



Crockett County, Tennessee

COMMUNITY STORY



PUBLISHED BY WEST TENNESSEE
INDUSTRIAL ASSOCIATION

L12M SEP 1, 2025 – AUG 31, 2026





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Overview Snapshot

Placer.ai location intelligence for Crockett County over the last full 12 months (Sep 1, 2025 – Aug 31, 2026). Metrics below are verified from the Market Report Overview; gaps are labeled where they occur.



KEY PLACER METRICS: Resident population 14,006 (Census 2025 est.); employees 5K (-7.3% YoY; Placer.ai workforce estimate); out-of-market visitors 643K; daytime population 12.1K; non-resident visits 3M (+1.3% YoY).



14,006

resident population



-7.3%

employees YoY



5K

employees (Placer.ai workforce estimate)



643K

out-of-market visitors

Market Population Metrics

Crockett
County • Tennessee

Resident Population (Census 2024) 13.9K (<0.1% vs. 2023)

Employees 5K (-7% YOY)

Out-of-Market Visitors 643K (-1.4% YOY)

Daytime Population (STI: Workplace 2025) 12.1K

Non-Resident Visits 3M (+1.3% YOY)

Compared to: 1 Year Ago | Sep 1st, 2025 - Aug 31st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Sources: Placer.ai Market Report – Overview. Period L12M Sep 1, 2025 – Aug 31, 2026; U.S. Census Bureau V2025 estimate.

Population Growth

Placer Map Studio shows the Population Growth demographic layer for Crockett County, covering Alamo, Bells, Friendship, Gadsden, and Maury City and the rural areas between them.



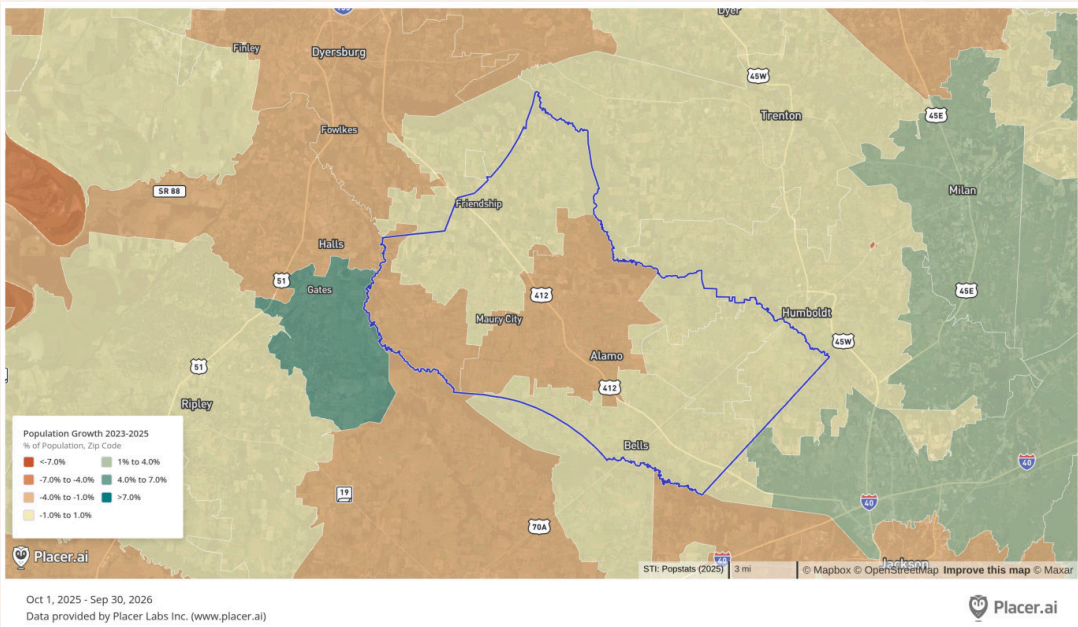
Residents

14,006

Census 2025 est.

