

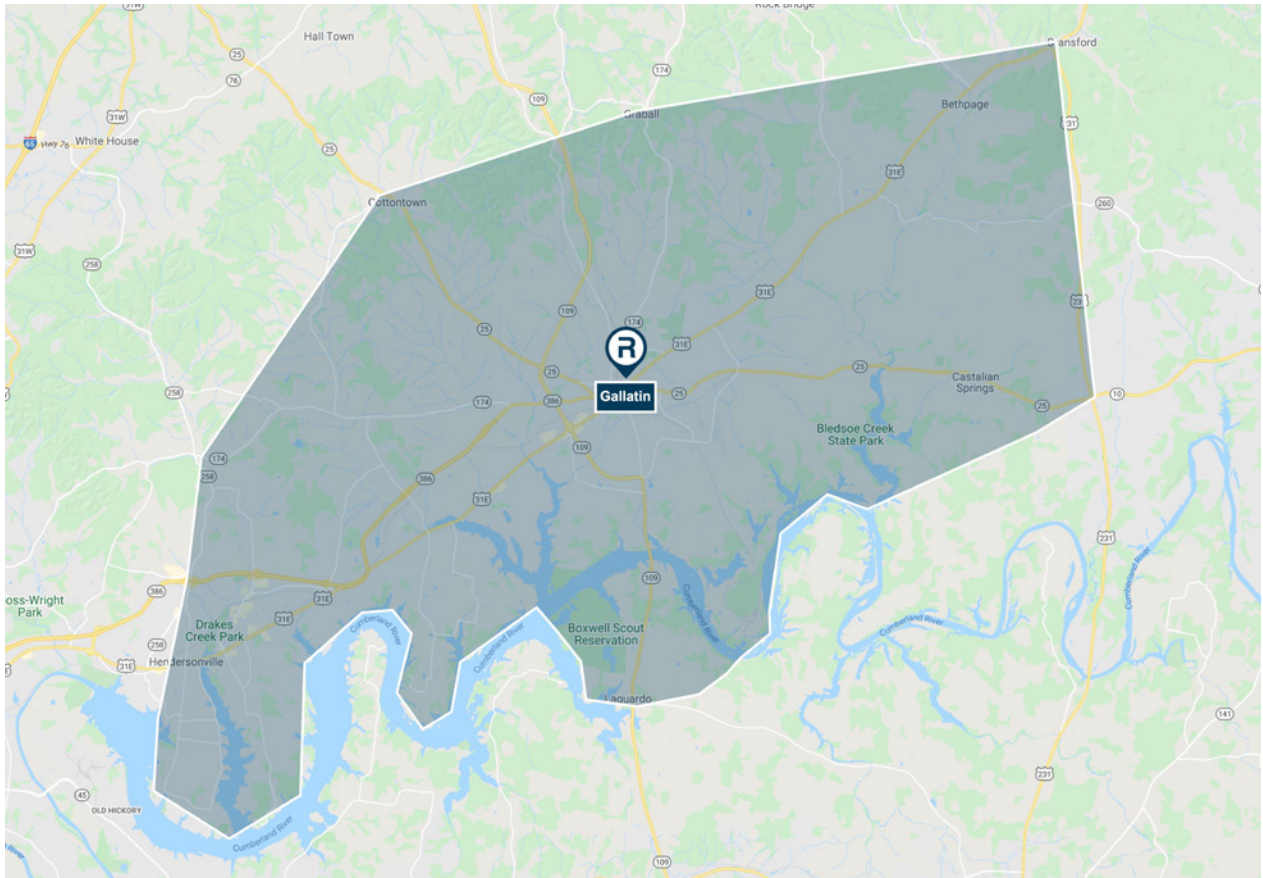


GALLATIN, TENNESSEE

Downtown Retail Trade Area Demographic Profile



Contact Information



Gallatin Economic Development Agency

James Fenton
Executive Director

132 West Main Street, Suite 210
Gallatin, Tennessee 37066

Phone 615.428.8179
james.fenton@gallatin-tn.gov
www.gallatingetsit.com



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.



