

# Tullahoma, TN

*There's a lot of potential here.*



retail strategies

# discover: research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided the City of Tullahoma's primary point of contact an electronic copy of each of these reports from multiple geographic parameters online on our project management site, Basecamp.

In addition to these reports, our partnership with Tullahoma features on-demand reporting where we will run data on behalf of the city at any point during our engagement to help identify and execute against opportunities within the market.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Mobile Data Collections

Customized Trade Area Analysis

Lifestyle Segmentation

Retail Gap Analysis

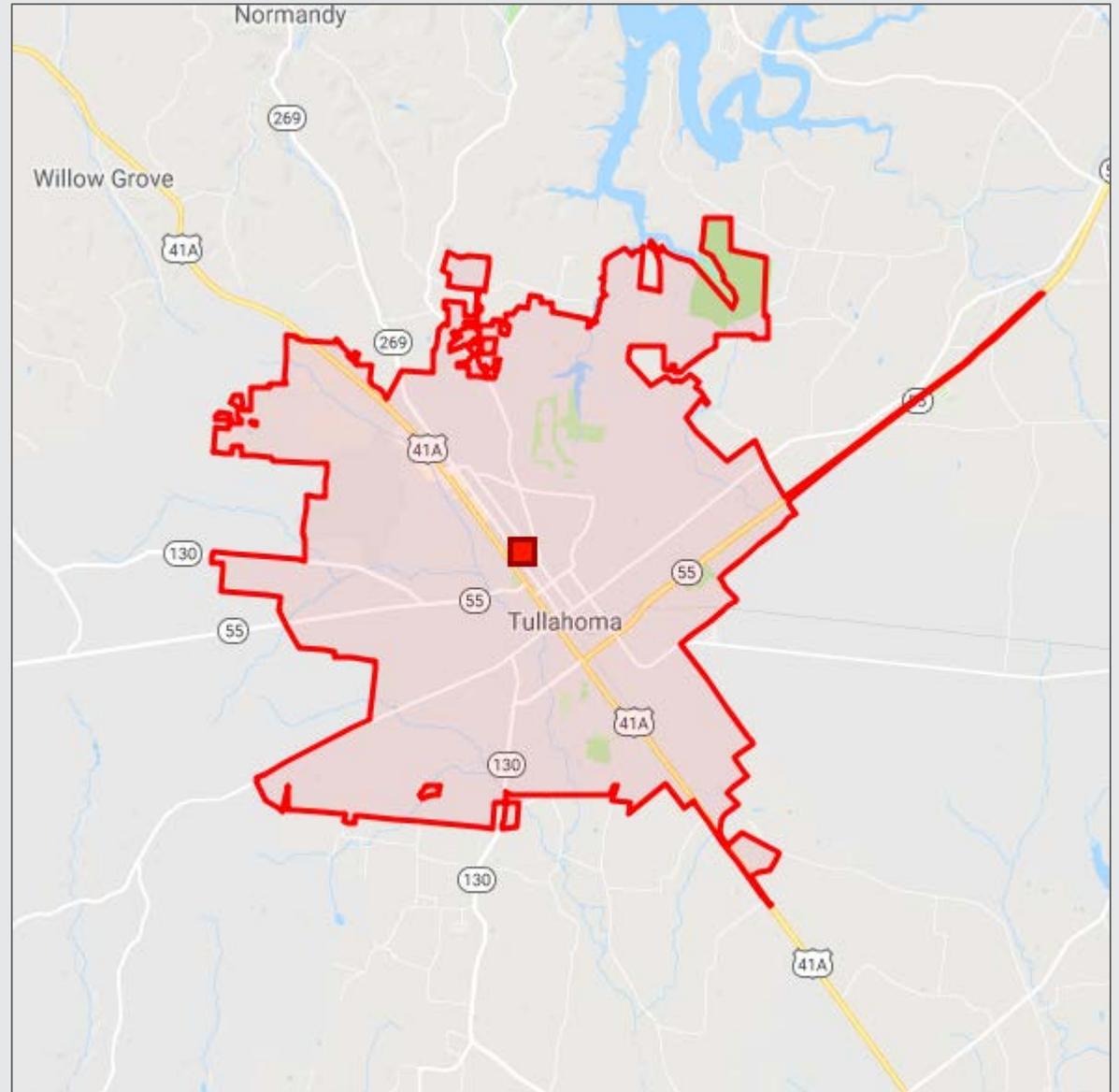
Peer Analysis

# discover



State of Tennessee  
Population 6.72 million

Tullahoma, TN  
Population 18,925



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### Residential Population Density

