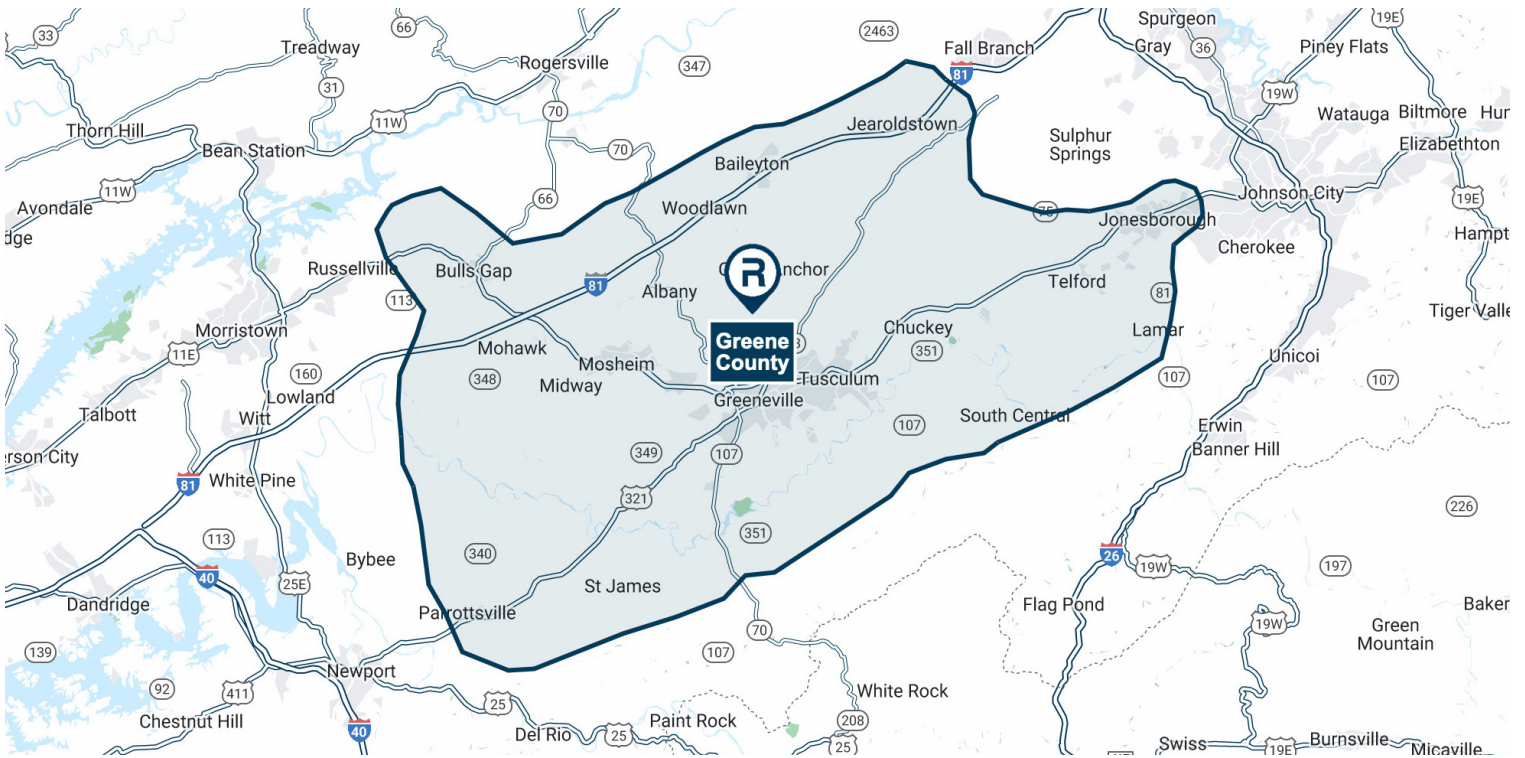# Primary Retail Trade Area Demographic Profile

