

## **CHAPTER 4**

### **SOCIO-ECONOMIC FACTORS AFFECTING DEVELOPMENT**

#### **INTRODUCTION**

To understand the socio-economic factors that affect development, it is necessary to look at population growth and employment patterns, and to analyze the past, present and future trends for Greeneville, Greene County and Tennessee with regard to population and economic activities. These activities are evaluated within the framework of regional, state, and national trends. In order to establish a base for the analysis, it is necessary to review local factors that affect population and economic activities. This chapter will present a summary of the population and employment trends pertinent to the preparation of this comprehensive plan. Strategies for community development, projections of land use needs, discussions of land use issues, and relevance of the comprehensive plan to future planning documents should reflect the findings on the population and employment trends identified in this chapter. These findings provide future trend projections, which can be affected, but the trends must be understood to be of planning significance.

#### **Trends Summary**

For the purposes of this plan, the past changes in population and employment were examined for their implications for development within the Town of Greeneville. Of most significance are the projected changes in the population and employment within Greene County and Greeneville for the year of 2020.

#### **Population**

The population of Greeneville experienced its biggest increase during the 1960's as Table 1 reflects. Greeneville's population grew 16.7%, from 11,759 in 1960 to 13,722 in 1970, slightly higher than Greene County's 13% increase. This increase was attributed to a number of industries locating in the area some of which are American Greetings, Jarden Zinc Products Company, C. E. Minerals, and Superior Metal Products Company.

Greeneville experienced only a modest gain of 2.7% during the 1970s to a population of 14,097 in 1980, in comparison to Greene County's 14.3% gain in population. Greeneville's population declined 4.0% during the 1980s, to 13,532 in 1990. Population growth during the 1990's again saw substantial growth of 12.3% to a population of

15,198 in 2000, which can be attributed to the location of major industries such as DTR Tennessee, Wal-Mart Distribution Center, Angus-Palm Industries, Huf-North America, Ecoquest International, and TI Group Automotive Systems. Graphs 1 and 2 show Greeneville and Greene County population changes from 1960 to 2000.

