



Date: 02/01/10

Current Geography Selection: (4 Selected) Counties: Catoosa County, Chattooga County, Dade County, Walker County

Current Index Base: Entire US

## Demographic Detail Summary Report

### Population Demographics

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Total Population	136,194		154,959		174,095		185,830		13.8%	6.7%
Population Density (Pop/Sq Mi)	124.1		141.2		158.6		169.3		13.8%	6.7%
Total Households	50,572		59,240		66,032		69,097		17.1%	4.6%

### Population by Gender:

Male	65,888	48.4%	75,984	49.0%	85,968	49.4%	92,380	49.7%	15.3%	7.5%
Female	70,306	51.6%	78,975	51.0%	88,127	50.6%	93,450	50.3%	12.3%	6.0%

### Population by Race/Ethnicity

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
White	130,794	96.0%	145,868	94.1%	160,547	92.2%	167,519	90.2%	11.5%	4.3%
Black	4,646	3.4%	5,931	3.8%	9,792	5.6%	13,892	7.5%	27.7%	41.9%
American Indian or Alaska Native	307	0.2%	436	0.3%	433	0.3%	404	0.2%	42.0%	-6.7%
Asian or Pacific Islander	329	0.2%	669	0.4%	1,269	0.7%	1,574	0.8%	103.3%	24.0%
Some Other Race	116	0.1%	675	0.4%	640	0.4%	952	0.5%	481.9%	48.8%
Two or More Races			1,380	0.9%	1,414	0.8%	1,489	0.8%		5.3%
Hispanic Ethnicity	559	0.4%	1,860	1.2%	3,136	1.8%	3,513	1.9%	232.7%	12.0%
Not Hispanic or Latino	135,637	99.6%	153,099	98.8%	170,959	98.2%	182,317	98.1%	12.9%	6.6%

### Population by Age

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
0 to 4	9,038	6.6%	10,192	6.6%	10,946	6.3%	12,153	6.5%	12.8%	11.0%
5 to 14	19,810	14.5%	21,744	14.0%	22,736	13.1%	22,815	12.3%	9.8%	0.3%
15 to 19	10,684	7.8%	10,511	6.8%	11,879	6.8%	12,129	6.5%	-1.6%	2.1%

20 to 24	9,094	6.7%	9,833	6.3%	10,911	6.3%	12,381	6.7%	8.1%	13.5%
25 to 34	21,218	15.6%	21,614	13.9%	24,346	14.0%	24,008	12.9%	1.9%	-1.4%
35 to 44	20,279	14.9%	24,247	15.6%	24,023	13.8%	24,866	13.4%	19.6%	3.5%
45 to 54	15,819	11.6%	21,171	13.7%	24,226	13.9%	25,206	13.6%	33.8%	4.0%
55 to 64	13,120	9.6%	15,425	10.0%	20,299	11.7%	23,061	12.4%	17.6%	13.6%
65 to 74	10,387	7.6%	11,544	7.5%	13,441	7.7%	16,486	8.9%	11.1%	22.7%
75 to 84	5,442	4.0%	6,707	4.3%	8,138	4.7%	9,301	5.0%	23.2%	14.3%
85+	1,300	1.0%	1,971	1.3%	3,150	1.8%	3,420	1.8%	51.6%	8.6%

**Median Age:**

Total Population	34.2		36.5		37.6		38.7		6.8%	2.8%
------------------	------	--	------	--	------	--	------	--	------	------

**Households by Income**

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
\$0 - \$15,000	15,760	31.2%	11,309	19.1%	9,720	14.7%	9,436	13.7%	-28.2%	-2.9%
\$15,000 - \$24,999	10,807	21.4%	9,416	15.9%	8,322	12.6%	7,910	11.4%	-12.9%	-5.0%
\$25,000 - \$34,999	9,123	18.0%	8,791	14.8%	8,375	12.7%	8,139	11.8%	-3.6%	-2.8%
\$35,000 - \$49,999	8,413	16.6%	11,907	20.1%	10,993	16.6%	10,709	15.5%	41.5%	-2.6%
\$50,000 - \$74,999	5,054	10.0%	10,986	18.5%	15,050	22.8%	16,225	23.5%	117.4%	7.8%
\$75,000 - \$99,999	843	1.7%	4,096	6.9%	6,879	10.4%	7,798	11.3%	385.9%	13.4%
\$100,000 - \$149,999	344	0.7%	1,921	3.2%	4,877	7.4%	6,470	9.4%	458.4%	32.7%
\$150,000 +	196	0.4%	814	1.4%	1,816	2.8%	2,410	3.5%	315.3%	32.7%
Average Hhld Income	\$0		\$42,270		\$50,717		\$53,709		N/A%	5.9%
Median Hhld Income	\$23,453		\$35,128		\$43,871		\$47,315		49.8%	7.9%
Per Capita Income	\$10,415		\$16,160		\$19,724		\$20,344		55.2%	3.1%

