TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

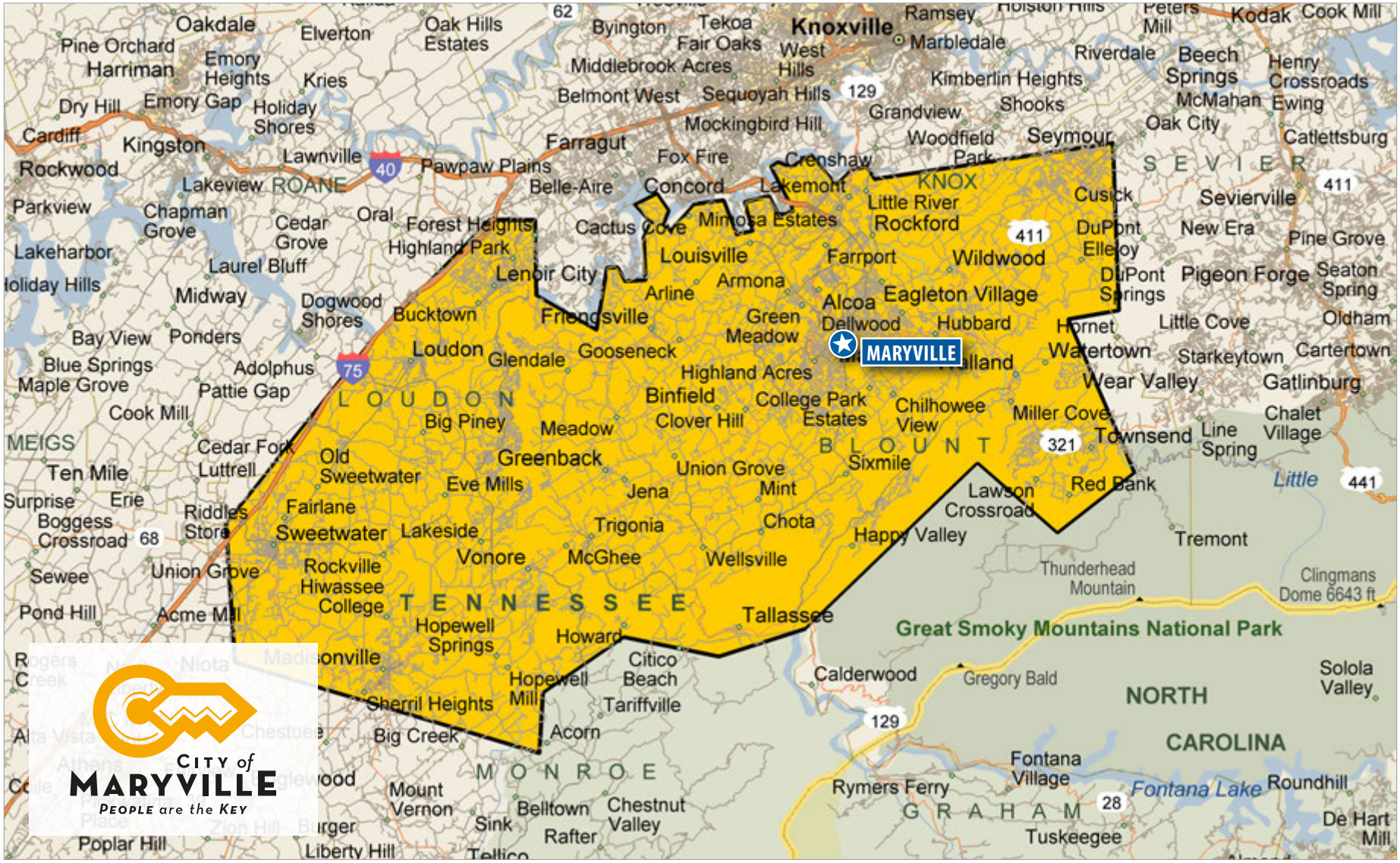
Maryville, Tennessee

Prepared for
City of Maryville
July 2016

CITY of MARYVILLE
PEOPLE are the KEY

RETAIL TRADE AREA

Maryville, Tennessee



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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Maryville, Tennessee

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
	Total Retail Sales Incl Eating and Drinking Places	**3,565,608,393**	**495,887,623**	**(3,069,720,770)**	**-86%**
441	Motor Vehicle and Parts Dealers	727,508,792	47,894,102	(679,614,690)	-93%
4411	Automotive Dealers	596,735,588	30,513,071	(566,222,517)	-95%
4412	Other Motor Vehicle Dealers	78,180,052	13,360,521	(64,819,531)	-83%
4413	Automotive Parts/Accsrs, Tire Stores	52,593,152	4,020,510	(48,572,642)	-92%
442	Furniture and Home Furnishings Stores	65,426,090	5,567,112	(59,858,978)	-91%
4421	Furniture Stores	34,926,225	2,568,820	(32,357,405)	-93%
4422	Home Furnishing Stores	30,499,865	2,998,292	(27,501,573)	-90%
443	Electronics and Appliance Stores	56,400,129	1,370,438	(55,029,691)	-98%
44311	Appliances, TVs, Electronics Stores	56,400,129	1,370,438	(55,029,691)	-98%
443111	Household Appliances Stores	8,586,219	11,340	(8,574,879)	-100%
443112	Electronics Stores	47,813,910	1,359,098	(46,454,812)	-97%
444	Building Material, Garden Equip Stores	378,793,769	32,656,011	(346,137,758)	-91%
4441	Building Material and Supply Dealers	322,459,919	26,406,862	(296,053,057)	-92%
44411	Home Centers	129,548,285	10,115,712	(119,432,573)	-92%
44412	Paint and Wallpaper Stores	5,530,244	3,426,916	(2,103,328)	-38%
44413	Hardware Stores	32,314,767	516,369	(31,798,398)	-98%
44419	Other Building Materials Dealers	155,066,623	12,347,865	(142,718,758)	-92%
444191	Building Materials, Lumberyards	57,141,919	4,613,986		
4442	Lawn, Garden Equipment, Supplies Stores	56,333,849	6,249,149	(50,084,700)	-89%
44421	Outdoor Power Equipment Stores	17,448,606	72,577	(17,376,029)	-100%
44422	Nursery and Garden Centers	38,885,244	6,176,572	(32,708,672)	-84%

