



Market Profile

1830 N Main St, Shelbyville, Tennessee, 37160
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.51203
Longitude: -86.45497

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	15,053	21,459	32,282
2010 Total Population	18,721	26,231	38,834
2021 Total Population	21,410	30,163	44,315
2021 Group Quarters	322	415	474
2026 Total Population	22,628	31,948	46,858
2021-2026 Annual Rate	1.11%	1.16%	1.12%
2021 Total Daytime Population	24,604	33,299	43,802
Workers	12,157	16,188	19,158
Residents	12,447	17,111	24,644
Household Summary			
2000 Households	5,568	8,000	11,905
2000 Average Household Size	2.64	2.63	2.67
2010 Households	6,662	9,506	14,152
2010 Average Household Size	2.76	2.72	2.71
2021 Households	7,533	10,836	16,040
2021 Average Household Size	2.80	2.75	2.73
2026 Households	7,944	11,453	16,927
2026 Average Household Size	2.81	2.75	2.74
2021-2026 Annual Rate	1.07%	1.11%	1.08%
2010 Families	4,495	6,579	10,111
2010 Average Family Size	3.31	3.21	3.17
2021 Families	4,974	7,353	11,249
2021 Average Family Size	3.38	3.27	3.21
2026 Families	5,212	7,727	11,808
2026 Average Family Size	3.39	3.28	3.22
2021-2026 Annual Rate	0.94%	1.00%	0.97%
Housing Unit Summary			
2000 Housing Units	6,050	8,619	12,808
Owner Occupied Housing Units	55.5%	60.3%	66.5%
Renter Occupied Housing Units	36.6%	32.5%	26.4%
Vacant Housing Units	8.0%	7.2%	7.1%
2010 Housing Units	7,497	10,604	15,702
Owner Occupied Housing Units	47.9%	53.8%	60.8%
Renter Occupied Housing Units	40.9%	35.9%	29.3%
Vacant Housing Units	11.1%	10.4%	9.9%
2021 Housing Units	8,364	11,930	17,558
Owner Occupied Housing Units	50.0%	55.9%	62.7%
Renter Occupied Housing Units	40.1%	34.9%	28.6%
Vacant Housing Units	9.9%	9.2%	8.6%
2026 Housing Units	8,805	12,588	18,497
Owner Occupied Housing Units	51.4%	57.3%	63.9%
Renter Occupied Housing Units	38.8%	33.7%	27.7%
Vacant Housing Units	9.8%	9.0%	8.5%
Median Household Income			
2021	\$45,887	\$49,594	\$52,071
2026	\$48,635	\$52,387	\$55,463
Median Home Value			
2021	\$141,005	\$151,657	\$170,005
2026	\$166,278	\$178,458	\$199,267
Per Capita Income			
2021	\$20,757	\$23,743	\$25,491
2026	\$22,557	\$25,967	\$28,023
Median Age			
2010	32.7	33.9	35.7
2021	34.4	35.8	37.7
2026	35.4	37.0	39.0

