

# Economic Development MAURY COUNTY KPIs



**POPULATION**  
**108,159**  
*Source: Census, PEPAANNRES*

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

# ECONOMIC DEVELOPMENT KPIs | Tennessee Benchmarking

	MAURY COUNTY	BLOUNT	MADISON	MONTGOMERY	NASHVILLE MSA	TENNESSEE
<b>CIVILIAN LABOR FORCE</b> <small>Source: Census, ACS</small>	<b>81,299</b> ↑ Y-Y 3.7% ↑ 5-YEAR 17.8% ↑ 10-YEAR 30.7%	<b>112,546</b> ↑ Y-Y 1.9% ↑ 5-YEAR 8.1% ↑ 10-YEAR 13.4%	<b>79,529</b> ↑ Y-Y 0.8% ↑ 5-YEAR 1.8% ↑ 10-YEAR 2.9%	<b>168,775</b> ↑ Y-Y 3.3% ↑ 5-YEAR 16.2% ↑ 10-YEAR 30.1%	<b>1,590,729</b> ↑ Y-Y 2.0% ↑ 5-YEAR 10.1% ↑ 10-YEAR 27.4%	<b>5,576,402</b> ↑ Y-Y 1.3% ↑ 5-YEAR 5.8% ↑ 10-YEAR 10.9%
<b>UNEMPLOYMENT RATE</b> <small>Source: Bureau of Labor Statistics, LAUS</small>	<b>3.0%</b> ↓ Y-Y -2.0% ↓ 5-YEAR -0.2% ↓ 10-YEAR -5.0%	<b>3.1%</b> ↓ Y-Y -0.5% ↓ 5-YEAR -0.4% ↓ 10-YEAR -4.1%	<b>3.4%</b> ↓ Y-Y -1.3% ↓ 5-YEAR -0.5% ↓ 10-YEAR -4.9%	<b>3.7%</b> ↓ Y-Y -1.0% ↓ 5-YEAR -0.4% ↓ 10-YEAR -4.0%	<b>2.7%</b> ↓ Y-Y -1.1% ↓ 5-YEAR -0.2% ↓ 10-YEAR -3.9%	<b>3.4%</b> ↓ Y-Y -1.1% ↓ 5-YEAR -0.3% ↓ 10-YEAR -4.6%
<b>LABOR FORCE PARTICIPATION</b> <small>Source: Census, ACS</small>	<b>64.0%</b> ↓ Y-Y -1.8% ↑ 5-YEAR 2.1% ↓ 10-YEAR -1.4%	<b>60.5%</b> ↑ Y-Y 0% ↑ 5-YEAR 1.5% ↓ 10-YEAR -1.9%	<b>61.1%</b> ↑ Y-Y 2.5% ↑ 5-YEAR 4.1% ↓ 10-YEAR -1.9%	<b>66.9%</b> - Y-Y 0% ↑ 5-YEAR 0.5% ↓ 10-YEAR -0.9%	<b>68.6%</b> ↓ Y-Y -0.2% ↑ 5-YEAR 0.8% ↑ 10-YEAR 0.7%	<b>58.4%</b> ↓ Y-Y -5.5% ↓ 5-YEAR -4.6% ↓ 10-YEAR -6.4%
<b>ASSOCIATES DEGREE OR HIGHER</b> <small>Source: Census, ACS</small>	<b>36.6%</b> ↓ Y-Y -0.2% ↑ 5-YEAR 6.8% ↑ 10-YEAR 12.0%	<b>34.7%</b> ↑ Y-Y 6.1% ↑ 5-YEAR 90.4% ↑ 10-YEAR 152.9%	<b>33.3%</b> ↑ Y-Y 0.4% ↑ 5-YEAR 23.7% ↑ 10-YEAR 64.2%	<b>42.2%</b> ↑ Y-Y 5.2% ↑ 5-YEAR 39.7% ↑ 10-YEAR 79.6%	<b>46.6%</b> ↑ Y-Y 3.7% ↑ 5-YEAR 25.2% ↑ 10-YEAR 61.5%	<b>37.4%</b> ↑ Y-Y 3.2% ↑ 5-YEAR 20.4% ↑ 10-YEAR 41.1%
<b>HIGH SCHOOL GRADUATION RATE</b> <small>Source: TNDOE (2023)</small>	<b>89.0%</b> ↑ Y-Y 3.0% ↑ 5-YEAR 0.8% ↑ 10-YEAR 2.0%	<b>94.1%</b> ↑ Y-Y 0.7% ↑ 5-YEAR 5.9% ↑ 10-YEAR 3.1%	<b>90.5%</b> ↑ Y-Y 0.1% ↑ 5-YEAR 5.6% ↓ 10-YEAR -4.5%	<b>92.3%</b> ↓ Y-Y -0.2% ↓ 5-YEAR -1.9% ↓ 10-YEAR -3.0%	<b>91.3%</b> ↑ Y-Y 0.3% ↑ 5-YEAR 1.0% - 10-YEAR N/A	<b>90.6%</b> ↑ Y-Y 0.8% ↑ 5-YEAR 1.5% ↑ 10-YEAR 4.6%
