

# ECONOMIC RECOVERY

## 2021 STRATEGIC PLAN

MCNAIRY COUNTY  
TENNESSEE



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# Introduction

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Southwest Tennessee Development District (SWTDD) is the designated Economic Development District for eight counties throughout Southwest Tennessee: Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, and McNairy.

These eight counties contain 35 incorporated municipalities and have a combined 2020 population of approximately 250,000. The region is characterized by low household incomes, high prevalence of health issues, and a lack of local economic development professionals to plan and implement strategies to grow and improve the local economy.

SWTDD sought a CARES Act Supplemental EDA Award to provide the following scope of services:

1. Develop an Economic Recovery Plan by working with local elected officials in each county as well as leaders from private sector business, education and workforce development, non-profits, public safety, and health care.
2. Deploy a disaster recovery coordinator to work with communities for a one-year period to assist local officials in navigating and coordinating grants and aid available for pandemic recovery.
3. Deliver technical assistance to any sector with specific needs related to the Economic Recovery Plan
4. Engage specific expertise to design the planning process and develop the Economic Recovery Plan.

This document contains the Economic Recovery Plan for McNairy County, Tennessee, which was developed in accordance with the CARES Act award.





# Strategic Planning Process

The process for developing the Economic Recovery Plan centered on strategic planning sessions held in each of the eight SWTDD counties. SWTDD engaged Younger Associates, an economic development research and communications firm with offices in Jackson and Memphis, TN, to establish a planning framework, conduct preliminary research, create materials and presentations, and facilitate the planning sessions.

Younger Associates developed a preliminary planning strategy that was implemented during in-person and video conference meetings held with city and county mayors in each county.

These meetings were used to communicate the objectives of the Economic Recovery Plan and to determine the best methods for engaging representatives from a cross-section of the local economy in the planning process.

Procedures for holding the planning sessions were carefully considered to adhere to COVID-19 protocols while still allowing for robust discussion and input from planning participants. A hybrid planning session format was developed that allowed for some planning participants to meet in-person and others to participate simultaneously via video conference.

A series of meetings and video conferences were then held with the mayors and their representatives to determine the following:

- » Meeting dates and times that allowed for broad participation.
- » Meeting venues that allowed for social distancing for the number of expected in-person participants.
- » Internet access and technical set-up to allow highly interactive video conferencing.
- » Rosters of groups, organizations, and officials to be invited to participate in the planning session.
- » Developing contact information for participants and a schedule of informative communications to prepare potential plan participants for the session.

Following these meetings, SWTDD staff closely coordinated with the mayors to handle logistics for the planning session, invite participants, and encourage participation. The staff provided a series of emails and calls to remind participants to schedule and attend the session. Among those emails was a link to complete an online survey to prepare for the planning session.

During the day-long planning session, the participants were led through the following agenda:

- » An open discussion to capture initial impressions of needs the county must address for economic recovery.
- » A presentation of demographic and economic data to help create a common basis for data-driven discussions.



- » A review of the results of the online survey.
- » A brief review of existing strategic plans within the county.
- » An analysis of strengths, weaknesses, opportunities and threats factoring into economic recovery.
- » An exercise to prioritize the issues and needs identified during the planning session.

The session was held on February 3, 2021 at The Latta (McNairy County Visitors Center) in Selmer, TN. There were 22 participants in the planning session. Among the businesses and organizations represented in the session were:

- » Adamsville Industrial Development Board
- » McNairy County Chamber of Commerce
- » McNairy County Commissioners
- » McNairy County Emergency Management
- » McNairy County Mayor
- » Pickwick Electric Cooperative
- » Small Businesses
- » Selmer Mayor
- » Selmer Parks & Recreation
- » Southwest Human Resource Agency
- » Tennessee College of Applied Technology- Crump
- » Tennessee Department of Economic & Community Development
- » Tennessee State Representative
- » Tennessee State Senator
- » UT Martin-Selmer

Based on all the information gathered from the strategic planning session, Younger Associates developed this report to document the Economic Recovery Plan. An individual report was prepared for each county; a regional report was also prepared to summarize the county plans, outline issues and needs that are present region-wide, and identify where regional initiatives may be needed to accomplish local objectives.

For high-ranking priorities, particularly those that impact most of the eight-county SWTDD region, SWTDD staff assigned to the Economic Recovery Plan implementation phase have undertaken further data collection and study. As soon as the strategic planning sessions were completed, SWTDD staff began making follow-up contacts and monitoring key programs related to those priority items.

# Fresh Materials

## INITIAL INSIGHTS REGARDING LOCAL NEEDS

In the invitation to the strategic planning session, potential participants were asked two questions to help them prepare for the session:

1. What does your business or organization need to move beyond the pandemic and into a period of growth?
2. As a community leader, what do you see that needs to be done to position the county for recovery and economic growth?

These questions were designed to elicit input that is based on personal experience and observations. In asking about the individual's business or organization the intent was to make it easy for the participant to identify specific, immediate needs. The second question was to broaden the observations to the community level, but again based on personal experience and observations.

These two questions were then asked at the outset of the planning session. The purpose of this portion of the planning session was to capture the concerns and ideas that were brought into the meeting before the participants were influenced by any presentations or discussions.

Participants in the strategic planning session listed these initial ideas related to business and organizational needs.

1. Workforce readiness
  - » Retrain workers displaced by the pandemic and focus on transferable skills
  - » Achieve this retraining quickly
2. Solve communication disconnects between students, workforce developers (training providers), and employers
  - » Realign technical training offerings with needs of employers; more effective communication with TCAT and UT Martin about available jobs in the county so that training matches needed skills
  - » Introduce middle and high school students to careers in the skilled trades (plumbing, HVAC, etc.) and the manufacturing jobs available in the county by providing education and training pathways
  - » Better career guidance for students in the public school system
  - » Develop a stronger partnership between public schools and higher education to better prepare students and guide them toward post-secondary training
  - » Connect students and recent graduates with jobs in the county



3. Address drug abuse and prevention – drug use is a factor in why more people are not in the workforce
4. Build more pride in the community
  - » Littering shows lack of pride in the community, creates a bad impression for visitors to businesses, industrial prospects and to tourists
  - » More residents would shop local if they had a sense of pride in local businesses
5. Reduce poverty in the county and region
  - » Find more effective ways to make people aware of and utilize available programs and non-profit assistance
  - » Address socio-economic disparity in schools and in the broader community
6. Economic development growth in the county
  - » Continue work to develop industrial sites and buildings
  - » Engage an economic development professional who can lead/support city and county economic development efforts and be the point of contact with regional and state economic development organizations
  - » Find target industries that fit McNairy County assets
  - » Identify and promote the things that make McNairy County appealing to business and industry
7. Follow through on existing plans
  - » Implement Parks and Recreation 10-year plan
  - » Complete sports complex
  - » Develop additional industrial sites
  - » Align budgeting with plans
8. Fill the shortage of volunteers for public safety/service positions (i.e. fire department)
9. Increase Tourism
  - » No county budget for tourism
  - » Tourism director spends much of available time fundraising
  - » Work with regional partners to help market area and attract more tourists
10. Need available and affordable housing
  - » Need to attract more residents to the county
11. Lack of high-speed and stable internet
  - » Rural parts of county not served
  - » Limits online education and training

- » Many unemployed workers can't access online training and services
  - » Pickwick Electric Cooperative has conducted feasibility studies and found that providing broadband with fiber would create a loss of \$42 million per year, since there is an average of only eight customers per mile
  - » Creates greater divide between lower and higher income households
12. Public transportation – lack of transportation is a barrier for employment and education
  13. Assist small businesses, especially in downtowns, in attracting more customers
  14. More entertainment, food, recreation and attractions options for the community
    - » Will help attract a younger population to relocate to the county
    - » Will assist in business recruitment
    - » Will help existing industry meet the needs of business travelers
  15. Need more lodging options, more hotel rooms and camp sites



## SURVEY RESULTS

A survey was developed and administered in order to gather background information and current public perspectives on the quality of the living environment in the county. The survey was not intended to be a statistically valid tool for decision making. Instead, the survey was designed to initiate an evaluation process that could be continued in more detail during the strategic planning session.

The following survey instrument was circulated to everyone who was contacted to participate in the strategic planning session. There were 18 McNairy County participants in the survey and 194 total participants from the SWTDD region. A survey link was provided via email that allowed each recipient to complete the survey online prior to the day of the strategic planning session.

Results were tabulated for the county, and for the entire eight-county region. The results were reviewed during the planning session.

### INFRASTRUCTURE

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Access to high-speed internet in your city/county?	33.3%	22.2%	33.3%	11.1%	0.0%	2.22	2.85
Local working age people's ability to use computers and internet-based tools?	0.0%	27.8%	50.0%	22.2%	0.0%	2.94	3.27
Access to clean drinking water in your city/county?	0.0%	0.0%	11.1%	44.4%	44.4%	4.33	4.48
Condition of roads and highways in your city/county?	5.6%	22.2%	61.1%	5.6%	5.6%	2.83	3.35
Solid waste disposal in your city/county?	5.6%	5.6%	44.4%	33.3%	11.1%	3.39	3.74

## HEALTH &amp; WELLNESS

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Access to grocery stores and fresh food in your city/county?	0.0%	5.6%	44.4%	38.9%	11.1%	3.56	3.97
Primary care facilities in your city/county?	11.1%	16.7%	33.3%	38.9%	0.0%	3.00	3.45
Emergency response capabilities in your city/county?	5.6%	22.2%	55.6%	16.7%	0.0%	2.83	3.55
Access to gyms & wellness facilities in your city/county?	5.6%	11.1%	38.9%	27.8%	16.7%	3.39	3.52
Regional cooperation of healthcare?	0.0%	16.7%	55.6%	22.2%	5.6%	3.17	3.39
Drug abuse & addiction among the local population/workforce in your city/county?	11.1%	55.6%	22.2%	5.6%	5.6%	2.39	2.62
Accessibility to drug addiction treatment programs in West TN?	11.1%	27.8%	44.4%	16.7%	0.0%	2.67	2.94

## BUSINESS ENVIRONMENT

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Working relationship among city/county elected officials in your city/county?	27.8%	16.7%	38.9%	16.7%	0.0%	2.44	3.24
Effectiveness of the local Chamber/EDO's* ability to bring new jobs & businesses to your city/county?	33.3%	16.7%	27.8%	22.2%	0.0%	2.39	3.31
The local Chamber/EDO's* effectiveness in helping local businesses?	22.2%	22.2%	16.7%	38.9%	0.0%	2.72	3.35
Local efforts to develop and attract visitors to your city/county?	16.7%	27.8%	27.8%	27.8%	0.0%	2.67	3.32

\*EDO = ECONOMIC DEVELOPMENT ORGANIZATION

## EDUCATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Quality of K-8 schools in your city/county?	5.6%	5.6%	33.3%	50.0%	5.6%	3.44	3.77
Quality of high schools in your city/county?	5.6%	5.6%	33.3%	50.0%	5.6%	3.44	3.71
The number of students who graduate with employable skills in your city/county?	11.1%	11.1%	50.0%	27.8%	0.0%	2.94	3.31
The quality of TCAT* in the region?	0.0%	5.6%	16.7%	55.6%	22.2%	3.94	4.03
The percentage of local high school graduates who attend colleges, universities or trade schools.	0.0%	11.1%	55.6%	22.2%	11.1%	3.33	3.45

\*TCAT = TENNESSEE COLLEGE OF APPLIED TECHNOLOGY

## QUALITY OF LIFE

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
The availability of affordable housing in your city/county?	0.0%	33.3%	44.4%	16.7%	4.6%	2.94	3.06
The safety from crime in your city/county?	0.0%	0.0%	44.4%	38.9%	16.7%	3.72	3.68
The selection of retail stores in your city/county?	16.7%	33.3%	44.4%	5.6%	0.0%	2.39	3.01
The quality of public parks & recreation facilities in your city/county?	0.0%	16.7%	33.3%	50.0%	0.0%	3.33	3.70
The attractiveness of your city/county to potential newcomers?	11.1%	33.3%	33.3%	22.2%	0.0%	2.67	3.38

## COLLABORATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Volunteer participation & community involvement in your city/county?	0.0%	44.4%	16.7%	28.9%	0.0%	2.94	3.49
Regional cooperation within West Tennessee?	0.0%	22.2%	61.1%	16.7%	0.0%	2.94	3.40

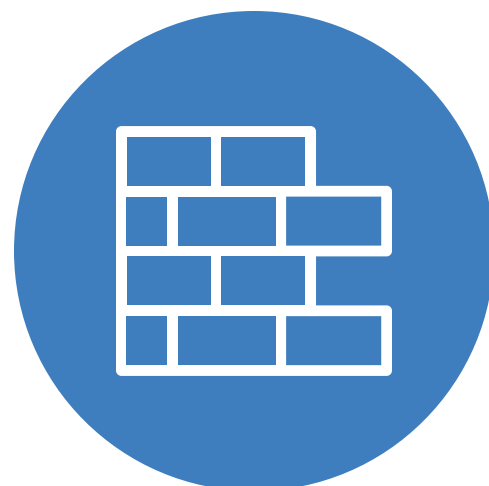
## COVID-19 RESPONSE

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
The FEDERAL government's response to controlling the spread of the COVID-19 virus?	11.1%	11.1%	44.4%	27.8%	5.6%	3.06	2.76
The STATE government's response to controlling the spread of the COVID-19 virus?	11.1%	16.7%	50.0%	16.7%	5.6%	2.89	2.84
The LOCAL government's response to controlling the spread of the COVID-19 virus?	16.7%	5.6%	44.4%	27.8%	5.6%	3.00	3.24
The FEDERAL economic assistance response?	0.0%	11.1%	55.6%	27.8%	5.6%	3.28	3.17
The STATE economic assistance response?	0.0%	22.2%	66.7%	11.1%	0.0%	2.89	3.06
The LOCAL economic assistance response?	11.1%	16.7%	66.7%	5.6%	0.0%	2.67	2.93

# Foundation

## DEMOGRAPHICS & STATISTICAL OVERVIEW

A general statistical overview of the county was compiled to establish a common understanding of the economic structure of the county as a basis for planning. Key findings from this data were presented to the participants of the strategic planning session and are included below. Additional and more detailed data is included in the supporting materials section of this report.



### POPULATION

The current McNairy County population estimate of 25,572 is 1.93% lower than the 2010 census count of 26,075. Like many rural areas around the country, and the SWTDD region, McNairy County experienced a decade of decline in population following a decade of slower growth than the national average. Projected population growth for the county over the next five years is a positive 0.54%, which is an improvement but below the state and national growth projections.

