

Economic Development MAURY COUNTY KPIs



POPULATION
118,131

Source: Census, PEPAANNRES (2025)

↑	Y-Y CHANGE	3.2%
↑	5-YEAR CHANGE	16.0%
↑	10-YEAR CHANGE	35.1%



AVG ANNUAL INCOME
\$62,782

Source: Bureau of Labor Statistics, QCEW

↑	Y-Y CHANGE	3.2%
↑	5-YEAR CHANGE	31.4%
↑	10-YEAR CHANGE	53.1%



MEDIAN HOUSEHOLD INCOME
\$76,130

Source: Census, ACS

↑	Y-Y CHANGE	2.7%
↑	5-YEAR CHANGE	33.2%
↑	10-YEAR CHANGE	63.5%



RETAIL SALES
\$2,232,415,451

Source: Tennessee Department of Revenue

↑	Y-Y CHANGE	4.5%
↑	5-YEAR CHANGE	35.9%
↑	10-YEAR CHANGE	95.4%



TOTAL ASSESSED VALUE
\$4,624,896,775

Source: Maury County Property Assessor's Office (2025)

↑	Y-Y CHANGE	2.5%
↑	5-YEAR CHANGE	79.4%
↑	10-YEAR CHANGE	172.5%



REAL GDP
\$5,809,006,000

Source: Census, US Bureau of Economic Analysis

↑	Y-Y CHANGE	6.5%
↑	5-YEAR CHANGE	37.3%
↑	10-YEAR CHANGE	84.4%



CIVILIAN LABOR FORCE
85,916

Source: Census, ACS

↑	Y-Y CHANGE	3.0%
↑	5-YEAR CHANGE	18.1%
↑	10-YEAR CHANGE	32.7%



ANNUAL UNEMPLOYMENT RATE
3.6%

Source: Bureau of Labor Statistics, LAUS (2025)

↑	Y-Y CHANGE	0.5%
↓	5-YEAR CHANGE	-4.4%
↓	10-YEAR CHANGE	-1.5%



LABOR FORCE PARTICIPATION
63.9%

Source: Census, ACS

↓	Y-Y CHANGE	-0.5%
↑	5-YEAR CHANGE	0.3%
-	10-YEAR CHANGE	0.0%



HIGH SCHOOL GRADUATION RATE
90.6%

Source: TN Department of Education (2025)

↓	Y-Y CHANGE	-1.5%
↑	5-YEAR CHANGE	1.4%
↓	10-YEAR CHANGE	-0.2%



AVERAGE ACT SCORE
18.0

Source: TN Department of Education (2025)

↑	Y-Y CHANGE	3.4%
↓	5-YEAR CHANGE	-3.7%
↓	10-YEAR CHANGE	-3.2%



CTE CONCENTRATORS RATE*
62.1%

Source: TN Department of Education

↑	2023	74.0%
↑	2019	45.4%
-	2017	29.7%

*Comparison percentages are actual CTE Concentrator numbers for years shown, not rates of growth.



ASSOCIATES DEGREE OR HIGHER
37.9%

Source: Census, ACS

↑	Y-Y CHANGE	1.3%
↑	5-YEAR CHANGE	4.8%
↑	10-YEAR CHANGE	11.1%

Updated MAY 2026 - all numbers reflect 2024 data except where indicated.

