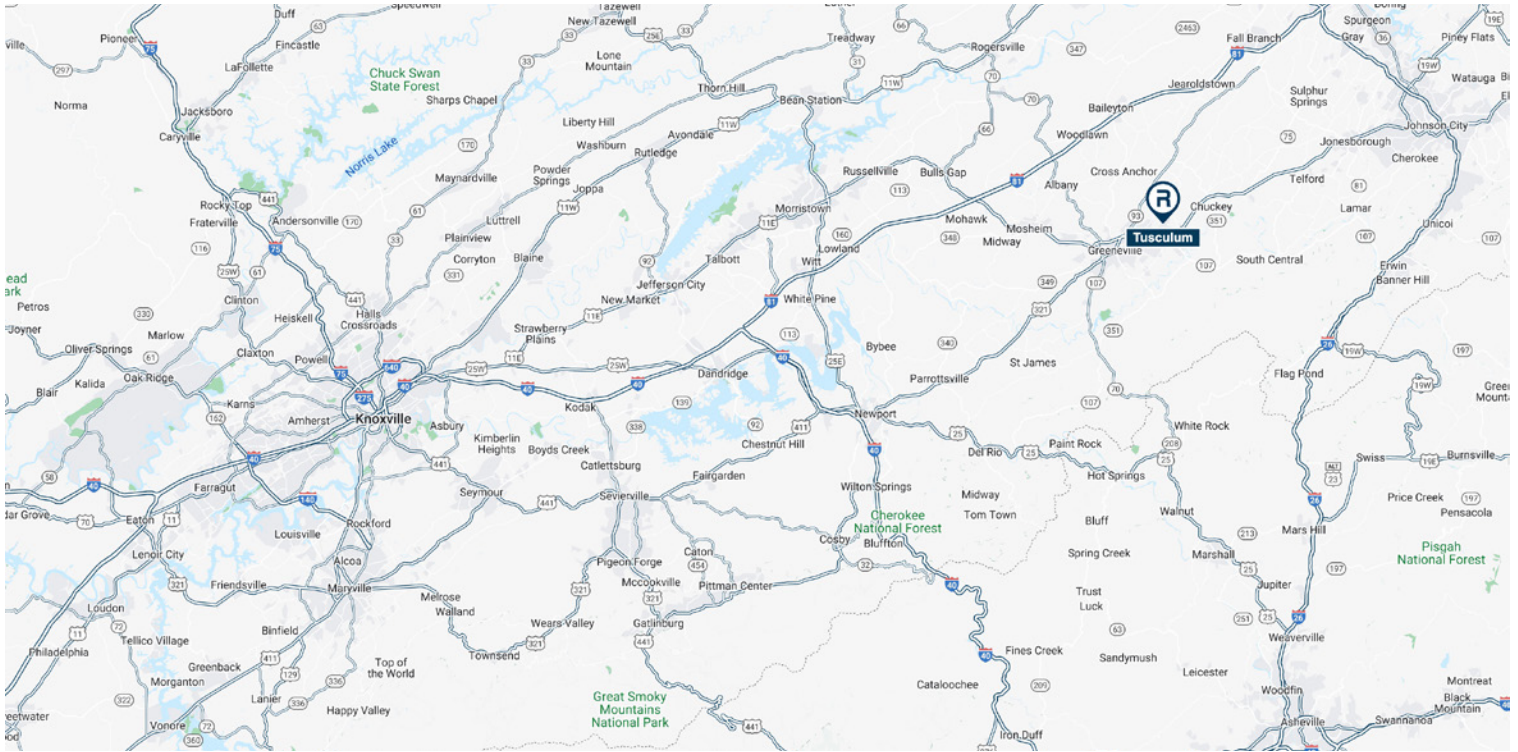# TheRetailCoach®

Community Demographic Profile

TUSCULUM, GREENE COUNTY, TENNESSEE

Prepared for Greene County Partnership
July 2023

Community • Demographic Snapshot
Tusculum, Greene County, Tennessee

Population

Year	
2020	3,298
2023	3,260
2028	3,337

Educational Attainment (%)

Graduate or Professional Degree	14.64%
Bachelors Degree	20.05%
Associate Degree	5.64%
Some College	17.68%
High School Graduate (GED)	27.87%
Some High School, No Degree	9.76%
Less than 9th Grade	4.36%

Income

Average HH	$73,842
Median HH	$49,163
Per Capita	$30,230

Age

0 - 9 Years	5.86%
10 - 17 Years	6.23%
18 - 24 Years	23.19%
25 - 34 Years	6.41%
35 - 44 Years	8.71%
45 - 54 Years	11.35%
55 - 64 Years	12.95%
65 and Older	25.31%
Median Age	44.60
Average Age	43.90

