

ASHLAND CITY, TENNESSEE

Market Guide

ashlandcitytn.gov

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

Huntingdon, TN	180 Veterans Dr N
Carthage, TN	1 Myers St
Camden, TN	2200 Highway 641 N
Kimball, TN	525 Kimball Crossing Dr
Hohenwald, TN	612 E Main St
Dunlap, TN	16773 Rankin Ave

Demographics

(10 Minute Drive Time)



Average Age
38.8



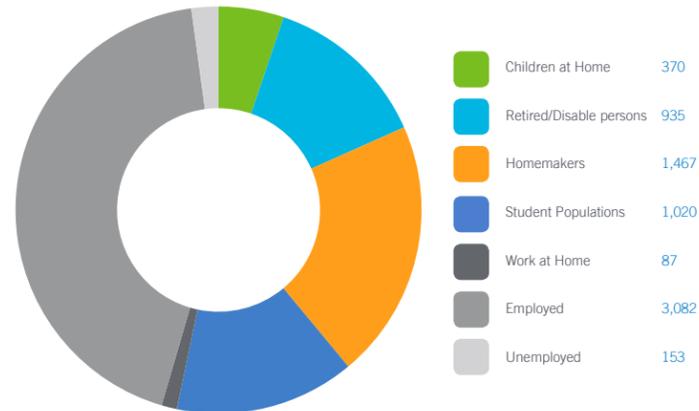
Median Household Income
\$42,615



Growth Rate
7.17%

Daytime Population 7,114

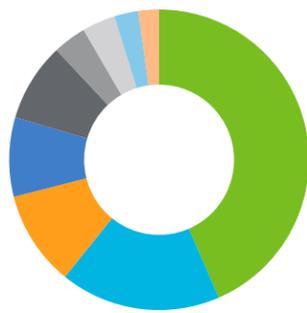
(10 Minute Drive Time)



GAP Analysis \$189,928,857

(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.



Motor Vehicle and Parts Dealers	\$82,583,327
General Merchandise Stores	\$32,887,008
Building Material and Garden Equipment Stores	\$19,441,279
Clothing & Clothing Accessories Stores	\$16,205,441
Foodservice and Drinking Places	\$16,055,603
Sporting Goods, Hobby, Book, Music Stores	\$6,814,692
Health & Personal Care Stores	\$6,786,517
Furniture and Home Furnishings Stores	\$4,943,369
Electronics & Appliance Stores	\$4,211,621

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



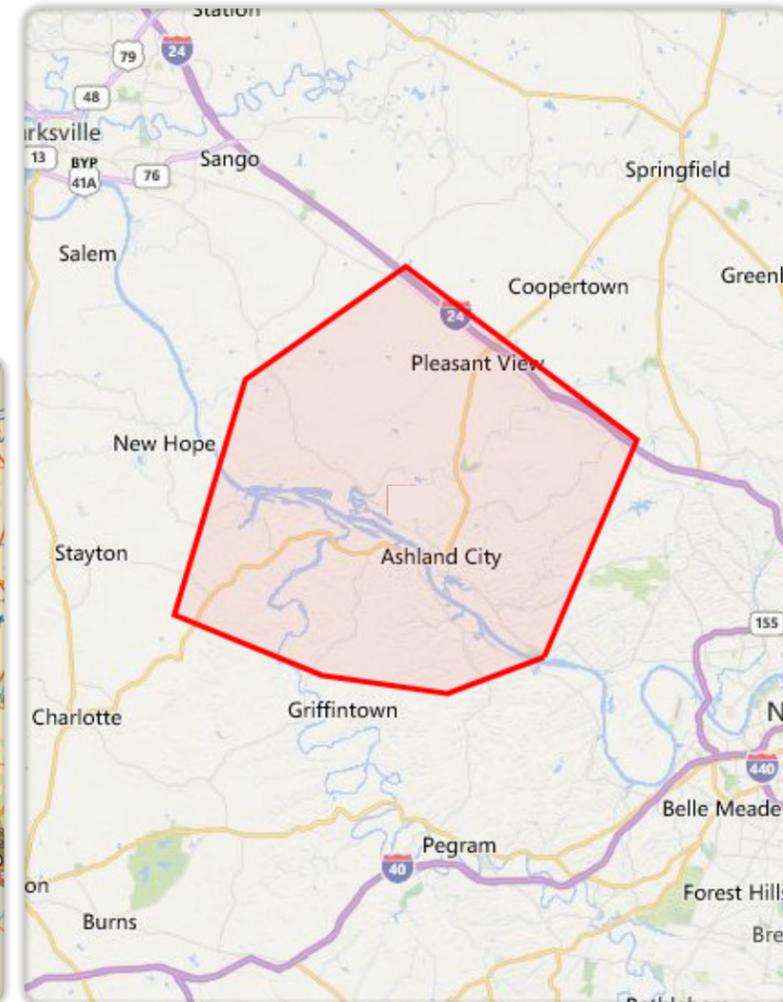
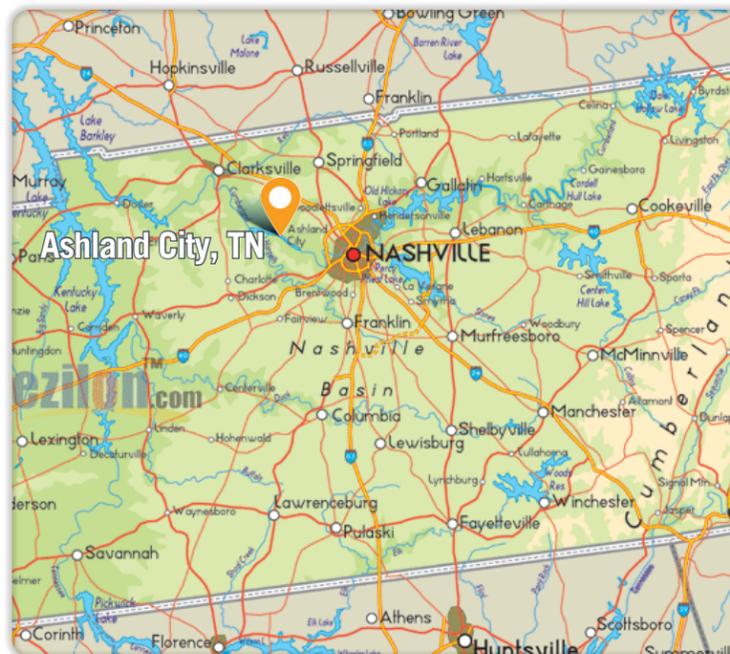
General Merchandise