The average age of the population in McNairy County is higher than the SWTDD region, state or national average as a whole. A higher average age relates to lower population growth and a lower labor force participation rate.

However, 32% of households have someone in the home under the age of 18. This is a positive indicator for future population growth.

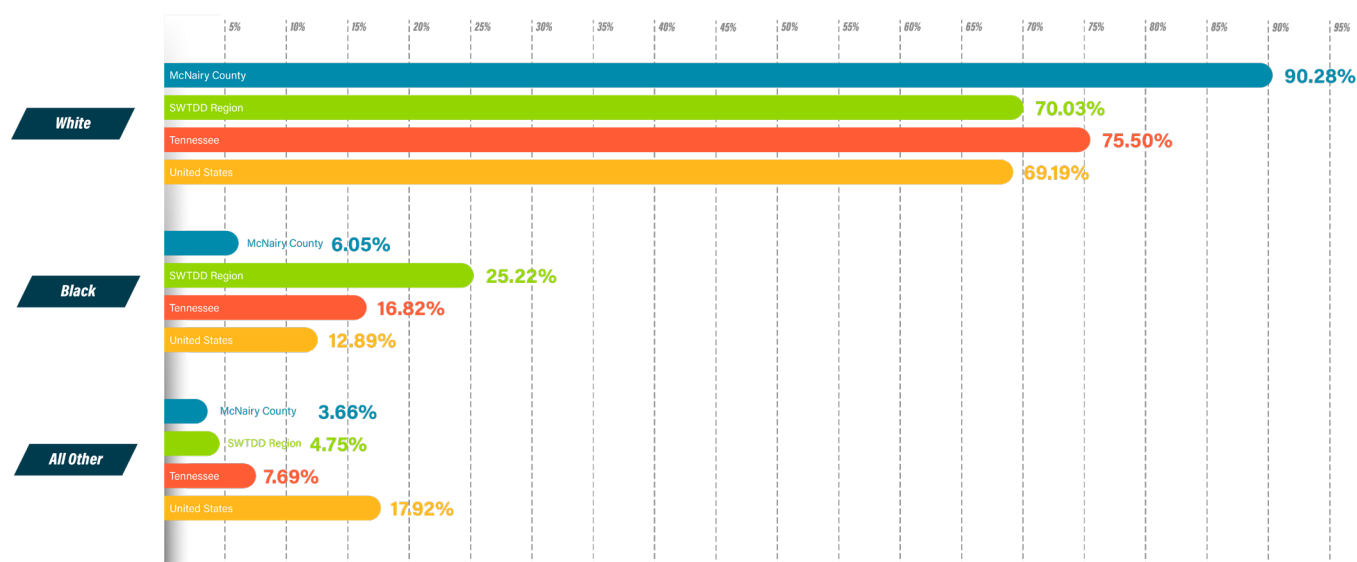
	McNairy County	SWTDD Region	Tennessee	United States
<b>POPULATION</b>				
2000 Census	24,757	242,765	5,689,277	281,421,942
2010 Census	26,075	253,092	6,346,105	308,745,538
2021 Estimate	25,572	248,153	6,911,029	330,946,040
2026 Projection	25,711	250,153	7,175,823	340,574,349
<b>POPULATION</b>				
2000-2010 Growth	5.32	4.25	11.54	9.71
2010-2021 Growth	-1.93	-1.95	8.90	7.19
2021-2026 Growth	0.54	0.87	3.83	2.91
<b>POPULATION</b>				
Average Age	42.60	41.27	40.10	39.80

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES



## Race Population

McNairy County has a lower percentage of minority populations than the state or national averages. Minority population segments have been driving population growth in other parts of the U.S. but not in the SWTDD region.



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

## HOUSEHOLDS & INCOME

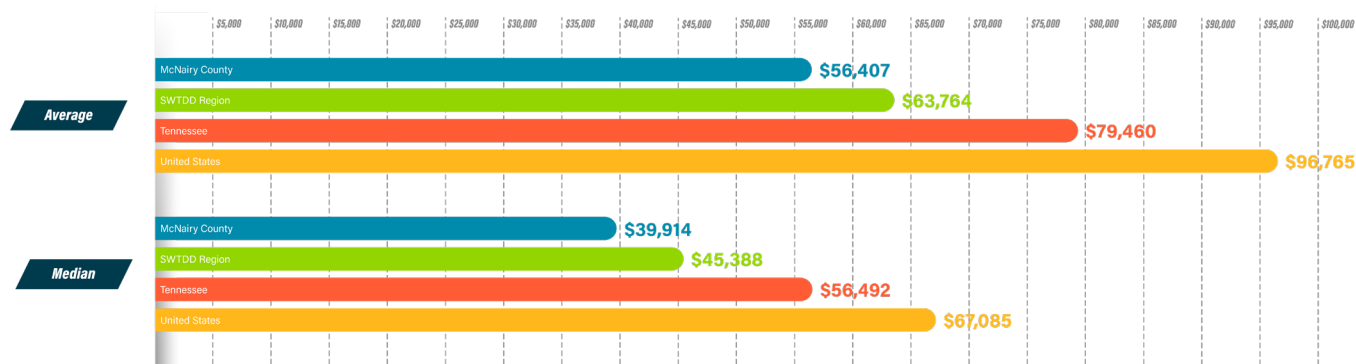
The average home value in the county is lower than the SWTDD region, state, and national averages. The rate of home ownership is higher in McNairy County than the SWTDD regional average.

	McNairy County	SWTDD Region	Tennessee	United States
<b>HOUSEHOLDS</b>				
Average Household Size	2.54	2.46	2.49	2.57
Households with People Under 18	31.96%	32.80%	32.82%	33.58%
Households with NO People Under 18	68.04%	67.20%	67.18%	66.42%
<b>HOUSING</b>				
Owner-Occupied Housing Units	75.53%	70.23%	68.48%	64.15%
Renter-Occupied Housing Units	24.47%	29.77%	31.52%	34.83%
Owner Average Length of Residence (in years)	20.10	18.89	16.20	16.50
Renter Average Length of Residence (in years)	8.60	7.36	6.40	6.70
Median Owner-Occupied Housing Value	\$111,180	\$127,993	\$197,644	\$250,250
Median Year Structure Built	1980	1983	1985	1979

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

On average, the per household income in McNairy County is also lower than the SWTDD region, state, and U.S. averages. The SWTDD region sits between the Appalachian region and the Mississippi Delta region where incomes have historically been far below the national average.

### Household Income



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

### LABOR FORCE PARTICIPATION

Even before the pandemic, 50.5% of the working age population in McNairy County was not in the labor force. The full range and impact of factors that contribute to the low labor force participation rate are not known, but that rate is similarly low throughout the SWTDD.

	McNairy County	SWTDD Region	Tennessee	United States
<b>LABOR FORCE INFORMATION</b>				
Working Age Population	62.01%	62.60%	64.34%	64.63%
Average Travel Time to Work (in minutes)	28.00	25.04	28.00	29.00
<b>HOUSING</b>				
In Armed Forces	0.09%	0.05%	0.32%	0.39%
Civilian — Employed	44.34%	50.14%	57.63%	59.64%
Civilian — Unemployed	6.09%	4.16%	3.29%	3.22%
Not in Labor Force	49.48%	45.66%	38.76%	36.75%

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

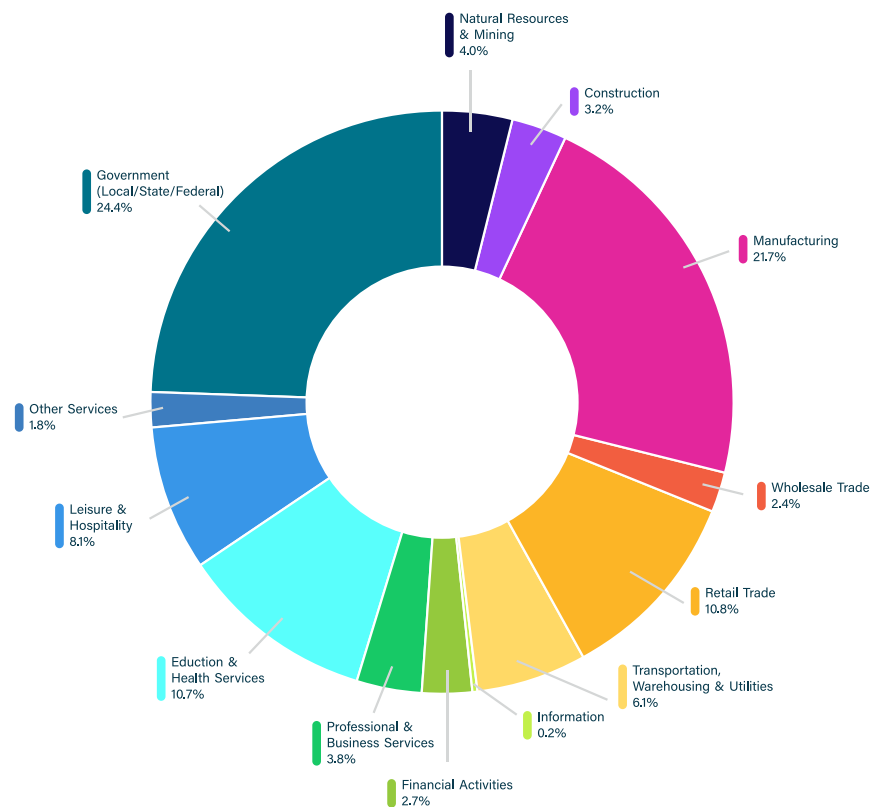
## LABOR FORCE DISTRIBUTION

The economy in McNairy County is not as diverse as the Tennessee economy as a whole. Like many rural areas in the Southern U.S., the McNairy County economy has a large percentage of jobs concentrated in manufacturing. McNairy County also has a large percentage of jobs within the government sector. This is common in counties with a small population.

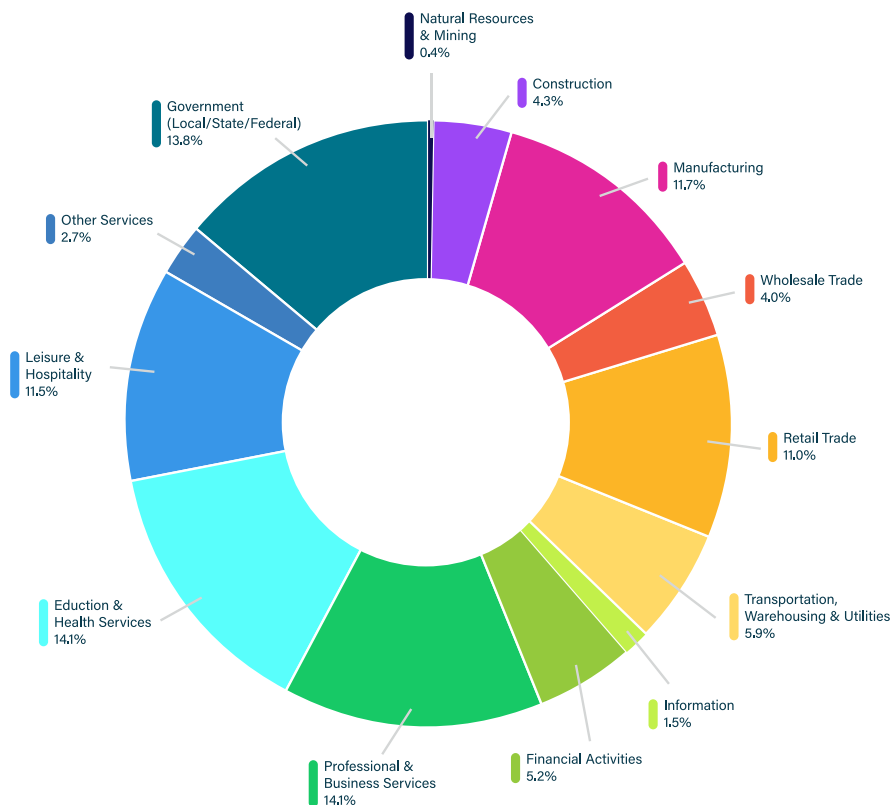
	MCNAIRY COUNTY		SWTDD REGION		TENNESSEE	
Labor Force Info	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage
Natural Resources & Mining	4.0%	\$26,876	0.7%	\$36,741	0.4%	\$46,860
Construction	3.2%	\$35,810	4.0%	\$55,197	4.3%	\$58,737
Manufacturing	21.7%	\$41,193	18.7%	\$55,340	11.7%	\$60,309
Wholesale Trade	2.4%	\$54,175	3.1%	\$56,349	4.0%	\$74,221
Retail Trade	10.8%	\$24,778	11.7%	\$28,640	11.0%	\$32,029
Transportation/ Warehousing/ Utilities	6.1%	\$47,336	3.2%	\$50,589	5.9%	\$56,358
Information	0.2%	\$47,431	0.7%	\$44,884	1.5%	\$75,545
Financial Activities	2.7%	\$38,223	3.2%	\$56,825	5.2%	\$77,854
Professional & Business Services	3.8%	\$30,199	8.1%	\$35,143	14.1%	\$63,000
Education & Health Services	10.7%	\$32,706	14.4%	\$42,361	14.1%	\$53,179
Leisure & Hospitality	8.1%	\$12,730	8.9%	\$15,885	11.5%	\$23,879
Other Services	1.8%	\$35,125	1.7%	\$31,508	2.7%	\$36,224
Government (Local/ State/Federal)	24.4%	\$35,346	21.5%	\$43,075	13.8%	\$50,080
<b>Total</b>	<b>100.0%</b>	<b>\$34,119</b>	<b>100.0%</b>	<b>\$41,851</b>	<b>100.0%</b>	<b>\$51,690</b>

SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

## MCNAIRY COUNTY DISTRIBUTION OF LABOR



## TENNESSEE DISTRIBUTION OF LABOR



SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

## RETAIL GAP ANALYSIS

There is \$173 million greater annual retail demand than supply in McNairy County. Two notable gaps, that are large enough to support more local business ventures, are in the food and beverage category, and the restaurant/food services category. A more detailed Retail Gap analysis is provided in the Resource Materials section of this report.

