

Discover



State of Tennessee
Population 6.55 million

Munford, TN CBSA
Population 1,354,978

Munford, TN
Population 6,241



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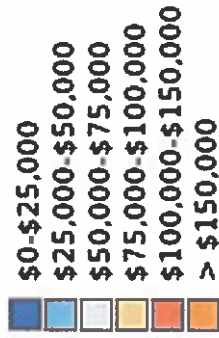
Residential Population Density

• 1 dot = 100

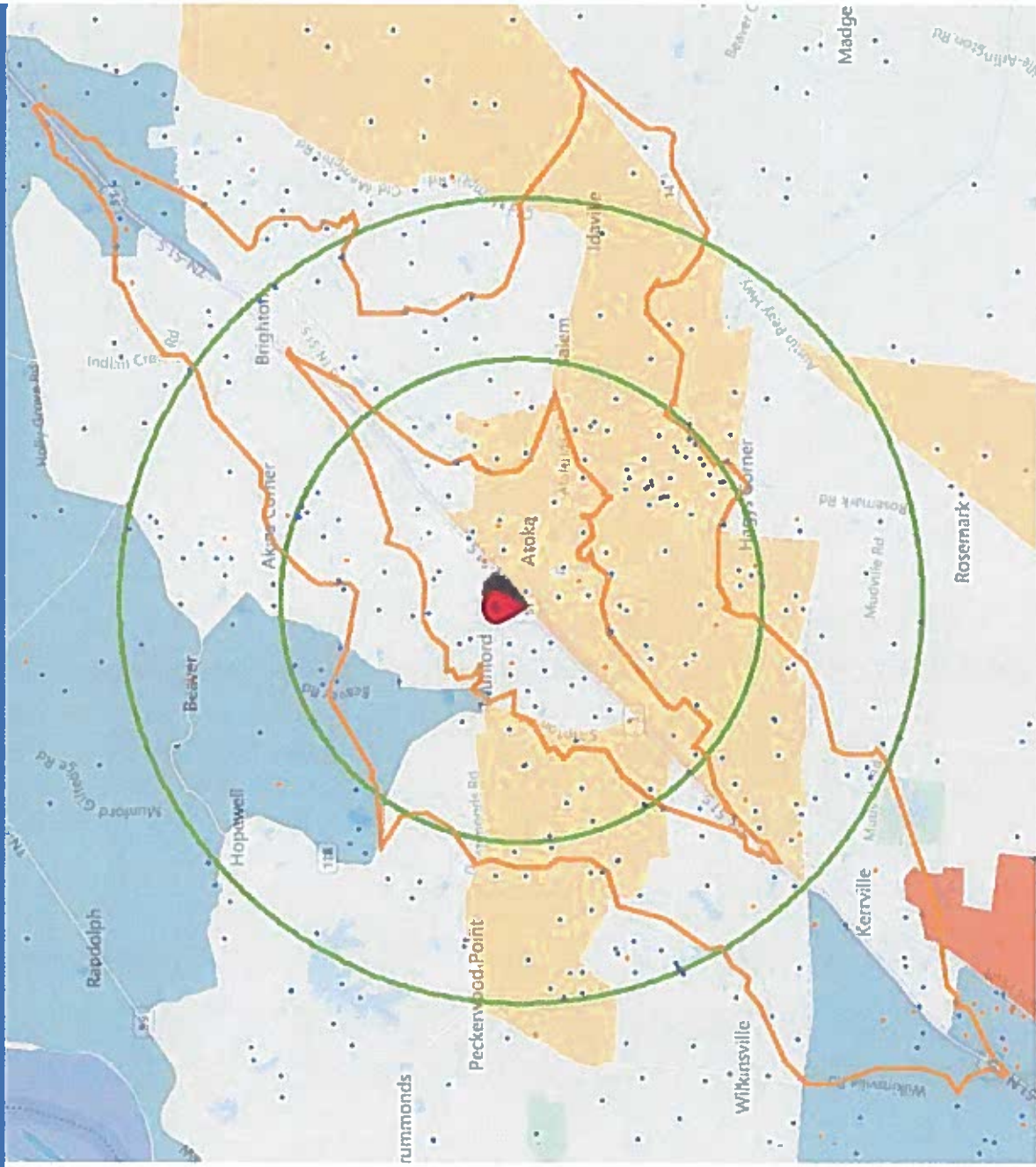
Daytime Employee Population Density

• 1 dot = 100

Median Household Income



Study Area



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Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	16,049	27,367	60,368	5,752	23,493	44,128
Number of Households	5,719	9,899	22,793	2,187	8,588	16,861
Projected Annual Growth (5 YR)	9.18%	8.26%	5.40%	8.41%	8.36%	6.14%
Median HH Income 2016	\$68,715	\$66,692	\$57,130	\$64,864	\$65,704	\$57,086
Current Year Average Age	36.8	37.2	38.3	37	36.9	37.9
Average Home Value	\$186,603	\$180,063	\$172,227	\$185,636	\$177,043	\$169,337
Current Year % Bachelor's Degree	12%	12%	10%	10%	12%	10%
Daytime Population	11,733	18,400	48,791	7,194	18,300	38,951
Total Number of Employees	12,598	21,554	48,099	4,530	18,414	34,852