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	7,533	10,836	16,040
<\$15,000	12.3%	10.4%	9.2%
\$15,000 - \$24,999	9.9%	9.7%	8.9%
\$25,000 - \$34,999	12.2%	11.5%	10.2%
\$35,000 - \$49,999	19.8%	18.7%	19.0%
\$50,000 - \$74,999	19.8%	19.7%	21.1%
\$75,000 - \$99,999	12.1%	12.1%	12.1%
\$100,000 - \$149,999	9.9%	11.1%	11.6%
\$150,000 - \$199,999	3.1%	4.1%	4.4%
\$200,000+	1.0%	2.7%	3.4%
Average Household Income	\$57,916	\$65,987	\$70,141
2026 Households by Income			
Household Income Base	7,944	11,453	16,927
<\$15,000	10.4%	8.7%	7.5%
\$15,000 - \$24,999	9.6%	9.2%	8.3%
\$25,000 - \$34,999	11.3%	10.6%	9.2%
\$35,000 - \$49,999	20.1%	18.8%	18.5%
\$50,000 - \$74,999	20.2%	19.8%	21.2%
\$75,000 - \$99,999	12.8%	12.7%	12.8%
\$100,000 - \$149,999	10.9%	12.4%	13.3%
\$150,000 - \$199,999	3.7%	5.1%	5.5%
\$200,000+	1.0%	2.8%	3.6%
Average Household Income	\$63,066	\$72,319	\$77,273
2021 Owner Occupied Housing Units by Value			
Total	4,178	6,673	11,017
<\$50,000	4.4%	4.6%	5.0%
\$50,000 - \$99,999	26.6%	22.4%	17.9%
\$100,000 - \$149,999	23.2%	22.3%	19.6%
\$150,000 - \$199,999	20.1%	19.0%	18.6%
\$200,000 - \$249,999	8.5%	10.7%	11.7%
\$250,000 - \$299,999	4.6%	5.5%	7.4%
\$300,000 - \$399,999	6.0%	7.8%	9.6%
\$400,000 - \$499,999	3.6%	3.7%	4.4%
\$500,000 - \$749,999	2.0%	2.4%	3.6%
\$750,000 - \$999,999	0.3%	0.3%	0.5%
\$1,000,000 - \$1,499,999	0.4%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.4%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$179,692	\$198,494	\$224,394
2026 Owner Occupied Housing Units by Value			
Total	4,528	7,213	11,812
<\$50,000	3.1%	3.2%	3.3%
\$50,000 - \$99,999	19.9%	16.6%	12.6%
\$100,000 - \$149,999	20.1%	19.3%	16.2%
\$150,000 - \$199,999	20.8%	19.1%	18.2%
\$200,000 - \$249,999	10.6%	12.6%	13.3%
\$250,000 - \$299,999	6.7%	7.6%	9.7%
\$300,000 - \$399,999	9.6%	11.7%	13.9%
\$400,000 - \$499,999	5.5%	5.5%	6.4%
\$500,000 - \$749,999	2.7%	3.0%	4.6%
\$750,000 - \$999,999	0.3%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.4%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.4%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$206,609	\$222,643	\$250,535

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	18,721	26,230	38,833
0 - 4	9.2%	8.6%	7.9%
5 - 9	8.3%	8.0%	7.6%
10 - 14	7.0%	7.0%	7.3%
15 - 24	14.1%	13.7%	13.1%
25 - 34	14.6%	14.1%	13.2%
35 - 44	13.0%	13.2%	13.6%
45 - 54	11.8%	12.5%	13.4%
55 - 64	9.4%	10.1%	11.0%
65 - 74	6.7%	7.1%	7.5%
75 - 84	4.2%	4.0%	3.9%
85 +	1.8%	1.6%	1.5%
18 +	71.8%	72.5%	73.0%
2021 Population by Age			
Total	21,411	30,162	44,316
0 - 4	8.1%	7.5%	6.9%
5 - 9	8.1%	7.7%	7.3%
10 - 14	7.7%	7.5%	7.2%
15 - 24	12.5%	12.1%	11.7%
25 - 34	14.5%	14.0%	13.2%
35 - 44	13.2%	13.3%	13.1%
45 - 54	11.2%	11.6%	12.3%
55 - 64	10.3%	11.1%	12.2%
65 - 74	8.1%	8.8%	9.7%
75 - 84	4.5%	4.7%	4.9%
85 +	1.8%	1.7%	1.5%
18 +	72.2%	73.5%	74.9%
2026 Population by Age			
Total	22,627	31,947	46,856
0 - 4	8.0%	7.4%	6.8%
5 - 9	7.9%	7.5%	7.0%
10 - 14	8.0%	7.7%	7.4%
15 - 24	13.5%	12.9%	12.2%
25 - 34	12.1%	11.7%	11.4%
35 - 44	13.9%	13.9%	13.2%
45 - 54	11.5%	11.9%	12.4%
55 - 64	10.0%	10.8%	11.9%
65 - 74	8.4%	9.0%	10.1%
75 - 84	5.1%	5.6%	6.0%
85 +	1.7%	1.7%	1.6%
18 +	71.9%	73.2%	74.7%
2010 Population by Sex			
Males	9,140	12,896	19,231
Females	9,581	13,335	19,603
2021 Population by Sex			
Males	10,563	14,974	22,093
Females	10,847	15,189	22,222
2026 Population by Sex			
Males	11,215	15,933	23,439
Females	11,412	16,015	23,419

