



The **Retail**Coach.®

Community Demographic Profile

GREENEVILLE, GREENE COUNTY, TENNESSEE

Prepared for Greene County Partnership
July 2023

Community • Demographic Snapshot

Greeneville, Greene County, Tennessee



Population

2020	15,479
2023	15,824
2028	16,066

Educational Attainment (%)

Graduate or Professional Degree	8.56%
Bachelors Degree	14.12%
Associate Degree	4.63%
Some College	19.61%
High School Graduate (GED)	38.50%
Some High School, No Degree	8.62%
Less than 9th Grade	5.96%

Income

Average HH	\$62,780
Median HH	\$44,661
Per Capita	\$27,875

Age

0 - 9 Years	10.14%
10 - 17 Years	8.89%
18 - 24 Years	8.26%
25 - 34 Years	11.65%
35 - 44 Years	10.86%
45 - 54 Years	12.24%
55 - 64 Years	12.83%
65 and Older	25.13%
Median Age	45.17
Average Age	44.30

Race Distribution (%)

White	84.23%
Black/African American	4.09%
American Indian/Alaskan	0.35%
Asian	1.11%
Native Hawaiian/Islander	0.01%
Other Race	3.15%
Two or More Races	7.06%
Hispanic	7.25%



GREENE COUNTY PARTNERSHIP
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DESCRIPTION	DATA	%
Population		
2028 Projection	16,066	
2023 Estimate	15,824	
2020 Census	15,479	
2010 Census	15,174	
Growth 2023 - 2028		1.53%
Growth 2020 - 2023		2.23%
Growth 2010 - 2020		2.01%
2023 Est. Population by Single-Classification Race	15,824	
White Alone	13,328	84.23%
Black or African American Alone	647	4.09%
Amer. Indian and Alaska Native Alone	56	0.35%
Asian Alone	175	1.11%
Native Hawaiian and Other Pacific Island Alone	2	0.01%
Some Other Race Alone	499	3.15%
Two or More Races	1,117	7.06%
2023 Est. Population by Hispanic or Latino Origin	15,824	
Not Hispanic or Latino	14,677	92.75%
Hispanic or Latino	1,147	7.25%
Mexican	561	48.91%
Puerto Rican	245	21.36%
Cuban	69	6.02%
All Other Hispanic or Latino	272	23.71%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	1,147	
White Alone	278	24.24%
Black or African American Alone	15	1.31%
American Indian and Alaska Native Alone	32	2.79%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	419	36.53%
Two or More Races	403	35.14%
2023 Est. Pop by Race, Asian Alone, by Category	175	
Chinese, except Taiwanese	40	22.86%
Filipino	6	3.43%
Japanese	3	1.71%
Asian Indian	67	38.29%
Korean	19	10.86%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	33	18.86%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	7	4.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	15,824	
Arab	7	0.04%
Czech	8	0.05%
Danish	0	0.00%
Dutch	155	0.98%
English	1,726	10.91%
French (except Basque)	87	0.55%
French Canadian	20	0.13%
German	1,119	7.07%
Greek	74	0.47%
Hungarian	11	0.07%
Irish	1,309	8.27%
Italian	188	1.19%
Lithuanian	17	0.11%
United States or American	2,446	15.46%
Norwegian	84	0.53%
Polish	132	0.83%
Portuguese	8	0.05%
Russian	41	0.26%
Scottish	179	1.13%
Scotch-Irish	250	1.58%
Slovak	1	0.01%
Subsaharan African	72	0.46%
Swedish	34	0.22%
Swiss	7	0.04%
Ukrainian	6	0.04%
Welsh	156	0.99%
West Indian (except Hisp. groups)	46	0.29%
Other ancestries	4,602	29.08%
Ancestry Unclassified	3,039	19.20%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,452	96.24%
Speak Asian/Pacific Island Language at Home	69	0.46%
Speak IndoEuropean Language at Home	61	0.41%
Speak Spanish at Home	428	2.85%
Speak Other Language at Home	7	0.05%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	15,824	
Age 0 - 4	807	5.10%
Age 5 - 9	798	5.04%
Age 10 - 14	842	5.32%
Age 15 - 17	565	3.57%
Age 18 - 20	580	3.66%
Age 21 - 24	727	4.59%
Age 25 - 34	1,843	11.65%
Age 35 - 44	1,719	10.86%
Age 45 - 54	1,937	12.24%
Age 55 - 64	2,030	12.83%
Age 65 - 74	2,041	12.90%
Age 75 - 84	1,343	8.49%
Age 85 and over	592	3.74%
Age 16 and over	13,190	83.35%
Age 18 and over	12,812	80.97%
Age 21 and over	12,232	77.30%
Age 65 and over	3,976	25.13%
2023 Est. Median Age		45.17
2023 Est. Average Age		44.30
2023 Est. Population by Sex	15,824	
Male	7,445	47.05%
Female	8,379	52.95%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	7,445	
Age 0 - 4	414	5.56%
Age 5 - 9	413	5.55%
Age 10 - 14	439	5.90%
Age 15 - 17	290	3.89%
Age 18 - 20	309	4.15%
Age 21 - 24	382	5.13%
Age 25 - 34	974	13.08%
Age 35 - 44	827	11.11%
Age 45 - 54	929	12.48%
Age 55 - 64	908	12.20%
Age 65 - 74	846	11.36%
Age 75 - 84	532	7.15%
Age 85 and over	182	2.44%
2023 Est. Median Age, Male		41.06
2023 Est. Average Age, Male		41.70
2023 Est. Female Population by Age	8,379	
Age 0 - 4	393	4.69%
Age 5 - 9	385	4.59%
Age 10 - 14	403	4.81%
Age 15 - 17	275	3.28%
Age 18 - 20	271	3.23%
Age 21 - 24	345	4.12%
Age 25 - 34	869	10.37%
Age 35 - 44	892	10.65%
Age 45 - 54	1,008	12.03%
Age 55 - 64	1,122	13.39%
Age 65 - 74	1,195	14.26%
Age 75 - 84	811	9.68%
Age 85 and over	410	4.89%
2023 Est. Median Age, Female		48.67
2023 Est. Average Age, Female		46.70

