

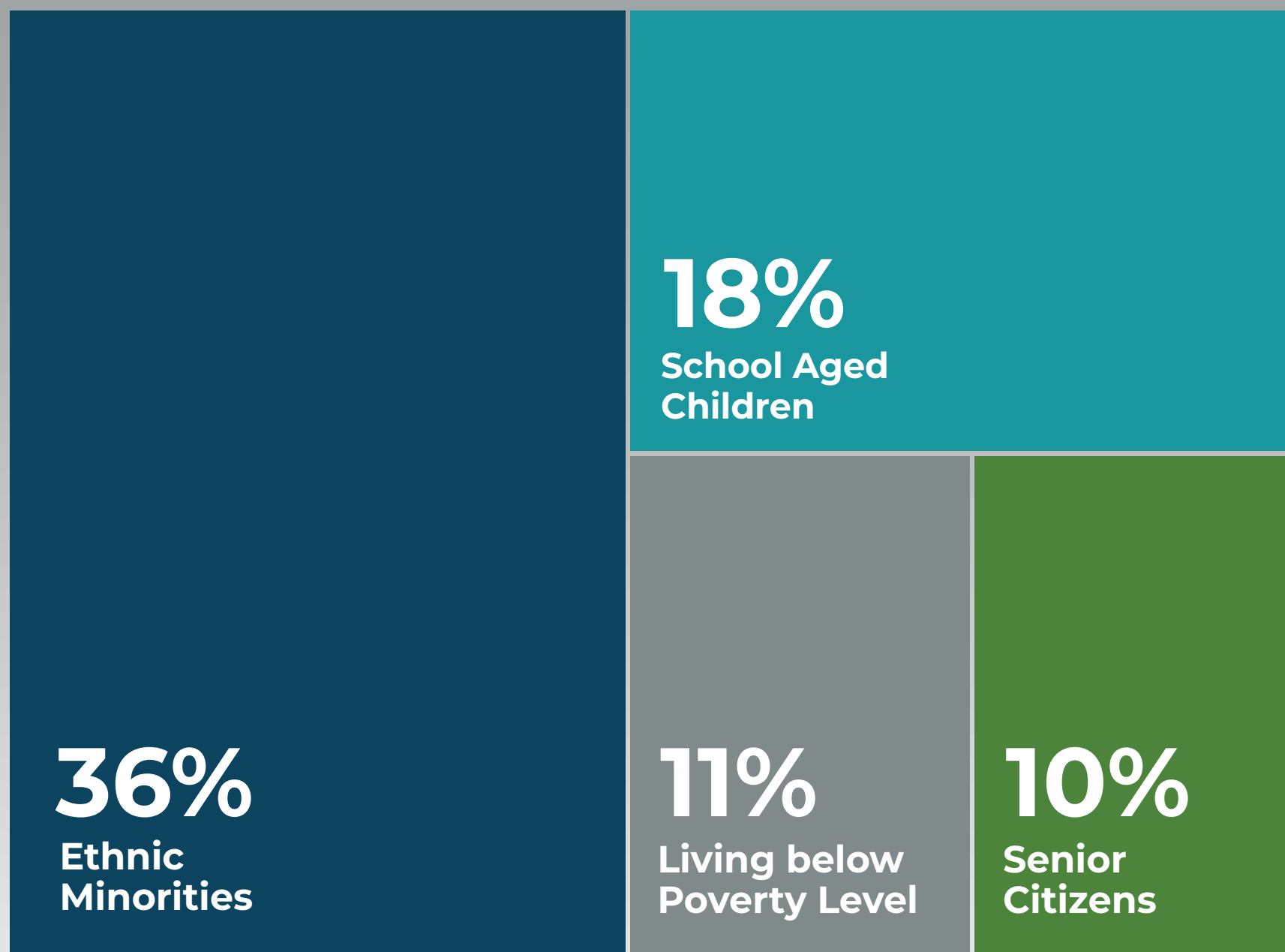
# Population

## AT A GLANCE

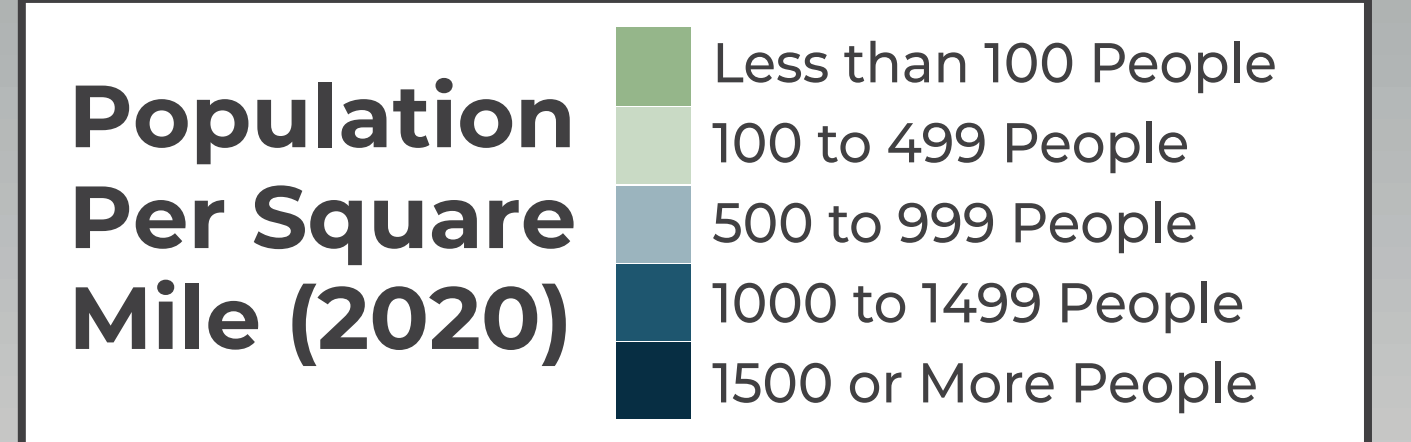
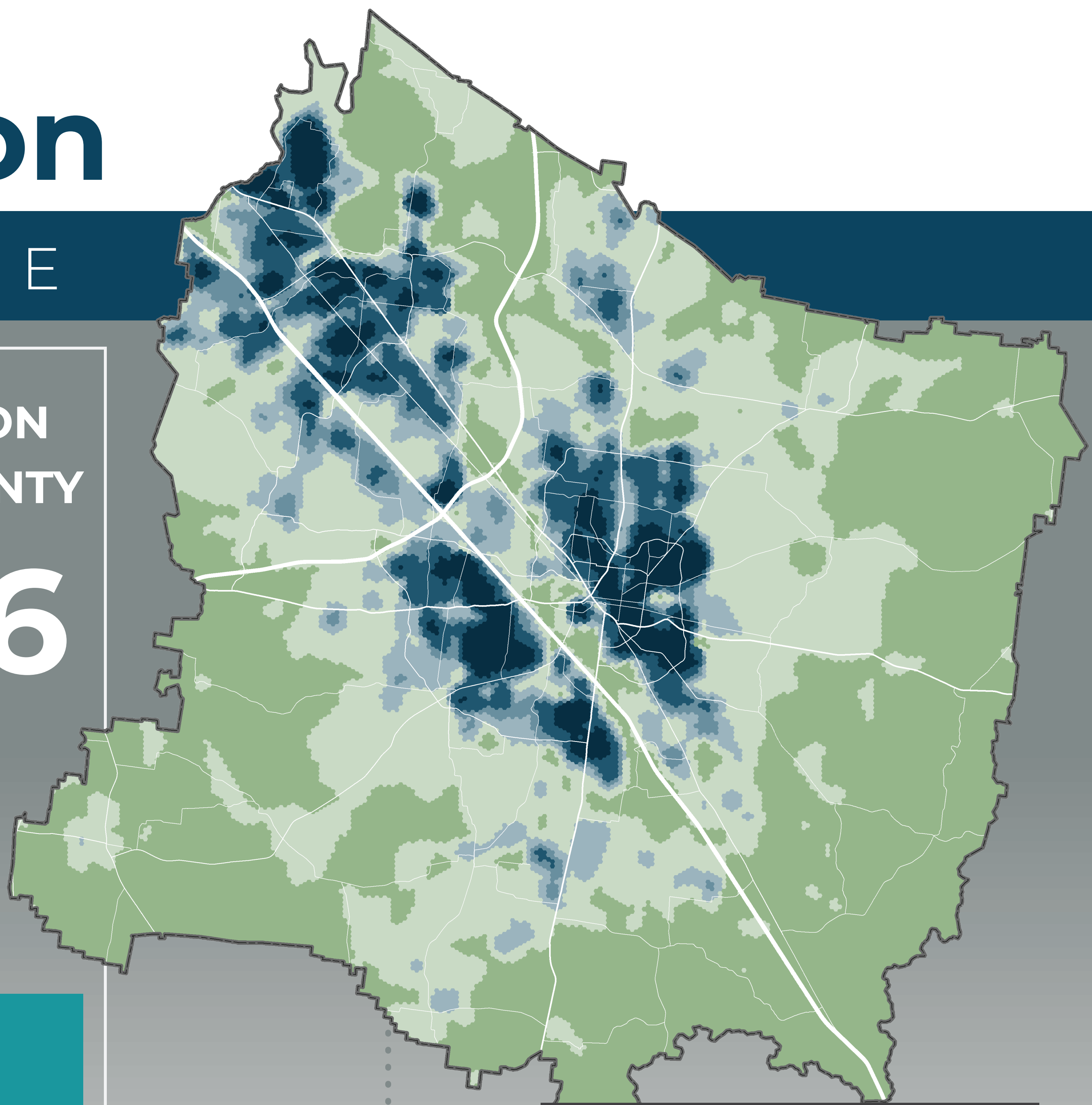
CURRENT POPULATION  
OF RUTHERFORD COUNTY

