

DATA COMPILED
JANUARY 2025

Town of
ATOKA

RETAIL TRADE analysis

2025

Tipton County

Area Overview

KEY DEMOGRAPHICS OF TIPTON COUNTY

62,720
Population

40
Avg. Age

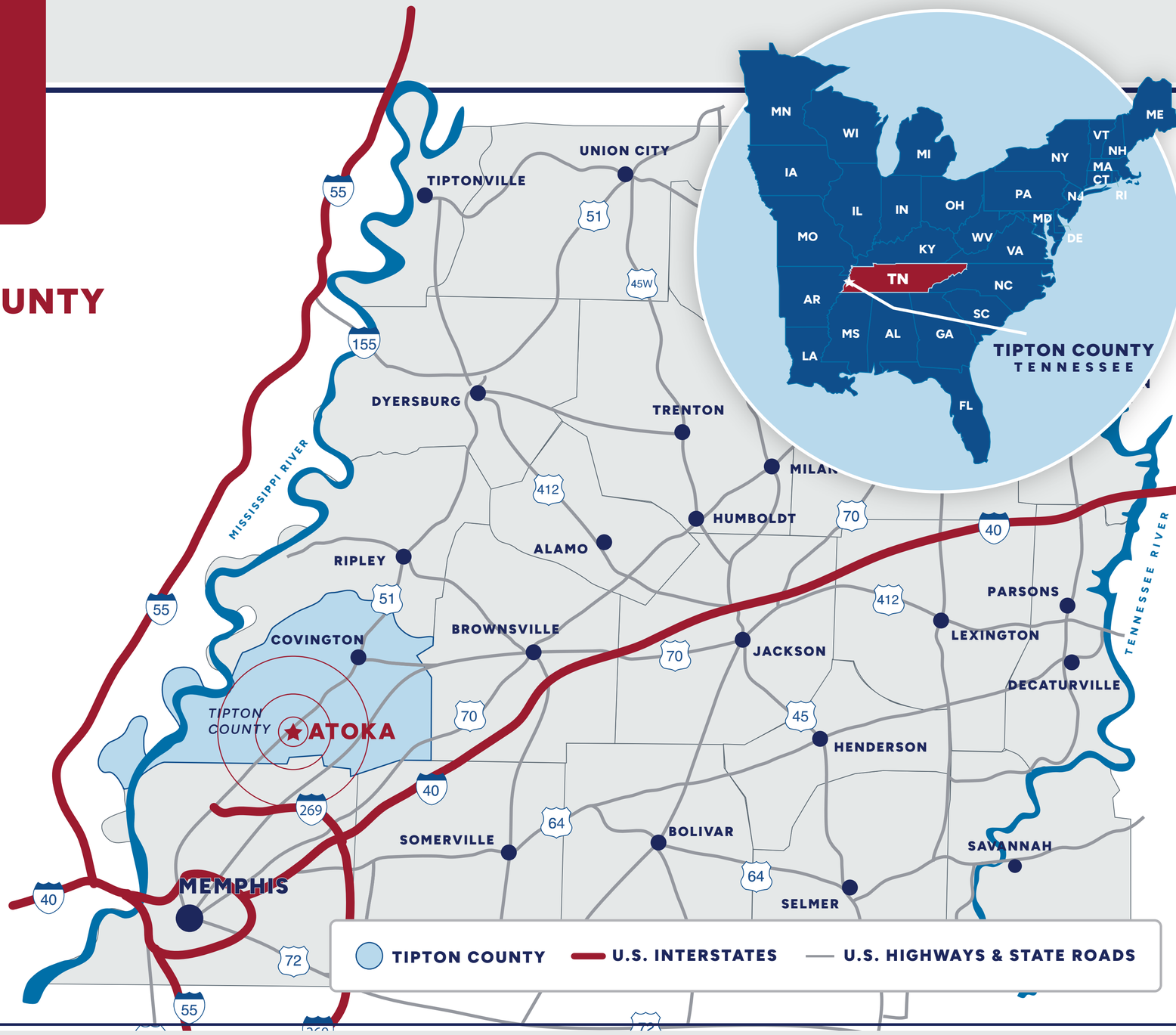
30,944
In Workforce

$97,127
Avg. Household Income

$279,798
Median Home Value

34 min
Avg. Drive to Work

The data in this report was procured by extrapolating data in 3, 5, & 10-mile radii of Atoka's approximate town center **(1197 Walker Pkwy, Atoka, TN 38004)** as well as Tipton County as a whole, which serves as the Retail Trade Area. These areas will be indicated with each data set for ease of reference.



