

Executive Summary

1000 Rivergate Pkwy, Goodlettsville, Tennessee, 37072 2
 1000 Rivergate Pkwy, Goodlettsville, Tennessee, 37072
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 36.30169
 Longitude: -86.69613

| | 3 miles | 5 miles | 7 miles |
|------------------------|---------|---------|---------|
| Population | | | |
| 2010 Population | 37,888 | 93,918 | 153,917 |
| 2020 Population | 41,334 | 102,314 | 168,263 |
| 2024 Population | 43,363 | 106,565 | 176,298 |
| 2029 Population | 45,904 | 111,481 | 183,083 |
| 2010-2020 Annual Rate | 0.87% | 0.86% | 0.90% |
| 2020-2024 Annual Rate | 1.13% | 0.96% | 1.10% |
| 2024-2029 Annual Rate | 1.15% | 0.91% | 0.76% |
| 2020 Male Population | 47.7% | 48.0% | 48.0% |
| 2020 Female Population | 52.3% | 52.0% | 52.0% |
| 2020 Median Age | 36.2 | 38.0 | 38.2 |
| 2024 Male Population | 48.5% | 48.8% | 48.8% |
| 2024 Female Population | 51.5% | 51.2% | 51.2% |
| 2024 Median Age | 37.0 | 38.7 | 38.9 |

In the identified area, the current year population is 176,298. In 2020, the Census count in the area was 168,263. The rate of change since 2020 was 1.10% annually. The five-year projection for the population in the area is 183,083 representing a change of 0.76% annually from 2024 to 2029. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 38.9, compared to U.S. median age of 39.3.

Race and Ethnicity

| | | | |
|--|-------|-------|-------|
| 2024 White Alone | 50.2% | 57.3% | 60.1% |
| 2024 Black Alone | 28.4% | 22.8% | 22.8% |
| 2024 American Indian/Alaska Native Alone | 0.7% | 0.7% | 0.6% |
| 2024 Asian Alone | 1.8% | 1.6% | 1.7% |
| 2024 Pacific Islander Alone | 0.1% | 0.1% | 0.1% |
| 2024 Other Race | 9.2% | 8.3% | 6.5% |
| 2024 Two or More Races | 9.4% | 9.2% | 8.2% |
| 2024 Hispanic Origin (Any Race) | 16.5% | 15.4% | 12.3% |

Persons of Hispanic origin represent 12.3% of the population in the identified area compared to 19.6% 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 66.7 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

| | | | |
|-----------------------------|--------|--------|--------|
| 2024 Wealth Index | 61 | 74 | 87 |
| 2010 Households | 16,048 | 39,497 | 63,175 |
| 2020 Households | 17,486 | 43,039 | 69,235 |
| 2024 Households | 18,344 | 44,967 | 72,849 |
| 2029 Households | 19,419 | 47,133 | 75,825 |
| 2010-2020 Annual Rate | 0.86% | 0.86% | 0.92% |
| 2020-2024 Annual Rate | 1.13% | 1.04% | 1.20% |
| 2024-2029 Annual Rate | 1.15% | 0.95% | 0.80% |
| 2024 Average Household Size | 2.35 | 2.35 | 2.41 |

The household count in this area has changed from 69,235 in 2020 to 72,849 in the current year, a change of 1.20% annually. The five-year projection of households is 75,825, a change of 0.80% annually from the current year total. Average household size is currently 2.41, compared to 2.42 in the year 2020. The number of families in the current year is 44,352 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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|-------------------------------------|----------|-----------|-----------|
| Mortgage Income | | | |
| 2024 Percent of Income for Mortgage | 36.7% | 34.7% | 34.1% |
| Median Household Income | | | |
| 2024 Median Household Income | \$60,334 | \$68,407 | \$75,428 |
| 2029 Median Household Income | \$69,854 | \$78,941 | \$85,643 |
| 2024-2029 Annual Rate | 2.97% | 2.91% | 2.57% |
| Average Household Income | | | |
| 2024 Average Household Income | \$81,962 | \$92,688 | \$101,861 |
| 2029 Average Household Income | \$96,964 | \$109,048 | \$119,088 |
| 2024-2029 Annual Rate | 3.42% | 3.30% | 3.17% |
| Per Capita Income | | | |
| 2024 Per Capita Income | \$34,545 | \$39,024 | \$41,974 |
| 2029 Per Capita Income | \$40,910 | \$45,996 | \$49,186 |
| 2024-2029 Annual Rate | 3.44% | 3.34% | 3.22% |
| GINI Index | | | |
| 2024 Gini Index | 39.4 | 38.8 | 38.6 |

Households by Income
 Current median household income is \$75,428 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$85,643 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$101,861 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$119,088 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$41,974 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$49,186 in five years, compared to \$51,203 for all U.S. households.

| | | | |
|------------------------------------|--------|--------|--------|
| Housing | | | |
| 2024 Housing Affordability Index | 70 | 74 | 75 |
| 2010 Total Housing Units | 17,492 | 43,079 | 68,554 |
| 2010 Owner Occupied Housing Units | 7,641 | 22,757 | 40,349 |
| 2010 Renter Occupied Housing Units | 8,408 | 16,740 | 22,826 |
| 2010 Vacant Housing Units | 1,444 | 3,582 | 5,379 |
| 2020 Total Housing Units | 18,664 | 46,030 | 73,891 |
| 2020 Owner Occupied Housing Units | 7,985 | 23,050 | 41,524 |
| 2020 Renter Occupied Housing Units | 9,501 | 19,989 | 27,711 |
| 2020 Vacant Housing Units | 1,184 | 3,038 | 4,682 |
| 2024 Total Housing Units | 19,348 | 47,629 | 77,045 |
| 2024 Owner Occupied Housing Units | 8,737 | 24,944 | 45,202 |
| 2024 Renter Occupied Housing Units | 9,607 | 20,023 | 27,647 |
| 2024 Vacant Housing Units | 1,004 | 2,662 | 4,196 |
| 2029 Total Housing Units | 20,567 | 50,113 | 80,567 |
| 2029 Owner Occupied Housing Units | 9,097 | 26,077 | 47,138 |
| 2029 Renter Occupied Housing Units | 10,323 | 21,057 | 28,687 |
| 2029 Vacant Housing Units | 1,148 | 2,980 | 4,742 |

| | | | |
|-----------------------------------|------|------|------|
| Socioeconomic Status Index | | | |
| 2024 Socioeconomic Status Index | 47.3 | 48.5 | 49.6 |

Currently, 58.7% of the 77,045 housing units in the area are owner occupied; 35.9%, renter occupied; and 5.4% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 73,891 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.99%. Median home value in the area is \$411,208, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 3.42% annually to \$486,448.

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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.