Daytime population: 12.1K

Population Growth Layer



The resident base held steady (Census estimate, Jul 1, 2025: 14,006), while the 12.1K daytime population and 643K out-of-market visitors show how many people Crockett County serves beyond its residents.



Sources: Placer.ai Map Studio (Population Growth 2023–2025, STI: Popstats 2025); Market Report Overview, L12M Sep 1, 2025 – Aug 31, 2026; U.S. Census Bureau V2025 estimate.

Parks & Recreation

Placer's new Crockett County Parks tag holds two locations: Tennessee Safari Park in Alamo and Bells City Ball Park in Bells. Only the safari park has visit data so far.



Tennessee Safari Park is a seasonal attraction (not open year-round), so visit totals reflect its open season. Placer has no visit data for other public parks in Crockett County; Bells City Ball Park is listed but has no Placer visit data.

Metrics

Tennessee Safari Park
Conley Rd, Alamo, TN

Visits	112.3K
Avg. Dwell Time	101 Min
Visitors	104.2K
Panel Visits	14.3K

Sep 1st, 2025 - Aug 31st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Crockett County Parks

Placer.ai tag: visits, Oct 1, 2025 – Sep 30, 2026 vs. prior year

Park	Visits	Change
Tennessee Safari Park 618 Conley Rd Alamo, TN 38001	111,931	-14%
Bells City Ball Park 4566 Highway 88 S Bells, TN 38006	N/A	N/A

Data provided by Placer Labs Inc. (www.placer.ai)



Public parks: Alamo – Park St. Park, E.D. Brown Park (townofalamo.net);
Bells – Bells City Ball Park.



Source: Placer.ai, Crockett County Parks tag / property overview,
Sep 1, 2025 – Aug 31, 2026.

Retail Leakage

Placer.ai XTRA Retail Leakage: Residents (Apr 1–Sep 30, 2026) shows where residents shop within 15 mi of the county, plus unmet local demand.



WHAT THIS SHOWS

Unmet local demand by category, and the nearby shopping centers residents use instead.



Unmet demand

Resident demand outpaces local supply most in grocery: \$44.3M demand vs. \$23.9M supply, leaving \$20.4M unmet. Next: limited-service eating \$15.3M, full-service restaurants \$11.7M, department stores \$3.9M, misc. retail \$3.2M, building materials \$2.2M and clothing \$1.3M.



Where they shop

Humboldt: N. Central Ave Center 95.8K visits (10.4K residents) and Walmart 79.9K. Jackson: West Towne Commons 72.9K, Emporium Dr 59.6K and The Columns 52.8K. Walmart in Brownsville (43.3K) and Dyersburg (41.5K) also draw residents.

Key figures



Top unmet demand: grocery

\$20.4M



95.8K
resident visits to N. Central Ave Center, Humboldt



Source: Placer.ai XTRA Retail Leakage: Residents; unmet demand via STI Market Outlook.

Tourism & Events

643K out-of-market visitors made 2.8M visits to Crockett County in the last 12 months.

Community festivals are the county's biggest draws in Placer's Events Log.

TOP EVENTS (PLACER EVENTS LOG):



#1
West Tennessee Cotton Festival: 951 attendees (Jul 31, 2026)



#2
Miss Cavalier Spirit: 679 attendees (Nov 22, 2025)



#3
Friendship Fall Festival 2025: 648 attendees (Oct 18, 2025)



Top attractions
Tennessee Safari Park (seasonal): 112.3K visits, 104.2K visitors, 101 min avg. dwell (Sep 2025–Aug 2026).



Overnight stays
Labs Travel & Tourism (Oct 2025–Sep 2026, 50+ mi): 95.6K visit nights; 48.0K overnight trips (58% of trips); avg. stay 3.0 days. With very little lodging in the county, many visitors stay outside the county.



4.3 days in market; 182 min per day. 2025 visitor spending: \$3.36M (TN Tourism).



