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# Demographic Trends



## Synopsis

This report provides a summary of major demographic trends that will frame land use, infrastructure, growth, and preservation conversations for NashvilleNext. The data covered in this report was provided by Woods and Poole Economics, Inc. and the University of Tennessee's Center for Business and Economic Research (CBER).

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### Role and purpose of background report



This background report was developed to provide input to the NashvilleNext planning process. It was researched and authored by the Nashville Area Metropolitan Planning Organization and The Metropolitan Planning Department. The authors present best practices, an evaluation of the state of the topic in the Nashville community today, and recommendations for consideration during the planning process.

This report provides a starting point for broader community discussion and reflection based on the research and recommendations of the authors. Throughout the planning process, NashvilleNext will use this and other background reports, ongoing research, departmental involvement, community input and engagement to discuss, refine and formulate the policies and recommendations for the general plan.

The information and recommendations provided in this background report are solely those of the authors and contributors and are being provided at the beginning of the NashvilleNext process to start community discussion.

The NashvilleNext Steering Committee thanks and extends its sincere appreciation to the authors of and contributors to this background report for the time and effort to provide this report for community consideration and discussion. The Steering Committee looks forward to the ongoing dialogue on the issues and recommendations that the authors provide.

Any final policies and recommendations endorsed by the NashvilleNext Steering Committee for the consideration of the Metropolitan Planning Commission will be the result of the entire planning process and upcoming community engagement and discussion.

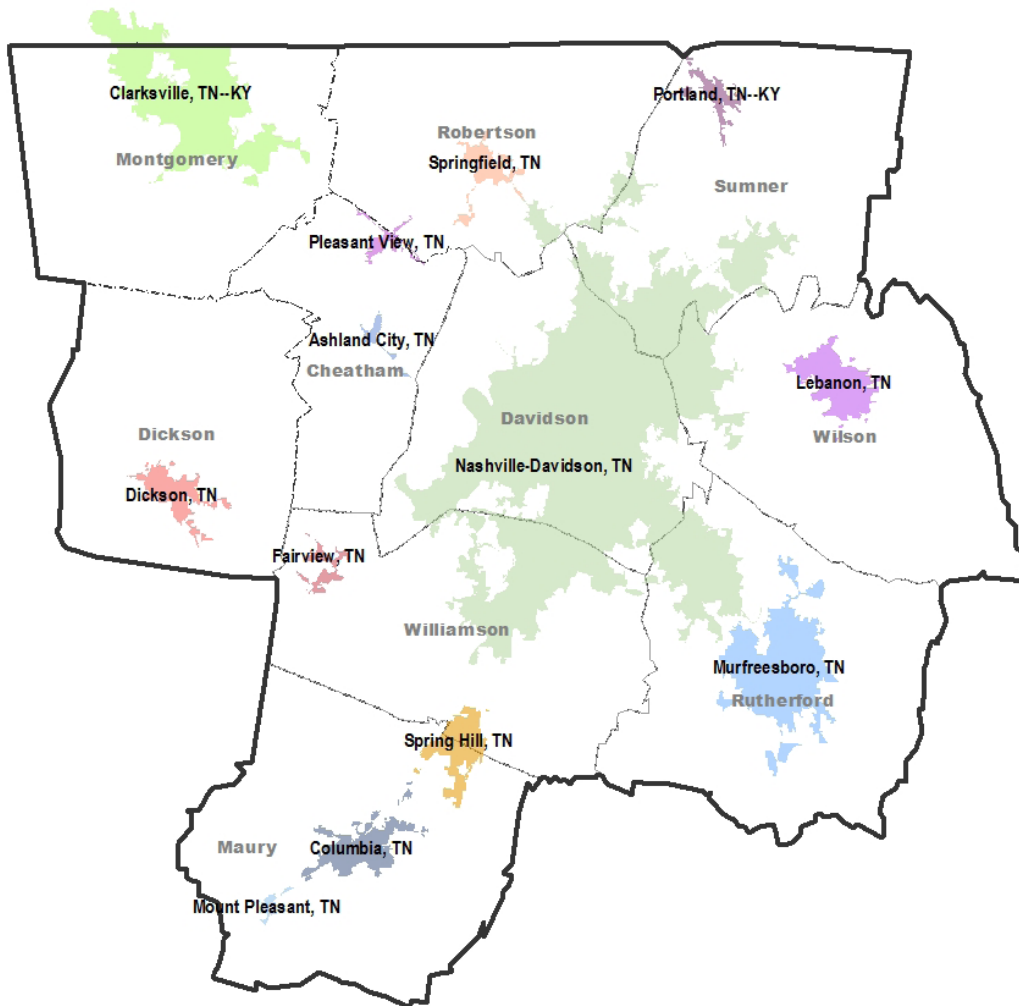
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## Introduction

