



The **Retail**Coach®

# Community Demographic Profile

MOSHEIM, GREENE COUNTY, TENNESSEE

Prepared for Greene County Partnership  
July 2023

# Community • Demographic Snapshot

## Mosheim, Greene County, Tennessee



### Population

2020	2,479
2023	2,560
2028	2,594

### Age

0 - 9 Years	11.60%
10 - 17 Years	10.00%
18 - 24 Years	6.84%
25 - 34 Years	11.17%
35 - 44 Years	11.80%
45 - 54 Years	11.91%
55 - 64 Years	14.69%
65 and Older	21.99%
Median Age	43.82
Average Age	42.70

### Educational Attainment (%)

Graduate or Professional Degree	3.55%
Bachelors Degree	4.31%
Associate Degree	5.84%
Some College	17.30%
High School Graduate (GED)	47.54%
Some High School, No Degree	13.65%
Less than 9th Grade	7.81%

### Race Distribution (%)

White	91.95%
Black/African American	1.37%
American Indian/Alaskan	0.27%
Asian	0.16%
Native Hawaiian/Islander	0.04%
Other Race	1.13%
Two or More Races	5.08%
Hispanic	2.69%

### Income

Average HH	\$56,674
Median HH	\$44,496
Per Capita	\$23,444



**GREENE COUNTY PARTNERSHIP**  
CHAMBER • INDUSTRY • TOURISM

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# Community • Demographic Profile

Mosheim, Greene County, Tennessee

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	2,594	
2023 Estimate	2,560	
2020 Census	2,479	
2010 Census	2,362	
Growth 2023 - 2028		1.33%
Growth 2020 - 2023		3.27%
Growth 2010 - 2020		4.95%
<b>2023 Est. Population by Single-Classification Race</b>	<b>2,560</b>	
White Alone	2,354	91.95%
Black or African American Alone	35	1.37%
Amer. Indian and Alaska Native Alone	7	0.27%
Asian Alone	4	0.16%
Native Hawaiian and Other Pacific Island Alone	1	0.04%
Some Other Race Alone	29	1.13%
Two or More Races	130	5.08%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>2,560</b>	
Not Hispanic or Latino	2,491	97.31%
Hispanic or Latino	69	2.69%
Mexican	46	66.67%
Puerto Rican	1	1.45%
Cuban	0	0.00%
All Other Hispanic or Latino	22	31.88%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>69</b>	
White Alone	20	28.98%
Black or African American Alone	3	4.35%
American Indian and Alaska Native Alone	1	1.45%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	20	28.98%
Two or More Races	25	36.23%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>4</b>	
Chinese, except Taiwanese	3	75.00%
Filipino	1	25.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>2,560</b>	
Arab	1	0.04%
Czech	0	0.00%
Danish	1	0.04%
Dutch	17	0.66%
English	223	8.71%
French (except Basque)	15	0.59%
French Canadian	3	0.12%
German	129	5.04%
Greek	0	0.00%
Hungarian	3	0.12%
Irish	171	6.68%
Italian	11	0.43%
Lithuanian	0	0.00%
United States or American	785	30.66%
Norwegian	1	0.04%
Polish	2	0.08%
Portuguese	3	0.12%
Russian	5	0.20%
Scottish	19	0.74%
Scotch-Irish	29	1.13%
Slovak	0	0.00%
Subsaharan African	1	0.04%
Swedish	14	0.55%
Swiss	15	0.59%
Ukrainian	3	0.12%
Welsh	20	0.78%
West Indian (except Hisp. groups)	3	0.12%
Other ancestries	631	24.65%
Ancestry Unclassified	455	17.77%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	2,321	96.23%
Speak Asian/Pacific Island Language at Home	9	0.37%
Speak IndoEuropean Language at Home	24	1.00%
Speak Spanish at Home	57	2.36%
Speak Other Language at Home	1	0.04%

