Market Area

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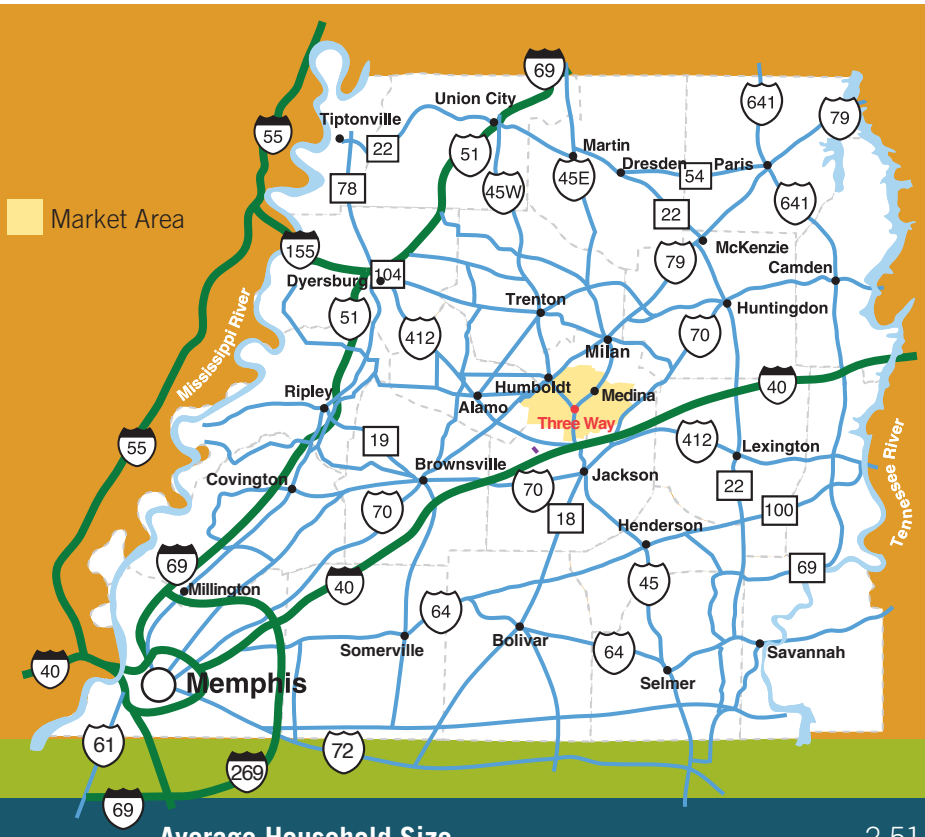

Market Area Data

Population

2018 Projection	31,143
2013 Estimate	29,636
2010 Census	28,704
2000 Census	22,987
1990 Census	14,392

Race

Caucasian	71.6%
African American	20.5%
Hispanic	5.1%
Asian	1.3%
All Other	1.5%

Gender

Male	48.2%
Female	51.8%

Age

0-17	25.8%
18-24	8.1%
25-34	14.1%
35-44	14.0%
45-54	14.1%
55-64	11.4%
65-74	7.2%
75+	5.3%
Median Age	36.4

Households

2013 Estimate	11,704
2010 Census	11,380
2000 Census	9,066
1990 Census	5,416

Average Household Size 2.51

Household by Household Income

Income Less than $15,000	10.6%
Income $15,000 - $24,999	10.4%
Income $25,000 - $34,999	10.4%
Income $35,000 - $49,999	16.5%
Income $50,000 - $74,999	20.8%
Income $75,000 - $99,999	15.4%
Income $100,000 - $149,999	10.8%
Income $150,000 - $249,999	3.1%
Income $250,000 and more	2.0%

2013 Est. Average Household Income	$67,397
2013 Est. Median Household Income	$52,619
Average Travel Time to Work (Minutes)	22.04
Owner Occupied Housing Units	8,376
Average Length of Residence (Years)	6.5
Median Owner-Occupied Housing Value	$130,330

Madison County Data

2012 Population	99,102
2012 Households	38,396
2012 Retail Sales	$2,113,813,208
Retail Sales Per Capita	$21,329
Retail Sales Per Household	$55,053
Retail Sales Inleakage (2011)	$418,980,278

Source: Claritas, U.S. Census Bureau, Tennessee Dept. of Revenue, TVA