



# Market Profile

Cumberland County, TN  
 Cumberland County, TN (47035)  
 Geography: County

Cumberland Count...

Population Summary	
2000 Total Population	46,802
2010 Total Population	56,053
2014 Total Population	58,031
2014 Group Quarters	636
2019 Total Population	60,498
2014-2019 Annual Rate	0.84%
Household Summary	
2000 Households	19,508
2000 Average Household Size	2.37
2010 Households	23,791
2010 Average Household Size	2.33
2014 Households	24,797
2014 Average Household Size	2.31
2019 Households	25,922
2019 Average Household Size	2.31
2014-2019 Annual Rate	0.89%
2010 Families	16,954
2010 Average Family Size	2.72
2014 Families	17,503
2014 Average Family Size	2.71
2019 Families	18,170
2019 Average Family Size	2.71
2014-2019 Annual Rate	0.75%
Housing Unit Summary	
2000 Housing Units	22,442
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	16.8%
Vacant Housing Units	13.1%
2010 Housing Units	28,151
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	15.5%
2014 Housing Units	29,371
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	15.6%
2019 Housing Units	30,757
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	15.7%
Median Household Income	
2014	\$36,069
2019	\$40,308
Median Home Value	
2014	\$141,860
2019	\$168,111
Per Capita Income	
2014	\$20,738
2019	\$23,202
Median Age	
2010	48.3
2014	50.0
2019	51.7

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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## 2014 Households by Income

Household Income Base	24,797
<\$15,000	17.3%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	15.4%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	1.8%
\$200,000+	1.4%

Average Household Income \$48,372

## 2019 Households by Income

Household Income Base	25,922
<\$15,000	16.4%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	2.1%
\$200,000+	1.8%

Average Household Income \$53,957

## 2014 Owner Occupied Housing Units by Value

Total	18,795
<\$50,000	10.8%
\$50,000 - \$99,999	22.9%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	11.0%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.3%

Average Home Value \$175,025

## 2019 Owner Occupied Housing Units by Value

Total	19,630
<\$50,000	6.6%
\$50,000 - \$99,999	16.4%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	19.0%
\$200,000 - \$249,999	14.1%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	8.3%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.4%

Average Home Value \$197,560

**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.

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## Market Profile

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	Cumberland Count...
<b>2010 Population by Age</b>	
Total	56,053
0 - 4	5.0%
5 - 9	5.1%
10 - 14	5.7%
15 - 24	10.0%
25 - 34	9.1%
35 - 44	10.9%
45 - 54	13.3%
55 - 64	15.1%
65 - 74	15.4%
75 - 84	8.3%
85 +	2.2%
18 +	80.9%
<b>2014 Population by Age</b>	
Total	58,031
0 - 4	4.8%
5 - 9	4.9%
10 - 14	5.1%
15 - 24	9.8%
25 - 34	9.6%
35 - 44	10.0%
45 - 54	12.5%
55 - 64	15.1%
65 - 74	16.8%
75 - 84	8.8%
85 +	2.6%
18 +	82.1%
<b>2019 Population by Age</b>	
Total	60,498
0 - 4	4.7%
5 - 9	4.8%
10 - 14	5.0%
15 - 24	8.8%
25 - 34	9.7%
35 - 44	9.5%
45 - 54	11.4%
55 - 64	15.5%
65 - 74	17.5%
75 - 84	10.1%
85 +	2.9%
18 +	82.7%
<b>2010 Population by Sex</b>	
Males	27,381
Females	28,672
<b>2014 Population by Sex</b>	
Males	28,413
Females	29,618
<b>2019 Population by Sex</b>	
Males	29,713
Females	30,785

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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Cumberland Count...