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Maryville, Tennessee

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
445	Food and Beverage Stores	459,838,463	117,323,702	(342,514,761)	-74%
4451	Grocery Stores	296,270,980	53,515,090	(242,755,890)	-82%
44511	Supermarkets, Grocery (Ex Conv) Stores	276,234,565	53,163,742	(223,070,823)	-81%
44512	Convenience Stores	20,036,415	351,348	(19,685,067)	-98%
4452	Specialty Food Stores	35,980,973	24,777,901	(11,203,072)	-31%
4453	Beer, Wine and Liquor Stores	127,586,510	39,030,711	(88,555,799)	-69%
446	Health and Personal Care Stores	225,615,798	49,081,071	(176,534,727)	-78%
44611	Pharmacies and Drug Stores	182,214,363	43,692,528	(138,521,835)	-76%
44612	Cosmetics, Beauty Supplies, Perfume Stores	16,049,983	2,380,573	(13,669,410)	-85%
44613	Optical Goods Stores	7,444,839	264,823	(7,180,016)	-96%
44619	Other Health and Personal Care Stores	19,906,612	2,743,147	(17,163,465)	-86%
447	Gasoline Stations	258,965,342	17,680,682	(241,284,660)	-93%
44711	Gasoline Stations With Conv Stores	189,653,897	15,369,000	(174,284,897)	-92%
44719	Other Gasoline Stations	69,311,444	2,311,682	(66,999,762)	-97%
448	Clothing and Clothing Accessories Stores	144,811,353	7,331,027	(137,480,326)	-95%
4481	Clothing Stores	76,989,241	5,856,857	(71,132,384)	-92%
44811	Men's Clothing Stores	4,440,289	325,642	(4,114,647)	-93%
44812	Women's Clothing Stores	18,191,850	1,577,279	(16,614,571)	-91%
44813	Childrens, Infants Clothing Stores	4,566,984	1,813,774	(2,753,210)	-60%
44814	Family Clothing Stores	39,470,208	1,504,983	(37,965,225)	-96%
44815	Clothing Accessories Stores	3,205,174	337,645	(2,867,529)	-89%
44819	Other Clothing Stores	7,114,735	297,534	(6,817,201)	-96%
4482	Shoe Stores	11,963,858	405,658	(11,558,200)	-97%
4483	Jewelry, Luggage, Leather Goods Stores	55,858,254	1,068,512	(54,789,742)	-98%
44831	Jewelry Stores	50,213,837	1,042,232	(49,171,605)	-98%
44832	Luggage and Leather Goods Stores	5,644,417	26,280	(5,618,137)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
451	Sporting Goods, Hobby, Book, Music Stores	56,944,818	49,350,757	(7,594,061)	-13%
4511	Sportng Goods, Hobby, Musical Inst Stores	49,484,665	48,534,833	(949,832)	-2%
45111	Sporting Goods Stores	26,450,999	21,498,827	(4,952,172)	-19%
45112	Hobby, Toys and Games Stores	13,264,299	9,409,709	(3,854,590)	-29%
45113	Sew/Needlework/Piece Goods Stores	5,445,852	7,262,085	1,816,233	33%
45114	Musical Instrument and Supplies Stores	4,323,516	10,364,212	6,040,696	140%
4512	Book, Periodical and Music Stores	7,460,152	815,924	(6,644,228)	-89%
45121	Book Stores and News Dealers	6,394,509	815,924	(5,578,585)	-87%
451211	Book Stores	5,505,997	815,924	(4,690,073)	-85%
451212	News Dealers and Newsstands	888,512	0	(888,512)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	1,065,643	0	(1,065,643)	-100%
452	General Merchandise Stores	408,950,031	55,189,332	(353,760,699)	-87%
4521	Department Stores Excl Leased Depts	174,959,465	14,689,578	(160,269,887)	-92%
4529	Other General Merchandise Stores	233,990,566	40,499,754	(193,490,812)	-83%
453	Miscellaneous Store Retailers	99,695,703	14,518,304	(85,177,399)	-85%
4531	Florists	3,591,700	440,450	(3,151,250)	-88%
4532	Office Supplies, Stationery, Gift Stores	43,971,270	7,118,925	(36,852,345)	-84%
45321	Office Supplies and Stationery Stores	20,740,789	0	(20,740,789)	-100%
45322	Gift, Novelty and Souvenir Stores	23,230,481	7,118,925	(16,111,556)	-69%
4533	Used Merchandise Stores	6,251,795	1,938,800	(4,312,995)	-69%
4539	Other Miscellaneous Store Retailers	45,880,938	5,020,129	(40,860,809)	-89%
454	Non-Store Retailers	323,794,432	1,370,438	(322,423,994)	-100%
722	Foodservice and Drinking Places	358,863,675	96,554,647	(262,309,028)	-73%
7221	Full-Service Restaurants	161,290,015	38,178,411	(123,111,604)	-76%
7222	Limited-Service Eating Places	143,585,290	45,753,224	(97,832,066)	-68%
7223	Special Foodservices	39,703,136	12,441,821	(27,261,315)	-69%
7224	Drinking Places -Alcoholic Beverages	14,285,235	181,191	(14,104,044)	-99%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
Population		
2021 Projection	215,416	
2016 Estimate	207,289	
2010 Census	199,021	
2000 Census	167,314	
Growth 2016 - 2021		3.92%
Growth 2010 - 2016		4.15%
Growth 2000 - 2010		18.95%
2016 Est. Population by Single-Classification Race	207,289	
White Alone	191,091	92.19%
Black or African American Alone	5,486	2.65%
Amer. Indian and Alaska Native Alone	759	0.37%
Asian Alone	1,833	0.88%
Native Hawaiian and Other Pac. Isl. Alone	108	0.05%
Some Other Race Alone	4,545	2.19%
Two or More Races	3,467	1.67%
2016 Est. Population by Hispanic or Latino Origin	207,289	
Not Hispanic or Latino	197,452	95.25%
Hispanic or Latino	9,837	4.75%
Mexican	6,980	70.95%
Puerto Rican	559	5.69%
Cuban	298	3.03%
All Other Hispanic or Latino	2,001	20.34%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	9,837	
White Alone	4,544	46.19%
Black or African American Alone	137	1.39%
American Indian and Alaska Native Alone	125	1.27%
Asian Alone	19	0.19%
Native Hawaiian and Other Pacific Islander Alone	43	0.44%
Some Other Race Alone	4,395	44.68%
Two or More Races	574	5.84%
2016 Est. Pop by Race, Asian Alone, by Category	1,833	
Chinese, except Taiwanese	521	28.43%
Filipino	345	18.84%
Japanese	292	15.92%
Asian Indian	251	13.70%
Korean	58	3.14%
Vietnamese	135	7.36%
Cambodian	0	0.00%
Hmong	18	1.00%
Laotian	99	5.38%
Thai	44	2.42%
All Other Asian Races Including 2+ Category	70	3.83%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	207,289	
Arab	521	0.25%
Czech	156	0.08%
Danish	330	0.16%
Dutch	2,306	1.11%
English	15,110	7.29%
French (except Basque)	2,884	1.39%
French Canadian	682	0.33%
German	18,079	8.72%
Greek	163	0.08%
Hungarian	216	0.10%
Irish	16,380	7.90%
Italian	3,052	1.47%
Lithuanian	97	0.05%
United States or American	40,854	19.71%
Norwegian	534	0.26%
Polish	1,301	0.63%
Portuguese	271	0.13%
Russian	325	0.16%
Scottish	3,956	1.91%
Scotch-Irish	6,096	2.94%
Slovak	104	0.05%
Subsaharan African	273	0.13%
Swedish	716	0.35%
Swiss	161	0.08%
Ukrainian	86	0.04%
Welsh	580	0.28%
West Indian (except Hisp. groups)	63	0.03%
Other ancestries	39,795	19.20%
Ancestry Unclassified	52,200	25.18%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	196,575	
Speak Only English at Home	187,103	95.18%
Speak Asian/Pac. Isl. Lang. at Home	672	0.34%
Speak IndoEuropean Language at Home	1,749	0.89%
Speak Spanish at Home	6,759	3.44%
Speak Other Language at Home	292	0.15%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Population by Sex	207,289	
Male	100,941	48.70%
Female	106,348	51.30%
2016 Est. Population by Age	207,289	
Age 0 - 4	10,714	5.17%
Age 5 - 9	11,426	5.51%
Age 10 - 14	12,722	6.14%
Age 15 - 17	7,980	3.85%
Age 18 - 20	7,539	3.64%
Age 21 - 24	9,752	4.70%
Age 25 - 34	22,392	10.80%
Age 35 - 44	24,238	11.69%
Age 45 - 54	28,694	13.84%
Age 55 - 64	29,378	14.17%
Age 65 - 74	26,340	12.71%
Age 75 - 84	11,710	5.65%
Age 85 and over	4,404	2.12%
Age 16 and over	169,803	81.92%
Age 18 and over	164,446	79.33%
Age 21 and over	156,908	75.70%
Age 65 and over	42,454	20.48%
2016 Est. Median Age	43.7	
2016 Est. Average Age	42.3	

