

Market Profile

1644-1668 W Main St
 1644-1668 W Main St, Lebanon, Tennessee, 37087
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 36.22069
 Longitude: -86.34290

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,829	19,728	34,094
2020 Total Population	5,039	26,500	44,474
2020 Group Quarters	44	826	1,579
2024 Total Population	5,594	30,330	52,927
2024 Group Quarters	42	775	1,481
2029 Total Population	7,180	36,011	61,884
2024-2029 Annual Rate	5.12%	3.49%	3.18%
2024 Total Daytime Population	8,963	33,755	60,996
Workers	5,863	17,383	33,191
Residents	3,100	16,372	27,805
Household Summary			
2010 Households	1,542	7,889	13,146
2010 Average Household Size	2.46	2.44	2.51
2020 Total Households	1,977	10,512	17,210
2020 Average Household Size	2.53	2.44	2.49
2024 Households	2,190	12,090	20,685
2024 Average Household Size	2.54	2.44	2.49
2029 Households	2,809	14,396	24,380
2029 Average Household Size	2.54	2.45	2.48
2024-2029 Annual Rate	5.10%	3.55%	3.34%
2010 Families	1,108	5,338	9,050
2010 Average Family Size	2.88	2.94	2.99
2024 Families	1,580	8,255	13,990
2024 Average Family Size	2.96	2.90	2.98
2029 Families	2,053	9,909	16,513
2029 Average Family Size	2.95	2.90	2.97
2024-2029 Annual Rate	5.38%	3.72%	3.37%
Housing Unit Summary			
2000 Housing Units	1,280	6,502	11,406
Owner Occupied Housing Units	60.8%	62.3%	61.0%
Renter Occupied Housing Units	31.2%	30.2%	31.6%
Vacant Housing Units	8.0%	7.5%	7.3%
2010 Housing Units	1,656	8,510	14,246
Owner Occupied Housing Units	63.7%	60.7%	59.4%
Renter Occupied Housing Units	29.4%	32.0%	32.9%
Vacant Housing Units	6.9%	7.3%	7.7%
2020 Housing Units	2,094	11,138	18,408
Owner Occupied Housing Units	65.2%	59.9%	57.3%
Renter Occupied Housing Units	29.2%	34.4%	36.2%
Vacant Housing Units	4.4%	5.5%	6.4%
2024 Housing Units	2,296	12,749	22,216
Owner Occupied Housing Units	68.8%	63.9%	61.0%
Renter Occupied Housing Units	26.6%	30.9%	32.1%
Vacant Housing Units	4.6%	5.2%	6.9%
2029 Housing Units	2,923	15,095	26,000
Owner Occupied Housing Units	59.9%	61.6%	59.9%
Renter Occupied Housing Units	36.2%	33.7%	33.8%
Vacant Housing Units	3.9%	4.6%	6.2%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	2,190	12,090	20,685
<\$15,000	6.0%	6.0%	5.7%
\$15,000 - \$24,999	5.6%	4.6%	5.1%
\$25,000 - \$34,999	7.1%	6.4%	6.5%
\$35,000 - \$49,999	10.5%	10.5%	9.8%
\$50,000 - \$74,999	21.1%	22.5%	21.7%
\$75,000 - \$99,999	13.9%	14.2%	14.6%
\$100,000 - \$149,999	20.8%	17.9%	18.7%
\$150,000 - \$199,999	6.4%	9.4%	9.9%
\$200,000+	8.7%	8.5%	8.1%
Average Household Income	\$100,364	\$102,192	\$101,734
2029 Households by Income			
Household Income Base	2,809	14,396	24,380
<\$15,000	4.2%	4.2%	4.1%
\$15,000 - \$24,999	3.8%	3.2%	3.5%
\$25,000 - \$34,999	4.7%	4.7%	4.8%
\$35,000 - \$49,999	7.8%	8.8%	8.4%
\$50,000 - \$74,999	19.3%	20.9%	19.8%
\$75,000 - \$99,999	14.6%	14.8%	15.1%
\$100,000 - \$149,999	23.7%	20.2%	21.2%
\$150,000 - \$199,999	9.8%	12.8%	13.3%
\$200,000+	12.1%	10.6%	9.8%
Average Household Income	\$122,724	\$119,948	\$118,461
2024 Owner Occupied Housing Units by Value			
Total	1,580	8,151	13,543
<\$50,000	0.3%	1.1%	1.9%
\$50,000 - \$99,999	0.3%	0.7%	1.9%
\$100,000 - \$149,999	0.8%	1.5%	2.1%
\$150,000 - \$199,999	2.6%	4.0%	4.7%
\$200,000 - \$249,999	7.1%	7.3%	8.5%
\$250,000 - \$299,999	14.2%	9.8%	9.2%
\$300,000 - \$399,999	31.6%	33.6%	30.7%
\$400,000 - \$499,999	18.0%	17.2%	16.6%
\$500,000 - \$749,999	19.9%	18.6%	17.5%
\$750,000 - \$999,999	3.0%	4.5%	4.4%
\$1,000,000 - \$1,499,999	0.8%	0.8%	1.4%
\$1,500,000 - \$1,999,999	1.2%	0.5%	0.4%
\$2,000,000 +	0.0%	0.2%	0.7%
Average Home Value	\$435,149	\$427,227	\$428,341
2029 Owner Occupied Housing Units by Value			
Total	1,751	9,306	15,584
<\$50,000	0.1%	0.4%	0.8%
\$50,000 - \$99,999	0.1%	0.2%	0.5%
\$100,000 - \$149,999	0.1%	0.3%	0.7%
\$150,000 - \$199,999	0.7%	1.2%	1.4%
\$200,000 - \$249,999	3.2%	3.1%	4.1%
\$250,000 - \$299,999	10.3%	6.7%	6.4%
\$300,000 - \$399,999	29.4%	30.9%	28.3%
\$400,000 - \$499,999	20.7%	20.1%	19.7%
\$500,000 - \$749,999	27.4%	27.6%	26.5%
\$750,000 - \$999,999	4.9%	7.1%	7.4%
\$1,000,000 - \$1,499,999	1.2%	1.3%	2.4%
\$1,500,000 - \$1,999,999	2.0%	0.9%	0.7%
\$2,000,000 +	0.0%	0.3%	1.1%
Average Home Value	\$497,043	\$500,220	\$517,090