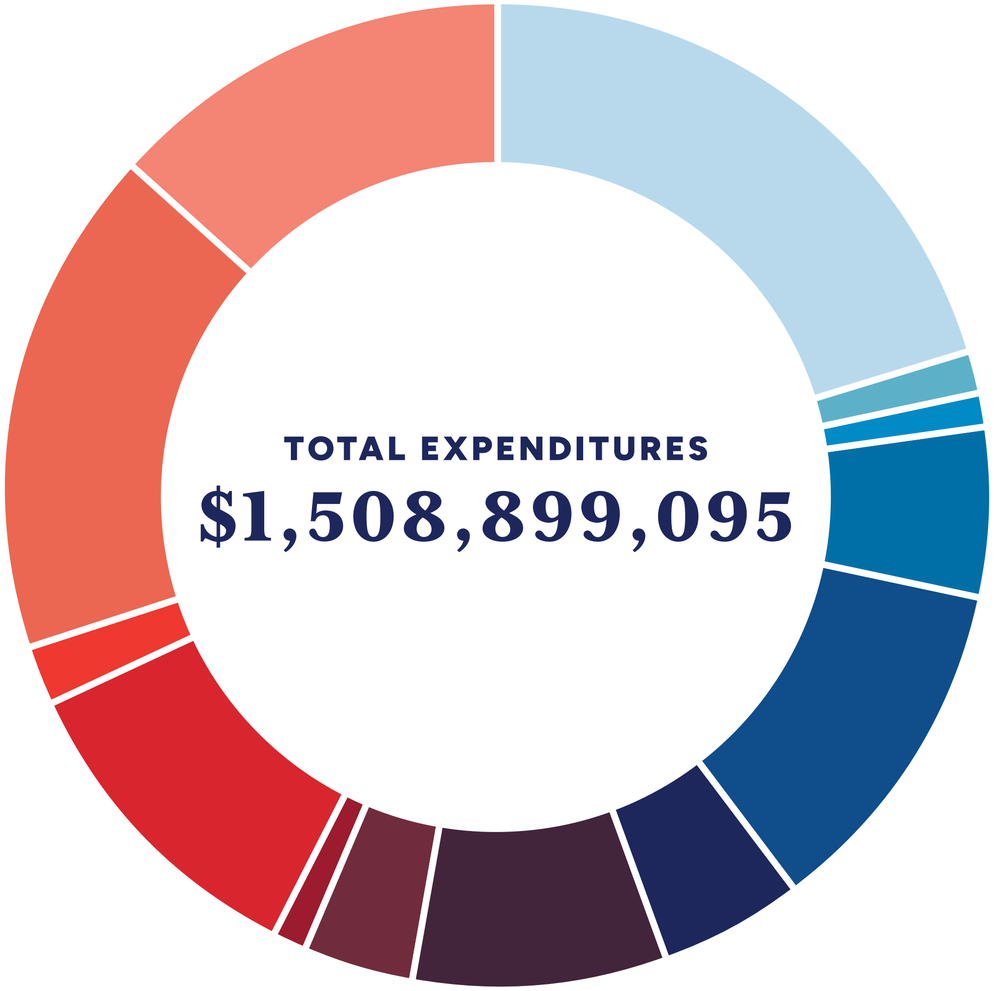
Source: 2025 Claritas Environics, Younger Associates

Consumer Expenditures

Tipton County

The chart below depicts how Tipton County consumers are spending their money regardless of where the money is spent.

- Motor Vehicle Parts Dealers — $306,692,892
- Furniture & Home Furnishings — $23,238,270
- Electronics & Appliance Stores — $15,662,243
- Building Material, Garden, ETC. — $85,356,648
- Food & Beverage Stores — $168,541,612
- Health & Personal Care Stores — $73,959,548
- Gasoline Stations — $124,260,319
- Clothing & Accessories Stores — $55,510,432
- Sporting Goods & Hobbies Stores — $16,545,134
- General Merchandise Stores — $157,946,892
- Miscellaneous Store Retailers — $29,280,963
- Non-Store Retailers — $254,447,263
- Food Service & Drinking Places — $197,456,878



Source: 2025 Claritas Environics, Younger Associates

Retail Trade Potential

Tipton County

This analysis depicts the retail trade potential in consumer spending based on the consumer expenditures versus the availability of retail services in Tipton County. A positive number — or a "gap" — shows that there is an opportunity to recruit these retail services to the county, as consumers are spending money on this service, but that money is spent outside of the county. A negative number — or a "surplus" — indicates that the county is generating more sales for a retail service than is being demanded by Tipton County residents.



