



Market Profile

Claxton
 2218 Clinton Hwy, Powell, Tennessee, 37849
 Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.04259
 Longitude: -84.11099

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,008	10,496	36,675
2010 Total Population	1,111	12,254	43,045
2015 Total Population	1,119	12,477	44,562
2015 Group Quarters	12	103	342
2020 Total Population	1,132	12,739	46,104
2015-2020 Annual Rate	0.23%	0.42%	0.68%
Household Summary			
2000 Households	385	4,055	14,536
2000 Average Household Size	2.62	2.59	2.51
2010 Households	422	4,745	17,054
2010 Average Household Size	2.60	2.56	2.50
2015 Households	426	4,846	17,682
2015 Average Household Size	2.60	2.55	2.50
2020 Households	432	4,956	18,304
2020 Average Household Size	2.59	2.55	2.50
2015-2020 Annual Rate	0.28%	0.45%	0.69%
2010 Families	322	3,548	12,271
2010 Average Family Size	2.94	2.94	2.95
2015 Families	323	3,597	12,615
2015 Average Family Size	2.94	2.93	2.95
2020 Families	325	3,661	12,992
2020 Average Family Size	2.94	2.93	2.96
2015-2020 Annual Rate	0.12%	0.35%	0.59%
Housing Unit Summary			
2000 Housing Units	416	4,324	15,334
Owner Occupied Housing Units	80.0%	80.1%	75.6%
Renter Occupied Housing Units	12.5%	13.7%	19.2%
Vacant Housing Units	7.5%	6.2%	5.2%
2010 Housing Units	465	5,130	18,290
Owner Occupied Housing Units	73.8%	75.9%	72.7%
Renter Occupied Housing Units	17.0%	16.6%	20.5%
Vacant Housing Units	9.2%	7.5%	6.8%
2015 Housing Units	469	5,262	18,897
Owner Occupied Housing Units	70.6%	72.4%	69.4%
Renter Occupied Housing Units	20.5%	19.7%	24.1%
Vacant Housing Units	9.2%	7.9%	6.4%
2020 Housing Units	477	5,398	19,565
Owner Occupied Housing Units	70.0%	72.7%	69.5%
Renter Occupied Housing Units	20.5%	19.1%	24.1%
Vacant Housing Units	9.4%	8.2%	6.4%
Median Household Income			
2015	\$54,069	\$52,682	\$52,720
2020	\$61,914	\$59,792	\$59,573
Median Home Value			
2015	\$140,625	\$161,592	\$176,845
2020	\$186,446	\$208,880	\$215,727
Per Capita Income			
2015	\$23,565	\$24,557	\$26,059
2020	\$26,716	\$28,005	\$29,638
Median Age			
2010	40.3	40.9	40.7
2015	41.5	42.4	42.0
2020	42.9	44.2	43.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	426	4,846	17,682
<\$15,000	12.0%	12.0%	10.7%
\$15,000 - \$24,999	11.7%	11.9%	12.1%
\$25,000 - \$34,999	9.2%	10.1%	9.7%
\$35,000 - \$49,999	12.7%	12.7%	14.3%
\$50,000 - \$74,999	19.5%	20.6%	20.7%
\$75,000 - \$99,999	16.9%	14.9%	13.9%
\$100,000 - \$149,999	13.6%	12.6%	13.3%
\$150,000 - \$199,999	3.8%	3.8%	3.4%
\$200,000+	0.7%	1.4%	1.9%
Average Household Income	\$62,550	\$63,102	\$65,249
2020 Households by Income			
Household Income Base	432	4,956	18,304
<\$15,000	10.6%	10.9%	9.6%
\$15,000 - \$24,999	7.9%	8.4%	8.5%
\$25,000 - \$34,999	7.2%	7.9%	7.6%
\$35,000 - \$49,999	11.8%	11.7%	13.2%
\$50,000 - \$74,999	21.8%	22.5%	22.8%
\$75,000 - \$99,999	20.8%	18.4%	17.1%
\$100,000 - \$149,999	14.6%	13.5%	14.3%
\$150,000 - \$199,999	4.6%	5.1%	4.7%
\$200,000+	0.9%	1.7%	2.3%
