



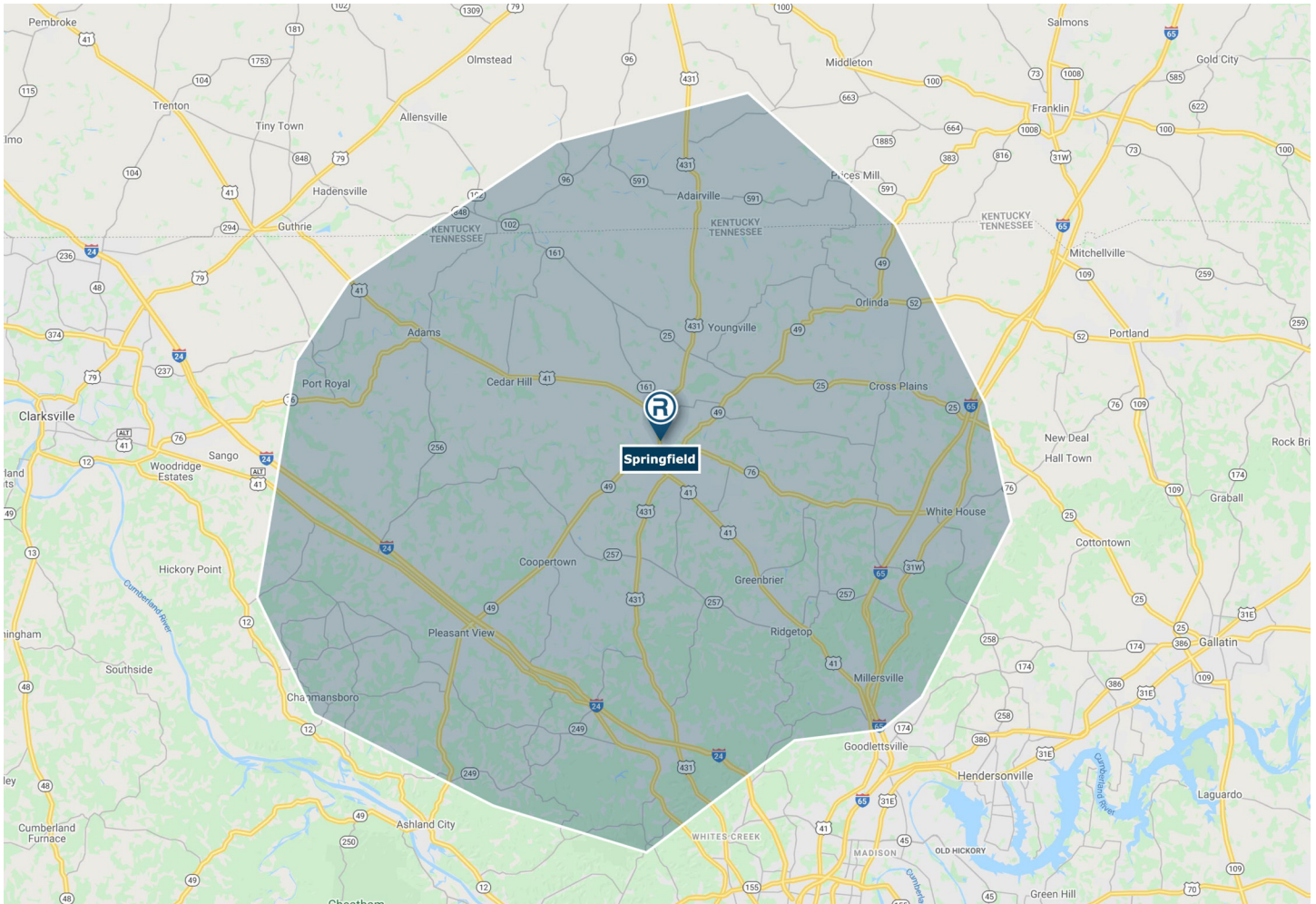
The**Retail**Coach®

# Secondary Retail Trade Area Demographic Profile

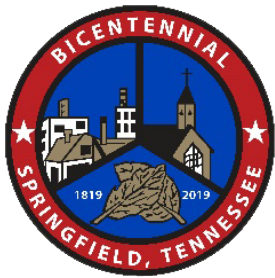
SPRINGFIELD, TENNESSEE

Prepared for Springfield, Tennessee  
May 2021

# Secondary Retail Trade Area



Prepared for:



