

Economic Development MAURY COUNTY KPIs



POPULATION
113,411

Source: US Census, Annual Estimates (2024)

↑	Y-Y CHANGE	2.4%
↑	5-YEAR CHANGE	17.7%
↑	10-YEAR CHANGE	32.8%



AVG ANNUAL INCOME
\$60,831

Source: US Bureau of Labor Statistics, QCEW

↑	Y-Y CHANGE	7.1%
↑	5-YEAR CHANGE	30.4%
↑	10-YEAR CHANGE	52.0%



MEDIAN HOUSEHOLD INCOME
\$74,162

Source: US Census, ACS

↑	Y-Y CHANGE	3.7%
↑	5-YEAR CHANGE	36.7%
↑	10-YEAR CHANGE	63.6%



RETAIL SALES
\$2,136,666,980

Source: Tennessee Department of Revenue

↑	Y-Y CHANGE	5.2%
↑	5-YEAR CHANGE	37.5%
↑	10-YEAR CHANGE	85.3%



TOTAL ASSESSED VALUE
\$4,514,197,587

Source: Maury County Property Assessor (2024)

↑	Y-Y CHANGE	7.5%
↑	5-YEAR CHANGE	80.3%
-	10-YEAR CHANGE	N/A



REAL GDP
\$5,380,793,000

Source: US Census, Bureau of Economic Analysis

↑	Y-Y CHANGE	6.3%
↑	5-YEAR CHANGE	33.9%
↑	10-YEAR CHANGE	75.8%



CIVILIAN LABOR FORCE
82,478

Source: US Census, ACS

↑	Y-Y CHANGE	2.7%
↑	5-YEAR CHANGE	16.4%
↑	10-YEAR CHANGE	30.9%



ANNUAL UNEMPLOYMENT RATE
3.1%

Source: US Bureau of Labor Statistics, LAUS (2024)

↑	Y-Y CHANGE	0.4%
-	5-YEAR CHANGE	0.0%
↓	10-YEAR CHANGE	-2.8%



LABOR FORCE PARTICIPATION
65.2%

Source: US Census, ACS

↑	Y-Y CHANGE	0.4%
-	5-YEAR CHANGE	0.0%
↑	10-YEAR CHANGE	0.3%



HIGH SCHOOL GRADUATION RATE
92.1%

Source: TN Department of Education (2024)

↑	Y-Y CHANGE	3.1%
↑	5-YEAR CHANGE	3.9%
↑	10-YEAR CHANGE	5.1%



AVERAGE ACT SCORE
17.4

Source: TN Department of Education (2024)