• 1 dot = 100

### Daytime Employee Population Density

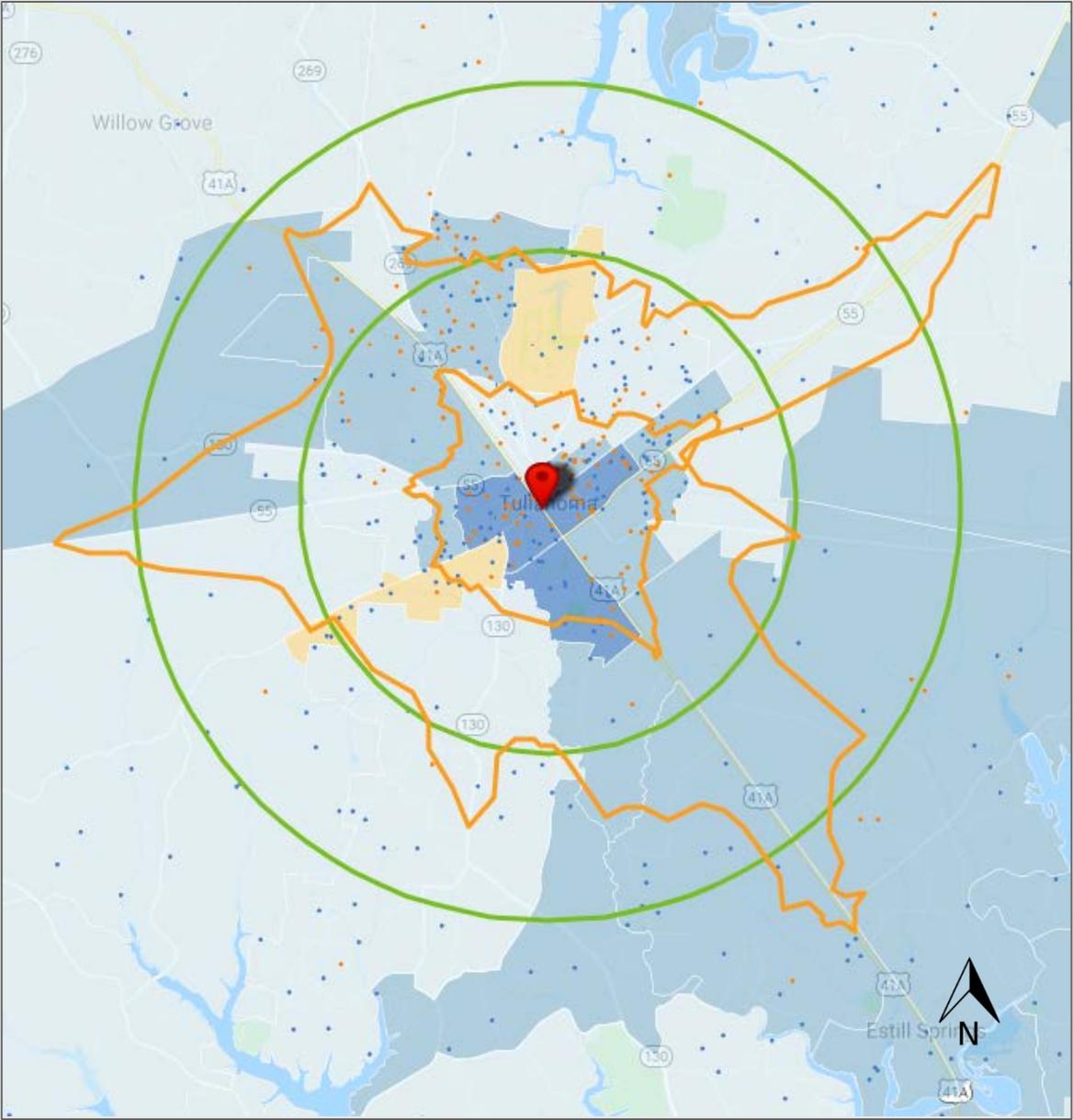
• 1 dot = 100

### Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

### Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



# discover

Category	3-Mile Radius	5-Mile Radius	7-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	18,905	22,761	27,768	6,475	18,465	24,467
Number of Households	7,852	9,378	11,322	2,804	7,693	10,054
Projected Annual Growth (5 YR)	6.93%	6.57%	6.38%	7.09%	6.91%	6.45%
Median HH Income 2016	\$38,916	\$40,572	\$42,635	\$37,616	\$38,582	\$41,037
Current Year Average Age	40.8	41.1	41.3	41.1	40.6	41.2
Average Home Value	\$185,855	\$188,675	\$192,753	\$174,483	\$182,247	\$189,566
Current Year % Bachelor's Degree	21%	21%	20%	18%	21%	20%
Daytime Population	26,148	30,101	34,549	17,314	27,068	34,452
Labor Force	15,229	18,414	22,560	5,284	14,848	19,830

# 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

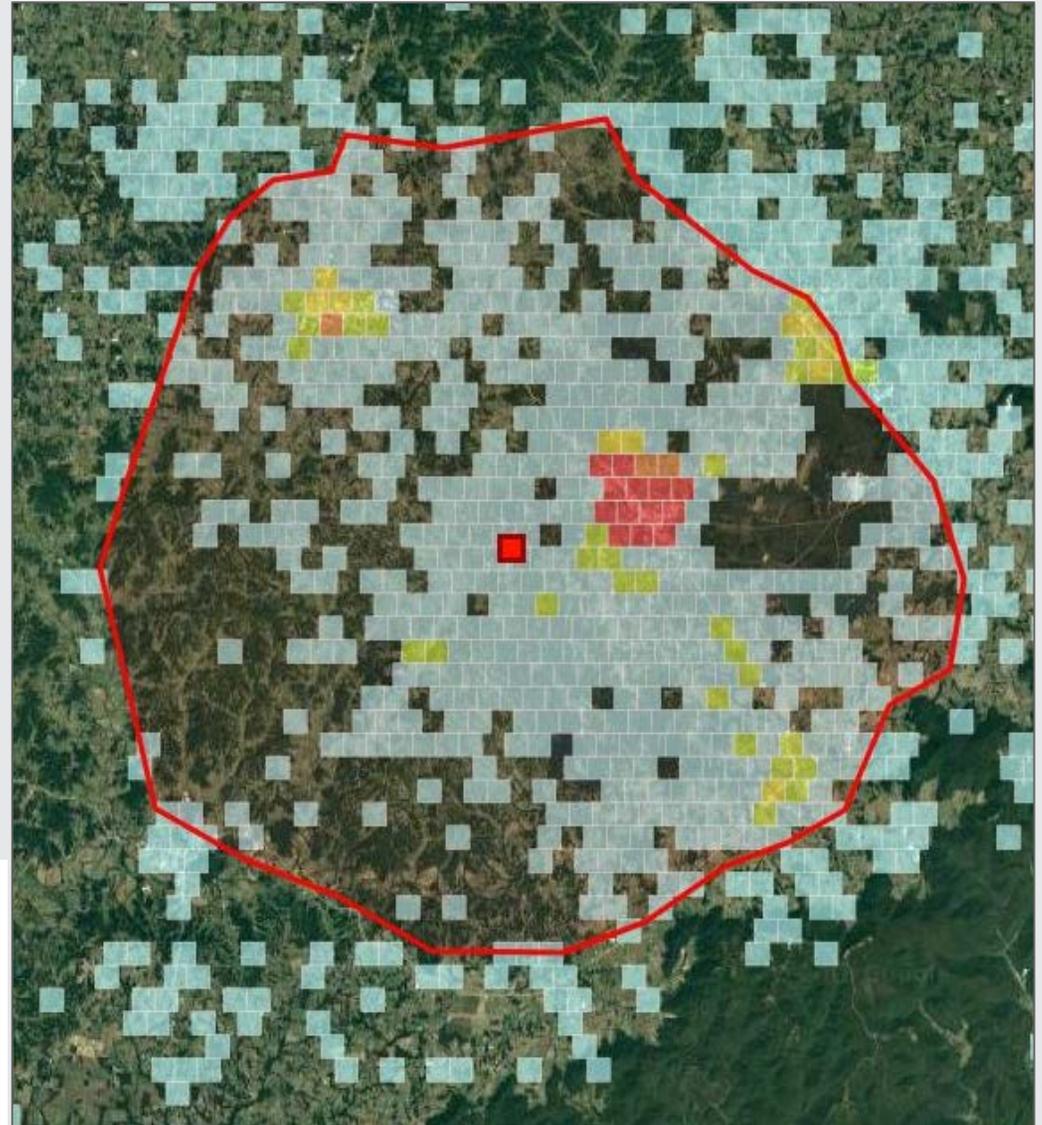
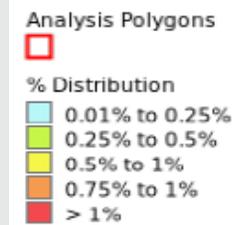
**Tulahoma Walmart**