Demographic trends – changes that occur in large groups of people over a period of time – provide insight into the future makeup of a community. They also help to define a community’s social, physical and economic needs. For NashvilleNext, demographic trends will help guide land use, infrastructure, and regional growth conversation, while serving as the impetus for conversations about equity and diversity.

The demographic trends discussed in this background report are reported for the Ten County Region (the region) as defined by the Nashville Area Metropolitan Planning Organization (MPO) and Cumberland Region Tomorrow (CRT). These two planning organizations use the defined region for long range land use and transportation planning. The NashvilleNext process will also consider demographic trends for the region in addition to demographic trends specifically for Davidson County.

Figure 1: The Ten County Region.



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### Demographic Trends in the Region and Davidson County

Demographic trends show that by the year 2040, the region will see between 50% and 75% growth (between 850,000 and 1.3 million in population gain in the region). The region is also expected to become more diverse in age and race/ethnicity. Young people and aging seniors will gain in population in the region as a whole, while Davidson County specifically will have a majority-minority population. Trends also show that household sizes – the number of people who occupy a housing unit – will continue to decrease, and employment in the region will continue to increase. All of the above trends require attention as they will have direct implications on land use, infrastructure, and regional growth over the next 25 years.

Population and employment trends in the region reveal that Davidson County will no longer be the metropolitan center of an under-developed region, but rather will serve as the center of an urbanizing region with broad housing and employment choices. Once the epicenter of employment and housing, current trends indicate that housing will be increasingly accommodated in surrounding counties; especially in Rutherford and Williamson Counties where the number of households will increase by

24-25 percent, growing more quickly than Davidson County where the number of households will see only a 15 percent increase. With a 37 percent job growth rate, Davidson County will continue to supply jobs but to a growing population across the region, while at the same time experiencing slower population growth than surrounding counties.

#### Age Cohorts

According to the Dowell Myers March 2013 article in Planning Magazine's article titled *Diversity and Aging in America*, current demographic trends will drive employment and housing trends over the next 25 years, particularly age demographics. Looking ahead to 2040, persons age 65 years and older are expected to make up between 15 and 17 percent of the region's population, while Millennials or Generation Y will make up between 17 and 25 percent of the region's population. The Millennials (born between 1981 and 2003, ages 17 – 34) are driving land use and housing trends as they seek smaller living quarters in urban locations. Myers points out that, the National Association of Realtors' 2011 community preference survey, noted that 31 percent of Millennials said that they preferred to live in a city location, compared to 18 percent of Generation X (ages 30 -39). While

**Millennials are one of the largest demographic groups driving housing and employment trends.**



*Photo Credit: Young Leaders Academy - <http://young-leaders-academy.com/>*

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this trend makes a strong case for more dense urban housing, others in the field caution the creation of too many multifamily, urban housing units; many Millennials at the upper end of the age range are seeking out suburban homes in first-ring suburbs. Yet and still, these buyers are looking for walkable areas with access to amenities, which in many cases can be accomplished through suburban infill development in first-ring suburbs.

