

Economic Development MAURY COUNTY KPIs



POPULATION
108,159
Source: Census, PEPANNRES

↑	Y-Y CHANGE	3%
↑	5-YEAR CHANGE	17.3%
↑	10-YEAR CHANGE	31.8%



AVG ANNUAL INCOME
\$56,786
Source: Bureau of Labor Statistics, QCEW

↑	Y-Y CHANGE	6%
↑	5-YEAR CHANGE	25%
↑	10-YEAR CHANGE	41.5%



MEDIAN HOUSEHOLD INCOME
\$71,500
Source: Census, ACS

↑	Y-Y CHANGE	7.8%
↑	5-YEAR CHANGE	37.3%
↑	10-YEAR CHANGE	56.8%



RETAIL SALES
\$2,030,854,984
Source: Tennessee Department of Revenue

↓	Y-Y CHANGE	-0.3%
↑	5-YEAR CHANGE	30.8%
↑	10-YEAR CHANGE	79.2%



TOTAL ASSESSED VALUE
\$4,198,414,867
Source: Maury County Property Assessor's Office (2023)

↑	Y-Y CHANGE	6.7%
↑	5-YEAR CHANGE	74.5%
-	10-YEAR CHANGE	N/A



REAL GDP
\$4,932,361,000
Source: Census, US Bureau of Economic Analysis

↑	Y-Y CHANGE	5.6%
↑	5-YEAR CHANGE	16.7%
↑	10-YEAR CHANGE	84.9%



CIVILIAN LABOR FORCE
81,299
Source: Census, ACS

↑	Y-Y CHANGE	3.7%
↑	5-YEAR CHANGE	17.8%
↑	10-YEAR CHANGE	30.7%



ANNUAL UNEMPLOYMENT RATE
3.0%
Source: Bureau of Labor Statistics, LAUS

↓	Y-Y CHANGE	-2.0%
↓	5-YEAR CHANGE	-0.2%
↓	10-YEAR CHANGE	-5.0%



LABOR FORCE PARTICIPATION
64.0%
Source: Census, ACS

↓	Y-Y CHANGE	-1.8%
↑	5-YEAR CHANGE	2.1%
↓	10-YEAR CHANGE	-1.4%



HIGH SCHOOL GRADUATION RATE
89.0%
Source: TN Department of Education (2023)

↑	Y-Y CHANGE	3.0%
↑	5-YEAR CHANGE	0.8%
↑	10-YEAR CHANGE	2.0%



AVERAGE ACT SCORE
17.9
Source: TN Department of Education (2023)