for the time period of

**August 2017**

**To**

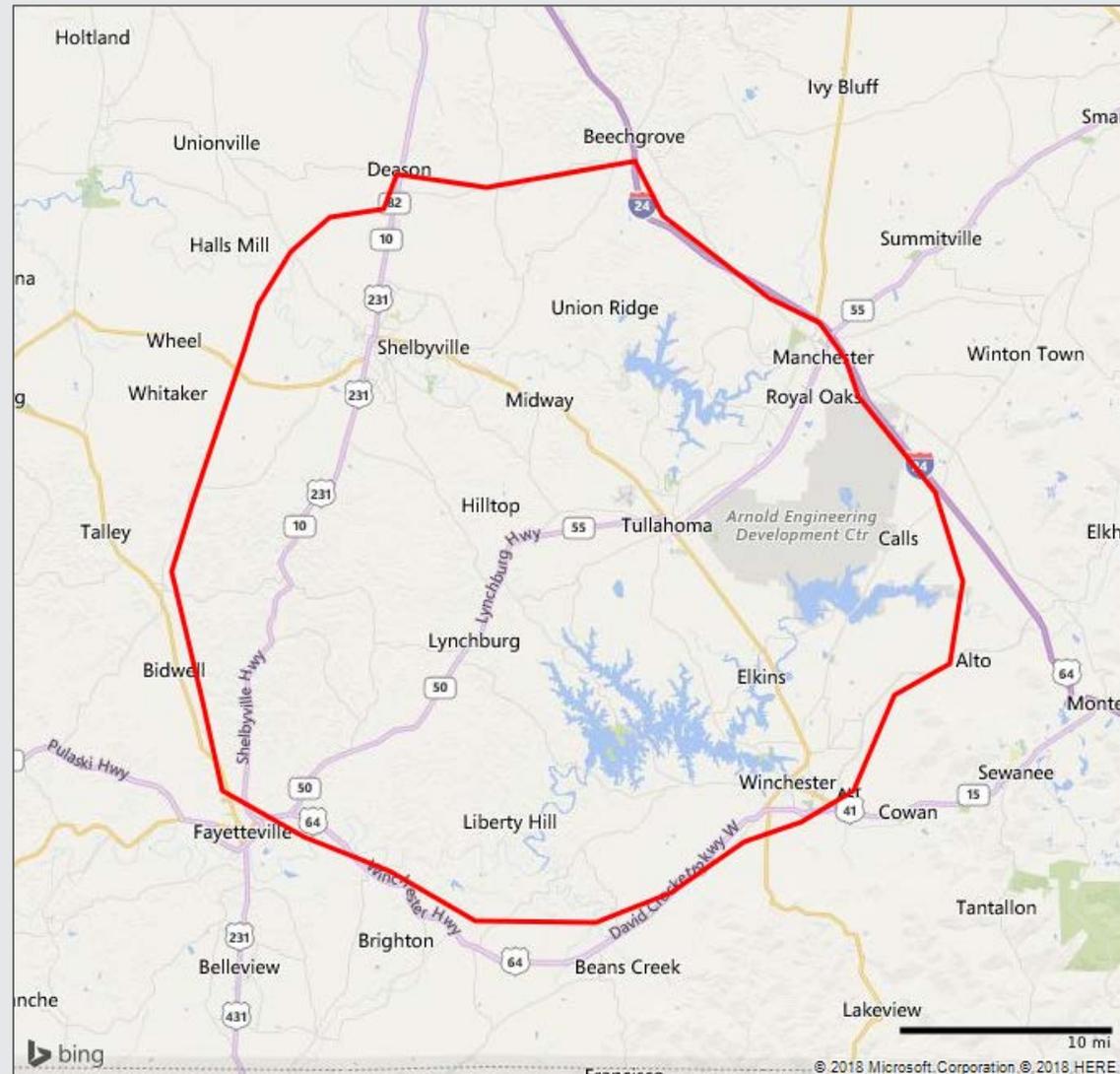
**August 2018**



# 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 or dine.



# Customized Trade Area

111,878

2018 estimated population



119,751

projected 2023 population

7.0%