GREENE COUNTY, TENNESSEE

Prepared for Greene County Partnership
July 2023

Primary Retail Trade Area • Demographic Snapshot
Greene County, Tennessee

Population

2020	98,805
2023	99,879
2028	102,270

Educational Attainment (%)

Graduate or Professional Degree	7.75%
Bachelors Degree	11.72%
Associate Degree	6.75%
Some College	19.29%
High School Graduate (GED)	39.46%
Some High School, No Degree	9.63%
Less than 9th Grade	5.41%

Income

Average HH	$68,986
Median HH	$50,861
Per Capita	$28,910

Age

0 - 9 Years	9.85%
10 - 17 Years	8.72%
18 - 24 Years	8.17%
25 - 34 Years	11.89%
35 - 44 Years	10.75%
45 - 54 Years	12.81%
55 - 64 Years	14.67%
65 and Older	23.14%
Median Age	45.52
Average Age	43.82

Race Distribution (%)

White	90.39%
Black/African American	1.91%
American Indian/Alaskan	0.27%
Asian	0.57%
Native Hawaiian/Islander	0.03%
Other Race	1.66%
Two or More Races	5.17%
Hispanic	3.76%

GREENE COUNTY PARTNERSHIP
CHAMBER • INDUSTRY • TOURISM

Aly Collins
Greene County Partnership
General Manager

115 Academy Street
Greeneville, Tennessee 37743

Phone   423.638.4111
Aly@GreeneCountyPartnership.net
www.GreeneCountyPartnership.com

Kyle Cofer
The Retail Coach, LLC
Project Director

Office   662.844.2155
Cell   662.319.7144
KyleCofer@TheRetailCoach.net
www.TheRetailCoach.net

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Primary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
Population		
2028 Projection	102,270	
2023 Estimate	99,879	
2020 Census	98,805	
2010 Census	95,586	
Growth 2023 - 2028		2.39%
Growth 2020 - 2023		1.09%
Growth 2010 - 2020		3.37%
2023 Est. Population by Single-Classification Race	**99,879**	
White Alone	90,277	90.39%
Black or African American Alone	1,908	1.91%
Amer. Indian and Alaska Native Alone	269	0.27%
Asian Alone	573	0.57%
Native Hawaiian and Other Pacific Island Alone	31	0.03%
Some Other Race Alone	1,659	1.66%
Two or More Races	5,162	5.17%
2023 Est. Population by Hispanic or Latino Origin	**99,879**	
Not Hispanic or Latino	96,121	96.24%
Hispanic or Latino	3,758	3.76%
Mexican	2,047	54.47%
Puerto Rican	581	15.46%
Cuban	353	9.39%
All Other Hispanic or Latino	778	20.70%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**3,758**	
White Alone	1,052	27.99%
Black or African American Alone	106	2.82%
American Indian and Alaska Native Alone	79	2.10%
Asian Alone	11	0.29%
Native Hawaiian and Other Pacific Islander Alone	1	0.03%
Some Other Race Alone	1,229	32.70%
Two or More Races	1,281	34.09%
2023 Est. Pop by Race, Asian Alone, by Category	**573**	
Chinese, except Taiwanese	105	18.32%
Filipino	29	5.06%
Japanese	24	4.19%
Asian Indian	173	30.19%
Korean	156	27.23%
Vietnamese	6	1.05%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	60	10.47%
Thai	2	0.35%
All Other Asian Races Including 2+ Category	18	3.14%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	92,807	97.68%
Speak Asian/Pacific Island Language at Home	391	0.41%
Speak IndoEuropean Language at Home	601	0.63%
Speak Spanish at Home	1,157	1.22%
Speak Other Language at Home	52	0.06%