↓	Y-Y CHANGE	-2.8%
↓	5-YEAR CHANGE	-11.2%
↓	10-YEAR CHANGE	-7.9%



CTE CONCENTRATORS RATE
74.0%

Source: TN Department of Education

↓	Y-Y CHANGE	-6.8%
↑	5-YEAR CHANGE	34.8%
-	10-YEAR CHANGE	N/A



ASSOCIATES DEGREE OR HIGHER
36.6%

Source: US Census, ACS

↑	Y-Y CHANGE	0.1%
↑	5-YEAR CHANGE	4.7%
↑	10-YEAR CHANGE	11.6%

ECONOMIC DEVELOPMENT KPIs | Tennessee Benchmarking

	MAURY COUNTY			BLOUNT			MADISON			MONTGOMERY			NASHVILLE MSA			TENNESSEE		
POPULATION <i>Source: US Census, Pop. Est. 2024</i>	113,411			142,211			100,409			246,025			2,150,553			7,227,750		
	↑	Y-Y	2.4%	↑	Y-Y	0.6%	↑	Y-Y	1.0%	↑	Y-Y	2.3%	↑	Y-Y	1.7%	↑	Y-Y	1.1%
	↑	5-YEAR	17.7%	↑	5-YEAR	6.9%	↑	5-YEAR	2.5%	↑	5-YEAR	17.7%	↑	5-YEAR	12.9%	↑	5-YEAR	5.8%
	↑	10-YEAR	32.8%	↑	10-YEAR	13.0%	↑	10-YEAR	2.3%	↑	10-YEAR	30.2%	↑	10-YEAR	21.6%	↑	10-YEAR	10.5%
AVG ANNUAL INCOME <i>Source: US BLS, QCEW</i>	\$60,831			\$61,069			\$56,474			\$49,384			\$71,833			\$64,718		
	↑	Y-Y	7.1%	↑	Y-Y	3.9%	↑	Y-Y	6.3%	↑	Y-Y	5.2%	↑	Y-Y	3.2%	↑	Y-Y	4.2%
	↑	5-YEAR	30.4%	↑	5-YEAR	29.1%	↑	5-YEAR	31.4%	↑	5-YEAR	27.7%	↑	5-YEAR	28.4%	↑	5-YEAR	28.3%
	↑	10-YEAR	52.0%	↑	10-YEAR	45.2%	↑	10-YEAR	47.2%	↑	10-YEAR	44.3%	↑	10-YEAR	49.2%	↑	10-YEAR	46.8%
MEDIAN HOUSEHOLD INCOME <i>Source: US Census, ACS</i>	\$74,162			\$74,607			\$58,189			\$72,365			\$82,499			\$67,097		
	↑	Y-Y	3.7%	↑	Y-Y	5.2%	↑	Y-Y	5.3%	↑	Y-Y	6.6%	↑	Y-Y	4.4%	↑	Y-Y	4.8%
	↑	5-YEAR	36.7%	↑	5-YEAR	37.8%	↑	5-YEAR	25.9%	↑	5-YEAR	29.3%	↑	5-YEAR	31.5%	↑	5-YEAR	31.6%
	↑	10-YEAR	63.6%	↑	10-YEAR	62.2%	↑	10-YEAR	39.8%	↑	10-YEAR	45.8%	↑	10-YEAR	57.2%	↑	10-YEAR	51.5%
AVERAGE ANNUAL HOME VALUE <i>Source: Zillow Research Data (2024)</i>	\$385,414			\$361,855			\$216,911			\$306,435			\$439,527			\$316,079		
	↑	Y-Y	1.7%	↑	Y-Y	6.5%	↑	Y-Y	2.5%	↑	Y-Y	2.4%	↑	Y-Y	1.5%	↑	Y-Y	3.6%
	↑	5-YEAR	65.5%	↑	5-YEAR	80.3%	↑	5-YEAR	59.8%	↑	5-YEAR	62.7%	↑	5-YEAR	52.8%	↑	5-YEAR	61.1%
	↑	10-YEAR	166.3%	↑	10-YEAR	133.0%	↑	10-YEAR	97.8%	↑	10-YEAR	92.3%	↑	10-YEAR	135.3%	↑	10-YEAR	124.1%
RETAIL SALES <i>Source: Tennessee Department of Revenue</i>	\$2.14B			\$3.06B			\$3.13B			\$4.29B			\$52.2B			\$154.23B		
	↑	Y-Y	5.2%	↑	Y-Y	3.0%	↑	Y-Y	1.9%	↑	Y-Y	0.4%	↑	Y-Y	2.0%	↑	Y-Y	1.4%
	↑	5-YEAR	37.5%	↑	5-YEAR	47.2%	↑	5-YEAR	48.5%	↑	5-YEAR	46.5%	↑	5-YEAR	39.2%	↑	5-YEAR	41.1%
	↑	10-YEAR	85.3%	↑	10-YEAR	81.1%	↑	10-YEAR	50.4%	↑	10-YEAR	84.9%	↑	10-YEAR	57.9%	↑	10-YEAR	58.4%
REAL GDP <i>Source: US Census, Bureau of Economic Analysis</i>	\$5.38B			\$7.11B			\$6.48B			\$7.14B			\$168.19B			\$432.27B		
	↑	Y-Y	6.3%	↑	Y-Y	4.0%	↑	Y-Y	1.7%	↑	Y-Y	5.3%	↑	Y-Y	3.1%	↑	Y-Y	2.4%
	↑	5-YEAR	33.9%	↑	5-YEAR	23.6%	↑	5-YEAR	9.2%	↑	5-YEAR	30.8%	↑	5-YEAR	25.0%	↑	5-YEAR	16.8%
	↑	10-YEAR	75.8%	↑	10-YEAR	42.6%	↑	10-YEAR	21.0%	↑	10-YEAR	42.6%	↑	10-YEAR	56.1%	↑	10-YEAR	33.5%