The Realtors' community preference survey also notes that aging seniors/Baby Boomers (born between 1946 and 1964, ages 49 – 67), prefer suburban communities over urban communities by a three-to-one margin. It is important to note that these preferences still require communities that are walkable, have easy access to transit and amenities, and often easy access to families and health care. To accommodate these needs, the private sector is designing and building multi-generational and mixed use communities, often in suburban locations. Communities like these have been developed in suburban locations in Salt Lake City, Utah and Foster City, California, where assisted living, independent living, and retail

have been combined to accommodate the growing market needs of the Baby Boomer population. The move of Baby Boomers from existing homes into walkable urban or suburban neighborhoods or these new communities creates a larger market question – who will be there to buy the existing housing supply and will it be attractive to the new Millennial buyer? Many planners and demographers agree that this and other questions surrounding retirement and public entitlements for aging seniors are issues that will have the most significant impacts on local communities.

Seniors will become a large portion of the population over the next 25 years. In the U.S. by the year 2030, the ratio of seniors to working age residents will climb to 41.6 seniors per 100 working age residents; a climb from 24.6 seniors per 100 working age residents in the 1980's. As these seniors move into retirement, the need for additional targeted social services and other assistance will become more pressing. Further, the job market will continue to see demand for employees in fields created by the changing economic structure, in addition to the jobs that will be vacated by retirees.

**Aging Baby - Boomers and Seniors seek communities that are walkable, close to amenities, transit, and long-term care.**



*Photo Credit: The San Francisco Chronicle - Walkable Surroundings Benefit Seniors*

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### Race and Ethnicity

Planners and demographers note that while race and ethnicity demographic trends primarily impact the housing market, it also forces communities to think about equity in services, jobs, and education. In terms of housing, many new immigrants are choosing to live in multi-generational housing quarters, primarily in suburban locations. Myers notes that many communities will begin to see enclaves of immigrant communities in its inner and outer ring suburbs. Many developers are taking note, particularly in the western United States, where large minority and immigrant populations have been the norm for many years. Many are building multi-generational housing in suburban areas; housing with studio apartment units or detached guests housing are becoming a popular product amongst new immigrant families. In addition to the obvious housing issues, increasing minority populations places diversity and equity at the core of land use, transportation, and infrastructure conversations. These demographics trends require future plans to be accommodating to a more racially and economically diverse population, bringing new residents forward, without leaving anyone behind.

**Immigrant populations have brought multi-generational living and other housing traditions to the U.S. and developers are taking note. This family shown in the photo below, follows a Koranic prohibition against paying or receiving interest. Santa Clara, California housing co-ops provide housing without traditional mortgages.**



*Photo Credit: The San Francisco Chronicle - A means to a home / Islamic co-ops create happy homecomings*

### Bringing it all Together

Myers summarized the demographic conversation nicely by saying, “demographic change is not a zero-sum contest, with winners and losers, but it is a reminder of inter-generational dependence and mutual support.” In other words, demographic trends should be presented as an opportunity to search for commonalities of interests, and the promising contributions that newcomers can make; trends should not be used to shock or evoke self-serving interests. NashvilleNext holds Equity and Diversity as one of the over-arching elements that will wind through all goals of the plan and is critical to ensure that no segment of the population is left behind over the next 25 years. NashvilleNext will take advantage of these demographic trends to identify the commonalities and opportunities for providing services equitably across the Davidson County and the region.

For NashvilleNext, demographic trends will be used as a tool to identify commonalities and contributions in addition to serving as the impetus for community improvements that have equitable benefits. Attainable housing, better transportation options, quality education, and quality jobs are community elements that benefit our aging seniors, Millennials, and new immigrant populations, as well as the population as a whole. In this way, demographic trends become forces of hope and innovation, rather than drivers of inequitable policies and goals.