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.

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Median Household Income			
2024	\$74,724	\$75,053	\$76,593
2029	\$90,823	\$87,231	\$88,800
Median Home Value			
2024	\$377,900	\$375,812	\$370,799
2029	\$429,834	\$436,376	\$440,121
Per Capita Income			
2024	\$38,569	\$40,177	\$39,545
2029	\$46,970	\$47,205	\$46,332
Median Age			
2010	38.8	38.0	37.7
2020	39.7	39.6	39.1
2024	40.2	40.1	39.8
2029	41.2	41.2	40.9
2020 Population by Age			
Total	5,039	26,500	44,474
0 - 4	7.0%	6.3%	6.3%
5 - 9	5.9%	5.7%	5.9%
10 - 14	6.2%	6.1%	6.2%
15 - 24	12.8%	13.8%	13.5%
25 - 34	12.3%	12.5%	13.0%
35 - 44	12.2%	11.8%	12.4%
45 - 54	12.2%	11.9%	12.3%
55 - 64	12.5%	13.2%	13.5%
65 - 74	11.1%	10.6%	10.0%
75 - 84	6.3%	5.9%	5.4%
85 +	1.6%	2.0%	1.7%
18 +	76.7%	78.1%	77.8%
2024 Population by Age			
Total	5,594	30,332	52,926
0 - 4	6.7%	6.1%	6.0%
5 - 9	7.1%	6.5%	6.4%
10 - 14	5.6%	5.5%	5.7%
15 - 24	12.2%	13.0%	12.7%
25 - 34	12.1%	12.6%	13.1%
35 - 44	12.4%	12.2%	12.7%
45 - 54	12.1%	11.8%	12.2%
55 - 64	11.7%	12.2%	12.6%
65 - 74	10.8%	10.9%	10.5%
75 - 84	7.3%	6.9%	6.2%
85 +	2.1%	2.2%	1.9%
18 +	77.0%	78.4%	78.3%
2029 Population by Age			
Total	7,182	36,012	61,885
0 - 4	6.3%	5.9%	5.8%
5 - 9	6.5%	6.0%	5.8%
10 - 14	6.7%	6.2%	6.1%
15 - 24	10.5%	11.8%	11.7%
25 - 34	12.2%	12.2%	12.7%
35 - 44	12.6%	12.7%	13.1%
45 - 54	11.8%	11.7%	12.0%
55 - 64	11.4%	11.4%	11.7%
65 - 74	11.1%	11.4%	11.4%
75 - 84	8.2%	8.1%	7.3%
85 +	2.6%	2.7%	2.3%
18 +	77.2%	78.7%	78.9%

