



EAST Area

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	25
In-Demand Skills	26
Appendix A (Geographies)	27

Report Parameters

16 Counties

47001	Anderson County, TN	47057	Grainger County, TN
47009	Blount County, TN	47063	Hamblen County, TN
47013	Campbell County, TN	47089	Jefferson County, TN
47025	Claiborne County, TN	47093	Knox County, TN
47029	Cocke County, TN	<i>See Appendix A for all 16 Counties</i>	

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

1,257,179

Population (2020)

Population **grew by 50,521** over the last 5 years and is projected to **grow by 35,664** over the next 5 years.

573,609

Total Regional Employment

Jobs **grew by 18,627** over the last 5 years and are projected to **grow by 21,421** over the next 5 years.

\$56.5K

Avg. Earnings Per Job (2020)

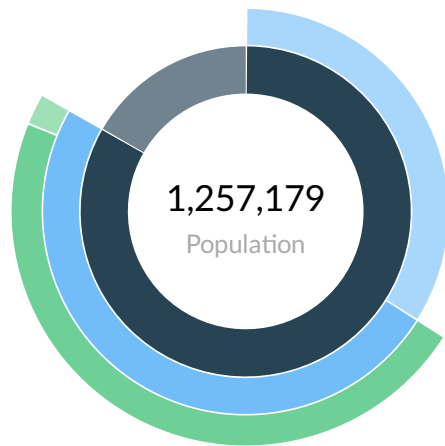
Regional average earnings per job are **\$14.4K below** the national average earnings of \$70.9K per job.

Takeaways

- As of 2020 the region's population **increased by 4.2%** since 2015, growing by 50,521. Population is expected to **increase by 2.8%** between 2020 and 2025, adding 35,664.
- From 2015 to 2020, jobs **increased by 3.4%** in EAST Area from 554,982 to **573,609**. This change **outpaced the national growth rate of 3.1% by 0.3%**. As the number of jobs increased, the **labor force participation rate increased from 55.5% to 59.2% between 2015 and 2020**.
- Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (4.4% below the national average), and **8.0% hold an Associate's Degree** (0.6% below the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	1,257,179	619,745	573,609	91.9	\$61.01B	\$65.31B	\$69.45B
EAST Area	1,257,179	619,745	573,609	91.9	\$61.01B	\$65.31B	\$69.45B
EAST Region	2,441,820	1,182,113	1,120,272	91.6	\$117.62B	\$129.97B	\$147.28B
SOUTHEAST Area	670,297	332,209	336,913	91.1	\$36.00B	\$42.51B	\$52.56B
NORTHEAST Area	514,345	230,159	209,751	91.5	\$20.61B	\$28.03B	\$29.32B
East Grand Division	2,441,820	1,182,113	1,120,272	91.6	\$117.62B	\$129.97B	\$147.28B
EAST Area	1,257,179	619,745	573,609	91.9	\$61.01B	\$65.31B	\$69.45B
State	6,891,870	3,450,255	3,381,145	92.2	\$375.56B	\$343.50B	\$410.79B

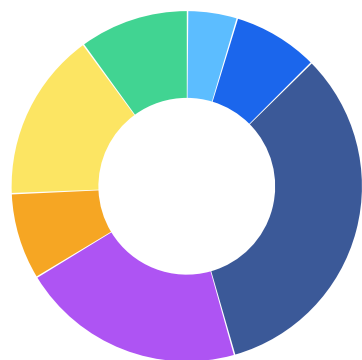
2020 Labor Force Breakdown



	Population
● Total Working Age Population	1,046,090
● Not in Labor Force (15+)	426,345
● Labor Force	619,745
● Employed	592,377
● Unemployed	27,368
● Under 15	211,089

Educational Attainment

Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (4.4% below the national average), and **8.0% hold an Associate's Degree** (0.6% below the national average).

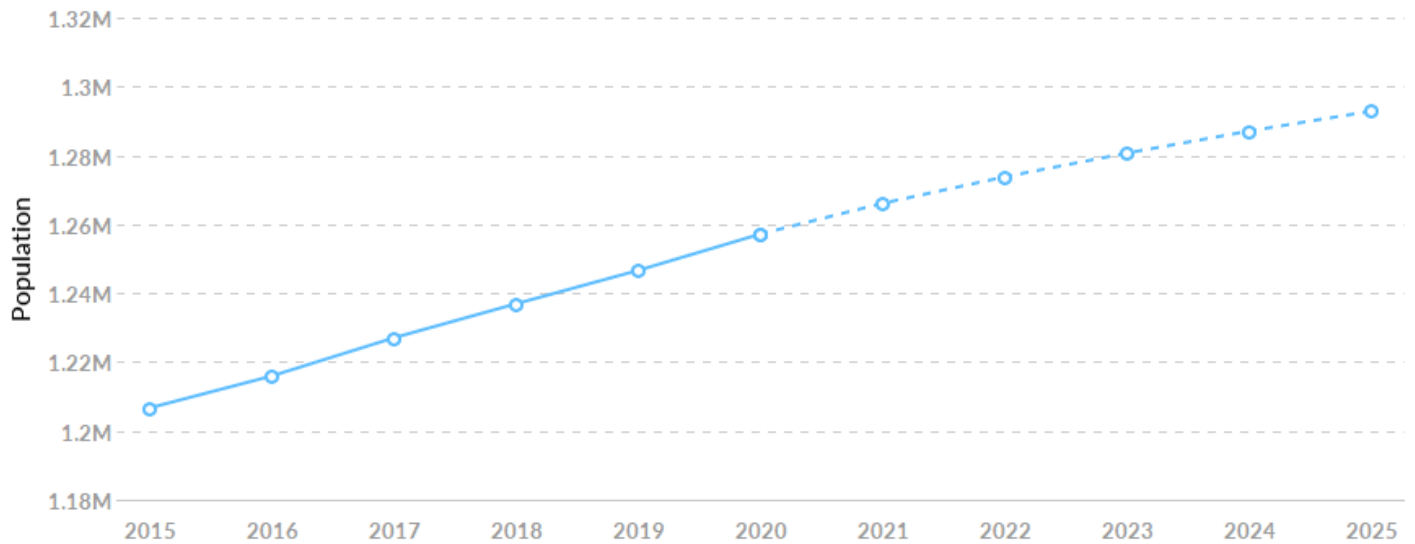


	% of Population	Population
● Less Than 9th Grade	4.6%	40,627
● 9th Grade to 12th Grade	7.9%	70,110
● High School Diploma	33.0%	292,494
● Some College	20.7%	183,541
● Associate's Degree	8.0%	70,832
● Bachelor's Degree	15.6%	138,542
● Graduate Degree and Higher	10.1%	89,475

Historic & Projected Trends

Population Trends

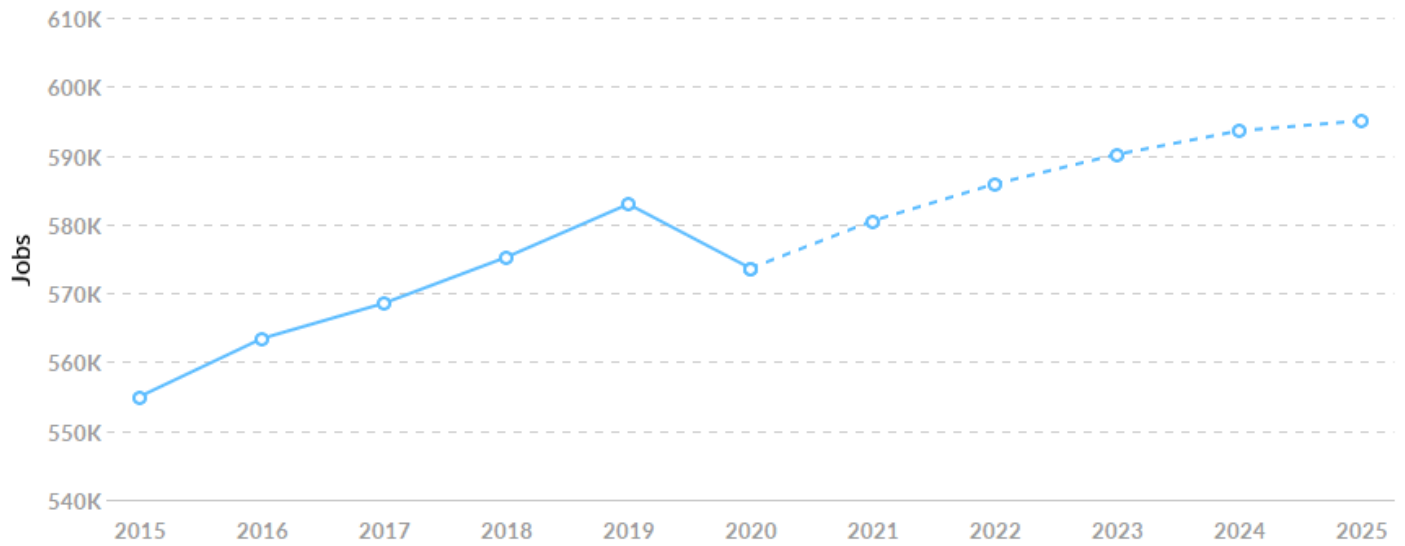
As of 2020 the region's population **increased by 4.2%** since 2015, growing by 50,521. Population is expected to **increase by 2.8%** between 2020 and 2025, adding 35,664.



