

20|20 Nashville

Thousands of people are flocking to Nashville from all over the US at a rate of 85 people per day. Located in the heart of Music City, we have access to over 32,700 vibrant respondents at our focus group facility. The following information represents current demographics for Nashville, Tennessee.

POPULATION	#	%
Total Population	1,800,000	

GENDER	#	%
Male	918,000	51%
Female	882,000	49%

RACE	#	%
White	1,314,000	73%
Black	270,000	15%
Hispanic	126,000	7%
Other	90,000	5%

INCOME	#	%
Under \$50,000	774,000	43%
\$50,000-\$100,000	594,000	33%
\$100,000-\$200,000	324,000	18%
Over \$200,000	108,000	6%
Median Income	\$57,985	

AGE	#	%
Younger than 20	468,000	26%
20-39	504,000	28%
40-59	504,000	28%
60+	324,000	18%
Average Age	36	

EDUCATION	#	%
Less than High School Graduate	198,000	11%
High School Graduate	504,000	28%
Some College	486,000	27%
College Graduate	396,000	22%
Post College Graduate	216,000	12%

HOME VALUE	#
Average	\$192,200