

Forrest Gallery
 1904 N Jackson St, Tullahoma, Tennessee, 37388
 Rings: 3, 5, 7 mile radii

Prepared by Young's Research
 Latitude: 35.38445
 Longitude: -86.23185

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	16,746	22,184	26,204
2010 Total Population	16,937	22,695	27,043
2018 Total Population	17,952	24,006	28,456
2018 Group Quarters	158	180	192
2023 Total Population	18,658	24,924	29,471
2018-2023 Annual Rate	0.77%	0.75%	0.70%
2018 Total Daytime Population	20,799	25,135	27,952
Workers	10,515	11,707	12,276
Residents	10,284	13,428	15,676
Household Summary			
2000 Households	6,811	8,938	10,448
2000 Average Household Size	2.42	2.45	2.47
2010 Households	7,038	9,333	11,037
2010 Average Household Size	2.38	2.41	2.43
2018 Households	7,465	9,883	11,632
2018 Average Household Size	2.38	2.41	2.43
2023 Households	7,757	10,260	12,048
2023 Average Household Size	2.39	2.41	2.43
2018-2023 Annual Rate	0.77%	0.75%	0.71%
2010 Families	4,704	6,380	7,680
2010 Average Family Size	2.91	2.91	2.91
2018 Families	4,909	6,649	7,968
2018 Average Family Size	2.95	2.94	2.94
2023 Families	5,068	6,859	8,201
2023 Average Family Size	2.96	2.96	2.96
2018-2023 Annual Rate	0.64%	0.62%	0.58%
Housing Unit Summary			
2000 Housing Units	7,309	9,601	11,218
Owner Occupied Housing Units	62.6%	64.1%	66.2%
Renter Occupied Housing Units	30.6%	29.0%	26.9%
Vacant Housing Units	6.8%	6.9%	6.9%
2010 Housing Units	7,792	10,341	12,211
Owner Occupied Housing Units	58.6%	61.0%	63.5%
Renter Occupied Housing Units	31.7%	29.3%	26.9%
Vacant Housing Units	9.7%	9.7%	9.6%
2018 Housing Units	8,247	10,950	12,896
Owner Occupied Housing Units	55.0%	57.5%	60.0%
Renter Occupied Housing Units	35.5%	32.8%	30.2%
Vacant Housing Units	9.5%	9.7%	9.8%
2023 Housing Units	8,558	11,366	13,367
Owner Occupied Housing Units	55.9%	58.2%	60.6%
Renter Occupied Housing Units	34.8%	32.1%	29.6%
Vacant Housing Units	9.4%	9.7%	9.9%
Median Household Income			
2018	\$40,223	\$41,029	\$42,784
2023	\$45,287	\$46,430	\$48,850
Median Home Value			
2018	\$141,589	\$142,450	\$144,749
2023	\$154,697	\$157,245	\$160,218
Per Capita Income			
2018	\$25,065	\$24,709	\$24,813
2023	\$27,899	\$27,557	\$27,748
Median Age			
2010	41.1	41.2	41.4
2018	43.2	43.2	43.5
2023	44.0	43.9	44.4