ECONOMIC DEVELOPMENT KPIs | Tennessee Benchmarking

	MAURY COUNTY	BLOUNT	MADISON	MONTGOMERY	NASHVILLE MSA	TENNESSEE
CIVILIAN LABOR FORCE <i>Source: US Census, ACS</i>	82,478	112,718	77,827	158,589	1,610,249	5,515,947
	↑ Y-Y 2.7%	↑ Y-Y 1.2%	↓ Y-Y -0.4%	↑ Y-Y 2.2%	↑ Y-Y 2.3%	↑ Y-Y 0.7%
	↑ 5-YEAR 16.4%	↑ 5-YEAR 8.0%	↑ 5-YEAR 1.2%	↑ 5-YEAR 17.9%	↑ 5-YEAR 6.2%	↑ 5-YEAR 5.7%
	↑ 10-YEAR 30.9%	↑ 10-YEAR 14.1%	↑ 10-YEAR 1.7%	↑ 10-YEAR 31.5%	↑ 10-YEAR 22.5%	↑ 10-YEAR 10.8%
ANNUAL UNEMPLOYMENT RATE <i>Source: US BLS LAUS (2024)</i>	3.1%	3.0%	3.9%	3.6%	2.8%	3.4%
	↑ Y-Y 0.4%	↑ Y-Y 0.1%	↑ Y-Y 0.3%	↑ Y-Y 0.2%	↑ Y-Y 0.2%	↑ Y-Y 0.2%
	- 5-YEAR 0.0%	↓ 5-YEAR -0.1%	↑ 5-YEAR 0.1%	↑ 5-YEAR 0.1%	↑ 5-YEAR 0.2%	↑ 5-YEAR 0.1%
	↓ 10-YEAR -2.8%	↓ 10-YEAR -3.0%	↓ 10-YEAR -2.8%	↓ 10-YEAR -3.0%	↓ 10-YEAR -2.4%	↓ 10-YEAR -3.1%
LABOR FORCE PARTICIPATION <i>Source: US Census, ACS</i>	65.2%	61.2%	62.5%	64.9%	69.3%	62.8%
	↑ Y-Y 0.4%	↑ Y-Y 0.3%	↑ Y-Y 0.4%	- Y-Y 0.0%	↑ Y-Y 0.1%	↑ Y-Y 0.2%
	- 5-YEAR 0.0%	↑ 5-YEAR 0.9%	↑ 5-YEAR 2.9%	↑ 5-YEAR 0.9%	- 5-YEAR 0.0%	↑ 5-YEAR 0.7%
	↑ 10-YEAR 0.3%	↑ 10-YEAR 0.1%	↓ 10-YEAR -0.1%	↑ 10-YEAR 0.2%	↑ 10-YEAR 1.0%	↑ 10-YEAR 0.1%
ASSOCIATES DEGREE OR HIGHER <i>Source: US Census, ACS</i>	36.6%	35.5%	33.0%	43.5%	47.2%	39.7%
	↑ Y-Y 0.1%	↑ Y-Y 0.8%	↓ Y-Y -0.3%	↑ Y-Y 1.2%	↑ Y-Y 0.6%	↑ Y-Y 2.3%
	↑ 5-YEAR 4.7%	↑ 5-YEAR 2.8%	↓ 5-YEAR -0.2%	↑ 5-YEAR 6.6%	↑ 5-YEAR 5.1%	↑ 5-YEAR 5.9%
	↑ 10-YEAR 11.6%	↑ 10-YEAR 7.1%	↑ 10-YEAR 2.7%	↑ 10-YEAR 11.5%	↑ 10-YEAR 10.0%	↑ 10-YEAR 9.6%
HIGH SCHOOL GRADUATION RATE <i>Source: TNDOE (2024)</i>	92.1%	96.9%	93.0%	95.1%	93.1%	90.6%
	↑ Y-Y 3.1%	↑ Y-Y 2.0%	↑ Y-Y 2.5%	↑ Y-Y 2.8%	↑ Y-Y 1.8%	- Y-Y 0.0%
	↑ 5-YEAR 3.9%	↑ 5-YEAR 2.7%	↑ 5-YEAR 5.6%	↑ 5-YEAR 0.6%	↑ 5-YEAR 1.7%	↑ 5-YEAR 0.9%
	↑ 10-YEAR 5.1%	↑ 10-YEAR 4.8%	↓ 10-YEAR -1.5%	↑ 10-YEAR 2.0%	↑ 10-YEAR 3.9%	↑ 10-YEAR 3.4%
AVERAGE ACT SCORE <i>Source: TNDOE (2024)</i>	17.4	19.2	17.1	19.5	20.1	19.3
	↓ Y-Y -2.8%	- Y-Y 0.0%	↑ Y-Y 1.8%	↑ Y-Y 0.5%	↑ Y-Y 1.5%	↑ Y-Y 1.6%
	↓ 5-YEAR -11.2%	↓ 5-YEAR -1.0%	↓ 5-YEAR -5.0%	↓ 5-YEAR -3.0%	↓ 5-YEAR -3.4%	↓ 5-YEAR -3.5%
	↓ 10-YEAR -7.9%	↓ 10-YEAR -2.5%	↓ 10-YEAR -3.9%	↓ 10-YEAR -0.5%	↑ 10-YEAR 0.4%	↓ 10-YEAR -2.5%

