



# Market Profile

835 E Andrew Johnson Hwy, Greeneville, Tennessee, 37745  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 36.17878  
Longitude: -82.80787

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	17,584	26,077	48,795
2010 Total Population	18,467	27,755	53,196
2021 Total Population	18,856	28,248	54,336
2021 Group Quarters	1,156	1,560	1,706
2026 Total Population	19,129	28,626	55,152
2021-2026 Annual Rate	0.29%	0.27%	0.30%
2021 Total Daytime Population	25,751	35,000	55,626
Workers	14,278	17,879	23,124
Residents	11,473	17,121	32,502
<b>Household Summary</b>			
2000 Households	7,522	10,955	20,135
2000 Average Household Size	2.22	2.26	2.35
2010 Households	7,610	11,344	21,693
2010 Average Household Size	2.27	2.31	2.37
2021 Households	7,758	11,538	22,208
2021 Average Household Size	2.28	2.31	2.37
2026 Households	7,871	11,698	22,564
2026 Average Household Size	2.28	2.31	2.37
2021-2026 Annual Rate	0.29%	0.28%	0.32%
2010 Families	4,652	7,243	14,662
2010 Average Family Size	2.89	2.87	2.86
2021 Families	4,619	7,188	14,692
2021 Average Family Size	2.93	2.90	2.88
2026 Families	4,652	7,237	14,836
2026 Average Family Size	2.94	2.91	2.88
2021-2026 Annual Rate	0.14%	0.14%	0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,170	11,857	21,749
Owner Occupied Housing Units	58.6%	62.6%	69.0%
Renter Occupied Housing Units	33.4%	29.8%	23.5%
Vacant Housing Units	7.9%	7.6%	7.4%
2010 Housing Units	8,691	12,909	24,543
Owner Occupied Housing Units	54.4%	58.3%	64.3%
Renter Occupied Housing Units	33.2%	29.5%	24.1%
Vacant Housing Units	12.4%	12.1%	11.6%
2021 Housing Units	9,120	13,488	25,741
Owner Occupied Housing Units	57.3%	61.0%	66.5%
Renter Occupied Housing Units	27.7%	24.6%	19.8%
Vacant Housing Units	14.9%	14.5%	13.7%
2026 Housing Units	9,326	13,780	26,346
Owner Occupied Housing Units	58.0%	61.5%	66.8%
Renter Occupied Housing Units	26.4%	23.4%	18.9%
Vacant Housing Units	15.6%	15.1%	14.4%
<b>Median Household Income</b>			
2021	\$39,746	\$41,487	\$43,335
2026	\$42,884	\$45,090	\$47,988
<b>Median Home Value</b>			
2021	\$155,743	\$157,956	\$157,502
2026	\$175,000	\$178,801	\$185,138
<b>Per Capita Income</b>			
2021	\$24,673	\$24,934	\$24,365
2026	\$27,172	\$27,544	\$27,073
<b>Median Age</b>			
2010	41.5	41.8	42.5
2021	44.7	45.1	45.5
2026	45.9	46.2	46.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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<b>2021 Households by Income</b>			
Household Income Base	7,758	11,538	22,208
<\$15,000	14.9%	13.4%	12.3%
\$15,000 - \$24,999	15.8%	14.6%	14.4%
\$25,000 - \$34,999	13.4%	14.1%	13.4%
\$35,000 - \$49,999	14.9%	15.3%	15.6%
\$50,000 - \$74,999	16.8%	17.1%	17.9%
\$75,000 - \$99,999	10.2%	10.9%	12.7%
\$100,000 - \$149,999	7.7%	8.1%	8.5%
\$150,000 - \$199,999	3.3%	3.6%	3.0%
\$200,000+	2.9%	2.9%	2.2%
Average Household Income	\$59,075	\$60,618	\$59,439
<b>2026 Households by Income</b>			
Household Income Base	7,871	11,698	22,564
<\$15,000	12.8%	11.5%	10.3%
\$15,000 - \$24,999	15.6%	14.1%	13.7%
\$25,000 - \$34,999	12.5%	13.1%	12.2%
\$35,000 - \$49,999	15.0%	15.3%	15.3%
\$50,000 - \$74,999	17.3%	17.6%	18.5%
\$75,000 - \$99,999	10.8%	11.6%	13.9%
\$100,000 - \$149,999	8.8%	9.3%	9.9%
\$150,000 - \$199,999	4.1%	4.4%	3.9%
\$200,000+	3.2%	3.1%	2.3%
Average Household Income	\$65,116	\$66,982	\$66,004
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	5,229	8,225	17,105
<\$50,000	7.6%	7.6%	8.5%
\$50,000 - \$99,999	20.9%	21.6%	21.9%
\$100,000 - \$149,999	18.7%	17.3%	16.6%
\$150,000 - \$199,999	23.8%	22.6%	19.8%
\$200,000 - \$249,999	9.3%	9.4%	10.5%
\$250,000 - \$299,999	5.1%	4.9%	4.6%
\$300,000 - \$399,999	6.6%	9.2%	10.9%
\$400,000 - \$499,999	5.0%	4.2%	3.2%
\$500,000 - \$749,999	1.9%	2.3%	2.5%
\$750,000 - \$999,999	0.4%	0.5%	0.9%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.3%	0.2%
Average Home Value	\$189,054	\$193,413	\$196,299
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	5,412	8,477	17,596
<\$50,000	5.3%	5.2%	5.8%
\$50,000 - \$99,999	15.3%	16.0%	15.9%
\$100,000 - \$149,999	17.1%	15.4%	14.2%
\$150,000 - \$199,999	24.6%	23.3%	20.1%
\$200,000 - \$249,999	10.4%	10.7%	12.4%
\$250,000 - \$299,999	6.4%	6.1%	6.2%
\$300,000 - \$399,999	10.2%	13.4%	16.0%
\$400,000 - \$499,999	7.2%	6.1%	4.8%
\$500,000 - \$749,999	2.4%	2.9%	3.2%
\$750,000 - \$999,999	0.5%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$215,265	\$219,855	\$225,237