Race Distribution (%)

White	83.34%
Black/African American	6.44%
American Indian/Alaskan	0.52%
Asian	1.72%
Native Hawaiian/Islander	0.03%
Other Race	4.26%
Two or More Races	3.68%
Hispanic	8.65%

GREENE COUNTY PARTNERSHIP
CHAMBER • INDUSTRY • TOURISM

Aly Collins
Greene County Partnership
General Manager

115 Academy Street
Greeneville, Tennessee 37743

Phone   423.638.4111
Aly@GreeneCountyPartnership.net
www.GreeneCountyPartnership.com

Kyle Cofer
The Retail Coach, LLC
Project Director

Office   662.844.2155
Cell   662.319.7144
KyleCofer@TheRetailCoach.net
www.TheRetailCoach.net

TheRetailCoach

Community • Demographic Profile

Tusculum, Greene County, Tennessee

DESCRIPTION	DATA	%
Population		
2028 Projection	3,337	
2023 Estimate	3,260	
2020 Census	3,298	
2010 Census	2,866	
Growth 2023 - 2028		2.36%
Growth 2020 - 2023		-1.14%
Growth 2010 - 2020		15.07%
2023 Est. Population by Single-Classification Race	**3,260**	
White Alone	2,717	83.34%
Black or African American Alone	210	6.44%
Amer. Indian and Alaska Native Alone	17	0.52%
Asian Alone	56	1.72%
Native Hawaiian and Other Pacific Island Alone	1	0.03%
Some Other Race Alone	139	4.26%
Two or More Races	120	3.68%
2023 Est. Population by Hispanic or Latino Origin	**3,260**	
Not Hispanic or Latino	2,978	91.35%
Hispanic or Latino	282	8.65%
Mexican	100	35.46%
Puerto Rican	43	15.25%
Cuban	89	31.56%
All Other Hispanic or Latino	50	17.73%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**282**	
White Alone	103	36.53%
Black or African American Alone	53	18.79%
American Indian and Alaska Native Alone	4	1.42%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	84	29.79%
Two or More Races	38	13.48%
2023 Est. Pop by Race, Asian Alone, by Category	**56**	
Chinese, except Taiwanese	4	7.14%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	6	10.71%
Korean	45	80.36%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	1.79%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**3,260**	
Arab	0	0.00%
Czech	4	0.12%
Danish	0	0.00%
Dutch	47	1.44%
English	472	14.48%
French (except Basque)	54	1.66%
French Canadian	20	0.61%
German	255	7.82%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	277	8.50%
Italian	50	1.53%
Lithuanian	0	0.00%
United States or American	525	16.10%
Norwegian	13	0.40%
Polish	22	0.68%
Portuguese	50	1.53%
Russian	2	0.06%
Scottish	44	1.35%
Scotch-Irish	144	4.42%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	1	0.03%
Swiss	1	0.03%
Ukrainian	0	0.00%
Welsh	10	0.31%
West Indian (except Hisp. groups)	9	0.28%
Other ancestries	800	24.54%
Ancestry Unclassified	460	14.11%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,013	95.20%
Speak Asian/Pacific Island Language at Home	12	0.38%
Speak IndoEuropean Language at Home	84	2.65%
Speak Spanish at Home	49	1.55%
Speak Other Language at Home	7	0.22%

TheRetailCoach

Community • Demographic Profile

Tusculum, Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Population by Age	**3,260**	
Age 0 - 4	95	2.91%
Age 5 - 9	96	2.94%
Age 10 - 14	101	3.10%
Age 15 - 17	102	3.13%
Age 18 - 20	434	13.31%
Age 21 - 24	322	9.88%
Age 25 - 34	209	6.41%
Age 35 - 44	284	8.71%
Age 45 - 54	370	11.35%
Age 55 - 64	422	12.95%
Age 65 - 74	469	14.39%
Age 75 - 84	272	8.34%
Age 85 and over	84	2.58%
Age 16 and over	2,934	90.00%
Age 18 and over	2,866	87.91%
Age 21 and over	2,432	74.60%
Age 65 and over	825	25.31%
2023 Est. Median Age		44.60
2023 Est. Average Age		43.90
2023 Est. Population by Sex	**3,260**	
Male	1,675	51.38%
Female	1,585	48.62%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**1,675**	
Age 0 - 4	49	2.92%
Age 5 - 9	50	2.98%
Age 10 - 14	54	3.22%
Age 15 - 17	55	3.28%
Age 18 - 20	244	14.57%
Age 21 - 24	194	11.58%
Age 25 - 34	118	7.04%
Age 35 - 44	155	9.25%
Age 45 - 54	197	11.76%
Age 55 - 64	200	11.94%
Age 65 - 74	209	12.48%
Age 75 - 84	127	7.58%
Age 85 and over	23	1.37%
2023 Est. Median Age, Male		40.06
2023 Est. Average Age, Male		41.60
2023 Est. Female Population by Age	**1,585**	
Age 0 - 4	46	2.90%
Age 5 - 9	46	2.90%
Age 10 - 14	47	2.96%
Age 15 - 17	47	2.96%
Age 18 - 20	190	11.99%
Age 21 - 24	128	8.08%
Age 25 - 34	91	5.74%
Age 35 - 44	129	8.14%
Age 45 - 54	173	10.91%
Age 55 - 64	222	14.01%
Age 65 - 74	260	16.40%
Age 75 - 84	145	9.15%
Age 85 and over	61	3.85%
2023 Est. Median Age, Female		49.28
2023 Est. Average Age, Female		46.40

