$152,898,184	\$230,654,432
Department Stores excl Leased Depts	\$30,368,755	\$146,157,628	\$250,073,250	\$325,997,504	\$487,169,502
General Merchandise Stores	\$24,295,288	\$117,156,041	\$200,230,610	\$261,147,945	\$390,406,322
Other Health/Personal Care Stores	\$2,020,025	\$9,239,846	\$16,002,916	\$20,644,059	\$30,524,319
Pharmacies/Drug Stores	\$10,382,800	\$49,769,502	\$84,986,396	\$110,771,601	\$165,430,299
Pet/Pet Supplies Stores	\$1,488,875	\$7,294,536	\$12,333,531	\$16,146,350	\$24,201,862
Book/Periodical/Music Stores	\$405,493	\$1,938,673	\$3,361,322	\$4,268,862	\$6,229,449
Hobby/Toy/Game Stores	\$548,846	\$2,022,132	\$3,588,899	\$4,399,480	\$6,119,981
Musical Instrument/Supplies	\$280,534	\$1,292,511	\$2,240,639	\$2,894,610	\$4,288,088
Sewing/Needlework/Piece Goods	\$89,444	\$475,609	\$787,260	\$1,042,493	\$1,579,985
Sporting Goods Stores	\$1,864,858	\$10,844,313	\$17,798,003	\$24,180,223	\$37,590,893