



PRIMARY RETAIL TRADE AREA

DEMOGRAPHIC PROFILE

La Vergne, Tennessee

March 2023

NaviRetail Inc.

201 Main Street

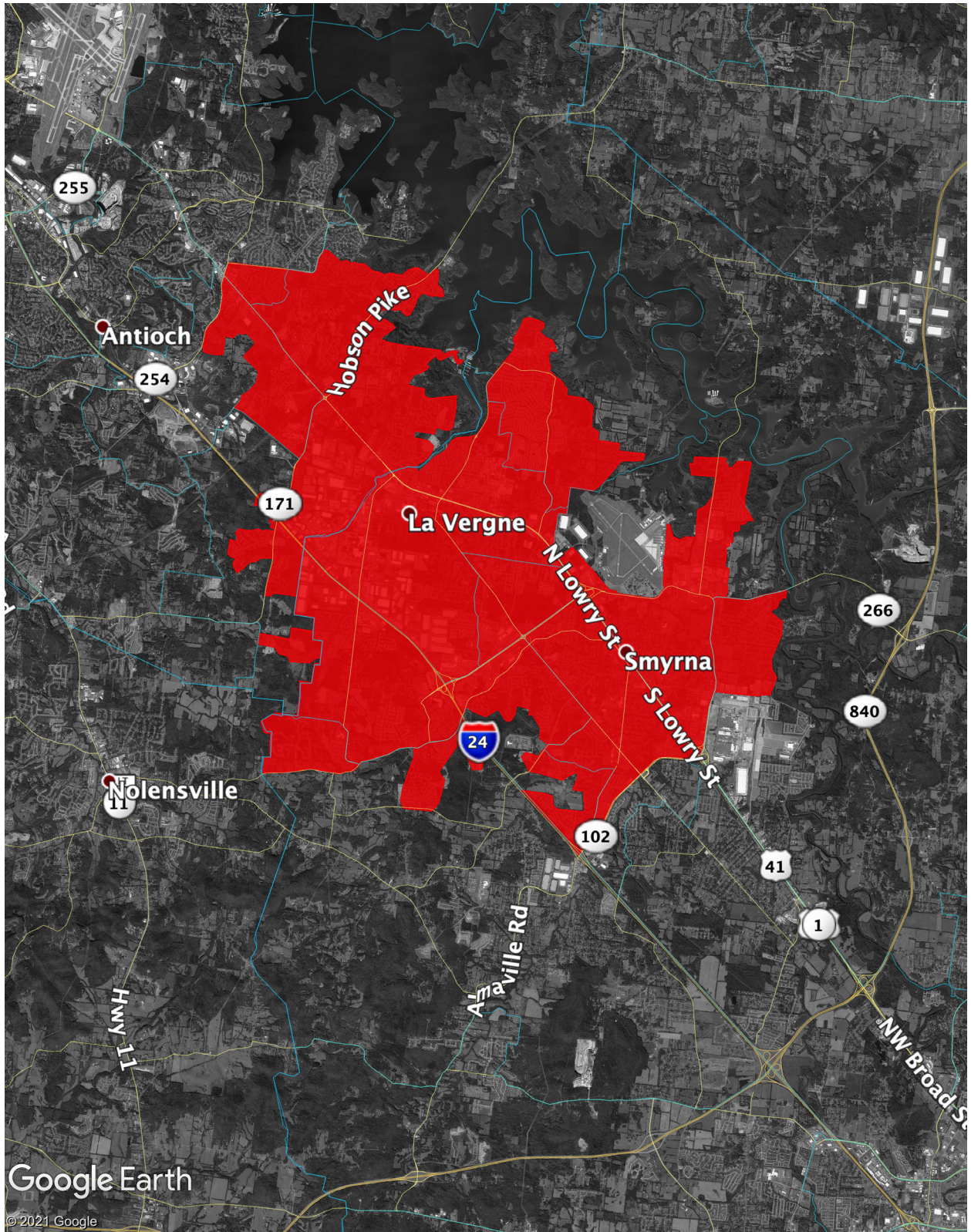
Suite 600

Fort Worth, Texas 76102



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area



Above: La Vergne, Tennessee – Primary Retail Trade Area



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

Population Summary

2027 Total Population	121,461
2022 Total Population	112,466
2020 Total Population	107,291
2010 Total Population	84,199
2022-2027 Annual Rate	1.55%
2022-2027 Total Growth	7.75%
2022 Group Quarters	391
2020 Group Quarters	392
2022 Total Daytime Population	100,005
Workers	46,157
Residents	53,848