**341,486**

**30% INCREASE**  
SINCE 2010



Data Source: 2020 Decennial Census for Population, all others 2019 ACS



**657**

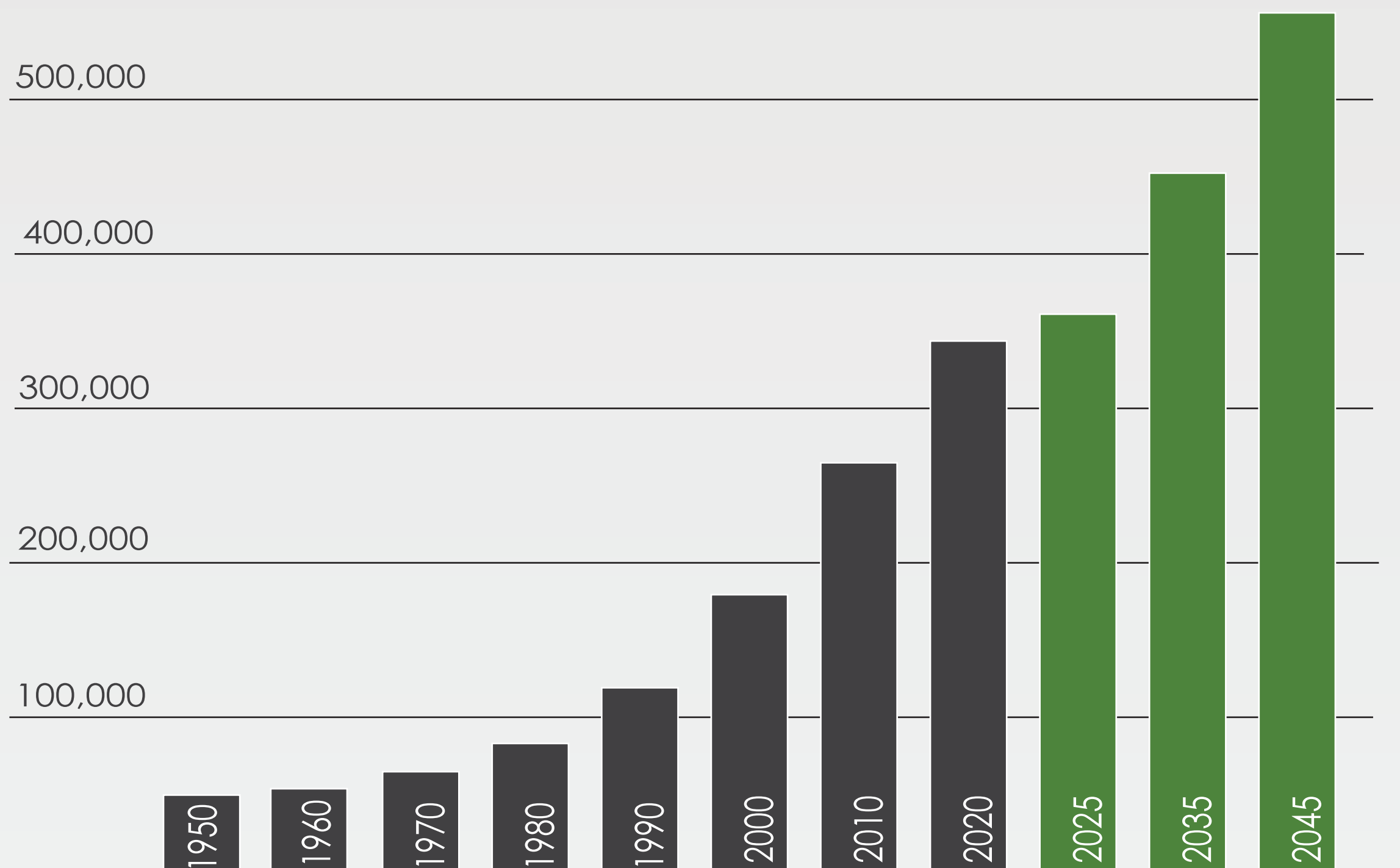
Number of people per month that the county has grown since 2010