*Photo Credit: Understanding Society Blog Spot*

### About the Data

Below are the major demographic trends shown in either graph and/or table form, each with a short summary. In each summary there are two data sets of demographic projections for Davidson County and the ten county region. The first data set has as its source, Woods & Poole Economics, Inc. (W&P), a well-regarded data vendor, whose data continues to be the basis for planning within the region by the Metropolitan Planning Organization. The second data set is from the University of Tennessee's Center for Business and Economic Research (CBER). All of the 2010 data is from the 2010 Decennial Census of Population. The W&P data uses national, regional and state controlled totals as a basis for local demographic trends for various communities. The CBER data complements the W&P data, because it is a local (state) data source. Because of differences between the two data sets, demographic trends are explained in general statements or ranges.

The data was compiled by the Nashville Area Metropolitan Planning Organization (MPO). The Nashville Area MPO is the federally-designated transportation planning agency for over 2800 square miles and more than 1.5 million people throughout Davidson, Rutherford, Sumner, Williamson, Wilson and parts of Maury and Robertson counties.

The ten county region is a designation used by the MPO and Cumberland Region Tomorrow (CRT). CRT is a non-profit that brings people together to address regional challenges and opportunities posed by the future growth and development of Middle Tennessee.

Data was provided for the variables shown below. CBER data was specifically provided for total population and age trends.

**Figure 2:** Data was provided by Woods & Poole (W&P) and University of Tennessee's Center for Business and Economic Research (CBER) the following variables:

<b>Variables</b>	<b>W&amp;P</b>	<b>CBER</b>
Total Population	<b>X</b>	<b>X</b>
Race	<b>X</b>	
Age	<b>X</b>	<b>X</b>
Households	<b>X</b>	
Household Population	<b>X</b>	
Household Size	<b>X</b>	
Employment	<b>X</b>	



# Demographic Trends

## Population:

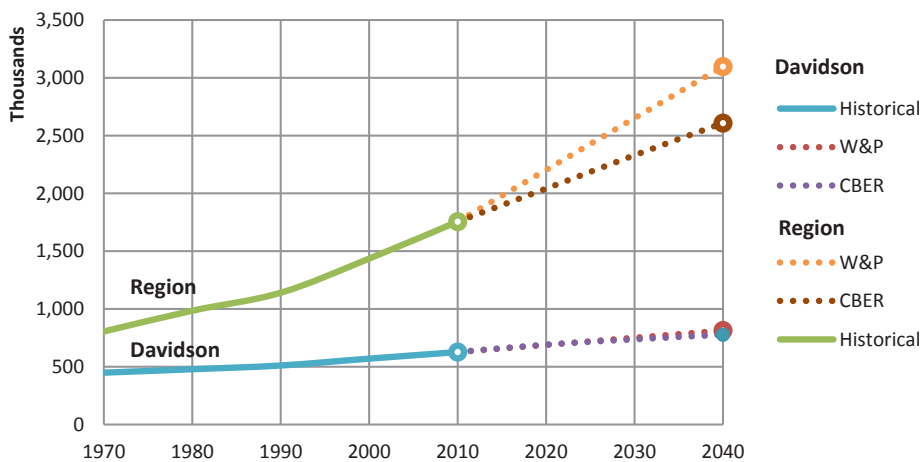
Considerable growth is expected in total regional population as both shown in W&P and CBER data. W&P data shows a 75 percent increase in total population, while CBER shows a 48 percent increase. The most significant increases in population are expected in Rutherford, Williamson and Davidson County. Davidson County is projected to decline in its share of the regional population from 35 percent to less than 30 percent. Figure 3 shows the raw data, while Figure 4 shows the trend in a graph. Starting in 2010 through the year 2040, the W&P and CBER data is shown as a range.

