

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 35.917816 Longitude: -86.836461

Williamson Square Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	37,392	107,124	283,567
	Population Est 25Q1	37,285	106,944	282,940
	Population Est 24Q4	37,304	106,927	282,927
	Population Est 24Q3	36,652	105,942	282,042
	Population Est 24Q2	36,370	105,225	280,948
	Population Est 24Q1	36,284	104,831	280,187
	Population Est 23Q4	36,151	104,524	279,376
	Population Est 23Q3	36,166	104,397	278,539
	Population Est 23Q2	36,134	104,218	277,403
	Population Fcst	39,895	113,766	302,675
	2010 Census Population	28,560	78,904	199,374
	2000 Census Population	25,627	59,706	144,608
	1990 Census Population	15,010	35,365	95,062
	Current Year Daytime Population	53,481	126,849	297,439
	Average Seasonal Population	563	1,563	3,111
	Historical Annual Growth, 1990 – 2000	5.49%	5.38%	4.28%
	Historical Annual Growth, 2000 – 2010	1.09%	2.83%	3.26%
	Estimated Annual Growth, 2010 – CY	1.88%	2.13%	2.46%
	Projected Annual Growth, CY to Y5	1.30%	1.21%	1.31%
	Group Qtrs Est	560	1,075	1,545
Transient Est Average Last 4 Qtrs	3,434	6,639	14,112	
<b>Households</b>	Current Year Estimated Households	15,335	41,321	104,786
	Households Est 25Q1	15,273	41,229	104,539
	Households Est 24Q4	15,281	41,219	104,601
	Households Est 24Q3	14,973	40,771	104,169
	Households Est 24Q2	14,846	40,483	103,717
	Households Est 24Q1	14,815	40,344	103,455
	Households Est 23Q4	14,758	40,221	103,156
	Households Est 23Q3	14,765	40,184	102,877
	Households Est 23Q2	14,754	40,116	102,456
	Households Fcst	16,411	43,938	111,492
	2010 Census Households	11,196	29,812	74,763
	2000 Census Households	9,462	22,179	55,023
	1990 Census Households	5,606	12,893	36,037
	Historical Annual Growth, 1990 – 2000	5.37%	5.57%	4.32%
	Historical Annual Growth, 2000 – 2010	1.70%	3.00%	3.11%
	Estimated Annual Growth, 2010 – CY	2.19%	2.28%	2.36%
	Projected Annual Growth, CY to Y5	1.37%	1.24%	1.25%
Population per Household	2.40	2.57	2.69	

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Williamson Square Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	4.6%	5.8%	5.9%
	HH Income \$250,000 to \$499,999	5.6%	7.0%	7.0%
	HH Income \$200,000 to \$249,999	13.0%	16.2%	16.4%
	HH Income \$175,000 to \$199,999	6.7%	6.9%	7.5%
	HH Income \$150,000 to \$174,999	8.6%	8.3%	8.1%
	HH Income \$100,000 to 149,999	21.9%	19.7%	18.8%
	HH Income \$75,000 to 99,999	11.2%	10.2%	10.6%
	HH Income \$50,000 to 74,999	13.2%	11.8%	10.9%
	HH Income \$35,000 to 49,999	6.6%	6.4%	5.8%
	HH Income \$25,000 to 34,999	3.5%	3.1%	3.3%
	HH Income \$15,000 to 24,999	2.3%	2.0%	2.5%
	HH Income \$0 to 14,999	2.9%	2.7%	3.4%
	Average Household Income	\$153,852	\$173,209	\$185,488
	Median Household Income	\$121,527	\$134,358	\$135,535
	Per Capita Income	\$63,785	\$67,261	\$68,778
	Average Disposable Income	\$118,654	\$127,647	\$127,638
	Median Disposable Income	\$107,253	\$116,318	\$117,020
	Discretionary HH Income Over \$150,000	18.4%	26.1%	27.6%
	Discretionary HH Income \$125,000 to \$149,999	10.4%	10.5%	10.4%
	Discretionary HH Income \$100,000 to \$124,999	12.4%	11.7%	11.3%
	Discretionary HH Income \$75,000 to \$99,999	16.3%	14.4%	13.7%
	Discretionary HH Income \$50,000 to \$74,999	17.0%	14.8%	14.4%
	Discretionary HH Income \$25,000 to \$49,999	17.0%	15.2%	13.7%
	Discretionary HH Income Under \$25,000	8.6%	7.2%	8.9%
	Average Discretionary HH Income	\$91,848	\$101,589	\$102,589
	Median Discretionary HH Income	\$85,583	\$97,119	\$98,560
	Householder White – Count	11,812	32,591	83,643
	Median HH Income	\$123,689	\$137,938	\$141,112
	Average HH Income	\$122,653	\$129,937	\$130,866
	Householder Black or African-American – Count	724	1,734	5,128
	Median HH Income	\$70,044	\$93,228	\$102,436
	Average HH Income	\$77,382	\$95,235	\$103,249
	Householder Hispanic – Count	979	2,258	5,565
	Median HH Income	\$103,309	\$97,894	\$93,454
Average HH Income	\$106,890	\$104,175	\$101,062	
Householder Asian or Pacific Islander – Count	1,051	2,628	4,695	
Median HH Income	\$163,890	\$170,933	\$166,631	
Average HH Income	\$148,706	\$150,057	\$146,245	
Householder Other or Pacific Islander – Count	770	2,109	5,755	
Median HH Income	\$115,141	\$123,799	\$112,451	
Average HH Income	\$120,611	\$124,864	\$116,960	