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	18,468	27,753	53,197
0 - 4	5.4%	5.4%	5.4%
5 - 9	5.8%	5.8%	5.8%
10 - 14	5.9%	5.9%	6.0%
15 - 24	13.5%	13.2%	12.3%
25 - 34	11.0%	10.7%	10.7%
35 - 44	12.8%	13.1%	13.2%
45 - 54	13.4%	13.7%	14.7%
55 - 64	12.8%	13.2%	14.0%
65 - 74	10.0%	10.2%	10.4%
75 - 84	6.5%	6.2%	5.6%
85 +	3.0%	2.5%	1.9%
18 +	79.2%	79.2%	78.9%
<b>2021 Population by Age</b>			
Total	18,857	28,247	54,335
0 - 4	4.6%	4.6%	4.7%
5 - 9	5.0%	5.0%	5.2%
10 - 14	5.2%	5.2%	5.4%
15 - 24	12.2%	11.9%	10.6%
25 - 34	12.2%	11.9%	11.8%
35 - 44	11.1%	11.2%	11.7%
45 - 54	12.4%	12.8%	13.0%
55 - 64	13.0%	13.4%	14.5%
65 - 74	12.5%	12.9%	13.4%
75 - 84	8.2%	7.9%	7.3%
85 +	3.6%	3.1%	2.4%
18 +	82.0%	81.9%	81.6%
<b>2026 Population by Age</b>			
Total	19,129	28,627	55,151
0 - 4	4.5%	4.5%	4.5%
5 - 9	4.8%	4.9%	5.0%
10 - 14	5.2%	5.3%	5.5%
15 - 24	11.6%	11.5%	10.5%
25 - 34	11.5%	11.0%	10.2%
35 - 44	11.3%	11.4%	11.9%
45 - 54	11.9%	12.1%	12.6%
55 - 64	12.9%	13.3%	14.1%
65 - 74	12.7%	13.1%	13.6%
75 - 84	9.7%	9.4%	9.2%
85 +	3.9%	3.5%	2.8%
18 +	82.4%	82.2%	81.7%
<b>2010 Population by Sex</b>			
Males	8,794	13,314	25,918
Females	9,673	14,441	27,278
<b>2021 Population by Sex</b>			
Males	9,104	13,698	26,684
Females	9,752	14,550	27,652
<b>2026 Population by Sex</b>			
Males	9,281	13,940	27,178
Females	9,848	14,686	27,974