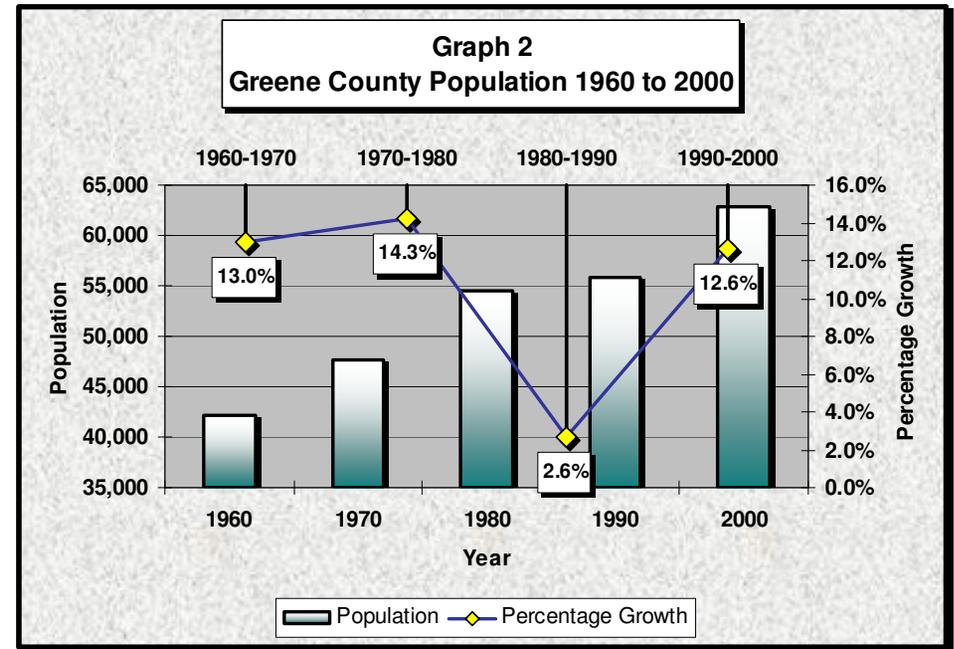
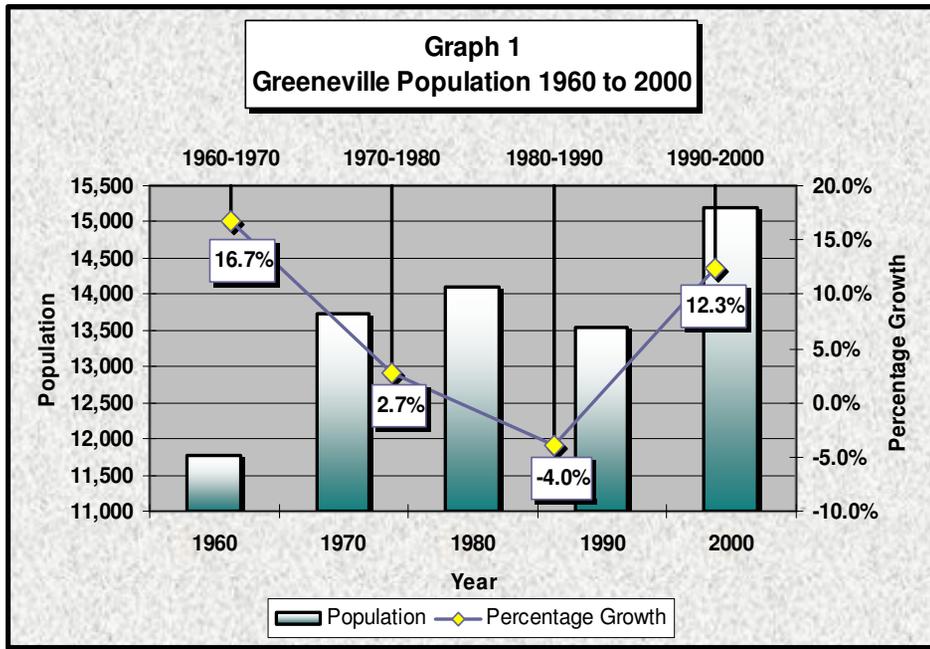
Table 2, Projected 20 Year Population Growth, reflects an anticipated growth for Greeneville to 15,476 in the year 2005, and a continued growth to 18,070 by the year 2025. However, the 2005 projection is slightly higher than the State of Tennessee's Certified Population for Greeneville as of July 1, 2009, of 15,453. Population projections for Greene County reflect the same socioeconomic factors as Greeneville. Graph 4 shows that Greene County's population is projected to grow to 68,949, in 2010, and a continued growth to 77,456 by the year 2025. Population projections for counties are usually more accurate than for municipalities because they cover a larger area, and they are not affected by annexations. It is difficult to project population increases for towns because of different rates of annexations in the past, and the amount of developed areas on a town's urban fringe that could be annexed in the future to provide needed urban services. Graphs 3 and 4 show the existing and projected population growth for Greeneville and Greene County.

**TABLE 1 – POPULATION GROWTH FROM 1960 TO 2000**

| Municipality | 1960      | Pcnt. Chgd. | 1970      | Pcnt. Chgd. | 1980      | Pcnt. Chgd. | 1990      | Pcnt. Chgd. | 2000      |
|--------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|
| Greenville   | 11,759    | 16.7%       | 13,722    | 2.7%        | 14,097    | -4.0%       | 13,532    | 12.3%       | 15,198    |
| Greene Co.   | 42,163    | 13.0%       | 47,630    | 14.3%       | 54,422    | 2.6%        | 55,853    | 12.6%       | 62,909    |
| Tennessee    | 3,567,089 | 10.1%       | 3,926,018 | 16.9%       | 4,591,120 | 6.2%        | 4,877,185 | 16.7%       | 5,689,283 |

Source:

*1980 Number of Inhabitants Tennessee, Characteristics of the Population.* U.S. Department of Commerce, Bureau of the Census,  
*Census 1990 Summary File 1 (SF1),* U.S. Department of Commerce, Bureau of the Census,  
*Census 2000 Summary File 1 (SF1),* U.S. Department of Commerce, Bureau of the Census,