projected growth rate  
2018-2023

39

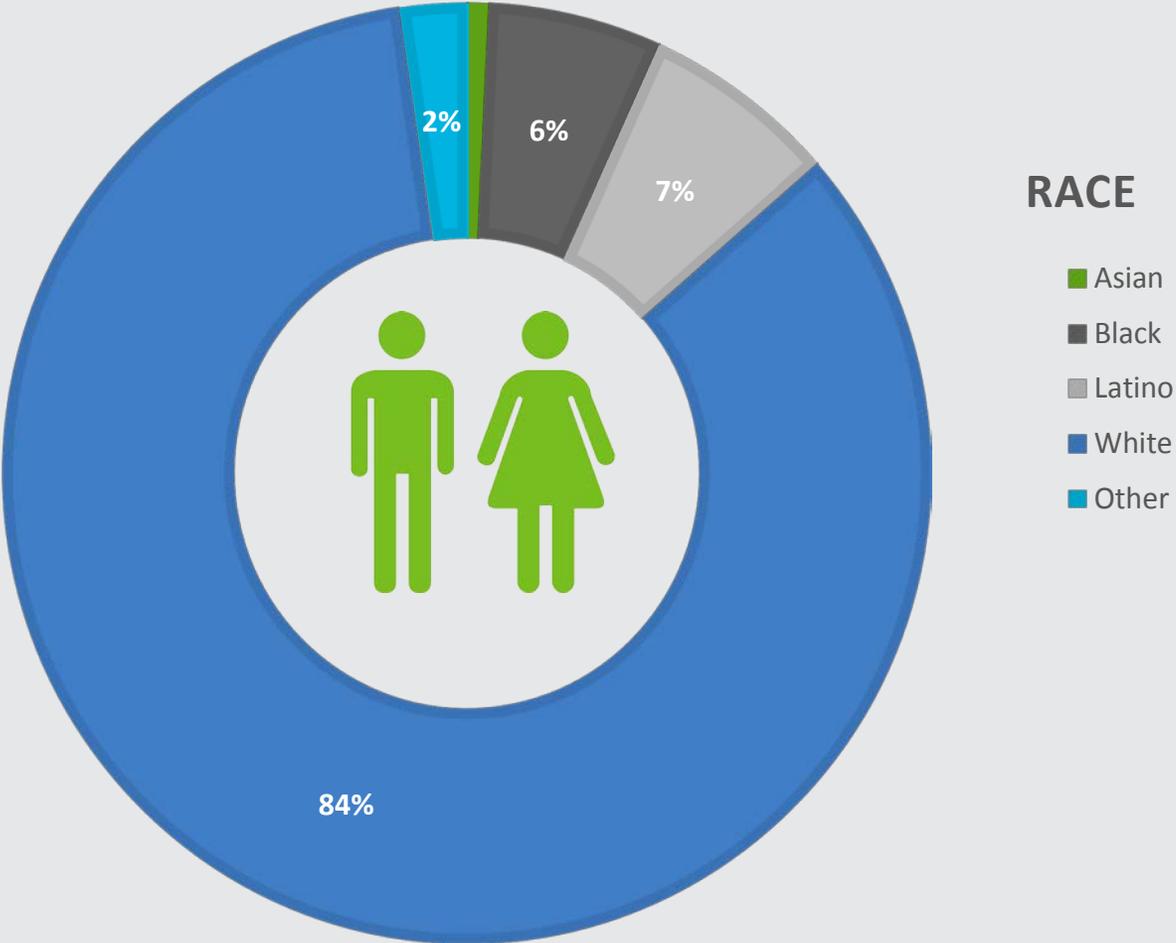
male average age

42

female average age

# Customized Trade Area

## CURRENT YEAR ESTIMATED POPULATION BY RACE



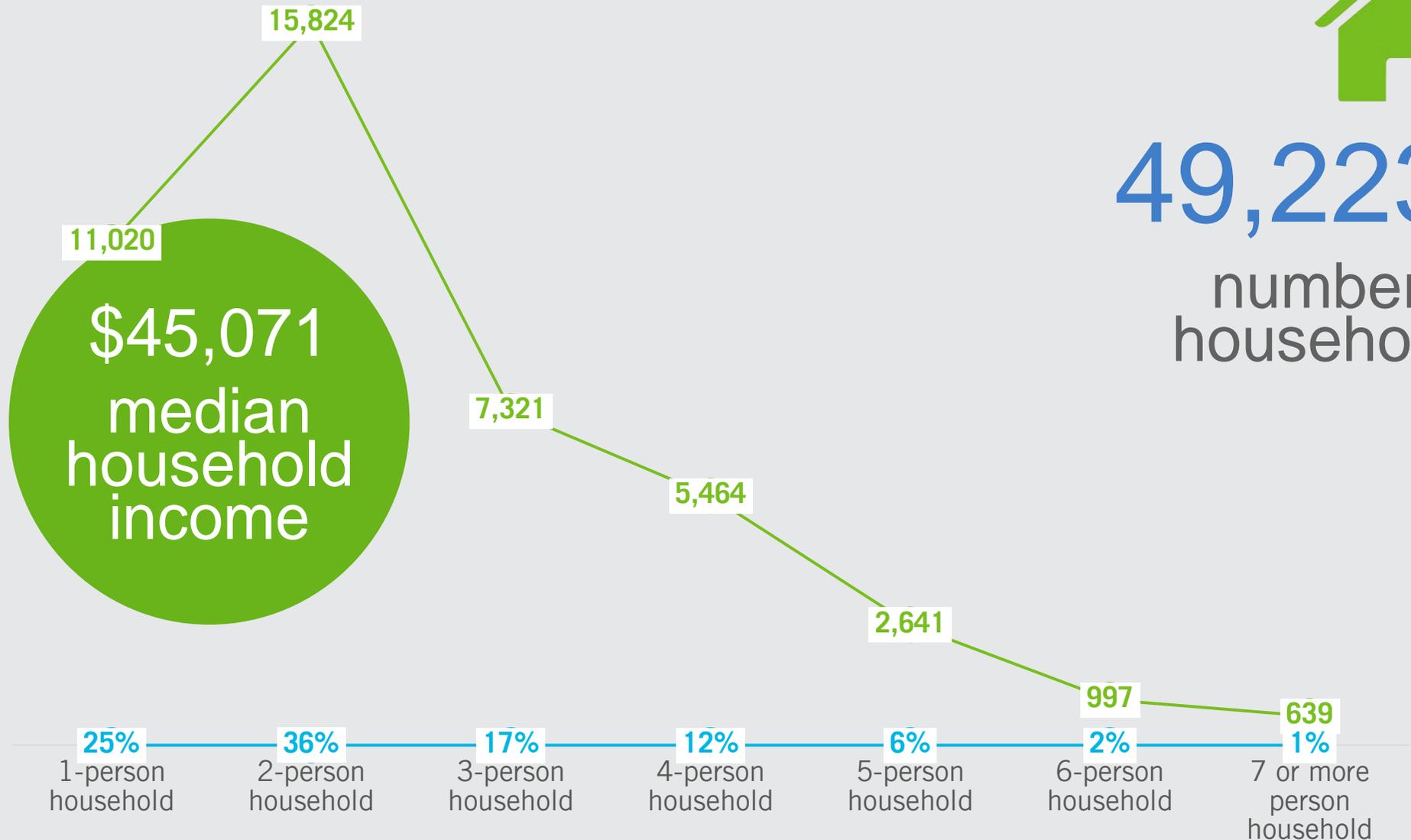
# Customized Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



