



# Market Profile

Claxton, TN 37849  
 TN-170, Powell, Tennessee, 37849  
 Rings: 1, 3, 5 mile radii

Prepared by Anderson County Chamber

Latitude: 36.04219  
 Longitude: -84.11035

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,203	11,012	36,076
2010 Total Population	1,344	12,744	42,466
2017 Total Population	1,385	13,337	44,587
2017 Group Quarters	12	103	333
2022 Total Population	1,417	13,768	46,244
2017-2022 Annual Rate	0.46%	0.64%	0.73%
2017 Total Daytime Population	1,033	8,552	37,262
Workers	248	1,235	13,091
Residents	785	7,317	24,171
<b>Household Summary</b>			
2000 Households	459	4,253	14,317
2000 Average Household Size	2.62	2.59	2.50
2010 Households	512	4,937	16,830
2010 Average Household Size	2.60	2.56	2.50
2017 Households	523	5,120	17,490
2017 Average Household Size	2.62	2.58	2.53
2022 Households	532	5,263	18,058
2022 Average Household Size	2.64	2.60	2.54
2017-2022 Annual Rate	0.34%	0.55%	0.64%
2010 Families	385	3,649	12,125
2010 Average Family Size	2.96	2.95	2.95
2017 Families	389	3,744	12,455
2017 Average Family Size	2.99	2.99	2.99
2022 Families	394	3,829	12,792
2022 Average Family Size	3.02	3.01	3.01
2017-2022 Annual Rate	0.26%	0.45%	0.54%
<b>Housing Unit Summary</b>			
2000 Housing Units	491	4,544	15,097
Owner Occupied Housing Units	79.0%	79.6%	75.7%
Renter Occupied Housing Units	14.7%	13.9%	19.1%
Vacant Housing Units	6.3%	6.4%	5.2%
2010 Housing Units	558	5,354	18,042
Owner Occupied Housing Units	72.9%	74.4%	72.8%
Renter Occupied Housing Units	18.8%	17.8%	20.5%
Vacant Housing Units	8.2%	7.8%	6.7%
2017 Housing Units	570	5,554	18,701
Owner Occupied Housing Units	70.4%	72.2%	70.6%
Renter Occupied Housing Units	21.2%	20.0%	22.9%
Vacant Housing Units	8.2%	7.8%	6.5%
2022 Housing Units	580	5,714	19,310
Owner Occupied Housing Units	70.3%	72.2%	70.6%
Renter Occupied Housing Units	21.4%	19.9%	22.9%
Vacant Housing Units	8.3%	7.9%	6.5%
<b>Median Household Income</b>			
2017	\$47,857	\$53,358	\$55,774
2022	\$54,171	\$59,591	\$63,414
<b>Median Home Value</b>			
2017	\$132,759	\$168,923	\$181,508
2022	\$171,186	\$216,327	\$214,811
<b>Per Capita Income</b>			
2017	\$23,223	\$27,018	\$28,748
2022	\$27,158	\$31,495	\$33,113
<b>Median Age</b>			
2010	40.2	40.9	40.6
2017	41.9	42.7	42.3
2022	43.4	44.2	43.5

