



Market Profile

TVA Southeast Valley Region
 Catoosa County, GA (13047) et al.
 Geography: County

Prepared by Esri

	GA(13047),GA(...)
Population Summary	
2000 Total Population	1,249,143
2010 Total Population	1,398,900
2021 Total Population	1,533,536
2021 Group Quarters	34,384
2026 Total Population	1,591,736
2021-2026 Annual Rate	0.75%
2021 Total Daytime Population	1,518,420
Workers	679,753
Residents	838,667
Household Summary	
2000 Households	492,310
2000 Average Household Size	2.49
2010 Households	549,704
2010 Average Household Size	2.49
2021 Households	603,468
2021 Average Household Size	2.48
2026 Households	627,436
2026 Average Household Size	2.48
2021-2026 Annual Rate	0.78%
2010 Families	380,141
2010 Average Family Size	2.98
2021 Families	408,662
2021 Average Family Size	3.00
2026 Families	422,215
2026 Average Family Size	3.00
2021-2026 Annual Rate	0.65%
Housing Unit Summary	
2000 Housing Units	548,977
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	10.3%
2010 Housing Units	639,782
Owner Occupied Housing Units	60.5%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	14.1%
2021 Housing Units	707,635
Owner Occupied Housing Units	59.4%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	14.7%
2026 Housing Units	738,099
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	15.0%
Median Household Income	
2021	\$50,818
2026	\$55,370
Median Home Value	
2021	\$187,414
2026	\$228,119
Per Capita Income	
2021	\$27,064
2026	\$30,508
Median Age	
2010	39.9
2021	42.3
2026	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income	
Household Income Base	603,466
<\$15,000	12.2%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	4.0%
\$200,000+	3.6%
Average Household Income	\$68,573
2026 Households by Income	
Household Income Base	627,434
<\$15,000	10.4%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	4.9%
\$200,000+	4.2%
Average Household Income	\$77,199
2021 Owner Occupied Housing Units by Value	
Total	420,598
<\$50,000	7.1%
\$50,000 - \$99,999	14.0%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	11.1%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.3%
Average Home Value	\$237,226
2026 Owner Occupied Housing Units by Value	
Total	442,335
<\$50,000	4.8%
\$50,000 - \$99,999	9.6%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	13.2%
\$250,000 - \$299,999	13.4%
\$300,000 - \$399,999	14.7%
\$400,000 - \$499,999	6.9%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.4%
Average Home Value	\$278,377

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	1,398,900
0 - 4	6.1%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	13.0%
25 - 34	11.8%
35 - 44	13.1%
45 - 54	14.4%
55 - 64	13.1%
65 - 74	9.0%
75 - 84	4.9%
85 +	1.7%
18 +	77.1%
2021 Population by Age	
Total	1,533,536
0 - 4	5.4%
5 - 9	5.7%
10 - 14	5.9%
15 - 24	11.4%
25 - 34	12.7%
35 - 44	12.2%
45 - 54	12.5%
55 - 64	13.8%
65 - 74	12.2%
75 - 84	6.2%
85 +	2.1%
18 +	79.8%
2026 Population by Age	
Total	1,591,736
0 - 4	5.2%
5 - 9	5.5%
10 - 14	5.9%
15 - 24	11.3%
25 - 34	11.3%
35 - 44	12.6%
45 - 54	12.2%
55 - 64	13.2%
65 - 74	12.6%
75 - 84	7.8%
85 +	2.3%
18 +	79.8%
2010 Population by Sex	
Males	685,610
Females	713,290
2021 Population by Sex	
Males	757,470
Females	776,066
2026 Population by Sex	
Males	788,076
Females	803,660

