

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 35.913416 Longitude: -86.832162

Watson Glen Shopping Center Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	33,603	100,952	289,583
	Population Est 25Q1	33,474	100,770	288,916
	Population Est 24Q4	33,490	100,757	288,882
	Population Est 24Q3	32,751	99,748	287,967
	Population Est 24Q2	32,510	99,043	286,837
	Population Est 24Q1	32,451	98,676	286,040
	Population Est 23Q4	32,346	98,385	285,208
	Population Est 23Q3	32,365	98,281	284,322
	Population Est 23Q2	32,339	98,123	283,070
	Population Fcst	35,952	107,422	309,603
	2010 Census Population	24,372	74,320	202,322
	2000 Census Population	21,502	56,772	146,731
	1990 Census Population	11,585	34,799	97,133
	Current Year Daytime Population	48,766	123,933	300,358
	Average Seasonal Population	435	1,324	3,154
	Historical Annual Growth, 1990 – 2000	6.38%	5.02%	4.21%
	Historical Annual Growth, 2000 – 2010	1.26%	2.73%	3.26%
	Estimated Annual Growth, 2010 – CY	2.24%	2.13%	2.50%
	Projected Annual Growth, CY to Y5	1.36%	1.25%	1.35%
	Group Qtrs Est	439	1,069	1,592
Transient Est Average Last 4 Qtrs	3,569	6,649	14,131	
Households	Current Year Estimated Households	13,701	39,085	107,059
	Households Est 25Q1	13,631	38,992	106,798
	Households Est 24Q4	13,638	38,984	106,852
	Households Est 24Q3	13,294	38,528	106,409
	Households Est 24Q2	13,184	38,245	105,944
	Households Est 24Q1	13,166	38,115	105,669
	Households Est 23Q4	13,121	37,999	105,363
	Households Est 23Q3	13,130	37,969	105,066
	Households Est 23Q2	13,121	37,908	104,603
	Households Fcst	14,701	41,638	114,084
	2010 Census Households	9,529	28,187	75,977
	2000 Census Households	7,840	21,152	55,946
	1990 Census Households	4,299	12,708	36,894
	Historical Annual Growth, 1990 – 2000	6.19%	5.23%	4.25%
	Historical Annual Growth, 2000 – 2010	1.97%	2.91%	3.11%
	Estimated Annual Growth, 2010 – CY	2.54%	2.28%	2.39%
	Projected Annual Growth, CY to Y5	1.42%	1.27%	1.28%
Population per Household	2.42	2.56	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	4.7%	5.8%	5.8%
	HH Income \$250,000 to \$499,999	5.7%	6.9%	7.0%
	HH Income \$200,000 to \$249,999	13.2%	16.1%	16.2%
	HH Income \$175,000 to \$199,999	7.1%	6.7%	7.4%
	HH Income \$150,000 to \$174,999	8.7%	8.2%	8.1%
	HH Income \$100,000 to 149,999	22.3%	19.7%	18.9%
	HH Income \$75,000 to 99,999	11.4%	10.2%	10.7%
	HH Income \$50,000 to 74,999	13.3%	11.8%	10.9%
	HH Income \$35,000 to 49,999	5.7%	6.5%	5.8%
	HH Income \$25,000 to 34,999	3.2%	3.1%	3.3%
	HH Income \$15,000 to 24,999	2.3%	2.1%	2.5%
	HH Income \$0 to 14,999	2.5%	2.7%	3.4%
	Average Household Income	\$155,785	\$171,901	\$184,349
	Median Household Income	\$123,685	\$133,207	\$134,599
	Per Capita Income	\$64,141	\$67,029	\$68,389
	Average Disposable Income	\$120,368	\$126,980	\$127,127
	Median Disposable Income	\$109,035	\$115,471	\$116,340
	Discretionary HH Income Over \$150,000	18.9%	26.1%	27.3%
	Discretionary HH Income \$125,000 to \$149,999	10.5%	10.4%	10.4%
	Discretionary HH Income \$100,000 to \$124,999	12.7%	11.5%	11.2%
	Discretionary HH Income \$75,000 to \$99,999	16.7%	14.3%	13.7%
	Discretionary HH Income \$50,000 to \$74,999	17.2%	14.8%	14.6%
	Discretionary HH Income \$25,000 to \$49,999	16.1%	15.4%	13.8%
	Discretionary HH Income Under \$25,000	8.0%	7.5%	9.0%
	Average Discretionary HH Income	\$93,496	\$101,230	\$102,127
	Median Discretionary HH Income	\$87,279	\$96,364	\$97,853
	Householder White – Count	10,504	30,568	85,278
	Median HH Income	\$124,731	\$136,527	\$140,188
	Average HH Income	\$123,477	\$129,197	\$130,469
	Householder Black or African-American – Count	583	1,659	5,331
	Median HH Income	\$73,525	\$89,407	\$103,143
	Average HH Income	\$80,485	\$93,082	\$103,588
	Householder Hispanic – Count	843	2,220	5,735
	Median HH Income	\$105,907	\$98,380	\$92,839
Average HH Income	\$108,313	\$104,339	\$100,603	
Householder Asian or Pacific Islander – Count	1,052	2,597	4,798	
Median HH Income	\$166,944	\$172,131	\$165,708	
Average HH Income	\$152,704	\$151,112	\$145,704	
Householder Other or Pacific Islander – Count	718	2,041	5,917	
Median HH Income	\$117,864	\$122,649	\$110,994	
Average HH Income	\$123,056	\$124,310	\$116,191	

