Perform Properties

THE MARKET AT VICTORY VILLAGE
4175 Franklin Road, Murfreesboro, TN 37128
Generated on October 15, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	9,637	61,348	116,394	182,755	240,751
Total Daytime Population	6,597	49,009	104,191	153,885	225,340
TOTAL HOUSEHOLD INCOME					
Total Households	3,460	23,948	44,317	69,113	90,176
Median Household Income	$89,506	$95,633	$89,684	$92,958	$88,662
Average Household Income	$122,151	$109,258	$107,305	$110,835	$106,942
Under $15,000	0.9%	2.3%	3.1%	3.9%	4.2%
$15,000 - $34,999	7.4%	6.1%	7.5%	7.5%	8.6%
$35,000 - $49,999	6.3%	7.0%	7.9%	8.0%	8.9%
$50,000 - $74,999	18.0%	20.2%	18.5%	17.9%	18.4%
$75,000 - $99,999	17.8%	17.4%	15.4%	15.2%	14.9%
$100,000 - $124,999	11.5%	13.9%	12.6%	12.2%	11.7%
$125,000 - $149,999	8.4%	10.8%	10.4%	10.2%	9.3%
$150,000+	29.7%	22.4%	24.7%	25.1%	24.1%
BUSINESSES					
Total Businesses	71	1,616	3,558	4,693	5,422
RACE/ETHNICITY					
White/Caucasian	62.8%	62.3%	66.7%	68.2%	65.7%
Black/African American	15.9%	14.8%	13.9%	13.5%	15.1%
Asian/Pacific Islander	6.5%	6.3%	4.6%	4.0%	3.9%
Hispanic/Latino	5.3%	9.0%	8.4%	8.3%	9.2%
Other	9.6%	7.6%	6.4%	6.1%	6.1%

Source: Advan, 2025.