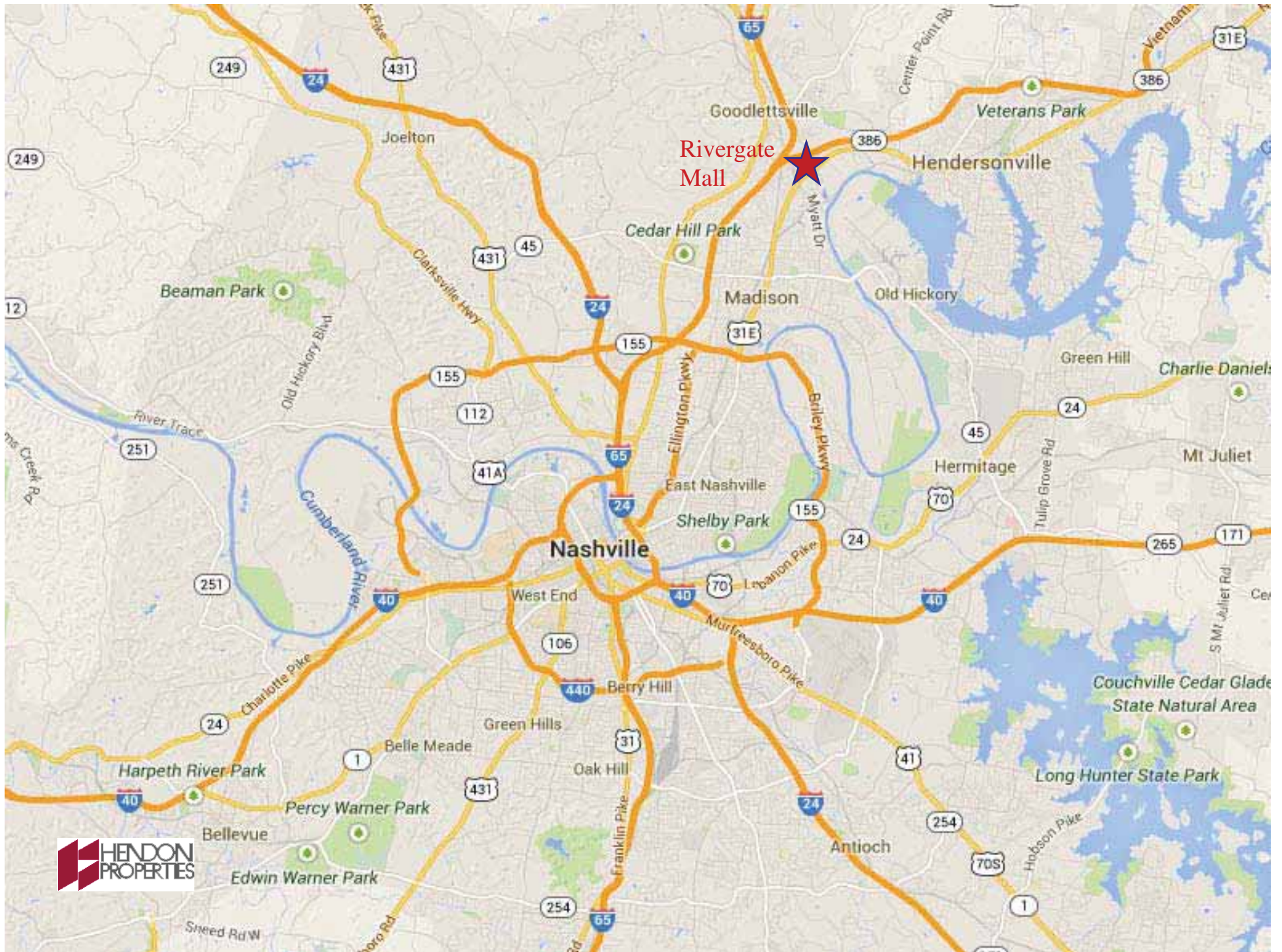


upstream request timeout







Firestone

SMART BUYS  
FURNITURE

jcpenny

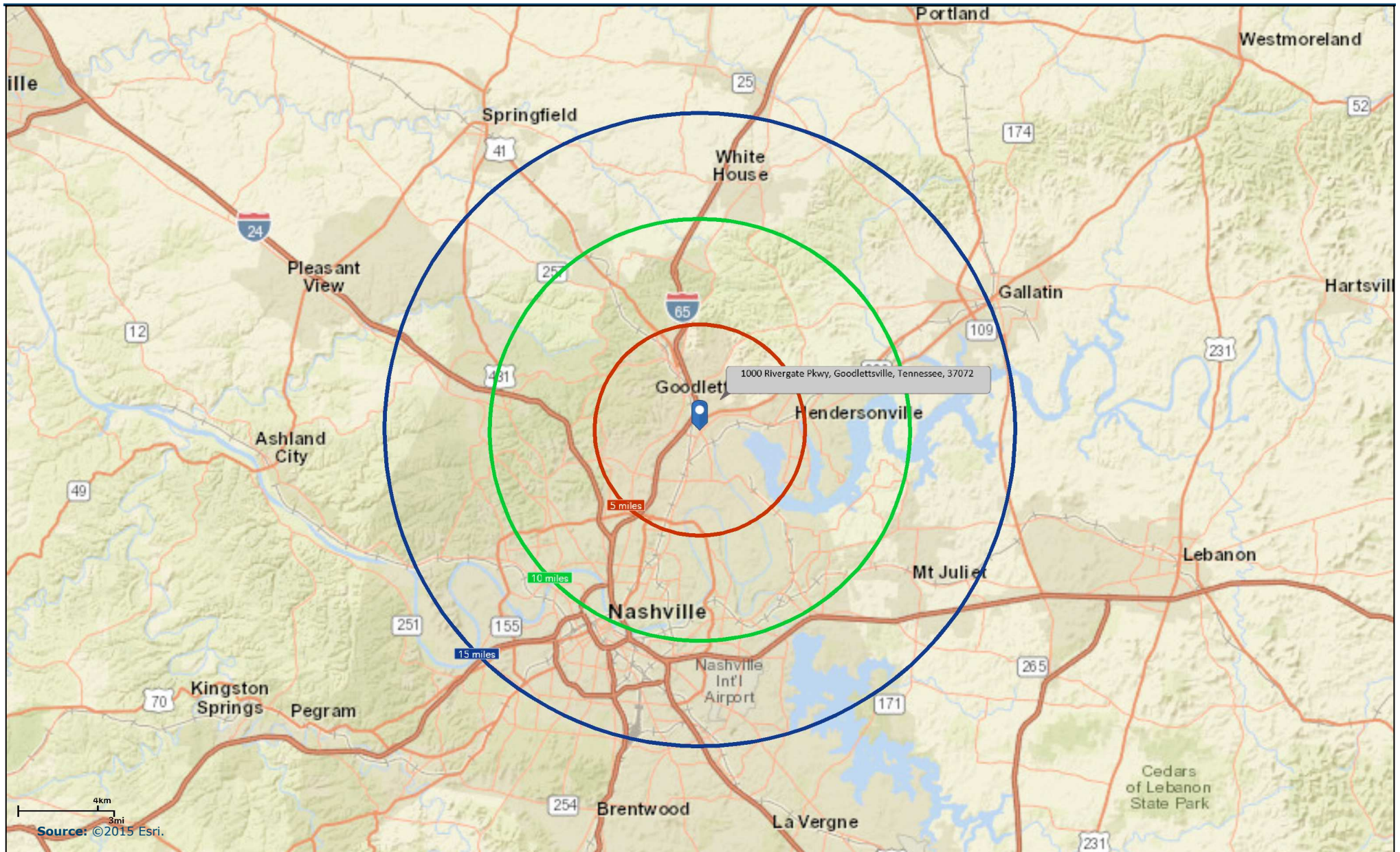
Dillard's

Chick-fil&

TARGET

JO-ANN  
fabrics and crafts







## Executive Summary

Rivergate Mall & Village at Rivergate  
1000 Rivergate Pkwy, Goodlettsville, Tennessee, 37072  
Rings: 3, 5, 7 mile radii

Prepared by Esri  
Latitude: 36.29835  
Longitude: -86.69981

	3 miles	5 miles	7 miles
<b>Population</b>			
2000 Population	33,249	86,128	143,501
2010 Population	37,470	94,468	155,734
2018 Population	40,553	104,271	172,088
2023 Population	42,596	110,442	182,364
2000-2010 Annual Rate	1.20%	0.93%	0.82%
2010-2018 Annual Rate	0.96%	1.20%	1.22%
2018-2023 Annual Rate	0.99%	1.16%	1.17%
2018 Male Population	47.9%	47.8%	47.9%
2018 Female Population	52.1%	52.2%	52.1%
2018 Median Age	37.1	39.1	39.6

In the identified area, the current year population is 172,088. In 2010, the Census count in the area was 155,734. The rate of change since 2010 was 1.22% annually. The five-year projection for the population in the area is 182,364 representing a change of 1.17% annually from 2018 to 2023. Currently, the population is 47.9% male and 52.1% female.

