



Market Profile

1301 Murfreesboro Pike, Nashville, Tennessee, 37217
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 36.11616
Longitude: -86.69790

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,229	50,911	160,308
2010 Total Population	5,266	54,462	172,583
2020 Total Population	5,793	59,721	192,547
2020 Group Quarters	1	2,598	4,852
2025 Total Population	6,061	62,440	203,730
2020-2025 Annual Rate	0.91%	0.89%	1.14%
2020 Total Daytime Population	7,381	66,001	193,127
Workers	4,608	39,255	105,757
Residents	2,773	26,746	87,370
Household Summary			
2000 Households	2,172	20,756	67,711
2000 Average Household Size	2.40	2.36	2.31
2010 Households	1,925	20,158	69,200
2010 Average Household Size	2.74	2.58	2.43
2020 Households	2,027	21,279	75,725
2020 Average Household Size	2.86	2.68	2.48
2025 Households	2,097	22,083	80,047
2025 Average Household Size	2.89	2.71	2.48
2020-2025 Annual Rate	0.68%	0.74%	1.12%
2010 Families	1,080	11,254	38,276
2010 Average Family Size	3.43	3.33	3.18
2020 Families	1,127	11,830	41,025
2020 Average Family Size	3.57	3.46	3.26
2025 Families	1,160	12,242	42,918
2025 Average Family Size	3.60	3.49	3.28
2020-2025 Annual Rate	0.58%	0.69%	0.91%
Housing Unit Summary			
2000 Housing Units	2,253	22,056	71,959
Owner Occupied Housing Units	37.2%	37.5%	44.2%
Renter Occupied Housing Units	59.2%	56.6%	49.9%
Vacant Housing Units	3.6%	5.9%	5.9%
2010 Housing Units	2,197	22,486	75,615
Owner Occupied Housing Units	35.1%	34.1%	43.2%
Renter Occupied Housing Units	52.5%	55.5%	48.3%
Vacant Housing Units	12.4%	10.4%	8.5%
2020 Housing Units	2,353	23,810	82,524
Owner Occupied Housing Units	35.3%	34.9%	43.0%
Renter Occupied Housing Units	50.9%	54.4%	48.8%
Vacant Housing Units	13.9%	10.6%	8.2%
2025 Housing Units	2,441	24,710	86,987
Owner Occupied Housing Units	35.4%	35.2%	42.7%
Renter Occupied Housing Units	50.5%	54.2%	49.4%
Vacant Housing Units	14.1%	10.6%	8.0%
Median Household Income			
2020	\$43,718	\$44,369	\$51,857
2025	\$46,302	\$47,094	\$55,014
Median Home Value			
2020	\$199,636	\$196,431	\$219,663
2025	\$220,245	\$215,554	\$234,550
Per Capita Income			
2020	\$20,642	\$21,076	\$27,810
2025	\$21,892	\$22,608	\$30,403
Median Age			
2010	31.5	30.9	32.0
2020	33.5	32.9	34.1
2025	33.6	32.9	34.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	2,027	21,279	75,725
<\$15,000	8.2%	10.6%	10.7%
\$15,000 - \$24,999	17.2%	13.0%	9.9%
\$25,000 - \$34,999	13.1%	13.9%	11.3%
\$35,000 - \$49,999	17.4%	17.8%	16.0%
\$50,000 - \$74,999	22.1%	20.5%	18.9%
\$75,000 - \$99,999	7.8%	10.5%	13.4%
\$100,000 - \$149,999	9.9%	9.5%	12.0%
\$150,000 - \$199,999	2.9%	2.4%	3.9%
\$200,000+	1.4%	1.8%	3.8%
Average Household Income	\$57,352	\$58,367	\$70,424
2025 Households by Income			
Household Income Base	2,097	22,083	80,047
<\$15,000	7.5%	9.7%	9.7%
\$15,000 - \$24,999	16.0%	12.0%	9.0%
\$25,000 - \$34,999	12.7%	13.4%	10.6%
\$35,000 - \$49,999	17.1%	17.5%	15.3%
\$50,000 - \$74,999	23.2%	21.1%	19.1%
\$75,000 - \$99,999	8.2%	11.2%	14.1%
\$100,000 - \$149,999	10.8%	10.6%	13.3%
\$150,000 - \$199,999	3.1%	2.6%	4.5%
\$200,000+	1.4%	1.9%	4.2%
Average Household Income	\$61,546	\$63,160	\$77,152
2020 Owner Occupied Housing Units by Value			
Total	830	8,301	35,433
<\$50,000	8.8%	8.5%	6.9%
\$50,000 - \$99,999	6.9%	7.5%	5.2%
\$100,000 - \$149,999	9.6%	14.8%	11.5%
\$150,000 - \$199,999	24.8%	20.7%	17.8%
\$200,000 - \$249,999	20.1%	21.5%	21.8%
\$250,000 - \$299,999	15.4%	14.0%	13.6%
\$300,000 - \$399,999	6.0%	5.8%	10.2%
\$400,000 - \$499,999	0.7%	1.9%	4.8%
\$500,000 - \$749,999	3.4%	2.6%	5.2%
\$750,000 - \$999,999	1.8%	1.3%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.6%	0.7%
\$1,500,000 - \$1,999,999	2.0%	0.7%	0.6%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$250,905	\$226,997	\$264,786
2025 Owner Occupied Housing Units by Value			
Total	864	8,680	37,078
<\$50,000	6.8%	6.3%	5.1%
\$50,000 - \$99,999	5.6%	5.7%	3.9%
\$100,000 - \$149,999	7.5%	12.0%	9.3%
\$150,000 - \$199,999	21.5%	18.8%	16.0%
\$200,000 - \$249,999	21.3%	22.9%	22.6%
\$250,000 - \$299,999	17.6%	16.1%	14.9%
\$300,000 - \$399,999	7.6%	7.2%	11.4%
\$400,000 - \$499,999	0.9%	2.8%	5.7%
\$500,000 - \$749,999	5.0%	4.0%	6.9%
\$750,000 - \$999,999	2.7%	2.1%	2.0%
\$1,000,000 - \$1,499,999	0.5%	1.0%	0.9%
\$1,500,000 - \$1,999,999	3.0%	0.8%	0.8%
\$2,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$295,260	\$259,846	\$295,195