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>2,560</b>	
Age 0 - 4	148	5.78%
Age 5 - 9	149	5.82%
Age 10 - 14	165	6.45%
Age 15 - 17	91	3.56%
Age 18 - 20	82	3.20%
Age 21 - 24	93	3.63%
Age 25 - 34	286	11.17%
Age 35 - 44	302	11.80%
Age 45 - 54	305	11.91%
Age 55 - 64	376	14.69%
Age 65 - 74	335	13.09%
Age 75 - 84	180	7.03%
Age 85 and over	48	1.87%
Age 16 and over	2,069	80.82%
Age 18 and over	2,007	78.40%
Age 21 and over	1,925	75.19%
Age 65 and over	563	21.99%
2023 Est. Median Age		43.82
2023 Est. Average Age		42.70
<b>2023 Est. Population by Sex</b>	<b>2,560</b>	
Male	1,259	49.18%
Female	1,301	50.82%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>1,259</b>	
Age 0 - 4	76	6.04%
Age 5 - 9	77	6.12%
Age 10 - 14	88	6.99%
Age 15 - 17	51	4.05%
Age 18 - 20	45	3.57%
Age 21 - 24	49	3.89%
Age 25 - 34	147	11.68%
Age 35 - 44	149	11.84%
Age 45 - 54	147	11.68%
Age 55 - 64	180	14.30%
Age 65 - 74	146	11.60%
Age 75 - 84	84	6.67%
Age 85 and over	20	1.59%
2023 Est. Median Age, Male		41.47
2023 Est. Average Age, Male		41.20
<b>2023 Est. Female Population by Age</b>	<b>1,301</b>	
Age 0 - 4	72	5.53%
Age 5 - 9	72	5.53%
Age 10 - 14	77	5.92%
Age 15 - 17	40	3.08%
Age 18 - 20	37	2.84%
Age 21 - 24	44	3.38%
Age 25 - 34	139	10.68%
Age 35 - 44	153	11.76%
Age 45 - 54	158	12.14%
Age 55 - 64	196	15.07%
Age 65 - 74	189	14.53%
Age 75 - 84	96	7.38%
Age 85 and over	28	2.15%
2023 Est. Median Age, Female		46.09
2023 Est. Average Age, Female		44.20

# Community • Demographic Profile

Mosheim, Greene County, Tennessee

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	520	24.79%
Males, Never Married	301	14.35%
Females, Never Married	219	10.44%
Married, Spouse present	846	40.32%
Married, Spouse absent	131	6.24%
Widowed	205	9.77%
Males Widowed	47	2.24%
Females Widowed	158	7.53%
Divorced	396	18.87%
Males Divorced	193	9.20%
Females Divorced	203	9.68%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	143	7.81%
Some High School, no diploma	250	13.65%
High School Graduate (or GED)	871	47.54%
Some College, no degree	317	17.30%
Associate Degree	107	5.84%
Bachelor's Degree	79	4.31%
Master's Degree	38	2.07%
Professional School Degree	2	0.11%
Doctorate Degree	25	1.36%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	5	16.13%
High School Graduate	21	67.74%
Some College or Associate's Degree	2	6.45%
Bachelor's Degree or Higher	3	9.68%
<b>Households</b>		
2028 Projection	1,055	
2023 Estimate	1,042	
2020 Census	1,011	
2010 Census	974	
Growth 2023 - 2028		1.25%
Growth 2020 - 2023		3.07%
Growth 2010 - 2020		3.80%
<b>2023 Est. Households by Household Type</b>		
Family Households	729	69.96%
Nonfamily Households	313	30.04%
2023 Est. Group Quarters Population	41	
2023 Households by Ethnicity, Hispanic/Latino	17	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
Income < \$15,000	133	12.76%
Income \$15,000 - \$24,999	110	10.56%
Income \$25,000 - \$34,999	130	12.48%
Income \$35,000 - \$49,999	228	21.88%
Income \$50,000 - \$74,999	214	20.54%
Income \$75,000 - \$99,999	107	10.27%
Income \$100,000 - \$124,999	57	5.47%
Income \$125,000 - \$149,999	27	2.59%
Income \$150,000 - \$199,999	13	1.25%
Income \$200,000 - \$249,999	7	0.67%
Income \$250,000 - \$499,999	12	1.15%
Income \$500,000+	4	0.38%
2023 Est. Average Household Income		\$56,674
2023 Est. Median Household Income		\$44,496
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$45,263
Black or African American Alone		\$32,310
American Indian and Alaska Native Alone		\$30,126
Asian Alone		\$100,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$44,562
Two or More Races		\$38,927
Hispanic or Latino		\$43,589
Not Hispanic or Latino		\$44,521
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	163	22.36%
Married-Couple Family, no own children	361	49.52%
Male Householder, own children	32	4.39%
Male Householder, no own children	32	4.39%
Female Householder, own children	76	10.43%
Female Householder, no own children	65	8.92%
<b>2023 Est. Households by Household Size</b>		
1-person	278	26.68%
2-person	325	31.19%
3-person	142	13.63%
4-person	233	22.36%
5-person	36	3.45%
6-person	11	1.06%
7-or-more-person	17	1.63%
2023 Est. Average Household Size		2.40



