

DOWNTOWN KNOXVILLE'S RESIDENTS & WORKERS

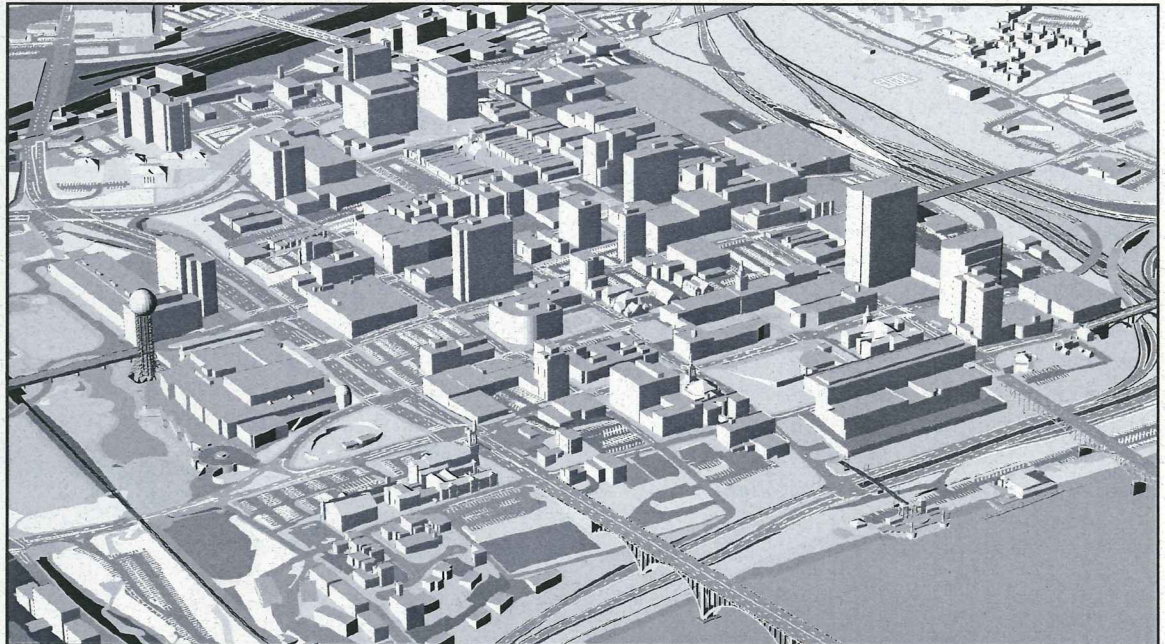
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For most American cities, the downtown core serves as the cultural, social, and economic heart of the community. It is the city's public and corporate face, the center in which people gather to live, work, and play. Post-World War II suburbanization led to a major shift in the residential and commercial functions of America's downtowns, but they remain today essential urban centers.



Knoxville's downtown is no exception. It is home to the city's highest employment density, with workers in major corporate headquarters, service operations, and government offices. It offers attractions such as the Old City and Market Square, with shopping and festival opportunities. In addition, the area supports a residential component for those wanting to live in the center city.

This report examines the characteristics of the thousands of people who work downtown and those who have made it their home. The two groups are very different and will be studied in terms of demographic traits such as age, race, education, employment, and income.

THE PEOPLE WHO



TOTAL RESIDENT POPULATION

- 1,300 people lived in downtown Knoxville in 2000.
- Knoxville's 2000 CBD population count represented a 12% drop from 1990.
- 1980 and 1990 figures were constant at 1,470 persons each period.
- Downtown population represented less than one-half of one percent of the Knox County total and about three-quarters of one percent of the Knoxville population.
- Since the 2000 Census was taken, several new and converted properties have attracted an estimated 200 additional downtown residents.



AGE, SEX, & RACE

- Half of downtown's residents were under 35 years of age.
- 25% of the people living downtown were 20-24 years old, reflective of a large student population in the Maplehurst and Neyland Hills apartment complexes in the southwest portion of the CBD, adjacent to the campus of the University of Tennessee.

- The number of residents aged 35-44 years old doubled since 1980, due in part to property conversions offering residential loft space, an alternative to college-style apartments otherwise dominating much of the downtown housing market.
- A disproportionate amount of the CBD population was male, holding a nearly 60% share, compared to the countywide average of 48%.
- 81% of downtown residents were white, and 16% were African-American. The African-American population grew 32% since 1980, twice the countywide rate.



