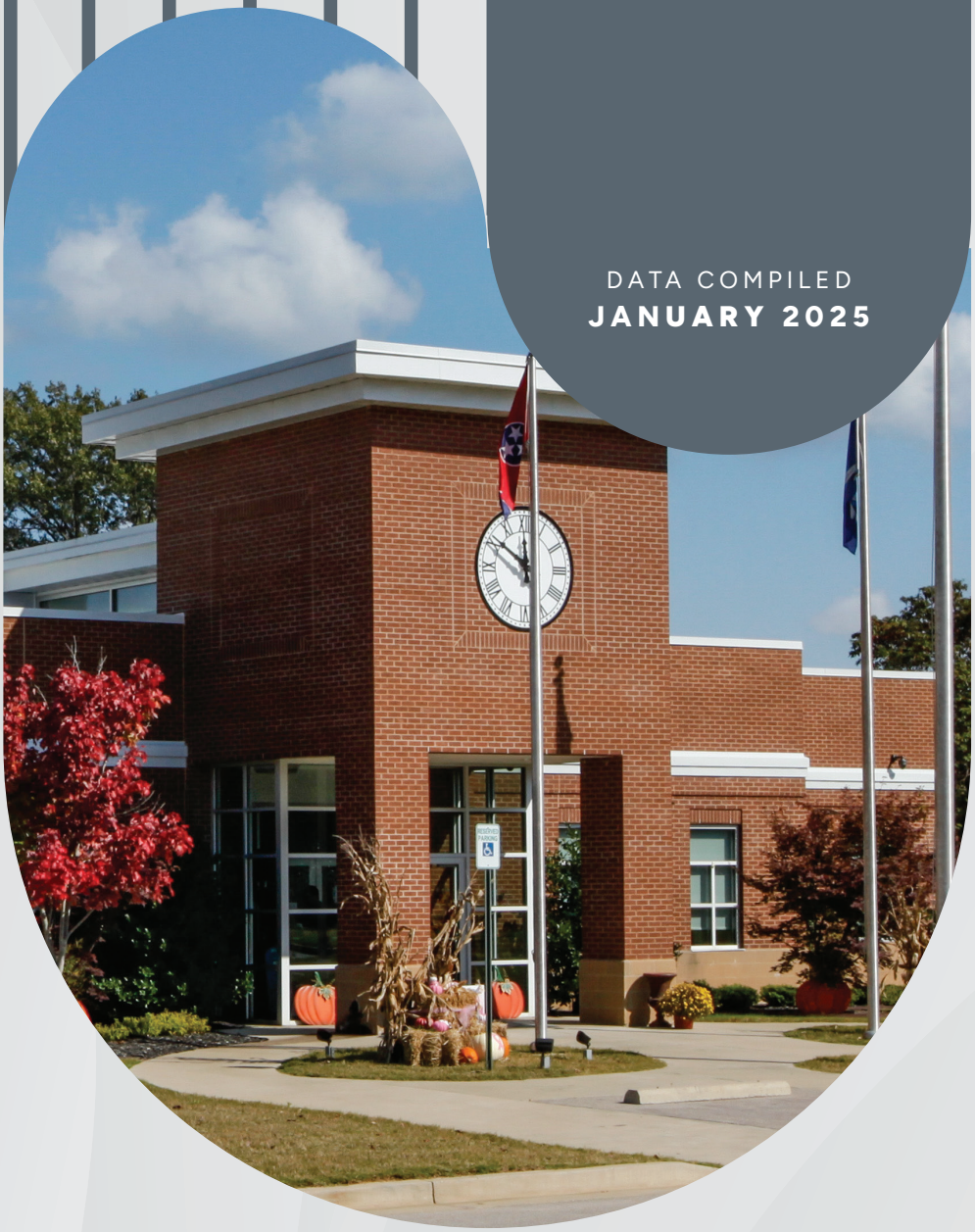
Town of ATOKA



DATA COMPILED
JANUARY 2025

COMMUNITY profile

2024

Regional Overview

Source: 2025 Claritas Environics

Atoka

2025 Estimated Population	10,870
2025 Estimated Households	3,712
Average Age	38.40
Average Household Size	2.93
Median Year Home Structure Built	2001

Working Age Population (Age 15-64)	67.38%
Population with **High School Diploma** or Higher	95.52%
Population with **Associate's Degree** or Higher	44.83%
Population with **Bachelor's Degree** or Higher	30.37%
Population with **Master's Degree** or Higher	11.10%



Population Growth 2010-2020
18.70 %



Avg. Household Income
$123,747



Median Housing Value
$337,573



Avg. Travel Time to Work
38 minutes

Tipton County

2025 Estimated Population	62,720
2025 Estimated Households	23,569
Average Age	40.10
Average Household Size	2.63
Median Year Home Structure Built	1994