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Williamson Square Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	18,014	51,527	137,394
	Female Population	19,378	55,597	146,173
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	2,211	5,671	15,535
	Count of Pop 0 to 7 years	3,161	8,547	23,175
	Count of Pop 5 - 13	3,968	12,137	33,468
	Count of Pop 14 - 18	1,816	6,236	17,685
	Count of Pop 19 - 22	1,772	6,023	17,051
	Count of Pop 22 - 25	1,309	4,282	11,982
	Count of Pop 25 - 29	2,181	5,519	14,648
	Count of Pop 30 - 34	2,598	5,688	15,339
	Count of Pop 35 - 39	2,567	6,271	17,361
	Count of Pop 40 - 44	2,728	7,680	20,118
	Count of Pop 45 - 59	7,144	22,052	58,467
	Count of Pop 60 - 74	6,409	17,931	44,384
	Count of Pop 75 - 84	2,048	5,933	14,108
	Count of Pop 85+	642	1,702	3,420
	% of Pop 0 to 4 years	5.9%	5.3%	5.5%
	% of Pop 0 to 7 years	8.5%	8.0%	8.2%
	% of Pop 5 - 13	10.6%	11.3%	11.8%
	% of Pop 14 - 18	4.9%	5.8%	6.2%
	% of Pop 19 - 22	4.7%	5.6%	6.0%
	% of Pop 22 - 25	3.5%	4.0%	4.2%
	% of Pop 25 - 29	5.8%	5.2%	5.2%
	% of Pop 30 - 34	6.9%	5.3%	5.4%
	% of Pop 35 - 39	6.9%	5.9%	6.1%
	% of Pop 40 - 44	7.3%	7.2%	7.1%
	% of Pop 45 - 59	19.1%	20.6%	20.6%
	% of Pop 60 - 74	17.1%	16.7%	15.7%
	% of Pop 75 - 84	5.5%	5.5%	5.0%
% of Pop 85+	1.7%	1.6%	1.2%	
Median Age	40.5	41.1	39.6	
Average Age	40.6	40.4	39.2	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.2%	5.6%	5.8%
	% of Pop 5 - 13	11.4%	12.1%	12.4%
	% of Pop 14 - 18	5.3%	6.2%	6.6%
	% of Pop 19 - 22	5.1%	5.9%	6.3%
	% of Pop 22 - 25	3.7%	4.1%	4.4%
	% of Pop 25 - 29	6.1%	5.5%	5.4%
	% of Pop 30 - 34	7.1%	5.4%	5.4%
	% of Pop 35 - 39	7.0%	5.8%	6.0%
	% of Pop 40 - 44	7.2%	7.1%	7.0%
	% of Pop 45 - 59	19.1%	20.6%	20.6%
	% of Pop 75 - 84	4.7%	4.8%	4.5%
	% of Pop 60 - 74	16.1%	15.9%	15.0%
	% of Pop 85+	1.0%	1.0%	0.8%
	Median Age	38.7	39.5	38.2
Average Age	39.0	39.0	38.2	