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# Secondary Retail Trade Area • Demographic Profile

Springfield, Tennessee

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	127,717	
2021 Estimate	122,170	
2010 Census	111,407	
2000 Census	94,084	
Growth 2021 - 2026		4.54%
Growth 2010 - 2021		9.66%
Growth 2000 - 2010		18.41%
<b>2021 Est. Population by Single-Classification Race</b>	<b>122,170</b>	
White Alone	107,328	87.85%
Black or African American Alone	7,410	6.07%
Amer. Indian and Alaska Native Alone	464	0.38%
Asian Alone	985	0.81%
Native Hawaiian and Other Pacific Island Alone	102	0.08%
Some Other Race Alone	3,465	2.84%
Two or More Races	2,416	1.98%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>122,170</b>	
Not Hispanic or Latino	114,431	93.67%
Hispanic or Latino	7,738	6.33%
Mexican	5,546	71.67%
Puerto Rican	406	5.25%
Cuban	154	1.99%
All Other Hispanic or Latino	1,632	21.09%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>7,738</b>	
White Alone	3,692	47.71%
Black or African American Alone	134	1.73%
American Indian and Alaska Native Alone	79	1.02%
Asian Alone	16	0.21%
Native Hawaiian and Other Pacific Islander Alone	25	0.32%
Some Other Race Alone	3,387	43.77%
Two or More Races	405	5.23%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>985</b>	
Chinese, except Taiwanese	176	17.87%
Filipino	114	11.57%
Japanese	252	25.58%
Asian Indian	78	7.92%
Korean	77	7.82%
Vietnamese	157	15.94%
Cambodian	9	0.91%
Hmong	0	0.00%
Laotian	6	0.61%
Thai	92	9.34%
All Other Asian Races Including 2+ Category	26	2.64%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>122,170</b>	
Arab	339	0.28%
Czech	133	0.11%
Danish	98	0.08%
Dutch	1,119	0.92%
English	9,793	8.02%
French (except Basque)	2,323	1.90%
French Canadian	357	0.29%
German	10,337	8.46%
Greek	434	0.36%
Hungarian	252	0.21%
Irish	12,016	9.84%
Italian	2,637	2.16%
Lithuanian	16	0.01%
United States or American	15,295	12.52%
Norwegian	475	0.39%
Polish	999	0.82%
Portuguese	103	0.08%
Russian	233	0.19%
Scottish	1,970	1.61%
Scotch-Irish	1,890	1.55%
Slovak	33	0.03%
Subsaharan African	665	0.54%
Swedish	441	0.36%
Swiss	204	0.17%
Ukrainian	30	0.03%
Welsh	572	0.47%
West Indian (except Hisp. groups)	69	0.06%
Other ancestries	30,843	25.25%
Ancestry Unclassified	28,492	23.32%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	105,100	91.47%
Speak Asian/Pacific Island Language at Home	1,847	1.61%
Speak IndoEuropean Language at Home	1,162	1.01%
Speak Spanish at Home	6,516	5.67%
Speak Other Language at Home	277	0.24%

