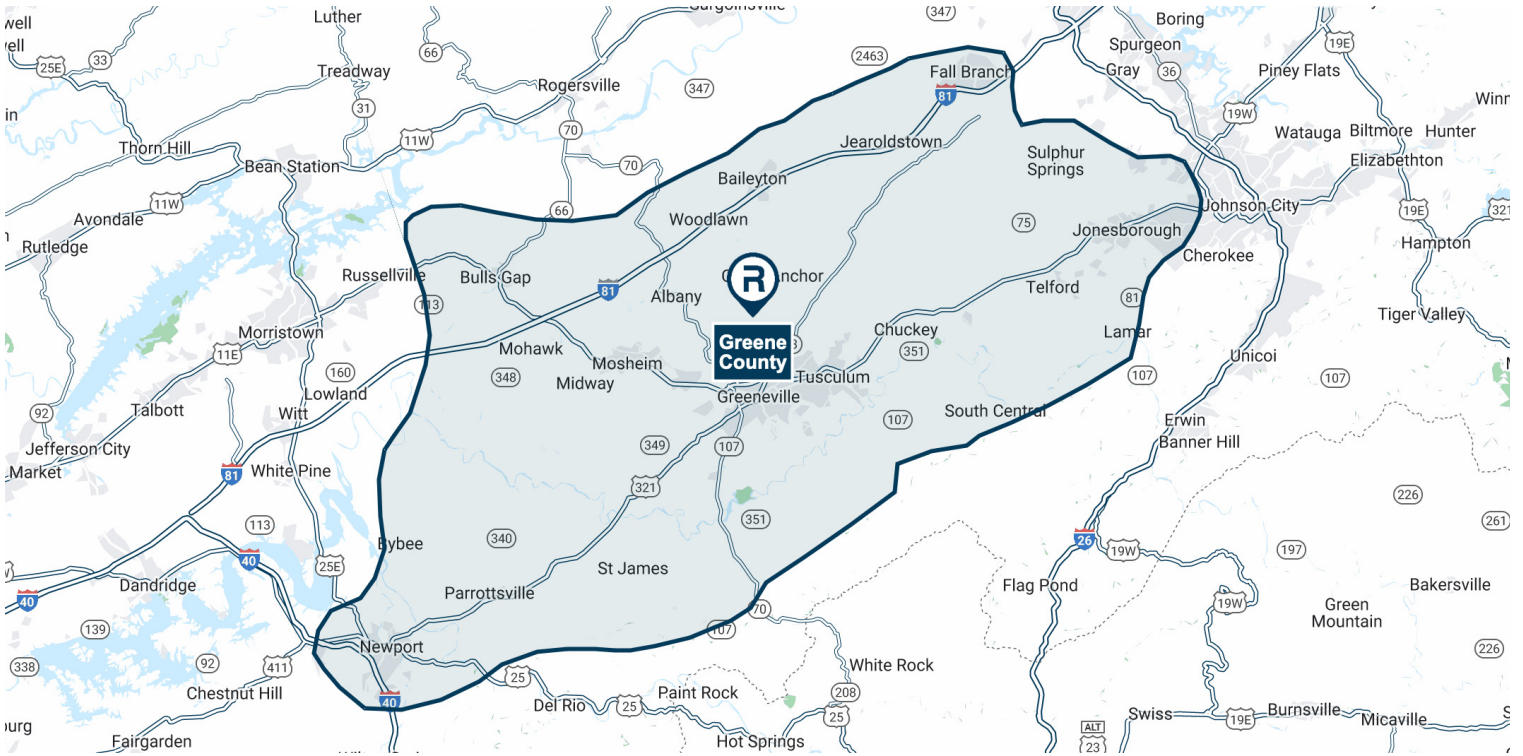# The**Retail**Coach®

Secondary Retail Trade Area Demographic Profile

GREENE COUNTY, TENNESSEE

Prepared for Greene County Partnership
July 2023

Secondary Retail Trade Area • Demographic Snapshot

Greene County, Tennessee

Population

Year	
2020	136,649
2023	138,234
2028	141,619

Educational Attainment (%)

Graduate or Professional Degree	7.79%
Bachelors Degree	11.79%
Associate Degree	6.84%
Some College	18.72%
High School Graduate (GED)	40.28%
Some High School, No Degree	9.28%
Less than 9th Grade	5.30%

Income

Average HH	$71,623
Median HH	$51,151
Per Capita	$30,127

Age

0 - 9 Years	9.96%
10 - 17 Years	8.84%
18 - 24 Years	7.99%
25 - 34 Years	12.05%
35 - 44 Years	10.76%
45 - 54 Years	12.85%
55 - 64 Years	14.63%
65 and Older	22.92%
Median Age	45.34
Average Age	43.67

