

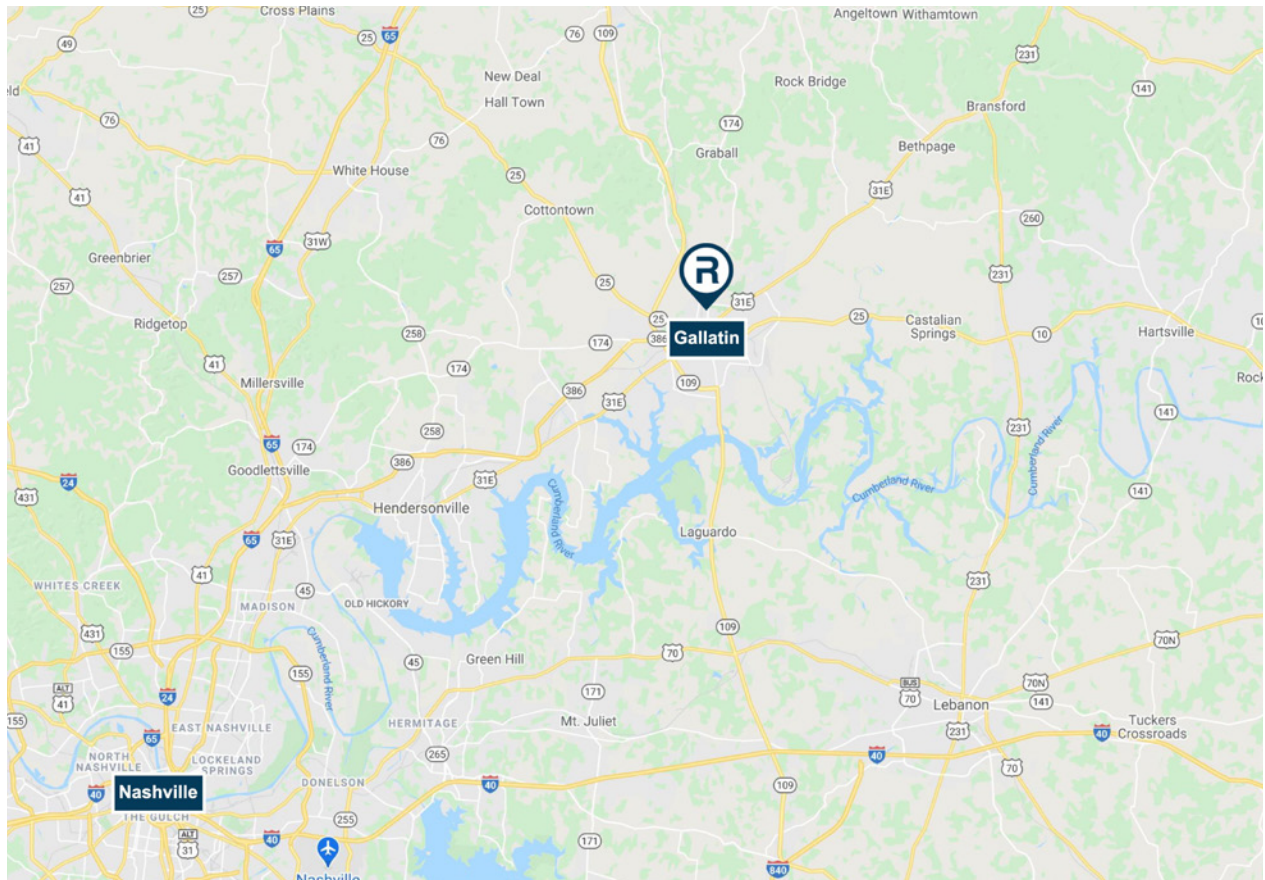


GALLATIN, TENNESSEE

Community Demographic Profile



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
Population		
2026 Projection	43,666	
2021 Estimate	40,669	
2010 Census	30,278	
2000 Census	22,283	
Growth 2021 - 2026		7.37%
Growth 2010 - 2021		34.32%
Growth 2000 - 2010		35.88%
2021 Est. Population by Single-Classification Race	40,669	
White Alone	30,654	75.37%
Black or African American Alone	6,167	15.16%
Amer. Indian and Alaska Native Alone	129	0.32%
Asian Alone	473	1.16%
Native Hawaiian and Other Pacific Island Alone	67	0.17%
Some Other Race Alone	2,117	5.21%
Two or More Races	1,062	2.61%
2021 Est. Population by Hispanic or Latino Origin	40,669	
Not Hispanic or Latino	36,707	90.26%
Hispanic or Latino	3,962	9.74%
Mexican	2,790	70.42%
Puerto Rican	196	4.95%
Cuban	61	1.54%
All Other Hispanic or Latino	915	23.09%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	3,962	
White Alone	1,564	39.48%
Black or African American Alone	33	0.83%
American Indian and Alaska Native Alone	31	0.78%
Asian Alone	13	0.33%
Native Hawaiian and Other Pacific Islander Alone	31	0.78%
Some Other Race Alone	2,058	51.94%
Two or More Races	232	5.86%
2021 Est. Pop by Race, Asian Alone, by Category	473	
Chinese, except Taiwanese	155	32.77%
Filipino	144	30.44%
Japanese	11	2.33%
Asian Indian	90	19.03%
Korean	25	5.29%
Vietnamese	20	4.23%
Cambodian	7	1.48%
Hmong	0	0.00%
Laotian	2	0.42%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	19	4.02%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	40,669	
Arab	92	0.23%
Czech	40	0.10%
Danish	28	0.07%
Dutch	325	0.80%
English	3,245	7.98%
French (except Basque)	435	1.07%
French Canadian	68	0.17%
German	3,408	8.38%
Greek	56	0.14%
Hungarian	41	0.10%
Irish	3,251	7.99%
Italian	908	2.23%
Lithuanian	45	0.11%
United States or American	2,975	7.32%
Norwegian	190	0.47%
Polish	458	1.13%
Portuguese	70	0.17%
Russian	52	0.13%
Scottish	783	1.93%
Scotch-Irish	777	1.91%
Slovak	37	0.09%
