TheRetailCoach®

Community Demographic Profile

KINGSPORT, TENNESSEE

Prepared for City of Kingsport
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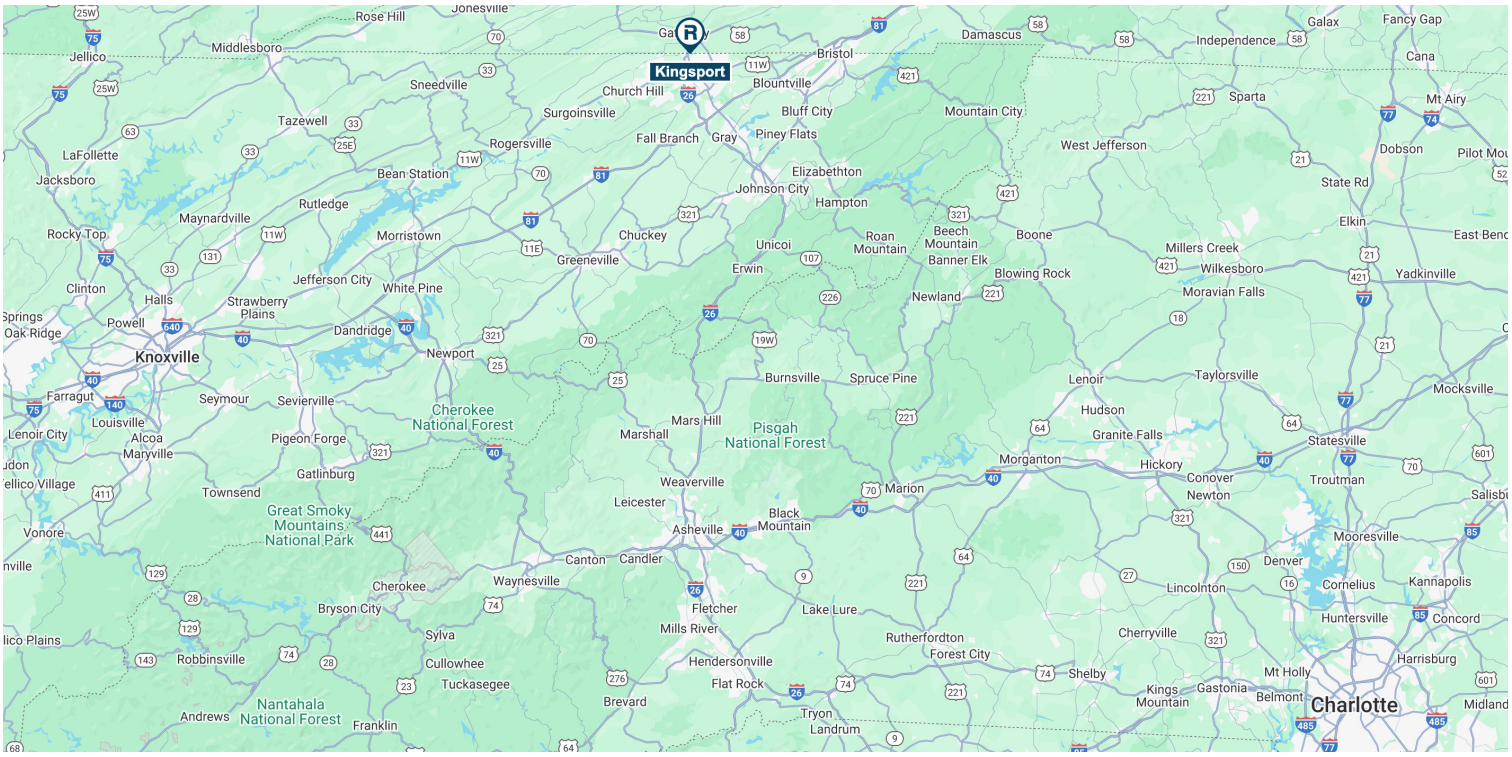
Community • Demographic Snapshot