# Secondary Retail Trade Area • Demographic Profile

Springfield, Tennessee

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>122,170</b>	
Age 0 - 4	7,267	5.95%
Age 5 - 9	7,346	6.01%
Age 10 - 14	7,760	6.35%
Age 15 - 17	4,946	4.05%
Age 18 - 20	4,410	3.61%
Age 21 - 24	5,789	4.74%
Age 25 - 34	15,174	12.42%
Age 35 - 44	15,262	12.49%
Age 45 - 54	16,532	13.53%
Age 55 - 64	17,523	14.34%
Age 65 - 74	12,595	10.31%
Age 75 - 84	5,828	4.77%
Age 85 and over	1,737	1.42%
Age 16 and over	98,169	80.35%
Age 18 and over	94,851	77.64%
Age 21 and over	90,441	74.03%
Age 65 and over	20,160	16.50%
2021 Est. Median Age		40.56
2021 Est. Average Age		40.18
<b>2021 Est. Population by Sex</b>	<b>122,170</b>	
Male	60,372	49.42%
Female	61,797	50.58%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>60,372</b>	
Age 0 - 4	3,718	6.16%
Age 5 - 9	3,770	6.25%
Age 10 - 14	3,932	6.51%
Age 15 - 17	2,508	4.15%
Age 18 - 20	2,261	3.75%
Age 21 - 24	2,919	4.84%
Age 25 - 34	7,711	12.77%
Age 35 - 44	7,515	12.45%
Age 45 - 54	8,218	13.61%
Age 55 - 64	8,543	14.15%
Age 65 - 74	6,038	10.00%
Age 75 - 84	2,602	4.31%
Age 85 and over	636	1.05%
2021 Est. Median Age, Male		39.51
2021 Est. Average Age, Male		39.37
<b>2021 Est. Female Population by Age</b>	<b>61,797</b>	
Age 0 - 4	3,549	5.74%
Age 5 - 9	3,576	5.79%
Age 10 - 14	3,828	6.19%
Age 15 - 17	2,438	3.95%
Age 18 - 20	2,149	3.48%
Age 21 - 24	2,869	4.64%
Age 25 - 34	7,463	12.08%
Age 35 - 44	7,747	12.54%
Age 45 - 54	8,314	13.45%
Age 55 - 64	8,981	14.53%
Age 65 - 74	6,557	10.61%
Age 75 - 84	3,227	5.22%
Age 85 and over	1,101	1.78%
2021 Est. Median Age, Female		41.56
2021 Est. Average Age, Female		40.96

# Secondary Retail Trade Area • Demographic Profile

Springfield, Tennessee

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	23,638	23.69%
Males, Never Married	12,534	12.56%
Females, Never Married	11,104	11.13%
Married, Spouse present	55,386	55.50%
Married, Spouse absent	3,468	3.48%
Widowed	5,495	5.51%
Males Widowed	1,135	1.14%
Females Widowed	4,360	4.37%
Divorced	11,811	11.84%
Males Divorced	5,458	5.47%
Females Divorced	6,353	6.37%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,007	4.7%
Some High School, no diploma	6,434	7.6%
High School Graduate (or GED)	30,552	36.1%
Some College, no degree	18,781	22.2%
Associate Degree	6,723	7.9%
Bachelor's Degree	12,177	14.4%
Master's Degree	4,523	5.3%
Professional School Degree	869	1.0%
Doctorate Degree	587	0.7%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,428	36.44%
High School Graduate	1,476	37.66%
Some College or Associate's Degree	563	14.37%
Bachelor's Degree or Higher	453	11.56%
<b>Households</b>		
2026 Projection	47,170	
2021 Estimate	45,112	
2010 Census	41,165	
2000 Census	34,333	
Growth 2021 - 2026		4.56%
Growth 2010 - 2021		9.59%
Growth 2000 - 2010		19.90%
<b>2021 Est. Households by Household Type</b>	<b>45,112</b>	
Family Households	34,276	75.98%
Nonfamily Households	10,837	24.02%
2021 Est. Group Quarters Population	976	
2021 Households by Ethnicity, Hispanic/Latino	1,827	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>45,112</b>	
Income < \$15,000	2,777	6.16%
Income \$15,000 - \$24,999	2,981	6.61%
Income \$25,000 - \$34,999	3,914	8.68%
Income \$35,000 - \$49,999	5,452	12.09%
Income \$50,000 - \$74,999	7,839	17.38%
Income \$75,000 - \$99,999	6,797	15.07%
Income \$100,000 - \$124,999	5,589	12.39%
Income \$125,000 - \$149,999	3,945	8.75%
Income \$150,000 - \$199,999	3,071	6.81%
Income \$200,000 - \$249,999	1,309	2.90%
Income \$250,000 - \$499,999	1,074	2.38%
Income \$500,000+	363	0.81%
2021 Est. Average Household Income		\$90,772
2021 Est. Median Household Income		\$73,602
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$75,531
Black or African American Alone		\$54,141
American Indian and Alaska Native Alone		\$45,546
Asian Alone		\$83,413
Native Hawaiian and Other Pacific Islander Alone		\$21,754
Some Other Race Alone		\$60,712
Two or More Races		\$71,209
Hispanic or Latino		\$52,189
Not Hispanic or Latino		\$74,746
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>34,276</b>	
Married-Couple Family, own children	11,138	32.50%
Married-Couple Family, no own children	15,805	46.11%
Male Householder, own children	1,178	3.44%
Male Householder, no own children	1,150	3.36%
Female Householder, own children	2,650	7.73%
Female Householder, no own children	2,355	6.87%
<b>2021 Est. Households by Household Size</b>	<b>45,112</b>	
1-person	9,069	20.10%
2-person	15,703	34.81%
3-person	8,516	18.88%
4-person	6,913	15.32%
5-person	3,073	6.81%
6-person	1,182	2.62%
7-or-more-person	656	1.45%
2021 Est. Average Household Size		2.69