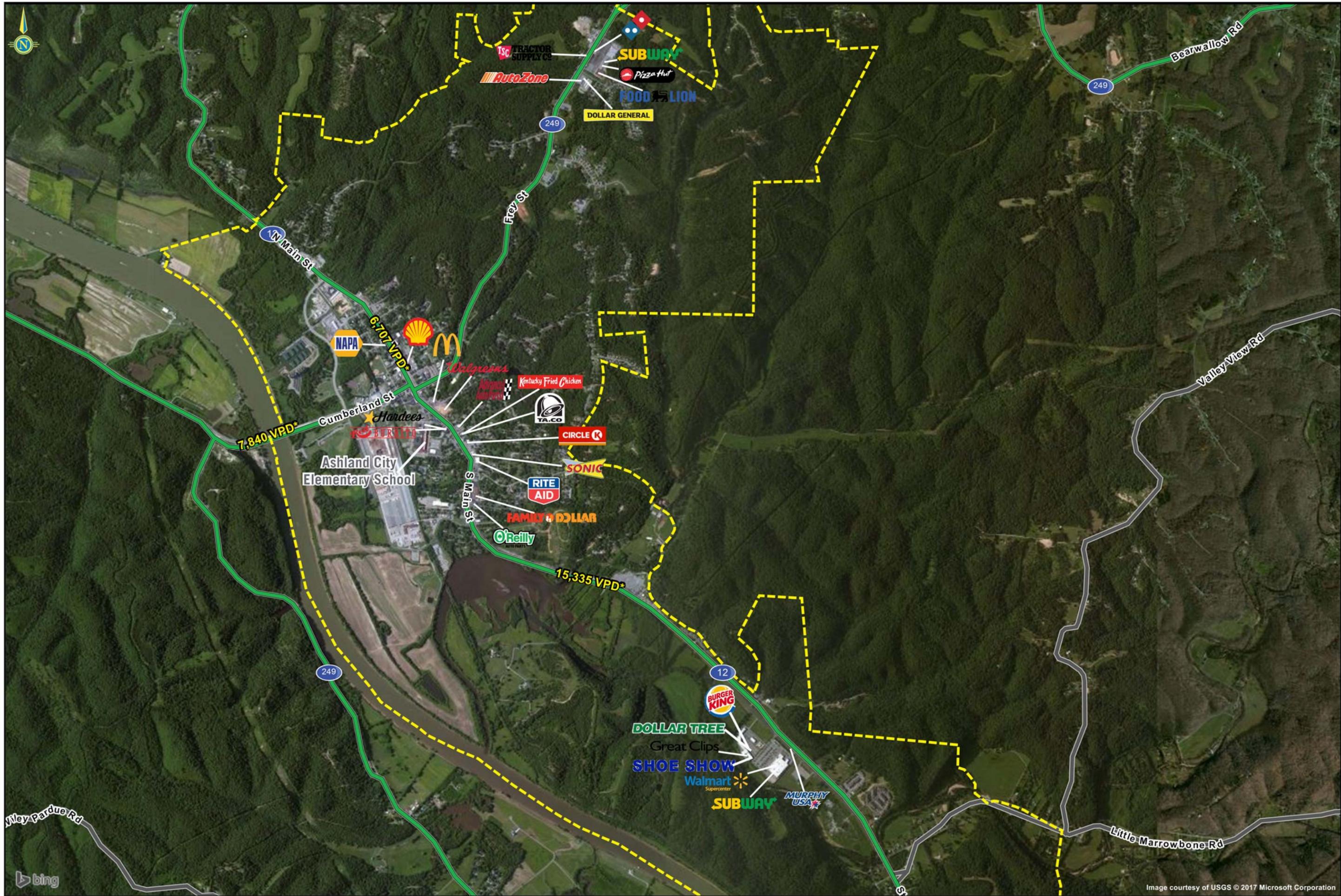


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	6,076	11,121	36,322
Daytime Population	6,385	9,691	28,320
Median HH Income	\$44,976	\$45,943	\$52,191
Number of Households	2,369	4,199	13,130

	5 Minute DT	10 Minute DT	15 Minute DT
2016 Estimated Population	2,366	6,340	11,515
Daytime Population	3,217	7,114	9,810
Median HH Income	\$44,719	\$42,615	\$44,895
Number of Households	1,033	2,242	3,997

*Source: STI PopStats





ASHLAND CITY, TENNESSEE Major Retail & Restaurants

Image courtesy of USGS © 2017 Microsoft Corporation