



# EAST Region

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## Report Parameters

### 34 Counties

47001	Anderson County, TN	47019	Carter County, TN
47007	Bledsoe County, TN	47025	Claiborne County, TN
47009	Blount County, TN	47029	Cocke County, TN
47011	Bradley County, TN	47057	Grainger County, TN
47013	Campbell County, TN	<i>See Appendix A for all 34 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

**2,441,820**

**Population (2020)**

Population **grew by 87,369** over the last 5 years and is projected to **grow by 62,394** over the next 5 years.

**1,120,272**

**Total Regional Employment**

Jobs **grew by 33,715** over the last 5 years and are projected to **grow by 43,264** over the next 5 years.

**\$56.4K**

**Avg. Earnings Per Job (2020)**

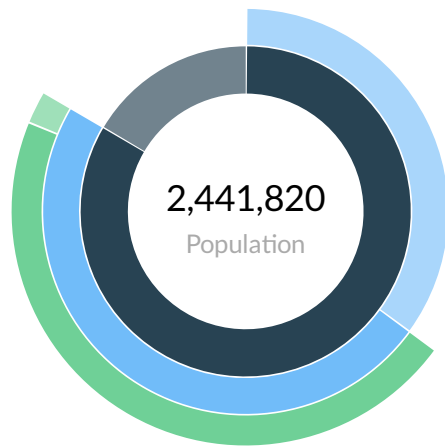
Regional average earnings per job are **\$14.6K below** the national average earnings of \$70.9K per job.

## Takeaways

- As of 2020 the region's population **increased by 3.7%** since 2015, growing by 87,369. Population is expected to **increase by 2.6%** between 2020 and 2025, adding 62,394.
- From 2015 to 2020, jobs **increased by 3.1%** in EAST Region from 1,086,557 to **1,120,272**. As the number of jobs increased, the **labor force participation rate increased from 54.7% to 58.0% between 2015 and 2020**.
- Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (4.5% below the national average), and **8.1% hold an Associate's Degree** (0.5% 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	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
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

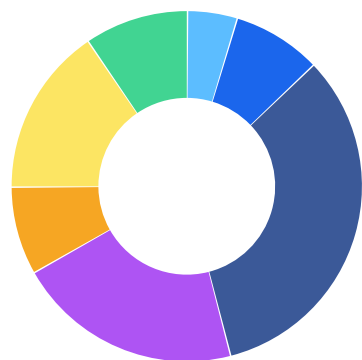
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	2,036,638
● Not in Labor Force (15+)	854,525
● Labor Force	1,182,113
● Employed	1,126,451
● Unemployed	55,662
● Under 15	405,182

## Educational Attainment

Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (4.5% below the national average), and **8.1% hold an Associate's Degree** (0.5% below the national average).

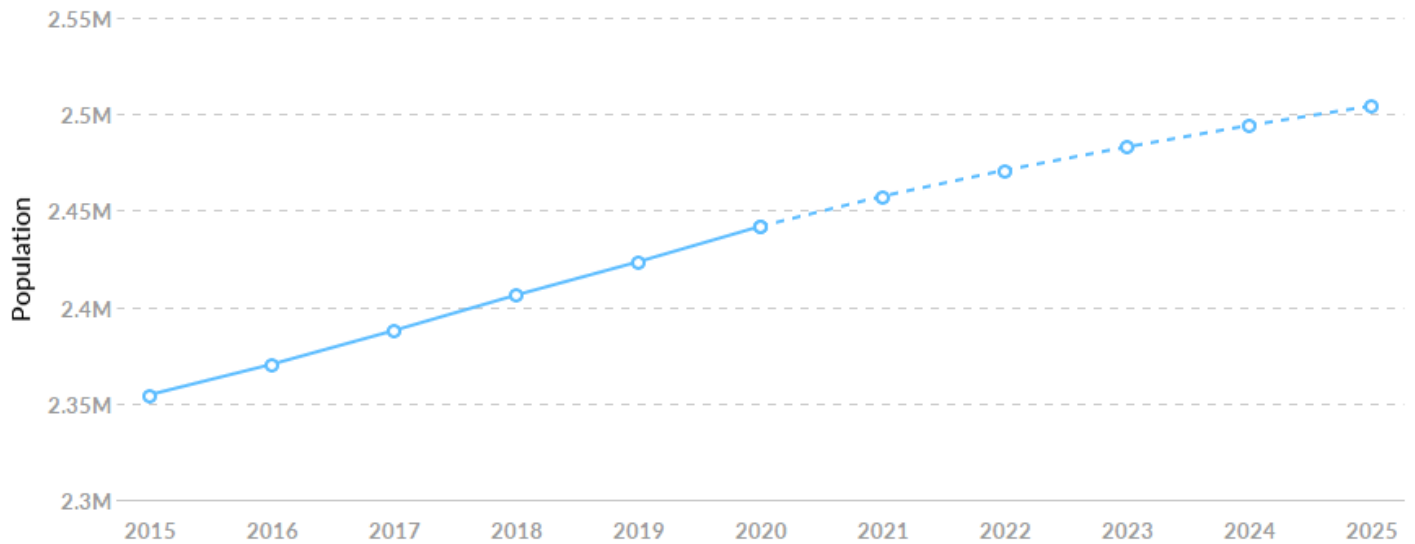


	% of Population	Population
● Less Than 9th Grade	4.6%	79,639
● 9th Grade to 12th Grade	8.2%	142,165
● High School Diploma	33.1%	574,056
● Some College	20.8%	361,210
● Associate's Degree	8.1%	140,867
● Bachelor's Degree	15.6%	270,041
● Graduate Degree and Higher	9.6%	166,140

# Historic & Projected Trends

## Population Trends

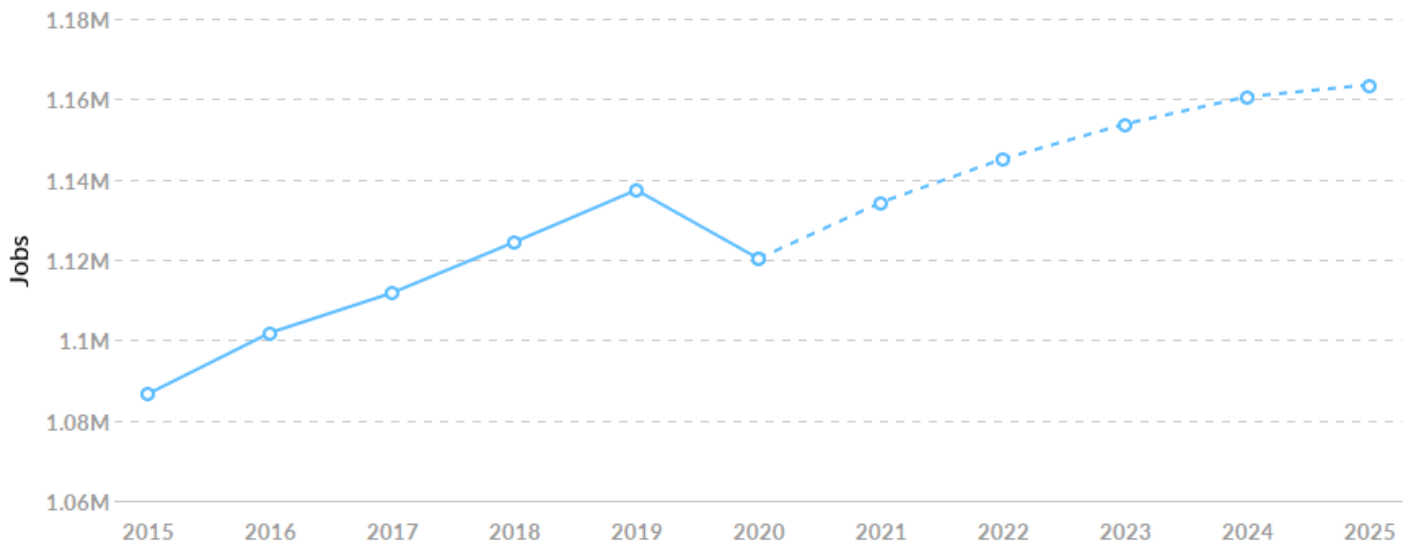
As of 2020 the region's population **increased by 3.7%** since 2015, growing by 87,369. Population is expected to **increase by 2.6%** between 2020 and 2025, adding 62,394.