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,267	54,464	172,583
0 - 4	9.9%	9.1%	8.6%
5 - 9	6.8%	6.8%	6.6%
10 - 14	4.4%	5.2%	5.5%
15 - 24	14.7%	15.5%	14.4%
25 - 34	21.4%	21.3%	20.5%
35 - 44	14.9%	14.6%	14.4%
45 - 54	12.0%	12.3%	12.8%
55 - 64	8.0%	7.9%	9.0%
65 - 74	4.0%	3.8%	4.4%
75 - 84	2.7%	2.5%	2.8%
85 +	1.2%	1.0%	1.0%
18 +	76.2%	75.8%	76.1%
2020 Population by Age			
Total	5,792	59,721	192,546
0 - 4	8.8%	8.0%	7.4%
5 - 9	7.9%	7.2%	6.8%
10 - 14	7.4%	6.8%	6.4%
15 - 24	11.9%	13.9%	13.3%
25 - 34	16.9%	18.1%	17.6%
35 - 44	16.1%	15.7%	15.4%
45 - 54	12.1%	11.7%	11.9%
55 - 64	9.3%	9.2%	10.3%
65 - 74	5.7%	5.9%	6.7%
75 - 84	2.7%	2.5%	3.0%
85 +	1.2%	1.1%	1.2%
18 +	72.4%	74.6%	76.2%
2025 Population by Age			
Total	6,058	62,441	203,728
0 - 4	8.9%	8.1%	7.4%
5 - 9	7.7%	7.0%	6.5%
10 - 14	7.0%	6.5%	6.1%
15 - 24	14.2%	15.3%	14.2%
25 - 34	14.4%	16.5%	16.9%
35 - 44	15.9%	15.3%	14.8%
45 - 54	12.0%	11.8%	12.0%
55 - 64	9.1%	8.9%	9.8%
65 - 74	6.5%	6.6%	7.4%
75 - 84	3.3%	3.1%	3.7%
85 +	1.1%	1.0%	1.2%
18 +	72.3%	74.7%	76.5%
2010 Population by Sex			
Males	2,842	29,237	86,868
Females	2,424	25,225	85,715
2020 Population by Sex			
Males	3,084	31,952	97,332
Females	2,709	27,769	95,214
2025 Population by Sex			
Males	3,193	33,175	102,699
Females	2,868	29,265	101,031

