

HUMBOLDT, TENNESSEE

Market Guide

www.humboldtchamber.com

City Contact Information



Amanda Love
Executive Director

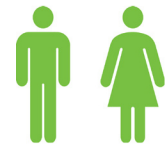
Humboldt Chamber of Commerce
1200 Main Street
Humboldt, TN 38343

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Phone: (731) 784-1842

Demographics

(Custom Trade Area)



Estimated Population
47,761



Median Household Income
\$47,493

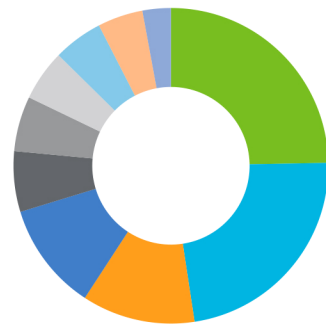


Growth Rate
1.62%



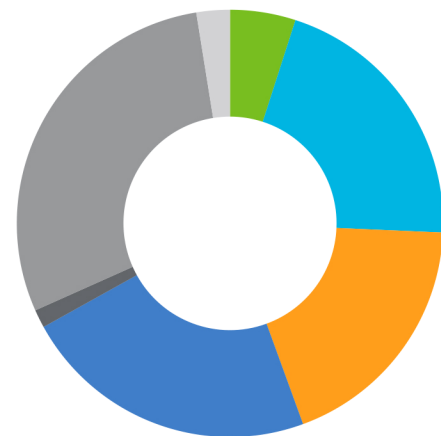
GAP Analysis \$140,963,680 (Custom Trade Area)

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.



Foodservice and Drinking Places	\$34,810,360
Building Material and Garden Equipment Stores	\$32,275,234
Health & Personal Care Stores	\$16,370,339
General Merchandise Stores	\$15,600,630
Clothing & Clothing Accessories Stores	\$8,742,398
Furniture and Home Furnishings Stores	\$7,956,302
Electronics & Appliance Stores	\$7,366,627
Sporting Goods, Hobby, Book, Music Stores	\$7,176,349
Automotive Parts, Accessories, & Tire Stores	\$6,552,232
Beer, Wine & Liquor Stores	\$4,097,209

Daytime Population 40,110 (Custom Trade Area)



Children at home	1,993
Retired/Disable persons	8,300
Homemakers	7,521
Student Populations	9,030
Work at Home	554
Employed	11,687
Unemployed	1,017

GAP Analysis Detail: 0-10 minutes

Grocery	\$16,374,799
Full Service Restaurant	\$5,854,916
Grocery	\$5,233,571
Fuel Stations	\$9,961,374

