

ERWIN, TENNESSEE

Market Guide

erwintn.org

City Contact Information



Doris Hensley
Mayor
dhensley@erwintn.org
(423) 388-8673

Glenn Rosenoff
City Administrator
frosenoff@erwintn.org
(423) 483-8997

Jamie Rice
Communications Specialist
communications@erwin.org
(423) 220-7624

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

Harriman, TN	201 Ruritan Rd
Niota, TN	706 W Willson St
Marion, SC	2433 E Highway 76
Savannah, TN	1070 Wayne Rd
Milan, TN	1050 Ellington Dr
Loris, SC	320 Highway 701 N

Demographics



Average Age
45.4

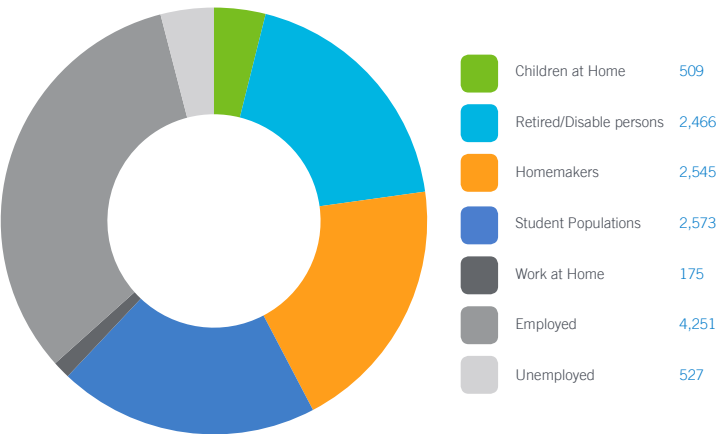


Median Household Income
\$33,056



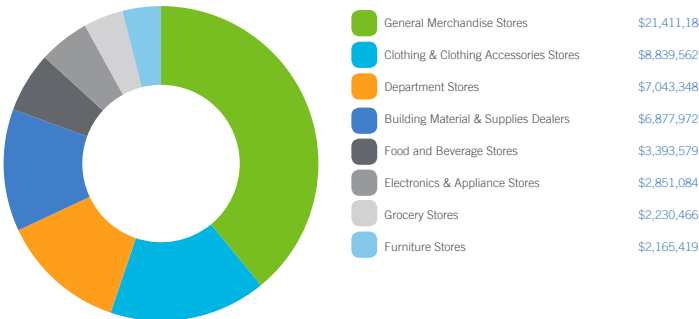
Growth Rate
0.38%

Daytime Population 13,046 (10 Minute Drive Time)



GAP Analysis \$54,812,614 (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



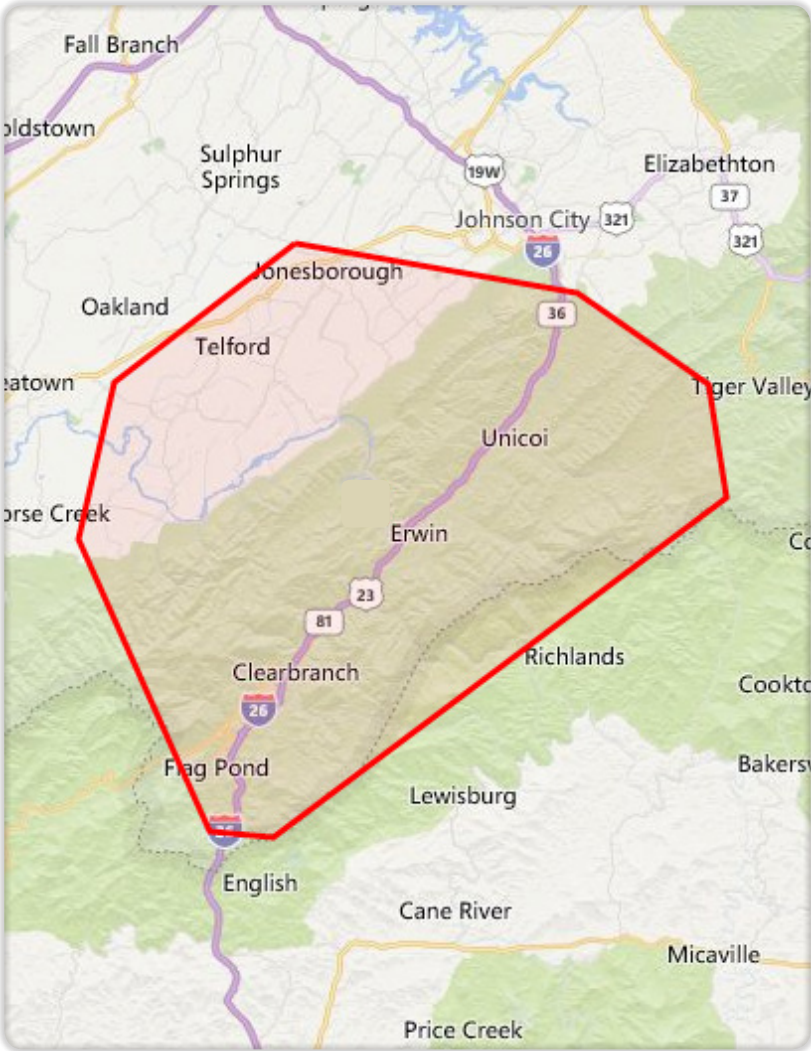
General Merchandise



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	10,469	13,649	49,049
Daytime Population	11,004	14,327	36,445
Median HH Income	\$32,047	\$33,572	\$38,271
Number of Households	4,410	5,180	20,290

