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
Population			
2000 Population	33,249	86,128	143,501
2010 Population	37,470	94,468	155,734
2019 Population	40,743	105,023	173,564
2024 Population	42,900	111,219	183,599
2000-2010 Annual Rate	1.20%	0.93%	0.82%
2010-2019 Annual Rate	0.91%	1.15%	1.18%
2019-2024 Annual Rate	1.04%	1.15%	1.13%
2019 Male Population	48.0%	47.8%	47.9%
2019 Female Population	52.0%	52.2%	52.1%
2019 Median Age	37.3	39.3	39.8

In the identified area, the current year population is 173,564. In 2010, the Census count in the area was 155,734. The rate of change since 2010 was 1.18% annually. The five-year projection for the population in the area is 183,599 representing a change of 1.13% annually from 2019 to 2024. Currently, the population is 47.9% male and 52.1% female.

Median Age			

The median age in this area is 37.3, compared to U.S. median age of 38.5.

Race and Ethnicity			
2019 White Alone	62.1%	67.6%	68.1%
2019 Black Alone	25.9%	22.3%	23.2%
2019 American Indian/Alaska Native Alone	0.4%	0.4%	0.4%
2019 Asian Alone	1.9%	1.8%	1.7%
2019 Pacific Islander Alone	0.2%	0.1%	0.1%
2019 Other Race	6.0%	4.8%	3.7%
2019 Two or More Races	3.5%	3.0%	2.8%
2019 Hispanic Origin (Any Race)	12.0%	10.1%	7.9%

Persons of Hispanic origin represent 7.9% of the population in the identified area compared to 18.6% 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 55.8 in the identified area, compared to 64.8 for the U.S. as a whole.

Households			
2019 Wealth Index	58	68	81
2000 Households	14,444	36,295	58,539
2010 Households	15,929	39,489	63,785
2019 Total Households	17,042	43,257	70,273
2024 Total Households	17,831	45,534	73,970
2000-2010 Annual Rate	0.98%	0.85%	0.86%
2010-2019 Annual Rate	0.73%	0.99%	1.05%
2019-2024 Annual Rate	0.91%	1.03%	1.03%
2019 Average Household Size	2.38	2.42	2.46

The household count in this area has changed from 63,785 in 2010 to 70,273 in the current year, a change of 1.05% annually. The five-year projection of households is 73,970, a change of 1.03% 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 44,622 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

March 16, 2020

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Mortgage Income			
2019 Percent of Income for Mortgage	16.9%	17.2%	17.9%
Median Household Income			
2019 Median Household Income	$51,514	$54,588	$56,768
2024 Median Household Income	$56,080	$59,721	$62,237
2019-2024 Annual Rate	1.71%	1.81%	1.86%
Average Household Income			
2019 Average Household Income	$63,830	$69,220	$74,400
2024 Average Household Income	$73,219	$79,356	$84,876
2019-2024 Annual Rate	2.78%	2.77%	2.67%
Per Capita Income			
2019 Per Capita Income	$26,471	$28,697	$30,207
2024 Per Capita Income	$30,188	$32,710	$34,288
2019-2024 Annual Rate	2.66%	2.65%	2.57%
Households by Income			

Current median household income is $56,768 in the area, compared to $60,548 for all U.S. households. Median household income is projected to be $62,237 in five years, compared to $69,180 for all U.S. households

Current average household income is $74,400 in this area, compared to $87,398 for all U.S. households. Average household income is projected to be $84,876 in five years, compared to $99,638 for all U.S. households

Current per capita income is $30,207 in the area, compared to the U.S. per capita income of $33,028. The per capita income is projected to be $34,288 in five years, compared to $36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	140	139	133
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
2019 Total Housing Units	18,484	46,604	75,201
2019 Owner Occupied Housing Units	8,461	25,198	45,352
2019 Renter Occupied Housing Units	8,582	18,059	24,921
2019 Vacant Housing Units	1,442	3,347	4,928
2024 Total Housing Units	19,250	48,801	78,744
2024 Owner Occupied Housing Units	9,167	27,228	48,809
2024 Renter Occupied Housing Units	8,663	18,306	25,162
2024 Vacant Housing Units	1,419	3,267	4,774

Currently, 60.3% of the 75,201 housing units in the area are owner occupied; 33.1%, renter occupied; and 6.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% 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 3.74%. Median home value in the area is $207,493, compared to a median home value of $234,154 for the U.S. In five years, median value is projected to change by 2.62% annually to $236,135.

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