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	% of Pop 0 to 4 years	5.6%	5.0%	5.2%
	% of Pop 5 - 13	9.9%	10.6%	11.2%
	% of Pop 14 - 18	4.5%	5.5%	5.9%
	% of Pop 19 - 22	4.4%	5.4%	5.7%
	% of Pop 22 - 25	3.3%	3.9%	4.1%
	% of Pop 25 - 29	5.6%	4.8%	5.0%
	% of Pop 30 - 34	6.8%	5.2%	5.4%
	% of Pop 35 - 39	6.8%	5.9%	6.3%
	% of Pop 40 - 44	7.4%	7.2%	7.2%
	% of Pop 45 - 59	19.1%	20.6%	20.7%
	% of Pop 60 - 74	18.1%	17.5%	16.3%
	% of Pop 75 - 84	6.2%	6.2%	5.4%
	% of Pop 85+	2.4%	2.1%	1.6%
	Median Age	42.1	42.5	40.8
Average Age	42.0	41.6	40.2	
Race	Count of White	28,282	83,932	225,895
	Count of Black or African-American	2,240	5,195	15,312
	Count of Asian or Pacific Islander	2,626	7,568	14,984
	Count of Other races	4,244	10,429	27,376
	White	75.6%	78.4%	79.7%
	Black or African American	6.0%	4.8%	5.4%
	Asian	7.0%	7.1%	5.3%
	Other Races	11.4%	9.7%	9.7%
Language Spoken	Speak English at Home	86.0%	88.0%	89.0%
	Speak Spanish at Home	6.0%	5.1%	4.6%
	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	2.6%	2.2%	2.0%
	Speak Russian and Other Slavic Languages at Home	0.3%	0.2%	0.2%
	Speak Chinese at Home	0.5%	0.6%	0.5%
	Speak Korean at Home	0.3%	0.2%	0.4%
	Speak Vietnamese at Home	0.1%	0.2%	0.3%
	Speak Other Asian Languages at Home	2.8%	2.4%	1.4%
	Speak Tagalog and Other Pacific Languages at Home	0.3%	0.2%	0.1%
	Speak Other Language at Home	0.4%	0.3%	1.1%
Hispanic	Hispanic Population	3,312	7,640	20,343
	Hispanic Population Percent	8.9%	7.1%	7.2%
	Mexican	64.0%	58.5%	53.9%
	Puerto Rican	7.3%	7.9%	10.0%
	Cuban	3.9%	6.6%	5.8%
	Dominican	1.6%	3.9%	2.4%
	Central American	10.6%	14.0%	16.5%
	South American	9.0%	5.9%	6.6%
	Other Hispanic	3.6%	3.1%	4.7%
	2000 Hispanic Population Percent	6%	4%	3%
1990 Hispanic Population Percent	1%	1%	1%	

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<b>Ancestry</b>	American (percent of total population)	6.3%	6.1%	6.8%
	American	6.1%	5.9%	6.6%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.1%
	Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
	Asian (percent of total population)	6.2%	6.3%	4.5%
	Chinese	0.8%	1.0%	0.8%
	Japanese	0.2%	0.3%	0.1%
	Korean	0.6%	0.6%	0.6%
	South Central Asian (ie. Indian)	4.4%	4.1%	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)	36.1%	38.8%	38.6%
	British	10.4%	12.2%	11.7%
	Dutch	0.5%	0.5%	0.5%
	French	1.4%	1.3%	1.1%
	German	6.5%	7.2%	7.2%
	Italian	2.0%	2.1%	2.2%
	Polish	1.2%	1.0%	0.9%
	Scandinavian	1.2%	1.5%	1.6%
	Scotch/Irish	9.5%	9.5%	9.8%
Other European (ie. Greek/Russian)	3.4%	3.4%	3.6%	
Middle Eastern	0.4%	0.5%	0.9%	
Other Ancestry	14.2%	13.9%	13.4%	
Unclassified Ancestry	20.7%	21.0%	21.8%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	26,317	72,775	187,846
	Elementary (0 to 8)	2.8%	2.3%	2.3%
	Some High School (9 to 11)	1.9%	1.9%	1.9%
	High School Graduate (12)	12.4%	12.1%	12.9%
	Some College (13 to 16)	15.1%	14.3%	14.3%
	Associates Degree Only	5.2%	5.6%	6.4%
	Bachelors Degree Only	38.8%	39.6%	38.5%
	Graduate Degree	23.8%	24.3%	23.7%
	% College (4+)	62.5%	63.9%	62.2%
<b>Household Type</b>	Total Households – count	15,335	41,321	104,786
	One Person HHs – count	4,505	10,177	23,123
	Family HHs – count	9,612	28,964	76,198
	Married Couple – count	8,269	24,705	65,440
	w/own children – count	3,585	11,168	29,314
	w/out own children – count	4,685	13,537	36,127
	Male Householder – count	359	1,032	2,874
	Female Householder – count	983	3,227	7,883
	Non-Family Households – count	1,218	2,180	5,465
	1 Person Household	29.4%	24.6%	22.1%
	2 Person Household	34.8%	33.9%	32.8%
	3 Person Household	15.2%	15.9%	16.2%
	4 Person Household	13.2%	16.4%	17.5%
	5 Person Household	5.1%	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	27.9%	32.0%	33.1%	