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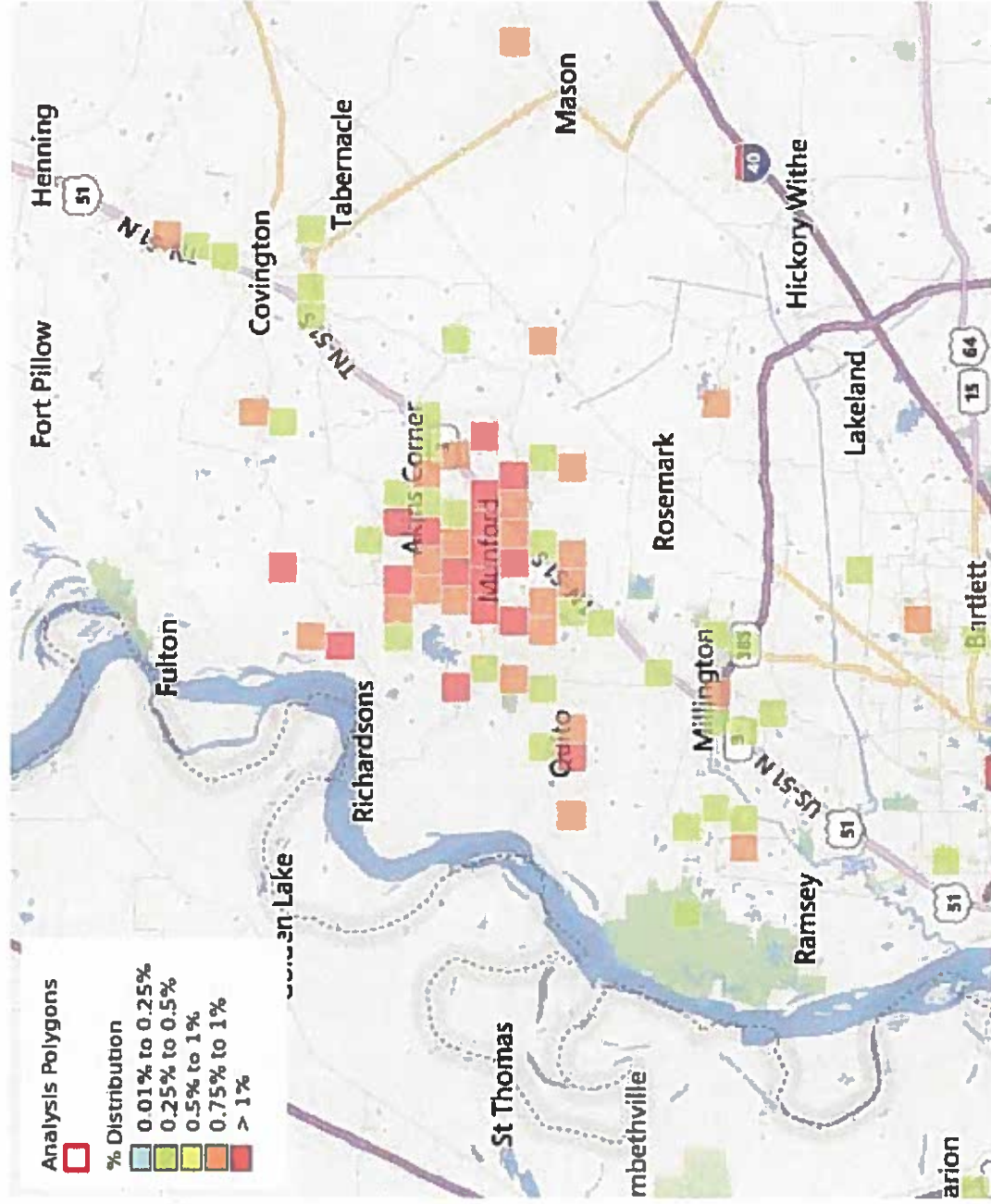


Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.

The location tracked was
Haddad's

for the time period of
October 2015
To
October 2016



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Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store.

Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop online.



