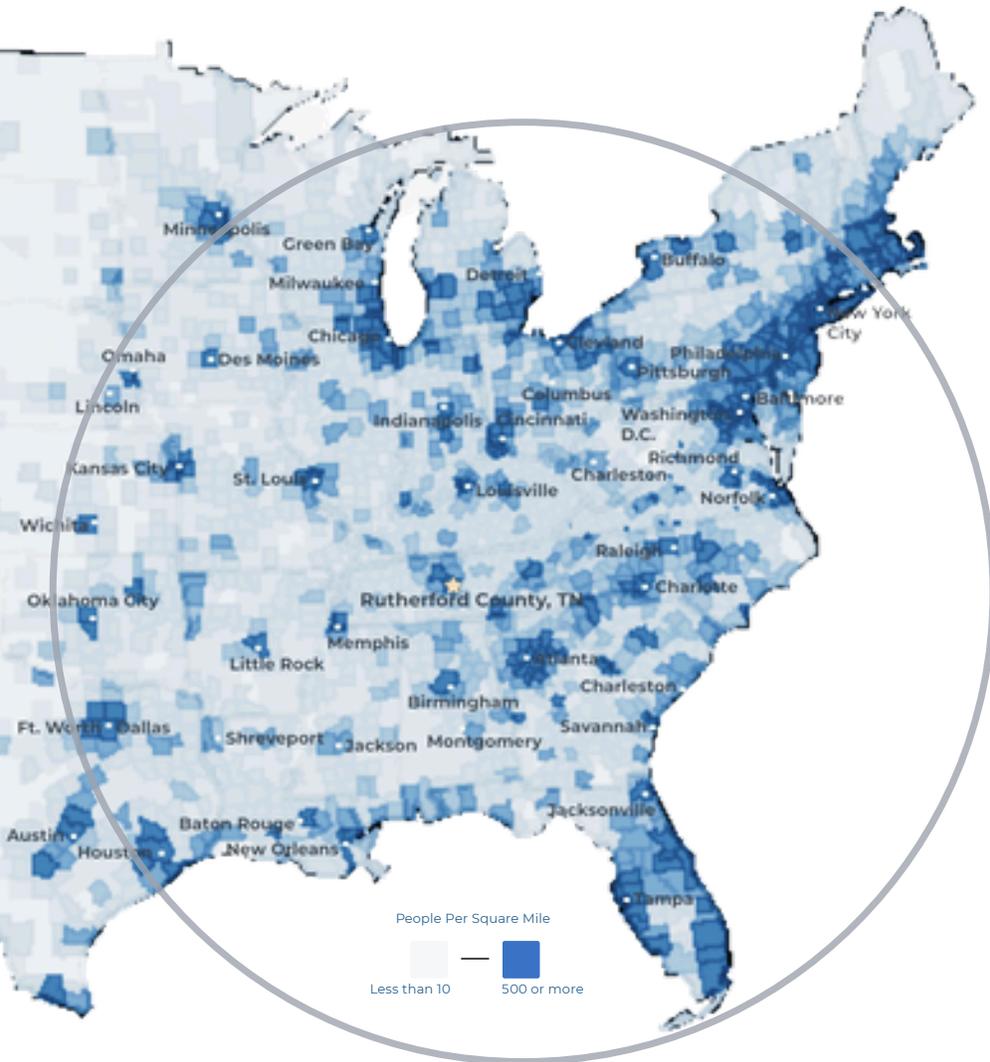

COMMUNITY SNAPSHOT

Rutherford County, TN

RUTHERFORD COUNTY CHAMBER OF COMMERCE & VISITORS CENTER

RUTHERFORD COUNTY, TN

RUTHERFORD COUNTY CHAMBER OF COMMERCE & VISITORS CENTER



#8

Best Midsize City Real Estate
- WalletHub 2025

#1

best place to live in Tennessee
- Travel + Leisure 2025

#1

largest university in Middle Tennessee
- Nashville Business Journal

#3

metro for economic strength
- Policom 2024

4th

most populous county in Tennessee
- WGNS Radio 2025

5th

U.S. City on an Economic Upswing
- CoworkingCafe 2025

50%

of U.S. Population lives with 650 mile radius

RUTHERFORD COUNTY INSIGHTS

3

major interstates

1.6

million residents within a 45 min drive

12

million people within a 2.5 hour drive

#1

elementary, middle and high schools in Tennessee

30

minutes to Nashville attractions

47

colleges, universities and training institutions within 50 miles

source: rutherfordcountydata.com

LARGEST PRIVATE EMPLOYERS & EMPLOYEE COUNT

Nissan	7,000	Asurion	1,250
Amazon	2,700	The Kroger Co	1,216
Ascension Saint Thomas	2,326	General Mills	1,000
Ingram	1,822	Schneider Electric	979
Taylor Farms	1,700	Murfreesboro Medical Clinic	924
Vantiva Supply Chain Solutions	1,300	National HealthCare Corp.	820

RUTHERFORD COUNTY QUICK FACTS

Population

385,268

Median Home Price

\$422,999

3 Colleges

25,000 students

Median Age

34

Median HH Income

\$86,914

College Degrees

43% hold Associate or above

LABOR FORCE DATA

	County	Tennessee	United States
Labor Force	219,442	3,527,847	170,72,572
Unemployment Rate	2.7%	3.6%	4.4%
Labor Force Participation Rate	71.7%	60.4%	62.1%

*Sources: Rutherford County Data, Redfin, TN Department of Labor, Lightcast as of March 2026

RECENT ANNOUNCEMENTS



Sewart's Landing brings \$400M in mixed-use development to Smyrna with 280K sqft of retail, up to 400K sqft of office/medical space, 240 hotel rooms, & 268 multifamily units.



Barrett Firearms broke ground on a \$76.4 million, 250K sqft headquarters and manufacturing campus on 170 acres in Murfreesboro. It's set to open in 2027.



Twining Station will transform 77 acres in La Vergne into a \$500 million walkable community with homes, shops, restaurants, and office space. This project will also bring 1,500 jobs to the area.

Patrick Cammack
SVP, Economic Development
pcammack@rutherfordchamber.org



Chad Berringer
Director, Economic Development
cberringer@rutherfordchamber.org

