



Market Profile

TVA Middle Tennessee Region
 Bedford County, TN (47003) et al.
 Geography: County

Prepared by Esri

TN(47003),TN(...

Population Summary	
2000 Total Population	1,786,173
2010 Total Population	2,134,901
2021 Total Population	2,572,590
2021 Group Quarters	49,699
2026 Total Population	2,787,626
2021-2026 Annual Rate	1.62%
2021 Total Daytime Population	2,545,706
Workers	1,255,097
Residents	1,290,609
Household Summary	
2000 Households	690,217
2000 Average Household Size	2.52
2010 Households	825,234
2010 Average Household Size	2.53
2021 Households	995,064
2021 Average Household Size	2.54
2026 Households	1,078,897
2026 Average Household Size	2.54
2021-2026 Annual Rate	1.63%
2010 Families	554,992
2010 Average Family Size	3.06
2021 Families	658,661
2021 Average Family Size	3.08
2026 Families	711,057
2026 Average Family Size	3.08
2021-2026 Annual Rate	1.54%
Housing Unit Summary	
2000 Housing Units	741,932
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	7.0%
2010 Housing Units	904,936
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	29.5%
Vacant Housing Units	8.8%
2021 Housing Units	1,083,022
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	8.1%
2026 Housing Units	1,169,081
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	7.7%
Median Household Income	
2021	\$64,806
2026	\$73,032
Median Home Value	
2021	\$263,454
2026	\$293,847
Per Capita Income	
2021	\$34,792
2026	\$38,981
Median Age	
2010	35.9
2021	38.0
2026	38.7

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	995,056
<\$15,000	7.7%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	6.8%
\$200,000+	7.2%
Average Household Income	\$89,733

2026 Households by Income

Household Income Base	1,078,889
<\$15,000	6.2%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	8.3%
\$200,000+	8.1%
Average Household Income	\$100,499

2021 Owner Occupied Housing Units by Value

Total	676,088
<\$50,000	3.2%
\$50,000 - \$99,999	6.8%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	13.4%
\$200,000 - \$249,999	14.2%
\$250,000 - \$299,999	13.4%
\$300,000 - \$399,999	16.7%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	8.8%
\$750,000 - \$999,999	3.1%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.7%
Average Home Value	\$332,747

2026 Owner Occupied Housing Units by Value

Total	736,309
<\$50,000	2.0%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	10.9%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	14.7%
\$300,000 - \$399,999	19.8%
\$400,000 - \$499,999	10.8%
\$500,000 - \$749,999	10.5%
\$750,000 - \$999,999	3.7%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.9%
Average Home Value	\$371,481

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	2,134,901
0 - 4	7.0%
5 - 9	6.9%
10 - 14	6.7%
15 - 24	13.8%
25 - 34	14.4%
35 - 44	14.0%
45 - 54	14.6%
55 - 64	11.3%
65 - 74	6.5%
75 - 84	3.5%
85 +	1.3%
18 +	75.4%
2021 Population by Age	
Total	2,572,590
0 - 4	6.1%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	12.5%
25 - 34	14.2%
35 - 44	13.7%
45 - 54	12.4%
55 - 64	12.7%
65 - 74	9.5%
75 - 84	4.4%
85 +	1.5%
18 +	77.4%
2026 Population by Age	
Total	2,787,626
0 - 4	6.1%
5 - 9	6.3%
10 - 14	6.5%
15 - 24	12.5%
25 - 34	13.5%
35 - 44	13.9%
45 - 54	12.2%
55 - 64	11.8%
65 - 74	10.1%
75 - 84	5.5%
85 +	1.7%
18 +	77.5%
2010 Population by Sex	
Males	1,043,826
Females	1,091,075
2021 Population by Sex	
Males	1,262,552
Females	1,310,038
2026 Population by Sex	
Males	1,368,480
Females	1,419,146