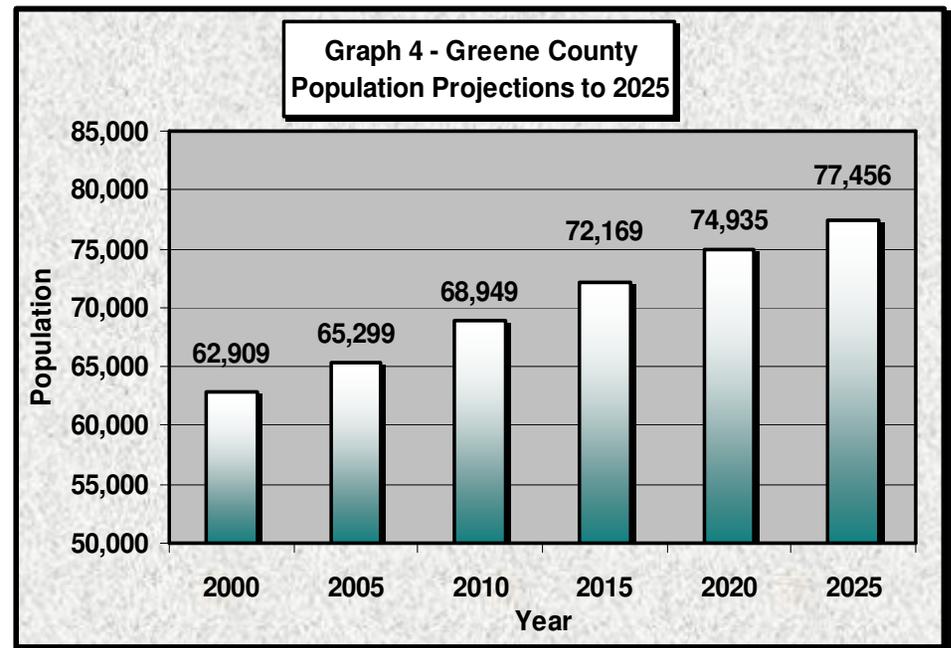
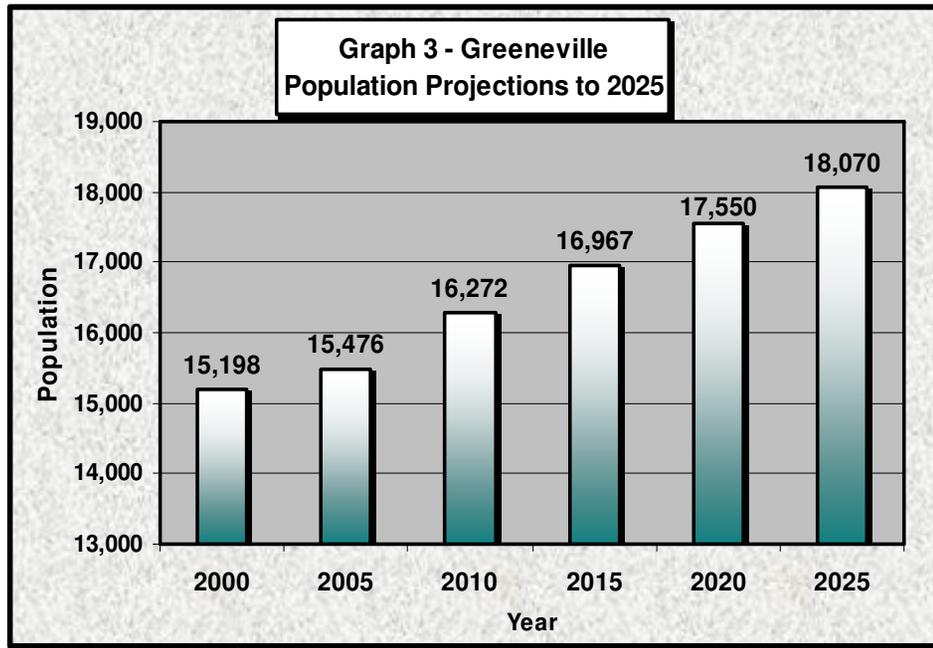