Photo: TNECD

Events - Events Log			
Crockett County - Tennessee			
Event Name and Location	Attendance	Impact	Start and End Date
West Tennessee Cotton Festival - Family Fun ...	951	Important	Jul 31, 2026 (1 Day)
Duration: -- Address: -- Hours: 05:00 pm - 05:00 pm		Description: West Tennessee Cotton Festival's Family Fun Night brings a family-friendly evening to the 84 Community Center Ln in Friendship, Tennessee. The event offers hands-on activities for kids, educational exhibits, and accessible food and beverage options. As a component of the West Tennessee Cotton Festival, it highlights local cotton heritage and community gathering in a relaxed, welcoming setting.	
Miss Cavalier Spirit / festivals	679	Important	Nov 22, 2025 (1 Day)
Duration: -- Address: -- Hours: 11:00 am - 11:00 am		Description: --	
Friendship Fall Festival 2025 / festivals	648	Important	Oct 18, 2025 (1 Day)
Duration: 7 hours Hours: 03:00 pm - 10:00 pm Address: 471 Main St, Friendship, TN 38034, USA		Description: --	
Sep 1st, 2025 - Aug 31st, 2026 (Data Source: STI, PopStats) Data provided by Placer Labs Inc. (www.placer.ai)			



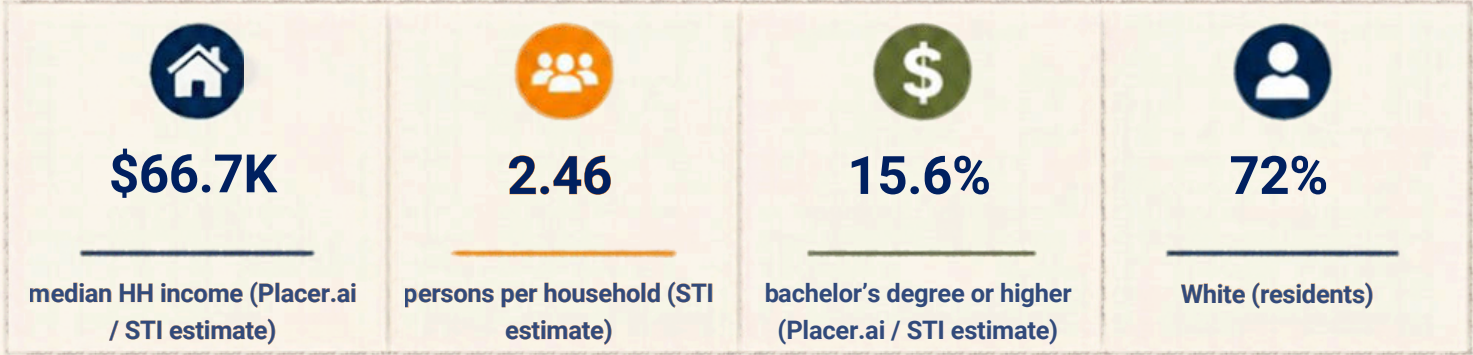
Sources: Placer.ai Visitors, Events Log (Sep 1, 2025 – Aug 31, 2026); Labs Travel & Tourism (Oct 2025 – Sep 2026); TN Dept. of Tourist Development 2025.

People & Income

Placer’s STI: Popstats profile compares Crockett County residents, employees, and visitors with Tennessee as a whole.



Photo: TNECD



Residents vs. Tennessee

Placer.ai / STI estimate: median HH income \$66.7K vs. \$75.4K statewide; bachelor’s+ 15.6% vs. 30.5%; household size 2.46 (STI). ACS 2020–24 5-yr: median HH income \$62,165 (TN \$69,595); bachelor’s+ 16.6% (TN 31.1%). Source: ACS 2020–24 5-yr.