Community • Demographic Profile

Tusculum, Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,107	37.30%
Males, Never Married	636	21.43%
Females, Never Married	471	15.87%
Married, Spouse present	1,077	36.29%
Married, Spouse absent	79	2.66%
Widowed	253	8.52%
Males Widowed	49	1.65%
Females Widowed	204	6.87%
Divorced	452	15.23%
Males Divorced	232	7.82%
Females Divorced	220	7.41%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	92	4.36%
Some High School, no diploma	206	9.76%
High School Graduate (or GED)	588	27.87%
Some College, no degree	373	17.68%
Associate Degree	119	5.64%
Bachelor's Degree	423	20.05%
Master's Degree	212	10.05%
Professional School Degree	58	2.75%
Doctorate Degree	39	1.85%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	9	6.87%
High School Graduate	61	46.57%
Some College or Associate's Degree	57	43.51%
Bachelor's Degree or Higher	4	3.05%
Households		
2028 Projection	948	
2023 Estimate	942	
2020 Census	964	
2010 Census	966	
Growth 2023 - 2028		0.64%
Growth 2020 - 2023		-2.27%
Growth 2010 - 2020		-0.20%
2023 Est. Households by Household Type	942	
Family Households	628	66.67%
Nonfamily Households	314	33.33%
2023 Est. Group Quarters Population	959	
2023 Households by Ethnicity, Hispanic/Latino	67	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	942	
Income < $15,000	58	6.16%
Income $15,000 - $24,999	108	11.47%
Income $25,000 - $34,999	123	13.06%
Income $35,000 - $49,999	191	20.28%
Income $50,000 - $74,999	133	14.12%
Income $75,000 - $99,999	94	9.98%
Income $100,000 - $124,999	89	9.45%
Income $125,000 - $149,999	57	6.05%
Income $150,000 - $199,999	53	5.63%
Income $200,000 - $249,999	17	1.80%
Income $250,000 - $499,999	14	1.49%
Income $500,000+	5	0.53%
2023 Est. Average Household Income		$73,842
2023 Est. Median Household Income		$49,163
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$50,535
Black or African American Alone		$45,329
American Indian and Alaska Native Alone		$31,579
Asian Alone		$22,446
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$47,295
Two or More Races		$29,006
Hispanic or Latino		$26,895
Not Hispanic or Latino		$51,570
2023 Est. Family HH Type by Presence of Own Child.	628	
Married-Couple Family, own children	146	23.25%
Married-Couple Family, no own children	376	59.87%
Male Householder, own children	13	2.07%
Male Householder, no own children	13	2.07%
Female Householder, own children	30	4.78%
Female Householder, no own children	50	7.96%
2023 Est. Households by Household Size	942	
1-person	294	31.21%
2-person	387	41.08%
3-person	137	14.54%
4-person	71	7.54%
5-person	20	2.12%
6-person	32	3.40%
7-or-more-person	1	0.11%
2023 Est. Average Household Size		2.40

