TheRetailCoach®

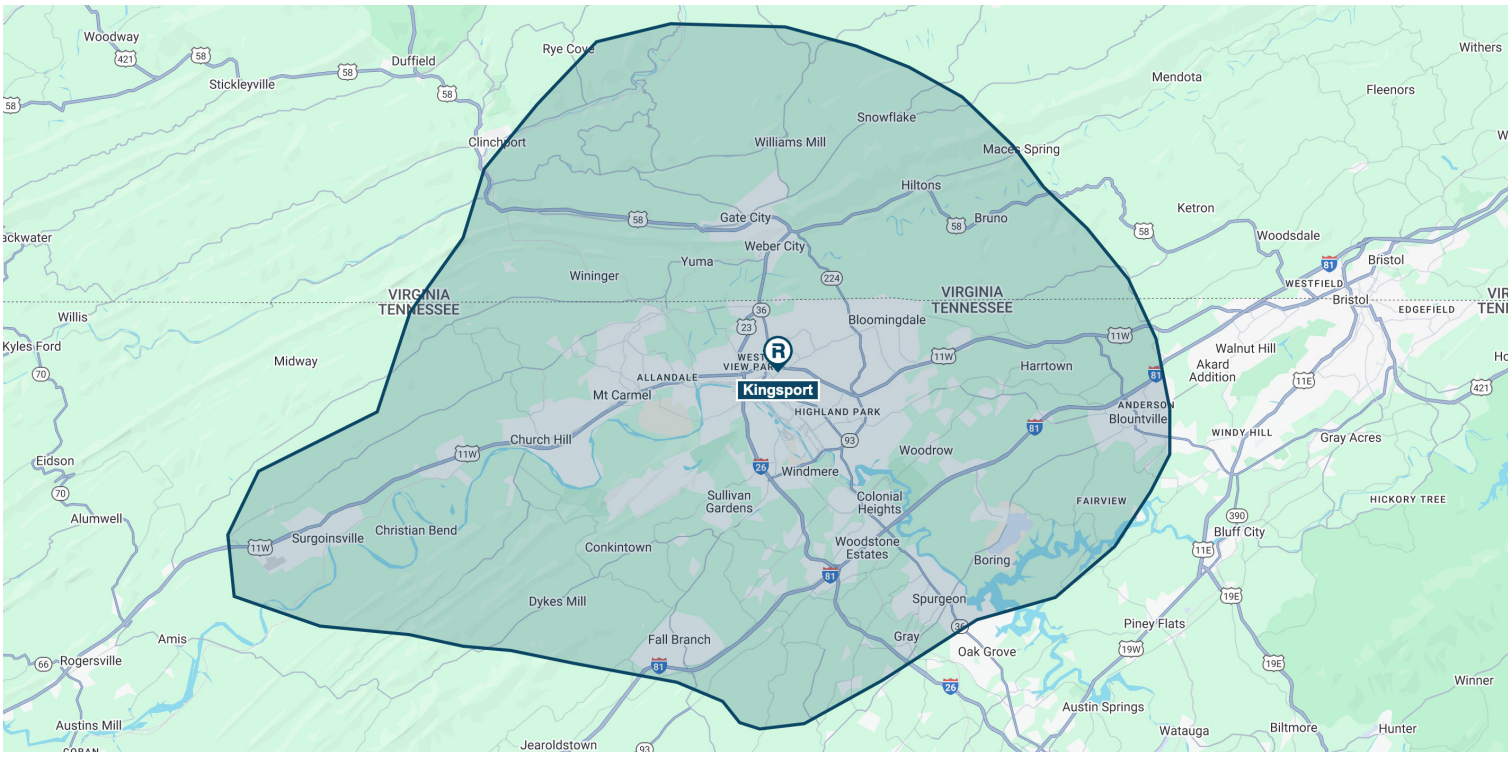
Retail Trade Area Demographic Profile

KINGSPORT, TENNESSEE

Prepared for City of Kingsport
February 2025

Retail Trade Area • Demographic Snapshot

Kingsport, Tennessee



Population

2020	153,420
2025	160,163
2030	166,564

Educational Attainment (%)