Labor Force Information	2021 Demand	2021 Supply	Opportunity Gap/Surplus
Total retail trade	\$359,819,192	\$185,954,231	\$173,964,961
Motor vehicle & parts dealers	\$74,853,255	\$18,456,728	\$56,396,528
Furniture & home furnishings stores	\$4,791,780	\$0	\$4,791,780
Electronics & appliance stores	\$4,441,644	\$1,586,676	\$2,854,967
Building material & garden equipment & supplies dealers	\$22,722,588	\$5,705,801	\$17,016,787
Food & beverage stores	\$48,557,879	\$9,015,778	\$39,542,102
Health & personal care stores	\$22,519,732	\$24,818,465	-\$2,298,734
Gasoline stations	\$31,736,916	\$39,327,140	-\$7,590,224
Clothing & clothing accessories stores	\$10,643,325	\$0	\$10,643,325
Sporting goods, hobby, musical instrument, & book stores	\$3,467,676	\$0	\$3,467,676
General merchandise stores	\$43,220,602	\$51,276,507	-\$8,055,905
Food services & drinking places	\$37,229,611	\$20,877,886	\$16,351,725

SOURCES: 2021 ENVIRONICS ANALYTICS | CLARITAS | U.S. CENSUS BUREAU | U.S. BUREAU OF LABOR STATISTICS | INFOUSA | YOUNGER ASSOCIATES



## EDUCATION STATISTICS

McNairy County has low college attainment rates. For the majority of the population, when you consider all age ranges, the highest level of school completed is high school, high school equivalent or below. However, current statistics show that among young people the education attainment level is rising.

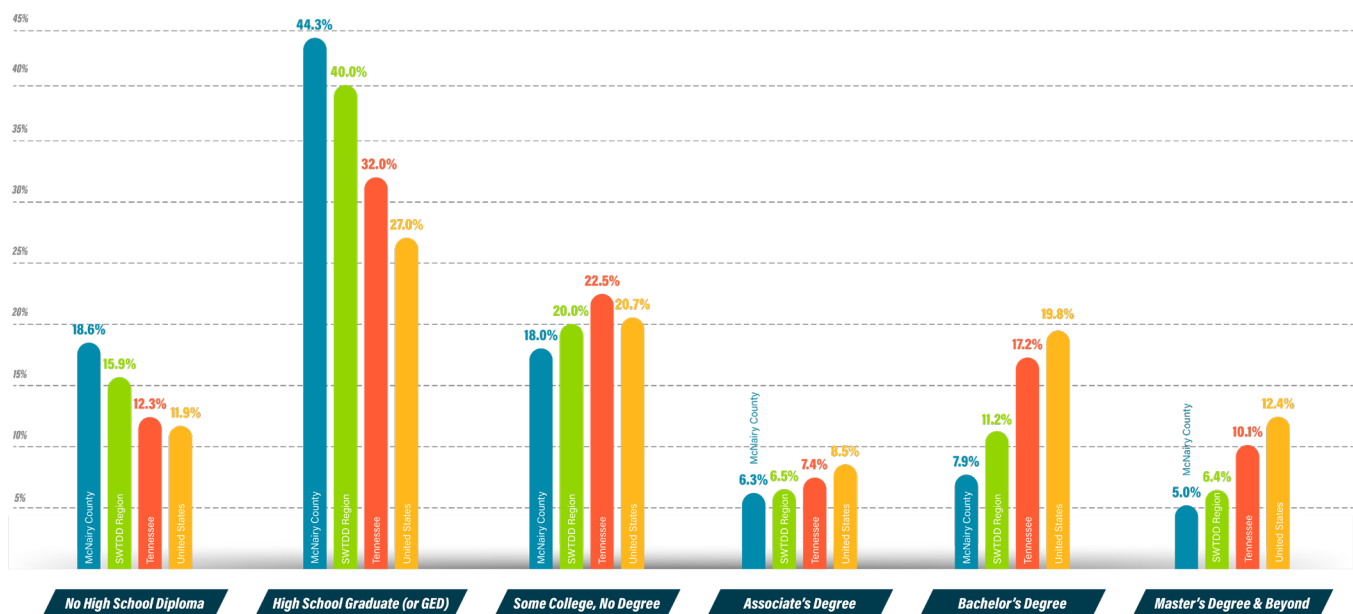
	Enrollment	Graduation Rate	ACT Avg.	Performance
Chester County School District	2,838	95.9%	20.2	Level 5
Decatur County School District	1,601	93.2%	19.6	Level 3
Hardeman County School District	3,503	82.2%	17.8	Level 1
Hardin County School District	3,547	95.5%	19.0	Level 5
Haywood County School District	2,835	92.0%	17.2	Level 2
Henderson County School District	3,992	92.7%	20.8	Level 5
Jackson/Madison County School District	12,724	87.4%	18.0	Level 1
McNairy County School District	4,070	93.6%	19.4	Level 1
Tennessee Average	-	89.6%	20.0	-

SOURCE: TN DEPARTMENT OF EDUCATION 2018-2019

The high school graduation rate is currently 93.6%, which is higher than the state average.

The public K-12 school system has earned a Level 1 overall performance ranking, which is the lowest level (on a scale of 1 to 5) awarded by the Tennessee Department of Education. The ranking is based on yearly student advancement.

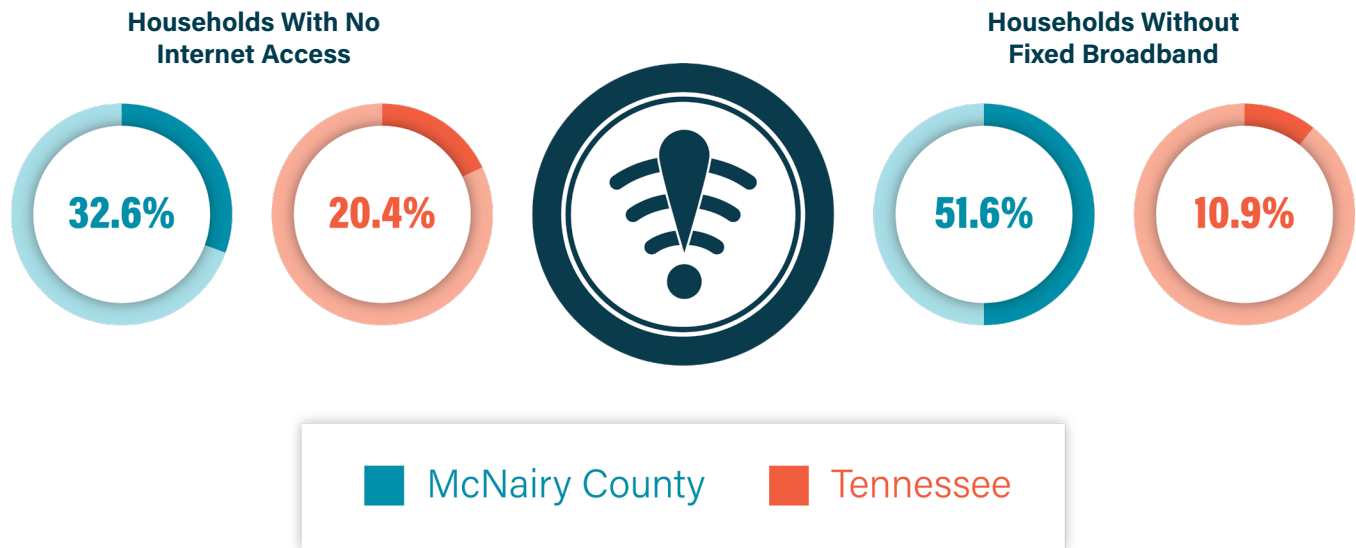
### Education Attainment



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

## INTERNET ACCESS

A recent study by the University of Tennessee and Purdue University shows that over 50% of households in McNairy County do not have access to fixed broadband internet access.



SOURCE: PURDUE UNIVERSITY | UT EXTENSION INSTITUTE OF AGRICULTURE

# Existing Platforms

## PREVIOUS LOCAL STRATEGIC PLANS

This economic recovery planning process included reviewing existing plans for the county. The intent of the economic recovery plan is to build upon existing plans not to supersede those plans.

- » McNairy County participated in the Tennessee Economic and Community Development Three Star Asset-Based planning in 2018 and the update in 2019. The priority goals that were identified in the 2019 process were:
  - Workforce – provide funding for career coaches in public high schools
  - Improve Fire Department ISO rating from 9 to 7
  - Better utilization of Coon Creek Science Center and Museum for education and tourism
- » Previous Economic Development plans included goals for:
  - Improving broadband access
  - Improving workforce development and workforce readiness
  - County-wide marketing
- » McNairy County engaged a specialized engineering consultant to develop a ten-year county-wide parks and recreation master plan that includes upgrades and ADA requirements for schools. The plan consists of budgets and a phased timeline.



# Tools

## SWOT ANALYSIS

A portion of the strategic planning session was dedicated to engaging all the participants in identifying key strengths, weaknesses, opportunities, and threats (SWOT). The goal of the discussion was not to produce an exhaustive list in each category, but to identify SWOT items that could relate in any way to an economic recovery plan.

### STRENGTHS

1. Opportunities for Degrees, Career and Technical Education (CTE)
  - » UT Martin, Selmer Center
    - The center offers a full rotation of general education and other undergraduate courses supporting bachelor's degree requirements in more than 80 specialized programs, including agriculture, criminal justice, education, history, social work, political science, psychology, and interdisciplinary studies. General education courses include art, biology, English, geology, math, and others.
    - The center also offers non-credit classes during the year and can design training curricula to meet the individual needs of local business and industry.
  - » TCAT- Crump
    - A depth of career and technical training with more than 20 programs that meet the needs of regional employers
2. Certified industrial site in Adamsville



UT MARTIN SELMER CENTER



INDUSTRIAL PARK IN ADAMSVILLE



3. Location - proximity to Jackson, TN and Tupelo, MS; intersection of US Highway 45 and US 64
4. Transportation
  - » County airport
  - » Served by Class I rail (Norfolk Southern) and shortline rail (West Tennessee Rail Road)
  - » Access to major N/S corridor US 45 and E/W corridor US 64
5. Low cost of living and low cost of doing business
6. Good, innovative local leadership (city and county levels)
7. Selmer ISO rating of 3 (in top 10% in Tennessee)
  - » Recent grants for county to build access roads and lower ISO rating across county
8. Tourism growth and new partnerships
  - » Tourism director recently added for county
  - » Big Hill Pond State Park
    - Among newest state parks, designated as state park in 1977
    - Over 4,000 acres, bordered by the Tuscumbia River and surrounding a lake, with natural wildlife areas including swamp habitat
    - Features outdoor activities appealing to young adults including: camping, hiking, paddling, and mountain biking
    - Large increase in usage





9. Pickwick Electric is business friendly
  - » Assists in business development and attraction
  - » Investing in solar, 70 megawatts currently
  - » Rebuilt much of distribution system with new sub-stations
  - » Excess capacity to serve new businesses
10. Upgraded public school facilities
  - » New elementary school facility (opened August 2020)
  - » Conversion to LED lighting generated big cost savings to finance upgrades
  - » New school junior high facility, added a dedicated wing so that it is separated from high school, added band facility
  - » Innovations at new Selmer Elementary incorporating a storm shelter wing for use by both students and general public
11. Partnership with UT Martin Hydrologist certifying bodies of water for water infrastructure for county residents and industries





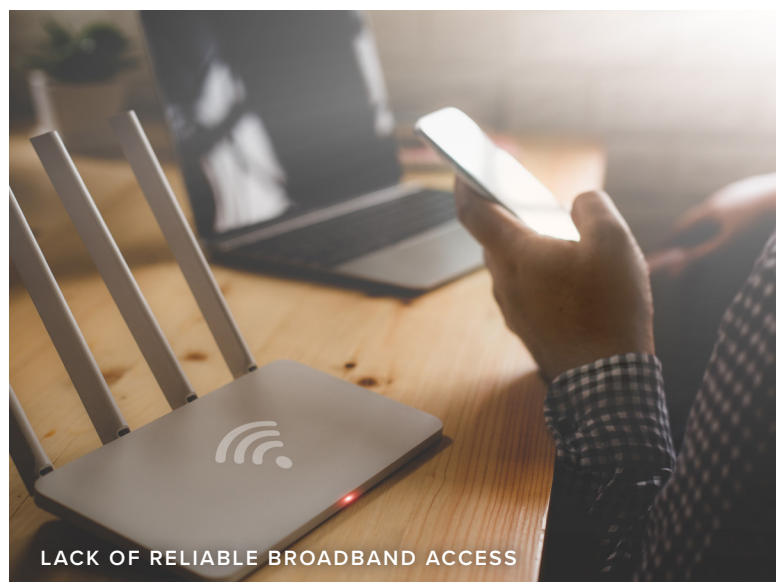
**WEAKNESSES**

1. Many people are out of the workforce because they are currently unemployable (lack of skills, transportation, or ability to pass drug screen)
2. Low cost of living attracts people who exist on government benefits, and more recently unemployment benefits
3. McNairy General Hospital closed in 2016
4. Communities are not as attractive as they could be
  - » Litter
  - » Dilapidated buildings and homes
  - » Vacant storefronts
  - » Lack of pride in the community
  - » Lack of local support among residents – not shopping local, supporting local businesses, programs, events, and attractions (perception of community)
5. Lack of hotels and overnight/temporary lodging
6. Distance from interstate highways
7. Inability to capture consumer spending and attract visitors (pass-through traffic) to stop and stay in towns
8. Perception of lacking unity among local and regional leadership
  - » Communities in the county sometimes compete instead of working together
9. McNairy is often eliminated early in industry site selection
10. Low availability of industrial properties, no available buildings





11. Lack of retail, particularly clothing
  - » People going elsewhere to shop for one thing ultimately spend money for other things as well while shopping out of the county
  - » Retail hours offered by local business are not convenient for local workers, limit sales
  - » Local support for local retail is lacking
12. Public education needs improvement
13. Lack of adequate utility infrastructure in rural areas of the county
  - » Water, wastewater and natural gas are not available in potential development sites
  - » Sewer systems in some areas are near failure
  - » Lack of water for fire suppression in rural areas
  - » Limited development of residential lots in attractive areas because they are not served by public water
  - » Natural gas needed to serve new industrial sites



LACK OF RELIABLE BROADBAND ACCESS



LACK OF RETAIL OPTIONS



LACK OF UTILITY INFRASTRUCTURE TO INDUSTRIAL PARKS



PUBLIC EDUCATION NEEDS IMPROVEMENT



## OPPORTUNITIES

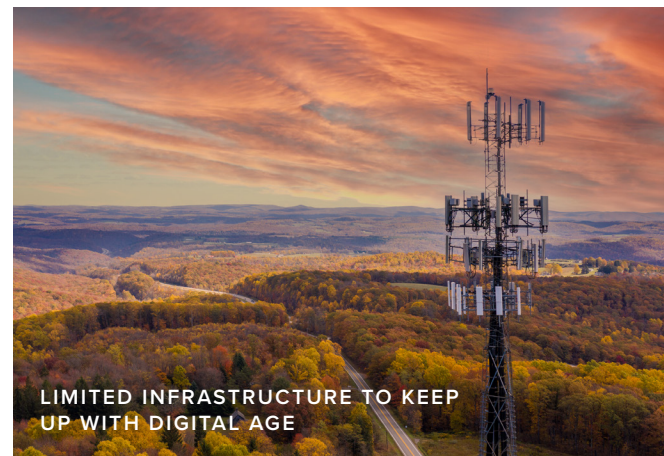
1. Capture more of the high traffic count passing through the area, or visiting the state park, to develop tourism
2. Flood control – pursuing development of a watershed lake, new surveying of flood zones
3. New school facilities and renovations prepares the way for improvements in education
4. Elevating the school district from its current Level 1 rating
5. Attract hotels and small businesses
6. Following through on programs to engage TCAT and UT Martin representatives in the public schools and to coach students toward higher education and career paths
7. Developing certified water sites for fire suppression, continuing an innovative program working with UT hydrologist to get water sources certified
8. Enlarging the labor pool by preparing more people who are not in the workforce for employment





**THREATS**

1. Many areas are in flood plains, and the county has experienced floods and other natural disasters
2. Sewer system failure in Bethel Springs
3. Loss of more small businesses to online sales
4. Small numbers of students in public schools limits funding and contributes to low ranking for school system
5. Towns and communities have competing programs instead of collaborating which dilutes resources
6. National economy, possible raising of interest rates which could limit borrowing for infrastructure development
7. Not having the infrastructure to keep up with a changing economy in the digital age
8. Low labor force participation rate does not increase
9. Increase in minimum wage could have big impact on all wages in a low-wage county



# Priorities for Economic Recovery

To complete the planning session, the group was tasked with identifying priorities for economic recovery. Participants were asked to prioritize issues or needs that must be addressed in order for the county to have sustainable economic growth during the pandemic recovery and long-term.

