

# Community Profile

Goodlettsville City, TN  
 Goodlettsville City, TN (4729920)  
 Geography: Place

Prepared by Forward Sumner

	Goodlettsvill...
<b>Population Summary</b>	
2000 Total Population	13,778
2010 Total Population	15,893
2019 Total Population	17,432
2019 Group Quarters	73
2024 Total Population	18,349
2019-2024 Annual Rate	1.03%
2019 Total Daytime Population	21,858
Workers	13,697
Residents	8,161
<b>Household Summary</b>	
2000 Households	5,640
2000 Average Household Size	2.42
2010 Households	6,637
2010 Average Household Size	2.38
2019 Households	7,236
2019 Average Household Size	2.40
2024 Households	7,594
2024 Average Household Size	2.41
2019-2024 Annual Rate	0.97%
2010 Families	4,344
2010 Average Family Size	2.92
2019 Families	4,678
2019 Average Family Size	2.94
2024 Families	4,891
2024 Average Family Size	2.95
2019-2024 Annual Rate	0.89%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,881
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	4.1%
2010 Housing Units	7,084
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	6.3%
2019 Housing Units	7,679
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	37.5%
Vacant Housing Units	5.8%
2024 Housing Units	8,023
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	5.3%
<b>Median Household Income</b>	
2019	\$62,067
2024	\$68,531
<b>Median Home Value</b>	
2019	\$219,001
2024	\$243,443
<b>Per Capita Income</b>	
2019	\$32,412
2024	\$36,292
<b>Median Age</b>	
2010	39.9
2019	40.8
2024	41.7

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>	
Household Income Base	7,235
<\$15,000	7.8%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	4.7%
\$200,000+	3.8%
Average Household Income	\$78,587
<b>2024 Households by Income</b>	
Household Income Base	7,593
<\$15,000	6.3%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	6.0%
\$200,000+	4.4%
Average Household Income	\$88,305
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	4,360
<\$50,000	3.0%
\$50,000 - \$99,999	3.1%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	22.7%
\$200,000 - \$249,999	16.5%
\$250,000 - \$299,999	11.8%
\$300,000 - \$399,999	18.0%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$248,710
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	4,663
<\$50,000	1.8%
\$50,000 - \$99,999	2.2%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	20.3%
\$200,000 - \$249,999	15.3%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	21.2%
\$400,000 - \$499,999	10.7%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$273,826

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	<b>Goodlettsvill...</b>
<b>2010 Population by Age</b>	
Total	15,893
0 - 4	6.1%
5 - 9	6.0%
10 - 14	6.3%
15 - 24	12.0%
25 - 34	13.5%
35 - 44	13.5%
45 - 54	15.6%
55 - 64	12.8%
65 - 74	7.7%
75 - 84	4.7%
85 +	1.8%
18 +	77.5%
<b>2019 Population by Age</b>	
Total	17,432
0 - 4	5.7%
5 - 9	5.7%
10 - 14	6.0%
15 - 24	11.6%
25 - 34	13.0%
35 - 44	13.3%
45 - 54	13.6%
55 - 64	13.9%
65 - 74	10.0%
75 - 84	5.2%
85 +	2.1%
18 +	79.2%
<b>2024 Population by Age</b>	
Total	18,351
0 - 4	5.7%
5 - 9	5.5%
10 - 14	5.9%
15 - 24	11.4%
25 - 34	12.5%
35 - 44	13.6%
45 - 54	12.9%
55 - 64	13.1%
65 - 74	10.9%
75 - 84	6.3%
85 +	2.2%
18 +	79.4%
<b>2010 Population by Sex</b>	
Males	7,489
Females	8,404
<b>2019 Population by Sex</b>	
Males	8,288
Females	9,144
<b>2024 Population by Sex</b>	
Males	8,751
Females	9,600

