

**POPULATION CHARACTERISTICS**

		Washington	Johnson
Date	CSA	County	City
2000	480,091	107,198	55,469
<b>2010</b>	<b>500,538</b>	<b>120,236</b>	<b>61,028</b>

CSA: Johnson City/Kingsport/Bristol, TN-VA Consolidated Statistical Area

Source: First Tennessee Development District – Census Bureau (Estimates)

FACTS: Washington County 323 Square Miles; Johnson City 39.565 Square Miles

**2008 AGE DISTRIBUTION, WASHINGTON COUNTY**

Age	Percent
Under 5	7.3
5-09	6.1
10-19	11.4
20-29	14.6
30-39	13.3
40-49	13.8
50-59	13.1
60-64	5.4
65+	15.0

**Median Age 39.2**

Source: Regional Alliance for Economic Development (via Book of List)

**PER CAPITA INCOME GROWTH**

Washington County:	\$25,068 (2001)	\$28,822 (2007)
MSA:	\$23,473 (2001)	\$27,079 (2007)

Source: Bureau of Economic Analysis (BEA)

**2008 ECONOMIC GROWTH - POPULATION**

TENNESSEE	2000	2008	% Change
Washington County	107,198	118,639	10.7
Sullivan County	153,048	153,900	0.6
Carter County	56,742	59,492	4.9
Hawkins County	53,563	57,477	7.3
Unicoi County	17,667	17,718	0.3
<b>VIRGINIA</b>			
Bristol City	17,367	17,593	1.3
Scott County	23,403	22,850	-2.4
Washington County	51,103	53,038	3.8
<b>CSA</b>	<b>480,091</b>	<b>500,707</b>	<b>4.3</b>

Source: U.S. Census Bureau

**JOHNSON CITY-KINGSPORT-BRISTOL, TN/VA METROPOLITAN STATISTICAL AREA (MSA)**

County City	Population 12/08	Households (000)	Median Household EBI	Total Effective Buying Income	Retail Sales
<b>Tennessee</b>					
Carter	59,492	26,872	\$29,834	\$1,296,691	\$ 439,336,952
Hawkins	57,477	25,660	\$34,352	\$1,317,965	\$ 258,471,864
Sullivan	153,900	72,240	\$36,562	\$4,435,247	\$2,063,458,582
Unicoi	17,718	08,257	\$33,704	\$1,458,352	\$ 99,989,881
Washington	118,639	50,936	\$36,373	\$3,168,784	\$1,927,268,498
<b>Virginia</b>					
Bristol City	17,593	07,800	\$27,848	\$ 274,010	\$ 479,604,737
Scott	22,850	09,900	\$26,684	\$ 313,968	\$ 193,382,723
Washington	53,038	21,800	\$31,075	\$1,880,130	\$ 713,365,956
<b>CSA</b>	<b>500,707</b>	<b>206,900</b>	<b>\$31,217</b>	<b>\$ 8,273,796</b>	<b>\$6,174,879,193</b>

Source: 1<sup>st</sup> TN Development District & Census 2000 Summary File 1, 2006 Census Bureau Estimates NOTE: Effective Buying Income (EBI) income less personal tax and non-tax payments. It is commonly known as "disposable" or "after tax" income.

**TOTAL RETAIL SALES**

	2007	2008	% Change 2007-2008
<b><u>Tennessee</u></b>			
Washington County	\$1,966,686,874	\$1,927,268,498	-2.0
Sullivan County	\$2,083,973,661	\$2,063,458,582	- 1.0
Carter County	\$ 459,045,458	\$ 439,336,952	-4.3
Hawkins County	\$ 261,833,494	\$ 258,471,864	-1.3
Unicoi County	\$ 99,107,414	\$ 99,989,881	0.9
<b><u>Virginia</u></b>			
Bristol City	\$ 522,371,185	\$ 479,604,737	- 8.2
Scott County	\$ 191,732,603	\$ 193,382,723	0.9
Washington County	\$ 667,292,195	\$ 713,365,956	6.9

*Source: First Tennessee Development District 08/09*

**COST OF LIVING PROFILE**

<b>COMPOSITE INDEX</b>	<b>86.6</b>
GROCERY ITEMS	92.0
HOUSING	73.8
UTILITIES	89.9
TRANSPORTATION	91.3
HEALTH CARE	91.0
MISCELLANEOUS GOODS & SERVICE	92.6

**ACCRA Cost of Living Index, First Quarter, 2010**

**Note: Ranked by ACCRA as one of 10<sup>th</sup> Lowest in the Nation**

**History of Washington County  
Effective Buying Income and Retail Sales**

Year	EBI	Retail Sales
2000	\$1,842,185	\$1,612,578,000
2008	\$3,168,784	\$1,966,689,293

*Source: First TN Development District*

**FOUR-STATE TRADE AREA**

Johnson City, Tennessee is in the heart of a four-state trade area, made up of **Tennessee, North Carolina, Virginia, and Kentucky**, encompassing a population of over 800,000 people. The purchase of goods and services in this trade area is made regularly by residents with an aggregate population greater than that of MSA's such as Roanoke, Greenville/Spartanburg or Knoxville.

The four-state trade area is defined as the distance that television advertising and newspaper circulation extend from municipalities within the area. Job commuting patterns lend further support to the trade area definition. The extent that residents in the outlying portions of the trade area buy goods within the trade area varies with the type of goods purchased. For example: a resident of Norton, Virginia is less likely to purchase groceries and small ticket items within the trade area, but is more likely to make major, durable goods purchases in the Johnson City, Kingsport, Bristol MSA, as well as seek entertainment and specialized medical services.

The four-state trade area is a useful concept for businesses and industry looking to locate in Johnson City or Washington County. Companies may underestimate potential sales by defining too narrow a market if they do not consider the four-state trade area. The trade area reveals the economic interdependency of the area. The rapid development of services and trade businesses within the region in the last five years has been partly dependent on demand from outside the area. An improved transportation network has further facilitated service and trade development. Job commuting statistics provide additional evidence of the increased integration of the trade area.