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	100,941	
Age 0 - 4	5,507	5.46%
Age 5 - 9	5,853	5.80%
Age 10 - 14	6,491	6.43%
Age 15 - 17	4,085	4.05%
Age 18 - 20	3,860	3.82%
Age 21 - 24	4,984	4.94%
Age 25 - 34	11,161	11.06%
Age 35 - 44	11,909	11.80%
Age 45 - 54	13,985	13.85%
Age 55 - 64	13,842	13.71%
Age 65 - 74	12,619	12.50%
Age 75 - 84	5,176	5.13%
Age 85 and over	1,468	1.45%
2016 Est. Median Age, Male	42.2	
2016 Est. Average Age, Male	41.2	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	106,348	
Age 0 - 4	5,207	4.90%
Age 5 - 9	5,573	5.24%
Age 10 - 14	6,232	5.86%
Age 15 - 17	3,894	3.66%
Age 18 - 20	3,679	3.46%
Age 21 - 24	4,768	4.48%
Age 25 - 34	11,230	10.56%
Age 35 - 44	12,329	11.59%
Age 45 - 54	14,709	13.83%
Age 55 - 64	15,536	14.61%
Age 65 - 74	13,720	12.90%
Age 75 - 84	6,534	6.14%
Age 85 and over	2,937	2.76%
2016 Est. Median Age, Female	45.2	
2016 Est. Average Age, Female	43.4	

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

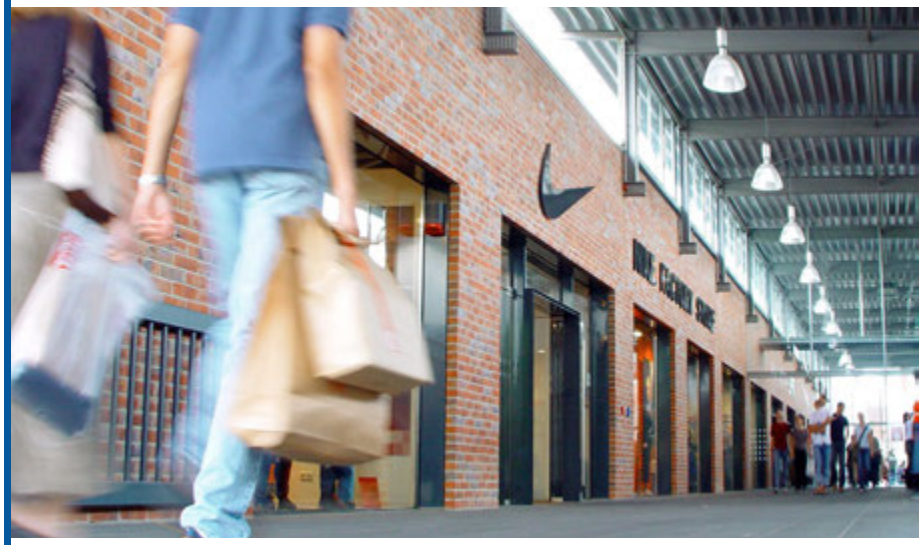
Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	172,426	
Total, Never Married	37,014	21.47%
Males, Never Married	20,435	11.85%
Females, Never Married	16,578	9.61%
Married, Spouse present	95,193	55.21%
Married, Spouse absent	6,298	3.65%
Widowed	12,314	7.14%
Males Widowed	2,723	1.58%
Females Widowed	9,591	5.56%
Divorced	21,608	12.53%
Males Divorced	9,214	5.34%
Females Divorced	12,394	7.19%
2016 Est. Pop Age 25+ by Edu. Attainment	147,156	
Less than 9th grade	9,050	6.15%
Some High School, no diploma	12,658	8.60%
High School Graduate (or GED)	54,217	36.84%
Some College, no degree	30,639	20.82%
Associate Degree	11,191	7.61%
Bachelor's Degree	18,683	12.70%
Master's Degree	7,076	4.81%
Professional School Degree	2,458	1.67%
Doctorate Degree	1,183	0.80%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,746	
No High School Diploma	1,861	39.20%
High School Graduate	1,280	26.97%
Some College or Associate's Degree	912	19.22%
Bachelor's Degree or Higher	693	14.60%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
Households		
2021 Projection	86,049	
2016 Estimate	82,924	
2010 Census	79,826	
2000 Census	67,357	
Growth 2016 - 2021		3.77%
Growth 2010 - 2016		3.88%
Growth 2000 - 2010		18.51%
2016 Est. Households by Household Type	82,924	
Family Households	59,010	71.16%
Nonfamily Households	23,913	28.84%
2016 Est. Group Quarters Population	2,767	
2016 HHs by Ethnicity, Hispanic/Latino	2,398	