Household Summary

2010 Households	30,150
2010 Average Household Size	2.78
2020 Total Households	37,430
2020 Average Household Size	2.86
2022 Households	39,272
2022 Average Household Size	2.85
2027 Households	42,378
2027 Average Household Size	2.86
2022-2027 Annual Rate	1.53%
2010 Families	21,611
2010 Average Family Size	3.25
2022 Families	27,215
2022 Average Family Size	3.37
2027 Families	29,222
2027 Average Family Size	3.38
2022-2027 Annual Rate	1.43%

Housing Unit Summary

2000 Housing Units	21,277
Owner Occupied Housing Units	69.7%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	5.0%
2010 Housing Units	32,270
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	28.6%
Vacant Housing Units	6.6%
2020 Housing Units	39,267
Vacant Housing Units	4.7%
2022 Housing Units	41,194
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	34.6%
Vacant Housing Units	4.7%
2027 Housing Units	45,543
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	6.9%

Median Household Income

2022	\$66,171
2027	\$77,385

Median Home Value

2022	\$249,813
2027	\$281,682

Per Capita Income

2022	\$29,496
2027	\$34,576

Median Age

2010	32.0
2022	34.3
2027	33.5



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La Vergne, Tennessee – Primary Retail Trade Area

2022 Households by Income

Household Income Base	39,272
<\$15,000	4.6%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	6.2%
\$200,000+	3.1%
Average Household Income	\$84,259

2027 Households by Income

Household Income Base	42,378
<\$15,000	3.0%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	9.3%
\$200,000+	4.2%
Average Household Income	\$98,822

2022 Owner Occupied Housing Units by Value

Total	25,020
<\$50,000	2.2%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	16.0%
\$200,000 - \$249,999	26.2%
\$250,000 - \$299,999	23.7%
\$300,000 - \$399,999	14.7%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	2.7%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.3%
Average Home Value	\$293,649

2027 Owner Occupied Housing Units by Value

Total	27,258
<\$50,000	1.0%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	1.5%
\$150,000 - \$199,999	8.3%
\$200,000 - \$249,999	21.8%
\$250,000 - \$299,999	26.8%
\$300,000 - \$399,999	19.8%
\$400,000 - \$499,999	7.2%
\$500,000 - \$749,999	7.3%
\$750,000 - \$999,999	4.0%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.6%
Average Home Value	\$351,883



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La Vergne, Tennessee – Primary Retail Trade Area

2010 Population by Age

Total	84,195
0 - 4	8.6%
5 - 9	8.1%
10 - 14	7.9%
15 - 24	13.4%
25 - 34	17.4%
35 - 44	16.0%
45 - 54	13.5%
55 - 64	8.4%
65 - 74	4.2%
75 - 84	1.9%
85 +	0.6%
18 +	70.8%

2022 Population by Age

Total	112,463
0 - 4	7.5%
5 - 9	7.7%
10 - 14	7.3%
15 - 24	12.7%
25 - 34	15.9%
35 - 44	16.2%
45 - 54	12.6%
55 - 64	10.3%
65 - 74	6.4%
75 - 84	2.7%
85 +	0.7%
18 +	73.6%

2027 Population by Age

Total	121,462
0 - 4	7.7%
5 - 9	7.6%
10 - 14	7.6%
15 - 24	12.5%
25 - 34	17.4%
35 - 44	15.4%
45 - 54	12.2%
55 - 64	9.3%
65 - 74	6.5%
75 - 84	3.0%
85 +	0.8%
18 +	73.1%

2010 Population by Sex

Males	40,885
Females	43,314

2022 Population by Sex

Males	54,701
Females	57,765

2027 Population by Sex

Males	59,041
Females	62,420



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

2010 Population by Race/Ethnicity

Total	84,200
White Alone	62.8%
Black Alone	23.0%
American Indian Alone	0.3%
Asian Alone	3.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.2%
Two or More Races	3.1%
Hispanic Origin	12.9%
Diversity Index	64.8

2020 Population by Race/Ethnicity

Total	107,291
White Alone	47.4%
Black Alone	26.0%
American Indian Alone	0.7%
Asian Alone	4.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.1%
Two or More Races	9.6%
Hispanic Origin	21.0%
Diversity Index	78.8