<b>AVERAGE ACT SCORE</b> <small>Source: TNDOE (2023)</small>	<b>17.9</b> ↓ Y-Y -2.7% ↓ 5-YEAR -7.7% ↓ 10-YEAR -5.8%	<b>19.2</b> ↑ Y-Y 1.6% ↓ 5-YEAR -1.0% ↓ 10-YEAR -0.5%	<b>16.8</b> ↑ Y-Y 1.8% ↓ 5-YEAR -7.7% ↓ 10-YEAR -6.1%	<b>19.4</b> ↑ Y-Y 1.0% ↓ 5-YEAR -4.9% ↑ 10-YEAR 2.1%	<b>19.8</b> ↓ Y-Y -0.5% ↓ 5-YEAR -5.7% - 10-YEAR N/A	<b>19.0</b> ↓ 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
<b>POPULATION</b> <small>Source: Census, PEPANNRES</small>	<b>108,159</b>	<b>152,882</b>	<b>229,336</b>	<b>181,359</b>	<b>66,807</b>	<b>333,271,411</b>
	↑ Y-Y <b>3.0%</b>	↑ Y-Y <b>2.0%</b>	↑ Y-Y <b>0.6%</b>	↑ Y-Y <b>0.8%</b>	↑ Y-Y <b>0.3%</b>	↑ Y-Y <b>0.4%</b>
	↑ 5-YEAR <b>17.3%</b>	↑ 5-YEAR <b>6.8%</b>	↑ 5-YEAR <b>2.5%</b>	↑ 5-YEAR <b>4.5%</b>	↑ 5-YEAR <b>4.8%</b>	↑ 5-YEAR <b>2.5%</b>
	↑ 10-YEAR <b>31.8%</b>	↑ 10-YEAR <b>17.1%</b>	↑ 10-YEAR <b>4.3%</b>	↑ 10-YEAR <b>8.2%</b>	↑ 10-YEAR <b>6.0%</b>	↑ 10-YEAR <b>6.2%</b>
<b>UNEMPLOYMENT RATE</b> <small>Source: Bureau of Labor Statistics, LAUS</small>	<b>3.0%</b>	<b>2.7%</b>	<b>2.4%</b>	<b>3.4%</b>	<b>3.3%</b>	<b>3.6%</b>
	↓ Y-Y <b>-2.0%</b>	↓ Y-Y <b>-0.6%</b>	↓ Y-Y <b>-1.4%</b>	↓ Y-Y <b>-0.7%</b>	↓ Y-Y <b>-0.7%</b>	↓ Y-Y <b>-1.7%</b>
	↓ 5-YEAR <b>-0.2%</b>	↓ 5-YEAR <b>-1.5%</b>	↓ 5-YEAR <b>-1.2%</b>	↓ 5-YEAR <b>-0.8%</b>	↓ 5-YEAR <b>-0.2%</b>	↓ 5-YEAR <b>-0.8%</b>
	↓ 10-YEAR <b>-5.0%</b>	↓ 10-YEAR <b>-5.2%</b>	↓ 10-YEAR <b>-5.0%</b>	↓ 10-YEAR <b>-3.4%</b>	↓ 10-YEAR <b>-3.4%</b>	↓ 10-YEAR <b>-4.5%</b>
<b>LABOR FORCE PARTICIPATION</b> <small>Source: Census, ACS</small>	<b>64.0%</b>	<b>64.4%</b>	<b>66.2%</b>	<b>63.2%</b>	<b>63.7%</b>	<b>63.5%</b>
	↓ Y-Y <b>-1.8%</b>	↓ Y-Y <b>-2.0%</b>	↓ Y-Y <b>-0.5%</b>	↑ Y-Y <b>0.5%</b>	↑ Y-Y <b>0.2%</b>	↓ Y-Y <b>-0.1%</b>
	↑ 5-YEAR <b>2.1%</b>	↓ 5-YEAR <b>-2.9%</b>	↓ 5-YEAR <b>-0.6%</b>	↓ 5-YEAR <b>-3.2%</b>	↓ 5-YEAR <b>-1.2%</b>	↑ 5-YEAR <b>0.1%</b>
	↓ 10-YEAR <b>-1.4%</b>	↓ 10-YEAR <b>-2.6%</b>	↓ 10-YEAR <b>-3.9%</b>	↓ 10-YEAR <b>-5.2%</b>	↓ 10-YEAR <b>-5.9%</b>	↓ 10-YEAR <b>-0.1%</b>