The meeting facilitator consolidated information from all input and discussions presented during the earlier parts of the planning session to develop a list of issues. The resulting list was presented and discussed with the participant group to ensure that the list reflected the major items that had been identified in the planning session.

To create a priority order for the list of issues, the participants were instructed to conduct a multi-voting exercise. Each participant could choose only three issues from among the list of eight that were presented.

Limiting the number of items that could be selected caused each participant to choose their highest priorities. Participants were assured that if an issue was not among the top three when the voting was tallied it did not mean that the issue would not be addressed in some manner. The voting process was used to develop a ranked priority order.

After the votes were cast the issues were ranked in the following order of priority.

## 1. IMPROVE BROADBAND ACCESS

The need for reliable, affordable high speed internet access touches all areas of the economy: education, employment, health care, government services, social services, real estate sales, retail and small business. The pandemic has exposed numerous difficulties and inequalities that lack of high-speed internet creates.

Residents and businesses have found current forms of satellite-based internet service to be unreliable. Utilizing cell phone service in lieu of broadband proved to be too expensive for many households.

McNairy County is receiving an investment of \$6.6 million through the Charter Communications Rural Digital Opportunity Fund. This investment is expected to bring high-speed internet access to 4,987 households. This investment, announced in February 2021 by the State of Tennessee, will partially address the need for broadband internet access in the county, but leave other portions without high-speed service.

Barriers to delivering high speed internet throughout rural areas included:

- » Insufficient and incorrect data regarding internet service availability from early FCC-sponsored studies may have discouraged investment in internet infrastructure.





- » Until recently, TVA did not allow power distributors to incur debt related to providing internet service.
- » High cost of reaching remote locations and sparsely populated areas with fiber cable.
- » Private companies prioritize densely populated areas that are more profitable to serve.
- » Grants and government funding for high speed internet infrastructure have been too small to address the need.

Some of those barriers have been removed or partially addressed in McNairy County. Pickwick Electric Cooperative has conducted feasibility studies and found that providing broadband with fiber would create a loss of \$42 million per year, since there is an average of only eight customers per mile.

Delta Regional Authority (DRA) has launched a method for a county to conduct testing to evaluate broadband capabilities in the county at the household level. This broadband mapping project is an innovative online crowd-sourcing platform that will be available until the spring of 2022. This testing/mapping provides a way for the county to gauge broadband accessibility. Learn more at [dra.gov/speedtest](https://dra.gov/speedtest). Also in the appendices is a toolkit for promoting this broadband testing for your county.

SWTDD staff assigned to the Economic Recovery Plan implementation phase began further investigation and follow up regarding broadband internet access immediately after the strategic planning sessions were completed. SWTDD has researched high speed internet development programs and initiatives including new grants from the State of Tennessee and development assistance through the Delta Regional Authority. SWTDD has followed up with local officials to determine the status of broadband development by various public and private entities. The staff has also created a database of any plans and cost estimates for high-speed internet delivery in the region.

## **2. ELEVATE THE QUALITY OF K-12 PUBLIC EDUCATION**

The McNairy County School System has completed construction of a new elementary school facility with an innovative public emergency shelter. An addition to one high school campus provided a separate wing which allows middle school and high school students to have different learning spaces. Specialized facilities for student activities were also added during the renovation of the high school.

These physical improvements, along with more business and community involvement in the schools, can create an environment for higher student achievement. The school system is working to move up from a rating of Level 1 (the lowest rating for student advancement from the Tennessee Department of Education).

A Skills Training Alliance for Youth (STAY) initiative is under development to guide students on a path toward advanced education and a career. This program has been delayed due to the pandemic and resources are needed to accelerate the implementation of the program.

A Career Coach program to improve college-readiness has been tabled. As envisioned, the program would place career coaches in the high schools and utilize local experts as mentors. Input from the planning session indicates a strong need for this program.

More interaction between students and UT Martin Selmer Center and the nearby TCAT facilities is needed as well. Both UT Martin and TCAT Crump have shown interest in having a more active recruiting role in the high schools and in hosting more student visits to their campuses. Staffing to support these efforts is required and grant applications are under development.

### 3. COMPREHENSIVE UTILITY INFRASTRUCTURE PLAN

Water and wastewater infrastructure insufficiencies impact the county in many ways that were identified in the strategic planning session.

- » Extension of water and wastewater to developable tracts of land are needed to support private residential development.
- » Fire departments do not have adequate water resources for fire suppression throughout the county. An innovative approach to certifying surface water for use for fire suppression is being utilized in the county, but further implementation of the program should be included in a comprehensive infrastructure plan.
- » Preparing new sites for industrial development will require supplying adequate infrastructure to the sites. There is only one certified site available in the county, and no available industrial buildings.
- » Some areas of the county have wastewater infrastructure that is in danger of failure.

There are multiple options for bringing natural gas service to residential and industrial development sites in the county. Some options involve natural gas distributors from Mississippi or other counties in Tennessee. A comprehensive utility plan would determine if there are better options for keeping the gas distribution business within the county.

A comprehensive utility plan could speed up the development of new industrial sites.

Engineering studies that develop cost estimates and implementation phases could lead to more collaboration between municipalities, utility districts and the county regarding utility services. Results from the study can assist in seeking infrastructure funding through pandemic relief and economic recovery programs.

### 4. EXPAND TOURISM

There are opportunities to increase the number of visitors and visitor spending in McNairy County.

#### » Capitalize on Big Hill Pond State Park

Although Big Hill Pond State Park was built around a lake formed in 1853 as a borrow pit for railroad construction, it is a new state park for Tennessee. It was a state natural area before being designated as a park in 1977.

The park is gaining in popularity and is highly rated by state park users. It features outdoor activities appealing to young adults including camping, hiking, paddling, and mountain biking. McNairy County should join with other counties in the SWTDD region in advocating for continuing investments in state parks.



Most local businesses do not consistently attract a large number of the visitors from the park. Better marketing and geo-targeting of park visitors could connect visitors to local businesses. This would not only increase revenue for local businesses, but it could also enhance the visitor experience by providing more activities and interests during the visit to the area.

» **Capture more highway pass-through traffic**

Travelers passing through the county on US Hwy 45 and US Hwy 64 are another large target market for tourism. More marketing, improved community attractiveness and more food service options would all assist in enticing travelers to stop and visit the county. Retail analysis shows that local demand would support more food service business in the county even when potential visitor spending is not considered.

» **Brand Development**

McNairy County's new branding "Meet Me in McNairy" is intended to reach pass-through travelers and people who live within 200 miles and can visit the county in a day trip. A consistent budget for digital marketing and other promotion is the key to brand effectiveness.

» **Complete the planned Sports Complex**

A Local Park Recreation Fund grant from the state of Tennessee was awarded in 2018 to develop a sports complex. The sports complex is in pre-construction phase. Completion of the park will provide another tourism opportunity.

» **Watershed Lake Development**

If a watershed lake, that is under consideration to help control flooding, is developed in the county, the lake would provide another major tourism asset.

## 5. WORKFORCE DEVELOPMENT

Solving disconnects in communication between employers and training providers is a key step in improving workforce development in the county. New forms of communication with workers displaced by pandemic, and with local students are also necessary. Many potential workers are not aware of resources that can remove barriers to training.

» **Better alignment of higher education and technical training programs with current employer needs**

The TCAT in Crump, TN and the UT Martin Selmer Center offer training programs that are highly rated by employers and economic developers in the region. In McNairy County, planning session participants noted that the programs could be better aligned with current needs of employers. The need for alignment may be greater following the pandemic.

Leaders from both UT Martin Selmer Center and TCAT Crump participated in the planning session. They expressed willingness to meet with employers and adjust

training programs as needed. A point person to coordinate these interactions is needed.

A concentrated effort to quickly train workers for rebounding jobs would allow existing employers to recover more quickly from the pandemic slow-down.

Displaced workers from service industries will need skills training to transition to jobs with technical requirements. This training must be made available quickly to help minimize the economic impact of the pandemic.

» **Increase Labor Force Participation**

The labor force participation rate in McNairy County, at 53.12% prior to the pandemic, was significantly lower than the Tennessee state average rate of 61.24% or national rate of 63.25%. Participants in the planning session noted drug use, lack of transportation, and the need for student career guidance as contributing factors.

Tennessee Promise and Tennessee Reconnect scholarships remove a large portion of the financial barrier to accessing training and advanced education. More effective communication tools are needed to make potential workers aware of all the resources available to make job training possible.

Low labor force participation rates are prevalent throughout the eight counties in the Southwest Tennessee Development District. An in-depth analysis of the full range and interconnection of underlying factors could benefit the entire Southwest Tennessee region in allowing more people to get into the workforce. Refinements and expansions of existing programs may be needed to enable more people to hold employment.

» **Launch the Skills Training Alliance for Youth (STAY) initiative**

The McNairy County School System and the McNairy County Chamber of Commerce are developing the STAY initiative to better connect high school students with higher education and technical training through career coaching, mentorships, and peer cohorts. Successful programs in Hardin County and Madison County have been evaluated to identify best practices for STAY.

The program is also intended to provide a way for businesses to connect with high school students, especially those who aren't seeking a four-year college degree and acquaint them with local job opportunities and career paths. Employers would provide work-based learning opportunities.

The final design of the program and plans to launch the program have been delayed by the COVID pandemic. Adequate resources should be made available to implement this program.

## 6. IMPROVE COMMUNITY ATTRACTIVENESS

Improvements in community attractiveness would bolster population growth in the county as well as support the goal of tourism development. Planning session participants noted that litter is pervasive throughout the county. Litter prevention and education campaigns are no longer active in Tennessee so local and regional efforts are required to address this issue.

Vacant and blighted properties were also noted to make the county less appealing to potential visitors and newcomers. Incentives and assistance to help owners improve these properties could be implemented. Downtown and Main Street programs around the county have utilized façade grants, tax incentives and forgivable loans to improve community attractiveness.

The recently completed parks and recreation master plan identifies upgrades for schools, parks, and entertainment venues. This ten-year plan outlines phases for improvements that will improve the attractiveness of the county and have a positive impact on quality of life. The total cost for all projects included in the plan is \$4.23 million.

## 7. INCREASE POPULATION GROWTH

McNairy County has experienced population decline since 2010. The outlook for the next five years is a virtually stagnant 0.54% growth rate. Growth can be accelerated so that the population base can support more amenities that improve the quality of life and expand the tax base.

Recent studies, including a 2021 analysis by the Milken Institute, have found that the three deciding factors for young adults looking to relocate are:

- » Availability of affordable housing
- » Broadband internet access
- » High quality public education

The priority list for McNairy County strategies is focused on these three factors. Planning and new investments in infrastructure will open more areas for residential development and increase access to high-speed internet.

Elevating K-12 education to a higher level was cited as a top priority by planning participants. Improvements to school facilities set the stage for higher student achievement and community pride in the schools.