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 <i>Source: US Census, Annual Estimates (2024)</i>	113,411			158,233			231,888			184,898			67,323			340,110,988		
	↑	Y-Y	2.4%	↑	Y-Y	1.3%	↑	Y-Y	0.3%	↑	Y-Y	0.7%	↑	Y-Y	0.6%	↑	Y-Y	1.0%
	↑	5-YEAR	17.7%	↑	5-YEAR	6.5%	↑	5-YEAR	3.0%	↑	5-YEAR	4.5%	↑	5-YEAR	4.1%	↑	5-YEAR	3.6%
	↑	10-YEAR	32.8%	↑	10-YEAR	17.1%	↑	10-YEAR	4.5%	↑	10-YEAR	9.1%	↑	10-YEAR	6.3%	↑	10-YEAR	6.9%
ANNUAL UNEMPLOYMENT RATE <i>Source: US BLS, LAUS (2024)</i>	3.1%			3.1%			3.3%			4.0%			3.2%			4.0%		
	↑	Y-Y	0.4%	↑	Y-Y	0.1%	↑	Y-Y	0.5%	↑	Y-Y	0.6%	↓	Y-Y	-0.1%	↑	Y-Y	0.4%
	-	5-YEAR	0.0%	↑	5-YEAR	0.3%	↑	5-YEAR	0.3%	↑	5-YEAR	0.1%	↓	5-YEAR	-0.4%	↑	5-YEAR	0.3%
	↓	10-YEAR	-2.8%	↓	10-YEAR	-3.1%	↓	10-YEAR	-3.0%	↓	10-YEAR	-1.3%	↓	10-YEAR	-2.1%	↓	10-YEAR	-2.2%
LABOR FORCE PARTICIPATION <i>Source: US Census, ACS</i>	65.2%			64.4%			66.9%			63.8%			63.6%			64.2%		
	↑	Y-Y	0.4%	↓	Y-Y	-0.3%	↑	Y-Y	0.2%	↑	Y-Y	0.1%	↓	Y-Y	-0.1%	-	Y-Y	0.0%
	-	5-YEAR	0.0%	↓	5-YEAR	-2.7%	-	5-YEAR	0.0%	↓	5-YEAR	-1.1%	↓	5-YEAR	-0.7%	-	5-YEAR	0.0%
	↑	10-YEAR	0.3%	↓	10-YEAR	-2.6%	↓	10-YEAR	-1.9%	↓	10-YEAR	-3.6%	↓	10-YEAR	-2.6%	↓	10-YEAR	-0.9%
AVG ANNUAL INCOME <i>Source: US BLS, QCEW</i>	\$60,831			\$51,154			\$48,061			\$54,243			\$51,163			\$72,360		
	↑	Y-Y	7.1%	↑	Y-Y	3.5%	↑	Y-Y	5.1%	↑	Y-Y	6.0%	↑	Y-Y	4.3%	↑	Y-Y	3.4%