# Secondary Retail Trade Area • Demographic Profile

Springfield, Tennessee

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>45,112</b>	
Households with 1 or More People under Age 18:	17,034	37.76%
Married-Couple Family	12,134	71.23%
Other Family, Male Householder	1,435	8.42%
Other Family, Female Householder	3,287	19.30%
Nonfamily, Male Householder	146	0.86%
Nonfamily, Female Householder	31	0.18%
<b>Households with No People under Age 18:</b>	<b>28,078</b>	<b>62.24%</b>
Married-Couple Family	14,797	52.70%
Other Family, Male Householder	903	3.22%
Other Family, Female Householder	1,716	6.11%
Nonfamily, Male Householder	5,019	17.88%
Nonfamily, Female Householder	5,644	20.10%
<b>2021 Est. Households by Number of Vehicles</b>	<b>45,112</b>	
No Vehicles	1,419	3.15%
1 Vehicle	9,114	20.20%
2 Vehicles	17,245	38.23%
3 Vehicles	11,203	24.83%
4 Vehicles	4,051	8.98%
5 or more Vehicles	2,081	4.61%
2021 Est. Average Number of Vehicles		2.34
<b>Family Households</b>		
2026 Projection	35,861	
2021 Estimate	34,276	
2010 Census	31,220	
2000 Census	26,854	
Growth 2021 - 2026		4.62%
Growth 2010 - 2021		9.79%
Growth 2000 - 2010		16.26%
<b>2021 Est. Families by Poverty Status</b>	<b>34,276</b>	
2021 Families at or Above Poverty	31,774	92.70%
2021 Families at or Above Poverty with Children	13,710	40.00%
2021 Families Below Poverty	2,502	7.30%
2021 Families Below Poverty with Children	1,776	5.18%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>98,169</b>	
Civilian Labor Force, Employed	61,381	62.53%
Civilian Labor Force, Unemployed	2,587	2.64%
Armed Forces	193	0.20%
Not in Labor Force	34,008	34.64%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>60,324</b>	
For-Profit Private Workers	42,244	70.03%
Non-Profit Private Workers	3,593	5.96%
Local Government Workers	1,204	2.00%
State Government Workers	2,902	4.81%
Federal Government Workers	4,684	7.77%
Self-Employed Workers	5,615	9.31%
Unpaid Family Workers	81	0.13%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>60,324</b>	
Architect/Engineer	875	1.45%
Arts/Entertainment/Sports	909	1.51%
Building Grounds Maintenance	1,868	3.10%
Business/Financial Operations	2,682	4.45%
Community/Social Services	802	1.33%
Computer/Mathematical	1,251	2.07%
Construction/Extraction	4,393	7.28%
Education/Training/Library	3,070	5.09%
Farming/Fishing/Forestry	218	0.36%
Food Prep/Serving	3,170	5.26%
Health Practitioner/Technician	3,697	6.13%
Healthcare Support	1,513	2.51%
Maintenance Repair	2,449	4.06%
Legal	482	0.80%
Life/Physical/Social Science	503	0.83%
Management	6,387	10.59%
Office/Admin. Support	7,273	12.06%
Production	4,383	7.27%
Protective Services	1,639	2.72%
Sales/Related	5,363	8.89%
Personal Care/Service	1,187	1.97%
Transportation/Moving	6,209	10.29%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>60,324</b>	
White Collar	33,294	55.19%
Blue Collar	17,435	28.90%
Service and Farm	9,595	15.91%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>59,534</b>	
Drove Alone	49,733	83.54%
Car Pooled	5,270	8.85%
Public Transportation	216	0.36%
Walked	401	0.67%
Bicycle	33	0.06%
Other Means	1,152	1.94%
Worked at Home	2,729	4.58%