**TABLE 2 – POPULATION PROJECTIONS FROM 2000 TO 2025**

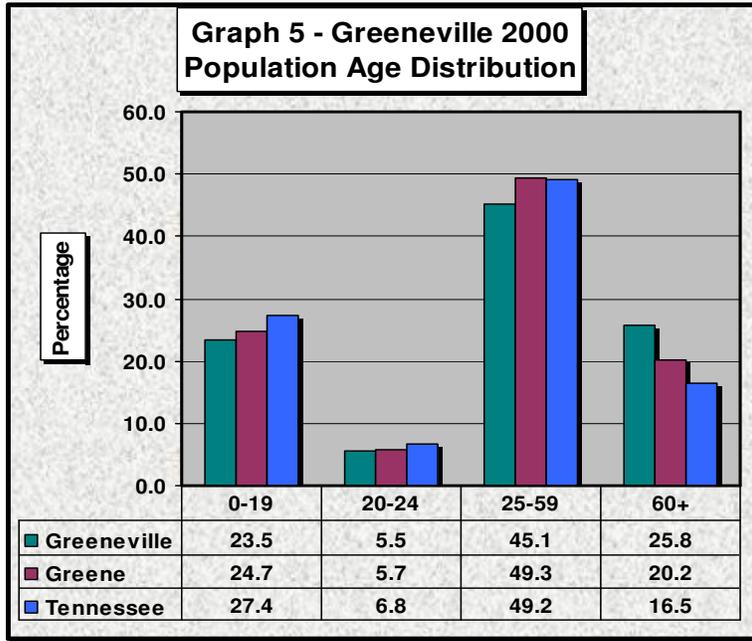
| Location      | 2000      | 2005      | 2010      | 2015      | 2020      | 2025      |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Greeneville   | 15,198    | 15,476    | 16,272    | 16,967    | 17,550    | 18,070    |
| Greene County | 62,909    | 65,299    | 68,949    | 72,169    | 74,935    | 77,456    |
| Tennessee     | 5,689,283 | 6,017,599 | 6,425,969 | 6,821,312 | 7,195,375 | 7,559,532 |

Source:

*Population Projections for the State of Tennessee 2005-2025*, Tennessee Advisory Commission on Intergovernmental Relations & The University of Tennessee Center for Business & Economic Research.



One method to measure the potential for future growth in a community is to look at the age distribution of the population. A younger population indicates that there will be more

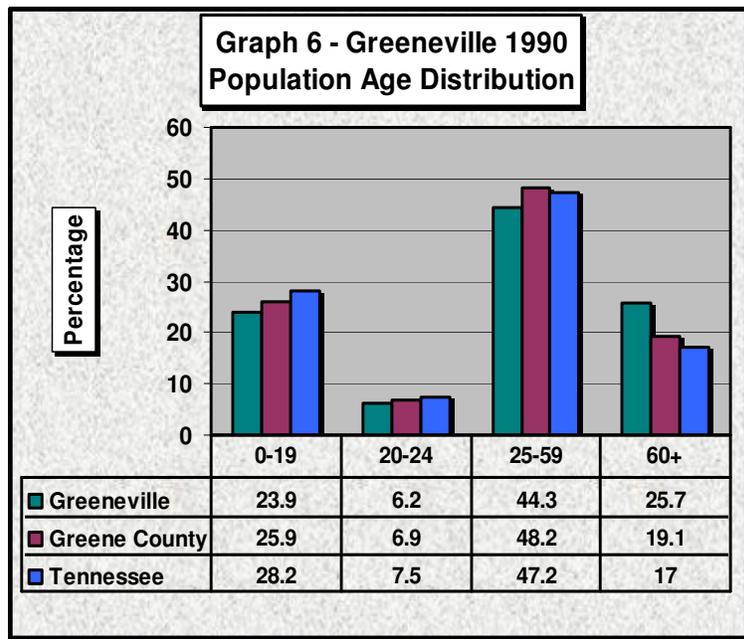


people coming into the workforce. Unless the community is a retirement community, an aging population usually indicates that there is an out migration of the labor force.