↓	Y-Y CHANGE	-2.7%
↓	5-YEAR CHANGE	-7.7%
↓	10-YEAR CHANGE	-5.8%



CTE CONCENTRATORS RATE
80.8%
Source: TN Department of Education

↑	Y-Y CHANGE	3.3%
↑	5-YEAR CHANGE	51.1%
-	10-YEAR CHANGE	N/A



ASSOCIATES DEGREE OR HIGHER
36.6%
Source: Census, ACS

↓	Y-Y CHANGE	-0.2%
↑	5-YEAR CHANGE	6.8%
↑	10-YEAR CHANGE	12.0%

ECONOMIC DEVELOPMENT KPIs

Tennessee Benchmarking

	MAURY COUNTY	BLOUNT	MADISON	MONTGOMERY	NASHVILLE MSA	TENNESSEE
POPULATION <small>Source: Census, PEPAANNRES</small>	108,159	139,958	99,245	235,201	2,046,828	7,048,976
	↑ Y-Y 3.0%	↑ Y-Y 1.7%	↑ Y-Y 0.7%	↑ Y-Y 3.2%	↑ Y-Y 1.8%	↑ Y-Y 1.2%
	↑ 5-YEAR 17.3%	↑ 5-YEAR 7.7%	↑ 5-YEAR 1.9%	↑ 5-YEAR 17.7%	↑ 5-YEAR 11.2%	↑ 5-YEAR 5.1%
	↑ 10-YEAR 31.8%	↑ 10-YEAR 12.8%	↑ 10-YEAR 0.8%	↑ 10-YEAR 27.3%	↑ 10-YEAR 20.1%	↑ 10-YEAR 9.2%
AVG ANNUAL INCOME <small>Source: Bureau of Labor Statistics, QCEW</small>	\$56,786	\$58,793	\$53,152	\$46,958	\$69,580	\$62,103
	↑ Y-Y 6.0%	↑ Y-Y 8.1%	↑ Y-Y 6.1%	↑ Y-Y 4.9%	↑ Y-Y 5.7%	↑ Y-Y 5.0%
	↑ 5-YEAR 25.0%	↑ 5-YEAR 25.9%	↑ 5-YEAR 25.3%	↑ 5-YEAR 25.3%	↑ 5-YEAR 29.2%	↑ 5-YEAR 27.2%
	↑ 10-YEAR 41.5%	↑ 10-YEAR 44.5%	↑ 10-YEAR 39.2%	↑ 10-YEAR 35.0%	↑ 10-YEAR 43.8%	↑ 10-YEAR 41.3%
MEDIAN HOUSEHOLD INCOME <small>Source: Census, ACS</small>	\$71,500	\$70,935	\$55,280	\$67,890	\$79,020	\$64,035
	↑ Y-Y 7.8%	↑ Y-Y 9.8%	↑ Y-Y 7.3%	↑ Y-Y 6.5%	↑ Y-Y 8.9%	↑ Y-Y 9.4%
	↑ 5-YEAR 37.3%	↑ 5-YEAR 38.6%	↑ 5-YEAR 24.2%	↑ 5-YEAR 26.3%	↑ 5-YEAR 33.1%	↑ 5-YEAR 31.5%
	↑ 10-YEAR 56.8%	↑ 10-YEAR 53.1%	↑ 10-YEAR 30.5%	↑ 10-YEAR 37.3%	↑ 10-YEAR 49.7%	↑ 10-YEAR 45.1%
AVERAGE ANNUAL HOME VALUE <small>Source: ZillowResearch Data (2023)</small>	\$377,132	\$342,601	\$211,521	\$294,488	\$429,696	\$304,818
	↑ Y-Y 0.5%	↑ Y-Y 6.8%	↑ Y-Y 3.2%	↑ Y-Y 3.7%	↑ Y-Y 0.3%	↑ Y-Y 3.2%
	↑ 5-YEAR 73.3%	↑ 5-YEAR 80.4%	↑ 5-YEAR 67.6%	↑ 5-YEAR 68.2%	↑ 5-YEAR 57.0%	↑ 5-YEAR 66.3%
	↑ 10-YEAR 177.9%	↑ 10-YEAR 124.8%	↑ 10-YEAR 95.5%	↑ 10-YEAR 89.5%	↑ 10-YEAR 146.6%	↑ 10-YEAR 125.8%
RETAIL SALES <small>Source: Tennessee Department of Revenue</small>	\$2.03B	\$2.97B	\$3.07B	\$4.27B	\$50.97B	\$152.06B
	↓ Y-Y -0.3%	↑ Y-Y 9.6%	↑ Y-Y 50.8%	↑ Y-Y 6.7%	↑ Y-Y 10.7%	↑ Y-Y 8.6%
	↑ 5-YEAR 30.8%	↑ 5-YEAR 43.7%	↑ 5-YEAR 44.4%	↑ 5-YEAR 46.7%	↑ 5-YEAR 29.9%	↑ 5-YEAR 36.0%
	↑ 10-YEAR 79.2%	↑ 10-YEAR 80.7%	↑ 10-YEAR 45.3%	↑ 10-YEAR 86.5%	↑ 10-YEAR 62.3%	↑ 10-YEAR 58.3%
REAL GDP <small>Source: Census, US Bureau of Economic Analysis</small>	\$4.93B	\$6.63B	\$6.44B	\$6.61B	\$162.59B	\$412.10B
	↑ Y-Y 5.6%	↑ Y-Y 5.9%	↑ Y-Y 1.6%	↑ Y-Y 3.0%	↑ Y-Y 6.3%	↑ Y-Y 3.9%
	↑ 5-YEAR 16.7%	↑ 5-YEAR 18.6%	↑ 5-YEAR 8.7%	↑ 5-YEAR 25.7%	↑ 5-YEAR 24.5%	↑ 5-YEAR 15.9%
	↑ 10-YEAR 84.9%	↑ 10-YEAR 49.7%	↑ 10-YEAR 28.2%	↑ 10-YEAR 43.7%	↑ 10-YEAR 69.9%	↑ 10-YEAR 43.9%

