

T H E L I S T

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WEALTHIEST ZIP CODES

RANKED BY ESRI WEALTH RANK

ZIP Code	City	County	Total population 2014	Total households 2014	Median household income 2014	Per capita income 2014	Average net worth 2014	Average disposable income 2014	Average home value 2014
1 37069	Franklin	Williamson County	20,374	7,039	\$125,022	\$55,810	\$1.7 million	\$117,786	\$476,524
2 37027	Brentwood	Williamson County	52,937	19,077	\$118,056	\$57,111	\$1.5 million	\$115,285	\$554,423
3 37220	Nashville	Davidson County	6,188	2,584	\$91,950	\$59,048	\$1.3 million	\$104,787	\$570,450
4 37215	Nashville	Davidson County	23,639	10,552	\$86,874	\$60,237	\$1.1 million	\$99,188	\$654,416
5 37135	Nolensville	Williamson County	12,186	3,985	\$97,058	\$39,725	\$1.1 million	\$92,296	\$374,845
6 37205	Nashville	Davidson County	26,557	12,395	\$80,174	\$57,489	\$973,563	\$91,984	\$631,578
7 37067	Franklin	Williamson County	26,287	10,366	\$97,877	\$50,979	\$899,720	\$97,676	\$433,899
8 37064	Franklin	Williamson	51,131	18,958	\$78,394	\$38,413	\$923,451	\$79,735	\$364,286
9 37179	Thompsons Station	Williamson County	12,120	4,156	\$88,445	\$35,356	\$879,765	\$80,704	\$293,009
10 37014	Arrington	Williamson County	1,870	699	\$73,240	\$34,014	\$876,507	\$71,029	\$366,121
11 37122	Mt. Juliet	Wilson County	51,968	19,182	\$74,536	\$32,869	\$790,344	\$70,761	\$254,243
12 37010	Adams	Robertson County	5,592	1,883	\$71,577	\$29,743	\$791,143	\$70,132	\$273,233
13 37221	Nashville	Davidson County	37,533	16,788	\$62,662	\$39,926	\$757,899	\$70,604	\$353,915
14 37046	College Grove	Williamson County	3,578	1,348	\$63,770	\$31,589	\$732,125	\$65,818	\$336,126
15 37082	Kingston Springs	Cheatham County	6,155	2,353	\$69,940	\$31,627	\$727,521	\$65,426	\$229,744
16 37138	Old Hickory	Davison County	22,250	8,879	\$57,432	\$31,722	\$684,085	\$63,394	\$265,594
17 37075	Hendersonville	Sumner County	62,714	24,202	\$58,054	\$30,307	\$667,934	\$62,773	\$284,150
18 37146	Pleasant View	Cheatham County	7,285	2,552	\$72,003	\$28,069	\$621,533	\$64,442	\$220,229
19 37129	Murfreesboro	Rutherford County	50,252	18,352	\$59,433	\$27,665	\$611,112	\$60,966	\$210,676
20 37127	Murfreesboro	Rutherford County	16,228	5,976	\$60,101	\$27,340	\$584,344	\$60,476	\$210,281
21 37090	Lebanon	Wilson County	14,848	5,649	\$56,371	\$27,513	\$598,482	\$58,722	\$212,071
22 37143	Pegram	Cheatham County	3,871	1,491	\$57,129	\$28,167	\$591,629	\$58,818	\$219,290
23 37153	Rockvale	Rutherford County	5,053	1,785	\$61,599	\$26,742	\$552,219	\$60,711	\$226,571
24 37029	Burns	Dickson County	5,390	2,047	\$58,503	\$28,258	\$554,494	\$59,713	\$211,894
25 37043	Clarksville	Montgomery County	41,878	16,649	\$56,116	\$28,974	\$552,483	\$58,685	\$251,020

CLOSER LOOK

MEDIAN HOUSEHOLD INCOME

37069	\$125,022
37027	\$118,056
37067	\$97,877
37135	\$97,058
37220	\$91,950

AVERAGE NET WORTH

37069	\$1,657,160
37027	\$1,540,548
37220	\$1,332,300
37135	\$1,127,472
37215	\$1,123,439

ABOUT THE LIST
Information was obtained from Esri Updated Demographics - 2014 estimates. Copyright 2014. Esri's list of the wealthiest areas is compiled from a number of indicators of affluence that include average household income and average net worth. Esri captures both income and the accumulation of substantial wealth, or the abundance of possessions and resources, in its definition of the wealthiest areas in the country. Top ranks reflect both accumulated wealth and the rate of increase in wealth (as measured by current income).

