

# PEGRAM, TENNESSEE

## Market Guide

pegram.net

### City Contact Information



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### Peer Analysis

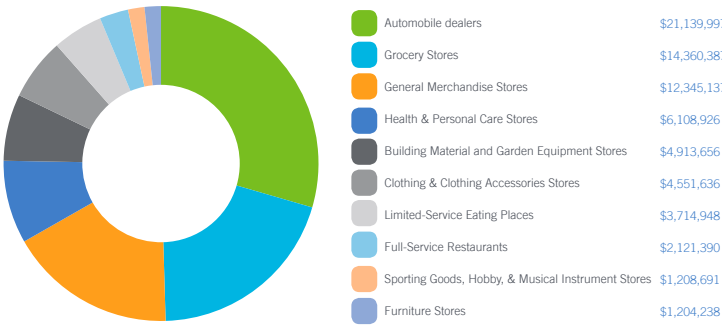
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables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

|                   |                       |
|-------------------|-----------------------|
| Harpersville, AL  | 9534 Highway 55       |
| Somerville, TN    | 8685 Us Highway 64    |
| Medina, TN        | 20 Garrett Dr         |
| Wooster, AR       | 5 Robinson Rd         |
| Guyton, GA        | 3727 Noel C Conway Rd |
| Gurley, AL        | 1102 Brownsboro Road  |
| Pleasant View, TN | 240 Ren Mar Dr        |

### GAP Analysis \$71,669,006 (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.



### Demographics

(10 Minute Drive Time)



Average Age  
**39.8**

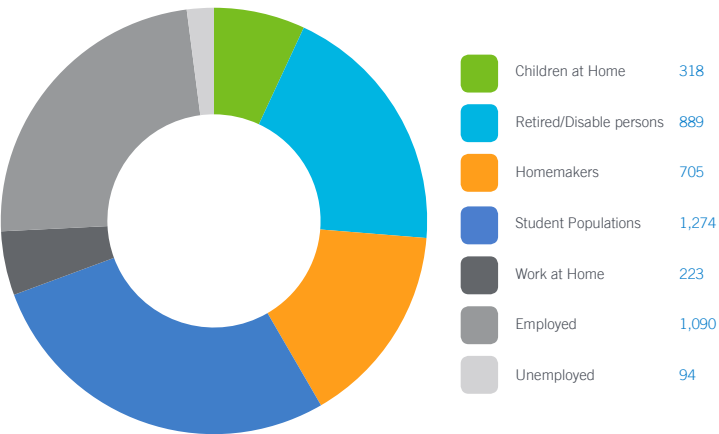


Median Household Income  
**\$69,626**



Growth Rate  
**1.06%**

### Daytime Population 4,593 (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, 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

