



Moving. Mountains.

EVER EXPERIENCED A MOMENT OF COMPLETE WONDER—a time when you were moved by the indescribable beauty around you? This awe-inspiring moment is what you'll discover in East Tennessee surrounded by the majestic Great Smoky Mountains National Park. Here, katydids sing in the forest, neighbors welcome you like family, and a vibrant urban scene invites you to adventure in a place rich in arts and culture.

You'll not only be inspired by the majestic landscape, you'll also be amazed at our business-friendly environment. East Tennessee is a place where industry thrives, because it's supported by a highly-skilled workforce pipeline. In addition, the Tennessee Valley Authority (TVA) maintains a 99.999% transmission reliability rate and the lowest electricity rates in the nation. Our region is also transforming the world through technology with three research powerhouses: Oak Ridge National Laboratory (ORNL), The University of Tennessee (UT), and the Y-12 National Security Complex. And, it's all within a day's drive of 70% of the U.S. market.

Have mountain-sized aspirations for your industry? Come to East Tennessee and move mountains with us!



East Tennessee at a Glance



STRATEGIC LOCATION: Located at the junction of I-40, I-75, and I-81 and home to McGhee Tyson Airport offering 30+ non-stop destinations. Rail and barge service, U.S. Customs Port of Entry, and Foreign Trade Zone designation.



BUSINESS-FRIENDLY: A pro-business environment with low taxes and competitive, flexible incentives designed to lower costs and boost ROI supporting new and expanding companies.



RELIABLE ENERGY: TVA is the nation’s most dependable power source and one of the largest electric power systems in the country, providing safe, affordable, clean, and reliable energy.



SKILLED WORKFORCE: A growing workforce of 608,000 supported by The University of Tennessee, 4 Tennessee Colleges of Applied Technology, 4 two-year community colleges, 10 four-year colleges, and numerous vocational schools.



OUTDOOR PARADISE: Home to The Great Smoky Mountains National Park, Big South Fork National River & Recreation Area, Obed Wild and Scenic River, 9 state parks, numerous hiking trails, 3 whitewater rafting rivers, 7 lakes, and hundreds of miles of greenway trails.



ARTS & CULTURE: Experience the art of expression through incredible museums, unforgettable concerts, award-winning festivals, and Broadway-style theatre performances.



TOURISM AND ATTRACTIONS: A top travel destination and home to Dollywood, the Great Smoky Mountains National Park, the Knoxville Zoo, and many family-style attractions in Gatlinburg, Pigeon Forge, Knoxville, and surrounding counties.

PER CAPITA INCOME

	2025	2030
15-County Region	\$68,818	\$78,962
Tennessee	\$69,015	\$81,637
United States	\$79,068	\$91,442

MEDIAN HOUSEHOLD INCOME

	2025	2030
15-County Region	\$39,799	\$45,057
Tennessee	\$38,807	\$45,727
United States	\$43,829	\$51,203

DEMOGRAPHICS

TOTAL POPULATION

	2020	2025	2030	Annual Growth Rate
15-County Region	1,192,505	1,255,297	1,301,451	0.74%
Tennessee	6,355,518	7,305,276	7,685,859	1.04%

POPULATION BY AGE

	2020	2025	2030
Under 5	5%	5%	5%
5 to 9	5%	5%	5%
10 to 14	6%	6%	6%
15 to 24	13%	13%	13%
25 to 34	13%	13%	13%
35 to 44	12%	12%	13%
45 to 54	13%	12%	12%
55 to 64	14%	13%	12%
65+	19%	20%	21%
Median Age	41.8	42.3	43.1

37% of the 2025 population is prime working age (25-54)