Average Household Income	\$70,765	\$71,883	\$74,212
2015 Owner Occupied Housing Units by Value			
Total	331	3,812	13,123
<\$50,000	11.5%	7.4%	4.5%
\$50,000 - \$99,999	14.8%	14.2%	11.5%
\$100,000 - \$149,999	29.0%	23.7%	21.1%
\$150,000 - \$199,999	21.5%	20.6%	24.1%
\$200,000 - \$249,999	11.8%	13.8%	16.3%
\$250,000 - \$299,999	5.1%	7.0%	9.4%
\$300,000 - \$399,999	3.3%	6.6%	7.4%
\$400,000 - \$499,999	1.2%	4.1%	3.1%
\$500,000 - \$749,999	1.5%	2.2%	2.0%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$155,379	\$188,490	\$200,133
2020 Owner Occupied Housing Units by Value			
Total	334	3,922	13,596
<\$50,000	6.9%	4.2%	2.4%
\$50,000 - \$99,999	8.1%	7.5%	6.1%
\$100,000 - \$149,999	17.1%	13.1%	11.1%
\$150,000 - \$199,999	24.9%	21.5%	23.1%
\$200,000 - \$249,999	21.0%	20.6%	22.9%
\$250,000 - \$299,999	10.2%	11.8%	14.5%
\$300,000 - \$399,999	5.7%	9.8%	10.2%
\$400,000 - \$499,999	2.4%	5.8%	4.5%
\$500,000 - \$749,999	3.3%	4.5%	3.8%
\$750,000 - \$999,999	0.6%	0.9%	0.9%
\$1,000,000 +	0.3%	0.2%	0.5%
Average Home Value	\$207,388	\$238,938	\$243,910

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	1,109	12,253	43,044
0 - 4	6.5%	5.5%	5.7%
5 - 9	6.4%	6.4%	6.4%
10 - 14	6.3%	6.5%	6.6%
15 - 24	13.3%	12.6%	12.0%
25 - 34	10.9%	11.3%	11.8%
35 - 44	13.6%	13.4%	13.5%
45 - 54	16.4%	15.8%	15.4%
55 - 64	13.3%	13.8%	13.4%
65 - 74	8.6%	8.9%	8.6%
75 - 84	3.9%	4.2%	4.9%
85 +	1.1%	1.5%	1.7%
18 +	76.8%	77.3%	77.1%
2015 Population by Age			
Total	1,118	12,476	44,561
0 - 4	5.9%	5.2%	5.4%
5 - 9	6.7%	5.8%	5.9%
10 - 14	6.4%	6.4%	6.4%
15 - 24	11.4%	11.5%	11.5%
25 - 34	11.6%	11.6%	11.7%
35 - 44	12.5%	12.9%	13.0%
45 - 54	14.6%	14.5%	14.5%
55 - 64	15.7%	15.2%	14.2%
65 - 74	9.9%	10.9%	10.4%
75 - 84	4.1%	4.5%	4.9%
85 +	1.1%	1.5%	1.9%
18 +	77.9%	79.1%	78.8%
2020 Population by Age			
Total	1,131	12,741	46,105
0 - 4	5.5%	4.9%	5.2%
5 - 9	6.2%	5.5%	5.6%
10 - 14	7.3%	6.3%	6.3%
15 - 24	10.8%	11.0%	10.8%
25 - 34	10.8%	10.5%	11.2%
35 - 44	12.1%	12.9%	13.0%
45 - 54	13.4%	13.6%	13.3%
55 - 64	15.6%	15.4%	14.8%
65 - 74	11.4%	12.2%	11.8%
75 - 84	5.6%	6.1%	5.9%
85 +	1.4%	1.6%	2.0%
18 +	77.3%	79.4%	79.2%
2010 Population by Sex			
Males	548	6,060	20,915
Females	563	6,194	22,130
2015 Population by Sex			
Males	559	6,200	21,761
Females	560	6,277	22,801
2020 Population by Sex			
Males	571	6,361	22,612
Females	560	6,379	23,492

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,112	12,254	43,044
White Alone	95.5%	95.8%	94.8%
Black Alone	1.7%	1.6%	2.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.3%	0.5%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.6%
Two or More Races	1.7%	1.4%	1.5%
Hispanic Origin	1.3%	1.5%	2.0%
Diversity Index	10.9	10.9	13.6
2015 Population by Race/Ethnicity			
Total	1,119	12,476	44,563
White Alone	94.8%	95.1%	94.0%
Black Alone	2.0%	1.8%	2.3%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	0.4%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.6%
Two or More Races	1.9%	1.6%	1.8%
Hispanic Origin	1.4%	1.8%	2.3%