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Gender	Male Population	16,221	48,630	140,322
	Female Population	17,382	52,322	149,261
Total Population by Age	Count of Pop 0 to 4 years	2,006	5,435	15,941
	Count of Pop 0 to 7 years	2,881	8,170	23,782
	Count of Pop 5 - 13	3,617	11,439	34,266
	Count of Pop 14 - 18	1,650	5,772	18,030
	Count of Pop 19 - 22	1,577	5,581	17,352
	Count of Pop 22 - 25	1,140	3,987	12,178
	Count of Pop 25 - 29	1,958	5,269	15,040
	Count of Pop 30 - 34	2,384	5,549	15,793
	Count of Pop 35 - 39	2,333	6,057	17,860
	Count of Pop 40 - 44	2,496	7,335	20,607
	Count of Pop 45 - 59	6,448	20,595	59,567
	Count of Pop 60 - 74	5,643	16,796	45,133
	Count of Pop 75 - 84	1,792	5,523	14,342
	Count of Pop 85+	559	1,615	3,474
	% of Pop 0 to 4 years	6.0%	5.4%	5.5%
	% of Pop 0 to 7 years	8.6%	8.1%	8.2%
	% of Pop 5 - 13	10.8%	11.3%	11.8%
	% of Pop 14 - 18	4.9%	5.7%	6.2%
	% of Pop 19 - 22	4.7%	5.5%	6.0%
	% of Pop 22 - 25	3.4%	3.9%	4.2%
	% of Pop 25 - 29	5.8%	5.2%	5.2%
	% of Pop 30 - 34	7.1%	5.5%	5.5%
	% of Pop 35 - 39	6.9%	6.0%	6.2%
	% of Pop 40 - 44	7.4%	7.3%	7.1%
	% of Pop 45 - 59	19.2%	20.4%	20.6%
	% of Pop 60 - 74	16.8%	16.6%	15.6%
	% of Pop 75 - 84	5.3%	5.5%	5.0%
	% of Pop 85+	1.7%	1.6%	1.2%
Median Age	40.3	40.9	39.5	
Average Age	40.4	40.3	39.2	
Male Population by Age	% of Pop 0 to 4 years	6.3%	5.7%	5.8%
	% of Pop 5 - 13	11.6%	12.1%	12.5%
	% of Pop 14 - 18	5.3%	6.1%	6.6%
	% of Pop 19 - 22	5.0%	5.8%	6.3%
	% of Pop 22 - 25	3.6%	4.1%	4.4%
	% of Pop 25 - 29	6.0%	5.5%	5.4%
	% of Pop 30 - 34	7.3%	5.6%	5.4%
	% of Pop 35 - 39	7.0%	5.9%	6.0%
	% of Pop 40 - 44	7.4%	7.3%	7.0%
	% of Pop 45 - 59	19.3%	20.4%	20.5%
	% of Pop 75 - 84	4.6%	4.8%	4.5%
	% of Pop 60 - 74	15.7%	15.8%	14.9%
	% of Pop 85+	1.0%	1.0%	0.8%
	Median Age	38.5	39.4	38.1
Average Age	38.9	38.9	38.1	

