

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

Prepared by WHLR  
Latitude: 35.38445  
Longitude: -86.23185

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2010 Total Population	16,968	22,558	26,936
2020 Total Population	18,289	24,274	28,835
2020 Group Quarters	245	264	276
2022 Total Population	18,322	24,255	28,873
2022 Group Quarters	245	264	276
2027 Total Population	18,397	24,278	29,029
2022-2027 Annual Rate	0.08%	0.02%	0.11%
2022 Total Daytime Population	23,498	28,503	31,605
Workers	12,530	14,183	14,802
Residents	10,968	14,320	16,803
<b>Household Summary</b>			
2010 Households	7,015	9,246	10,987
2010 Average Household Size	2.40	2.42	2.43
2020 Total Households	7,508	9,890	11,740
2020 Average Household Size	2.40	2.43	2.43
2022 Total Households	7,539	9,905	11,789
2022 Average Household Size	2.40	2.42	2.43
2027 Total Households	7,575	9,919	11,865
2027 Average Household Size	2.40	2.42	2.42
2022-2027 Annual Rate	0.10%	0.03%	0.13%
2010 Families	4,693	6,324	7,647
2010 Average Family Size	2.92	2.92	2.91
2022 Total Families	4,938	6,633	8,040
2022 Average Family Size	2.94	2.94	2.92
2027 Total Families	4,933	6,605	8,050
2027 Average Family Size	2.95	2.94	2.92
2022-2027 Annual Rate	-0.02%	-0.08%	0.02%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,275	9,493	11,165
Owner Occupied Housing Units	62.5%	63.7%	66.1%
Renter Occupied Housing Units	30.6%	29.2%	27.0%
Vacant Housing Units	6.9%	7.1%	7.0%
2010 Housing Units	7,776	10,262	12,171
Owner Occupied Housing Units	58.7%	61.0%	63.5%
Renter Occupied Housing Units	31.5%	29.1%	26.8%
Vacant Housing Units	9.8%	9.9%	9.7%
2020 Housing Units	8,130	10,700	12,702
Vacant Housing Units	7.7%	7.6%	7.6%
2022 Housing Units	8,162	10,723	12,770
Owner Occupied Housing Units	57.8%	60.0%	63.0%
Renter Occupied Housing Units	34.6%	32.4%	29.4%
Vacant Housing Units	7.6%	7.6%	7.7%
2027 Housing Units	8,235	10,802	12,909
Owner Occupied Housing Units	59.0%	60.9%	63.9%
Renter Occupied Housing Units	33.0%	30.9%	28.0%
Vacant Housing Units	8.0%	8.2%	8.1%
<b>Median Household Income</b>			
2022	\$54,378	\$56,100	\$57,822
2027	\$61,535	\$63,797	\$66,302
<b>Median Home Value</b>			
2022	\$185,509	\$192,077	\$199,183
2027	\$197,852	\$205,613	\$214,683
<b>Per Capita Income</b>			
2022	\$33,225	\$33,186	\$33,431
2027	\$37,293	\$37,290	\$37,722
<b>Median Age</b>			
2010	41.2	41.4	41.5
2022	43.7	43.5	43.9
2027	44.3	44.1	44.6