2010 Population by Race/Ethnicity	
Total	56,053
White Alone	96.8%
Black Alone	0.3%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	1.0%
Hispanic Origin	2.3%
Diversity Index	10.5
2014 Population by Race/Ethnicity	
Total	58,031
White Alone	96.1%
Black Alone	0.3%
American Indian Alone	0.3%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	1.3%
Hispanic Origin	3.0%
Diversity Index	13.0
2019 Population by Race/Ethnicity	
Total	60,498
White Alone	95.1%
Black Alone	0.3%
American Indian Alone	0.4%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	1.7%
Hispanic Origin	3.6%
Diversity Index	15.9
2010 Population by Relationship and Household Type	
Total	56,053
In Households	98.9%
In Family Households	84.5%
Householder	30.2%
Spouse	24.4%
Child	24.9%
Other relative	2.8%
Nonrelative	2.2%
In Nonfamily Households	14.4%
In Group Quarters	1.1%
Institutionalized Population	1.0%
Noninstitutionalized Population	0.2%

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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### 2014 Population 25+ by Educational Attainment

Total	43,735
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	30.6%
GED/Alternative Credential	8.5%
Some College, No Degree	20.0%
Associate Degree	5.9%
Bachelor's Degree	10.6%
Graduate/Professional Degree	6.2%

### 2014 Population 15+ by Marital Status

Total	49,419
Never Married	16.7%
Married	61.3%
Widowed	8.5%
Divorced	13.4%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%
Civilian Unemployed	7.0%

### 2014 Employed Population 16+ by Industry

Total	20,954
Agriculture/Mining	1.9%
Construction	6.5%
Manufacturing	14.0%
Wholesale Trade	2.5%
Retail Trade	12.8%
Transportation/Utilities	6.0%
Information	2.3%
Finance/Insurance/Real Estate	4.0%
Services	43.8%
Public Administration	6.1%

### 2014 Employed Population 16+ by Occupation

Total	20,954
White Collar	51.8%
Management/Business/Financial	7.9%
Professional	20.5%
Sales	12.4%
Administrative Support	10.9%
Services	19.5%
Blue Collar	28.7%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	3.5%
Production	9.7%
Transportation/Material Moving	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>	
Total	23,791
Households with 1 Person	24.4%
Households with 2+ People	75.6%
Family Households	71.3%
Husband-wife Families	57.4%
With Related Children	15.7%
Other Family (No Spouse Present)	13.9%
Other Family with Male Householder	4.2%
With Related Children	2.5%
Other Family with Female Householder	9.7%
With Related Children	6.1%
Nonfamily Households	4.3%
All Households with Children	24.7%
Multigenerational Households	3.2%
Unmarried Partner Households	5.5%
Male-female	5.1%
Same-sex	0.4%
<b>2010 Households by Size</b>	
Total	23,791
1 Person Household	24.4%
2 Person Household	45.4%
3 Person Household	13.7%
4 Person Household	9.9%
5 Person Household	4.2%
6 Person Household	1.6%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	23,791
Owner Occupied	78.7%
Owned with a Mortgage/Loan	43.8%
Owned Free and Clear	34.8%
Renter Occupied	21.3%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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**Cumberland Count...**

## Top 3 Tapestry Segments

1. Rooted Rural (10B)
2. Small Town Simplicity
3. Midlife Constants (5E)

## 2014 Consumer Spending

Apparel & Services: Total \$	\$22,626,707
Average Spent	\$912.48
Spending Potential Index	40
Computers & Accessories: Total \$	\$3,990,819
Average Spent	\$160.94
Spending Potential Index	63
Education: Total \$	\$18,888,351
Average Spent	\$761.72
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$57,171,452
Average Spent	\$2,305.58
Spending Potential Index	71
Food at Home: Total \$	\$90,130,824
Average Spent	\$3,634.75
Spending Potential Index	71
Food Away from Home: Total \$	\$52,113,420
Average Spent	\$2,101.60
Spending Potential Index	66
Health Care: Total \$	\$88,808,902
Average Spent	\$3,581.44
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$26,323,773
Average Spent	\$1,061.57
Spending Potential Index	59
Investments: Total \$	\$54,027,648
Average Spent	\$2,178.80
Spending Potential Index	81
Retail Goods: Total \$	\$432,662,783
Average Spent	\$17,448.19
Spending Potential Index	70
Shelter: Total \$	\$239,995,552
Average Spent	\$9,678.41
Spending Potential Index	60
TV/Video/Audio: Total \$	\$22,521,392
Average Spent	\$908.23
Spending Potential Index	71
Travel: Total \$	\$29,858,884
Average Spent	\$1,204.13
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total \$	\$18,568,150
Average Spent	\$748.81
Spending Potential Index	69

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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