Race Distribution (%)

White	90.17%
Black/African American	1.92%
American Indian/Alaskan	0.33%
Asian	0.72%
Native Hawaiian/Islander	0.04%
Other Race	1.59%
Two or More Races	5.22%
Hispanic	3.65%

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

The Retail Coach

Secondary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
Population		
2028 Projection	141,619	
2023 Estimate	138,234	
2020 Census	136,649	
2010 Census	133,528	
Growth 2023 - 2028		2.45%
Growth 2020 - 2023		1.16%
Growth 2010 - 2020		2.34%
2023 Est. Population by Single-Classification Race	**138,234**	
White Alone	124,651	90.17%
Black or African American Alone	2,655	1.92%
Amer. Indian and Alaska Native Alone	461	0.33%
Asian Alone	992	0.72%
Native Hawaiian and Other Pacific Island Alone	53	0.04%
Some Other Race Alone	2,204	1.59%
Two or More Races	7,219	5.22%
2023 Est. Population by Hispanic or Latino Origin	**138,234**	
Not Hispanic or Latino	133,189	96.35%
Hispanic or Latino	5,045	3.65%
Mexican	2,714	53.80%
Puerto Rican	670	13.28%
Cuban	412	8.17%
All Other Hispanic or Latino	1,248	24.74%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**5,045**	
White Alone	1,379	27.33%
Black or African American Alone	117	2.32%
American Indian and Alaska Native Alone	123	2.44%
Asian Alone	24	0.48%
Native Hawaiian and Other Pacific Islander Alone	3	0.06%
Some Other Race Alone	1,660	32.90%
Two or More Races	1,740	34.49%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**992**	
Chinese, except Taiwanese	144	14.52%
Filipino	30	3.02%
Japanese	141	14.21%
Asian Indian	363	36.59%
Korean	220	22.18%
Vietnamese	9	0.91%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	61	6.15%
Thai	3	0.30%
All Other Asian Races Including 2+ Category	21	2.12%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	128,343	97.64%
Speak Asian/Pacific Island Language at Home	524	0.40%
Speak IndoEuropean Language at Home	953	0.73%
Speak Spanish at Home	1,507	1.15%
Speak Other Language at Home	116	0.09%

Secondary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Population by Age	**138,234**	
Age 0 - 4	6,791	4.91%
Age 5 - 9	6,979	5.05%
Age 10 - 14	7,494	5.42%
Age 15 - 17	4,727	3.42%
Age 18 - 20	4,819	3.49%
Age 21 - 24	6,221	4.50%
Age 25 - 34	16,656	12.05%
Age 35 - 44	14,878	10.76%
Age 45 - 54	17,761	12.85%
Age 55 - 64	20,221	14.63%
Age 65 - 74	19,185	13.88%
Age 75 - 84	9,584	6.93%
Age 85 and over	2,918	2.11%
Age 16 and over	115,421	83.50%
Age 18 and over	112,244	81.20%
Age 21 and over	107,425	77.71%
Age 65 and over	31,687	22.92%
2023 Est. Median Age		45.34
2023 Est. Average Age		43.67
2023 Est. Population by Sex	**138,234**	
Male	67,920	49.13%
Female	70,315	50.87%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**67,920**	
Age 0 - 4	3,494	5.14%
Age 5 - 9	3,590	5.29%
Age 10 - 14	3,880	5.71%
Age 15 - 17	2,457	3.62%
Age 18 - 20	2,542	3.74%
Age 21 - 24	3,230	4.76%
Age 25 - 34	8,487	12.50%
Age 35 - 44	7,325	10.79%
Age 45 - 54	8,741	12.87%
Age 55 - 64	9,703	14.29%
Age 65 - 74	9,021	13.28%
Age 75 - 84	4,405	6.49%
Age 85 and over	1,043	1.54%
2023 Est. Median Age, Male		43.62
2023 Est. Average Age, Male		42.53
2023 Est. Female Population by Age	**70,315**	
Age 0 - 4	3,297	4.69%
Age 5 - 9	3,389	4.82%
Age 10 - 14	3,614	5.14%
Age 15 - 17	2,269	3.23%
Age 18 - 20	2,277	3.24%
Age 21 - 24	2,991	4.25%
Age 25 - 34	8,169	11.62%
Age 35 - 44	7,553	10.74%
Age 45 - 54	9,020	12.83%
Age 55 - 64	10,517	14.96%
Age 65 - 74	10,165	14.46%
Age 75 - 84	5,179	7.37%
Age 85 and over	1,875	2.67%
2023 Est. Median Age, Female		46.90
2023 Est. Average Age, Female		44.76