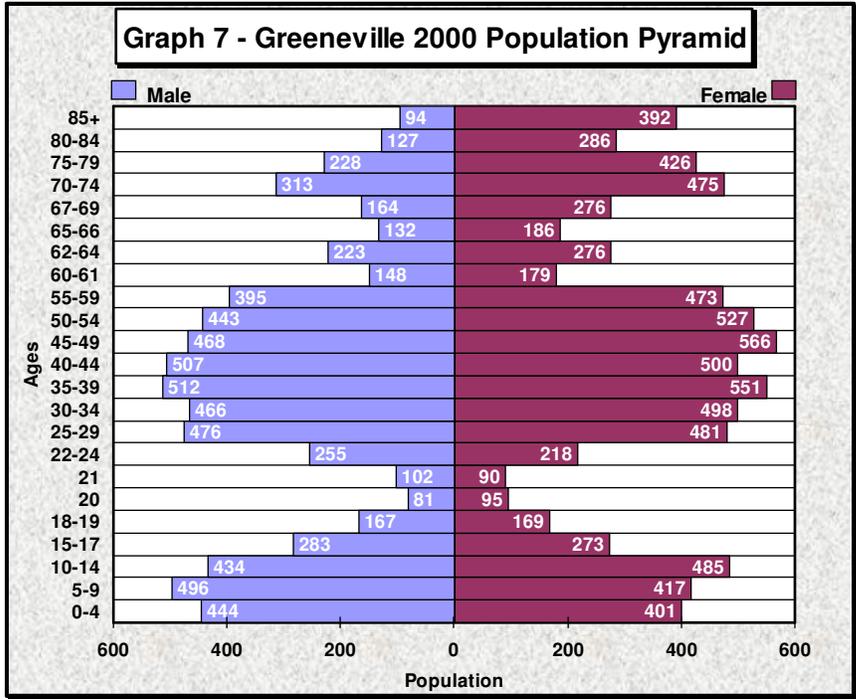
According to the 2000 U.S. Census Bureau data on age distribution, 23.5% of the population in Greeneville was under twenty years of age, 50.6% of the

population was between the ages of twenty and fifty-nine, and the remaining 25.8% of the population was sixty years of age or older. The percentage of population under twenty years of age was similar to that of Greene County; however, Greeneville has an

approximate 6% higher percentage of population over the age of 60 and an approximate 10% higher percentage compared to the State in that age category. When comparing these figures to the 1990 population age percentages there were no significant increases or decreases in the grouped categories. As shown in both time frames, the 25 to 59 age group



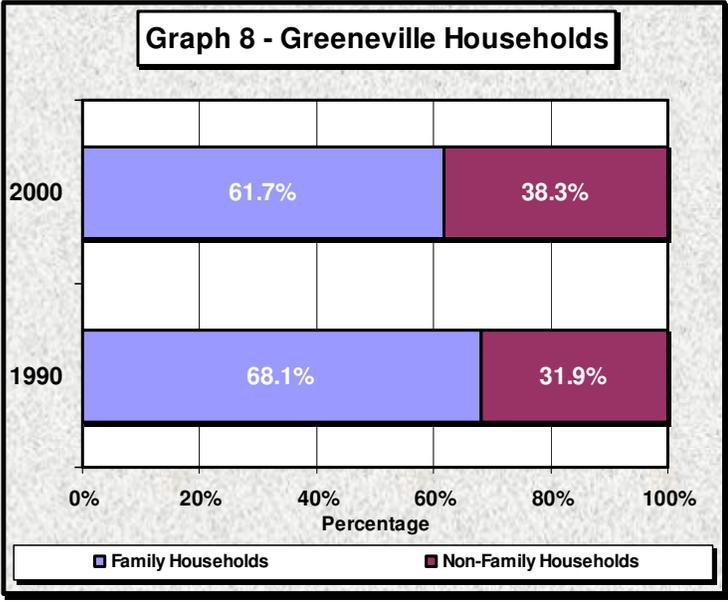
comprises the majority of population; however, Greeneville carries a significant higher percentage than both the State and County in the 60 and older age group.



