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Major Retail Overview Soddy-Daisy, North Hamilton Co. Tennessee

Prepared for:



ANCHOR RETAIL LOCATIONS



DEMOGRAPHIC SNAPSHOT



2011 Estimated Population	36,194	33,742
Projected Annual Growth '11-'16	0.6%	0.5%
'11 Est. Median Household Income	\$55,578	\$52,936

Demographics based at Walmart at Dayton Pike & Harrison Lane.

DRIVING MILES FROM SODDY-DAISY

Athens, TN	50
Chattanooga, TN	17
Cleveland, TN	38
Dayton, TN	22

SODDY-DAISY MAJOR RETAIL



Prepared by:

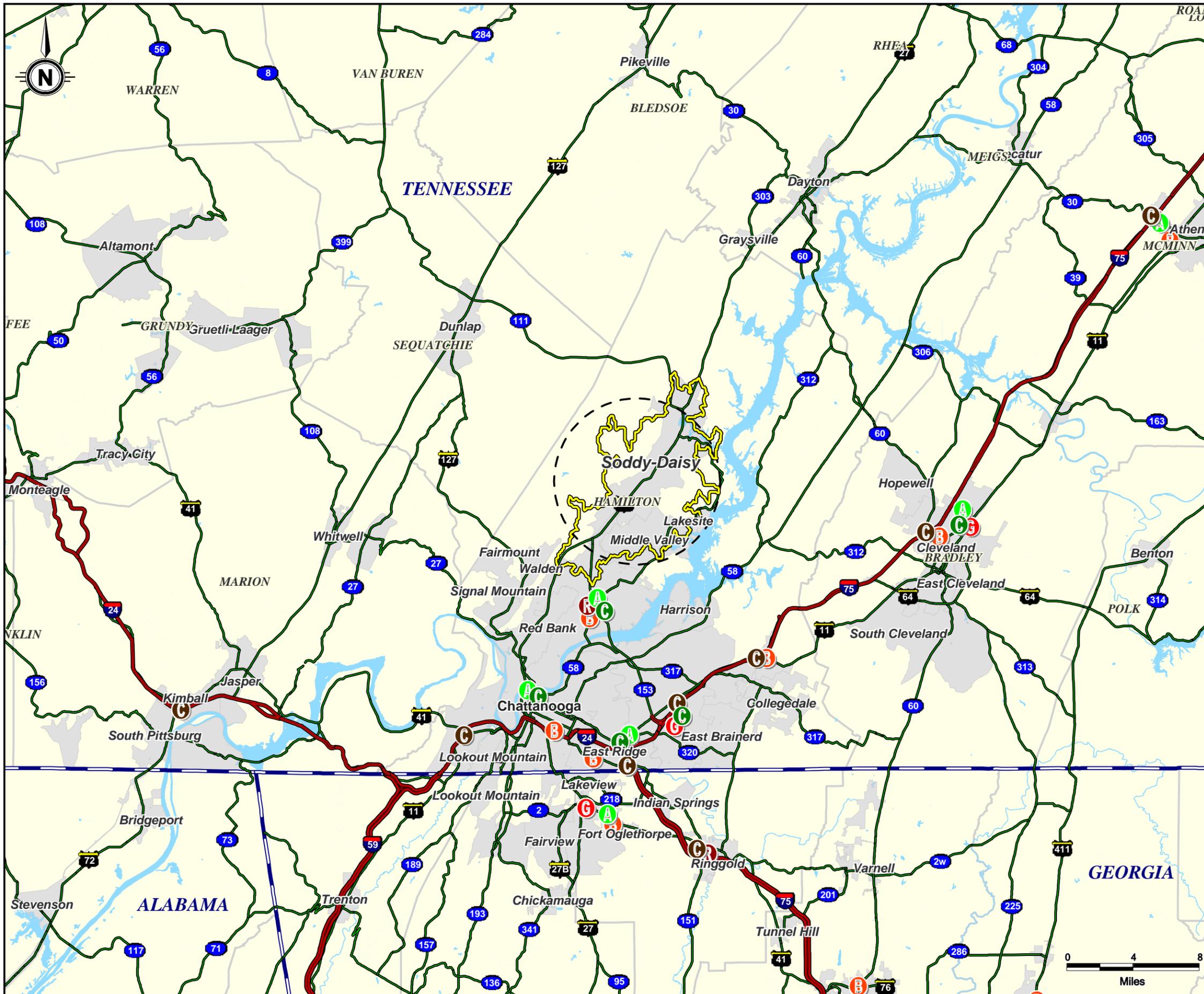
For more information:

Soddy-Daisy City Hall
9835 Dayton Pike
Soddy-Daisy, Tennessee 37379
(423) 332-5323
shopsd@soddy-daisy.org
www.soddy-daisy.org



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Restaurant Overview

Soddy-Daisy, North Hamilton Co. Tennessee

Prepared for:



CITY OF SODDY-DAISY
EST. 1969
TENNESSEE



CHATTANOOGA
AREA CHAMBER OF COMMERCE
North Hamilton County Council

RESTAURANT LOCATIONS



A Applebee's



C chli's



G golden corral



B Sizzlers



C Cracker Barrel



R RUBY TUESDAY

DEMOGRAPHIC SNAPSHOT



5 Mile
Radius Ring



10 Minute
Drive Time

2011 Estimated Population	36,194	33,742
Projected Annual Growth '11-'16	0.6%	0.5%
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Demographics based at Walmart at Dayton Pike & Harrison Lane.

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Athens, TN	50
Chattanooga, TN	17
Cleveland, TN	38
Dayton, TN	22

SODDY-DAISY MAJOR RETAIL























































— County Line

— State Line

Prepared by:



THE SHOPPING CENTER GROUP
Only Retail Group Retail™

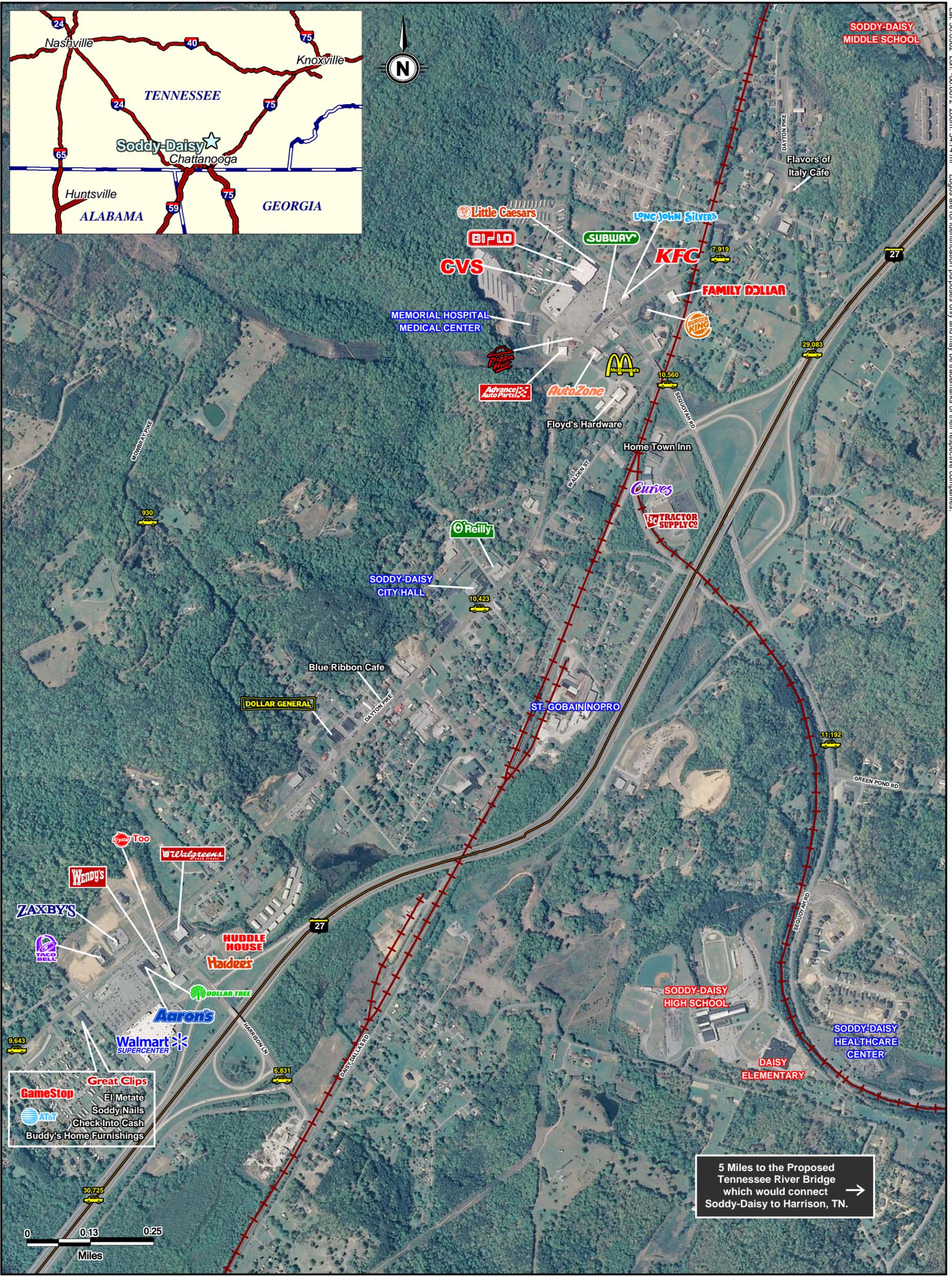
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Sody-Daisy, North Hamilton County, Tennessee

Prepared for:



DEMOGRAPHIC SNAPSHOT

STANDARD DEMOGRAPHICS	5 Mile Radius Ring*	10 Minute Drive Time*
2011 Estimated Population	36,194	33,742
Projected Annual Growth '11-'16	0.6%	0.5%
'11 Est. Median Household Income	\$55,578	\$52,936

DAYTIME TRAFFIC*

Within Sody-Daisy...
 6 Public Schools with 3,979 Students
 Within a 10 Minute Drive Time...
 449 Businesses
 4,900 Employees

Prepared by:

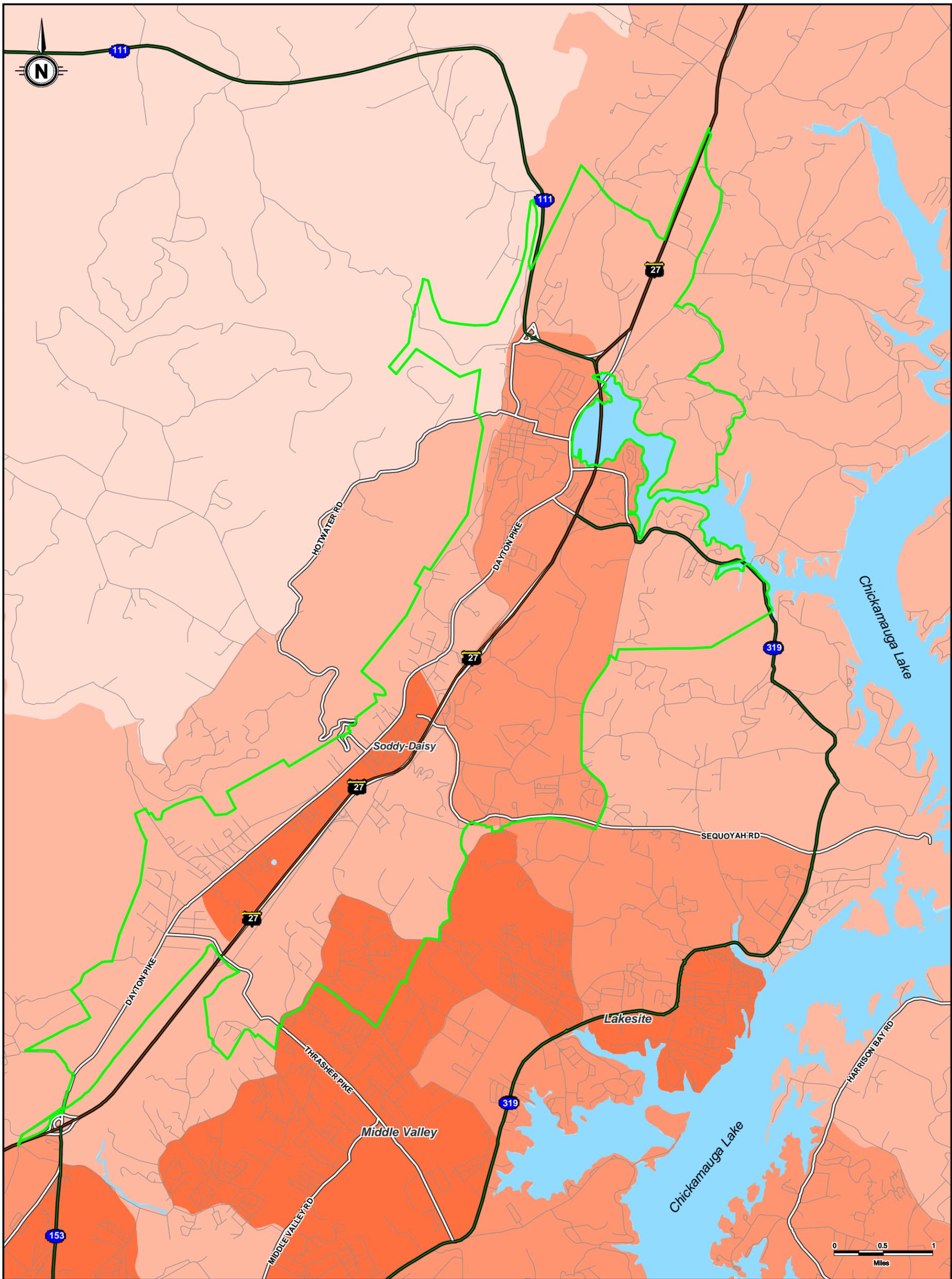


* Radius Rings & Drive Times based from the Walmart at Dayton Pike & Harrison Lane.

LEGEND Railroad 2011 Tennessee DOT Vehicles Per Day 2010 USDA Aerial

2012

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Sody-Daisy, Tennessee

Prepared for:



Population Density By Block Groups

- 2,500 or more
- 1,000 to 2,500
- 500 to 1,000
- 50 to 500
- Less than 50

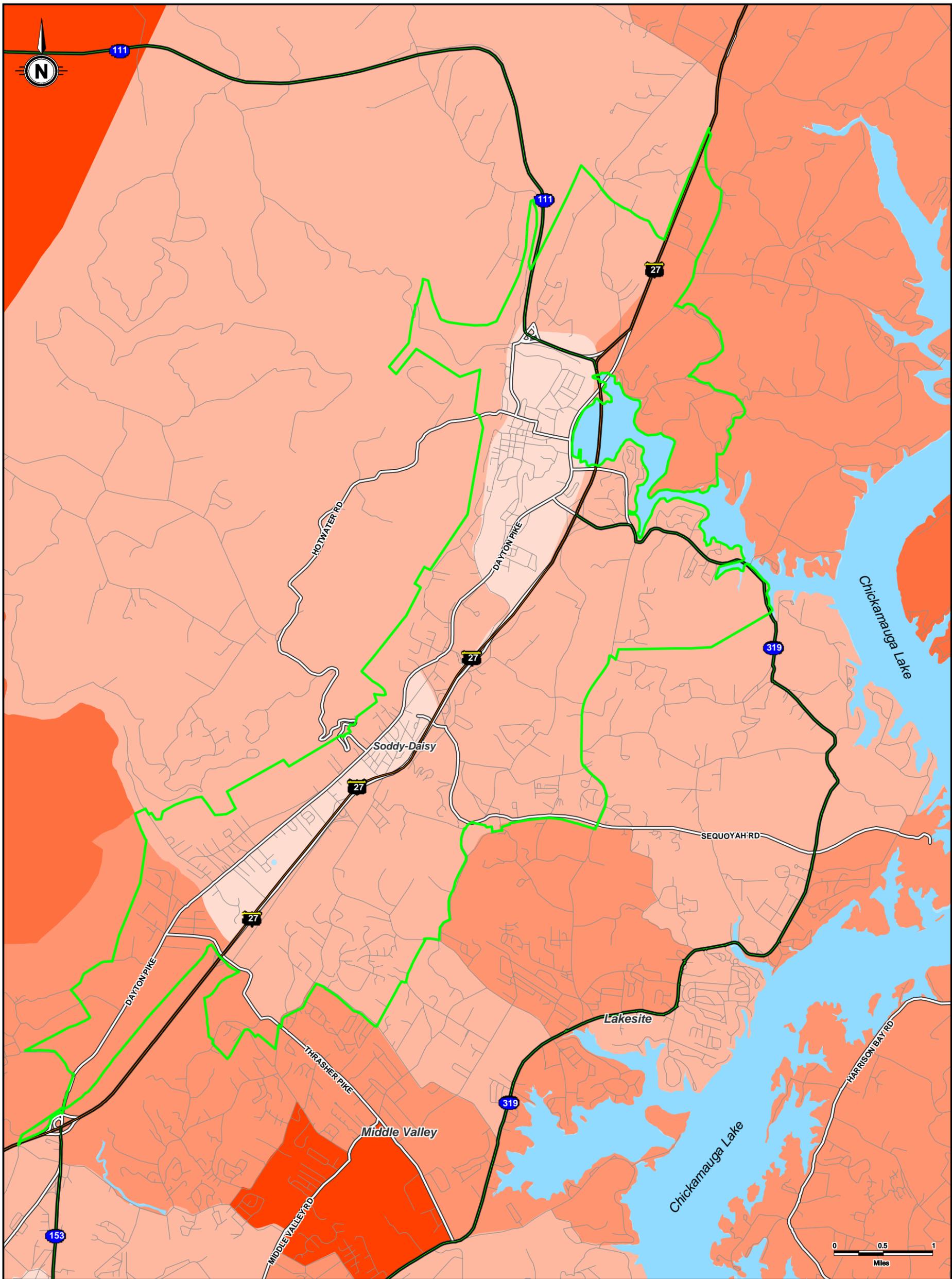


Sody-Daisy
City Limits

Prepared by:



