

### Household Numbers for the Nashville, Tennessee 12-County Market

	Profile Descriptions	Bedford County	Cheatham County	Davidson County	Dickson County	Marshall County	Maury County	Montgomery County	Robertson County	Rutherford County	Sumner County	Williamson County	Wilson County	Profile Totals
1	Upper Crust	0	0	3424	0	0	0	0	0	0	419	643	142	4628
2	Blue Blood Estates	0	0	830	0	0	0	0	0	0	406	410	125	1771
3	Movers & Shakers	0	0	3695	0	0	0	0	0	0	461	960	69	5185
4	Young Digerati	0	0	0	0	0	0	0	0	0	0	0	0	0
5	Country Squires	0	0	2185	0	0	583	1099	0	35	1886	14324	2637	22749
6	Winner's Circle	0	0	755	0	0	0	0	0	0	515	1	198	1469
7	Money & Brains	0	0	0	0	0	0	0	0	0	0	0	0	0
8	Executive Suites	0	0	7338	0	0	0	0	0	0	139	27	0	7504
9	Big Fish, Small Pond	266	440	3405	247	170	974	1229	403	665	2281	6016	2026	18122
10	Second City Elite	0	0	1839	0	0	43	141	0	1574	433	1073	0	5103
11	God's Country	0	0	5337	0	0	177	1161	0	6	1692	7318	1305	16996
12	Bright Lights, Little City	0	0	5996	0	0	33	344	0	2124	494	2125	0	11116
13	Upward Bound	0	0	442	0	0	43	842	0	4472	326	3438	0	9563
14	New Empty Nests	0	0	3418	0	0	0	0	0	0	131	0	162	3711
15	Pools & Patios	0	0	5673	0	0	0	0	0	0	364	0	244	6281
16	Bohemian Mix	0	0	0	0	0	0	0	0	0	0	0	0	0
17	Beltway Boomers	0	0	1476	0	0	0	0	0	0	403	0	182	2061
18	Kids & Cul-de-Sacs	0	0	2632	0	0	0	0	0	0	560	205	102	3499
19	Home Sweet Home	0	0	7261	0	0	0	0	0	0	428	0	172	7861
20	Fast Track Families	369	1488	963	411	266	1717	3696	1270	5071	2628	2248	3408	23535
21	Gray Power	0	0	5750	0	0	0	0	0	0	168	0	333	6251
22	Young Influentials	0	0	18604	0	0	0	0	0	0	1004	648	26	20282
23	Greenbelt Sports	69	255	5127	126	2	1474	1591	221	3139	1625	3041	2740	19410
24	Up-and-Comers	0	0	8156	0	0	210	1824	0	4659	613	704	0	16166
25	Country Casuals	354	941	1590	304	139	1303	2017	655	2738	1548	1351	2732	15672
26	The Cosmopolitans	0	0	0	0	0	0	0	0	0	0	0	0	0
27	Middleburg Managers	0	0	6236	0	0	352	1282	0	2729	1165	472	0	12236
28	Traditional Times	748	796	3362	777	425	1421	1525	1744	1973	2237	1972	2223	19203
29	American Dreams	0	0	0	0	0	0	0	0	0	0	0	0	0
30	Suburban Sprawl	0	0	14633	0	0	0	0	0	0	511	0	171	15315
31	Urban Achievers	0	0	0	0	0	0	0	0	0	0	0	0	0
32	New Homesteaders	265	118	2117	581	151	1083	3662	2179	11019	3051	1761	3060	29047
33	Big Sky Families	1329	2902	829	1931	830	3564	3509	3747	3171	2961	3224	3753	31750

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34	White Picket Fences	0	0	1767	0	0	337	4135	0	4223	1016	374	0	11852
35	Boomtown Singles	0	0	10454	0	0	220	1862	0	3884	999	61	0	17480
36	Blue-Chip Blues	0	0	6535	0	0	0	0	0	0	724	0	200	7459
37	Mayberry-ville	1269	1818	1568	1712	734	2530	2913	3863	4776	3092	1075	2692	28042
38	Simple Pleasures	491	501	1458	755	567	685	740	489	818	1525	372	774	9175
39	Domestic Duos	0	0	8479	0	0	0	0	0	0	548	0	0	9027
40	Close-In Couples	0	0	0	0	0	0	0	0	0	0	0	0	0
41	Sunset City Blues	0	0	6343	0	0	474	2112	0	2518	1490	415	0	13352
42	Red, White & Blue	794	160	1834	419	478	656	1017	659	3367	1568	886	385	12223
43	Heartlanders	1037	793	1448	1761	813	1000	1164	1151	1347	2238	645	1047	14444
44	New Beginnings	0	0	12753	0	0	0	0	0	0	323	0	0	13076
45	Blue Highways	1401	1175	252	2235	1294	1300	763	766	1077	1781	494	1262	13800
46	Old Glories	0	0	11558	0	0	0	0	0	0	127	0	0	11685
47	City Startups	0	0	9931	0	0	61	1671	0	5617	739	148	0	18167
48	Young & Rustic	1395	273	4523	1216	905	1443	1343	1460	1409	1532	196	1520	17215
49	American Classics	0	0	5740	0	0	0	0	0	0	439	0	24	6203
50	Kid Country, USA	767	246	1154	561	460	868	2272	994	4558	2002	593	607	15082
51	Shotguns & Pickups	1688	1494	148	2207	1314	1242	1139	841	1416	2606	606	1274	15975
52	Suburban Pioneers	0	0	9312	0	0	0	0	0	0	522	0	0	9834
53	Mobility Blues	0	0	6654	0	0	1027	1198	0	3340	970	536	0	13725
54	Mult-Culti Mosaic	0	0	0	0	0	0	0	0	0	0	0	0	0
55	Golden Ponds	211	135	255	365	389	264	198	251	233	277	85	394	3057
56	Crossroad Villagers	1431	294	701	729	687	1542	722	917	1216	650	323	1724	10936
57	Old Milltowns	1142	180	994	586	716	1289	532	1037	612	840	146	1332	9406
58	Back County Folks	512	220	96	786	457	503	422	199	202	632	291	350	4670
59	Urban Elders	0	0	0	0	0	0	0	0	0	0	0	0	0
60	Park Bench Seniors	0	0	8054	0	0	336	664	0	1301	857	242	0	11454
61	City Roots	0	0	0	0	0	0	0	0	0	0	0	0	0
62	Hometown Retired	0	0	4326	0	0	1173	1185	0	1178	1593	545	0	10000
63	Family Thrifts	0	0	7528	0	0	646	4337	0	3267	1559	372	0	17709
64	Bedrock America	890	228	457	688	603	916	1217	981	922	607	166	1131	8806
65	Big City Blues	0	0	0	0	0	0	0	0	0	0	0	0	0
66	Low-Rise Living	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>COUNTY TOTALS</b>		<b>16428</b>	<b>14457</b>	<b>247395</b>	<b>18397</b>	<b>11400</b>	<b>31489</b>	<b>55528</b>	<b>23827</b>	<b>90656</b>	<b>59705</b>	<b>60532</b>	<b>40526</b>	<b>670340</b>

Demographic Data provided by Claritas, Inc.