Kingsport, Tennessee



Population

2020	55,442
2025	58,717
2030	60,964

Educational Attainment (%)

Graduate or Professional Degree	9.73%
Bachelors Degree	16.78%
Associate Degree	9.45%
Some College	21.42%
High School Graduate (or GED)	32.49%
Some High School, No Degree	6.44%
Less than 9th Grade	3.70%

Income

Average HH	$77,704
Median HH	$49,624
Per Capita	$34,279

Age

0 - 9 Years	10.07%
10 - 17 Years	8.93%
18 - 24 Years	8.07%
25 - 34 Years	12.46%
35 - 44 Years	11.85%
45 - 54 Years	11.71%
55 - 64 Years	13.15%
65 and Older	23.77%
Median Age	43.83
Average Age	43.70

Race Distribution (%)

White	86.74%
Black/African American	3.74%
American Indian/ Alaskan	0.32%
Asian	1.37%
Native Hawaiian/ Islander	0.04%
Other Race	1.64%
Two or More Races	6.15%
Hispanic	4.16%

KINGSPORT
TENNESSEE

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Community • Demographic Profile

Kingsport, Tennessee

DESCRIPTION	DATA	%
Population		
2030 Projection	60,964	
2025 Estimate	58,717	
2020 Census	55,442	
2010 Census	53,521	
Growth 2025 - 2030		3.83%
Growth 2020 - 2025		5.91%
Growth 2010 - 2020		3.59%
2025 Est. Population by Single-Classification Race	**58,717**	
White Alone	50,933	86.74%
Black or African American Alone	2,195	3.74%
Amer. Indian and Alaska Native Alone	186	0.32%
Asian Alone	805	1.37%
Native Hawaiian and Other Pacific Island Alone	23	0.04%
Some Other Race Alone	965	1.64%
Two or More Races	3,610	6.15%
2025 Est. Population by Hispanic or Latino Origin	**58,717**	
Not Hispanic or Latino	56,272	95.84%
Hispanic or Latino	2,445	4.16%
Mexican	1,473	60.25%
Puerto Rican	418	17.10%
Cuban	9	0.37%
All Other Hispanic or Latino	545	22.29%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**2,445**	
White Alone	746	30.51%
Black or African American Alone	42	1.72%
American Indian and Alaska Native Alone	44	1.80%
Asian Alone	3	0.12%
Native Hawaiian and Other Pacific Islander Alone	1	0.04%
Some Other Race Alone	754	30.84%
Two or More Races	855	34.97%
2025 Est. Pop by Race, Asian Alone, by Category	**805**	
Chinese, except Taiwanese	196	24.35%
Filipino	146	18.14%
Japanese	50	6.21%
Asian Indian	336	41.74%
Korean	5	0.62%
Vietnamese	57	7.08%
Cambodian	1	0.12%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	14	1.74%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**58,717**	
Arab	124	0.21%
Czech	91	0.16%
Danish	30	0.05%
Dutch	448	0.76%
English	10,844	18.47%
French (except Basque)	549	0.94%
French Canadian	40	0.07%
German	5,588	9.52%
Greek	129	0.22%
Hungarian	43	0.07%
Irish	6,165	10.50%
Italian	924	1.57%
Lithuanian	4	0.01%
United States or American	8,881	15.13%
Norwegian	241	0.41%
Polish	479	0.82%
Portuguese	14	0.02%
Russian	17	0.03%
Scottish	1,502	2.56%
Scotch-Irish	1,731	2.95%
Slovak	5	0.01%
Subsaharan African	34	0.06%
Swedish	205	0.35%
Swiss	70	0.12%
Ukrainian	18	0.03%
Welsh	199	0.34%
West Indian (except Hisp. groups)	24	0.04%
Other ancestries	9,366	15.95%
Ancestry Unclassified	10,952	18.65%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	54,388	97.44%
Speak Asian/Pacific Island Language at Home	194	0.35%
Speak IndoEuropean Language at Home	374	0.67%
Speak Spanish at Home	814	1.46%
Speak Other Language at Home	46	0.08%