2012



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Sody-Daisy, Tennessee

Prepared for:



5 Yr Future Pop Growth By Block Groups

- 10% or more
- 5% to 10%
- 2% to 5%
- 0% to 2%
- Less than 0%



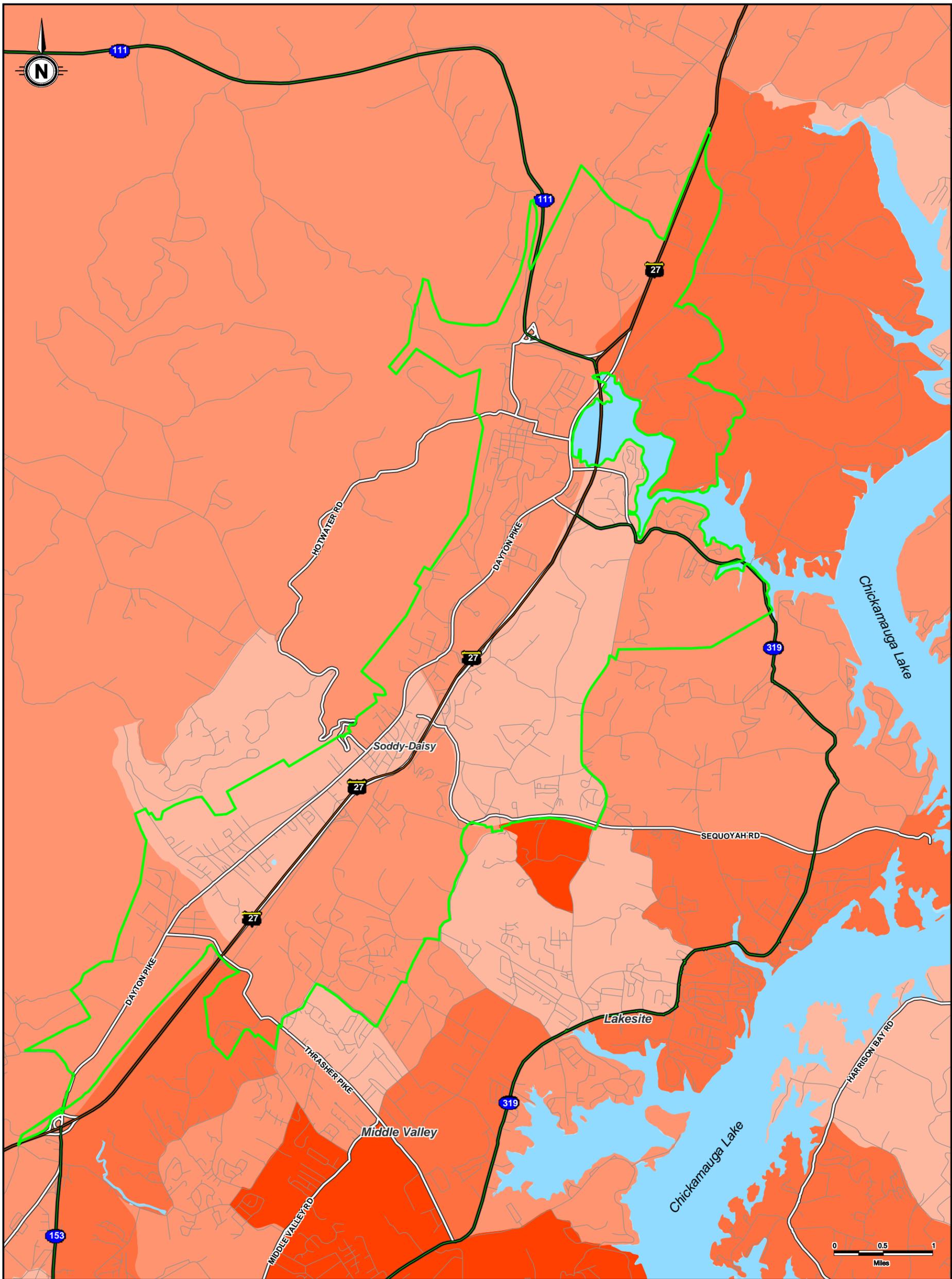
Sody-Daisy
City Limits

Prepared by:



2012

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Sody-Daisy, Tennessee

Prepared for:



Median HH Income By Block Groups

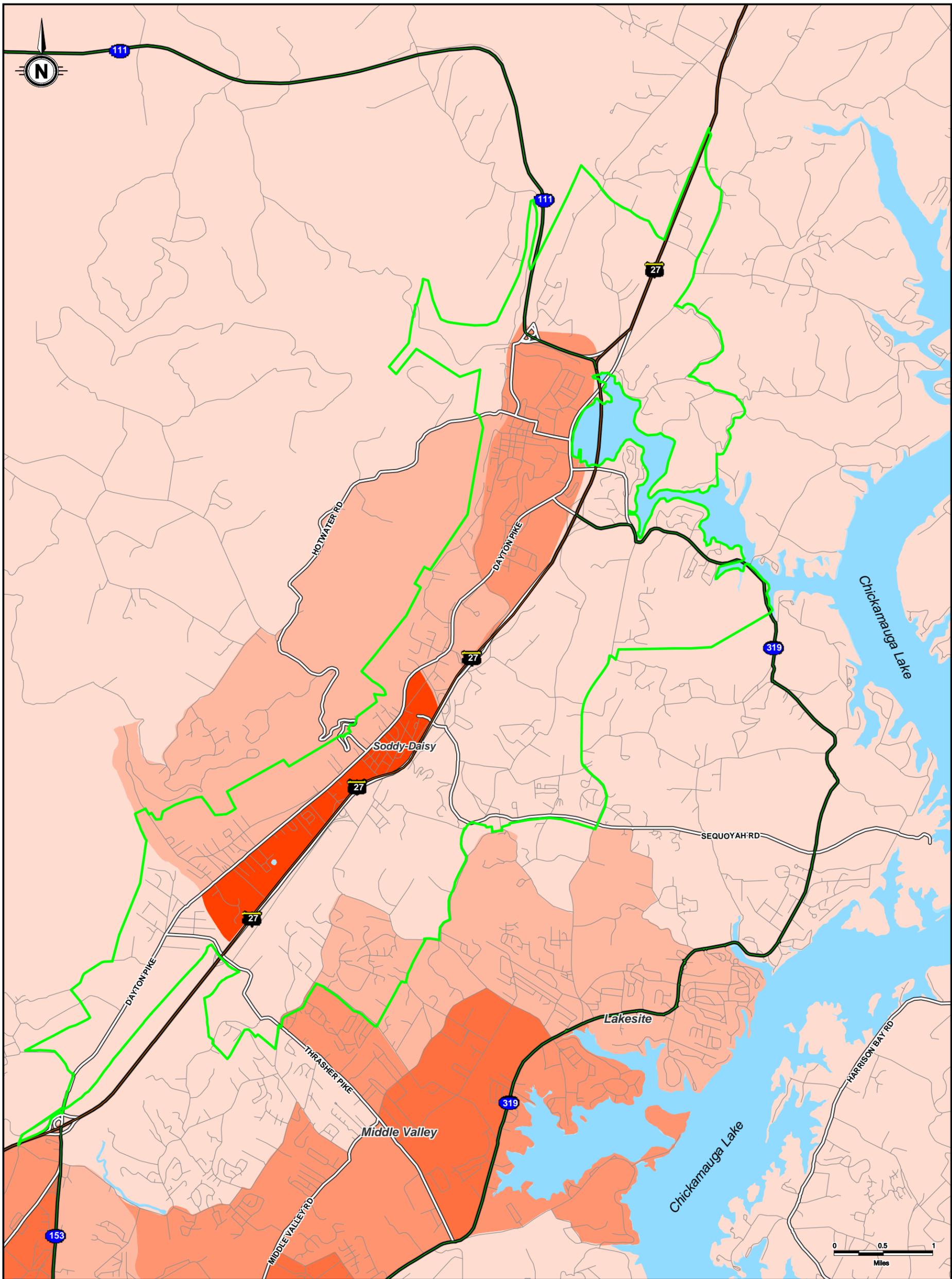
- \$75,000 or more
- \$60,000 to \$75,000
- \$45,000 to \$60,000
- \$30,000 to \$45,000
- Less than \$30,000



Prepared by:



2012



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Sody-Daisy, Tennessee

Prepared for:



Employment Density By Block Groups

- 500 or more
- 250 to 500
- 100 to 250
- 50 to 100
- Less than 50

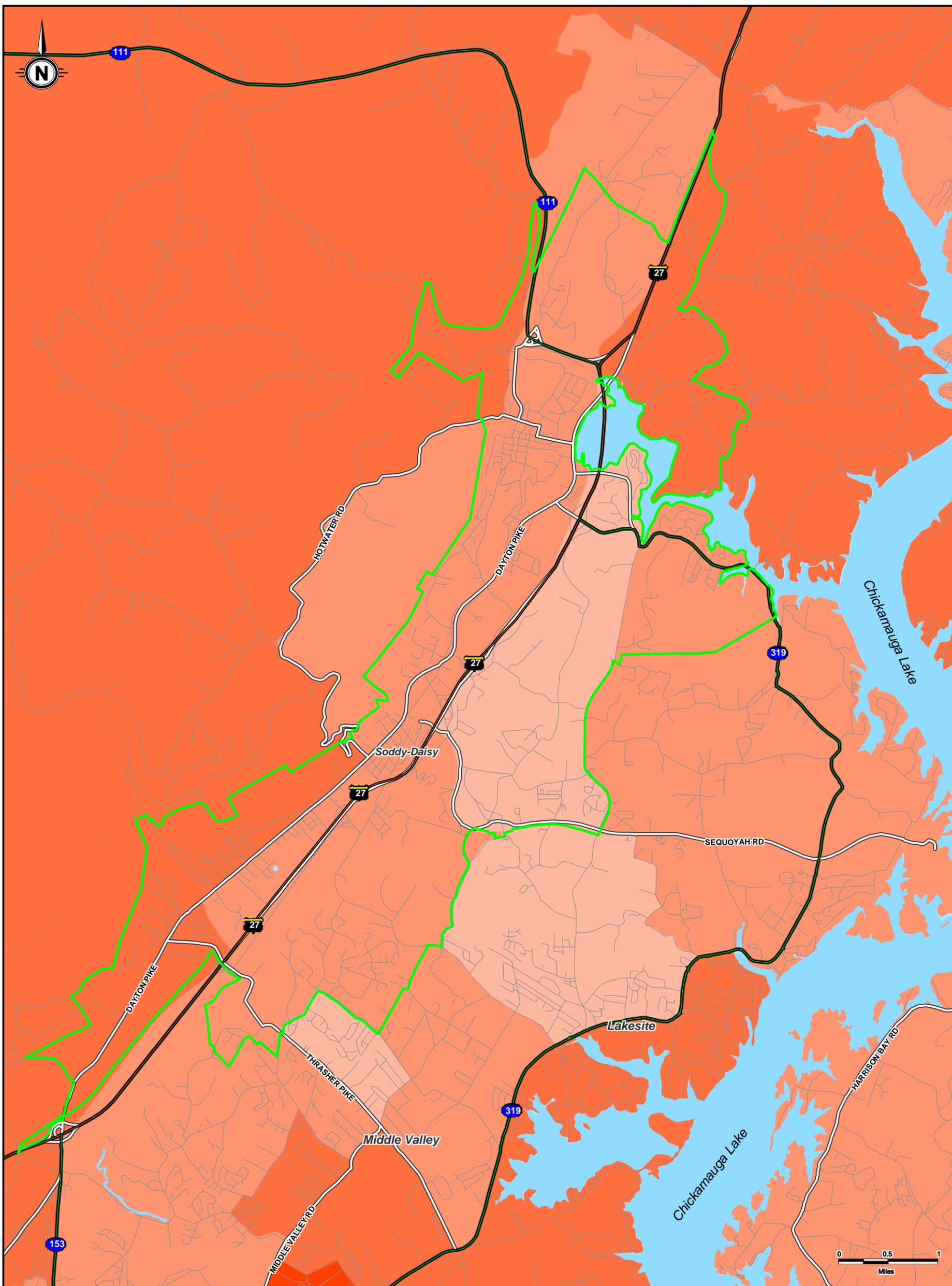


Prepared by:



2012

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Sody-Daisy, Tennessee

Prepared for:



Median Age By Block Groups

- 45 or more
- 38 to 45
- 33 to 38
- 28 to 33
- Less than 28



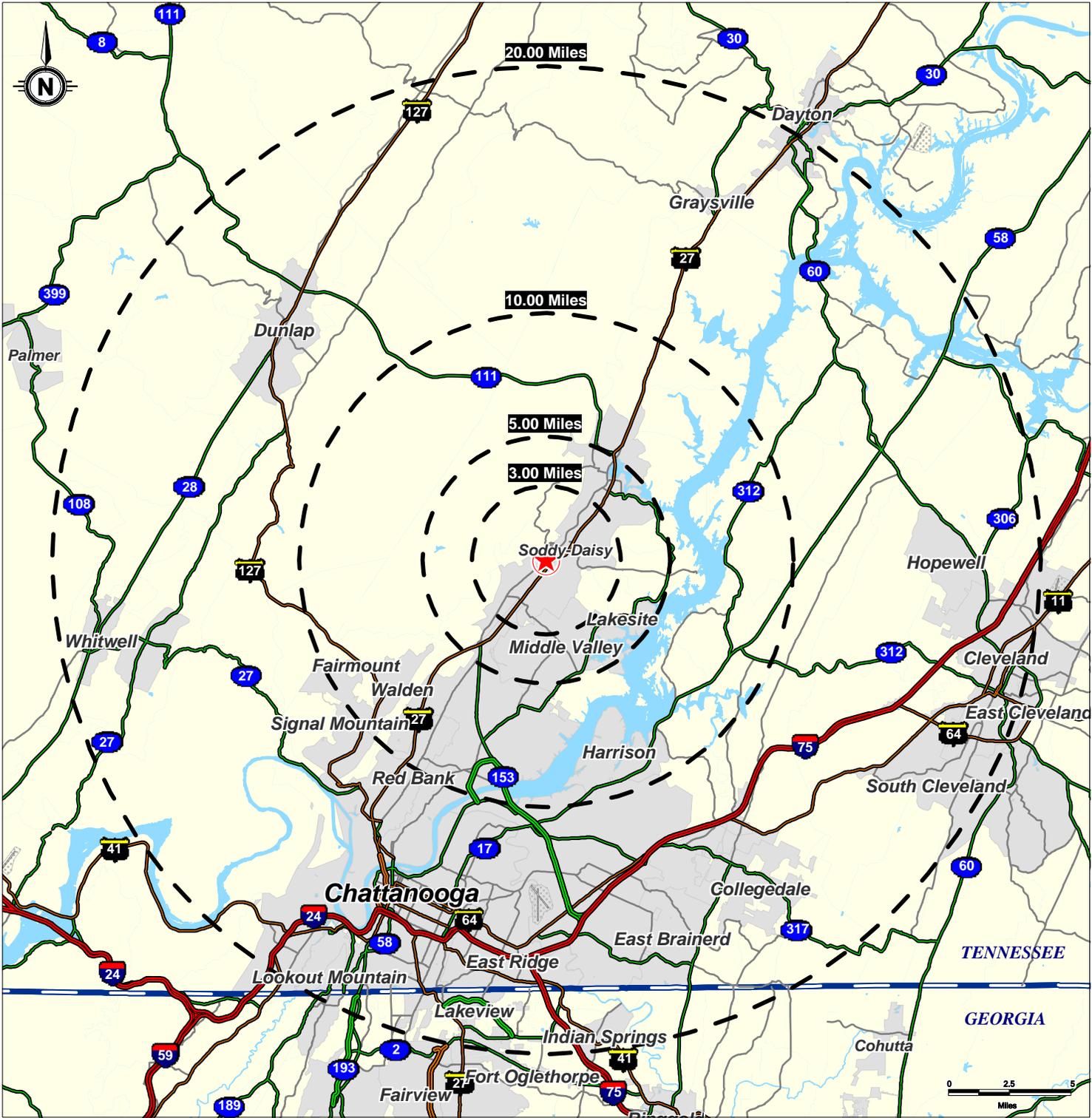
Sody-Daisy
City Limits

Prepared by:



2012

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Radius Rings

Walmart, Dayton Pike & Harrison Lane Sody-Daisy, Tennessee

Prepared for:



Prepared by:



State Line

2012

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SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee		3.00 mi radius	5.00 mi radius	10.00 mi radius	20.00 mi radius
POPULATION	2011 Estimated Population	14,791	36,194	112,582	461,335
	2016 Projected Population	15,109	37,232	116,685	487,278
	2010 Census Population	14,739	35,966	112,097	457,485
	2000 Census Population	13,532	32,348	101,794	416,720
	1990 Census Population	11,941	28,478	90,224	380,690
	Historical Annual Growth 2000 to 2011	0.8%	1.1%	1.0%	1.0%
	Projected Annual Growth 2011 to 2016	0.4%	0.6%	0.7%	1.1%
	2011 Male Population	48.3%	48.7%	48.7%	48.2%
	2011 Female Population	51.7%	51.3%	51.3%	51.8%
	2011 Average Age	39.5	39.9	40.6	39.5
2011 Median Age	35.4	36.3	36.9	34.6	
HOUSEHOLDS	2011 Estimated Households	5,777	13,961	45,496	185,602
	2016 Projected Households	5,898	14,356	47,098	196,329
	2010 Census Households	5,760	13,878	45,331	184,034
	2000 Census Households	5,061	11,975	39,919	167,921
	1990 Census Households	4,288	10,059	33,632	147,632
	Historical Annual Growth 2000 to 2011	1.3%	1.5%	1.3%	1.0%
Projected Annual Growth 2011 to 2016	0.4%	0.6%	0.7%	1.2%	
POPULATION BY RACE	2011 Estimated White	96.6%	95.8%	90.2%	78.7%
	2011 Estimated Black or African American	1.1%	1.4%	5.8%	15.6%
	2011 Estimated Asian	0.4%	0.9%	1.3%	1.5%
	2011 Estimated Other Races	1.9%	1.8%	2.7%	4.2%
	2011 Estimated Hispanic	1.7%	1.6%	2.5%	4.4%
INCOME	2011 Estimated Average Household Income	\$ 57,973	\$ 69,311	\$ 71,485	\$ 61,193
	2011 Estimated Median Household Income	\$ 46,653	\$ 55,578	\$ 56,562	\$ 48,063
	2011 Estimated Per Capita Income	\$ 22,757	\$ 26,812	\$ 28,981	\$ 25,174
EDUCATION (AGE 25+)	2011 Elementary	4.6%	3.7%	3.7%	5.9%
	2011 Some High School	13.4%	10.3%	8.3%	10.9%
	2011 High School Graduate	37.3%	34.2%	30.7%	29.9%
	2011 Some College	20.8%	22.9%	24.6%	22.3%
	2011 College Degree	23.9%	28.8%	32.7%	31.0%
BUSINESS	Number of Businesses	218	414	1,889	11,600
	Total Number of Employees	2,168	4,474	22,450	224,952
	Avg Employee Population per Business	10.0	10.8	11.9	19.4
	Avg Residential Population per Business	68.0	87.4	59.6	39.8

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EXPANDED DEMOGRAPHIC PROFILE

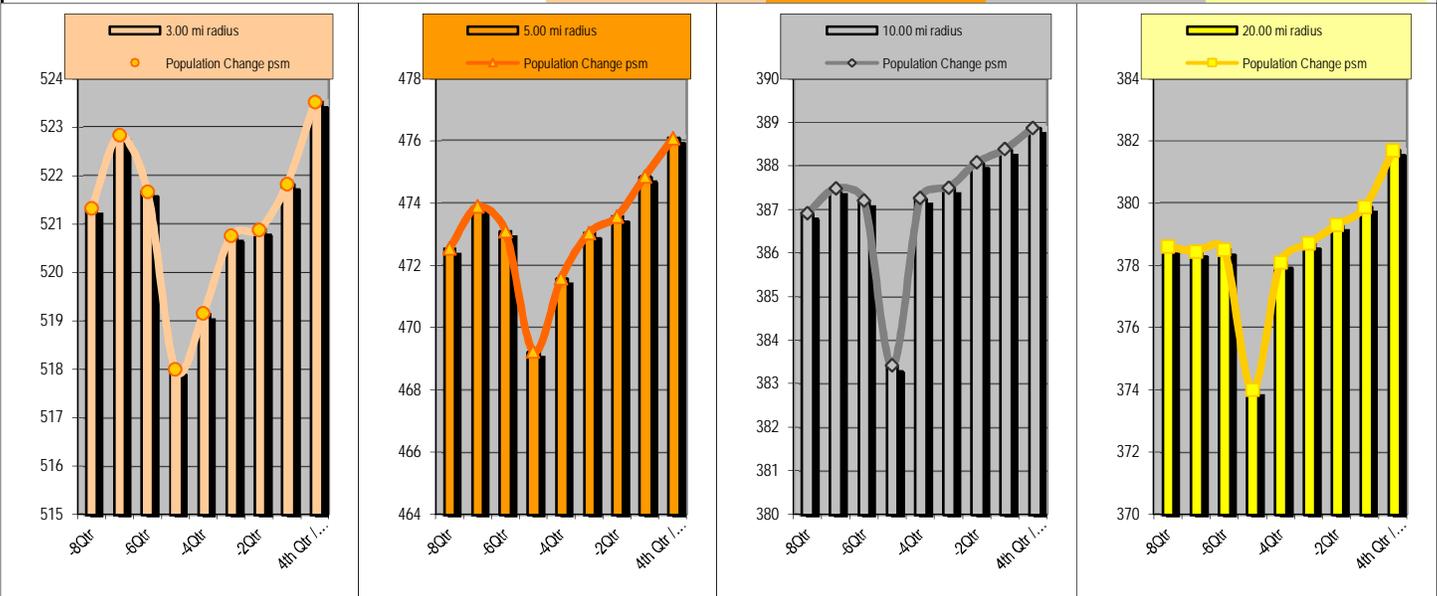
1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius	5.00 mi radius	10.00 mi radius	20.00 mi radius
Population				
Estimated Current Population (2011)	14,791	36,194	112,582	461,335
Census Population (2010)	14,739	35,966	112,097	457,485
Census Population (2000)	13,532	32,348	101,794	416,720
Census Population (1990)	11,941	28,478	90,224	380,690
Projected Population (2016)	15,109	37,232	116,685	487,278
Low to High End 5yr Projection Bounds	14,602 to 15,279	35,800 to 37,926	108,645 to 121,995	441,310 to 517,708
Forcasted Population (2021)	14,602	38,598	121,589	514,426
Historical Annual Growth (1990 to 2000)	1,591 1.3%	3,870 1.4%	11,570 1.3%	36,029 0.9%
Historical Annual Growth (2000 to 2011)	1,259 0.8%	3,845 1.1%	10,788 1.0%	44,616 1.0%
Projected Annual Growth (2011 to 2016)	318 0.4%	1,039 0.6%	4,102 0.7%	25,943 1.1%
Forcasted Annual Growth (2016 to 2021)	-507 -0.7%	1,366 0.7%	4,904 0.8%	27,148 1.1%
Transient Population (2011)	0	0	404	10,302
Seasonal Population (2011)	469	1,167	3,803	20,383
Population Estimate year ago (4th Qtr / 2010)	14,668	35,850	112,114	456,994
Births in past 4 Qtrs	+175	+405	+1,260	+5,657
Deaths in past 4 Qtrs	-140	-346	-1,166	-4,641
Migration in past 4 Qtrs	+88	+285	+379	+3,398
Components of Change (past 4 Qtrs)	+122 0.8%	+343 1.0%	+473 0.4%	+4,413 0.9%
Growth Stability Index (0 stable, -1 or +1 change)	0.08	0.12	0.19	0.20
Est. Population Density (2011)	523.52 <i>psm</i>	476.10 <i>psm</i>	388.88 <i>psm</i>	381.69 <i>psm</i>
Trade Area Size	28.25 <i>sq mi</i>	76.02 <i>sq mi</i>	289.51 <i>sq mi</i>	1,208.65 <i>sq mi</i>



Population Past 8 Qtrs 09-Q4	14,729	35,923	112,014	457,600
Population Past 7 Qtrs 10-Q1	14,772 0.3%	36,026 0.3%	112,180 0.1%	457,423 -0.0%
Population Past 6 Qtrs 10-Q2	14,739 -0.2%	35,966 -0.2%	112,097 -0.1%	457,485 0.0%
Population Past 5 Qtrs 10-Q3	14,635 -0.7%	35,672 -0.8%	111,000 -1.0%	452,036 -1.2%
Population Past 4 Qtrs 10-Q4	14,668 0.2%	35,850 0.5%	112,114 1.0%	456,994 1.1%
Population Past 3 Qtrs 11-Q1	14,713 0.3%	35,961 0.3%	112,184 0.1%	457,722 0.2%
Population Past 2 Qtrs 11-Q2	14,716 0.0%	36,002 0.1%	112,350 0.1%	458,444 0.2%
Population Past 1 Qtrs 11-Q3	14,743 0.2%	36,099 0.3%	112,440 0.1%	459,148 0.2%

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EXPANDED DEMOGRAPHIC PROFILE