Secondary Retail Trade Area • Demographic Profile
Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	27,411	23.43%
Males, Never Married	15,605	13.34%
Females, Never Married	11,806	10.09%
Married, Spouse present	57,672	49.31%
Married, Spouse absent	4,679	4.00%
Widowed	10,145	8.67%
Males Widowed	2,589	2.21%
Females Widowed	7,556	6.46%
Divorced	17,065	14.59%
Males Divorced	8,169	6.98%
Females Divorced	8,896	7.61%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,368	5.30%
Some High School, no diploma	9,392	9.28%
High School Graduate (or GED)	40,760	40.28%
Some College, no degree	18,941	18.72%
Associate Degree	6,926	6.84%
Bachelor's Degree	11,934	11.79%
Master's Degree	5,299	5.24%
Professional School Degree	1,526	1.51%
Doctorate Degree	1,058	1.04%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	674	25.40%
High School Graduate	1,008	37.98%
Some College or Associate's Degree	567	21.36%
Bachelor's Degree or Higher	405	15.26%
Households		
2028 Projection	58,326	
2023 Estimate	56,805	
2020 Census	56,051	
2010 Census	54,359	
Growth 2023 - 2028		2.68%
Growth 2020 - 2023		1.34%
Growth 2010 - 2020		3.11%
2023 Est. Households by Household Type	56,805	
Family Households	39,474	69.49%
Nonfamily Households	17,331	30.51%
2023 Est. Group Quarters Population	3,189	
2023 Households by Ethnicity, Hispanic/Latino	1,446	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	56,805	
Income < $15,000	6,711	11.81%
Income $15,000 - $24,999	6,784	11.94%
Income $25,000 - $34,999	5,954	10.48%
Income $35,000 - $49,999	8,386	14.76%
Income $50,000 - $74,999	10,334	18.19%
Income $75,000 - $99,999	7,050	12.41%
Income $100,000 - $124,999	4,009	7.06%
Income $125,000 - $149,999	2,692	4.74%
Income $150,000 - $199,999	2,411	4.24%
Income $200,000 - $249,999	972	1.71%
Income $250,000 - $499,999	993	1.75%
Income $500,000+	508	0.89%
2023 Est. Average Household Income		$71,623
2023 Est. Median Household Income		$51,151
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$52,205
Black or African American Alone		$33,666
American Indian and Alaska Native Alone		$32,917
Asian Alone		$58,212
Native Hawaiian and Other Pacific Islander Alone		$50,000
Some Other Race Alone		$44,475
Two or More Races		$43,095
Hispanic or Latino		$35,147
Not Hispanic or Latino		$51,542
2023 Est. Family HH Type by Presence of Own Child.	39,474	
Married-Couple Family, own children	10,144	25.70%
Married-Couple Family, no own children	19,959	50.56%
Male Householder, own children	1,420	3.60%
Male Householder, no own children	1,424	3.61%
Female Householder, own children	3,163	8.01%
Female Householder, no own children	3,363	8.52%
2023 Est. Households by Household Size	56,805	
1-person	15,038	26.47%
2-person	22,535	39.67%
3-person	8,830	15.54%
4-person	6,381	11.23%
5-person	2,740	4.82%
6-person	737	1.30%
7-or-more-person	544	0.96%
2023 Est. Average Household Size		2.38