## 2021 DEMOGRAPHIC REPORT

## Pop-Facts Demographics Snapshot 2021 | Southwest Tennessee Development District - McNairy County

SWTDD Region Counties Include: Chester County, TN; Decatur County, TN; Hardeman County, TN; Hardin County, TN; Haywood County, TN; Henderson County, TN; Madison County, TN; McNairy County, TN

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Population</b>								
2000 Census	24,757	--	242,765	--	5,689,277	--	281,421,942	--
2010 Census	26,075	--	253,092	--	6,346,105	--	308,745,538	--
2021 Estimate	25,572	--	248,153	--	6,911,029	--	330,946,040	--
2026 Projection	25,711	--	250,317	--	7,175,823	--	340,574,349	--
<b>Population Growth</b>								
Percent Change: 2000 to 2010	--	5.32	--	4.25	--	11.54	--	9.71
Percent Change: 2010 to 2021	--	-1.93	--	-1.95	--	8.90	--	7.19
Percent Change: 2021 to 2026	--	0.54	--	0.87	--	3.83	--	2.91
<b>Households</b>								
2000 Census	10,020	--	93,806	--	2,232,906	--	105,480,131	--
2010 Census	10,326	--	98,161	--	2,493,552	--	116,716,292	--
2021 Estimate	9,919	--	96,292	--	2,716,243	--	125,732,798	--
2026 Projection	9,923	--	97,225	--	2,822,151	--	129,596,282	--
<b>Household Growth</b>								
Percent Change: 2000 to 2010	--	3.05	--	4.64	--	11.67	--	10.65
Percent Change: 2010 to 2021	--	-3.94	--	-1.90	--	8.93	--	7.72
Percent Change: 2021 to 2026	--	0.04	--	0.97	--	3.90	--	3.07
<b>Family Households</b>								
2000 Census	7,163	--	66,473	--	1,547,851	--	71,787,385	--
2010 Census	7,252	--	67,349	--	1,679,177	--	77,538,296	--
2021 Estimate	6,960	--	66,190	--	1,832,874	--	83,612,294	--
2026 Projection	6,965	--	66,865	--	1,905,651	--	86,210,238	--
<b>Family Household Growth</b>								
Percent Change: 2000 to 2010	--	1.24	--	1.32	--	8.48	--	8.01
Percent Change: 2010 to 2021	--	-4.03	--	-1.72	--	9.15	--	7.83
Percent Change: 2021 to 2026	--	0.07	--	1.02	--	3.97	--	3.11

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Population by Single-Classification Race</b>								
White Alone	23,087	90.28	173,771	70.03	5,217,939	75.50	228,985,027	69.19
Black/African American Alone	1,547	6.05	62,592	25.22	1,162,538	16.82	42,654,615	12.89
American Indian/Alaskan Native Alone	101	0.40	799	0.32	25,361	0.37	3,296,702	1.00
Asian Alone	88	0.34	1,858	0.75	134,568	1.95	19,688,976	5.95
Native Hawaiian/Pacific Islander Alone	6	0.02	65	0.03	5,088	0.07	664,254	0.20
Some Other Race Alone	231	0.90	4,125	1.66	201,427	2.92	23,763,878	7.18
Two or More Races	512	2.00	4,943	1.99	164,108	2.38	11,892,588	3.59
<b>2021 Est. Population by Hispanic or Latino Origin</b>								
Not Hispanic or Latino	24,937	97.52	239,425	96.48	6,487,601	93.87	267,279,189	80.76
Hispanic or Latino	635	2.48	8,728	3.52	423,428	6.13	63,666,851	19.24
Mexican Origin	407	64.09	6,317	72.38	269,652	63.68	39,371,387	61.84
Puerto Rican Origin	72	11.34	596	6.83	32,895	7.77	6,255,662	9.83
Cuban Origin	26	4.09	149	1.71	11,598	2.74	2,308,779	3.63
All Other Hispanic or Latino	130	20.47	1,666	19.09	109,283	25.81	15,731,023	24.71
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>								
Chinese, except Taiwanese	0	0.00	173	9.31	23,096	17.16	4,487,981	22.79
Filipino	62	70.45	507	27.29	14,268	10.60	3,112,632	15.81
Japanese	10	11.36	52	2.80	6,192	4.60	833,794	4.24
Asian Indian	16	18.18	500	26.91	32,015	23.79	4,418,142	22.44
Korean	0	0.00	94	5.06	11,675	8.68	1,603,353	8.14
Vietnamese	0	0.00	288	15.50	15,793	11.74	2,017,041	10.24
Cambodian	0	0.00	99	5.33	2,549	1.89	278,350	1.41
Hmong	0	0.00	110	5.92	834	0.62	330,472	1.68
Laotian	0	0.00	0	0.00	8,275	6.15	228,459	1.16
Thai	0	0.00	14	0.75	3,895	2.89	232,589	1.18
All Other Asian Races Including 2+ Category	0	0.00	21	1.13	15,976	11.87	2,146,163	10.90

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Population by Ancestry</b>								
Arab	17	0.07	398	0.16	34,023	0.49	1,672,310	0.51
Czech	17	0.07	167	0.07	8,342	0.12	1,121,343	0.34
Danish	1	0.00	177	0.07	7,694	0.11	1,035,625	0.31
Dutch	238	0.93	1,736	0.70	62,126	0.90	3,278,203	0.99
English	1,437	5.62	14,534	5.86	506,569	7.33	19,485,083	5.89
French (Excluding Basque)	288	1.13	2,705	1.09	95,561	1.38	6,385,981	1.93
French Canadian	16	0.06	342	0.14	16,146	0.23	1,661,855	0.50
German	1,699	6.64	13,206	5.32	549,999	7.96	35,844,834	10.83
Greek	13	0.05	169	0.07	10,245	0.15	1,020,400	0.31
Hungarian	3	0.01	152	0.06	9,933	0.14	1,117,452	0.34
Irish	2,690	10.52	18,263	7.36	568,612	8.23	25,990,000	7.85
Italian	501	1.96	2,725	1.10	129,210	1.87	13,441,538	4.06
Lithuanian	0	0.00	49	0.02	4,036	0.06	497,383	0.15
Norwegian	54	0.21	681	0.27	26,342	0.38	3,479,122	1.05
Polish	116	0.45	1,215	0.49	64,064	0.93	7,206,810	2.18
Portuguese	20	0.08	86	0.04	5,426	0.08	1,106,557	0.33
Russian	40	0.16	126	0.05	16,569	0.24	2,182,631	0.66
Scotch-Irish	269	1.05	2,975	1.20	126,784	1.83	2,515,247	0.76
Scottish	477	1.86	3,342	1.35	122,789	1.78	4,462,789	1.35
Slovak	8	0.03	84	0.03	3,502	0.05	529,300	0.16
Sub-Saharan African	849	3.32	12,475	5.03	68,840	1.00	3,065,672	0.93
Swedish	91	0.36	475	0.19	26,735	0.39	3,029,600	0.92
Swiss	5	0.02	398	0.16	9,794	0.14	749,554	0.23
Ukrainian	33	0.13	95	0.04	6,740	0.10	800,891	0.24
United States or American	3,009	11.77	24,966	10.06	860,266	12.45	17,841,498	5.39
Welsh	69	0.27	502	0.20	30,100	0.44	1,463,632	0.44
West Indian (Excluding Hispanic groups)	16	0.06	148	0.06	11,398	0.17	2,592,740	0.78
Other ancestries	3,539	13.84	60,162	24.24	2,058,219	29.78	121,490,843	36.71
Ancestries Unclassified	10,057	39.33	85,800	34.58	1,470,965	21.28	45,877,147	13.86
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>								
Speak Only English at Home	23,000	94.91	217,003	92.74	5,898,114	90.75	237,922,050	76.50
Speak Asian/Pacific Isl. Lang. at Home	97	0.40	4,798	2.05	108,113	1.66	11,838,039	3.81
Speak Indo-European Language at Home	193	0.80	2,497	1.07	101,120	1.56	12,343,539	3.97
Speak Spanish at Home	891	3.68	8,545	3.65	355,267	5.47	46,510,394	14.95
Speak Other Language at Home	52	0.21	1,159	0.49	36,481	0.56	2,410,930	0.78

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>								
White Alone	335	52.76	3,697	42.36	179,449	42.38	33,813,076	53.11
Black/African American Alone	15	2.36	311	3.56	11,466	2.71	1,602,031	2.52
American Indian/Alaskan Native Alone	21	3.31	127	1.46	5,531	1.31	873,764	1.37
Asian Alone	0	0.00	43	0.49	1,410	0.33	263,799	0.41
Native Hawaiian/Pacific Islander Alone	1	0.16	5	0.06	1,307	0.31	76,055	0.12
Some Other Race Alone	215	33.86	3,909	44.79	194,445	45.92	23,139,124	36.34
Two or More Races	48	7.56	636	7.29	29,820	7.04	3,899,002	6.12
<b>2021 Est. Population by Sex</b>								
Male	12,566	49.14	120,963	48.74	3,373,506	48.81	162,994,145	49.25
Female	13,006	50.86	127,190	51.26	3,537,523	51.19	167,951,895	50.75
<b>2021 Est. Population by Age</b>								
Age 0 - 4	1,339	5.24	14,151	5.70	411,934	5.96	19,921,088	6.02
Age 5 - 9	1,415	5.53	14,272	5.75	414,042	5.99	20,063,919	6.06
Age 10 - 14	1,582	6.19	15,015	6.05	427,769	6.19	20,651,734	6.24
Age 15 - 17	1,018	3.98	9,613	3.87	263,750	3.82	12,807,865	3.87
Age 18 - 20	906	3.54	10,885	4.39	275,356	3.98	13,622,446	4.12
Age 21 - 24	1,179	4.61	12,737	5.13	351,898	5.09	17,387,153	5.25
Age 25 - 34	2,852	11.15	29,964	12.07	935,026	13.53	44,726,393	13.52
Age 35 - 44	2,835	11.09	28,370	11.43	855,096	12.37	42,160,026	12.74
Age 45 - 54	3,314	12.96	30,192	12.17	870,795	12.60	40,850,092	12.34
Age 55 - 64	3,502	13.70	33,659	13.56	894,728	12.95	42,310,640	12.79
Age 65 - 74	3,364	13.15	29,467	11.88	732,938	10.61	33,408,314	10.10
Age 75 - 84	1,725	6.75	14,340	5.78	351,488	5.09	16,368,076	4.95
Age 85 and over	541	2.12	5,488	2.21	126,209	1.83	6,668,294	2.02
Age 16 and over	20,896	81.71	201,572	81.23	5,570,809	80.61	266,111,913	80.41
Age 18 and over	20,218	79.06	195,102	78.62	5,393,534	78.04	257,501,434	77.81
Age 21 and over	19,312	75.52	184,217	74.23	5,118,178	74.06	243,878,988	73.69
Age 65 and over	5,630	22.02	49,295	19.86	1,210,635	17.52	56,444,684	17.06
<b>Median Age</b>	--	<b>43.86</b>	--	<b>41.16</b>	--	<b>39.34</b>	--	<b>38.81</b>
<b>Average Age</b>	--	<b>42.60</b>	--	<b>41.27</b>	--	<b>40.10</b>	--	<b>39.80</b>



	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Pop Age 15+ by Marital Status</b>								
Total, Never Married	5,332	25.11	62,039	30.30	1,737,588	30.71	91,149,170	33.72
Male, Never Married	2,944	13.86	33,023	16.13	922,933	16.31	48,747,926	18.03
Female, Never Married	2,388	11.24	29,016	14.17	814,655	14.40	42,401,244	15.69
Married, Spouse Present	9,907	46.65	90,432	44.17	2,625,930	46.42	121,576,728	44.98
Married, Spouse Absent	1,083	5.10	11,480	5.61	246,810	4.36	12,622,273	4.67
Widowed	1,694	7.98	14,729	7.20	351,596	6.21	15,507,091	5.74
Male, Widowed	305	1.44	2,954	1.44	78,891	1.40	3,473,393	1.28
Female, Widowed	1,389	6.54	11,775	5.75	272,705	4.82	12,033,698	4.45
Divorced	3,220	15.16	26,035	12.72	695,360	12.29	29,454,037	10.90
<b>Male, Divorced</b>	<b>1,634</b>	<b>7.69</b>	<b>12,155</b>	<b>5.94</b>	<b>303,885</b>	<b>5.37</b>	<b>12,618,306</b>	<b>4.67</b>
<b>Female, Divorced</b>	<b>1,586</b>	<b>7.47</b>	<b>13,880</b>	<b>6.78</b>	<b>391,475</b>	<b>6.92</b>	<b>16,835,731</b>	<b>6.23</b>
<b>2021 Est. Male Population by Age</b>								
Male: Age 0 - 4	676	5.38	7,259	6.00	210,341	6.24	10,182,913	6.25
Male: Age 5 - 9	733	5.83	7,338	6.07	211,204	6.26	10,254,110	6.29
Male: Age 10 - 14	824	6.56	7,617	6.30	218,157	6.47	10,546,787	6.47
Male: Age 15 - 17	532	4.23	4,862	4.02	134,678	3.99	6,528,639	4.00
Male: Age 18 - 20	482	3.84	5,431	4.49	140,698	4.17	6,980,351	4.28
Male: Age 21 - 24	626	4.98	6,598	5.46	180,069	5.34	8,957,804	5.50
Male: Age 25 - 34	1,439	11.45	15,313	12.66	467,348	13.85	22,763,400	13.97
Male: Age 35 - 44	1,415	11.26	14,031	11.60	420,917	12.48	21,036,684	12.91
Male: Age 45 - 54	1,629	12.96	14,787	12.22	426,214	12.63	20,140,736	12.36
Male: Age 55 - 64	1,670	13.29	15,879	13.13	426,817	12.65	20,437,593	12.54
Male: Age 65 - 74	1,589	12.64	13,845	11.45	340,805	10.10	15,610,765	9.58
Male: Age 75 - 84	764	6.08	6,200	5.13	153,245	4.54	7,170,055	4.40
Male: Age 85 and over	187	1.49	1,803	1.49	43,013	1.27	2,384,308	1.46
<b>Median Age, Male</b>	<b>--</b>	<b>41.96</b>	<b>--</b>	<b>39.29</b>	<b>--</b>	<b>37.88</b>	<b>--</b>	<b>37.45</b>
<b>Average Age, Male</b>	<b>--</b>	<b>41.40</b>	<b>--</b>	<b>39.94</b>	<b>--</b>	<b>39.00</b>	<b>--</b>	<b>38.70</b>

