



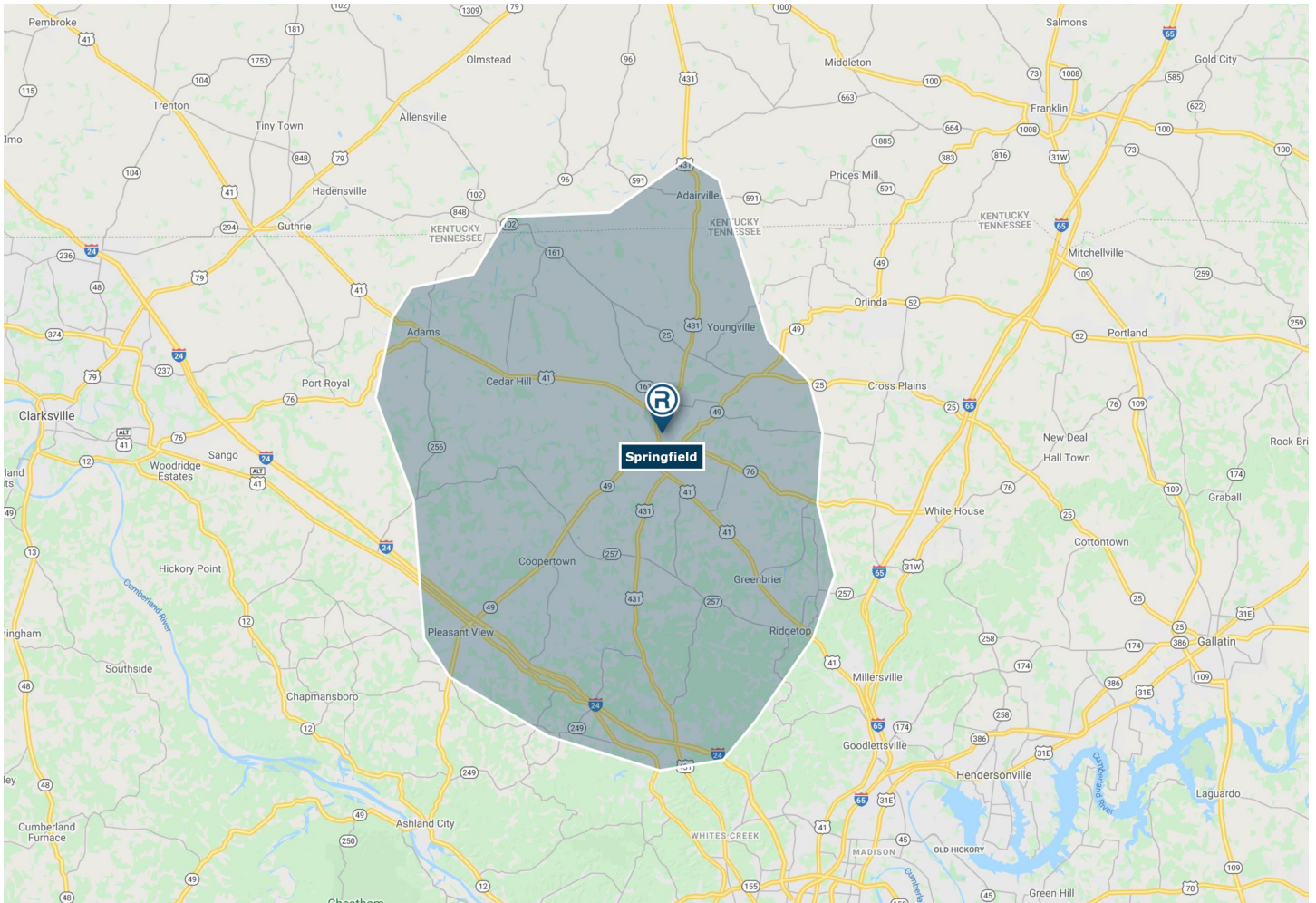
The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

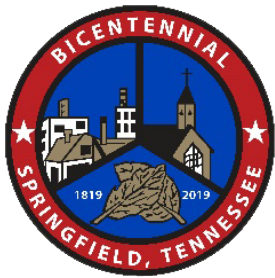
SPRINGFIELD, TENNESSEE

Prepared for Springfield, Tennessee
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Primary Retail Trade Area



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Primary Retail Trade Area • Demographic Profile