**AVERAGE HOUSEHOLD SIZE**



Data Source: 2019 ACS

### POPULATION GROWTH TREND



Data Source: U.S. Decennial Census; Woods & Poole Economics Forecasts

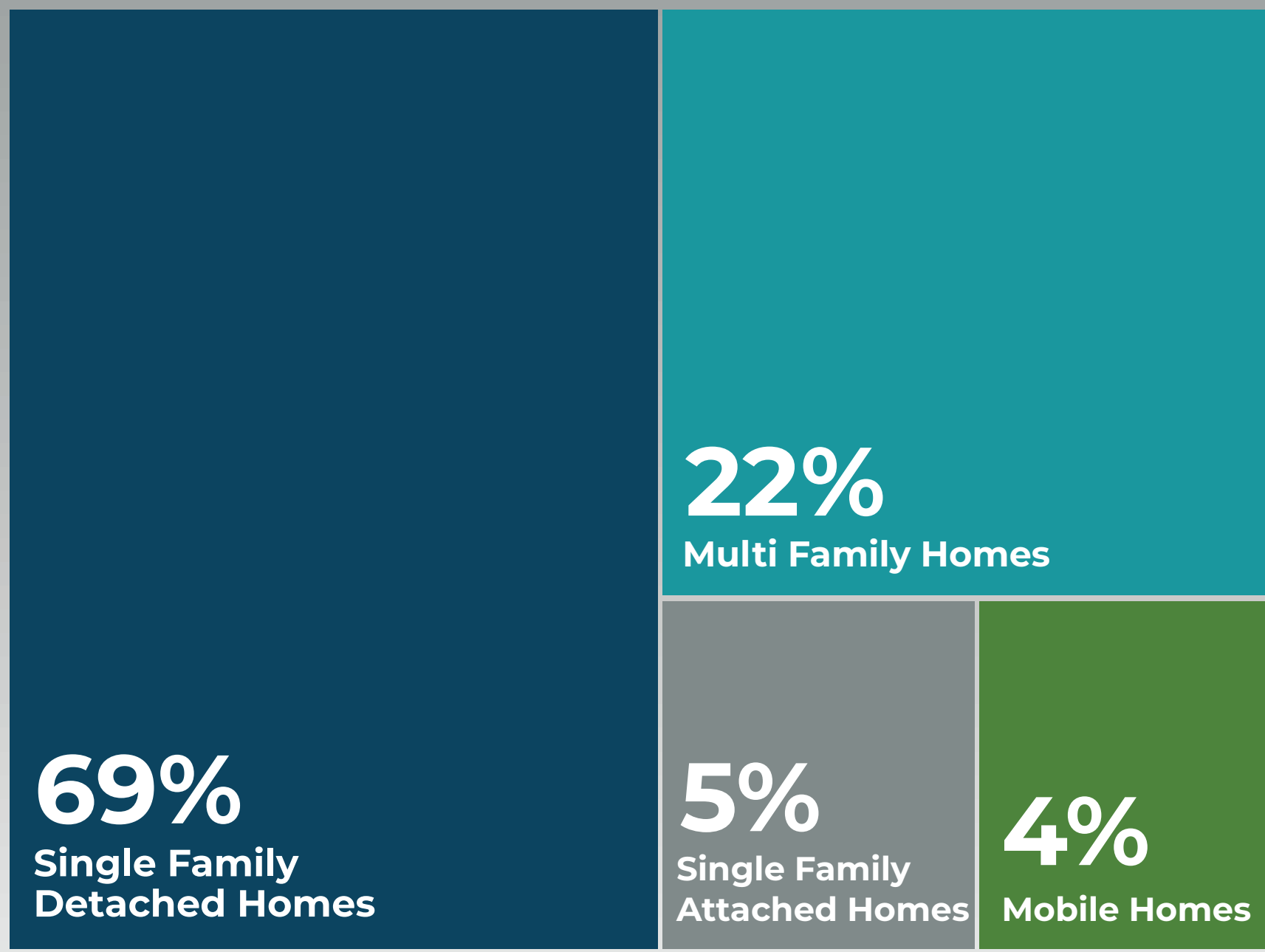
# Housing

## AT A GLANCE

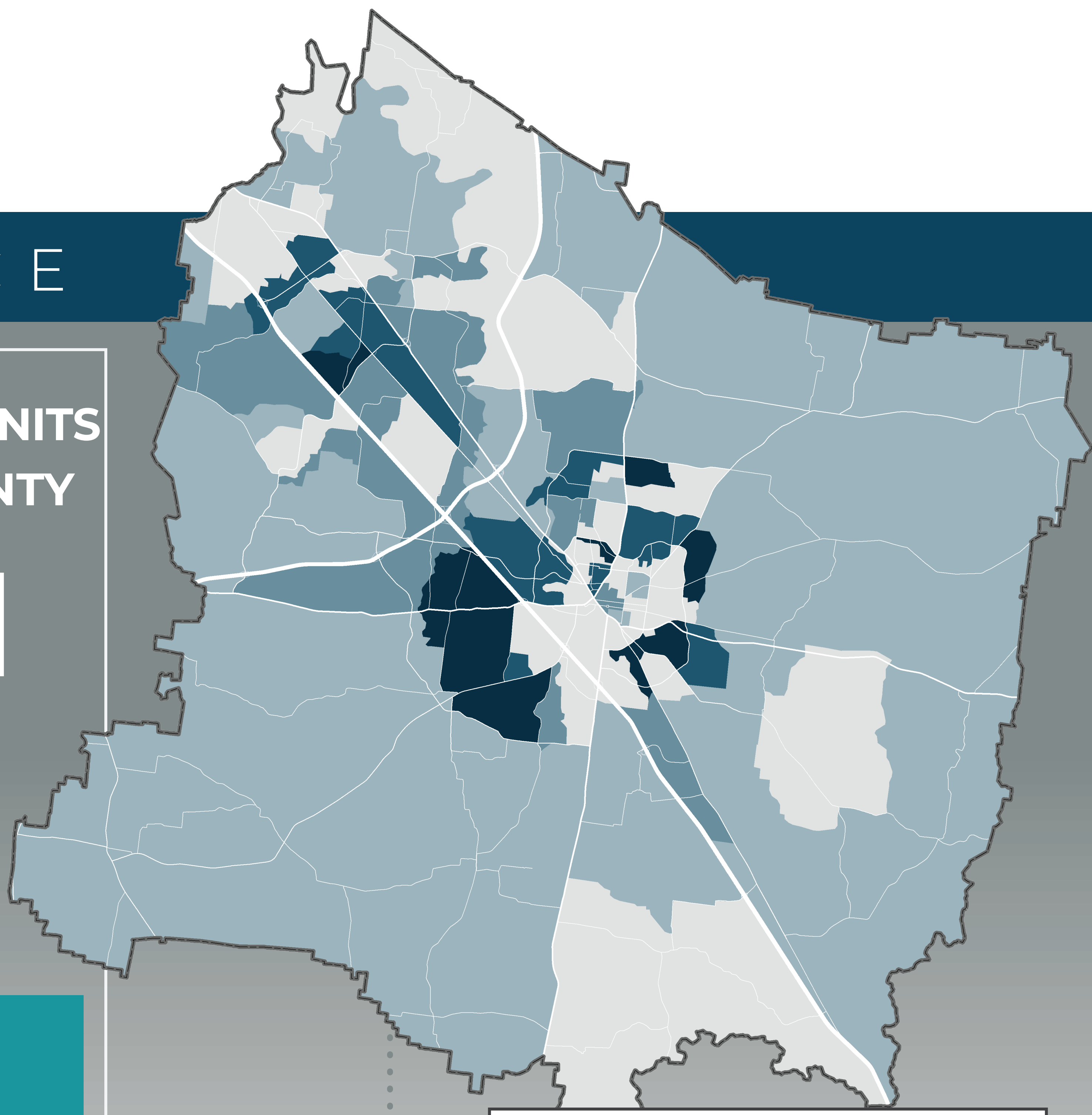
NUMBER OF HOUSING UNITS  
IN RUTHERFORD COUNTY