Timeframe	Population
2015	2,354,451
2016	2,370,257
2017	2,387,764
2018	2,406,148
2019	2,423,434
2020	2,441,820
2021	2,457,460
2022	2,470,930
2023	2,482,965
2024	2,494,142
2025	2,504,214

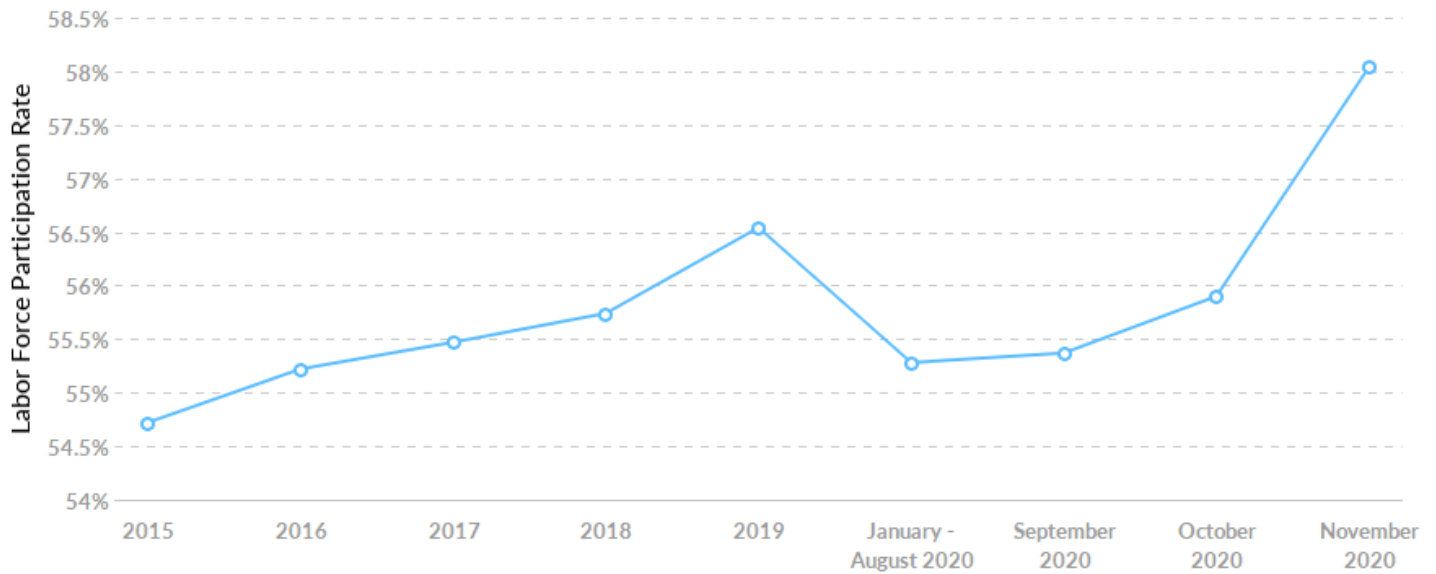
## Job Trends

From 2015 to 2020, jobs increased by 3.1% in EAST Region from 1,086,557 to 1,120,272.



Timeframe	Jobs
2015	1,086,557
2016	1,101,788
2017	1,111,738
2018	1,124,355
2019	1,137,346
2020	1,120,272
2021	1,134,243
2022	1,145,098
2023	1,153,765
2024	1,160,582
2025	1,163,536

## Labor Force Participation Rate Trends

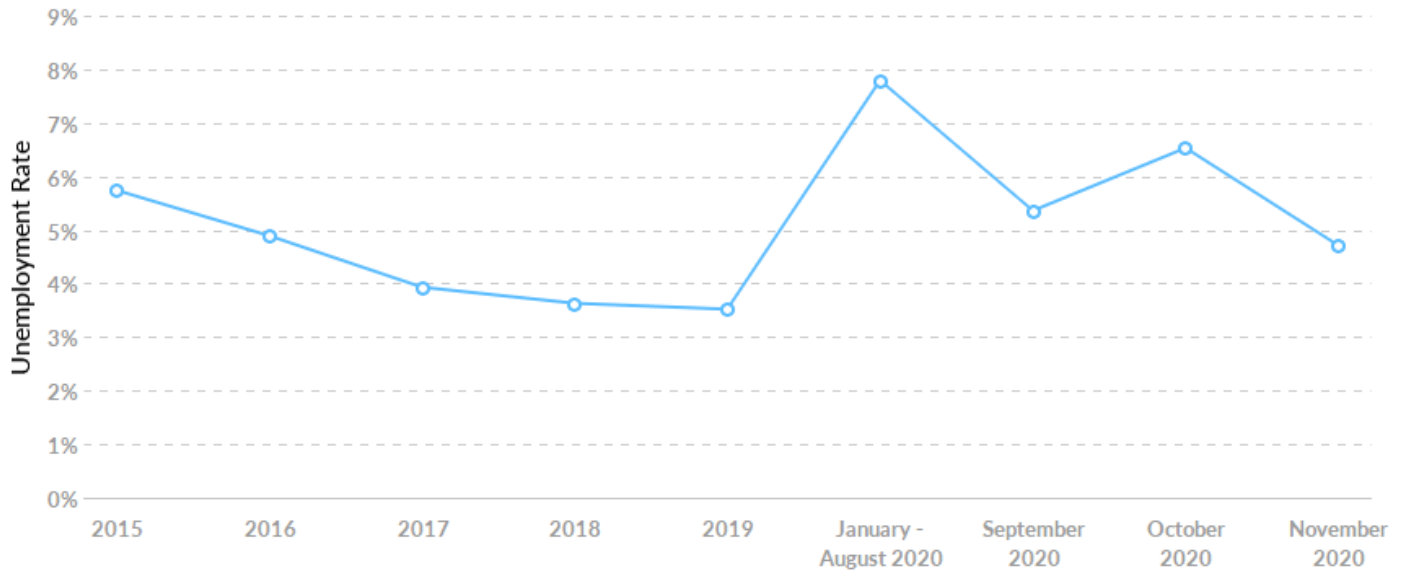


Timeframe	Labor Force Participation Rate
2015	54.72%
2016	55.22%
2017	55.47%
2018	55.74%
2019	56.54%
January - August 2020	55.28%
September 2020	55.37%
October 2020	55.90%
November 2020	58.04%



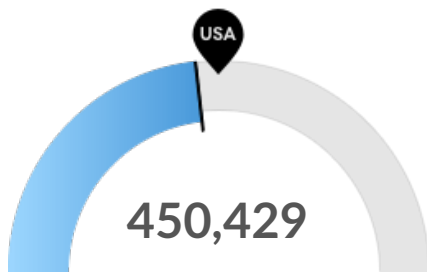
## Unemployment Rate Trends

Your areas had a November 2020 unemployment rate of 4.71%, **decreasing from 5.74% 5 years before.**



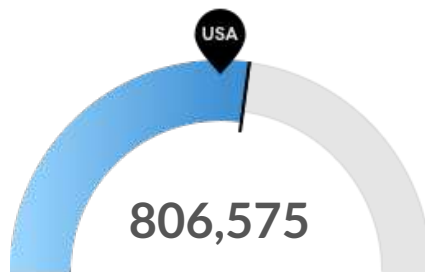
Timeframe	Unemployment Rate
2015	5.74%
2016	4.89%
2017	3.93%
2018	3.63%
2019	3.52%
January - August 2020	7.79%
September 2020	5.36%
October 2020	6.53%
November 2020	4.71%

## Population Characteristics



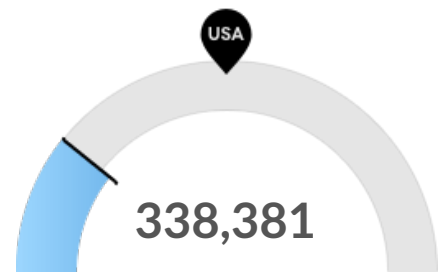
**Millennials**

Your area has 450,429 millennials (ages 25-39). The national average for an area this size is 499,674.



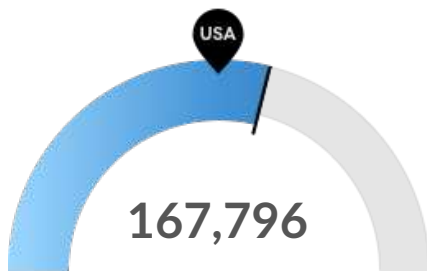
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 712,522 people 55 or older, while there are 806,575 here.



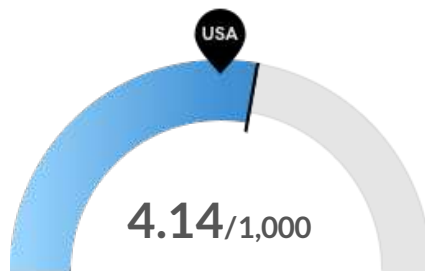
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 966,671 racially diverse people, while there are 338,381 here.



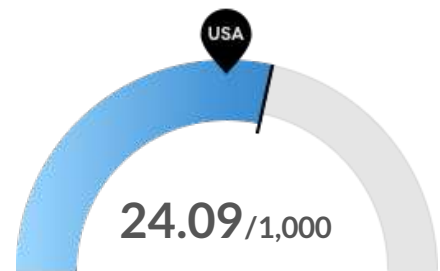
**Veterans**

Your area has 167,796 veterans. The national average for an area this size is 134,597.