Springfield, Tennessee

DESCRIPTION	DATA	%
Population		
2026 Projection	65,952	
2021 Estimate	63,427	
2010 Census	58,689	
2000 Census	49,454	
Growth 2021 - 2026		3.98%
Growth 2010 - 2021		8.07%
Growth 2000 - 2010		18.67%
2021 Est. Population by Single-Classification Race	63,427	
White Alone	53,631	84.56%
Black or African American Alone	5,359	8.45%
Amer. Indian and Alaska Native Alone	274	0.43%
Asian Alone	370	0.58%
Native Hawaiian and Other Pacific Island Alone	39	0.06%
Some Other Race Alone	2,532	3.99%
Two or More Races	1,222	1.93%
2021 Est. Population by Hispanic or Latino Origin	63,427	
Not Hispanic or Latino	58,073	91.56%
Hispanic or Latino	5,354	8.44%
Mexican	4,095	76.49%
Puerto Rican	208	3.89%
Cuban	49	0.92%
All Other Hispanic or Latino	1,002	18.72%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	5,354	
White Alone	2,454	45.84%
Black or African American Alone	83	1.55%
American Indian and Alaska Native Alone	50	0.93%
Asian Alone	9	0.17%
Native Hawaiian and Other Pacific Islander Alone	23	0.43%
Some Other Race Alone	2,485	46.41%
Two or More Races	251	4.69%
2021 Est. Pop by Race, Asian Alone, by Category	370	
Chinese, except Taiwanese	16	4.32%
Filipino	46	12.43%
Japanese	50	13.51%
Asian Indian	11	2.97%
Korean	20	5.41%
Vietnamese	124	33.51%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	80	21.62%
All Other Asian Races Including 2+ Category	24	6.49%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	63,427	
Arab	119	0.19%
Czech	36	0.06%
Danish	37	0.06%
Dutch	528	0.83%
English	4,968	7.83%
French (except Basque)	1,028	1.62%
French Canadian	225	0.36%
German	5,154	8.13%
Greek	271	0.43%
Hungarian	84	0.13%
Irish	6,088	9.60%
Italian	1,145	1.81%
Lithuanian	6	0.01%
United States or American	8,045	12.68%
Norwegian	141	0.22%
Polish	414	0.65%
Portuguese	64	0.10%
Russian	77	0.12%
Scottish	807	1.27%
Scotch-Irish	981	1.55%
Slovak	24	0.04%
Subsaharan African	615	0.97%
Swedish	266	0.42%
Swiss	118	0.19%
Ukrainian	12	0.02%
Welsh	423	0.67%
West Indian (except Hisp. groups)	63	0.10%
Other ancestries	17,275	27.24%
Ancestry Unclassified	14,412	22.72%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	53,204	89.52%
Speak Asian/Pacific Island Language at Home	1,020	1.72%
Speak IndoEuropean Language at Home	460	0.77%
Speak Spanish at Home	4,564	7.68%
Speak Other Language at Home	188	0.32%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	63,427	
Age 0 - 4	3,991	6.29%
Age 5 - 9	3,951	6.23%
Age 10 - 14	4,178	6.59%
Age 15 - 17	2,565	4.04%
Age 18 - 20	2,264	3.57%
Age 21 - 24	2,885	4.55%
Age 25 - 34	7,695	12.13%
Age 35 - 44	8,156	12.86%
Age 45 - 54	8,217	12.96%
Age 55 - 64	8,914	14.05%
Age 65 - 74	6,522	10.28%
Age 75 - 84	3,074	4.85%
Age 85 and over	1,015	1.60%
Age 16 and over	50,463	79.56%
Age 18 and over	48,743	76.85%
Age 21 and over	46,479	73.28%
Age 65 and over	10,612	16.73%
2021 Est. Median Age		40.17
2021 Est. Average Age		39.98
2021 Est. Population by Sex	63,427	
Male	31,321	49.38%
Female	32,106	50.62%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	31,321	
Age 0 - 4	2,052	6.55%
Age 5 - 9	2,023	6.46%
Age 10 - 14	2,121	6.77%
Age 15 - 17	1,299	4.15%
Age 18 - 20	1,157	3.69%
Age 21 - 24	1,445	4.61%
Age 25 - 34	3,902	12.46%
Age 35 - 44	4,044	12.91%
Age 45 - 54	4,123	13.16%
Age 55 - 64	4,331	13.83%
Age 65 - 74	3,107	9.92%
Age 75 - 84	1,364	4.36%
Age 85 and over	354	1.13%
2021 Est. Median Age, Male		39.14
2021 Est. Average Age, Male		39.10
2021 Est. Female Population by Age	32,106	
Age 0 - 4	1,940	6.04%
Age 5 - 9	1,927	6.00%
Age 10 - 14	2,057	6.41%
Age 15 - 17	1,266	3.94%
Age 18 - 20	1,107	3.45%
Age 21 - 24	1,440	4.49%
Age 25 - 34	3,793	11.81%
Age 35 - 44	4,113	12.81%
Age 45 - 54	4,093	12.75%
Age 55 - 64	4,583	14.28%
Age 65 - 74	3,415	10.64%
Age 75 - 84	1,711	5.33%
Age 85 and over	662	2.06%
2021 Est. Median Age, Female		41.17
2021 Est. Average Age, Female		40.84