Timeframe	Population
2015	1,206,658
2016	1,215,942
2017	1,227,038
2018	1,236,912
2019	1,246,621
2020	1,257,179
2021	1,266,086
2022	1,273,779
2023	1,280,673
2024	1,287,069
2025	1,292,843

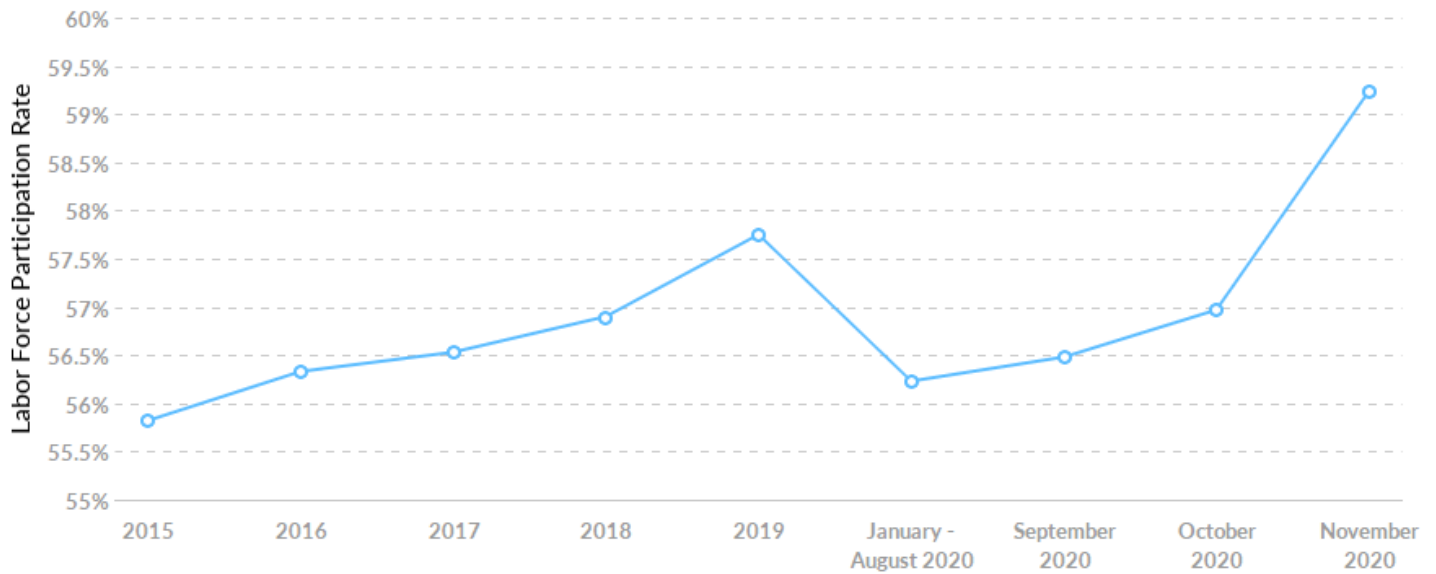
Job Trends

From 2015 to 2020, jobs increased by 3.4% in EAST Area from 554,982 to 573,609. This change outpaced the national growth rate of 3.1% by 0.3%.



Timeframe	Jobs
2015	554,982
2016	563,402
2017	568,533
2018	575,207
2019	582,927
2020	573,609
2021	580,496
2022	585,857
2023	590,147
2024	593,570
2025	595,030

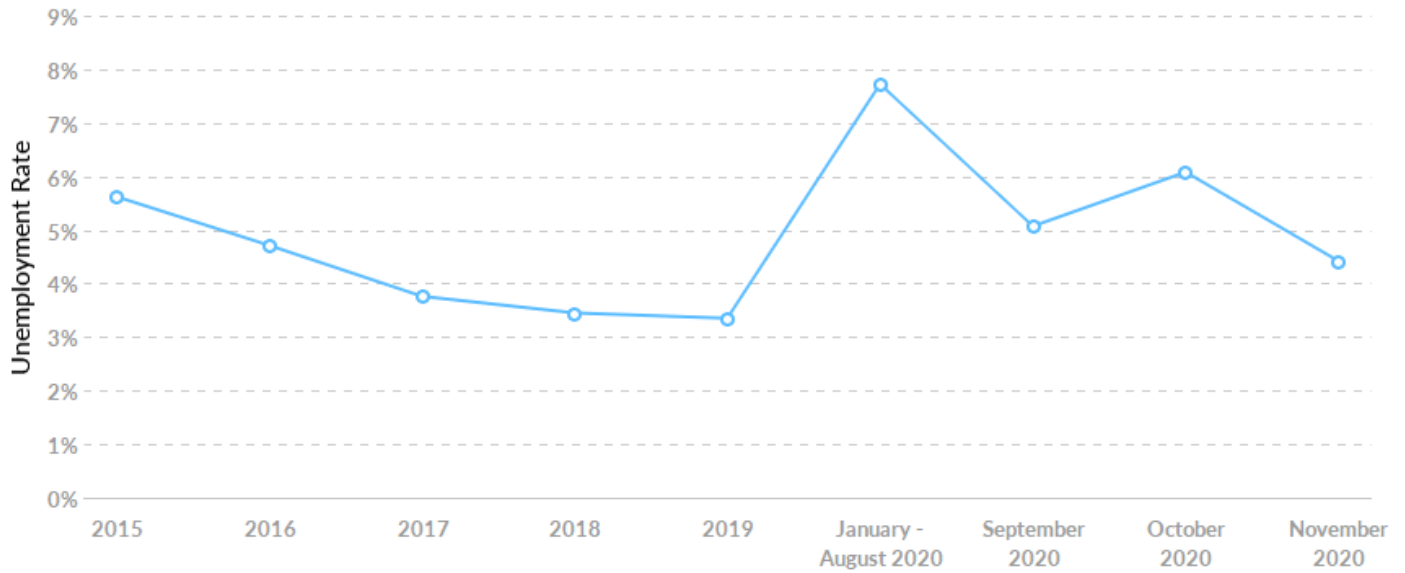
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	55.82%
2016	56.33%
2017	56.53%
2018	56.90%
2019	57.75%
January - August 2020	56.23%
September 2020	56.48%
October 2020	56.97%
November 2020	59.24%

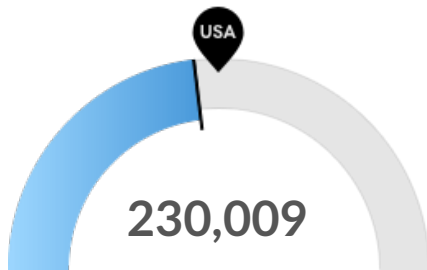
Unemployment Rate Trends

Your areas had a November 2020 unemployment rate of 4.42%, **decreasing from 5.62% 5 years before.**



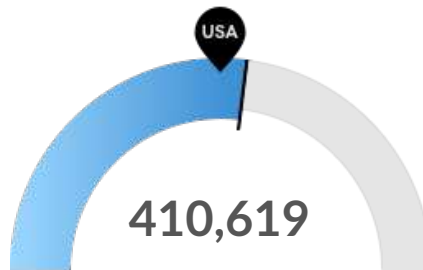
Timeframe	Unemployment Rate
2015	5.62%
2016	4.71%
2017	3.76%
2018	3.45%
2019	3.35%
January - August 2020	7.72%
September 2020	5.07%
October 2020	6.08%
November 2020	4.42%

Population Characteristics



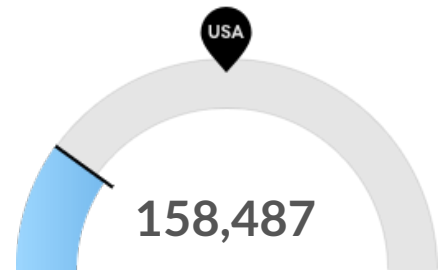
Millennials

Your area has 230,009 millennials (ages 25-39). The national average for an area this size is 257,034.



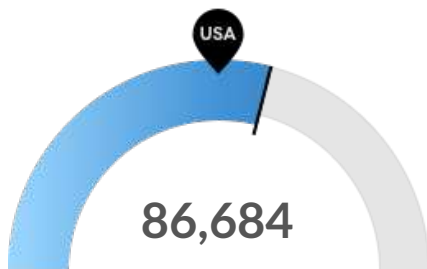
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 366,523 people 55 or older, while there are 410,619 here.



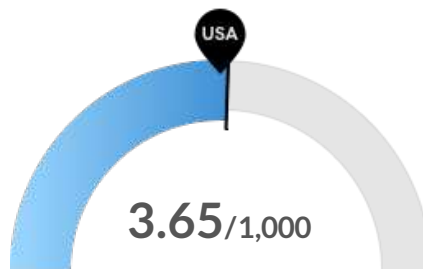
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 497,258 racially diverse people, while there are 158,487 here.



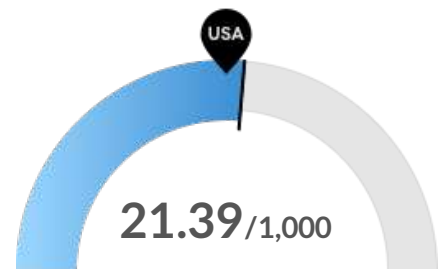
Veterans

Your area has 86,684 veterans. The national average for an area this size is 69,237.