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	523	5,120	17,490
<\$15,000	15.1%	12.5%	9.6%
\$15,000 - \$24,999	13.4%	11.0%	10.9%
\$25,000 - \$34,999	9.0%	8.9%	8.3%
\$35,000 - \$49,999	14.0%	13.1%	14.5%
\$50,000 - \$74,999	20.7%	22.9%	21.2%
\$75,000 - \$99,999	11.3%	11.7%	13.3%
\$100,000 - \$149,999	11.3%	12.3%	14.4%
\$150,000 - \$199,999	2.9%	4.1%	4.5%
\$200,000+	2.3%	3.6%	3.4%
Average Household Income	\$61,425	\$69,495	\$72,569
<b>2022 Households by Income</b>			
Household Income Base	532	5,263	18,058
<\$15,000	14.3%	11.7%	8.9%
\$15,000 - \$24,999	11.8%	9.8%	9.6%
\$25,000 - \$34,999	7.7%	7.7%	7.1%
\$35,000 - \$49,999	11.7%	10.8%	12.2%
\$50,000 - \$74,999	18.6%	20.6%	19.3%
\$75,000 - \$99,999	13.7%	13.9%	15.5%
\$100,000 - \$149,999	15.0%	15.6%	17.6%
\$150,000 - \$199,999	3.8%	5.2%	5.5%
\$200,000+	3.0%	4.7%	4.2%
Average Household Income	\$72,358	\$81,462	\$84,054
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	401	4,011	13,201
<\$50,000	14.0%	9.7%	7.0%
\$50,000 - \$99,999	17.2%	12.3%	9.5%
\$100,000 - \$149,999	28.9%	21.5%	19.0%
\$150,000 - \$199,999	14.5%	17.1%	23.0%
\$200,000 - \$249,999	5.0%	11.3%	15.0%
\$250,000 - \$299,999	4.7%	7.0%	9.2%
\$300,000 - \$399,999	7.2%	12.2%	9.2%
\$400,000 - \$499,999	1.0%	2.5%	2.6%
\$500,000 - \$749,999	5.2%	4.6%	4.3%
\$750,000 - \$999,999	1.0%	0.5%	0.3%
\$1,000,000 +	1.5%	1.3%	0.8%
Average Home Value	\$191,604	\$216,621	\$216,088
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	408	4,126	13,640
<\$50,000	8.6%	5.6%	4.0%
\$50,000 - \$99,999	11.5%	7.8%	6.2%
\$100,000 - \$149,999	23.8%	16.1%	14.3%
\$150,000 - \$199,999	14.5%	15.6%	20.4%
\$200,000 - \$249,999	9.3%	14.9%	17.1%
\$250,000 - \$299,999	6.6%	9.0%	11.4%
\$300,000 - \$399,999	11.5%	16.9%	13.1%
\$400,000 - \$499,999	1.2%	3.8%	4.1%
\$500,000 - \$749,999	8.1%	6.7%	7.0%
\$750,000 - \$999,999	2.0%	1.0%	0.6%
\$1,000,000 +	2.9%	2.6%	1.7%
Average Home Value	\$255,270	\$272,321	\$264,128

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	1,344	12,744	42,464
0 - 4	6.3%	5.5%	5.7%
5 - 9	6.3%	6.4%	6.5%
10 - 14	6.4%	6.5%	6.6%
15 - 24	13.2%	12.6%	12.0%
25 - 34	10.9%	11.4%	11.8%
35 - 44	13.9%	13.4%	13.5%
45 - 54	16.4%	15.7%	15.4%
55 - 64	13.4%	13.7%	13.3%
65 - 74	8.6%	9.0%	8.6%
75 - 84	3.6%	4.3%	4.9%
85 +	1.0%	1.5%	1.7%
18 +	77.0%	77.4%	77.0%
<b>2017 Population by Age</b>			
Total	1,386	13,335	44,589
0 - 4	5.6%	5.1%	5.3%
5 - 9	6.5%	5.8%	5.9%
10 - 14	6.4%	6.2%	6.2%
15 - 24	10.7%	11.0%	11.0%
25 - 34	12.1%	11.9%	12.0%
35 - 44	12.7%	12.9%	13.0%
45 - 54	14.1%	14.0%	14.0%
55 - 64	15.5%	15.0%	14.4%
65 - 74	10.8%	11.5%	10.9%
75 - 84	4.4%	5.0%	5.2%
85 +	1.2%	1.6%	2.0%
18 +	78.1%	79.4%	79.1%
<b>2022 Population by Age</b>			
Total	1,416	13,767	46,242
0 - 4	5.3%	4.9%	5.1%
5 - 9	6.1%	5.6%	5.7%
10 - 14	7.0%	6.3%	6.3%
15 - 24	10.7%	10.7%	10.5%
25 - 34	10.2%	10.2%	11.1%
35 - 44	12.9%	13.3%	13.3%
45 - 54	13.3%	13.2%	13.1%
55 - 64	14.8%	14.7%	14.4%
65 - 74	12.4%	12.7%	12.1%
75 - 84	5.9%	6.6%	6.4%
85 +	1.3%	1.7%	2.0%
18 +	77.8%	79.4%	79.2%
<b>2010 Population by Sex</b>			
Males	667	6,278	20,635
Females	677	6,466	21,831
<b>2017 Population by Sex</b>			
Males	694	6,608	21,783
Females	690	6,729	22,803
<b>2022 Population by Sex</b>			
Males	717	6,858	22,692
Females	700	6,910	23,552

