



# COMMUNITY DEMOGRAPHIC PROFILE

## Maryville, Tennessee

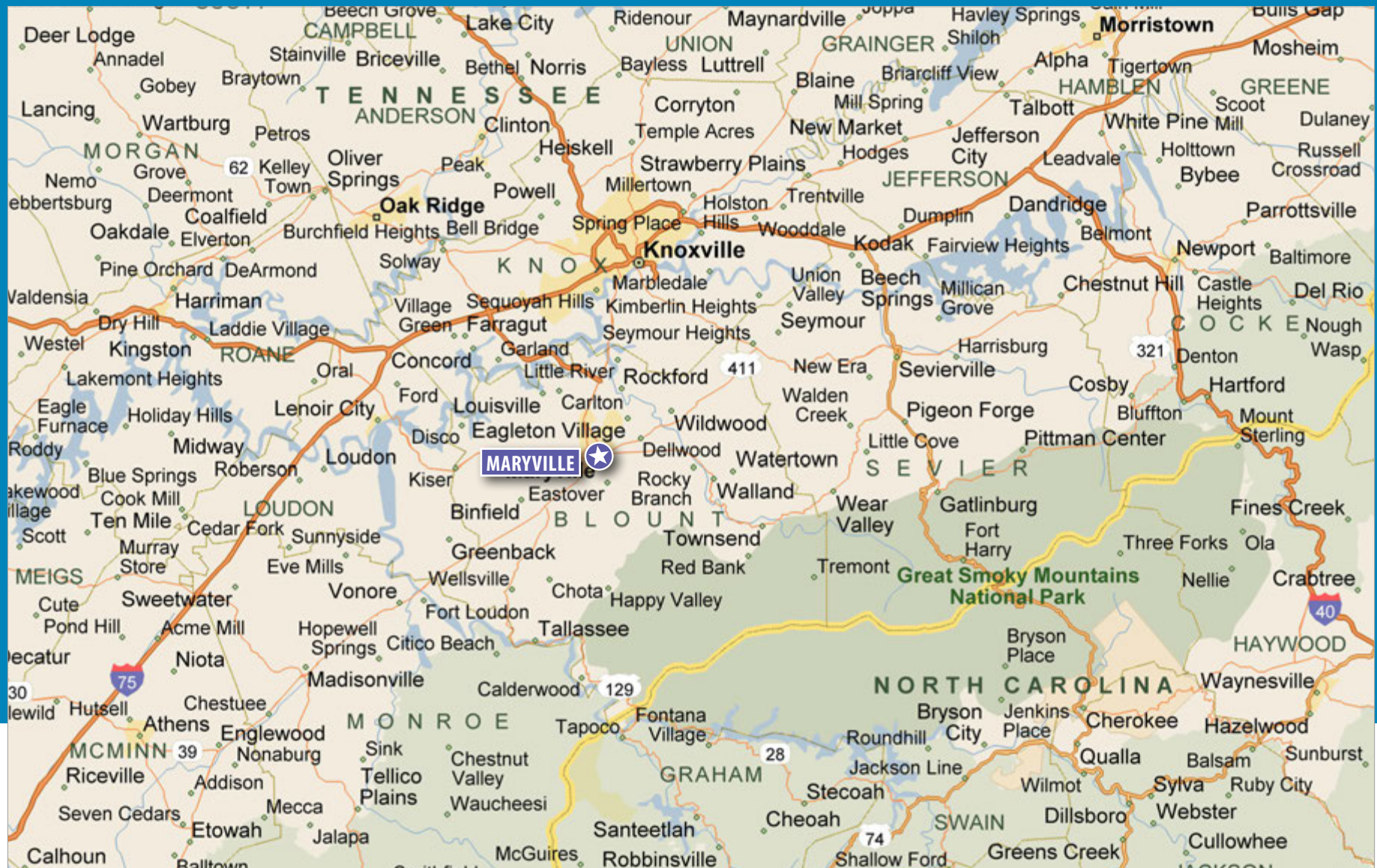


Prepared for  
City of Maryville  
March 2015



# Location Map

## Maryville, Tennessee



### Contact Information

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## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
Population		
2020 Projection	28,280	
2015 Estimate	27,636	
2010 Census	27,465	
2000 Census	24,177	
Growth 2015-2020	2.33%	
Growth 2010-2015	0.62%	
Growth 2000-2010	13.60%	
2015 Est. Population by Single-Classification Race	27,636	
White Alone	25,369	91.80
Black or African American Alone	932	3.37
Amer. Indian and Alaska Native Alone	78	0.28
Asian Alone	392	1.42
Native Hawaiian and Other Pac. Isl. Alone	15	0.05
Some Other Race Alone	313	1.13
Two or More Races	537	1.94
2015 Est. Population by Hispanic or Latino Origin	27,636	
Not Hispanic or Latino	26,678	96.53
Hispanic or Latino:	958	3.47
Mexican	640	66.81
Puerto Rican	71	7.41
Cuban	42	4.38
All Other Hispanic or Latino	205	21.40