49,223

number of households

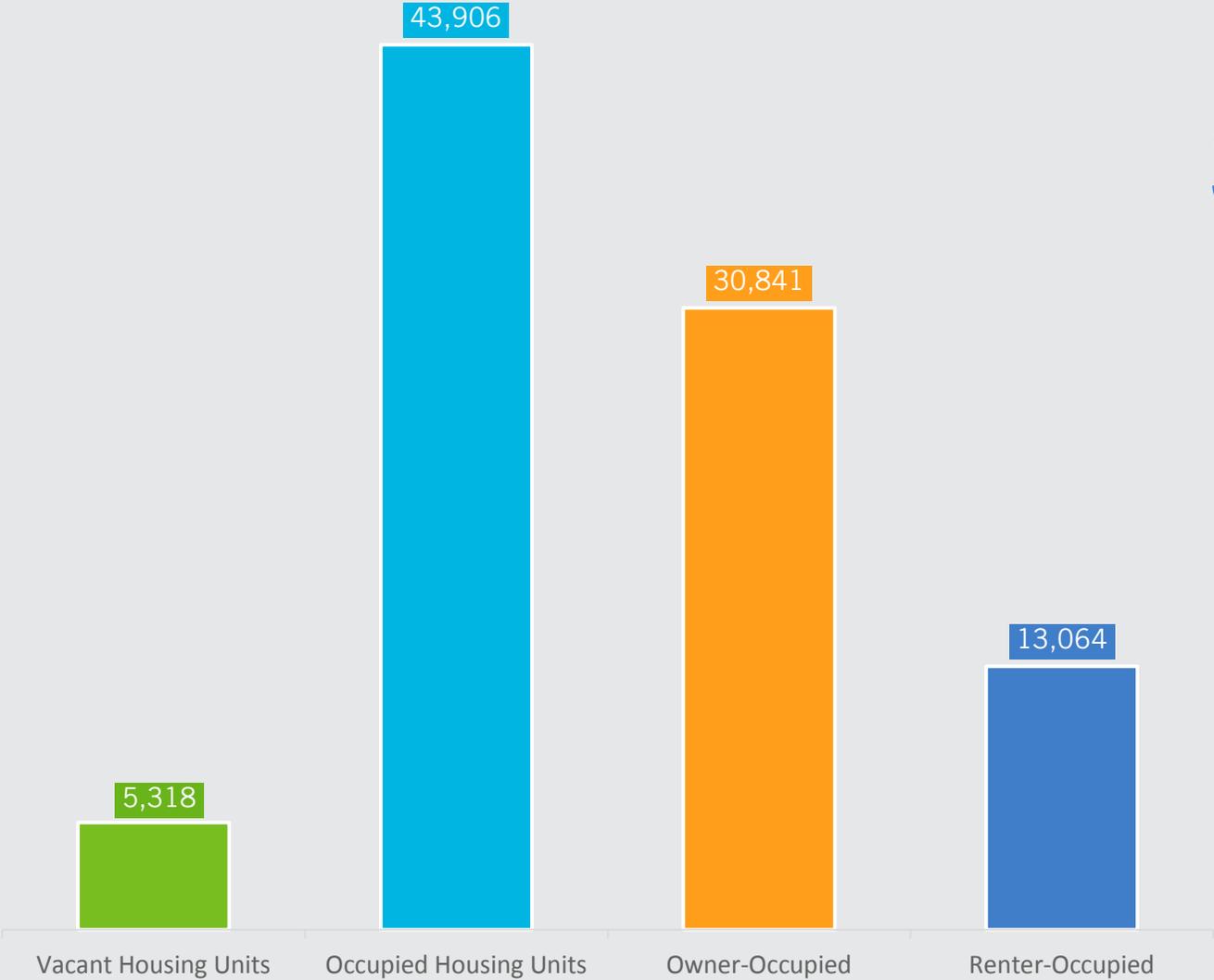


# Customized Trade Area

## 2018 ESTIMATED HOUSING UNITS BY TENURE

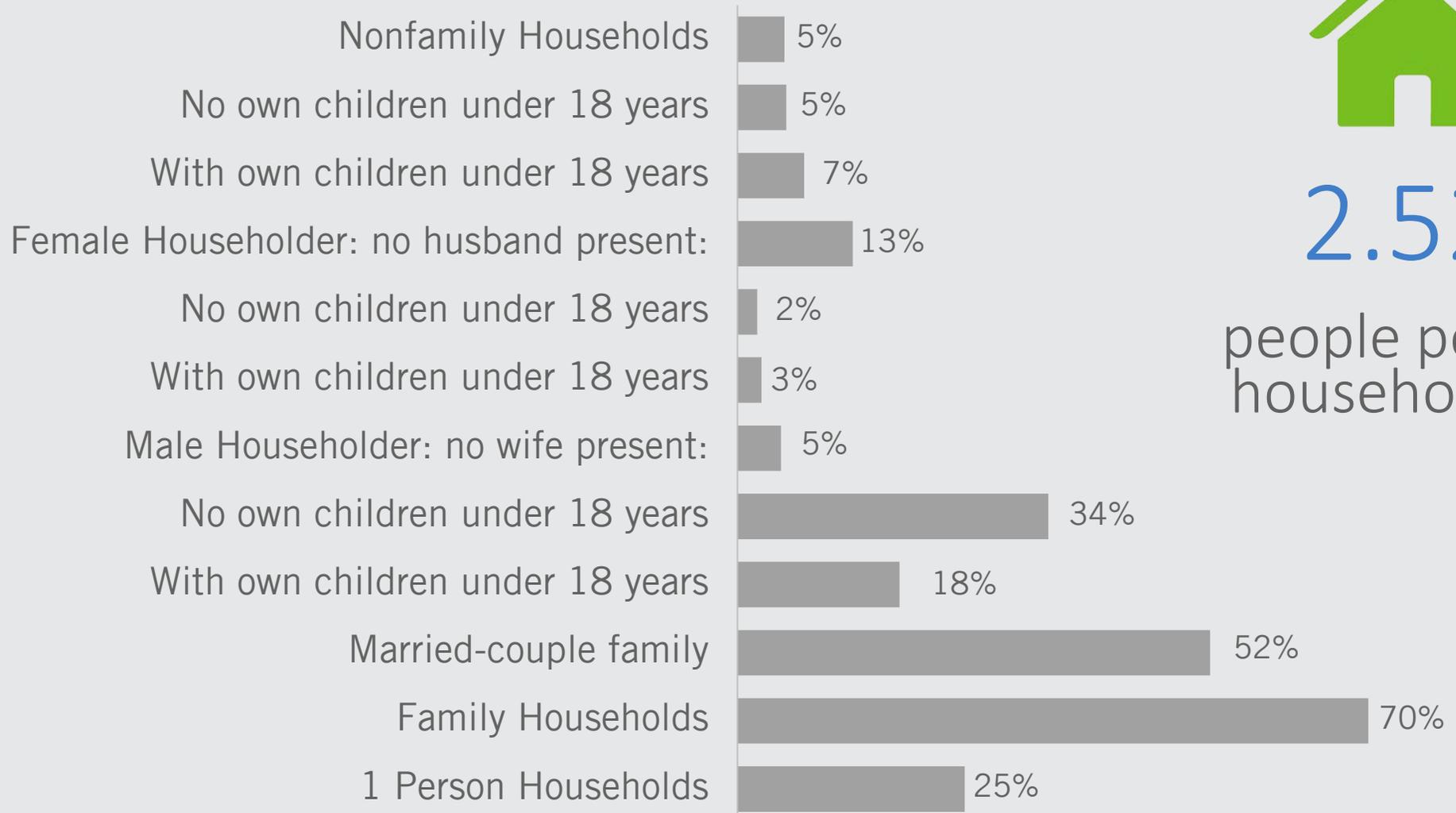


**\$197,925**  
average housing  
unit value