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39,438

2016 estimated population



42,374

projected 2021 population

7.4%

projected growth rate
2016-2021

37

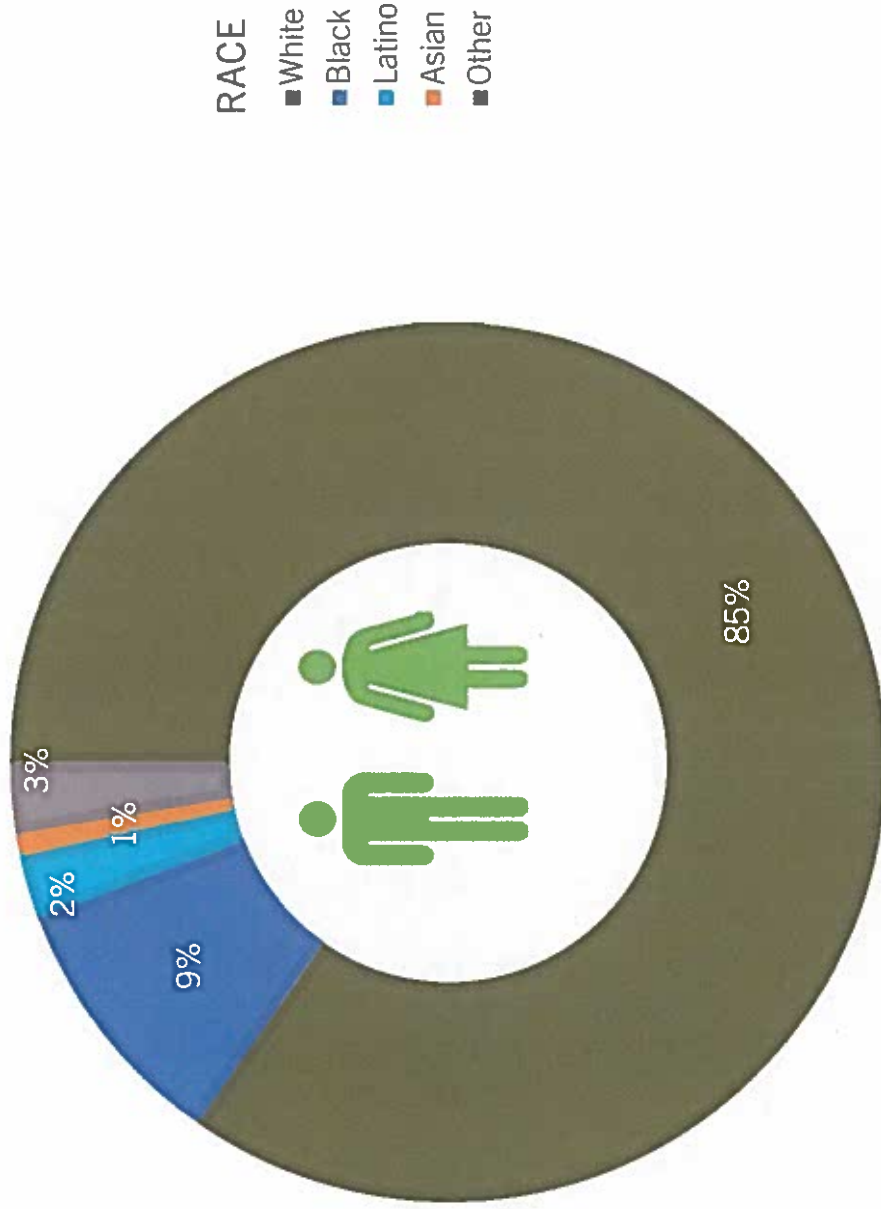
male average age

38

female average age



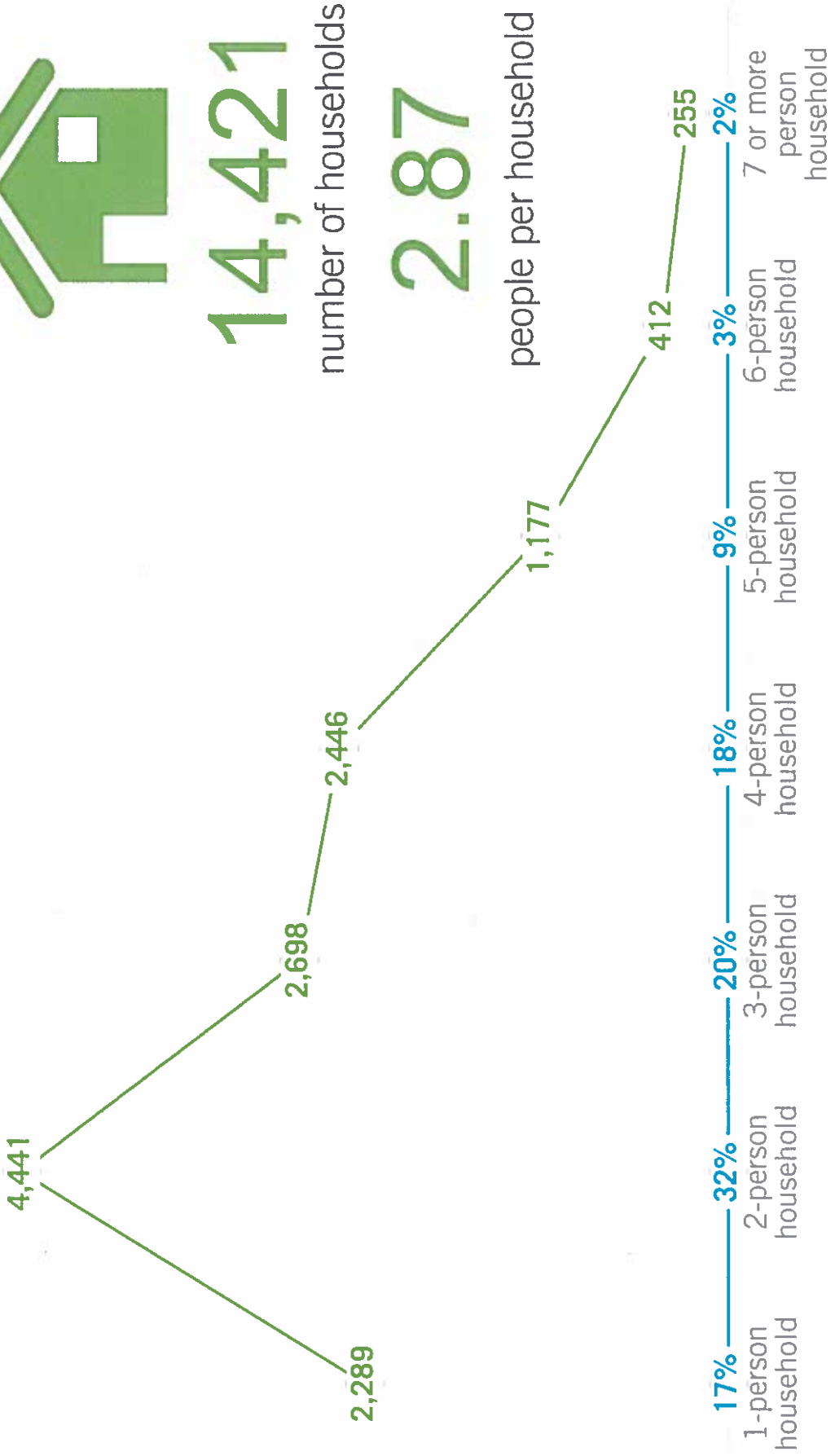
CURRENT YEAR ESTIMATED POPULATION BY RACE



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CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



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CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