**Figure 3 (Above):** Total population for each county in the region, with differences between W&P and CBER data.

**Figure 4 (Below):** Total population range between W&P and CBER Data for Davidson County and the region.

Total Population		Woods & Poole		UT CBER		
County	2010 Census	2040 W&P	change	2040 CBER	change	difference
Cheatham	39,105	64,380	25,275	41,236	2,131	23,144
Davidson	626,681	813,297	186,616	777,037	150,356	36,260
Dickson	49,666	80,209	30,543	53,543	3,877	26,666
Maury	80,956	116,509	35,553	123,773	42,817	-7,264
Montgomery	172,331	308,759	136,428	254,284	81,953	54,475
Robertson	66,283	113,350	47,067	87,164	20,881	26,186
Rutherford	262,604	592,812	330,208	531,193	268,589	61,619
Sumner	160,645	238,950	78,305	232,586	71,941	6,364
Williamson	183,182	536,434	353,252	334,781	151,599	201,653
Wilson	113,993	231,902	117,909	172,285	58,292	59,617
<b>Sum</b>	<b>1,755,446</b>	<b>3,096,602</b>	<b>1,341,156</b>	<b>2,607,882</b>	<b>852,436</b>	<b>488,720</b>

## Davidson & Region Population



Data Source : Woods & Poole Economics Inc. 2012 State Profile Tennessee. 2011

## Demographic Trends

### Race and Ethnicity:

The region is expected to become more racially and ethnically diverse. Whites will drop from over 70 percent of the regional population in 2010 to just over 60 percent by 2040. Hispanics will see the largest increase becoming the region's largest minority group by 2040 (19 percent). By 2040, Davidson County is expected to be a majority-minority; meaning the majority of the population will be Hispanic/Latino, Black, and Asian/Pacific Islander (a combined 68 percent of the total population).

**Figure 5:** For each race/ethnic group, their percentage of the total population in the region, followed by the percent change and difference between 2010 and 2040.

Race	Woods & Poole				
	2010 Census	%	2040 W&P	%	change
<b>Population in the 10 County Region</b>					
White Non-Hispanic	1,274,970	72.5%	1,896,016	61.2%	621,046
Black Non-Hispanic	279,427	15.9%	465,750	15.0%	186,323
Native American Non-Hispanic	4,703	0.3%	4,385	0.1%	-318
Asian American and Pacific Islander Non-Hispanic	41,094	2.3%	124,472	4.0%	83,378
Other Race/Two or More Races Non-Hispanic	37,423	2.1%	-	-	-
Hispanic or Latino	120,829	6.9%	605,979	19.6%	485,150
<b>Total Population</b>	<b>1,758,446</b>	<b>100.0%</b>	<b>3,096,602</b>	<b>100.0%</b>	<b>-</b>

**Figure 6:** For each race/ethnic group, their percentage of the total population in Davidson County.

2040 W&P	Davidson	% of Total Population (2040)
White Non-Hispanic	260,921	32.08%
Black Non-Hispanic	220,086	27.06%
Native American Non-Hispanic	897	0.11%
Asian American and Pacific Islander Non-Hispanic	55,688	6.85%
Hispanic or Latino	275,705	33.90%
<b>Total Population</b>	<b>813,297</b>	<b>100.00%</b>

**Data Source :** Woods & Poole Economics Inc. 2012 State Profile Tennessee. 2011

## Demographic Trends

### Age:

With the aging of Baby Boomers, Davidson County and the region will be home to a larger population of seniors. In Davidson County there will be an increase in persons age 65 and older.

There is some disagreement between the data as the W&P reflects a significant increase in population age 65 and older, and the CBER data shows only a very slight increase.