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	18,721	26,232	38,835
White Alone	69.3%	73.3%	79.7%
Black Alone	13.6%	11.7%	8.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.7%	0.7%	0.8%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	12.5%	10.9%	7.9%
Two or More Races	3.2%	2.8%	2.2%
Hispanic Origin	19.4%	17.2%	12.7%
Diversity Index	65.7	60.6	49.9
2021 Population by Race/Ethnicity			
Total	21,411	30,164	44,315
White Alone	65.6%	69.9%	76.9%
Black Alone	13.4%	11.6%	8.8%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.8%	0.8%	0.8%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	14.8%	12.9%	9.5%
Two or More Races	4.3%	3.8%	3.1%
Hispanic Origin	23.1%	20.3%	15.2%
Diversity Index	71.1	66.0	55.6
2026 Population by Race/Ethnicity			
Total	22,628	31,947	46,859
White Alone	64.0%	68.5%	75.6%
Black Alone	13.3%	11.5%	8.8%
American Indian Alone	1.1%	0.9%	0.8%
Asian Alone	0.9%	0.9%	0.9%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	15.8%	13.8%	10.2%
Two or More Races	4.8%	4.2%	3.5%
Hispanic Origin	24.6%	21.7%	16.3%
Diversity Index	73.2	68.1	57.8
2010 Population by Relationship and Household Type			
Total	18,721	26,231	38,834
In Households	98.3%	98.4%	98.8%
In Family Households	83.3%	84.2%	85.6%
Householder	24.3%	25.1%	26.1%
Spouse	15.2%	16.7%	18.7%
Child	33.4%	33.0%	32.7%
Other relative	6.5%	5.8%	4.9%
Nonrelative	3.9%	3.6%	3.2%
In Nonfamily Households	15.0%	14.2%	13.1%
In Group Quarters	1.7%	1.6%	1.2%
Institutionalized Population	1.4%	1.3%	0.9%
Noninstitutionalized Population	0.3%	0.2%	0.3%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	13,626	19,679	29,657
Less than 9th Grade	9.2%	7.8%	6.9%
9th - 12th Grade, No Diploma	12.2%	11.5%	10.8%
High School Graduate	33.9%	33.2%	33.5%
GED/Alternative Credential	8.5%	8.5%	7.7%
Some College, No Degree	16.9%	17.0%	17.6%
Associate Degree	5.3%	5.6%	5.8%
Bachelor's Degree	8.8%	11.0%	12.2%
Graduate/Professional Degree	5.2%	5.4%	5.5%
2021 Population 15+ by Marital Status			
Total	16,294	23,331	34,856
Never Married	33.2%	31.7%	29.4%
Married	46.5%	48.9%	52.0%
Widowed	7.5%	7.0%	6.8%
Divorced	12.8%	12.4%	11.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,635	13,959	20,964
Population 16+ Employed	93.7%	94.3%	94.6%
Population 16+ Unemployment rate	6.3%	5.7%	5.4%
Population 16-24 Employed	14.3%	13.7%	12.8%
Population 16-24 Unemployment rate	13.0%	12.1%	12.6%
Population 25-54 Employed	66.9%	66.1%	65.3%
Population 25-54 Unemployment rate	5.4%	4.7%	4.6%
Population 55-64 Employed	13.5%	14.1%	15.2%
Population 55-64 Unemployment rate	5.2%	5.8%	4.5%
Population 65+ Employed	5.3%	6.1%	6.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	9,032	13,166	19,828
Agriculture/Mining	2.7%	2.9%	4.1%
Construction	7.5%	7.3%	7.8%
Manufacturing	31.1%	29.4%	26.4%
Wholesale Trade	1.2%	1.6%	1.5%
Retail Trade	12.5%	11.4%	11.7%
Transportation/Utilities	5.5%	6.9%	7.1%
Information	0.9%	1.0%	1.0%
Finance/Insurance/Real Estate	4.3%	4.0%	4.4%
Services	30.7%	31.7%	31.8%
Public Administration	3.6%	3.8%	4.1%
2021 Employed Population 16+ by Occupation			
Total	9,033	13,166	19,828
White Collar	39.2%	41.8%	44.4%
Management/Business/Financial	9.6%	10.9%	12.3%
Professional	12.0%	13.3%	13.9%
Sales	9.3%	8.8%	9.0%
Administrative Support	8.3%	8.8%	9.2%
Services	16.2%	15.3%	14.7%
Blue Collar	44.6%	42.9%	40.9%
Farming/Forestry/Fishing	2.3%	2.3%	2.1%
Construction/Extraction	5.2%	4.8%	5.2%
Installation/Maintenance/Repair	3.5%	4.0%	4.2%
Production	18.7%	17.9%	15.9%
Transportation/Material Moving	15.0%	13.9%	13.4%