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	7,465	9,883	11,632
<\$15,000	15.1%	14.9%	14.1%
\$15,000 - \$24,999	15.0%	14.8%	14.4%
\$25,000 - \$34,999	14.2%	14.1%	14.0%
\$35,000 - \$49,999	13.4%	13.0%	12.8%
\$50,000 - \$74,999	16.5%	16.8%	17.9%
\$75,000 - \$99,999	11.0%	11.5%	11.9%
\$100,000 - \$149,999	8.8%	9.4%	9.6%
\$150,000 - \$199,999	3.3%	3.0%	2.9%
\$200,000+	2.7%	2.5%	2.5%
Average Household Income	\$60,146	\$59,921	\$60,665
2023 Households by Income			
Household Income Base	7,757	10,260	12,048
<\$15,000	13.2%	13.0%	12.1%
\$15,000 - \$24,999	13.6%	13.4%	13.0%
\$25,000 - \$34,999	13.2%	13.1%	13.0%
\$35,000 - \$49,999	13.5%	13.1%	12.7%
\$50,000 - \$74,999	17.7%	17.9%	18.9%
\$75,000 - \$99,999	11.7%	12.2%	12.6%
\$100,000 - \$149,999	10.5%	11.3%	11.6%
\$150,000 - \$199,999	3.6%	3.3%	3.3%
\$200,000+	3.1%	2.9%	2.9%
Average Household Income	\$67,036	\$66,907	\$67,902
2018 Owner Occupied Housing Units by Value			
Total	4,535	6,295	7,744
<\$50,000	5.2%	5.8%	6.2%
\$50,000 - \$99,999	23.2%	23.1%	21.9%
\$100,000 - \$149,999	26.0%	24.8%	24.5%
\$150,000 - \$199,999	23.5%	23.3%	23.6%
\$200,000 - \$249,999	7.2%	7.4%	7.5%
\$250,000 - \$299,999	4.1%	4.5%	4.8%
\$300,000 - \$399,999	7.7%	7.5%	7.6%
\$400,000 - \$499,999	1.3%	1.4%	1.7%
\$500,000 - \$749,999	1.1%	1.1%	1.1%
\$750,000 - \$999,999	0.4%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$168,527	\$170,349	\$173,341
2023 Owner Occupied Housing Units by Value			
Total	4,780	6,615	8,098
<\$50,000	4.0%	4.4%	4.5%
\$50,000 - \$99,999	18.0%	17.6%	16.4%
\$100,000 - \$149,999	25.5%	24.1%	23.5%
\$150,000 - \$199,999	26.9%	27.0%	27.5%
\$200,000 - \$249,999	7.7%	8.0%	8.1%
\$250,000 - \$299,999	4.4%	4.9%	5.2%
\$300,000 - \$399,999	9.9%	9.8%	9.9%
\$400,000 - \$499,999	1.3%	1.6%	1.9%
\$500,000 - \$749,999	1.3%	1.3%	1.3%
\$750,000 - \$999,999	0.8%	1.1%	1.3%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$182,605	\$187,218	\$191,869

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	16,935	22,694	27,044
0 - 4	6.5%	6.5%	6.3%
5 - 9	6.3%	6.3%	6.2%
10 - 14	6.8%	6.8%	6.8%
15 - 24	12.6%	12.5%	12.3%
25 - 34	10.7%	10.7%	10.7%
35 - 44	11.6%	11.8%	12.0%
45 - 54	15.3%	15.4%	15.6%
55 - 64	12.5%	12.8%	13.1%
65 - 74	8.8%	8.9%	9.0%
75 - 84	6.4%	6.0%	5.8%
85 +	2.5%	2.3%	2.1%
18 +	75.9%	76.0%	76.2%
2018 Population by Age			
Total	17,953	24,007	28,457
0 - 4	6.0%	6.0%	5.8%
5 - 9	5.9%	6.0%	5.9%
10 - 14	5.8%	5.8%	5.8%
15 - 24	11.4%	11.3%	11.2%
25 - 34	11.9%	11.9%	11.8%
35 - 44	10.9%	11.0%	11.1%
45 - 54	12.5%	12.7%	12.9%
55 - 64	14.5%	14.6%	14.8%
65 - 74	11.5%	11.6%	11.8%
75 - 84	6.6%	6.4%	6.3%
85 +	3.0%	2.7%	2.5%
18 +	78.8%	78.8%	79.0%
2023 Population by Age			
Total	18,659	24,924	29,471
0 - 4	5.8%	5.8%	5.6%
5 - 9	6.0%	6.0%	5.9%
10 - 14	6.0%	6.1%	6.1%
15 - 24	10.3%	10.2%	10.1%
25 - 34	11.9%	11.8%	11.6%
35 - 44	11.2%	11.3%	11.5%
45 - 54	11.5%	11.7%	11.9%
55 - 64	13.8%	13.9%	14.2%
65 - 74	13.1%	13.0%	13.1%
75 - 84	7.6%	7.5%	7.4%
85 +	2.9%	2.7%	2.6%
18 +	78.8%	78.7%	79.0%
2010 Population by Sex			
Males	8,045	10,865	13,017
Females	8,892	11,830	14,026
2018 Population by Sex			
Males	8,555	11,513	13,715
Females	9,397	12,493	14,741
2023 Population by Sex			
Males	8,949	12,020	14,275
Females	9,709	12,904	15,196