Community • Demographic Profile

Tusculum, Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**942**	
Households with 1 or More People under Age 18:	215	22.82%
Married-Couple Family	159	73.95%
Other Family, Male Householder	16	7.44%
Other Family, Female Householder	38	17.67%
Nonfamily, Male Householder	2	0.93%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	**727**	
Married-Couple Family	362	49.79%
Other Family, Male Householder	11	1.51%
Other Family, Female Householder	42	5.78%
Nonfamily, Male Householder	122	16.78%
Nonfamily, Female Householder	190	26.14%
2023 Est. Households by Number of Vehicles	**942**	
No Vehicles	33	3.50%
1 Vehicle	283	30.04%
2 Vehicles	382	40.55%
3 Vehicles	152	16.14%
4 Vehicles	64	6.79%
5 or more Vehicles	28	2.97%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	633	
2023 Estimate	628	
2010 Census	640	
Growth 2023 - 2028		0.80%
Growth 2010 - 2023		-1.87%
2023 Est. Families by Poverty Status	**628**	
2023 Families at or Above Poverty	590	93.95%
2023 Families at or Above Poverty with Children	171	27.23%
2023 Families Below Poverty	38	6.05%
2023 Families Below Poverty with Children	33	5.25%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,196	40.76%
Civilian Labor Force, Unemployed	77	2.62%
Armed Forces	0	0.00%
Not in Labor Force	1,661	56.61%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**1,185**	
For-Profit Private Workers	851	71.81%
Non-Profit Private Workers	74	6.25%
Local Government Workers	39	3.29%
State Government Workers	61	5.15%
Federal Government Workers	108	9.11%
Self-Employed Workers	50	4.22%
Unpaid Family Workers	2	0.17%
2023 Est. Civ. Employed Pop 16+ by Occupation	**1,185**	
Architect/Engineer	10	0.84%
Arts/Entertainment/Sports	8	0.68%
Building Grounds Maintenance	40	3.38%
Business/Financial Operations	30	2.53%
Community/Social Services	46	3.88%
Computer/Mathematical	7	0.59%
Construction/Extraction	17	1.43%
Education/Training/Library	96	8.10%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	108	9.11%
Health Practitioner/Technician	137	11.56%
Healthcare Support	58	4.89%
Maintenance Repair	61	5.15%
Legal	10	0.84%
Life/Physical/Social Science	17	1.43%
Management	113	9.54%
Office/Admin. Support	122	10.30%
Production	129	10.89%
Protective Services	25	2.11%
Sales/Related	86	7.26%
Personal Care/Service	13	1.10%
Transportation/Moving	52	4.39%
2023 Est. Pop 16+ by Occupation Classification	**1,185**	
White Collar	682	57.55%
Blue Collar	259	21.86%
Service and Farm	244	20.59%
2023 Est. Workers Age 16+ by Transp. to Work	**1,052**	
Drove Alone	915	86.98%
Car Pooled	43	4.09%
Public Transportation	2	0.19%
Walked	53	5.04%
Bicycle	0	0.00%
Other Means	10	0.95%
Worked at Home	29	2.76%

The**Retail**Coach.

Community • Demographic Profile

Tusculum, Greene County, Tennessee

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	451	
15 - 29 Minutes	351	
30 - 44 Minutes	133	
45 - 59 Minutes	72	
60 or more Minutes	22	
2023 Est. Avg Travel Time to Work in Minutes		20
2023 Est. Occupied Housing Units by Tenure	942	
Owner Occupied	709	75.26%
Renter Occupied	233	24.73%
2023 Owner Occ. HUs: Avg. Length of Residence		19.20[†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.80[†]
2023 Est. Owner-Occupied Housing Units by Value	**942**	
Value Less than $20,000	17	2.40%
Value $20,000 - $39,999	5	0.71%
Value $40,000 - $59,999	8	1.13%
Value $60,000 - $79,999	9	1.27%
Value $80,000 - $99,999	42	5.92%
Value $100,000 - $149,999	89	12.55%
Value $150,000 - $199,999	126	17.77%
Value $200,000 - $299,999	190	26.80%
Value $300,000 - $399,999	69	9.73%
Value $400,000 - $499,999	87	12.27%
Value $500,000 - $749,999	51	7.19%
Value $750,000 - $999,999	13	1.83%
Value $1,000,000 or $1,499,999	2	0.28%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	1	0.14%
2023 Est. Median All Owner-Occupied Housing Value		$225,844
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	791	76.42%
1 Unit Attached	35	3.38%
2 Units	80	7.73%
3 or 4 Units	2	0.19%
5 to 19 Units	37	3.58%
20 to 49 Units	0	0.00%
50 or More Units	9	0.87%
Mobile Home or Trailer	81	7.83%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	20	1.93%
Housing Units Built 2010 to 2014	49	4.73%
Housing Units Built 2000 to 2009	155	14.98%
Housing Units Built 1990 to 1999	200	19.32%
Housing Units Built 1980 to 1989	117	11.30%
Housing Units Built 1970 to 1979	270	26.09%
Housing Units Built 1960 to 1969	97	9.37%
Housing Units Built 1950 to 1959	75	7.25%
Housing Units Built 1940 to 1949	25	2.41%
Housing Unit Built 1939 or Earlier	27	2.61%
2023 Est. Median Year Structure Built		1982

[†] 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.

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.

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