ECONOMIC DEVELOPMENT KPIs

Tennessee Benchmarking

	MAURY COUNTY	BLOUNT	MADISON	MONTGOMERY	NASHVILLE MSA	TENNESSEE
POPULATION <small>Source: Census, PEPAANNRES</small>	118,131	143,820	100,790	249,935	2,197,416	7,315,076
	↑ Y-Y 3.2%	↑ Y-Y 1.1%	↑ Y-Y 0.5%	↑ Y-Y 1.5%	↑ Y-Y 1.6%	↑ Y-Y 0.9%
	↑ 5-YEAR 16.0%	↑ 5-YEAR 6.0%	↑ 5-YEAR 2.0%	↑ 5-YEAR 12.9%	↑ 5-YEAR 13.6%	↑ 5-YEAR 5.6%
	↑ 10-YEAR 35.1%	↑ 10-YEAR 13.3%	↑ 10-YEAR 3.3%	↑ 10-YEAR 29.9%	↑ 10-YEAR 21.8%	↑ 10-YEAR 11.0%
AVG ANNUAL INCOME <small>Source: Bureau of Labor Statistics, QCEW</small>	\$62,782	\$61,177	\$58,054	\$52,099	\$75,466	\$67,431
	↑ Y-Y 3.2%	↑ Y-Y 0.2%	↑ Y-Y 2.8%	↑ Y-Y 5.5%	↑ Y-Y 5.1%	↑ Y-Y 4.2%
	↑ 5-YEAR 31.4%	↑ 5-YEAR 29.1%	↑ 5-YEAR 32.5%	↑ 5-YEAR 28.4%	↑ 5-YEAR 31.1%	↑ 5-YEAR 30.4%
	↑ 10-YEAR 53.1%	↑ 10-YEAR 43.2%	↑ 10-YEAR 49.0%	↑ 10-YEAR 51.3%	↑ 10-YEAR 53.0%	↑ 10-YEAR 49.2%
MEDIAN HOUSEHOLD INCOME <small>Source: Census, ACS</small>	\$76,130	\$77,365	\$60,042	\$75,613	\$85,447	\$69,595
	↑ Y-Y 2.7%	↑ Y-Y 3.7%	↑ Y-Y 3.2%	↑ Y-Y 4.5%	↑ Y-Y 3.6%	↑ Y-Y 3.7%
	↑ 5-YEAR 33.2%	↑ 5-YEAR 36.5%	↑ 5-YEAR 24.7%	↑ 5-YEAR 31.4%	↑ 5-YEAR 28.8%	↑ 5-YEAR 30.5%
	↑ 10-YEAR 63.5%	↑ 10-YEAR 66.3%	↑ 10-YEAR 42.7%	↑ 10-YEAR 49.2%	↑ 10-YEAR 61.8%	↑ 10-YEAR 56.0%
AVERAGE ANNUAL HOME VALUE <small>Source: ZillowResearch Data (2025)</small>	\$397,868	\$381,127	\$225,014	\$317,367	\$455,695	\$327,169
	↑ Y-Y 0.6%	↑ Y-Y 2.2%	↑ Y-Y 0.4%	↑ Y-Y 0.3%	↑ Y-Y 0.5%	↑ Y-Y 0.6%
	↑ 5-YEAR 53.9%	↑ 5-YEAR 66.9%	↑ 5-YEAR 45.7%	↑ 5-YEAR 49.2%	↑ 5-YEAR 45.4%	↑ 5-YEAR 49.6%
	↑ 10-YEAR 146.0%	↑ 10-YEAR 129.2%	↑ 10-YEAR 94.2%	↑ 10-YEAR 90.3%	↑ 10-YEAR 118.0%	↑ 10-YEAR 114.8%
RETAIL SALES <small>Source: Tennessee Department of Revenue</small>	\$2.3B	\$3.0B	\$3.2B	\$4.5B	\$52.4B	\$154.4B
	↑ Y-Y 4.5%	↓ Y-Y -1.9%	↑ Y-Y 0.6%	↑ Y-Y 3.8%	↑ Y-Y 0.4%	↑ Y-Y 0.13%
	↑ 5-YEAR 35.9%	↑ 5-YEAR 35.5%	↑ 5-YEAR 33.1%	↑ 5-YEAR 38.3%	↑ 5-YEAR 34.7%	↑ 5-YEAR 33.4%
	↑ 10-YEAR 95.4%	↑ 10-YEAR 71.6%	↑ 10-YEAR 51.8%	↑ 10-YEAR 87.2%	↑ 10-YEAR 56.0%	↑ 10-YEAR 56.1%
REAL GDP <small>Source: Census, US Bureau of Economic Analysis</small>	\$5.8B	\$7.5B	\$6.7B	\$7.3B	\$178.2B	\$440.2B
	↑ Y-Y 6.5%	↑ Y-Y 3.2%	↑ Y-Y 2.8%	↑ Y-Y 4.1%	↑ Y-Y 3.7%	↑ Y-Y 2.8%
	↑ 5-YEAR 37.3%	↑ 5-YEAR 24.9%	↑ 5-YEAR 11.2%	↑ 5-YEAR 26.5%	↑ 5-YEAR 27.4%	↑ 5-YEAR 18.9%
	↑ 10-YEAR 84.4%	↑ 10-YEAR 51.1%	↑ 10-YEAR 24.0%	↑ 10-YEAR 48.6%	↑ 10-YEAR 57.5%	↑ 10-YEAR 35.9%

