



Community Profile

Rings: 3, 5, 10 mile radii

217 Indian Lake Blvd, Hendersonville, TN

Latitude: 36.3216
Longitude: -86.60163

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	32,142	56,520	208,928
2010 Total Population	38,064	70,163	244,150
2020 Total Population	46,680	88,210	290,745
2020 Group Quarters	139	149	1,239
2025 Total Population	50,645	96,512	314,817
2020-2025 Annual Rate	1.64%	1.82%	1.60%
2020 Total Daytime Population	48,328	82,201	267,053
Workers	25,281	38,980	122,200
Residents	23,047	43,221	144,853
Household Summary			
2000 Households	12,575	21,630	82,692
2000 Average Household Size	2.54	2.60	2.50
2010 Households	15,209	27,293	96,934
2010 Average Household Size	2.49	2.57	2.51
2020 Households	18,580	33,981	114,127
2020 Average Household Size	2.50	2.59	2.54
2025 Households	20,121	37,107	123,119
2025 Average Household Size	2.51	2.60	2.55
2020-2025 Annual Rate	1.61%	1.78%	1.53%
2010 Families	10,448	19,561	66,126
2010 Average Family Size	3.02	3.04	3.01
2020 Families	12,700	24,263	77,748
2020 Average Family Size	3.03	3.07	3.05
2025 Families	13,711	26,402	83,684
2025 Average Family Size	3.04	3.08	3.06
2020-2025 Annual Rate	1.54%	1.70%	1.48%
Housing Unit Summary			
2000 Housing Units	13,116	22,613	87,040
Owner Occupied Housing Units	65.8%	72.3%	66.9%
Renter Occupied Housing Units	30.0%	23.4%	28.1%
Vacant Housing Units	4.1%	4.4%	5.0%
2010 Housing Units	16,388	29,277	104,533
Owner Occupied Housing Units	64.1%	67.6%	65.0%
Renter Occupied Housing Units	28.7%	25.7%	27.8%
Vacant Housing Units	7.2%	6.8%	7.3%
2020 Housing Units	19,711	35,846	121,918
Owner Occupied Housing Units	66.6%	70.3%	67.1%
Renter Occupied Housing Units	27.6%	24.5%	26.5%
Vacant Housing Units	5.7%	5.2%	6.4%
2025 Housing Units	21,304	39,024	131,094
Owner Occupied Housing Units	67.2%	70.5%	67.3%
Renter Occupied Housing Units	27.3%	24.5%	26.6%
Vacant Housing Units	5.6%	4.9%	6.1%
Median Household Income			
2020	\$67,327	\$75,692	\$68,257
2025	\$70,419	\$79,981	\$73,049
Median Home Value			
2020	\$251,449	\$273,103	\$247,114
2025	\$266,732	\$288,876	\$265,917
Per Capita Income			
2020	\$37,320	\$39,643	\$34,997
2025	\$40,239	\$43,296	\$38,158
Median Age			
2010	38.6	39.3	38.6
2020	40.9	41.4	40.6
2025	41.7	42.1	41.4

