

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
Population Summary			
2000 Total Population	16,746	22,184	26,204
2010 Total Population	16,937	22,695	27,043
2019 Total Population	18,025	24,162	28,651
2019 Group Quarters	158	180	192
2024 Total Population	18,646	24,988	29,575
2019-2024 Annual Rate	0.68%	0.67%	0.64%
2019 Total Daytime Population	21,487	26,139	28,915
Workers	11,140	12,458	12,913
Residents	10,347	13,681	16,002
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
2019 Households	7,512	9,968	11,737
2019 Average Household Size	2.38	2.41	2.42
2024 Households	7,777	10,319	12,130
2024 Average Household Size	2.38	2.40	2.42
2019-2024 Annual Rate	0.70%	0.69%	0.66%
2010 Families	4,704	6,380	7,680
2010 Average Family Size	2.91	2.91	2.91
2019 Families	4,949	6,720	8,055
2019 Average Family Size	2.91	2.91	2.91
2024 Families	5,099	6,922	8,285
2024 Average Family Size	2.92	2.91	2.91
2019-2024 Annual Rate	0.60%	0.59%	0.56%
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%
2019 Housing Units	8,344	11,082	13,037
Owner Occupied Housing Units	55.6%	58.2%	60.9%
Renter Occupied Housing Units	34.4%	31.7%	29.1%
Vacant Housing Units	10.0%	10.1%	10.0%
2024 Housing Units	8,640	11,479	13,488
Owner Occupied Housing Units	56.7%	59.3%	61.8%
Renter Occupied Housing Units	33.3%	30.6%	28.1%
Vacant Housing Units	10.0%	10.1%	10.1%
Median Household Income			
2019	\$43,412	\$44,571	\$46,236
2024	\$47,707	\$48,969	\$50,580
Median Home Value			
2019	\$147,383	\$148,349	\$151,164
2024	\$164,289	\$166,549	\$169,473
Per Capita Income			
2019	\$25,627	\$25,455	\$25,649
2024	\$27,925	\$27,788	\$28,065
Median Age			
2010	41.1	41.2	41.4
2019	43.0	43.0	43.4
2024	43.5	43.6	44.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	7,512	9,968	11,737
<\$15,000	13.0%	12.6%	11.8%
\$15,000 - \$24,999	15.7%	15.0%	14.5%
\$25,000 - \$34,999	11.1%	11.6%	11.6%
\$35,000 - \$49,999	16.0%	15.4%	15.1%
\$50,000 - \$74,999	17.5%	18.4%	19.3%
\$75,000 - \$99,999	11.3%	11.7%	12.0%
\$100,000 - \$149,999	9.2%	9.6%	10.0%
\$150,000 - \$199,999	3.6%	3.1%	3.0%
\$200,000+	2.7%	2.7%	2.7%
Average Household Income	\$61,785	\$61,982	\$62,927
2024 Households by Income			
Household Income Base	7,777	10,319	12,130
<\$15,000	11.3%	11.0%	10.3%
\$15,000 - \$24,999	14.2%	13.6%	13.2%
\$25,000 - \$34,999	10.6%	11.1%	11.1%
\$35,000 - \$49,999	15.7%	15.1%	14.7%
\$50,000 - \$74,999	18.2%	18.8%	19.6%
\$75,000 - \$99,999	12.5%	12.8%	13.0%
\$100,000 - \$149,999	11.1%	11.6%	12.0%
\$150,000 - \$199,999	3.8%	3.3%	3.2%
\$200,000+	2.6%	2.7%	2.8%
Average Household Income	\$67,284	\$67,598	\$68,786
2019 Owner Occupied Housing Units by Value			
Total	4,640	6,453	7,946
<\$50,000	7.7%	7.6%	7.9%
\$50,000 - \$99,999	24.4%	23.8%	22.4%
\$100,000 - \$149,999	18.9%	19.2%	19.2%
\$150,000 - \$199,999	17.4%	17.5%	17.8%
\$200,000 - \$249,999	11.1%	11.6%	11.7%
\$250,000 - \$299,999	6.6%	6.3%	6.2%
\$300,000 - \$399,999	10.7%	9.8%	10.0%
\$400,000 - \$499,999	0.9%	1.4%	1.5%
\$500,000 - \$749,999	1.4%	1.8%	2.0%
\$750,000 - \$999,999	0.5%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$179,752	\$183,893	\$187,541