**Figure 7:** Population per age range and percentage under age 20 and above age 65 for Davidson County.

Davidson	2010	2040			
		W&P	%	CBER	%
Under 5 years	44,691	48,823	6.3%	59,414	7.3%
5 to 9 years	37,613	46,485	6.0%	54,816	6.7%
10 to 14 years	33,904	43,910	5.7%	55,467	6.8%
15 to 19 years	38,999	45,078	5.8%	59,301	7.3%
20 to 24 years	54,479	51,054	6.6%	65,672	8.1%
25 to 29 years	61,397	57,325	7.4%	71,422	8.8%
30 to 34 years	52,004	52,829	6.8%	67,698	8.3%
35 to 39 years	45,150	45,876	5.9%	58,189	7.2%
40 to 44 years	40,628	41,801	5.4%	47,600	5.9%
45 to 49 years	42,844	45,358	5.8%	46,247	5.7%
50 to 54 years	42,295	57,293	7.4%	54,557	6.7%
55 to 59 years	37,473	60,087	7.7%	49,580	6.1%
60 to 64 years	29,801	48,106	6.2%	36,835	4.5%
65 to 69 years	20,002	38,482	5.0%	27,273	3.4%
70 to 74 years	14,991	30,647	3.9%	20,947	2.6%
75 to 79 years	11,910	26,789	3.4%	17,289	2.1%
80 to 84 years	9,560	20,093	2.6%	12,733	1.6%
85 years and over	8,940	17,001	2.2%	8,257	1.0%
Total			100%		100%
% Under Age 20	24.8%		23.7%		28.2%
% Age 65+	10.4%		17.1%		10.6%

Data Source : Woods & Poole Economics Inc. 2012 State Profile Tennessee. 2011

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Similar to Davidson County, the region will also be home to a larger population of aging Baby Boomers and seniors. In the region, persons age 65 and older will make up between 15% and 17.4% of the regional population; a 5 to 7 percentage point increase.

Figure 8: Population per age range and percentage under age 20 and above age 65 for the region.

10 County Region	2010	2040			
		W&P	%	CBER	%
Under 5 years	125,611	216,535	7.0%	152,918	5.9%
5 to 9 years	121,519	210,371	6.8%	158,513	6.1%
10 to 14 years	118,054	215,320	7.0%	160,571	6.2%
15 to 19 years	119,408	217,431	7.0%	163,833	6.3%
20 to 24 years	127,746	222,616	7.2%	159,249	6.1%
25 to 29 years	136,600	231,658	7.5%	163,135	6.3%
30 to 34 years	128,048	227,763	7.4%	172,400	6.6%
35 to 39 years	126,848	219,043	7.1%	170,155	6.5%
40 to 44 years	122,933	196,026	6.3%	169,376	6.5%
45 to 49 years	130,521	185,543	6.0%	170,709	6.5%
50 to 54 years	123,847	179,665	5.8%	177,928	6.8%
55 to 59 years	105,479	167,750	5.4%	178,206	6.8%
60 to 64 years	87,017	144,050	4.7%	156,532	6.0%
65 to 69 years	60,626	127,461	4.1%	135,568	5.2%
70 to 74 years	43,717	112,023	3.6%	111,271	4.3%
75 to 79 years	32,517	99,025	3.2%	93,098	3.6%
80 to 84 years	23,671	75,608	2.4%	63,477	2.4%
85 years and over	21,284	48,714	1.6%	50,943	2.0%
Total			100%		100%
% Under Age 20	27.6%		27.8%		24.4%
% Age 65+	10.4%		14.9%		17.4%

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### Household Size:

In each of the ten counties in the region, household sizes will continue to decrease. However the region as a whole experiences a very slight increase in Household Size. How can this occur? With regard to the region, outlying counties are projected to grow faster than the urban center, and thus will hold a larger share of the region's total population. Outlying counties also tend to attract families, creating more people per household than in urban areas. While household size may continue to drop for individual counties, household sizes in the outlying counties remain larger, and experience a faster rate of population growth. These factors cause the overall household size for the region to increase slightly.

**Figure 9:** Percent change in household sizes for each county and for the region.

Population Per Household			
County	2010 Census	2040 W&P	change
Cheatham	2.67	2.64	-0.03
Davidson	2.32	2.28	-0.04
Dickson	2.57	2.53	-0.04
Maury	2.52	2.49	-0.03
Montgomery	2.65	2.62	-0.03
Robertson	2.71	2.67	-0.04
Rutherford	2.68	2.64	-0.04
Sumner	2.61	2.58	-0.03
Williamson	2.81	2.77	-0.04
Wilson	2.65	2.61	-0.04
<b>10 County Region</b>	<b>2.53</b>	<b>2.54</b>	<b>0.01</b>

The typical household is no longer two parents and two - three children. Households are shrinking as couples wait longer to start families, and non-traditional families, such as cases of Millennials moving in with parents, and single family households, are becoming more common.