ECONOMIC DEVELOPMENT KPIs | Tennessee Benchmarking

	MAURY COUNTY	BLOUNT	MADISON	MONTGOMERY	NASHVILLE MSA	TENNESSEE
CIVILIAN LABOR FORCE <small>Source: Census, ACS</small>	81,299 ↑ Y-Y 3.7% ↑ 5-YEAR 17.8% ↑ 10-YEAR 30.7%	112,546 ↑ Y-Y 1.9% ↑ 5-YEAR 8.1% ↑ 10-YEAR 13.4%	79,529 ↑ Y-Y 0.8% ↑ 5-YEAR 1.8% ↑ 10-YEAR 2.9%	168,775 ↑ Y-Y 3.3% ↑ 5-YEAR 16.2% ↑ 10-YEAR 30.1%	1,590,729 ↑ Y-Y 2.0% ↑ 5-YEAR 10.1% ↑ 10-YEAR 27.4%	5,576,402 ↑ Y-Y 1.3% ↑ 5-YEAR 5.8% ↑ 10-YEAR 10.9%
UNEMPLOYMENT RATE <small>Source: Bureau of Labor Statistics, LAUS</small>	3.0% ↓ Y-Y -2.0% ↓ 5-YEAR -0.2% ↓ 10-YEAR -5.0%	3.1% ↓ Y-Y -0.5% ↓ 5-YEAR -0.4% ↓ 10-YEAR -4.1%	3.4% ↓ Y-Y -1.3% ↓ 5-YEAR -0.5% ↓ 10-YEAR -4.9%	3.7% ↓ Y-Y -1.0% ↓ 5-YEAR -0.4% ↓ 10-YEAR -4.0%	2.7% ↓ Y-Y -1.1% ↓ 5-YEAR -0.2% ↓ 10-YEAR -3.9%	3.4% ↓ Y-Y -1.1% ↓ 5-YEAR -0.3% ↓ 10-YEAR -4.6%
LABOR FORCE PARTICIPATION <small>Source: Census, ACS</small>	64.0% ↓ Y-Y -1.8% ↑ 5-YEAR 2.1% ↓ 10-YEAR -1.4%	60.5% ↑ Y-Y 0% ↑ 5-YEAR 1.5% ↓ 10-YEAR -1.9%	61.1% ↑ Y-Y 2.5% ↑ 5-YEAR 4.1% ↓ 10-YEAR -1.9%	66.9% - Y-Y 0% ↑ 5-YEAR 0.5% ↓ 10-YEAR -0.9%	68.6% ↓ Y-Y -0.2% ↑ 5-YEAR 0.8% ↑ 10-YEAR 0.7%	58.4% ↓ Y-Y -5.5% ↓ 5-YEAR -4.6% ↓ 10-YEAR -6.4%
ASSOCIATES DEGREE OR HIGHER <small>Source: Census, ACS</small>	36.6% ↓ Y-Y -0.2% ↑ 5-YEAR 6.8% ↑ 10-YEAR 12.0%	34.7% ↑ Y-Y 6.1% ↑ 5-YEAR 90.4% ↑ 10-YEAR 152.9%	33.3% ↑ Y-Y 0.4% ↑ 5-YEAR 23.7% ↑ 10-YEAR 64.2%	42.2% ↑ Y-Y 5.2% ↑ 5-YEAR 39.7% ↑ 10-YEAR 79.6%	46.6% ↑ Y-Y 3.7% ↑ 5-YEAR 25.2% ↑ 10-YEAR 61.5%	37.4% ↑ Y-Y 3.2% ↑ 5-YEAR 20.4% ↑ 10-YEAR 41.1%
HIGH SCHOOL GRADUATION RATE <small>Source: TNDOE (2023)</small>	89.0% ↑ Y-Y 3.0% ↑ 5-YEAR 0.8% ↑ 10-YEAR 2.0%	94.1% ↑ Y-Y 0.7% ↑ 5-YEAR 5.9% ↑ 10-YEAR 3.1%	90.5% ↑ Y-Y 0.1% ↑ 5-YEAR 5.6% ↓ 10-YEAR -4.5%	92.3% ↓ Y-Y -0.2% ↓ 5-YEAR -1.9% ↓ 10-YEAR -3.0%	91.3% ↑ Y-Y 0.3% ↑ 5-YEAR 1.0% - 10-YEAR N/A	90.6% ↑ Y-Y 0.8% ↑ 5-YEAR 1.5% ↑ 10-YEAR 4.6%
AVERAGE ACT SCORE <small>Source: TNDOE (2023)</small>	17.9 ↓ Y-Y -2.7% ↓ 5-YEAR -7.7% ↓ 10-YEAR -5.8%	19.2 ↑ Y-Y 1.6% ↓ 5-YEAR -1.0% ↓ 10-YEAR -0.5%	16.8 ↑ Y-Y 1.8% ↓ 5-YEAR -7.7% ↓ 10-YEAR -6.1%	19.4 ↑ Y-Y 1.0% ↓ 5-YEAR -4.9% ↑ 10-YEAR 2.1%	19.8 ↓ Y-Y -0.5% ↓ 5-YEAR -5.7% - 10-YEAR N/A	19.0 ↓ Y-Y -0.5% ↓ 5-YEAR -5.9% ↓ 10-YEAR -2.6%

