



PRIMARY RETAIL TRADE AREA

DEMOGRAPHIC PROFILE

La Vergne, Tennessee

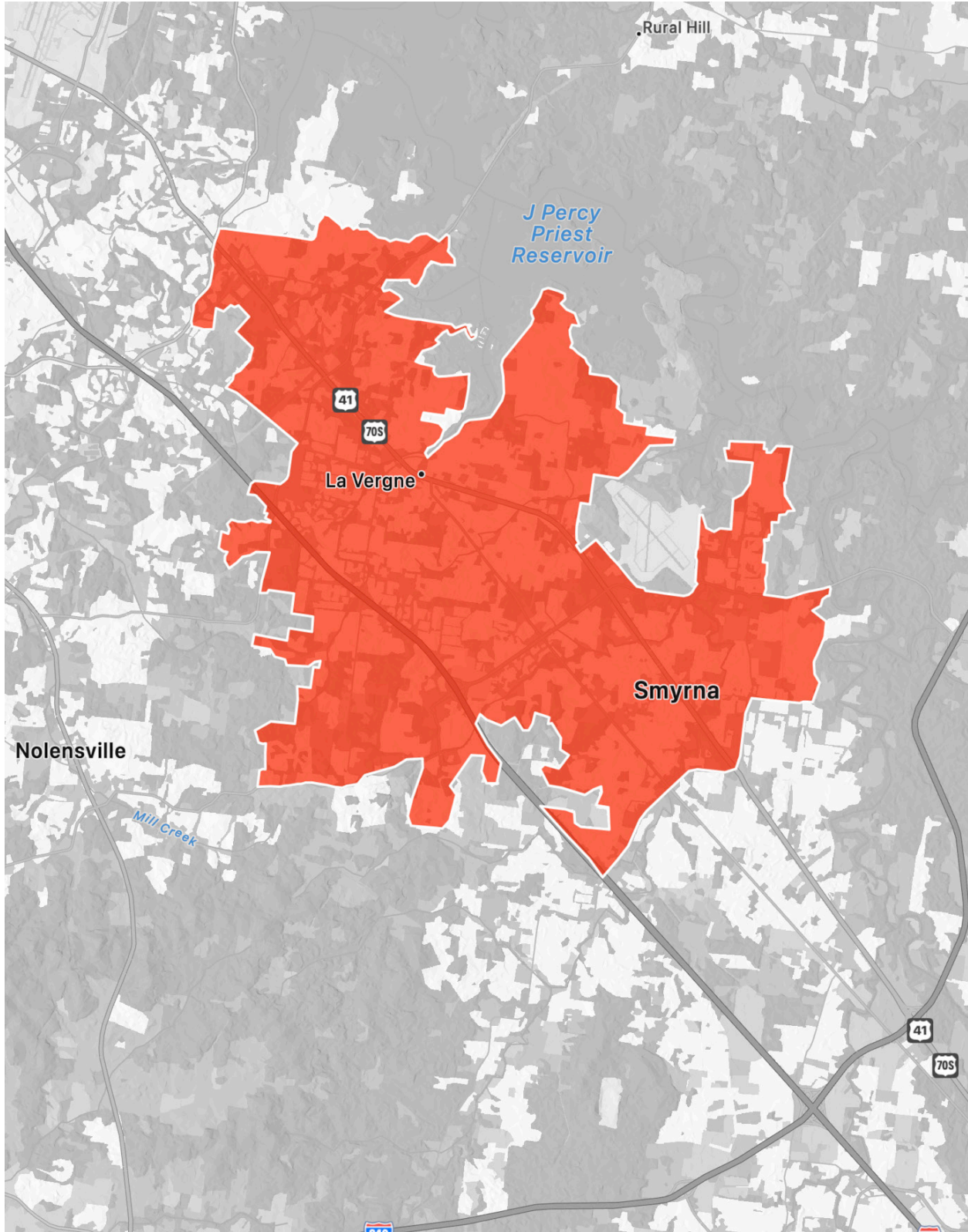
October 2024

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

2010 Total Population	84,389
2020 Total Population	107,233
2024 Total Population	117,264
2029 Total Population	126,281
2024-2029 Annual Rate	1.49%
2024-2029 Total Growth	7.45%
2020 Group Quarters	392
2024 Group Quarters	348
2024 Total Daytime Population	106,011
Workers	49,530
Residents	56,481