Violent Crime

Your area has 3.65 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

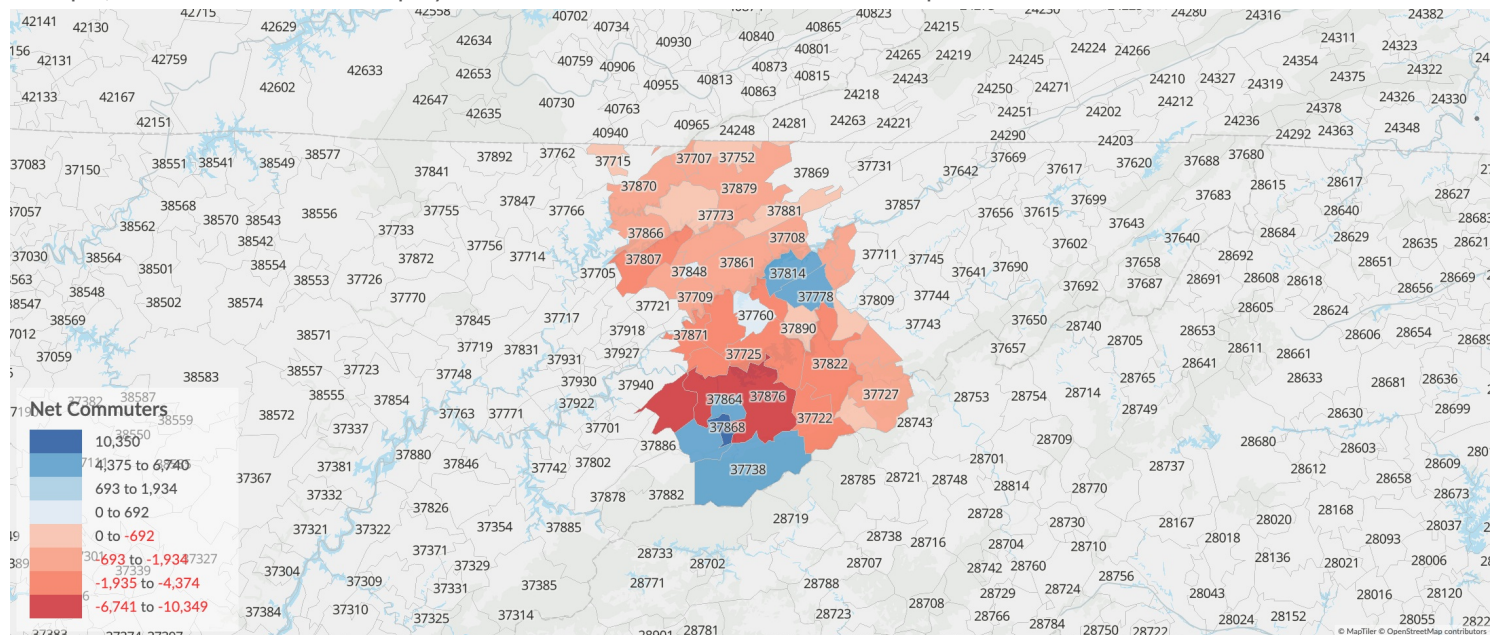


Property Crime

Your area has 21.39 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 37876.



Where Talent Works

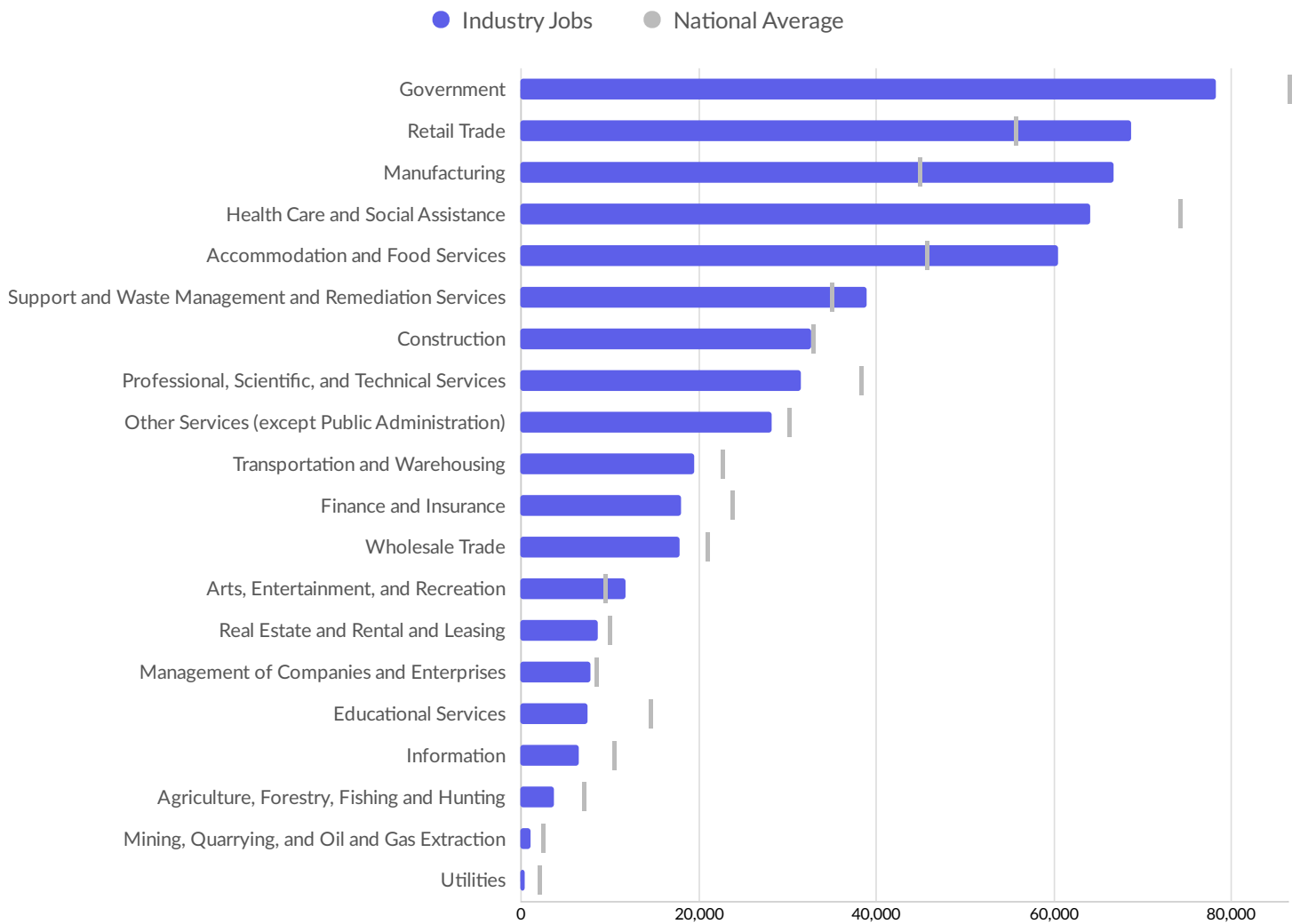
ZIP	Name	2020 Employment
37814	Morristown, TN (in Ham...	19,028
37862	Sevierville, TN (in Sevie...	14,970
37863	Pigeon Forge, TN (in Se...	13,232
37813	Morristown, TN (in Ham...	11,192
37738	Gatlinburg, TN (in Sevie...	7,866

Where Talent Lives

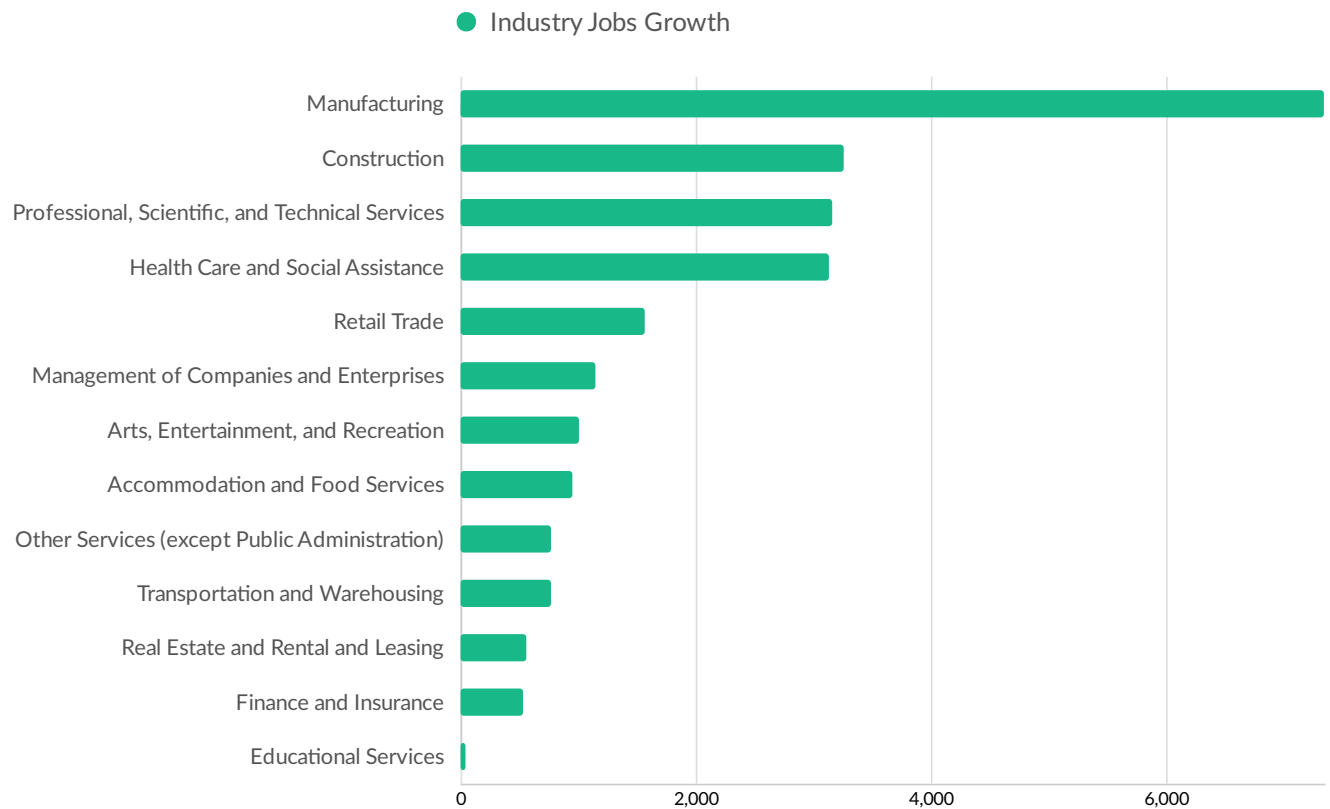
ZIP	Name	2020 Workers
37876	Sevierville, TN (in Sevie...	15,274
37814	Morristown, TN (in Ham...	14,198
37865	Seymour, TN (in Sevier ...	10,658
37862	Sevierville, TN (in Sevie...	9,904
37821	Newport, TN (in Cocke ...	9,328

