

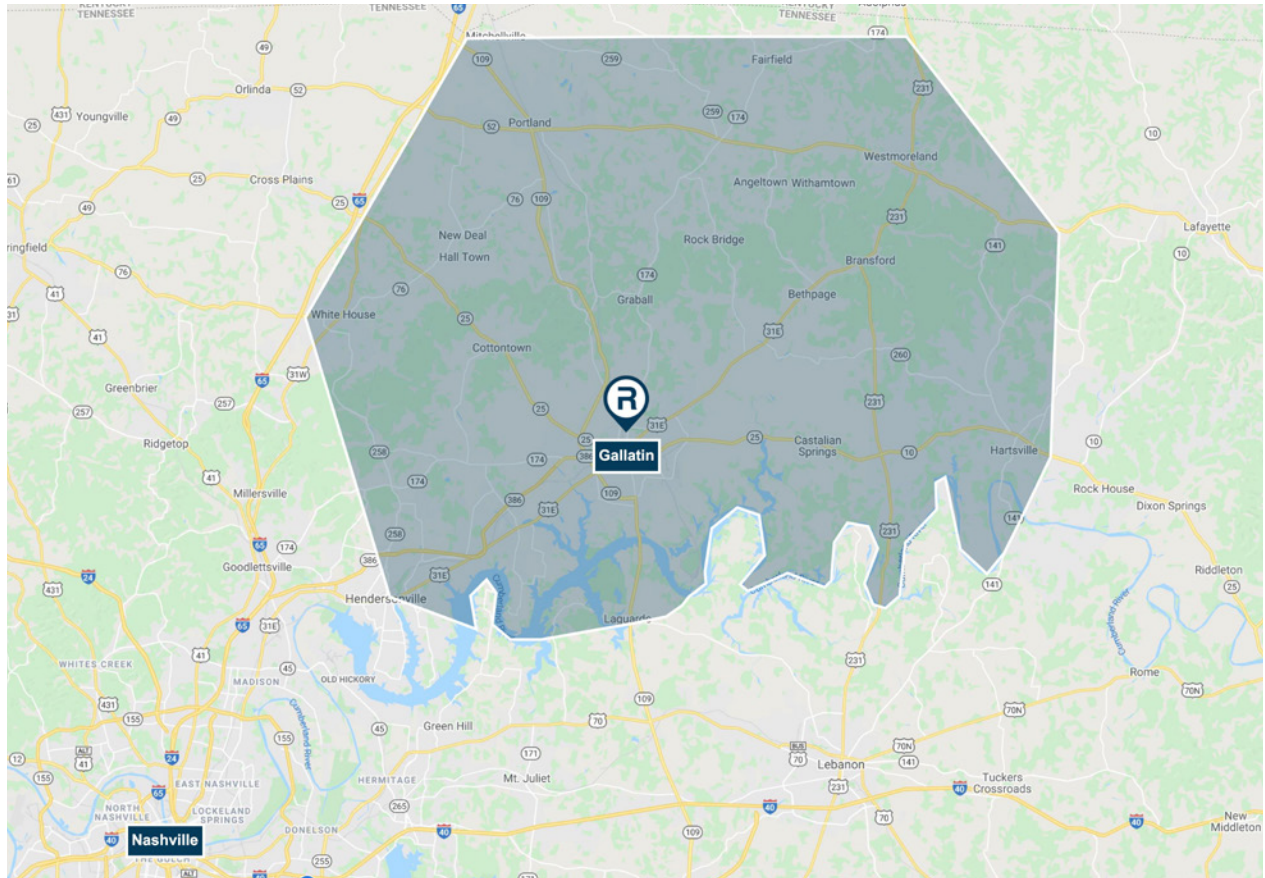


GALLATIN, TENNESSEE

Primary Retail Trade Area 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.



Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
Population		
2026 Projection	172,173	
2021 Estimate	160,765	
2010 Census	126,692	
2000 Census	100,623	
Growth 2021 - 2026		7.10%
Growth 2010 - 2021		26.89%
Growth 2000 - 2010		25.91%
2021 Est. Population by Single-Classification Race	160,765	
White Alone	137,905	85.78%
Black or African American Alone	12,889	8.02%
Amer. Indian and Alaska Native Alone	450	0.28%
Asian Alone	1,901	1.18%
Native Hawaiian and Other Pacific Island Alone	140	0.09%
Some Other Race Alone	3,931	2.45%
Two or More Races	3,549	2.21%
2021 Est. Population by Hispanic or Latino Origin	160,765	
Not Hispanic or Latino	151,938	94.51%
Hispanic or Latino	8,827	5.49%
Mexican	5,794	65.64%
Puerto Rican	703	7.96%
Cuban	246	2.79%
All Other Hispanic or Latino	2,084	23.61%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	8,827	
White Alone	4,179	47.34%
Black or African American Alone	118	1.34%
American Indian and Alaska Native Alone	79	0.90%
Asian Alone	27	0.31%
Native Hawaiian and Other Pacific Islander Alone	37	0.42%
Some Other Race Alone	3,780	42.82%
Two or More Races	608	6.89%
2021 Est. Pop by Race, Asian Alone, by Category	1,901	
Chinese, except Taiwanese	450	23.67%
Filipino	273	14.36%
Japanese	34	1.79%
Asian Indian	728	38.30%
Korean	151	7.94%
Vietnamese	56	2.95%
Cambodian	12	0.63%
Hmong	0	0.00%
Laotian	141	7.42%
Thai	33	1.74%
All Other Asian Races Including 2+ Category	24	1.26%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	160,765	
Arab	240	0.15%
Czech	108	0.07%
Danish	161	0.10%
Dutch	1,303	0.81%
English	13,884	8.64%
French (except Basque)	2,261	1.41%
French Canadian	287	0.18%
German	15,200	9.46%
Greek	183	0.11%
Hungarian	199	0.12%
Irish	15,348	9.55%
Italian	3,932	2.45%
Lithuanian	109	0.07%
United States or American	16,367	10.18%
Norwegian	613	0.38%
Polish	1,820	1.13%
Portuguese	272	0.17%
Russian	199	0.12%
Scottish	2,839	1.77%
Scotch-Irish	2,616	1.63%
Slovak	78	0.05%
Subsaharan African	647	0.40%
Swedish	482	0.30%
Swiss	247	0.15%
Ukrainian	115	0.07%
Welsh	732	0.46%
West Indian (except Hisp. groups)	276	0.17%
Other ancestries	39,729	24.71%
Ancestry Unclassified	40,519	25.20%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	138,901	92.02%
Speak Asian/Pacific Island Language at Home	2,126	1.41%
Speak IndoEuropean Language at Home	1,767	1.17%
Speak Spanish at Home	7,424	4.92%
Speak Other Language at Home	723	0.48%

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Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Population by Age	160,765	
Age 0 - 4	9,825	6.11%
Age 5 - 9	10,077	6.27%
Age 10 - 14	10,668	6.64%
Age 15 - 17	6,576	4.09%
Age 18 - 20	5,853	3.64%
Age 21 - 24	7,533	4.69%
Age 25 - 34	19,778	12.30%
Age 35 - 44	20,932	13.02%
Age 45 - 54	21,456	13.35%
Age 55 - 64	20,839	12.96%
Age 65 - 74	16,543	10.29%
Age 75 - 84	7,971	4.96%
Age 85 and over	2,715	1.69%
Age 16 and over	128,042	79.65%
Age 18 and over	123,620	76.90%
Age 21 and over	117,767	73.25%
Age 65 and over	27,229	16.94%
2021 Est. Median Age		39.86
2021 Est. Average Age		39.87
2021 Est. Population by Sex	160,765	
Male	79,437	49.41%
Female	81,329	50.59%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	79,437	
Age 0 - 4	5,016	6.31%
Age 5 - 9	5,153	6.49%
Age 10 - 14	5,501	6.93%
Age 15 - 17	3,434	4.32%
Age 18 - 20	3,116	3.92%
Age 21 - 24	4,010	5.05%
Age 25 - 34	10,208	12.85%
Age 35 - 44	10,312	12.98%
Age 45 - 54	10,575	13.31%
Age 55 - 64	10,011	12.60%
Age 65 - 74	7,735	9.74%
Age 75 - 84	3,448	4.34%
Age 85 and over	917	1.15%
2021 Est. Median Age, Male		38.20
2021 Est. Average Age, Male		38.64
2021 Est. Female Population by Age	81,329	
Age 0 - 4	4,808	5.91%
Age 5 - 9	4,924	6.05%
Age 10 - 14	5,167	6.35%
Age 15 - 17	3,142	3.86%
Age 18 - 20	2,737	3.37%
Age 21 - 24	3,523	4.33%
Age 25 - 34	9,570	11.77%
Age 35 - 44	10,620	13.06%
Age 45 - 54	10,882	13.38%
Age 55 - 64	10,828	13.31%
Age 65 - 74	8,808	10.83%
Age 75 - 84	4,523	5.56%
Age 85 and over	1,799	2.21%
2021 Est. Median Age, Female		41.46
2021 Est. Average Age, Female		41.15

Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	34,417	26.44%
Males, Never Married	18,842	14.47%
Females, Never Married	15,575	11.96%
Married, Spouse present	65,554	50.35%
Married, Spouse absent	4,892	3.76%
Widowed	7,855	6.03%
Males Widowed	1,603	1.23%
Females Widowed	6,252	4.80%
Divorced	17,478	13.42%
Males Divorced	7,873	6.05%
Females Divorced	9,605	7.38%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,340	4.8%
Some High School, no diploma	8,004	7.3%
High School Graduate (or GED)	34,954	31.7%
Some College, no degree	25,815	23.4%
Associate Degree	8,752	7.9%
Bachelor's Degree	18,647	16.9%
Master's Degree	6,846	6.2%
Professional School Degree	1,320	1.2%
Doctorate Degree	556	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,883	41.24%
High School Graduate	1,211	26.52%
Some College or Associate's Degree	1,016	22.25%
Bachelor's Degree or Higher	456	9.99%
Households		
2026 Projection	64,089	
2021 Estimate	59,616	
2010 Census	47,347	
2000 Census	37,444	
Growth 2021 - 2026		7.50%
Growth 2010 - 2021		25.91%
Growth 2000 - 2010		26.45%
2021 Est. Households by Household Type	59,616	
Family Households	44,357	74.41%
Nonfamily Households	15,259	25.60%
2021 Est. Group Quarters Population	3,957	
2021 Households by Ethnicity, Hispanic/Latino	2,253	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	59,616	
Income < \$15,000	4,237	7.11%
Income \$15,000 - \$24,999	4,227	7.09%
Income \$25,000 - \$34,999	4,468	7.50%
Income \$35,000 - \$49,999	7,315	12.27%
Income \$50,000 - \$74,999	11,595	19.45%
Income \$75,000 - \$99,999	8,068	13.53%
Income \$100,000 - \$124,999	5,923	9.94%
Income \$125,000 - \$149,999	4,437	7.44%
Income \$150,000 - \$199,999	4,589	7.70%
Income \$200,000 - \$249,999	2,068	3.47%
Income \$250,000 - \$499,999	1,898	3.18%
Income \$500,000+	791	1.33%
2021 Est. Average Household Income		\$94,593
2021 Est. Median Household Income		\$70,152
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$71,653
Black or African American Alone		\$59,797
American Indian and Alaska Native Alone		\$55,000
Asian Alone		\$89,852
Native Hawaiian and Other Pacific Islander Alone		\$68,667
Some Other Race Alone		\$57,286
Two or More Races		\$64,308
Hispanic or Latino		\$38,383
Not Hispanic or Latino		\$71,388
2021 Est. Family HH Type by Presence of Own Child.	44,357	
Married-Couple Family, own children	14,627	32.98%
Married-Couple Family, no own children	20,184	45.50%
Male Householder, own children	1,407	3.17%
Male Householder, no own children	1,206	2.72%
Female Householder, own children	3,800	8.57%
Female Householder, no own children	3,134	7.07%
2021 Est. Households by Household Size	59,616	
1-person	12,879	21.60%
2-person	20,899	35.06%
3-person	11,003	18.46%
4-person	8,765	14.70%
5-person	3,864	6.48%
6-person	1,401	2.35%
7-or-more-person	805	1.35%
2021 Est. Average Household Size		2.63