# Customized Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.52

people per household

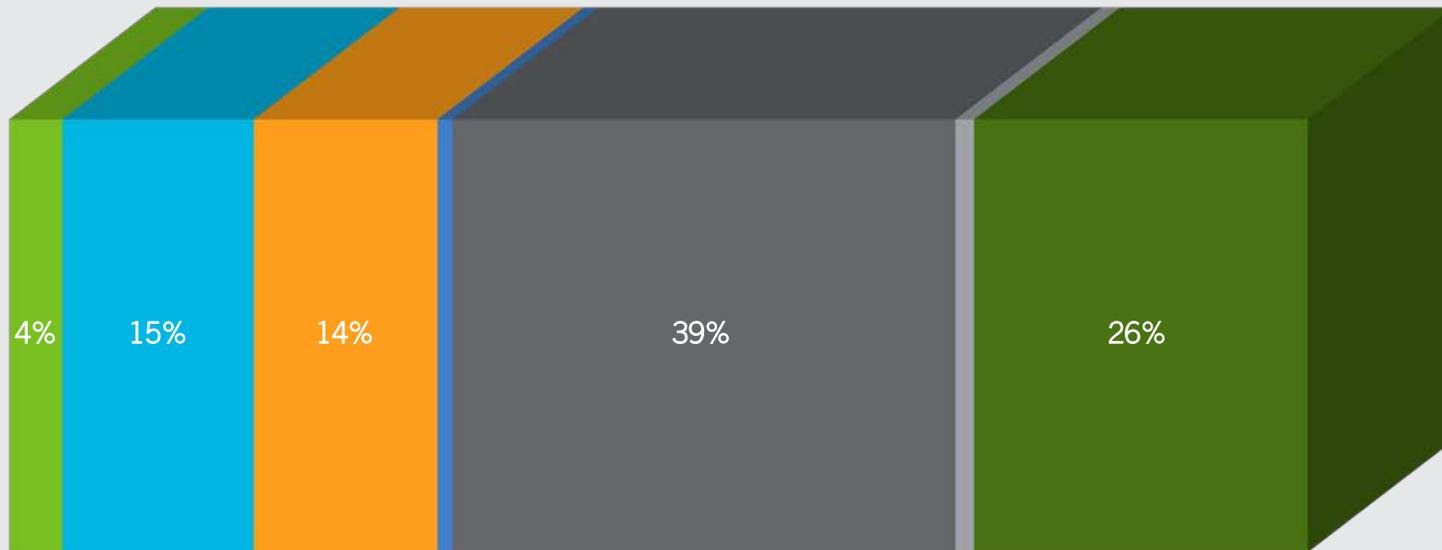
# Discover

## Customized Trade Area

### DAYTIME POPULATION

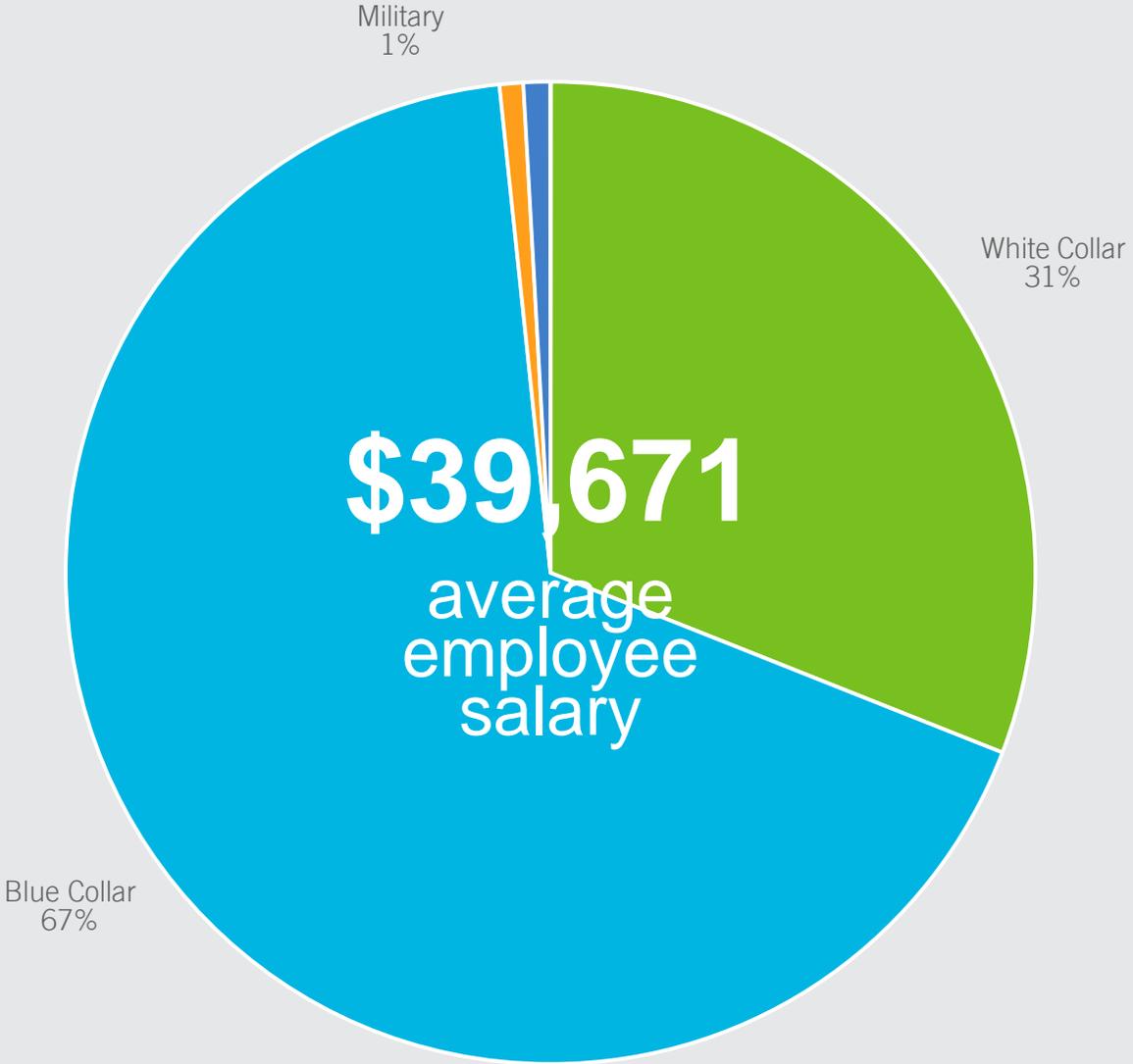
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