*Photo Credit: The New York Times Article Wash That Blog Out with Soap. Blog author, 20-something Emma Koenig with her mother, Bobby Bass.*

**Data Source :** Woods & Poole Economics Inc. 2012 State Profile Tennessee. 2011

## Demographic Trends

### Employment:

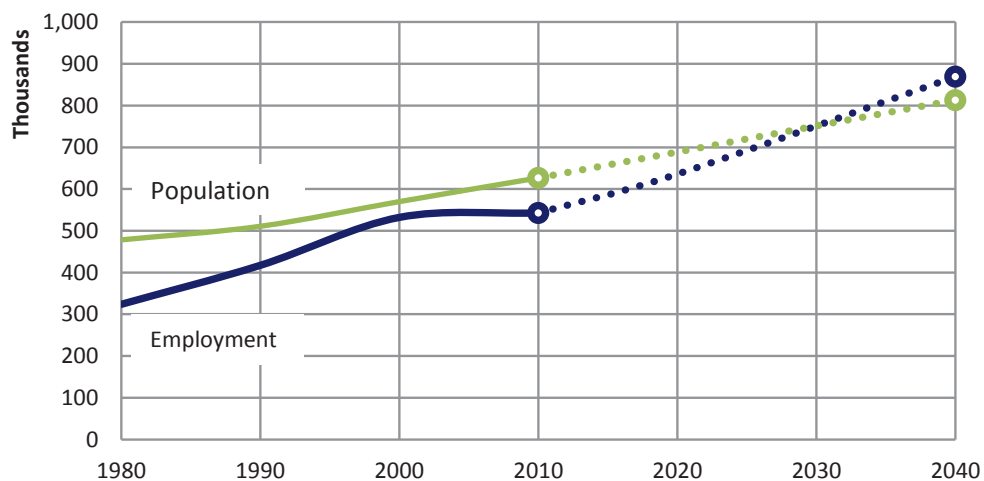
Over the next 25 years, employment is expected to grow by 80 percent in the region. At 37.8 percent, Davidson County will hold the largest share of employment in region, and is projected to add over 300,000 new jobs. Williamson and Rutherford Counties follow Davidson County, holding the second and third largest share of employment in the region, respectively. The fastest rate of employment growth is expected in Williamson (+156 percent) and Rutherford (+102 percent) Counties.

**Figure 10 (Above):** For each county, the share of total employment in the region followed by the percent change for each county.

**Figure 11 (Below):** Employment growth surpasses population growth in Davidson County.

Employment					
County	2010 W&P	2040 W&P	change	% of total change	% of change for each county
Cheatham	17,162	28,228	11,066	1.3%	64.5%
Davidson	542,778	869,137	326,359	37.8%	60.1%
Dickson	22,901	38,834	15,933	1.8%	69.6%
Maury	39,998	65,609	25,611	3.0%	64.0%
Montgomery	64,817	112,928	48,111	5.6%	74.2%
Robertson	28,066	47,190	19,124	2.2%	68.1%
Rutherford	133,805	271,416	137,611	15.9%	102.8%
Sumner	55,355	95,976	40,621	4.7%	73.4%
Williamson	120,263	307,887	187,624	21.7%	156.0%
Wilson	51,639	102,437	50,798	5.9%	98.4%
<b>Sum</b>	<b>1,076,784</b>	<b>1,939,642</b>	<b>862,858</b>	<b>100.0%</b>	

### Davidson Population & Employment



**Data Source :** Woods & Poole Economics Inc. 2012 State Profile Tennessee. 2011

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