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,237	23.85%
Males, Never Married	6,432	12.54%
Females, Never Married	5,804	11.31%
Married, Spouse present	28,126	54.82%
Married, Spouse absent	1,911	3.73%
Widowed	3,007	5.86%
Males Widowed	619	1.21%
Females Widowed	2,387	4.65%
Divorced	6,027	11.75%
Males Divorced	2,777	5.41%
Females Divorced	3,250	6.33%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,453	5.6%
Some High School, no diploma	3,388	7.8%
High School Graduate (or GED)	16,211	37.2%
Some College, no degree	9,507	21.8%
Associate Degree	3,325	7.6%
Bachelor's Degree	5,774	13.2%
Master's Degree	2,242	5.1%
Professional School Degree	423	1.0%
Doctorate Degree	271	0.6%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,100	40.91%
High School Graduate	1,081	40.20%
Some College or Associate's Degree	287	10.67%
Bachelor's Degree or Higher	222	8.26%
Households		
2026 Projection	24,199	
2021 Estimate	23,300	
2010 Census	21,728	
2000 Census	18,211	
Growth 2021 - 2026		3.86%
Growth 2010 - 2021		7.24%
Growth 2000 - 2010		19.31%
2021 Est. Households by Household Type	23,300	
Family Households	17,382	74.60%
Nonfamily Households	5,918	25.40%
2021 Est. Group Quarters Population	949	
2021 Households by Ethnicity, Hispanic/Latino	1,211	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	23,300	
Income < \$15,000	1,589	6.82%
Income \$15,000 - \$24,999	1,614	6.93%
Income \$25,000 - \$34,999	2,220	9.53%
Income \$35,000 - \$49,999	2,880	12.36%
Income \$50,000 - \$74,999	4,107	17.63%
Income \$75,000 - \$99,999	3,272	14.04%
Income \$100,000 - \$124,999	2,670	11.46%
Income \$125,000 - \$149,999	1,998	8.58%
Income \$150,000 - \$199,999	1,531	6.57%
Income \$200,000 - \$249,999	653	2.80%
Income \$250,000 - \$499,999	560	2.40%
Income \$500,000+	206	0.88%
2021 Est. Average Household Income		\$89,084
2021 Est. Median Household Income		\$69,960
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$73,299
Black or African American Alone		\$47,440
American Indian and Alaska Native Alone		\$36,001
Asian Alone		\$92,679
Native Hawaiian and Other Pacific Islander Alone		\$20,980
Some Other Race Alone		\$56,650
Two or More Races		\$52,265
Hispanic or Latino		\$42,320
Not Hispanic or Latino		\$71,971
2021 Est. Family HH Type by Presence of Own Child.	17,382	
Married-Couple Family, own children	5,362	30.85%
Married-Couple Family, no own children	7,923	45.58%
Male Householder, own children	617	3.55%
Male Householder, no own children	661	3.80%
Female Householder, own children	1,507	8.67%
Female Householder, no own children	1,312	7.55%
2021 Est. Households by Household Size	23,300	
1-person	4,933	21.17%
2-person	7,967	34.19%
3-person	4,363	18.73%
4-person	3,432	14.73%
5-person	1,588	6.82%
6-person	637	2.73%
7-or-more-person	381	1.64%
2021 Est. Average Household Size		2.68