DESCRIPTION	DATA	%
2016 Est. Households by HH Income	82,924	
Income < $15,000	11,633	14.03%
Income $15,000 - $24,999	10,997	13.26%
Income $25,000 - $34,999	9,617	11.60%
Income $35,000 - $49,999	12,156	14.66%
Income $50,000 - $74,999	16,486	19.88%
Income $75,000 - $99,999	9,935	11.98%
Income $100,000 - $124,999	5,291	6.38%
Income $125,000 - $149,999	2,553	3.08%
Income $150,000 - $199,999	2,211	2.67%
Income $200,000 - $249,999	831	1.00%
Income $250,000 - $499,999	918	1.11%
Income $500,000+	295	0.36%
2016 Est. Average Household Income	$60,167	
2016 Est. Median Household Income	$46,370	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$47,010	
Black or African American Alone	$34,368	
American Indian and Alaska Native Alone	$44,117	
Asian Alone	$60,545	
Native Hawaiian and Other Pacific Islander Alone	$49,942	
Some Other Race Alone	$36,875	
Two or More Races	$41,639	
Hispanic or Latino	$32,104	
Not Hispanic or Latino	$46,811	

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	59,010	
Married-Couple Family, own children	15,803	26.78%
Married-Couple Family, no own children	30,511	51.71%
Male Householder, own children	1,874	3.18%
Male Householder, no own children	1,832	3.10%
Female Householder, own children	4,599	7.79%
Female Householder, no own children	4,390	7.44%
2016 Est. Households by Household Size	82,924	
1-person	20,407	24.61%
2-person	31,501	37.99%
3-person	14,011	16.90%
4-person	10,092	12.17%
5-person	4,399	5.31%
6-person	1,606	1.94%
7-or-more-person	908	1.09%
2016 Est. Average Household Size	2.47	
2016 Est. Households by Presence of People Under 18	82,924	
Households with 1 or More People under Age 18:	25,587	30.86%
Married-Couple Family	17,394	67.98%
Other Family, Male Householder	2,232	8.72%
Other Family, Female Householder	5,643	22.05%
Nonfamily, Male Householder	258	1.01%
Nonfamily, Female Householder	61	0.24%

DESCRIPTION	DATA	%
Households with No People under Age 18:	57,337	69.14%
Married-Couple Family	28,916	50.43%
Other Family, Male Householder	1,474	2.57%
Other Family, Female Householder	3,352	5.85%
Nonfamily, Male Householder	10,510	18.33%
Nonfamily, Female Householder	13,085	22.82%
2016 Est. Households by Number of Vehicles	82,924	
No Vehicles	3,782	4.56%
1 Vehicle	23,607	28.47%
2 Vehicles	33,540	40.45%
3 Vehicles	14,501	17.49%
4 Vehicles	4,942	5.96%
5 or more Vehicles	2,551	3.08%
2016 Est. Average Number of Vehicles	2.0	