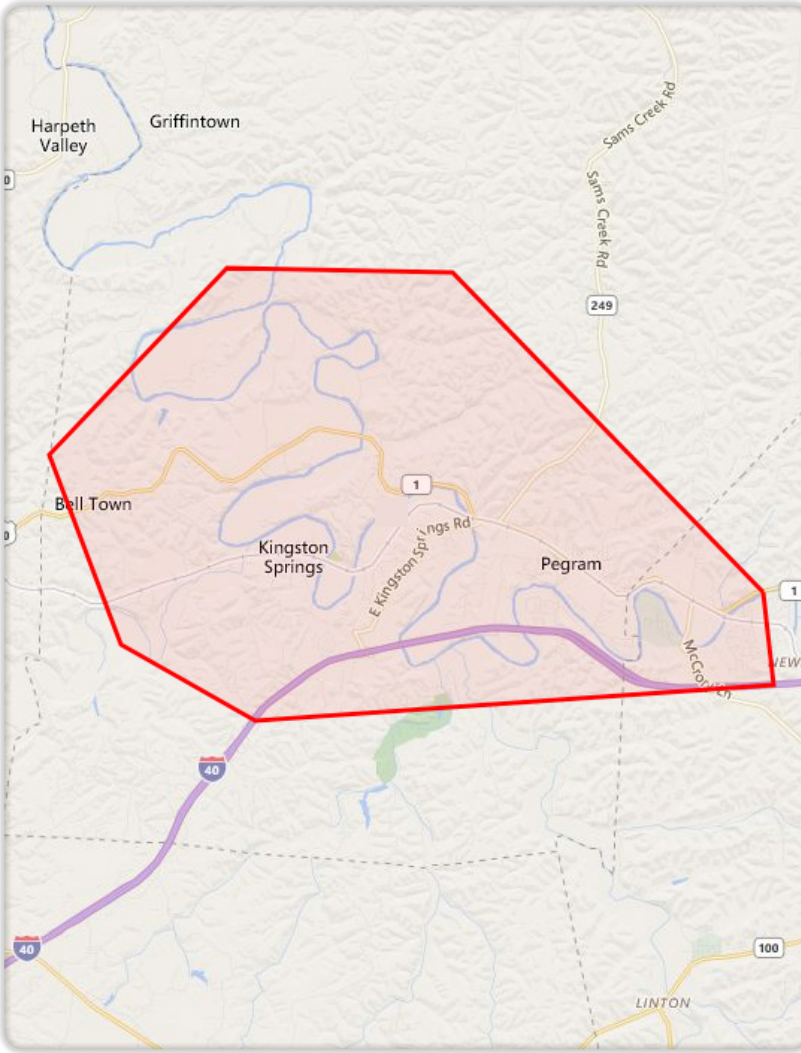
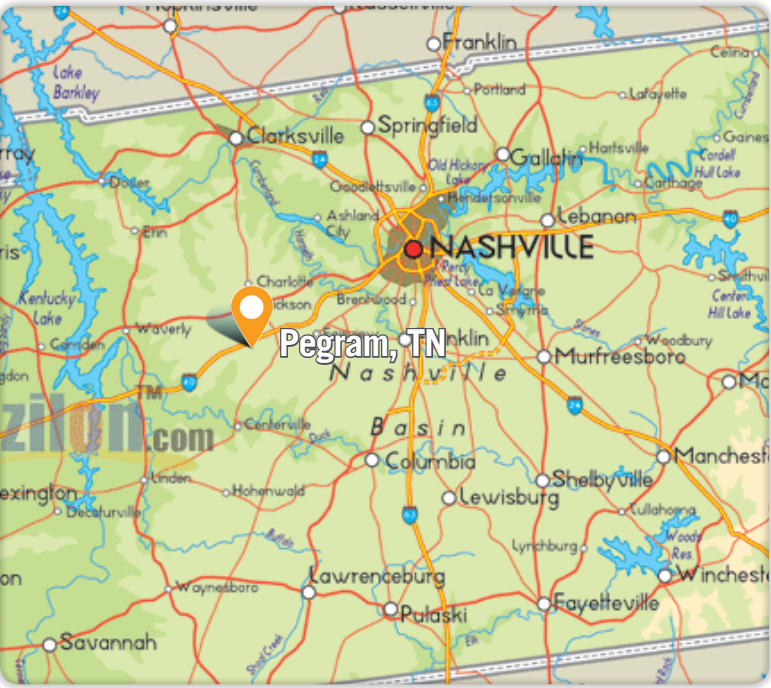


| DEMOGRAPHIC PROFILE       | 3 Mile Radius | 5 Mile Radius | 10 Mile Radius |
|---------------------------|---------------|---------------|----------------|
| 2016 Estimated Population | 7,153         | 15,725        | 91,008         |
| Daytime Population        | 2,896         | 8,062         | 61,368         |
| Median HH Income          | \$67,420      | \$71,104      | \$65,662       |
| Number of Households      | 2,684         | 6,134         | 38,501         |

|                           | 5 Minute DT | 10 Minute DT | 15 Minute DT |
|---------------------------|-------------|--------------|--------------|
| 2016 Estimated Population | 1,230       | 8,120        | 45,015       |
| Daytime Population        | 904         | 4,593        | 30,913       |
| Median HH Income          | \$56,106    | \$69,626     | \$61,435     |
| Number of Households      | 478         | 3,065        | 20,329       |

\*Source: STI PopStats



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