

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

Demographics

(10 Minute Drive Time)



Average Age
39.8



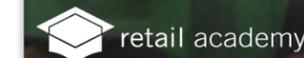
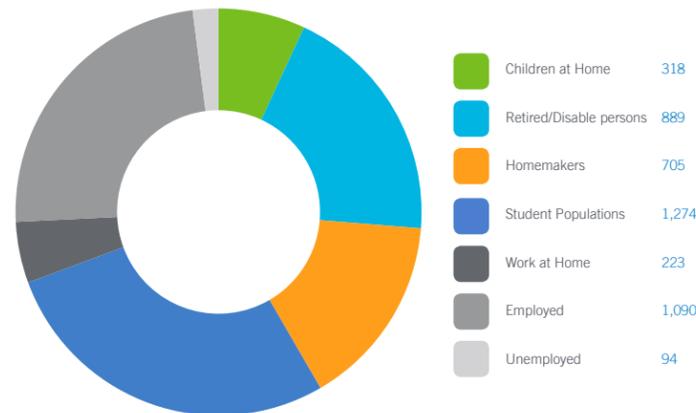
Median Household Income
\$69,626



Growth Rate
1.06%

Daytime Population 4,593

(10 Minute Drive Time)



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

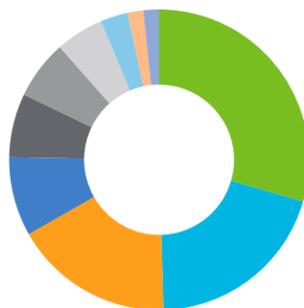
	5 Minute DT	10 Minute DT	15 Minute DT
2016 Estimated Population	1,230	8,120	45,015
Daytime Population	904	4,593	30,913
Median HH Income	\$56,106	\$69,626	\$61,435
Number of Households	478	3,065	20,329

*Source: STI PopStats

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.



Automobile dealers	\$21,139,997
Grocery Stores	\$14,360,387
General Merchandise Stores	\$12,345,137
Health & Personal Care Stores	\$6,108,926
Building Material and Garden Equipment Stores	\$4,913,656
Clothing & Clothing Accessories Stores	\$4,551,636
Limited-Service Eating Places	\$3,714,948
Full-Service Restaurants	\$2,121,390
Sporting Goods, Hobby, & Musical Instrument Stores	\$1,208,691
Furniture Stores	\$1,204,238

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



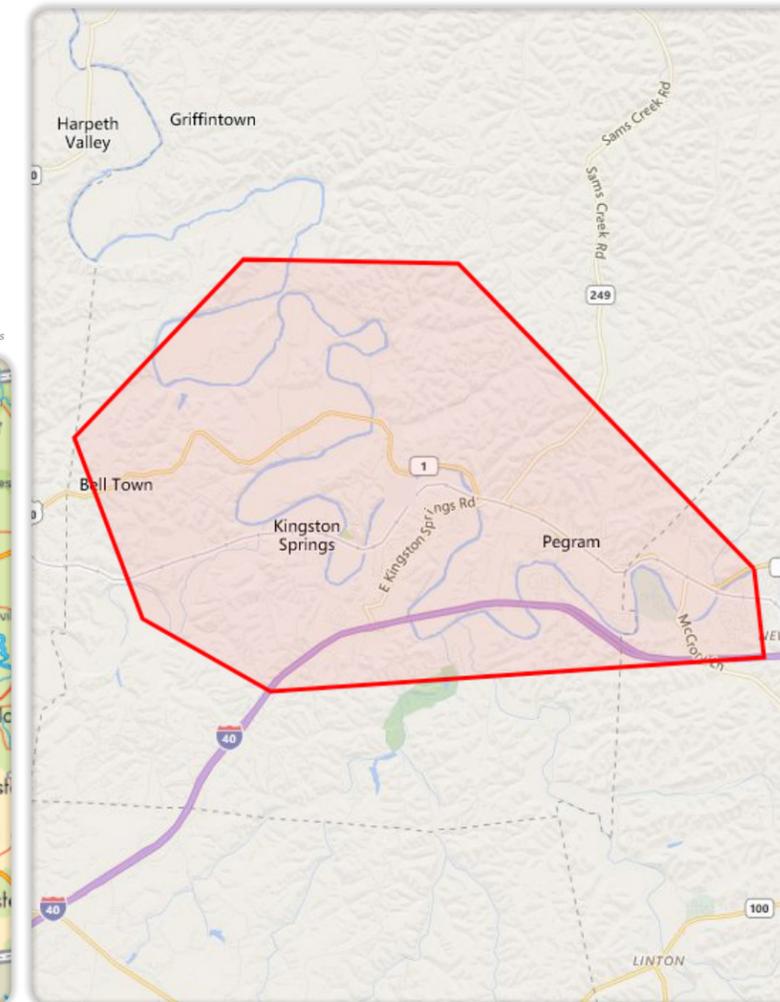
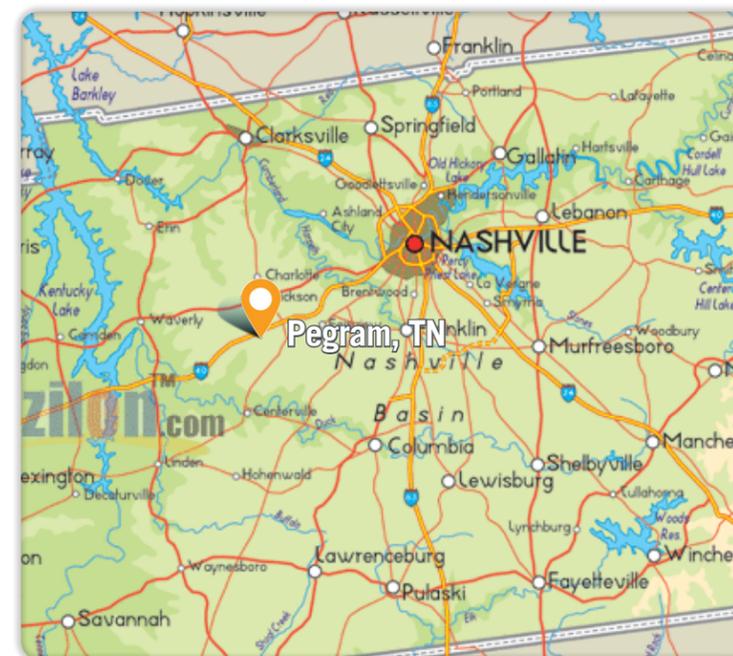
Grocery