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	% of Pop 0 to 4 years	5.7%	5.1%	5.2%
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	% of Pop 25 - 29	5.6%	4.9%	5.0%
	% of Pop 30 - 34	6.9%	5.4%	5.5%
	% of Pop 35 - 39	6.9%	6.1%	6.3%
	% of Pop 40 - 44	7.5%	7.3%	7.3%
	% of Pop 45 - 59	19.1%	20.4%	20.6%
	% of Pop 60 - 74	17.8%	17.4%	16.2%
	% of Pop 75 - 84	6.0%	6.1%	5.4%
	% of Pop 85+	2.3%	2.2%	1.6%
	Median Age	41.8	42.3	40.7
Average Age	41.8	41.6	40.2	
Race	Count of White	25,474	78,386	230,385
	Count of Black or African-American	1,701	5,049	15,849
	Count of Asian or Pacific Islander	2,743	7,510	15,262
	Count of Other races	3,685	10,008	28,087
	White	75.8%	77.6%	79.6%
	Black or African American	5.1%	5.0%	5.5%
	Asian	8.2%	7.4%	5.3%
	Other Races	11.0%	9.9%	9.7%
Language Spoken	Speak English at Home	85.7%	87.6%	88.9%
	Speak Spanish at Home	5.3%	5.2%	4.7%
	Speak French or French Creole at Home	0.3%	0.3%	0.2%
	Speak German at Home	0.3%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	2.9%	2.4%	2.0%
	Speak Russian and Other Slavic Languages at Home	0.3%	0.2%	0.3%
	Speak Chinese at Home	0.7%	0.6%	0.5%
	Speak Korean at Home	0.3%	0.3%	0.4%
	Speak Vietnamese at Home	0.0%	0.2%	0.3%
	Speak Other Asian Languages at Home	3.5%	2.5%	1.4%
	Speak Tagalog and Other Pacific Languages at Home	0.3%	0.2%	0.1%
	Speak Other Language at Home	0.5%	0.3%	1.1%
Hispanic	Hispanic Population	2,770	7,449	21,034
	Hispanic Population Percent	8.2%	7.4%	7.3%
	Mexican	68.3%	59.9%	54.1%
	Puerto Rican	7.9%	7.8%	10.1%
	Cuban	2.2%	5.8%	5.7%
	Dominican	0.8%	4.0%	2.3%
	Central American	7.0%	13.5%	16.5%
	South American	10.1%	6.0%	6.6%
	Other Hispanic	3.7%	3.1%	4.7%
	2000 Hispanic Population Percent	6%	4%	3%
	1990 Hispanic Population Percent	1%	1%	1%

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Ancestry	American (percent of total population)	6.3%	6.1%	6.8%
	American	6.1%	5.9%	6.7%
	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)	7.4%	6.6%	4.5%
	Chinese	1.0%	1.1%	0.8%
	Japanese	0.2%	0.3%	0.1%
	Korean	0.7%	0.6%	0.6%
	South Central Asian (ie. Indian)	5.4%	4.4%	2.7%
	South East Asian (ie. Vietnamese)	0.0%	0.1%	0.1%
	Other Asian	0.1%	0.2%	0.2%
	European (percent of total population)	35.9%	38.1%	38.4%
	British	10.3%	11.9%	11.6%
	Dutch	0.5%	0.5%	0.5%
	French	1.4%	1.3%	1.1%
	German	6.5%	7.1%	7.2%
	Italian	2.1%	2.1%	2.2%
	Polish	1.2%	1.0%	0.9%
	Scandinavian	1.2%	1.4%	1.6%
	Scotch/Irish	9.4%	9.4%	9.7%
Other European (ie. Greek/Russian)	3.4%	3.3%	3.6%	
Middle Eastern	0.4%	0.5%	0.9%	
Other Ancestry	14.5%	13.9%	13.4%	
Unclassified Ancestry	21.0%	20.9%	21.8%	
Education (Age 25+)	Adult Population (25 Years or Older)	23,613	68,738	191,815
	Elementary (0 to 8)	2.8%	2.3%	2.3%
	Some High School (9 to 11)	1.7%	1.9%	1.9%
	High School Graduate (12)	12.1%	12.3%	13.1%
	Some College (13 to 16)	14.6%	14.6%	14.4%
	Associates Degree Only	4.8%	5.7%	6.4%
	Bachelors Degree Only	39.7%	39.1%	38.4%
	Graduate Degree	24.3%	24.0%	23.5%
	% College (4+)	63.9%	63.1%	61.9%
Household Type	Total Households – count	13,701	39,085	107,059
	One Person HHs – count	3,944	9,760	23,694
	Family HHs – count	8,604	27,171	77,729
	Married Couple – count	7,582	23,131	66,688
	w/own children – count	3,327	10,383	29,873
	w/out own children – count	4,255	12,748	36,815
	Male Householder – count	278	984	2,992
	Female Householder – count	744	3,056	8,048
	Non-Family Households – count	1,153	2,155	5,636
	1 Person Household	28.8%	25.0%	22.1%
	2 Person Household	34.8%	33.9%	32.8%
	3 Person Household	15.3%	15.7%	16.2%
	4 Person Household	13.6%	16.3%	17.5%
	5 Person Household	5.1%	6.3%	7.7%
6 Person Household	1.7%	2.0%	2.6%	
7+ Person Household	0.7%	0.8%	1.2%	
% Households With Children	27.9%	31.5%	33.1%	

