



# Market Profile

TVA West Tennessee Region  
Benton County, TN (47005) et al.  
Geography: County

Prepared by Esri

TN(47005),TN(...

Population Summary	
2000 Total Population	1,516,644
2010 Total Population	1,579,671
2021 Total Population	1,604,464
2021 Group Quarters	42,354
2026 Total Population	1,612,975
2021-2026 Annual Rate	0.11%
2021 Total Daytime Population	1,623,273
Workers	809,034
Residents	814,239
Household Summary	
2000 Households	576,997
2000 Average Household Size	2.55
2010 Households	603,186
2010 Average Household Size	2.55
2021 Households	616,455
2021 Average Household Size	2.53
2026 Households	620,523
2026 Average Household Size	2.53
2021-2026 Annual Rate	0.13%
2010 Families	406,756
2010 Average Family Size	3.10
2021 Families	407,134
2021 Average Family Size	3.11
2026 Families	407,397
2026 Average Family Size	3.11
2021-2026 Annual Rate	0.01%
Housing Unit Summary	
2000 Housing Units	628,467
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	8.2%
2010 Housing Units	686,328
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	12.1%
2021 Housing Units	709,411
Owner Occupied Housing Units	54.2%
Renter Occupied Housing Units	32.7%
Vacant Housing Units	13.1%
2026 Housing Units	721,699
Owner Occupied Housing Units	54.2%
Renter Occupied Housing Units	31.8%
Vacant Housing Units	14.0%
Median Household Income	
2021	\$50,700
2026	\$55,859
Median Home Value	
2021	\$171,571
2026	\$222,356
Per Capita Income	
2021	\$28,170
2026	\$32,073
Median Age	
2010	36.5
2021	38.6
2026	39.4

**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	616,427
<\$15,000	13.9%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	4.1%
\$200,000+	5.3%
Average Household Income	\$73,091

## 2026 Households by Income

Household Income Base	620,495
<\$15,000	11.7%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	5.1%
\$200,000+	6.1%
Average Household Income	\$83,139

## 2021 Owner Occupied Housing Units by Value

Total	384,455
<\$50,000	9.2%
\$50,000 - \$99,999	18.9%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	8.4%
\$300,000 - \$399,999	11.5%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.4%
Average Home Value	\$233,371

## 2026 Owner Occupied Housing Units by Value

Total	391,167
<\$50,000	6.2%
\$50,000 - \$99,999	13.6%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	13.1%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	10.6%
\$300,000 - \$399,999	15.7%
\$400,000 - \$499,999	7.2%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.7%
Average Home Value	\$284,970

**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	1,579,671
0 - 4	6.8%
5 - 9	6.8%
10 - 14	7.1%
15 - 24	14.3%
25 - 34	13.1%
35 - 44	13.2%
45 - 54	14.5%
55 - 64	12.0%
65 - 74	6.9%
75 - 84	3.9%
85 +	1.5%
18 +	74.8%
2021 Population by Age	
Total	1,604,464
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.4%
15 - 24	12.6%
25 - 34	14.1%
35 - 44	12.7%
45 - 54	12.1%
55 - 64	13.1%
65 - 74	10.3%
75 - 84	4.8%
85 +	1.8%
18 +	77.8%
2026 Population by Age	
Total	1,612,975
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.3%
15 - 24	12.2%
25 - 34	13.3%
35 - 44	13.3%
45 - 54	11.8%
55 - 64	12.1%
65 - 74	10.8%
75 - 84	6.1%
85 +	1.9%
18 +	77.9%
2010 Population by Sex	
Males	762,962
Females	816,709
2021 Population by Sex	
Males	777,307
Females	827,157
2026 Population by Sex	
Males	782,802
Females	830,173

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



# Market Profile

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<b>2010 Population by Race/Ethnicity</b>	
Total	1,579,671
White Alone	55.7%
Black Alone	38.6%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	1.4%
Hispanic Origin	4.3%
Diversity Index	57.8
<b>2021 Population by Race/Ethnicity</b>	
Total	1,604,464
White Alone	52.9%
Black Alone	39.8%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.1%
Two or More Races	2.0%
Hispanic Origin	5.5%
Diversity Index	60.7
<b>2026 Population by Race/Ethnicity</b>	
Total	1,612,975
White Alone	51.5%
Black Alone	40.3%
American Indian Alone	0.3%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.4%
Two or More Races	2.3%
Hispanic Origin	6.2%
Diversity Index	62.2
<b>2010 Population by Relationship and Household Type</b>	
Total	1,579,671
In Households	97.2%
In Family Households	82.2%
Householder	25.7%
Spouse	16.6%
Child	33.1%
Other relative	4.5%
Nonrelative	2.3%
In Nonfamily Households	15.0%
In Group Quarters	2.8%
Institutionalized Population	1.9%
Noninstitutionalized Population	0.9%