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	1,346	12,744	42,465
White Alone	95.6%	95.8%	94.8%
Black Alone	1.6%	1.6%	2.0%
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	1.6%	1.4%	1.5%
Hispanic Origin	1.3%	1.6%	2.0%
Diversity Index	10.6	11.0	13.6
<b>2017 Population by Race/Ethnicity</b>			
Total	1,386	13,337	44,586
White Alone	94.7%	94.9%	93.8%
Black Alone	1.9%	1.8%	2.2%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	0.4%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.7%
Two or More Races	1.9%	1.7%	1.9%
Hispanic Origin	1.6%	2.0%	2.5%
Diversity Index	12.9	13.3	16.3
<b>2022 Population by Race/Ethnicity</b>			
Total	1,417	13,767	46,244
White Alone	94.1%	94.3%	92.9%
Black Alone	2.0%	1.9%	2.3%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	0.5%	0.9%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.8%
Two or More Races	2.2%	2.0%	2.3%
Hispanic Origin	1.9%	2.3%	3.0%
Diversity Index	14.6	15.2	18.6
<b>2010 Population by Relationship and Household Type</b>			
Total	1,344	12,744	42,466
In Households	99.1%	99.2%	99.2%
In Family Households	87.4%	86.8%	86.1%
Householder	28.3%	28.7%	28.5%
Spouse	22.4%	22.6%	22.7%
Child	30.9%	30.0%	30.0%
Other relative	3.1%	3.2%	3.0%
Nonrelative	2.6%	2.2%	1.9%
In Nonfamily Households	11.8%	12.4%	13.1%
In Group Quarters	0.9%	0.8%	0.8%
Institutionalized Population	0.0%	0.0%	0.3%
Noninstitutionalized Population	0.9%	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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	980	9,581	31,914
Less than 9th Grade	8.3%	4.4%	3.8%
9th - 12th Grade, No Diploma	11.9%	8.9%	7.2%
High School Graduate	36.1%	27.8%	24.1%
GED/Alternative Credential	4.2%	7.0%	6.5%
Some College, No Degree	20.2%	20.1%	21.0%
Associate Degree	3.8%	7.6%	8.1%
Bachelor's Degree	9.4%	15.3%	18.2%
Graduate/Professional Degree	6.1%	8.9%	11.2%
<b>2017 Population 15+ by Marital Status</b>			
Total	1,129	11,048	36,840
Never Married	30.2%	27.9%	26.1%
Married	56.4%	56.5%	55.1%
Widowed	6.3%	6.1%	7.1%
Divorced	7.1%	9.5%	11.7%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.7%	96.7%	95.1%
Civilian Unemployed (Unemployment Rate)	4.3%	3.2%	4.9%
<b>2017 Employed Population 16+ by Industry</b>			
Total	607	6,133	20,791
Agriculture/Mining	0.0%	0.0%	0.5%
Construction	7.9%	7.6%	6.2%
Manufacturing	14.3%	9.4%	9.5%
Wholesale Trade	1.8%	3.2%	3.7%
Retail Trade	12.9%	12.1%	11.0%
Transportation/Utilities	4.9%	6.6%	5.0%
Information	1.3%	1.2%	1.7%
Finance/Insurance/Real Estate	6.1%	5.8%	6.1%
Services	48.3%	50.2%	51.8%
Public Administration	2.8%	3.9%	4.5%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	608	6,133	20,791
White Collar	48.6%	58.0%	64.9%
Management/Business/Financial	9.9%	12.9%	14.3%
Professional	14.5%	21.2%	24.5%
Sales	13.7%	10.9%	11.3%
Administrative Support	10.5%	13.1%	14.7%
Services	19.6%	17.6%	15.7%
Blue Collar	32.0%	24.3%	19.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.3%
Construction/Extraction	5.4%	7.0%	5.2%
Installation/Maintenance/Repair	3.3%	2.0%	2.9%
Production	10.7%	7.0%	5.8%
Transportation/Material Moving	12.5%	8.3%	5.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,344	12,744	42,466
Population Inside Urbanized Area	63.5%	66.9%	81.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	36.5%	33.1%	18.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	512	4,937	16,830
