



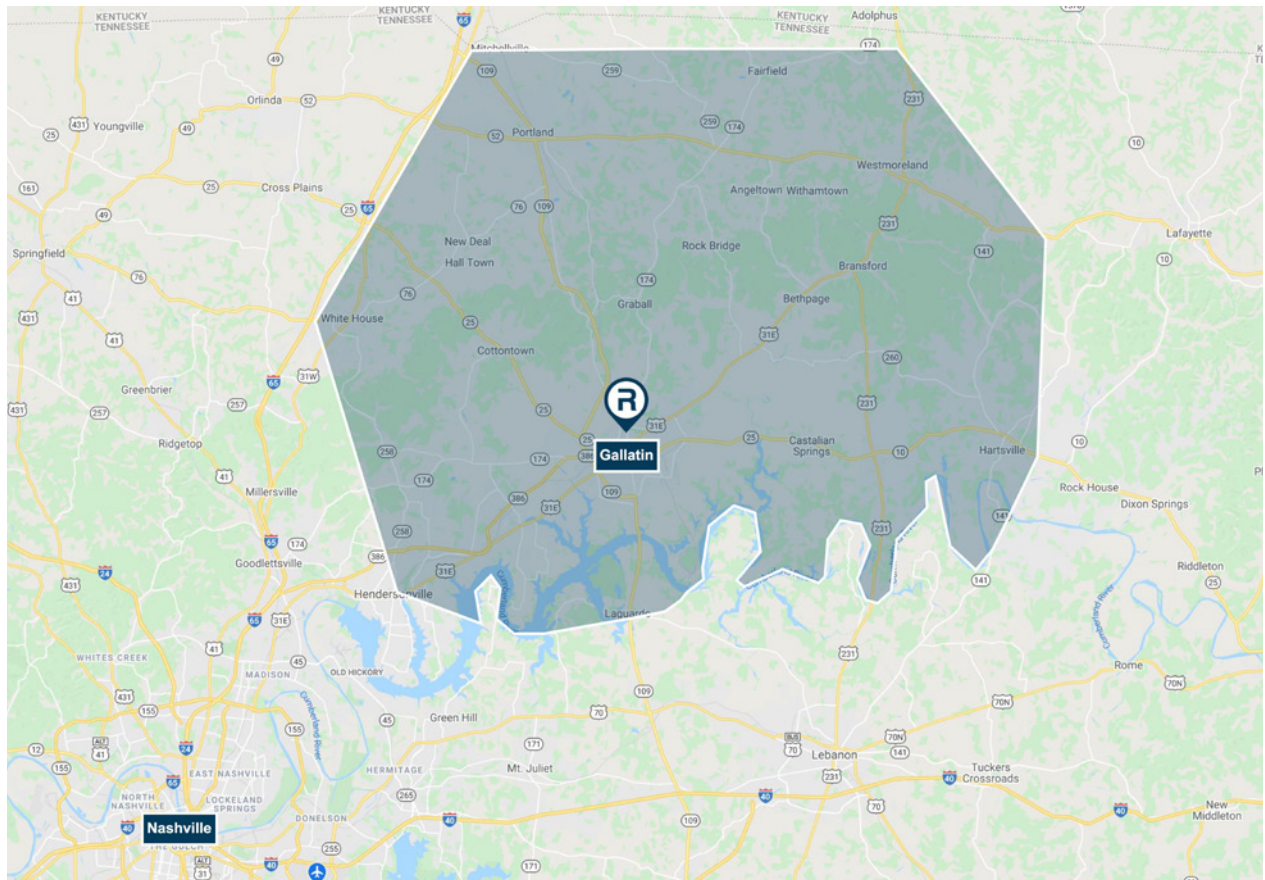
GALLATIN, TENNESSEE



# Primary Retail Trade Area Gap/Opportunity Analysis



# Contact Information



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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