\$171,581

average housing unit value

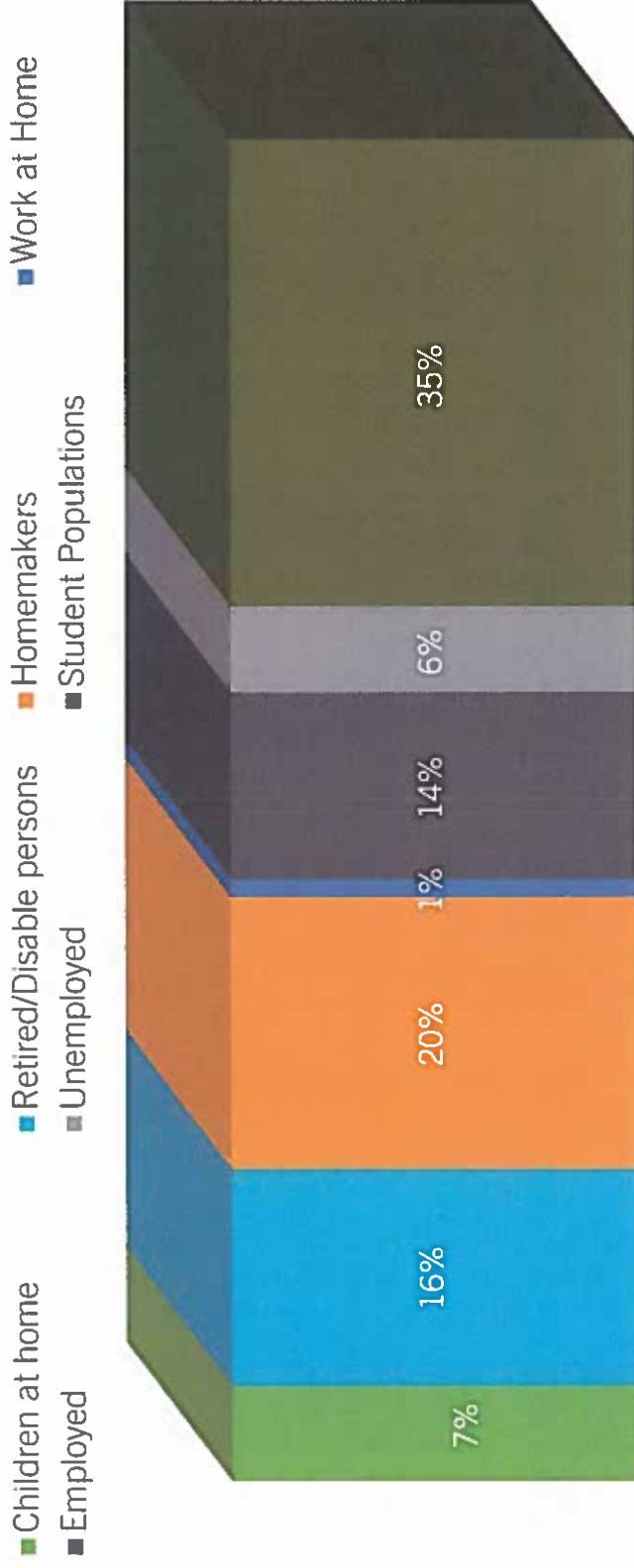
\$62,368

median household income

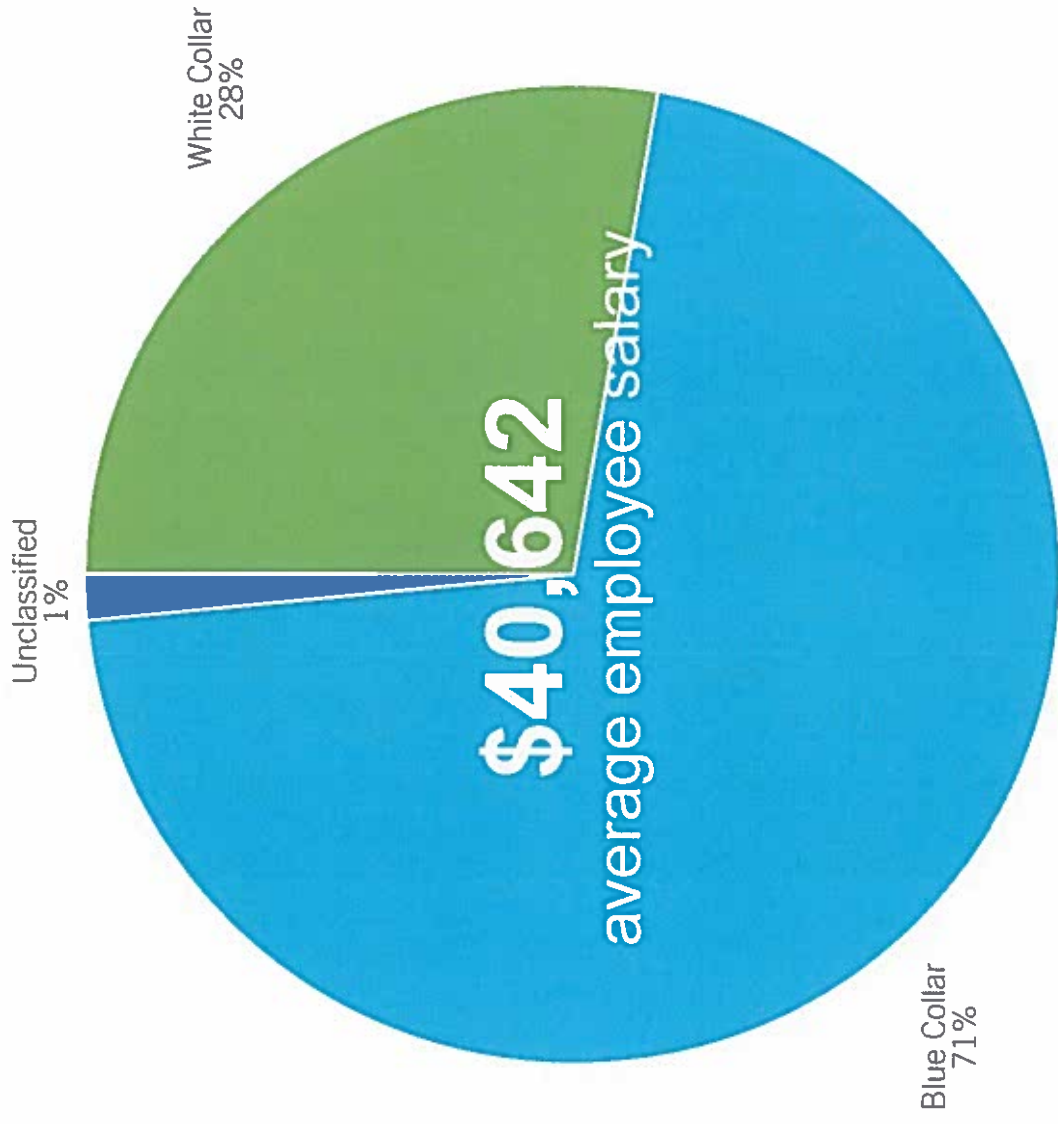
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24,869 daytime population