Primary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Population by Age	**99,879**	
Age 0 - 4	4,870	4.88%
Age 5 - 9	4,966	4.97%
Age 10 - 14	5,307	5.31%
Age 15 - 17	3,404	3.41%
Age 18 - 20	3,609	3.61%
Age 21 - 24	4,547	4.55%
Age 25 - 34	11,876	11.89%
Age 35 - 44	10,740	10.75%
Age 45 - 54	12,792	12.81%
Age 55 - 64	14,656	14.67%
Age 65 - 74	13,906	13.92%
Age 75 - 84	7,013	7.02%
Age 85 and over	2,192	2.19%
Age 16 and over	83,621	83.72%
Age 18 and over	81,332	81.43%
Age 21 and over	77,723	77.82%
Age 65 and over	23,111	23.14%
2023 Est. Median Age		45.52
2023 Est. Average Age		43.82
2023 Est. Population by Sex	**99,879**	
Male	49,204	49.26%
Female	50,675	50.74%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**49,204**	
Age 0 - 4	2,502	5.08%
Age 5 - 9	2,559	5.20%
Age 10 - 14	2,759	5.61%
Age 15 - 17	1,775	3.61%
Age 18 - 20	1,914	3.89%
Age 21 - 24	2,381	4.84%
Age 25 - 34	6,072	12.34%
Age 35 - 44	5,333	10.84%
Age 45 - 54	6,342	12.89%
Age 55 - 64	7,037	14.30%
Age 65 - 74	6,541	13.29%
Age 75 - 84	3,211	6.53%
Age 85 and over	779	1.58%
2023 Est. Median Age, Male		43.75
2023 Est. Average Age, Male		42.65
2023 Est. Female Population by Age	**50,675**	
Age 0 - 4	2,368	4.67%
Age 5 - 9	2,407	4.75%
Age 10 - 14	2,548	5.03%
Age 15 - 17	1,629	3.21%
Age 18 - 20	1,695	3.35%
Age 21 - 24	2,167	4.28%
Age 25 - 34	5,804	11.45%
Age 35 - 44	5,407	10.67%
Age 45 - 54	6,450	12.73%
Age 55 - 64	7,620	15.04%
Age 65 - 74	7,365	14.53%
Age 75 - 84	3,802	7.50%
Age 85 and over	1,412	2.79%
2023 Est. Median Age, Female		47.18
2023 Est. Average Age, Female		44.94