2024 Owner Occupied Housing Units by Value			
Total	4,902	6,803	8,340
<\$50,000	6.1%	5.8%	5.9%
\$50,000 - \$99,999	19.4%	18.4%	17.1%
\$100,000 - \$149,999	18.7%	18.9%	18.8%
\$150,000 - \$199,999	20.4%	20.8%	21.0%
\$200,000 - \$249,999	11.6%	12.1%	12.2%
\$250,000 - \$299,999	6.9%	6.6%	6.5%
\$300,000 - \$399,999	13.3%	12.3%	12.8%
\$400,000 - \$499,999	0.9%	1.5%	1.7%
\$500,000 - \$749,999	1.6%	2.2%	2.5%
\$750,000 - \$999,999	0.8%	0.8%	1.0%
\$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%	0.2%	0.3%
Average Home Value	\$193,815	\$200,375	\$205,596

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 2019 and 2024 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%
2019 Population by Age			
Total	18,024	24,164	28,653
0 - 4	5.9%	5.9%	5.7%
5 - 9	6.0%	6.0%	5.9%
10 - 14	5.8%	5.9%	5.9%
15 - 24	11.2%	11.1%	10.9%
25 - 34	12.3%	12.2%	12.1%
35 - 44	11.0%	11.0%	11.2%
45 - 54	12.1%	12.3%	12.5%
55 - 64	14.9%	14.9%	15.1%
65 - 74	11.3%	11.4%	11.7%
75 - 84	6.5%	6.4%	6.4%
85 +	3.0%	2.8%	2.6%
18 +	78.9%	78.9%	79.1%
2024 Population by Age			
Total	18,645	24,989	29,576
0 - 4	5.8%	5.8%	5.6%
5 - 9	6.0%	6.0%	5.9%
10 - 14	6.1%	6.2%	6.2%
15 - 24	10.4%	10.3%	10.2%
25 - 34	12.0%	11.9%	11.7%
35 - 44	11.3%	11.4%	11.6%
45 - 54	11.4%	11.6%	11.8%
55 - 64	13.7%	13.8%	14.0%
65 - 74	12.8%	12.7%	12.9%
75 - 84	7.4%	7.4%	7.4%
85 +	3.0%	2.8%	2.7%
18 +	78.7%	78.6%	78.9%
2010 Population by Sex			
Males	8,045	10,865	13,017
Females	8,892	11,830	14,026
2019 Population by Sex			
Males	8,577	11,572	13,794
Females	9,448	12,590	14,857
2024 Population by Sex			
Males	8,900	12,001	14,273
Females	9,747	12,988	15,302

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 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
2019 Population by Race/Ethnicity			
Total	18,024	24,161	28,651
White Alone	87.4%	87.9%	89.0%
Black Alone	6.4%	6.2%	5.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.3%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	1.2%	1.1%
Two or More Races	3.2%	3.1%	2.9%
Hispanic Origin	3.5%	3.3%	3.1%
Diversity Index	28.4	27.2	25.2
2024 Population by Race/Ethnicity			
Total	18,648	24,989	29,574
White Alone	86.3%	86.9%	88.0%
Black Alone	6.4%	6.2%	5.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	1.4%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.4%	1.3%
Two or More Races	3.8%	3.7%	3.4%
Hispanic Origin	3.9%	3.6%	3.4%
Diversity Index	30.6	29.4	27.3
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	12,805	17,185	20,503
Less than 9th Grade	3.6%	3.5%	3.4%
9th - 12th Grade, No Diploma	6.1%	6.0%	6.3%
High School Graduate	23.9%	26.0%	26.9%
GED/Alternative Credential	7.6%	7.4%	7.4%
Some College, No Degree	23.0%	23.0%	22.7%
Associate Degree	10.4%	10.2%	9.9%
Bachelor's Degree	15.8%	15.3%	14.9%
Graduate/Professional Degree	9.6%	8.7%	8.4%
2019 Population 15+ by Marital Status			
Total	14,829	19,868	23,637
Never Married	21.8%	22.0%	21.7%
Married	55.6%	55.9%	57.1%
Widowed	8.7%	8.1%	7.7%
Divorced	13.9%	13.9%	13.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	94.0%	94.1%