Industry Characteristics

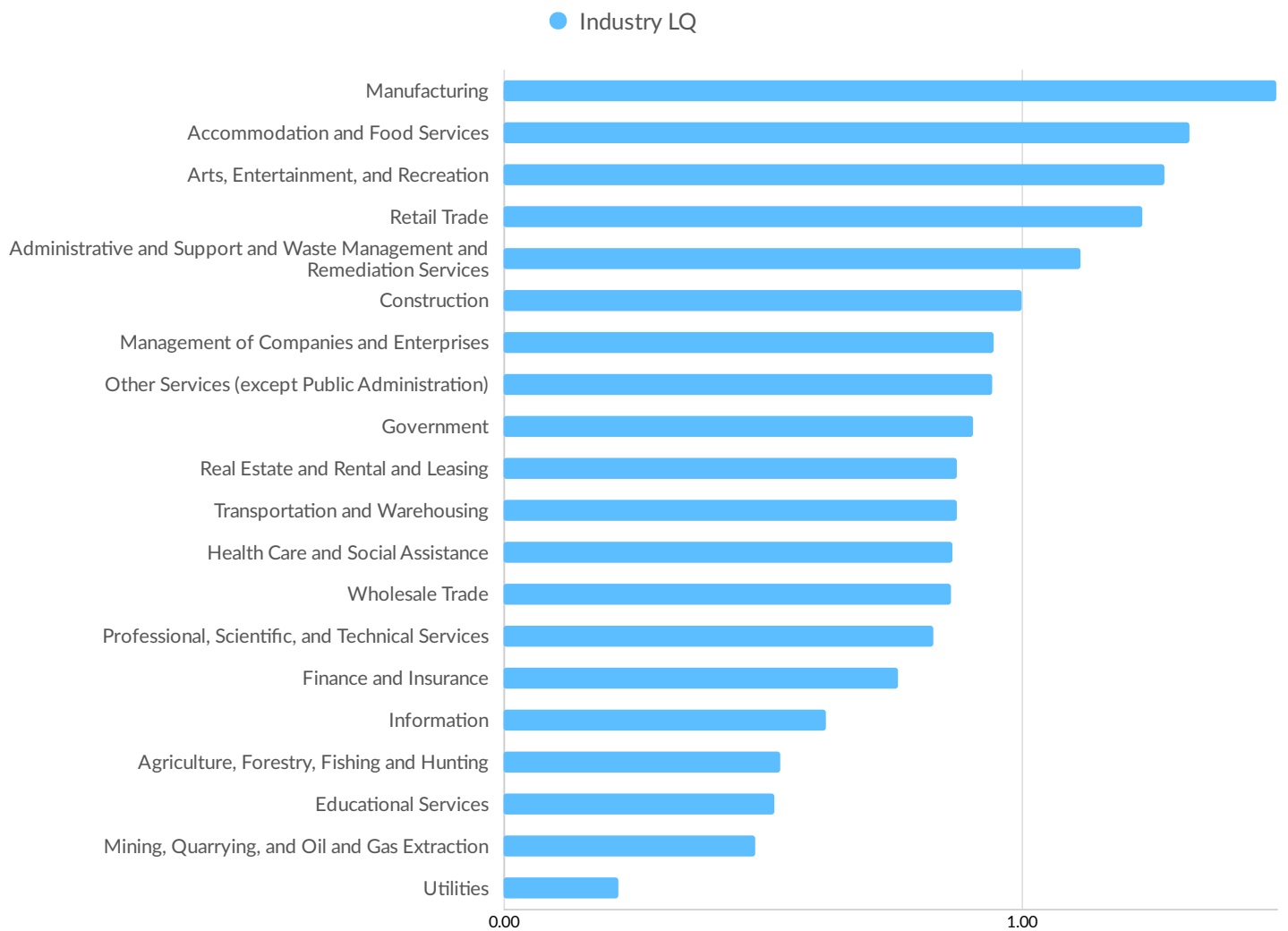
Largest Industries



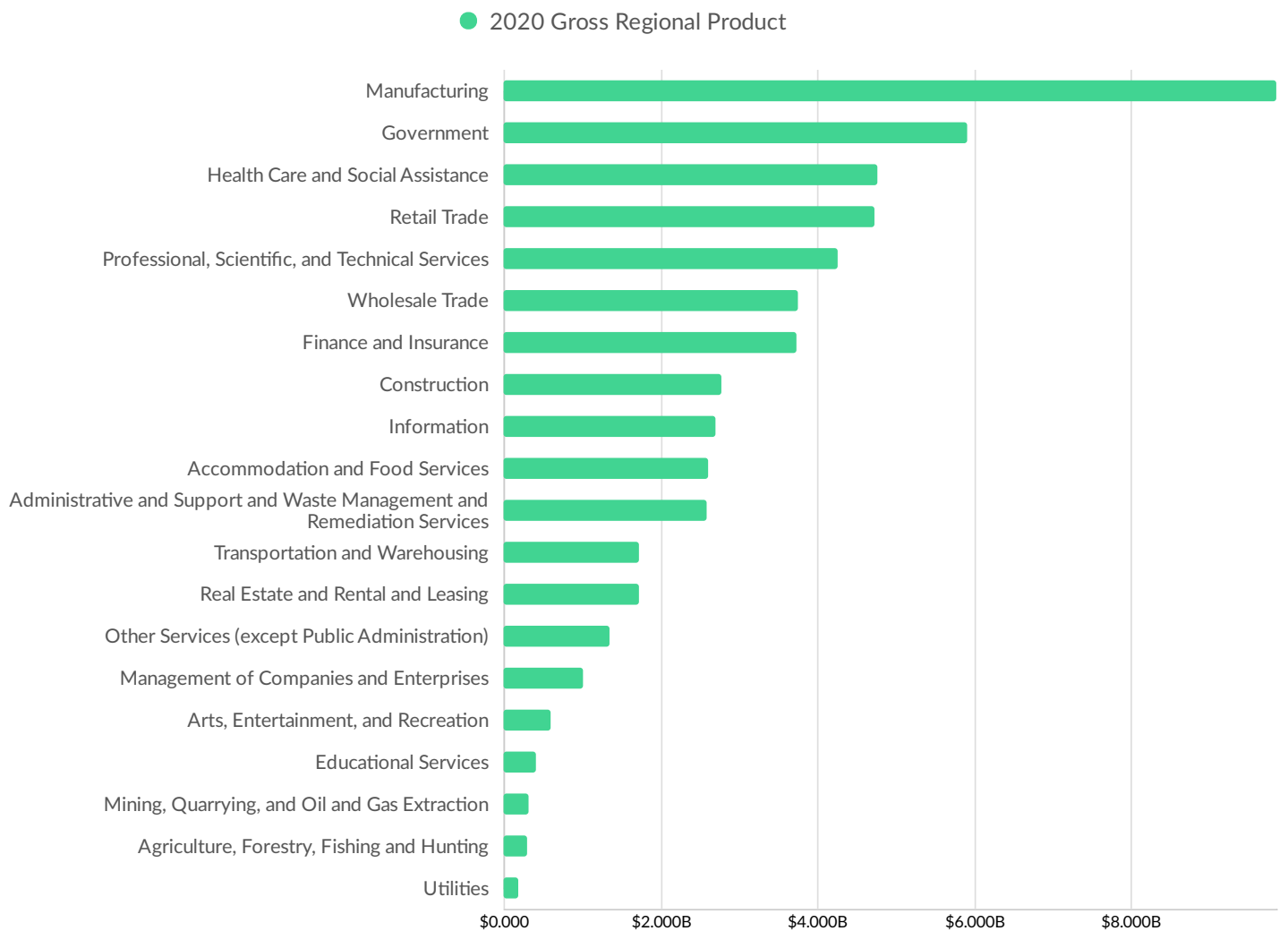
Top Growing Industries



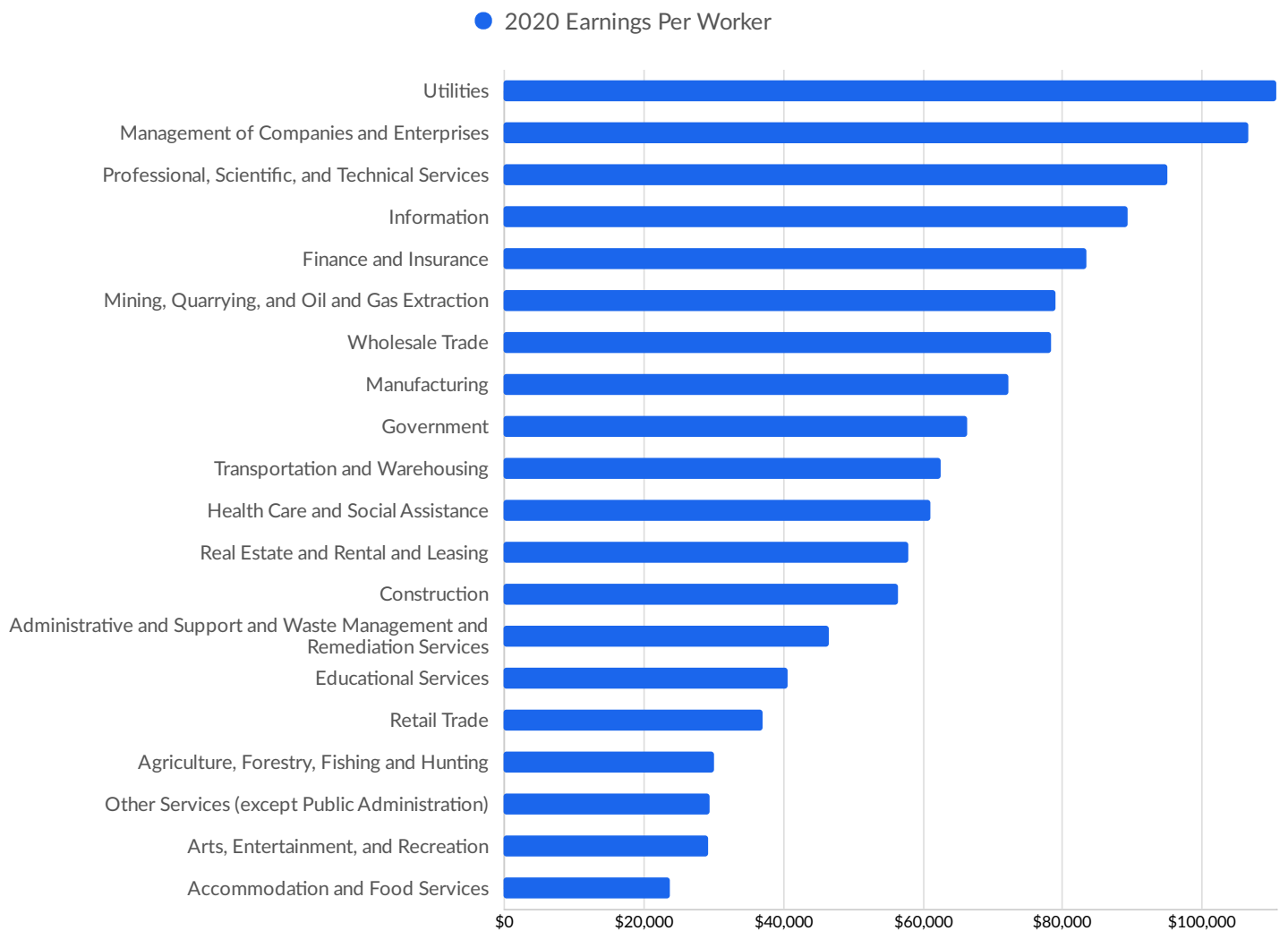
Top Industry LQ



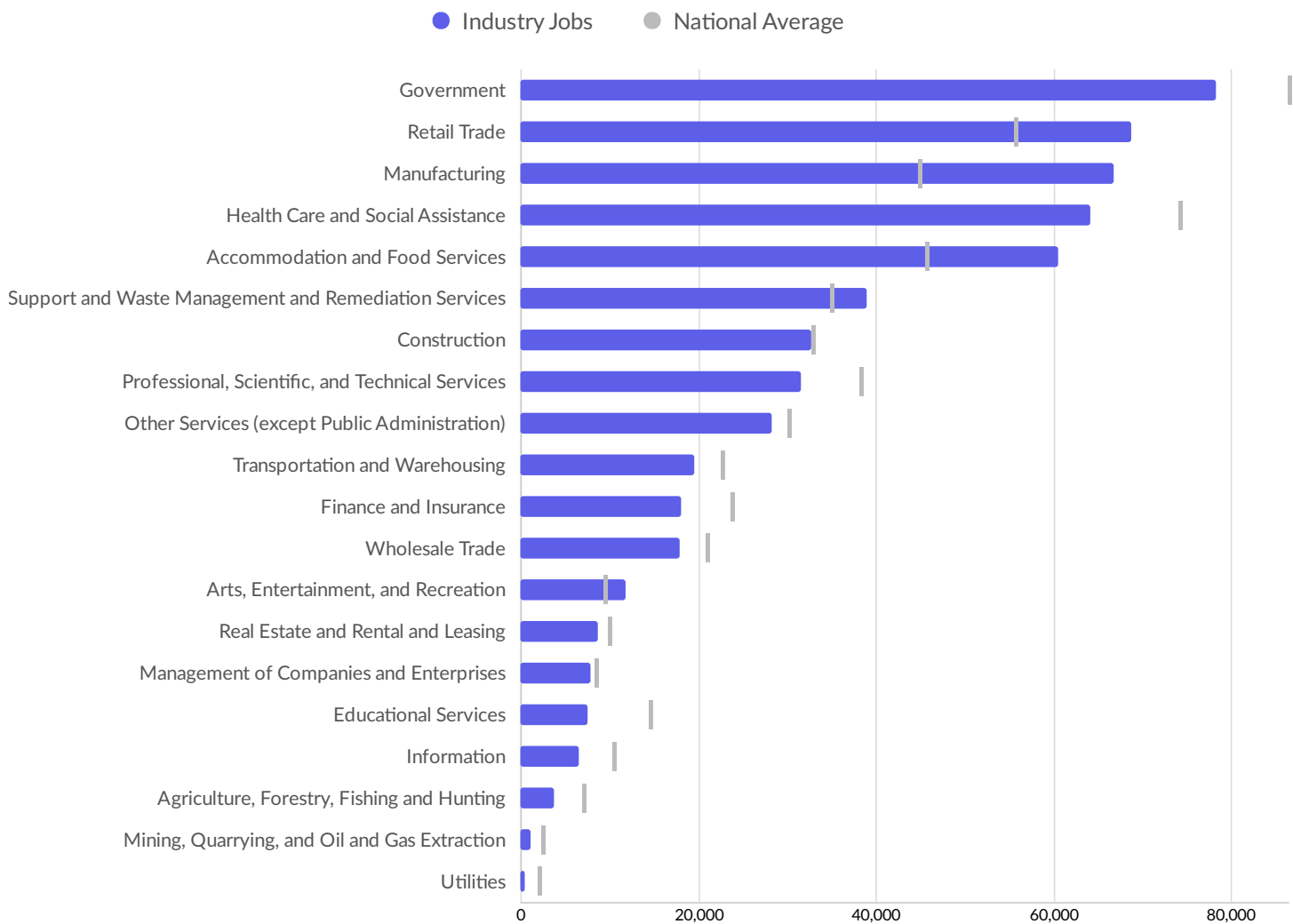
Top Industry GRP



Top Industry Earnings



Largest Industries



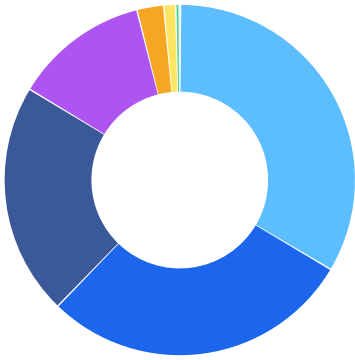
Business Characteristics

53,547 Companies Employ Your Workers

Online profiles for your workers mention 53,547 companies as employers, with the top 10 appearing below. In the last 12 months, 9,840 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Tennessee	6,171 	Covenant Health	2,963 
Oak Ridge Inc	2,963 	Randstad N.V.	2,454 
Knox County Schools Inc	2,678 	CRST International, Inc.	2,053 
UT Medical Group, Inc.	1,831 	Dollar General Corporation	1,855 
Covenant Health	1,773 	Oak Ridge Inc	1,773 
Denso International America, Inc.	1,314 	University of Tennessee	1,292 
Blount International, Inc.	1,305 	U.S. Xpress, Inc.	1,145 
Wal-Mart, Inc.	1,287 	Community Health Systems, Inc.	1,004 
Tennessee Valley Authority	1,284 	Care.com, Inc.	982 
Intrepid USA Healthcare Services	1,060 	Wal-Mart, Inc.	943 