**Violent Crime**

Your area has 4.14 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

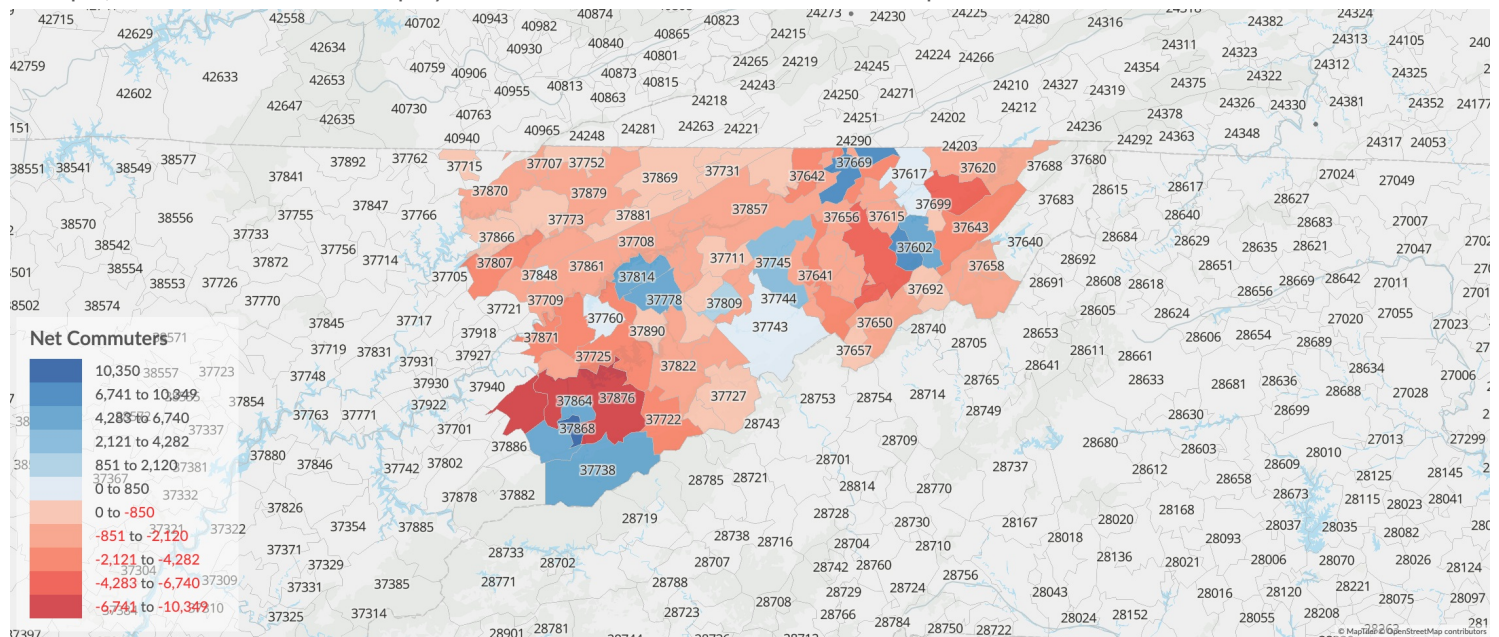


**Property Crime**

Your area has 24.09 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 37620.



### Where Talent Works

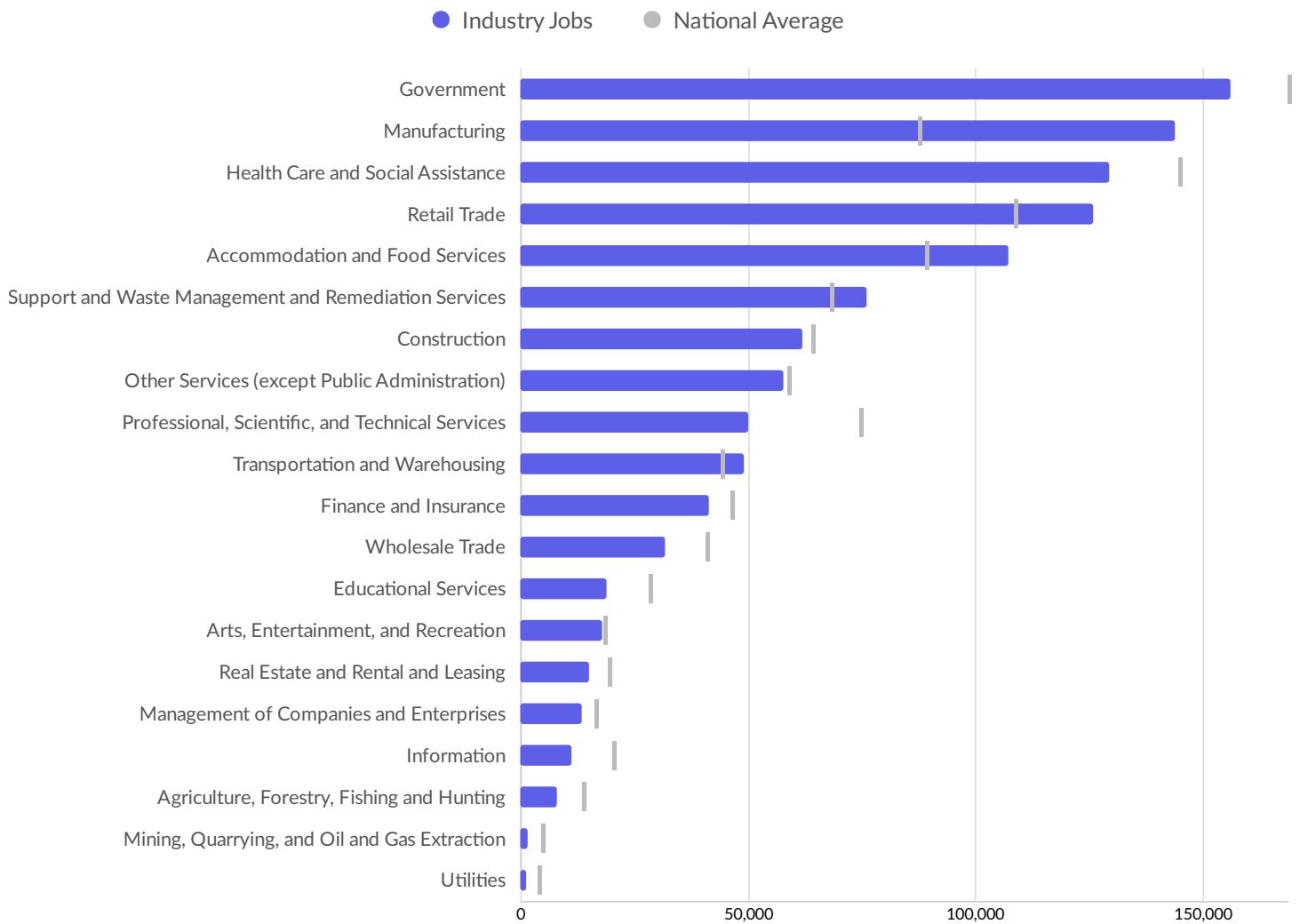
ZIP	Name	2020 Employment
37660	Kingsport, TN (in Sullivan c...)	23,734
37604	Johnson City, TN (in Wa...)	22,845
37601	Johnson City, TN (in Wa...)	19,958
37814	Morristown, TN (in Ham...)	19,028
37620	Bristol, TN (in Sullivan c...)	15,639

### Where Talent Lives

ZIP	Name	2020 Workers
37620	Bristol, TN (in Sullivan c...)	16,574
37660	Kingsport, TN (in Sullivan...)	16,177
37601	Johnson City, TN (in Wa...)	15,382
37876	Sevierville, TN (in Sevie...)	15,274
37643	Elizabethton, TN (in Car...)	14,612