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DESCRIPTION	DATA	%
Family Households		
2021 Projection	61,250	
2016 Estimate	59,010	
2010 Census	56,768	
2000 Census	48,752	
Growth 2016 - 2021		3.80%
Growth 2010 - 2016		3.95%
Growth 2000 - 2010		16.44%
2016 Est. Families by Poverty Status	59,010	
2016 Families at or Above Poverty	52,052	88.21%
2016 Families at or Above Poverty with Children	19,871	33.67%
2016 Families Below Poverty	6,958	11.79%
2016 Families Below Poverty with Children	4,845	8.21%
2016 Est. Pop Age 16+ by Employment Status	169,803	
In Armed Forces	112	0.07%
Civilian - Employed	86,915	51.19%
Civilian - Unemployed	9,290	5.47%
Not in Labor Force	73,485	43.28%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	88,948	
For-Profit Private Workers	63,204	71.06%
Non-Profit Private Workers	5,183	5.83%
Local Government Workers	6,890	7.75%
State Government Workers	3,013	3.39%
Federal Government Workers	1,796	2.02%
Self-Employed Workers	8,653	9.73%
Unpaid Family Workers	209	0.24%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	88,948	
Architect/Engineer	2,073	2.33%
Arts/Entertainment/Sports	982	1.10%
Building Grounds Maintenance	3,658	4.11%
Business/Financial Operations	2,763	3.11%
Community/Social Services	1,097	1.23%
Computer/Mathematical	1,114	1.25%
Construction/Extraction	6,222	7.00%
Education/Training/Library	5,077	5.71%
Farming/Fishing/Forestry	392	0.44%
Food Prep/Serving	4,707	5.29%
Health Practitioner/Technician	5,269	5.92%
Healthcare Support	2,731	3.07%
Maintenance Repair	3,311	3.72%
Legal	852	0.96%
Life/Physical/Social Science	301	0.34%
Management	6,416	7.21%
Office/Admin. Support	12,264	13.79%
Production	8,704	9.79%
Protective Services	1,722	1.94%
Sales/Related	10,075	11.33%
Personal Care/Service	2,810	3.16%
Transportation/Moving	6,408	7.20%
2016 Est. Pop 16+ by Occupation Classification	88,948	
Blue Collar	24,645	27.71%
White Collar	48,283	54.28%
Service and Farm	16,020	18.01%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	87,032	
Drove Alone	74,485	85.58%
Car Pooled	7,972	9.16%
Public Transportation	157	0.18%
Walked	652	0.75%
Bicycle	76	0.09%
Other Means	883	1.01%
Worked at Home	2,807	3.23%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,304	
15 - 29 Minutes	29,413	
30 - 44 Minutes	21,073	
45 - 59 Minutes	7,407	
60 or more Minutes	3,994	
2016 Est. Avg Travel Time to Work in Minutes	27.00	
2016 Est. Occupied Housing Units by Tenure	82,924	
Owner Occupied	61,558	74.23%
Renter Occupied	21,366	25.77%
2016 Owner Occ. HUs: Avg. Length of Residence	16.8	
2016 Renter Occ. HUs: Avg. Length of Residence	7.4	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	61,558	
Value Less than $20,000	2,509	4.08%
Value $20,000 - $39,999	2,198	3.57%
Value $40,000 - $59,999	2,040	3.31%
Value $60,000 - $79,999	3,382	5.49%
Value $80,000 - $99,999	4,732	7.69%
Value $100,000 - $149,999	12,116	19.68%
Value $150,000 - $199,999	11,539	18.74%
Value $200,000 - $299,999	11,693	18.99%
Value $300,000 - $399,999	5,269	8.56%
Value $400,000 - $499,999	2,360	3.83%
Value $500,000 - $749,999	2,071	3.36%
Value $750,000 - $999,999	756	1.23%
Value $1,000,000 or more	893	1.45%
2016 Est. Median All Owner-Occupied Housing Value	$166,470	
2016 Est. Housing Units by Units in Structure	92,549	
1 Unit Attached	2,001	2.16%
1 Unit Detached	67,470	72.90%
2 Units	1,532	1.66%
3 or 4 Units	2,159	2.33%
5 to 19 Units	4,818	5.21%
20 to 49 Units	997	1.08%
50 or More Units	739	0.80%
Mobile Home or Trailer	12,724	13.75%
Boat, RV, Van, etc.	108	0.12%

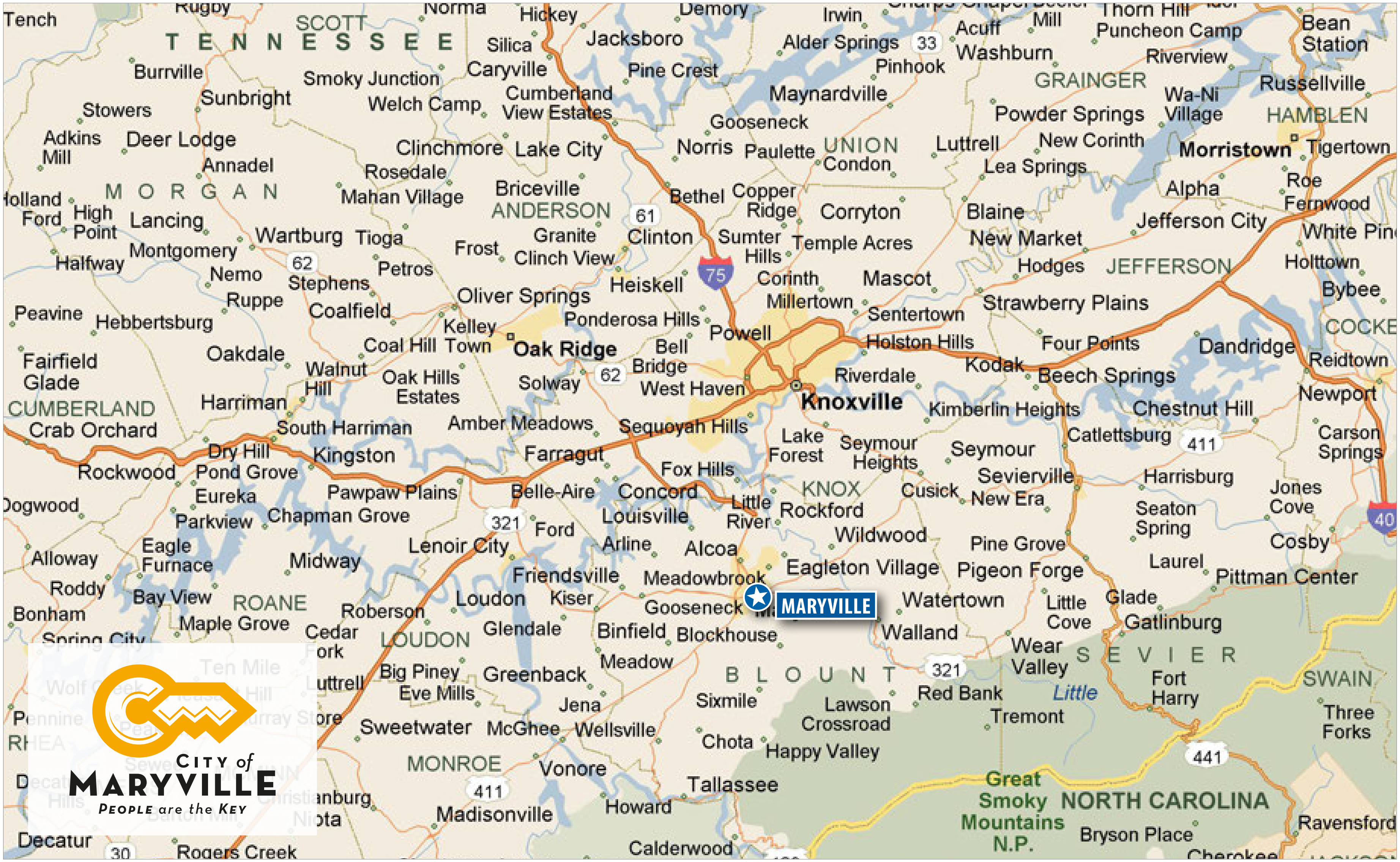
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	92,549	
Housing Units Built 2010 or later	4,278	4.62%
Housing Units Built 2000 to 2009	18,458	19.94%
Housing Units Built 1990 to 1999	19,196	20.74%
Housing Units Built 1980 to 1989	13,094	14.15%
Housing Units Built 1970 to 1979	13,854	14.97%
Housing Units Built 1960 to 1969	7,537	8.14%
Housing Units Built 1950 to 1959	5,982	6.46%
Housing Units Built 1940 to 1949	4,188	4.53%
Housing Unit Built 1939 or Earlier	5,961	6.44%
2016 Est. Median Year Structure Built	1987	