Summary				
Audiences	Median Household Income	Most Common Ethnicity	Bachelor's Degree or Higher	Persons per Household
Residents	\$66.7K	White (72%)	15.6%	2.46
Employees	\$65.4K	White (70.3%)	16.6%	2.45
Out-of-Market Visitors	\$63.4K	White (64.2%)	23.1%	2.42
Tennessee Residents	\$75.4K	White (71.7%)	30.5%	2.46

Sep 1st, 2025 - Aug 31st, 2026 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai



Source: Placer.ai Demographics (STI: Popstats); L12M Sep 1, 2025 – Aug 31, 2026; ACS 2020–24 5-yr.

Visitor Profile

Out-of-market visitors are a steady part of Crockett County’s activity, with multi-day stays and long daily dwell times.



643K

visitors (-1.4% YoY)



2.8M

visits (+1.3% YoY)



4.3

avg. days in market

Time spent per day

Who Visits Crockett County

Visitor median HH income is \$63.4K (Tennessee: \$75.4K).

23.1% of visitors hold a bachelor’s degree or higher (Tennessee: 30.5%); 2.42 persons per household.

Placer.ai Labs Travel & Tourism: 50+ mi, 83.0K trips (58% overnight); 150+ mi, 40.7K trips (70% overnight). Top origins: Memphis 20.1K, Nashville 17.2K trips. 2025 spending \$3,357,180 (TN Tourism).

Visitation Metrics			
Crockett County • Tennessee			
Out-of-Market Visitors	643K (-1.4% YOY)	Visits	2.8M (+1.2% YOY)
Avg. Days in Market	4.3	Avg. Daily Time Spent in Market	182 min
Median Daily Time Spent in Market	68 min		
Compared to: 1 Year Ago Sep 1st, 2025 - Aug 31st, 2026 Data provided by Placer Labs Inc. (www.placer.ai)			



Sources: Placer.ai Visitors, STI: Popstats (Sep 1, 2025 – Aug 31, 2026); Labs Travel & Tourism (Oct 2025 – Sep 2026); TN Dept. of Tourist Development 2025.

Workforce Insights

EMPLOYMENT SUMMARY

Placer.ai workforce estimate: 5K employees work in Crockett County, and 37.1% of employee activity comes from inbound commuters. Official counts: QCEW 2025 3,856 jobs; Census OnTheMap 2023: 57.5% of jobs filled by in-commuters. Unemployment rate 3.3%; labor force 6,432 (TN DOL LAUS, Aug 2026, preliminary).



5K

employees work in Crockett County (Placer.ai workforce estimate), down 7.3% year over year. Median salary rose 3.7% to \$48.2K.

WHY IT MATTERS FOR EMPLOYERS



Regional draw: 286.4K inbound commuter visits (+2.7% YoY).



Pay: Median salary \$48.2K (+3.7% vs. 2024).



Skills mix: 35.6% of employees are white-collar (-5% vs. 2024).



Sources: Placer.ai Market Report > Workforce, L12M Sep 1, 2025 – Aug 31, 2026; TN Dept. of Labor LAUS, Aug 2026 (preliminary); BLS QCEW 2025; Census OnTheMap 2023.

WORKFORCE METRICS (PLACER)

Workforce Metrics			
Crockett County - Tennessee			
Employees	5K (-7% YOY)	Inbound Commuter Visits	286.4K (+2.7% YOY)
% Inbound Commuters	37.1%	% White Collar Employees (STI: Workplace 2025)	35.6% (-5% vs. 2024)
Median Salary (STI: Workplace 2025)	\$48.2K (+3.7% vs. 2024)	Total # of Businesses (STI: Workplace 2025)	288 (-0.3% vs. 2024)
*STI: Workforce metrics ignore custom filters.			
Compared to: 1 Year Ago Sep 1st, 2025 - Aug 31st, 2026 Data provided by Placer Labs Inc. (www.placer.ai)			

Top Places

Placer’s Top Visited Places (all categories) are led by highway stops at 4101 US-412 in Bells.



KEY TAKEAWAY: US-412 at Bells is the county’s busiest commercial node.