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,454	25.82%
Males, Never Married	2,007	15.00%
Females, Never Married	1,447	10.82%
Married, Spouse present	5,045	37.71%
Married, Spouse absent	743	5.55%
Widowed	1,349	10.09%
Males Widowed	214	1.60%
Females Widowed	1,135	8.49%
Divorced	2,786	20.83%
Males Divorced	1,208	9.03%
Females Divorced	1,578	11.80%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	686	5.96%
Some High School, no diploma	992	8.62%
High School Graduate (or GED)	4,429	38.50%
Some College, no degree	2,256	19.61%
Associate Degree	533	4.63%
Bachelor's Degree	1,624	14.12%
Master's Degree	622	5.41%
Professional School Degree	257	2.23%
Doctorate Degree	106	0.92%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	186	32.35%
High School Graduate	230	40.00%
Some College or Associate's Degree	56	9.74%
Bachelor's Degree or Higher	103	17.91%
Households		
2028 Projection	6,759	
2023 Estimate	6,670	
2020 Census	6,566	
2010 Census	6,430	
Growth 2023 - 2028		1.33%
Growth 2020 - 2023		1.58%
Growth 2010 - 2020		2.12%
2023 Est. Households by Household Type		
Family Households	4,025	60.35%
Nonfamily Households	2,645	39.66%
2023 Est. Group Quarters Population	802	
2023 Households by Ethnicity, Hispanic/Latino	315	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	943	14.14%
Income \$15,000 - \$24,999	948	14.21%
Income \$25,000 - \$34,999	704	10.56%
Income \$35,000 - \$49,999	1,113	16.69%
Income \$50,000 - \$74,999	1,059	15.88%
Income \$75,000 - \$99,999	798	11.96%
Income \$100,000 - \$124,999	360	5.40%
Income \$125,000 - \$149,999	265	3.97%
Income \$150,000 - \$199,999	269	4.03%
Income \$200,000 - \$249,999	108	1.62%
Income \$250,000 - \$499,999	88	1.32%
Income \$500,000+	15	0.23%
2023 Est. Average Household Income		\$62,780
2023 Est. Median Household Income		\$44,661
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$46,645
Black or African American Alone		\$25,451
American Indian and Alaska Native Alone		\$31,500
Asian Alone		\$22,297
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$45,711
Two or More Races		\$29,753
Hispanic or Latino		\$68,021
Not Hispanic or Latino		\$43,924
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	988	24.55%
Married-Couple Family, no own children	1,791	44.50%
Male Householder, own children	157	3.90%
Male Householder, no own children	123	3.06%
Female Householder, own children	523	12.99%
Female Householder, no own children	443	11.01%
2023 Est. Households by Household Size		
1-person	2,434	36.49%
2-person	2,327	34.89%
3-person	792	11.87%
4-person	654	9.81%
5-person	248	3.72%
6-person	36	0.54%
7-or-more-person	179	2.68%
2023 Est. Average Household Size		2.30