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,265	54,462	172,582
White Alone	59.9%	52.8%	57.0%
Black Alone	14.9%	22.6%	25.3%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	1.8%	3.7%	3.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	18.0%	16.6%	10.4%
Two or More Races	4.3%	3.5%	3.2%
Hispanic Origin	32.8%	28.5%	19.5%
Diversity Index	78.7	80.4	73.2
2020 Population by Race/Ethnicity			
Total	5,792	59,720	192,548
White Alone	58.2%	51.2%	55.7%
Black Alone	13.8%	21.1%	24.3%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	2.5%	4.7%	4.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	19.7%	18.2%	11.2%
Two or More Races	4.9%	4.1%	3.9%
Hispanic Origin	35.9%	31.0%	20.9%
Diversity Index	80.7	82.3	75.2
2025 Population by Race/Ethnicity			
Total	6,061	62,440	203,729
White Alone	56.4%	49.8%	54.6%
Black Alone	13.1%	20.2%	23.7%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	2.8%	5.1%	4.9%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	21.5%	19.8%	12.2%
Two or More Races	5.3%	4.5%	4.2%
Hispanic Origin	39.3%	33.8%	22.8%
Diversity Index	82.4	83.9	76.9
2010 Population by Relationship and Household Type			
Total	5,266	54,462	172,583
In Households	100.0%	95.3%	97.5%
In Family Households	75.6%	73.1%	74.1%
Householder	21.1%	20.6%	22.1%
Spouse	13.3%	12.3%	13.6%
Child	28.4%	28.7%	28.8%
Other relative	7.6%	7.2%	6.0%
Nonrelative	5.3%	4.3%	3.5%
In Nonfamily Households	24.3%	22.2%	23.4%
In Group Quarters	0.0%	4.7%	2.5%
Institutionalized Population	0.0%	4.5%	1.8%
Noninstitutionalized Population	0.0%	0.2%	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	3,714	38,364	127,367
Less than 9th Grade	10.2%	9.9%	6.8%
9th - 12th Grade, No Diploma	7.9%	10.1%	7.9%
High School Graduate	23.3%	25.6%	22.3%
GED/Alternative Credential	3.9%	4.4%	3.6%
Some College, No Degree	20.0%	18.9%	18.5%
Associate Degree	5.6%	5.8%	6.9%
Bachelor's Degree	23.6%	19.5%	23.9%
Graduate/Professional Degree	5.7%	5.9%	10.1%
2020 Population 15+ by Marital Status			
Total	4,402	46,651	152,994
Never Married	46.0%	45.1%	43.5%
Married	41.6%	39.8%	40.9%
Widowed	3.5%	4.1%	4.3%
Divorced	8.8%	11.0%	11.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,483	34,736	116,945
Population 16+ Employed	88.1%	89.1%	88.7%
Population 16+ Unemployment rate	11.9%	10.9%	11.3%
Population 16-24 Employed	11.5%	14.8%	13.8%
Population 16-24 Unemployment rate	20.4%	17.6%	19.6%
Population 25-54 Employed	70.2%	67.6%	67.4%
Population 25-54 Unemployment rate	10.5%	9.6%	9.6%
Population 55-64 Employed	12.8%	12.3%	12.8%
Population 55-64 Unemployment rate	12.5%	10.3%	10.9%
Population 65+ Employed	5.6%	5.2%	6.0%
Population 65+ Unemployment rate	7.6%	8.0%	9.2%
2020 Employed Population 16+ by Industry			
Total	3,068	30,952	103,782
Agriculture/Mining	0.9%	0.2%	0.1%
Construction	10.8%	14.8%	10.4%
Manufacturing	9.2%	11.5%	9.2%
Wholesale Trade	1.9%	2.1%	2.2%
Retail Trade	9.2%	9.3%	8.9%
Transportation/Utilities	9.9%	6.5%	6.0%
Information	1.4%	1.1%	1.8%
Finance/Insurance/Real Estate	10.1%	6.9%	7.3%
Services	44.3%	44.2%	50.7%
Public Administration	2.4%	3.4%	3.2%
2020 Employed Population 16+ by Occupation			
Total	3,068	30,951	103,782
White Collar	44.6%	45.1%	55.2%
Management/Business/Financial	8.8%	8.7%	12.0%
Professional	13.2%	14.6%	20.0%
Sales	7.6%	7.1%	8.4%
Administrative Support	15.0%	14.7%	14.7%
Services	21.2%	19.9%	18.5%
Blue Collar	34.2%	35.0%	26.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	8.2%	12.5%	8.4%
Installation/Maintenance/Repair	5.5%	3.9%	3.3%
Production	9.1%	7.8%	6.0%
Transportation/Material Moving	11.4%	10.6%	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