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	18,580	33,981	114,127
<\$15,000	6.3%	5.7%	7.0%
\$15,000 - \$24,999	6.3%	5.3%	6.7%
\$25,000 - \$34,999	8.4%	7.4%	8.4%
\$35,000 - \$49,999	11.9%	10.8%	12.2%
\$50,000 - \$74,999	22.2%	20.3%	19.6%
\$75,000 - \$99,999	12.5%	12.9%	14.9%
\$100,000 - \$149,999	16.5%	19.0%	17.7%
\$150,000 - \$199,999	8.4%	9.3%	7.2%
\$200,000+	7.5%	9.3%	6.2%
Average Household Income	\$93,828	\$101,926	\$89,175
2025 Households by Income			
Household Income Base	20,121	37,107	123,119
<\$15,000	5.9%	5.4%	6.5%
\$15,000 - \$24,999	5.8%	4.8%	6.1%
\$25,000 - \$34,999	7.9%	6.9%	7.9%
\$35,000 - \$49,999	11.2%	10.1%	11.5%
\$50,000 - \$74,999	22.0%	19.5%	19.0%
\$75,000 - \$99,999	12.7%	12.8%	14.9%
\$100,000 - \$149,999	17.0%	19.5%	18.8%
\$150,000 - \$199,999	9.1%	10.2%	8.1%
\$200,000+	8.3%	10.6%	7.1%
Average Household Income	\$101,352	\$111,501	\$97,597
2020 Owner Occupied Housing Units by Value			
Total	13,134	25,212	81,862
<\$50,000	1.4%	1.9%	4.0%
\$50,000 - \$99,999	2.3%	1.7%	3.6%
\$100,000 - \$149,999	7.7%	5.4%	7.0%
\$150,000 - \$199,999	20.5%	17.1%	18.7%
\$200,000 - \$249,999	17.6%	16.4%	17.7%
\$250,000 - \$299,999	17.1%	16.2%	16.0%
\$300,000 - \$399,999	19.5%	22.7%	17.8%
\$400,000 - \$499,999	6.6%	8.4%	7.5%
\$500,000 - \$749,999	5.4%	7.5%	5.4%
\$750,000 - \$999,999	1.1%	1.4%	1.2%
\$1,000,000 - \$1,499,999	0.9%	1.0%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$286,196	\$315,282	\$288,081
2025 Owner Occupied Housing Units by Value			
Total	14,309	27,531	88,210
<\$50,000	1.0%	1.3%	2.9%
\$50,000 - \$99,999	1.6%	1.1%	2.6%
\$100,000 - \$149,999	5.9%	4.1%	5.4%
\$150,000 - \$199,999	18.1%	14.7%	16.3%
\$200,000 - \$249,999	17.6%	15.9%	17.4%
\$250,000 - \$299,999	17.8%	16.5%	17.0%
\$300,000 - \$399,999	21.7%	24.9%	20.1%
\$400,000 - \$499,999	7.8%	9.7%	9.0%
\$500,000 - \$749,999	6.4%	8.7%	6.6%
\$750,000 - \$999,999	1.2%	1.6%	1.4%
\$1,000,000 - \$1,499,999	1.0%	1.1%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$303,626	\$333,006	\$310,680

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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Latitude: 36.3216

Longitude: -86.60163

	3 mile	5 mile	10 mile
2010 Population by Age			
Total	38,062	70,162	244,153
0 - 4	6.4%	6.1%	6.5%
5 - 9	7.0%	7.0%	6.7%
10 - 14	7.2%	7.5%	6.8%
15 - 24	12.0%	11.7%	11.6%
25 - 34	12.3%	11.5%	13.0%
35 - 44	14.8%	15.0%	14.6%
45 - 54	14.9%	15.6%	15.5%
55 - 64	12.0%	12.6%	12.4%
65 - 74	7.6%	7.7%	7.2%
75 - 84	4.0%	3.8%	3.9%
85 +	1.8%	1.5%	1.5%
18 +	75.0%	74.9%	75.8%
2020 Population by Age			
Total	46,680	88,209	290,745
0 - 4	5.6%	5.4%	5.7%
5 - 9	6.2%	6.1%	6.2%
10 - 14	6.7%	6.8%	6.6%
15 - 24	11.9%	11.8%	11.5%
25 - 34	12.4%	11.9%	12.5%
35 - 44	12.5%	12.6%	13.3%
45 - 54	13.9%	14.5%	13.9%
55 - 64	13.4%	13.8%	13.8%
65 - 74	10.0%	10.2%	9.9%
75 - 84	5.2%	4.9%	4.8%
85 +	2.3%	1.9%	1.9%
18 +	77.7%	77.6%	77.7%
2025 Population by Age			
Total	50,646	96,514	314,815
0 - 4	5.5%	5.4%	5.7%
5 - 9	5.9%	5.8%	5.9%
10 - 14	6.4%	6.5%	6.4%
15 - 24	11.5%	11.2%	11.2%
25 - 34	12.5%	12.1%	12.5%
35 - 44	12.3%	12.7%	13.2%
45 - 54	13.1%	13.6%	13.2%
55 - 64	13.3%	13.6%	13.2%
65 - 74	10.7%	10.9%	10.8%
75 - 84	6.4%	6.1%	5.9%
85 +	2.5%	2.1%	2.0%
18 +	78.5%	78.4%	78.2%
2010 Population by Sex			
Males	18,297	34,002	117,972
Females	19,767	36,161	126,178
2020 Population by Sex			
Males	22,503	42,798	141,000
Females	24,177	45,412	149,744
2025 Population by Sex			
Males	24,410	46,798	152,891
Females	26,234	49,714	161,926