117,309 daytime  
population



# Discover

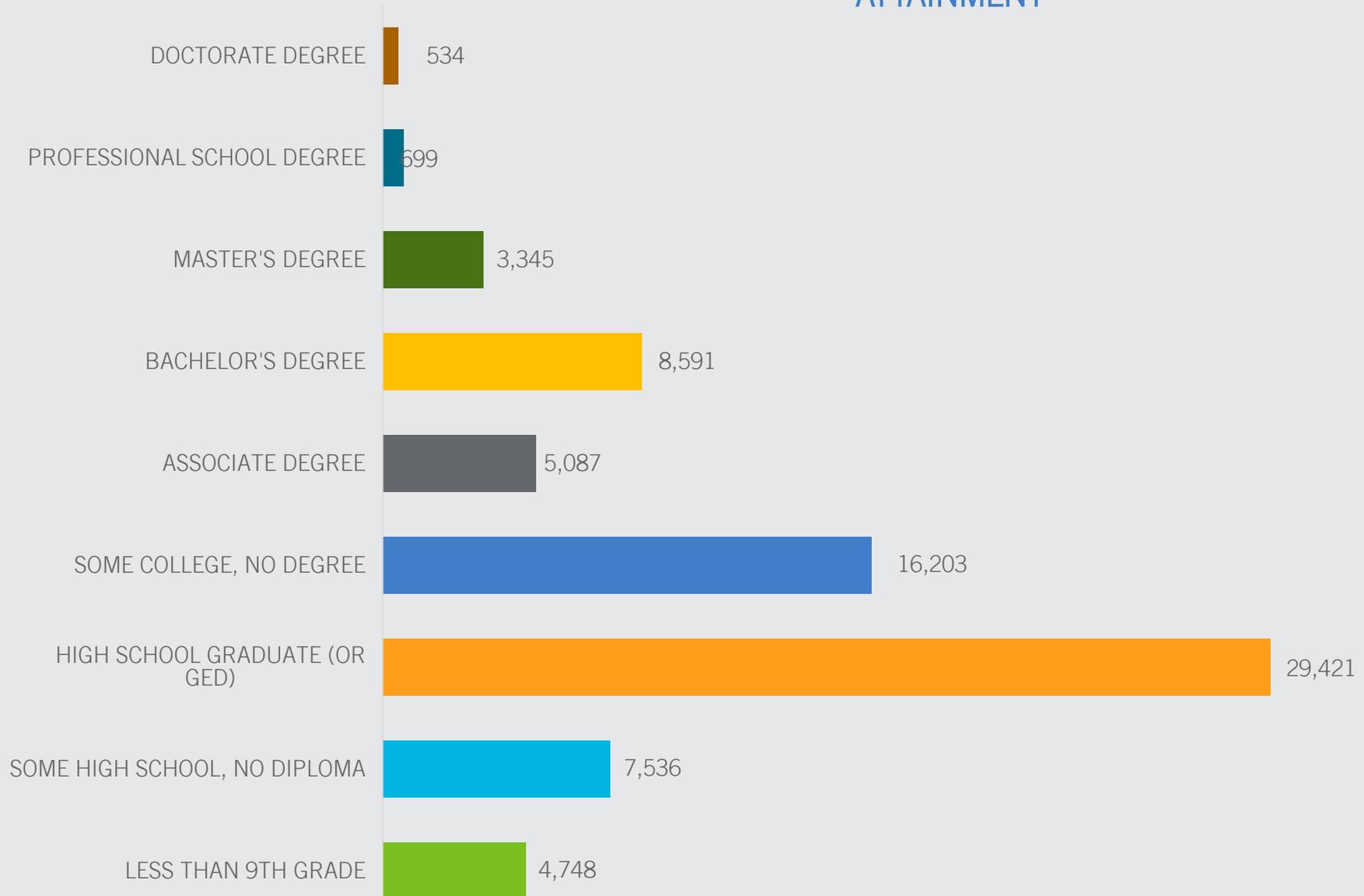
## Customized Trade Area



# Discover

## Customized Trade Area

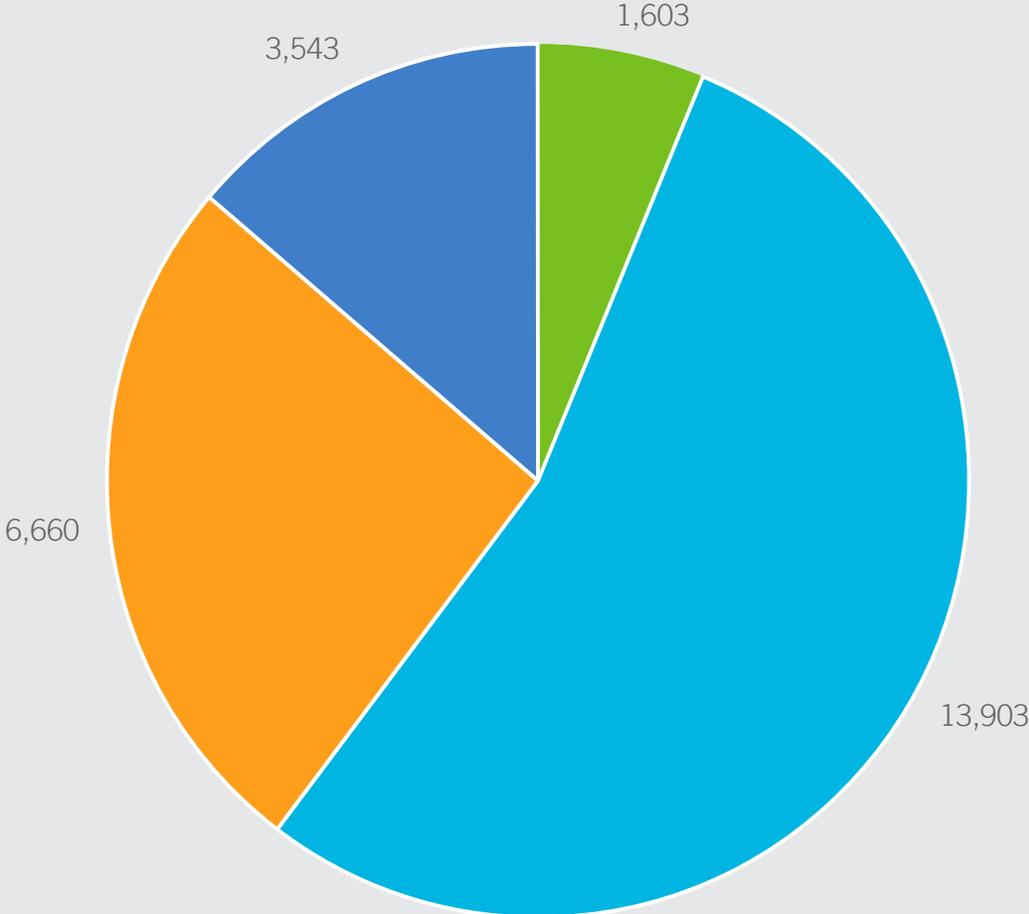
CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



# Discover

## Customized Trade Area

Current Year Estimated  
Population by Enrollment



- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school

# Discover

Lifestyle reports allow **BIG DATA** to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe “Who is Tullahoma?”, often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer spending behavior based on personality allows Retail Strategies to better align the retail prospects with the purchasing patterns of the consumers in your market.

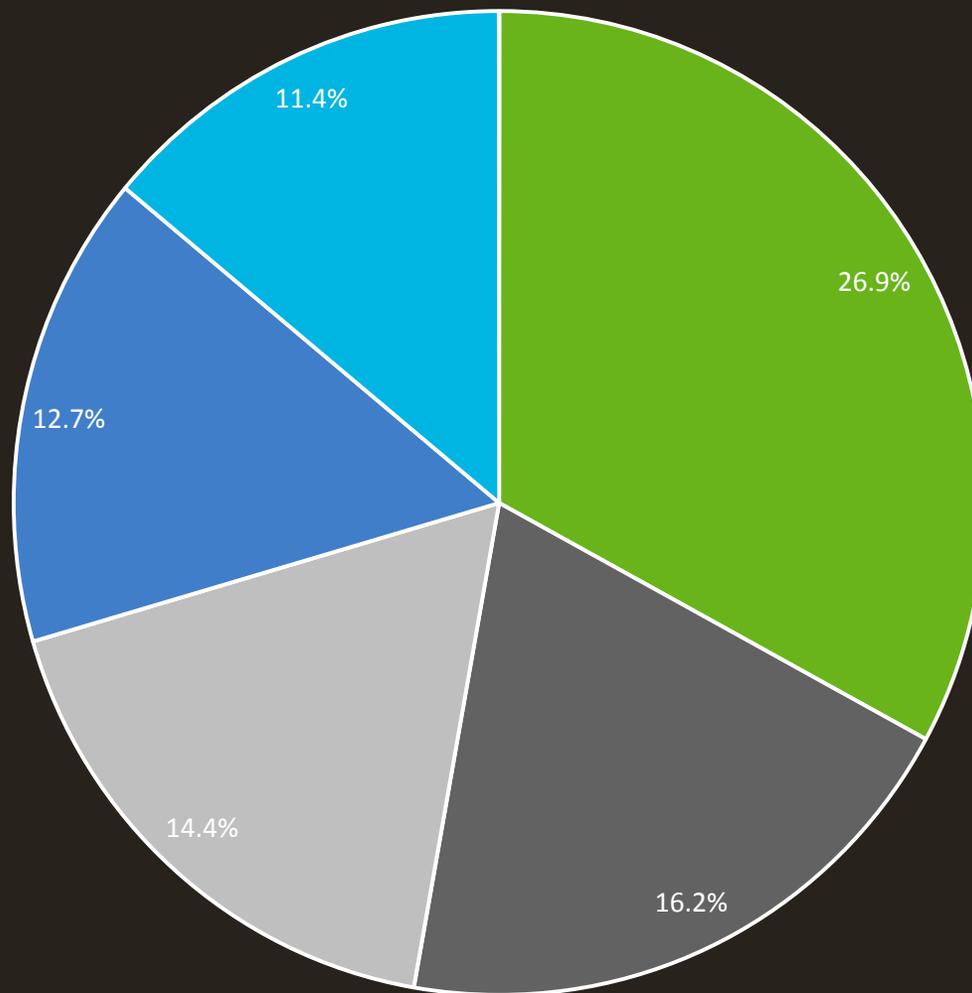
ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