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	23,300	
Households with 1 or More People under Age 18:	8,583	36.84%
Married-Couple Family	5,859	68.26%
Other Family, Male Householder	761	8.87%
Other Family, Female Householder	1,864	21.72%
Nonfamily, Male Householder	81	0.94%
Nonfamily, Female Householder	18	0.21%
Households with No People under Age 18:	14,716	63.16%
Married-Couple Family	7,413	50.37%
Other Family, Male Householder	522	3.55%
Other Family, Female Householder	957	6.50%
Nonfamily, Male Householder	2,676	18.18%
Nonfamily, Female Householder	3,148	21.39%
2021 Est. Households by Number of Vehicles	23,300	
No Vehicles	804	3.45%
1 Vehicle	4,930	21.16%
2 Vehicles	8,424	36.16%
3 Vehicles	5,915	25.39%
4 Vehicles	2,030	8.71%
5 or more Vehicles	1,196	5.13%
2021 Est. Average Number of Vehicles		2.35
Family Households		
2026 Projection	18,055	
2021 Estimate	17,382	
2010 Census	16,190	
2000 Census	13,969	
Growth 2021 - 2026		3.87%
Growth 2010 - 2021		7.36%
Growth 2000 - 2010		15.90%
2021 Est. Families by Poverty Status	17,382	
2021 Families at or Above Poverty	15,845	91.16%
2021 Families at or Above Poverty with Children	6,813	39.20%
2021 Families Below Poverty	1,537	8.84%
2021 Families Below Poverty with Children	1,128	6.49%
2021 Est. Pop 16+ by Employment Status	50,462	
Civilian Labor Force, Employed	31,096	61.62%
Civilian Labor Force, Unemployed	1,430	2.83%
Armed Forces	85	0.17%
Not in Labor Force	17,851	35.37%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	30,510	
For-Profit Private Workers	21,517	70.52%
Non-Profit Private Workers	1,882	6.17%
Local Government Workers	490	1.61%
State Government Workers	1,707	5.60%
Federal Government Workers	2,048	6.71%
Self-Employed Workers	2,832	9.28%
Unpaid Family Workers	33	0.11%
2021 Est. Civ. Employed Pop 16+ by Occupation	30,510	
Architect/Engineer	417	1.37%
Arts/Entertainment/Sports	500	1.64%
Building Grounds Maintenance	928	3.04%
Business/Financial Operations	1,385	4.54%
Community/Social Services	375	1.23%
Computer/Mathematical	635	2.08%
Construction/Extraction	2,528	8.29%
Education/Training/Library	1,478	4.84%
Farming/Fishing/Forestry	131	0.43%
Food Prep/Serving	1,500	4.92%
Health Practitioner/Technician	1,788	5.86%
Healthcare Support	804	2.64%
Maintenance Repair	1,201	3.94%
Legal	252	0.83%
Life/Physical/Social Science	274	0.90%
Management	3,226	10.57%
Office/Admin. Support	3,674	12.04%
Production	2,431	7.97%
Protective Services	653	2.14%
Sales/Related	2,504	8.21%
Personal Care/Service	554	1.82%
Transportation/Moving	3,270	10.72%
2021 Est. Pop 16+ by Occupation Classification	30,510	
White Collar	16,509	54.11%
Blue Collar	9,430	30.91%
Service and Farm	4,570	14.98%
2021 Est. Workers Age 16+ by Transp. to Work	30,046	
Drove Alone	24,832	82.65%
Car Pooled	2,825	9.40%
Public Transportation	180	0.60%
Walked	227	0.76%
Bicycle	0	0.00%
Other Means	535	1.78%
Worked at Home	1,448	4.82%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,768	
15 - 29 Minutes	7,886	
30 - 44 Minutes	6,854	
45 - 59 Minutes	5,073	
60 or more Minutes	3,123	
2021 Est. Avg Travel Time to Work in Minutes		34
2021 Est. Occupied Housing Units by Tenure	23,300	
Owner Occupied	17,416	74.75%
Renter Occupied	5,884	25.25%
2021 Owner Occ. HUs: Avg. Length of Residence		16.1
2021 Renter Occ. HUs: Avg. Length of Residence		6.9
2021 Est. Owner-Occupied Housing Units by Value	23,300	
Value Less than \$20,000	228	1.31%
Value \$20,000 - \$39,999	152	0.87%
Value \$40,000 - \$59,999	197	1.13%
Value \$60,000 - \$79,999	271	1.56%
Value \$80,000 - \$99,999	458	2.63%
Value \$100,000 - \$149,999	1,995	11.46%
Value \$150,000 - \$199,999	3,082	17.70%
Value \$200,000 - \$299,999	5,146	29.55%
Value \$300,000 - \$399,999	2,976	17.09%
Value \$400,000 - \$499,999	1,561	8.96%
Value \$500,000 - \$749,999	792	4.55%
Value \$750,000 - \$999,999	273	1.57%
Value \$1,000,000 or \$1,499,999	186	1.07%
Value \$1,500,000 or \$1,999,999	76	0.44%
Value \$2,000,000+	20	0.12%
2021 Est. Median All Owner-Occupied Housing Value		\$241,068
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	20,086	80.36%
1 Unit Attached	427	1.71%
2 Units	753	3.01%
3 or 4 Units	483	1.93%
5 to 19 Units	853	3.41%
20 to 49 Units	160	0.64%
50 or More Units	83	0.33%
Mobile Home or Trailer	2,151	8.61%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,768	7.07%
Housing Units Built 2010 to 2014	531	2.13%
Housing Units Built 2000 to 2009	4,557	18.23%
Housing Units Built 1990 to 1999	5,001	20.01%
Housing Units Built 1980 to 1989	3,328	13.32%
Housing Units Built 1970 to 1979	3,885	15.54%
Housing Units Built 1960 to 1969	2,266	9.07%
Housing Units Built 1950 to 1959	1,369	5.48%
Housing Units Built 1940 to 1949	648	2.59%
Housing Unit Built 1939 or Earlier	1,641	6.57%
2021 Est. Median Year Structure Built		1988

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.



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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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