The graph showing Greeneville’s 2000 population figures, indicate the numbers of males and females within the individual age categories. This graph reflects the largest numbers of population in the 25 to 59 year old categories, with another large area

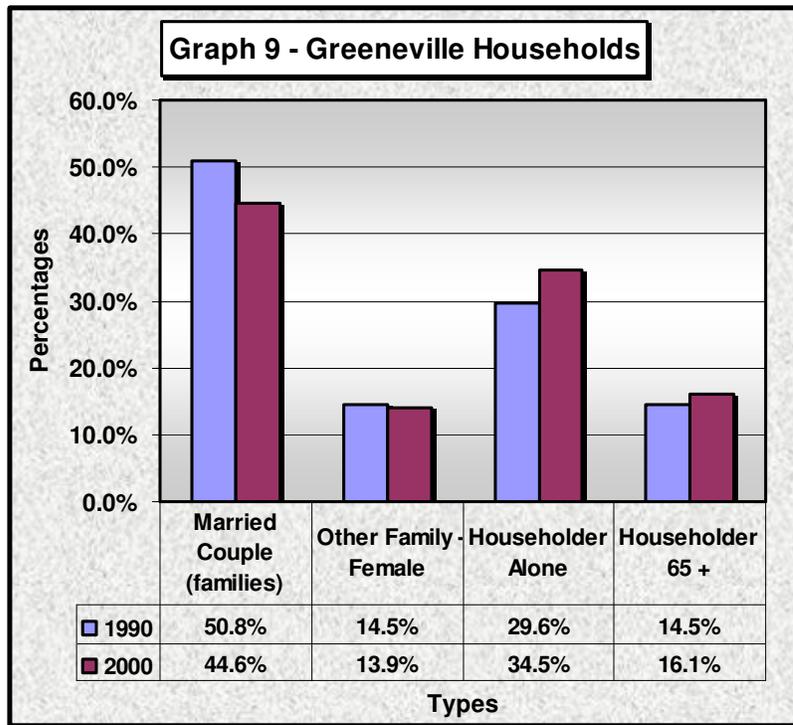
in the female 70 to 85 and older range. Some of the smallest populated age groups are those from 15 to 24. Another increase in population is shown in the 14 and under age group. Based on age characteristics, the population growth increase within the next ten years may be less than expected as the smallest age group, 15 to 24, reaches childbearing years.

The number of households in Greeneville reflects the general trend of population growth noted above. The total number of households was 5,581 in 1990 and increased 18.99% to 6,641 in 2000. With regard to households, the Census Bureau breaks these down into two categories, family households and non-family households. A family household is defined as “a householder living with one



or more people related to him or her by birth, marriage, or adoption.” The family household category includes subcategories of married couples, and other family–female householder. A non-family household is defined as “a householder living alone or with

non-relatives only.” Two subcategories of non-family household are householders living alone and householders 65 years and older.