ECONOMIC DEVELOPMENT KPIs | Tennessee Benchmarking

	MAURY COUNTY	BLOUNT	MADISON	MONTGOMERY	NASHVILLE MSA	TENNESSEE
CIVILIAN LABOR FORCE <i>Source: Census, ACS</i>	85,916 ↑ Y-Y 3.0% ↑ 5-YEAR 18.1% ↑ 10-YEAR 32.7%	115,164 ↑ Y-Y 1.4% ↑ 5-YEAR 7.8% ↑ 10-YEAR 14.3%	79,943 ↑ Y-Y 0.9% ↑ 5-YEAR 2.5% ↑ 10-YEAR 2.5%	164,685 ↑ Y-Y 3.0% ↑ 5-YEAR 18.9% ↑ 10-YEAR 31.1%	1,658,787 ↑ Y-Y 2.0% ↑ 5-YEAR 11.9% ↑ 10-YEAR 22.3%	5,667,620 ↑ Y-Y 1.3% ↑ 5-YEAR 5.8% ↑ 10-YEAR 10.9%
UNEMPLOYMENT RATE <i>Source: Bureau of Labor Statistics, LAUS (2025)</i>	3.6% ↑ Y-Y 0.5% ↓ 5-YEAR -4.4% ↓ 10-YEAR -1.5%	3.1% ↑ Y-Y 0.1% ↓ 5-YEAR -3.2% ↓ 10-YEAR -2.0%	4.1% ↑ Y-Y 0.2% ↓ 5-YEAR -4.1% ↓ 10-YEAR -1.7%	3.8% ↑ Y-Y 0.2% ↓ 5-YEAR -3.1% ↓ 10-YEAR -1.9%	3.0% ↑ Y-Y 0.2% ↓ 5-YEAR -4.1% ↓ 10-YEAR -1.5%	3.5% ↑ Y-Y 0.1% ↓ 5-YEAR -3.9% ↓ 10-YEAR -2.0%
LABOR FORCE PARTICIPATION <i>Source: Census, ACS</i>	63.9% ↓ Y-Y -0.5% ↑ 5-YEAR 0.3% - 10-YEAR 0.0%	61.0% ↑ Y-Y 0.1% ↑ 5-YEAR 1.5% ↑ 10-YEAR 1.2%	61.6% ↑ Y-Y 0.2% ↑ 5-YEAR 2.7% ↑ 10-YEAR 1.0%	67.5% ↑ Y-Y 0.5% ↑ 5-YEAR 0.7% ↑ 10-YEAR 1.3%	68.9% ↑ Y-Y 0.2% ↑ 5-YEAR 0.3% ↑ 10-YEAR 1.7%	62.4% ↑ Y-Y 0.3% ↑ 5-YEAR 1.0% ↑ 10-YEAR 1.0%
ASSOCIATES DEGREE OR HIGHER <i>Source: Census, ACS</i>	37.9% ↑ Y-Y 1.3% ↑ 5-YEAR 4.8% ↑ 10-YEAR 11.1%	37.8% ↑ Y-Y 2.4% ↑ 5-YEAR 5.5% ↑ 10-YEAR 8.3%	33.7% ↑ Y-Y 0.7% ↑ 5-YEAR 1.0% ↑ 10-YEAR 2.4%	42.7% ↓ Y-Y -0.8% ↑ 5-YEAR 4.0% ↑ 10-YEAR 9.9%	48.2% ↑ Y-Y 1.1% ↑ 5-YEAR 4.8% ↑ 10-YEAR 10.2%	38.9% ↓ Y-Y -0.8% ↑ 5-YEAR 4.3% ↑ 10-YEAR 8.0%
HIGH SCHOOL GRADUATION RATE <i>Source: TNDOE (2025)</i>	90.6% ↓ Y-Y -1.5% ↑ 5-YEAR 1.4% ↓ 10-YEAR -0.2%	97.3% ↑ Y-Y 0.4% ↑ 5-YEAR 2.1% ↑ 10-YEAR 4.8%	93.1% ↑ Y-Y 0.1% ↑ 5-YEAR 5.0% ↑ 10-YEAR 2.1%	95.4% ↑ Y-Y 0.3% ↑ 5-YEAR 1.0% ↓ 10-YEAR -1.1%	92.6% ↓ Y-Y -0.5% ↑ 5-YEAR 1.4% ↑ 10-YEAR 2.7%	92.3% ↑ Y-Y 0.2% ↑ 5-YEAR 2.7% ↑ 10-YEAR 4.5%
AVERAGE ACT SCORE <i>Source: TNDOE (2025)</i>	18.0 ↑ Y-Y 3.4% ↓ 5-YEAR -3.7% ↓ 10-YEAR -3.2%	19.6 ↑ Y-Y 2.1% - 5-YEAR 0.0% ↓ 10-YEAR -7.1%	16.9 ↓ Y-Y -1.2% ↓ 5-YEAR -5.6% ↓ 10-YEAR -2.3%	19.3 ↓ Y-Y -1.0% ↓ 5-YEAR -3.5% ↓ 10-YEAR -0.5%	20.1 - Y-Y 0.0% ↓ 5-YEAR -3.4% ↑ 10-YEAR 1.5%	19.3 - Y-Y 0.0% ↓ 5-YEAR -3.0% ↓ 10-YEAR -0.5%