Health & Wellness



General Merchandise



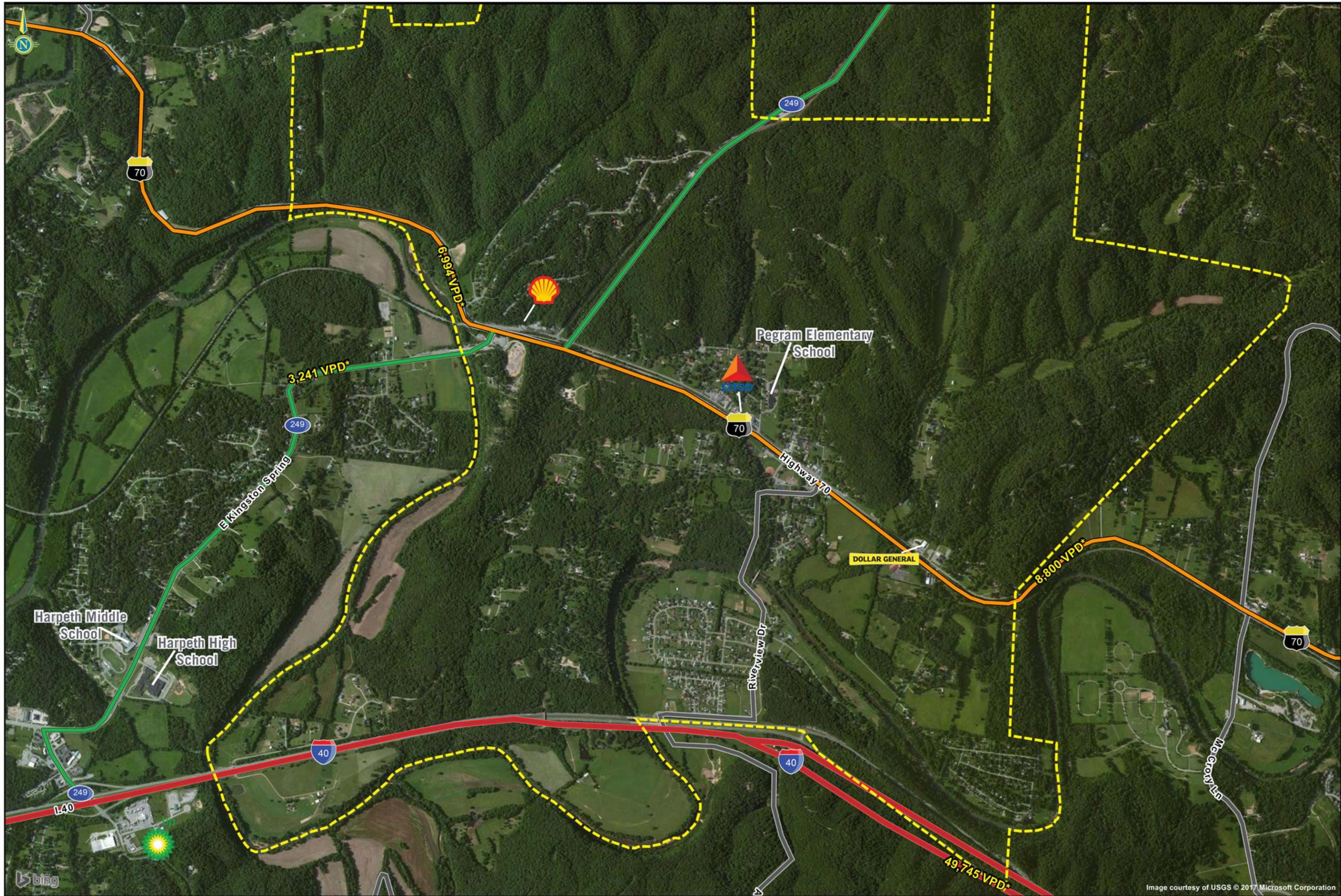


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Major Retail & Restaurants