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Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Age Distribution (2011)								
Age Under 5 years	925	6%	2,136	6%	6,499	6%	28,092	6%
Age 5 to 14 years	1,667	11%	4,054	11%	12,108	11%	49,864	11%
Age 14 to 18 years	793	5%	2,012	6%	5,740	5%	22,691	5%
Age 18 to 22 years	715	5%	1,762	5%	5,218	5%	26,957	6%
Age 22 to 25 years	494	3%	1,104	3%	3,673	3%	19,735	4%
Age 25 to 30 years	856	6%	1,930	5%	6,368	6%	29,954	6%
Age 30 to 35 years	890	6%	2,107	6%	6,655	6%	28,707	6%
Age 35 to 40 years	998	7%	2,435	7%	7,273	6%	29,070	6%
Age 40 to 45 years	1,024	7%	2,502	7%	7,628	7%	29,817	6%
Age 45 to 50 years	1,062	7%	2,670	7%	8,263	7%	31,798	7%
Age 50 to 55 years	1,127	8%	2,884	8%	8,847	8%	33,317	7%
Age 55 to 60 years	1,074	7%	2,713	7%	8,584	8%	31,703	7%
Age 60 to 65 years	973	7%	2,466	7%	7,854	7%	28,877	6%
Age 65 to 70 years	787	5%	1,982	5%	6,146	5%	22,878	5%
Age 70 to 75 years	530	4%	1,348	4%	4,384	4%	16,821	4%
Age 75 to 80 years	408	3%	993	3%	3,330	3%	12,962	3%
Age 80 to 85 years	280	2%	661	2%	2,333	2%	9,643	2%
Age 85 years plus	188	1%	436	1%	1,677	1%	8,448	2%
Average Age	39.5 yrs		39.9 yrs		40.6 yrs		39.5 yrs	
Median Age	35.4 yrs		36.3 yrs		36.9 yrs		34.6 yrs	
Age 0 to 18	3,386	23%	8,202	23%	24,348	22%	100,647	22%
Age 18 to 65 years	9,213	62%	22,573	62%	70,364	63%	289,936	63%
Age 65 years plus	2,192	15%	5,419	15%	17,870	16%	70,753	15%
Age Distribution (2011)								
Male Population	7,138		17,612		54,784		222,478	
Age Under 5 years	470	7%	1,077	6%	3,305	6%	14,325	6%
Age 5 to 14 years	864	12%	2,089	12%	6,283	11%	25,526	11%
Age 14 to 18 years	401	6%	1,031	6%	2,953	5%	11,703	5%
Age 18 to 22 years	356	5%	904	5%	2,664	5%	13,160	6%
Age 22 to 25 years	234	3%	538	3%	1,802	3%	9,766	4%
Age 25 to 30 years	403	6%	920	5%	3,139	6%	14,868	7%
Age 30 to 35 years	441	6%	1,025	6%	3,277	6%	14,279	6%
Age 35 to 40 years	499	7%	1,219	7%	3,614	7%	14,450	6%
Age 40 to 45 years	504	7%	1,232	7%	3,738	7%	14,641	7%
Age 45 to 50 years	502	7%	1,278	7%	4,034	7%	15,551	7%
Age 50 to 55 years	554	8%	1,398	8%	4,296	8%	16,087	7%
Age 55 to 60 years	510	7%	1,309	7%	4,082	7%	15,031	7%
Age 60 to 65 years	457	6%	1,193	7%	3,793	7%	13,717	6%
Age 65 to 70 years	371	5%	952	5%	2,938	5%	10,592	5%
Age 70 to 75 years	233	3%	618	4%	1,983	4%	7,441	3%
Age 75 to 80 years	171	2%	429	2%	1,444	3%	5,364	2%
Age 80 to 85 years	110	2%	264	1%	927	2%	3,606	2%
Age 85 years plus	58	1%	135	1%	510	1%	2,372	1%
Average Age	38.4 yrs		39.0 yrs		39.5 yrs		38.1 yrs	
Median Age	34.2 yrs		35.2 yrs		35.7 yrs		33.1 yrs	
Age 0 to 18	1,734	24%	4,197	24%	12,540	23%	51,553	23%
Age 18 to 65 years	4,460	62%	11,016	63%	34,442	63%	141,549	64%
Age 65 years plus	944	13%	2,398	14%	7,802	14%	29,375	13%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Age Distribution (2011)								
Female Population	7,653		18,582		57,798		238,857	
Age Under 5 years	456	6%	1,059	6%	3,195	6%	13,767	6%
Age 5 to 14 years	803	10%	1,965	11%	5,825	10%	24,338	10%
Age 14 to 18 years	393	5%	981	5%	2,787	5%	10,988	5%
Age 18 to 22 years	359	5%	858	5%	2,554	4%	13,797	6%
Age 22 to 25 years	260	3%	565	3%	1,871	3%	9,970	4%
Age 25 to 30 years	453	6%	1,010	5%	3,228	6%	15,086	6%
Age 30 to 35 years	449	6%	1,081	6%	3,377	6%	14,428	6%
Age 35 to 40 years	499	7%	1,216	7%	3,659	6%	14,620	6%
Age 40 to 45 years	520	7%	1,269	7%	3,890	7%	15,176	6%
Age 45 to 50 years	560	7%	1,392	7%	4,229	7%	16,247	7%
Age 50 to 55 years	573	7%	1,486	8%	4,551	8%	17,231	7%
Age 55 to 60 years	563	7%	1,405	8%	4,502	8%	16,672	7%
Age 60 to 65 years	516	7%	1,273	7%	4,061	7%	15,160	6%
Age 65 to 70 years	415	5%	1,030	6%	3,208	6%	12,286	5%
Age 70 to 75 years	297	4%	730	4%	2,402	4%	9,380	4%
Age 75 to 80 years	237	3%	564	3%	1,886	3%	7,598	3%
Age 80 to 85 years	170	2%	397	2%	1,406	2%	6,037	3%
Age 85 years plus	130	2%	301	2%	1,166	2%	6,076	3%
Average Age	40.6 yrs		40.9 yrs		41.7 yrs		40.8 yrs	
Median Age	36.6 yrs		37.3 yrs		38.1 yrs		36.1 yrs	
Age 0 to 18	1,652	22%	4,005	22%	11,808	20%	49,093	21%
Age 18 to 65 years	4,753	62%	11,556	62%	35,922	62%	148,387	62%
Age 65 years plus	1,248	16%	3,021	16%	10,068	17%	41,377	17%
Males per 100 Females, Male % Pop								
Age 0 to 5 years	103	50.8%	102	50.4%	103	50.8%	104	51.0%
Age 5 to 14 years	108	51.8%	106	51.5%	108	51.9%	105	51.2%
Age 14 to 18 years	102	50.5%	105	51.3%	106	51.4%	107	51.6%
Age 18 to 25 years	95	48.8%	101	50.3%	101	50.2%	96	49.1%
Age 25 to 35 years	94	48.3%	93	48.2%	97	49.3%	99	49.7%
Age 35 to 45 years	98	49.6%	99	49.7%	97	49.3%	98	49.4%
Age 45 to 55 years	93	48.2%	93	48.2%	95	48.7%	95	48.6%
Age 55 to 65 years	90	47.3%	93	48.3%	92	47.9%	90	47.5%
Age 65 to 75 years	85	45.9%	89	47.2%	88	46.7%	83	45.4%
Age 75 years plus	63	38.7%	66	39.6%	65	39.3%	58	36.5%
Future Age Population								
Projected Population (2016)	15,109		37,232		116,685		487,278	
Average Age Median Age	40.5 36.5 yrs		41.0 37.4 yrs		41.4 38.0 yrs		40.1 35.5 yrs	
Male Population (2016)	7,282	48.2%	18,065	48.5%	56,682	48.6%	235,327	48.3%
Average Age Median Age	39.2 35.1 yrs		39.8 36.1 yrs		40.2 36.5 yrs		38.7 33.9 yrs	
Female Population (2016)	7,827	51.8%	19,167	51.5%	60,003	51.4%	251,951	51.7%
Average Age Median Age	41.6 37.8 yrs		42.0 38.7 yrs		42.6 39.3 yrs		41.4 37.1 yrs	
Forcasted Population (2021)	15,596		38,598		121,589		514,426	
Average Age Median Age	41.3 37.1 yrs		41.9 38.2 yrs		42.2 38.7 yrs		40.7 36.2 yrs	
Male Population (2021)	7,506	48.1%	18,675	48.4%	58,936	48.5%	248,610	48.3%
Female Population (2021)	8,091	51.9%	19,923	51.6%	62,653	51.5%	265,816	51.7%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Race & Ethnicity								
Total Population	14,791		36,194		112,582		461,335	
White (2011)	14,283	97%	34,689	96%	101,541	90%	362,868	79%
Black (2011)	157	1%	501	1%	6,551	6%	71,905	16%
Asian (2011)	65	0%	336	1%	1,479	1%	7,144	2%
Other Race (2011)	286	2%	667	2%	3,011	3%	19,419	4%
Population: Hispanic (2011)	248	2%	575	2%	2,807	2%	20,101	4%
<i>White: Hispanic</i>	158	1%	380	1%	1,450	1%	8,462	2%
<i>Black: Hispanic</i>	6	0%	8	0%	44	0%	497	0%
<i>Asian: Hispanic</i>	0	0%	2	0%	14	0%	82	0%
<i>Other Race: Hispanic</i>	85	1%	185	1%	1,300	1%	11,060	2%
Population: Non Hispanic (2011)	14,543	98%	35,618	98%	109,775	98%	441,234	96%
<i>White: Non Hispanic</i>	14,125	95%	34,309	95%	100,091	89%	354,406	77%
<i>Black: Non Hispanic</i>	151	1%	494	1%	6,507	6%	71,408	15%
<i>Asian: Non Hispanic</i>	65	0%	334	1%	1,465	1%	7,062	2%
<i>Other Race: Non Hispanic</i>	202	1%	482	1%	1,712	2%	8,359	2%
Population: Hispanic (2000)	159	1.2%	382	1.2%	1,391	1.4%	7,203	1.7%
Population: Hispanic (1990)	63	0.5%	113	0.4%	533	0.6%	2,366	0.6%
Hist. Hispanic Ann Growth (1990 to 2000)	96	15.3%	268	23.7%	859	16.1%	4,837	20.4%
Hist. Hispanic Ann Growth (2000 to 2011)	90	5.1%	194	4.6%	1,416	9.3%	12,898	16.3%
Population: Non Hispanic (2000)	13,373	98.8%	31,967	98.8%	100,402	98.6%	409,517	98.3%
Population: Non Hispanic (1990)	11,878	99.5%	28,365	99.6%	89,692	99.4%	378,325	99.4%
Hist. Non Hispanic Ann Growth (1990 to 2000)	1,495	1.3%	3,602	1.3%	10,711	1.2%	31,192	0.8%
Hist. Non Hispanic Ann Growth (2000 to 2011)	1,170	0.8%	3,652	1.0%	9,373	0.8%	31,718	0.7%
Language Spoken at home (Age 5+) (2011)								
Total Population Age 5 and above	13,866		34,057		106,083		433,243	
Speak English Only	13,647	98%	33,245	98%	102,376	97%	408,809	94%
Spanish or Spanish Creole	90	1%	290	1%	1,756	2%	13,389	3%
European/Indo-European	100	1%	347	1%	1,221	1%	5,998	1%
<i>French or French Creole</i>	28	0%	57	0%	197	0%	1,199	0%
<i>Italian</i>	0	0%	3	0%	21	0%	243	0%
<i>Portuguese or Portuguese Creole</i>	0	0%	0	0%	7	0%	185	0%
<i>German</i>	41	0%	62	0%	202	0%	724	0%
<i>Yiddish or Hebrew</i>	0	0%	0	0%	2	0%	27	0%
<i>Other Slavic languages</i>	22	0%	122	0%	307	0%	1,774	0%
<i>Other Indic languages</i>	9	0%	102	0%	315	0%	1,278	0%
<i>Other Indo-European Languages</i>	0	0%	1	0%	170	0%	570	0%
Asian/Pacific	28	0%	175	1%	679	1%	4,064	1%
<i>Chinese</i>	0	0%	1	0%	104	0%	633	0%
<i>Japanese</i>	4	0%	37	0%	37	0%	145	0%
<i>Korean</i>	0	0%	17	0%	126	0%	824	0%
<i>Vietnamese</i>	16	0%	33	0%	60	0%	425	0%
<i>Other Asian languages</i>	2	0%	21	0%	195	0%	1,593	0%
<i>Tagalog and Other Pacific Languages</i>	6	0%	67	0%	157	0%	444	0%
Other Languages	0	0%	0	0%	51	0%	984	0%
<i>Arabic</i>	0	0%	0	0%	31	0%	212	0%
<i>Other and unspecified languages</i>	0	0%	0	0%	20	0%	771	0%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Population by Ancestry (2011)								
America	3,481	24%	8,505	23%	24,400	22%	81,999	18%
Native American (Indian/Eskimo)	41	0%	93	0%	248	0%	1,184	0%
Hawaiian/Pacific Islander	1	0%	7	0%	26	0%	208	0%
American	3,439	23%	8,405	23%	24,125	21%	80,606	17%
Hispanic	248	2%	575	2%	2,807	2%	20,101	4%
Mexican	117	1%	290	1%	1,436	1%	9,567	2%
Puerto Rican	24	0%	52	0%	360	0%	2,339	1%
Cuban	10	0%	20	0%	139	0%	761	0%
Dominican	0	0%	1	0%	10	0%	365	0%
Central American	8	0%	15	0%	81	0%	2,272	0%
South American	12	0%	32	0%	174	0%	920	0%
Other Hispanic	78	1%	164	0%	608	1%	3,877	1%
Asian	65	0%	334	1%	1,465	1%	7,062	2%
Chinese	13	0%	82	0%	246	0%	1,003	0%
Japanese	3	0%	21	0%	91	0%	285	0%
Korean	11	0%	57	0%	159	0%	1,225	0%
South Central Asian (e.g. Indian)	6	0%	63	0%	514	0%	2,643	1%
South East Asian (e.g. Vietnamese)	27	0%	94	0%	408	0%	1,729	0%
Other Asian	4	0%	17	0%	47	0%	176	0%
European	4,499	30%	11,601	32%	38,099	34%	136,496	30%
British	938	6%	2,723	8%	10,041	9%	36,640	8%
Dutch	171	1%	357	1%	1,149	1%	4,185	1%
French	144	1%	429	1%	1,578	1%	4,971	1%
German	880	6%	2,353	7%	7,623	7%	26,442	6%
Italian	193	1%	531	1%	1,277	1%	4,774	1%
Polish	48	0%	138	0%	670	1%	2,022	0%
Scandinavian	81	1%	269	1%	1,004	1%	3,788	1%
Scotch Irish	1,889	13%	4,249	12%	12,890	11%	46,427	10%
Other European (e.g. Greek/Russian)	157	1%	552	2%	1,868	2%	7,247	2%
Middle Eastern	66	0%	123	0%	390	0%	873	0%
Other	1,273	9%	2,904	8%	12,082	11%	85,321	18%
Unclassified	5,158	35%	12,151	34%	33,340	30%	129,484	28%
Educational Attainment (2011)								
Elementary (0 to 8)	466	5%	930	4%	2,918	4%	18,574	6%
Some High School (9 to 11)	1,364	13%	2,596	10%	6,585	8%	34,112	11%
High School Graduate (12)	3,803	37%	8,602	34%	24,354	31%	93,895	30%
Some College (13 to 16)	2,123	21%	5,764	23%	19,527	25%	69,998	22%
Associates Degree	763	7%	2,009	8%	5,764	7%	21,187	7%
Bachelors Degree	1,389	14%	3,991	16%	14,013	18%	50,486	16%
Masters Degree	198	2%	958	4%	4,401	6%	17,260	5%
Professional/Doctorate	89	1%	277	1%	1,782	2%	8,484	3%
College Degree+ (Bachelor Degree or higher)	1,676	16%	5,225	21%	20,196	25%	76,230	24%
Enrollments (2011)								
Nursery school/preschool	251	2%	548	2%	1,275	1%	6,058	1%
Kindergarten/Elementary School	1,937	13%	4,362	12%	12,779	11%	52,115	11%
High School	660	4%	1,921	5%	5,723	5%	23,732	5%
College/Graduate/Professional school	603	4%	1,756	5%	6,280	6%	33,657	7%
Not enrolled	11,339	77%	27,607	76%	86,525	77%	345,774	75%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

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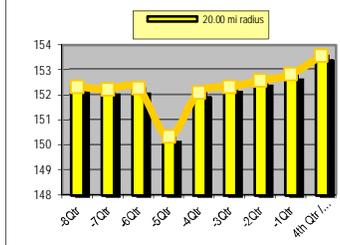
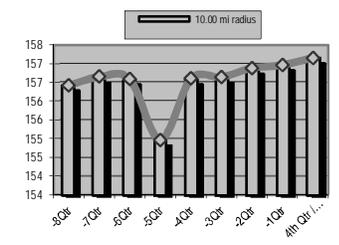
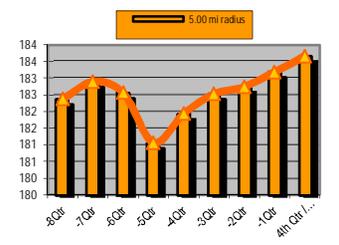
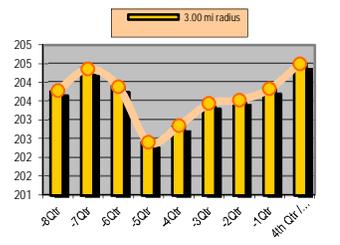
Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee

3.00 mi radius 5.00 mi radius 10.00 mi radius 20.00 mi radius

Households

Estimated Current Households (2011)	5,777	13,961	45,496	185,602
Census Households (2010)	5,760	13,878	45,331	184,034
Census Households (2000)	5,061	11,975	39,919	167,921
Census Households (1990)	4,288	10,059	33,632	147,632
Projected Households (2016)	5,898	14,356	47,097	196,329
Low to High End Projection Bounds	5,696 to 5,960	13,796 to 14,622	43,671 to 49,453	176,423 to 209,995
Forecasted Households (2021)	6,084	14,878	49,055	207,570



Population Past 8 Qtrs 09-Q4	5,757	13,864	45,284	184,108
Population Past 7 Qtrs 10-Q1	5,774 0.3%	13,904 0.3%	45,350 0.1%	183,992 -0.1%
Population Past 6 Qtrs 10-Q2	5,760 -0.2%	13,878 -0.2%	45,331 -0.0%	184,034 0.0%
Population Past 5 Qtrs 10-Q3	5,719 -0.7%	13,764 -0.8%	44,862 -1.0%	181,712 -1.3%
Population Past 4 Qtrs 10-Q4	5,731 0.2%	13,831 0.5%	45,335 1.1%	183,838 1.2%
Population Past 3 Qtrs 11-Q1	5,748 0.3%	13,875 0.3%	45,348 0.0%	184,102 0.1%
Population Past 2 Qtrs 11-Q2	5,750 0.0%	13,892 0.1%	45,417 0.2%	184,409 0.2%
Population Past 1 Qtrs 11-Q3	5,759 0.1%	13,925 0.2%	45,441 0.1%	184,710 0.2%
Estimated Population in Households (2011)	14,710 99%	36,063 100%	112,165 100%	448,431 97%
Estimated Persons per Household (2011)	2.5	2.6	2.5	2.4
Estimated Household Density (2011)	204 psm	184 psm	157 psm	154 psm
Projected Population in Households (2016)	15,028 99.5%	37,102 99.6%	116,266 99.6%	474,341 97.3%

Household Type (2011)

Family Households	4,260 74%	10,616 76%	32,381 71%	121,714 66%
Married Couple Household	3,374 58%	8,750 63%	26,826 59%	91,181 49%
Married Couple Household With Children	1,360 24%	3,465 25%	9,934 22%	33,292 18%
Married Couple Household No Children	2,014 35%	5,285 38%	16,892 37%	57,888 31%
Male Householder	242 4%	523 4%	1,621 4%	7,729 4%
Male Householder With Children	90 2%	213 2%	756 2%	3,772 2%
Male Householder No Children	152 3%	309 2%	865 2%	3,957 2%
Female Householder	643 11%	1,344 10%	3,934 9%	22,804 12%
Female Householder With Children	315 5%	528 4%	1,948 4%	12,498 7%
Female Householder No Children	328 6%	816 6%	1,986 4%	10,306 6%
Non Family Households	254 4%	547 4%	2,164 5%	11,082 6%
One person households	1,264 22%	2,798 20%	10,952 24%	52,806 28%

Household Size (2011)

1 Person Household	1,264 22%	2,798 20%	10,952 24%	52,806 28%
2 Person Households	2,135 37%	5,314 38%	17,177 38%	64,891 35%
3 Person Households	1,076 19%	2,580 18%	7,898 17%	30,395 16%
4 Person Households	814 14%	2,077 15%	5,974 13%	22,459 12%
5 Person Households	326 6%	797 6%	2,310 5%	9,421 5%
6 Person Households	109 2%	269 2%	822 2%	3,566 2%
7+ Person Households	53 1%	127 1%	364 1%	2,064 1%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

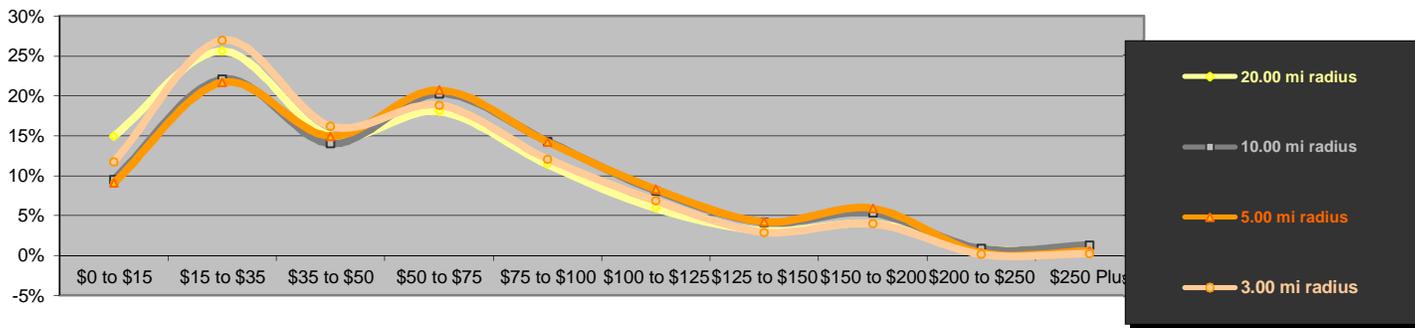
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Lat/Lon: 35.237019/-85.199064

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Average Household Income								
Est. Average Household Income (2011)	\$57,973		\$69,311		\$71,485		\$61,193	
Census Average Hhld Income (2000)	\$48,097		\$53,202		\$57,411		\$49,924	
Average Income Change (2000 to 2011)	\$9,876	1.9%	\$16,109	2.8%	\$14,074	2.2%	\$11,269	2.1%
Median Household Income								
Est. Median Household Income (2011)	\$46,653		\$55,578		\$56,562		\$48,063	
Census Median Hhld Income (2000)	\$41,132		\$45,838		\$47,525		\$39,103	
Median Income Change (2000 to 2011)	\$5,521	1.2%	\$9,740	1.9%	\$9,037	1.7%	\$8,960	2.1%
Per Capita Income								
Est. Per Capita Income (2011)	\$22,757		\$26,812		\$28,981		\$25,174	
Census Per Capita Income (2000)	\$18,030		\$19,778		\$22,656		\$20,358	
Per Capita Income Change (2000 to 2011)	\$4,727	2.4%	\$7,034	3.2%	\$6,325	2.5%	\$4,816	2.2%
Household Income Distribution (2011)								
Hhld Income \$0 to 14,999	676	12%	1,269	9%	4,341	10%	27,702	15%
Hhld Income \$15,000 to 24,999	814	14%	1,640	12%	4,807	11%	24,380	13%
Hhld Income \$25,000 to 34,999	743	13%	1,387	10%	5,242	12%	23,154	12%
Hhld Income \$35,000 to 49,999	937	16%	2,088	15%	6,381	14%	27,839	15%
Hhld Income \$50,000 to 74,999	1,089	19%	2,893	21%	9,234	20%	33,484	18%
Hhld Income \$75,000 to 99,999	699	12%	1,989	14%	6,513	14%	21,156	11%
Hhld Income \$100,000 to 124,999	396	7%	1,156	8%	3,686	8%	10,926	6%
Hhld Income \$125,000 to 149,999	169	3%	589	4%	1,886	4%	5,733	3%
Hhld Income \$150,000 to 174,999	132	2%	415	3%	1,234	3%	3,804	2%
Hhld Income \$175,000 to 199,999	99	2%	409	3%	1,187	3%	3,644	2%
Hhld Income \$200,000 to 249,999	8	0%	49	0%	389	1%	1,505	1%
Hhld Income \$250,000 to 499,999	14	0%	73	1%	548	1%	2,085	1%
Hhld Income \$500,000 or More	1	0%	6	0%	47	0%	189	0%
Hhld Incomes Below Median Income	2,233	38.7%	6,384	45.7%	20,771	45.7%	75,236	40.5%
Hhld Incomes at the Median Income	937	16.2%	2,893	20.7%	9,234	20.3%	27,839	15.0%
Hhld Incomes Above Median Income	2,607	45.1%	4,685	33.6%	15,492	34.1%	82,527	44.5%