Community • Demographic Profile

Kingsport, Tennessee

DESCRIPTION	DATA	%
2025 Est. Population by Age	**58,717**	
Age 0 - 4	2,901	4.94%
Age 5 - 9	3,009	5.12%
Age 10 - 14	3,221	5.49%
Age 15 - 17	2,025	3.45%
Age 18 - 20	2,046	3.48%
Age 21 - 24	2,693	4.59%
Age 25 - 34	7,313	12.46%
Age 35 - 44	6,955	11.85%
Age 45 - 54	6,878	11.71%
Age 55 - 64	7,720	13.15%
Age 65 - 74	7,216	12.29%
Age 75 - 84	5,023	8.56%
Age 85 and over	1,717	2.92%
Age 16 and over	48,911	83.30%
Age 18 and over	47,561	81.00%
Age 21 and over	45,515	77.52%
Age 65 and over	13,956	23.77%
2025 Est. Median Age		43.83
2025 Est. Average Age		43.70
2025 Est. Population by Sex	**58,717**	
Male	28,082	47.83%
Female	30,635	52.17%

2025 Est. Male Population by Age	**28,082**	
Age 0 - 4	1,488	5.30%
Age 5 - 9	1,538	5.48%
Age 10 - 14	1,626	5.79%
Age 15 - 17	1,030	3.67%
Age 18 - 20	1,031	3.67%
Age 21 - 24	1,347	4.80%
Age 25 - 34	3,678	13.10%
Age 35 - 44	3,391	12.08%
Age 45 - 54	3,302	11.76%
Age 55 - 64	3,658	13.03%
Age 65 - 74	3,222	11.47%
Age 75 - 84	2,174	7.74%
Age 85 and over	597	2.13%
2025 Est. Median Age, Male		41.74
2025 Est. Average Age, Male		42.20
2025 Est. Female Population by Age	**30,635**	
Age 0 - 4	1,413	4.61%
Age 5 - 9	1,471	4.80%
Age 10 - 14	1,595	5.21%
Age 15 - 17	995	3.25%
Age 18 - 20	1,015	3.31%
Age 21 - 24	1,346	4.39%
Age 25 - 34	3,635	11.87%
Age 35 - 44	3,564	11.63%
Age 45 - 54	3,576	11.67%
Age 55 - 64	4,062	13.26%
Age 65 - 74	3,994	13.04%
Age 75 - 84	2,849	9.30%
Age 85 and over	1,120	3.66%
2025 Est. Median Age, Female		45.81
2025 Est. Average Age, Female		45.10

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,242	28.72%
Males, Never Married	7,500	15.13%
Females, Never Married	6,742	13.60%
Married, Spouse present	22,043	44.45%
Married, Spouse absent	1,714	3.46%
Widowed	4,356	8.79%
Males Widowed	1,037	2.09%
Females Widowed	3,319	6.69%
Divorced	7,231	14.58%
Males Divorced	3,040	6.13%
Females Divorced	4,191	8.45%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,583	3.70%
Some High School, no diploma	2,759	6.44%
High School Graduate (or GED)	13,914	32.49%
Some College, no degree	9,171	21.42%
Associate Degree	4,045	9.45%
Bachelor's Degree	7,185	16.78%
Master's Degree	2,888	6.74%
Professional School Degree	569	1.33%
Doctorate Degree	708	1.65%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	256	19.75%
High School Graduate	369	28.47%
Some College or Associate's Degree	365	28.16%
Bachelor's Degree or Higher	306	23.61%
Households		
2030 Projection	26,550	
2025 Estimate	25,585	
2020 Census	24,169	
2010 Census	23,457	
Growth 2025 - 2030		3.77%
Growth 2020 - 2025		5.86%
Growth 2010 - 2020		3.04%
2025 Est. Households by Household Type	**25,585**	
Family Households	15,687	61.31%
Nonfamily Households	9,898	38.69%
2025 Est. Group Quarters Population	721	
2025 Households by Ethnicity, Hispanic/Latino	723	