Downtown Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
Population		
2026 Projection	122,951	
2021 Estimate	115,088	
2010 Census	90,113	
2000 Census	72,683	
Growth 2021 - 2026		6.83%
Growth 2010 - 2021		27.72%
Growth 2000 - 2010		23.98%
2021 Est. Population by Single-Classification Race	115,088	
White Alone	95,378	82.87%
Black or African American Alone	11,322	9.84%
Amer. Indian and Alaska Native Alone	363	0.32%
Asian Alone	1,771	1.54%
Native Hawaiian and Other Pacific Island Alone	106	0.09%
Some Other Race Alone	3,299	2.87%
Two or More Races	2,849	2.48%
2021 Est. Population by Hispanic or Latino Origin	115,088	
Not Hispanic or Latino	107,709	93.59%
Hispanic or Latino	7,379	6.41%
Mexican	4,796	65.00%
Puerto Rican	533	7.22%
Cuban	195	2.64%
All Other Hispanic or Latino	1,855	25.14%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	7,379	
White Alone	3,454	46.81%
Black or African American Alone	106	1.44%
American Indian and Alaska Native Alone	52	0.71%
Asian Alone	25	0.34%
Native Hawaiian and Other Pacific Islander Alone	32	0.43%
Some Other Race Alone	3,167	42.92%
Two or More Races	543	7.36%
2021 Est. Pop by Race, Asian Alone, by Category	1,771	
Chinese, except Taiwanese	394	22.25%
Filipino	175	9.88%
Japanese	12	0.68%
Asian Indian	840	47.43%
Korean	98	5.53%
Vietnamese	59	3.33%
Cambodian	8	0.45%
Hmong	0	0.00%
Laotian	131	7.40%
Thai	33	1.86%
All Other Asian Races Including 2+ Category	20	1.13%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	115,088	
Arab	229	0.20%
Czech	127	0.11%
Danish	127	0.11%
Dutch	1,011	0.88%
English	11,495	9.99%
French (except Basque)	1,904	1.65%
French Canadian	237	0.21%
German	11,221	9.75%
Greek	193	0.17%
Hungarian	303	0.26%
Irish	10,362	9.00%
Italian	3,205	2.79%
Lithuanian	99	0.09%
United States or American	9,533	8.28%
Norwegian	481	0.42%
Polish	1,710	1.49%
Portuguese	164	0.14%
Russian	183	0.16%
Scottish	2,334	2.03%
Scotch-Irish	2,076	1.80%
Slovak	157	0.14%
Subsaharan African	725	0.63%
Swedish	512	0.45%
Swiss	288	0.25%
Ukrainian	92	0.08%
Welsh	631	0.55%
West Indian (except Hisp. groups)	318	0.28%
Other ancestries	28,754	24.98%
Ancestry Unclassified	26,617	23.13%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	98,365	90.91%
Speak Asian/Pacific Island Language at Home	1,885	1.74%
Speak IndoEuropean Language at Home	1,320	1.22%
Speak Spanish at Home	5,956	5.51%
Speak Other Language at Home	675	0.62%

Downtown Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Population by Age	115,088	
Age 0 - 4	6,888	5.99%
Age 5 - 9	7,117	6.18%
Age 10 - 14	7,576	6.58%
Age 15 - 17	4,663	4.05%
Age 18 - 20	4,126	3.59%
Age 21 - 24	5,263	4.57%
Age 25 - 34	13,416	11.66%
Age 35 - 44	14,599	12.69%
Age 45 - 54	15,408	13.39%
Age 55 - 64	15,271	13.27%
Age 65 - 74	12,639	10.98%
Age 75 - 84	6,028	5.24%
Age 85 and over	2,092	1.82%
Age 16 and over	91,978	79.92%
Age 18 and over	88,844	77.20%
Age 21 and over	84,718	73.61%
Age 65 and over	20,760	18.04%
2021 Est. Median Age		40.90
2021 Est. Average Age		40.53
2021 Est. Population by Sex	115,088	
Male	55,952	48.62%
Female	59,137	51.38%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	55,952	
Age 0 - 4	3,501	6.26%
Age 5 - 9	3,626	6.48%
Age 10 - 14	3,919	7.00%
Age 15 - 17	2,408	4.30%
Age 18 - 20	2,153	3.85%
Age 21 - 24	2,703	4.83%
Age 25 - 34	6,606	11.81%
Age 35 - 44	7,067	12.63%
Age 45 - 54	7,463	13.34%
Age 55 - 64	7,330	13.10%
Age 65 - 74	5,865	10.48%
Age 75 - 84	2,581	4.61%
Age 85 and over	728	1.30%
2021 Est. Median Age, Male		39.40
2021 Est. Average Age, Male		39.34
2021 Est. Female Population by Age	59,137	
Age 0 - 4	3,387	5.73%
Age 5 - 9	3,491	5.90%
Age 10 - 14	3,657	6.18%
Age 15 - 17	2,255	3.81%
Age 18 - 20	1,972	3.34%
Age 21 - 24	2,560	4.33%
Age 25 - 34	6,810	11.52%
Age 35 - 44	7,532	12.74%
Age 45 - 54	7,946	13.44%
Age 55 - 64	7,942	13.43%
Age 65 - 74	6,774	11.46%
Age 75 - 84	3,447	5.83%
Age 85 and over	1,364	2.31%
2021 Est. Median Age, Female		42.29
2021 Est. Average Age, Female		41.64