Household Income Distribution (in 1,000's)



Daytime Demos (2011)

Total Number of Businesses	218	414	1,889	11,600
Total Number of Employees	2,168	4,474	22,450	224,952
Employees per Business	10.0 to 1	10.8 to 1	11.9 to 1	19.4 to 1
Residential Population per Business	68.0 to 1	87.4 to 1	59.6 to 1	39.8 to 1

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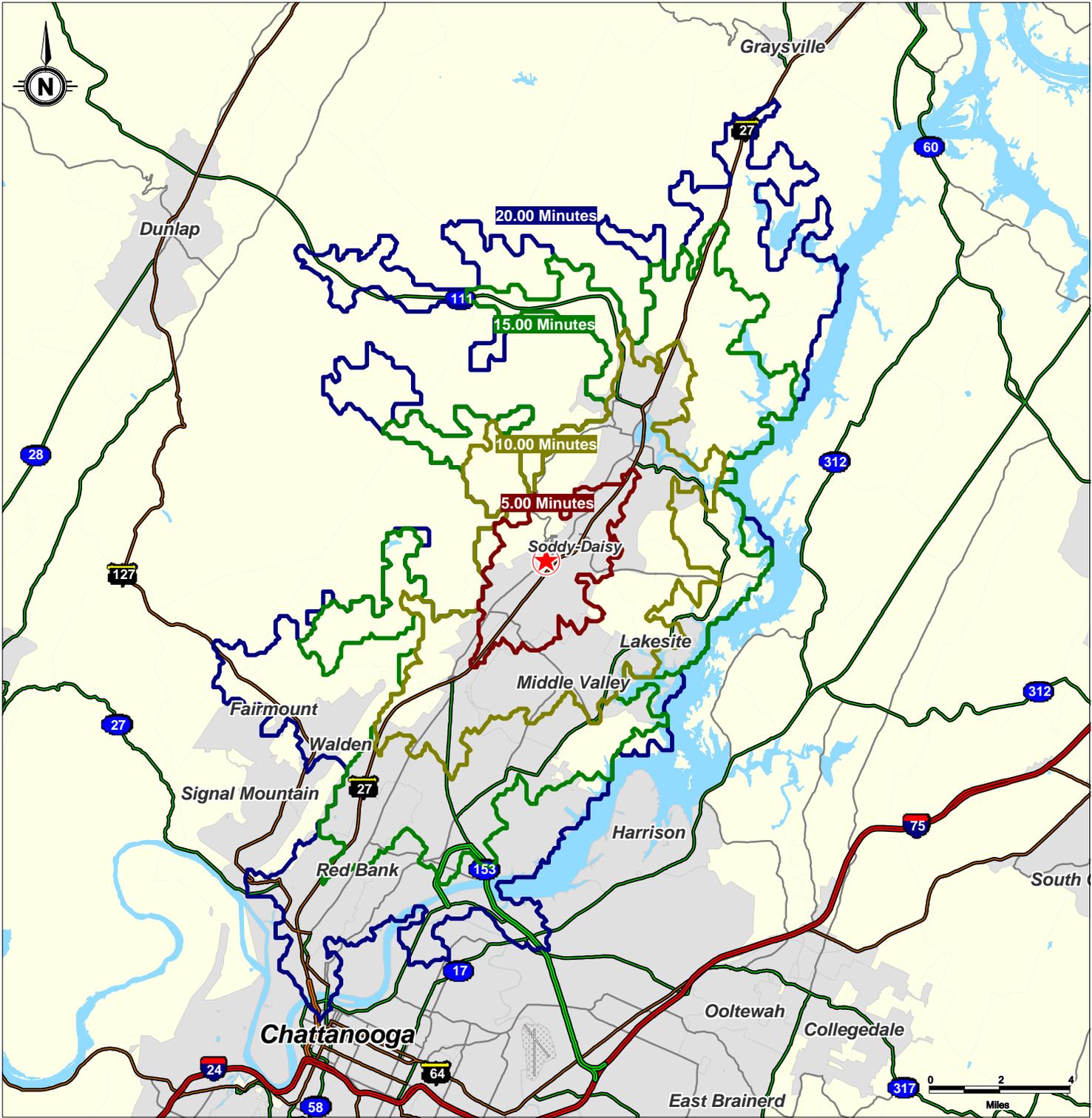


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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	3.00 mi radius		5.00 mi radius		10.00 mi radius		20.00 mi radius	
Group Quarters								
Group Quarters Population (2011)	81		130		418		12,904	
Non-Institutionalized	0	0%	1	1%	120	29%	7,992	62%
College	0	0%	0	0%	0	0%	6,176	48%
Military	0	0%	0	0%	0	0%	0	0%
Other	0	0%	1	1%	120	29%	1,816	14%
Institutionalized (Correctional, Medical, Other)	81	100%	129	99%	298	71%	4,912	38%
Census Group Quarters Population (2000)	79		124		318		10,246	
Projected Group Quarters Population (2016)	81		130		419		12,937	
Forecasted Group Quarters Population (2021)	81		130		419		12,937	
Historical Annual Growth (2000 to 2011)	3	-	6	0.5%	100	2.9%	2,657	2.4%
Projected Annual Growth (2011 to 2016)	0	0.0%	0	0.0%	1	0.0%	33	0.1%
Housing (2011)								
Total Housing Units	6,145		14,873		48,764		204,176	
Housing Units, Occupied	5,777	94.0%	13,961	93.9%	45,496	93.3%	185,602	90.9%
Housing Units, Owner-Occupied	4,405	71.7%	11,356	76.3%	34,302	70.3%	120,499	59.0%
Housing Units, Renter-Occupied	1,373	22.3%	2,606	17.5%	11,194	23.0%	65,102	31.9%
Housing Units, Vacant	368	6.0%	912	6.1%	3,268	6.7%	18,574	9.1%
Home Values (2011)								
Owner Occupied Housing	4,405		11,356		34,302		120,499	
Home Values \$0 to \$9,999	147	3%	179	2%	324	1%	1,692	1%
Home Values \$10,000 to \$14,999	70	2%	164	1%	249	1%	1,074	1%
Home Values \$15,000 to \$19,999	110	2%	141	1%	217	1%	920	1%
Home Values \$20,000 to \$24,999	17	0%	39	0%	177	1%	1,063	1%
Home Values \$25,000 to \$29,999	69	2%	135	1%	258	1%	1,188	1%
Home Values \$30,000 to \$34,999	67	2%	99	1%	173	1%	1,142	1%
Home Values \$35,000 to \$39,999	14	0%	42	0%	119	0%	1,217	1%
Home Values \$40,000 to \$49,999	78	2%	154	1%	354	1%	2,878	2%
Home Values \$50,000 to \$59,999	96	2%	215	2%	582	2%	3,706	3%
Home Values \$60,000 to \$69,999	164	4%	388	3%	1,067	3%	5,269	4%
Home Values \$70,000 to \$79,999	292	7%	603	5%	1,654	5%	8,014	7%
Home Values \$80,000 to \$89,999	299	7%	537	5%	1,448	4%	6,720	6%
Home Values \$90,000 to \$99,999	278	6%	629	6%	2,010	6%	7,173	6%
Home Values \$100,000 to \$124,999	855	19%	2,116	19%	6,167	18%	18,395	15%
Home Values \$125,000 to \$149,999	705	16%	1,863	16%	5,428	16%	15,228	13%
Home Values \$150,000 to \$174,999	387	9%	1,201	11%	3,873	11%	11,172	9%
Home Values \$175,000 to \$199,999	199	5%	736	6%	2,273	7%	6,875	6%
Home Values \$200,000 to \$249,999	247	6%	905	8%	2,932	9%	9,419	8%
Home Values \$250,000 to \$299,999	113	3%	426	4%	1,546	5%	5,266	4%
Home Values \$300,000 to \$399,999	102	2%	402	4%	1,661	5%	5,977	5%
Home Values \$400,000 to \$499,999	25	1%	83	1%	533	2%	1,936	2%
Home Values \$500,000 to \$749,999	46	1%	183	2%	871	3%	2,827	2%
Home Values \$750,000 to \$999,999	25	1%	116	1%	386	1%	1,347	1%
Home Values \$1,000,000 or More	0	0%	0	0%	0	0%	0	0%
Home Values Below Average Range	2,555	58.0%	7,304	64.3%	20,228	59.0%	75,680	62.8%
Home Values at the Average Range	705	16.0%	1,201	10.6%	3,873	11.3%	11,172	9.3%
Home Values Above Average Range	1,144	26.0%	2,851	25.1%	10,201	29.7%	33,647	27.9%
Owner Occupied Average Home Value	\$132,557		\$155,310		\$172,037		\$162,414	
Owner Occupied Median Home Value	\$117,189		\$133,925		\$146,076		\$138,268	

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Lat: 35.237019 Lon: -85.199064 Zoom: 4.00 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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Drive Times

Prepared for:

Walmart, Dayton Pike & Harrison Lane Sody-Daisy, Tennessee

Prepared by:



State Line

2012

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SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee		5.00 min drivetime	10.00 min drivetime	15.00 min drivetime	20.00 min drivetime
POPULATION	2011 Estimated Population	7,235	33,742	69,196	102,744
	2016 Projected Population	7,343	34,529	71,335	106,271
	2010 Census Population	7,229	33,635	69,059	102,506
	2000 Census Population	6,516	30,506	63,104	94,332
	1990 Census Population	5,797	27,723	57,591	87,436
	Historical Annual Growth 2000 to 2011	1.0%	1.0%	0.9%	0.8%
	Projected Annual Growth 2011 to 2016	0.3%	0.5%	0.6%	0.7%
	2011 Male Population	48.0%	48.7%	48.4%	48.5%
	2011 Female Population	52.0%	51.3%	51.6%	51.5%
	2011 Average Age	40.4	40.0	40.6	40.6
2011 Median Age	36.2	36.1	36.6	36.1	
HOUSEHOLDS	2011 Estimated Households	2,914	13,191	28,093	42,898
	2016 Projected Households	2,956	13,489	28,956	44,412
	2010 Census Households	2,913	13,157	28,059	42,801
	2000 Census Households	2,518	11,424	24,988	38,791
	1990 Census Households	2,140	9,908	21,660	34,316
	Historical Annual Growth 2000 to 2011	1.4%	1.4%	1.1%	1.0%
Projected Annual Growth 2011 to 2016	0.3%	0.5%	0.6%	0.7%	
POPULATION BY RACE	2011 Estimated White	96.7%	95.1%	92.0%	89.6%
	2011 Estimated Black or African American	0.9%	1.9%	3.7%	5.8%
	2011 Estimated Asian	0.4%	0.9%	1.4%	1.6%
	2011 Estimated Other Races	2.0%	2.2%	2.9%	3.0%
	2011 Estimated Hispanic	1.8%	1.9%	2.8%	3.0%
INCOME	2011 Estimated Average Household Income	\$ 54,718	\$ 65,132	\$ 66,668	\$ 68,780
	2011 Estimated Median Household Income	\$ 43,742	\$ 52,936	\$ 53,958	\$ 53,582
	2011 Estimated Per Capita Income	\$ 22,172	\$ 25,551	\$ 27,175	\$ 28,974
EDUCATION (AGE 25+)	2011 Elementary	5.8%	3.7%	3.6%	3.9%
	2011 Some High School	14.0%	10.3%	9.0%	8.9%
	2011 High School Graduate	36.5%	35.4%	31.7%	29.2%
	2011 Some College	21.9%	22.9%	24.3%	23.6%
	2011 College Degree	21.7%	27.7%	31.5%	34.4%
BUSINESS	Number of Businesses	152	449	1,274	2,358
	Total Number of Employees	1,411	4,900	14,922	35,636
	Avg Employee Population per Business	9.3	10.9	11.7	15.1
	Avg Residential Population per Business	47.7	75.2	54.3	43.6

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EXPANDED DEMOGRAPHIC PROFILE

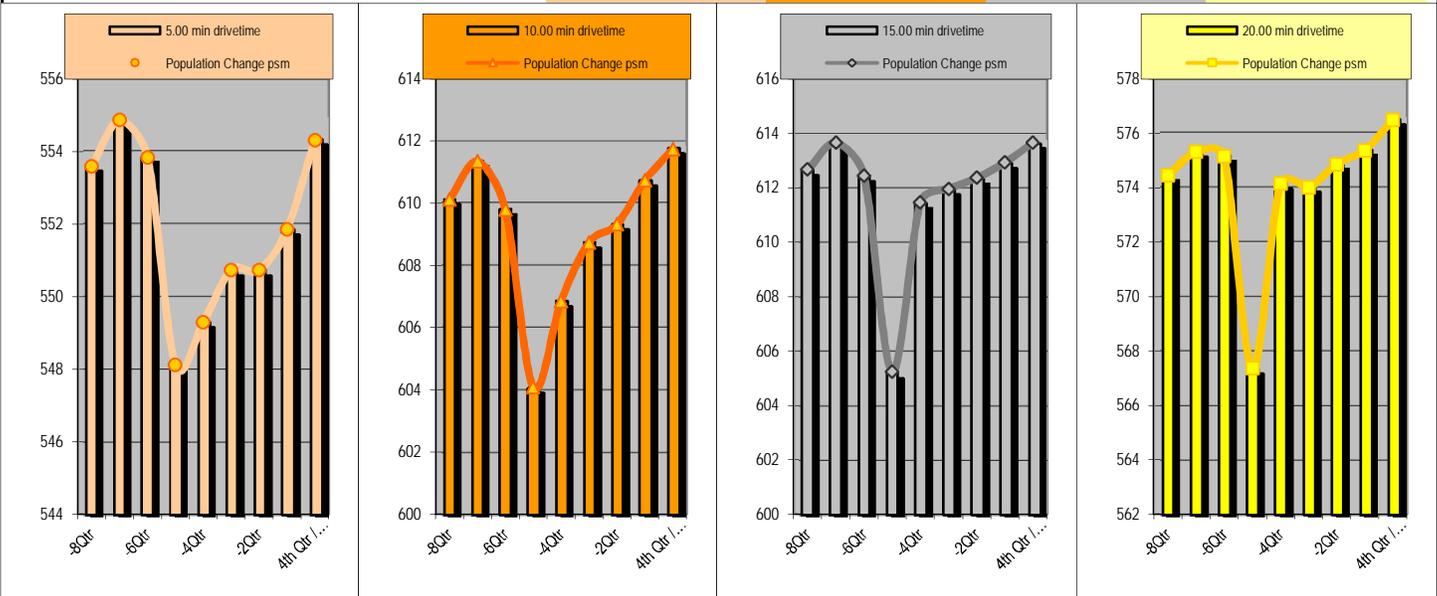
1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Population								
Estimated Current Population (2011)	7,235		33,742		69,196		102,744	
Census Population (2010)	7,229		33,635		69,059		102,506	
Census Population (2000)	6,516		30,506		63,104		94,332	
Census Population (1990)	5,797		27,723		57,591		87,436	
Projected Population (2016)	7,343		34,529		71,335		106,271	
Low to High End 5yr Projection Bounds	7,087 to 7,384		32,851 to 35,152		65,354 to 75,218		97,017 to 113,514	
Forcasted Population (2021)	7,087		35,705		74,130		110,658	
Historical Annual Growth (1990 to 2000)	720	1.2%	2,783	1.0%	5,514	1.0%	6,895	0.8%
Historical Annual Growth (2000 to 2011)	718	1.0%	3,236	1.0%	6,092	0.9%	8,413	0.8%
Projected Annual Growth (2011 to 2016)	108	0.3%	787	0.5%	2,138	0.6%	3,526	0.7%
Forcasted Annual Growth (2016 to 2021)	-256	-0.7%	1,175	0.7%	2,795	0.8%	4,388	0.8%
Transient Population (2011)	0		0		0		553	
Seasonal Population (2011)	228		1,088		2,409		4,162	
Population Estimate year ago (4th Qtr / 2010)	7,169		33,472		68,948		102,327	
Births in past 4 Qtrs	+85		+380		+788		+1,247	
Deaths in past 4 Qtrs	-74		-327		-727		-1,085	
Migration in past 4 Qtrs	+54		+214		+186		+264	
Components of Change (past 4 Qtrs)	+65	0.9%	+267	0.8%	+247	0.4%	+425	0.4%
Growth Stability Index (0 stable, -1 or +1 change)	-0.10		0.07		0.05		0.08	
Est. Population Density (2011)	554.31 <i>psm</i>		611.75 <i>psm</i>		613.65 <i>psm</i>		576.49 <i>psm</i>	
Trade Area Size	13.05 <i>sq mi</i>		55.16 <i>sq mi</i>		112.76 <i>sq mi</i>		178.22 <i>sq mi</i>	