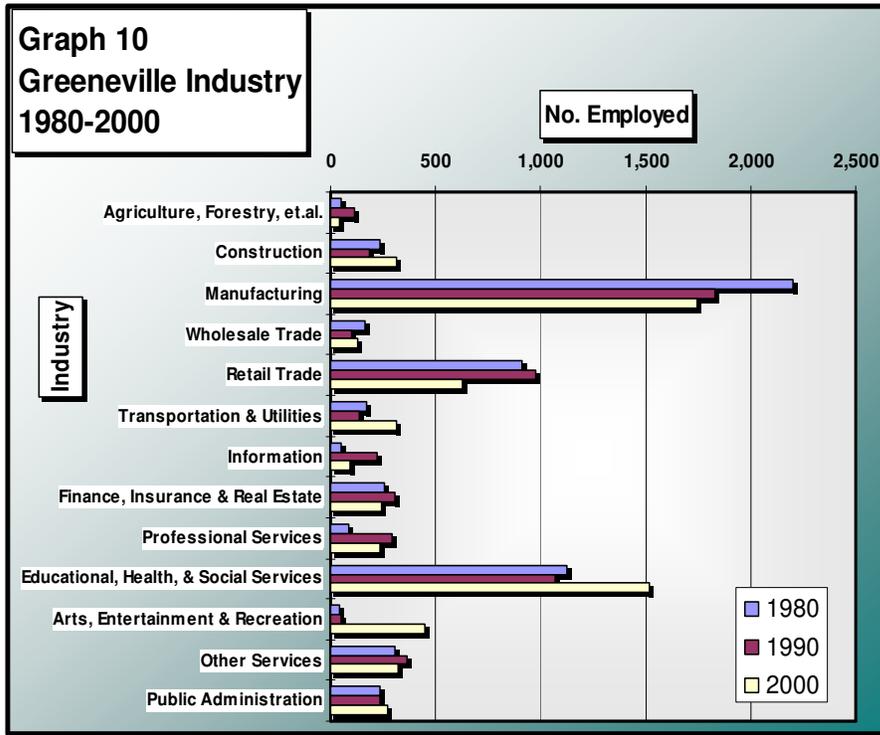
Between 1990 and 2000, the number of family households decreased 6.4%. The increase in non-family households is reflective of the growing number of people in the Householder Alone and the 65 and older category. A more significant trend is the continued decrease in the persons-per-household category, which declined from

2.30 to 2.18 from 1990 to 2000. This decrease along with the decrease in married couples (families) household type, suggests a future decrease in the population age groups from 0 to 19 and 20 to 24.

**Findings.** According to the Tennessee Advisory Commission on Intergovernmental Relations’ population projections, the population of Greeneville is expected to increase at about the same rate as that of Greene County for the next twenty years. The decline in the younger population, the increase in older population, the increase in number of households and decrease in persons-per-household all have significant implications for planning within the Town of Greeneville, in both land use and the delivery and types of services required by the resulting population. Demands and type of recreational services will be impacted as well as the need for assisted-living facilities.

## Employment

Employment changed within Greenville during the past two decades. Employment in



all sectors has grown from 5,841 in 1980 to 6,306 in 2000, an 8% increase. During the last twenty years, the largest overall increases have occurred in the areas of Arts, Entertainment and Recreation, Professional Services, and Transportation

and Utilities. According to the U.S. Census Bureau, in the Arts, Entertainment and Recreation category, the majority of the increase occurred between 1990 and 2000 in the area of accommodations and food services. The Professional Services category includes positions in the professional, scientific, management, administrative and waste management services. Although overall this category incurred one of the highest increases, it incurred a slight decrease between 1990 and 2000. The 2000 U.S. Census reflects the majority of these positions are in the professional, scientific and technical area. The largest increase in the Transportation and Utilities category occurred between the years of 1990 and 2000. The majority of these positions are found in the transportation and warehousing aspect. The only category which has shown an overall decrease in the past twenty years is the Manufacturing category which has declined from 2,204 positions in 1980 to 1,744 positions in 2000. Categories showing a decrease since 1990 include, Agriculture, Retail Trade, Information, Finance, Insurance and Real Estate, and Other Services.

Currently, Greeneville's largest employment categories are the Manufacturing with 28% of the positions and Educational, Health and Social Services with 24% of the employment positions. If the past employment trend continues, a decline will be seen in the percentage of manufacturing positions, while the areas of Retail Trade and Educational, Health and Social Services will continue to grow.

