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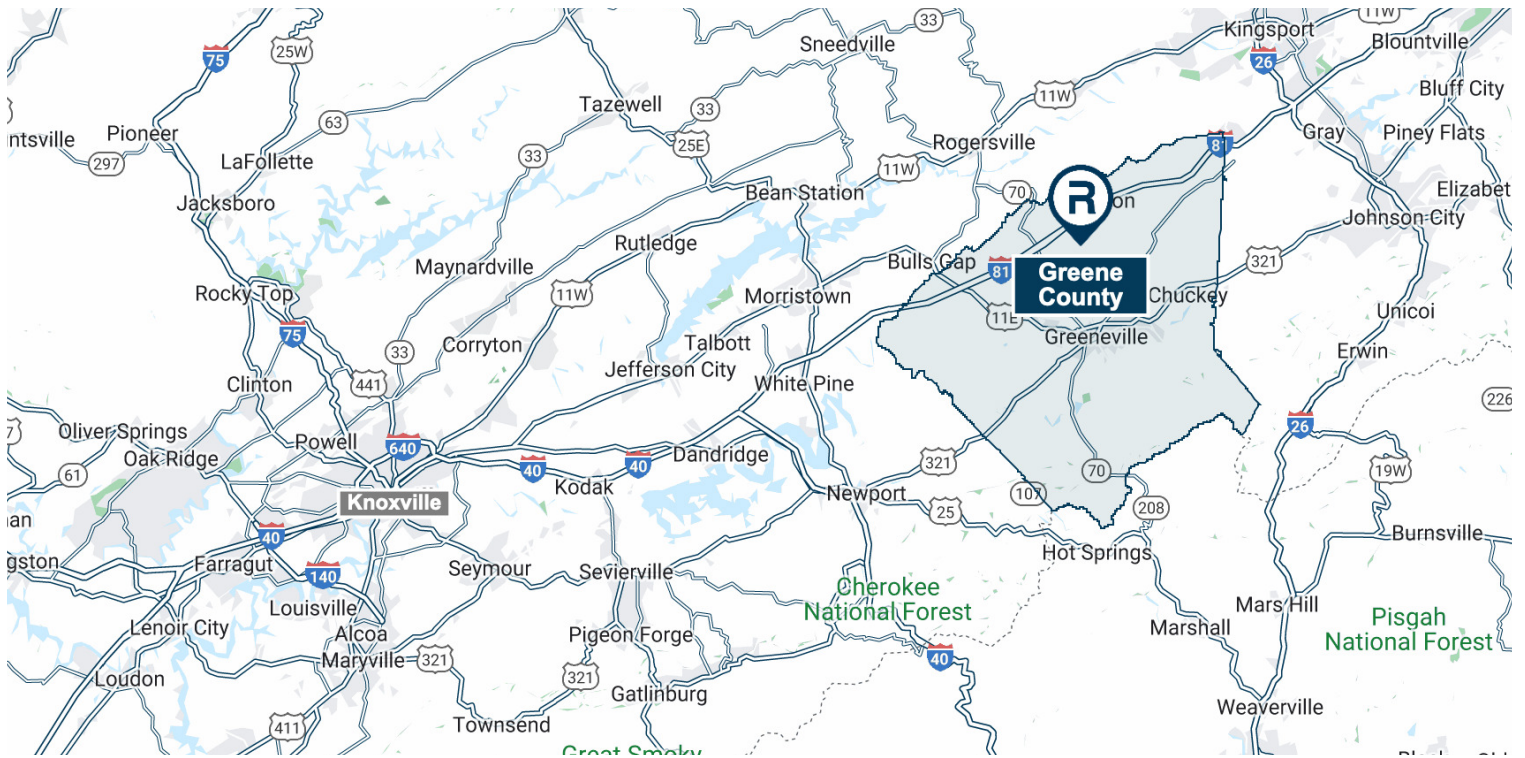
County Demographic Profile

GREENE COUNTY, TENNESSEE

Prepared for Greene County Partnership
July 2023

County • Demographic Snapshot

Greene County, Tennessee



Population

2020	70,152
2023	70,730
2028	72,155

Age

0 - 9 Years	9.75%
10 - 17 Years	8.69%
18 - 24 Years	8.41%
25 - 34 Years	11.13%
35 - 44 Years	10.83%
45 - 54 Years	12.78%
55 - 64 Years	14.70%
65 and Older	23.71%
Median Age	46.01
Average Age	44.10

Educational Attainment (%)