Civilian Unemployed (Unemployment Rate)	5.7%	6.0%	5.9%
2019 Employed Population 16+ by Industry			
Total	7,719	10,562	12,755
Agriculture/Mining	0.5%	0.7%	1.0%
Construction	6.3%	5.6%	5.4%
Manufacturing	27.1%	27.2%	27.2%
Wholesale Trade	1.5%	1.4%	1.4%
Retail Trade	9.2%	9.6%	10.1%
Transportation/Utilities	3.3%	3.7%	3.9%
Information	1.1%	1.2%	1.2%
Finance/Insurance/Real Estate	3.2%	3.9%	4.0%
Services	43.7%	42.7%	41.6%
Public Administration	4.1%	4.0%	4.2%
2019 Employed Population 16+ by Occupation			
Total	7,717	10,563	12,755
White Collar	51.1%	50.1%	49.8%
Management/Business/Financial	9.9%	9.5%	9.2%
Professional	19.1%	18.3%	18.0%
Sales	9.7%	9.6%	10.1%
Administrative Support	12.3%	12.7%	12.4%
Services	17.7%	17.5%	17.1%
Blue Collar	31.2%	32.4%	33.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	5.3%	4.9%	4.7%
Installation/Maintenance/Repair	3.6%	4.2%	4.8%
Production	17.4%	17.6%	17.6%
Transportation/Material Moving	4.6%	5.5%	5.7%
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 2019 and 2024 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 (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
3.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Southern Satellites (10A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$11,240,444	\$14,962,448	\$17,826,599
Average Spent	\$1,496.33	\$1,501.05	\$1,518.84
Spending Potential Index	70	70	71
Education: Total \$	\$7,846,868	\$10,539,340	\$12,648,606
Average Spent	\$1,044.58	\$1,057.32	\$1,077.67
Spending Potential Index	66	66	68
Entertainment/Recreation: Total \$	\$18,047,573	\$23,945,965	\$28,635,077
Average Spent	\$2,402.50	\$2,402.28	\$2,439.73
Spending Potential Index	73	73	75
Food at Home: Total \$	\$28,728,013	\$38,070,120	\$45,430,181
Average Spent	\$3,824.28	\$3,819.23	\$3,870.68
Spending Potential Index	74	74	75
Food Away from Home: Total \$	\$19,388,423	\$25,861,919	\$30,898,262
Average Spent	\$2,580.99	\$2,594.49	\$2,632.55
Spending Potential Index	70	71	72
Health Care: Total \$	\$34,812,927	\$46,165,985	\$55,265,322
Average Spent	\$4,634.31	\$4,631.42	\$4,708.64
Spending Potential Index	78	78	79
HH Furnishings & Equipment: Total \$	\$11,366,306	\$15,156,403	\$18,111,437
Average Spent	\$1,513.09	\$1,520.51	\$1,543.11
Spending Potential Index	71	71	72
Personal Care Products & Services: Total \$	\$4,716,824	\$6,306,900	\$7,539,485
Average Spent	\$627.91	\$632.71	\$642.37
Spending Potential Index	71	71	72
Shelter: Total \$	\$95,310,128	\$126,222,871	\$150,041,129
Average Spent	\$12,687.72	\$12,662.81	\$12,783.60
Spending Potential Index	69	68	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,879,248	\$18,422,636	\$22,012,249
Average Spent	\$1,847.61	\$1,848.18	\$1,875.46
Spending Potential Index	75	75	76
Travel: Total \$	\$11,440,229	\$15,257,173	\$18,264,983
Average Spent	\$1,522.93	\$1,530.62	\$1,556.19
Spending Potential Index	68	68	69
Vehicle Maintenance & Repairs: Total \$	\$6,363,508	\$8,415,737	\$10,011,968
Average Spent	\$847.11	\$844.28	\$853.03
Spending Potential Index	74	74	75

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.