

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.

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

January 22, 2025