

**POPULATION CHARACTERISTICS**

		Washington	Johnson
Date	CSA	County	City
2000	480,091	107,198	55,469
<b>2010</b>	<b>500,538</b>	<b>122,979</b>	<b>63,152</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*

**2009 AGE DISTRIBUTION, WASHINGTON COUNTY**

Age	Percent
Under 5	5.7
5-09	5.5
10-19	12.3
20-29	14.7
30-39	13.4
40-49	14.3
50-59	12.8
60-64	5.7
65+	15.6

**Median Age 39.2**

*Source: Regional Alliance for Economic Development (via 2010 Book of List)*

**PER CAPITA INCOME GROWTH**

Washington County:	\$28,822 (2007)	\$30,695 (2009)
MSA:	\$27,079 (2007)	\$31,547 (2009)

*Source: Bureau of Economic Analysis (BEA)*

**ECONOMIC GROWTH**

	2008	2009	% Change
<u>TENNESSEE</u>			
Washington County	118,639	120,661	1.71
Sullivan County	153,900	154,160	0.17
Carter County	59,492	59,136	- 0.60
Hawkins County	57,477	57,585	0.19
Unicoi County	17,718	17,716	- 0.02
<u>VIRGINIA</u>			
Bristol City	17,593	17,083	-2.90
Scott County	22,850	22,872	0.10
Washington County	53,038	54,138	2.08
<b>CSA</b>	<b>500,707</b>	<b>503,351</b>	<b>0.30</b>

*Source: U.S. Census Bureau*

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

County City	Population 2009	Households (000)	Median Household EBI	Total Effective Buying Income	Retail Sales
<u>Tennessee</u>					
Carter	59,136	24,634	\$33,874	\$1,296,691	\$ 445,853,571
Hawkins	57,585	23,396	\$34,971	\$ 1,317,965	\$ 294,049,133
Sullivan	154,160	64,254	\$41,115	\$4,435,247	\$2,023,759,212
Unicoi	17,716	07,777	\$36,316	\$1,458,352	\$ 123,346,640
Washington	120,661	49,327	\$42,571	\$3,168,784	\$1,937,105,970
<u>Virginia</u>					
Bristol City	17,083	07,934	\$33,791	\$ 274,010	\$ 356,956,762
Scott	22,872	09,935	\$33,668	\$ 313,968	\$ 213,668,068
Washington	54,138	22,810	\$41,954	\$1,880,130	\$ 779,555,425
<b>CSA</b>	<b>503,351</b>	<b>210,067</b>	<b>\$298,260</b>	<b>\$8,273,796</b>	<b>\$6,174,294,781</b>

*Source: 2010 The Business Journal Book of Lists 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**

	2008	2009	% Change 2008-2009
<b><u>Tennessee</u></b>			
Washington County	\$2,046,483,096	\$1,937,105,970	-5.3
Sullivan County	\$2,222,160,520	\$2,023,759,212	- 8.9
Carter County	\$ 478,446,540	\$ 445,853,571	-6.8
Hawkins County	\$ 312,970,535	\$ 294,049,133	-6.0
Unicoi County	\$ 123,329,393	\$ 123,346,640	-6.8
<b><u>Virginia</u></b>			
Bristol City	\$ 372,751,564	\$ 356,956,762	- 4.2
Scott County	\$ 208,421,644	\$ 213,668,068	2.5
Washington County	\$ 801,640,810	\$ 779,555,425	- 6.5

Source: First Tennessee Development District 11/10

**COST OF LIVING PROFILE**

<b>COMPOSITE INDEX</b>	<b>88.1</b>
GROCERY ITEMS	93.2
HOUSING	77.4
UTILITIES	92.4
TRANSPORTATION	88.2
HEALTH CARE	93.5
MISCELLANEOUS GOODS & SERVICE	93.6

**ACCRA Cost of Living Index, First Quarter, 2011**

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

Year	EBI	Retail Sales
2000	\$1,842,185	\$1,612,578,000
2009	\$3,168,784	\$1,937,105,970

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.