### Median Age

The median age in this area is 37.1, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	62.3%	67.9%	68.3%
2018 Black Alone	26.0%	22.3%	23.3%
2018 American Indian/Alaska Native Alone	0.4%	0.3%	0.3%
2018 Asian Alone	1.9%	1.8%	1.7%
2018 Pacific Islander Alone	0.2%	0.1%	0.1%
2018 Other Race	5.8%	4.6%	3.6%
2018 Two or More Races	3.4%	3.0%	2.7%
2018 Hispanic Origin (Any Race)	11.6%	9.8%	7.7%

Persons of Hispanic origin represent 7.7% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 55.3 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	14,444	36,295	58,539
2010 Households	15,929	39,489	63,785
2018 Total Households	16,973	42,965	69,740
2023 Total Households	17,681	45,188	73,462
2000-2010 Annual Rate	0.98%	0.85%	0.86%
2010-2018 Annual Rate	0.77%	1.03%	1.09%
2018-2023 Annual Rate	0.82%	1.01%	1.05%
2018 Average Household Size	2.38	2.42	2.46

The household count in this area has changed from 63,785 in 2010 to 69,740 in the current year, a change of 1.09% annually. The five-year projection of households is 73,462, a change of 1.05% annually from the current year total. Average household size is currently 2.46, compared to 2.43 in the year 2010. The number of families in the current year is 44,027 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

December 19, 2018



## Executive Summary

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	3 miles	5 miles	7 miles
<b>Median Household Income</b>			
2018 Median Household Income	\$44,368	\$47,899	\$50,820
2023 Median Household Income	\$48,776	\$52,529	\$54,967
2018-2023 Annual Rate	1.91%	1.86%	1.58%
<b>Average Household Income</b>			
2018 Average Household Income	\$57,408	\$62,096	\$67,275
2023 Average Household Income	\$64,834	\$70,409	\$76,129
2018-2023 Annual Rate	2.46%	2.54%	2.50%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$23,910	\$25,903	\$27,461
2023 Per Capita Income	\$26,776	\$29,154	\$30,867
2018-2023 Annual Rate	2.29%	2.39%	2.37%
<b>Households by Income</b>			

Current median household income is \$50,820 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$54,967 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$67,275 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$76,129 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$27,461 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$30,867 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	15,278	38,221	61,402
2000 Owner Occupied Housing Units	7,711	21,358	38,076
2000 Renter Occupied Housing Units	6,733	14,937	20,463
2000 Vacant Housing Units	834	1,926	2,863
2010 Total Housing Units	17,434	43,165	69,234
2010 Owner Occupied Housing Units	7,716	22,635	40,462
2010 Renter Occupied Housing Units	8,213	16,854	23,323
2010 Vacant Housing Units	1,505	3,676	5,449
2018 Total Housing Units	18,396	46,255	74,638
2018 Owner Occupied Housing Units	8,152	24,272	43,704
2018 Renter Occupied Housing Units	8,821	18,693	26,037
2018 Vacant Housing Units	1,423	3,290	4,898
2023 Total Housing Units	19,123	48,389	78,334
2023 Owner Occupied Housing Units	8,619	25,753	46,449
2023 Renter Occupied Housing Units	9,062	19,435	27,013
2023 Vacant Housing Units	1,442	3,201	4,872

Currently, 58.6% of the 74,638 housing units in the area are owner occupied; 34.9%, renter occupied; and 6.6% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 69,234 housing units in the area - 58.4% owner occupied, 33.7% renter occupied, and 7.9% vacant. The annual rate of change in housing units since 2010 is 3.40%. Median home value in the area is \$179,963, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.78% annually to \$196,536.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

December 19, 2018