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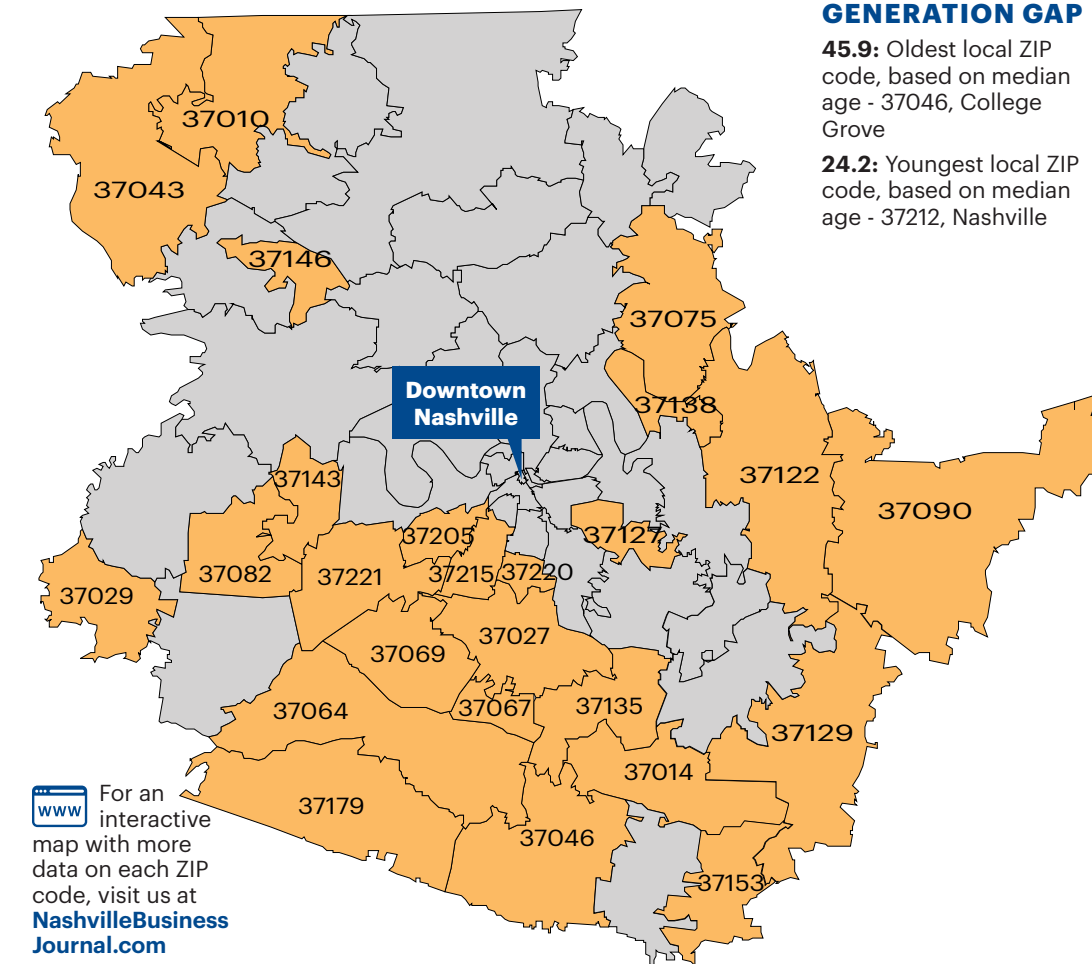
WANT TO BE ON THE LIST?
If you wish to be surveyed when The List is next updated, or if you wish to be considered for other Lists, email your contact information to Research Director Carol Smith at csmith@bizjournals.com.

SPECIAL REPORT: RESIDENTIAL REAL ESTATE

T H E L I S T

Areas making bank

This map takes a look at median household income of the top 25 ZIP codes on The List. The top four are in Williamson County.



GENERATION GAP

45.9: Oldest local ZIP code, based on median age - 37046, College Grove
24.2: Youngest local ZIP code, based on median age - 37212, Nashville

For an interactive map with more data on each ZIP code, visit us at NashvilleBusinessJournal.com

ZIP code	City	2014 Median household income
37069	Franklin	\$125,022
37027	Brentwood	\$118,056
37067	Franklin	\$97,877
37135	Nolensville	\$97,058
37220	Nashville	\$91,950
37179	Thompsons Station	\$88,445
37215	Nashville	\$86,874
37205	Nashville	\$80,174
37064	Franklin	\$78,394
37122	Mt. Juliet	\$74,536
37014	Arrington	\$73,240
37146	Pleasant View	\$72,003
37010	Adams	\$71,577
37082	Kingston Springs	\$69,940
37046	College Grove	\$63,770
37221	Nashville	\$62,662
37153	Rockvale	\$61,599
37127	Murfreesboro	\$60,101
37129	Murfreesboro	\$59,433
37029	Burns	\$58,503
37075	Hendersonville	\$58,054
37138	Old Hickory	\$57,432
37143	Pegram	\$57,129
37090	Lebanon	\$56,371
37043	Clarksville	\$56,116

