



# Market Profile

Henry County, TN 2  
Henry County, TN (47079)  
Geography: County

	Henry County, TN...
<b>Population Summary</b>	
2000 Total Population	31,114
2010 Total Population	32,330
2014 Total Population	32,553
2014 Group Quarters	491
2019 Total Population	32,655
2014-2019 Annual Rate	0.06%
<b>Household Summary</b>	
2000 Households	13,018
2000 Average Household Size	2.35
2010 Households	13,604
2010 Average Household Size	2.34
2014 Households	13,723
2014 Average Household Size	2.34
2019 Households	13,773
2019 Average Household Size	2.34
2014-2019 Annual Rate	0.07%
2010 Families	9,106
2010 Average Family Size	2.83
2014 Families	9,086
2014 Average Family Size	2.84
2019 Families	9,047
2019 Average Family Size	2.84
2014-2019 Annual Rate	-0.09%
<b>Housing Unit Summary</b>	
2000 Housing Units	15,782
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	17.5%
2010 Housing Units	17,054
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	20.2%
2014 Housing Units	17,367
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	21.0%
2019 Housing Units	17,522
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	21.4%
<b>Median Household Income</b>	
2014	\$36,081
2019	\$39,916
<b>Median Home Value</b>	
2014	\$112,897
2019	\$140,713
<b>Per Capita Income</b>	
2014	\$19,767
2019	\$21,890
<b>Median Age</b>	
2010	44.3
2014	45.4
2019	46.6

**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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<b>2014 Households by Income</b>	
Household Income Base	13,723
<\$15,000	19.5%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	1.7%
\$200,000+	0.8%
Average Household Income	\$46,667
<b>2019 Households by Income</b>	
Household Income Base	13,773
<\$15,000	18.2%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	18.3%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	2.0%
\$200,000+	1.0%
Average Household Income	\$51,623
<b>2014 Owner Occupied Housing Units by Value</b>	
Total	9,784
<\$50,000	14.5%
\$50,000 - \$99,999	30.4%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	12.8%
\$200,000 - \$249,999	8.6%
\$250,000 - \$299,999	4.8%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.5%
Average Home Value	\$151,002
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	9,823
<\$50,000	9.3%
\$50,000 - \$99,999	23.1%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	16.8%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	5.6%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.7%
Average Home Value	\$176,764

**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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<b>2010 Population by Age</b>	
Total	32,330
0 - 4	5.9%
5 - 9	5.9%
10 - 14	6.1%
15 - 24	10.7%
25 - 34	10.3%
35 - 44	12.0%
45 - 54	14.8%
55 - 64	14.6%
65 - 74	11.4%
75 - 84	6.1%
85 +	2.2%
18 +	78.3%
<b>2014 Population by Age</b>	
Total	32,553
0 - 4	5.6%
5 - 9	5.7%
10 - 14	5.8%
15 - 24	10.6%
25 - 34	10.4%
35 - 44	11.3%
45 - 54	13.9%
55 - 64	15.2%
65 - 74	12.7%
75 - 84	6.4%
85 +	2.3%
18 +	79.6%
<b>2019 Population by Age</b>	
Total	32,655
0 - 4	5.6%
5 - 9	5.5%
10 - 14	5.7%
15 - 24	10.0%
25 - 34	10.5%
35 - 44	10.8%
45 - 54	12.8%
55 - 64	15.4%
65 - 74	13.9%
75 - 84	7.3%
85 +	2.5%
18 +	80.0%
<b>2010 Population by Sex</b>	
Males	15,633
Females	16,697
<b>2014 Population by Sex</b>	
Males	15,770
Females	16,783
<b>2019 Population by Sex</b>	
Males	15,839
Females	16,816

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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		Henry County, TN...
<b>2010 Population by Race/Ethnicity</b>		
Total		32,330
White Alone		89.2%
Black Alone		8.0%
American Indian Alone		0.3%
Asian Alone		0.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.6%
Two or More Races		1.6%
Hispanic Origin		1.7%
Diversity Index		22.5
<b>2014 Population by Race/Ethnicity</b>		
Total		32,553
White Alone		88.5%
Black Alone		8.1%
American Indian Alone		0.3%
Asian Alone		0.5%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.7%
Two or More Races		1.9%
Hispanic Origin		2.2%
Diversity Index		24.4
<b>2019 Population by Race/Ethnicity</b>		
Total		32,655
White Alone		87.7%
Black Alone		8.0%
American Indian Alone		0.4%
Asian Alone		0.7%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.9%
Two or More Races		2.2%
Hispanic Origin		2.9%
Diversity Index		26.8
<b>2010 Population by Relationship and Household Type</b>		
Total		32,330
In Households		98.5%
In Family Households		82.2%
Householder		28.2%
Spouse		21.1%
Child		27.6%
Other relative		2.8%
Nonrelative		2.4%
In Nonfamily Households		16.3%
In Group Quarters		1.5%
Institutionalized Population		1.4%
Noninstitutionalized Population		0.1%