Secondary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**56,805**	
Households with 1 or More People under Age 18:	17,156	30.20%
Married-Couple Family	11,310	65.92%
Other Family, Male Householder	1,699	9.90%
Other Family, Female Householder	3,967	23.12%
Nonfamily, Male Householder	136	0.79%
Nonfamily, Female Householder	43	0.25%
Households with No People under Age 18:	**39,649**	
Married-Couple Family	18,796	47.41%
Other Family, Male Householder	1,143	2.88%
Other Family, Female Householder	2,545	6.42%
Nonfamily, Male Householder	7,795	19.66%
Nonfamily, Female Householder	9,370	23.63%
2023 Est. Households by Number of Vehicles	**56,805**	
No Vehicles	2,346	4.13%
1 Vehicle	15,313	26.96%
2 Vehicles	20,635	36.33%
3 Vehicles	11,512	20.27%
4 Vehicles	4,671	8.22%
5 or more Vehicles	2,328	4.10%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	40,553	
2023 Estimate	39,474	
2010 Census	37,702	
Growth 2023 - 2028		2.73%
Growth 2010 - 2023		4.70%
2023 Est. Families by Poverty Status	**39,474**	
2023 Families at or Above Poverty	35,153	89.05%
2023 Families at or Above Poverty with Children	12,748	32.30%
2023 Families Below Poverty	4,320	10.94%
2023 Families Below Poverty with Children	3,129	7.93%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	60,304	52.25%
Civilian Labor Force, Unemployed	2,566	2.22%
Armed Forces	20	0.02%
Not in Labor Force	52,531	45.51%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**59,266**	
For-Profit Private Workers	41,341	69.75%
Non-Profit Private Workers	3,978	6.71%
Local Government Workers	1,330	2.24%
State Government Workers	2,472	4.17%
Federal Government Workers	5,625	9.49%
Self-Employed Workers	4,375	7.38%
Unpaid Family Workers	145	0.25%
2023 Est. Civ. Employed Pop 16+ by Occupation	**59,266**	
Architect/Engineer	689	1.16%
Arts/Entertainment/Sports	517	0.87%
Building Grounds Maintenance	2,682	4.53%
Business/Financial Operations	1,483	2.50%
Community/Social Services	963	1.62%
Computer/Mathematical	699	1.18%
Construction/Extraction	2,684	4.53%
Education/Training/Library	3,944	6.66%
Farming/Fishing/Forestry	236	0.40%
Food Prep/Serving	2,995	5.05%
Health Practitioner/Technician	4,592	7.75%
Healthcare Support	2,930	4.94%
Maintenance Repair	2,423	4.09%
Legal	451	0.76%
Life/Physical/Social Science	301	0.51%
Management	5,194	8.76%
Office/Admin. Support	6,158	10.39%
Production	7,450	12.57%
Protective Services	1,021	1.72%
Sales/Related	5,086	8.58%
Personal Care/Service	918	1.55%
Transportation/Moving	5,851	9.87%
2023 Est. Pop 16+ by Occupation Classification	**59,266**	
White Collar	30,076	50.75%
Blue Collar	18,408	31.06%
Service and Farm	10,781	18.19%
2023 Est. Workers Age 16+ by Transp. to Work	**57,759**	
Drove Alone	49,484	85.67%
Car Pooled	4,134	7.16%
Public Transportation	34	0.06%
Walked	561	0.97%
Bicycle	20	0.04%
Other Means	898	1.55%
Worked at Home	2,628	4.55%

Secondary Retail Trade Area • Demographic Profile

Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,946	
15 - 29 Minutes	22,864	
30 - 44 Minutes	11,625	
45 - 59 Minutes	3,992	
60 or more Minutes	2,651	
2023 Est. Avg Travel Time to Work in Minutes		26
2023 Est. Occupied Housing Units by Tenure	56,805	
Owner Occupied	42,531	74.87%
Renter Occupied	14,274	25.13%
2023 Owner Occ. HUs: Avg. Length of Residence		18.44[†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.97[†]
2023 Est. Owner-Occupied Housing Units by Value	**56,805**	
Value Less than $20,000	2,004	4.71%
Value $20,000 - $39,999	1,243	2.92%
Value $40,000 - $59,999	1,871	4.40%
Value $60,000 - $79,999	1,677	3.94%
Value $80,000 - $99,999	2,543	5.98%
Value $100,000 - $149,999	7,741	18.20%
Value $150,000 - $199,999	6,126	14.40%
Value $200,000 - $299,999	9,091	21.37%
Value $300,000 - $399,999	4,035	9.49%
Value $400,000 - $499,999	2,688	6.32%
Value $500,000 - $749,999	1,725	4.06%
Value $750,000 - $999,999	889	2.09%
Value $1,000,000 or $1,499,999	675	1.59%
Value $1,500,000 or $1,999,999	179	0.42%
Value $2,000,000+	43	0.10%
2023 Est. Median All Owner-Occupied Housing Value		$183,020
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	44,000	69.70%
1 Unit Attached	496	0.79%
2 Units	1,601	2.54%
3 or 4 Units	932	1.48%
5 to 19 Units	1,984	3.14%
20 to 49 Units	277	0.44%
50 or More Units	395	0.63%
Mobile Home or Trailer	13,381	21.20%
Boat, RV, Van, etc.	57	0.09%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,593	4.11%
Housing Units Built 2010 to 2014	1,684	2.67%
Housing Units Built 2000 to 2009	10,649	16.87%
Housing Units Built 1990 to 1999	11,924	18.89%
Housing Units Built 1980 to 1989	7,719	12.23%
Housing Units Built 1970 to 1979	10,196	16.15%
Housing Units Built 1960 to 1969	6,084	9.64%
Housing Units Built 1950 to 1959	5,405	8.56%
Housing Units Built 1940 to 1949	2,231	3.53%
Housing Unit Built 1939 or Earlier	4,638	7.35%
2023 Est. Median Year Structure Built		1984

[†] Years

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.

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