# Primary Retail Trade Area • Gap/Opportunity Analysis

Gallatin, Tennessee

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
<b>44, 45, 722</b>	<b>Total retail trade including food and drinking places</b>	<b>\$3,427,274,201</b>	<b>\$688,304,313</b>	<b>\$2,738,969,888</b>	<b>0.20</b>
441	Motor vehicle and parts dealers	\$663,182,697	\$153,506,458	\$509,676,239	0.23
4411	Automobile dealers	\$550,799,399	\$130,966,880	\$419,832,519	0.24
4412	Other motor vehicle dealers	\$51,119,486	\$10,657,347	\$40,462,139	0.21
4413	Automotive parts, accessories, and tire stores	\$61,263,812	\$11,882,231	\$49,381,581	0.19
442	Furniture and home furnishings stores	\$55,785,067	\$7,537,331	\$48,247,736	0.14
4421	Furniture stores	\$29,734,372	\$2,222,781	\$27,511,591	0.07
4422	Home furnishings stores	\$26,050,695	\$5,314,550	\$20,736,145	0.20
443	Electronics and appliance stores	\$37,407,051	\$545,526	\$36,861,525	0.01
443141	Household appliance stores	\$6,181,893	\$713	\$6,181,180	0.00
443142	Electronics stores	\$31,225,157	\$544,813	\$30,680,344	0.02
444	Building material and garden equipment and supplies dealers	\$258,721,386	\$68,824,646	\$189,896,740	0.27
4441	Building material and supplies dealers	\$212,152,289	\$56,672,684	\$155,479,605	0.27
44411	Home centers	\$126,170,320	\$47,825,525	\$78,344,795	0.38
44412	Paint and wallpaper stores	\$1,343,963	\$86	\$1,343,877	0.00
44413	Hardware stores	\$13,163,570	\$974,026	\$12,189,544	0.07
44419	Other building material dealers	\$71,474,436	\$7,873,047	\$63,601,389	0.11
4442	Lawn and garden equipment and supplies stores	\$46,569,097	\$12,151,962	\$34,417,135	0.26
44421	Outdoor power equipment stores	\$6,620,422	\$810	\$6,619,612	0.00
44422	Nursery, garden center, and farm supply stores	\$39,948,675	\$12,151,152	\$27,797,523	0.30
445	Food and beverage stores	\$355,977,158	\$157,185,371	\$198,791,787	0.44
4451	Grocery stores	\$326,187,971	\$150,331,729	\$175,856,242	0.46
44511	Supermarkets and other grocery (except convenience) stores	\$319,655,931	\$150,331,729	\$169,324,202	0.47
44512	Convenience stores	\$6,532,040	\$0	\$6,532,040	0.00
4452	Specialty food stores	\$4,862,643	\$33	\$4,862,610	0.00
4453	Beer, wine, and liquor stores	\$24,926,545	\$6,853,609	\$18,072,936	0.27
446	Health and personal care stores	\$205,142,503	\$45,316,243	\$159,826,260	0.22
44611	Pharmacies and drug stores	\$177,531,028	\$38,012,122	\$139,518,906	0.21
44612	Cosmetics, beauty supplies, and perfume stores	\$8,930,232	\$2,417,241	\$6,512,991	0.27
44613	Optical goods stores	\$6,285,562	\$1,261,276	\$5,024,286	0.20
44619	Other health and personal care stores	\$12,395,680	\$3,625,604	\$8,770,076	0.29
447	Gasoline stations	\$289,314,304	\$50,624,859	\$238,689,445	0.17
448	Clothing and clothing accessories stores	\$108,416,565	\$8,153,644	\$100,262,921	0.08
4481	Clothing stores	\$76,546,937	\$6,819,489	\$69,727,448	0.09
44811	Men's clothing stores	\$4,290,903	\$269,632	\$4,021,271	0.06
44812	Women's clothing stores	\$15,569,568	\$3,460,315	\$12,109,253	0.22
44813	Children's and infants' clothing stores	\$3,774,233	\$71,809	\$3,702,424	0.02
44814	Family clothing stores	\$45,296,427	\$3,017,733	\$42,278,694	0.07
44815	Clothing accessories stores	\$2,557,344	\$0	\$2,557,344	0.00
44819	Other clothing stores	\$5,058,463	\$0	\$5,058,463	0.00
4482	Shoe stores	\$19,223,346	\$1,334,129	\$17,889,217	0.07
4483	Jewelry, luggage, and leather goods stores	\$12,646,282	\$26	\$12,646,256	0.00
44831	Jewelry stores	\$11,795,686	\$26	\$11,795,660	0.00
44832	Luggage and leather goods stores	\$850,596	\$0	\$850,596	0.00