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	7,539	9,905	11,789
<\$15,000	8.3%	8.5%	8.0%
\$15,000 - \$24,999	11.5%	10.6%	10.0%
\$25,000 - \$34,999	11.3%	10.8%	10.2%
\$35,000 - \$49,999	14.4%	13.8%	13.6%
\$50,000 - \$74,999	18.7%	19.5%	20.1%
\$75,000 - \$99,999	10.4%	10.9%	11.4%
\$100,000 - \$149,999	13.0%	14.3%	15.4%
\$150,000 - \$199,999	8.4%	7.6%	7.2%
\$200,000+	4.1%	4.2%	4.1%
Average Household Income	\$80,580	\$81,234	\$82,120
<b>2027 Households by Income</b>			
Household Income Base	7,575	9,919	11,865
<\$15,000	6.3%	6.4%	6.0%
\$15,000 - \$24,999	10.7%	9.9%	9.2%
\$25,000 - \$34,999	8.8%	8.3%	7.8%
\$35,000 - \$49,999	13.7%	12.5%	11.9%
\$50,000 - \$74,999	18.9%	20.0%	20.5%
\$75,000 - \$99,999	12.0%	12.6%	13.2%
\$100,000 - \$149,999	14.7%	16.3%	17.7%
\$150,000 - \$199,999	10.9%	9.9%	9.5%
\$200,000+	4.1%	4.2%	4.1%
Average Household Income	\$90,395	\$91,234	\$92,580
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	4,715	6,429	8,040
<\$50,000	6.2%	5.6%	5.5%
\$50,000 - \$99,999	16.8%	15.8%	14.3%
\$100,000 - \$149,999	14.7%	14.8%	14.4%
\$150,000 - \$199,999	17.3%	16.4%	16.0%
\$200,000 - \$249,999	14.0%	14.5%	14.0%
\$250,000 - \$299,999	9.1%	9.6%	10.2%
\$300,000 - \$399,999	12.5%	12.1%	13.4%
\$400,000 - \$499,999	2.5%	3.7%	4.0%
\$500,000 - \$749,999	4.7%	5.4%	5.9%
\$750,000 - \$999,999	1.7%	1.6%	1.6%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$225,934	\$235,212	\$243,741
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	4,857	6,581	8,254
<\$50,000	5.7%	5.2%	5.0%
\$50,000 - \$99,999	15.7%	14.7%	13.2%
\$100,000 - \$149,999	13.4%	13.4%	13.0%
\$150,000 - \$199,999	15.8%	15.0%	14.5%
\$200,000 - \$249,999	14.9%	15.4%	14.7%
\$250,000 - \$299,999	9.4%	9.9%	10.5%
\$300,000 - \$399,999	14.2%	13.7%	15.3%
\$400,000 - \$499,999	2.9%	4.2%	4.5%
\$500,000 - \$749,999	5.4%	6.1%	6.8%
\$750,000 - \$999,999	2.1%	1.9%	1.8%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$238,915	\$248,150	\$257,668

**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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<b>2010 Population by Age</b>			
Total	16,968	22,556	26,939
0 - 4	6.5%	6.5%	6.3%
5 - 9	6.2%	6.2%	6.2%
10 - 14	6.8%	6.9%	6.8%
15 - 24	12.6%	12.4%	12.2%
25 - 34	10.7%	10.6%	10.6%
35 - 44	11.6%	11.8%	12.0%
45 - 54	15.3%	15.4%	15.6%
55 - 64	12.6%	12.9%	13.1%
65 - 74	8.8%	9.0%	9.0%
75 - 84	6.4%	6.1%	5.8%
85 +	2.5%	2.3%	2.1%
18 +	75.9%	76.0%	76.2%
<b>2022 Population by Age</b>			
Total	18,323	24,255	28,874
0 - 4	5.7%	5.7%	5.5%
5 - 9	6.0%	6.0%	5.9%
10 - 14	5.6%	5.7%	5.8%
15 - 24	10.7%	10.7%	10.5%
25 - 34	12.4%	12.4%	12.3%
35 - 44	11.0%	11.1%	11.3%
45 - 54	11.4%	11.7%	11.9%
55 - 64	14.7%	14.7%	14.9%
65 - 74	12.0%	12.0%	12.3%
75 - 84	7.2%	7.0%	7.0%
85 +	3.3%	3.0%	2.8%
18 +	79.5%	79.3%	79.5%
<b>2027 Population by Age</b>			
Total	18,397	24,279	29,028
0 - 4	5.6%	5.6%	5.4%
5 - 9	5.8%	5.9%	5.8%
10 - 14	6.1%	6.2%	6.2%
15 - 24	10.0%	10.1%	10.0%
25 - 34	11.7%	11.6%	11.4%
35 - 44	11.5%	11.6%	11.7%
45 - 54	11.3%	11.4%	11.7%
55 - 64	13.1%	13.2%	13.4%
65 - 74	13.4%	13.2%	13.3%
75 - 84	8.2%	8.1%	8.2%
85 +	3.4%	3.1%	2.9%
18 +	79.1%	78.9%	79.2%
<b>2010 Population by Sex</b>			
Males	8,062	10,792	12,963
Females	8,906	11,766	13,974
<b>2022 Population by Sex</b>			
Males	8,740	11,634	13,925
Females	9,581	12,621	14,948
<b>2027 Population by Sex</b>			
Males	8,804	11,679	14,039
Females	9,593	12,599	14,990