LIVE DOWNTOWN

HOUSING

- 45% of the CBD's residential units were built between 1970 and 1990. Only 12 additional units were constructed between 1990 and 2000. Net housing supply shrunk 2% (from 849 to 832 units) between 1980 and 2000.
- Several dwelling units were completed since the 2000 Census, including new construction at Promontory Point and GameDay Condos. Historic building conversion projects like The Phoenix, The Emporium, and Sterchi Lofts also added units to the downtown residential market.



- Rental properties dominated the CBD residential market: 656 of the 740 occupied units were renter-occupied, covering almost 90% of downtown housing stock.
- 92% of all downtown dwelling units were found in multifamily complexes. 36% were in developments with 50 or more units each, situated in Neyland Hills and Maplehurst.
- In 1980, prior to rehabilitation projects, only 11 owner-occupied housing units were found downtown. By 2000, the supply climbed to 84, a 665% increase.

HOUSEHOLD & GROUP QUARTERS POPULATION

- Non-family arrangements comprised over 90% of downtown Knoxville's households, largely influenced by the college-student population.
- Another sizeable demographic group played a role: downtown was home to 342 group quarters residents in 2000. Nearly 200 were in-mates of the Knox County Jail, while indigent residents of a downtown shelter made up the remainder.
- Indigent and jailed population skewed some social indicators, resulting in higher-than-average male population and lower high school graduation rates, for example.

INCOME

- Median income was a modest \$10,426 among CBD households in 1999. By comparison, the countywide median was \$37,454. Downtown households lived on incomes of less than 30% of other county residents.
- Per capita income was a little higher than household income figures,



reaching over \$13,000, about 60% of the county level of \$21,875.

- Incomes were deflated because college students, indigents, and jailed populations were included in the census measures.

LABOR FORCE

- 42% of downtown's residents participated in the local labor force. By comparison, nearly 65% of the county's working age population was in the labor force.
- The unemployment rate among CBD dwellers was 9.5%, twice the county rate.



THE DEMOGRAPHIC CHARACTERI



	DOWN TOWN	% SHARE	KNOX COUNTY	% SHARE
TOTAL POPULATION	1,300	100.0	382,032	100.0
AGE	<i>Universe: Total population</i>			
Under 5 years	6	0.5	23,371	6.1
5 to 19 years	46	3.5	74,806	19.6
20 to 24 years	327	25.2	31,408	8.2
25 to 34 years	263	20.2	55,057	14.4
35 to 44 years	199	15.3	60,900	15.9
45 to 54 years	155	11.9	53,742	14.1
55 to 64 years	129	9.9	34,333	9.0
65 to 74 years	93	7.2	25,983	6.8
75 years and over	82	6.3	22,432	5.9
SEX	<i>Universe: Total population</i>			
Male	761	58.5	184,577	48.3
Female	539	41.5	197,455	51.7
RACE	<i>Universe: Total population</i>			
White alone	1,049	80.7	336,571	88.1
Black or African American alone	206	15.8	32,987	8.6
Asian alone	10	0.8	4,937	1.3
All others	35	2.7	7,537	2.0
HISPANIC	<i>Universe: Total population</i>			
Hispanic	16	1.2	4,803	1.3
Not Hispanic	1,284	98.8	377,229	98.7

	DOWN TOWN
EDUCATIONAL ATTAINMENT	
% high school graduate or higher	62.8
% bachelor's degree or higher	21.9
INCOME IN 1999 (dollars)	
Median household income	10,426
Median family income	19,667
Per capita income	13,019
EMPLOYMENT STATUS	
Total	1,226
In labor force	514
Civilian labor force	514
Employed	465
Unemployed	49
Not in labor force	712
HOUSEHOLDS BY TYPE	
Total	766
Family households	65
Nonfamily households	701
HOUSING OCCUPANCY	
Total Housing Units	832
Occupied housing units	740
Vacant housing units	92
HOUSING TENURE	
Owner occupied	84
Renter occupied	656

Source: U.S. Census Bureau, 2000 Census of Population and Housing.