Downtown Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,342	26.03%
Males, Never Married	13,050	13.96%
Females, Never Married	11,292	12.08%
Married, Spouse present	48,164	51.51%
Married, Spouse absent	2,870	3.07%
Widowed	5,859	6.27%
Males Widowed	1,118	1.20%
Females Widowed	4,742	5.07%
Divorced	12,273	13.13%
Males Divorced	5,429	5.81%
Females Divorced	6,844	7.32%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,188	4.0%
Some High School, no diploma	4,391	5.5%
High School Graduate (or GED)	21,301	26.8%
Some College, no degree	19,322	24.3%
Associate Degree	6,627	8.3%
Bachelor's Degree	16,584	20.9%
Master's Degree	6,072	7.6%
Professional School Degree	1,324	1.7%
Doctorate Degree	646	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,577	41.32%
High School Graduate	1,086	28.45%
Some College or Associate's Degree	825	21.61%
Bachelor's Degree or Higher	329	8.62%
Households		
2026 Projection	47,777	
2021 Estimate	44,579	
2010 Census	34,649	
2000 Census	27,578	
Growth 2021 - 2026		7.17%
Growth 2010 - 2021		28.66%
Growth 2000 - 2010		25.64%
2021 Est. Households by Household Type	44,579	
Family Households	32,457	72.81%
Nonfamily Households	12,122	27.19%
2021 Est. Group Quarters Population	1,284	
2021 Households by Ethnicity, Hispanic/Latino	1,931	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	44,579	
Income < \$15,000	2,819	6.32%
Income \$15,000 - \$24,999	2,686	6.03%
Income \$25,000 - \$34,999	3,136	7.04%
Income \$35,000 - \$49,999	5,251	11.78%
Income \$50,000 - \$74,999	8,476	19.01%
Income \$75,000 - \$99,999	5,892	13.22%
Income \$100,000 - \$124,999	4,277	9.59%
Income \$125,000 - \$149,999	3,364	7.55%
Income \$150,000 - \$199,999	4,029	9.04%
Income \$200,000 - \$249,999	1,921	4.31%
Income \$250,000 - \$499,999	1,908	4.28%
Income \$500,000+	819	1.84%
2021 Est. Average Household Income		\$104,022
2021 Est. Median Household Income		\$74,735
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,155
Black or African American Alone		\$64,235
American Indian and Alaska Native Alone		\$60,801
Asian Alone		\$91,102
Native Hawaiian and Other Pacific Islander Alone		\$57,634
Some Other Race Alone		\$55,142
Two or More Races		\$65,019
Hispanic or Latino		\$36,485
Not Hispanic or Latino		\$76,474
2021 Est. Family HH Type by Presence of Own Child.	32,457	
Married-Couple Family, own children	10,506	32.37%
Married-Couple Family, no own children	15,098	46.52%
Male Householder, own children	897	2.76%
Male Householder, no own children	812	2.50%
Female Householder, own children	2,858	8.81%
Female Householder, no own children	2,286	7.04%
2021 Est. Households by Household Size	44,579	
1-person	10,317	23.14%
2-person	16,009	35.91%
3-person	7,913	17.75%
4-person	6,198	13.90%
5-person	2,692	6.04%
6-person	953	2.14%
7-or-more-person	497	1.12%
2021 Est. Average Household Size		2.55