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Kingsport, Tennessee

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**25,585**	
Income < $15,000	3,318	12.97%
Income $15,000 - $24,999	3,308	12.93%
Income $25,000 - $34,999	2,565	10.03%
Income $35,000 - $49,999	3,684	14.40%
Income $50,000 - $74,999	3,966	15.50%
Income $75,000 - $99,999	2,580	10.08%
Income $100,000 - $124,999	1,832	7.16%
Income $125,000 - $149,999	1,255	4.91%
Income $150,000 - $199,999	1,418	5.54%
Income $200,000 - $249,999	649	2.54%
Income $250,000 - $499,999	701	2.74%
Income $500,000+	309	1.21%
2025 Est. Average Household Income		$77,704
2025 Est. Median Household Income		$49,624
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$50,035
Black or African American Alone		$30,440
American Indian and Alaska Native Alone		$89,202
Asian Alone		$142,377
Native Hawaiian and Other Pacific Islander Alone		$42,076
Some Other Race Alone		$57,172
Two or More Races		$49,767
Hispanic or Latino		$48,419
Not Hispanic or Latino		$49,647
2025 Est. HH by Type and Presence of Own Child.	**25,585**	
Family Households with Children	5,556	21.72%
Family Households without Children	20,029	78.28%
Married-Couple Families	**10,235**	**40.00%**
Married-Couple Family, own children	3,123	12.21%
Married-Couple Family, no own children	7,112	27.80%
Cohabitating-Couple Families	**2,101**	**8.21%**
Cohabitating-Couple Family, own children	862	3.37%
Cohabitating-Couple Family, no own children	1,239	4.84%
Male Householder Families	**4,786**	**18.71%**
Male Householder, own children	153	0.60%
Male Householder, no own children	744	2.91%
Male Householder, only Nonrelatives	160	0.63%
Male Householder, Living Alone	3,729	14.58%
Female Householder Families	**8,463**	**33.08%**
Female Householder, own children	1,418	5.54%
Female Householder, no own children	1,705	6.66%
Female Householder, only Nonrelatives	243	0.95%
Female Householder, Living Alone	5,097	19.92%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**25,585**	
1-person	8,317	32.51%
2-person	9,107	35.60%
3-person	3,816	14.91%
4-person	2,600	10.16%
5-person	1,108	4.33%
6-person	381	1.49%
7-or-more-person	256	1.00%
2025 Est. Average Household Size		2.27
2025 Est. Households by Number of Vehicles	**25,585**	
No Vehicles	1,596	6.24%
1 Vehicle	9,654	37.73%
2 Vehicles	9,324	36.44%
3 Vehicles	3,580	13.99%
4 Vehicles	1,050	4.10%
5 or more Vehicles	381	1.49%
2025 Est. Average Number of Vehicles		1.8
Family Households		
2030 Projection	16,293	
2025 Estimate	15,687	
2020 Estimate	14,798	
2010 Census	14,746	
Growth 2025 - 2030		3.86%
Growth 2020 - 2025		6.01%
Growth 2010 - 2020		0.35%
2025 Est. Families by Poverty Status	**15,687**	
2025 Families at or Above Poverty	13,230	84.34%
2025 Families at or Above Poverty with Children	4,426	28.21%
2025 Families Below Poverty	2,457	15.66%
2025 Families Below Poverty with Children	1,938	12.35%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	25,704	52.55%
Civilian Labor Force, Unemployed	1,184	2.42%
Armed Forces	105	0.22%
Not in Labor Force	21,918	44.81%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	17,560	71.00%
Non-Profit Private Workers	1,803	7.29%
Local Government Workers	869	3.51%
State Government Workers	440	1.78%
Federal Government Workers	1,616	6.53%
Self-Employed Workers	2,283	9.23%
Unpaid Family Workers	163	0.66%