Primary Retail Trade Area • Demographic Profile
Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,620	23.16%
Males, Never Married	11,145	13.15%
Females, Never Married	8,474	10.00%
Married, Spouse present	41,525	49.01%
Married, Spouse absent	3,316	3.91%
Widowed	7,610	8.98%
Males Widowed	1,972	2.33%
Females Widowed	5,638	6.65%
Divorced	12,664	14.95%
Males Divorced	6,349	7.49%
Females Divorced	6,315	7.45%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,957	5.41%
Some High School, no diploma	7,045	9.63%
High School Graduate (or GED)	28,875	39.46%
Some College, no degree	14,115	19.29%
Associate Degree	4,939	6.75%
Bachelor's Degree	8,575	11.72%
Master's Degree	3,895	5.32%
Professional School Degree	989	1.35%
Doctorate Degree	786	1.07%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	583	29.47%
High School Graduate	689	34.83%
Some College or Associate's Degree	395	19.97%
Bachelor's Degree or Higher	311	15.72%
Households		
2028 Projection	41,704	
2023 Estimate	40,665	
2020 Census	40,185	
2010 Census	38,716	
Growth 2023 - 2028		2.56%
Growth 2020 - 2023		1.19%
Growth 2010 - 2020		3.79%
2023 Est. Households by Household Type	**40,665**	
Family Households	28,398	69.83%
Nonfamily Households	12,268	30.17%
2023 Est. Group Quarters Population	2,844	
2023 Households by Ethnicity, Hispanic/Latino	1,027	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**40,665**	
Income < $15,000	4,841	11.91%
Income $15,000 - $24,999	5,028	12.36%
Income $25,000 - $34,999	4,244	10.44%
Income $35,000 - $49,999	5,916	14.55%
Income $50,000 - $74,999	7,509	18.47%
Income $75,000 - $99,999	5,233	12.87%
Income $100,000 - $124,999	2,876	7.07%
Income $125,000 - $149,999	1,860	4.57%
Income $150,000 - $199,999	1,653	4.07%
Income $200,000 - $249,999	659	1.62%
Income $250,000 - $499,999	594	1.46%
Income $500,000+	253	0.62%
2023 Est. Average Household Income		$68,986
2023 Est. Median Household Income		$50,861
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$51,819
Black or African American Alone		$32,854
American Indian and Alaska Native Alone		$31,473
Asian Alone		$44,680
Native Hawaiian and Other Pacific Islander Alone		$43,351
Some Other Race Alone		$44,583
Two or More Races		$45,121
Hispanic or Latino		$32,405
Not Hispanic or Latino		$51,218
2023 Est. Family HH Type by Presence of Own Child.	**28,398**	
Married-Couple Family, own children	7,313	25.75%
Married-Couple Family, no own children	14,518	51.12%
Male Householder, own children	1,031	3.63%
Male Householder, no own children	1,011	3.56%
Female Householder, own children	2,175	7.66%
Female Householder, no own children	2,351	8.28%
2023 Est. Households by Household Size	**40,665**	
1-person	10,861	26.71%
2-person	16,162	39.74%
3-person	6,347	15.61%
4-person	4,549	11.19%
5-person	1,783	4.38%
6-person	516	1.27%
7-or-more-person	448	1.10%
2023 Est. Average Household Size		2.39

Primary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**40,665**	
Households with 1 or More People under Age 18:	12,261	30.15%
Married-Couple Family	8,173	66.66%
Other Family, Male Householder	1,237	10.09%
Other Family, Female Householder	2,725	22.23%
Nonfamily, Male Householder	97	0.79%
Nonfamily, Female Householder	30	0.25%
Households with No People under Age 18:	**28,404**	
Married-Couple Family	13,657	48.08%
Other Family, Male Householder	804	2.83%
Other Family, Female Householder	1,793	6.31%
Nonfamily, Male Householder	5,522	19.44%
Nonfamily, Female Householder	6,629	23.34%
2023 Est. Households by Number of Vehicles	**40,665**	
No Vehicles	1,726	4.24%
1 Vehicle	10,579	26.01%
2 Vehicles	15,423	37.93%
3 Vehicles	7,864	19.34%
4 Vehicles	3,471	8.54%
5 or more Vehicles	1,603	3.94%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	29,143	
2023 Estimate	28,398	
2010 Census	26,973	
Growth 2023 - 2028		2.62%
Growth 2010 - 2023		5.28%
2023 Est. Families by Poverty Status	**28,398**	
2023 Families at or Above Poverty	25,324	89.17%
2023 Families at or Above Poverty with Children	9,259	32.60%
2023 Families Below Poverty	3,074	10.83%
2023 Families Below Poverty with Children	2,160	7.61%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	43,323	51.81%
Civilian Labor Force, Unemployed	1,536	1.84%
Armed Forces	19	0.02%
Not in Labor Force	38,744	46.33%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**42,350**	
For-Profit Private Workers	29,633	69.97%
Non-Profit Private Workers	2,834	6.69%
Local Government Workers	953	2.25%
State Government Workers	1,646	3.89%
Federal Government Workers	4,207	9.93%
Self-Employed Workers	2,956	6.98%
Unpaid Family Workers	121	0.29%
2023 Est. Civ. Employed Pop 16+ by Occupation	**42,350**	
Architect/Engineer	491	1.16%
Arts/Entertainment/Sports	336	0.79%
Building Grounds Maintenance	1,621	3.83%
Business/Financial Operations	1,015	2.40%
Community/Social Services	654	1.54%
Computer/Mathematical	483	1.14%
Construction/Extraction	1,978	4.67%
Education/Training/Library	3,071	7.25%
Farming/Fishing/Forestry	132	0.31%
Food Prep/Serving	1,814	4.28%
Health Practitioner/Technician	3,275	7.73%
Healthcare Support	2,333	5.51%
Maintenance Repair	1,598	3.77%
Legal	325	0.77%
Life/Physical/Social Science	232	0.55%
Management	3,703	8.74%
Office/Admin. Support	4,185	9.88%
Production	5,995	14.16%
Protective Services	708	1.67%
Sales/Related	3,515	8.30%
Personal Care/Service	474	1.12%
Transportation/Moving	4,412	10.42%
2023 Est. Pop 16+ by Occupation Classification	**42,350**	
White Collar	21,285	50.26%
Blue Collar	13,983	33.02%
Service and Farm	7,082	16.72%
2023 Est. Workers Age 16+ by Transp. to Work	**41,090**	
Drove Alone	35,277	85.85%
Car Pooled	2,781	6.77%
Public Transportation	20	0.05%
Walked	427	1.04%
Bicycle	20	0.05%
Other Means	602	1.46%
Worked at Home	1,963	4.78%