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

August 13, 2020



Community Profile

Rings: 3, 5, 10 mile radii

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2010 Population by Race/Ethnicity			
Total	38,065	70,163	244,151
White Alone	88.9%	89.1%	80.4%
Black Alone	6.0%	6.1%	12.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.5%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	1.1%	2.8%
Two or More Races	2.0%	1.8%	2.1%
Hispanic Origin	3.9%	3.4%	6.1%
Diversity Index	26.5	25.4	41.2
2020 Population by Race/Ethnicity			
Total	46,679	88,209	290,744
White Alone	85.3%	85.7%	78.6%
Black Alone	7.8%	7.7%	13.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.0%	2.1%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.5%	3.3%
Two or More Races	2.7%	2.5%	2.7%
Hispanic Origin	5.3%	4.6%	7.3%
Diversity Index	34.1	32.4	45.0
2025 Population by Race/Ethnicity			
Total	50,644	96,511	314,816
White Alone	83.5%	84.0%	77.4%
Black Alone	8.7%	8.6%	13.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.4%	2.5%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	1.7%	3.6%
Two or More Races	3.0%	2.8%	3.0%
Hispanic Origin	6.1%	5.3%	8.1%
Diversity Index	37.5	35.8	47.4
2010 Population by Relationship and Household Type			
Total	38,064	70,163	244,150
In Households	99.6%	99.8%	99.5%
In Family Households	84.5%	86.4%	83.9%
Householder	27.4%	28.0%	27.1%
Spouse	21.2%	22.3%	20.2%
Child	31.4%	31.7%	30.8%
Other relative	2.7%	2.7%	3.6%
Nonrelative	1.7%	1.6%	2.3%
In Nonfamily Households	15.1%	13.4%	15.6%
In Group Quarters	0.4%	0.2%	0.5%
Institutionalized Population	0.3%	0.2%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	32,504	61,595	203,473
Less than 9th Grade	2.3%	1.6%	2.9%
9th - 12th Grade, No Diploma	3.9%	3.4%	5.2%
High School Graduate	21.5%	20.6%	22.5%
GED/Alternative Credential	3.0%	3.1%	4.3%
Some College, No Degree	24.0%	23.9%	23.9%
Associate Degree	10.3%	9.1%	8.7%
Bachelor's Degree	24.2%	25.8%	22.2%
Graduate/Professional Degree	10.9%	12.4%	10.3%
2020 Population 15+ by Marital Status			
Total	38,066	72,024	236,876
Never Married	26.3%	25.9%	28.4%
Married	54.9%	57.1%	53.2%
Widowed	5.8%	5.3%	5.4%
Divorced	13.0%	11.7%	13.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	26,417	50,332	163,676
Population 16+ Employed	90.0%	90.0%	89.6%
Population 16+ Unemployment rate	10.0%	10.0%	10.4%
Population 16-24 Employed	13.0%	12.4%	11.8%
Population 16-24 Unemployment rate	16.6%	16.2%	18.5%
Population 25-54 Employed	61.7%	61.5%	63.0%
Population 25-54 Unemployment rate	9.0%	9.3%	9.3%
Population 55-64 Employed	16.1%	17.0%	17.3%
Population 55-64 Unemployment rate	9.3%	9.0%	9.3%
Population 65+ Employed	9.2%	9.1%	7.8%
Population 65+ Unemployment rate	7.2%	7.2%	8.1%
2020 Employed Population 16+ by Industry			
Total	23,783	45,307	146,633
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	6.1%	5.8%	7.5%
Manufacturing	10.3%	9.6%	9.4%
Wholesale Trade	3.8%	3.6%	3.1%
Retail Trade	10.0%	10.5%	10.5%
Transportation/Utilities	6.4%	6.2%	6.7%
Information	1.3%	1.5%	1.8%
Finance/Insurance/Real Estate	7.5%	7.8%	7.4%
Services	50.4%	50.8%	48.6%
Public Administration	4.1%	4.0%	4.7%
2020 Employed Population 16+ by Occupation			
Total	23,782	45,309	146,632
White Collar	69.5%	71.0%	64.0%
Management/Business/Financial	18.1%	19.1%	16.1%
Professional	22.2%	23.4%	21.2%
Sales	11.8%	12.1%	10.7%
Administrative Support	17.4%	16.5%	16.0%
Services	13.8%	13.1%	15.5%
Blue Collar	16.7%	15.8%	20.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.5%	3.5%	5.3%
Installation/Maintenance/Repair	2.9%	2.7%	3.1%
Production	5.5%	5.0%	5.8%
Transportation/Material Moving	4.7%	4.5%	6.2%