# Industry Characteristics

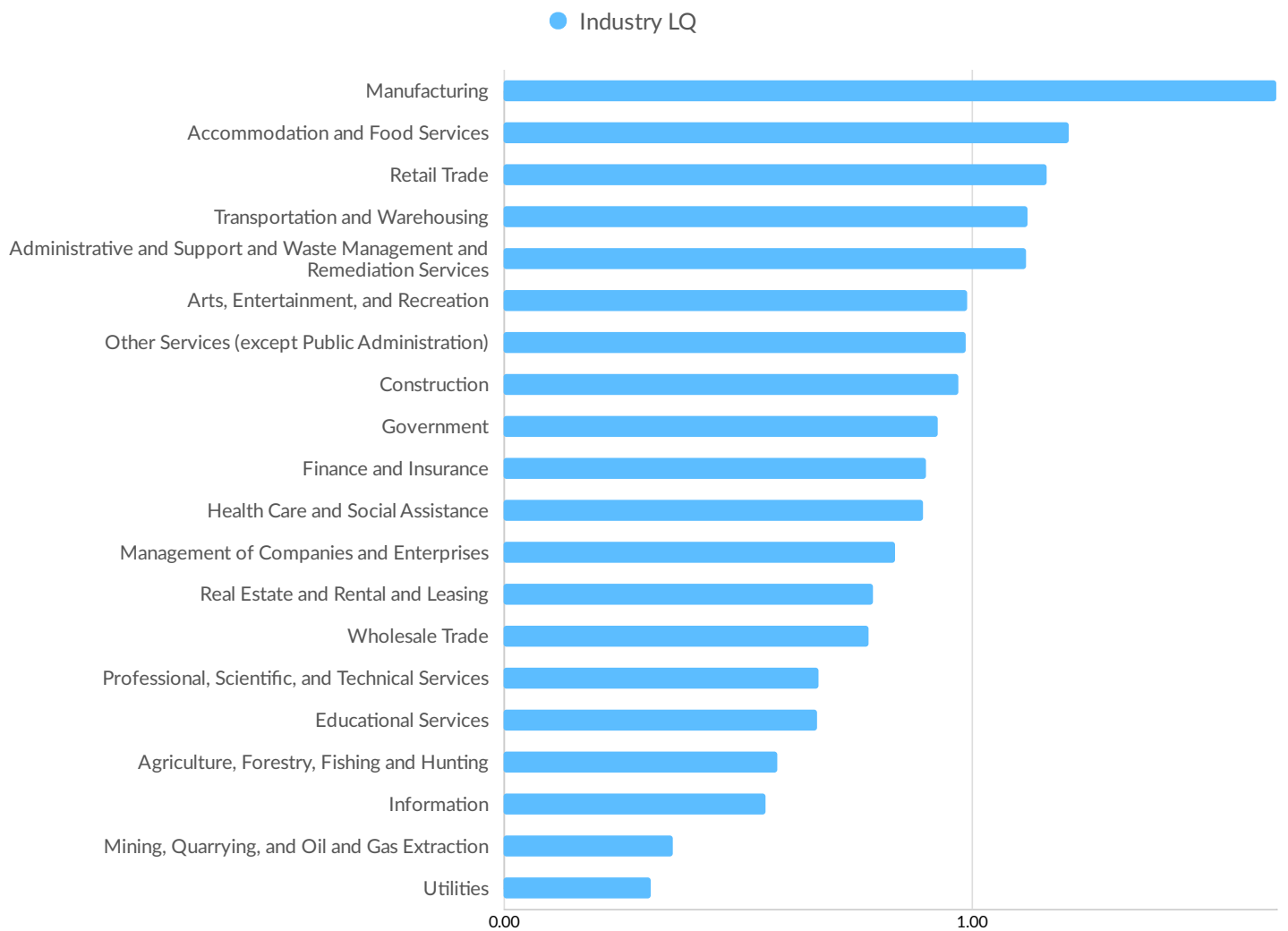
## Largest Industries



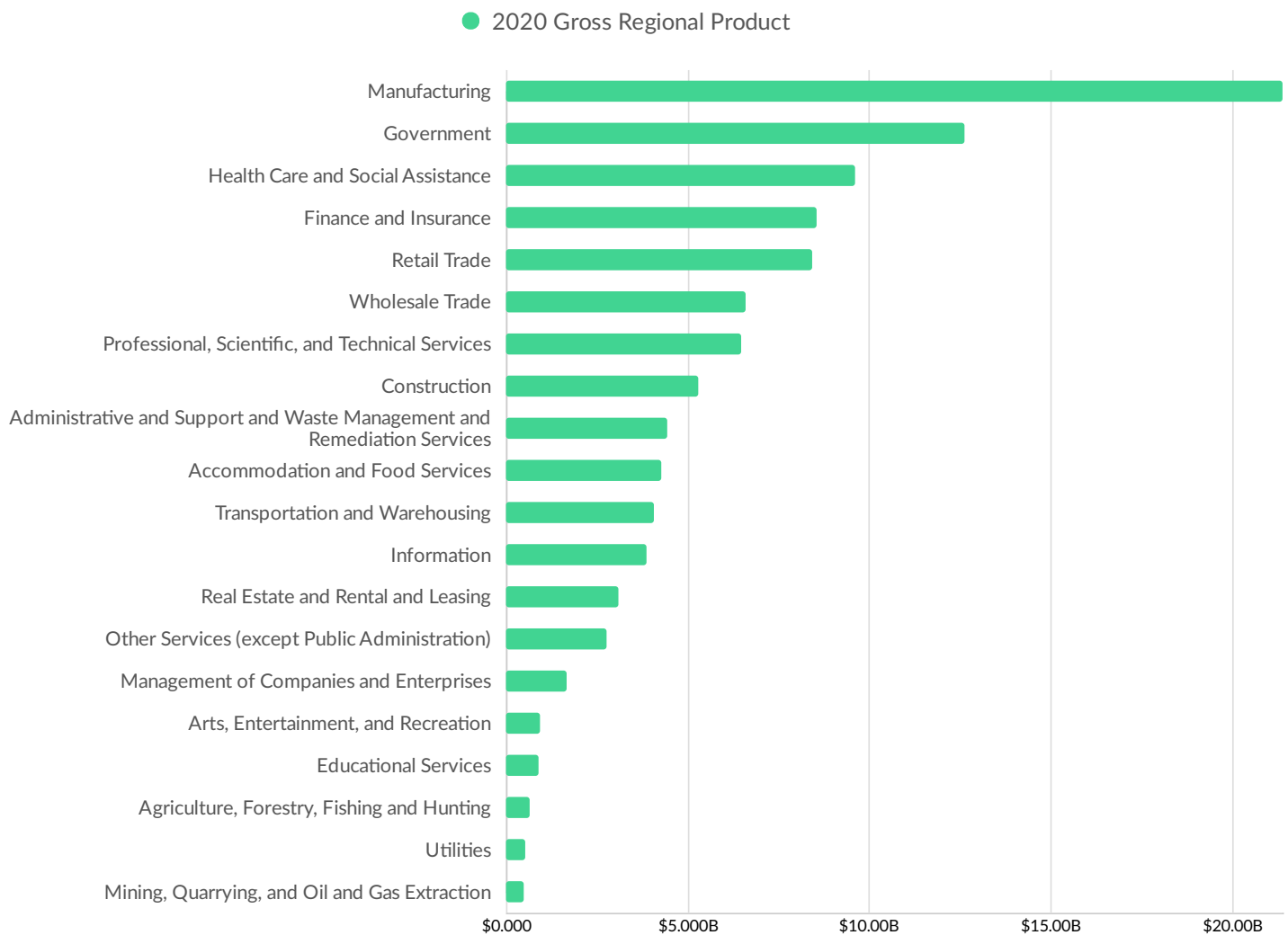
## Top Growing Industries



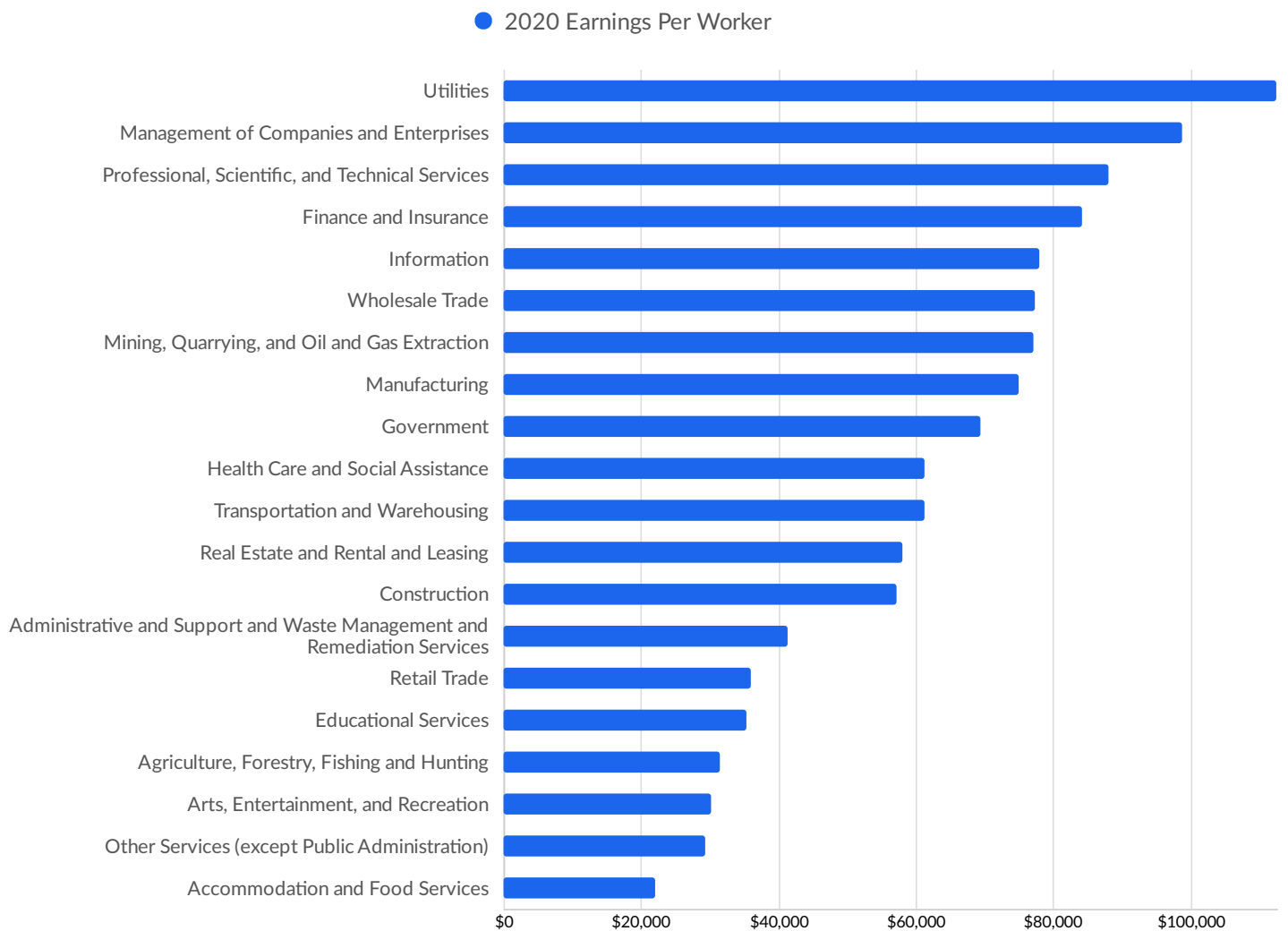
## Top Industry LQ



## Top Industry GRP

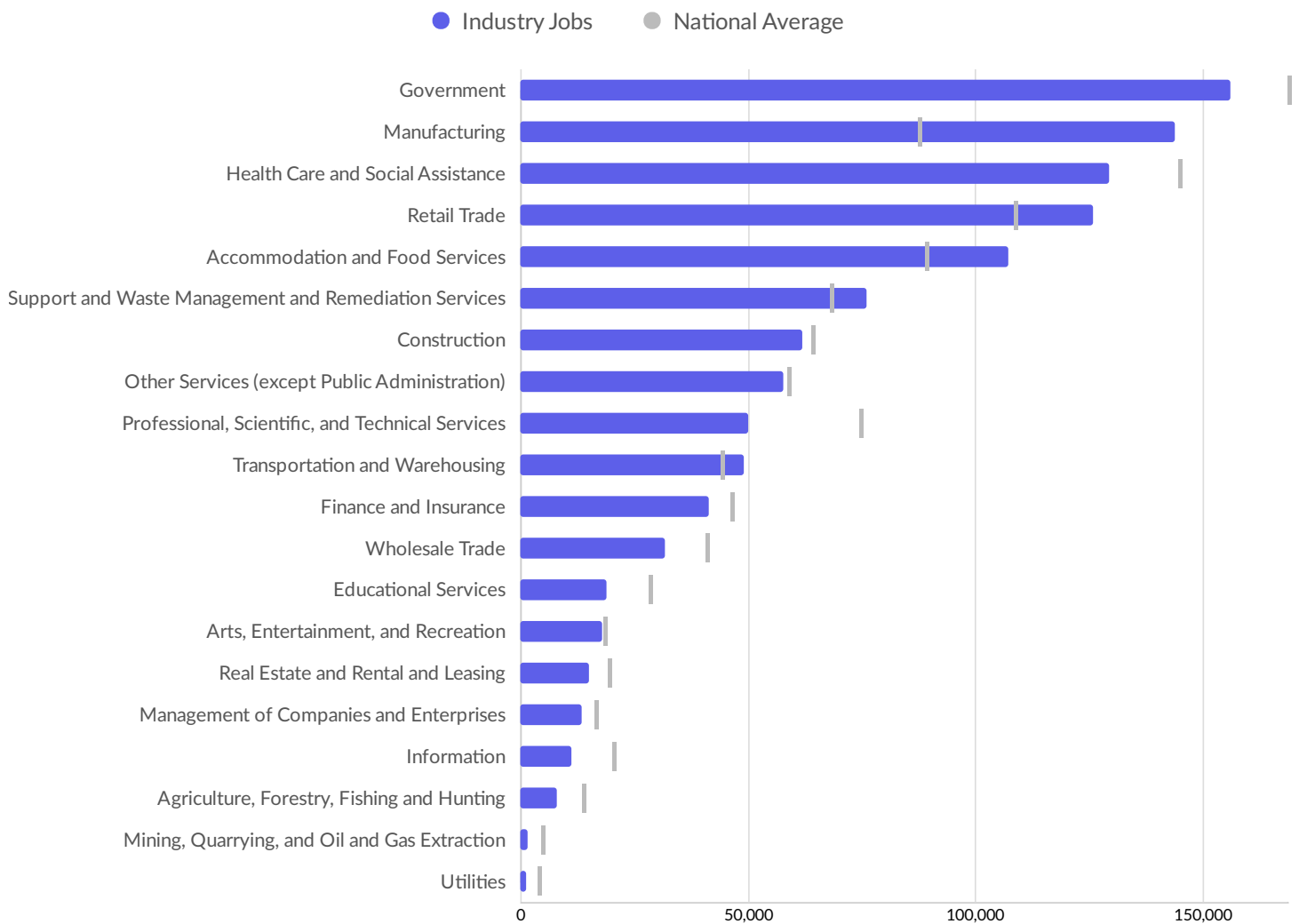


## Top Industry Earnings
























## Largest Industries



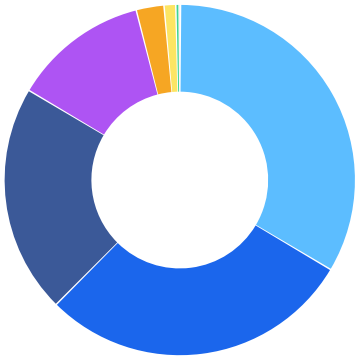
## Business Characteristics

### 111,671 Companies Employ Your Workers

Online profiles for your workers mention 111,671 companies as employers, with the top 10 appearing below. In the last 12 months, 14,655 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Tennessee	7,549 	CRST International, Inc.	4,005 
Tennessee Valley Authority	4,407 	Dollar General Corporation	3,855 