STATISTICS OF DOWNTOWN RESIDENTS



% SHARE	KNOX COUNTY	% SHARE
<i>Universe: Population 25 years and over</i>		
	82.5	
	29.0	
	37,454	
	49,182	
	21,875	
<i>Universe: Population 16 years and over</i>		
100.0	306,264	100.0
41.9	197,352	64.4
100.0	197,184	99.9
90.5	187,717	95.2
9.5	9,467	4.8
58.1	108,912	35.6
<i>Universe: Households</i>		
100.0	157,872	100.0
8.5	100,726	63.8
91.5	57,146	36.2
<i>Universe: Total housing units</i>		
100.0	171,439	100.0
88.9	157,872	92.1
11.1	13,567	7.9
<i>Universe: Total housing units</i>		
11.4	105,594	66.9
88.6	52,278	33.1

	DOWN TOWN	% SHARE	KNOX COUNTY	% SHARE
VALUE OF OWNER-OCCUPIED UNITS (dollars)				
Median value	150,800		98,500	
Median mortgage	1,475		925	
GROSS RENT (dollars)				
Median gross rent	271		493	
YEAR STRUCTURE BUILT				
		<i>Universe: Total housing units</i>		
1999 to March 2000	0	0.0	4,893	2.9
1995 to 1998	5	0.6	16,645	9.7
1990 to 1994	7	0.8	16,110	9.4
1980 to 1989	136	16.3	27,361	16.0
1970 to 1979	220	26.4	32,868	19.2
1960 to 1969	33	4.0	25,544	14.9
1950 to 1959	71	8.5	21,124	12.3
1940 to 1949	33	4.0	12,675	7.4
1939 or earlier	327	39.3	14,219	8.3
UNITS IN STRUCTURE				
		<i>Universe: Total housing units</i>		
1 unit, detached or attached	62	7.5	120,287	70.2
2 units	9	1.1	4,101	2.4
3 or 4 units	53	6.4	6,401	3.7
5 to 9 units	94	11.3	10,236	6.0
10 to 49 units	315	37.9	13,642	8.0
50 or more units	299	35.9	7,430	4.3
Mobile home, trailer, boat, RV, van, etc	0	0.0	9,342	5.4

**MAJOR
LOCAL EMPLOYERS
WITH DOWNTOWN
OPERATIONS**

•
ALCOA ALUMINUM

•
AMSOUTH BANK

•
BANK OF AMERICA

•
BB&T

•
BELLSOUTH

•
BRUNSWICK BOAT GROUP

•
CITY OF KNOXVILLE

•
FIRST TENNESSEE BANK

•
HOME FEDERAL BANK

•
IMAGEPOINT

•
KIMBERLY CLARK

•
KNOX COUNTY

•
KNOX COUNTY SCHOOLS

•
KNOXVILLE UTILITIES BOARD

•
NBC BANK

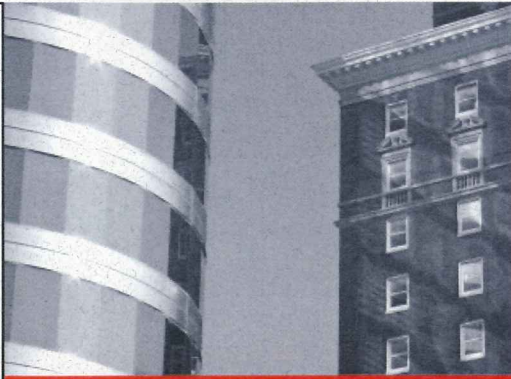
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SCRIPPS NETWORKS

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STATE OF TENNESSEE

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SUNTRUST BANK

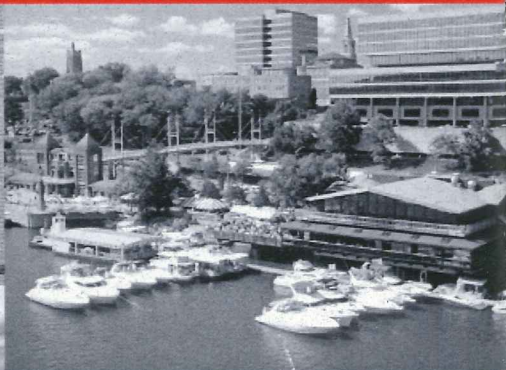
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TENNESSEE VALLEY AUTHORITY