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DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	688	2.78%
Arts/Entertainment/Sports	294	1.19%
Building Grounds Maintenance	863	3.49%
Business/Financial Operations	987	3.99%
Community/Social Services	261	1.05%
Computer/Mathematical	616	2.49%
Construction/Extraction	1,205	4.87%
Education/Training/Library	1,116	4.51%
Farming/Fishing/Forestry	20	0.08%
Food Prep/Serving	1,751	7.08%
Health Practitioner/Technician	1,859	7.52%
Healthcare Support	1,335	5.40%
Maintenance Repair	1,036	4.19%
Legal	187	0.76%
Life/Physical/Social Science	354	1.43%
Management	2,146	8.68%
Office/Admin. Support	2,794	11.30%
Production	1,989	8.04%
Protective Services	335	1.35%
Sales/Related	2,524	10.21%
Personal Care/Service	561	2.27%
Transportation/Moving	1,813	7.33%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	13,826	55.90%
Blue Collar	6,043	24.43%
Service and Farm	4,865	19.67%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	19,120	79.24%
Car Pooled	1,673	6.93%
Public Transportation	5	0.02%
Walked	230	0.95%
Bicycle	6	0.03%
Other Means	656	2.72%
Worked at Home	2,438	10.10%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,307	
15 - 29 Minutes	8,126	
30 - 44 Minutes	2,987	
45 - 59 Minutes	793	
60 or more Minutes	569	
2025 Est. Avg Travel Time to Work in Minutes		21
2025 Est. Occupied Housing Units by Tenure	**25,585**	
Owner Occupied	16,332	63.83%
Renter Occupied	9,253	36.17%
2025 Owner Occ. HUs: Avg. Length of Residence		18.80†
2025 Renter Occ. HUs: Avg. Length of Residence		6.60†

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**16,332**	
Value Less than $20,000	245	1.50%
Value $20,000 - $39,999	202	1.24%
Value $40,000 - $59,999	208	1.27%
Value $60,000 - $79,999	418	2.56%
Value $80,000 - $99,999	733	4.49%
Value $100,000 - $149,999	2,451	15.01%
Value $150,000 - $199,999	1,849	11.32%
Value $200,000 - $299,999	3,427	20.98%
Value $300,000 - $399,999	2,594	15.88%
Value $400,000 - $499,999	2,023	12.39%
Value $500,000 - $749,999	1,555	9.52%
Value $750,000 - $999,999	453	2.77%
Value $1,000,000 or $1,499,999	121	0.74%
Value $1,500,000 or $1,999,999	29	0.18%
Value $2,000,000+	24	0.15%
2025 Est. Median All Owner-Occupied Housing Value		$257,833
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	18,873	65.67%
1 Unit Attached	693	2.41%
2 Units	1,032	3.59%
3 or 4 Units	1,564	5.44%
5 to 19 Units	4,002	13.93%
20 to 49 Units	473	1.65%
50 or More Units	788	2.74%
Mobile Home or Trailer	1,285	4.47%
Boat, RV, Van, etc.	28	0.10%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,066	3.71%
Housing Units Built 2010 to 2019	1,611	5.61%
Housing Units Built 2000 to 2009	2,176	7.57%
Housing Units Built 1990 to 1999	3,527	12.27%
Housing Units Built 1980 to 1989	3,347	11.65%
Housing Units Built 1970 to 1979	3,657	12.73%
Housing Units Built 1960 to 1969	3,628	12.62%
Housing Units Built 1950 to 1959	4,181	14.55%
Housing Units Built 1940 to 1949	3,433	11.95%
Housing Unit Built 1939 or Earlier	2,112	7.35%
2025 Est. Median Year Structure Built		1973

† Years

TheRetailCoach

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.

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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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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