Graduate or Professional Degree	8.35%
Bachelors Degree	16.00%
Associate Degree	9.61%
Some College	21.22%
High School Graduate (GED)	34.86%
Some High School, No Degree	6.33%
Less than 9th Grade	3.62%

Income

Average HH	$83,740
Median HH	$58,611
Per Capita	$36,116

Age

0 - 9 Years	9.66%
10 - 17 Years	8.65%
18 - 24 Years	7.93%
25 - 34 Years	11.89%
35 - 44 Years	11.42%
45 - 54 Years	12.50%
55 - 64 Years	14.19%
65 and Older	23.76%
Median Age	45.38
Average Age	44.22

Race Distribution (%)

White	90.49%
Black/African American	1.97%
American Indian/ Alaskan	0.29%
Asian	0.83%
Native Hawaiian/ Islander	0.04%
Other Race	1.21%
Two or More Races	5.17%
Hispanic	3.08%

KINGSPORT
TENNESSEE

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Retail Trade Area • Demographic Profile

Kingsport, Tennessee

DESCRIPTION	DATA	%
Population		
2030 Projection	166,564	
2025 Estimate	160,163	
2020 Census	153,420	
2010 Census	151,488	
Growth 2025 - 2030		4.00%
Growth 2020 - 2025		4.39%
Growth 2010 - 2020		1.27%
2025 Est. Population by Single-Classification Race	**160,163**	
White Alone	144,933	90.49%
Black or African American Alone	3,152	1.97%
Amer. Indian and Alaska Native Alone	461	0.29%
Asian Alone	1,336	0.83%
Native Hawaiian and Other Pacific Island Alone	64	0.04%
Some Other Race Alone	1,941	1.21%
Two or More Races	8,278	5.17%
2025 Est. Population by Hispanic or Latino Origin	**160,163**	
Not Hispanic or Latino	155,238	96.92%
Hispanic or Latino	4,925	3.08%
Mexican	2,754	55.92%
Puerto Rican	730	14.82%
Cuban	123	2.50%
All Other Hispanic or Latino	1,317	26.74%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**4,925**	
White Alone	1,527	31.00%
Black or African American Alone	67	1.36%
American Indian and Alaska Native Alone	88	1.79%
Asian Alone	23	0.47%
Native Hawaiian and Other Pacific Islander Alone	3	0.06%
Some Other Race Alone	1,491	30.27%
Two or More Races	1,725	35.03%
2025 Est. Pop by Race, Asian Alone, by Category	**1,336**	
Chinese, except Taiwanese	334	25.00%
Filipino	175	13.10%
Japanese	60	4.49%
Asian Indian	519	38.85%
Korean	83	6.21%
Vietnamese	80	5.99%
Cambodian	1	0.08%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	27	2.02%
All Other Asian Races Including 2+ Category	57	4.27%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**160,163**	
Arab	183	0.11%
Czech	186	0.12%
Danish	63	0.04%
Dutch	1,296	0.81%
English	27,109	16.93%
French (except Basque)	1,742	1.09%
French Canadian	77	0.05%
German	15,559	9.71%
Greek	279	0.17%
Hungarian	148	0.09%
Irish	15,707	9.81%
Italian	2,087	1.30%
Lithuanian	8	0.01%
United States or American	25,295	15.79%
Norwegian	458	0.29%
Polish	1,044	0.65%
Portuguese	38	0.02%
Russian	107	0.07%
Scottish	3,823	2.39%
Scotch-Irish	4,162	2.60%
Slovak	37	0.02%
Subsaharan African	149	0.09%
Swedish	427	0.27%
Swiss	124	0.08%
Ukrainian	78	0.05%
Welsh	517	0.32%
West Indian (except Hisp. groups)	276	0.17%
Other ancestries	23,618	14.75%
Ancestry Unclassified	35,564	22.20%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	149,542	98.00%
Speak Asian/Pacific Island Language at Home	375	0.25%
Speak IndoEuropean Language at Home	744	0.49%
Speak Spanish at Home	1,851	1.21%
Speak Other Language at Home	88	0.06%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	**160,163**	
Age 0 - 4	7,564	4.72%
Age 5 - 9	7,903	4.93%
Age 10 - 14	8,520	5.32%
Age 15 - 17	5,339	3.33%
Age 18 - 20	5,436	3.39%
Age 21 - 24	7,262	4.53%
Age 25 - 34	19,035	11.89%
Age 35 - 44	18,290	11.42%
Age 45 - 54	20,023	12.50%
Age 55 - 64	22,731	14.19%
Age 65 - 74	20,563	12.84%
Age 75 - 84	13,540	8.45%
Age 85 and over	3,957	2.47%
Age 16 and over	134,392	83.91%
Age 18 and over	130,837	81.69%
Age 21 and over	125,401	78.30%
Age 65 and over	38,061	23.76%
2025 Est. Median Age		45.38
2025 Est. Average Age		44.22
2025 Est. Population by Sex	**160,163**	
Male	78,398	48.95%
Female	81,766	51.05%