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

August 13, 2020



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2010 Households by Type			
Total	15,209	27,292	96,934
Households with 1 Person	26.1%	23.5%	26.0%
Households with 2+ People	73.9%	76.5%	74.0%
Family Households	68.7%	71.7%	68.2%
Husband-wife Families	53.2%	57.1%	50.8%
With Related Children	24.6%	26.0%	22.4%
Other Family (No Spouse Present)	15.5%	14.6%	17.4%
Other Family with Male Householder	4.0%	3.8%	4.4%
With Related Children	2.2%	2.2%	2.5%
Other Family with Female Householder	11.5%	10.8%	13.0%
With Related Children	7.8%	7.1%	8.4%
Nonfamily Households	5.2%	4.8%	5.8%
All Households with Children	35.1%	35.7%	33.8%
Multigenerational Households	3.6%	3.5%	4.0%
Unmarried Partner Households	5.2%	5.0%	6.1%
Male-female	4.6%	4.3%	5.3%
Same-sex	0.6%	0.6%	0.8%
2010 Households by Size			
Total	15,208	27,290	96,933
1 Person Household	26.1%	23.5%	26.0%
2 Person Household	34.2%	35.0%	34.4%
3 Person Household	16.9%	17.5%	17.1%
4 Person Household	14.1%	14.8%	13.4%
5 Person Household	6.0%	6.2%	5.9%
6 Person Household	1.7%	1.8%	2.0%
7 + Person Household	1.0%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	15,209	27,293	96,934
Owner Occupied	69.1%	72.5%	70.1%
Owned with a Mortgage/Loan	52.6%	54.3%	52.3%
Owned Free and Clear	16.5%	18.2%	17.8%
Renter Occupied	30.9%	27.5%	29.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	152	158	157
Percent of Income for Mortgage	15.6%	15.1%	15.1%
Wealth Index	111	126	102
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	16,388	29,277	104,533
Housing Units Inside Urbanized Area	96.6%	93.8%	92.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	3.4%	6.2%	7.7%
2010 Population By Urban/ Rural Status			
Total Population	38,064	70,163	244,150
Population Inside Urbanized Area	96.1%	93.0%	91.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	3.9%	7.0%	8.2%

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.	Bright Young Professionals (8C)	Savvy Suburbanites (1D)	Soccer Moms (4A)
2.	Old and Newcomers (8F)	Soccer Moms (4A)	Green Acres (6A)
3.	Exurbanites (1E)	Old and Newcomers (8F)	Savvy Suburbanites (1D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$41,599,258	\$82,012,784	\$243,011,633
Average Spent	\$2,238.93	\$2,413.49	\$2,129.31
Spending Potential Index	104	112	99
Education: Total \$	\$34,647,232	\$69,762,316	\$201,034,535
Average Spent	\$1,864.76	\$2,052.98	\$1,761.50
Spending Potential Index	104	115	98
Entertainment/Recreation: Total \$	\$62,356,211	\$124,086,632	\$366,800,834
Average Spent	\$3,356.09	\$3,651.65	\$3,213.97
Spending Potential Index	103	112	99
Food at Home: Total \$	\$101,574,424	\$199,766,917	\$598,791,388
Average Spent	\$5,466.87	\$5,878.78	\$5,246.71
Spending Potential Index	102	110	98
Food Away from Home: Total \$	\$72,721,373	\$143,007,834	\$424,203,622
Average Spent	\$3,913.96	\$4,208.46	\$3,716.94
Spending Potential Index	104	112	99
Health Care: Total \$	\$110,784,873	\$220,193,844	\$654,868,341
Average Spent	\$5,962.59	\$6,479.91	\$5,738.07
Spending Potential Index	104	113	100
HH Furnishings & Equipment: Total \$	\$42,896,612	\$85,402,865	\$251,069,930
Average Spent	\$2,308.75	\$2,513.25	\$2,199.92
Spending Potential Index	106	115	101
Personal Care Products & Services: Total \$	\$18,109,200	\$35,730,574	\$105,388,534
Average Spent	\$974.66	\$1,051.49	\$923.43
Spending Potential Index	106	114	101
Shelter: Total \$	\$372,349,077	\$731,691,389	\$2,167,339,346
Average Spent	\$20,040.32	\$21,532.37	\$18,990.59
Spending Potential Index	103	111	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,701,664	\$92,596,800	\$269,482,005
Average Spent	\$2,513.54	\$2,724.96	\$2,361.25
Spending Potential Index	107	116	101
Travel: Total \$	\$47,259,740	\$94,462,649	\$273,631,394
Average Spent	\$2,543.58	\$2,779.87	\$2,397.60
Spending Potential Index	106	115	99
Vehicle Maintenance & Repairs: Total \$	\$22,966,616	\$44,909,163	\$133,228,867
Average Spent	\$1,236.09	\$1,321.60	\$1,167.37
Spending Potential Index	107	114	101

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.