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<b>2010 Population by Race/Ethnicity</b>			
Total	16,968	22,559	26,939
White Alone	89.1%	89.4%	90.5%
Black Alone	6.0%	6.0%	5.3%
American Indian Alone	0.2%	0.2%	0.2%
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%	2.1%
Hispanic Origin	3.0%	2.9%	2.6%
Diversity Index	24.9	24.1	22.0
<b>2020 Population by Race/Ethnicity</b>			
Total	18,289	24,274	28,835
White Alone	83.8%	84.2%	85.4%
Black Alone	5.6%	5.7%	5.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.0%	1.8%
Two or More Races	6.8%	6.7%	6.5%
Hispanic Origin	4.8%	4.3%	4.0%
Diversity Index	35.4	34.1	32.0
<b>2022 Population by Race/Ethnicity</b>			
Total	18,322	24,256	28,873
White Alone	83.3%	83.7%	84.9%
Black Alone	5.7%	5.8%	5.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.0%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.0%	1.8%
Two or More Races	7.2%	7.1%	6.8%
Hispanic Origin	4.9%	4.4%	4.0%
Diversity Index	36.3	35.0	32.8
<b>2027 Population by Race/Ethnicity</b>			
Total	18,396	24,278	29,028
White Alone	81.9%	82.4%	83.7%
Black Alone	6.0%	6.0%	5.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.1%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%	2.0%
Two or More Races	8.0%	7.8%	7.5%
Hispanic Origin	5.1%	4.5%	4.2%
Diversity Index	38.4	37.0	34.7
<b>2010 Population by Relationship and Household Type</b>			
Total	16,968	22,558	26,937
In Households	99.1%	99.2%	99.3%
In Family Households	83.1%	84.1%	84.8%
Householder	27.7%	28.0%	28.3%
Spouse	19.8%	20.3%	20.9%
Child	30.3%	30.4%	30.4%
Other relative	3.0%	3.0%	3.0%
Nonrelative	2.3%	2.2%	2.2%
In Nonfamily Households	16.0%	15.1%	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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	13,196	17,437	20,865
Less than 9th Grade	4.2%	4.0%	4.0%
9th - 12th Grade, No Diploma	7.0%	6.9%	6.9%
High School Graduate	26.1%	27.7%	28.4%
GED/Alternative Credential	6.5%	7.4%	7.6%
Some College, No Degree	19.0%	18.9%	18.8%
Associate Degree	9.9%	9.4%	9.2%
Bachelor's Degree	16.3%	16.0%	15.8%
Graduate/Professional Degree	11.0%	9.7%	9.4%
<b>2022 Population 15+ by Marital Status</b>			
Total	15,157	20,022	23,906
Never Married	20.6%	21.6%	21.6%
Married	57.1%	57.6%	58.6%
Widowed	9.9%	9.1%	8.7%
Divorced	12.3%	11.7%	11.0%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,808	10,601	12,867
Population 16+ Employed	94.4%	94.1%	94.3%
Population 16+ Unemployment rate	5.6%	5.9%	5.7%
Population 16-24 Employed	11.4%	11.3%	11.1%
Population 16-24 Unemployment rate	16.3%	16.8%	16.7%
Population 25-54 Employed	62.0%	62.4%	62.4%
Population 25-54 Unemployment rate	5.1%	5.0%	4.7%
Population 55-64 Employed	21.7%	21.3%	21.2%
Population 55-64 Unemployment rate	1.5%	2.4%	2.8%
Population 65+ Employed	4.9%	5.0%	5.3%
Population 65+ Unemployment rate	1.1%	2.5%	2.7%
<b>2022 Employed Population 16+ by Industry</b>			
Total	7,370	9,979	12,131
Agriculture/Mining	0.4%	0.5%	0.8%
Construction	6.5%	5.8%	5.5%
Manufacturing	26.7%	26.8%	26.6%
Wholesale Trade	1.2%	1.2%	1.2%
Retail Trade	9.7%	10.0%	10.6%
Transportation/Utilities	3.5%	4.0%	4.2%
Information	0.9%	1.0%	1.0%
Finance/Insurance/Real Estate	3.3%	4.0%	4.2%
Services	43.4%	42.4%	41.4%
Public Administration	4.4%	4.3%	4.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	7,369	9,980	12,130
White Collar	52.0%	50.7%	50.4%
Management/Business/Financial	12.7%	12.1%	11.8%
Professional	20.0%	19.1%	18.9%
Sales	8.8%	8.7%	9.1%
Administrative Support	10.5%	10.8%	10.6%
Services	15.3%	15.2%	14.9%
Blue Collar	32.7%	34.1%	34.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.7%	5.2%	4.9%
Installation/Maintenance/Repair	3.3%	3.8%	4.5%
Production	17.3%	17.5%	17.4%
Transportation/Material Moving	6.3%	7.4%	7.7%