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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	6,670	
Households with 1 or More People under Age 18:	1,902	28.52%
Married-Couple Family	1,081	56.84%
Other Family, Male Householder	188	9.88%
Other Family, Female Householder	616	32.39%
Nonfamily, Male Householder	11	0.58%
Nonfamily, Female Householder	6	0.32%
Households with No People under Age 18:	4,768	
Married-Couple Family	1,697	35.59%
Other Family, Male Householder	93	1.95%
Other Family, Female Householder	349	7.32%
Nonfamily, Male Householder	1,032	21.64%
Nonfamily, Female Householder	1,597	33.49%
2023 Est. Households by Number of Vehicles	6,670	
No Vehicles	401	6.01%
1 Vehicle	2,272	34.06%
2 Vehicles	2,588	38.80%
3 Vehicles	866	12.98%
4 Vehicles	415	6.22%
5 or more Vehicles	128	1.92%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	4,081	
2023 Estimate	4,025	
2010 Census	3,869	
Growth 2023 - 2028		1.39%
Growth 2010 - 2023		4.03%
2023 Est. Families by Poverty Status	4,025	
2023 Families at or Above Poverty	3,576	88.84%
2023 Families at or Above Poverty with Children	1,284	31.90%
2023 Families Below Poverty	449	11.16%
2023 Families Below Poverty with Children	367	9.12%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,520	49.43%
Civilian Labor Force, Unemployed	252	1.91%
Armed Forces	11	0.08%
Not in Labor Force	6,407	48.58%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	6,241	
For-Profit Private Workers	4,643	74.39%
Non-Profit Private Workers	461	7.39%
Local Government Workers	96	1.54%
State Government Workers	272	4.36%
Federal Government Workers	468	7.50%
Self-Employed Workers	269	4.31%
Unpaid Family Workers	32	0.51%
2023 Est. Civ. Employed Pop 16+ by Occupation	6,241	
Architect/Engineer	34	0.55%
Arts/Entertainment/Sports	43	0.69%
Building Grounds Maintenance	258	4.13%
Business/Financial Operations	251	4.02%
Community/Social Services	86	1.38%
Computer/Mathematical	62	0.99%
Construction/Extraction	137	2.19%
Education/Training/Library	361	5.78%
Farming/Fishing/Forestry	2	0.03%
Food Prep/Serving	294	4.71%
Health Practitioner/Technician	492	7.88%
Healthcare Support	424	6.79%
Maintenance Repair	175	2.80%
Legal	27	0.43%
Life/Physical/Social Science	18	0.29%
Management	451	7.23%
Office/Admin. Support	712	11.41%
Production	1,100	17.62%
Protective Services	123	1.97%
Sales/Related	629	10.08%
Personal Care/Service	85	1.36%
Transportation/Moving	477	7.64%
2023 Est. Pop 16+ by Occupation Classification	6,241	
White Collar	3,166	50.73%
Blue Collar	1,889	30.27%
Service and Farm	1,186	19.00%
2023 Est. Workers Age 16+ by Transp. to Work	6,138	
Drove Alone	5,363	87.37%
Car Pooled	273	4.45%
Public Transportation	2	0.03%
Walked	103	1.68%
Bicycle	2	0.03%
Other Means	32	0.52%
Worked at Home	363	5.91%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,806	
15 - 29 Minutes	1,612	
30 - 44 Minutes	745	
45 - 59 Minutes	440	
60 or more Minutes	178	
2023 Est. Avg Travel Time to Work in Minutes		21
2023 Est. Occupied Housing Units by Tenure	6,670	
Owner Occupied	4,162	62.40%
Renter Occupied	2,508	37.60%
2023 Owner Occ. HUs: Avg. Length of Residence		18.70 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.40 [†]
2023 Est. Owner-Occupied Housing Units by Value	6,670	
Value Less than \$20,000	200	4.80%
Value \$20,000 - \$39,999	67	1.61%
Value \$40,000 - \$59,999	171	4.11%
Value \$60,000 - \$79,999	147	3.53%
Value \$80,000 - \$99,999	301	7.23%
Value \$100,000 - \$149,999	879	21.12%
Value \$150,000 - \$199,999	673	16.17%
Value \$200,000 - \$299,999	931	22.37%
Value \$300,000 - \$399,999	302	7.26%
Value \$400,000 - \$499,999	228	5.48%
Value \$500,000 - \$749,999	184	4.42%
Value \$750,000 - \$999,999	67	1.61%
Value \$1,000,000 or \$1,499,999	7	0.17%
Value \$1,500,000 or \$1,999,999	1	0.02%
Value \$2,000,000+	4	0.10%
2023 Est. Median All Owner-Occupied Housing Value		\$171,889
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,257	69.41%
1 Unit Attached	125	1.65%
2 Units	471	6.22%
3 or 4 Units	332	4.38%
5 to 19 Units	755	9.97%
20 to 49 Units	99	1.31%
50 or More Units	168	2.22%
Mobile Home or Trailer	367	4.84%
Boat, RV, Van, etc.	0	0.00%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	144	1.90%
Housing Units Built 2010 to 2014	137	1.81%
Housing Units Built 2000 to 2009	547	7.22%
Housing Units Built 1990 to 1999	787	10.39%
Housing Units Built 1980 to 1989	1,088	14.37%
Housing Units Built 1970 to 1979	1,419	18.73%
Housing Units Built 1960 to 1969	1,312	17.32%
Housing Units Built 1950 to 1959	1,264	16.69%
Housing Units Built 1940 to 1949	472	6.23%
Housing Unit Built 1939 or Earlier	404	5.33%
2023 Est. Median Year Structure Built		1972

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.

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