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	16,937	22,696	27,043
White Alone	89.1%	89.5%	90.5%
Black Alone	6.1%	5.9%	5.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.2%	1.1%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	0.9%
Two or More Races	2.3%	2.2%	2.0%
Hispanic Origin	3.0%	2.8%	2.6%
Diversity Index	25.0	23.9	21.9
2018 Population by Race/Ethnicity			
Total	17,950	24,006	28,455
White Alone	87.4%	88.0%	89.1%
Black Alone	6.1%	6.0%	5.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	1.6%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	1.2%	1.1%
Two or More Races	3.0%	2.9%	2.7%
Hispanic Origin	3.4%	3.2%	3.0%
Diversity Index	28.2	27.0	25.0
2023 Population by Race/Ethnicity			
Total	18,657	24,924	29,470
White Alone	86.1%	86.7%	87.9%
Black Alone	6.1%	6.0%	5.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.2%	2.0%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.3%	1.3%
Two or More Races	3.7%	3.6%	3.3%
Hispanic Origin	3.8%	3.6%	3.4%
Diversity Index	30.9	29.6	27.5
2010 Population by Relationship and Household Type			
Total	16,937	22,695	27,043
In Households	99.1%	99.2%	99.3%
In Family Households	83.0%	84.0%	84.8%
Householder	27.7%	28.0%	28.3%
Spouse	19.7%	20.2%	20.9%
Child	30.3%	30.5%	30.4%
Other relative	3.0%	3.0%	3.0%
Nonrelative	2.3%	2.3%	2.2%
In Nonfamily Households	16.1%	15.2%	14.5%
In Group Quarters	0.9%	0.8%	0.7%
Institutionalized Population	0.8%	0.7%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	12,716	17,020	20,285
Less than 9th Grade	3.9%	3.8%	3.7%
9th - 12th Grade, No Diploma	7.6%	7.3%	7.3%
High School Graduate	23.2%	25.4%	26.5%
GED/Alternative Credential	7.3%	7.3%	7.6%
Some College, No Degree	24.4%	24.2%	24.0%
Associate Degree	9.8%	9.2%	9.0%
Bachelor's Degree	15.4%	15.0%	14.7%
Graduate/Professional Degree	8.6%	7.6%	7.2%
2018 Population 15+ by Marital Status			
Total	14,767	19,734	23,463
Never Married	23.6%	23.8%	23.2%
Married	52.5%	53.1%	54.5%
Widowed	8.3%	7.7%	7.4%
Divorced	15.6%	15.4%	15.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	93.7%	93.9%
Civilian Unemployed (Unemployment Rate)	6.5%	6.3%	6.1%
2018 Employed Population 16+ by Industry			
Total	7,756	10,701	12,936
Agriculture/Mining	0.3%	0.4%	0.5%
Construction	3.4%	3.2%	3.4%
Manufacturing	21.9%	22.8%	23.3%
Wholesale Trade	1.6%	1.2%	1.2%
Retail Trade	12.3%	12.4%	12.4%
Transportation/Utilities	3.6%	4.2%	4.4%
Information	0.9%	1.1%	1.3%
Finance/Insurance/Real Estate	4.1%	4.2%	4.1%
Services	48.2%	46.6%	45.4%
Public Administration	3.7%	3.8%	4.1%
2018 Employed Population 16+ by Occupation			
Total	7,757	10,700	12,935
White Collar	57.4%	54.4%	53.4%
Management/Business/Financial	11.1%	10.5%	10.2%
Professional	24.4%	22.1%	21.2%
Sales	8.9%	9.1%	9.5%
Administrative Support	13.0%	12.7%	12.5%
Services	20.6%	20.3%	19.7%
Blue Collar	22.0%	25.3%	26.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.1%	3.1%	3.1%
Installation/Maintenance/Repair	2.1%	3.0%	3.4%
Production	11.7%	13.5%	14.3%
Transportation/Material Moving	5.0%	5.6%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	16,937	22,695	27,043
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	87.4%	73.7%	63.0%
Rural Population	12.6%	26.3%	37.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	7,039	9,333	11,037
Households with 1 Person	28.9%	27.4%	26.3%
Households with 2+ People	71.1%	72.6%	73.7%
Family Households	66.8%	68.4%	69.6%
Husband-wife Families	47.7%	49.5%	51.5%
With Related Children	18.3%	18.8%	19.5%
Other Family (No Spouse Present)	19.2%	18.9%	18.1%
Other Family with Male Householder	4.9%	5.1%	5.0%
With Related Children	3.1%	3.1%	3.1%
Other Family with Female Householder	14.2%	13.8%	13.1%
With Related Children	9.6%	9.2%	8.6%
Nonfamily Households	4.3%	4.2%	4.1%
All Households with Children	31.5%	31.7%	31.8%
Multigenerational Households	3.5%	3.7%	3.8%
Unmarried Partner Households	5.9%	5.9%	5.8%
Male-female	5.4%	5.4%	5.3%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	7,038	9,334	11,037
1 Person Household	28.9%	27.4%	26.3%
2 Person Household	35.6%	36.2%	36.9%
3 Person Household	15.8%	16.1%	16.3%
4 Person Household	11.5%	11.8%	12.0%
5 Person Household	5.2%	5.4%	5.6%
6 Person Household	1.9%	1.9%	1.9%
7 + Person Household	1.2%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	7,038	9,333	11,037
Owner Occupied	64.9%	67.6%	70.3%
Owned with a Mortgage/Loan	37.4%	39.3%	41.0%
Owned Free and Clear	27.4%	28.3%	29.3%
Renter Occupied	35.1%	32.4%	29.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,792	10,341	12,211
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	87.5%	74.2%	63.9%
Rural Housing Units	12.5%	25.8%	36.1%