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	958	
White Alone	561	58.56
Black or African American Alone	13	1.36
American Indian and Alaska Native Alone	14	1.46
Asian Alone	3	0.31
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	289	30.17
Two or More Races	78	8.14
2015 Est. Pop by Race, Asian Alone, by Category	392	
Chinese, except Taiwanese	99	25.26
Filipino	39	9.95
Japanese	95	24.23
Asian Indian	100	25.51
Korean	8	2.04
Vietnamese	20	5.10
Cambodian	0	0.00
Hmong	0	0.00
Laotian	11	2.81
Thai	1	0.26
All Other Asian Races Including 2+ Category	19	4.85
2015 Est. Population by Ancestry	27,636	
Arab	109	0.39
Czech	107	0.39
Danish	0	0.00
Dutch	315	1.14
English	2,518	9.11
French (except Basque)	396	1.43
French Canadian	71	0.26
German	2,305	8.34
Greek	61	0.22



## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
Hungarian	26	0.09
Irish	2,166	7.84
Italian	573	2.07
Lithuanian	4	0.01
United States or American	4,940	17.88
Norwegian	94	0.34
Polish	187	0.68
Portuguese	39	0.14
Russian	73	0.26
Scottish	372	1.35
Scotch-Irish	1,264	4.57
Slovak	6	0.02
Subsaharan African	41	0.15
Swedish	166	0.60
Swiss	6	0.02
Ukrainian	21	0.08
Welsh	143	0.52
West Indian (except Hisp. groups)	100	0.36
Other ancestries	6,285	22.74
Ancestry Unclassified	5,248	18.99
2015 Est. Pop Age 5+ by Language Spoken at Home	26,233	
Speak Only English at Home	24,998	95.29
Speak Asian/Pac. Isl. Lang. at Home	153	0.58
Speak IndoEuropean Language at Home	354	1.35
Speak Spanish at Home	661	2.52
Speak Other Language at Home	67	0.26
2015 Est. Population by Sex	27,636	
Male	13,022	47.12
Female	14,614	52.88

DESCRIPTION	DATA	%
2015 Est. Population by Age	27,636	
Age 0 - 4	1,403	5.08
Age 5 - 9	1,488	5.38
Age 10 - 14	1,796	6.50
Age 15 - 17	1,221	4.42
Age 18 - 20	1,411	5.11
Age 21 - 24	1,615	5.84
Age 25 - 34	3,132	11.33
Age 35 - 44	3,318	12.01
Age 45 - 54	3,877	14.03
Age 55 - 64	3,276	11.85
Age 65 - 74	2,579	9.33
Age 75 - 84	1,586	5.74
Age 85 and over	934	3.38
Age 16 and over	22,551	81.60
Age 18 and over	21,728	78.62
Age 21 and over	20,317	73.52
Age 65 and over	5,099	18.45
2015 Est. Median Age	40.3	
2015 Est. Average Age	40.8	

## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	13,022	
Age 0 - 4	714	5.48
Age 5 - 9	741	5.69
Age 10 - 14	912	7.00
Age 15 - 17	642	4.93
Age 18 - 20	708	5.44
Age 21 - 24	828	6.36
Age 25 - 34	1,556	11.95
Age 35 - 44	1,588	12.19
Age 45 - 54	1,852	14.22
Age 55 - 64	1,520	11.67
Age 65 - 74	1,111	8.53
Age 75 - 84	592	4.55
Age 85 and over	258	1.98
2015 Est. Median Age, Male	37.6	
2015 Est. Average Age, Male	38.7	
2015 Est. Female Population by Age	14,614	
Age 0 - 4	689	4.71
Age 5 - 9	747	5.11
Age 10 - 14	884	6.05
Age 15 - 17	579	3.96
Age 18 - 20	703	4.81
Age 21 - 24	787	5.39
Age 25 - 34	1,576	10.78
Age 35 - 44	1,730	11.84
Age 45 - 54	2,025	13.86
Age 55 - 64	1,756	12.02
Age 65 - 74	1,468	10.05
Age 75 - 84	994	6.80
Age 85 and over	676	4.63