# Secondary Retail Trade Area • Demographic Profile

Springfield, Tennessee

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	9,939	
15 - 29 Minutes	17,025	
30 - 44 Minutes	14,352	
45 - 59 Minutes	9,554	
60 or more Minutes	6,114	
2021 Est. Avg Travel Time to Work in Minutes		34
2021 Est. Occupied Housing Units by Tenure	45,112	
Owner Occupied	35,557	78.82%
Renter Occupied	9,555	21.18%
2021 Owner Occ. HUs: Avg. Length of Residence		15.7
2021 Renter Occ. HUs: Avg. Length of Residence		6.75
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>45,112</b>	
Value Less than \$20,000	638	1.79%
Value \$20,000 - \$39,999	387	1.09%
Value \$40,000 - \$59,999	308	0.87%
Value \$60,000 - \$79,999	467	1.31%
Value \$80,000 - \$99,999	796	2.24%
Value \$100,000 - \$149,999	3,605	10.14%
Value \$150,000 - \$199,999	5,964	16.77%
Value \$200,000 - \$299,999	10,873	30.58%
Value \$300,000 - \$399,999	6,359	17.88%
Value \$400,000 - \$499,999	3,322	9.34%
Value \$500,000 - \$749,999	1,713	4.82%
Value \$750,000 - \$999,999	575	1.62%
Value \$1,000,000 or \$1,499,999	375	1.06%
Value \$1,500,000 or \$1,999,999	119	0.34%
Value \$2,000,000+	57	0.16%
2021 Est. Median All Owner-Occupied Housing Value		\$248,173
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	39,275	81.57%
1 Unit Attached	741	1.54%
2 Units	1,073	2.23%
3 or 4 Units	706	1.47%
5 to 19 Units	1,384	2.88%
20 to 49 Units	416	0.86%
50 or More Units	158	0.33%
Mobile Home or Trailer	4,366	9.07%
Boat, RV, Van, etc.	30	0.06%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,237	8.80%
Housing Units Built 2010 to 2014	1,093	2.27%
Housing Units Built 2000 to 2009	8,955	18.60%
Housing Units Built 1990 to 1999	10,462	21.73%
Housing Units Built 1980 to 1989	7,061	14.67%
Housing Units Built 1970 to 1979	6,866	14.26%
Housing Units Built 1960 to 1969	3,795	7.88%
Housing Units Built 1950 to 1959	2,224	4.62%
Housing Units Built 1940 to 1949	989	2.05%
Housing Unit Built 1939 or Earlier	2,465	5.12%
2021 Est. Median Year Structure Built		1991

# 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.





The **Retail**Coach®

## 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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