

# HUMBOLDT, TENNESSEE

## Market Guide

www.humboldtchamber.com

### 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

Milan	TN	15427 S First St
Brownsville	TN	1100 S Dupree Ave
Ripley	TN	628 Highway 51 N
Rogersville	TN	4331 Highway 66 S
Sparta	TN	202 Sam Walton Dr
Selmer	TN	1017 Mulberry Ave

### Demographics

(Custom Trade Area)



Estimated Population  
**47,761**



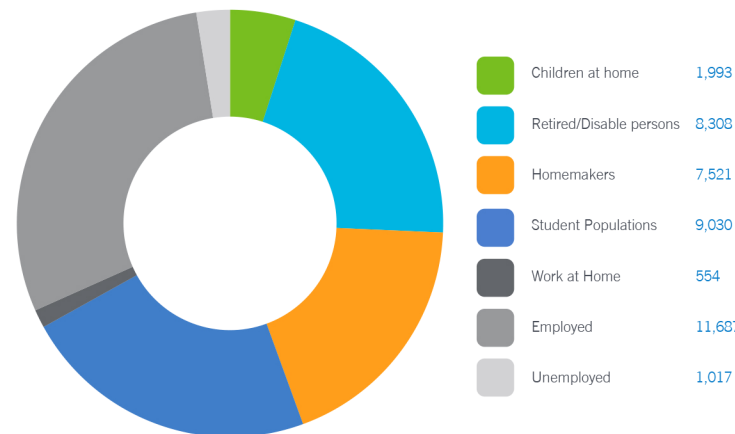
Median Household Income  
**\$47,493**



Growth Rate  
**1.62%**

### Daytime Population 40,110

(Custom Trade Area)

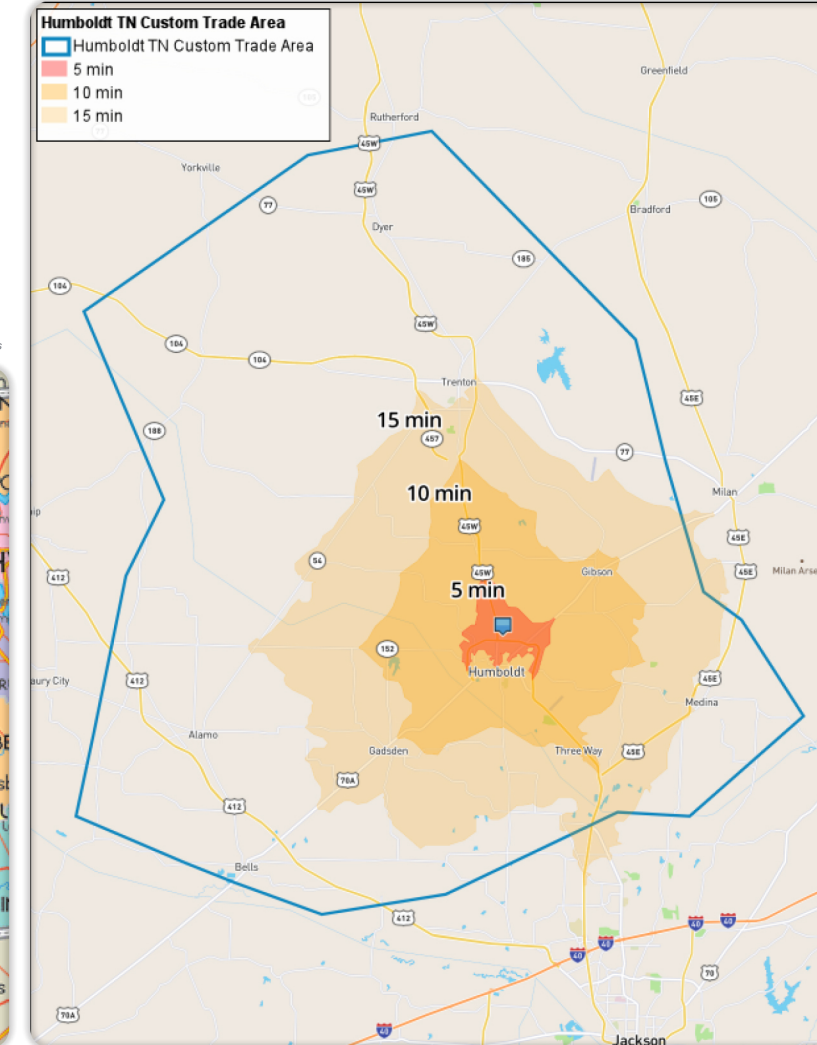


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2021 Estimated Population	8,816	11,658	43,639
Daytime Population	9,371	10,324	34,400
Median HH Income	\$35,583	\$37,941	\$51,709
Number of Households	3,563	4,709	16,828

	5 Minute DT	10 Minute DT	15 Minute DT
2021 Estimated Population	5,988	14,014	30,212
Daytime Population	7,898	11,791	25,144
Median HH Income	\$34,820	\$39,891	\$46,430
Number of Households	2,424	5,661	11,904

\*Source: STI PopStats



### GAP Analysis \$140,963,680

(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.