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	42.8	
2015 Est. Average Age, Female	42.8	
2015 Est. Pop Age 15+ by Marital Status	22,949	
Total, Never Married	6,037	26.31
Males, Never Married	3,400	14.82
Females, Never Married	2,637	11.49
Married, Spouse present	10,942	47.68
Married, Spouse absent	841	3.66
Widowed	1,872	8.16
Males Widowed	387	1.69
Females Widowed	1,485	6.47
Divorced	3,257	14.19
Males Divorced	1,260	5.49
Females Divorced	1,997	8.70
2015 Est. Pop Age 25+ by Edu. Attainment	18,702	
Less than 9th grade	838	4.48
Some High School, no diploma	1,528	8.17
High School Graduate (or GED)	5,514	29.48
Some College, no degree	4,110	21.98
Associate Degree	1,503	8.04
Bachelor's Degree	3,207	17.15
Master's Degree	1,666	8.91
Professional School Degree	128	0.68
Doctorate Degree	208	1.11
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	466	
No High School Diploma	52	11.16
High School Graduate	102	21.89
Some College or Associate's Degree	179	38.41
Bachelor's Degree or Higher	133	28.54

## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
Households		
2020 Projection	11,243	
2015 Estimate	10,957	
2010 Census	10,854	
2000 Census	9,568	
Growth 2015-2020	2.61%	
Growth 2010-2015	0.95%	
Growth 2000-2010	13.44%	
2015 Est. Households by Household Type	10,957	
Family Households	7,114	64.93
Nonfamily Households	3,843	35.07
2015 Est. Group Quarters Population	1,467	
2015 HHs by Ethnicity, Hispanic/Latino	249	2.27
2015 Est. Households by HH Income	10,957	
Income < \$15,000	1,678	15.31
Income \$15,000 - \$24,999	1,305	11.91
Income \$25,000 - \$34,999	1,275	11.64
Income \$35,000 - \$49,999	1,737	15.85
Income \$50,000 - \$74,999	2,031	18.54
Income \$75,000 - \$99,999	1,321	12.06
Income \$100,000 - \$124,999	766	6.99
Income \$125,000 - \$149,999	307	2.80
Income \$150,000 - \$199,999	357	3.26
Income \$200,000 - \$249,999	82	0.75
Income \$250,000 - \$499,999	88	0.80
Income \$500,000+	10	0.09

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$58,170	
2015 Est. Median Household Income	\$45,540	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	46,412	
Black or African American Alone	30,385	
American Indian and Alaska Native Alone	31,667	
Asian Alone	47,632	
Native Hawaiian and Other Pacific Islander Alone	175,000	
Some Other Race Alone	36,136	
Two or More Races	40,132	
Hispanic or Latino	37,602	
Not Hispanic or Latino	45,770	
2015 Est. Family HH Type by Presence of Own Child.	7,114	
Married-Couple Family, own children	2,210	31.07
Married-Couple Family, no own children	3,046	42.82
Male Householder, own children	263	3.70
Male Householder, no own children	206	2.90
Female Householder, own children	807	11.34
Female Householder, no own children	582	8.18
2015 Est. Households by Household Size	10,957	
1-person	3,372	30.77
2-person	3,545	32.35
3-person	1,793	16.36
4-person	1,382	12.61
5-person	571	5.21
6-person	195	1.78
7-or-more-person	99	0.90

## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.39	
2015 Est. Households by Presence of People Under 18	10,957	
Households with 1 or More People under Age 18:	3,635	33.18
Married-Couple Family	2,369	65.17
Other Family, Male Householder	300	8.25
Other Family, Female Householder	934	25.69
Nonfamily, Male Householder	26	0.72
Nonfamily, Female Householder	6	0.17
Households with No People under Age 18:	7,322	66.82
Married-Couple Family	2,893	39.51
Other Family, Male Householder	170	2.32
Other Family, Female Householder	453	6.19
Nonfamily, Male Householder	1,410	19.26
Nonfamily, Female Householder	2,396	32.72
2015 Est. Households by Number of Vehicles	10,957	
No Vehicles	714	6.52
1 Vehicle	3,798	34.66
2 Vehicles	3,970	36.23
3 Vehicles	1,840	16.79
4 Vehicles	449	4.10
5 or more Vehicles	186	1.70
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	7,319	
2015 Estimate	7,114	
2010 Census	7,039	
2000 Census	6,359	
Growth 2015-2020	2.88%	
Growth 2010-2015	1.07%	
Growth 2000-2010	10.69%	
2015 Est. Families by Poverty Status	7,114	
2015 Families at or Above Poverty	6,330	88.98
2015 Families at or Above Poverty with Children	2,697	37.91
2015 Families Below Poverty	784	11.02
2015 Families Below Poverty with Children	568	7.98
2015 Est. Pop Age 16+ by Employment Status	22,551	
In Armed Forces	26	0.12
Civilian - Employed	11,852	52.56
Civilian - Unemployed	991	4.39
Not in Labor Force	9,682	42.93
2015 Est. Civ. Employed Pop 16+ by Class of Worker	12,416	
For-Profit Private Workers	8,442	67.99
Non-Profit Private Workers	1,011	8.14
Local Government Workers	1,308	10.53
State Government Workers	554	4.46
Federal Government Workers	265	2.13
Self-Employed Workers	750	6.04
Unpaid Family Workers	86	0.69

## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	12,416	
Architect/Engineer	178	1.43
Arts/Entertainment/Sports	231	1.86
Building Grounds Maintenance	436	3.51
Business/Financial Operations	550	4.43
Community/Social Services	217	1.75
Computer/Mathematical	259	2.09
Construction/Extraction	445	3.58
Education/Training/Library	1,101	8.87
Farming/Fishing/Forestry	1	0.01
Food Prep/Serving	642	5.17
Health Practitioner/Technician	864	6.96
Healthcare Support	237	1.91
Maintenance Repair	462	3.72
Legal	83	0.67
Life/Physical/Social Science	52	0.42
Management	1,208	9.73
Office/Admin. Support	1,716	13.82
Production	746	6.01
Protective Services	276	2.22
Sales/Related	1,520	12.24
Personal Care/Service	445	3.58
Transportation/Moving	747	6.02
2015 Est. Pop 16+ by Occupation Classification	12,416	
Blue Collar	2,400	19.33
White Collar	7,979	64.26
Service and Farm	2,037	16.41

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	12,204	
Drove Alone	10,492	85.97
Car Pooled	946	7.75
Public Transportation	15	0.12
Walked	177	1.45
Bicycle	38	0.31
Other Means	74	0.61
Worked at Home	462	3.79
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	4,592	
15 - 29 Minutes	3,568	
30 - 44 Minutes	2,689	
45 - 59 Minutes	571	
60 or more Minutes	364	
2015 Est. Avg. Travel Time to Work in Minutes	23.01	
2015 Est. Occupied Housing Units by Tenure	10,957	
Owner Occupied	7,029	64.15
Renter Occupied	3,928	35.85
2015 Owner Occ. HUs: Avg. Length of Residence	17.0	
2015 Renter Occ. HUs: Avg. Length of Residence	7.6	



## Community Demographics

### Maryville, Tennessee

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	7,029	
Value Less than \$20,000	150	2.13
Value \$20,000 - \$39,999	137	1.95
Value \$40,000 - \$59,999	85	1.21
Value \$60,000 - \$79,999	203	2.89
Value \$80,000 - \$99,999	427	6.07
Value \$100,000 - \$149,999	1,582	22.51
Value \$150,000 - \$199,999	1,739	24.74
Value \$200,000 - \$299,999	1,792	25.49
Value \$300,000 - \$399,999	481	6.84
Value \$400,000 - \$499,999	190	2.70
Value \$500,000 - \$749,999	149	2.12
Value \$750,000 - \$999,999	48	0.68
Value \$1,000,000 or more	46	0.65
2015 Est. Median All Owner-Occupied Housing Value	\$176,754	
2015 Est. Housing Units by Units in Structure	11,959	
1 Unit Attached	633	5.29
1 Unit Detached	8,436	70.54
2 Units	294	2.46
3 or 4 Units	515	4.31
5 to 19 Units	1,059	8.86
20 to 49 Units	93	0.78
50 or More Units	355	2.97
Mobile Home or Trailer	564	4.72
Boat, RV, Van, etc.	10	0.08

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	11,959	
Housing Units Built 2010 or later	316	2.64
Housing Units Built 2000 to 2009	1,816	15.19
Housing Units Built 1990 to 1999	1,697	14.19
Housing Units Built 1980 to 1989	1,814	15.17
Housing Units Built 1970 to 1979	1,881	15.73
Housing Units Built 1960 to 1969	1,367	11.43
Housing Units Built 1950 to 1959	1,066	8.91
Housing Units Built 1940 to 1949	972	8.13
Housing Unit Built 1939 or Earlier	1,030	8.61
2015 Est. Median Year Structure Built**	1978	



C. Kelly Cofer  
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The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 Retail Coach -  
It’s not about data. It’s about your success.**

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## Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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