LOCATION

Maryville, Tennessee



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COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
Population		
2021 Projection	29,374	
2016 Estimate	28,396	
2010 Census	27,465	
2000 Census	24,177	
Growth 2016 - 2021		3.44%
Growth 2010 - 2016		3.39%
Growth 2000 - 2010		13.60%
2016 Est. Population by Single-Classification Race	28,396	
White Alone	25,956	91.41%
Black or African American Alone	950	3.35%
Amer. Indian and Alaska Native Alone	87	0.31%
Asian Alone	484	1.70%
Native Hawaiian and Other Pac. Isl. Alone	18	0.06%
Some Other Race Alone	325	1.14%
Two or More Races	576	2.03%
2016 Est. Population by Hispanic or Latino Origin	28,396	
Not Hispanic or Latino	27,385	96.44%
Hispanic or Latino	1,011	3.56%
Mexican	678	67.06%
Puerto Rican	73	7.22%
Cuban	43	4.25%
All Other Hispanic or Latino	217	21.46%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	1,011	
White Alone	594	58.75%
Black or African American Alone	15	1.48%
American Indian and Alaska Native Alone	15	1.48%
Asian Alone	3	0.30%
Native Hawaiian and Other Pacific Islander Alone	1	0.10%
Some Other Race Alone	303	29.97%
Two or More Races	80	7.91%
2016 Est. Pop by Race, Asian Alone, by Category	484	
Chinese, except Taiwanese	128	26.45%
Filipino	46	9.50%
Japanese	117	24.17%
Asian Indian	120	24.79%
Korean	9	1.86%
Vietnamese	27	5.58%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	12	2.48%
Thai	2	0.41%
All Other Asian Races Including 2+ Category	23	4.75%

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	28,396	
Arab	279	0.98%
Czech	52	0.18%
Danish	60	0.21%
Dutch	242	0.85%
English	1,969	6.93%
French (except Basque)	510	1.80%
French Canadian	226	0.80%
German	2,663	9.38%
Greek	46	0.16%
Hungarian	16	0.06%
Irish	2,003	7.05%
Italian	594	2.09%
Lithuanian	2	0.01%
United States or American	3,853	13.57%
Norwegian	78	0.27%
Polish	160	0.56%
Portuguese	130	0.46%
Russian	19	0.07%
Scottish	594	2.09%
Scotch-Irish	1,001	3.53%
Slovak	3	0.01%
Subsaharan African	19	0.07%
Swedish	95	0.33%
Swiss	0	0.00%
Ukrainian	4	0.01%
Welsh	116	0.41%
West Indian (except Hisp. groups)	21	0.07%
Other ancestries	5,996	21.12%
Ancestry Unclassified	7,645	26.92%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	26,974	
Speak Only English at Home	25,736	95.41%
Speak Asian/Pac. Isl. Lang. at Home	157	0.58%
Speak IndoEuropean Language at Home	422	1.56%
Speak Spanish at Home	579	2.15%
Speak Other Language at Home	80	0.30%

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Population by Sex	28,396	
Male	13,400	47.19%
Female	14,996	52.81%
2016 Est. Population by Age	28,396	
Age 0 - 4	1,422	5.01%
Age 5 - 9	1,502	5.29%
Age 10 - 14	1,815	6.39%
Age 15 - 17	1,235	4.35%
Age 18 - 20	1,460	5.14%
Age 21 - 24	1,677	5.91%
Age 25 - 34	3,271	11.52%
Age 35 - 44	3,348	11.79%
Age 45 - 54	3,937	13.86%
Age 55 - 64	3,396	11.96%
Age 65 - 74	2,736	9.64%
Age 75 - 84	1,634	5.75%
Age 85 and over	963	3.39%
Age 16 and over	23,253	81.89%
Age 18 and over	22,422	78.96%
Age 21 and over	20,962	73.82%
Age 65 and over	5,333	18.78%
2016 Est. Median Age	40.4	
2016 Est. Average Age	41.0	

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	13,400	
Age 0 - 4	726	5.42%
Age 5 - 9	755	5.63%
Age 10 - 14	920	6.87%
Age 15 - 17	646	4.82%
Age 18 - 20	729	5.44%
Age 21 - 24	865	6.46%
Age 25 - 34	1,631	12.17%
Age 35 - 44	1,602	11.96%
Age 45 - 54	1,880	14.03%
Age 55 - 64	1,584	11.82%
Age 65 - 74	1,181	8.81%
Age 75 - 84	615	4.59%
Age 85 and over	266	1.99%
2016 Est. Median Age, Male	37.7	
2016 Est. Average Age, Male	38.8	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	14,996	
Age 0 - 4	696	4.64%
Age 5 - 9	747	4.98%
Age 10 - 14	895	5.97%
Age 15 - 17	589	3.93%
Age 18 - 20	731	4.87%
Age 21 - 24	812	5.41%
Age 25 - 34	1,640	10.94%
Age 35 - 44	1,746	11.64%
Age 45 - 54	2,057	13.72%
Age 55 - 64	1,812	12.08%
Age 65 - 74	1,555	10.37%
Age 75 - 84	1,019	6.80%
Age 85 and over	697	4.65%
2016 Est. Median Age, Female	42.9	
2016 Est. Average Age, Female	42.9	

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	23,657	
Total, Never Married	5,928	25.06%
Males, Never Married	3,303	13.96%
Females, Never Married	2,625	11.10%
Married, Spouse present	11,227	47.46%
Married, Spouse absent	843	3.56%
Widowed	1,962	8.29%
Males Widowed	390	1.65%
Females Widowed	1,572	6.64%
Divorced	3,697	15.63%
Males Divorced	1,441	6.09%
Females Divorced	2,256	9.54%
2016 Est. Pop Age 25+ by Edu. Attainment	19,285	
Less than 9th grade	908	4.71%
Some High School, no diploma	1,507	7.81%
High School Graduate (or GED)	6,118	31.72%
Some College, no degree	4,124	21.38%
Associate Degree	1,654	8.58%
Bachelor's Degree	3,094	16.04%
Master's Degree	1,405	7.29%
Professional School Degree	266	1.38%
Doctorate Degree	209	1.08%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	497	
No High School Diploma	113	22.74%
High School Graduate	124	24.95%
Some College or Associate's Degree	168	33.80%
Bachelor's Degree or Higher	92	18.51%