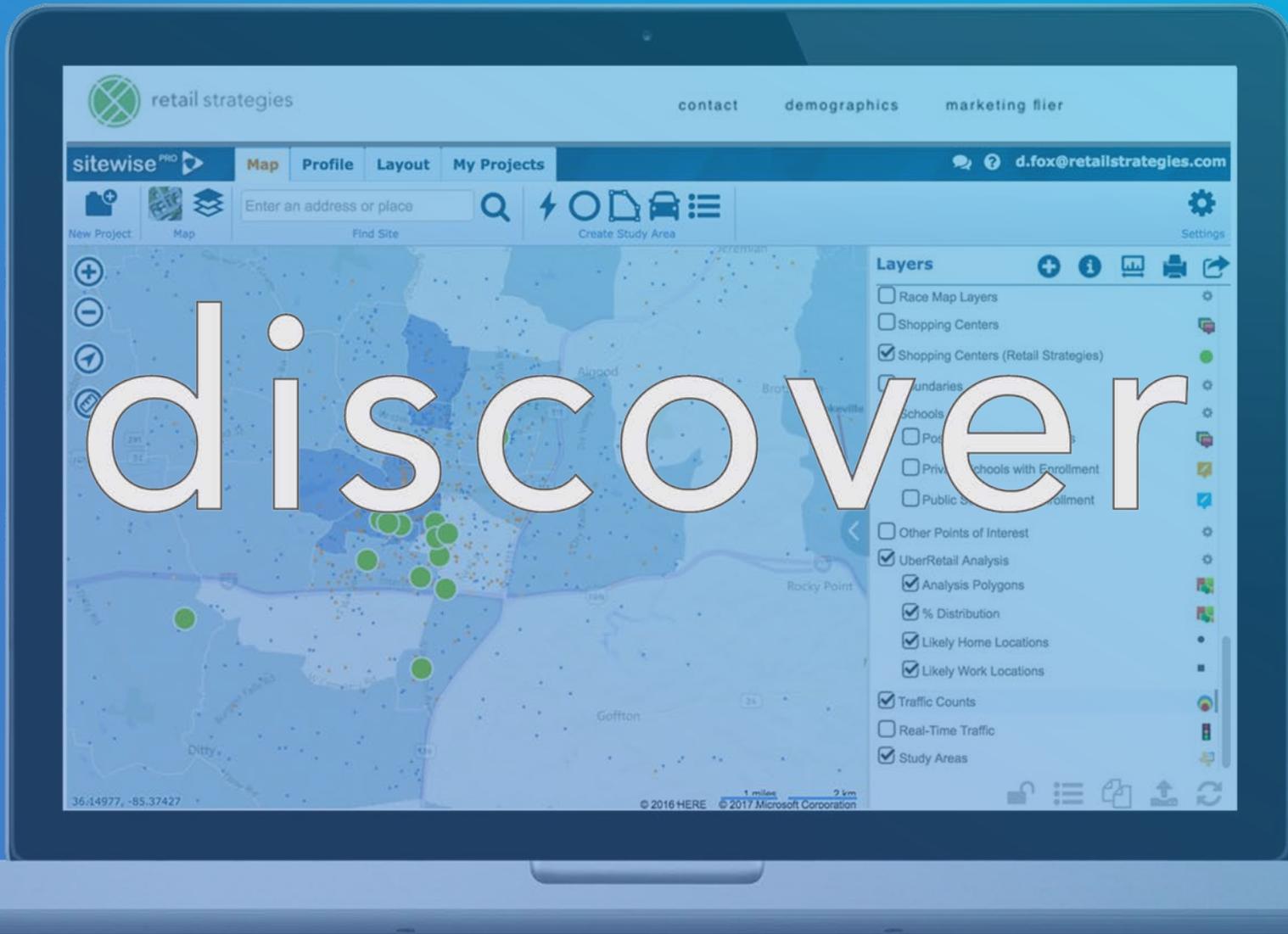
## Discover: Psychographic Profile

# ESRI Tapestry Segmentation

5 MILE RADIUS



- Midlife Constants
- Small Town Simplicity
- Hardscrabble Road
- Comfortable Empty Nesters
- Southern Satellites



focus categories

# Discover

## Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI:PopStats as our provider of the consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

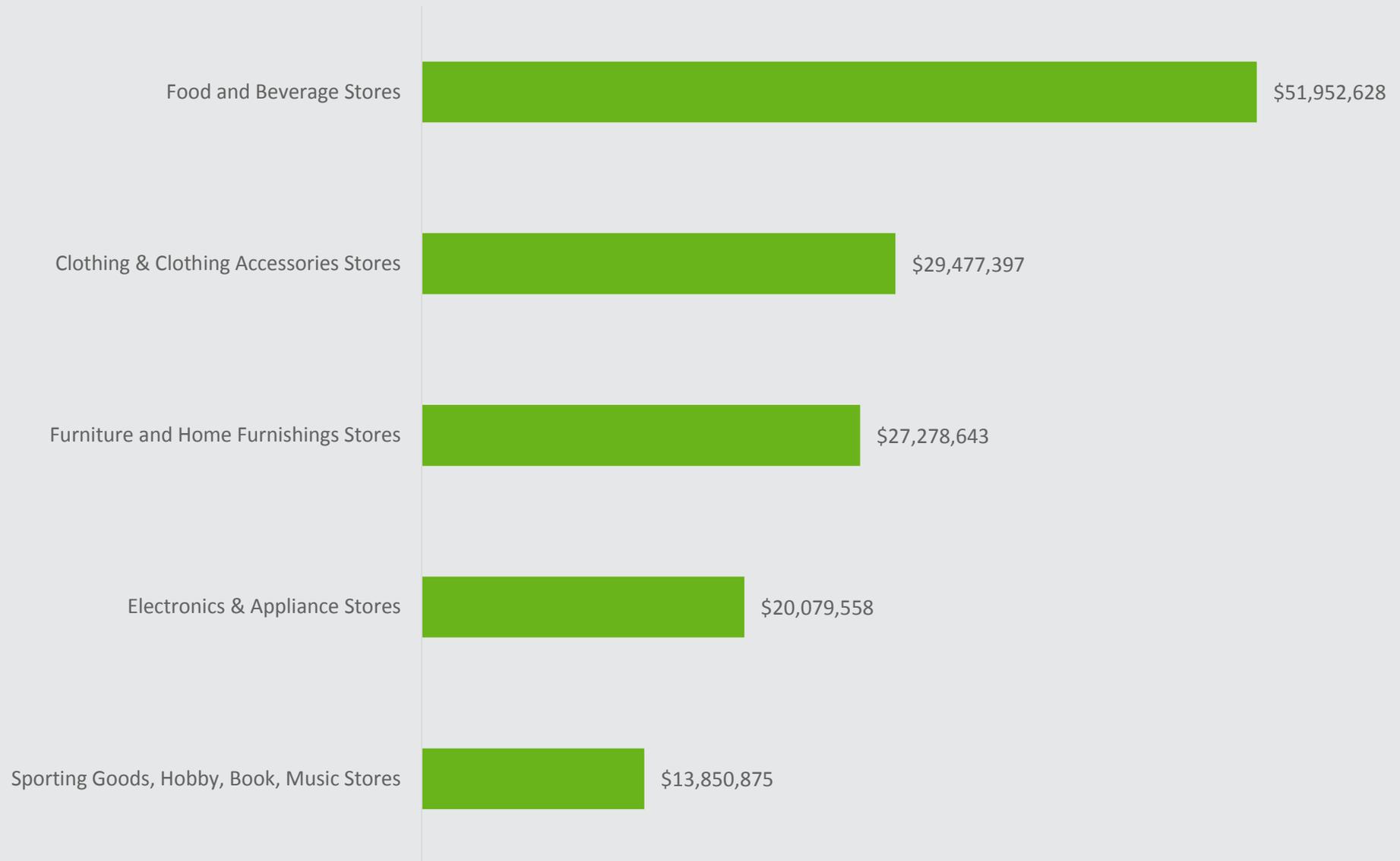
The market supply data is derived from annual retail sales and expenditures from the source data. The source for [market supply](#) is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the [establishment](#) is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

# Discover: Consumer Demand & Supply

## Customized Retail Category GAP Analysis



# Discover: Peer Analysis

## Retail Node Comparison Report – 10 Minute Drive Time

Address	City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
	Tullahoma	TN	18,459	14,642	\$37,331	\$392,737,523
1235 Cherokee Rd	Alexander City	AL	17,124	12,318	\$32,125	\$386,104,692
19055 us Highway 31	Vinemont	AL	17,507	14,643	\$39,755	\$420,806,033
706 Henslee Dr	Dickson	TN	17,489	12,563	\$40,654	\$401,837,607
1498 Highway 126	Bristol	TN	19,440	13,109	\$33,862	\$421,771,115
1401 West Main St	Greeneville	TN	16,702	14,307	\$35,050	\$352,686,937
316 Hannah Drive	Oliver Springs	TN	17,902	12,140	\$37,862	\$394,670,445



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*Thank You.*

*There's a lot of potential here.*