ECONOMIC DEVELOPMENT KPIs | National Benchmarking



Columbia | Mt. Pleasant | Spring Hill
MAURY COUNTY
 Chamber & Economic Alliance

	MAURY COUNTY	COWETA, GA	JEFFERSON, MO	LICKING, OH	CHIPPEWA, WI	UNITED STATES
POPULATION <small>Source: Census, PEPANNRES</small>	108,159	152,882	229,336	181,359	66,807	333,271,411
	↑ Y-Y 3.0%	↑ Y-Y 2.0%	↑ Y-Y 0.6%	↑ Y-Y 0.8%	↑ Y-Y 0.3%	↑ Y-Y 3.0%
	↑ 5-YEAR 17.3%	↑ 5-YEAR 6.8%	↑ 5-YEAR 2.5%	↑ 5-YEAR 4.5%	↑ 5-YEAR 4.8%	↑ 5-YEAR 17.3%
	↑ 10-YEAR 31.8%	↑ 10-YEAR 17.1%	↑ 10-YEAR 4.3%	↑ 10-YEAR 8.2%	↑ 10-YEAR 6.0%	↑ 10-YEAR 31.8%
UNEMPLOYMENT RATE <small>Source: Bureau of Labor Statistics, LAUS</small>	3.0%	2.7%	2.4%	3.4%	3.3%	3.6%
	↓ Y-Y -2.0%	↓ Y-Y -0.6%	↓ Y-Y -1.4%	↓ Y-Y -0.7%	↓ Y-Y -0.7%	↓ Y-Y -1.7%
	↓ 5-YEAR -0.2%	↓ 5-YEAR -1.5%	↓ 5-YEAR -1.2%	↓ 5-YEAR -0.8%	↓ 5-YEAR -0.2%	↓ 5-YEAR -0.8%
	↓ 10-YEAR -5.0%	↓ 10-YEAR -5.2%	↓ 10-YEAR -5.0%	↓ 10-YEAR -3.4%	↓ 10-YEAR -3.4%	↓ 10-YEAR -4.5%
LABOR FORCE PARTICIPATION <small>Source: Census, ACS</small>	64.0%	64.4%	66.2%	63.2%	63.7%	63.5%
	↓ Y-Y -1.8%	↓ Y-Y -2.0%	↓ Y-Y -0.5%	↑ Y-Y 0.5%	↑ Y-Y 0.2%	↓ Y-Y -0.1%
	↑ 5-YEAR 2.1%	↓ 5-YEAR -2.9%	↓ 5-YEAR -0.6%	↓ 5-YEAR -3.2%	↓ 5-YEAR -1.2%	↑ 5-YEAR 0.1%
	↓ 10-YEAR -1.4%	↓ 10-YEAR -2.6%	↓ 10-YEAR -3.9%	↓ 10-YEAR -5.2%	↓ 10-YEAR -5.9%	↓ 10-YEAR -0.1%
AVG ANNUAL INCOME <small>Source: Bureau of Labor Statistics, QCEW</small>	\$56,786	\$49,437	\$45,736	\$51,185	\$49,062	\$69,986