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UNION PLANTERS BANK



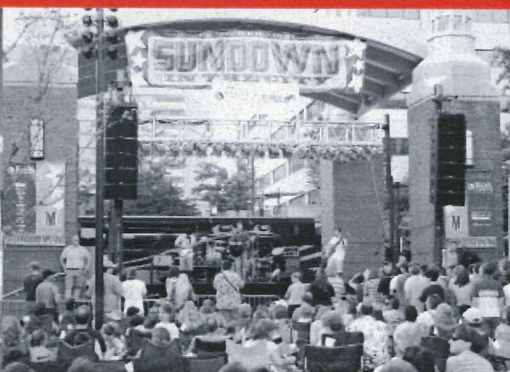
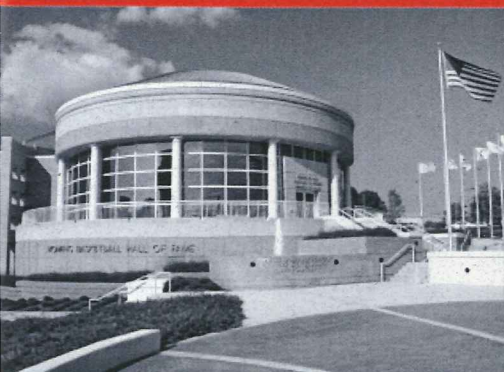
DEFINING DOWNTOWN KNOX

Knoxville's downtown (also known as a 0.7-square mile area in the center of White Parkway, the Tennessee River, coincides with the area designated as source of much of the demographic Two Bureau products, the 2000 Census 2000 Census Transportation Planning for the U.S. Department of Transportation) statistics were collected from the downtown's evolution over the past 20



KNOXVILLE

(the central business district, or CBD) is the heart of the city, bounded by I-40, the James White Parkway, and World's Fair Park. This definition of the CBD is based on Tract 1 by the U.S. Census Bureau, the information presented in this report. The U.S. Census Bureau's *Atlas of Population and Housing* and the *Yearbook of Commerce* (published in conjunction with the *Yearbook of Commerce*) were important resources. Additional information from the 1980 and 1990 censuses to measure the size of the CBD in years or so.



MAJOR DOWNTOWN ATTRACTIONS

•
BIJOU THEATER

•
**EAST TENNESSEE
HISTORY CENTER**

•
**KNOXVILLE
CONVENTION CENTER**

•
**KNOXVILLE
MUSEUM OF ART**

•
KRUTCH PARK

•
MARKET SQUARE
(outdoor plaza, restaurant,
and retail area)

•
OLD CITY
(restaurant, night club,
retail, and festival area)

•
SUNSPHERE

•
TENNESSEE THEATER

•
VOLUNTEER LANDING
(riverfront)

•
**WOMEN'S BASKETBALL
HALL OF FAME**

•
WORLD'S FAIR PARK

THE PEOPLE WHO



WORKFORCE BASICS

- More than 17,000 people worked in downtown Knoxville, representing an 8% share of all people reporting to work in Knox County.
- Downtown held the highest concentration of workers in the county. Employment density was 26,460 workers per square mile, almost twice the next highest grouping, which was found in Fort Sanders (14,370 workers/sq. mi.) just west of the CBD. Third was the UT campus (10,840 workers/sq. mi).



- Workforce densities in other Knoxville districts: Bearden/West Town corridor - 3,615 workers/sq. mi. Baptist Hospital & surrounding area - 3,415 workers/sq. mi. St. Mary's Hospital & surrounding area - 3,110 workers/sq. mi. Cedar Bluff - 1,675 workers/sq. mi.

OCCUPATIONS

- Among 24 occupation categories, office/administrative support jobs held the largest portion of workers at 25% of all downtown employees. Countywide, the same category captured a 16% share.
- Management occupations comprised the next largest segment of CBD employment, followed by business/financial specialists and legal-related occupations.