Total Visits by Place

All categories, L12M

Top Visited Places			
Crockett County • Tennessee			
Rank	Name	City	Total Visits
1	Exxon Full Site 4101 Us-412, Bells, TN 38006	Bells	659.4K
2	Flash Market Full Site 4101 Us-412, Bells, TN 38006	Bells	659.4K
3	McDonald's 4101 B Us-412, Bells, TN 38006	Bells	434.3K
4	Friendship Market & Pizza Full Site 9013 Us-412, Friendship, TN 38034	Friendship	332.7K
5	Exxon Full Site 9705 Hwy 412 E, Friendship, TN 38034	Friendship	330.9K

Category: All Categories | In Market Only | Sep 1st, 2025 - Aug 31st, 2026

Data provided by Placer Labs Inc. (www.placer.ai)



Source: Placer.ai Market Report > Top Visited Places, L12M Sep 1, 2025 – Aug 31, 2026. Shopping centers: Not available in Placer for Crockett County.

Business Landscape

Placer counts 288 businesses (-0.3% YoY) and about 5K employees (Placer.ai workforce estimate). BLS QCEW 2025: 3,856 covered jobs, avg. pay \$57,214; manufacturing 992 jobs, \$69,716.



MAJOR EMPLOYERS

Pictsweet 500; Hitachi Energy 160;
American Access 100.



Photo: TNECD



288

businesses



\$48.2K

median salary



35.6%

white-collar employees

Retail Snapshot (Placer)



Retail Leakage

Top unmet resident demand (Apr–Sep 2026): grocery \$20.4M (\$44.3M demand vs. \$23.9M local supply), limited-service eating \$15.3M, full-service restaurants \$11.7M and department stores \$3.9M. Residents shop most in Humboldt (N. Central Ave Center 95.8K visits; Walmart 79.9K) and Jackson (West Towne Commons 72.9K; Emporium Dr 59.6K; The Columns 52.8K).



Sources: Placer.ai Workforce (Sep 1, 2025 – Aug 31, 2026); XTRA Retail Leakage (Apr – Sep 2026); STI Market Outlook; BLS QCEW 2025; WTIA Industrial Guide.

Population: All Categories

Placer measures more than residents. Workers and visitors add to the people Crockett County serves every day.

The daytime population is 12.1K, and non-resident visits reached 3M in the last 12 months (Sep 1, 2025 – Aug 31, 2026).



Who Is in Crockett County



14,006

residents



12.1K

daytime
population



643K

out-of-market
visitors



3M

non-resident visits



KEY TAKEAWAYS



Resident base: 14,006 (Census 2025 est.)



Employees: 5K (-7.3% YoY; Placer.ai workforce estimate)



Inbound commuter visits: 286.4K (+2.7% YoY)