Downtown Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	44,579	
Households with 1 or More People under Age 18:	15,828	35.51%
Married-Couple Family	11,266	71.18%
Other Family, Male Householder	1,028	6.50%
Other Family, Female Householder	3,367	21.27%
Nonfamily, Male Householder	134	0.85%
Nonfamily, Female Householder	34	0.22%
Households with No People under Age 18:	28,751	64.50%
Married-Couple Family	14,332	49.85%
Other Family, Male Householder	687	2.39%
Other Family, Female Householder	1,780	6.19%
Nonfamily, Male Householder	5,148	17.91%
Nonfamily, Female Householder	6,804	23.67%
2021 Est. Households by Number of Vehicles	44,579	
No Vehicles	1,879	4.22%
1 Vehicle	12,042	27.01%
2 Vehicles	18,721	42.00%
3 Vehicles	7,870	17.65%
4 Vehicles	3,030	6.80%
5 or more Vehicles	1,036	2.32%
2021 Est. Average Number of Vehicles		2.05
Family Households		
2026 Projection	34,795	
2021 Estimate	32,457	
2010 Census	25,085	
2000 Census	20,756	
Growth 2021 - 2026		7.20%
Growth 2010 - 2021		29.39%
Growth 2000 - 2010		20.86%
2021 Est. Families by Poverty Status	32,457	
2021 Families at or Above Poverty	30,454	93.83%
2021 Families at or Above Poverty with Children	13,407	41.31%
2021 Families Below Poverty	2,003	6.17%
2021 Families Below Poverty with Children	1,201	3.70%
2021 Est. Pop 16+ by Employment Status	91,979	
Civilian Labor Force, Employed	57,893	62.94%
Civilian Labor Force, Unemployed	1,674	1.82%
Armed Forces	40	0.04%
Not in Labor Force	32,372	35.20%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	58,143	
For-Profit Private Workers	41,450	71.29%
Non-Profit Private Workers	3,636	6.25%
Local Government Workers	956	1.64%
State Government Workers	1,710	2.94%
Federal Government Workers	4,175	7.18%
Self-Employed Workers	6,093	10.48%
Unpaid Family Workers	123	0.21%
2021 Est. Civ. Employed Pop 16+ by Occupation	58,143	
Architect/Engineer	680	1.17%
Arts/Entertainment/Sports	929	1.60%
Building Grounds Maintenance	1,896	3.26%
Business/Financial Operations	3,696	6.36%
Community/Social Services	680	1.17%
Computer/Mathematical	1,463	2.52%
Construction/Extraction	2,422	4.17%
Education/Training/Library	3,214	5.53%
Farming/Fishing/Forestry	110	0.19%
Food Prep/Serving	3,341	5.75%
Health Practitioner/Technician	3,767	6.48%
Healthcare Support	1,234	2.12%
Maintenance Repair	1,663	2.86%
Legal	489	0.84%
Life/Physical/Social Science	222	0.38%
Management	7,800	13.42%
Office/Admin. Support	6,636	11.41%
Production	3,410	5.87%
Protective Services	1,039	1.79%
Sales/Related	8,014	13.78%
Personal Care/Service	1,074	1.85%
Transportation/Moving	4,363	7.50%
2021 Est. Pop 16+ by Occupation Classification	58,143	
White Collar	37,591	64.65%
Blue Collar	11,858	20.39%
Service and Farm	8,694	14.95%
2021 Est. Workers Age 16+ by Transp. to Work	57,223	
Drove Alone	47,726	83.40%
Car Pooled	4,567	7.98%
Public Transportation	247	0.43%
Walked	297	0.52%
Bicycle	46	0.08%
Other Means	609	1.06%
Worked at Home	3,730	6.52%

Downtown Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,921	
15 - 29 Minutes	15,670	
30 - 44 Minutes	11,146	
45 - 59 Minutes	7,782	
60 or more Minutes	6,095	
2021 Est. Avg Travel Time to Work in Minutes		32
2021 Est. Occupied Housing Units by Tenure	44,579	
Owner Occupied	32,890	73.78%
Renter Occupied	11,689	26.22%
2021 Owner Occ. HUs: Avg. Length of Residence		13.25
2021 Renter Occ. HUs: Avg. Length of Residence		6.26
2021 Est. Owner-Occupied Housing Units by Value	44,579	
Value Less than \$20,000	437	1.33%
Value \$20,000 - \$39,999	286	0.87%
Value \$40,000 - \$59,999	198	0.60%
Value \$60,000 - \$79,999	204	0.62%
Value \$80,000 - \$99,999	612	1.86%
Value \$100,000 - \$149,999	1,882	5.72%
Value \$150,000 - \$199,999	3,646	11.09%
Value \$200,000 - \$299,999	8,147	24.77%
Value \$300,000 - \$399,999	7,211	21.93%
Value \$400,000 - \$499,999	5,002	15.21%
Value \$500,000 - \$749,999	3,252	9.89%
Value \$750,000 - \$999,999	1,108	3.37%
Value \$1,000,000 or \$1,499,999	513	1.56%
Value \$1,500,000 or \$1,999,999	190	0.58%
Value \$2,000,000+	203	0.62%
2021 Est. Median All Owner-Occupied Housing Value		\$313,269
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	34,274	72.09%
1 Unit Attached	1981	4.17%
2 Units	1,301	2.74%
3 or 4 Units	964	2.03%
5 to 19 Units	4,492	9.45%
20 to 49 Units	1,500	3.16%
50 or More Units	1,122	2.36%
Mobile Home or Trailer	1,885	3.97%
Boat, RV, Van, etc.	24	0.05%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,860	16.53%
Housing Units Built 2010 to 2014	3,092	6.50%
Housing Units Built 2000 to 2009	9,314	19.59%
Housing Units Built 1990 to 1999	6,969	14.66%
Housing Units Built 1980 to 1989	5,391	11.34%
Housing Units Built 1970 to 1979	6,934	14.59%
Housing Units Built 1960 to 1969	4,725	9.94%
Housing Units Built 1950 to 1959	1,814	3.82%
Housing Units Built 1940 to 1949	645	1.36%
Housing Unit Built 1939 or Earlier	797	1.68%
2021 Est. Median Year Structure Built		1995



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.

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