2025 Est. Male Population by Age	**78,398**	
Age 0 - 4	3,875	4.94%
Age 5 - 9	4,073	5.20%
Age 10 - 14	4,336	5.53%
Age 15 - 17	2,727	3.48%
Age 18 - 20	2,774	3.54%
Age 21 - 24	3,678	4.69%
Age 25 - 34	9,699	12.37%
Age 35 - 44	9,088	11.59%
Age 45 - 54	9,900	12.63%
Age 55 - 64	11,133	14.20%
Age 65 - 74	9,583	12.22%
Age 75 - 84	6,057	7.73%
Age 85 and over	1,474	1.88%
2025 Est. Median Age, Male		43.87
2025 Est. Average Age, Male		43.08
2025 Est. Female Population by Age	**81,766**	
Age 0 - 4	3,688	4.51%
Age 5 - 9	3,831	4.68%
Age 10 - 14	4,185	5.12%
Age 15 - 17	2,612	3.19%
Age 18 - 20	2,662	3.26%
Age 21 - 24	3,583	4.38%
Age 25 - 34	9,336	11.42%
Age 35 - 44	9,202	11.25%
Age 45 - 54	10,122	12.38%
Age 55 - 64	11,598	14.18%
Age 65 - 74	10,980	13.43%
Age 75 - 84	7,483	9.15%
Age 85 and over	2,483	3.04%
2025 Est. Median Age, Female		46.84
2025 Est. Average Age, Female		45.29

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	34,410	25.27%
Males, Never Married	19,290	14.17%
Females, Never Married	15,119	11.10%
Married, Spouse present	67,336	49.45%
Married, Spouse absent	4,473	3.29%
Widowed	11,856	8.71%
Males Widowed	2,989	2.19%
Females Widowed	8,867	6.51%
Divorced	18,101	13.29%
Males Divorced	7,891	5.79%
Females Divorced	10,210	7.50%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,283	3.62%
Some High School, no diploma	7,482	6.33%
High School Graduate (or GED)	41,183	34.86%
Some College, no degree	25,074	21.22%
Associate Degree	11,347	9.61%
Bachelor's Degree	18,902	16.00%
Master's Degree	7,292	6.17%
Professional School Degree	1,163	0.98%
Doctorate Degree	1,414	1.20%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	471	17.72%
High School Graduate	831	31.26%
Some College or Associate's Degree	716	26.94%
Bachelor's Degree or Higher	640	24.08%
Households		
2030 Projection	71,223	
2025 Estimate	68,388	
2020 Census	65,330	
2010 Census	63,937	
Growth 2025 - 2030		4.14%
Growth 2020 - 2025		4.68%
Growth 2010 - 2020		2.18%
2025 Est. Households by Household Type	**68,388**	
Family Households	44,791	65.50%
Nonfamily Households	23,597	34.5%
2025 Est. Group Quarters Population	1,598	
2025 Households by Ethnicity, Hispanic/Latino	1,461	