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2010 Households by Type			
Total	6,662	9,506	14,151
Households with 1 Person	26.4%	24.9%	23.3%
Households with 2+ People	73.6%	75.1%	76.7%
Family Households	67.5%	69.2%	71.5%
Husband-wife Families	42.2%	46.1%	51.1%
With Related Children	20.6%	21.7%	23.3%
Other Family (No Spouse Present)	25.3%	23.1%	20.4%
Other Family with Male Householder	7.4%	7.0%	6.5%
With Related Children	4.4%	4.3%	4.0%
Other Family with Female Householder	17.9%	16.1%	13.9%
With Related Children	13.0%	11.6%	9.8%
Nonfamily Households	6.2%	5.9%	5.2%
All Households with Children	38.8%	38.3%	37.9%
Multigenerational Households	5.5%	5.1%	4.9%
Unmarried Partner Households	9.4%	8.7%	7.9%
Male-female	8.6%	8.0%	7.2%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	6,663	9,505	14,153
1 Person Household	26.4%	24.9%	23.3%
2 Person Household	29.6%	31.1%	32.7%
3 Person Household	16.6%	17.0%	17.1%
4 Person Household	13.1%	13.5%	14.0%
5 Person Household	7.7%	7.5%	7.5%
6 Person Household	3.4%	3.3%	3.0%
7 + Person Household	3.1%	2.7%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	6,662	9,506	14,152
Owner Occupied	53.9%	60.0%	67.5%
Owned with a Mortgage/Loan	35.2%	39.4%	44.1%
Owned Free and Clear	18.7%	20.6%	23.3%
Renter Occupied	46.1%	40.0%	32.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	184	186	176
Percent of Income for Mortgage	12.9%	12.8%	13.7%
Wealth Index	45	60	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,497	10,604	15,702
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	86.5%	74.7%	51.1%
Rural Housing Units	13.5%	25.3%	48.9%
2010 Population By Urban/ Rural Status			
Total Population	18,721	26,231	38,834
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	86.9%	75.3%	51.5%
Rural Population	13.1%	24.7%	48.5%

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.

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Top 3 Tapestry Segments			
1.	Hometown Heritage (8G)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Down the Road (10D)	Hometown Heritage (8G)	Salt of the Earth (6B)
3.	Southern Satellites (10A)	Down the Road (10D)	Hometown Heritage (8G)
2021 Consumer Spending			
Apparel & Services: Total \$	\$10,378,606	\$16,805,211	\$26,126,641
Average Spent	\$1,377.75	\$1,550.87	\$1,628.84
Spending Potential Index	65	73	77
Education: Total \$	\$7,011,074	\$11,381,580	\$17,732,728
Average Spent	\$930.71	\$1,050.35	\$1,105.53
Spending Potential Index	54	61	64
Entertainment/Recreation: Total \$	\$15,854,589	\$26,182,980	\$41,540,061
Average Spent	\$2,104.68	\$2,416.30	\$2,589.78
Spending Potential Index	65	75	80
Food at Home: Total \$	\$27,346,032	\$44,697,360	\$70,322,673
Average Spent	\$3,630.16	\$4,124.89	\$4,384.21
Spending Potential Index	67	76	80
Food Away from Home: Total \$	\$18,513,828	\$30,088,537	\$47,007,326
Average Spent	\$2,457.70	\$2,776.72	\$2,930.63
Spending Potential Index	65	73	77
Health Care: Total \$	\$32,134,288	\$53,324,368	\$85,068,181
Average Spent	\$4,265.80	\$4,921.04	\$5,303.50
Spending Potential Index	68	79	85
HH Furnishings & Equipment: Total \$	\$10,937,210	\$17,952,140	\$28,325,099
Average Spent	\$1,451.91	\$1,656.71	\$1,765.90
Spending Potential Index	64	73	78
Personal Care Products & Services: Total \$	\$4,362,192	\$7,104,656	\$11,077,642
Average Spent	\$579.08	\$655.65	\$690.63
Spending Potential Index	65	73	77
Shelter: Total \$	\$91,629,641	\$148,234,222	\$229,152,767
Average Spent	\$12,163.76	\$13,679.79	\$14,286.33
Spending Potential Index	60	68	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,363,867	\$18,749,817	\$29,875,076
Average Spent	\$1,508.54	\$1,730.33	\$1,862.54
Spending Potential Index	63	72	78
Travel: Total \$	\$11,255,977	\$18,517,014	\$29,175,451
Average Spent	\$1,494.22	\$1,708.84	\$1,818.92
Spending Potential Index	59	68	72
Vehicle Maintenance & Repairs: Total \$	\$5,731,286	\$9,365,030	\$14,753,948
Average Spent	\$760.82	\$864.25	\$919.82
Spending Potential Index	69	78	83

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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