**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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<b>2021 Population 25+ by Educational Attainment</b>	
Total	1,103,843
Less than 9th Grade	4.2%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	27.1%
GED/Alternative Credential	5.1%
Some College, No Degree	21.1%
Associate Degree	6.6%
Bachelor's Degree	16.6%
Graduate/Professional Degree	11.0%
<b>2021 Population 15+ by Marital Status</b>	
Total	1,305,741
Never Married	36.4%
Married	45.8%
Widowed	6.4%
Divorced	11.3%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	838,185
Population 16+ Employed	92.9%
Population 16+ Unemployment rate	7.1%
Population 16-24 Employed	12.7%
Population 16-24 Unemployment rate	12.0%
Population 25-54 Employed	62.0%
Population 25-54 Unemployment rate	7.0%
Population 55-64 Employed	17.1%
Population 55-64 Unemployment rate	5.1%
Population 65+ Employed	8.2%
Population 65+ Unemployment rate	4.7%
<b>2021 Employed Population 16+ by Industry</b>	
Total	778,273
Agriculture/Mining	0.8%
Construction	5.7%
Manufacturing	12.0%
Wholesale Trade	2.9%
Retail Trade	10.8%
Transportation/Utilities	11.7%
Information	1.1%
Finance/Insurance/Real Estate	5.5%
Services	43.9%
Public Administration	5.5%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	778,273
White Collar	58.0%
Management/Business/Financial	15.1%
Professional	21.7%
Sales	9.3%
Administrative Support	11.9%
Services	15.6%
Blue Collar	26.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	3.2%
Production	7.3%
Transportation/Material Moving	11.1%

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	603,186
Households with 1 Person	27.5%
Households with 2+ People	72.5%
Family Households	67.4%
Husband-wife Families	43.4%
With Related Children	18.8%
Other Family (No Spouse Present)	24.1%
Other Family with Male Householder	5.3%
With Related Children	2.9%
Other Family with Female Householder	18.8%
With Related Children	12.6%
Nonfamily Households	5.1%
All Households with Children	34.7%
Multigenerational Households	5.4%
Unmarried Partner Households	5.8%
Male-female	5.2%
Same-sex	0.6%
2010 Households by Size	
Total	603,186
1 Person Household	27.5%
2 Person Household	32.0%
3 Person Household	17.2%
4 Person Household	12.9%
5 Person Household	6.2%
6 Person Household	2.4%
7 + Person Household	1.8%
2010 Households by Tenure and Mortgage Status	
Total	603,186
Owner Occupied	64.8%
Owned with a Mortgage/Loan	44.7%
Owned Free and Clear	20.1%
Renter Occupied	35.2%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	157
Percent of Income for Mortgage	14.2%
Wealth Index	75
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	686,328
Housing Units Inside Urbanized Area	60.5%
Housing Units Inside Urbanized Cluster	12.1%
Rural Housing Units	27.4%
2010 Population By Urban/ Rural Status	
Total Population	1,579,671
Population Inside Urbanized Area	61.0%
Population Inside Urbanized Cluster	12.3%
Rural Population	26.7%

**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. Rooted Rural (10B)
2. Modest Income Homes (12D)
3. Family Foundations (12A)

## 2021 Consumer Spending

Apparel & Services: Total \$	\$1,045,480,622
Average Spent	\$1,695.96
Spending Potential Index	80
Education: Total \$	\$776,095,712
Average Spent	\$1,258.97
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$1,628,332,912
Average Spent	\$2,641.45
Spending Potential Index	82
Food at Home: Total \$	\$2,770,550,640
Average Spent	\$4,494.33
Spending Potential Index	82
Food Away from Home: Total \$	\$1,875,939,180
Average Spent	\$3,043.11
Spending Potential Index	80
Health Care: Total \$	\$3,250,928,121
Average Spent	\$5,273.59
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$1,117,370,161
Average Spent	\$1,812.57
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$441,470,058
Average Spent	\$716.14
Spending Potential Index	80
Shelter: Total \$	\$9,489,555,899
Average Spent	\$15,393.75
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,189,699,878
Average Spent	\$1,929.91
Spending Potential Index	81
Travel: Total \$	\$1,185,405,406
Average Spent	\$1,922.94
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$577,932,961
Average Spent	\$937.51
Spending Potential Index	85

**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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