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>Goodlettsvill...</b>
<b>2010 Population by Race/Ethnicity</b>	
Total	15,893
White Alone	74.7%
Black Alone	18.6%
American Indian Alone	0.2%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	2.2%
Hispanic Origin	4.0%
Diversity Index	45.3
<b>2019 Population by Race/Ethnicity</b>	
Total	17,433
White Alone	72.4%
Black Alone	18.9%
American Indian Alone	0.3%
Asian Alone	3.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.2%
Two or More Races	3.0%
Hispanic Origin	5.1%
Diversity Index	49.3
<b>2024 Population by Race/Ethnicity</b>	
Total	18,349
White Alone	70.5%
Black Alone	19.6%
American Indian Alone	0.3%
Asian Alone	3.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.5%
Two or More Races	3.4%
Hispanic Origin	5.9%
Diversity Index	52.3
<b>2010 Population by Relationship and Household Type</b>	
Total	15,893
In Households	99.6%
In Family Households	82.0%
Householder	27.3%
Spouse	19.4%
Child	29.3%
Other relative	3.8%
Nonrelative	2.1%
In Nonfamily Households	17.6%
In Group Quarters	0.4%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.1%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	<b>Goodlettsvill...</b>
<b>2019 Population 25+ by Educational Attainment</b>	
Total	12,395
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	5.0%
High School Graduate	24.4%
GED/Alternative Credential	3.8%
Some College, No Degree	25.7%
Associate Degree	8.5%
Bachelor's Degree	21.1%
Graduate/Professional Degree	10.0%
<b>2019 Population 15+ by Marital Status</b>	
Total	14,410
Never Married	32.1%
Married	47.0%
Widowed	6.0%
Divorced	14.9%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%
<b>2019 Employed Population 16+ by Industry</b>	
Total	9,443
Agriculture/Mining	0.2%
Construction	5.2%
Manufacturing	9.1%
Wholesale Trade	2.9%
Retail Trade	13.6%
Transportation/Utilities	6.5%
Information	3.1%
Finance/Insurance/Real Estate	6.1%
Services	47.0%
Public Administration	6.3%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	9,444
White Collar	69.0%
Management/Business/Financial	15.1%
Professional	24.4%
Sales	10.2%
Administrative Support	19.2%
Services	12.3%
Blue Collar	18.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	2.5%
Production	5.7%
Transportation/Material Moving	6.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	15,893
Population Inside Urbanized Area	99.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.5%

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 05, 2020

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<b>2010 Households by Type</b>	
Total	6,637
Households with 1 Person	28.4%
Households with 2+ People	71.6%
Family Households	65.5%
Husband-wife Families	46.4%
With Related Children	18.5%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	4.1%
With Related Children	2.2%
Other Family with Female Householder	15.0%
With Related Children	9.7%
Nonfamily Households	6.1%
All Households with Children	30.9%
Multigenerational Households	4.0%
Unmarried Partner Households	6.7%
Male-female	6.0%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	6,637
1 Person Household	28.4%
2 Person Household	36.0%
3 Person Household	16.3%
4 Person Household	11.6%
5 Person Household	4.9%
6 Person Household	2.0%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	6,637
Owner Occupied	58.8%
Owned with a Mortgage/Loan	41.3%
Owned Free and Clear	17.5%
Renter Occupied	41.2%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	7,084
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>		
1.		Front Porches (8E)
2.		Bright Young Professionals
3.		Green Acres (6A)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$13,973,547
Average Spent		\$1,931.11
Spending Potential Index		90
Education: Total \$		\$10,331,897
Average Spent		\$1,427.85
Spending Potential Index		90
Entertainment/Recreation: Total \$		\$21,147,933
Average Spent		\$2,922.60
Spending Potential Index		89
Food at Home: Total \$		\$33,784,034
Average Spent		\$4,668.88
Spending Potential Index		90
Food Away from Home: Total \$		\$24,020,586
Average Spent		\$3,319.59
Spending Potential Index		90
Health Care: Total \$		\$38,480,038
Average Spent		\$5,317.86
Spending Potential Index		90
HH Furnishings & Equipment: Total \$		\$14,011,292
Average Spent		\$1,936.33
Spending Potential Index		91
Personal Care Products & Services: Total \$		\$5,849,796
Average Spent		\$808.43
Spending Potential Index		91
Shelter: Total \$		\$121,544,874
Average Spent		\$16,797.25
Spending Potential Index		91
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$16,001,664
Average Spent		\$2,211.40
Spending Potential Index		89
Travel: Total \$		\$14,589,248
Average Spent		\$2,016.20
Spending Potential Index		90
Vehicle Maintenance & Repairs: Total \$		\$7,587,431
Average Spent		\$1,048.57
Spending Potential Index		92

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.