Working Age Population (Age 15-64)	64.45%
Population with **High School Diploma** or Higher	89.18%
Population with **Associate's Degree** or Higher	29.56%
Population with **Bachelor's Degree** or Higher	19.75%
Population with **Master's Degree** or Higher	7.24%



Population Growth 2010-2020
-0.08 %



Avg. Household Income
$97,127



Median Housing Value
$279,798



Avg. Travel Time to Work
34 minutes

Tipton County Labor Region

2025 Estimated Population	1,015,948
2025 Estimated Households	416,524
Average Age	38.91
Average Household Size	2.49
Median Year Home Structure Built	1979

Working Age Population (Age 15-64)	63.41%
Population with **High School Diploma** or Higher	88.99%
Population with **Associate's Degree** or Higher	39.54%
Population with **Bachelor's Degree** or Higher	32.51%
Population with **Master's Degree** or Higher	12.86%



Population Growth 2010-2020
0.19 %



Avg. Household Income
$94,094



Median Housing Value
$286,577



Avg. Travel Time to Work
24 minutes

BlueOval City Effect on Tipton

Source: West TN Regional Assessment Forecasts for Population

TIPTON COUNTY PROJECTIONS



2025 Estimated Population
62,720

2035



2035 Projected Population
73,609



Population Growth 2025-2035
17.4 %

2045



2045 Estimated Population
79,129



Population Growth 2035-2045
7.5 %

Location

Locator Maps







Town of ATOKA

334 Atoka-Munford Avenue
Atoka, TN 38004

(901) 837-5300
townofatoka.com

Demographics Snapshot

Tipton County

Location

County Size (in Square Miles)	473
From Atoka, TN to: (in Miles)	
Jackson, TN	66
Memphis, TN	30
Nashville, TN	191

Source: Wikipedia, Google Maps

Population

2010 Census	61,021
2020 Census	60,970
2025 Estimate	62,720
2030 Projection	64,484
2010-2020 % Change	- 0.08%
2020-2025 % Change	2.87%
2025-2030 % Change	2.81%

Source: 2025 Claritas Environics

Households

2010 Census	21,596
2020 Census	22,563
2025 Estimate	23,569
2030 Projection	24,445
2010-2020 % Change	4.48%
2020-2025 % Change	4.46%
2025-2030 % Change	3.72%
Average Household Income	$97,127
Average Housing Value	$279,798
Median Year Housing Built	1994

Source: 2025 Claritas Environics

Race Distribution

Caucasian	74%
African American	18%
Hispanic/Latino	4%
All Other	4%

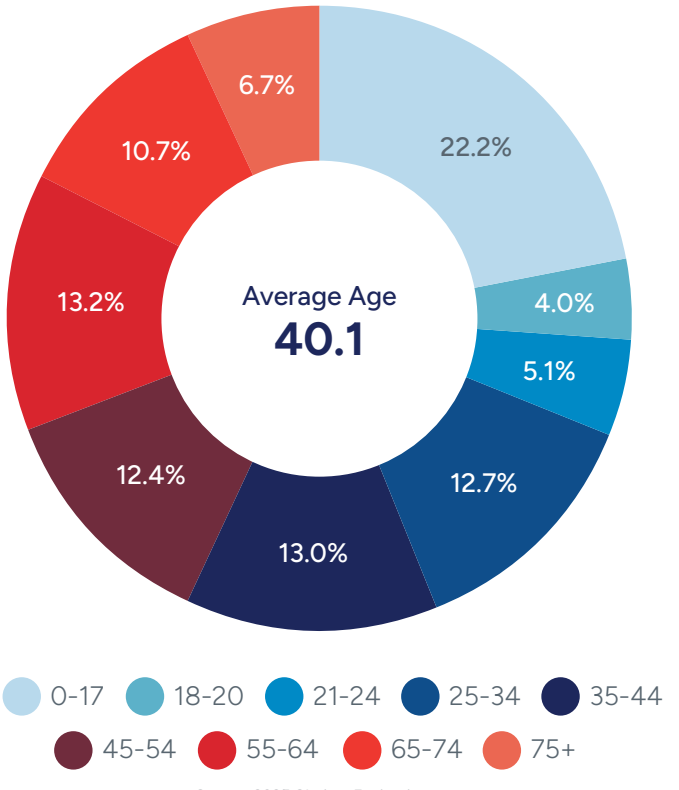
Source: 2025 Claritas Environics

Child Care

Infants & Older	**7**
Children's Express Learning Center	Atoka, TN
Making Memories	Atoka, TN
Rising Stars Child Care	Atoka, TN
Krayola Learing Academy	Covington, TN
Starks Daycare	Covington, TN
Loving Hearts	Covington, TN
Tipton Tots	Munford, TN
12 Months & Older	**3**
Little Angels Learning Center	Atoka, TN
Children's Village Daycare	Covington, TN
Munford Methodist Preschool	Munford, TN
2-3 Years & Older	**5**
Methodist-Presbyterian Nursery School	Covington, TN
School Age Child Care (SACC) Program	All Public Elementary Schools in Tipton County
Tipton County Head Start	Covington, TN
Tipton Christian Academy	Covington, TN
Tipton-Rosemark Academy	Millington, TN