SOURCE: ESRI, 2014

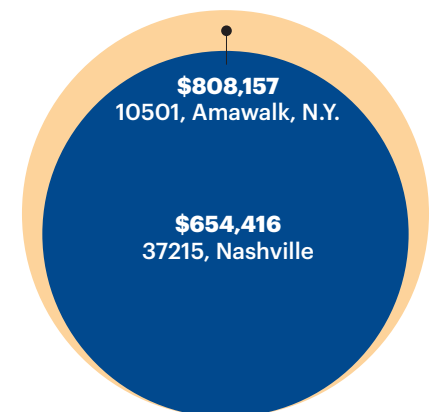
HOME VALUES

Looking across all ZIP codes in the Nashville area, here is a list of the ZIPs with the highest average home values.

ZIP code	City	County	Average home value
37215	Nashville	Davidson	\$654,416
37205	Nashville	Davidson	\$631,578
37220	Nashville	Davidson	\$570,450
37027	Brentwood	Williamson	\$554,423
37069	Franklin	Williamson	\$476,524
37204	Nashville	Davidson	\$468,011
37067	Franklin	Williamson	\$433,899
37212	Nashville	Davidson	\$427,728
37135	Nolensville	Williamson	\$374,845
37014	Arrington	Williamson	\$366,121
37064	Franklin	Williamson	\$364,286
37221	Nashville	Davidson	\$353,915
37046	College Grove	Williamson	\$336,126
37219	Nashville	Davidson	\$326,869
37179	Thompsons Station	Williamson	\$293,009
37075	Hendersonville	Sumner	\$284,150
37209	Nashville	Davidson	\$283,664
37118	Milton	Rutherford	\$278,533
37010	Adams	Robertson	\$273,233
37189	Whites Creek	Davidson	\$269,139
37203	Nashville	Davidson	\$268,553
37201	Nashville	Davidson	\$266,143
37138	Old Hickory	Davidson	\$265,594
37211	Nashville	Davidson	\$261,093
37072	Goodlettsville	Davidson	\$260,796

THE BIGGER PICTURE

Here we compare our top ZIP code, based on average home value, to the top ZIP code nationally.



BY THE NUMBERS

VARIETY OF INDICATORS

The List of wealthiest ZIP codes is not based on any single data point, but instead a calculation based on a number of indicators of wealth. Here is the top ZIP code in a handful of those indicators.

\$60,237

2014 per capital income - Nashville, 37215

\$1,657,160

2014 average net worth - Franklin, 37069

\$117,786

2014 average disposable income - Franklin, 37069

CHANGING IT UP

When looking nationally, Esri's Wealth Rank places our top-ranked ZIP code at No. 308. Two Tennessee ZIP codes outrank it.

No. 106

Germantown, 38139 (outside Memphis)

No. 208

Lookout Mountain, 37350

No. 308

Franklin, 37069

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SPECIAL REPORT: RESIDENTIAL REAL ESTATE

THE LIST

WHO LIVES WHERE? TAKE A GUESS

Take our matching quiz to show how well you know Nashville's wealthiest ZIP codes. Esri, a national demographics company, offers these explanations to describe the common traits of residents in certain neighborhoods. See if you can match the ZIP code to the description. Answer key is below. Please note that some descriptions may be used more than once.

37010: Adams _____

37014: Arrington _____

37027: Brentwood _____

37029: Burns _____

37043: Clarksville _____

37046: College Grove _____

37064: Franklin _____

37067: Franklin _____

37069: Franklin _____

37075: Hendersonville _____

37082: Kingston Springs _____

37090: Lebanon _____

37122: Mount Juliet _____

37127: Murfreesboro _____

37129: Murfreesboro _____

37135: Nolensville _____

37138: Old Hickory _____

37143: Pegram _____

37146: Pleasant View _____

37153: Rockvale _____

37179: Thompsons Station _____

37205: Nashville _____

37215: Nashville _____

37220: Nashville _____

37221: Nashville _____

BOOMBURBS

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're affluent young families who have traded up to new housing in the suburbs. Bigger houses with mortgages are our compromises for longer commutes. Style matters in décor and fashion; we're already contracting for remodeling projects. Late model, imported SUVs, luxury cars or minivans are in our driveways. We hike, bike, swim, golf and support charities.

GREEN ACRES

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're older, self-reliant couples edging toward retirement. You'll find us in older single-family homes with acreage. We handle maintenance and remodeling projects ourselves and own the proper tools for it. Vegetable gardening is a priority. We're pessimistic about the economy, but we're not afraid to carry some debt. We spend cautiously, focusing on quality and durability.