Household Summary

2010 Households	30,241
2010 Average Household Size	2.78
2020 Total Households	37,401
2020 Average Household Size	2.86
2024 Households	41,089
2024 Average Household Size	2.85
2029 Households	44,378
2029 Average Household Size	2.84
2024-2029 Annual Rate	1.55%
2010 Families	21,647
2010 Average Family Size	3.25
2024 Families	28,369
2024 Average Family Size	3.40
2029 Families	30,517
2029 Average Family Size	3.39
2024-2029 Annual Rate	1.47%

Housing Unit Summary

2000 Housing Units	21,426
Owner Occupied Housing Units	68.9%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	5.0%
2010 Housing Units	32,375
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	6.6%
2020 Housing Units	39,239
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	37.2%
Vacant Housing Units	4.8%
2024 Housing Units	43,253
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	5.0%
2029 Housing Units	46,706
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	5.0%

Median Household Income

2024	\$74,029
2029	\$83,229

Median Home Value

2024	\$351,565
2029	\$415,282

Per Capita Income

2024	\$31,261
2029	\$36,593

Median Age

2010	32.0
2020	33.2
2024	33.8
2029	34.9



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

2024 Households by Income

Household Income Base	41,089
<\$15,000	6.4%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	18.7%
\$100,000 - \$149,999	18.8%
\$150,000 - \$199,999	7.4%
\$200,000+	4.5%
Average Household Income	\$89,032

2029 Households by Income

Household Income Base	44,378
<\$15,000	4.8%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	19.4%
\$100,000 - \$149,999	22.3%
\$150,000 - \$199,999	10.5%
\$200,000+	5.7%
Average Household Income	\$103,835

2024 Owner Occupied Housing Units by Value

Total	25,736
<\$50,000	3.5%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	4.2%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	15.0%
\$300,000 - \$399,999	26.1%
\$400,000 - \$499,999	15.8%
\$500,000 - \$749,999	10.8%
\$750,000 - \$999,999	4.7%
\$1,000,000 - \$1,499,999	3.9%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	2.0%
Average Home Value	\$443,717

2029 Owner Occupied Housing Units by Value

Total	28,094
<\$50,000	1.6%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.5%
\$150,000 - \$199,999	1.4%
\$200,000 - \$249,999	4.7%
\$250,000 - \$299,999	10.8%
\$300,000 - \$399,999	27.4%
\$400,000 - \$499,999	20.1%
\$500,000 - \$749,999	17.3%
\$750,000 - \$999,999	7.8%
\$1,000,000 - \$1,499,999	5.0%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	2.7%
Average Home Value	\$533,184



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

2020 Population by Age

Total	107,233
0 - 4	7.3%
5 - 9	7.7%
10 - 14	8.1%
15 - 24	14.1%
25 - 34	15.6%
35 - 44	15.0%
45 - 54	12.7%
55 - 64	10.2%
65 - 74	6.0%
75 - 84	2.5%
85 +	0.7%
18 +	72.3%

2024 Population by Age

Total	117,264
0 - 4	7.2%
5 - 9	7.2%
10 - 14	7.4%
15 - 24	14.5%
25 - 34	15.6%
35 - 44	14.9%
45 - 54	12.9%
55 - 64	10.1%
65 - 74	6.4%
75 - 84	2.9%
85 +	0.8%
18 +	73.7%

2029 Population by Age

Total	126,280
0 - 4	7.1%
5 - 9	6.7%
10 - 14	6.7%
15 - 24	13.9%
25 - 34	15.7%
35 - 44	14.8%
45 - 54	12.7%
55 - 64	10.3%
65 - 74	7.5%
75 - 84	3.7%
85 +	1.0%
18 +	75.4%

2020 Population by Sex

Males	51,767
Females	55,466

2024 Population by Sex

Males	57,411
Females	59,853

2029 Population by Sex

Males	61,443
Females	64,838



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

2010 Population by Race/Ethnicity

Total	84,389
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

2029 Population by Race/Ethnicity

Total	126,280
White Alone	42.6%
Black Alone	26.8%
American Indian Alone	0.8%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	14.4%
Two or More Races	10.7%
Hispanic Origin	24.4%
Diversity Index	81.9

2020 Population by Race/Ethnicity

Total	107,233
White Alone	47.3%
Black Alone	25.9%
American Indian Alone	0.7%
Asian Alone	4.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.2%
Two or More Races	9.7%
Hispanic Origin	21.1%
Diversity Index	78.8