Subsaharan African	24	0.06%
Swedish	111	0.27%
Swiss	73	0.18%
Ukrainian	8	0.02%
Welsh	208	0.51%
West Indian (except Hisp. groups)	140	0.34%
Other ancestries	13,025	32.03%
Ancestry Unclassified	9,796	24.09%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	33,972	89.27%
Speak Asian/Pacific Island Language at Home	408	1.07%
Speak IndoEuropean Language at Home	415	1.09%
Speak Spanish at Home	2,772	7.28%
Speak Other Language at Home	489	1.29%

Community • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Population by Age	40,669	
Age 0 - 4	2,613	6.43%
Age 5 - 9	2,627	6.46%
Age 10 - 14	2,797	6.88%
Age 15 - 17	1,603	3.94%
Age 18 - 20	1,411	3.47%
Age 21 - 24	1,758	4.32%
Age 25 - 34	4,937	12.14%
Age 35 - 44	5,705	14.03%
Age 45 - 54	4,997	12.29%
Age 55 - 64	5,046	12.41%
Age 65 - 74	4,209	10.35%
Age 75 - 84	2,130	5.24%
Age 85 and over	836	2.06%
Age 16 and over	32,109	78.95%
Age 18 and over	31,029	76.30%
Age 21 and over	29,618	72.83%
Age 65 and over	7,175	17.64%
2021 Est. Median Age		39.56
2021 Est. Average Age		39.90
2021 Est. Population by Sex	40,669	
Male	19,702	48.45%
Female	20,967	51.56%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	19,702	
Age 0 - 4	1,326	6.73%
Age 5 - 9	1,337	6.79%
Age 10 - 14	1,465	7.44%
Age 15 - 17	838	4.25%
Age 18 - 20	750	3.81%
Age 21 - 24	918	4.66%
Age 25 - 34	2,456	12.47%
Age 35 - 44	2,790	14.16%
Age 45 - 54	2,407	12.22%
Age 55 - 64	2,382	12.09%
Age 65 - 74	1,896	9.62%
Age 75 - 84	869	4.41%
Age 85 and over	268	1.36%
2021 Est. Median Age, Male		37.76
2021 Est. Average Age, Male		38.30
2021 Est. Female Population by Age	20,967	
Age 0 - 4	1,287	6.14%
Age 5 - 9	1,290	6.15%
Age 10 - 14	1,332	6.35%
Age 15 - 17	765	3.65%
Age 18 - 20	661	3.15%
Age 21 - 24	840	4.01%
Age 25 - 34	2,481	11.83%
Age 35 - 44	2,915	13.90%
Age 45 - 54	2,590	12.35%
Age 55 - 64	2,664	12.71%
Age 65 - 74	2,313	11.03%
Age 75 - 84	1,261	6.01%
Age 85 and over	568	2.71%
2021 Est. Median Age, Female		41.26
2021 Est. Average Age, Female		41.40

