



# Executive Summary

1000 Rivergate Pkwy, Goodlettsville, Tennessee, 37072  
 Drive Time: 10, 15, 20 minute radii

Prepared by Esri  
 Latitude: 36.30541  
 Longitude: -86.69750

	10 minutes	15 minutes	20 minutes
<b>Population</b>			
2000 Population	46,245	131,997	254,723
2010 Population	51,829	144,476	278,278
2019 Population	56,412	163,119	330,056
2024 Population	59,158	173,650	358,204
2000-2010 Annual Rate	1.15%	0.91%	0.89%
2010-2019 Annual Rate	0.92%	1.32%	1.86%
2019-2024 Annual Rate	0.96%	1.26%	1.65%
2019 Male Population	48.0%	48.1%	48.4%
2019 Female Population	52.0%	51.9%	51.6%
2019 Median Age	37.4	38.6	38.4

In the identified area, the current year population is 330,056. In 2010, the Census count in the area was 278,278. The rate of change since 2010 was 1.86% annually. The five-year projection for the population in the area is 358,204 representing a change of 1.65% annually from 2019 to 2024. Currently, the population is 48.4% male and 51.6% female.

### Median Age

The median age in this area is 37.4, compared to U.S. median age of 38.5.

### Race and Ethnicity

2019 White Alone	65.9%	64.2%	61.6%
2019 Black Alone	22.8%	26.5%	30.7%
2019 American Indian/Alaska Native Alone	0.4%	0.4%	0.3%
2019 Asian Alone	2.0%	1.7%	1.6%
2019 Pacific Islander Alone	0.2%	0.1%	0.1%
2019 Other Race	5.3%	4.2%	3.0%
2019 Two or More Races	3.4%	3.0%	2.7%
2019 Hispanic Origin (Any Race)	11.1%	8.5%	6.4%

Persons of Hispanic origin represent 6.4% 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 58.2 in the identified area, compared to 64.8 for the U.S. as a whole.

### Households

2019 Wealth Index	63	73	81
2000 Households	19,806	53,582	100,692
2010 Households	21,941	58,502	112,063
2019 Total Households	23,565	65,253	133,736
2024 Total Households	24,578	69,112	145,413
2000-2010 Annual Rate	1.03%	0.88%	1.08%
2010-2019 Annual Rate	0.77%	1.19%	1.93%
2019-2024 Annual Rate	0.85%	1.16%	1.69%
2019 Average Household Size	2.38	2.48	2.42

The household count in this area has changed from 112,063 in 2010 to 133,736 in the current year, a change of 1.93% annually. The five-year projection of households is 145,413, a change of 1.69% annually from the current year total. Average household size is currently 2.42, compared to 2.43 in the year 2010. The number of families in the current year is 81,812 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.



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<b>Mortgage Income</b>			
2019 Percent of Income for Mortgage	17.3%	18.3%	19.4%
<b>Median Household Income</b>			
2019 Median Household Income	\$52,445	\$54,586	\$56,935
2024 Median Household Income	\$56,907	\$59,780	\$63,325
2019-2024 Annual Rate	1.65%	1.83%	2.15%
<b>Average Household Income</b>			
2019 Average Household Income	\$66,318	\$71,337	\$76,834
2024 Average Household Income	\$76,111	\$81,639	\$88,488
2019-2024 Annual Rate	2.79%	2.73%	2.86%
<b>Per Capita Income</b>			
2019 Per Capita Income	\$27,384	\$28,616	\$31,195
2024 Per Capita Income	\$31,268	\$32,558	\$35,963
2019-2024 Annual Rate	2.69%	2.61%	2.89%

### Households by Income

Current median household income is \$56,935 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$63,325 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$76,834 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$88,488 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$31,195 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$35,963 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2019 Housing Affordability Index	137	130	123
2000 Total Housing Units	20,952	56,465	106,954
2000 Owner Occupied Housing Units	10,844	32,657	62,148
2000 Renter Occupied Housing Units	8,962	20,925	38,543
2000 Vacant Housing Units	1,146	2,883	6,263
2010 Total Housing Units	23,894	63,913	123,385
2010 Owner Occupied Housing Units	11,252	34,872	68,708
2010 Renter Occupied Housing Units	10,689	23,630	43,355
2010 Vacant Housing Units	1,953	5,411	11,322
2019 Total Housing Units	25,423	70,189	145,561
2019 Owner Occupied Housing Units	12,591	39,648	79,784
2019 Renter Occupied Housing Units	10,973	25,605	53,952
2019 Vacant Housing Units	1,858	4,936	11,825
2024 Total Housing Units	26,410	73,957	157,317
2024 Owner Occupied Housing Units	13,521	43,155	87,170
2024 Renter Occupied Housing Units	11,057	25,957	58,243
2024 Vacant Housing Units	1,832	4,845	11,904

Currently, 54.8% of the 145,561 housing units in the area are owner occupied; 37.1%, renter occupied; and 8.1% 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 123,385 housing units in the area - 55.7% owner occupied, 35.1% renter occupied, and 9.2% vacant. The annual rate of change in housing units since 2010 is 7.62%. Median home value in the area is \$225,552, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 2.84% annually to \$259,395.

**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.

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