



ATHENS, TENNESSEE

Market Guide

City Contact Information



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Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.

For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.



Demographics

(10 Minute Drive Time)



Population
19,715



Average Age
40.5



Household Income (Median)
\$34,407



Household Income (Average)
\$48,057



Number of Households
8,125



Growth Rate
4.55%

Peer Analysis

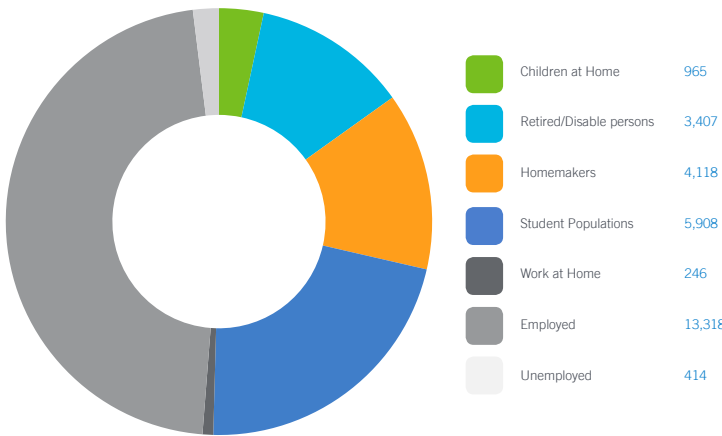
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables 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

Douglas, GA	1450 BOWENS MILL RD SE
Wilkesboro, NC	1801 US HIGHWAY 421
Dublin, GA	2423 US HIGHWAY 80 W
Forest City, NC	197 PLAZA DR
Waycross, GA	2425 MEMORIAL DR

Daytime Population 28,375

(10 Minute Drive Time)



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, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Restaurants



Apparel



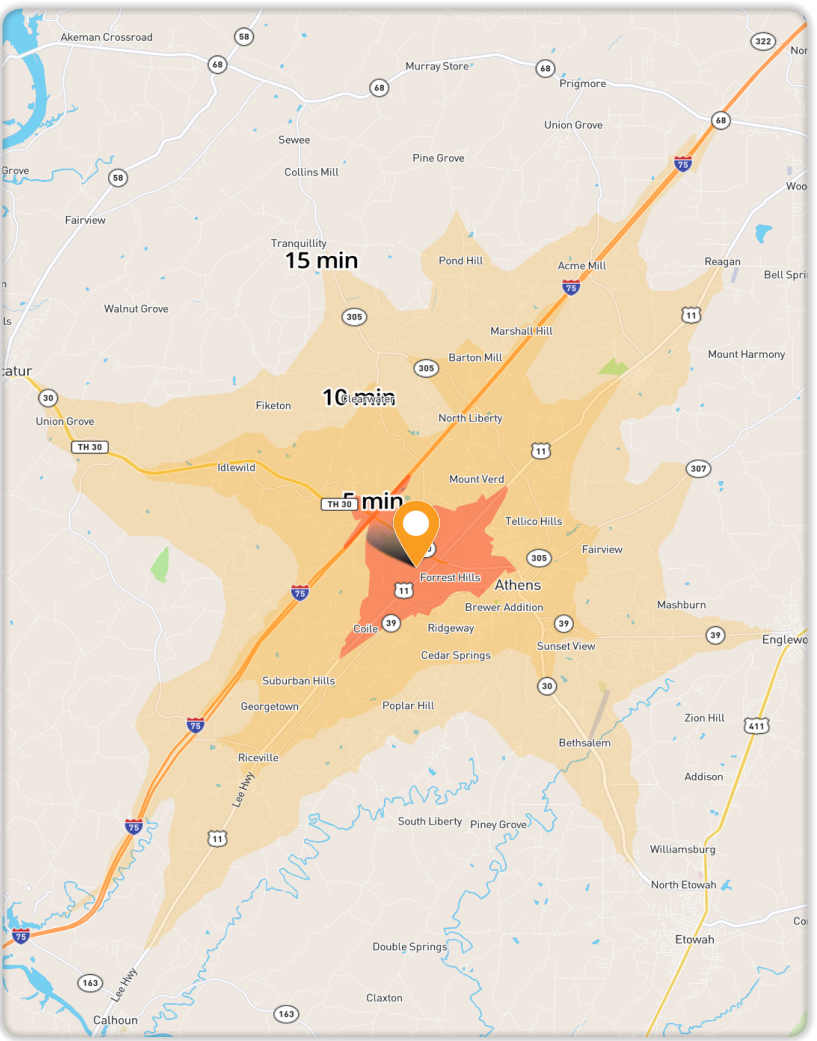
Fitness



Grocery



There's a lot of potential here.



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	15,294	22,828	43,750
Daytime Population	22,455	28,994	44,833
Median HH Income	\$31,462	\$36,364	\$38,958
Number of Households	6,379	9,271	17,524

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	5,539	19,715	28,962
Daytime Population	12,507	28,375	33,947
Median HH Income	\$23,604	\$34,407	\$38,014
Number of Households	2,427	8,125	11,715

*Source: STI PopStats



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