December 01, 2020



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2010 Households by Type			
Total	1,925	20,158	69,200
Households with 1 Person	31.0%	33.3%	34.4%
Households with 2+ People	69.0%	66.7%	65.6%
Family Households	56.1%	55.8%	55.3%
Husband-wife Families	35.5%	33.3%	33.9%
With Related Children	18.7%	18.1%	16.6%
Other Family (No Spouse Present)	20.6%	22.5%	21.4%
Other Family with Male Householder	7.7%	7.8%	6.0%
With Related Children	3.4%	4.1%	3.2%
Other Family with Female Householder	12.8%	14.7%	15.4%
With Related Children	8.7%	10.1%	10.6%
Nonfamily Households	12.9%	10.8%	10.3%
All Households with Children	31.9%	33.1%	30.9%
Multigenerational Households	4.8%	4.7%	3.9%
Unmarried Partner Households	9.1%	8.5%	7.9%
Male-female	7.8%	7.6%	6.8%
Same-sex	1.4%	0.9%	1.1%
2010 Households by Size			
Total	1,924	20,159	69,201
1 Person Household	31.0%	33.3%	34.4%
2 Person Household	27.7%	27.0%	29.7%
3 Person Household	14.2%	14.5%	14.7%
4 Person Household	12.3%	11.4%	10.4%
5 Person Household	8.0%	7.1%	5.8%
6 Person Household	3.2%	3.4%	2.6%
7 + Person Household	3.6%	3.2%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	1,925	20,158	69,200
Owner Occupied	40.1%	38.0%	47.2%
Owned with a Mortgage/Loan	27.6%	27.4%	36.1%
Owned Free and Clear	12.4%	10.7%	11.1%
Renter Occupied	59.9%	62.0%	52.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	125	131
Percent of Income for Mortgage	19.1%	18.5%	17.7%
Wealth Index	43	43	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,197	22,486	75,615
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	5,266	54,462	172,583
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	NeWest Residents (13C)	Metro Fusion (11C)	Young and Restless (11B)
2.	Front Porches (8E)	NeWest Residents (13C)	Emerald City (8B)
3.	Parks and Rec (5C)	Young and Restless (11B)	Bright Young Professionals (8C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$3,037,730	\$32,101,152	\$135,625,856
Average Spent	\$1,498.63	\$1,508.58	\$1,791.03
Spending Potential Index	70	70	83
Education: Total \$	\$2,347,796	\$23,960,445	\$103,338,460
Average Spent	\$1,158.26	\$1,126.01	\$1,364.65
Spending Potential Index	65	63	76
Entertainment/Recreation: Total \$	\$4,047,254	\$43,857,383	\$189,285,204
Average Spent	\$1,996.67	\$2,061.06	\$2,499.64
Spending Potential Index	61	63	77
Food at Home: Total \$	\$7,360,361	\$77,911,313	\$328,271,466
Average Spent	\$3,631.16	\$3,661.42	\$4,335.05
Spending Potential Index	68	69	81
Food Away from Home: Total \$	\$5,250,479	\$55,867,049	\$236,155,011
Average Spent	\$2,590.27	\$2,625.45	\$3,118.59
Spending Potential Index	69	70	83
Health Care: Total \$	\$6,923,695	\$76,938,406	\$332,258,579
Average Spent	\$3,415.74	\$3,615.70	\$4,387.70
Spending Potential Index	59	63	76
HH Furnishings & Equipment: Total \$	\$2,812,637	\$30,532,963	\$131,178,953
Average Spent	\$1,387.59	\$1,434.89	\$1,732.31
Spending Potential Index	64	66	79
Personal Care Products & Services: Total \$	\$1,219,553	\$13,286,505	\$56,860,798
Average Spent	\$601.65	\$624.40	\$750.89
Spending Potential Index	65	68	82
Shelter: Total \$	\$27,188,413	\$282,192,296	\$1,193,986,947
Average Spent	\$13,413.13	\$13,261.54	\$15,767.41
Spending Potential Index	69	68	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,705,812	\$30,607,650	\$133,906,462
Average Spent	\$1,334.89	\$1,438.40	\$1,768.33
Spending Potential Index	57	61	76
Travel: Total \$	\$2,895,286	\$30,989,738	\$135,379,245
Average Spent	\$1,428.36	\$1,456.35	\$1,787.77
Spending Potential Index	59	60	74
Vehicle Maintenance & Repairs: Total \$	\$1,509,228	\$16,854,454	\$72,239,618
Average Spent	\$744.56	\$792.07	\$953.97
Spending Potential Index	64	68	82

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.