Community • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,406	28.82%
Males, Never Married	5,011	15.36%
Females, Never Married	4,395	13.47%
Married, Spouse present	15,200	46.58%
Married, Spouse absent	1,238	3.79%
Widowed	2,211	6.78%
Males Widowed	494	1.51%
Females Widowed	1,717	5.26%
Divorced	4,577	14.03%
Males Divorced	1,926	5.90%
Females Divorced	2,651	8.12%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,681	6.0%
Some High School, no diploma	2,013	7.2%
High School Graduate (or GED)	8,199	29.4%
Some College, no degree	6,927	24.9%
Associate Degree	2,011	7.2%
Bachelor's Degree	4,652	16.7%
Master's Degree	1,906	6.8%
Professional School Degree	326	1.2%
Doctorate Degree	145	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,066	52.69%
High School Graduate	467	23.08%
Some College or Associate's Degree	324	16.02%
Bachelor's Degree or Higher	166	8.21%
Households		
2026 Projection	17,367	
2021 Estimate	16,095	
2010 Census	11,811	
2000 Census	8,594	
Growth 2021 - 2026		7.90%
Growth 2010 - 2021		36.27%
Growth 2000 - 2010		37.43%
2021 Est. Households by Household Type	16,095	
Family Households	10,920	67.85%
Nonfamily Households	5,175	32.15%
2021 Est. Group Quarters Population	1,093	
2021 Households by Ethnicity, Hispanic/Latino	994	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	16,095	
Income < \$15,000	1,549	9.62%
Income \$15,000 - \$24,999	1,300	8.08%
Income \$25,000 - \$34,999	1,351	8.39%
Income \$35,000 - \$49,999	2,036	12.65%
Income \$50,000 - \$74,999	3,293	20.46%
Income \$75,000 - \$99,999	1,903	11.82%
Income \$100,000 - \$124,999	1,287	8.00%
Income \$125,000 - \$149,999	1,042	6.47%
Income \$150,000 - \$199,999	1,185	7.36%
Income \$200,000 - \$249,999	501	3.11%
Income \$250,000 - \$499,999	443	2.75%
Income \$500,000+	205	1.27%
2021 Est. Average Household Income		\$87,732
2021 Est. Median Household Income		\$62,975
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$66,122
Black or African American Alone		\$55,422
American Indian and Alaska Native Alone		\$62,092
Asian Alone		\$74,195
Native Hawaiian and Other Pacific Islander Alone		\$78,259
Some Other Race Alone		\$43,799
Two or More Races		\$58,341
Hispanic or Latino		\$27,588
Not Hispanic or Latino		\$65,705
2021 Est. Family HH Type by Presence of Own Child.	10,920	
Married-Couple Family, own children	3,050	27.93%
Married-Couple Family, no own children	4,871	44.61%
Male Householder, own children	367	3.36%
Male Householder, no own children	325	2.98%
Female Householder, own children	1,283	11.75%
Female Householder, no own children	1,024	9.38%
2021 Est. Households by Household Size	16,095	
1-person	4,413	27.42%
2-person	5,597	34.78%
3-person	2,725	16.93%
4-person	1,936	12.03%
5-person	874	5.43%
6-person	335	2.08%
7-or-more-person	215	1.34%
2021 Est. Average Household Size		2.46