Eastman Chemical Company	3,249 	Randstad N.V.	3,692 
Oak Ridge Inc	2,982 	Covenant Health	2,968 
Wal-Mart, Inc.	2,895 	Erlanger Health System	2,543 
Knox County Schools Inc	2,694 	Ballad Health	2,536 
East Tennessee State University	2,540 	U.S. Xpress, Inc.	2,460 
Bluecross Blueshield of Tenness...	2,299 	Care.com, Inc.	2,031 
UNUM Group	2,272 	Wal-Mart, Inc.	2,020 
Erlanger Health System	1,886 	Oak Ridge Inc	1,779 

## Business Size

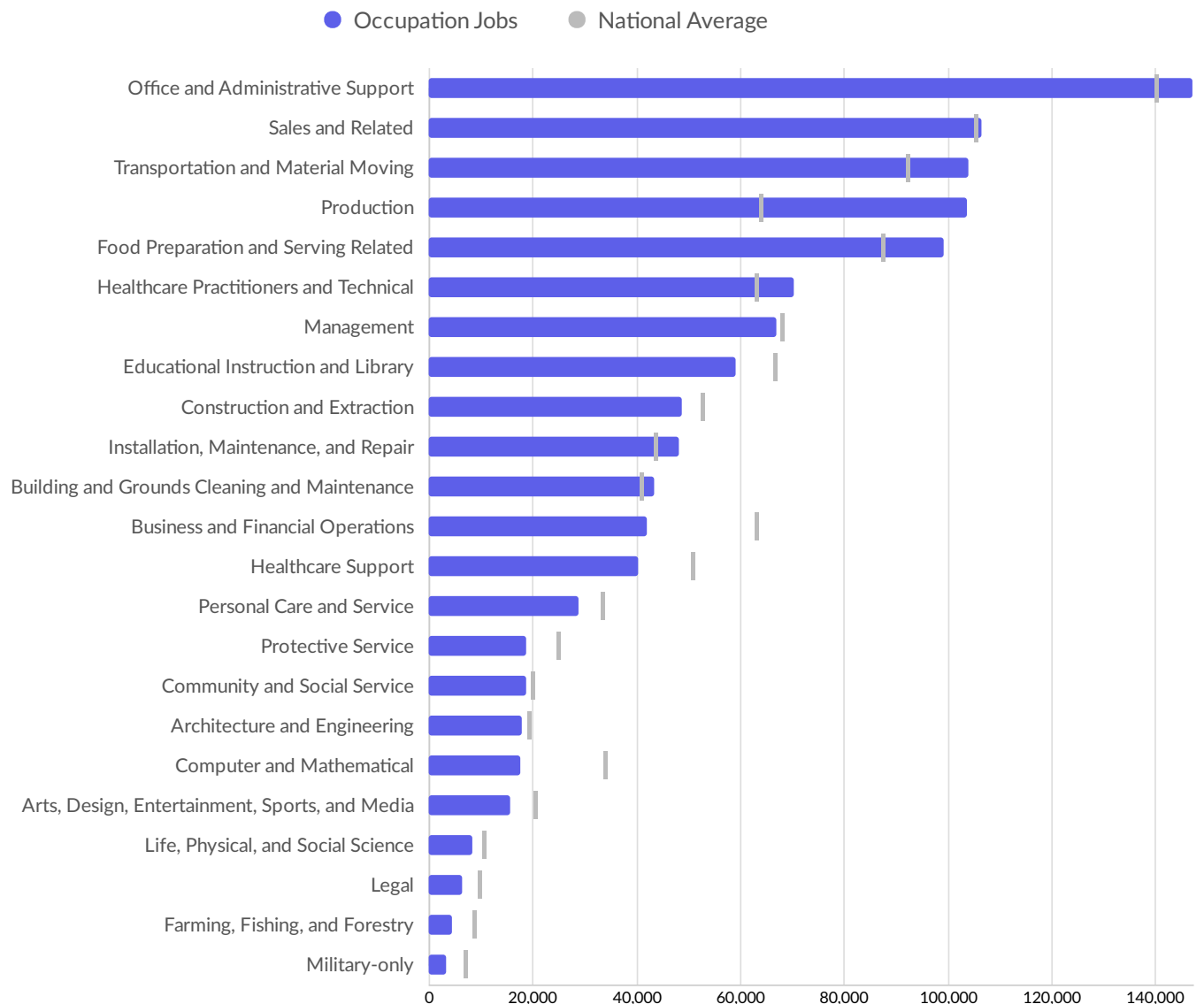


	Percentage	Business Count
1 to 4 employees	33.5%	28,773
5 to 9 employees	28.9%	24,877
10 to 19 employees	21.1%	18,135
20 to 49 employees	12.5%	10,726
50 to 99 employees	2.6%	2,200
100 to 249 employees	1.1%	926
250 to 499 employees	0.3%	261
500+ employees	0.1%	112

