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ERIN, TENNESSEE
Market Guide

City Contact Information

Contact Info Needed

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Demographics

(15 Minute Drive Time)

Average Age	Median Household Income	Growth Rate
41.4	$38,927	0.75%

Peer Analysis

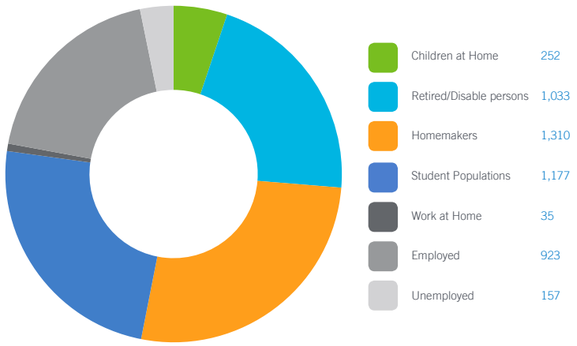
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Mcewen, TN	*9090 Hwy 70 E*
Spring City, TN	*23494 Rhea Co Hwy*
Troy, TN	*422 E Harper St*
Saint Joseph, TN	*3825 Highway 43 S*
Loretto, TN	*111 S Military St*

Daytime Population 4,887

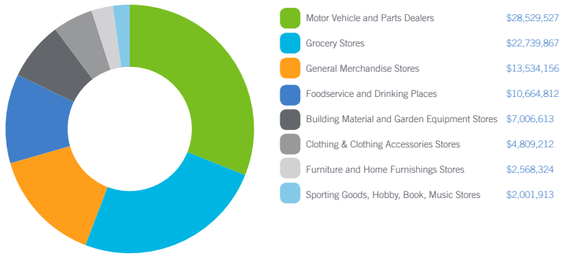
(15 Minute Drive Time)



GAP Analysis $91,854,424

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!

Restaurants | Grocery | Health & Wellness | General Merchandise

DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	15 Mile Radius
2016 Estimated Population	5,663	10,807	24,381
Daytime Population	4,369	7,531	18,254
Median HH Income	$39,356	$40,445	$42,214
Number of Households	2,190	4,263	9,626

	10 Minute DT	15 Minute DT	20 Minute DT
2016 Estimated Population	3,049	6,052	8,460
Daytime Population	2,810	4,887	6,255
Median HH Income	$39,056	$38,927	$39,821
Number of Households	1,148	2,350	3,303

*Source: STI PopStats

Major Retail & Restaurants

ERIN, TENNESSEE

DOLLAR GENERAL

fred's Super Dollar

SUBWAY

bp

piggly wiggly

FAMILY DOLLAR

Houston County Middle School

W Main St

E Main St

Cumberland City Hwy

Clarksville Hwy

6,231 VPD*

6,023 VPD*

3,862 VPD*

Waverly Hwy

Campground Rd

bing

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