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Female Population by Age</b>								
Female: Age 0 - 4	663	5.10	6,892	5.42	201,593	5.70	9,738,175	5.80
Female: Age 5 - 9	682	5.24	6,934	5.45	202,838	5.73	9,809,809	5.84
Female: Age 10 - 14	758	5.83	7,398	5.82	209,612	5.92	10,104,947	6.02
Female: Age 15 - 17	486	3.74	4,751	3.73	129,072	3.65	6,279,226	3.74
Female: Age 18 - 20	424	3.26	5,454	4.29	134,658	3.81	6,642,095	3.96
Female: Age 21 - 24	553	4.25	6,139	4.83	171,829	4.86	8,429,349	5.02
Female: Age 25 - 34	1,413	10.86	14,651	11.52	467,678	13.22	21,962,993	13.08
Female: Age 35 - 44	1,420	10.92	14,339	11.27	434,179	12.27	21,123,342	12.58
Female: Age 45 - 54	1,685	12.96	15,405	12.11	444,581	12.57	20,709,356	12.33
Female: Age 55 - 64	1,832	14.09	17,780	13.98	467,911	13.23	21,873,047	13.02
Female: Age 65 - 74	1,775	13.65	15,622	12.28	392,133	11.09	17,797,549	10.60
Female: Age 75 - 84	961	7.39	8,140	6.40	198,243	5.60	9,198,021	5.48
Female: Age 85 and over	354	2.72	3,685	2.90	83,196	2.35	4,283,986	2.55
<b>Median Age, Female</b>	--	<b>45.66</b>	--	<b>42.97</b>	--	<b>40.77</b>	--	<b>40.17</b>
<b>Average Age, Female</b>	--	<b>43.90</b>	--	<b>42.53</b>	--	<b>41.10</b>	--	<b>40.80</b>
<b>2021 Est. Households by Household Type</b>								
Family Households	6,960	70.17	66,190	68.74	1,832,874	67.48	83,612,294	66.50
NonFamily Households	2,959	29.83	30,102	31.26	883,369	32.52	42,120,504	33.50
<b>2021 Est. Group Quarters Population</b>								
2021 Est. Group Quarters Population	337	1.32	11,158	4.50	159,591	2.31	8,138,908	2.46
<b>2021 HHs By Ethnicity, Hispanic/Latino</b>								
2021 HHs By Ethnicity, Hispanic/Latino	180	1.81	2,303	2.39	110,258	4.06	17,557,476	13.96
<b>2021 Est. Family HH Type by Presence of Own Child.</b>								
Married Couple Family, own children	1,823	26.19	16,697	25.23	519,160	28.32	25,774,747	30.83
Married Couple Family, no own children	3,453	49.61	29,892	45.16	817,614	44.61	35,465,629	42.42
Male Householder, own children	236	3.39	2,047	3.09	61,296	3.34	2,993,043	3.58
Male Householder, no own children	254	3.65	2,433	3.68	66,393	3.62	3,177,989	3.80
Female Householder, own children	595	8.55	8,170	12.34	199,244	10.87	8,928,006	10.68
Female Householder, no own children	599	8.61	6,951	10.50	169,167	9.23	7,272,880	8.70

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Households by Household Size</b>								
1-Person Household	2,543	25.64	26,498	27.52	736,874	27.13	34,279,595	27.26
2-Person Household	3,498	35.27	33,106	34.38	925,641	34.08	40,688,759	32.36
3-Person Household	1,667	16.81	16,341	16.97	462,359	17.02	20,443,916	16.26
4-Person Household	1,210	12.20	11,724	12.18	340,758	12.54	16,369,818	13.02
5-Person Household	592	5.97	5,469	5.68	155,046	5.71	8,106,397	6.45
6-Person Household	241	2.43	2,025	2.10	60,254	2.22	3,469,750	2.76
7-or-more-person	168	1.69	1,129	1.17	35,311	1.30	2,374,563	1.89
<b>2021 Est. Average Household Size</b>	--	<b>2.54</b>	--	<b>2.46</b>	--	<b>2.49</b>	--	<b>2.57</b>
<b>2021 Est. Households by Number of Vehicles</b>								
No Vehicles	594	5.99	6,632	6.89	147,964	5.45	10,523,424	8.37
1 Vehicle	3,257	32.84	29,786	30.93	824,485	30.35	40,720,537	32.39
2 Vehicles	3,530	35.59	35,404	36.77	1,043,913	38.43	46,930,671	37.33
3 Vehicles	1,680	16.94	16,886	17.54	466,646	17.18	18,636,673	14.82
4 Vehicles	657	6.62	5,550	5.76	163,264	6.01	6,272,660	4.99
5 or more Vehicles	201	2.03	2,034	2.11	69,971	2.58	2,648,833	2.11
<b>2021 Est. Average Number of Vehicles</b>	--	<b>1.90</b>	--	<b>1.92</b>	--	<b>2.00</b>	--	<b>1.80</b>
<b>2021 Est. Occupied Housing Units by Tenure</b>								
Housing Units, Owner-Occupied	7,492	75.53	67,625	70.23	1,860,222	68.48	81,944,178	65.17
Housing Units, Renter-Occupied	2,427	24.47	28,667	29.77	856,021	31.52	43,788,620	34.83
<b>2021 Owner Occ. HUs: Avg. Length of Residence</b>								
2021 Owner Occ. HUs: Avg. Length of Residence	--	20.10	--	18.89	--	16.20	--	16.50
<b>2021 Renter Occ. HUs: Avg. Length of Residence</b>								
2021 Renter Occ. HUs: Avg. Length of Residence	--	8.60	--	7.36	--	6.40	--	6.70

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Owner-Occupied Housing Units by Value</b>								
Value Less Than \$20,000	278	3.71	2,231	3.30	44,107	2.37	1,960,463	2.39
Value \$20,000 - \$39,999	686	9.16	3,963	5.86	48,574	2.61	1,971,787	2.41
Value \$40,000 - \$59,999	663	8.85	4,433	6.55	57,844	3.11	2,119,053	2.59
Value \$60,000 - \$79,999	785	10.48	6,040	8.93	88,332	4.75	2,938,686	3.59
Value \$80,000 - \$99,999	919	12.27	8,289	12.26	119,437	6.42	3,784,864	4.62
Value \$100,000 - \$149,999	1,543	20.59	14,561	21.53	283,685	15.25	9,327,139	11.38
Value \$150,000 - \$199,999	1,167	15.58	10,882	16.09	301,242	16.19	10,310,151	12.58
Value \$200,000 - \$299,999	843	11.25	9,459	13.99	394,950	21.23	15,613,547	19.05
Value \$300,000 - \$399,999	382	5.10	4,029	5.96	213,142	11.46	10,693,739	13.05
Value \$400,000 - \$499,999	126	1.68	1,853	2.74	125,393	6.74	7,299,475	8.91
Value \$500,000 - \$749,999	40	0.53	1,138	1.68	103,158	5.54	8,008,725	9.77
Value \$750,000 - \$999,999	8	0.11	416	0.61	43,221	2.32	3,835,670	4.68
Value \$1,000,000 - \$1,499,999	30	0.40	202	0.30	21,911	1.18	2,238,076	2.73
Value \$1,500,000 - \$1,999,999	18	0.24	68	0.10	7,377	0.40	826,958	1.01
Value \$2,000,000 or more	4	0.05	61	0.09	7,849	0.42	1,015,845	1.24
<b>2021 Est. Median All Owner-Occupied Housing Value</b>	<b>--</b>	<b>111,180.59</b>	<b>--</b>	<b>127,993.74</b>	<b>--</b>	<b>197,644.62</b>	<b>--</b>	<b>250,250.15</b>
<b>2021 Est. Housing Units by Units in Structure</b>								
1 Unit Attached	64	0.54	1,232	1.08	93,896	3.07	8,326,570	5.87
1 Unit Detached	9,364	79.45	84,956	74.56	2,094,311	68.56	87,303,999	61.54
2 Units	116	0.98	3,413	3.00	86,286	2.83	5,037,785	3.55
3 to 4 Units	123	1.04	3,841	3.37	97,739	3.20	6,162,384	4.34
5 to 19 Units	76	0.65	4,267	3.75	259,939	8.51	13,122,173	9.25
20 to 49 Units	71	0.60	637	0.56	64,984	2.13	5,171,608	3.65
50 or More Units	56	0.47	916	0.80	74,191	2.43	7,764,304	5.47
Mobile Home or Trailer	1,876	15.92	14,497	12.72	280,698	9.19	8,852,261	6.24
Boat, RV, Van, etc.	40	0.34	188	0.17	2,679	0.09	129,036	0.09

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Housing Units by Year Structure Built</b>								
Built 2014 or Later	114	0.97	2,750	2.41	244,171	7.99	10,236,133	7.21
Built 2010 to 2013	318	2.70	2,531	2.22	94,739	3.10	3,477,319	2.45
Built 2000 to 2009	1,658	14.07	16,327	14.33	490,797	16.07	19,776,619	13.94
Built 1990 to 1999	2,003	17.00	23,166	20.33	524,144	17.16	18,848,768	13.29
Built 1980 to 1989	1,888	16.02	17,676	15.51	404,654	13.25	18,072,900	12.74
Built 1970 to 1979	2,591	21.98	19,075	16.74	443,202	14.51	20,347,118	14.34
Built 1960 to 1969	1,471	12.48	13,545	11.89	296,685	9.71	14,133,467	9.96
Built 1950 to 1959	812	6.89	8,870	7.78	253,808	8.31	13,691,264	9.65
Built 1940 to 1949	426	3.61	4,160	3.65	133,916	4.38	6,597,131	4.65
Built 1939 or Earlier	505	4.29	5,847	5.13	168,607	5.52	16,689,401	11.76
<b>2021 Housing Units by Year Structure Built</b>								
2021 Est. Median Year Structure Built	--	1,980.42	--	1,983.16	--	1,985.86	--	1,979.74
<b>2021 Est. Households by Presence of People Under 18</b>								
2021 Est. Households by Presence of People Under 18	3,170	31.96	31,580	32.80	891,358	32.82	42,215,210	33.58
<b>2021 Households with 1 or More People under Age 18</b>								
Married Couple Family	2,080	65.61	18,659	59.09	566,234	63.52	27,653,704	65.51
Other Family, Male Householder	294	9.27	2,508	7.94	73,807	8.28	3,558,772	8.43
Other Family, Female Householder	761	24.01	10,090	31.95	241,911	27.14	10,594,404	25.10
NonFamily Household, Male Householder	26	0.82	245	0.78	7,221	0.81	303,659	0.72
NonFamily Household, Female Householder	9	0.28	78	0.25	2,185	0.24	104,671	0.25
<b>2021 Est. Households with No People under Age 18</b>								
Households with No People under Age 18	6,749	68.04	64,712	67.20	1,824,885	67.18	83,517,588	66.42
<b>2021 Households with No People under Age 18</b>								
Married Couple Family	3,203	47.46	27,927	43.16	770,492	42.22	33,586,391	40.22
Other Family, Male Householder	194	2.88	1,967	3.04	53,858	2.95	2,612,339	3.13
Other Family, Female Householder	434	6.43	5,031	7.77	126,582	6.94	5,607,160	6.71
NonFamily, Male Householder	1,334	19.77	13,545	20.93	402,058	22.03	19,589,314	23.45
NonFamily, Female Householder	1,584	23.47	16,242	25.10	471,895	25.86	22,122,384	26.49

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>								
Less than 9th Grade	1,409	7.77	8,900	5.19	214,097	4.49	11,443,770	5.05
Some High School, No Diploma	1,964	10.83	18,282	10.66	373,099	7.83	15,459,190	6.83
High School Graduate (or GED)	8,030	44.28	68,638	40.03	1,526,319	32.02	61,034,370	26.95
Some College, No Degree	3,270	18.03	34,240	19.97	1,001,211	21.01	46,140,403	20.37
Associate's Degree	1,134	6.25	11,138	6.50	353,542	7.42	19,338,785	8.54
Bachelor's Degree	1,429	7.88	19,260	11.23	818,534	17.17	44,913,727	19.83
Master's Degree	701	3.87	7,786	4.54	335,009	7.03	20,080,684	8.87
Professional Degree	108	0.60	1,996	1.16	85,469	1.79	4,856,549	2.14
Doctorate Degree	88	0.48	1,240	0.72	59,000	1.24	3,224,357	1.42
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>								
High School Diploma	120	39.73	1,934	43.84	78,341	35.77	11,315,590	30.87
High School Graduate	121	40.07	1,081	24.51	64,741	29.56	10,315,947	28.15
Some College or Associate's Degree	31	10.27	874	19.81	39,165	17.88	8,940,246	24.39
Bachelor's Degree or Higher	30	9.93	522	11.83	36,792	16.80	6,079,177	16.59
<b>2021 Est. Households by HH Income</b>								
Income < \$15,000	1,564	15.77	14,563	15.12	307,934	11.34	12,159,124	9.67
Income \$15,000 - \$24,999	1,641	16.54	12,021	12.48	270,250	9.95	10,429,416	8.29
Income \$25,000 - \$34,999	1,237	12.47	11,074	11.50	265,318	9.77	10,445,333	8.31
Income \$35,000 - \$49,999	1,433	14.45	14,638	15.20	373,215	13.74	15,034,831	11.96
Income \$50,000 - \$74,999	1,646	16.59	16,068	16.69	483,708	17.81	20,828,606	16.57
Income \$75,000 - \$99,999	1,049	10.58	11,023	11.45	333,613	12.28	15,668,721	12.46
Income \$100,000 - \$124,999	582	5.87	6,610	6.86	234,152	8.62	11,865,810	9.44
Income \$125,000 - \$149,999	316	3.19	3,738	3.88	149,314	5.50	8,347,936	6.64
Income \$150,000 - \$199,999	232	2.34	3,399	3.53	140,534	5.17	8,998,749	7.16
Income \$200,000 - \$249,999	86	0.87	1,409	1.46	62,665	2.31	4,400,430	3.50
Income \$250,000 - \$499,999	97	0.98	1,286	1.34	65,554	2.41	4,819,655	3.83
Income \$500,000+	36	0.36	463	0.48	29,986	1.10	2,734,187	2.17
<b>2021 Est. Average Household Income</b>	--	<b>56,407.00</b>	--	<b>63,764.67</b>	--	<b>79,460.00</b>	--	<b>96,765.00</b>
<b>2021 Est. Median Household Income</b>	--	<b>39,914.16</b>	--	<b>45,388.64</b>	--	<b>56,492.43</b>	--	<b>67,085.79</b>