IN STYLE

MARRIED COUPLES, NO KIDS
SINGLE-FAMILY HOMES

We're professionals with strong work ethics and no kids. We embrace our urbane lifestyles that support the arts, travel and extensive reading. We'll undertake remodeling projects ourselves or hire contractors. We carry smartphones and use many of the features. We're already preparing for our retirement. We shop for the best prices and redeem coupons for even better deals.

MIDDLEBURG

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're conservative, young couples, many with children. Family, faith and country are our standards. We're thrifty, preferring to buy American and take vacations in the U.S. We're saving but willing to assume some debt now. Staying in touch is important, so our cell phones are always at hand. We drive trucks and SUVs and enjoy the American pastimes of baseball, hunting and bowling.

PROFESSIONAL PRIDE

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're well-educated, two income, goal-oriented professionals who prospered during the Great Recession. We're all busy, so organization is critical to daily life. We're proud of our picture-perfect homes and will spend time and money on projects. Everyone in the family reads on tablets or smartphones but prefer hard copies of epicurean, home or sports magazines.

RUSTBELT TRADITIONS

MARRIED COUPLES
SINGLE-FAMILY HOMES

Married families and singles populate neighborhoods in older industrial cities. Manufacturing, retail and health care provide jobs for the skilled workers. Spending time with family is a priority. Radios are tuned to classic rock stations. Dinner out at Applebee's or Outback Steakhouse is an occasional treat.

SAVVY SUBURBANITES

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're empty nesters or empty-nester wannabes in established suburban neighborhoods. We're not afraid of debt and may carry first and second mortgages. Late model SUVs, station wagons and minivans may be in our driveways. We're foodies and enjoy cooking. We exercise and buy top-of-the-line gear for golf and skiing.

SOCCER MOMS

MARRIED COUPLES
SINGLE-FAMILY HOMES

Our affluent neighborhoods in the outer suburbs provide welcome relief from our hectic jobs and busy lives. We're fans of conveniences such as shopping online and housekeeping services. First and second mortgages are part of life, but we're well insured and building investments. We're involved in sports and activities like jogging, biking, golf, boating and trips to a theme park.

SOUTHERN SATELLITES

MARRIED COUPLES; SINGLE-FAMILY AND MOBILE HOMES

Most of us are settled and own single-family or mobile homes. We work in mining, agriculture, manufacturing, health care, retail and construction. We shop at Walmart and the convenience store; we look for bargains and aren't concerned about brands. We enjoy life in the country. For a treat, we'll eat out at a low-cost family restaurant or drive-in.

TOP TIER

MARRIED COUPLES
SINGLE-FAMILY HOMES

We've achieved our corporate career goals and can now consult or operate our own businesses. Home maintenance is handled by contractors. We can indulge ourselves in personal services at upscale salons, spas and fitness centers. We travel frequently, taking luxury vacations or visiting our second homes. Evenings are filled with opera, charity dinners and shopping.

UP AND COMING FAMILIES

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're younger, more diverse and mobile. We're ambitious, working hard and willing to take some risks. Debt tightens our budget, but we're saving for retirement and donating to charities. Price conscious, we'll shop for the best deals. Late model imported SUVs or compact cars are in our driveways.

URBAN CHIC

MARRIED COUPLES
SINGLE-FAMILY HOMES

We're well-educated, married couple families and singles who live in the suburbs of major metros on both coasts. Portfolios are healthy, filled with stocks, bonds and real estate investments. Our houses range in style from prewar to new construction. Leisure time is spent visiting museums, traveling, drinking imported wine, going out to the movies, skiing and practicing yoga.

YOUNG AND RESTLESS

SINGLES
MULTIUNIT RENTALS

We're millennials and coming into our own. We're diverse and well educated. Most of us rent and will move for a job. We live alone or share a place in densely populated areas of large metros. We can't do without our cell phones. Not brand loyal, we shop for the best price. We buy organic food but will also go for fast food. We go online to bank, access Twitter and Facebook and watch TV and movies.

▶ ANSWER KEY

37010: Soccer Moms	37067: Urban Chic
37014: Green Acres	37069: Top Tier
37027: Middleburg	37075: Savvy Suburbanites
37029: Top Tier	37082: Green Acres
37043: Soccer Moms	37090: Southern Satellites
37046: Green Acres	37146: Soccer Moms
37064: Professional Pride	37153: Soccer Moms
37067: Urban Chic	37179: Boomburbs
37069: Top Tier	37205: Urban Chic
37075: Savvy Suburbanites	37215: Top Tier
37082: Green Acres	37220: In Style
37090: Southern Satellites	37221: Young and Restless
37146: Soccer Moms	
37153: Soccer Moms	
37179: Boomburbs	
37205: Urban Chic	
37215: Top Tier	
37220: In Style	
37221: Young and Restless	