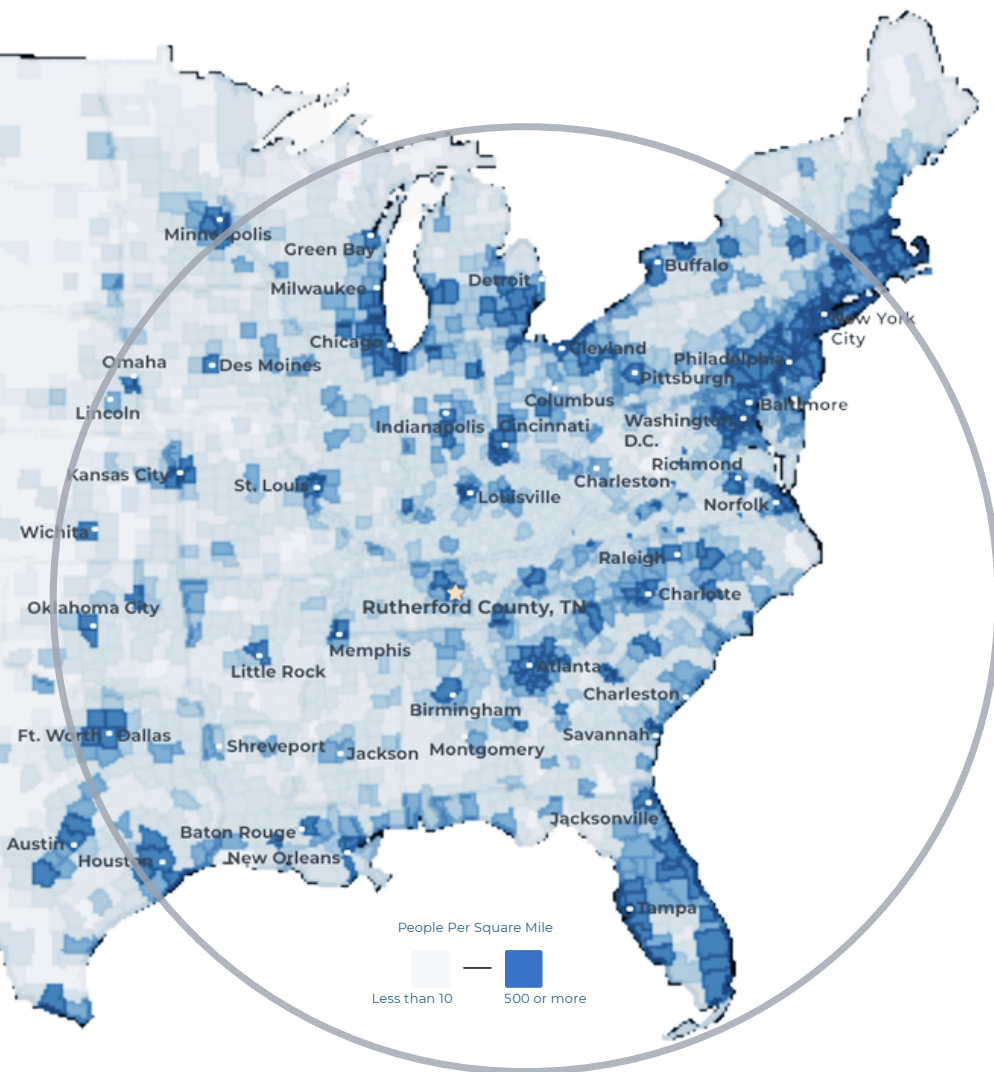

COMMUNITY SNAPSHOT

Rutherford County, TN

RUTHERFORD COUNTY CHAMBER OF COMMERCE & VISITORS CENTER

RUTHERFORD COUNTY, TN

RUTHERFORD COUNTY CHAMBER OF COMMERCE & VISITORS CENTER



#1

high school in the U.S.
- U.S. News and World Report, 2026

#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

68%

of U.S. Population lives
with 600 mile radius of
Nashville

RUTHERFORD COUNTY INSIGHTS

3

major
interstates

1.8

million residents
within a 45 min
drive

7

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	Murfreesboro Medical Clinic	1,020
Ingram	1,822	General Mills	1,000
Taylor Farms	1,700	Schneider Electric	979
Vantiva Supply Chain Solutions	1,300	National HealthCare Corp.	800

RUTHERFORD COUNTY QUICK FACTS

Population 392,380	Median Home Price \$422,999	3 Colleges 25,000 students
Median Age 34	Median HH Income \$86.5K	College Degrees 43% hold Associate or above

LABOR FORCE DATA	County	Tennessee	United States
Labor Force	215,363	3,504,926	170,197,874
Unemployment Rate	3.14%	3.6%	4.4%
Labor Force Participation Rate	69.7%	60.4%	61.8%

*Sources: Rutherford County Data, Redfin, TN Department of Labor, Lightcast as of August 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 is building a \$76.4M, 250K sqft campus in Murfreesboro for its global operations and the U.S. headquarters of its parent company, the NIOA Group. The site opens 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.