Source: Younger Associates

Age Distribution



Source: 2025 Claritas Environics

Education Overview

Tipton County School District Distinctions

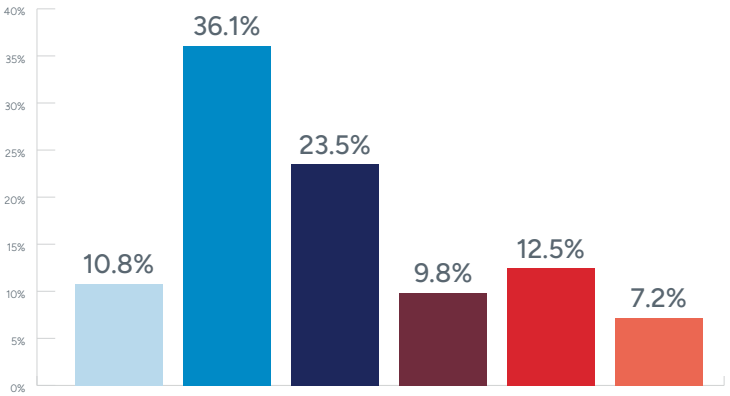
K-12 Education

	ACHIEVEMENT RATE[1]	TVAAS GROWTH LEVEL[2]	ENROLLMENT	TEACHERS	STUDENT TO TEACHER RATIO	GRADUATION RATE	ACT SCORE
Tipton County School District	39.9%	-	9,866	643	15:1	91.3%	19.1
HIGH SCHOOLS							
Brighton High School	37.8%	4	1,142	70	16:1	91.2%	20.6
Covington High School	22.2%	1	706	46	15:1	94.1%	17.9
Munford High School	42.6%	5	1,195	67	18:1	89.4%	20.9
Tipton County Alternative Learning Center	DSU[3]	1	71	13	5:1	DSU[3]	DSU[3]
ELEMENTARY & MIDDLE SCHOOLS							
Atoka Elementary School	57.5%	2	854	53	16:1	-	-
Austin Peay Elementary School	31.4%	3	416	41	10:1	-	-
Brighton Elementary School	41.6%	1	665	48	14:1	-	-
Brighton Middle School	42.1%	1	815	41	20:1	-	-
Charger Academy	33.8%	5	352	29	12:1	-	-
Crestview Elementary School - **TSI**[4]	-	1	733	52	14:1	-	-
Crestview Middle School - **ATSI**[4]	-	1	564	36	16:1	-	-
Drummonds Elementary - **Reward School**[5]	43.4%	4	662	48	14:1	-	-
Munford Elementary	53.8%	1	777	50	16:1	-	-
Munford Middle School - **Reward School**[5]	50.6%	5	914	49	19:1	-	-

Source: TN Dept of Education 2022-2023 School Year

1. *The state achievement rate represents the percentage of students whose score met expectations or exceeded expectations across all subjects. This rate shows the district's state achievement rate in comparison with the state (38.2%). The district's rate is an average of all grade's rates.*
2. *A district can receive a score between 1 and 5 with Level 1 being the lowest and Level 5 being the highest. Districts receive a Level 5 when there is significant evidence that their students made more progress than expected on state math and ELA assessments. In contrast, districts receive a Level 1 when there is significant evidence that their students made less progress than expected on state math and ELA assessments.*
3. *DSU – Data Suppressed for Privacy. If you have questions about data suppression, please review the State's suppression rules https://www.tn.gov/content/dam/tn/education/rpt-crd/2021-22_-Suppression_Rules.pdf.*
4. **Targeted Support & Improvement Designation – Schools having one or more significantly and/or consistently underperforming student group(s) receive the Targeted Support and Improvement (TSI) or Additional Targeted Support and Improvement (ATSI) designation. Schools may become TSI or ATSI schools if they meet the identification criterion for one or more student groups as outlined in Section 4.6 of the 2022-23 Federal Accountability Protocol.*
5. ***Reward School Designation – Schools that earn an overall rating of 3.1 or higher across multiple federal accountability performance indicators and student groups, and are not identified as CSI, TSI, or ATSI schools are recognized as Reward schools. Schools receiving this designation typically demonstrate high levels of performance and/or growth across all indicators.*

Attainment Levels



- No HS Diploma (or GED)
- HS Diploma (or GED)
- Some College, No Degree
- Associate's Degree
- Bachelor's Degree
- Masters's Degree & Beyond

