

SPRING CITY, TENNESSEE

Market Guide

townofspringcitytn.com

City Contact Information



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Demographics

(10 Minute Drive Time)



Average Age
44.9



Median Household Income
\$38,102



Growth Rate
1.28%

Peer Analysis

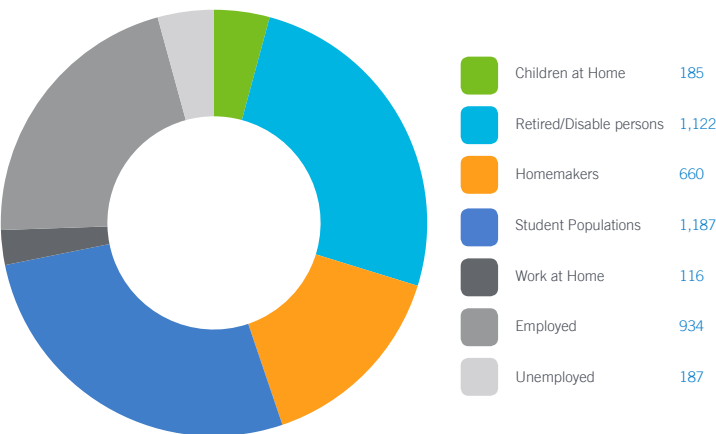
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables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

Sparta, TN	5739 Smithville Hwy
Sale Creek, TN	14926 Dayton Pike
Ramer, TN	6950 Highway 45 S
Woodbury, TN	3632 Jim Cummings Hwy.
Henderson, TN	6200 State Rt 100 E
Monteagle, TN	915 W Main St

Daytime Population 4,391

(10 Minute Drive Time)



GAP Analysis \$69,443,986

(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



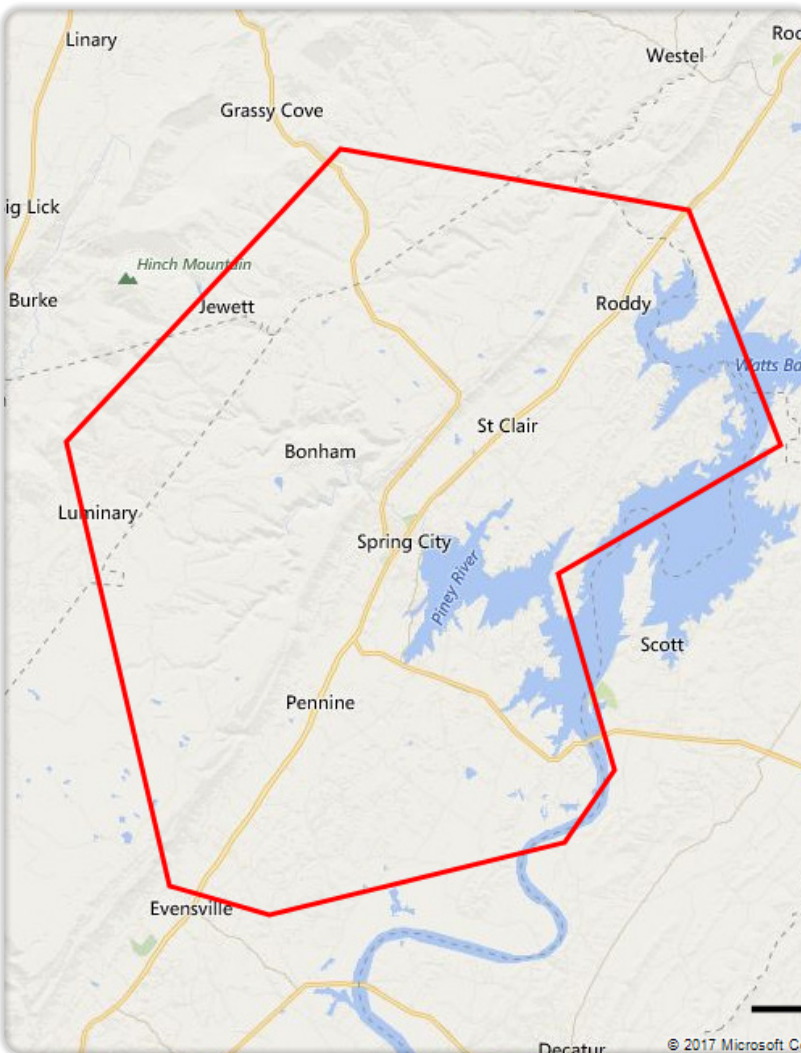
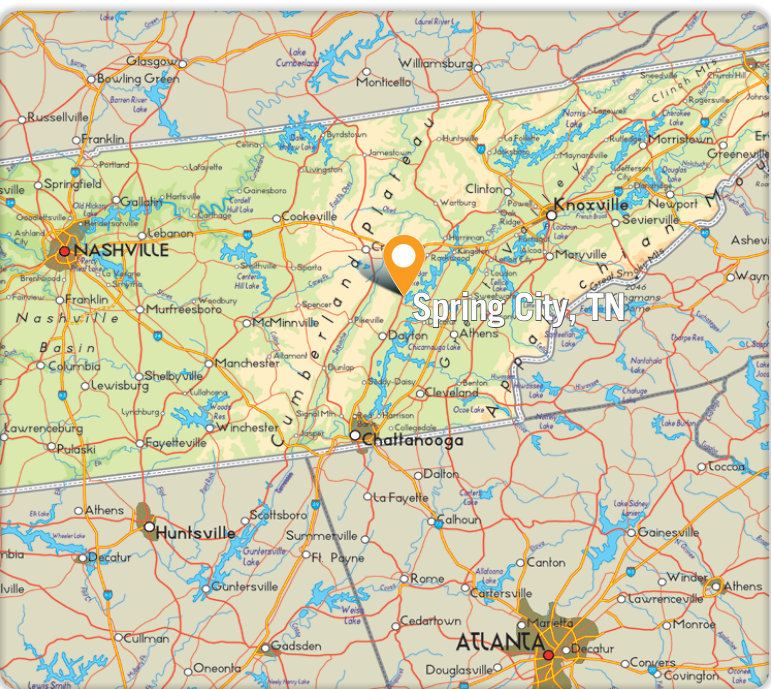
General Merchandise