Diversity Index	12.6	12.6	15.7
2020 Population by Race/Ethnicity			
Total	1,130	12,739	46,106
White Alone	94.1%	94.4%	93.1%
Black Alone	2.2%	2.0%	2.5%
American Indian Alone	0.8%	0.4%	0.4%
Asian Alone	0.4%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.7%
Two or More Races	2.1%	1.9%	2.1%
Hispanic Origin	1.7%	2.1%	2.7%
Diversity Index	14.7	14.5	17.8
2010 Population by Relationship and Household Type			
Total	1,111	12,254	43,045
In Households	98.9%	99.2%	99.2%
In Family Households	87.8%	87.3%	86.1%
Householder	28.4%	28.9%	28.5%
Spouse	22.9%	22.9%	22.7%
Child	31.0%	30.1%	30.0%
Other relative	3.1%	3.2%	3.0%
Nonrelative	2.4%	2.2%	1.9%
In Nonfamily Households	11.1%	11.9%	13.2%
In Group Quarters	1.1%	0.8%	0.8%
Institutionalized Population	0.0%	0.0%	0.3%
Noninstitutionalized Population	1.1%	0.8%	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2015 Population 25+ by Educational Attainment			
Total	779	8,868	31,562
Less than 9th Grade	7.4%	4.8%	4.0%
9th - 12th Grade, No Diploma	14.0%	10.5%	7.5%
High School Graduate	32.5%	26.1%	25.1%
GED/Alternative Credential	4.4%	6.3%	6.0%
Some College, No Degree	19.0%	21.0%	22.5%
Associate Degree	5.1%	7.4%	8.7%
Bachelor's Degree	11.2%	15.9%	16.1%
Graduate/Professional Degree	6.4%	8.0%	10.2%
2015 Population 15+ by Marital Status			
Total	907	10,302	36,681
Never Married	29.3%	27.3%	25.4%
Married	53.8%	57.2%	56.3%
Widowed	5.6%	5.3%	6.4%
Divorced	11.2%	10.2%	11.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	96.0%	95.6%
Civilian Unemployed	4.9%	4.0%	4.4%
2015 Employed Population 16+ by Industry			
Total	509	5,654	20,220
Agriculture/Mining	0.0%	0.2%	0.5%
Construction	11.0%	7.8%	7.2%
Manufacturing	14.7%	14.3%	11.7%
Wholesale Trade	1.2%	2.4%	3.0%
Retail Trade	17.1%	15.0%	13.7%
Transportation/Utilities	2.9%	4.8%	4.8%
Information	0.0%	1.0%	1.5%
Finance/Insurance/Real Estate	4.7%	4.2%	5.5%
Services	45.0%	44.6%	46.5%
Public Administration	3.1%	5.7%	5.7%
2015 Employed Population 16+ by Occupation			
Total	509	5,655	20,220
White Collar	57.0%	62.3%	66.1%
Management/Business/Financial	14.9%	15.2%	14.3%
Professional	18.7%	20.0%	22.4%
Sales	12.6%	11.6%	12.1%
Administrative Support	10.8%	15.5%	17.3%
Services	17.7%	14.0%	13.8%
Blue Collar	25.3%	23.7%	20.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.9%	5.4%	5.1%
Installation/Maintenance/Repair	3.1%	3.2%	3.8%
Production	8.4%	7.6%	5.7%
Transportation/Material Moving	7.9%	7.4%	5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	422	4,745	17,054
Households with 1 Person	19.4%	20.8%	23.9%
Households with 2+ People	80.6%	79.2%	76.1%
Family Households	76.3%	74.8%	72.0%
Husband-wife Families	61.4%	59.2%	57.1%
With Related Children	24.6%	22.8%	23.1%
Other Family (No Spouse Present)	14.7%	15.6%	14.8%
Other Family with Male Householder	4.0%	4.9%	4.2%
With Related Children	2.4%	2.9%	2.3%
Other Family with Female Householder	10.7%	10.7%	10.6%
With Related Children	6.2%	6.3%	6.3%