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2020 Population by Sex			
Males	2,372	12,577	21,507
Females	2,667	13,923	22,967
2024 Population by Sex			
Males	2,677	14,702	26,083
Females	2,917	15,628	26,844
2029 Population by Sex			
Males	3,436	17,442	30,392
Females	3,744	18,569	31,492
2020 Population by Race/Ethnicity			
Total	3,829	19,727	34,095
White Alone	88.4%	86.5%	83.4%
Black Alone	6.5%	7.2%	10.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.3%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	3.2%	3.0%
Two or More Races	2.1%	1.8%	2.0%
Hispanic Origin	3.2%	5.4%	5.3%
Diversity Index	26.2	32.3	36.4
2020 Population by Race/Ethnicity			
Total	5,039	26,500	44,474
White Alone	81.1%	79.7%	78.0%
Black Alone	9.7%	8.7%	9.9%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	1.2%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	3.8%	3.9%
Two or More Races	5.6%	6.1%	6.4%
Hispanic Origin	4.7%	7.7%	7.9%
Diversity Index	38.9	44.3	46.7
2024 Population by Race/Ethnicity			
Total	5,593	30,330	52,926
White Alone	80.4%	78.5%	77.2%
Black Alone	9.7%	8.8%	9.6%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	1.6%	1.6%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	4.2%	4.4%
Two or More Races	5.8%	6.4%	6.7%
Hispanic Origin	5.2%	8.6%	8.8%
Diversity Index	40.6	46.8	48.7
2029 Population by Race/Ethnicity			
Total	7,179	36,011	61,883
White Alone	79.9%	77.8%	76.4%
Black Alone	9.5%	8.8%	9.7%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.8%	1.9%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	4.2%	4.5%
Two or More Races	6.2%	6.8%	7.1%
Hispanic Origin	5.4%	8.7%	9.1%
Diversity Index	41.5	47.9	50.0

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.