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
Households		
2021 Projection	11,647	
2016 Estimate	11,247	
2010 Census	10,854	
2000 Census	9,568	
Growth 2016 - 2021		3.56%
Growth 2010 - 2016		3.62%
Growth 2000 - 2010		13.44%
2016 Est. Households by Household Type	11,247	
Family Households	7,305	64.95%
Nonfamily Households	3,942	35.05%
2016 Est. Group Quarters Population	1,574	
2016 HHs by Ethnicity, Hispanic/Latino	263	

DESCRIPTION	DATA	%
2016 Est. Households by HH Income	11,247	
Income < $15,000	1,841	16.37%
Income $15,000 - $24,999	1,384	12.31%
Income $25,000 - $34,999	1,227	10.91%
Income $35,000 - $49,999	1,541	13.70%
Income $50,000 - $74,999	2,183	19.41%
Income $75,000 - $99,999	1,245	11.07%
Income $100,000 - $124,999	798	7.10%
Income $125,000 - $149,999	321	2.85%
Income $150,000 - $199,999	389	3.46%
Income $200,000 - $249,999	136	1.21%
Income $250,000 - $499,999	145	1.29%
Income $500,000+	37	0.33%
2016 Est. Average Household Income	$61,197	
2016 Est. Median Household Income	$46,403	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$47,547	
Black or African American Alone	$32,375	
American Indian and Alaska Native Alone	$40,625	
Asian Alone	$46,719	
Native Hawaiian and Other Pacific Islander Alone	$75,000	
Some Other Race Alone	$25,909	
Two or More Races	$35,208	
Hispanic or Latino	$22,000	
Not Hispanic or Latino	$46,882	

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	7,305	
Married-Couple Family, own children	2,273	31.12%
Married-Couple Family, no own children	3,128	42.82%
Male Householder, own children	273	3.74%
Male Householder, no own children	209	2.86%
Female Householder, own children	824	11.28%
Female Householder, no own children	598	8.19%
2016 Est. Households by Household Size	11,247	
1-person	3,472	30.87%
2-person	3,637	32.34%
3-person	1,840	16.36%
4-person	1,414	12.57%
5-person	584	5.19%
6-person	200	1.78%
7-or-more-person	100	0.89%
2016 Est. Average Household Size	2.38	
2016 Est. Households by Presence of People Under 18	11,247	
Households with 1 or More People under Age 18:	3,730	33.16%
Married-Couple Family	2,431	65.17%
Other Family, Male Householder	306	8.20%
Other Family, Female Householder	959	25.71%
Nonfamily, Male Householder	27	0.72%
Nonfamily, Female Householder	7	0.19%

DESCRIPTION	DATA	%
Households with No People under Age 18:	7,517	66.84%
Married-Couple Family	2,968	39.48%
Other Family, Male Householder	176	2.34%
Other Family, Female Householder	464	6.17%
Nonfamily, Male Householder	1,446	19.24%
Nonfamily, Female Householder	2,463	32.77%
2016 Est. Households by Number of Vehicles	11,247	
No Vehicles	758	6.74%
1 Vehicle	3,771	33.53%
2 Vehicles	4,263	37.90%
3 Vehicles	1,726	15.35%
4 Vehicles	500	4.45%
5 or more Vehicles	229	2.04%
2016 Est. Average Number of Vehicles	1.9	

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee

DESCRIPTION	DATA	%
Family Households		
2021 Projection	7,578	
2016 Estimate	7,305	
2010 Census	7,039	
2000 Census	6,359	
Growth 2016 - 2021		3.74%
Growth 2010 - 2016		3.78%
Growth 2000 - 2010		10.69%
2016 Est. Families by Poverty Status	7,305	
2016 Families at or Above Poverty	6,502	89.01%
2016 Families at or Above Poverty with Children	2,924	40.03%
2016 Families Below Poverty	803	10.99%
2016 Families Below Poverty with Children	559	7.65%
2016 Est. Pop Age 16+ by Employment Status	23,253	
In Armed Forces	13	0.06%
Civilian - Employed	12,258	52.72%
Civilian - Unemployed	904	3.89%
Not in Labor Force	10,078	43.34%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	12,671	
For-Profit Private Workers	8,941	70.56%
Non-Profit Private Workers	796	6.28%
Local Government Workers	1,057	8.34%
State Government Workers	455	3.59%
Federal Government Workers	277	2.19%
Self-Employed Workers	1,074	8.48%
Unpaid Family Workers	71	0.56%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	12,671	
Architect/Engineer	339	2.68%
Arts/Entertainment/Sports	149	1.18%
Building Grounds Maintenance	415	3.28%
Business/Financial Operations	558	4.40%
Community/Social Services	152	1.20%
Computer/Mathematical	232	1.83%
Construction/Extraction	629	4.96%
Education/Training/Library	1,039	8.20%
Farming/Fishing/Forestry	22	0.17%
Food Prep/Serving	704	5.56%
Health Practitioner/Technician	819	6.46%
Healthcare Support	346	2.73%
Maintenance Repair	411	3.24%
Legal	124	0.98%
Life/Physical/Social Science	68	0.54%
Management	1,140	9.00%
Office/Admin. Support	1,545	12.19%
Production	926	7.31%
Protective Services	276	2.18%
Sales/Related	1,561	12.32%
Personal Care/Service	454	3.58%
Transportation/Moving	762	6.01%
2016 Est. Pop 16+ by Occupation Classification	12,671	
Blue Collar	2,728	21.53%
White Collar	7,726	60.97%
Service and Farm	2,217	17.50%