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DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>1,042</b>	
Households with 1 or More People under Age 18:	340	32.63%
Married-Couple Family	201	59.12%
Other Family, Male Householder	42	12.35%
Other Family, Female Householder	93	27.35%
Nonfamily, Male Householder	3	0.88%
Nonfamily, Female Householder	1	0.29%
<b>Households with No People under Age 18:</b>	<b>702</b>	
Married-Couple Family	324	46.15%
Other Family, Male Householder	22	3.13%
Other Family, Female Householder	46	6.55%
Nonfamily, Male Householder	132	18.80%
Nonfamily, Female Householder	178	25.36%
<b>2023 Est. Households by Number of Vehicles</b>	<b>1,042</b>	
No Vehicles	42	4.03%
1 Vehicle	247	23.70%
2 Vehicles	424	40.69%
3 Vehicles	220	21.11%
4 Vehicles	69	6.62%
5 or more Vehicles	40	3.84%
2023 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2028 Projection	737	
2023 Estimate	729	
2010 Census	681	
Growth 2023 - 2028		1.10%
Growth 2010 - 2023		7.05%
<b>2023 Est. Families by Poverty Status</b>	<b>729</b>	
2023 Families at or Above Poverty	610	83.68%
2023 Families at or Above Poverty with Children	230	31.55%
2023 Families Below Poverty	119	16.32%
2023 Families Below Poverty with Children	86	11.80%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	904	43.69%
Civilian Labor Force, Unemployed	30	1.45%
Armed Forces	0	0.00%
Not in Labor Force	1,135	54.86%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>924</b>	
For-Profit Private Workers	702	75.97%
Non-Profit Private Workers	39	4.22%
Local Government Workers	10	1.08%
State Government Workers	35	3.79%
Federal Government Workers	64	6.93%
Self-Employed Workers	58	6.28%
Unpaid Family Workers	16	1.73%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>924</b>	
Architect/Engineer	5	0.54%
Arts/Entertainment/Sports	1	0.11%
Building Grounds Maintenance	19	2.06%
Business/Financial Operations	18	1.95%
Community/Social Services	8	0.87%
Computer/Mathematical	9	0.97%
Construction/Extraction	73	7.90%
Education/Training/Library	55	5.95%
Farming/Fishing/Forestry	1	0.11%
Food Prep/Serving	64	6.93%
Health Practitioner/Technician	43	4.65%
Healthcare Support	81	8.77%
Maintenance Repair	37	4.00%
Legal	1	0.11%
Life/Physical/Social Science	3	0.33%
Management	32	3.46%
Office/Admin. Support	72	7.79%
Production	186	20.13%
Protective Services	13	1.41%
Sales/Related	33	3.57%
Personal Care/Service	9	0.97%
Transportation/Moving	161	17.42%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>924</b>	
White Collar	280	30.30%
Blue Collar	457	49.46%
Service and Farm	187	20.24%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>877</b>	
Drove Alone	778	88.71%
Car Pooled	67	7.64%
Public Transportation	2	0.23%
Walked	1	0.11%
Bicycle	3	0.34%
Other Means	11	1.25%
Worked at Home	15	1.71%

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DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	294	
15 - 29 Minutes	303	
30 - 44 Minutes	186	
45 - 59 Minutes	44	
60 or more Minutes	41	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	1,042	
Owner Occupied	756	72.55%
Renter Occupied	286	27.45%
2023 Owner Occ. HUs: Avg. Length of Residence		19.80 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		7.30 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>1,042</b>	
Value Less than \$20,000	49	6.48%
Value \$20,000 - \$39,999	56	7.41%
Value \$40,000 - \$59,999	58	7.67%
Value \$60,000 - \$79,999	26	3.44%
Value \$80,000 - \$99,999	88	11.64%
Value \$100,000 - \$149,999	218	28.84%
Value \$150,000 - \$199,999	96	12.70%
Value \$200,000 - \$299,999	74	9.79%
Value \$300,000 - \$399,999	56	7.41%
Value \$400,000 - \$499,999	13	1.72%
Value \$500,000 - \$749,999	5	0.66%
Value \$750,000 - \$999,999	11	1.45%
Value \$1,000,000 or \$1,499,999	6	0.79%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$121,502
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	678	60.00%
1 Unit Attached	4	0.35%
2 Units	13	1.15%
3 or 4 Units	45	3.98%
5 to 19 Units	34	3.01%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	356	31.50%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	22	1.95%
Housing Units Built 2010 to 2014	20	1.77%
Housing Units Built 2000 to 2009	176	15.58%
Housing Units Built 1990 to 1999	238	21.06%
Housing Units Built 1980 to 1989	172	15.22%
Housing Units Built 1970 to 1979	153	13.54%
Housing Units Built 1960 to 1969	160	14.16%
Housing Units Built 1950 to 1959	85	7.52%
Housing Units Built 1940 to 1949	17	1.50%
Housing Unit Built 1939 or Earlier	87	7.70%
2023 Est. Median Year Structure Built		1984

<sup>†</sup> Years

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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