**118,691**

**20%** INCREASE  
SINCE 2010

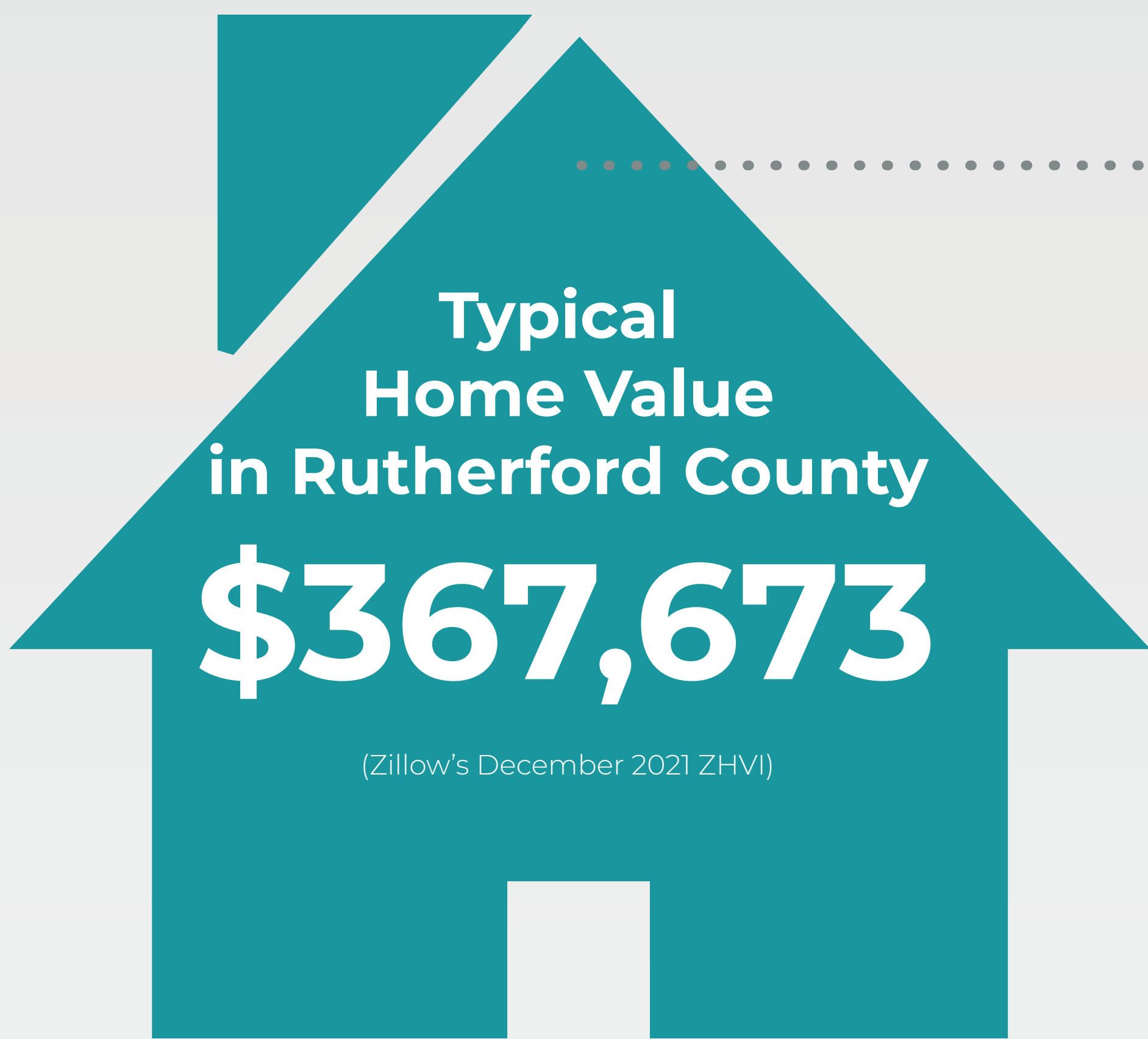


Data Source: 2019 ACS



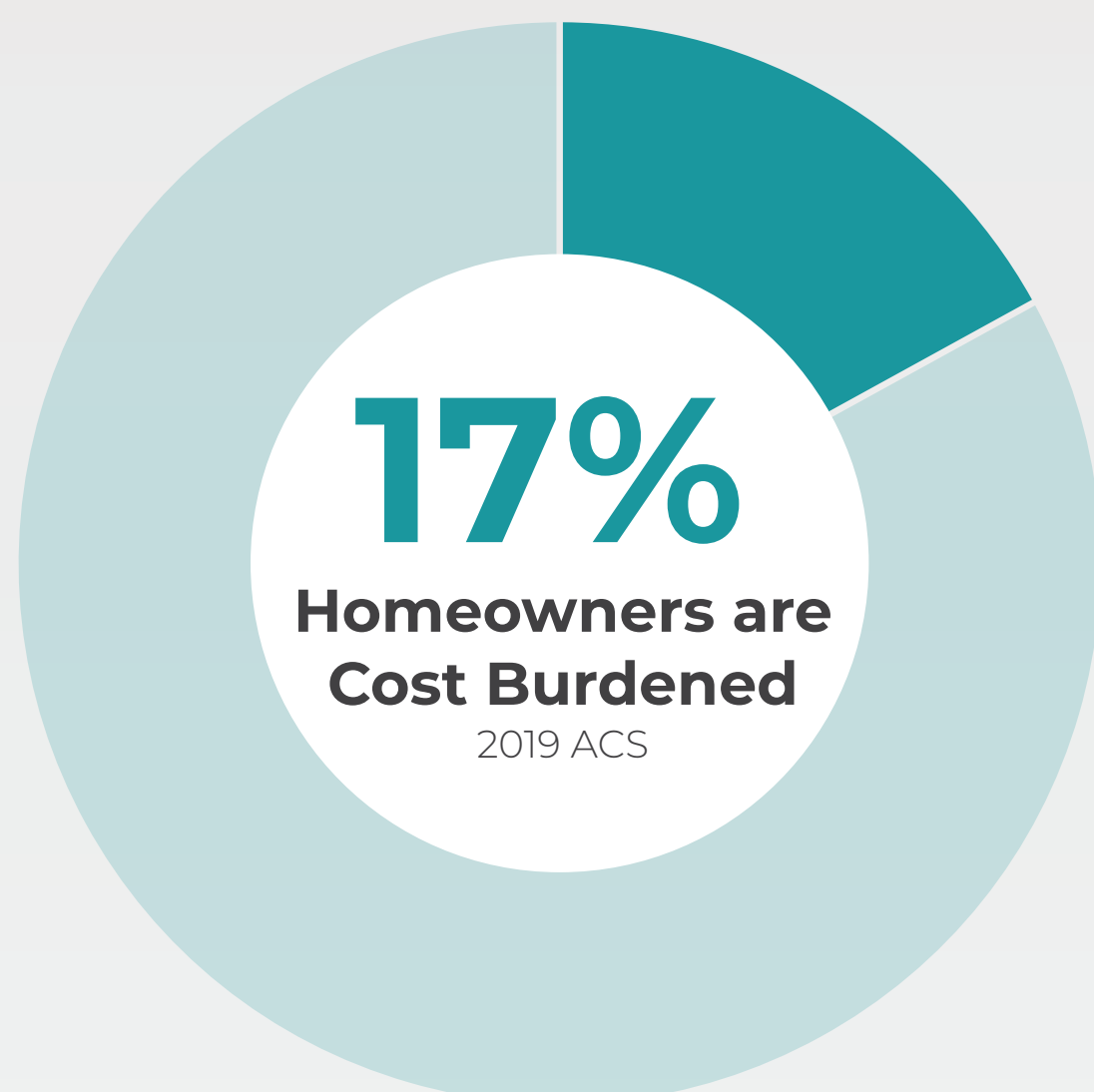
**178**

Net new housing units per month between 2010 and 2019



**\$77,760**  
Annual Salary to Afford Home  
Based on typical mortgage, property taxes, and utilities

**\$67,429**  
Countywide Median Household Income  
Data Source: 2019 ACS



Cost burdened households spend 30% or more of gross income on housing.