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<b>2010 Population by Race/Ethnicity</b>			
Total	18,467	27,755	53,196
White Alone	90.0%	91.5%	94.2%
Black Alone	4.4%	3.9%	2.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	0.7%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.0%	1.4%
Two or More Races	1.9%	1.6%	1.3%
Hispanic Origin	4.5%	3.7%	2.8%
Diversity Index	25.8	22.1	16.0
<b>2021 Population by Race/Ethnicity</b>			
Total	18,855	28,248	54,336
White Alone	87.8%	89.6%	92.8%
Black Alone	4.9%	4.3%	2.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.1%	1.1%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	2.6%	1.8%
Two or More Races	2.4%	2.1%	1.7%
Hispanic Origin	5.7%	4.7%	3.5%
Diversity Index	31.1	26.8	19.8
<b>2026 Population by Race/Ethnicity</b>			
Total	19,129	28,626	55,152
White Alone	86.6%	88.6%	92.0%
Black Alone	5.1%	4.4%	2.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.3%	1.3%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	2.8%	2.0%
Two or More Races	2.8%	2.4%	2.0%
Hispanic Origin	6.4%	5.3%	4.0%
Diversity Index	33.7	29.2	21.7
<b>2010 Population by Relationship and Household Type</b>			
Total	18,467	27,755	53,196
In Households	93.7%	94.3%	96.8%
In Family Households	75.0%	77.0%	81.1%
Householder	25.3%	26.1%	27.5%
Spouse	17.6%	18.7%	20.6%
Child	26.5%	26.8%	27.6%
Other relative	3.3%	3.2%	3.1%
Nonrelative	2.1%	2.1%	2.2%
In Nonfamily Households	18.7%	17.3%	15.6%
In Group Quarters	6.3%	5.7%	3.2%
Institutionalized Population	4.0%	2.9%	1.7%
Noninstitutionalized Population	2.3%	2.8%	1.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	13,771	20,673	40,269
Less than 9th Grade	4.7%	4.7%	5.3%
9th - 12th Grade, No Diploma	8.6%	9.3%	8.8%
High School Graduate	26.4%	27.9%	30.4%
GED/Alternative Credential	8.9%	9.0%	8.7%
Some College, No Degree	21.2%	20.6%	20.1%
Associate Degree	5.1%	5.2%	6.5%
Bachelor's Degree	15.6%	14.5%	12.5%
Graduate/Professional Degree	9.6%	8.8%	7.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	16,067	24,040	46,046
Never Married	28.7%	28.4%	25.9%
Married	41.9%	45.0%	50.2%
Widowed	9.4%	8.5%	7.9%
Divorced	20.1%	18.1%	15.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,797	11,825	23,389
Population 16+ Employed	93.3%	93.4%	93.2%
Population 16+ Unemployment rate	6.6%	6.6%	6.8%
Population 16-24 Employed	13.1%	13.2%	11.7%
Population 16-24 Unemployment rate	6.6%	7.0%	9.6%
Population 25-54 Employed	60.9%	60.6%	62.6%
Population 25-54 Unemployment rate	8.1%	8.1%	7.8%
Population 55-64 Employed	14.4%	16.0%	17.5%
Population 55-64 Unemployment rate	5.7%	3.9%	3.6%
Population 65+ Employed	11.7%	10.1%	8.1%
Population 65+ Unemployment rate	0.0%	0.1%	0.6%
<b>2021 Employed Population 16+ by Industry</b>			
Total	7,278	11,049	21,801
Agriculture/Mining	1.4%	1.2%	2.1%
Construction	4.7%	4.7%	5.2%
Manufacturing	13.5%	15.7%	18.9%
Wholesale Trade	1.7%	1.4%	1.2%
Retail Trade	12.8%	12.5%	12.3%
Transportation/Utilities	4.2%	4.4%	5.4%
Information	1.7%	1.6%	1.1%
Finance/Insurance/Real Estate	4.4%	4.8%	4.3%
Services	49.8%	48.3%	44.6%
Public Administration	5.6%	5.4%	4.8%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	7,278	11,048	21,803
White Collar	61.2%	58.7%	53.7%
Management/Business/Financial	15.2%	14.1%	12.8%
Professional	22.1%	22.3%	20.0%
Sales	10.3%	9.8%	8.9%
Administrative Support	13.6%	12.5%	12.0%
Services	15.4%	15.9%	15.7%
Blue Collar	23.3%	25.4%	30.7%
Farming/Forestry/Fishing	0.2%	0.2%	0.6%
Construction/Extraction	2.7%	2.5%	3.5%
Installation/Maintenance/Repair	2.6%	2.8%	3.2%
Production	10.9%	11.9%	13.9%
Transportation/Material Moving	6.9%	8.0%	9.4%