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2020 Population by Relationship and Household Type			
Total	5,039	26,500	44,474
In Households	99.1%	96.9%	96.4%
Householder	38.6%	38.9%	38.4%
Opposite-Sex Spouse	20.3%	19.2%	18.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.0%	2.3%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.4%	25.4%	25.5%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.1%	1.1%	1.3%
Grandchild	2.3%	2.3%	2.5%
Brother or Sister	0.9%	1.0%	1.1%
Parent	1.0%	1.0%	1.0%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.4%
Other Relatives	1.2%	1.3%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.6%	2.7%	2.7%
In Group Quarters	0.9%	3.1%	3.6%
Institutionalized	0.4%	1.1%	2.0%
Noninstitutionalized	0.5%	2.1%	1.6%
2024 Population 25+ by Educational Attainment			
Total	3,829	20,905	36,631
Less than 9th Grade	1.1%	2.0%	2.4%
9th - 12th Grade, No Diploma	4.9%	3.9%	4.2%
High School Graduate	30.1%	27.8%	29.0%
GED/Alternative Credential	5.1%	5.1%	5.7%
Some College, No Degree	20.7%	18.1%	17.4%
Associate Degree	6.0%	8.6%	9.2%
Bachelor's Degree	23.5%	24.6%	22.3%
Graduate/Professional Degree	8.6%	9.9%	9.6%
2024 Population 15+ by Marital Status			
Total	4,509	24,845	43,338
Never Married	24.3%	28.4%	28.3%
Married	60.3%	54.2%	53.2%
Widowed	8.1%	8.8%	7.9%
Divorced	7.3%	8.6%	10.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,631	14,741	26,308
Population 16+ Employed	95.8%	96.1%	96.5%
Population 16+ Unemployment rate	4.2%	3.9%	3.5%
Population 16-24 Employed	14.0%	13.6%	13.6%
Population 16-24 Unemployment rate	12.4%	8.7%	7.3%
Population 25-54 Employed	63.3%	63.1%	63.2%
Population 25-54 Unemployment rate	3.0%	2.9%	2.6%
Population 55-64 Employed	16.3%	16.9%	17.2%
Population 55-64 Unemployment rate	2.4%	4.4%	4.6%
Population 65+ Employed	6.4%	6.4%	6.0%
Population 65+ Unemployment rate	0.6%	1.2%	0.9%

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2024 Employed Population 16+ by Industry			
Total	2,521	14,164	25,385
Agriculture/Mining	0.7%	0.4%	0.3%
Construction	5.7%	6.2%	6.5%
Manufacturing	12.9%	11.5%	11.9%
Wholesale Trade	2.6%	3.3%	3.4%
Retail Trade	15.9%	11.9%	13.6%
Transportation/Utilities	9.4%	8.8%	8.2%
Information	2.3%	2.2%	1.7%
Finance/Insurance/Real Estate	11.4%	9.4%	7.7%
Services	35.1%	42.2%	43.1%
Public Administration	4.1%	4.3%	3.7%
2024 Employed Population 16+ by Occupation			
Total	2,523	14,163	25,384
White Collar	68.7%	63.6%	62.1%
Management/Business/Financial	17.4%	17.6%	17.3%
Professional	24.4%	24.2%	22.1%
Sales	11.7%	8.4%	9.9%
Administrative Support	15.2%	13.4%	12.9%
Services	11.5%	14.3%	14.8%
Blue Collar	19.8%	22.2%	23.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.3%	3.0%	3.6%
Installation/Maintenance/Repair	1.7%	2.2%	2.6%
Production	7.3%	8.2%	7.7%
Transportation/Material Moving	9.5%	8.8%	9.2%
2020 Households by Type			
Total	1,977	10,512	17,210
Married Couple Households	53.2%	49.9%	48.2%
With Own Children <18	19.2%	17.7%	17.3%
Without Own Children <18	34.0%	32.2%	30.9%
Cohabiting Couple Households	5.4%	6.1%	6.9%
With Own Children <18	2.5%	2.5%	2.8%
Without Own Children <18	2.9%	3.6%	4.1%
Male Householder, No Spouse/Partner	13.7%	15.7%	16.9%
Living Alone	8.8%	10.3%	11.3%
65 Years and over	2.7%	2.8%	2.9%
With Own Children <18	1.7%	1.5%	1.7%
Without Own Children <18, With Relatives	2.1%	2.7%	2.8%
No Relatives Present	1.1%	1.2%	1.2%
Female Householder, No Spouse/Partner	27.7%	28.3%	28.0%
Living Alone	14.8%	15.8%	15.1%
65 Years and over	9.2%	8.9%	7.9%
With Own Children <18	5.9%	5.4%	5.7%
Without Own Children <18, With Relatives	6.2%	6.2%	6.3%
No Relatives Present	0.9%	0.9%	0.9%
2020 Households by Size			
Total	1,977	10,512	17,210
1 Person Household	23.6%	26.1%	26.4%
2 Person Household	35.4%	35.4%	34.7%
3 Person Household	16.5%	16.0%	16.3%
4 Person Household	14.8%	12.6%	12.6%
5 Person Household	6.9%	6.4%	6.4%
6 Person Household	1.8%	2.4%	2.5%
7 + Person Household	0.9%	1.1%	1.1%