2020 Population by Relationship and Household Type

Total	107,233
In Households	99.6%
Householder	35.0%
Opposite-Sex Spouse	15.6%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.6%
Same-Sex Unmarried Partner	0.2%
Biological Child	31.3%
Adopted Child	0.6%
Stepchild	1.4%
Grandchild	2.5%
Brother or Sister	1.8%
Parent	1.7%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.5%
Other Relatives	2.1%
Foster Child	0.1%
Other Nonrelatives	3.7%
In Group Quarters	0.4%
Institutionalized	0.2%
Noninstitutionalized	0.1%

2024 Population by Race/Ethnicity

Total	117,264
White Alone	44.7%
Black Alone	26.4%
American Indian Alone	0.7%
Asian Alone	4.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.4%
Two or More Races	10.2%
Hispanic Origin	23.0%
Diversity Index	80.6



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

2024 Population 25+ by Educational Attainment

Total	74,664
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	5.0%
High School Graduate	28.3%
GED/Alternative Credential	4.5%
Some College, No Degree	20.7%
Associate Degree	9.7%
Bachelor's Degree	21.6%
Graduate/Professional Degree	7.3%

2024 Population 15+ by Marital Status

Total	91,694
Never Married	35.1%
Married	49.6%
Widowed	4.8%
Divorced	10.5%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	64,917
Population 16+ Employed	95.4%
Population 16+ Unemployment rate	4.6%
Population 16-24 Employed	14.5%
Population 16-24 Unemployment rate	7.2%
Population 25-54 Employed	68.2%
Population 25-54 Unemployment rate	4.4%
Population 55-64 Employed	12.7%
Population 55-64 Unemployment rate	3.1%
Population 65+ Employed	4.6%
Population 65+ Unemployment rate	3.8%

2024 Employed Population 16+ by Industry

Total	61,917
Agriculture/Mining	0.3%
Construction	7.8%
Manufacturing	13.5%
Wholesale Trade	2.8%
Retail Trade	11.4%
Transportation/Utilities	8.0%
Information	2.2%
Finance/Insurance/Real Estate	6.2%
Services	43.5%
Public Administration	4.2%

2024 Employed Population 16+ by Occupation

Total	61,918
White Collar	55.4%
Management/Business/Financial	15.8%
Professional	19.7%
Sales	8.8%
Administrative Support	11.2%
Services	14.0%
Blue Collar	30.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.4%
Production	9.6%
Transportation/Material Moving	11.8%



DEMOGRAPHIC PROFILE

La Vergne, Tennessee – Primary Retail Trade Area

2020 Households by Type

Total	37,401
Married Couple Households	45.3%
With Own Children <18	22.1%
Without Own Children <18	23.2%
Cohabiting Couple Households	7.9%
With Own Children <18	3.3%
Without Own Children <18	4.5%
Male Householder, No Spouse/Partner	17.4%
Living Alone	9.9%
65 Years and over	1.9%
With Own Children <18	2.2%
Without Own Children <18, With Relatives	3.2%
No Relatives Present	2.1%
Female Householder, No Spouse/Partner	29.4%
Living Alone	12.5%
65 Years and over	4.5%
With Own Children <18	7.9%
Without Own Children <18, With Relatives	7.5%
No Relatives Present	1.4%

2020 Households by Size

Total	37,401
1 Person Household	22.5%
2 Person Household	29.4%
3 Person Household	17.8%
4 Person Household	15.4%
5 Person Household	8.7%
6 Person Household	3.9%
7 + Person Household	2.4%

2020 Households by Tenure and Mortgage Status

Total	37,401
Owner Occupied	61.0%
Owned with a Mortgage/Loan	50.2%
Owned Free and Clear	10.8%
Renter Occupied	39.0%

2024 Affordability, Mortgage and Wealth

Housing Affordability Index	86
Percent of Income for Mortgage	29.7%
Wealth Index	62

2020 Housing Units By Urban/ Rural Status

Total	39,239
Urban Housing Units	97.5%
Rural Housing Units	2.5%

2020 Population By Urban/ Rural Status

Total	107,233
Urban Population	97.4%
Rural Population	2.6%



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: Apple, Gordian, Jacobs, ReportAll, Data Axle, Applied Geographic Solutions, Nielsen, Claritas, Environics Analytics, 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.

NaviRetail

201 Main Street
Suite 600
Fort Worth, Texas 76102

www.naviretail.com
(901) 654-0790