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



Health and Personal Care



Home Improvement

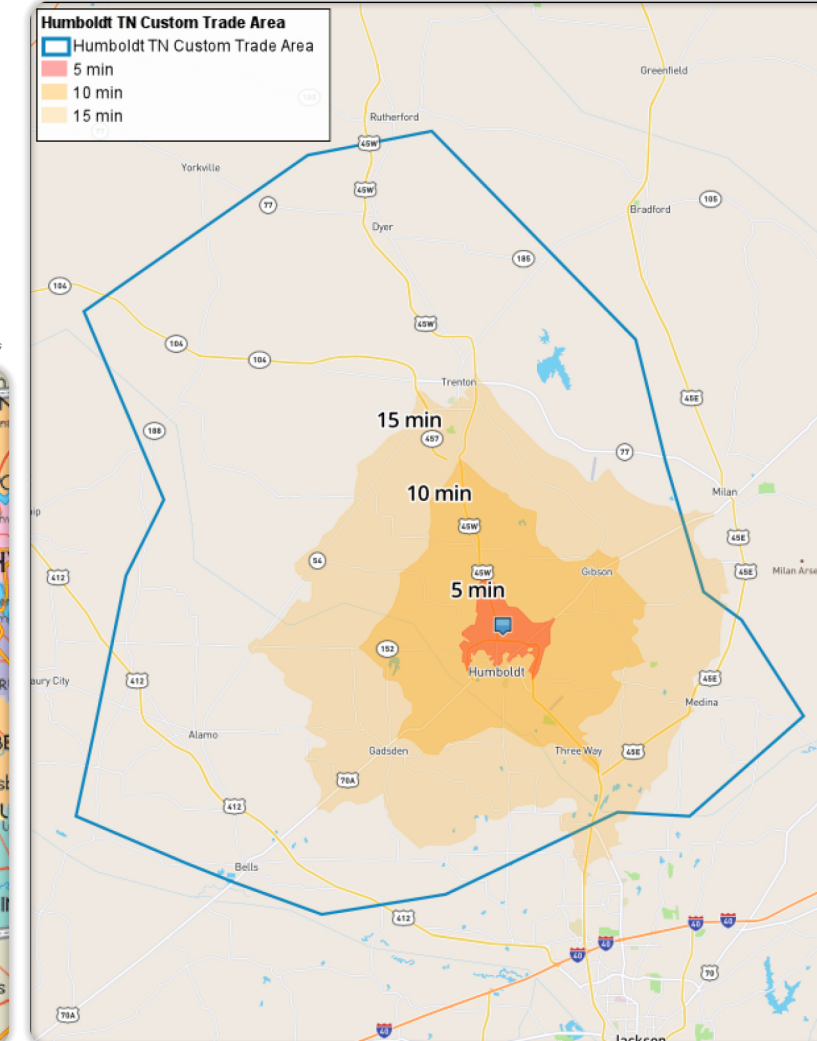


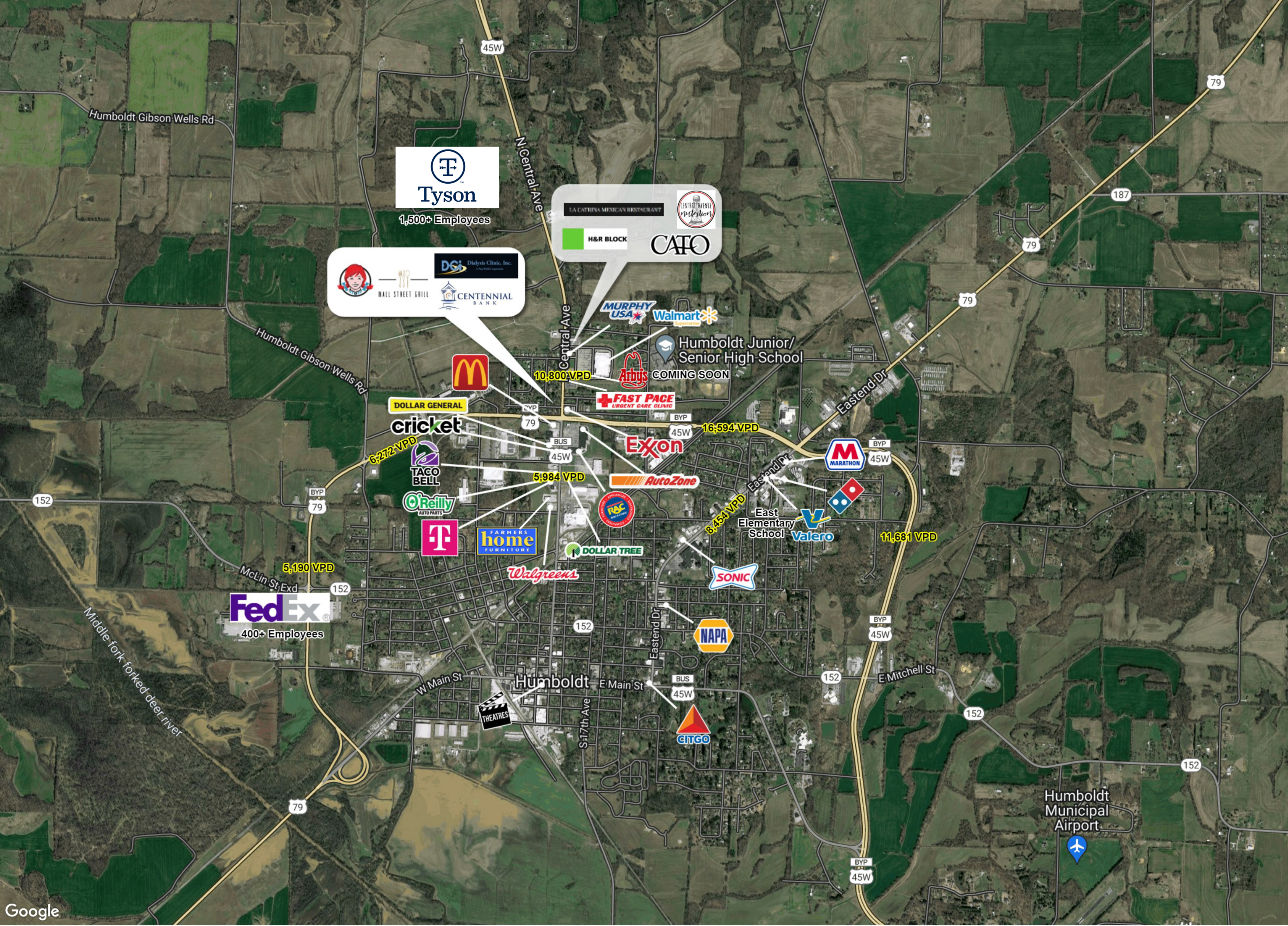
General Merchandise

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





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