

WAYNESBORO, TENNESSEE

Market Guide

cityofwaynesboro.org

City Contact Information



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cityofwaynesboro.org

Demographics

(15 Minute Drive Time)



Average Age

41.8



Median Household Income

\$28,832



Growth Rate

-1.32%

Peer Analysis

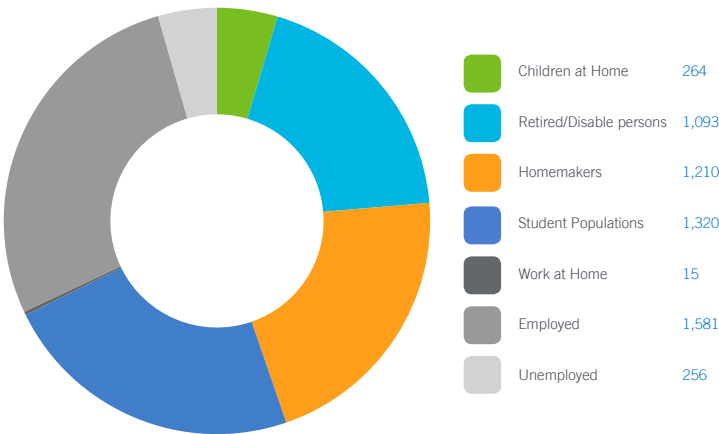
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables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

Jamestown, TN	2404 Ontario Street
Adamsville, TN	715 E Main St
Jellico, TN	575 N Main St
Cowan, TN	327 W Cumberland Street
Decatur, TN	17710 State Highway 58 North
Decaturville, TN	840 W. Main Street

Daytime Population 5,740

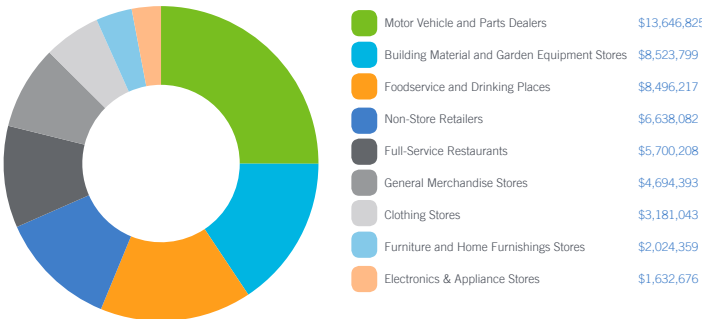
(15 Minute Drive Time)



GAP Analysis \$54,537,602

(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



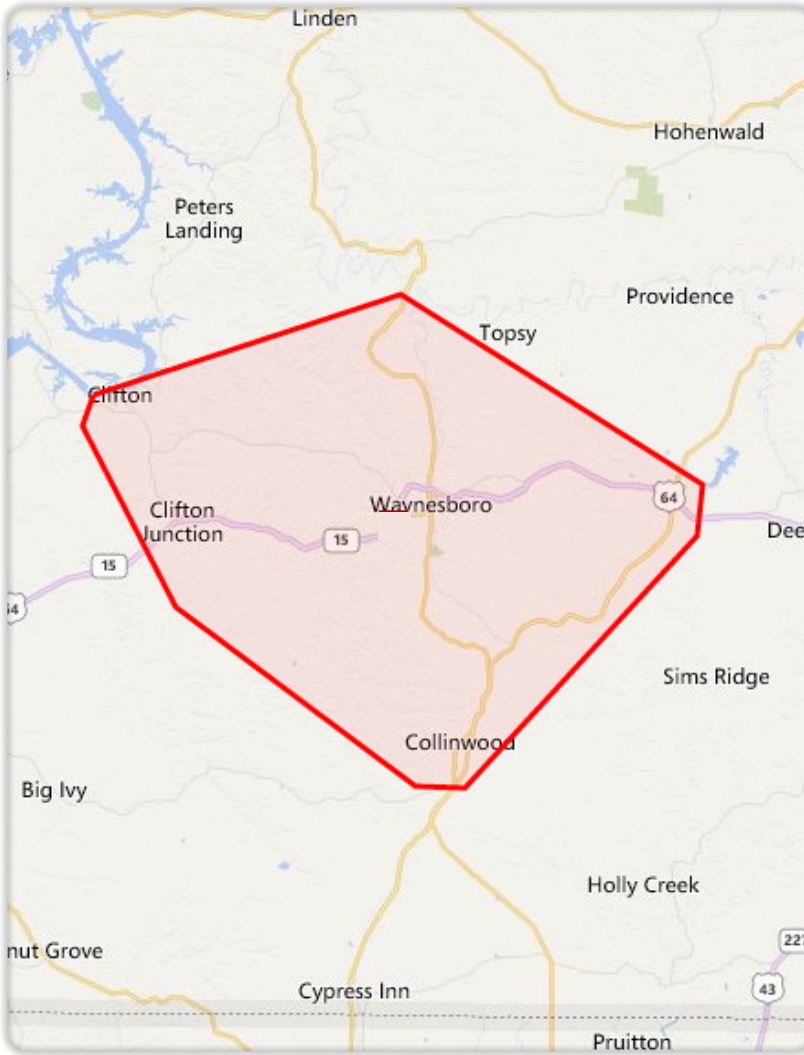
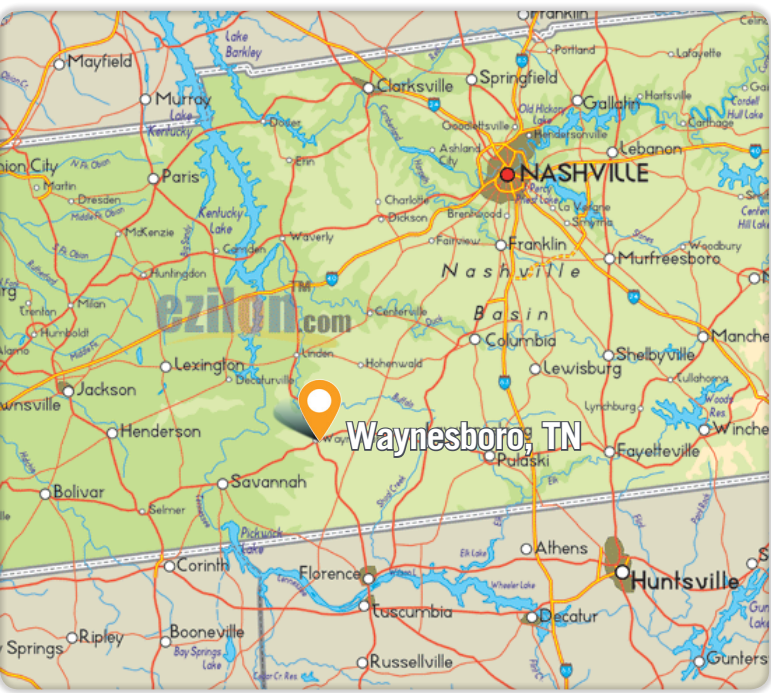
General Merchandise