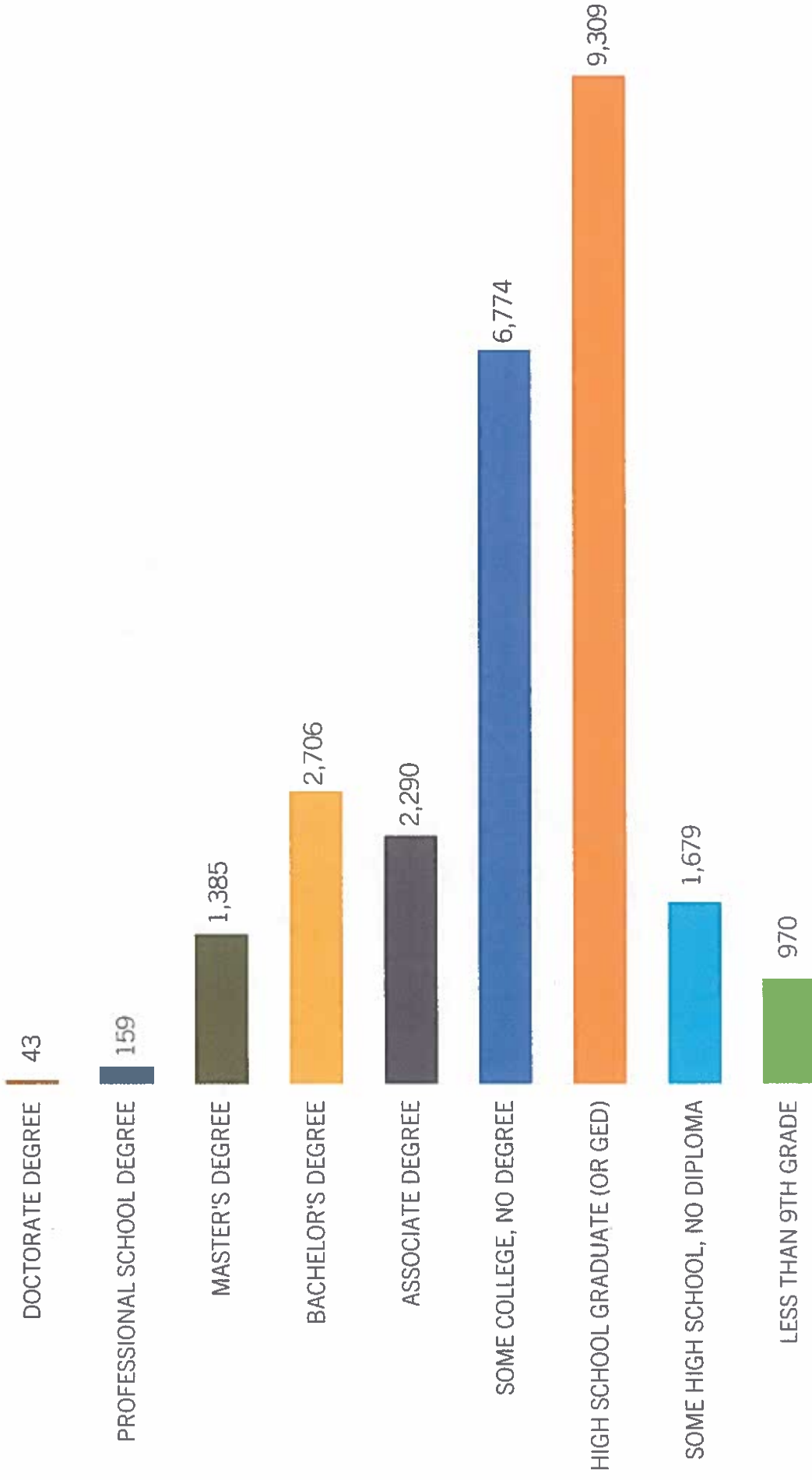
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