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.

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Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
2.	Small Town Simplicity	Small Town Simplicity	Small Town Simplicity
3.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Southern Satellites (10A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$11,442,005	\$15,113,239	\$17,973,048
Average Spent	\$1,532.75	\$1,529.22	\$1,545.14
Spending Potential Index	70	70	71
Education: Total \$	\$7,193,955	\$9,549,748	\$11,373,577
Average Spent	\$963.69	\$966.28	\$977.78
Spending Potential Index	67	67	68
Entertainment/Recreation: Total \$	\$17,978,941	\$23,625,459	\$28,137,535
Average Spent	\$2,408.43	\$2,390.51	\$2,418.98
Spending Potential Index	75	74	75
Food at Home: Total \$	\$28,240,811	\$37,065,822	\$44,072,564
Average Spent	\$3,783.10	\$3,750.46	\$3,788.91
Spending Potential Index	75	75	75
Food Away from Home: Total \$	\$18,685,306	\$24,686,134	\$29,396,780
Average Spent	\$2,503.06	\$2,497.84	\$2,527.23
Spending Potential Index	71	71	72
Health Care: Total \$	\$33,822,847	\$44,401,945	\$52,968,144
Average Spent	\$4,530.86	\$4,492.76	\$4,553.66
Spending Potential Index	79	78	80
HH Furnishings & Equipment: Total \$	\$11,325,564	\$14,947,544	\$17,813,494
Average Spent	\$1,517.16	\$1,512.45	\$1,531.42
Spending Potential Index	73	72	73
Personal Care Products & Services: Total \$	\$4,421,532	\$5,843,734	\$6,966,279
Average Spent	\$592.30	\$591.29	\$598.89
Spending Potential Index	72	71	72
Shelter: Total \$	\$87,782,792	\$115,310,587	\$136,603,068
Average Spent	\$11,759.25	\$11,667.57	\$11,743.73
Spending Potential Index	70	70	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,799,447	\$18,132,607	\$21,587,928
Average Spent	\$1,848.55	\$1,834.73	\$1,855.91
Spending Potential Index	74	74	75
Travel: Total \$	\$10,986,427	\$14,524,874	\$17,325,438
Average Spent	\$1,471.72	\$1,469.68	\$1,489.46
Spending Potential Index	68	68	69
Vehicle Maintenance & Repairs: Total \$	\$6,029,843	\$7,934,126	\$9,446,381
Average Spent	\$807.75	\$802.81	\$812.10
Spending Potential Index	75	75	76

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.