<b>AVG ANNUAL INCOME</b> <small>Source: Bureau of Labor Statistics, QCEW</small>	<b>\$56,786</b>	<b>\$49,437</b>	<b>\$45,736</b>	<b>\$51,185</b>	<b>\$49,062</b>	<b>\$69,986</b>
	↑ Y-Y <b>6.0%</b>	↑ Y-Y <b>4.3%</b>	↑ Y-Y <b>4.9%</b>	↑ Y-Y <b>8.2%</b>	↑ Y-Y <b>6.1%</b>	↑ Y-Y <b>3.5%</b>
	↑ 5-YEAR <b>25.0%</b>	↑ 5-YEAR <b>23.7%</b>	↑ 5-YEAR <b>25.4%</b>	↑ 5-YEAR <b>25.6%</b>	↑ 5-YEAR <b>25.2%</b>	↑ 5-YEAR <b>26.4%</b>
	↑ 10-YEAR <b>41.5%</b>	↑ 10-YEAR <b>39.7%</b>	↑ 10-YEAR <b>39.9%</b>	↑ 10-YEAR <b>39.5%</b>	↑ 10-YEAR <b>42.6%</b>	↑ 10-YEAR <b>42.0%</b>
<b>MEDIAN HOUSEHOLD INCOME</b> <small>Source: Census, ACS</small>	<b>\$71,500</b>	<b>\$90,031</b>	<b>\$77,217</b>	<b>\$78,505</b>	<b>\$69,815</b>	<b>\$75,149</b>
	↑ Y-Y <b>7.8%</b>	↑ Y-Y <b>7.8%</b>	↑ Y-Y <b>8.3%</b>	↑ Y-Y <b>7.9%</b>	↑ Y-Y <b>10.5%</b>	↑ Y-Y <b>8.9%</b>
	↑ 5-YEAR <b>37.3%</b>	↑ 5-YEAR <b>33.2%</b>	↑ 5-YEAR <b>27.1%</b>	↑ 5-YEAR <b>31.4%</b>	↑ 5-YEAR <b>26.4%</b>	↑ 5-YEAR <b>30.3%</b>
	↑ 10-YEAR <b>56.8%</b>	↑ 10-YEAR <b>48.4%</b>	↑ 10-YEAR <b>38.5%</b>	↑ 10-YEAR <b>44.7%</b>	↑ 10-YEAR <b>38.7%</b>	↑ 10-YEAR <b>41.7%</b>
<b>AVERAGE ANNUAL HOME VALUE</b> <small>Source: Zillow Research Data (2023)</small>	<b>\$377,132</b>	<b>\$366,967</b>	<b>\$244,462</b>	<b>\$294,465</b>	<b>\$277,065</b>	<b>\$340,800</b>
	↑ Y-Y <b>0.5%</b>	↑ Y-Y <b>5.5%</b>	↑ Y-Y <b>3.1%</b>	↑ Y-Y <b>6.3%</b>	↑ Y-Y <b>5.8%</b>	↑ Y-Y <b>2.4%</b>
	↑ 5-YEAR <b>73.3%</b>	↑ 5-YEAR <b>62.4%</b>	↑ 5-YEAR <b>39.5%</b>	↑ 5-YEAR <b>63.9%</b>	↑ 5-YEAR <b>54.7%</b>	↑ 5-YEAR <b>51.0%</b>
	↑ 10-YEAR <b>177.9%</b>	↑ 10-YEAR <b>130.1%</b>	↑ 10-YEAR <b>65.2%</b>	↑ 10-YEAR <b>118.7%</b>	↑ 10-YEAR <b>99.6%</b>	↑ 10-YEAR <b>103.1%</b>
<b>REAL GDP</b> <small>Source: Census, US Bureau of Economic Analysis</small>	<b>\$4.93B</b>	<b>\$5.31B</b>	<b>\$5.23B</b>	<b>\$7.75B</b>	<b>\$2.75B</b>	<b>\$21.82T</b>
	↑ Y-Y <b>5.6%</b>	↑ Y-Y <b>0.3%</b>	↓ Y-Y <b>-3.5%</b>	↑ Y-Y <b>0.4%</b>	↓ Y-Y <b>-0.9%</b>	↑ Y-Y <b>1.9%</b>
	↑ 5-YEAR <b>16.7%</b>	↑ 5-YEAR <b>20.1%</b>	↓ 5-YEAR <b>-0.7%</b>	↑ 5-YEAR <b>25.1%</b>	↑ 5-YEAR <b>3.5%</b>	↑ 5-YEAR <b>11.3%</b>
	↑ 10-YEAR <b>84.9%</b>	↑ 10-YEAR <b>68.2%</b>	↑ 10-YEAR <b>12.2%</b>	↑ 10-YEAR <b>53.9%</b>	↑ 10-YEAR <b>17.8%</b>	↑ 10-YEAR <b>34.3%</b>