



Community Profile

Marshall County, TN
 Marshall County, TN (47117)
 Geography: County

Prepared by Esri

	Marshall Coun...
Population Summary	
2000 Total Population	26,767
2010 Total Population	30,617
2020 Total Population	34,780
2020 Group Quarters	359
2025 Total Population	36,826
2020-2025 Annual Rate	1.15%
2020 Total Daytime Population	32,401
Workers	11,884
Residents	20,517
Household Summary	
2000 Households	10,307
2000 Average Household Size	2.56
2010 Households	11,850
2010 Average Household Size	2.55
2020 Households	13,369
2020 Average Household Size	2.57
2025 Households	14,127
2025 Average Household Size	2.58
2020-2025 Annual Rate	1.11%
2010 Families	8,457
2010 Average Family Size	3.01
2020 Families	9,391
2020 Average Family Size	3.05
2025 Families	9,856
2025 Average Family Size	3.06
2020-2025 Annual Rate	0.97%
Housing Unit Summary	
2000 Housing Units	11,181
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	7.8%
2010 Housing Units	13,119
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	9.7%
2020 Housing Units	14,821
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	9.8%
2025 Housing Units	15,611
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	9.5%
Median Household Income	
2020	\$51,768
2025	\$54,350
Median Home Value	
2020	\$143,291
2025	\$154,049
Per Capita Income	
2020	\$25,464
2025	\$27,870
Median Age	
2010	38.8
2020	40.9
2025	42.3

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income	
Household Income Base	13,369
<\$15,000	10.1%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	3.1%
\$200,000+	2.5%
Average Household Income	\$66,209
2025 Households by Income	
Household Income Base	14,127
<\$15,000	9.2%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	3.5%
\$200,000+	2.9%
Average Household Income	\$72,615
2020 Owner Occupied Housing Units by Value	
Total	9,212
<\$50,000	6.5%
\$50,000 - \$99,999	26.7%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	9.1%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$176,601
2025 Owner Occupied Housing Units by Value	
Total	9,753
<\$50,000	5.5%
\$50,000 - \$99,999	24.0%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	19.6%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	3.8%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$188,017

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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2010 Population by Age	
Total	30,617
0 - 4	6.4%
5 - 9	7.0%
10 - 14	7.0%
15 - 24	12.1%
25 - 34	12.3%
35 - 44	13.7%
45 - 54	15.1%
55 - 64	13.2%
65 - 74	7.6%
75 - 84	4.0%
85 +	1.5%
18 +	75.3%
2020 Population by Age	
Total	34,780
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.3%
15 - 24	11.2%
25 - 34	12.8%
35 - 44	13.0%
45 - 54	13.3%
55 - 64	14.0%
65 - 74	11.1%
75 - 84	4.8%
85 +	1.7%
18 +	78.1%
2025 Population by Age	
Total	36,826
0 - 4	5.6%
5 - 9	6.0%
10 - 14	6.4%
15 - 24	10.9%
25 - 34	11.5%
35 - 44	13.0%
45 - 54	13.0%
55 - 64	13.5%
65 - 74	11.9%
75 - 84	6.4%
85 +	1.7%
18 +	78.2%
2010 Population by Sex	
Males	14,965
Females	15,652
2020 Population by Sex	
Males	17,146
Females	17,634
2025 Population by Sex	
Males	18,244
Females	18,582