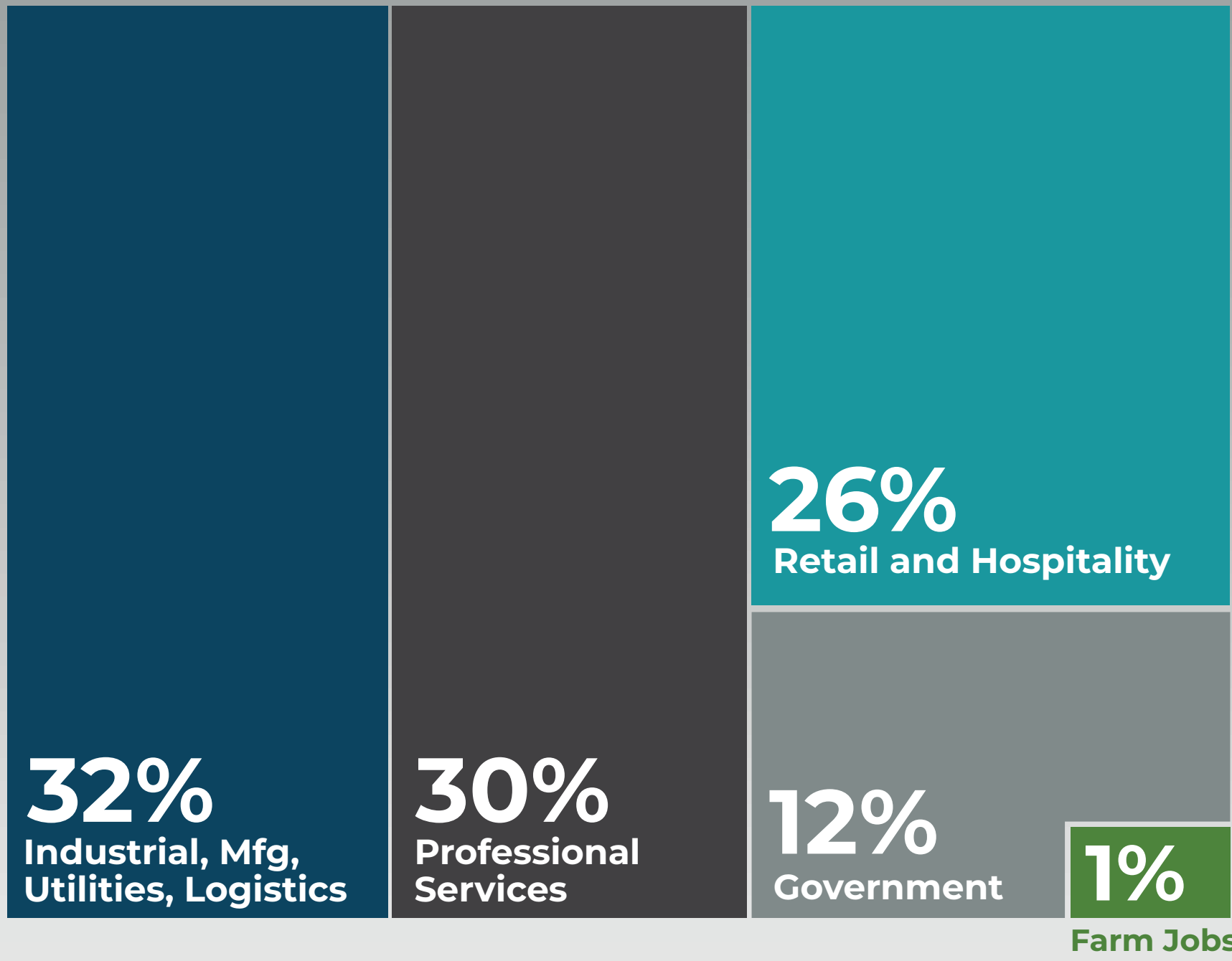
# Employment

## AT A GLANCE

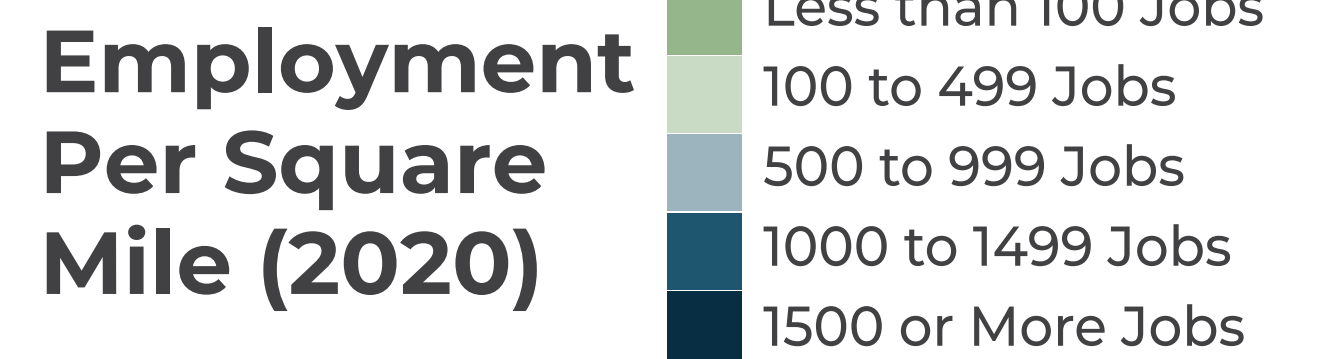
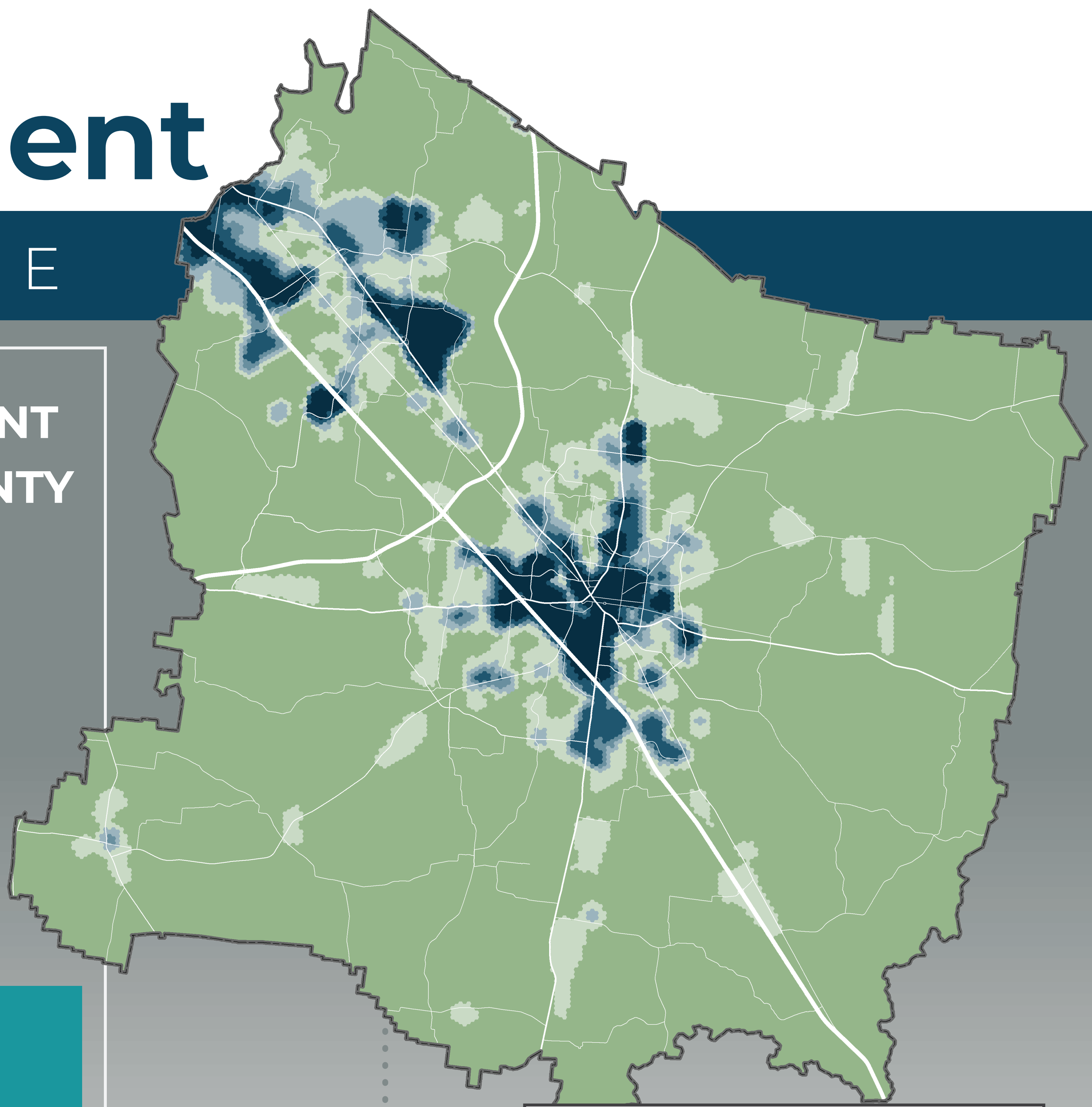
### CURRENT EMPLOYMENT IN RUTHERFORD COUNTY

# 181,221

**45%** INCREASE  
SINCE 2010



Data Sources: 2020 Employment, U.S. Bureau of Economic Analysis; Employment by Sector, 2019 ACS



# 475

Occupied jobs gained per month across the county between 2010 and 2020

### Type of Workers



**35%**  
Blue Collar\*



**32%**  
White Collar\*

\*will not add to 100% since not all jobs are identifiable as blue or white collar

Data Source: 2019 ACS

### Top Five Employers

	COMPANY	NUMBER OF EMPLOYEES
1	Nissan North America	8,500
2	County Board of Education	5,312
3	Amazon	2,700
4	MTSU	2,300
5	Ingram Book Group, LLC	2,048