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>								
White Alone	--	41,196.14	--	49,845.95	--	60,526.75	--	71,602.50
Black or African American Alone	--	29,958.93	--	34,156.38	--	40,535.46	--	45,207.56
American Indian and Alaskan Native Alone	--	55,321.10	--	81,156.93	--	50,416.12	--	47,560.25
Asian Alone	--	30,074.29	--	78,668.81	--	81,103.86	--	95,701.30
Native Hawaiian and Other Pacific Islander Alone	--	112,500.00	--	55,851.33	--	49,140.72	--	66,931.67
Some Other Race Alone	--	41,264.89	--	44,268.30	--	44,578.59	--	52,309.62
Two or More Races	--	20,257.41	--	39,986.55	--	49,110.26	--	63,630.02
Hispanic or Latino	--	51,391.36	--	39,462.63	--	45,639.11	--	55,257.54
Not Hispanic or Latino	--	39,661.52	--	45,510.93	--	57,061.51	--	69,414.29
<b>2021 Est. Families by Poverty Status</b>								
2021 Families at or Above Poverty	5,935	85.27	56,669	85.62	1,625,833	88.70	75,707,102	90.55
2021 Families at or Above Poverty with children	2,198	31.58	21,314	32.20	676,926	36.93	32,806,856	39.24
2021 Families Below Poverty	1,025	14.73	9,521	14.38	207,041	11.30	7,905,192	9.46
2021 Families Below Poverty with children	711	10.21	6,753	10.20	152,671	8.33	5,772,043	6.90
<b>2021 Est. Employed Civilian Population 16+ by Occupation Classification</b>								
White Collar	4,470	47.99	52,557	51.91	1,836,769	57.50	94,647,415	59.99
Blue Collar	3,141	33.72	28,838	28.48	801,229	25.08	33,890,157	21.48
Service and Farming	1,704	18.29	19,850	19.61	556,329	17.42	29,245,671	18.54
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>								
Less than 15 Minutes	2,619	29.93	33,613	34.86	747,299	24.84	37,406,586	25.32
15 - 29 Minutes	3,257	37.21	36,871	38.24	1,192,184	39.63	53,249,653	36.05
30 - 44 Minutes	1,377	15.73	13,284	13.78	624,444	20.76	30,933,451	20.94
45 - 59 Minutes	723	8.26	5,328	5.53	244,219	8.12	12,350,789	8.36
60 or more Minutes	776	8.87	7,334	7.61	200,321	6.66	13,790,094	9.34
<b>2021 Est. Avg Travel Time to Work in Minutes</b>	<b>--</b>	<b>28.00</b>	<b>--</b>	<b>25.04</b>	<b>--</b>	<b>28.00</b>	<b>--</b>	<b>29.00</b>
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>								
2021 Est. Workers Age 16+ by Transp. to Work	9,192	100.00	100,200	100.00	3,148,006	100.00	155,523,089	100.00
Drove Alone	8,061	87.70	85,290	85.12	2,618,317	83.17	118,794,993	76.38
Carpooled	541	5.89	7,692	7.68	279,542	8.88	13,988,764	8.99
Public Transport	5	0.05	347	0.35	19,896	0.63	7,599,289	4.89
Walked	31	0.34	891	0.89	41,175	1.31	4,072,314	2.62
Bicycle	0	0.00	57	0.06	4,179	0.13	837,283	0.54
Other Means	82	0.89	2,006	2.00	35,182	1.12	2,018,118	1.30
Worked at Home	472	5.13	3,917	3.91	149,715	4.76	8,212,328	5.28

	McNairy County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>								
2021 Est. Civ. Employed Pop 16+ by Class of Worker	9,315	100.00	101,245	100.00	3,194,327	100.00	157,783,243	100.00
For-Profit Private Workers	6,280	67.42	67,883	67.05	2,257,694	70.68	108,580,080	68.82
Non-Profit Private Workers)	545	5.85	6,828	6.74	230,446	7.21	12,606,941	7.99
Local Government Workers	1,013	10.88	9,838	9.72	216,219	6.77	10,466,693	6.63
State Government Workers	441	4.73	5,392	5.33	123,486	3.87	6,974,604	4.42
Federal Government Workers	85	0.91	2,066	2.04	72,623	2.27	3,769,343	2.39
Self-Employed Workers	944	10.13	9,142	9.03	289,018	9.05	15,113,610	9.58
Unpaid Family Workers	7	0.07	96	0.10	4,841	0.15	271,972	0.17
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>								
Architecture/Engineering	135	1.45	1,176	1.16	47,915	1.50	2,943,440	1.87
Arts/Design/Entertainment/Sports/Media	104	1.12	1,515	1.50	57,349	1.79	3,174,026	2.01
Building/Grounds Cleaning/Maintenance	414	4.44	4,657	4.60	119,941	3.75	6,119,871	3.88
Business/Financial Operations	167	1.79	3,240	3.20	150,650	4.72	8,483,123	5.38
Community/Social Services	153	1.64	2,045	2.02	53,247	1.67	2,716,625	1.72
Computer/Mathematical	93	1.00	656	0.65	71,874	2.25	4,928,414	3.12
Construction/Extraction	424	4.55	4,795	4.74	162,589	5.09	8,089,865	5.13
Education/Training/Library	644	6.91	6,120	6.04	179,703	5.63	9,459,425	6.00
Farming/Fishing/Forestry	96	1.03	500	0.49	11,797	0.37	1,087,684	0.69
Food Preparation/Serving Related	533	5.72	5,586	5.52	189,581	5.93	9,067,062	5.75
Healthcare Practitioner/Technician	649	6.97	7,685	7.59	216,423	6.78	9,522,840	6.04
Healthcare Support	302	3.24	3,981	3.93	87,447	2.74	5,134,158	3.25
Installation/Maintenance/Repair	347	3.73	3,873	3.83	102,576	3.21	4,812,398	3.05
Legal	54	0.58	516	0.51	26,652	0.83	1,733,949	1.10
Life/Physical/Social Science	14	0.15	530	0.52	25,074	0.79	1,478,053	0.94
Management	562	6.03	7,917	7.82	296,712	9.29	15,895,008	10.07
Office/Administrative Support	1,018	10.93	11,138	11.00	380,457	11.91	18,124,764	11.49
Production	1,324	14.21	11,102	10.97	250,946	7.86	9,034,256	5.73
Protective Services	223	2.39	2,657	2.62	67,443	2.11	3,357,210	2.13
Sales/Related	877	9.41	10,019	9.90	330,713	10.35	16,187,748	10.26
Personal Care/Service	136	1.46	2,469	2.44	80,120	2.51	4,479,686	2.84
Transportation/Material Moving	1,046	11.23	9,068	8.96	285,118	8.93	11,953,638	7.58
<b>2021 Est. Pop Age 16+ by Employment Status</b>								
In Armed Forces	18	0.09	100	0.05	17,611	0.32	1,033,887	0.39
Civilian - Employed	9,266	44.34	101,061	50.14	3,210,513	57.63	158,714,548	59.64
Civilian - Unemployed	1,272	6.09	8,375	4.16	183,216	3.29	8,556,855	3.22
Not in Labor Force	10,340	49.48	92,036	45.66	2,159,469	38.76	97,806,623	36.75



## 2021 RETAIL GAP ANALYSIS

## Retail Gap Analysis 2021 | Southwest TN Development District - McNairy County

McNairy County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	359,819,192	185,954,231	173,864,961
Total retail trade (NAICS 44 and 45)	322,589,581	165,076,345	157,513,236
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	74,853,255	18,456,728	56,396,528
Automobile dealers (NAICS 4411)	64,154,593	9,850,410	54,304,183
New car dealers (NAICS 44111)	57,531,955	0	57,531,955
Used car dealers (NAICS 44112)	6,622,638	9,850,410	-3,227,773
Other motor vehicle dealers (NAICS 4412)	5,188,951	3,837,439	1,351,513
Recreational vehicle dealers (NAICS 44121)	1,884,368	0	1,884,368
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	3,304,583	3,837,439	-532,855
Boat dealers (NAICS 441222)	1,116,691	0	1,116,691
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,187,892	3,837,439	-1,649,547
Automotive parts, accessories, and tire stores (NAICS 4413)	5,509,711	4,768,879	740,832
Automotive parts and accessories stores (NAICS 44131)	3,485,188	4,768,879	-1,283,691
Tire dealers (NAICS 44132)	2,024,523	0	2,024,523
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	4,791,780	0	4,791,780
Furniture stores (NAICS 4421)	2,811,890	0	2,811,890
Home furnishings stores (NAICS 4422)	1,979,890	0	1,979,890
Floor covering stores (NAICS 44221)	441,625	0	441,625
Other home furnishings stores (NAICS 44229)	1,538,265	0	1,538,265
Window treatment stores (NAICS 442291)	97,948	0	97,948
All other home furnishings stores (NAICS 442299)	1,440,317	0	1,440,317
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	4,441,644	1,586,676	2,854,967
Household appliance stores (NAICS 443141)	938,654	0	938,654
Electronics stores (NAICS 443142)	3,502,989	1,586,676	1,916,313
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	22,722,588	5,705,801	17,016,787
Building material and supplies dealers (NAICS 4441)	20,193,041	3,888,131	16,304,910
Home centers (NAICS 44411)	10,950,288	1,297,234	9,653,053
Paint and wallpaper stores (NAICS 44412)	707,818	0	707,818
Hardware stores (NAICS 44413)	1,747,368	1,224,873	522,495
Other building material dealers (NAICS 44419)	6,787,568	1,366,024	5,421,544
Lawn and garden equipment and supplies stores (NAICS 4442)	2,529,547	1,817,670	711,877
Outdoor power equipment stores (NAICS 44421)	509,384	0	509,384
Nursery, garden center, and farm supply stores (NAICS 44422)	2,020,162	1,817,670	202,492

## McNairy County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	48,557,879	9,015,778	39,542,102
Grocery stores (NAICS 4451)	44,315,334	9,015,778	35,299,557
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	42,392,779	7,867,720	34,525,059
Convenience stores (NAICS 44512)	1,922,555	1,148,058	774,498
Specialty food stores (NAICS 4452)	1,222,704	0	1,222,704
Meat markets (NAICS 44521)	372,053	0	372,053
Fish and seafood markets (NAICS 44522)	145,308	0	145,308
Fruit and vegetable markets (NAICS 44523)	253,388	0	253,388
Other specialty food stores (NAICS 44529)	451,955	0	451,955
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	240,078	0	240,078
All other specialty food stores (NAICS 445299)	211,877	0	211,877
Beer, wine, and liquor stores (NAICS 4453)	3,019,841	0	3,019,841
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	22,519,732	24,818,465	-2,298,734
Pharmacies and drug stores (NAICS 44611)	19,297,311	24,818,465	-5,521,155
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,472,638	0	1,472,638
Optical goods stores (NAICS 44613)	590,501	0	590,501
Other health and personal care stores (NAICS 44619)	1,159,281	0	1,159,281
Food (health) supplement stores (NAICS 446191)	404,905	0	404,905
All other health and personal care stores (NAICS 446199)	754,376	0	754,376
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	31,736,916	39,327,140	-7,590,224
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	10,643,325	0	10,643,325
Clothing stores (NAICS 4481)	7,567,355	0	7,567,355
Men's clothing stores (NAICS 44811)	305,413	0	305,413
Women's clothing stores (NAICS 44812)	1,537,571	0	1,537,571
Children's and infants' clothing stores (NAICS 44813)	197,605	0	197,605
Family clothing stores (NAICS 44814)	4,593,351	0	4,593,351
Clothing accessories stores (NAICS 44815)	306,571	0	306,571
Other clothing stores (NAICS 44819)	626,844	0	626,844
Shoe stores (NAICS 4482)	1,699,085	0	1,699,085
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,376,886	0	1,376,886
Jewelry stores (NAICS 44831)	1,215,829	0	1,215,829
Luggage and leather goods stores (NAICS 44832)	161,057	0	161,057

McNairy County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	3,467,676	0	3,467,676
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,148,491	0	3,148,491
Sporting goods stores (NAICS 45111)	2,033,377	0	2,033,377
Hobby, toy, and game stores (NAICS 45112)	645,758	0	645,758
Sewing, needlework, and piece goods stores (NAICS 45113)	183,268	0	183,268
Musical instrument and supplies stores (NAICS 45114)	286,089	0	286,089
Book stores and news dealers (NAICS 4512)	319,185	0	319,185
Book stores (NAICS 451211)	298,764	0	298,764
News dealers and newsstands (NAICS 451212)	20,420	0	20,420
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	43,220,602	51,276,507	-8,055,905
Department stores (NAICS 4522)	2,877,158	0	2,877,158
Other general merchandise stores (NAICS 4523)	40,343,444	51,276,507	-10,933,063
Warehouse clubs and supercenters (NAICS 452311)	36,216,281	0	36,216,281
All other general merchandise stores (NAICS 452319)	4,127,163	51,276,507	-47,149,344
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	6,441,699	7,694,077	-1,252,378
Florists (NAICS 4531)	279,223	217,038	62,185
Office supplies, stationery, and gift stores (NAICS 4532)	1,268,540	99,915	1,168,625
Office supplies and stationery stores (NAICS 45321)	492,720	0	492,720
Gift, novelty, and souvenir stores (NAICS 45322)	775,820	99,915	675,905
Used merchandise stores (NAICS 4533)	866,017	454,759	411,258
Other miscellaneous store retailers (NAICS 4539)	4,027,919	6,922,365	-2,894,446
Pet and pet supplies stores (NAICS 45391)	1,133,037	0	1,133,037
Art dealers (NAICS 45392)	516,265	0	516,265
Manufactured (mobile) home dealers (NAICS 45393)	360,102	0	360,102
All other miscellaneous store retailers (NAICS 45399)	2,018,515	6,922,365	-4,903,850
Tobacco stores (NAICS 453991)	832,682	0	832,682
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,185,833	6,922,365	-5,736,532
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	49,192,485	7,195,173	41,997,312
Electronic shopping and mail-order houses (NAICS 4541)	46,070,744	3,708,486	42,362,259
Vending machine operators (NAICS 4542)	421,941	0	421,941
Direct selling establishments (NAICS 4543)	2,699,800	3,486,687	-786,887
Fuel dealers (NAICS 45431)	1,327,972	3,486,687	-2,158,715
Other direct selling establishments (NAICS 45439)	1,371,828	0	1,371,828

## McNairy County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	37,229,611	20,877,886	16,351,725
Special food services (NAICS 7223)	2,585,799	0	2,585,799
Food service contractors (NAICS 72231)	2,034,865	0	2,034,865
Caterers (NAICS 72232)	497,351	0	497,351
Mobile food services (NAICS 72233)	53,583	0	53,583
Drinking places (alcoholic beverages) (NAICS 7224)	1,119,363	0	1,119,363
Restaurants and other eating places (NAICS 7225)	33,524,449	20,877,886	12,646,563
Full-service restaurants (NAICS 722511)	16,128,946	6,481,269	9,647,677
Limited-service restaurants (NAICS 722513)	14,751,142	14,396,617	354,525
Cafeterias, grill buffets, and buffets (NAICS 722514)	375,507	0	375,507
Snack and non-alcoholic beverage bars (NAICS 722515)	2,268,854	0	2,268,854

A retail opportunity gap appears when expenditure levels for a specific geography are higher than the corresponding retail sales estimates. The demand is greater than the supply (i.e., a positive number). A retail surplus appears when expenditures are lower than the retail sales estimates. In this case, local retailers are attracting expenditures from other areas into their stores and the demand is less than supply (i.e., a negative number). RMP estimates demand in an area for all expenditures from both businesses and households.

## 2018 DIGITAL DIVIDE PROFILE

36.49

Digital Divide  
Index Score

## 2018 DIGITAL DIVIDE PROFILE

## McNairy, Tennessee

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a lower divide. The infrastructure adoption score and the socioeconomic (see scores and indicators below) contribute to the overall DDI. State metrics are shown in parenthesis.