**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.



## Market Profile

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### 2014 Population 25+ by Educational Attainment

Total	23,529
Less than 9th Grade	5.9%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	36.7%
GED/Alternative Credential	8.3%
Some College, No Degree	19.8%
Associate Degree	2.7%
Bachelor's Degree	9.5%
Graduate/Professional Degree	6.3%

### 2014 Population 15+ by Marital Status

Total	26,970
Never Married	18.8%
Married	58.8%
Widowed	7.8%
Divorced	14.7%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	90.7%
Civilian Unemployed	9.3%

### 2014 Employed Population 16+ by Industry

Total	12,645
Agriculture/Mining	3.3%
Construction	7.8%
Manufacturing	16.7%
Wholesale Trade	4.3%
Retail Trade	11.6%
Transportation/Utilities	6.2%
Information	0.5%
Finance/Insurance/Real Estate	4.1%
Services	40.8%
Public Administration	4.6%

### 2014 Employed Population 16+ by Occupation

Total	12,645
White Collar	52.0%
Management/Business/Financial	8.5%
Professional	16.1%
Sales	11.2%
Administrative Support	16.1%
Services	15.8%
Blue Collar	32.2%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.1%
Production	11.5%
Transportation/Material Moving	8.7%

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	13,604
Households with 1 Person	28.4%
Households with 2+ People	71.6%
Family Households	66.9%
Husband-wife Families	50.2%
With Related Children	17.3%
Other Family (No Spouse Present)	16.7%
Other Family with Male Householder	4.7%
With Related Children	2.8%
Other Family with Female Householder	12.0%
With Related Children	7.8%
Nonfamily Households	4.6%
All Households with Children	28.4%
Multigenerational Households	3.5%
Unmarried Partner Households	6.2%
Male-female	5.7%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	13,604
1 Person Household	28.4%
2 Person Household	38.8%
3 Person Household	15.0%
4 Person Household	10.4%
5 Person Household	4.7%
6 Person Household	1.7%
7 + Person Household	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	13,604
Owner Occupied	74.4%
Owned with a Mortgage/Loan	41.3%
Owned Free and Clear	33.1%
Renter Occupied	25.6%

**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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<b>Top 3 Tapestry Segments</b>	
1.	Rooted Rural (10B)
2.	Rural Resort Dwellers (6E)
3.	Southern Satellites (10A)
<b>2014 Consumer Spending</b>	
Apparel & Services: Total \$	\$12,119,790
Average Spent	\$883.17
Spending Potential Index	39
Computers & Accessories: Total \$	\$2,131,325
Average Spent	\$155.31
Spending Potential Index	61
Education: Total \$	\$10,100,717
Average Spent	\$736.04
Spending Potential Index	50
Entertainment/Recreation: Total \$	\$30,632,495
Average Spent	\$2,232.20
Spending Potential Index	69
Food at Home: Total \$	\$48,956,958
Average Spent	\$3,567.51
Spending Potential Index	70
Food Away from Home: Total \$	\$27,846,436
Average Spent	\$2,029.18
Spending Potential Index	63
Health Care: Total \$	\$47,132,523
Average Spent	\$3,434.56
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$14,041,669
Average Spent	\$1,023.22
Spending Potential Index	57
Investments: Total \$	\$28,126,753
Average Spent	\$2,049.61
Spending Potential Index	76
Retail Goods: Total \$	\$233,174,684
Average Spent	\$16,991.52
Spending Potential Index	68
Shelter: Total \$	\$126,831,914
Average Spent	\$9,242.29
Spending Potential Index	58
TV/Video/Audio: Total \$	\$12,145,404
Average Spent	\$885.04
Spending Potential Index	69
Travel: Total \$	\$15,526,257
Average Spent	\$1,131.40
Spending Potential Index	59
Vehicle Maintenance & Repairs: Total \$	\$9,900,004
Average Spent	\$721.42
Spending Potential Index	66

**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.