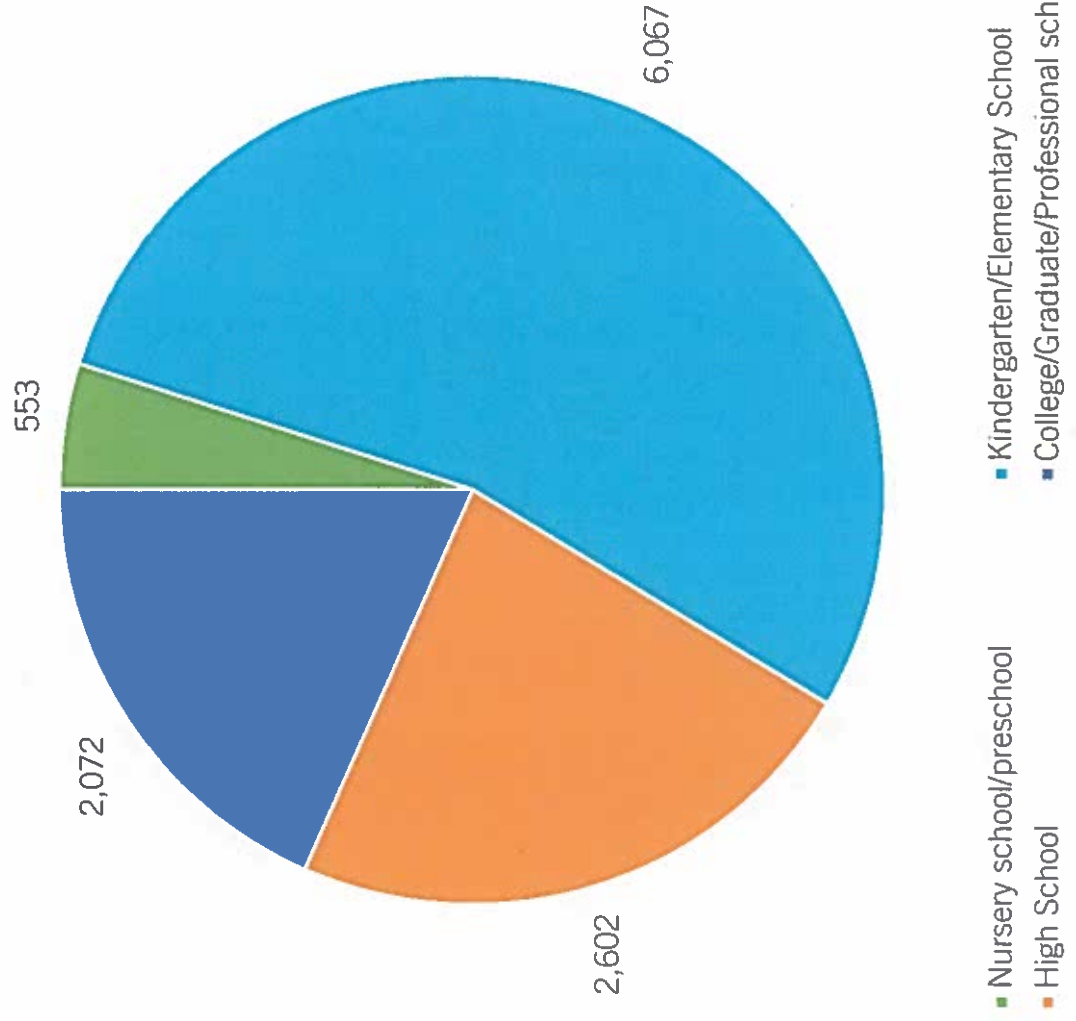


CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



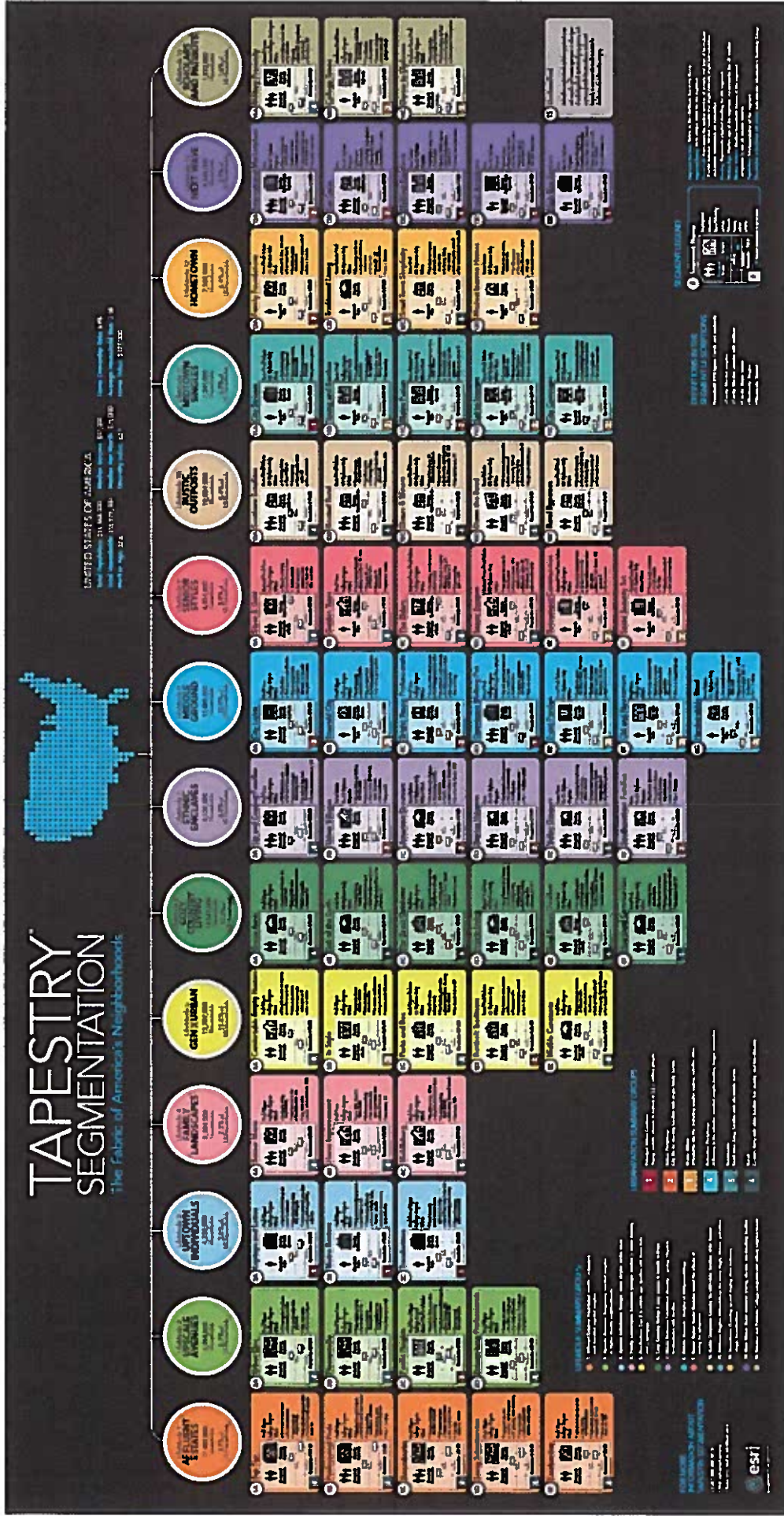


CURRENT YEAR POPULATION BY ENROLLMENT

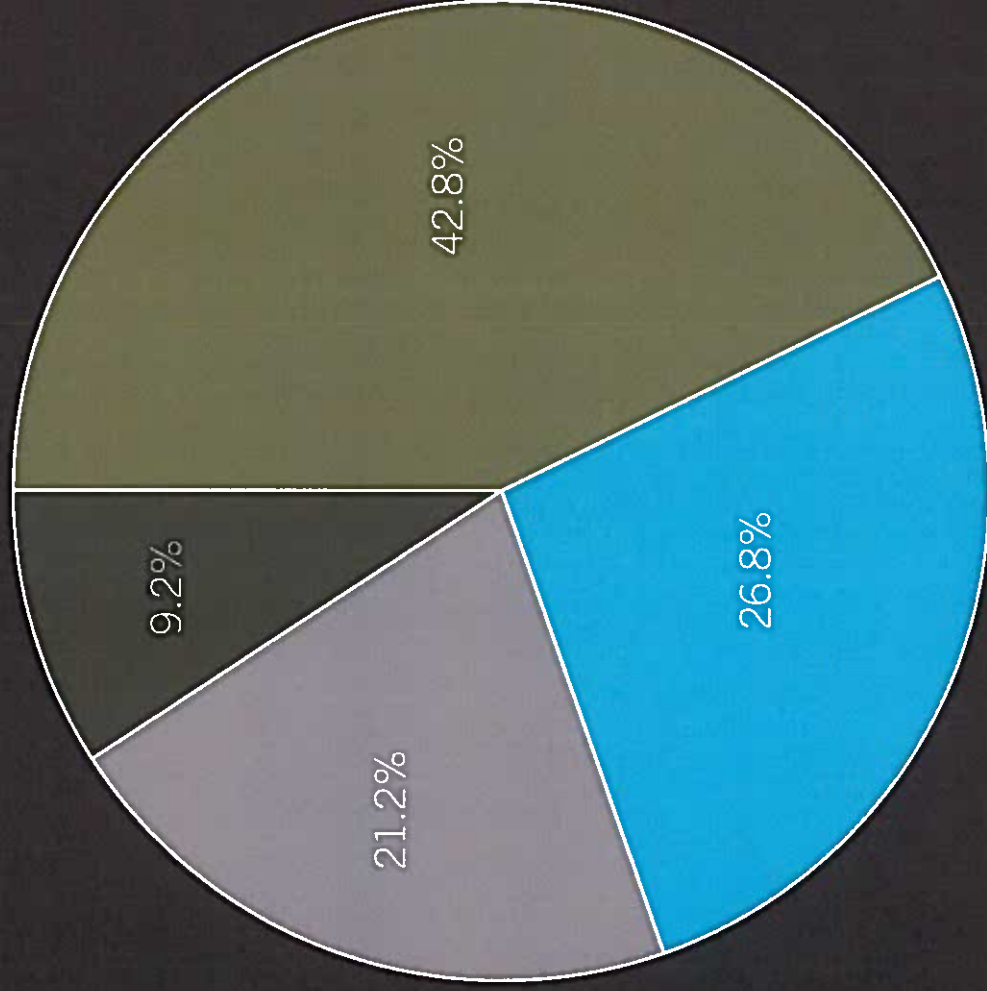




Discover: Research & Analytics



Discover: Psychographic Profile



- Middleburg
- Salt of the Earth
- Soccer Moms
- Southern Satellites