25.30

## Infrastructure/Adoption Score

If this score is much higher than the socioeconomic score, efforts should be made to upgrade the broadband infrastructure.



51.6% (10.9%)

of people without access to fixed  
broadband of at least 100 Mbps  
down and 20 Mbps up



24 (25)

median maximum advertised  
download speed in Mbps



32.6% (20.4%)

of households with no internet  
access (not subscribing)



2 (3)

median maximum advertised  
upload speed in Mbps



23.0% (14.8%)

of households without a  
computing device

58.13

## Socioeconomic Score

If this score is much higher than the infrastructure/adoption score, efforts should be made to focus on digital literacy and exposing residents to the benefits of the technology.



20.3% (15.7%)

population ages 65  
and older



20.7% (16.1%)

of individuals in poverty



19.0% (13%)

ages 25 and older with less  
than a high school degree



19.3% (15.4%)

noninstitutionalized civilian  
population with a disability



Profile created by the Purdue Center for Regional Development and Purdue Extension

Source: FCC Form 477 Dec 18 v2; 2014-2018 ACS

For more information visit: [pcrd.purdue.edu/ddi](http://pcrd.purdue.edu/ddi)

## DELTA REGIONAL AUTHORITY: DELTA BROADBAND TOOLKIT



## #DeltaSpeedTest Communications Toolkit

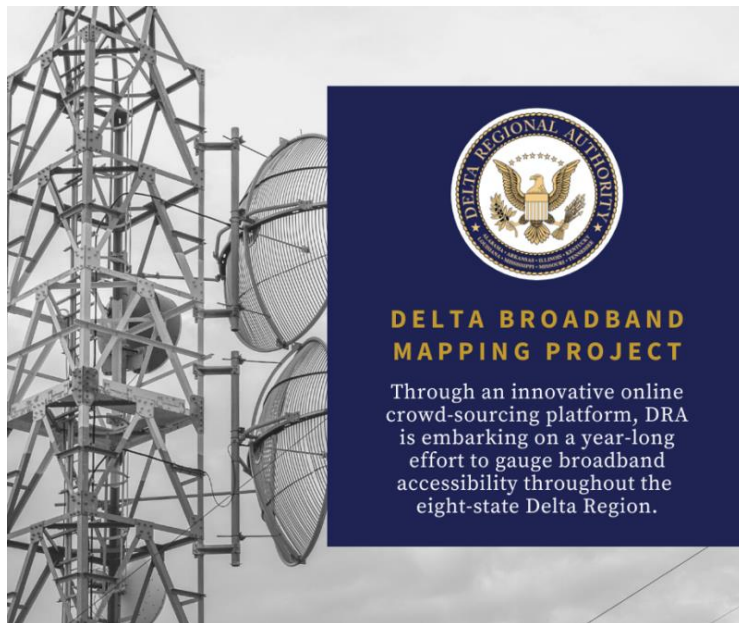
The Delta Regional Authority (DRA) thanks you for your support to help spread the word about the Delta Broadband Mapping Project (#DeltaSpeedTest). The following examples are approved text to be used for distribution via your organization's newsletters, email notifications, social media platforms, and other forms of communication to your partners and stakeholders. Please feel free to insert your organization's name in the appropriate spots highlighted below. Thank you for helping us expand affordable, high-quality internet access across the Delta.

### Delta Broadband Mapping Project Stakeholder Email Example

As we have all experienced over the last year, the COVID-19 pandemic spotlighted significant gaps in internet accessibility across the country. The Delta, especially rural areas, has been shown to lack adequate digital infrastructure to support access to critical services such as healthcare, distance learning, and remote work. In response to these challenges, the Delta Regional Authority (DRA) has announced the **Delta Broadband Mapping Project**, and **<INSERT ORGANIZATION NAME>** is proud to support DRA on this initiative.

Through an innovative crowd-sourcing platform, DRA is undertaking a regional internet speed testing initiative to support data-driven policy and decision making. The goal of this project is to create a regional map of internet availability and speeds, which will help you attain funding opportunities for your communities.

The test takes less than one minute to complete and can be taken on any internet-connected device.



To learn more and to take the test, visit: [dra.gov/speedtest](https://dra.gov/speedtest).

# #DeltaSpeedTest Social Media Toolkit

DRA will use Facebook, Twitter, and LinkedIn to promote the #DeltaSpeedTest project via social media. We encourage you to follow our accounts (below) and like/share/retweet our project messages. Additionally, below are approved examples you may use as original content on your social media accounts. Please remember to tag DRA and use #DeltaSpeedTest in all your social media messaging.

## DRA on Social Media



@delta.regional.authority



@DeltaRegional



@delta-regional-authority



@deltaregionalauthority

## Facebook Examples

We've been relying on incomplete data to make big decisions on broadband infrastructure for years. Most broadband maps don't measure access on a house-by-house basis. The #DeltaSpeedTest will give us granular data that isn't available anywhere else, which will help provide funding opportunities for our community. Help us fund broadband infrastructure improvements by taking the 30-second test: [dra.gov/speedtest](https://dra.gov/speedtest)

There is a digital divide in households throughout the Delta – many of our neighbors' homes lack internet access. You can help us and @delta.regional.authority build a stronger network by taking the 30-second #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)

Broadband is basic public infrastructure, and yet many of our neighbors' homes lack internet access. Help us and @delta.regional.authority expand broadband access by taking the #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)

Telework and telehealth now vital parts of our local economies & the Delta is in urgent need of expanding broadband access to all our residents. Help us and @delta.regional.authority update the region's map by taking the #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)

Broadband access is important now more than ever. The @delta.regional.authority needs your help to build better internet service maps. Take the speed test today: [dra.gov/speedtest](https://dra.gov/speedtest)



Thousands of students in the Delta region don't have access to broadband internet in their homes. The @delta.regional.authority is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: [dra.gov/speedtest](https://dra.gov/speedtest)

### **Twitter Examples**

- There is a digital divide in households throughout the Delta – many of our neighbors' homes lack internet access. You can help us & @DeltaRegional build a stronger network by taking the 30-second #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)
- Broadband is basic public infrastructure, and yet many of our neighbors' homes lack internet access. Help us & @DeltaRegional expand broadband access by taking the #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)
- Telework & telehealth now vital parts of our local economies & the Delta is in urgent need of expanding broadband access to all our residents. Help us & @DeltaRegional update the region's map by taking the #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)
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- Thousands of students in the Delta region don't have access to broadband internet in their homes. The @Delta Regional is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: [dra.gov/speedtest](https://dra.gov/speedtest)

### **LinkedIn Examples**

We've been relying on incomplete data to make big decisions on broadband infrastructure for years. Most broadband maps don't measure access on a house-by-house basis. The #DeltaSpeedTest will give us granular data that isn't available anywhere else, which will help provide funding opportunities for our community. Help us fund broadband infrastructure improvements by taking the 30-second test: [dra.gov/speedtest](https://dra.gov/speedtest) #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

There is a digital divide in households throughout the Delta – many of our neighbors' homes lack internet access. You can help us and @delta-regional-authority build a stronger network by taking the 30-second #DeltaSpeedTest at [dra.gov/speedtest](https://dra.gov/speedtest)

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### **Approved DRA Graphics**

Please see below for links to all approved DRA graphics.

*DRA Official Seal*



*Delta Broadband Mapping Project Announcement Graphic*

*#DeltaSpeedTest Graphic*

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**About the Delta Regional Authority**

The Delta Regional Authority (DRA) is a federal-state partnership created by Congress in 2000 to promote and encourage the economic development of the Mississippi River Delta and Alabama Black Belt regions. DRA invests in projects supporting transportation infrastructure, basic public infrastructure, workforce training, and business development. DRA's mission is to help create jobs, build communities, and improve the lives of those who reside in the 252 counties and parishes of the eight-state region.



## STATE OF TN: BROADBAND INVESTMENT

State of Tennessee  
State Senate**Statement by Sen. Page Walley on over \$22 million broadband investment by Charter Communications in Senate District 26**

FOR IMMEDIATE RELEASE:  
February 2, 2021

CONTACT: MOLLY GORMLEY  
615-741-8760

(NASHVILLE) – Today, Charter Communications announced it will invest \$22.71 million across five counties in Senate District 26 to expand broadband access to underserved homes through their Rural Digital Opportunity Fund (RDOF). Senate District 26, represented by State Senator Page Walley (R-Bolivar), is receiving the largest investment out of any district in the state.

Senator Walley issued the following statement regarding this announcement:

“This investment is big for Senate District 26, which is receiving the most benefits in the state. I am very pleased my district is receiving these funds which will give almost 15,000 households access broadband. The need for broadband has been amplified due to the Coronavirus pandemic, and I appreciate the dedication of Charter Communications to expanding coverage for underserved areas. I look forward to working with Charter as it takes on these impactful projects.”

Counties receiving funds are:

- Hardeman County - \$6 million to expand access to 2,647 households
- Hardin County - \$6.77 million to expand access to 4,615 households
- Haywood County - \$1.2 million to expand access to 535 households
- McNairy County - \$6.6 million to expand access to 4,987 households
- Henderson County - \$2.1 million to expand access to 1,149 households

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*For more details on these funds, see the release below from Charter Communications.*

**Charter Communications Receives \$92.9 Million in Reverse Auction to Expand Broadband to Over 79,000 Locations in Tennessee**

Nationally, Charter is Making a \$5 Billion Investment to Include \$1.2 Billion in Rural Digital Opportunity Funding to Expand Broadband Network to Unserved Communities

Charter to Hire More than 2,000 Employees and Contractors to Support 24-State RDOF Broadband Deployment

Charter Communications today announced the launch of a multiyear, multibillion-dollar broadband buildout initiative to deliver gigabit high-speed broadband access to more than 1 million unserved customer locations, as estimated by the Federal Communications Commission (FCC) and awarded to Charter in the Rural Digital Opportunity Fund (RDOF) Phase I auction. Charter expects to invest approximately \$5 billion to support its buildout initiative - offset by \$1.2 billion in support won from the RDOF auction - expanding Charter's network to lower-density, mostly rural communities that do not have access to broadband service of at least 25/3 Mbps. In Tennessee, that includes \$92 Million in RDOF funds to expand service to over 79,000 locations across Tennessee.

The new initiative is in addition to Charter's existing network expansion plans, including numerous state broadband grant projects, as well as the Company's previously planned privately funded expansions. The network Charter will build in these rural areas will offer 1 Gbps high-speed broadband access to all newly served customer locations with starting speeds of 200 Mbps, enabling consumers to engage in remote learning, work, telemedicine and other applications that require high-bandwidth, low-latency connectivity. These new customer locations also will benefit from Charter's high-value Spectrum pricing and packaging structure, including its Spectrum Mobile™, Spectrum TV and Spectrum Voice offerings. The Company will continue to apply its customer-friendly policies in newly served regions, including no data caps, modem fees or annual contracts, combined with high-quality service provided by U.S.-based, insourced employees.

"The pandemic has further highlighted the need for broadband availability and adoption and Charter is committed to furthering its efforts as part of the comprehensive solution needed to address these challenges," said Tom Rutledge, Chairman and CEO of Charter Communications. "As Americans across the country increasingly rely on broadband to work, learn, access healthcare and stay in touch with family and loved ones, bringing broadband access to more unserved areas should be a priority for all stakeholders. Charter's new multibillion-dollar buildout initiative further highlights the importance of the sophisticated broadband networks that the U.S. cable industry has built over several decades, and the industry's commitment to the local communities it serves. As we continue to help provide more Americans with reliable access to the internet ecosystem, our hope is that federal, state and local authorities, other private companies, pole owners and broadband providers will work together and play a pivotal role in expanding networks to unserved areas."

Preparation for the RDOF Phase I broadband buildout has already begun and will include Charter expanding its existing construction organization in order to focus on deployment of this new fiber optic network. Charter expects to hire more than 2,000 employees and contractors to support the RDOF and future rural buildout initiatives. In addition to Charter's ongoing network expansion, the RDOF program alone will drive a 15% increase in the Company's network mileage coverage while expanding service to more than 1 million previously unserved homes and businesses across 24 states as estimated by the FCC.

The successful and timely execution of today's announced initiative is dependent on a variety of external factors, including the utility pole permitting and "make-ready" processes. With fewer homes and businesses in these areas, broadband providers need to access multiple poles for every new home served, as opposed to multiple homes per pole in higher-density settings. As a result, pole applications, pole replacement rules and their affiliated issue resolution processes are all factors that can have a significant impact on the length of time it takes to build into these

rural areas.

Rutledge added, "The more cooperation we have with the pole owners and utility companies, the faster we can connect these communities with high-speed internet services. We look forward to working with local municipalities, electric cooperatives, and investor-owned utilities to ensure that permits are obtained in a timely, fair and cost-effective fashion."

Charter's operating strategy has succeeded in producing industry-leading broadband growth and the associated construction experience that will facilitate the Company's continued expansion of rural connectivity services and ongoing success for all stakeholders. In the last three years alone, Charter has invested more than \$20 billion in American infrastructure and technology, continually investing in its existing network to provide new services and accommodate higher traffic, and has at the same time extended its network to reach nearly 2.5 million new homes and businesses, about one-third of which are in rural areas.

Click [here](#) for more about the Rural Digital Opportunity Fund results.

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## About the Cover

Southwest Tennessee Development District was approached by the Jackson Public Art Initiative in regards to using their building as a “canvas” for a mural in downtown Jackson, TN. The answer was “it’s a no brainer!” The SWTDD building offers great visibility to both foot and vehicular traffic. SWTDD’s Board of Directors requested a design that reflected the culture of the eight counties in the district.

The final design includes:

- » The Tennessee River, which flows through two counties and is a source of beauty, transportation, and recreation
- » A neon sign promoting a West Tennessee favorite, pork barbecue
- » A guitar, records, and blue suede shoes, a nod to the region’s rich musical heritage
- » The Tennessee state tree, the Tulip Poplar
- » A Civil War Cannon, denoting the battlefields in the region
- » Landscapes depicting the importance of agriculture in rural West Tennessee, a barn with a beautiful sunset, hay bales with rolling farmland, and a dairy cow representing livestock
- » Casey Jones’ train, not just because the hero hailed from West Tennessee, but also because the railroad was a significant part of the region’s growth and development
- » A Tennessee flag and the numbers “731”, which is the area code of West Tennessee

The mural was designed and painted by local artists Sarah and Jonathan Cagle and was sponsored by Voya Financial.





# MCNAIRY COUNTY

## TENNESSEE



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