2022 Population by Race/Ethnicity

Total	112,465
White Alone	46.9%
Black Alone	25.6%
American Indian Alone	0.7%
Asian Alone	4.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.6%
Two or More Races	10.0%
Hispanic Origin	21.7%
Diversity Index	79.3

2027 Population by Race/Ethnicity

Total	121,460
White Alone	46.2%
Black Alone	24.7%
American Indian Alone	0.7%
Asian Alone	4.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.5%
Two or More Races	10.7%
Hispanic Origin	22.8%
Diversity Index	80.2

2010 Population by Relationship and Household Type

Total	84,199
In Households	99.5%
In Family Households	86.5%
Householder	25.7%
Spouse	17.7%
Child	34.9%
Other relative	5.0%
Nonrelative	3.2%
In Nonfamily Households	13.0%
In Group Quarters	0.5%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.0%

2022 Population 25+ by Educational Attainment

Total	72,808
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	25.2%
GED/Alternative Credential	4.7%
Some College, No Degree	21.6%
Associate Degree	10.5%
Bachelor's Degree	21.3%
Graduate/Professional Degree	8.1%



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La Vergne, Tennessee – Primary Retail Trade Area

2022 Population 15+ by Marital Status

Total	87,128
Never Married	35.2%
Married	48.8%
Widowed	4.3%
Divorced	11.7%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	61,455
Population 16+ Employed	96.9%
Population 16+ Unemployment rate	3.1%
Population 16-24 Employed	13.3%
Population 16-24 Unemployment rate	5.6%
Population 25-54 Employed	70.2%
Population 25-54 Unemployment rate	3.0%
Population 55-64 Employed	12.3%
Population 55-64 Unemployment rate	1.3%
Population 65+ Employed	4.3%
Population 65+ Unemployment rate	1.9%

2022 Employed Population 16+ by Industry

Total	59,572
Agriculture/Mining	0.3%
Construction	7.1%
Manufacturing	13.3%
Wholesale Trade	4.0%
Retail Trade	9.7%
Transportation/Utilities	8.5%
Information	2.3%
Finance/Insurance/Real Estate	6.7%
Services	43.4%
Public Administration	4.6%

2022 Employed Population 16+ by Occupation

Total	59,572
White Collar	56.3%
Management/Business/Financial	15.6%
Professional	18.2%
Sales	7.4%
Administrative Support	15.1%
Services	14.5%
Blue Collar	29.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.5%
Production	9.0%
Transportation/Material Moving	11.5%



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2010 Households by Type

Total	30,149
Households with 1 Person	22.0%
Households with 2+ People	78.0%
Family Households	71.7%
Husband-wife Families	49.3%
With Related Children	27.0%
Other Family (No Spouse Present)	22.4%
Other Family with Male Householder	6.0%
With Related Children	3.9%
Other Family with Female Householder	16.4%
With Related Children	12.2%
Nonfamily Households	6.4%
All Households with Children	43.6%
Multigenerational Households	5.0%
Unmarried Partner Households	7.8%
Male-female	7.0%
Same-sex	0.9%

2010 Households by Size

Total	30,151
1 Person Household	21.9%
2 Person Household	30.1%
3 Person Household	18.9%
4 Person Household	15.8%
5 Person Household	7.7%
6 Person Household	3.3%
7 + Person Household	2.2%

2010 Households by Tenure and Mortgage Status

Total	30,158
Owner Occupied	69.4%
Owned with a Mortgage/Loan	59.6%
Owned Free and Clear	9.8%
Renter Occupied	30.6%

2022 Affordability, Mortgage and Wealth

Housing Affordability Index	124
Percent of Income for Mortgage	19.9%
Wealth Index	59

2010 Housing Units By Urban/ Rural Status

Total Housing Units	32,270
Housing Units Inside Urbanized Area	98.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.0%

2010 Population By Urban/ Rural Status

Total Population	84,199
Population Inside Urbanized Area	98.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.0%



ACKNOWLEDGMENTS

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. NaviRetail is a national retail consulting company based in Fort Worth, Texas.

Sources used in completing this study may include: infoUSA, Applied Geographic Solutions, Nielsen, Environmental Systems Research Institute, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data may include data provided by MapInfo, Nielsen, MapBox, Environmental Systems Research Institute, Google, and/or Microsoft Corporation.



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