INDUSTRIES

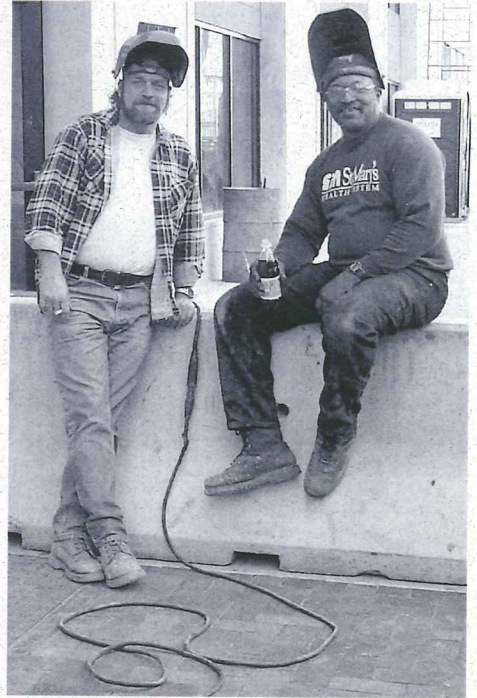
- The top-three industries downtown included public administration, with a 21% share of all workers, professional/scientific/management/administrative services (20%), and finance/insurance/real estate (11%).
- Retail functions fell sharply over the past 20 years, from a 14% claim on CBD employment in 1980, to 13% in 1990, and 2% in 2000. In the late 1980s and throughout the 1990s, major department stores, such as Watson's and Miller's, and several independent retailers closed their downtown operations.
- Half of downtown's workforce was employed in the private, for-profit sector. Another 37% worked for local, state, and federal government agencies in the central offices of Knox County, City of Knoxville, Knox County Schools, Tennessee Valley Authority, and several other organizations.
- Government employment fluctuated over the past 20 years, from a high of 7,900 workers in 1980, down to 5,475 in 1990, then up to 6,300 by 2000. Reorganization of TVA's workforce accounted for much of the variation.



WORK DOWNTOWN

COMMUTERS

- Though well-served by public transit, only 1% of downtown workers commuted by bus or trolley. Most opted instead to drive alone each day. 87% chose this option, outpacing the countywide rate of 84%.
- About 10% of people who worked in the CBD carpooled, consistent with the Knox County level. The appeal of carpooling declined sharply since the 1980s, when 27% of downtown workers shared their daily commute with others.



- Downtown employees spent 25 minutes each morning commuting to work, the same as people working elsewhere in the county. Those choosing to drive alone to downtown spent 24 minutes in their cars, while those riding buses averaged 44 minutes of travel time.



EARNINGS AND INCOME

- About one-quarter of the downtown workforce earned between \$20,000 and \$30,000 in 1999. The median was \$28,250, which was 21% higher than the countywide standard of \$23,290.
- Larger shares of CBD workers had earnings in high income brackets when compared to the rest of Knox County. Nearly 11% of people employed downtown earned more than \$75,000 annually, while less than 6% of the countywide workforce reached that level.
- Half of the CBD's workers resided in households with more than \$60,000 total annual income. Nearly 20% reported incomes greater than \$100,000.



THE DEMOGRAPHIC CHARACTER



	DOWN TOWN	% SHARE	KNOX COUNTY	% SHARE
ALL WORKERS				
	<i>Universe: All workers</i>			
Total	17,205	100.0	213,985	100.0
Male	8,520	49.5	114,625	53.6
Female	8,685	50.5	99,360	46.4
AGE				
	<i>Universe: All workers</i>			
Under 16 years	0	0.0	0	0.0
16 and 17 years	95	0.6	3,620	1.7
18 to 24 years	1,955	11.4	31,250	14.6
25 to 44 years	8,420	48.9	106,165	49.6
45 to 64 years	6,220	36.2	66,490	31.1
65 to 74 years	420	2.4	5,210	2.4
75 years and over	90	0.5	1,255	0.6
RACE				
	<i>Universe: All workers</i>			
White alone	15,675	91.1	196,275	91.7
Black or African American alone	1,240	7.2	12,215	5.7
Asian alone	115	0.7	2,000	0.9
All others	180	1.0	3,495	1.6
HISPANIC				
	<i>Universe: All workers</i>			
Hispanic or Latino	105	0.6	2,350	1.1
Not Hispanic or Latino	17,100	99.4	211,635	98.9
OCCUPATION				
	<i>Universe: All workers</i>			
Management	1,765	10.3	16,820	7.9
Farmers, farm managers	10	0.1	240	0.1
Business, financial specialists	1,490	8.7	8,595	4.0
Computer, mathematical	480	2.8	3,710	1.7
Architecture, engineering	685	4.0	4,320	2.0
Life, physical, social science	165	1.0	1,785	0.8
Community, social service	415	2.4	3,225	1.5
Legal	1,480	8.6	2,400	1.1
Education, training, library	540	3.1	12,075	5.6
Arts, design, entertainment, media	595	3.5	3,960	1.9
Healthcare practitioners, technicians	230	1.3	12,980	6.1
Healthcare support	60	0.3	4,080	1.9
Protective service	1,030	6.0	3,300	1.5
Food preparation, serving	640	3.7	11,610	5.4
Building/grounds cleaning, maintenance	350	2.0	6,915	3.2
Personal care, service	165	1.0	5,105	2.4
Sales	735	4.3	28,255	13.2
Office, administrative support	4,265	24.8	34,390	16.1
Farming, fishing, forestry	0	0.0	380	0.2
Construction, excavation	535	3.1	12,710	5.9
Installation, maintenance, repairs	385	2.2	8,335	3.9
Production	695	4.0	14,925	7.0
Transportation, material moving	495	2.9	13,820	6.5
Armed Forces	0	0.0	50	0.0