Population Past 8 Qtrs 09-Q4	7,226		33,653		69,085		102,381	
Population Past 7 Qtrs 10-Q1	7,242	0.2%	33,720	0.2%	69,197	0.2%	102,535	0.2%
Population Past 6 Qtrs 10-Q2	7,229	-0.2%	33,635	-0.3%	69,059	-0.2%	102,506	-0.0%
Population Past 5 Qtrs 10-Q3	7,154	-1.0%	33,319	-0.9%	68,246	-1.2%	101,118	-1.4%
Population Past 4 Qtrs 10-Q4	7,169	0.2%	33,472	0.5%	68,948	1.0%	102,327	1.2%
Population Past 3 Qtrs 11-Q1	7,188	0.3%	33,576	0.3%	69,004	0.1%	102,304	-0.0%
Population Past 2 Qtrs 11-Q2	7,188	0.0%	33,608	0.1%	69,051	0.1%	102,455	0.1%
Population Past 1 Qtrs 11-Q3	7,203	0.2%	33,686	0.2%	69,114	0.1%	102,547	0.1%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Age Distribution (2011)								
Age Under 5 years	459	6%	2,017	6%	4,071	6%	6,034	6%
Age 5 to 14 years	777	11%	3,736	11%	7,387	11%	10,539	10%
Age 14 to 18 years	353	5%	1,796	5%	3,451	5%	4,791	5%
Age 18 to 22 years	345	5%	1,597	5%	3,208	5%	4,770	5%
Age 22 to 25 years	252	3%	1,077	3%	2,349	3%	4,081	4%
Age 25 to 30 years	423	6%	1,899	6%	4,064	6%	6,694	7%
Age 30 to 35 years	432	6%	2,009	6%	4,149	6%	6,517	6%
Age 35 to 40 years	472	7%	2,279	7%	4,512	7%	6,708	7%
Age 40 to 45 years	474	7%	2,316	7%	4,626	7%	6,704	7%
Age 45 to 50 years	498	7%	2,439	7%	4,979	7%	7,225	7%
Age 50 to 55 years	535	7%	2,635	8%	5,372	8%	7,738	8%
Age 55 to 60 years	530	7%	2,522	7%	5,143	7%	7,471	7%
Age 60 to 65 years	503	7%	2,297	7%	4,686	7%	6,890	7%
Age 65 to 70 years	414	6%	1,841	5%	3,750	5%	5,401	5%
Age 70 to 75 years	282	4%	1,266	4%	2,726	4%	3,908	4%
Age 75 to 80 years	227	3%	954	3%	2,126	3%	3,076	3%
Age 80 to 85 years	154	2%	642	2%	1,505	2%	2,275	2%
Age 85 years plus	105	1%	423	1%	1,093	2%	1,925	2%
Average Age	40.4 yrs		40.0 yrs		40.6 yrs		40.6 yrs	
Median Age	36.2 yrs		36.1 yrs		36.6 yrs		36.1 yrs	
Age 0 to 18	1,589	22%	7,548	22%	14,909	22%	21,364	21%
Age 18 to 65 years	4,463	62%	21,069	62%	43,087	62%	64,797	63%
Age 65 years plus	1,183	16%	5,126	15%	11,200	16%	16,584	16%
Age Distribution (2011)								
Male Population	3,474		16,446		33,509		49,806	
Age Under 5 years	233	7%	1,027	6%	2,058	6%	3,056	6%
Age 5 to 14 years	411	12%	1,933	12%	3,816	11%	5,426	11%
Age 14 to 18 years	179	5%	919	6%	1,763	5%	2,445	5%
Age 18 to 22 years	168	5%	824	5%	1,634	5%	2,413	5%
Age 22 to 25 years	117	3%	531	3%	1,153	3%	1,978	4%
Age 25 to 30 years	201	6%	914	6%	1,991	6%	3,315	7%
Age 30 to 35 years	218	6%	991	6%	2,062	6%	3,290	7%
Age 35 to 40 years	238	7%	1,152	7%	2,279	7%	3,416	7%
Age 40 to 45 years	233	7%	1,148	7%	2,282	7%	3,331	7%
Age 45 to 50 years	234	7%	1,170	7%	2,408	7%	3,527	7%
Age 50 to 55 years	259	7%	1,278	8%	2,587	8%	3,750	8%
Age 55 to 60 years	248	7%	1,214	7%	2,444	7%	3,554	7%
Age 60 to 65 years	231	7%	1,109	7%	2,249	7%	3,303	7%
Age 65 to 70 years	195	6%	878	5%	1,767	5%	2,544	5%
Age 70 to 75 years	123	4%	570	3%	1,212	4%	1,745	4%
Age 75 to 80 years	95	3%	406	2%	897	3%	1,293	3%
Age 80 to 85 years	60	2%	253	2%	585	2%	874	2%
Age 85 years plus	32	1%	127	1%	320	1%	546	1%
Average Age	39.0 yrs		38.9 yrs		39.3 yrs		39.2 yrs	
Median Age	34.7 yrs		34.9 yrs		35.3 yrs		34.9 yrs	
Age 0 to 18	823	24%	3,879	24%	7,637	23%	10,928	22%
Age 18 to 65 years	2,146	62%	10,332	63%	21,090	63%	31,877	64%
Age 65 years plus	505	15%	2,234	14%	4,782	14%	7,001	14%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Age Distribution (2011)								
Female Population	3,761		17,297		35,688		52,939	
Age Under 5 years	227	6%	990	6%	2,012	6%	2,978	6%
Age 5 to 14 years	365	10%	1,803	10%	3,571	10%	5,113	10%
Age 14 to 18 years	174	5%	876	5%	1,688	5%	2,345	4%
Age 18 to 22 years	177	5%	772	4%	1,574	4%	2,357	4%
Age 22 to 25 years	135	4%	545	3%	1,196	3%	2,103	4%
Age 25 to 30 years	222	6%	985	6%	2,073	6%	3,379	6%
Age 30 to 35 years	214	6%	1,018	6%	2,086	6%	3,227	6%
Age 35 to 40 years	234	6%	1,127	7%	2,233	6%	3,292	6%
Age 40 to 45 years	241	6%	1,167	7%	2,344	7%	3,373	6%
Age 45 to 50 years	264	7%	1,269	7%	2,571	7%	3,698	7%
Age 50 to 55 years	276	7%	1,357	8%	2,785	8%	3,988	8%
Age 55 to 60 years	282	7%	1,308	8%	2,699	8%	3,917	7%
Age 60 to 65 years	272	7%	1,189	7%	2,437	7%	3,587	7%
Age 65 to 70 years	220	6%	963	6%	1,983	6%	2,857	5%
Age 70 to 75 years	159	4%	696	4%	1,514	4%	2,163	4%
Age 75 to 80 years	132	4%	548	3%	1,228	3%	1,783	3%
Age 80 to 85 years	93	2%	389	2%	920	3%	1,401	3%
Age 85 years plus	74	2%	295	2%	773	2%	1,379	3%
Average Age	41.6 yrs		41.1 yrs		41.8 yrs		41.8 yrs	
Median Age	37.8 yrs		37.4 yrs		38.0 yrs		37.5 yrs	
Age 0 to 18	766	20%	3,669	21%	7,271	20%	10,436	20%
Age 18 to 65 years	2,317	62%	10,736	62%	21,998	62%	32,920	62%
Age 65 years plus	678	18%	2,892	17%	6,418	18%	9,583	18%
Males per 100 Females, Male % Pop								
Age 0 to 5 years	103	50.7%	104	50.9%	102	50.6%	103	50.6%
Age 5 to 14 years	112	52.9%	107	51.8%	107	51.7%	106	51.5%
Age 14 to 18 years	103	50.7%	105	51.2%	104	51.1%	104	51.0%
Age 18 to 25 years	91	47.7%	103	50.7%	101	50.2%	98	49.6%
Age 25 to 35 years	96	49.0%	95	48.7%	97	49.4%	100	50.0%
Age 35 to 45 years	99	49.7%	100	50.1%	100	49.9%	101	50.3%
Age 45 to 55 years	91	47.7%	93	48.3%	93	48.3%	95	48.6%
Age 55 to 65 years	86	46.4%	93	48.2%	91	47.7%	91	47.7%
Age 65 to 75 years	84	45.6%	87	46.6%	85	46.0%	85	46.1%
Age 75 years plus	62	38.4%	64	38.9%	62	38.2%	59	37.3%
Future Age Population								
Projected Population (2016)	7,343		34,529		71,335		106,271	
Average Age Median Age	41.1 37.1 yrs		41.0 37.2 yrs		41.3 37.6 yrs		41.1 37.0 yrs	
Male Population (2016)	3,523 48.0%		16,791 48.6%		34,508 48.4%		51,521 48.5%	
Average Age Median Age	39.6 35.4 yrs		39.7 35.8 yrs		39.9 36.0 yrs		39.7 35.6 yrs	
Female Population (2016)	3,820 52.0%		17,739 51.4%		36,826 51.6%		54,749 51.5%	
Average Age Median Age	42.5 38.8 yrs		42.1 38.6 yrs		42.6 39.0 yrs		42.4 38.4 yrs	
Forcasted Population (2021)	7,553		35,705		74,130		110,658	
Average Age Median Age	41.7 37.5 yrs		41.8 37.9 yrs		41.9 38.2 yrs		41.6 37.8 yrs	
Male Population (2021)	3,619 47.9%		17,324 48.5%		35,834 48.3%		53,614 48.4%	
Female Population (2021)	3,933 52.1%		18,380 51.5%		38,295 51.7%		57,044 51.6%	

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Race & Ethnicity								
Total Population	7,235		33,742		69,196		102,744	
White (2011)	6,993	97%	32,088	95%	63,678	92%	92,035	90%
Black (2011)	67	1%	628	2%	2,545	4%	5,940	6%
Asian (2011)	27	0%	295	1%	967	1%	1,648	2%
Other Race (2011)	148	2%	731	2%	2,006	3%	3,122	3%
Population: Hispanic (2011)	128	2%	644	2%	1,949	3%	3,046	3%
<i>White: Hispanic</i>	76	1%	378	1%	965	1%	1,468	1%
<i>Black: Hispanic</i>	5	0%	7	0%	19	0%	51	0%
<i>Asian: Hispanic</i>	0	0%	2	0%	6	0%	16	0%
<i>Other Race: Hispanic</i>	46	1%	257	1%	959	1%	1,511	1%
Population: Non Hispanic (2011)	7,107	98%	33,099	98%	67,247	97%	99,699	97%
<i>White: Non Hispanic</i>	6,917	96%	31,710	94%	62,713	91%	90,567	88%
<i>Black: Non Hispanic</i>	62	1%	621	2%	2,526	4%	5,888	6%
<i>Asian: Non Hispanic</i>	27	0%	294	1%	961	1%	1,632	2%
<i>Other Race: Non Hispanic</i>	101	1%	474	1%	1,047	2%	1,611	2%
Population: Hispanic (2000)	74	1.1%	347	1.1%	933	1.5%	1,457	1.5%
Population: Hispanic (1990)	24	0.4%	115	0.4%	272	0.5%	484	0.6%
Hist. Hispanic Ann Growth (1990 to 2000)	50	21.2%	232	20.2%	661	24.3%	973	20.1%
Hist. Hispanic Ann Growth (2000 to 2011)	54	6.6%	296	7.8%	1,017	9.9%	1,588	9.9%
Population: Non Hispanic (2000)	6,442	98.9%	30,158	98.9%	62,172	98.5%	92,874	98.5%
Population: Non Hispanic (1990)	5,773	99.6%	27,608	99.6%	57,319	99.5%	86,952	99.4%
Hist. Non Hispanic Ann Growth (1990 to 2000)	669	1.2%	2,551	0.9%	4,853	0.8%	5,922	0.7%
Hist. Non Hispanic Ann Growth (2000 to 2011)	665	0.9%	2,940	0.9%	5,075	0.7%	6,825	0.7%
Language Spoken at home (Age 5+) (2011)								
Total Population Age 5 and above	6,776		31,726		65,126		96,710	
Speak English Only	6,647	98%	31,017	98%	62,615	96%	92,718	96%
Spanish or Spanish Creole	51	1%	210	1%	1,240	2%	1,964	2%
European/Indo-European	61	1%	332	1%	784	1%	1,116	1%
<i>French or French Creole</i>	19	0%	50	0%	119	0%	143	0%
<i>Italian</i>	0	0%	2	0%	3	0%	9	0%
<i>Portuguese or Portuguese Creole</i>	0	0%	0	0%	0	0%	8	0%
<i>German</i>	30	0%	61	0%	102	0%	193	0%
<i>Yiddish or Hebrew</i>	0	0%	0	0%	5	0%	13	0%
<i>Other Slavic languages</i>	9	0%	100	0%	171	0%	238	0%
<i>Other Indic languages</i>	3	0%	110	0%	263	0%	338	0%
<i>Other Indo-European Languages</i>	0	0%	9	0%	121	0%	174	0%
Asian/Pacific	17	0%	166	1%	470	1%	831	1%
<i>Chinese</i>	0	0%	10	0%	48	0%	150	0%
<i>Japanese</i>	2	0%	29	0%	37	0%	37	0%
<i>Korean</i>	0	0%	24	0%	102	0%	123	0%
<i>Vietnamese</i>	12	0%	27	0%	48	0%	61	0%
<i>Other Asian languages</i>	1	0%	16	0%	106	0%	319	0%
<i>Tagalog and Other Pacific Languages</i>	2	0%	60	0%	129	0%	141	0%
Other Languages	0	0%	0	0%	17	0%	82	0%
<i>Arabic</i>	0	0%	0	0%	5	0%	17	0%
<i>Other and unspecified languages</i>	0	0%	0	0%	12	0%	65	0%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

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Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Population by Ancestry (2011)								
America	1,674	23%	7,937	24%	14,646	21%	19,758	19%
<i>Native American (Indian/Eskimo)</i>	23	0%	88	0%	174	0%	233	0%
<i>Hawaiian/Pacific Islander</i>	0	0%	5	0%	11	0%	26	0%
<i>American</i>	1,650	23%	7,844	23%	14,461	21%	19,499	19%
Hispanic	128	2%	644	2%	1,949	3%	3,046	3%
<i>Mexican</i>	75	1%	355	1%	1,112	2%	1,714	2%
<i>Puerto Rican</i>	11	0%	54	0%	182	0%	300	0%
<i>Cuban</i>	2	0%	18	0%	67	0%	151	0%
<i>Dominican</i>	0	0%	0	0%	5	0%	11	0%
<i>Central American</i>	3	0%	15	0%	51	0%	89	0%
<i>South American</i>	4	0%	28	0%	95	0%	138	0%
<i>Other Hispanic</i>	33	0%	174	1%	437	1%	642	1%
Asian	27	0%	294	1%	961	1%	1,632	2%
<i>Chinese</i>	4	0%	64	0%	193	0%	296	0%
<i>Japanese</i>	1	0%	15	0%	59	0%	95	0%
<i>Korean</i>	4	0%	47	0%	103	0%	206	0%
<i>South Central Asian (e.g. Indian)</i>	2	0%	68	0%	295	0%	548	1%
<i>South East Asian (e.g. Vietnamese)</i>	15	0%	85	0%	275	0%	443	0%
<i>Other Asian</i>	2	0%	14	0%	37	0%	44	0%
European	2,205	30%	10,715	32%	22,704	33%	34,626	34%
<i>British</i>	458	6%	2,511	7%	5,794	8%	9,120	9%
<i>Dutch</i>	97	1%	346	1%	706	1%	1,028	1%
<i>French</i>	71	1%	424	1%	997	1%	1,477	1%
<i>German</i>	409	6%	2,118	6%	4,306	6%	6,523	6%
<i>Italian</i>	89	1%	435	1%	793	1%	1,158	1%
<i>Polish</i>	15	0%	135	0%	395	1%	557	1%
<i>Scandinavian</i>	46	1%	227	1%	494	1%	828	1%
<i>Scotch Irish</i>	957	13%	4,037	12%	8,075	12%	12,257	12%
<i>Other European (e.g. Greek/Russian)</i>	64	1%	481	1%	1,144	2%	1,678	2%
Middle Eastern	42	1%	120	0%	234	0%	415	0%
Other	591	8%	2,862	8%	6,679	10%	12,315	12%
Unclassified	2,568	35%	11,170	33%	22,023	32%	30,953	30%
Educational Attainment (2011)								
Elementary (0 to 8)	293	6%	874	4%	1,769	4%	2,794	4%
Some High School (9 to 11)	709	14%	2,432	10%	4,369	9%	6,475	9%
High School Graduate (12)	1,842	36%	8,327	35%	15,435	32%	21,168	29%
Some College (13 to 16)	1,107	22%	5,375	23%	11,821	24%	17,134	24%
Associates Degree	336	7%	1,843	8%	3,649	7%	5,310	7%
Bachelors Degree	642	13%	3,594	15%	8,485	17%	13,412	18%
Masters Degree	92	2%	827	4%	2,382	5%	4,412	6%
Professional/Doctorate	28	1%	249	1%	820	2%	1,825	3%
College Degree+ (Bachelor Degree or higher)	762	15%	4,669	20%	11,688	24%	19,649	27%
Enrollments (2011)								
Nursery school/preschool	112	2%	489	1%	879	1%	1,205	1%
Kindergarten/Elementary School	856	12%	3,978	12%	7,885	11%	10,741	10%
High School	290	4%	1,734	5%	3,422	5%	4,860	5%
College/Graduate/Professional school	295	4%	1,690	5%	3,668	5%	6,207	6%
Not enrolled	5,682	79%	25,851	77%	53,343	77%	79,732	78%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