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2020 Households by Tenure and Mortgage Status			
Total	1,977	10,512	17,210
Owner Occupied	69.0%	63.5%	61.3%
Owned with a Mortgage/Loan	47.7%	43.4%	42.2%
Owned Free and Clear	21.4%	20.2%	19.1%
Renter Occupied	31.0%	36.5%	38.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	83	86
Percent of Income for Mortgage	31.7%	31.3%	30.3%
Wealth Index	95	93	89
2020 Housing Units By Urban/ Rural Status			
Total	2,094	11,138	18,408
Urban Housing Units	89.1%	90.1%	80.1%
Rural Housing Units	10.9%	9.9%	19.9%
2020 Population By Urban/ Rural Status			
Total	5,039	26,500	44,474
Urban Population	88.5%	89.3%	78.9%
Rural Population	11.5%	10.7%	21.1%

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.

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Green Acres (6A)	Green Acres (6A)
2.	Middleburg (4C)	Old and Newcomers (8F)	Middleburg (4C)
3.	Exurbanites (1E)	Middleburg (4C)	Old and Newcomers (8F)
2024 Consumer Spending			
Apparel & Services: Total \$	\$4,598,281	\$25,876,134	\$44,337,965
Average Spent	\$2,099.67	\$2,140.29	\$2,143.48
Spending Potential Index	88	90	90
Education: Total \$	\$3,353,379	\$19,016,718	\$32,183,683
Average Spent	\$1,531.22	\$1,572.93	\$1,555.89
Spending Potential Index	89	91	90
Entertainment/Recreation: Total \$	\$7,965,192	\$44,861,312	\$76,584,072
Average Spent	\$3,637.07	\$3,710.61	\$3,702.40
Spending Potential Index	89	91	91
Food at Home: Total \$	\$14,005,442	\$79,513,547	\$135,760,668
Average Spent	\$6,395.18	\$6,576.80	\$6,563.24
Spending Potential Index	88	90	90
Food Away from Home: Total \$	\$7,636,594	\$42,800,378	\$72,963,452
Average Spent	\$3,487.03	\$3,540.15	\$3,527.36
Spending Potential Index	90	91	91
Health Care: Total \$	\$14,890,145	\$85,298,740	\$147,536,497
Average Spent	\$6,799.15	\$7,055.31	\$7,132.54
Spending Potential Index	88	92	93
HH Furnishings & Equipment: Total \$	\$6,213,461	\$34,904,420	\$59,737,786
Average Spent	\$2,837.20	\$2,887.05	\$2,887.98
Spending Potential Index	90	91	91
Personal Care Products & Services: Total \$	\$1,939,018	\$10,872,042	\$18,397,139
Average Spent	\$885.40	\$899.26	\$889.40
Spending Potential Index	89	90	89
Shelter: Total \$	\$51,645,717	\$288,192,197	\$486,163,568
Average Spent	\$23,582.52	\$23,837.24	\$23,503.19
Spending Potential Index	88	89	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,966,268	\$39,197,539	\$67,112,675
Average Spent	\$3,180.94	\$3,242.15	\$3,244.51
Spending Potential Index	91	93	93
Travel: Total \$	\$5,926,179	\$33,043,223	\$55,869,533
Average Spent	\$2,706.02	\$2,733.10	\$2,700.97
Spending Potential Index	89	90	89
Vehicle Maintenance & Repairs: Total \$	\$2,890,860	\$16,323,344	\$28,031,972
Average Spent	\$1,320.03	\$1,350.15	\$1,355.18
Spending Potential Index	89	91	91

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024