INDUSTRY

Agric., forestry, fishing, hunting, mining
 Construction
 Manufacturing
 Wholesale trade
 Retail trade
 Transportation, warehousing, utilities
 Information
 Finance, insurance, real estate
 Prof., scientific, mgmt., admin. services
 Educational, health, social services
 Arts, enter., rec., accom., food serv.
 Other services
 Public administration
 Armed Forces

CLASS OF WORKER

Private for-profit wage, salary
 Private not-for-profit wage, salary
 Local government
 State government
 Federal government
 Self-employed
 Unpaid family

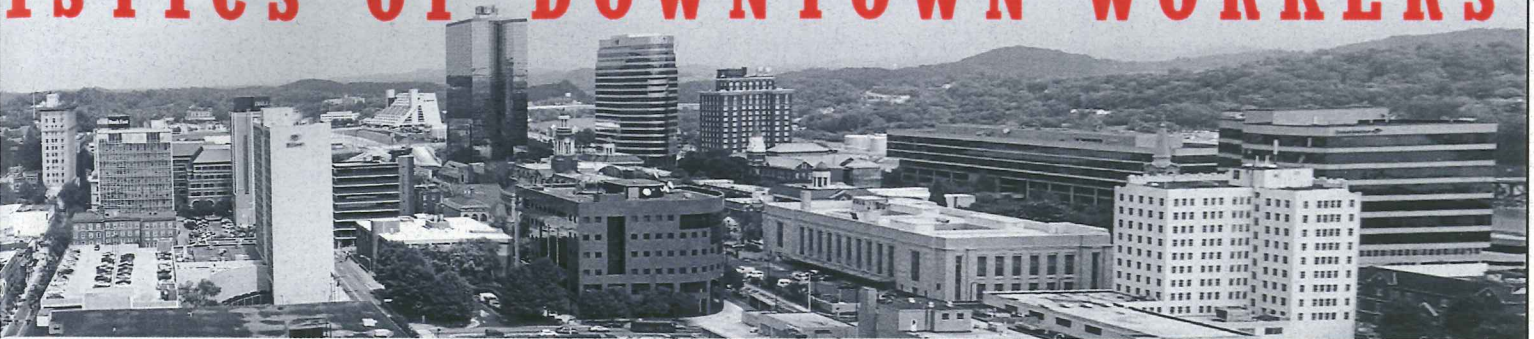
NUMBER OF HOURS WORKED PER W

Total
 Less than 15 hours
 15 to 20 hours
 21 to 34 hours
 35 to 40 hours
 41 to 55 hours
 Greater than 55 hours

EARNINGS OF WORKERS

Less than \$5,000
 \$5,000 to \$9,999
 \$10,000 to \$14,999
 \$15,000 to \$19,999
 \$20,000 to \$24,999
 \$25,000 to \$29,999
 \$30,000 to \$34,999
 \$35,000 to \$49,999
 \$50,000 to \$74,999
 \$75,000 or more
 No earnings

STATISTICS OF DOWNTOWN WORKERS



DOWNTOWN	% SHARE	KNOX COUNTY	% SHARE
<i>Universe: All workers</i>			
45	0.3	935	0.4
610	3.5	16,105	7.5
1,220	7.1	22,530	10.5
260	1.5	10,350	4.8
330	1.9	29,685	13.9
1,355	7.9	11,860	5.5
1,145	6.7	5,610	2.6
1,935	11.2	12,700	5.9
3,365	19.6	20,510	9.6
1,740	10.1	48,770	22.8
1,085	6.3	16,860	7.9
505	2.9	10,620	5.0
3,610	21.0	7,205	3.4
0	0.0	250	0.1