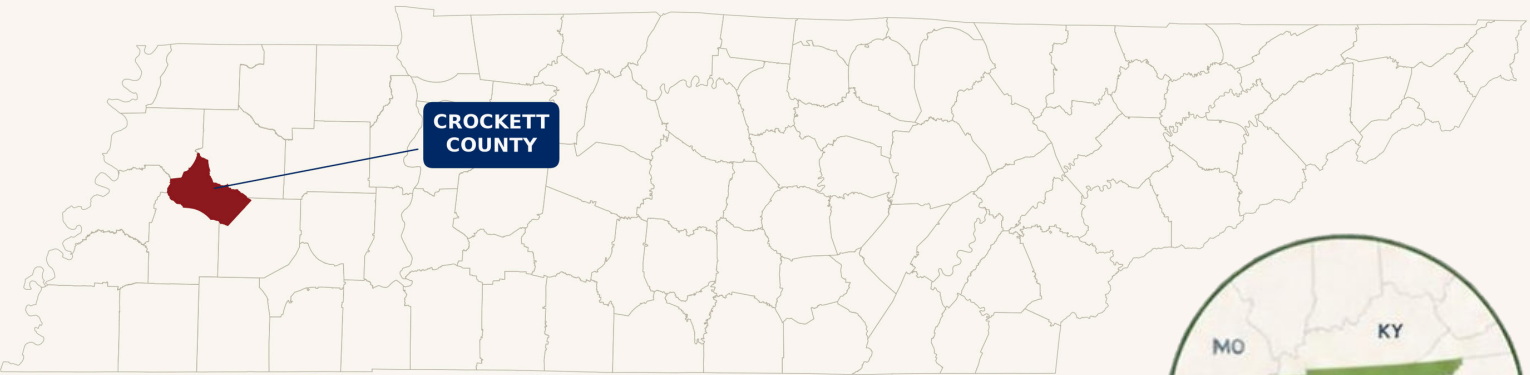


Non-resident visits: 3M (+1.3% YoY)



Source: Placer.ai Market Report > Overview; L12M Sep 1, 2025 – Aug 31, 2026; U.S. Census Bureau V2025 estimate.

County Context & Location



Crockett County is located in the heart of West Tennessee, where agriculture, community, and enterprise define a resilient local economy.

Crockett County Industrial Park: one 40-acre site on US-412 in Friendship. I-40 is 28 mi away; Memphis International Airport is 95 mi.

Utilities: Gibson EMC electric; City of Friendship water and sewer. County property tax: \$1.70 per \$100 assessed (2025).

 **Community structure**

Crockett County is comprised of five municipalities:

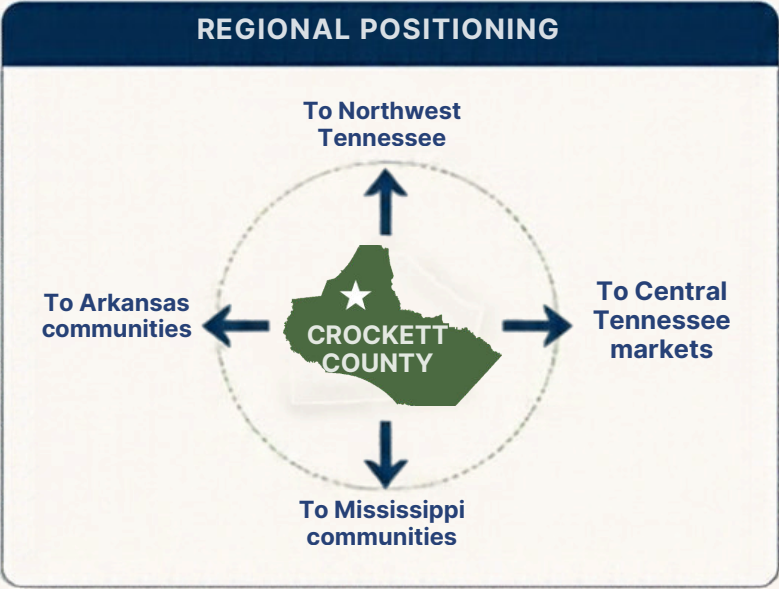
 **Alamo**

 **Bells**

 **Friendship**

 **Gadsden**

 **Maury City**





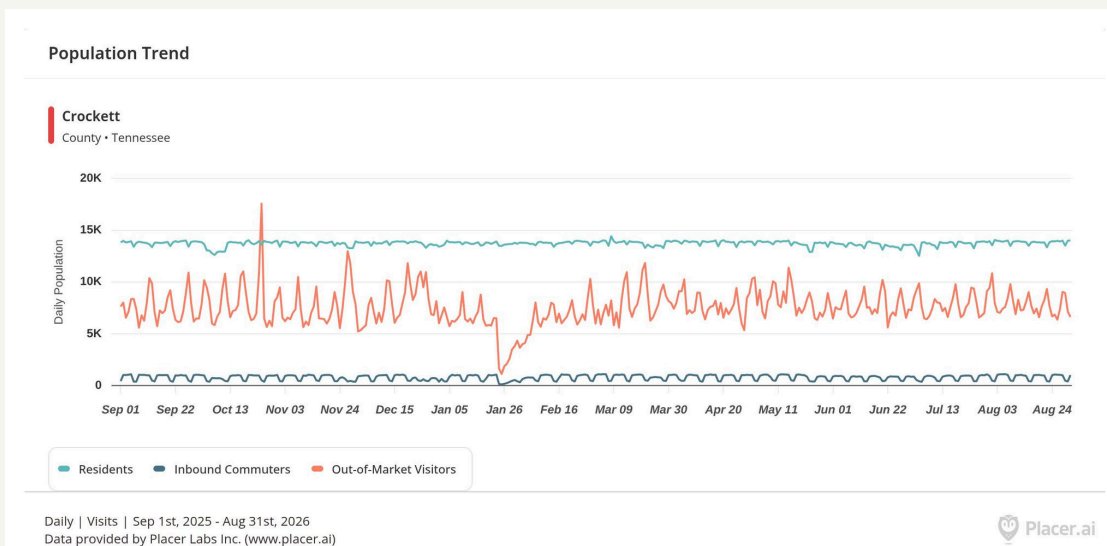
Population Trend

Crockett County has 14,006 residents (Census 2025 est.). The daily trend below splits the population into residents, inbound commuters, and out-of-market visitors.



Photo: TNECD

Population Trend (Placer)



Residents (Census 2025 est.):
14,006



Placer Overview, L12M Sep 1, 2025 – Aug 31, 2026; U.S. Census Bureau V2025 estimate. Lines, top to bottom: residents, visitors, inbound commuters (matched to Placer totals).



Resident Profile



Crockett
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Residents

By Households

M - Families in Motion	979 (17.3%)	660
L - Blue Sky Boomers	939 (16.6%)	429
J - Autumn Years	850 (15%)	198
N - Pastoral Pride	750 (13.2%)	419
Q - Golden Year Guardians	689 (12.2%)	155



Interpretation

The top five Experian Mosaic segments make up 74.3% of resident households.

Families in Motion is the largest segment at 17.3% (979 households), followed by Blue Sky Boomers (16.6%, 939) and Autumn Years (15%, 850).

Pastoral Pride (13.2%, 750) and Golden Year Guardians (12.2%, 689) round out the top five resident segments.



Segment Definitions



Experian Mosaic USA Groups

M – Families in Motion (17.3% of resident households): Working-class families with young children, earning moderate incomes in smaller residential communities.

L – Blue Sky Boomers (16.6%): Middle-class baby boomer-aged households living in small towns.

J – Autumn Years (15%): Established and mature couples living gratified lifestyles in older homes.

N – Pastoral Pride (13.2%): Eclectic mix of lower middle-class consumers who have settled in country and small town areas.

Q – Golden Year Guardians (12.2%): Retirees living in old homes, settled residences and communities.



Closing & Sources

FIVE TAKEAWAYS FROM THE DATA

- 

1. A steady resident base
14,006 residents (Census 2025 est.) and a 12.1K daytime population.
- 

2. Visitors drive traffic
643K out-of-market visitors made 2.8M visits; non-resident visits reached 3M (+1.3% YoY).
- 

3. A commuting workforce
Placer.ai workforce estimate: 5K employees (-7.3% YoY), 37.1% inbound commuters, and a \$48.2K median salary (+3.7%).
- 

4. US-412 in Bells is the busiest stop
Exxon (659.4K), Flash Market (659.3K), and McDonald's (433.5K) are the top visited places.
- 

5. Community events draw crowds
The West Tennessee Cotton Festival led the Events Log with 951 attendees (Jul 31, 2026).



Data Sources

- Placer.ai Market Report
- STI: Popstats
- Experian: Mosaic
- STI: Workplace 2025
- Placer Events Log
- Placer Map Studio
- Census 2025 est. (resident population)
- ACS 2020–24 5-yr
- Census OnTheMap
- BLS LAUS
- BLS QCEW
- TN Comptroller 2025
- TN Dept. of Tourist Development 2025
- WTIA Industrial Guide
- WTIA site sheet 28



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