	5 Minute DT	10 Minute DT	15 Minute DT
2016 Estimated Population	5,498	11,623	20,188
Daytime Population	5,643	13,046	22,331
Median HH Income	\$31,652	\$33,056	\$34,653
Number of Households	2,356	4,892	8,754

*Source: STI PopStats



Follow us!



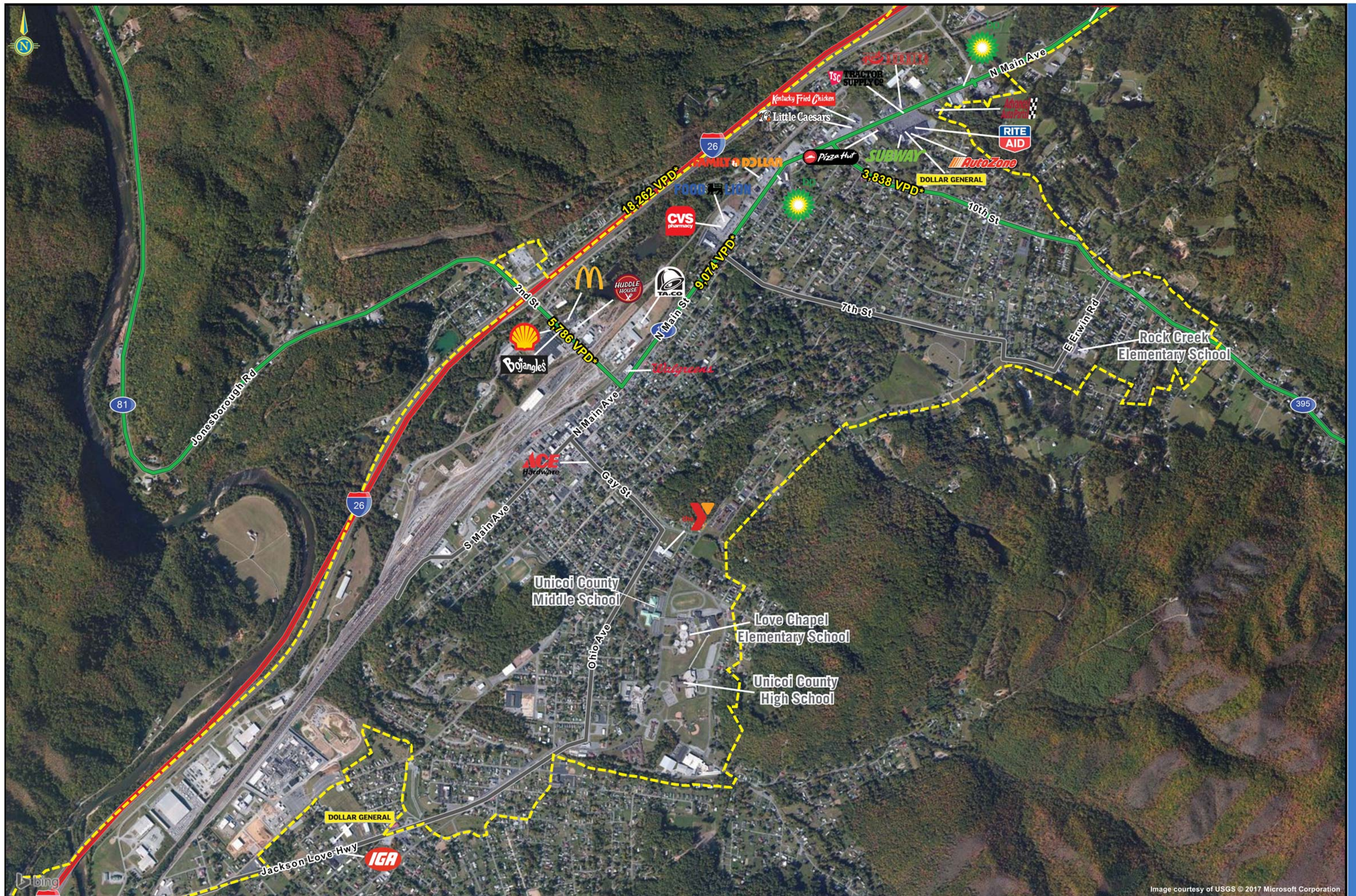


Image courtesy of USGS © 2017 Microsoft Corporation