Households with 1 Person	19.9%	21.6%	23.8%
Households with 2+ People	80.1%	78.4%	76.2%
Family Households	75.2%	73.9%	72.0%
Husband-wife Families	59.6%	58.3%	57.3%
With Related Children	23.6%	22.5%	23.2%
Other Family (No Spouse Present)	15.6%	15.6%	14.8%
Other Family with Male Householder	4.7%	4.9%	4.2%
With Related Children	2.9%	2.9%	2.4%
Other Family with Female Householder	10.9%	10.8%	10.6%
With Related Children	6.4%	6.3%	6.3%
Nonfamily Households	4.9%	4.5%	4.2%
All Households with Children	33.6%	32.2%	32.3%
Multigenerational Households	5.5%	4.5%	3.7%
Unmarried Partner Households	5.3%	5.0%	4.6%
Male-female	4.5%	4.3%	4.0%
Same-sex	0.8%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	512	4,939	16,830
1 Person Household	19.9%	21.6%	23.8%
2 Person Household	37.1%	38.2%	37.0%
3 Person Household	19.7%	18.2%	17.3%
4 Person Household	13.5%	12.9%	13.5%
5 Person Household	5.7%	5.7%	5.4%
6 Person Household	2.3%	2.2%	2.0%
7 + Person Household	1.8%	1.2%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	512	4,937	16,830
Owner Occupied	79.5%	80.7%	78.1%
Owned with a Mortgage/Loan	47.9%	50.2%	50.5%
Owned Free and Clear	31.6%	30.4%	27.5%
Renter Occupied	20.5%	19.3%	21.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	558	5,354	18,042
Housing Units Inside Urbanized Area	61.1%	66.5%	81.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	38.9%	33.5%	18.5%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
<b>3.</b>	Rural Bypasses (10E)	Rural Bypasses (10E)	Green Acres (6A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$830,216	\$9,185,322	\$33,096,205
Average Spent	\$1,587.41	\$1,794.01	\$1,892.29
Spending Potential Index	73	83	88
Education: Total \$	\$474,799	\$5,443,918	\$20,643,769
Average Spent	\$907.84	\$1,063.27	\$1,180.32
Spending Potential Index	62	73	81
Entertainment/Recreation: Total \$	\$1,303,512	\$14,301,516	\$50,169,705
Average Spent	\$2,492.37	\$2,793.26	\$2,868.48
Spending Potential Index	80	90	92
Food at Home: Total \$	\$2,144,013	\$23,363,449	\$80,725,631
Average Spent	\$4,099.45	\$4,563.17	\$4,615.53
Spending Potential Index	81	91	92
Food Away from Home: Total \$	\$1,325,481	\$14,597,110	\$52,093,096
Average Spent	\$2,534.38	\$2,851.00	\$2,978.45
Spending Potential Index	76	86	89
Health Care: Total \$	\$2,535,894	\$27,616,444	\$94,721,646
Average Spent	\$4,848.75	\$5,393.84	\$5,415.76
Spending Potential Index	87	96	97
HH Furnishings & Equipment: Total \$	\$798,808	\$8,791,946	\$31,169,722
Average Spent	\$1,527.36	\$1,717.18	\$1,782.15
Spending Potential Index	79	88	92
Personal Care Products & Services: Total \$	\$314,042	\$3,476,850	\$12,468,897
Average Spent	\$600.46	\$679.07	\$712.92
Spending Potential Index	75	85	90
Shelter: Total \$	\$5,896,735	\$65,926,540	\$241,792,877
Average Spent	\$11,274.83	\$12,876.28	\$13,824.64
Spending Potential Index	69	79	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$981,253	\$10,822,085	\$38,349,419
Average Spent	\$1,876.20	\$2,113.69	\$2,192.65
Spending Potential Index	80	90	94
Travel: Total \$	\$776,386	\$8,704,753	\$31,899,918
Average Spent	\$1,484.49	\$1,700.15	\$1,823.89
Spending Potential Index	72	82	88
Vehicle Maintenance & Repairs: Total \$	\$460,351	\$5,032,687	\$17,478,652
Average Spent	\$880.21	\$982.95	\$999.35
Spending Potential Index	82	92	93

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.