# Primary Retail Trade Area • Gap/Opportunity Analysis

Gallatin, Tennessee

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$40,413,775	\$899,926	\$39,513,849	0.02
4511	Sporting goods, hobby, and musical instrument stores	\$34,344,699	\$372,030	\$33,972,669	0.01
45111	Sporting goods stores	\$22,062,653	\$371,890	\$21,690,763	0.02
45112	Hobby, toy, and game stores	\$7,061,946	\$0	\$7,061,946	0.00
45113	Sewing, needlework, and piece goods stores	\$1,947,440	\$0	\$1,947,440	0.00
45114	Musical instrument and supplies stores	\$3,272,661	\$140	\$3,272,521	0.00
4512	Book stores and news dealers	\$6,069,075	\$527,896	\$5,541,179	0.09
452	General merchandise stores	\$407,371,957	\$81,111,732	\$326,260,225	0.20
4522	Department stores	\$58,145,516	\$10,409,913	\$47,735,603	0.18
4523	Other general merchandise stores	\$349,226,441	\$70,701,819	\$278,524,622	0.20
453	Miscellaneous store retailers	\$56,457,345	\$6,412,117	\$50,045,228	0.11
4531	Florists	\$3,558,576	\$301	\$3,558,275	0.00
4532	Office supplies, stationery, and gift stores	\$13,032,487	\$799,250	\$12,233,237	0.06
45321	Office supplies and stationery stores	\$5,124,902	\$390,550	\$4,734,352	0.08
45322	Gift, novelty, and souvenir stores	\$7,907,585	\$408,700	\$7,498,885	0.05
4533	Used merchandise stores	\$8,335,478	\$1,601,838	\$6,733,640	0.19
4539	Other miscellaneous store retailers	\$31,530,804	\$4,010,728	\$27,520,076	0.13
45391	Pet and pet supplies stores	\$8,867,656	\$1,047,390	\$7,820,266	0.12
45399	All other miscellaneous store retailers	\$22,663,148	\$2,963,338	\$19,699,810	0.13
454	Non-store retailers	\$580,780,335	\$24,267,572	\$556,512,763	0.04
722	Food services and drinking places	\$368,304,060	\$83,918,888	\$284,385,172	0.23
7223	Special food services	\$21,847,844	\$2,063,879	\$19,783,965	0.09
7224	Drinking places (alcoholic beverages)	\$8,210,587	\$703,328	\$7,507,259	0.09
7225	Restaurants and other eating places	\$338,245,630	\$81,151,681	\$257,093,949	0.24
722511	Full-service restaurants	\$152,975,254	\$38,883,256	\$114,091,998	0.25
722513	Limited-service restaurants	\$165,159,679	\$36,076,901	\$129,082,778	0.22
722514	Cafeterias, grill buffets, and buffets	\$6,715,083	\$3,817,242	\$2,897,841	0.57
722515	Snack and nonalcoholic beverage bars	\$13,395,614	\$2,374,282	\$11,021,332	0.18

# Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	169,155	
2020 Estimate	157,378	
2010 Census	126,581	
2000 Census	100,525	
Growth 2020 - 2025		7.48%
Growth 2010 - 2020		24.33%
Growth 2000 - 2010		25.92%
<b>2020 Est. Population by Single-Classification Race</b>	<b>157,378</b>	
White Alone	135,699	86.23%
Black or African American Alone	12,093	7.68%
Amer. Indian and Alaska Native Alone	435	0.28%
Asian Alone	1,816	1.15%
Native Hawaiian and Other Pacific Island Alone	136	0.09%
Some Other Race Alone	3,760	2.39%
Two or More Races	3,439	2.19%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>157,378</b>	
Not Hispanic or Latino	148,950	94.65%
Hispanic or Latino	8,428	5.36%
Mexican	5,534	65.66%
Puerto Rican	672	7.97%
Cuban	242	2.87%
All Other Hispanic or Latino	1,980	23.49%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,428</b>	
White Alone	3,992	47.37%
Black or African American Alone	115	1.36%
American Indian and Alaska Native Alone	75	0.89%
Asian Alone	25	0.30%
Native Hawaiian and Other Pacific Islander Alone	35	0.42%
Some Other Race Alone	3,608	42.81%
Two or More Races	579	6.87%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,816</b>	
Chinese, except Taiwanese	183	10.08%
Filipino	178	9.80%
Japanese	88	4.85%
Asian Indian	1,033	56.88%
Korean	111	6.11%
Vietnamese	17	0.94%
Cambodian	9	0.50%
Hmong	0	0.00%
Laotian	114	6.28%
Thai	1	0.06%
All Other Asian Races Including 2+ Category	83	4.57%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>157,378</b>	
Arab	250	0.16%
Czech	148	0.09%
Danish	246	0.16%
Dutch	1,478	0.94%
English	15,321	9.74%
French (except Basque)	2,098	1.33%
French Canadian	513	0.33%
German	12,086	7.68%
Greek	179	0.11%
Hungarian	128	0.08%
Irish	13,436	8.54%
Italian	2,127	1.35%
Lithuanian	22	0.01%
United States or American	28,010	17.80%
Norwegian	437	0.28%
Polish	1,001	0.64%
Portuguese	77	0.05%
Russian	133	0.09%
Scottish	2,650	1.68%
Scotch-Irish	3,977	2.53%
Slovak	71	0.05%
Subsaharan African	924	0.59%
Swedish	563	0.36%
Swiss	128	0.08%
Ukrainian	82	0.05%
Welsh	486	0.31%
West Indian (except Hisp. groups)	75	0.05%
Other ancestries	26,799	17.03%
Ancestry Unclassified	43,934	27.92%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	135,883	92.01%
Speak Asian/Pacific Island Language at Home	2,086	1.41%
Speak IndoEuropean Language at Home	1,731	1.17%
Speak Spanish at Home	7,269	4.92%
Speak Other Language at Home	708	0.48%

# Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>157,378</b>	
Age 0 - 4	9,699	6.16%
Age 5 - 9	10,041	6.38%
Age 10 - 14	10,564	6.71%
Age 15 - 17	6,503	4.13%
Age 18 - 20	5,789	3.68%
Age 21 - 24	7,437	4.73%
Age 25 - 34	19,133	12.16%
Age 35 - 44	20,458	13.00%
Age 45 - 54	21,189	13.46%
Age 55 - 64	20,540	13.05%
Age 65 - 74	15,922	10.12%
Age 75 - 84	7,523	4.78%
Age 85 and over	2,580	1.64%
Age 16 and over	124,941	79.39%
Age 18 and over	120,570	76.61%
Age 21 and over	114,781	72.93%
Age 65 and over	26,025	16.54%
2020 Est. Median Age		39.72
2020 Est. Average Age		39.68
<b>2020 Est. Population by Sex</b>	<b>157,378</b>	
Male	77,576	49.29%
Female	79,802	50.71%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>77,576</b>	
Age 0 - 4	4,961	6.40%
Age 5 - 9	5,149	6.64%
Age 10 - 14	5,452	7.03%
Age 15 - 17	3,397	4.38%
Age 18 - 20	3,070	3.96%
Age 21 - 24	3,940	5.08%
Age 25 - 34	9,760	12.58%
Age 35 - 44	10,024	12.92%
Age 45 - 54	10,437	13.45%
Age 55 - 64	9,832	12.67%
Age 65 - 74	7,441	9.59%
Age 75 - 84	3,251	4.19%
Age 85 and over	862	1.11%
2020 Est. Median Age, Male		38.09
2020 Est. Average Age, Male		38.43
<b>2020 Est. Female Population by Age</b>	<b>79,802</b>	
Age 0 - 4	4,739	5.94%
Age 5 - 9	4,893	6.13%
Age 10 - 14	5,113	6.41%
Age 15 - 17	3,106	3.89%
Age 18 - 20	2,719	3.41%
Age 21 - 24	3,497	4.38%
Age 25 - 34	9,373	11.75%
Age 35 - 44	10,433	13.07%
Age 45 - 54	10,752	13.47%
Age 55 - 64	10,707	13.42%
Age 65 - 74	8,480	10.63%
Age 75 - 84	4,271	5.35%
Age 85 and over	1,719	2.15%
2020 Est. Median Age, Female		41.26
2020 Est. Average Age, Female		40.91

# Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	32,890	25.88%
Males, Never Married	18,398	14.48%
Females, Never Married	14,492	11.40%
Married, Spouse present	64,969	51.13%
Married, Spouse absent	4,579	3.60%
Widowed	7,985	6.28%
Males Widowed	1,915	1.51%
Females Widowed	6,070	4.78%
Divorced	16,650	13.10%
Males Divorced	7,182	5.65%
Females Divorced	9,467	7.45%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,433	4.1%
Some High School, no diploma	8,292	7.7%
High School Graduate (or GED)	34,353	32.0%
Some College, no degree	23,825	22.2%
Associate Degree	9,207	8.6%
Bachelor's Degree	18,416	17.2%
Master's Degree	7,075	6.6%
Professional School Degree	1,060	1.0%
Doctorate Degree	683	0.6%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,222	28.22%
High School Graduate	1,253	28.93%
Some College or Associate's Degree	1,230	28.40%
Bachelor's Degree or Higher	625	14.43%
<b>Households</b>		
2025 Projection	62,968	
2020 Estimate	58,370	
2010 Census	47,297	
2000 Census	37,397	
Growth 2020 - 2025		7.88%
Growth 2010 - 2020		23.41%
Growth 2000 - 2010		26.47%
<b>2020 Est. Households by Household Type</b>	<b>58,370</b>	
Family Households	43,420	74.39%
Nonfamily Households	14,950	25.61%
2020 Est. Group Quarters Population	3,606	
2020 Households by Ethnicity, Hispanic/Latino	2,154	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>58,370</b>	
Income < \$15,000	3,932	6.74%
Income \$15,000 - \$24,999	4,424	7.58%
Income \$25,000 - \$34,999	4,500	7.71%
Income \$35,000 - \$49,999	7,321	12.54%
Income \$50,000 - \$74,999	11,126	19.06%
Income \$75,000 - \$99,999	8,316	14.25%
Income \$100,000 - \$124,999	5,942	10.18%
Income \$125,000 - \$149,999	4,208	7.21%
Income \$150,000 - \$199,999	4,033	6.91%
Income \$200,000 - \$249,999	1,904	3.26%
Income \$250,000 - \$499,999	1,810	3.10%
Income \$500,000+	855	1.47%
2020 Est. Average Household Income		\$93,828
2020 Est. Median Household Income		\$69,800
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$71,512
Black or African American Alone		\$59,426
American Indian and Alaska Native Alone		\$43,042
Asian Alone		\$90,797
Native Hawaiian and Other Pacific Islander Alone		\$44,891
Some Other Race Alone		\$51,523
Two or More Races		\$63,935
Hispanic or Latino		\$37,038
Not Hispanic or Latino		\$71,036
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>43,420</b>	
Married-Couple Family, own children	14,318	32.98%
Married-Couple Family, no own children	19,747	45.48%
Male Householder, own children	1,381	3.18%
Male Householder, no own children	1,177	2.71%
Female Householder, own children	3,724	8.58%
Female Householder, no own children	3,074	7.08%
<b>2020 Est. Households by Household Size</b>	<b>58,370</b>	
1-person	12,610	21.60%
2-person	20,413	34.97%
3-person	10,787	18.48%
4-person	8,575	14.69%
5-person	3,806	6.52%
6-person	1,381	2.37%
7-or-more-person	800	1.37%
2020 Est. Average Household Size		2.63



# Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>58,370</b>	
Households with 1 or More People under Age 18:	21,809	37.36%
Married-Couple Family	15,489	71.02%
Other Family, Male Householder	1,599	7.33%
Other Family, Female Householder	4,489	20.58%
Nonfamily, Male Householder	180	0.83%
Nonfamily, Female Householder	53	0.24%
<b>Households with No People under Age 18:</b>	<b>36,561</b>	<b>62.64%</b>
Married-Couple Family	18,590	50.85%
Other Family, Male Householder	950	2.60%
Other Family, Female Householder	2,308	6.31%
Nonfamily, Male Householder	6,647	18.18%
Nonfamily, Female Householder	8,067	22.07%
<b>2020 Est. Households by Number of Vehicles</b>	<b>58,370</b>	
No Vehicles	1,551	2.66%
1 Vehicle	16,013	27.43%
2 Vehicles	23,701	40.61%
3 Vehicles	11,018	18.88%
4 Vehicles	4,308	7.38%
5 or more Vehicles	1,779	3.05%
2020 Est. Average Number of Vehicles		2.14
<b>Family Households</b>		
2025 Projection	46,842	
2020 Estimate	43,420	
2010 Census	35,007	
2000 Census	28,516	
Growth 2020 - 2025		7.88%
Growth 2010 - 2020		24.03%
Growth 2000 - 2010		22.76%
<b>2020 Est. Families by Poverty Status</b>	<b>43,420</b>	
2020 Families at or Above Poverty	40,419	93.09%
2020 Families at or Above Poverty with Children	18,061	41.60%
2020 Families Below Poverty	3,001	6.91%
2020 Families Below Poverty with Children	1,719	3.96%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>124,940</b>	
Civilian Labor Force, Employed	77,509	62.04%
Civilian Labor Force, Unemployed	2,673	2.14%
Armed Forces	214	0.17%
Not in Labor Force	44,544	35.65%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>76,305</b>	
For-Profit Private Workers	54,820	71.84%
Non-Profit Private Workers	4,016	5.26%
Local Government Workers	1,133	1.49%
State Government Workers	2,257	2.96%
Federal Government Workers	6,022	7.89%
Self-Employed Workers	7,941	10.41%
Unpaid Family Workers	117	0.15%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>76,305</b>	
Architect/Engineer	1,125	1.47%
Arts/Entertainment/Sports	1,565	2.05%
Building Grounds Maintenance	2,477	3.25%
Business/Financial Operations	3,121	4.09%
Community/Social Services	1,158	1.52%
Computer/Mathematical	1,273	1.67%
Construction/Extraction	4,347	5.70%
Education/Training/Library	4,030	5.28%
Farming/Fishing/Forestry	283	0.37%
Food Prep/Serving	3,917	5.13%
Health Practitioner/Technician	4,219	5.53%
Healthcare Support	1,695	2.22%
Maintenance Repair	2,807	3.68%
Legal	488	0.64%
Life/Physical/Social Science	371	0.49%
Management	8,863	11.62%
Office/Admin. Support	11,623	15.23%
Production	5,764	7.55%
Protective Services	1,632	2.14%
Sales/Related	8,653	11.34%
Personal Care/Service	2,152	2.82%
Transportation/Moving	4,740	6.21%
<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>76,305</b>	
White Collar	46,491	60.93%
Blue Collar	17,659	23.14%
Service and Farm	12,155	15.93%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>74,618</b>	
Drove Alone	61,225	82.05%
Car Pooled	6,745	9.04%
Public Transportation	206	0.28%
Walked	374	0.50%
Bicycle	24	0.03%
Other Means	1,260	1.69%
Worked at Home	4,784	6.41%