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**68,388**	
Income < $15,000	7,056	10.32%
Income $15,000 - $24,999	7,141	10.44%
Income $25,000 - $34,999	6,527	9.54%
Income $35,000 - $49,999	9,025	13.20%
Income $50,000 - $74,999	11,634	17.01%
Income $75,000 - $99,999	8,262	12.08%
Income $100,000 - $124,999	5,766	8.43%
Income $125,000 - $149,999	3,814	5.58%
Income $150,000 - $199,999	4,374	6.40%
Income $200,000 - $249,999	2,087	3.05%
Income $250,000 - $499,999	1,966	2.87%
Income $500,000+	737	1.08%
2025 Est. Average Household Income		$83,740
2025 Est. Median Household Income		$58,611
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$59,466
Black or African American Alone		$35,560
American Indian and Alaska Native Alone		$75,715
Asian Alone		$124,173
Native Hawaiian and Other Pacific Islander Alone		$75,000
Some Other Race Alone		$60,736
Two or More Races		$49,569
Hispanic or Latino		$50,116
Not Hispanic or Latino		$58,828
2025 Est. HH by Type and Presence of Own Child.	**68,388**	
Family Households with Children	14,637	21.40%
Family Households without Children	53,751	78.60%
Married-Couple Families	**32,516**	**47.55%**
Married-Couple Family, own children	9,539	13.95%
Married-Couple Family, no own children	22,977	33.60%
Cohabitating-Couple Families	**4,688**	**6.86%**
Cohabitating-Couple Family, own children	1,828	2.67%
Cohabitating-Couple Family, no own children	2,859	4.18%
Male Householder Families	**11,958**	**17.49%**
Male Householder, own children	473	0.69%
Male Householder, no own children	1,794	2.62%
Male Householder, only Nonrelatives	457	0.67%
Male Householder, Living Alone	9,234	13.50%
Female Householder Families	**19,226**	**28.11%**
Female Householder, own children	2,797	4.09%
Female Householder, no own children	4,350	6.36%
Female Householder, only Nonrelatives	409	0.60%
Female Householder, Living Alone	11,670	17.06%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**68,388**	
1-person	20,127	29.43%
2-person	25,637	37.49%
3-person	10,659	15.59%
4-person	7,268	10.63%
5-person	2,976	4.35%
6-person	1,094	1.60%
7-or-more-person	627	0.92%
2025 Est. Average Household Size		2.31
2025 Est. Households by Number of Vehicles	**68,388**	
No Vehicles	3,512	5.13%
1 Vehicle	21,332	31.19%
2 Vehicles	25,410	37.16%
3 Vehicles	12,119	17.72%
4 Vehicles	3,919	5.73%
5 or more Vehicles	2,095	3.06%
2025 Est. Average Number of Vehicles		2.0
Family Households		
2030 Projection	46,681	
2025 Estimate	44,791	
2020 Estimate	42,769	
2010 Census	43,402	
Growth 2025 - 2030		4.22%
Growth 2020 - 2025		4.73%
Growth 2010 - 2020		-1.45%
2025 Est. Families by Poverty Status	**44,791**	
2025 Families at or Above Poverty	39,750	88.75%
2025 Families at or Above Poverty with Children	13,153	29.36%
2025 Families Below Poverty	5,041	11.26%
2025 Families Below Poverty with Children	3,582	8.00%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	70,595	52.53%
Civilian Labor Force, Unemployed	3,529	2.63%
Armed Forces	209	0.16%
Not in Labor Force	60,060	44.69%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	48,895	71.00%
Non-Profit Private Workers	5,411	7.86%
Local Government Workers	1,941	2.82%
State Government Workers	1,825	2.65%
Federal Government Workers	4,802	6.97%
Self-Employed Workers	5,736	8.33%
Unpaid Family Workers	250	0.36%