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Primary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,204	
15 - 29 Minutes	16,728	
30 - 44 Minutes	8,388	
45 - 59 Minutes	2,968	
60 or more Minutes	1,820	
2023 Est. Avg Travel Time to Work in Minutes		26
2023 Est. Occupied Housing Units by Tenure	40,665	
Owner Occupied	31,188	76.69%
Renter Occupied	9,477	23.30%
2023 Owner Occ. HUs: Avg. Length of Residence		18.28[†]
2023 Renter Occ. HUs: Avg. Length of Residence		8.14[†]
2023 Est. Owner-Occupied Housing Units by Value	**40,665**	
Value Less than $20,000	1,453	4.66%
Value $20,000 - $39,999	876	2.81%
Value $40,000 - $59,999	1,476	4.73%
Value $60,000 - $79,999	1,336	4.28%
Value $80,000 - $99,999	1,995	6.40%
Value $100,000 - $149,999	5,619	18.02%
Value $150,000 - $199,999	4,652	14.92%
Value $200,000 - $299,999	6,542	20.98%
Value $300,000 - $399,999	3,018	9.68%
Value $400,000 - $499,999	2,050	6.57%
Value $500,000 - $749,999	1,083	3.47%
Value $750,000 - $999,999	548	1.76%
Value $1,000,000 or $1,499,999	382	1.22%
Value $1,500,000 or $1,999,999	117	0.38%
Value $2,000,000+	41	0.13%
2023 Est. Median All Owner-Occupied Housing Value		$179,289
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	31,852	70.35%
1 Unit Attached	330	0.73%
2 Units	1,034	2.28%
3 or 4 Units	636	1.40%
5 to 19 Units	1,285	2.84%
20 to 49 Units	133	0.29%
50 or More Units	381	0.84%
Mobile Home or Trailer	9,596	21.19%
Boat, RV, Van, etc.	28	0.06%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,621	3.58%
Housing Units Built 2010 to 2014	1,158	2.56%
Housing Units Built 2000 to 2009	7,944	17.55%
Housing Units Built 1990 to 1999	8,587	18.97%
Housing Units Built 1980 to 1989	5,504	12.16%
Housing Units Built 1970 to 1979	7,260	16.03%
Housing Units Built 1960 to 1969	4,436	9.80%
Housing Units Built 1950 to 1959	3,751	8.29%
Housing Units Built 1940 to 1949	1,479	3.27%
Housing Unit Built 1939 or Earlier	3,536	7.81%
2023 Est. Median Year Structure Built		1984

[†] Years

The**Retail**Coach.

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.

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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