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Gallatin, Tennessee

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	59,616	
Households with 1 or More People under Age 18:	22,283	37.38%
Married-Couple Family	15,820	71.00%
Other Family, Male Householder	1,640	7.36%
Other Family, Female Householder	4,578	20.55%
Nonfamily, Male Householder	191	0.86%
Nonfamily, Female Householder	55	0.25%
Households with No People under Age 18:	37,333	62.62%
Married-Couple Family	18,988	50.86%
Other Family, Male Householder	976	2.61%
Other Family, Female Householder	2,352	6.30%
Nonfamily, Male Householder	6,783	18.17%
Nonfamily, Female Householder	8,234	22.06%
2021 Est. Households by Number of Vehicles	59,616	
No Vehicles	2,253	3.78%
1 Vehicle	15,262	25.60%
2 Vehicles	24,420	40.96%
3 Vehicles	11,476	19.25%
4 Vehicles	4,404	7.39%
5 or more Vehicles	1,803	3.02%
2021 Est. Average Number of Vehicles		2.13
Family Households		
2026 Projection	47,700	
2021 Estimate	44,357	
2010 Census	35,044	
2000 Census	28,551	
Growth 2021 - 2026		7.54%
Growth 2010 - 2021		26.58%
Growth 2000 - 2010		22.74%
2021 Est. Families by Poverty Status	44,357	
2021 Families at or Above Poverty	41,114	92.69%
2021 Families at or Above Poverty with Children	18,479	41.66%
2021 Families Below Poverty	3,243	7.31%
2021 Families Below Poverty with Children	2,064	4.65%
2021 Est. Pop 16+ by Employment Status	128,042	
Civilian Labor Force, Employed	78,519	61.32%
Civilian Labor Force, Unemployed	2,770	2.16%
Armed Forces	68	0.05%
Not in Labor Force	46,685	36.46%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	79,029	
For-Profit Private Workers	57,263	72.46%
Non-Profit Private Workers	4,111	5.20%
Local Government Workers	1,476	1.87%
State Government Workers	2,597	3.29%
Federal Government Workers	6,094	7.71%
Self-Employed Workers	7,359	9.31%
Unpaid Family Workers	129	0.16%
2021 Est. Civ. Employed Pop 16+ by Occupation	79,029	
Architect/Engineer	885	1.12%
Arts/Entertainment/Sports	1,049	1.33%
Building Grounds Maintenance	2,544	3.22%
Business/Financial Operations	4,051	5.13%
Community/Social Services	854	1.08%
Computer/Mathematical	1,609	2.04%
Construction/Extraction	4,375	5.54%
Education/Training/Library	4,221	5.34%
Farming/Fishing/Forestry	163	0.21%
Food Prep/Serving	4,287	5.43%
Health Practitioner/Technician	4,814	6.09%
Healthcare Support	1,762	2.23%
Maintenance Repair	2,782	3.52%
Legal	427	0.54%
Life/Physical/Social Science	412	0.52%
Management	9,021	11.42%
Office/Admin. Support	9,196	11.64%
Production	6,191	7.83%
Protective Services	1,544	1.95%
Sales/Related	9,578	12.12%
Personal Care/Service	1,643	2.08%
Transportation/Moving	7,622	9.65%
2021 Est. Pop 16+ by Occupation Classification	79,029	
White Collar	46,116	58.35%
Blue Collar	20,971	26.54%
Service and Farm	11,942	15.11%
2021 Est. Workers Age 16+ by Transp. to Work	77,165	
Drove Alone	64,052	83.01%
Car Pooled	6,989	9.06%
Public Transportation	255	0.33%
Walked	420	0.54%
Bicycle	48	0.06%
Other Means	1,074	1.39%
Worked at Home	4,326	5.61%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,101	
15 - 29 Minutes	20,694	
30 - 44 Minutes	16,756	
45 - 59 Minutes	10,098	
60 or more Minutes	9,330	
2021 Est. Avg Travel Time to Work in Minutes		33
2021 Est. Occupied Housing Units by Tenure	59,616	
Owner Occupied	45,029	75.53%
Renter Occupied	14,587	24.47%
2021 Owner Occ. HUs: Avg. Length of Residence		13.61
2021 Renter Occ. HUs: Avg. Length of Residence		6.35
2021 Est. Owner-Occupied Housing Units by Value	59,616	
Value Less than \$20,000	777	1.73%
Value \$20,000 - \$39,999	586	1.30%
Value \$40,000 - \$59,999	582	1.29%
Value \$60,000 - \$79,999	665	1.48%
Value \$80,000 - \$99,999	1,710	3.80%
Value \$100,000 - \$149,999	4,159	9.24%
Value \$150,000 - \$199,999	6,100	13.55%
Value \$200,000 - \$299,999	10,480	23.27%
Value \$300,000 - \$399,999	8,480	18.83%
Value \$400,000 - \$499,999	5,566	12.36%
Value \$500,000 - \$749,999	3,584	7.96%
Value \$750,000 - \$999,999	1,234	2.74%
Value \$1,000,000 or \$1,499,999	618	1.37%
Value \$1,500,000 or \$1,999,999	228	0.51%
Value \$2,000,000+	259	0.58%
2021 Est. Median All Owner-Occupied Housing Value		\$273,785
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	47,730	74.52%
1 Unit Attached	1,960	3.06%
2 Units	1,699	2.65%
3 or 4 Units	1,130	1.76%
5 to 19 Units	3,948	6.16%
20 to 49 Units	1,300	2.03%
50 or More Units	798	1.25%
Mobile Home or Trailer	5,450	8.51%
Boat, RV, Van, etc.	34	0.05%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,760	15.24%
Housing Units Built 2010 to 2014	3,293	5.14%
Housing Units Built 2000 to 2009	14,152	22.10%
Housing Units Built 1990 to 1999	11,106	17.34%
Housing Units Built 1980 to 1989	7,441	11.62%
Housing Units Built 1970 to 1979	8,020	12.52%
Housing Units Built 1960 to 1969	4,238	6.62%
Housing Units Built 1950 to 1959	2,763	4.31%
Housing Units Built 1940 to 1949	1,350	2.11%
Housing Unit Built 1939 or Earlier	1,926	3.01%
2021 Est. Median Year Structure Built		1996



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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