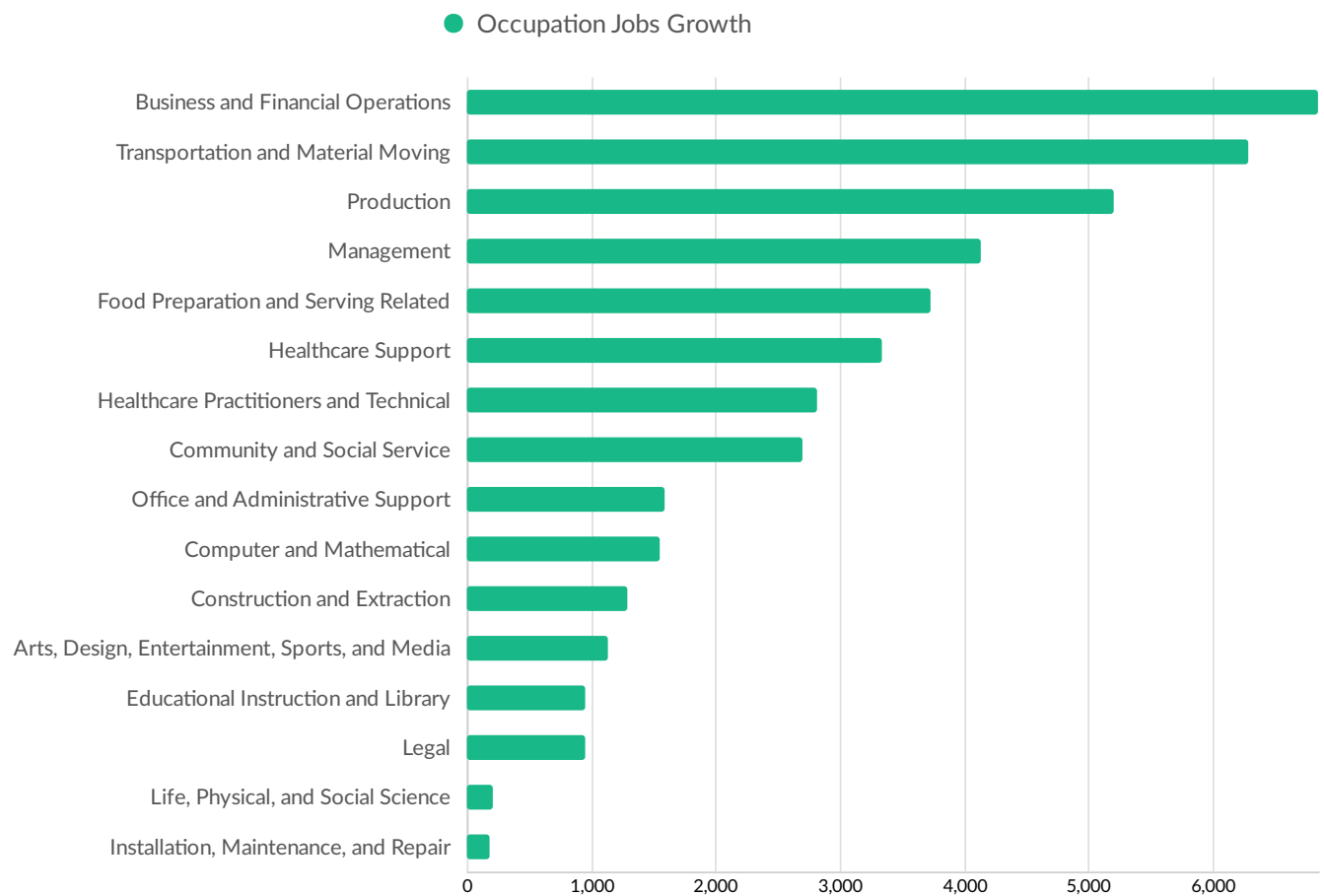
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