	↑ Y-Y 6.0%	↑ Y-Y 4.3%	↑ Y-Y 4.9%	↑ Y-Y 8.2%	↑ Y-Y 6.1%	↑ Y-Y 3.5%
	↑ 5-YEAR 25.0%	↑ 5-YEAR 23.7%	↑ 5-YEAR 25.4%	↑ 5-YEAR 25.6%	↑ 5-YEAR 25.2%	↑ 5-YEAR 26.4%
	↑ 10-YEAR 41.5%	↑ 10-YEAR 39.7%	↑ 10-YEAR 39.9%	↑ 10-YEAR 39.5%	↑ 10-YEAR 42.6%	↑ 10-YEAR 42.0%
MEDIAN HOUSEHOLD INCOME <small>Source: Census, ACS</small>	\$71,500	\$90,031	\$77,217	\$78,505	\$69,815	\$75,149
	↑ Y-Y 7.8%	↑ Y-Y 7.8%	↑ Y-Y 8.3%	↑ Y-Y 7.9%	↑ Y-Y 10.5%	↑ Y-Y 8.9%
	↑ 5-YEAR 37.3%	↑ 5-YEAR 33.2%	↑ 5-YEAR 27.1%	↑ 5-YEAR 31.4%	↑ 5-YEAR 26.4%	↑ 5-YEAR 30.3%
	↑ 10-YEAR 56.8%	↑ 10-YEAR 48.4%	↑ 10-YEAR 38.5%	↑ 10-YEAR 44.7%	↑ 10-YEAR 38.7%	↑ 10-YEAR 41.7%
AVERAGE ANNUAL HOME VALUE <small>Source: Zillow Research Data (2023)</small>	\$377,132	\$366,967	\$244,462	\$294,465	\$277,065	\$340,800
	↑ Y-Y 0.5%	↑ Y-Y 5.5%	↑ Y-Y 3.1%	↑ Y-Y 6.3%	↑ Y-Y 5.8%	↑ Y-Y 2.4%
	↑ 5-YEAR 73.3%	↑ 5-YEAR 62.4%	↑ 5-YEAR 39.5%	↑ 5-YEAR 63.9%	↑ 5-YEAR 54.7%	↑ 5-YEAR 51.0%
	↑ 10-YEAR 177.9%	↑ 10-YEAR 130.1%	↑ 10-YEAR 65.2%	↑ 10-YEAR 118.7%	↑ 10-YEAR 99.6%	↑ 10-YEAR 103.1%
REAL GDP <small>Source: Census, US Bureau of Economic Analysis</small>	\$4.93B	\$5.31B	\$5.23B	\$7.75B	\$2.75B	\$21.82T
	↑ Y-Y 5.6%	↑ Y-Y 0.3%	↓ Y-Y -3.5%	↑ Y-Y 0.4%	↓ Y-Y -0.9%	↑ Y-Y 1.9%
	↑ 5-YEAR 16.7%	↑ 5-YEAR 20.1%	↓ 5-YEAR -0.7%	↑ 5-YEAR 25.1%	↑ 5-YEAR 3.5%	↑ 5-YEAR 11.3%
	↑ 10-YEAR 84.9%	↑ 10-YEAR 68.2%	↑ 10-YEAR 12.2%	↑ 10-YEAR 53.9%	↑ 10-YEAR 17.8%	↑ 10-YEAR 34.3%