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<b>2010 Households by Type</b>			
Total	7,016	9,245	10,987
Households with 1 Person	28.9%	27.5%	26.3%
Households with 2+ People	71.1%	72.5%	73.7%
Family Households	66.9%	68.4%	69.6%
Husband-wife Families	47.9%	49.6%	51.5%
With Related Children	18.3%	18.9%	19.6%
Other Family (No Spouse Present)	19.0%	18.8%	18.1%
Other Family with Male Householder	4.8%	4.9%	5.0%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	14.2%	13.9%	13.1%
With Related Children	9.5%	9.3%	8.6%
Nonfamily Households	4.2%	4.1%	4.1%
All Households with Children	31.4%	31.7%	31.8%
Multigenerational Households	3.5%	3.7%	3.7%
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%
<b>2010 Households by Size</b>			
Total	7,014	9,248	10,986
1 Person Household	28.9%	27.4%	26.3%
2 Person Household	35.7%	36.3%	36.9%
3 Person Household	15.7%	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	1.1%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,014	9,246	10,987
Owner Occupied	65.1%	67.7%	70.3%
Owned with a Mortgage/Loan	37.6%	39.4%	40.9%
Owned Free and Clear	27.5%	28.3%	29.4%
Renter Occupied	34.9%	32.3%	29.7%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	132	132	132
Percent of Income for Mortgage	18.0%	18.0%	18.2%
Wealth Index	76	76	76
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,776	10,262	12,171
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	87.5%	75.7%	64.4%
Rural Housing Units	12.5%	24.3%	35.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,968	22,558	26,936
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	87.4%	75.3%	63.7%
Rural Population	12.6%	24.7%	36.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
2.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Small Town Sincerity (12C)
3.	Hometown Heritage (8G)	Hometown Heritage (8G)	Southern Satellites (10A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,015,260	\$18,568,005	\$22,273,455
Average Spent	\$1,859.03	\$1,874.61	\$1,889.34
Spending Potential Index	77	78	78
Education: Total \$	\$9,998,908	\$13,248,049	\$15,865,227
Average Spent	\$1,326.29	\$1,337.51	\$1,345.77
Spending Potential Index	68	68	69
Entertainment/Recreation: Total \$	\$22,480,126	\$29,646,741	\$35,701,652
Average Spent	\$2,981.84	\$2,993.11	\$3,028.39
Spending Potential Index	81	82	82
Food at Home: Total \$	\$37,688,316	\$49,646,137	\$59,645,173
Average Spent	\$4,999.11	\$5,012.23	\$5,059.39
Spending Potential Index	81	81	82
Food Away from Home: Total \$	\$24,820,819	\$32,886,335	\$39,527,832
Average Spent	\$3,292.32	\$3,320.18	\$3,352.94
Spending Potential Index	76	77	78
Health Care: Total \$	\$45,805,469	\$60,436,606	\$72,901,240
Average Spent	\$6,075.80	\$6,101.63	\$6,183.84
Spending Potential Index	86	86	87
HH Furnishings & Equipment: Total \$	\$15,112,400	\$20,051,060	\$24,169,516
Average Spent	\$2,004.56	\$2,024.34	\$2,050.18
Spending Potential Index	78	79	80
Personal Care Products & Services: Total \$	\$6,026,862	\$7,968,688	\$9,563,204
Average Spent	\$799.42	\$804.51	\$811.20
Spending Potential Index	78	79	80
Shelter: Total \$	\$127,047,217	\$167,532,882	\$200,321,272
Average Spent	\$16,852.00	\$16,913.97	\$16,992.22
Spending Potential Index	74	74	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,416,537	\$21,576,430	\$25,906,180
Average Spent	\$2,177.55	\$2,178.34	\$2,197.49
Spending Potential Index	80	80	81
Travel: Total \$	\$16,091,834	\$21,334,540	\$25,682,952
Average Spent	\$2,134.48	\$2,153.92	\$2,178.55
Spending Potential Index	74	75	76
Vehicle Maintenance & Repairs: Total \$	\$7,854,011	\$10,355,063	\$12,444,742
Average Spent	\$1,041.78	\$1,045.44	\$1,055.62
Spending Potential Index	83	83	84

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.