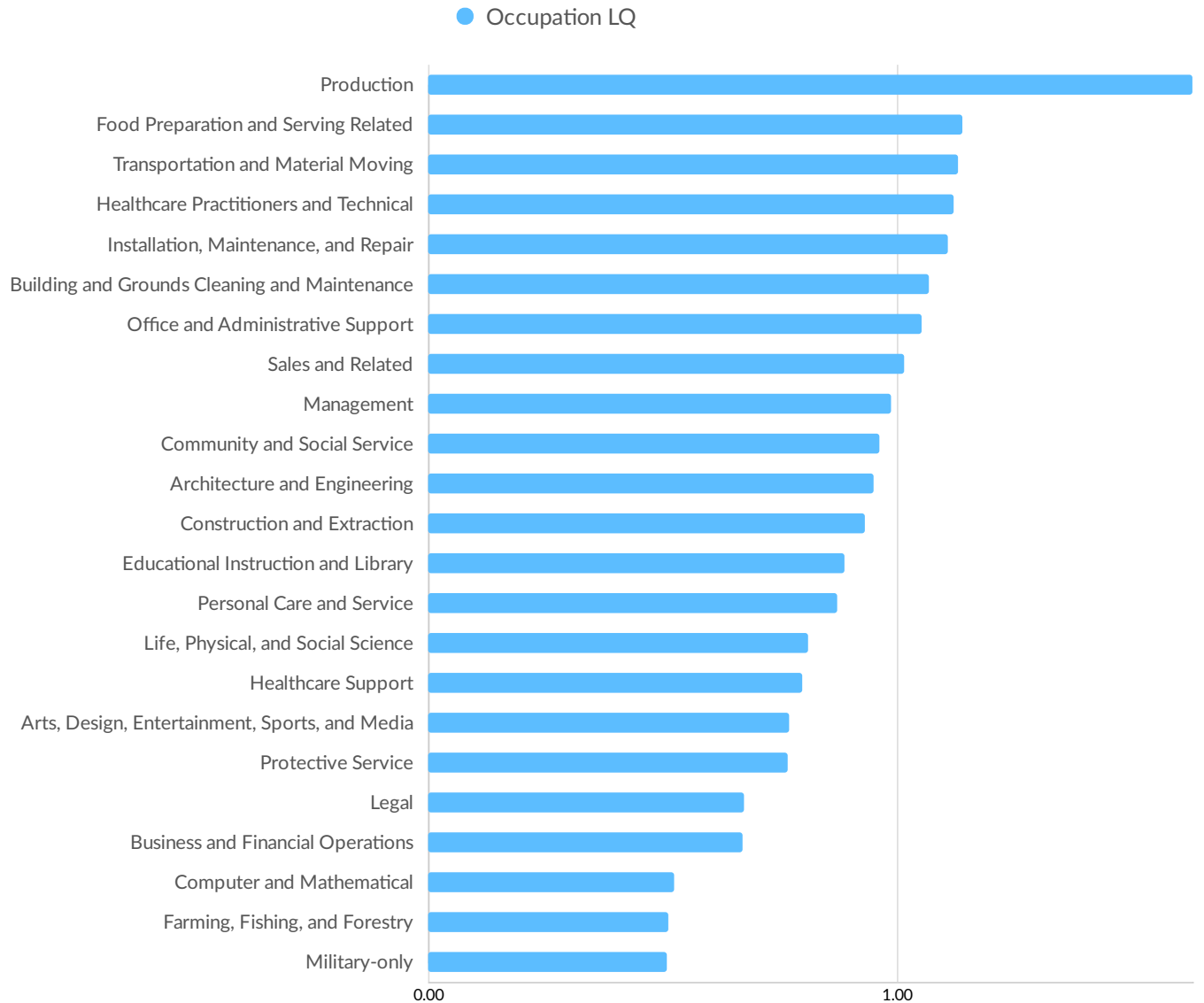
## Largest Occupations



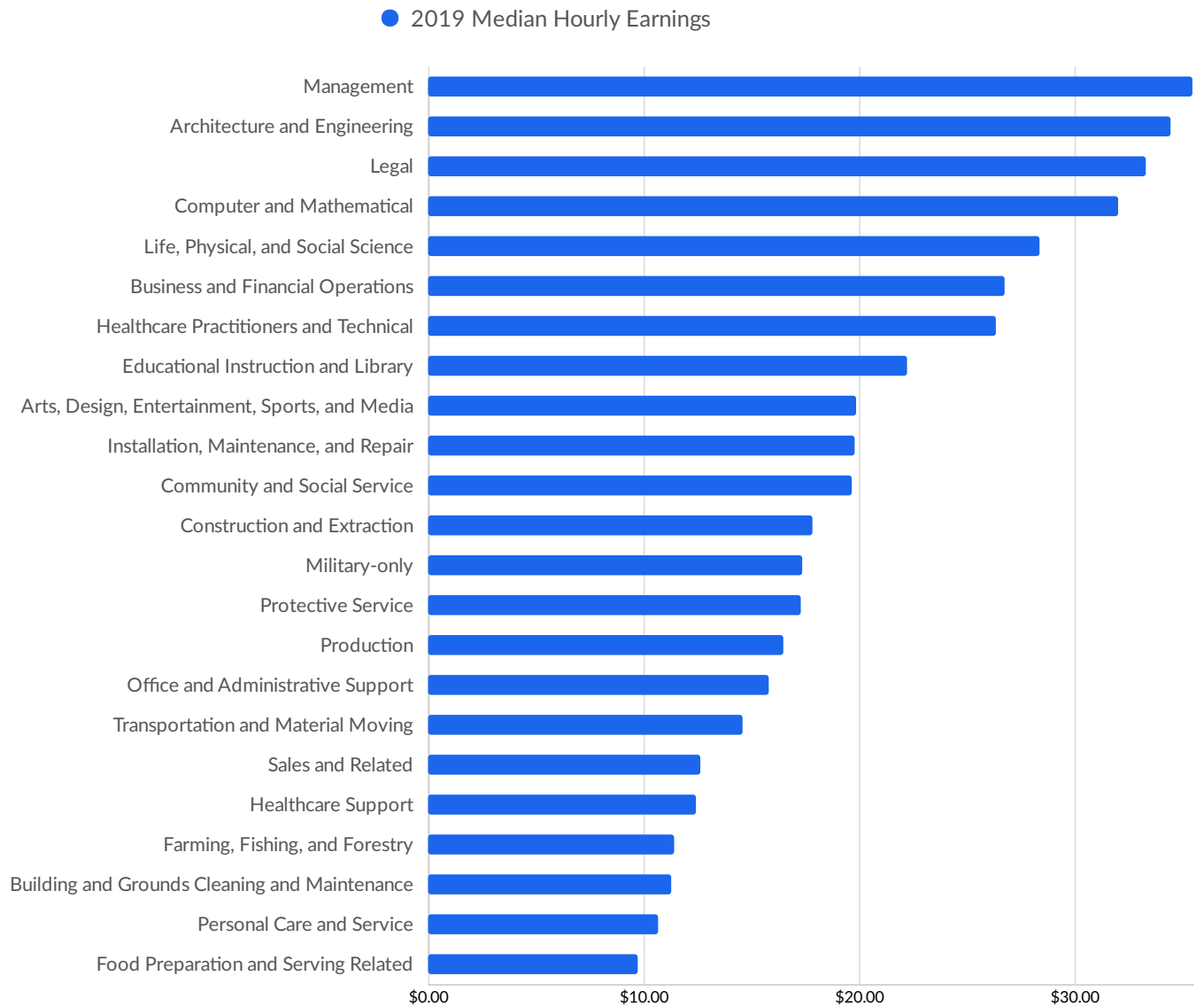
## Top Growing Occupations



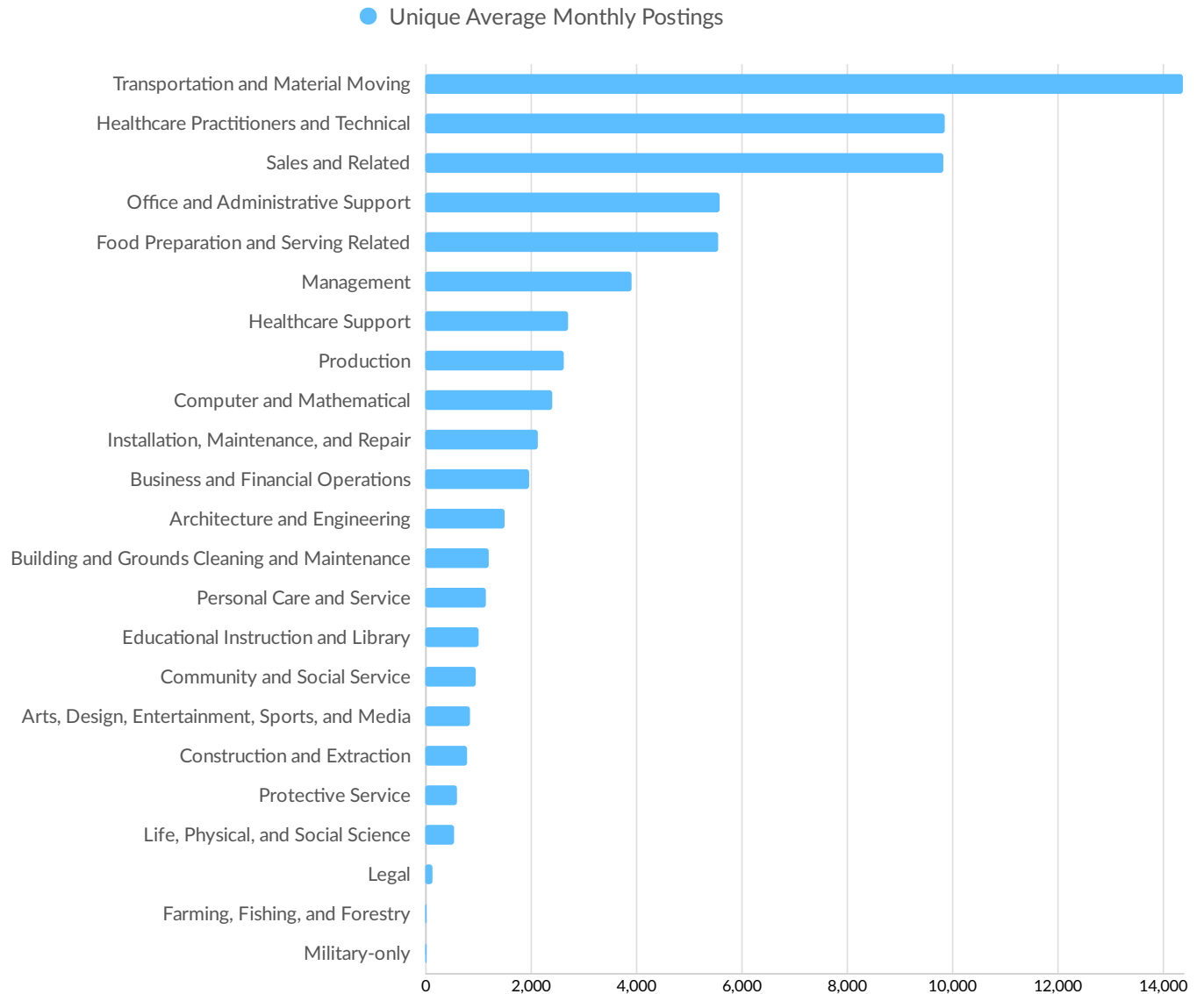
## Top Occupation LQ



## Top Occupation Earnings

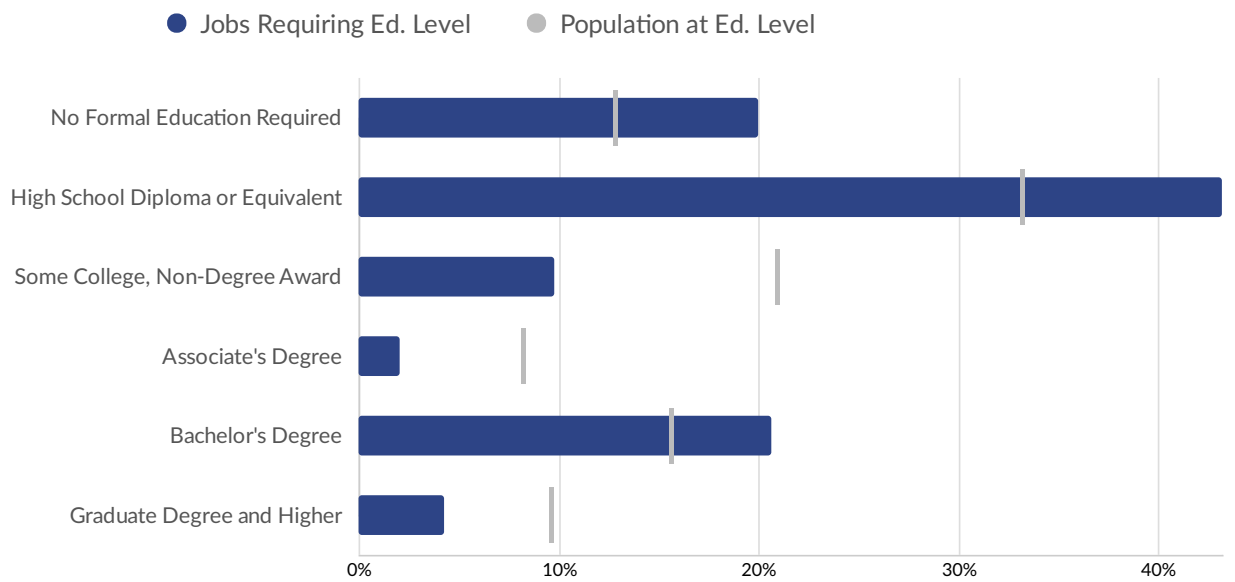


## Top Posted Occupations

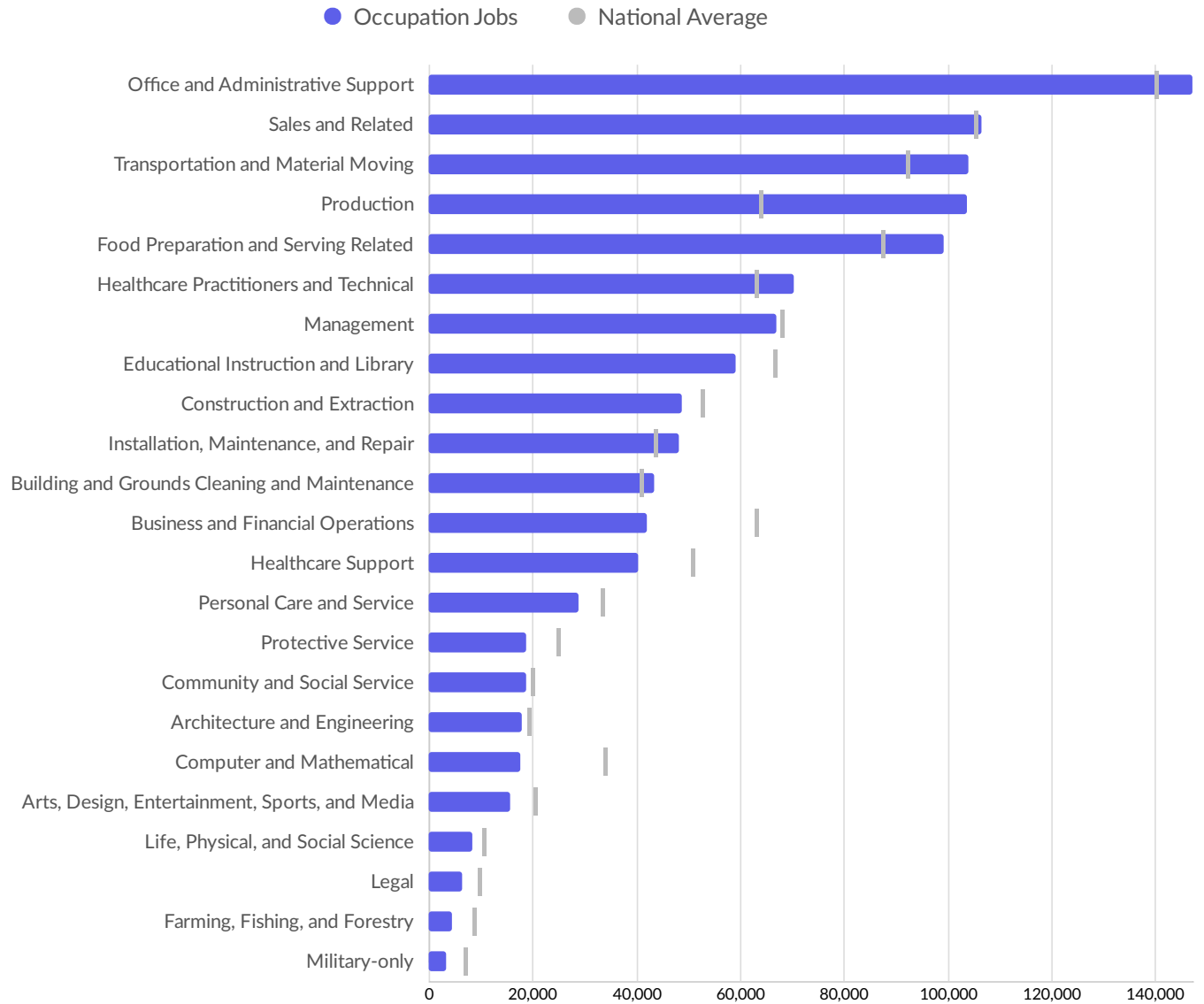




## Underemployment























## Largest Occupations



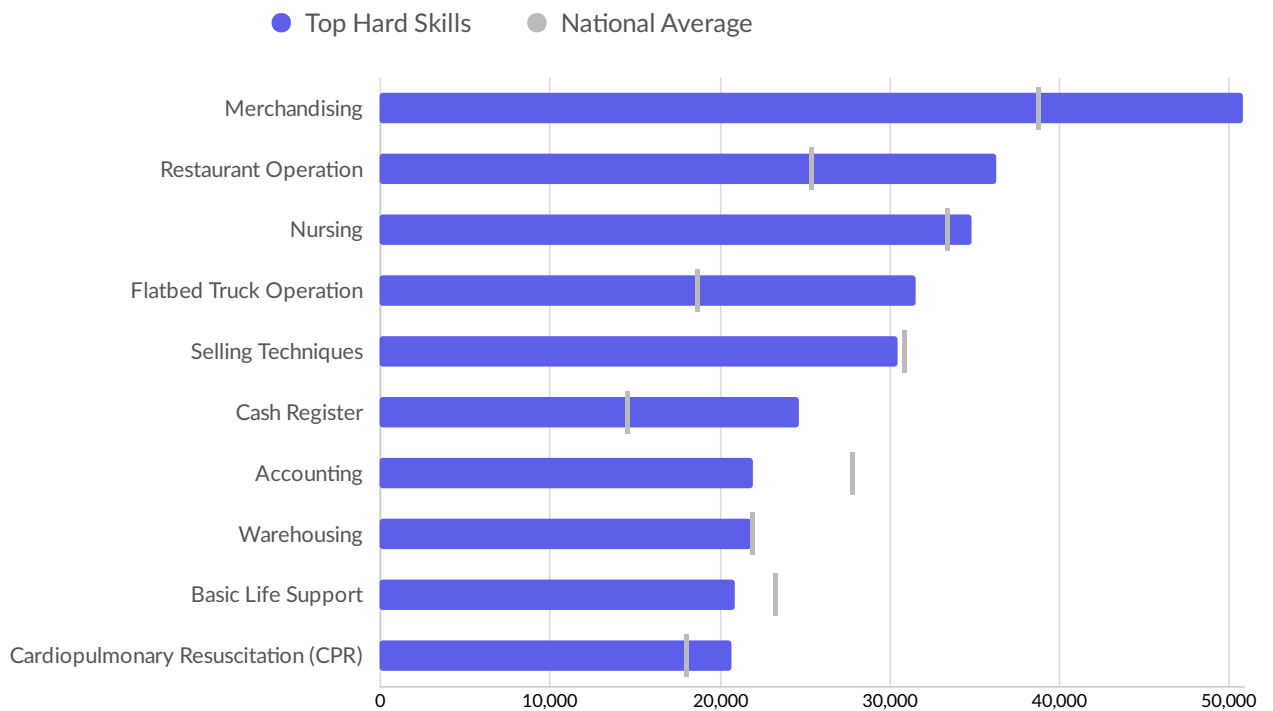
## Educational Pipeline

In 2019, there were 32,441 graduates in EAST Region. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, "Business Administration and Management, General", and Registered Nursing/Registered Nurse.

School	Total Graduates (2019)		Graduate Trend (2015 - 2019)
The University of Tennessee-Knoxville	7,179		
East Tennessee State University	3,455		
The University of Tennessee-Chattanooga	2,552		
Pellissippi State Community College	2,049		
Chattanooga State Community College	1,494		
Northeast State Community College	1,401		
Lincoln Memorial University	1,399		
Walters State Community College	1,330		
Roane State Community College	1,130		
Lee University	1,032		

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

## In-Demand Skills



## Appendix A (Geographies)

Code	Description
47001	Anderson County, TN
47007	Bledsoe County, TN
47009	Blount County, TN
47011	Bradley County, TN
47013	Campbell County, TN
47019	Carter County, TN
47025	Claiborne County, TN
47029	Cocke County, TN
47057	Grainger County, TN
47059	Greene County, TN
47061	Grundy County, TN
47063	Hamblen County, TN

Code	Description
47065	Hamilton County, TN
47067	Hancock County, TN
47073	Hawkins County, TN
47089	Jefferson County, TN
47091	Johnson County, TN
47093	Knox County, TN
47105	Loudon County, TN
47107	McMinn County, TN
47115	Marion County, TN
47121	Meigs County, TN
47123	Monroe County, TN
47129	Morgan County, TN

Code	Description
47139	Polk County, TN
47143	Rhea County, TN
47145	Roane County, TN
47151	Scott County, TN
47153	Sequatchie County, TN

Code	Description
47155	Sevier County, TN
47163	Sullivan County, TN
47171	Unicoi County, TN
47173	Union County, TN
47179	Washington County, TN