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Housing	Total Housing Units	14,473	41,069	112,151
	Owner Occupied Percent	59.7%	68.0%	70.1%
	Renter Occupied Percent	35.0%	27.2%	25.3%
	Vacant Housing Percent	5.3%	4.8%	4.5%
	Total Housing Units (Census 2000)	8,257	22,406	58,951
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	19.7%	25.4%	23.1%
	Property Value \$750,000 to \$999,999	27.6%	25.9%	21.4%
	Property Value \$500,000 to \$749,999	33.2%	27.0%	24.3%
	Property Value \$400,000 to \$499,999	6.9%	6.3%	9.0%
	Property Value \$300,000, to \$399,999	3.9%	3.8%	5.3%
	Property Value \$200,000 to \$299,999	2.7%	3.0%	3.2%
	Property Value \$150,000 to \$199,999	0.4%	0.5%	0.6%
	Property Value \$100,000 to \$149,999	0.1%	0.4%	0.5%
	Property Value \$60,000 to \$99,999	0.1%	0.3%	0.4%
	Property Value \$40,000 to \$59,999	0.5%	0.3%	0.4%
	Property Value \$0 to \$39,999	0.5%	1.0%	0.8%
	Median Home Value	\$765,355	\$822,521	\$815,335
Wealth per Household	\$0 and under - percent	16.2%	15.6%	15.6%
	\$1 to \$4999 - percent	7.2%	6.8%	6.8%
	\$5k to \$9999 - percent	4.1%	3.9%	3.9%
	\$10k to \$24999 - percent	6.0%	5.9%	5.9%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	10.0%	10.1%	10.1%
	\$100k to \$249999 - percent	18.3%	18.7%	18.7%
	\$250k to \$499999 - percent	14.2%	14.6%	14.6%
	\$500k+ - percent	17.3%	17.8%	17.8%
	Median HH Wealth	\$99,398	\$108,540	\$108,771
	Avg HH Wealth	\$270,310	\$276,931	\$276,791
Economic Viability	Economic Viability Local	305	303	295
	Economic Viability Indexed	110	109	106
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	19,185	53,876	154,656
	Managerial/Executive	25.8%	27.1%	27.6%
	Professional Specialty	32.7%	30.7%	30.4%
	Healthcare Support	1.3%	1.2%	1.0%
	Sales	11.8%	12.1%	12.5%
	Office & Administrative Support	8.8%	9.9%	8.9%
	Protective Service	0.7%	1.0%	1.3%
	Food Preparation	4.2%	4.4%	3.9%
	Building Maintenance & Cleaning	3.3%	2.1%	1.7%
	Personal Care	3.0%	3.0%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	3.7%	3.4%	3.5%
	Production & Transportation	4.8%	5.0%	6.5%
	Percent White Collar Workers	80.4%	80.9%	80.4%
	Percent Blue Collar Workers	19.6%	19.1%	19.6%

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	Agriculture/Mining/Construction	4.3%	4.2%	4.6%
	Manufacturing	7.2%	7.5%	8.0%
	Transportation	3.2%	3.5%	3.5%
	Information	2.7%	2.8%	2.4%
	Wholesale/Retail	15.2%	14.7%	13.7%
	Finance, Insurance, Real Estate	9.4%	10.1%	11.1%
	Professional Services	12.8%	12.9%	11.8%
	Management Services	1.0%	0.7%	0.7%
	Administrative/Waste Services	2.0%	2.5%	3.1%
	Educational Services	23.8%	23.9%	24.5%
	Entertainment Services	10.8%	9.5%	8.9%
	Other Professional Services	5.7%	5.1%	4.7%
	Public Administration	1.6%	2.5%	3.0%
Vehicles per HH	No Vehicles	3.9%	3.3%	2.7%
	1 Vehicle	31.0%	27.0%	25.2%
	2 Vehicles	44.6%	46.8%	47.0%
	3 or more vehicles	20.5%	22.9%	25.1%
	Average Number of Vehicles	1.88	1.97	2.04
Change	Births (last 12 months)	376	1,123	3,363
	Deaths (last 12 months)	323	1,010	2,680
	Migration (last 12 months)	1,043	1,812	2,100
Work place	Workplace Establishments	3,061	6,452	12,517
	Workplace Employees (FTE)	29,622	60,875	120,952