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	3,481	6,245	15,810
Daytime Population	3,645	5,729	11,147
Median HH Income	\$37,940	\$40,769	\$39,302
Number of Households	1,399	2,524	6,250

	10 Minute DT	15 Minute DT	20 Minute DT
2016 Estimated Population	3,857	6,846	12,203
Daytime Population	4,391	6,762	12,448
Median HH Income	\$38,102	\$39,954	\$40,856
Number of Households	1,599	2,800	4,895

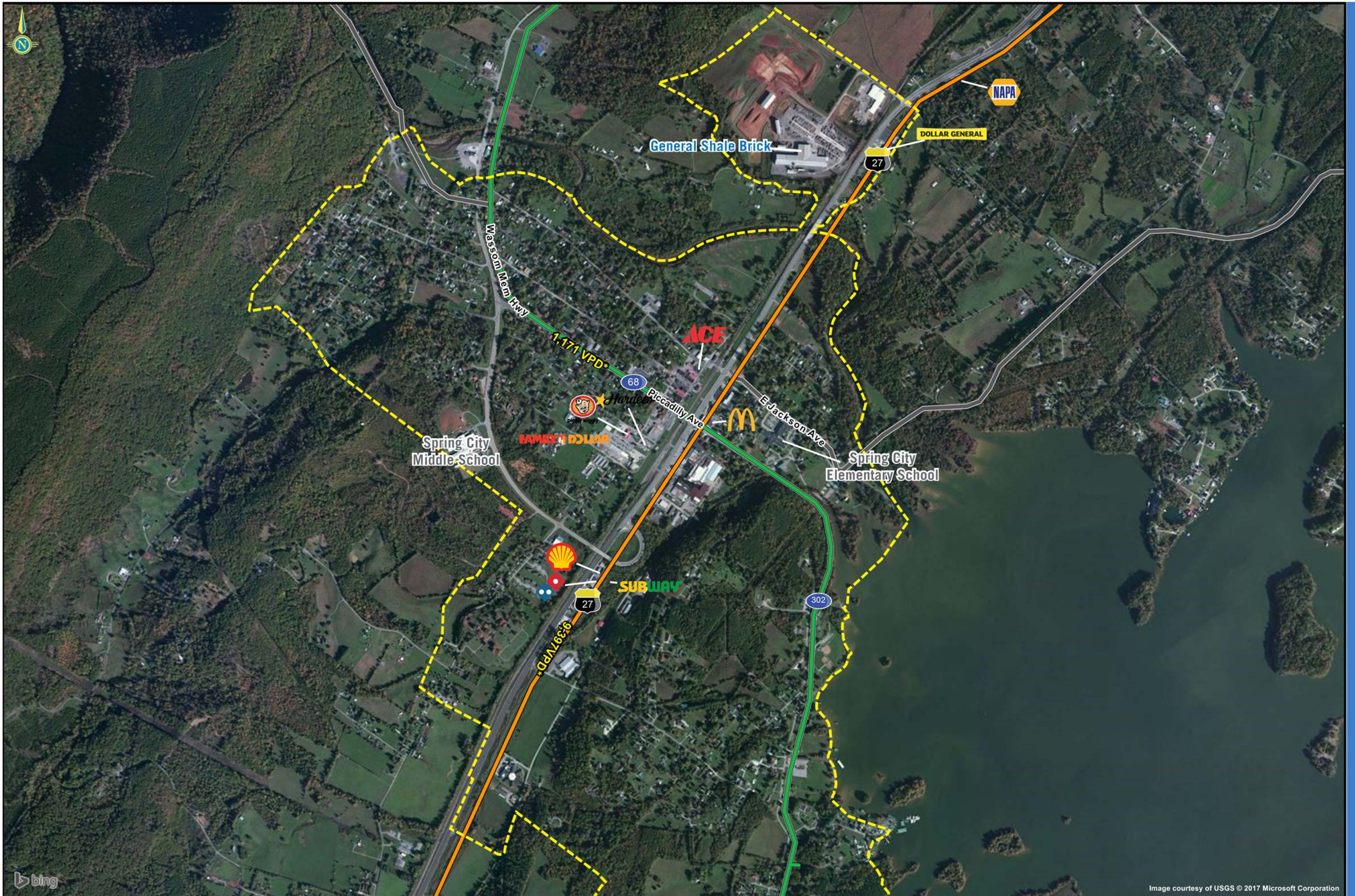
*Source: STI PopStats



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Major Retail & Restaurants

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