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<b>2010 Households by Type</b>			
Total	7,610	11,344	21,692
Households with 1 Person	34.0%	31.4%	27.8%
Households with 2+ People	66.0%	68.6%	72.2%
Family Households	61.1%	63.8%	67.6%
Husband-wife Families	42.5%	45.8%	50.5%
With Related Children	15.9%	17.1%	18.7%
Other Family (No Spouse Present)	18.7%	18.1%	17.1%
Other Family with Male Householder	4.6%	4.6%	5.1%
With Related Children	2.9%	2.8%	3.0%
Other Family with Female Householder	14.1%	13.5%	12.1%
With Related Children	8.9%	8.5%	7.4%
Nonfamily Households	4.8%	4.7%	4.6%
All Households with Children	28.2%	28.8%	29.6%
Multigenerational Households	3.2%	3.3%	3.7%
Unmarried Partner Households	5.5%	5.6%	5.7%
Male-female	4.9%	5.0%	5.1%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	7,609	11,342	21,694
1 Person Household	34.0%	31.4%	27.8%
2 Person Household	33.6%	35.0%	36.9%
3 Person Household	15.7%	16.2%	16.8%
4 Person Household	9.8%	10.4%	11.3%
5 Person Household	4.4%	4.6%	4.6%
6 Person Household	1.6%	1.6%	1.6%
7 + Person Household	0.9%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,610	11,344	21,693
Owner Occupied	62.1%	66.4%	72.7%
Owned with a Mortgage/Loan	34.2%	36.8%	40.5%
Owned Free and Clear	27.9%	29.6%	32.2%
Renter Occupied	37.9%	33.6%	27.3%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	147	153	162
Percent of Income for Mortgage	16.4%	16.0%	15.2%
Wealth Index	59	62	57
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,691	12,909	24,543
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	84.3%	73.7%	44.7%
Rural Housing Units	15.7%	26.3%	55.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	18,467	27,755	53,196
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	84.5%	74.5%	45.0%
Rural Population	15.5%	25.5%	55.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Rooted Rural (10B)
2.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Southern Satellites (10A)
3.	Comfortable Empty Nesters (5A)	Rooted Rural (10B)	Midlife Constants (5E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,500,658	\$15,931,035	\$29,862,124
Average Spent	\$1,353.53	\$1,380.74	\$1,344.66
Spending Potential Index	64	65	63
Education: Total \$	\$7,457,273	\$11,119,133	\$19,994,368
Average Spent	\$961.24	\$963.70	\$900.32
Spending Potential Index	56	56	52
Entertainment/Recreation: Total \$	\$17,134,625	\$26,428,334	\$50,816,877
Average Spent	\$2,208.64	\$2,290.55	\$2,288.22
Spending Potential Index	68	71	71
Food at Home: Total \$	\$28,973,004	\$44,522,928	\$85,614,833
Average Spent	\$3,734.60	\$3,858.81	\$3,855.13
Spending Potential Index	69	71	71
Food Away from Home: Total \$	\$18,860,494	\$28,788,675	\$54,849,533
Average Spent	\$2,431.10	\$2,495.12	\$2,469.81
Spending Potential Index	64	66	65
Health Care: Total \$	\$35,081,531	\$54,346,129	\$105,500,983
Average Spent	\$4,521.98	\$4,710.19	\$4,750.58
Spending Potential Index	73	76	76
HH Furnishings & Equipment: Total \$	\$11,390,592	\$17,462,720	\$33,314,628
Average Spent	\$1,468.24	\$1,513.50	\$1,500.12
Spending Potential Index	65	67	67
Personal Care Products & Services: Total \$	\$4,531,148	\$6,864,944	\$12,721,524
Average Spent	\$584.06	\$594.99	\$572.84
Spending Potential Index	65	66	64
Shelter: Total \$	\$95,447,674	\$143,046,069	\$259,173,157
Average Spent	\$12,303.13	\$12,397.82	\$11,670.26
Spending Potential Index	61	62	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,472,947	\$19,359,608	\$37,493,792
Average Spent	\$1,607.75	\$1,677.90	\$1,688.30
Spending Potential Index	67	70	71
Travel: Total \$	\$11,942,108	\$18,137,127	\$33,489,405
Average Spent	\$1,539.33	\$1,571.95	\$1,507.99
Spending Potential Index	61	62	60
Vehicle Maintenance & Repairs: Total \$	\$5,997,927	\$9,283,040	\$18,066,442
Average Spent	\$773.13	\$804.56	\$813.51
Spending Potential Index	70	73	73

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.