	↑	5-YEAR	30.4%	↑	5-YEAR	23.5%	↑	5-YEAR	27.1%	↑	5-YEAR	28.2%	↑	5-YEAR	25.8%	↑	5-YEAR	26.4%
	↑	10-YEAR	52.0%	↑	10-YEAR	40.9%	↑	10-YEAR	46.5%	↑	10-YEAR	45.0%	↑	10-YEAR	47.1%	↑	10-YEAR	45.3%
MEDIAN HOUSEHOLD INCOME <i>Source: US Census, ACS</i>	\$74,162			\$94,142			\$80,522			\$81,033			\$74,009			\$78,538		
	↑	Y-Y	3.7%	↑	Y-Y	4.6%	↑	Y-Y	4.3%	↑	Y-Y	3.2%	↑	Y-Y	6.0%	↑	Y-Y	4.5%
	↑	5-YEAR	36.7%	↑	5-YEAR	33.1%	↑	5-YEAR	27.8%	↑	5-YEAR	29.2%	↑	5-YEAR	29.2%	↑	5-YEAR	30.3%
	↑	10-YEAR	63.6%	↑	10-YEAR	54.8%	↑	10-YEAR	46.8%	↑	10-YEAR	47.0%	↑	10-YEAR	46.4%	↑	10-YEAR	48.1%
AVERAGE ANNUAL HOME VALUE <i>Source: Zillow Research Data (2024)</i>	\$385,414			\$391,762			\$264,102			\$321,488			\$292,067			\$340,800		
	↑	Y-Y	1.7%	↑	Y-Y	3.6%	↑	Y-Y	5.0%	↑	Y-Y	5.6%	↑	Y-Y	5.2%	↑	Y-Y	2.4%
	↑	5-YEAR	65.5%	↑	5-YEAR	60.5%	↑	5-YEAR	41.3%	↑	5-YEAR	59.0%	↑	5-YEAR	51.3%	↑	5-YEAR	51.0%
	↑	10-YEAR	166.3%	↑	10-YEAR	119.8%	↑	10-YEAR	72.3%	↑	10-YEAR	101.8%	↑	10-YEAR	101.7%	↑	10-YEAR	103.1%
REAL GDP <i>Source: US Census, Bureau of Economic Analysis</i>	\$5.38B			\$5.79B			\$5.12B			\$8.04B			\$2.84B			\$22.62T		
	↑	Y-Y	6.3%	↑	Y-Y	6.7%	↓	Y-Y	-2.2%	↑	Y-Y	3.2%	↑	Y-Y	2.4%	↑	Y-Y	2.6%
	↑	5-YEAR	33.9%	↑	5-YEAR	24.6%	↓	5-YEAR	-2.7%	↑	5-YEAR	24.6%	↑	5-YEAR	4.2%	↑	5-YEAR	12.0%
	↑	10-YEAR	75.8%	↑	10-YEAR	58.4%	↓	10-YEAR	-3.3%	↑	10-YEAR	45.0%	↑	10-YEAR	13.3%	↑	10-YEAR	27.0%