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	2,134,901
White Alone	78.4%
Black Alone	14.1%
American Indian Alone	0.4%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	2.2%
Hispanic Origin	6.3%
Diversity Index	44.0
2021 Population by Race/Ethnicity	
Total	2,572,590
White Alone	75.1%
Black Alone	14.8%
American Indian Alone	0.4%
Asian Alone	2.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	3.0%
Hispanic Origin	8.0%
Diversity Index	49.9
2026 Population by Race/Ethnicity	
Total	2,787,626
White Alone	73.4%
Black Alone	15.3%
American Indian Alone	0.4%
Asian Alone	3.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	3.4%
Hispanic Origin	8.9%
Diversity Index	52.9
2010 Population by Relationship and Household Type	
Total	2,134,901
In Households	97.8%
In Family Households	81.8%
Householder	26.0%
Spouse	19.2%
Child	30.7%
Other relative	3.6%
Nonrelative	2.3%
In Nonfamily Households	16.0%
In Group Quarters	2.2%
Institutionalized Population	1.0%
Noninstitutionalized Population	1.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment	
Total	1,759,613
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	23.0%
GED/Alternative Credential	4.8%
Some College, No Degree	19.6%
Associate Degree	7.6%
Bachelor's Degree	22.7%
Graduate/Professional Degree	12.6%
2021 Population 15+ by Marital Status	
Total	2,081,704
Never Married	31.1%
Married	52.4%
Widowed	5.3%
Divorced	11.2%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	1,331,352
Population 16+ Employed	95.4%
Population 16+ Unemployment rate	4.6%
Population 16-24 Employed	12.9%
Population 16-24 Unemployment rate	8.4%
Population 25-54 Employed	64.9%
Population 25-54 Unemployment rate	4.5%
Population 55-64 Employed	16.2%
Population 55-64 Unemployment rate	2.7%
Population 65+ Employed	6.0%
Population 65+ Unemployment rate	3.0%
2021 Employed Population 16+ by Industry	
Total	1,269,529
Agriculture/Mining	0.7%
Construction	7.4%
Manufacturing	12.1%
Wholesale Trade	2.6%
Retail Trade	10.7%
Transportation/Utilities	6.0%
Information	1.8%
Finance/Insurance/Real Estate	7.3%
Services	46.3%
Public Administration	5.0%
2021 Employed Population 16+ by Occupation	
Total	1,269,529
White Collar	63.5%
Management/Business/Financial	18.5%
Professional	23.6%
Sales	9.5%
Administrative Support	11.9%
Services	13.2%
Blue Collar	23.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	3.1%
Production	6.9%
Transportation/Material Moving	7.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	825,234
Households with 1 Person	26.2%
Households with 2+ People	73.8%
Family Households	67.3%
Husband-wife Families	49.7%
With Related Children	22.5%
Other Family (No Spouse Present)	17.5%
Other Family with Male Householder	4.6%
With Related Children	2.7%
Other Family with Female Householder	12.9%
With Related Children	8.7%
Nonfamily Households	6.6%
All Households with Children	34.4%
Multigenerational Households	3.9%
Unmarried Partner Households	6.1%
Male-female	5.4%
Same-sex	0.7%
2010 Households by Size	
Total	825,234
1 Person Household	26.2%
2 Person Household	33.7%
3 Person Household	17.0%
4 Person Household	13.5%
5 Person Household	6.0%
6 Person Household	2.2%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	825,234
Owner Occupied	67.6%
Owned with a Mortgage/Loan	48.5%
Owned Free and Clear	19.1%
Renter Occupied	32.4%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	141
Percent of Income for Mortgage	17.1%
Wealth Index	94
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	904,936
Housing Units Inside Urbanized Area	58.2%
Housing Units Inside Urbanized Cluster	12.4%
Rural Housing Units	29.3%
2010 Population By Urban/ Rural Status	
Total Population	2,134,901
Population Inside Urbanized Area	58.1%
Population Inside Urbanized Cluster	12.3%
Rural Population	29.6%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Green Acres (6A)
2021 Consumer Spending	
Apparel & Services: Total \$	\$2,067,599,738
Average Spent	\$2,077.86
Spending Potential Index	98
Education: Total \$	\$1,579,945,003
Average Spent	\$1,587.78
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$3,171,477,479
Average Spent	\$3,187.21
Spending Potential Index	99
Food at Home: Total \$	\$5,343,331,808
Average Spent	\$5,369.84
Spending Potential Index	99
Food Away from Home: Total \$	\$3,706,474,172
Average Spent	\$3,724.86
Spending Potential Index	98
Health Care: Total \$	\$6,217,533,902
Average Spent	\$6,248.38
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$2,214,142,270
Average Spent	\$2,225.13
Spending Potential Index	99
Personal Care Products & Services: Total \$	\$873,376,576
Average Spent	\$877.71
Spending Potential Index	98
Shelter: Total \$	\$19,001,052,415
Average Spent	\$19,095.31
Spending Potential Index	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,359,207,977
Average Spent	\$2,370.91
Spending Potential Index	99
Travel: Total \$	\$2,404,399,325
Average Spent	\$2,416.33
Spending Potential Index	96
Vehicle Maintenance & Repairs: Total \$	\$1,114,073,922
Average Spent	\$1,119.60
Spending Potential Index	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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