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Marshall Coun...
2010 Population by Race/Ethnicity	
Total	30,617
White Alone	88.5%
Black Alone	6.5%
American Indian Alone	0.4%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	1.7%
Hispanic Origin	4.5%
Diversity Index	28.1
2020 Population by Race/Ethnicity	
Total	34,780
White Alone	87.0%
Black Alone	6.5%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	2.3%
Hispanic Origin	5.6%
Diversity Index	31.9
2025 Population by Race/Ethnicity	
Total	36,826
White Alone	86.3%
Black Alone	6.4%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.6%
Hispanic Origin	6.4%
Diversity Index	34.1
2010 Population by Relationship and Household Type	
Total	30,617
In Households	98.8%
In Family Households	85.6%
Householder	27.6%
Spouse	20.5%
Child	31.4%
Other relative	3.6%
Nonrelative	2.5%
In Nonfamily Households	13.3%
In Group Quarters	1.2%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.3%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment	
Total	24,527
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	8.8%
High School Graduate	34.1%
GED/Alternative Credential	7.4%
Some College, No Degree	20.8%
Associate Degree	8.6%
Bachelor's Degree	10.6%
Graduate/Professional Degree	4.6%
2020 Population 15+ by Marital Status	
Total	28,410
Never Married	24.8%
Married	54.0%
Widowed	7.1%
Divorced	14.1%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	16,215
Population 16+ Employed	88.3%
Population 16+ Unemployment rate	11.7%
Population 16-24 Employed	9.9%
Population 16-24 Unemployment rate	22.2%
Population 25-54 Employed	65.7%
Population 25-54 Unemployment rate	11.2%
Population 55-64 Employed	19.0%
Population 55-64 Unemployment rate	7.3%
Population 65+ Employed	5.4%
Population 65+ Unemployment rate	11.3%
2020 Employed Population 16+ by Industry	
Total	14,310
Agriculture/Mining	1.3%
Construction	7.7%
Manufacturing	26.7%
Wholesale Trade	1.1%
Retail Trade	9.3%
Transportation/Utilities	6.1%
Information	1.0%
Finance/Insurance/Real Estate	6.0%
Services	37.0%
Public Administration	3.8%
2020 Employed Population 16+ by Occupation	
Total	14,310
White Collar	49.7%
Management/Business/Financial	7.7%
Professional	18.2%
Sales	9.4%
Administrative Support	14.4%
Services	13.3%
Blue Collar	37.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	4.2%
Production	16.5%
Transportation/Material Moving	9.7%

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January 11, 2021



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2010 Households by Type	
Total	11,850
Households with 1 Person	24.4%
Households with 2+ People	75.6%
Family Households	71.4%
Husband-wife Families	52.9%
With Related Children	21.8%
Other Family (No Spouse Present)	18.4%
Other Family with Male Householder	5.4%
With Related Children	3.4%
Other Family with Female Householder	13.0%
With Related Children	8.9%
Nonfamily Households	4.2%
All Households with Children	34.7%
Multigenerational Households	4.6%
Unmarried Partner Households	6.1%
Male-female	5.5%
Same-sex	0.5%
2010 Households by Size	
Total	11,850
1 Person Household	24.4%
2 Person Household	34.7%
3 Person Household	17.8%
4 Person Household	13.3%
5 Person Household	6.1%
6 Person Household	2.5%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	11,850
Owner Occupied	72.2%
Owned with a Mortgage/Loan	46.4%
Owned Free and Clear	25.8%
Renter Occupied	27.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	204
Percent of Income for Mortgage	11.6%
Wealth Index	64
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	13,119
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	35.9%
Rural Housing Units	64.1%
2010 Population By Urban/ Rural Status	
Total Population	30,617
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	34.2%
Rural Population	65.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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		Marshall Coun...
Top 3 Tapestry Segments		
1.		Southern Satellites (10A)
2.		Salt of the Earth (6B)
3.		Small Town Simplicity (12C)
2020 Consumer Spending		
Apparel & Services: Total \$		\$20,910,324
Average Spent		\$1,564.09
Spending Potential Index		73
Education: Total \$		\$15,866,491
Average Spent		\$1,186.81
Spending Potential Index		66
Entertainment/Recreation: Total \$		\$33,822,380
Average Spent		\$2,529.91
Spending Potential Index		78
Food at Home: Total \$		\$54,980,455
Average Spent		\$4,112.53
Spending Potential Index		77
Food Away from Home: Total \$		\$37,275,617
Average Spent		\$2,788.21
Spending Potential Index		74
Health Care: Total \$		\$62,676,370
Average Spent		\$4,688.19
Spending Potential Index		82
HH Furnishings & Equipment: Total \$		\$22,087,777
Average Spent		\$1,652.16
Spending Potential Index		76
Personal Care Products & Services: Total \$		\$9,154,563
Average Spent		\$684.76
Spending Potential Index		75
Shelter: Total \$		\$177,072,568
Average Spent		\$13,245.01
Spending Potential Index		68
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$24,361,279
Average Spent		\$1,822.22
Spending Potential Index		78
Travel: Total \$		\$22,649,837
Average Spent		\$1,694.21
Spending Potential Index		70
Vehicle Maintenance & Repairs: Total \$		\$12,071,751
Average Spent		\$902.97
Spending Potential Index		78

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.