



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
2021 Total Population	35,139
2021 Group Quarters	402
2026 Total Population	37,187
2021-2026 Annual Rate	1.14%
2021 Total Daytime Population	32,524
Workers	12,703
Residents	19,821
Household Summary	
2000 Households	10,307
2000 Average Household Size	2.56
2010 Households	11,850
2010 Average Household Size	2.55
2021 Households	13,570
2021 Average Household Size	2.56
2026 Households	14,360
2026 Average Household Size	2.56
2021-2026 Annual Rate	1.14%
2010 Families	8,457
2010 Average Family Size	3.01
2021 Families	9,505
2021 Average Family Size	3.03
2026 Families	10,004
2026 Average Family Size	3.04
2021-2026 Annual Rate	1.03%
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%
2021 Housing Units	14,968
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	9.3%
2026 Housing Units	15,786
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	25.6%
Vacant Housing Units	9.0%
Median Household Income	
2021	\$54,361
2026	\$58,248
Median Home Value	
2021	\$172,177
2026	\$208,750
Per Capita Income	
2021	\$26,621
2026	\$29,402
Median Age	
2010	38.8
2021	41.3
2026	42.6

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	13,570
<\$15,000	8.2%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	4.3%
\$200,000+	2.2%
Average Household Income	\$68,891

2026 Households by Income

Household Income Base	14,360
<\$15,000	6.7%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	5.4%
\$200,000+	2.3%
Average Household Income	\$76,102

2021 Owner Occupied Housing Units by Value

Total	9,620
<\$50,000	4.9%
\$50,000 - \$99,999	21.8%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	13.4%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$208,116

2026 Owner Occupied Housing Units by Value

Total	10,325
<\$50,000	3.2%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	17.4%
\$200,000 - \$249,999	10.7%
\$250,000 - \$299,999	17.6%
\$300,000 - \$399,999	11.2%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	6.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$239,496

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%
2021 Population by Age	
Total	35,139
0 - 4	5.7%
5 - 9	6.1%
10 - 14	6.2%
15 - 24	11.0%
25 - 34	12.8%
35 - 44	13.2%
45 - 54	12.9%
55 - 64	13.9%
65 - 74	11.5%
75 - 84	5.1%
85 +	1.7%
18 +	78.5%
2026 Population by Age	
Total	37,187
0 - 4	5.6%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	10.7%
25 - 34	11.4%
35 - 44	13.2%
45 - 54	12.9%
55 - 64	13.3%
65 - 74	12.1%
75 - 84	6.8%
85 +	1.8%
18 +	78.5%
2010 Population by Sex	
Males	14,965
Females	15,652
2021 Population by Sex	
Males	17,315
Females	17,824
2026 Population by Sex	
Males	18,418
Females	18,769

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	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
2021 Population by Race/Ethnicity	
Total	35,139
White Alone	87.1%
Black Alone	6.2%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	2.3%
Hispanic Origin	6.0%
Diversity Index	32.4
2026 Population by Race/Ethnicity	
Total	37,187
White Alone	86.2%
Black Alone	6.0%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	2.7%
Hispanic Origin	6.9%
Diversity Index	35.0
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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	Marshall Coun...
2021 Population 25+ by Educational Attainment	
Total	24,953
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	33.6%
GED/Alternative Credential	7.2%
Some College, No Degree	20.9%
Associate Degree	8.4%
Bachelor's Degree	11.2%
Graduate/Professional Degree	4.9%
2021 Population 15+ by Marital Status	
Total	28,814
Never Married	24.8%
Married	55.1%
Widowed	7.1%
Divorced	13.1%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	16,359
Population 16+ Employed	94.0%
Population 16+ Unemployment rate	6.0%
Population 16-24 Employed	9.6%
Population 16-24 Unemployment rate	16.1%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	5.6%
Population 55-64 Employed	18.8%
Population 55-64 Unemployment rate	1.7%
Population 65+ Employed	6.4%
Population 65+ Unemployment rate	4.1%
2021 Employed Population 16+ by Industry	
Total	15,383
Agriculture/Mining	1.5%
Construction	7.7%
Manufacturing	25.2%
Wholesale Trade	1.2%
Retail Trade	10.1%
Transportation/Utilities	6.2%
Information	1.1%
Finance/Insurance/Real Estate	6.1%
Services	36.7%
Public Administration	4.2%
2021 Employed Population 16+ by Occupation	
Total	15,383
White Collar	50.4%
Management/Business/Financial	9.6%
Professional	19.5%
Sales	9.2%
Administrative Support	12.1%
Services	12.3%
Blue Collar	37.4%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	4.1%
Production	14.8%
Transportation/Material Moving	11.9%

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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%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	178
Percent of Income for Mortgage	13.3%
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Salt of the Earth (6B)
3. Small Town Simplicity (12C)

2021 Consumer Spending

Apparel & Services: Total \$	\$21,490,931
Average Spent	\$1,583.71
Spending Potential Index	75
Education: Total \$	\$14,943,607
Average Spent	\$1,101.22
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$34,827,406
Average Spent	\$2,566.50
Spending Potential Index	79
Food at Home: Total \$	\$57,969,272
Average Spent	\$4,271.87
Spending Potential Index	78
Food Away from Home: Total \$	\$38,452,960
Average Spent	\$2,833.67
Spending Potential Index	75
Health Care: Total \$	\$70,753,744
Average Spent	\$5,213.98
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$23,412,639
Average Spent	\$1,725.32
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$9,159,298
Average Spent	\$674.97
Spending Potential Index	75
Shelter: Total \$	\$189,981,267
Average Spent	\$14,000.09
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,811,441
Average Spent	\$1,828.40
Spending Potential Index	76
Travel: Total \$	\$24,439,767
Average Spent	\$1,801.01
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$12,138,817
Average Spent	\$894.53
Spending Potential Index	81

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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