POPULATION BY RACE & ETHNICITY

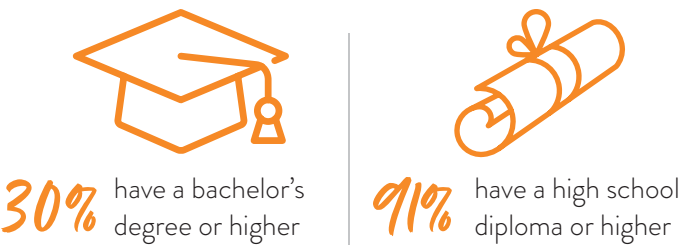
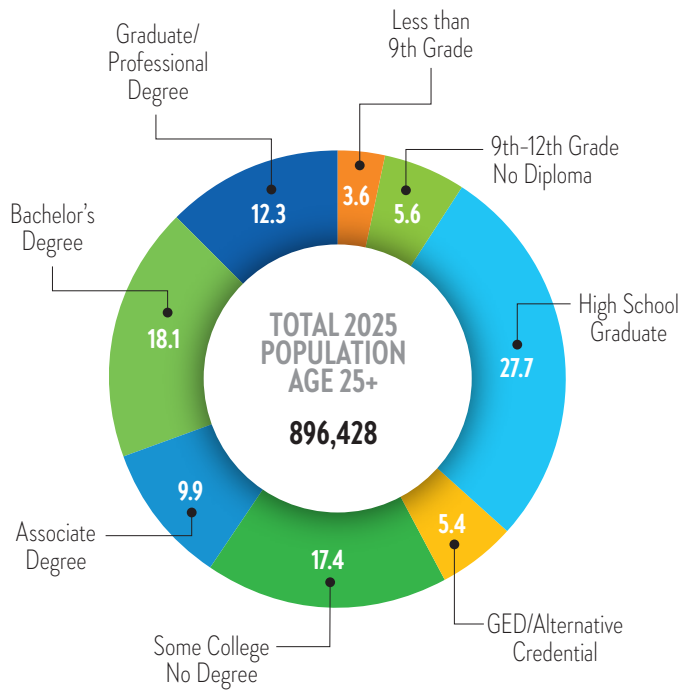
	2020	2025	2030
White	85.5%	84.6%	83.5%
Black	4.5%	4.5%	4.7%
American Indian/Alaska Native	0.4%	0.4%	0.4%
Asian	1.4%	1.6%	1.7%
Hawaiian / Pacific Islander	0.0%	0.0%	0.0%
Two or more races	5.7%	6.2%	6.7%
Hispanic Origin (Any race)	5.0%	5.7%	6.3%

HOUSEHOLDS & FAMILIES

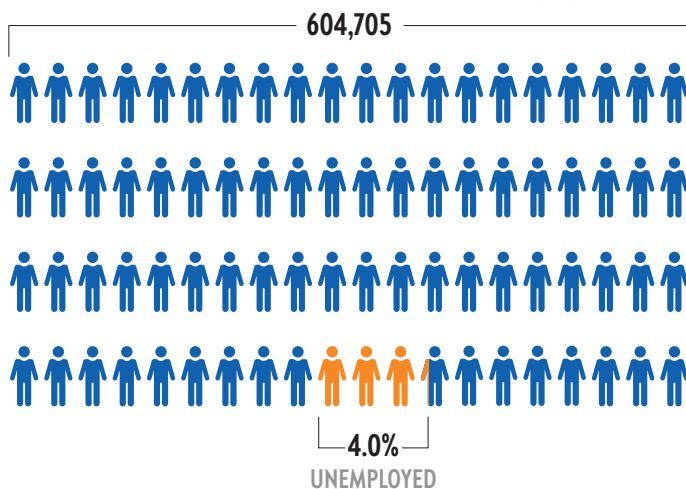
	2020	2025	2030
Total Households	484,932	517,483	541,094
Total Families	318,013	329,260	340,999
Average Household Size	2.4	2.4	2.4
Owner Occupied	61%	62.70%	64%
Renter Occupied	27%	25.60%	24.80%
Vacant	12%	11.70%	11.50%

EDUCATION AND
WORKFORCE

2025 POPULATION 25+ BY
EDUCATIONAL ATTAINMENT

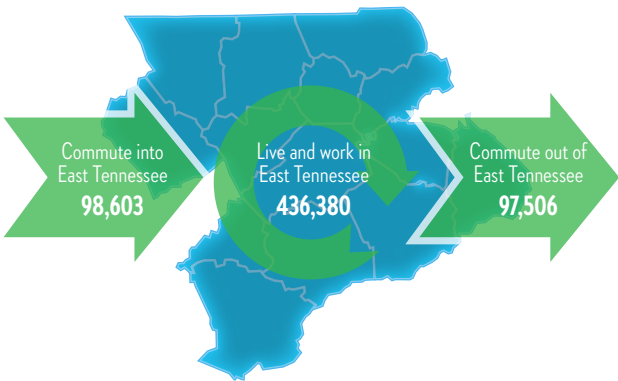


2025 CIVILIAN POPULATION BY LABOR FORCE (16+)



COMMUTING
PATTERNS

WORKER INFLOW & OUTFLOW (2023)



WHERE WORKERS LIVE

	Count	Share
All Counties	534,983	100.0%
Knox County, TN	189,116	35.3%
Blount County, TN	52,501	9.8%
Sevier County, TN	38,150	7.1%
Anderson County, TN	30,025	5.6%
Loudon County, TN	19,482	3.6%
Roane County, TN	19,262	3.6%
Jefferson County, TN	16,775	3.1%
Monroe County, TN	13,863	2.6%
Campbell County, TN	12,711	2.4%
Cocke County, TN	10,607	2.0%
All other Locations	132,491	24.8%

