

## Nashville MSA Market Analysis

### Population

Total	1,521,751	
Females	773,298	50.8%
Males	748,453	49.2%

### Age Breakdown

Under 25 years	516,334	33.9%
25-34 years	220,168	14.5%
35-44 years	234,518	15.4%
45-54 years	229,484	15.1%
55-64 years	164,950	10.8%
Over 64 years	156,297	10.3%
Median Age	36.1	

### Ethnicity

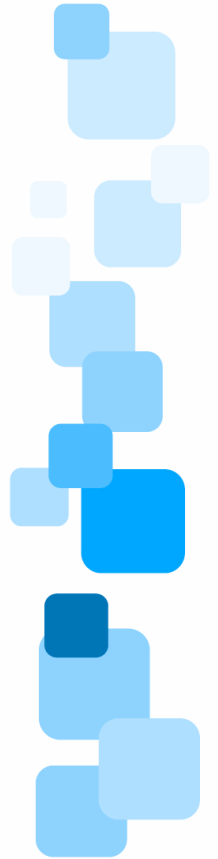
White	1,218,573	80.1%
Black/African-American	245,876	16.2%
Other	57,302	3.8%
Hispanic	80,403	5.3% (people of Hispanic origin may be of any race)

### Education

Population	1,005,417	(25 years of age and older)
Less than High School	151,298	15.0%
HS graduate	311,789	31.0%
Some college	194,693	19.4%
Associate's degree	60,483	6.0%
Bachelor's degree	192,802	19.2%
Grad./prof. degree	94,352	9.4%

### Employment by Industry

Total Workforce	766,655	
Education, healthcare, etc.	159,106	20.8%
Manufacturing	97,028	12.7%
Retail	89,818	11.7%
Prof., scientific, etc.	75,602	9.9%
Arts, entertainment	64,927	8.5%



**Employment by Industry** (continued)

Construction	61,450	8.0%
Finance, ins., real estate	53,995	7.0%
Others	39,851	5.2%
Transportation, utilities	37,914	4.9%
Public administration	30,396	4.0%
Wholesale	28,482	3.7%
Information	22,815	3.0%
Agriculture, forestry, etc.	5,271	0.7%

**Income and Benefits**

Total Households	585,076	
Less than \$10,000	39,619	6.8%
\$10-\$14,999	26,920	4.6%
\$15-\$24,999	61,202	10.5%
\$25-\$34,999	66,018	11.3%
\$35-49,999	94,079	16.1%
\$50-\$74,999	121,540	20.8%
\$75-\$99,999	70,050	12.0%
\$100-\$149,999	62,339	10.7%
\$150-\$199,999	21,412	3.7%
Over \$200,000	21,897	3.7%
Median household income	\$50,760	
Mean household income	\$69,537	

Source: *U.S. Census Bureau*  
*2007 American Community Survey*