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: Census, PEPANNRES (2025)</i>	118,131	160,240	233,132	185,564	67,614	341,784,857
	↑ Y-Y 3.2%	↑ Y-Y 1.3%	↑ Y-Y 0.4%	↑ Y-Y 0.7%	↑ Y-Y 0.5%	↑ Y-Y 0.5%
	↑ 5-YEAR 16.0%	↑ 5-YEAR 9.2%	↑ 5-YEAR 2.7%	↑ 5-YEAR 3.8%	↑ 5-YEAR 1.9%	↑ 5-YEAR 3.1%
	↑ 10-YEAR 35.1%	↑ 10-YEAR 16.0%	↑ 10-YEAR 4.5%	↑ 10-YEAR 8.8%	↑ 10-YEAR 6.6%	↑ 10-YEAR 6.6%
UNEMPLOYMENT RATE <i>Source: Bureau of Labor Statistics, LAUS (2025)</i>	3.6%	3.2%	3.7%	4.5%	4.5%	4.3%
	↑ Y-Y 0.5%	↑ Y-Y 0.1%	↑ Y-Y 0.4%	↑ Y-Y 0.5%	↑ Y-Y 0.5%	↑ Y-Y 0.3%
	↓ 5-YEAR -4.4%	↓ 5-YEAR -3.1%	↓ 5-YEAR -2.4%	↓ 5-YEAR -2.3%	↓ 5-YEAR -2.3%	↓ 5-YEAR -3.8%
	↓ 10-YEAR -1.5%	↓ 10-YEAR -2.2%	↓ 10-YEAR -1.3%	- 10-YEAR 0.0%	↓ 10-YEAR -0.1%	↓ 10-YEAR -1.0%
LABOR FORCE PARTICIPATION <i>Source: Census, ACS</i>	64.7%	64.0%	66.0%	63.1%	63.2%	63.5%
	↓ Y-Y -0.5%	↓ Y-Y -0.2%	↓ Y-Y -0.4%	↓ Y-Y -0.2%	↓ Y-Y -0.4%	- Y-Y 0.0%
	↑ 5-YEAR 0.2%	↓ 5-YEAR -2.1%	↓ 5-YEAR -0.5%	↓ 5-YEAR -0.6%	↓ 5-YEAR -0.9%	↑ 5-YEAR 0.1%
	↓ 10-YEAR -0.1%	↓ 10-YEAR -1.1%	↓ 10-YEAR -1.7%	↓ 10-YEAR -3.4%	↓ 10-YEAR -2.6%	↓ 10-YEAR -0.4%
AVG ANNUAL INCOME <i>Source: Bureau of Labor Statistics, QCEW</i>	\$62,782	\$54,215	\$49,615	\$58,066	\$53,189	\$75,585
	↑ Y-Y 3.2%	↑ Y-Y 6.0%	↑ Y-Y 3.2%	↑ Y-Y 7.0%	↑ Y-Y 4.0%	↑ Y-Y 4.5%