# Primary Retail Trade Area • Demographic Profile

Gallatin, Tennessee

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	16,184	
15 - 29 Minutes	21,501	
30 - 44 Minutes	16,315	
45 - 59 Minutes	8,332	
60 or more Minutes	8,331	
2020 Est. Avg Travel Time to Work in Minutes		32
2020 Est. Occupied Housing Units by Tenure	58,370	
Owner Occupied	44,075	75.51%
Renter Occupied	14,295	24.49%
2020 Owner Occ. HUs: Avg. Length of Residence		13.73
2020 Renter Occ. HUs: Avg. Length of Residence		6.13
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>58,370</b>	
Value Less than \$20,000	504	1.14%
Value \$20,000 - \$39,999	572	1.30%
Value \$40,000 - \$59,999	720	1.63%
Value \$60,000 - \$79,999	953	2.16%
Value \$80,000 - \$99,999	1,519	3.45%
Value \$100,000 - \$149,999	5,139	11.66%
Value \$150,000 - \$199,999	6,737	15.29%
Value \$200,000 - \$299,999	9,437	21.41%
Value \$300,000 - \$399,999	8,348	18.94%
Value \$400,000 - \$499,999	4,630	10.51%
Value \$500,000 - \$749,999	3,018	6.85%
Value \$750,000 - \$999,999	1,354	3.07%
Value \$1,000,000 or \$1,499,999	629	1.43%
Value \$1,500,000 or \$1,999,999	196	0.45%
Value \$2,000,000+	320	0.73%
2020 Est. Median All Owner-Occupied Housing Value		\$258,925
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	47,240	75.25%
1 Unit Attached	1,863	2.97%
2 Units	1,465	2.33%
3 or 4 Units	1,188	1.89%
5 to 19 Units	3,803	6.06%
20 to 49 Units	1,116	1.78%
50 or More Units	812	1.29%
Mobile Home or Trailer	5,279	8.41%
Boat, RV, Van, etc.	14	0.02%

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	9,252	14.74%
Housing Units Built 2010 to 2014	2,855	4.55%
Housing Units Built 2000 to 2009	13,715	21.85%
Housing Units Built 1990 to 1999	10,766	17.15%
Housing Units Built 1980 to 1989	8,045	12.81%
Housing Units Built 1970 to 1979	7,825	12.46%
Housing Units Built 1960 to 1969	4,439	7.07%
Housing Units Built 1950 to 1959	2,524	4.02%
Housing Units Built 1940 to 1949	1,333	2.12%
Housing Unit Built 1939 or Earlier	2,028	3.23%
2020 Est. Median Year Structure Built		1995



## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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