Community • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	16,095	
Households with 1 or More People under Age 18:	5,344	33.20%
Married-Couple Family	3,322	62.16%
Other Family, Male Householder	423	7.92%
Other Family, Female Householder	1,532	28.67%
Nonfamily, Male Householder	50	0.94%
Nonfamily, Female Householder	17	0.32%
Households with No People under Age 18:	10,751	66.80%
Married-Couple Family	4,593	42.72%
Other Family, Male Householder	271	2.52%
Other Family, Female Householder	776	7.22%
Nonfamily, Male Householder	2,179	20.27%
Nonfamily, Female Householder	2,932	27.27%
2021 Est. Households by Number of Vehicles	16,095	
No Vehicles	968	6.01%
1 Vehicle	5,186	32.22%
2 Vehicles	6,214	38.61%
3 Vehicles	2,660	16.53%
4 Vehicles	798	4.96%
5 or more Vehicles	269	1.67%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	11,793	
2021 Estimate	10,920	
2010 Census	7,907	
2000 Census	6,020	
Growth 2021 - 2026		8.00%
Growth 2010 - 2021		38.11%
Growth 2000 - 2010		31.35%
2021 Est. Families by Poverty Status	10,920	
2021 Families at or Above Poverty	9,990	91.48%
2021 Families at or Above Poverty with Children	4,104	37.58%
2021 Families Below Poverty	930	8.52%
2021 Families Below Poverty with Children	530	4.85%
2021 Est. Pop 16+ by Employment Status	32,109	
Civilian Labor Force, Employed	18,857	58.73%
Civilian Labor Force, Unemployed	503	1.57%
Armed Forces	28	0.09%
Not in Labor Force	12,721	39.62%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	18,855	
For-Profit Private Workers	13,929	73.87%
Non-Profit Private Workers	1,012	5.37%
Local Government Workers	221	1.17%
State Government Workers	601	3.19%
Federal Government Workers	1,339	7.10%
Self-Employed Workers	1,727	9.16%
Unpaid Family Workers	26	0.14%
2021 Est. Civ. Employed Pop 16+ by Occupation	18,855	
Architect/Engineer	208	1.10%
Arts/Entertainment/Sports	204	1.08%
Building Grounds Maintenance	760	4.03%
Business/Financial Operations	1,000	5.30%
Community/Social Services	211	1.12%
Computer/Mathematical	290	1.54%
Construction/Extraction	983	5.21%
Education/Training/Library	879	4.66%
Farming/Fishing/Forestry	67	0.36%
Food Prep/Serving	1,283	6.81%
Health Practitioner/Technician	1,183	6.27%
Healthcare Support	521	2.76%
Maintenance Repair	589	3.12%
Legal	83	0.44%
Life/Physical/Social Science	103	0.55%
Management	2,255	11.96%
Office/Admin. Support	1,826	9.68%
Production	1,430	7.58%
Protective Services	330	1.75%
Sales/Related	2,515	13.34%
Personal Care/Service	267	1.42%
Transportation/Moving	1,868	9.91%
2021 Est. Pop 16+ by Occupation Classification	18,855	
White Collar	10,757	57.05%
Blue Collar	4,870	25.83%
Service and Farm	3,228	17.12%
2021 Est. Workers Age 16+ by Transp. to Work	18,560	
Drove Alone	15,261	82.23%
Car Pooled	1,475	7.95%
Public Transportation	83	0.45%
Walked	180	0.97%
Bicycle	19	0.10%
Other Means	233	1.26%
Worked at Home	1,309	7.05%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,052	
15 - 29 Minutes	5,173	
30 - 44 Minutes	2,922	
45 - 59 Minutes	2,235	
60 or more Minutes	1,933	
2021 Est. Avg Travel Time to Work in Minutes		31
2021 Est. Occupied Housing Units by Tenure	16,095	
Owner Occupied	10,247	63.67%
Renter Occupied	5,848	36.33%
2021 Owner Occ. HUs: Avg. Length of Residence		12.5
2021 Renter Occ. HUs: Avg. Length of Residence		6.3
2021 Est. Owner-Occupied Housing Units by Value	16,095	
Value Less than \$20,000	274	2.67%
Value \$20,000 - \$39,999	111	1.08%
Value \$40,000 - \$59,999	79	0.77%
Value \$60,000 - \$79,999	122	1.19%
Value \$80,000 - \$99,999	360	3.51%
Value \$100,000 - \$149,999	926	9.04%
Value \$150,000 - \$199,999	1,381	13.48%
Value \$200,000 - \$299,999	2,315	22.59%
Value \$300,000 - \$399,999	1,709	16.68%
Value \$400,000 - \$499,999	1,214	11.85%
Value \$500,000 - \$749,999	995	9.71%
Value \$750,000 - \$999,999	360	3.51%
Value \$1,000,000 or \$1,499,999	163	1.59%
Value \$1,500,000 or \$1,999,999	98	0.96%
Value \$2,000,000+	140	1.37%
2021 Est. Median All Owner-Occupied Housing Value		\$278,609
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	11,172	64.37%
1 Unit Attached	897	5.17%
2 Units	942	5.43%
3 or 4 Units	493	2.84%
5 to 19 Units	2,166	12.48%
20 to 49 Units	535	3.08%
50 or More Units	222	1.28%
Mobile Home or Trailer	929	5.35%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,077	17.73%
Housing Units Built 2010 to 2014	1,140	6.57%
Housing Units Built 2000 to 2009	3,653	21.05%
Housing Units Built 1990 to 1999	2,372	13.67%
Housing Units Built 1980 to 1989	1,560	8.99%
Housing Units Built 1970 to 1979	2,264	13.05%
Housing Units Built 1960 to 1969	1,493	8.60%
Housing Units Built 1950 to 1959	1,106	6.37%
Housing Units Built 1940 to 1949	325	1.87%
Housing Unit Built 1939 or Earlier	366	2.11%
2021 Est. Median Year Structure Built		1997



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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