Overall Gap in Consumer Spending

$723,281,871

Retail Sales that Tipton County could potentially capture if certain retail stores are recruited to the county.

SURPLUS

SALES EXCEEDS DEMAND

Food & Beverage Stores — ($7,115,217)

GAP

NOT MEETING DEMAND

OPPORTUNITY TO RECRUIT RETAIL BUSINESSES

Motor Vehicle Parts Dealers — $198,473,163

Furniture & Home Furnishings — $19,746,625

Electronics & Appliance Stores — $12,733,368

Building Material, Garden, ETC. — $25,519,492

Health & Personal Care Stores — $6,541,734

Gasoline Stations — $22,478,837

Clothing & Accessories Stores — $40,843,983

Sporting Goods & Hobbies Stores — $13,110,055

General Merchandise Stores — $18,123,661

Miscellaneous Store Retailers — $16,479,812

Non-Store Retailers — $233,708,723

Food Service & Drinking Places — $122,637,635

Source: 2025 Claritas Environics, Younger Associates

Demographic Report

2025 Estimates

*Drive times are from the approximate town center of Atoka: Walker Park Splash Pad – 1197 Walker Pkwy, Atoka, TN 38004.

	3-MILE RADIUS*	5-MILE RADIUS*	10-MILE RADIUS*	TIPTON COUNTY
Population	16,902	28,345	62,654	62,720
Average Age	39	40	40	40
Workforce	8,647	14,485	30,821	30,994
Avg. Household Income	$119,503	$112,393	$100,579	$97,127
Median Home Value	$316,512	$309,338	$297,468	$279,798
Avg. Drive Time to Work	39 min.	38 min.	35 min.	37 min.