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	3,819	4,648	7,712
Daytime Population	4,582	4,915	8,172
Median HH Income	\$28,412	\$28,711	\$29,622
Number of Households	1,549	1,890	3,084

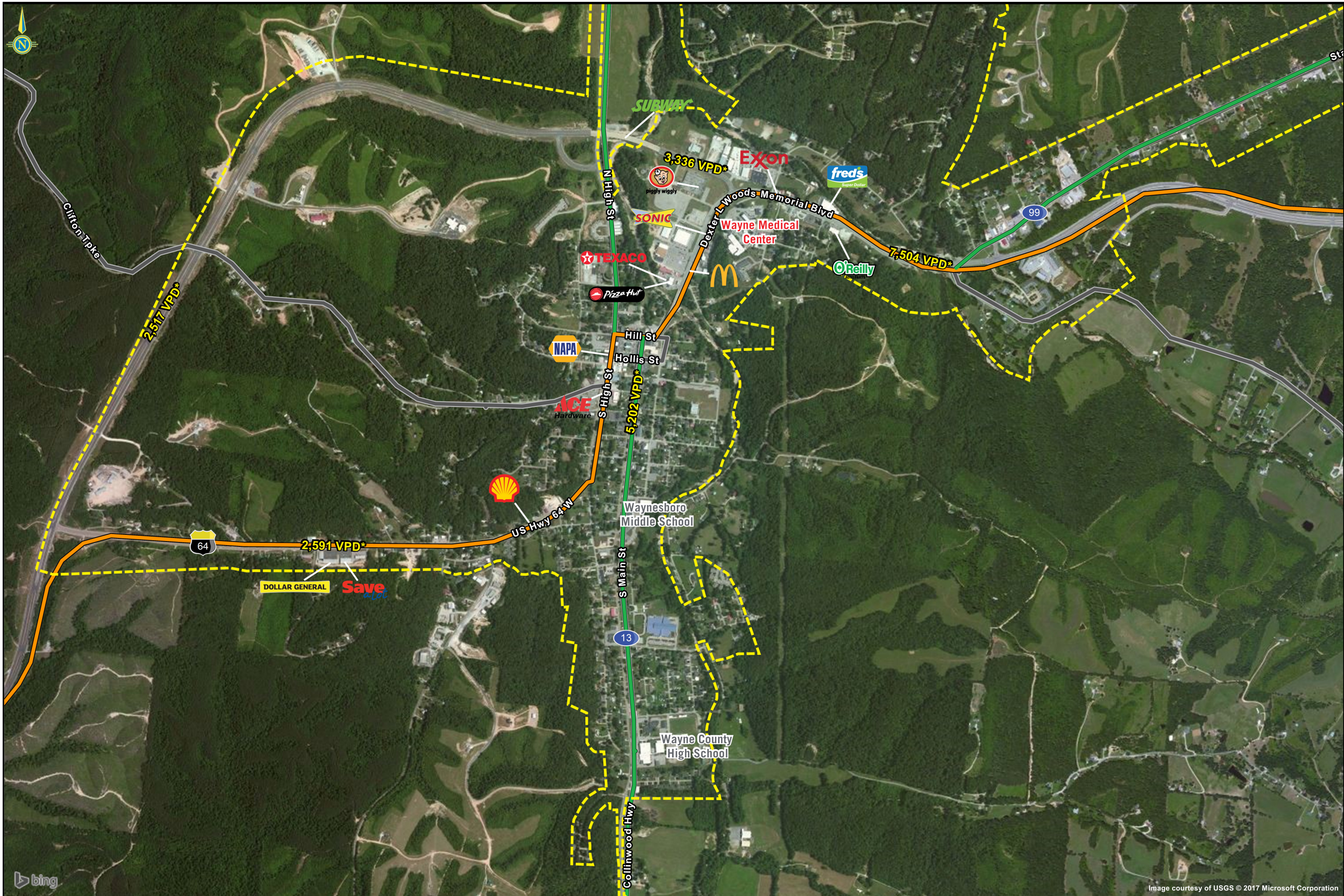
	10 Minute DT	15 Minute DT	20 Minute DT
2016 Estimated Population	4,069	5,453	7,735
Daytime Population	4,509	5,740	8,547
Median HH Income	\$28,649	\$28,832	\$30,182
Number of Households	1,650	2,197	3,100

*Source: STI PopStats



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Major Retail & Restaurants

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