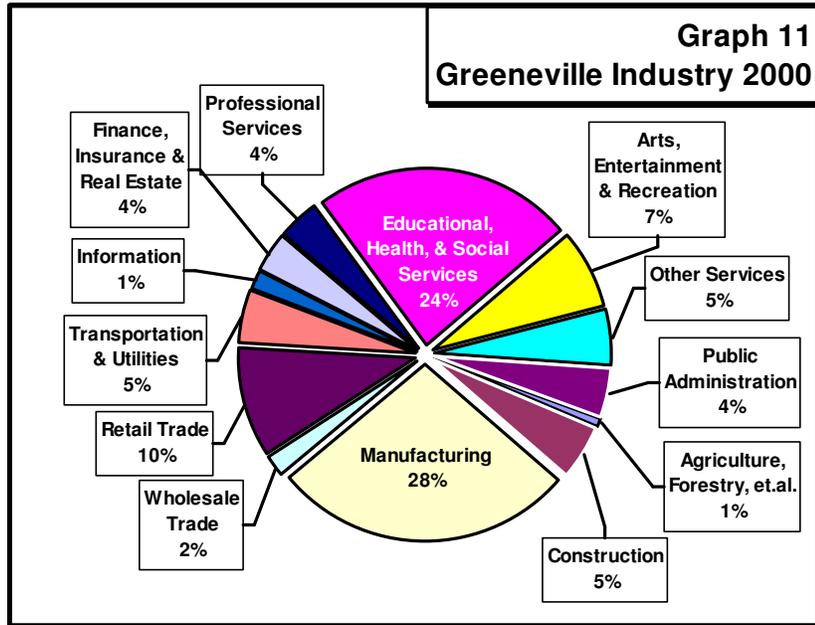


Table 3 reflects the companies within the Greeneville area employing over 100 people as cited in the "Industrial List" from the Greene County Partnership. A more complete list of companies can be found in the Appendix.

**TABLE 3 - COMPANIES IN THE GREENEVILLE AREA  
WITH OVER 100 EMPLOYEES**

| Name                             | Current No. of Employees | Year Established |
|----------------------------------|--------------------------|------------------|
| Greeneville Publishing Co.       | 100                      | 1879             |
| MECO/Unaka Corporation           | 200                      | 1959             |
| C.E. Minerals                    | 115                      | 1965             |
| American Greetings               | 700                      | 1966             |
| Jarden Zinc Products Co.         | 180                      | 1969             |
| Parker-Hannifin/Hydraulic Pump   | 450                      | 1972             |
| Donaldson Company                | 152                      | 1973             |
| LMR Plastics                     | 135                      | 1973             |
| C & C Millwright Maint. Co. Inc. | 100                      | 1974             |
| Valk Industries, Inc.            | 108                      | 1974             |
| MINCo, Inc./Insul. Therm.        | 120                      | 1977             |
| Numark, inc.                     | 200                      | 1980             |

**TABLE 3 - COMPANIES IN THE GREENEVILLE AREA  
WITH OVER 100 EMPLOYEES**

| Name                            | Current No. of Employees | Year Established |
|---------------------------------|--------------------------|------------------|
| John Deere Power Products, Inc. | 650                      | 1988             |
| BTL Industries                  | 105                      | 1989             |
| Crown Tonka                     | 100                      | 1992             |
| Packaging Services, Inc.        | 140                      | 1994             |
| Huf-North America               | 400                      | 1995             |
| DTR Tennessee, Inc.             | 1,000                    | 1996             |
| TI Group Automotive Systems     | 320                      | 1996             |
| Wal-Mart Distribution Center    | 962                      | 1997             |
| Angus-Palm Industries           | 460                      | 1999             |
| Vistawall                       | 300                      | 2000             |
| Premium Waters, Inc.            | 115                      | 2002             |
| MPI International               | 150                      | 2004             |

### SUMMARY OF FINDINGS

Between the years of 1980 and 2000, Greeneville's employment positions increased 8%, which is comparable to the population growth of 7.8% for that period. During the planning period to the year 2025, the Town of Greeneville population is projected to increase to 18,070 persons. This projection reflects an increase of 18.9% or 2,872 persons from the twenty-five year period between 2000 and 2025. The current balance of jobs is comparable to that of Greene County, with the exception of Manufacturing where Greene County has 32% of the employment positions; and Educational, Health and Social Services, of which Greene County has only 19% of the employment positions. Of the 12,380 in Greeneville's workforce, 6,306 work within the Town, which can be attributed to many employees living in Greeneville working in the surrounding cities of Johnson City, Kingsport and Morristown. The creation of employment opportunities within Greeneville offers an opportunity to affect long-term population trends.