2024 DAYTIME POPULATION

3-MILE RADIUS*
11,772

5-MILE RADIUS*
19,397

10-MILE RADIUS*
49,166

TIPTON COUNTY
47,493

Source: 2024 ESRI

Source: 2025 Claritas Environics, ESRI, Younger Associates

Retail & Available Property

North Highway 51 – Atoka, TN



Traffic Counts **1** 18,336 **2** 4,684 **3** 2,796 **4** 10,540

Source: 2024 TN Dept of Transportation, 2025 Younger Associates

Retail & Available Property

Atoka Idaville Road Roundabout – Atoka, TN

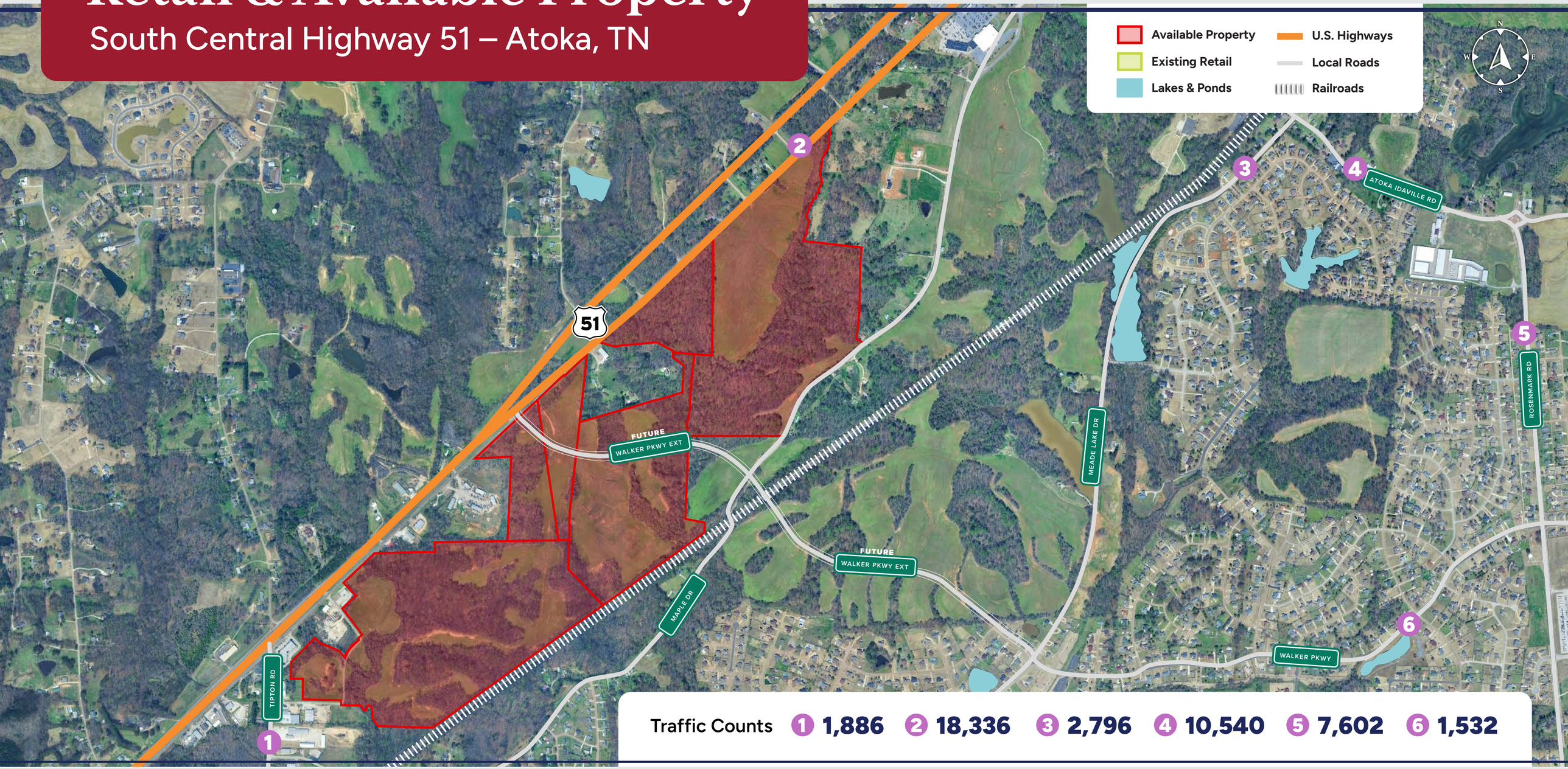


Traffic Counts 1 **2,796** 2 **10,540** 3 **7,602**

Source: 2024 TN Dept of Transportation, 2025 Younger Associates

Retail & Available Property

South Central Highway 51 – Atoka, TN

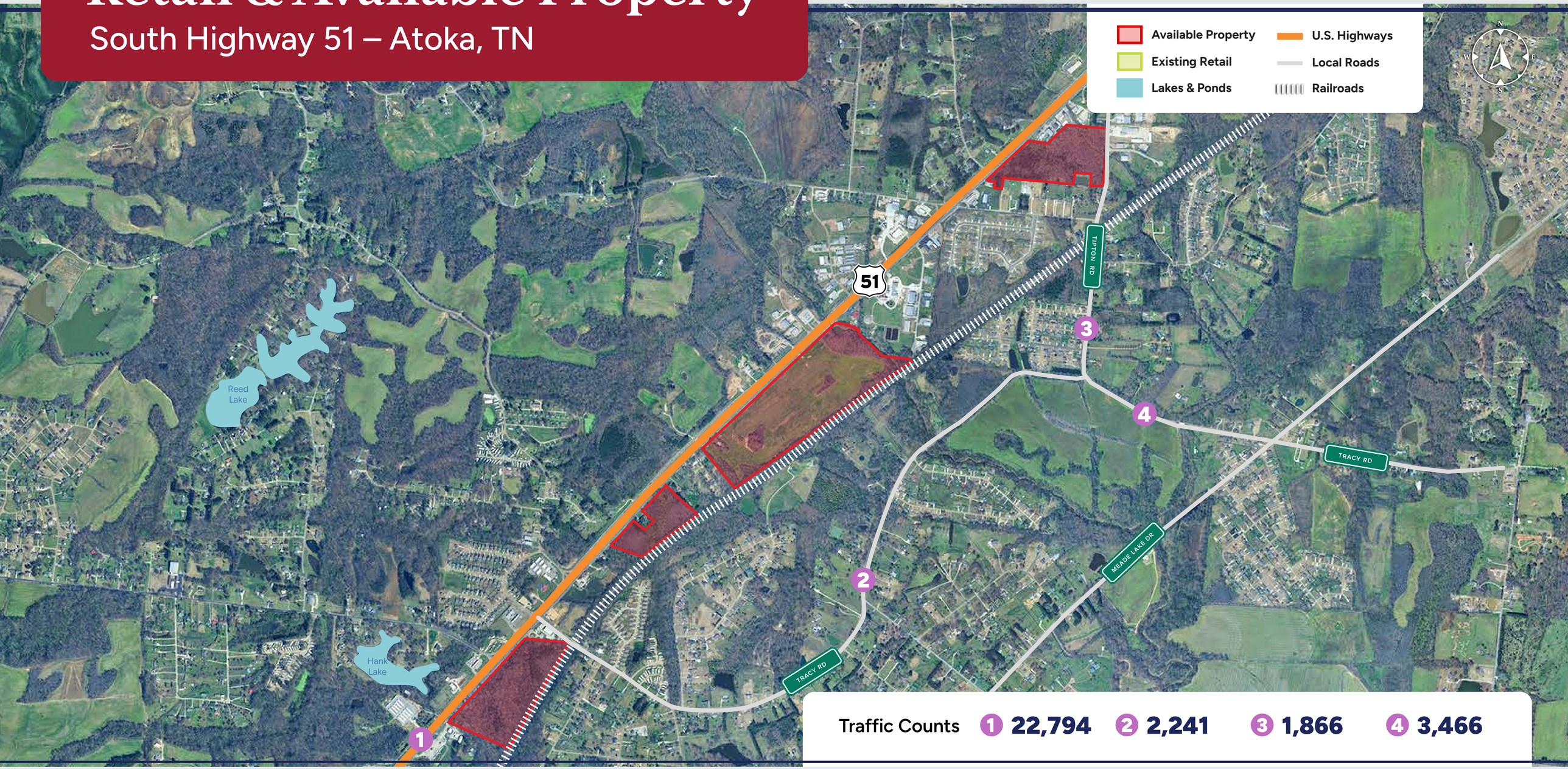


Traffic Counts 1 1,886 2 18,336 3 2,796 4 10,540 5 7,602 6 1,532

Source: 2024 TN Dept of Transportation, 2025 Younger Associates

Retail & Available Property

South Highway 51 – Atoka, TN



Source: 2024 TN Dept of Transportation, 2025 Younger Associates

Top 5 Industries

& Major Employers in Tipton County

TOP 5 INDUSTRIES	# OF JOBS
GOVERNMENT	2,713
CONSTRUCTION	2,254
MANUFACTURING	2,136
RETAIL TRADE	1,900
HEALTHCARE & SOCIAL ASSISTANCE	1,523

BlueOval™ City

Stanton, TN is home to BlueOval City, SK Innovation & Ford Motor Company's manufacturing plant for the new electric F-150 Lightning. The facility will employ more than 5,800 people, creating unprecedented opportunities for growth in West Tennessee. As Tipton County is only 28 miles from BlueOval City, it is poised to capture exponential growth right at home.

MAJOR EMPLOYERS

TIPTON COUNTY SCHOOLS
Education
# of Employees: 1,345
Covington, TN • tipton-county.com

UNILEVER
Dairy & Non-Dairy Based Dietary Supplements
# of Employees: 700
Covington, TN • unilever.com

BAPTIST MEMORIAL HOSPITAL
Healthcare
# of Employees: 499
Covington, TN • baptistonline.org