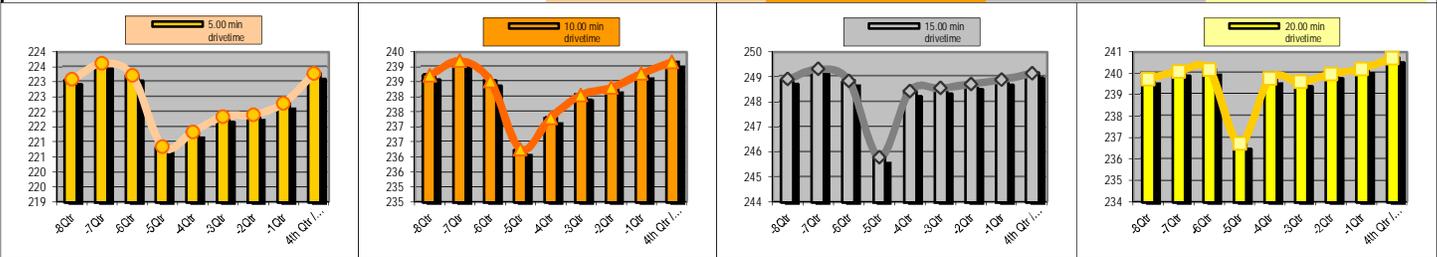
Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee

	5.00 min drivetime	10.00 min drivetime	15.00 min drivetime	20.00 min drivetime
Households				
Estimated Current Households (2011)	2,914	13,191	28,093	42,898
Census Households (2010)	2,913	13,157	28,059	42,801
Census Households (2000)	2,518	11,424	24,988	38,791
Census Households (1990)	2,140	9,908	21,660	34,316
Projected Households (2016)	2,956	13,489	28,956	44,412
Low to High End Projection Bounds	2,850 to 2,971	12,804 to 13,734	26,366 to 30,662	40,302 to 47,810
Forecasted Households (2021)	3,038	13,941	30,093	46,286



Population Past 8 Qtrs 09-Q4	2,912	13,167	28,066	42,727
Population Past 7 Qtrs 10-Q1	2,919 0.2%	13,193 0.2%	28,112 0.2%	42,789 0.1%
Population Past 6 Qtrs 10-Q2	2,913 -0.2%	13,157 -0.3%	28,059 -0.2%	42,801 0.0%
Population Past 5 Qtrs 10-Q3	2,882 -1.1%	13,031 -1.0%	27,714 -1.2%	42,188 -1.4%
Population Past 4 Qtrs 10-Q4	2,889 0.2%	13,089 0.4%	28,014 1.1%	42,729 1.3%
Population Past 3 Qtrs 11-Q1	2,896 0.2%	13,131 0.3%	28,025 0.0%	42,702 -0.1%
Population Past 2 Qtrs 11-Q2	2,896 0.0%	13,144 0.1%	28,045 0.1%	42,768 0.2%
Population Past 1 Qtrs 11-Q3	2,901 0.2%	13,170 0.2%	28,064 0.1%	42,811 0.1%
Estimated Population in Households (2011)	7,188 99%	33,602 100%	68,887 100%	101,616 99%
Estimated Persons per Household (2011)	2.5	2.5	2.5	2.4
Estimated Household Density (2011)	223 psm	239 psm	249 psm	241 psm
Projected Population in Households (2016)	7,296 99.4%	34,390 99.6%	71,026 99.6%	105,140 98.9%

Household Type (2011)								
Family Households	2,069	71%	9,808	74%	19,859	71%	28,384	66%
Married Couple Household	1,646	56%	7,988	61%	16,109	57%	22,858	53%
Married Couple Household With Children	651	22%	3,041	23%	5,963	21%	8,182	19%
Married Couple Household No Children	995	34%	4,946	37%	10,146	36%	14,676	34%
Male Householder	118	4%	501	4%	1,070	4%	1,580	4%
Male Householder With Children	21	1%	216	2%	501	2%	616	1%
Male Householder No Children	97	3%	285	2%	570	2%	964	2%
Female Householder	305	10%	1,319	10%	2,679	10%	3,946	9%
Female Householder With Children	135	5%	554	4%	1,205	4%	2,072	5%
Female Householder No Children	170	6%	765	6%	1,474	5%	1,874	4%
Non Family Households	144	5%	550	4%	1,323	5%	2,648	6%
One person households	701	24%	2,833	21%	6,912	25%	11,866	28%

Household Size (2011)								
1 Person Household	701	24%	2,833	21%	6,912	25%	11,866	28%
2 Person Households	1,092	37%	4,990	38%	10,566	38%	15,915	37%
3 Person Households	523	18%	2,390	18%	4,833	17%	7,041	16%
4 Person Households	374	13%	1,865	14%	3,672	13%	5,108	12%
5 Person Households	151	5%	742	6%	1,399	5%	1,970	5%
6 Person Households	45	2%	247	2%	475	2%	672	2%
7+ Person Households	28	1%	124	1%	236	1%	326	1%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

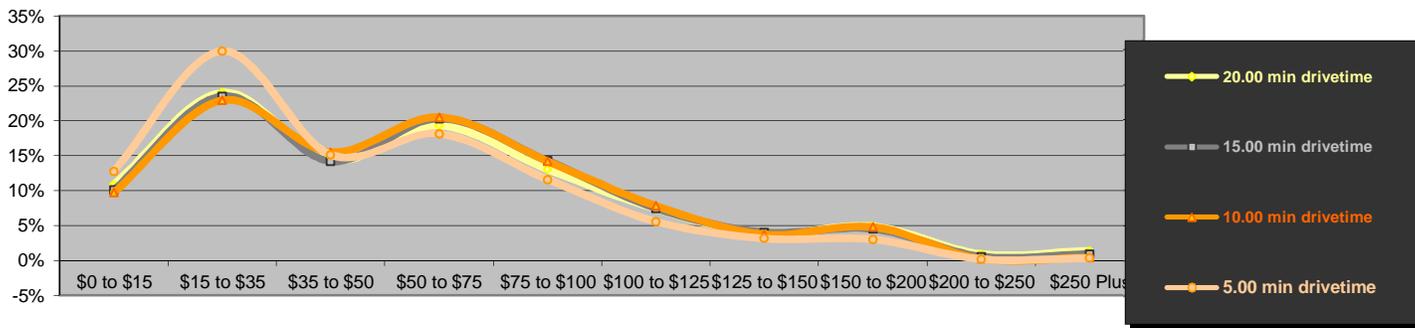
Calculated using Proportional Block Groups



Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Average Household Income								
Est. Average Household Income (2011)	\$54,718		\$65,132		\$66,668		\$68,780	
Census Average Hhld Income (2000)	\$46,203		\$51,594		\$53,276		\$53,345	
Average Income Change (2000 to 2011)	\$8,515	1.7%	\$13,538	2.4%	\$13,392	2.3%	\$15,435	2.6%
Median Household Income								
Est. Median Household Income (2011)	\$43,742		\$52,936		\$53,958		\$53,582	
Census Median Hhld Income (2000)	\$39,520		\$44,056		\$45,148		\$43,567	
Median Income Change (2000 to 2011)	\$4,221	1.0%	\$8,881	1.8%	\$8,810	1.8%	\$10,015	2.1%
Per Capita Income								
Est. Per Capita Income (2011)	\$22,172		\$25,551		\$27,175		\$28,974	
Census Per Capita Income (2000)	\$17,833		\$19,401		\$21,178		\$22,087	
Per Capita Income Change (2000 to 2011)	\$4,339	2.2%	\$6,150	2.9%	\$5,997	2.6%	\$6,887	2.8%
Household Income Distribution (2011)								
Hhld Income \$0 to 14,999	373	13%	1,284	10%	2,834	10%	4,647	11%
Hhld Income \$15,000 to 24,999	443	15%	1,626	12%	3,286	12%	5,115	12%
Hhld Income \$25,000 to 34,999	430	15%	1,399	11%	3,325	12%	5,193	12%
Hhld Income \$35,000 to 49,999	442	15%	2,047	16%	3,992	14%	6,142	14%
Hhld Income \$50,000 to 74,999	530	18%	2,709	21%	5,715	20%	8,287	19%
Hhld Income \$75,000 to 99,999	339	12%	1,877	14%	4,013	14%	5,603	13%
Hhld Income \$100,000 to 124,999	162	6%	1,031	8%	2,099	7%	3,170	7%
Hhld Income \$125,000 to 149,999	92	3%	494	4%	1,138	4%	1,635	4%
Hhld Income \$150,000 to 174,999	59	2%	326	2%	669	2%	1,098	3%
Hhld Income \$175,000 to 199,999	29	1%	307	2%	606	2%	1,012	2%
Hhld Income \$200,000 to 249,999	6	0%	34	0%	164	1%	397	1%
Hhld Income \$250,000 to 499,999	9	0%	52	0%	233	1%	551	1%
Hhld Income \$500,000 or More	1	0%	5	0%	21	0%	48	0%
Hhld Incomes Below Median Income	1,246	42.8%	6,355	48.2%	13,436	47.8%	21,097	49.2%
Hhld Incomes at the Median Income	442	15.2%	2,709	20.5%	5,715	20.3%	8,287	19.3%
Hhld Incomes Above Median Income	1,226	42.1%	4,126	31.3%	8,942	31.8%	13,514	31.5%

Household Income Distribution (in 1,000's)



Daytime Demos (2011)

Total Number of Businesses	152	449	1,274	2,358
Total Number of Employees	1,411	4,900	14,922	35,636
Employees per Business	9.3 to 1	10.9 to 1	11.7 to 1	15.1 to 1
Residential Population per Business	47.7 to 1	75.2 to 1	54.3 to 1	43.6 to 1

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups

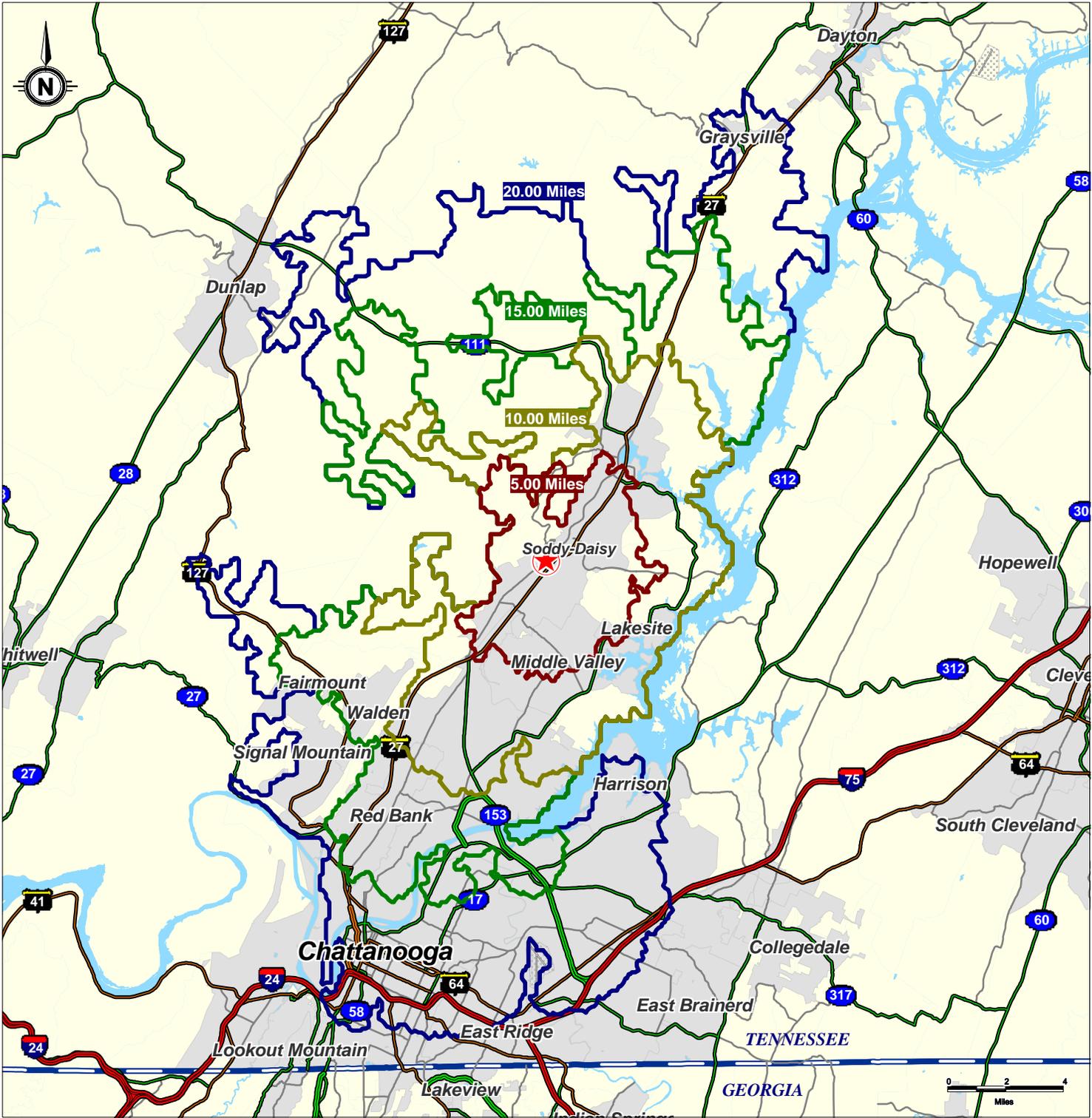


Lat/Lon: 35.237/-85.207

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 min drivetime		10.00 min drivetime		15.00 min drivetime		20.00 min drivetime	
Group Quarters								
Group Quarters Population (2011)	47		140		309		1,128	
Non-Institutionalized	0	0%	16	12%	90	29%	454	40%
College	0	0%	0	0%	0	0%	0	0%
Military	0	0%	0	0%	0	0%	0	0%
Other	0	0%	16	12%	90	29%	454	40%
Institutionalized (Correctional, Medical, Other)	47	100%	123	88%	219	71%	674	60%
Census Group Quarters Population (2000)	45		131		260		717	
Projected Group Quarters Population (2016)	47		140		309		1,131	
Forecasted Group Quarters Population (2021)	47		140		309		1,131	
Historical Annual Growth (2000 to 2011)	2	-	8	0.6%	49	1.7%	411	5.2%
Projected Annual Growth (2011 to 2016)	0	0.0%	0	0.0%	0	0.0%	3	0.1%
Housing (2011)								
Total Housing Units	3,100		14,056		30,142		46,674	
Housing Units, Occupied	2,914	94.0%	13,191	93.8%	28,093	93.2%	42,898	91.9%
Housing Units, Owner-Occupied	2,110	68.1%	10,443	74.3%	20,927	69.4%	29,839	63.9%
Housing Units, Renter-Occupied	804	25.9%	2,748	19.6%	7,167	23.8%	13,059	28.0%
Housing Units, Vacant	185	6.0%	865	6.2%	2,048	6.8%	3,776	8.1%
Home Values (2011)								
Owner Occupied Housing	2,110		10,443		20,927		29,839	
Home Values \$0 to \$9,999	70	3%	210	2%	248	1%	275	1%
Home Values \$10,000 to \$14,999	40	2%	171	2%	222	1%	251	1%
Home Values \$15,000 to \$19,999	68	3%	144	1%	182	1%	208	1%
Home Values \$20,000 to \$24,999	15	1%	50	0%	127	1%	212	1%
Home Values \$25,000 to \$29,999	30	1%	115	1%	201	1%	260	1%
Home Values \$30,000 to \$34,999	51	2%	108	1%	139	1%	170	1%
Home Values \$35,000 to \$39,999	10	0%	32	0%	56	0%	112	0%
Home Values \$40,000 to \$49,999	58	3%	145	1%	213	1%	373	1%
Home Values \$50,000 to \$59,999	67	3%	240	2%	383	2%	628	2%
Home Values \$60,000 to \$69,999	85	4%	383	4%	713	3%	1,106	4%
Home Values \$70,000 to \$79,999	162	8%	607	6%	1,168	6%	1,699	6%
Home Values \$80,000 to \$89,999	147	7%	506	5%	997	5%	1,380	5%
Home Values \$90,000 to \$99,999	115	5%	622	6%	1,264	6%	1,817	6%
Home Values \$100,000 to \$124,999	329	16%	2,048	20%	4,042	19%	5,311	18%
Home Values \$125,000 to \$149,999	269	13%	1,720	16%	3,259	16%	4,317	14%
Home Values \$150,000 to \$174,999	165	8%	1,100	11%	2,289	11%	3,231	11%
Home Values \$175,000 to \$199,999	104	5%	613	6%	1,337	6%	1,901	6%
Home Values \$200,000 to \$249,999	146	7%	712	7%	1,685	8%	2,447	8%
Home Values \$250,000 to \$299,999	72	3%	352	3%	821	4%	1,263	4%
Home Values \$300,000 to \$399,999	63	3%	312	3%	871	4%	1,419	5%
Home Values \$400,000 to \$499,999	14	1%	54	1%	219	1%	393	1%
Home Values \$500,000 to \$749,999	21	1%	133	1%	330	2%	700	2%
Home Values \$750,000 to \$999,999	12	1%	70	1%	160	1%	366	1%
Home Values \$1,000,000 or More	0	0%	0	0%	0	0%	0	0%
Home Values Below Average Range	1,244	58.9%	5,378	51.5%	13,214	63.1%	18,118	60.7%
Home Values at the Average Range	269	12.8%	1,720	16.5%	2,289	10.9%	3,231	10.8%
Home Values Above Average Range	597	28.3%	3,345	32.0%	5,423	25.9%	8,490	28.5%
Owner Occupied Average Home Value	\$132,355		\$144,555		\$157,221		\$168,005	
Owner Occupied Median Home Value	\$112,357		\$126,338		\$136,092		\$142,660	