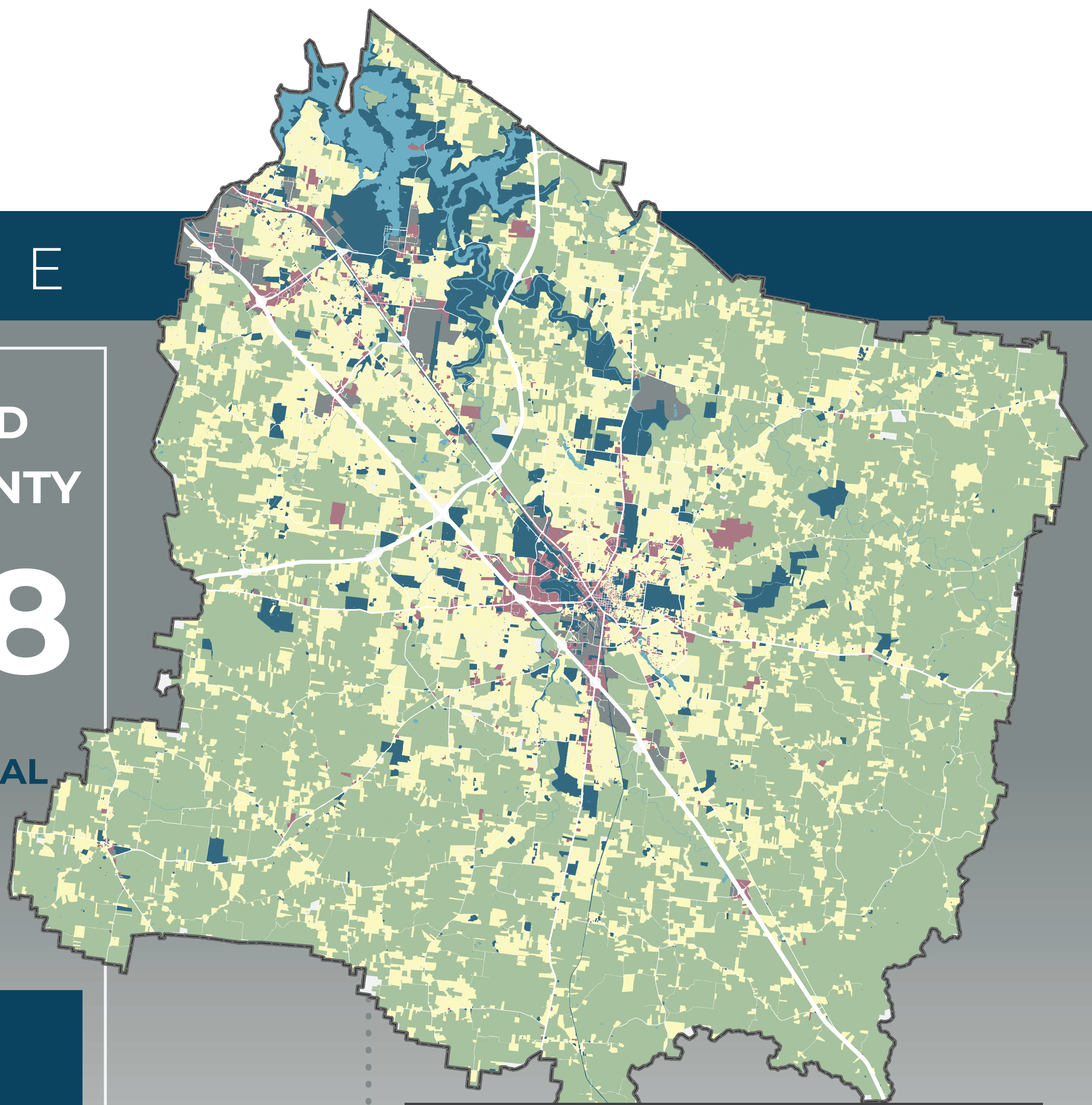
# Land Use

## AT A GLANCE

TOTAL ACRES OF LAND  
IN RUTHERFORD COUNTY

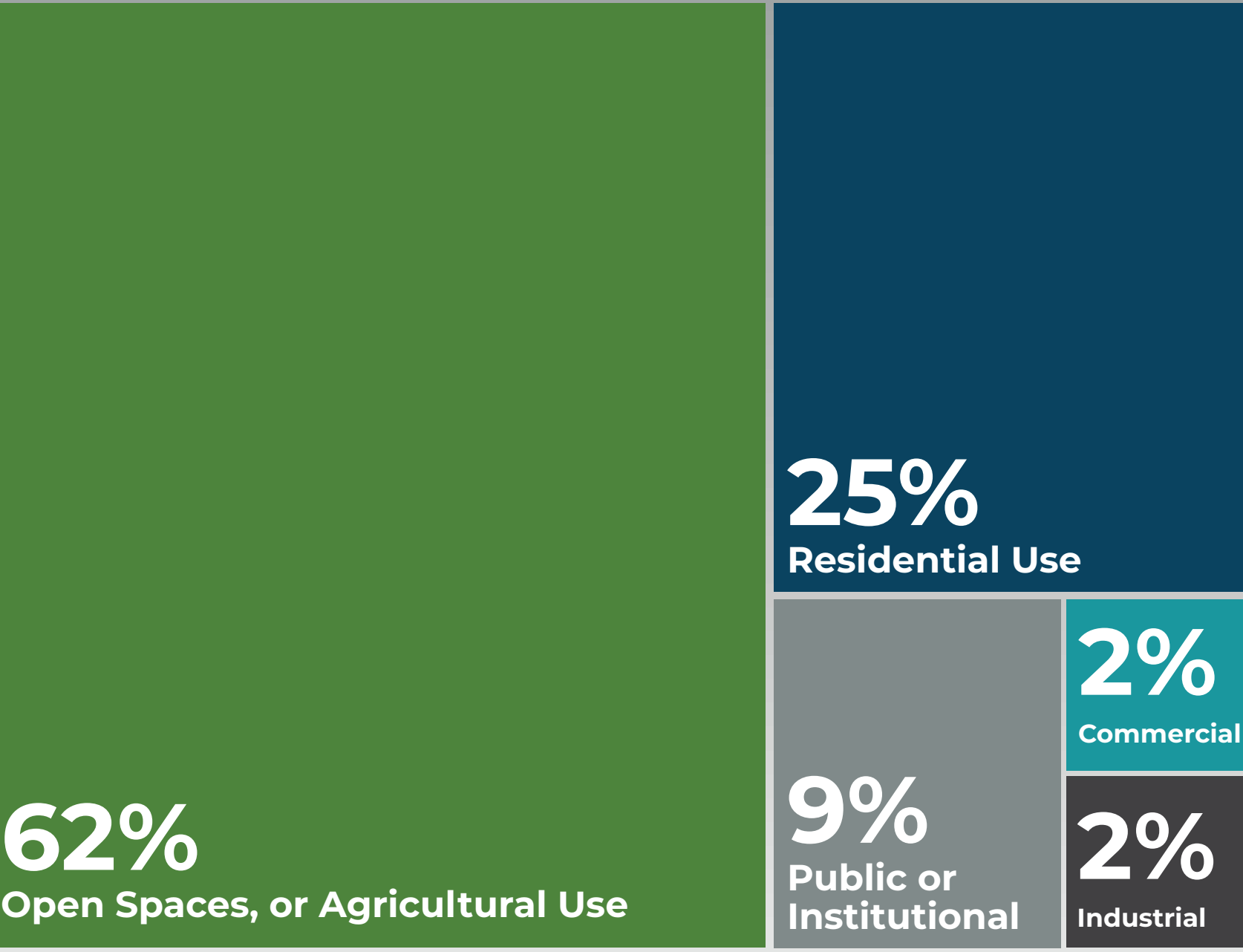
**380,928**

**103,898** INDIVIDUAL  
PARCELS



### Predominant Land Use (2017)

- Open Space or Agricultural Use
- Residential Use
- Commercial, Office or Mixed Use
- Industrial or Utility Use
- Public or Institutional Use



Data Source: 2019 ACS

**48**

Average number of acres  
per month developed  
with impervious cover  
since 2010

## Land Area by Jurisdiction