Business Size

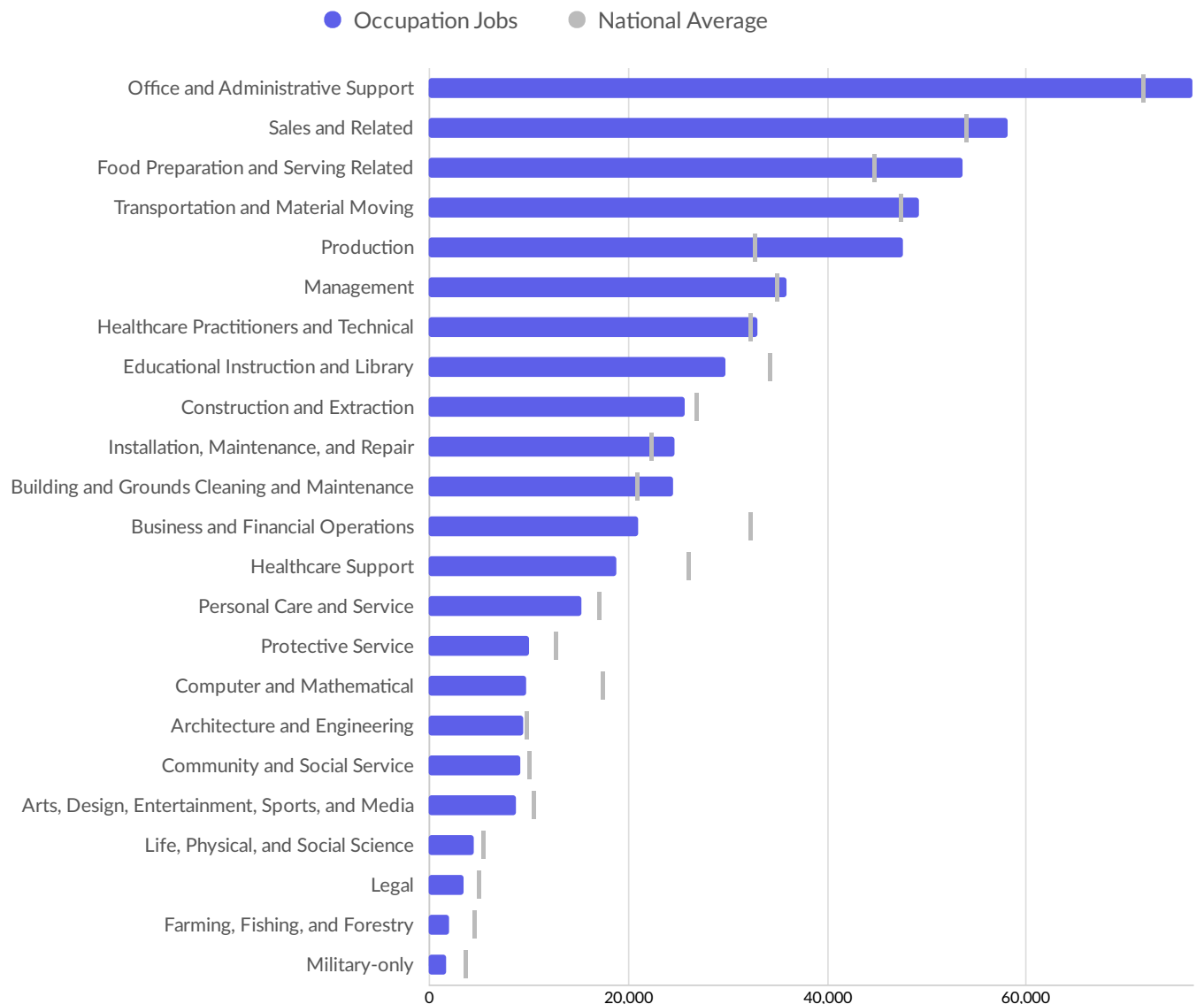


	Percentage	Business Count
1 to 4 employees	33.4%	15,061
5 to 9 employees	28.7%	12,941
10 to 19 employees	21.4%	9,646
20 to 49 employees	12.4%	5,591
50 to 99 employees	2.5%	1,112
100 to 249 employees	1.1%	492
250 to 499 employees	0.3%	142
500+ employees	0.1%	57

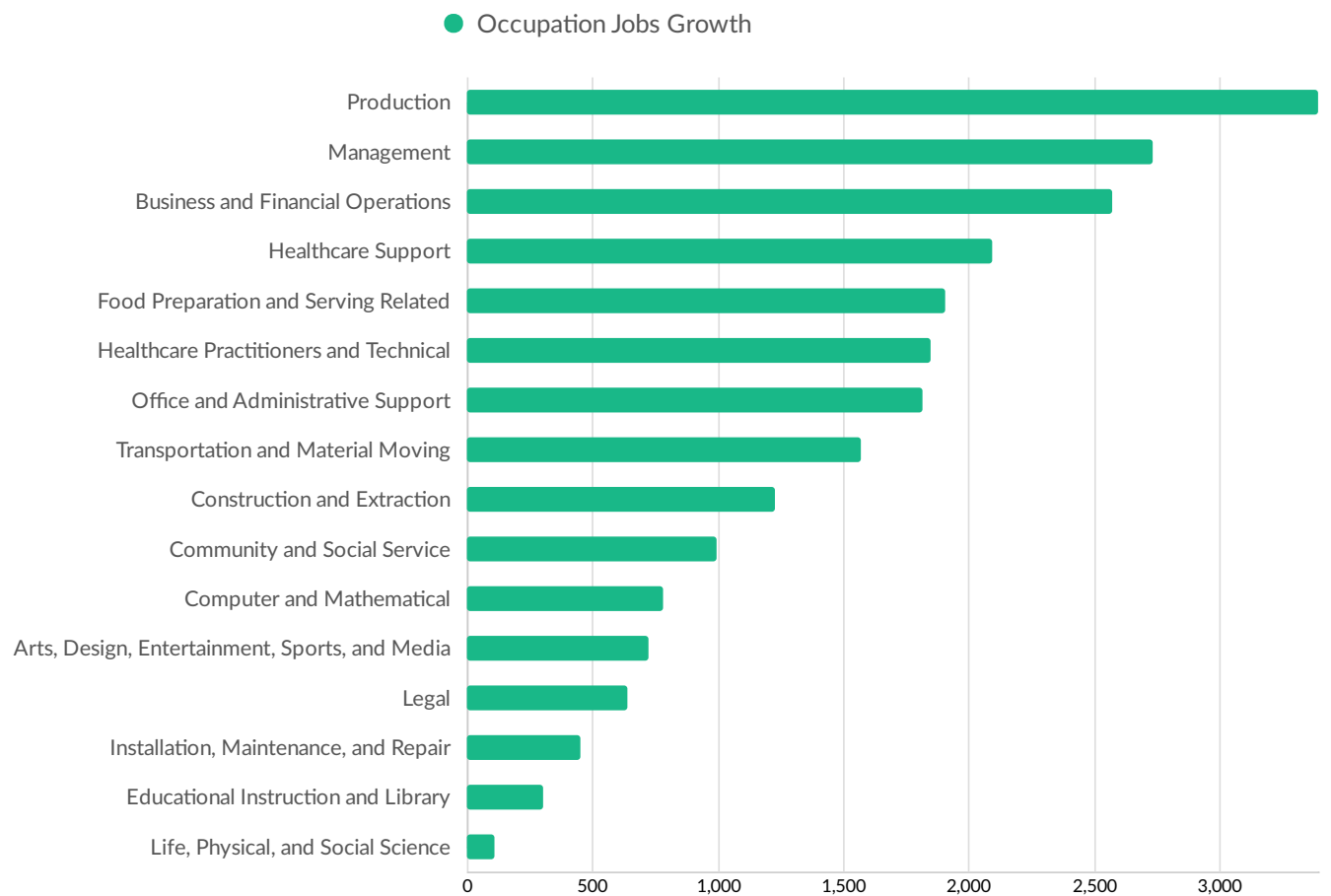
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