COMMUNITY • DEMOGRAPHIC PROFILE

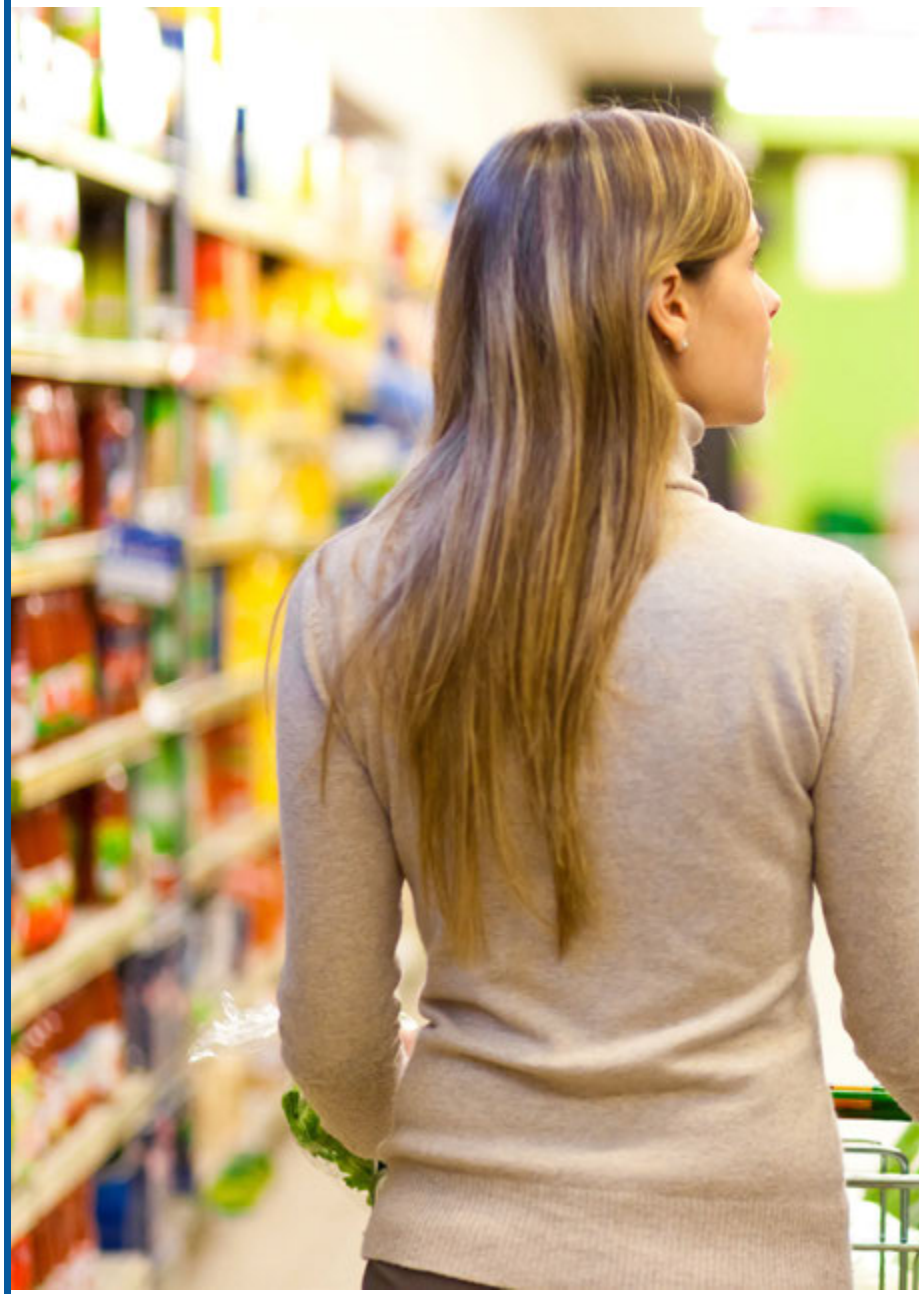
Maryville, Tennessee

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	12,447	
Drove Alone	10,766	86.49%
Car Pooled	945	7.59%
Public Transportation	26	0.21%
Walked	181	1.45%
Bicycle	27	0.22%
Other Means	75	0.60%
Worked at Home	427	3.43%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,985	
15 - 29 Minutes	3,462	
30 - 44 Minutes	2,474	
45 - 59 Minutes	683	
60 or more Minutes	446	
2016 Est. Avg Travel Time to Work in Minutes	23.00	
2016 Est. Occupied Housing Units by Tenure	11,247	
Owner Occupied	7,204	64.05%
Renter Occupied	4,043	35.95%
2016 Owner Occ. HUs: Avg. Length of Residence	16.8	
2016 Renter Occ. HUs: Avg. Length of Residence	7.0	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	7,204	
Value Less than $20,000	222	3.08%
Value $20,000 - $39,999	131	1.82%
Value $40,000 - $59,999	108	1.50%
Value $60,000 - $79,999	225	3.12%
Value $80,000 - $99,999	488	6.77%
Value $100,000 - $149,999	1,601	22.22%
Value $150,000 - $199,999	1,605	22.28%
Value $200,000 - $299,999	1,672	23.21%
Value $300,000 - $399,999	632	8.77%
Value $400,000 - $499,999	234	3.25%
Value $500,000 - $749,999	184	2.55%
Value $750,000 - $999,999	41	0.57%
Value $1,000,000 or more	61	0.85%
2016 Est. Median All Owner-Occupied Housing Value	$175,763	
2016 Est. Housing Units by Units in Structure	12,236	
1 Unit Attached	749	6.12%
1 Unit Detached	8,400	68.65%
2 Units	382	3.12%
3 or 4 Units	542	4.43%
5 to 19 Units	1,074	8.78%
20 to 49 Units	135	1.10%
50 or More Units	378	3.09%
Mobile Home or Trailer	576	4.71%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Maryville, Tennessee



DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	12,236	
Housing Units Built 2010 or later	487	3.98%
Housing Units Built 2000 to 2009	2,035	16.63%
Housing Units Built 1990 to 1999	1,739	14.21%
Housing Units Built 1980 to 1989	1,581	12.92%
Housing Units Built 1970 to 1979	1,767	14.44%
Housing Units Built 1960 to 1969	1,350	11.03%
Housing Units Built 1950 to 1959	1,141	9.32%
Housing Units Built 1940 to 1949	926	7.57%
Housing Unit Built 1939 or Earlier	1,210	9.89%
2016 Est. Median Year Structure Built	1978	

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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 Retail360® 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.”

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.

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, Nielsen 2015/2016, ESRI 2015, 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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