Nonfamily Households	4.3%	4.4%	4.1%
All Households with Children	33.9%	32.4%	32.2%
Multigenerational Households	5.5%	4.4%	3.8%
Unmarried Partner Households	5.0%	5.0%	4.6%
Male-female	4.3%	4.2%	4.0%
Same-sex	0.7%	0.8%	0.6%
2010 Households by Size			
Total	421	4,746	17,053
1 Person Household	19.5%	20.8%	23.9%
2 Person Household	37.1%	38.6%	37.0%
3 Person Household	20.0%	18.4%	17.3%
4 Person Household	13.5%	13.0%	13.4%
5 Person Household	5.7%	5.8%	5.3%
6 Person Household	2.4%	2.2%	2.0%
7 + Person Household	1.9%	1.2%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	422	4,745	17,054
Owner Occupied	81.3%	82.0%	78.0%
Owned with a Mortgage/Loan	49.8%	51.0%	50.4%
Owned Free and Clear	31.3%	31.0%	27.7%
Renter Occupied	18.7%	18.0%	22.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Rural Bypasses (10E)	Rural Bypasses (10E)	Green Acres (6A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$788,043	\$9,093,091	\$34,629,233
Average Spent	\$1,849.87	\$1,876.41	\$1,958.45
Spending Potential Index	80	81	85
Computers & Accessories: Total \$	\$87,347	\$998,403	\$3,858,696
Average Spent	\$205.04	\$206.03	\$218.23
Spending Potential Index	81	81	86
Education: Total \$	\$458,429	\$5,205,849	\$20,944,802
Average Spent	\$1,076.12	\$1,074.26	\$1,184.53
Spending Potential Index	71	70	78
Entertainment/Recreation: Total \$	\$1,217,567	\$13,957,193	\$52,045,010
Average Spent	\$2,858.14	\$2,880.15	\$2,943.39
Spending Potential Index	86	87	89
Food at Home: Total \$	\$1,922,772	\$22,116,578	\$81,593,801
Average Spent	\$4,513.55	\$4,563.88	\$4,614.51
Spending Potential Index	86	87	88
Food Away from Home: Total \$	\$1,154,199	\$13,190,688	\$49,996,909
Average Spent	\$2,709.39	\$2,721.97	\$2,827.56
Spending Potential Index	82	83	86
Health Care: Total \$	\$1,908,153	\$21,808,253	\$79,231,402
Average Spent	\$4,479.23	\$4,500.26	\$4,480.91
Spending Potential Index	94	95	94
HH Furnishings & Equipment: Total \$	\$679,689	\$7,750,765	\$29,051,670
Average Spent	\$1,595.51	\$1,599.41	\$1,643.01
Spending Potential Index	87	87	89
Investments: Total \$	\$674,645	\$8,744,046	\$34,812,344
Average Spent	\$1,583.67	\$1,804.38	\$1,968.80
Spending Potential Index	57	65	71
Retail Goods: Total \$	\$9,723,726	\$111,458,155	\$409,284,529
Average Spent	\$22,825.65	\$23,000.03	\$23,146.96
Spending Potential Index	90	90	91
Shelter: Total \$	\$5,275,323	\$60,411,897	\$237,375,554
Average Spent	\$12,383.39	\$12,466.34	\$13,424.70
Spending Potential Index	75	76	82
TV/Video/Audio: Total \$	\$485,968	\$5,594,091	\$20,727,458
Average Spent	\$1,140.77	\$1,154.37	\$1,172.23
Spending Potential Index	87	88	90
Travel: Total \$	\$662,741	\$7,570,101	\$29,425,614
Average Spent	\$1,555.73	\$1,562.13	\$1,664.16
Spending Potential Index	80	80	85
Vehicle Maintenance & Repairs: Total \$	\$405,082	\$4,628,293	\$17,397,852
Average Spent	\$950.90	\$955.07	\$983.93
Spending Potential Index	85	86	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.