<i>Universe: All workers</i>			
8,860	51.5	145,720	68.1
880	5.1	16,160	7.6
3,100	18.0	12,865	6.0
1,055	6.1	14,285	6.7
2,165	12.6	5,260	2.5
1,120	6.5	19,235	9.0
25	0.1	455	0.2

<i>Universe: Workers in 2000 who worked in 1999</i>			
16,975	100.0	208,995	100.0
315	1.9	5,935	2.8
795	4.7	13,405	6.4
1,035	6.1	19,280	9.2
9,810	57.8	106,360	50.9
3,805	22.4	47,915	22.9
1,215	7.2	16,105	7.7

<i>Universe: All workers</i>			
1,135	6.6	17,065	8.0
865	5.0	19,430	9.1
1,300	7.6	23,510	11.0
1,565	9.1	24,785	11.6
2,230	13.0	26,635	12.4
1,930	11.2	21,070	9.8
1,570	9.1	17,205	8.0
2,730	15.9	29,670	13.9
1,765	10.3	17,190	8.0
1,870	10.9	12,305	5.8
240	1.4	5,115	2.4

DOWNTOWN	% SHARE	KNOX COUNTY	% SHARE
HOUSEHOLD INCOME			
<i>Universe: Workers residing in households</i>			
625	3.7	7,495	3.6
410	2.4	7,175	3.4
2,280	13.4	34,555	16.4
1,800	10.6	28,150	13.4
1,915	11.3	27,870	13.2
1,785	10.5	23,920	11.4
2,470	14.6	28,475	13.5
2,635	15.5	25,775	12.2
1,335	7.9	12,485	5.9
1,720	10.1	14,805	7.0

POVERTY STATUS OF WORKERS				
<i>Universe: Workers for whom poverty status has been determined</i>				
Total	17,005	100.0	211,195	100.0
Below poverty	885	5.2	13,275	6.3
Incomes 100 to 150 percent of poverty	785	4.6	13,845	6.6
Incomes over 150 percent of poverty	15,335	90.2	184,075	87.2

MEANS OF TRANSPORTATION TO WORK				
<i>Universe: All workers</i>				
Drove alone	15,020	87.3	180,365	84.3
2-person carpool	1,385	8.0	17,780	8.3
3-person carpool	170	1.0	2,500	1.2
4-or-more-person carpool	100	0.6	1,550	0.7
Bus or trolley bus	170	1.0	1,185	0.6
Streetcar, trolley car	0	0.0	5	0.0
Bicycle or walked	275	1.6	4,475	2.1
Taxicab, motorcycle, other	50	0.3	1,075	0.5
Worked at home	30	0.2	5,050	2.4

TRAVEL TIME TO WORK				
<i>Universe: All workers</i>				
Less than 5 minutes	115	0.7	4,235	2.0
5 to 9 minutes	800	4.6	15,930	7.4
10 to 14 minutes	1,950	11.3	28,755	13.4
15 to 19 minutes	3,075	17.9	37,395	17.5
20 to 24 minutes	3,370	19.6	36,310	17.0
25 to 29 minutes	1,605	9.3	14,400	6.7
30 to 34 minutes	3,530	20.5	34,175	16.0
35 to 39 minutes	565	3.3	5,805	2.7
40 to 44 minutes	570	3.3	6,745	3.2
45 to 49 minutes	900	5.2	11,810	5.5
50 to 54 minutes	175	1.0	2,130	1.0
55 to 59 minutes	25	0.1	450	0.2
60 to 74 minutes	230	1.3	5,680	2.7
75 to 89 minutes	55	0.3	1,100	0.5
90 or more minutes	210	1.2	4,010	1.9
Worked at home	30	0.2	5,050	2.4

VEHICLES AVAILABLE				
<i>Universe: Workers residing in households</i>				
0-vehicles	580	3.4	5,535	2.6
1-vehicle	3,510	20.7	42,975	20.4
2-vehicles	8,075	47.6	98,370	46.7
3-vehicles	3,380	19.9	43,550	20.7
4-or-more-vehicles	1,425	8.4	20,275	9.6

ADDITIONAL INFORMATION

For readers interested in other local demographics, MPC assembles and maintains an extensive collection of data products, like population projections, technical reports, thematic maps, and summary spreadsheets reporting on Knoxville, Knox County, and the five-county metropolitan area. Contact the MPC library or visit the Local Development Data and the Census 2000 sections of the MPC website (www.knoxmpc.org) for more information.