Source: 2025 Claritas Environics

Higher Education

Institutions (100-mile Radius)	46
2-Year (or less) Institutions	24
4-Year Institutions	22

2023 Completions	38,661
Certificate Completions	11,887
Degree Completions	26,774

Institutions (in Tipton County)

TCAT NORTHWEST

TECHNICAL COLLEGE of the YEAR 2024

TN College of Applied Technology – Northwest **(Covington Campus)**
1600 Hwy 51 South
Covington, TN 38019
tcatnorthwest.edu

Source: 2024 LightCast, National Center for Education Statistics (NCES)

Workforce Overview

Labor Force

	LABOR FORCE	EMPLOYED	UNEMPLOYED	UNEMP. RATE
2023	27,320	26,290	1,030	3.8%
2022	27,667	26,664	1,003	3.6%
2021	27,664	26,420	1,244	4.5%
2020	27,614	25,776	1,838	6.7%
2019	28,367	27,282	1,085	3.8%
2018	28,007	26,832	1,175	4.2%
2017	27,625	26,401	1,224	4.4%
2016	27,529	25,958	1,571	5.7%
2015	27,547	25,611	1,936	7.0%
2014	27,436	25,159	2,277	8.3%

Source: U.S. Bureau of Labor Statistics (BLS) as of 1/7/2025

Distribution of Labor

	ANNUAL ESTABLISHMENTS	ANNUAL AVG. EMPLOYMENT	ANNUAL AVG. WAGE
Natural Resources & Mining	20	104	$45,369
Construction	124	1,539	$76,405
Manufacturing	35	1,934	$59,908
Trade, Transportation, & Utilities	216	2,336	$40,761
Information	20	48	$69,952
Financial Activities	86	325	$65,309
Professional & Business Services	128	618	$48,942
Education & Health Services	115	1,378	$52,942
Leisure & Hospitality	86	1,034	$17,995
Other Services	54	193	$43,791
Unclassified	4	9	$68,087
Totals & Averages	**888**	**9,517**	**$53,265**

Source: U.S. Bureau of Labor Statistics (BLS) 2023 Annual Data as of 1/7/2025



2024 Annual* Unemployment Rate

3.8%

*Source: U.S. Bureau of Labor Statistics (BLS) as of 2/20/2025, *Dec 2024 Preliminary Data*

2023 Largest Labor Employer

Trade, Transportation, & Utilities

Source: U.S. Bureau of Labor Statistics (BLS) 2023 Annual Data as of 1/7/2025



Commute Patterns

Red: The counties that have a red header are a part of the Tipton County Labor Region.
Outflow: People who live in Tipton County, but commutes to another county for work.
Inflow: People who live in another county, but commutes to Tipton County for work.

Net Worker Loss to other counties **14,082**

Live & Work in Tipton County **9,694**

Crockett County	Dyer County	Fayette County	Hardeman County	Haywood County	Lauderdale County	Madison County	Shelby County
↑ 0 ↓ 48	↑ 3 ↓ 84	↑ 325 ↓ 103	↑ 16 ↓ 14	↑ 112 ↓ 311	↑ 538 ↓ 1,228	↑ 341 ↓ 26	↑ 15,576 ↓ 1,013
TIPTON COUNTY	TIPTON COUNTY	TIPTON COUNTY	TIPTON COUNTY	TIPTON COUNTY	TIPTON COUNTY	TIPTON COUNTY	TIPTON COUNTY

Source: US Census Bureau: 2016-2020 American Community Survey (ACS)



Avg. Travel Time to Work

34 minutes

Source: 2025 Claritas Environics



Avg. Number of Vehicles per Household

2.10

Source: 2025 Claritas Environics

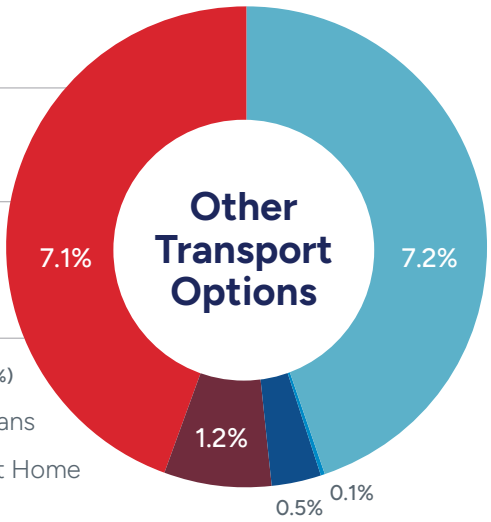
Transportation to Work



Drove to Work Alone **83.9%**



Used Other Transportation **16.1%**



- Carpooled
- Public Transport
- Walked
- Bicycle (0%)
- Other Means
- Worked at Home

Source: 2025 Claritas Environics