TRAVEL DISTANCE TO WORK

Less than 10 miles	40.5%
10 - 24 miles	32.4%
25 - 50 miles	11.2%
50 miles or more	15.9%



BUSINESS & INDUSTRY

2025 EMPLOYMENT BY INDUSTRY

	%	Employees
Agricultural, Natural Resources & Mining	0.8%	4,572
Business & Professional Services	15.0%	91,599
Construction	6.1%	36,946
Education & Health Services	13.1%	79,559
Financial Activities	3.1%	18,708
Government	13.4%	81,675
Information	0.9%	5,659
Leisure & Hospitality	13.3%	81,347
Manufacturing	10.3%	62,474
Other Services	4.9%	29,734
Retail	11.6%	70,673
Trade, Transportation & Utilities	7.7%	46,655
Total	100.0%	609,602

2025 BUSINESS ESTABLISHMENTS BY INDUSTRY

7,801	3,611
Business & Professional Services	Leisure & Hospitality
4,410	2,911
Retail	Construction
4,052	2,796
Education & Health Services	Trade, Transportation & Utilities

TOP 10 MAJOR EMPLOYERS

Company	Industry	Employee Range
Covenant Health	Health care system	10,000 or more
Knox County Schools	Public education system	5000-9999
The University of Tennessee - Knoxville	State university	5000-9999
Y-12 National Security Complex	Refurbishing nuclear weapon components and storage and recycling of nuclear material.	5000-9999
Wal-Mart Stores, Inc.	Discount stores and wholesale clubs	5000-9999
Oak Ridge National Laboratory	Research and Development	5000-9999
University of Tennessee Medical Center (UHS)	Health care system	5000-9999
Clayton Homes, Inc.	Manufactured and modular homes; financier & insurer of manufactured homes	5000-9999
DENSO Manufacturing Tennessee, Inc.	Advanced automotive components and systems	5000-9999
Dollywood Co./Dollywood Splash Country	Theme park and water park	1000-5000

WAGES

Description	Avg. Earnings Per Job	2025 Jobs
Agriculture, Forestry, Fishing, and Hunting	\$42,836	3,568
Mining, Quarrying, and Oil and Gas Extraction	\$122,216	992
Utilities	\$131,568	569
Construction	\$77,971	36,155
Manufacturing	\$94,840	61,084
Wholesale Trade	\$101,983	19,546
Retail Trade	\$49,282	69,706
Transportation and Warehousing	\$73,617	24,940
Information	\$117,512	5,732
Finance and Insurance	\$111,202	18,349
Real Estate and Rental and Leasing	\$78,417	9,677

Description	Avg. Earnings Per Job	2025 Jobs
Professional, Scientific, and Technical Services	\$118,548	35,194
Management of Companies and Enterprises	\$130,368	8,725
Administration, Support, Waste Management, and Remediation Services	\$63,119	36,258
Educational Services	\$49,617	9,812
Health Care and Social Assistance	\$76,101	67,737
Arts, Entertainment, and Recreation	\$38,516	15,066
Accommodation and Food Services	\$32,177	64,598
Other Services (except Public Administration)	\$39,348	28,933
Government	\$80,977	80,626
Unclassified Industry	\$54,692	254

TRANSPORTATION



Airport
McGhee Tyson Airport
30+ non-stop destinations
Over 3 million passengers 2024-2025



Interstates
40 75 81



Railroads
CSX
Norfolk Southern
R. J. Corman Railroad

TAXES

PROPERTY TAX	
Property Tax Rate (County)	Varies by county
State Property Tax	None
Assessment Ratio: Residential Property	25%
Assessment Ratio: Farm Property	25%
Assessment Ratio: Commercial/ Industrial Property	40%
Assessment Ratio: Public Utility Property	55%
Assessment Ratio: Business Personal Property	30%

SALES TAX	
State sales tax rate	7%
County sales tax rate	2.25 - 2.75%
STATE TAX	
State Income Tax on Wages	None
State Income Tax: Interest from Bonds and Notes and Dividends from Stock	None (Hall Income tax was fully repealed January 1, 2021)
Excise Tax (State)	6.5% of Tennessee taxable income
Franchise Tax (state)	0.25% of the greater of net worth or real and tangible property in Tennessee. The minimum tax is \$100.
Unemployment Insurance Tax (state)	2.7% of the first \$7,000 in wages for new employers

SOURCES:

ESRI

On the Map

TN Comptroller of the Treasury

Lightcast

The Tax Foundation

Tennessee Department of Revenue



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