	↑ 5-YEAR 31.4%	↑ 5-YEAR 27.0%	↑ 5-YEAR 26.9%	↑ 5-YEAR 33.7%	↑ 5-YEAR 26.6%	↑ 5-YEAR 27.7%
	↑ 10-YEAR 53.1%	↑ 10-YEAR 44.8%	↑ 10-YEAR 47.7%	↑ 10-YEAR 50.6%	↑ 10-YEAR 45.3%	↑ 10-YEAR 47.2%
MEDIAN HOUSEHOLD INCOME <i>Source: Census, ACS</i>	\$76,130	\$95,548	\$82,851	\$84,426	\$74,680	\$80,734
	↑ Y-Y 2.7%	↑ Y-Y 1.5%	↑ Y-Y 2.9%	↑ Y-Y 4.2%	↑ Y-Y 0.9%	↑ Y-Y 2.8%
	↑ 5-YEAR 33.2%	↑ 5-YEAR 25.9%	↑ 5-YEAR 26.6%	↑ 5-YEAR 30.7%	↑ 5-YEAR 25.0%	↑ 5-YEAR 28.5%
	↑ 10-YEAR 63.5%	↑ 10-YEAR 55.0%	↑ 10-YEAR 49.1%	↑ 10-YEAR 51.4%	↑ 10-YEAR 45.2%	↑ 10-YEAR 51.0%
AVERAGE ANNUAL HOME VALUE <i>Source: Zillow Research Data (2025)</i>	\$397,868	\$391,571	\$277,019	\$330,178	\$303,731	\$359,631
	↑ Y-Y 0.6%	↓ Y-Y -0.8%	↑ Y-Y 3.4%	↑ Y-Y 1.8%	↑ Y-Y 5.1%	↑ Y-Y 1.1%
	↑ 5-YEAR 53.9%	↑ 5-YEAR 49.3%	↑ 5-YEAR 37.9%	↑ 5-YEAR 51.2%	↑ 5-YEAR 48.3%	↑ 5-YEAR 42.0%
	↑ 10-YEAR 146.0%	↑ 10-YEAR 104.5%	↑ 10-YEAR 68.5%	↑ 10-YEAR 77.4%	↑ 10-YEAR 102.9%	↑ 10-YEAR 89.8%
REAL GDP <i>Source: Census, US Bureau of Economic Analysis</i>	\$5.8B	\$5.9B	\$5.2B	\$8.5B	\$2.9B	\$23.4T
	↑ Y-Y 6.5%	↑ Y-Y 3.4%	↑ Y-Y 2.7%	↑ Y-Y 3.5%	↑ Y-Y 2.0%	↑ Y-Y 2.8%
	↑ 5-YEAR 37.3%	↑ 5-YEAR 18.1%	↓ 5-YEAR -1.6%	↑ 5-YEAR 23.5%	↑ 5-YEAR 4.8%	↑ 5-YEAR 12.8%
	↑ 10-YEAR 84.4%	↑ 10-YEAR 51.4%	↓ 10-YEAR -1.0%	↑ 10-YEAR 48.0%	↑ 10-YEAR 11.2%	↑ 10-YEAR 27.9%