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DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,562	2.27%
Arts/Entertainment/Sports	927	1.35%
Building Grounds Maintenance	2,030	2.95%
Business/Financial Operations	2,749	3.99%
Community/Social Services	842	1.22%
Computer/Mathematical	1,869	2.71%
Construction/Extraction	3,795	5.51%
Education/Training/Library	3,154	4.58%
Farming/Fishing/Forestry	119	0.17%
Food Prep/Serving	4,100	5.95%
Health Practitioner/Technician	5,432	7.89%
Healthcare Support	2,544	3.69%
Maintenance Repair	3,108	4.51%
Legal	429	0.62%
Life/Physical/Social Science	768	1.11%
Management	6,256	9.09%
Office/Admin. Support	7,841	11.39%
Production	6,474	9.40%
Protective Services	1,152	1.67%
Sales/Related	6,744	9.79%
Personal Care/Service	1,699	2.47%
Transportation/Moving	5,267	7.65%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	38,574	56.02%
Blue Collar	18,644	27.07%
Service and Farm	11,644	16.91%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	55,082	81.95%
Car Pooled	4,321	6.43%
Public Transportation	33	0.05%
Walked	583	0.87%
Bicycle	15	0.02%
Other Means	1,196	1.78%
Worked at Home	5,981	8.90%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	17,751	
15 - 29 Minutes	28,148	
30 - 44 Minutes	10,750	
45 - 59 Minutes	2,749	
60 or more Minutes	2,254	
2025 Est. Avg Travel Time to Work in Minutes		24
2025 Est. Occupied Housing Units by Tenure	**68,388**	
Owner Occupied	49,874	72.93%
Renter Occupied	18,514	27.07%
2025 Owner Occ. HUs: Avg. Length of Residence		18.90†
2025 Renter Occ. HUs: Avg. Length of Residence		7.33†

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**49,874**	
Value Less than $20,000	1,370	2.75%
Value $20,000 - $39,999	958	1.92%
Value $40,000 - $59,999	664	1.33%
Value $60,000 - $79,999	1,057	2.12%
Value $80,000 - $99,999	1,793	3.60%
Value $100,000 - $149,999	6,246	12.52%
Value $150,000 - $199,999	5,682	11.39%
Value $200,000 - $299,999	11,683	23.42%
Value $300,000 - $399,999	8,365	16.77%
Value $400,000 - $499,999	5,365	10.76%
Value $500,000 - $749,999	4,430	8.88%
Value $750,000 - $999,999	1,391	2.79%
Value $1,000,000 or $1,499,999	603	1.21%
Value $1,500,000 or $1,999,999	145	0.29%
Value $2,000,000+	123	0.25%
2025 Est. Median All Owner-Occupied Housing Value		$259,475
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	54,806	71.77%
1 Unit Attached	1,620	2.12%
2 Units	1,443	1.89%
3 or 4 Units	2,507	3.28%
5 to 19 Units	5,931	7.77%
20 to 49 Units	782	1.02%
50 or More Units	903	1.18%
Mobile Home or Trailer	8,303	10.87%
Boat, RV, Van, etc.	64	0.08%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,302	4.32%
Housing Units Built 2010 to 2019	4,413	5.78%
Housing Units Built 2000 to 2009	8,454	11.07%
Housing Units Built 1990 to 1999	11,935	15.63%
Housing Units Built 1980 to 1989	10,101	13.23%
Housing Units Built 1970 to 1979	10,502	13.75%
Housing Units Built 1960 to 1969	8,729	11.43%
Housing Units Built 1950 to 1959	8,671	11.36%
Housing Units Built 1940 to 1949	5,467	7.16%
Housing Unit Built 1939 or Earlier	4,783	6.26%
2025 Est. Median Year Structure Built		1980

† 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.

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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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