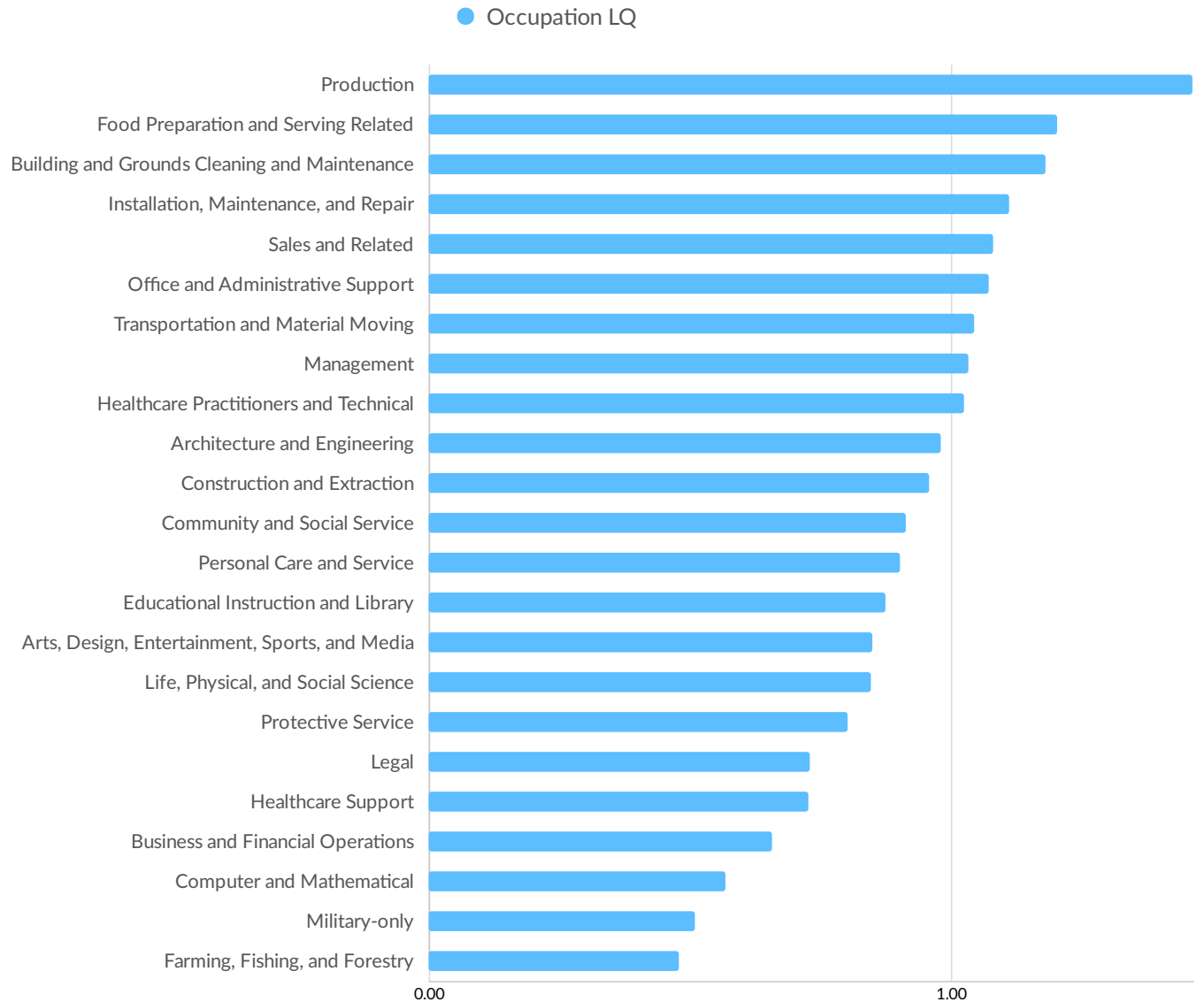
Largest Occupations



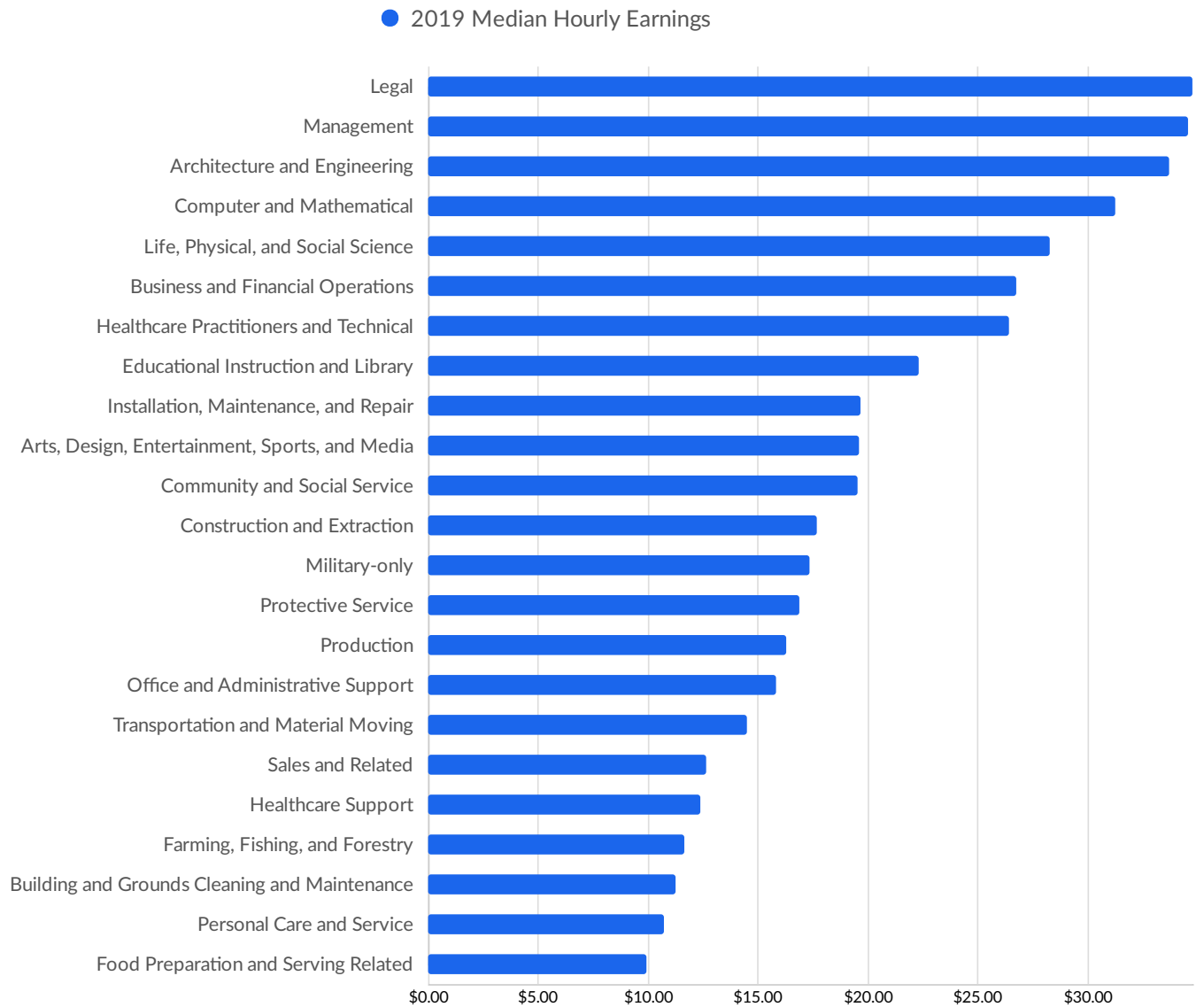
Top Growing Occupations



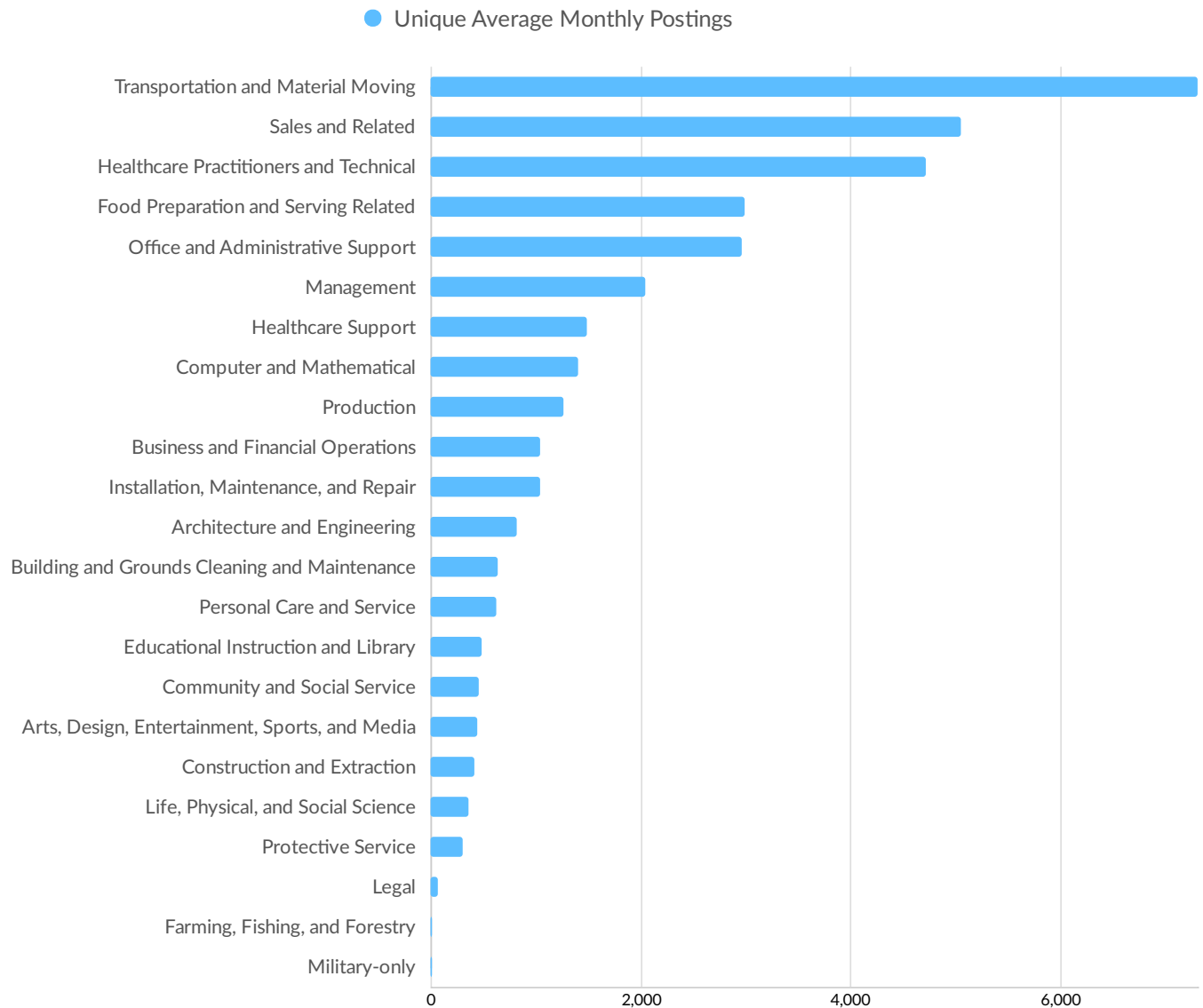
Top Occupation LQ



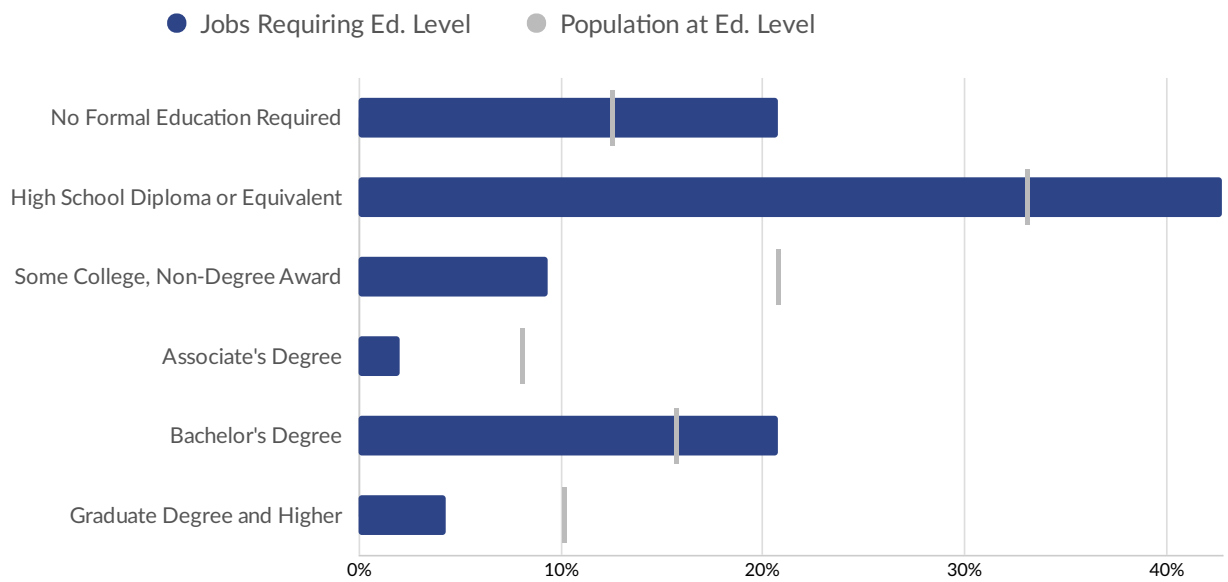
Top Occupation Earnings



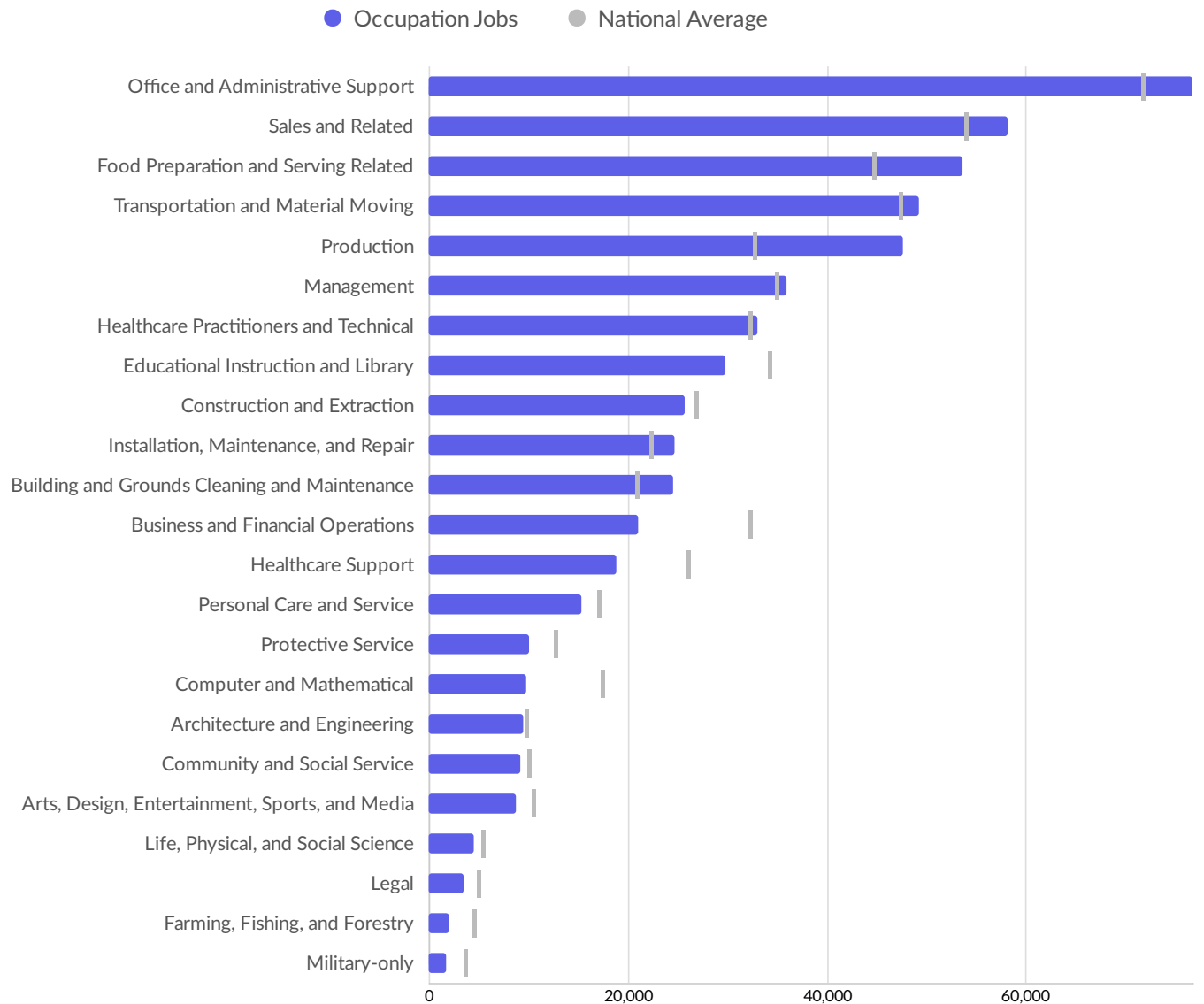
Top Posted Occupations



Underemployment























Largest Occupations



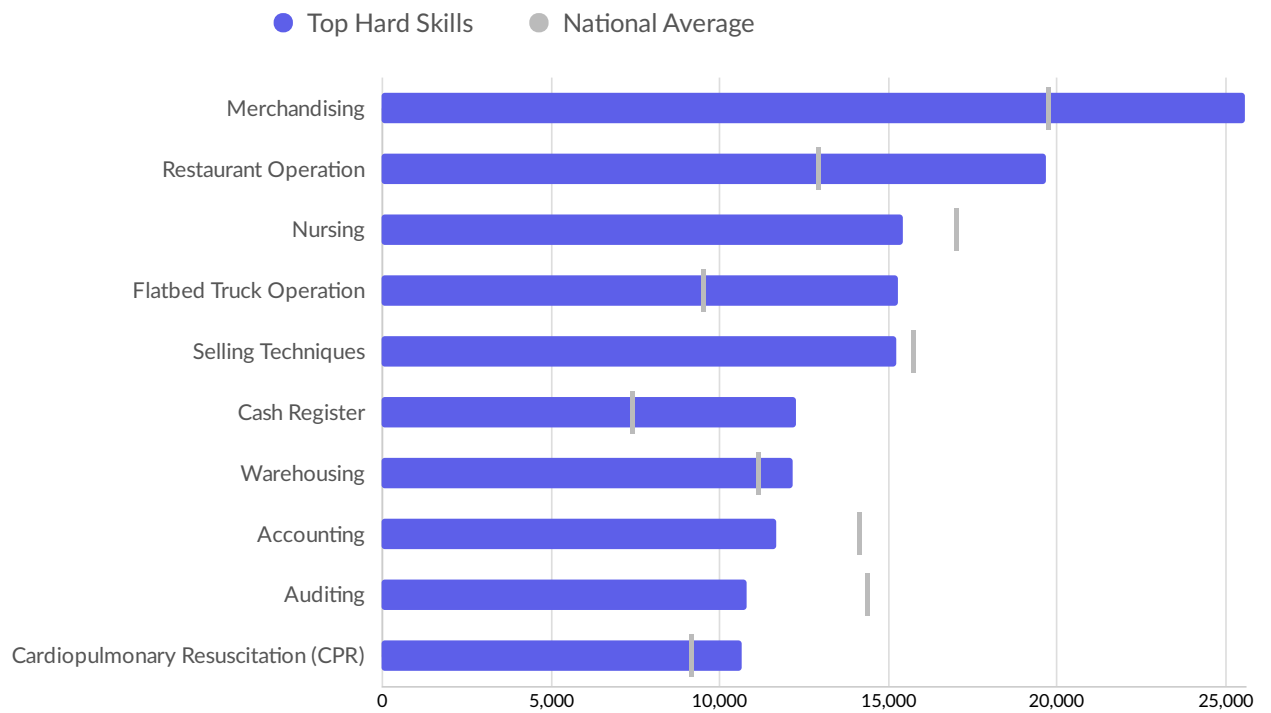
Educational Pipeline

In 2019, there were 17,211 graduates in EAST Area. This pipeline has grown by 3% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Liberal Arts and Sciences/Liberal Studies, and Registered Nursing/Registered Nurse.

School	Total Graduates (2019)		Graduate Trend (2015 - 2019)
The University of Tennessee-Knoxville	7,179		
Pellissippi State Community College	2,049		
Lincoln Memorial University	1,399		
Walters State Community College	1,330		
Roane State Community College	1,130		
Carson-Newman University	790		
South College	765		
Tennessee College of Applied Technology-Knoxville	513		
Tennessee College of Applied Technology-Morristown	477		
Johnson University	461		

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills



Appendix A (Geographies)

Code	Description
47001	Anderson County, TN
47009	Blount County, TN
47013	Campbell County, TN
47025	Claiborne County, TN
47029	Cocke County, TN
47057	Grainger County, TN
47063	Hamblen County, TN
47089	Jefferson County, TN

Code	Description
47093	Knox County, TN
47105	Loudon County, TN
47123	Monroe County, TN
47129	Morgan County, TN
47145	Roane County, TN
47151	Scott County, TN
47155	Sevier County, TN
47173	Union County, TN