**Employment and Business**

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Age 16 + Population	105,301		120,880		138,048		148,443		14.8%	7.5%
In Labor Force	66,704	63.4%	75,789	62.7%	86,210	62.5%	92,395	62.2%	13.6%	7.2%
Employed	62,659	93.9%	72,525	95.7%	77,274	89.6%	88,068	95.3%	15.7%	14.0%
Unemployed	3,945	5.9%	3,190	4.2%	8,854	10.3%	4,221	4.6%	-19.1%	-52.3%
In Armed Forces	97	0.1%	74	0.1%	82	0.1%	106	0.1%	-23.7%	29.3%
Not In Labor Force	38,597	36.7%	45,091	37.3%	51,838	37.6%	56,048	37.8%	16.8%	8.1%
Number of Employees (Daytime Pop)					47,610					
Number of Establishments					4,407					
Emp in Blue Collar Occupations			38,002	52.4%						
Emp in White Collar Occupations			34,523	47.6%						

## Housing Units

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Total Housing Units	54,251		64,272		73,505		77,656		18.5%	5.6%
Owner Occupied	38,745	71.4%	45,637	71.0%	50,848	69.2%	54,723	70.5%	17.8%	7.6%
Renter Occupied	11,823	21.8%	13,603	21.2%	15,184	20.7%	14,374	18.5%	15.1%	-5.3%
Vacant	3,679	6.8%	5,032	7.8%	7,473	10.2%	8,559	11.0%	36.8%	14.5%

## Vehicles Available

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Average Vehicles Per Hhld	1.90		1.80		2.00		2.10		-6.7%	5.7%
0 Vehicles Available	3,530	6.6%	3,511	5.9%	2,987	4.5%	2,988	4.3%	-0.5%	0.0%
1 Vehicle Available	15,071	28.3%	18,032	30.4%	20,577	31.2%	21,215	30.7%	19.6%	3.1%
2+ Vehicles Available	34,721	65.1%	37,697	63.6%	42,468	64.3%	44,894	65.0%	8.6%	5.7%

## Marital Status

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Age 15+ Population	107,343		123,023		140,416		150,860		14.6%	7.4%
Married, Spouse Present	67,417	62.8%	71,477	58.1%	81,964	58.4%	88,355	58.6%	6.0%	7.8%
Married, Spouse Absent	1,852	1.7%	5,590	4.5%	6,109	4.4%	6,328	4.2%	201.8%	3.6%
Divorced	10,089	9.4%	13,652	11.1%	15,573	11.1%	16,659	11.0%	35.3%	7.0%
Widowed	8,791	8.2%	9,835	8.0%	11,095	7.9%	11,898	7.9%	11.9%	7.2%
Never Married	19,211	17.9%	22,469	18.3%	25,675	18.3%	27,620	18.3%	17.0%	7.6%

## Educational Attainment

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Age 25+ Population	87,565		102,679		117,623		126,348		17.3%	7.4%
Grade K - 8	16,511	18.9%	10,696	10.4%	11,287	9.6%	10,603	8.4%	-35.2%	-6.1%
Grade 9 - 12	19,945	22.8%	20,157	19.6%	20,555	17.5%	19,677	15.6%	1.1%	-4.3%
High School Graduate	28,868	33.0%	35,364	34.4%	42,516	36.2%	47,176	37.3%	22.5%	11.0%
Some College, No Degree	11,514	13.2%	19,404	18.9%	22,972	19.5%	25,435	20.1%	68.5%	10.7%
Associates Degree	3,861	4.4%	4,663	4.5%	6,106	5.2%	6,983	5.5%	20.8%	14.4%
Bachelor's Degree	4,640	5.3%	7,673	7.5%	9,299	7.9%	10,159	8.0%	65.4%	9.2%
Graduate Degree	2,222	2.5%	3,691	3.6%	4,888	4.2%	6,315	5.0%	66.1%	29.2%

No Schooling  
Completed

1,031 1.0%

---

Current year data is for the year **2009**, 5 year projected data is for the year **2014**. More About Our Data.

Demographic data © 2009 by Experian/Applied Geographic Solutions.

Traffic Count data © 2009 by DataMetrix. All rights reserved.

Business List data © 2009 by D&B®. All rights reserved. All D&B information is powered by DUNSRight™, D&B's Quality Process.

© **2009. DDR is brought to you by SRC, LLC.**

SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.

[Privacy Statement](#) | [License Agreement](#)