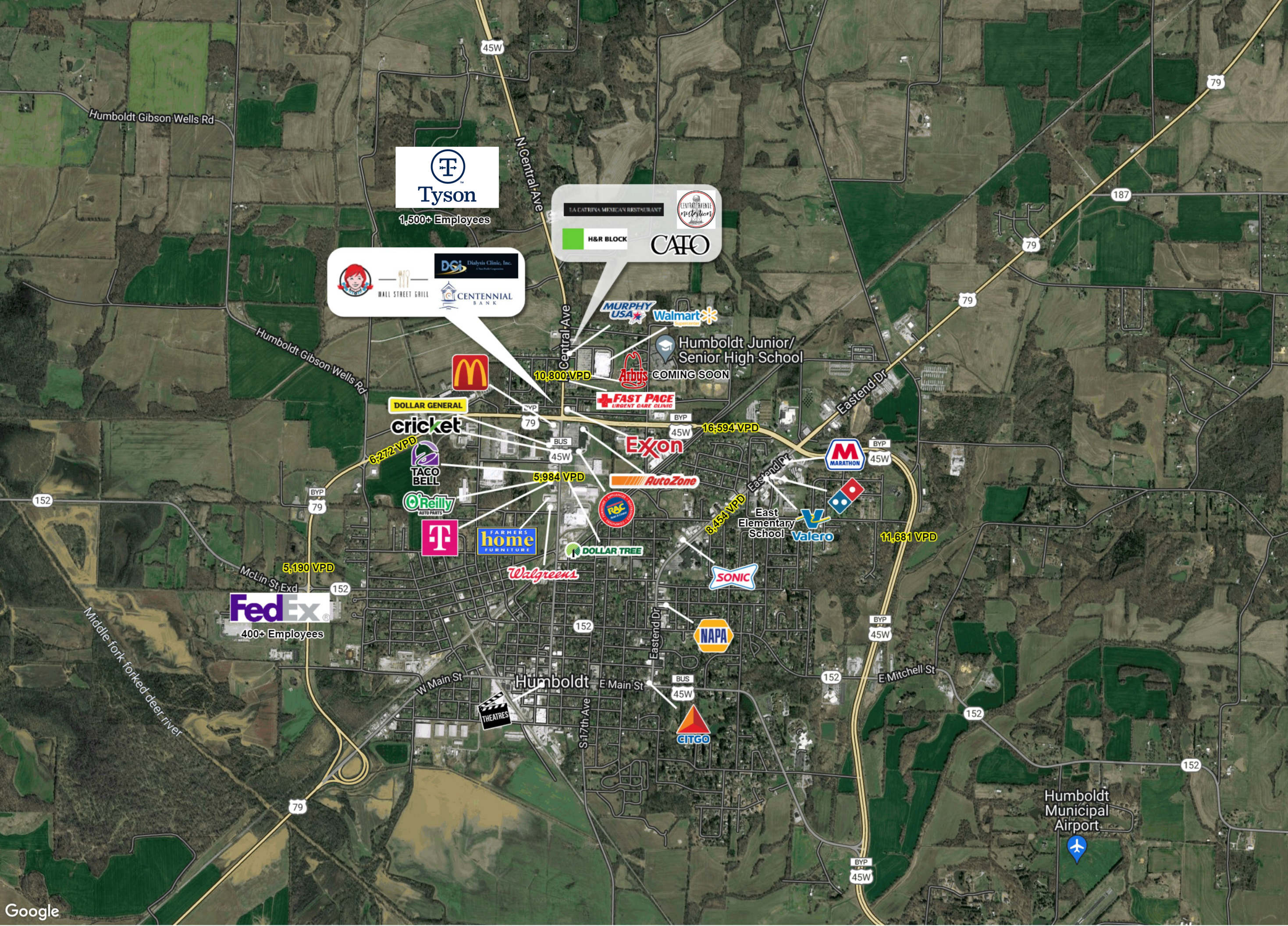


### Focus Categories

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!





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