JAY-TON CONSTRUCTION CO. INC.
Concrete Construction
# of Employees: 465
Burlison, TN • jay-ton.com

WALMART INC.
Department Store
# of Employees: 335
Covington, TN • walmart.com

Source: 2025 Lightcast, TN Dept. of Economic & Community Development, Younger Associates

BlueOval City
Population Projections

Tipton County has been one of the leading counties in growth in West Tennessee growing 36.4% between 1990 and 2000 and 19.1% in 2000-2010. Population growth leveled out during the period between 2010-2020, with the 2020 census showing a population of 60,970. Population projections from the Tennessee State Data Center, made years prior to the announcement of BlueOval City (BOC), predicted modest growth of less than a half percent for Tipton County through 2070.

Because of BOC and it's effect on the West Tennessee Region, it is projected that Tipton County will return to a higher rate of population growth.

Population Projections
TIPTON COUNTY – 2035-2045

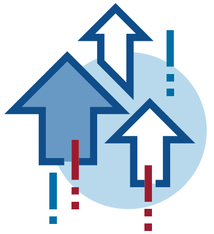


2025 Estimated Population
62,720

2035



2035 Projected Population
73,609



Population Growth 2025-2035
17.4 %

2045



2045 Estimated Population
79,129



Population Growth 2035-2045
7.5 %

Source: 2025 Claritas Environics, West TN Regional Assessment Forecasts for Population

BlueOval City Growth Effect

Atoka & Tipton County Poised for Growth

BOC and the multiplier effect it will create is expected to dramatically change the population trends and create unprecedented employment, housing, and retail demand in West Tennessee. Atoka – and Tipton County as a whole – is poised to capture to a higher rate of growth as it falls within the imediate BOC Impact Zone.

More Jobs

+ Population Increase

+ Housing Demand

= Greater Need for Retail Availability & Quality of Life Amenities



Source: West TN Regional Assessment Forecasts for Population