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Williamson Square Franklin, TN		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	16,246	43,405	109,752
	Owner Occupied Percent	59.9%	68.7%	70.3%
	Renter Occupied Percent	34.5%	26.5%	25.2%
	Vacant Housing Percent	5.6%	4.8%	4.5%
	Total Housing Units (Census 2000)	9,961	23,464	57,967
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	19.4%	25.4%	23.2%
	Property Value \$750,000 to \$999,999	26.7%	25.5%	21.5%
	Property Value \$500,000 to \$749,999	33.1%	26.6%	24.3%
	Property Value \$400,000 to \$499,999	7.0%	6.3%	8.9%
	Property Value \$300,000, to \$399,999	4.4%	3.8%	5.1%
	Property Value \$200,000 to \$299,999	3.0%	2.9%	3.1%
	Property Value \$150,000 to \$199,999	0.4%	0.4%	0.5%
	Property Value \$100,000 to \$149,999	0.1%	0.4%	0.5%
	Property Value \$60,000 to \$99,999	0.3%	0.3%	0.4%
	Property Value \$40,000 to \$59,999	0.4%	0.3%	0.4%
	Property Value \$0 to \$39,999	0.4%	1.0%	0.8%
	Median Home Value	\$758,824	\$829,153	\$819,490
<b>Wealth per Household</b>	\$0 and under - percent	16.2%	15.5%	15.5%
	\$1 to \$4999 - percent	7.3%	6.7%	6.7%
	\$5k to \$9999 - percent	4.1%	3.9%	3.9%
	\$10k to \$24999 - percent	6.0%	5.8%	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	17.2%	17.9%	17.8%
	Median HH Wealth	\$98,588	\$110,334	\$109,366
	Avg HH Wealth	\$268,967	\$278,378	\$277,320
<b>Economic Viability</b>	Economic Viability Local	302	304	295
	Economic Viability Indexed	109	110	106
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	21,132	56,901	151,456
	Managerial/Executive	25.8%	27.5%	27.6%
	Professional Specialty	31.9%	30.8%	30.5%
	Healthcare Support	1.4%	1.1%	1.0%
	Sales	11.5%	12.0%	12.5%
	Office & Administrative Support	9.2%	9.8%	8.9%
	Protective Service	0.6%	1.0%	1.3%
	Food Preparation	4.5%	4.4%	3.9%
	Building Maintenance & Cleaning	3.4%	2.1%	1.7%
	Personal Care	3.3%	3.0%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	4.0%	3.4%	3.5%
	Production & Transportation	4.5%	4.8%	6.5%
	Percent White Collar Workers	79.8%	81.3%	80.5%
	Percent Blue Collar Workers	20.2%	18.7%	19.5%

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	Agriculture/Mining/Construction	4.3%	4.0%	4.6%
	Manufacturing	6.8%	7.4%	8.0%
	Transportation	3.1%	3.7%	3.5%
	Information	2.7%	2.8%	2.4%
	Wholesale/Retail	14.7%	14.6%	13.6%
	Finance, Insurance, Real Estate	9.4%	10.1%	11.2%
	Professional Services	12.5%	13.2%	11.9%
	Management Services	0.8%	0.7%	0.7%
	Administrative/Waste Services	2.3%	2.6%	3.1%
	Educational Services	24.2%	23.9%	24.6%
	Entertainment Services	11.4%	9.4%	8.8%
	Other Professional Services	5.9%	5.1%	4.7%
	Public Administration	1.8%	2.5%	3.0%
<b>Vehicles per HH</b>	No Vehicles	4.1%	3.2%	2.7%
	1 Vehicle	30.7%	26.7%	25.1%
	2 Vehicles	45.1%	47.2%	47.0%
	3 or more vehicles	20.1%	22.9%	25.2%
	Average Number of Vehicles	1.87	1.98	2.04
<b>Change</b>	Births (last 12 months)	421	1,189	3,289
	Deaths (last 12 months)	365	1,080	2,635
	Migration (last 12 months)	971	1,806	2,002
<b>Work place</b>	Workplace Establishments	3,282	6,506	12,430
	Workplace Employees (FTE)	30,952	61,177	119,913