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	1,398,900
White Alone	87.1%
Black Alone	6.8%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	1.6%
Hispanic Origin	6.2%
Diversity Index	32.6
2021 Population by Race/Ethnicity	
Total	1,533,536
White Alone	85.3%
Black Alone	7.0%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	2.2%
Hispanic Origin	8.0%
Diversity Index	37.6
2026 Population by Race/Ethnicity	
Total	1,591,736
White Alone	84.3%
Black Alone	7.1%
American Indian Alone	0.5%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.5%
Hispanic Origin	9.1%
Diversity Index	40.3
2010 Population by Relationship and Household Type	
Total	1,398,900
In Households	97.9%
In Family Households	83.2%
Householder	27.2%
Spouse	20.5%
Child	29.8%
Other relative	3.6%
Nonrelative	2.2%
In Nonfamily Households	14.6%
In Group Quarters	2.1%
Institutionalized Population	1.2%
Noninstitutionalized Population	0.9%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment	
Total	1,099,107
Less than 9th Grade	6.0%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	26.9%
GED/Alternative Credential	7.0%
Some College, No Degree	20.1%
Associate Degree	7.9%
Bachelor's Degree	14.3%
Graduate/Professional Degree	8.3%
2021 Population 15+ by Marital Status	
Total	1,274,071
Never Married	26.4%
Married	53.4%
Widowed	7.4%
Divorced	12.8%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	729,916
Population 16+ Employed	94.8%
Population 16+ Unemployment rate	5.2%
Population 16-24 Employed	12.6%
Population 16-24 Unemployment rate	9.7%
Population 25-54 Employed	62.8%
Population 25-54 Unemployment rate	4.8%
Population 55-64 Employed	17.1%
Population 55-64 Unemployment rate	4.2%
Population 65+ Employed	7.5%
Population 65+ Unemployment rate	2.5%
2021 Employed Population 16+ by Industry	
Total	692,234
Agriculture/Mining	1.5%
Construction	7.6%
Manufacturing	19.3%
Wholesale Trade	2.2%
Retail Trade	10.8%
Transportation/Utilities	6.9%
Information	1.1%
Finance/Insurance/Real Estate	6.1%
Services	40.8%
Public Administration	3.7%
2021 Employed Population 16+ by Occupation	
Total	692,234
White Collar	55.1%
Management/Business/Financial	14.1%
Professional	20.3%
Sales	9.1%
Administrative Support	11.6%
Services	14.3%
Blue Collar	30.6%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.6%
Production	10.9%
Transportation/Material Moving	9.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	549,704
Households with 1 Person	25.9%
Households with 2+ People	74.1%
Family Households	69.2%
Husband-wife Families	52.1%
With Related Children	20.7%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	4.8%
With Related Children	2.8%
Other Family with Female Householder	12.3%
With Related Children	7.7%
Nonfamily Households	4.9%
All Households with Children	31.7%
Multigenerational Households	4.3%
Unmarried Partner Households	5.6%
Male-female	5.0%
Same-sex	0.6%
2010 Households by Size	
Total	549,704
1 Person Household	25.9%
2 Person Household	35.9%
3 Person Household	16.5%
4 Person Household	12.6%
5 Person Household	5.6%
6 Person Household	2.2%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	549,704
Owner Occupied	70.4%
Owned with a Mortgage/Loan	42.1%
Owned Free and Clear	28.3%
Renter Occupied	29.6%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	156
Percent of Income for Mortgage	15.5%
Wealth Index	69
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	639,782
Housing Units Inside Urbanized Area	36.1%
Housing Units Inside Urbanized Cluster	13.4%
Rural Housing Units	50.5%
2010 Population By Urban/ Rural Status	
Total Population	1,398,900
Population Inside Urbanized Area	38.0%
Population Inside Urbanized Cluster	13.7%
Rural Population	48.4%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Rooted Rural (10B)
2. Southern Satellites (10A)
3. Salt of the Earth (6B)

2021 Consumer Spending

Apparel & Services: Total \$	\$943,477,089
Average Spent	\$1,563.43
Spending Potential Index	74
Education: Total \$	\$661,362,371
Average Spent	\$1,095.94
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$1,551,247,957
Average Spent	\$2,570.56
Spending Potential Index	80
Food at Home: Total \$	\$2,614,750,142
Average Spent	\$4,332.87
Spending Potential Index	80
Food Away from Home: Total \$	\$1,714,540,297
Average Spent	\$2,841.15
Spending Potential Index	75
Health Care: Total \$	\$3,168,549,516
Average Spent	\$5,250.57
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$1,037,369,185
Average Spent	\$1,719.01
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$401,457,949
Average Spent	\$665.25
Spending Potential Index	74
Shelter: Total \$	\$8,407,303,783
Average Spent	\$13,931.65
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,160,530,077
Average Spent	\$1,923.10
Spending Potential Index	80
Travel: Total \$	\$1,076,149,331
Average Spent	\$1,783.27
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$552,170,789
Average Spent	\$915.00
Spending Potential Index	83

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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