Graduate or Professional Degree	7.14%
Bachelors Degree	10.81%
Associate Degree	6.39%
Some College	19.10%
High School Graduate (GED)	40.90%
Some High School, No Degree	9.78%
Less than 9th Grade	5.87%

Race Distribution (%)

White	90.19%
Black/African American	2.01%
American Indian/Alaskan	0.30%
Asian	0.52%
Native Hawaiian/Islander	0.02%
Other Race	1.81%
Two or More Races	5.15%
Hispanic	4.01%

Income

Average HH	\$62,908
Median HH	\$47,278
Per Capita	\$26,627



GREENE COUNTY PARTNERSHIP
CHAMBER • INDUSTRY • TOURISM

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County • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
Population		
2028 Projection	72,155	
2023 Estimate	70,730	
2020 Census	70,152	
2010 Census	68,831	
Growth 2023 - 2028		2.02%
Growth 2020 - 2023		0.82%
Growth 2010 - 2020		1.92%
2023 Est. Population by Single-Classification Race	70,730	
White Alone	63,793	90.19%
Black or African American Alone	1,421	2.01%
Amer. Indian and Alaska Native Alone	210	0.30%
Asian Alone	367	0.52%
Native Hawaiian and Other Pacific Island Alone	17	0.02%
Some Other Race Alone	1,282	1.81%
Two or More Races	3,640	5.15%
2023 Est. Population by Hispanic or Latino Origin	70,730	
Not Hispanic or Latino	67,896	95.99%
Hispanic or Latino	2,834	4.01%
Mexican	1,531	54.02%
Puerto Rican	551	19.44%
Cuban	190	6.70%
All Other Hispanic or Latino	562	19.83%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	2,834	
White Alone	781	27.56%
Black or African American Alone	95	3.35%
American Indian and Alaska Native Alone	72	2.54%
Asian Alone	2	0.07%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	961	33.91%
Two or More Races	923	32.57%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	367	
Chinese, except Taiwanese	61	16.62%
Filipino	30	8.17%
Japanese	4	1.09%
Asian Indian	79	21.53%
Korean	116	31.61%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	61	16.62%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	16	4.36%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	65,408	97.22%
Speak Asian/Pacific Island Language at Home	288	0.43%
Speak IndoEuropean Language at Home	475	0.71%
Speak Spanish at Home	1,085	1.61%
Speak Other Language at Home	24	0.04%

County • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Population by Age	70,730	
Age 0 - 4	3,450	4.88%
Age 5 - 9	3,447	4.87%
Age 10 - 14	3,690	5.22%
Age 15 - 17	2,455	3.47%
Age 18 - 20	2,707	3.83%
Age 21 - 24	3,239	4.58%
Age 25 - 34	7,874	11.13%
Age 35 - 44	7,657	10.83%
Age 45 - 54	9,041	12.78%
Age 55 - 64	10,397	14.70%
Age 65 - 74	9,955	14.08%
Age 75 - 84	5,168	7.31%
Age 85 and over	1,650	2.33%
Age 16 and over	59,342	83.90%
Age 18 and over	57,688	81.56%
Age 21 and over	54,981	77.73%
Age 65 and over	16,773	23.71%
2023 Est. Median Age		46.01
2023 Est. Average Age		44.10
2023 Est. Population by Sex	70,730	
Male	34,792	49.19%
Female	35,938	50.81%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	34,792	
Age 0 - 4	1,766	5.08%
Age 5 - 9	1,781	5.12%
Age 10 - 14	1,919	5.52%
Age 15 - 17	1,278	3.67%
Age 18 - 20	1,441	4.14%
Age 21 - 24	1,713	4.92%
Age 25 - 34	4,065	11.68%
Age 35 - 44	3,774	10.85%
Age 45 - 54	4,472	12.85%
Age 55 - 64	4,990	14.34%
Age 65 - 74	4,670	13.42%
Age 75 - 84	2,339	6.72%
Age 85 and over	584	1.68%
2023 Est. Median Age, Male		44.14
2023 Est. Average Age, Male		42.90
2023 Est. Female Population by Age	35,938	
Age 0 - 4	1,684	4.69%
Age 5 - 9	1,666	4.64%
Age 10 - 14	1,771	4.93%
Age 15 - 17	1,177	3.27%
Age 18 - 20	1,266	3.52%
Age 21 - 24	1,526	4.25%
Age 25 - 34	3,809	10.60%
Age 35 - 44	3,883	10.81%
Age 45 - 54	4,569	12.71%
Age 55 - 64	5,407	15.05%
Age 65 - 74	5,285	14.71%
Age 75 - 84	2,829	7.87%
Age 85 and over	1,066	2.97%
2023 Est. Median Age, Female		47.76
2023 Est. Average Age, Female		45.40

County • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,905	23.12%
Males, Never Married	7,884	13.11%
Females, Never Married	6,021	10.01%
Married, Spouse present	28,296	47.05%
Married, Spouse absent	2,453	4.08%
Widowed	5,745	9.55%
Males Widowed	1,594	2.65%
Females Widowed	4,151	6.90%
Divorced	9,744	16.20%
Males Divorced	5,030	8.36%
Females Divorced	4,714	7.84%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,037	5.87%
Some High School, no diploma	5,061	9.78%
High School Graduate (or GED)	21,162	40.90%
Some College, no degree	9,885	19.10%
Associate Degree	3,307	6.39%
Bachelor's Degree	5,595	10.81%
Master's Degree	2,553	4.93%
Professional School Degree	608	1.17%
Doctorate Degree	534	1.03%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	482	33.57%
High School Graduate	519	36.14%
Some College or Associate's Degree	191	13.30%
Bachelor's Degree or Higher	244	16.99%
Households		
2028 Projection	29,632	
2023 Estimate	29,001	
2020 Census	28,738	
2010 Census	28,018	
Growth 2023 - 2028		2.18%
Growth 2020 - 2023		0.92%
Growth 2010 - 2020		2.57%
2023 Est. Households by Household Type	29,001	
Family Households	19,933	68.73%
Nonfamily Households	9,068	31.27%
2023 Est. Group Quarters Population	2,213	
2023 Households by Ethnicity, Hispanic/Latino	771	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	29,001	
Income < \$15,000	3,640	12.55%
Income \$15,000 - \$24,999	3,932	13.56%
Income \$25,000 - \$34,999	3,390	11.69%
Income \$35,000 - \$49,999	4,246	14.64%
Income \$50,000 - \$74,999	5,328	18.37%
Income \$75,000 - \$99,999	3,618	12.48%
Income \$100,000 - \$124,999	1,830	6.31%
Income \$125,000 - \$149,999	1,198	4.13%
Income \$150,000 - \$199,999	1,068	3.68%
Income \$200,000 - \$249,999	374	1.29%
Income \$250,000 - \$499,999	304	1.05%
Income \$500,000+	73	0.25%
2023 Est. Average Household Income		\$62,908
2023 Est. Median Household Income		\$47,278
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$48,202
Black or African American Alone		\$28,112
American Indian and Alaska Native Alone		\$31,228
Asian Alone		\$40,443
Native Hawaiian and Other Pacific Islander Alone		\$43,351
Some Other Race Alone		\$44,314
Two or More Races		\$44,732
Hispanic or Latino		\$40,151
Not Hispanic or Latino		\$47,371
2023 Est. Family HH Type by Presence of Own Child.	19,933	
Married-Couple Family, own children	4,980	24.98%
Married-Couple Family, no own children	10,095	50.65%
Male Householder, own children	742	3.72%
Male Householder, no own children	756	3.79%
Female Householder, own children	1,623	8.14%
Female Householder, no own children	1,737	8.71%
2023 Est. Households by Household Size	29,001	
1-person	8,036	27.71%
2-person	11,002	37.94%
3-person	4,817	16.61%
4-person	3,217	11.09%
5-person	1,145	3.95%
6-person	393	1.35%
7-or-more-person	391	1.35%
2023 Est. Average Household Size		2.36

County • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	29,001	
Households with 1 or More People under Age 18:	8,636	29.78%
Married-Couple Family	5,600	64.84%
Other Family, Male Householder	905	10.48%
Other Family, Female Householder	2,034	23.55%
Nonfamily, Male Householder	72	0.83%
Nonfamily, Female Householder	25	0.29%
Households with No People under Age 18:	20,365	
Married-Couple Family	9,473	46.52%
Other Family, Male Householder	593	2.91%
Other Family, Female Householder	1,318	6.47%
Nonfamily, Male Householder	4,085	20.06%
Nonfamily, Female Householder	4,896	24.04%
2023 Est. Households by Number of Vehicles	29,001	
No Vehicles	1,145	3.95%
1 Vehicle	7,521	25.93%
2 Vehicles	11,279	38.89%
3 Vehicles	5,572	19.21%
4 Vehicles	2,440	8.41%
5 or more Vehicles	1,044	3.60%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	20,377	
2023 Estimate	19,933	
2010 Census	19,222	
Growth 2023 - 2028		2.23%
Growth 2010 - 2023		3.70%
2023 Est. Families by Poverty Status	19,933	
2023 Families at or Above Poverty	17,525	87.92%
2023 Families at or Above Poverty with Children	6,487	32.54%
2023 Families Below Poverty	2,408	12.08%
2023 Families Below Poverty with Children	1,806	9.06%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	29,757	50.15%
Civilian Labor Force, Unemployed	1,027	1.73%
Armed Forces	14	0.02%
Not in Labor Force	28,544	48.10%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	29,367	
For-Profit Private Workers	21,051	71.68%
Non-Profit Private Workers	1,861	6.34%
Local Government Workers	500	1.70%
State Government Workers	1,165	3.97%
Federal Government Workers	2,919	9.94%
Self-Employed Workers	1,768	6.02%
Unpaid Family Workers	103	0.35%
2023 Est. Civ. Employed Pop 16+ by Occupation	29,367	
Architect/Engineer	259	0.88%
Arts/Entertainment/Sports	137	0.47%
Building Grounds Maintenance	1,168	3.98%
Business/Financial Operations	664	2.26%
Community/Social Services	418	1.42%
Computer/Mathematical	351	1.19%
Construction/Extraction	1,369	4.66%
Education/Training/Library	2,265	7.71%
Farming/Fishing/Forestry	70	0.24%
Food Prep/Serving	1,164	3.96%
Health Practitioner/Technician	2,017	6.87%
Healthcare Support	2,079	7.08%
Maintenance Repair	1,085	3.69%
Legal	215	0.73%
Life/Physical/Social Science	103	0.35%
Management	2,252	7.67%
Office/Admin. Support	2,606	8.87%
Production	4,797	16.33%
Protective Services	441	1.50%
Sales/Related	2,239	7.62%
Personal Care/Service	364	1.24%
Transportation/Moving	3,304	11.25%
2023 Est. Pop 16+ by Occupation Classification	29,367	
White Collar	13,526	46.06%
Blue Collar	10,555	35.94%
Service and Farm	5,286	18.00%
2023 Est. Workers Age 16+ by Transp. to Work	28,449	
Drove Alone	24,321	85.49%
Car Pooled	1,998	7.02%
Public Transportation	15	0.05%
Walked	270	0.95%
Bicycle	20	0.07%
Other Means	401	1.41%
Worked at Home	1,424	5.00%

County • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,134	
15 - 29 Minutes	10,728	
30 - 44 Minutes	5,674	
45 - 59 Minutes	2,296	
60 or more Minutes	1,210	
2023 Est. Avg Travel Time to Work in Minutes		26
2023 Est. Occupied Housing Units by Tenure	29,001	
Owner Occupied	21,948	75.68%
Renter Occupied	7,053	24.32%
2023 Owner Occ. HUs: Avg. Length of Residence		18.70 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.90 [†]
2023 Est. Owner-Occupied Housing Units by Value	29,001	
Value Less than \$20,000	1,171	5.33%
Value \$20,000 - \$39,999	594	2.71%
Value \$40,000 - \$59,999	1,125	5.13%
Value \$60,000 - \$79,999	969	4.41%
Value \$80,000 - \$99,999	1,658	7.55%
Value \$100,000 - \$149,999	4,220	19.23%
Value \$150,000 - \$199,999	3,265	14.88%
Value \$200,000 - \$299,999	4,182	19.05%
Value \$300,000 - \$399,999	1,800	8.20%
Value \$400,000 - \$499,999	1,743	7.94%
Value \$500,000 - \$749,999	722	3.29%
Value \$750,000 - \$999,999	345	1.57%
Value \$1,000,000 or \$1,499,999	126	0.57%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	27	0.12%
2023 Est. Median All Owner-Occupied Housing Value		\$167,409
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	22,425	69.07%
1 Unit Attached	289	0.89%
2 Units	651	2.00%
3 or 4 Units	532	1.64%
5 to 19 Units	1,027	3.16%
20 to 49 Units	104	0.32%
50 or More Units	181	0.56%
Mobile Home or Trailer	7,240	22.30%
Boat, RV, Van, etc.	19	0.06%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,014	3.12%
Housing Units Built 2010 to 2014	877	2.70%
Housing Units Built 2000 to 2009	4,886	15.05%
Housing Units Built 1990 to 1999	5,578	17.18%
Housing Units Built 1980 to 1989	4,356	13.42%
Housing Units Built 1970 to 1979	5,354	16.49%
Housing Units Built 1960 to 1969	3,692	11.37%
Housing Units Built 1950 to 1959	3,320	10.23%
Housing Units Built 1940 to 1949	1,150	3.54%
Housing Unit Built 1939 or Earlier	2,241	6.90%
2023 Est. Median Year Structure Built		1981

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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