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Lat: 35.237019 Lon: -85.199064 Zoom: 4.85 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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Drive Distances

Prepared for:

Walmart, Dayton Pike & Harrison Lane Sody-Daisy, Tennessee

Prepared by:



State Line

2012

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SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee		5.00 mi drive distance	10.00 mi drive distance	15.00 mi drive distance	20.00 mi drive distance
POPULATION	2011 Estimated Population	21,112	61,917	105,279	218,460
	2016 Projected Population	21,665	63,566	108,259	224,342
	2010 Census Population	20,996	61,858	105,271	218,208
	2000 Census Population	19,136	56,545	97,041	205,855
	1990 Census Population	17,153	51,108	89,969	197,802
	Historical Annual Growth 2000 to 2011	0.9%	0.9%	0.8%	0.6%
	Projected Annual Growth 2011 to 2016	0.5%	0.5%	0.6%	0.5%
	2011 Male Population	48.4%	48.6%	48.3%	47.9%
	2011 Female Population	51.6%	51.4%	51.7%	52.1%
	2011 Average Age	39.6	40.7	40.5	39.6
2011 Median Age	35.5	37.1	36.1	34.5	
HOUSEHOLDS	2011 Estimated Households	8,171	24,674	43,933	90,908
	2016 Projected Households	8,381	25,314	45,171	93,560
	2010 Census Households	8,131	24,672	43,950	90,753
	2000 Census Households	7,108	21,692	39,929	85,228
	1990 Census Households	6,084	18,658	35,360	78,834
	Historical Annual Growth 2000 to 2011	1.4%	1.2%	0.9%	0.6%
Projected Annual Growth 2011 to 2016	0.5%	0.5%	0.6%	0.6%	
POPULATION BY RACE	2011 Estimated White	96.1%	92.8%	88.3%	69.8%
	2011 Estimated Black or African American	1.3%	3.1%	7.1%	24.7%
	2011 Estimated Asian	0.6%	1.4%	1.5%	1.3%
	2011 Estimated Other Races	1.9%	2.7%	3.0%	4.1%
	2011 Estimated Hispanic	1.7%	2.6%	3.0%	4.2%
INCOME	2011 Estimated Average Household Income	\$ 62,603	\$ 70,737	\$ 69,180	\$ 60,192
	2011 Estimated Median Household Income	\$ 50,241	\$ 57,496	\$ 54,513	\$ 46,603
	2011 Estimated Per Capita Income	\$ 24,333	\$ 28,286	\$ 29,040	\$ 25,591
EDUCATION (AGE 25+)	2011 Elementary	4.1%	3.7%	3.9%	5.3%
	2011 Some High School	11.8%	8.7%	8.7%	10.4%
	2011 High School Graduate	36.6%	31.1%	29.1%	29.9%
	2011 Some College	21.6%	23.6%	23.5%	22.7%
	2011 College Degree	25.9%	32.9%	34.8%	31.8%
BUSINESS	Number of Businesses	275	1,052	2,125	7,099
	Total Number of Employees	2,816	12,196	28,798	143,477
	Avg Employee Population per Business	10.2	11.6	13.6	20.2
	Avg Residential Population per Business	76.8	58.9	49.5	30.8

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EXPANDED DEMOGRAPHIC PROFILE

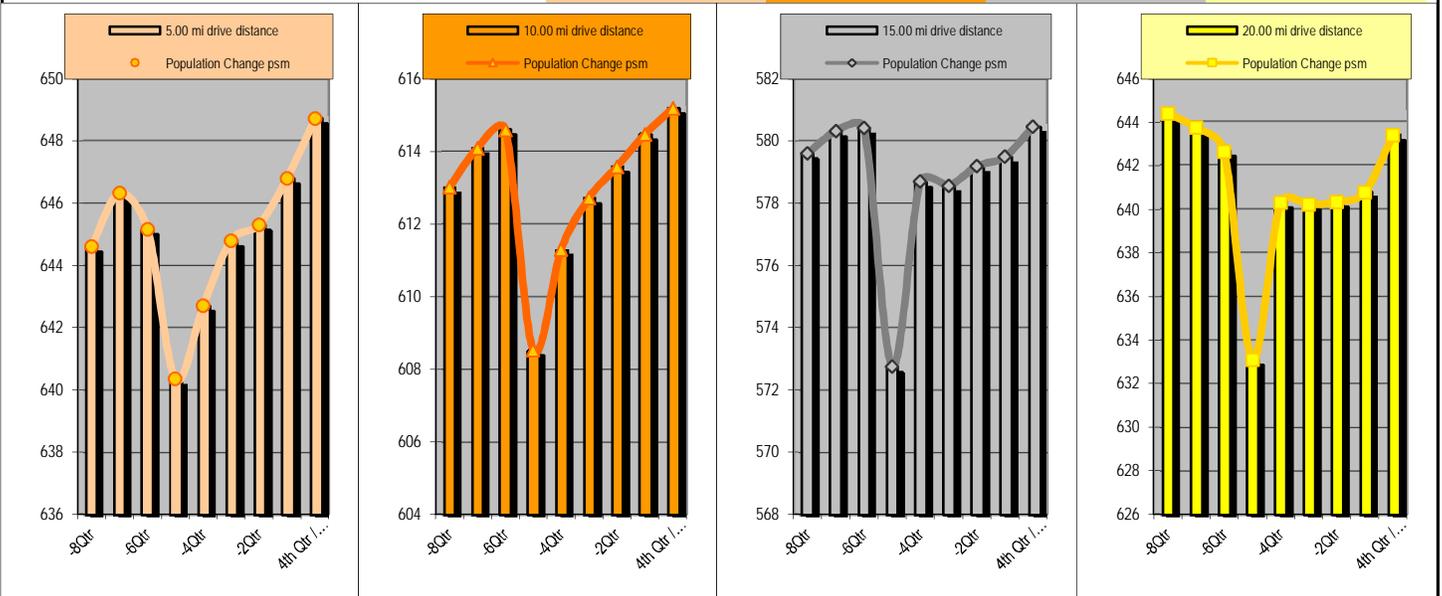
1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Sody-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Population								
Estimated Current Population (2011)	21,112		61,917		105,279		218,460	
Census Population (2010)	20,996		61,858		105,271		218,208	
Census Population (2000)	19,136		56,545		97,041		205,855	
Census Population (1990)	17,153		51,108		89,969		197,802	
Projected Population (2016)	21,665		63,566		108,259		224,342	
Low to High End 5yr Projection Bounds	20,903 to 21,994		59,211 to 65,469		98,963 to 114,844		203,237 to 239,624	
Forecasted Population (2021)	20,903		65,871		112,373		232,881	
Historical Annual Growth (1990 to 2000)	1,983	1.2%	5,437	1.1%	7,073	0.8%	8,052	0.4%
Historical Annual Growth (2000 to 2011)	1,975	0.9%	5,372	0.9%	8,238	0.8%	12,605	0.6%
Projected Annual Growth (2011 to 2016)	554	0.5%	1,649	0.5%	2,980	0.6%	5,883	0.5%
Forecasted Annual Growth (2016 to 2021)	-763	-0.7%	2,305	0.7%	4,114	0.8%	8,539	0.8%
Transient Population (2011)	0		0		0		5,488	
Seasonal Population (2011)	642		2,035		4,080		10,647	
Population Estimate year ago (4th Qtr / 2010)	20,916		61,525		104,958		217,412	
Births in past 4 Qtrs	+245		+684		+1,282		+2,760	
Deaths in past 4 Qtrs	-199		-640		-1,110		-2,262	
Migration in past 4 Qtrs	+149		+345		+158		+598	
Components of Change (past 4 Qtrs)	+194	0.9%	+389	0.6%	+330	0.3%	+1,096	0.5%
Growth Stability Index (0 stable, -1 or +1 change)	0.13		0.06		0.07		0.03	
Est. Population Density (2011)	648.73 <i>psm</i>		615.18 <i>psm</i>		580.46 <i>psm</i>		643.41 <i>psm</i>	
Trade Area Size	32.54 <i>sq mi</i>		100.65 <i>sq mi</i>		181.37 <i>sq mi</i>		339.54 <i>sq mi</i>	



Population Past 8 Qtrs 09-Q4	20,978		61,698		105,124		218,806	
Population Past 7 Qtrs 10-Q1	21,034	0.3%	61,807	0.2%	105,253	0.1%	218,580	-0.1%
Population Past 6 Qtrs 10-Q2	20,996	-0.2%	61,858	0.1%	105,271	0.0%	218,208	-0.2%
Population Past 5 Qtrs 10-Q3	20,839	-0.7%	61,247	-1.0%	103,881	-1.3%	214,964	-1.5%
Population Past 4 Qtrs 10-Q4	20,916	0.4%	61,525	0.5%	104,958	1.0%	217,412	1.1%
Population Past 3 Qtrs 11-Q1	20,984	0.3%	61,669	0.2%	104,936	-0.0%	217,381	-0.0%
Population Past 2 Qtrs 11-Q2	21,000	0.1%	61,756	0.1%	105,048	0.1%	217,422	0.0%
Population Past 1 Qtrs 11-Q3	21,049	0.2%	61,845	0.1%	105,104	0.1%	217,574	0.1%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Age Distribution (2011)								
Age Under 5 years	1,302	6%	3,566	6%	6,254	6%	13,444	6%
Age 5 to 14 years	2,397	11%	6,727	11%	10,960	10%	22,731	10%
Age 14 to 18 years	1,155	5%	3,199	5%	4,957	5%	10,094	5%
Age 18 to 22 years	1,019	5%	2,860	5%	4,867	5%	13,059	6%
Age 22 to 25 years	677	3%	1,976	3%	4,103	4%	9,901	5%
Age 25 to 30 years	1,187	6%	3,456	6%	6,760	6%	15,069	7%
Age 30 to 35 years	1,279	6%	3,574	6%	6,629	6%	14,061	6%
Age 35 to 40 years	1,445	7%	4,011	6%	6,855	7%	13,715	6%
Age 40 to 45 years	1,463	7%	4,142	7%	6,859	7%	13,572	6%
Age 45 to 50 years	1,512	7%	4,489	7%	7,435	7%	14,621	7%
Age 50 to 55 years	1,613	8%	4,914	8%	7,969	8%	15,719	7%
Age 55 to 60 years	1,537	7%	4,707	8%	7,709	7%	15,260	7%
Age 60 to 65 years	1,402	7%	4,322	7%	7,046	7%	13,649	6%
Age 65 to 70 years	1,123	5%	3,468	6%	5,516	5%	10,481	5%
Age 70 to 75 years	762	4%	2,469	4%	3,986	4%	7,710	4%
Age 75 to 80 years	579	3%	1,879	3%	3,133	3%	6,166	3%
Age 80 to 85 years	398	2%	1,283	2%	2,333	2%	4,801	2%
Age 85 years plus	261	1%	877	1%	1,904	2%	4,405	2%
Average Age	39.6 yrs		40.7 yrs		40.5 yrs		39.6 yrs	
Median Age	35.5 yrs		37.1 yrs		36.1 yrs		34.5 yrs	
Age 0 to 18	4,854	23%	13,491	22%	22,172	21%	46,270	21%
Age 18 to 65 years	13,134	62%	38,450	62%	66,234	63%	138,626	63%
Age 65 years plus	3,124	15%	9,975	16%	16,873	16%	33,563	15%
Age Distribution (2011)								
Male Population	10,210		30,080		50,820		104,589	
Age Under 5 years	659	6%	1,808	6%	3,169	6%	6,802	7%
Age 5 to 14 years	1,244	12%	3,474	12%	5,624	11%	11,575	11%
Age 14 to 18 years	586	6%	1,639	5%	2,528	5%	5,192	5%
Age 18 to 22 years	513	5%	1,470	5%	2,450	5%	6,369	6%
Age 22 to 25 years	325	3%	980	3%	1,967	4%	4,794	5%
Age 25 to 30 years	560	5%	1,687	6%	3,318	7%	7,464	7%
Age 30 to 35 years	629	6%	1,767	6%	3,309	7%	7,050	7%
Age 35 to 40 years	725	7%	2,018	7%	3,460	7%	6,865	7%
Age 40 to 45 years	725	7%	2,038	7%	3,390	7%	6,649	6%
Age 45 to 50 years	711	7%	2,174	7%	3,608	7%	7,090	7%
Age 50 to 55 years	784	8%	2,374	8%	3,840	8%	7,510	7%
Age 55 to 60 years	733	7%	2,240	7%	3,656	7%	7,184	7%
Age 60 to 65 years	667	7%	2,086	7%	3,360	7%	6,429	6%
Age 65 to 70 years	530	5%	1,646	5%	2,591	5%	4,791	5%
Age 70 to 75 years	340	3%	1,110	4%	1,775	3%	3,343	3%
Age 75 to 80 years	246	2%	801	3%	1,315	3%	2,499	2%
Age 80 to 85 years	156	2%	504	2%	902	2%	1,753	2%
Age 85 years plus	77	1%	263	1%	560	1%	1,230	1%
Average Age	38.4 yrs		39.5 yrs		39.2 yrs		38.1 yrs	
Median Age	34.2 yrs		35.7 yrs		34.9 yrs		32.8 yrs	
Age 0 to 18	2,490	24%	6,921	23%	11,320	22%	23,569	23%
Age 18 to 65 years	6,372	62%	18,835	63%	32,357	64%	67,405	64%
Age 65 years plus	1,349	13%	4,324	14%	7,143	14%	13,616	13%

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EXPANDED DEMOGRAPHIC PROFILE

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Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Age Distribution (2011)								
Female Population	10,902		31,837		54,460		113,870	
Age Under 5 years	643	6%	1,759	6%	3,086	6%	6,642	6%
Age 5 to 14 years	1,153	11%	3,252	10%	5,336	10%	11,157	10%
Age 14 to 18 years	569	5%	1,560	5%	2,430	4%	4,902	4%
Age 18 to 22 years	506	5%	1,390	4%	2,417	4%	6,690	6%
Age 22 to 25 years	352	3%	996	3%	2,136	4%	5,107	4%
Age 25 to 30 years	627	6%	1,769	6%	3,441	6%	7,604	7%
Age 30 to 35 years	651	6%	1,808	6%	3,320	6%	7,011	6%
Age 35 to 40 years	720	7%	1,993	6%	3,396	6%	6,850	6%
Age 40 to 45 years	738	7%	2,104	7%	3,469	6%	6,922	6%
Age 45 to 50 years	800	7%	2,314	7%	3,828	7%	7,530	7%
Age 50 to 55 years	829	8%	2,540	8%	4,130	8%	8,209	7%
Age 55 to 60 years	804	7%	2,466	8%	4,054	7%	8,076	7%
Age 60 to 65 years	735	7%	2,235	7%	3,686	7%	7,221	6%
Age 65 to 70 years	593	5%	1,822	6%	2,925	5%	5,690	5%
Age 70 to 75 years	423	4%	1,359	4%	2,212	4%	4,368	4%
Age 75 to 80 years	333	3%	1,078	3%	1,818	3%	3,667	3%
Age 80 to 85 years	242	2%	778	2%	1,431	3%	3,048	3%
Age 85 years plus	184	2%	614	2%	1,345	2%	3,174	3%
Average Age	40.6 yrs		41.8 yrs		41.7 yrs		40.9 yrs	
Median Age	36.7 yrs		38.4 yrs		37.4 yrs		36.1 yrs	
Age 0 to 18	2,365	22%	6,571	21%	10,852	20%	22,701	20%
Age 18 to 65 years	6,762	62%	19,615	62%	33,877	62%	71,222	63%
Age 65 years plus	1,775	16%	5,651	18%	9,731	18%	19,948	18%
Males per 100 Females, Male % Pop								
Age 0 to 5 years	102	50.6%	103	50.7%	103	50.7%	102	50.6%
Age 5 to 14 years	108	51.9%	107	51.7%	105	51.3%	104	50.9%
Age 14 to 18 years	103	50.8%	105	51.2%	104	51.0%	106	51.4%
Age 18 to 25 years	98	49.4%	103	50.7%	97	49.2%	95	48.6%
Age 25 to 35 years	93	48.2%	97	49.1%	98	49.5%	99	49.8%
Age 35 to 45 years	99	49.9%	99	49.7%	100	49.9%	98	49.5%
Age 45 to 55 years	92	47.9%	94	48.4%	94	48.3%	93	48.1%
Age 55 to 65 years	91	47.6%	92	47.9%	91	47.5%	89	47.1%
Age 65 to 75 years	86	46.1%	87	46.4%	85	45.9%	81	44.7%
Age 75 years plus	63	38.7%	63	38.8%	60	37.7%	55	35.7%
Future Age Population								
Projected Population (2016)	21,665		63,566		108,259		224,342	
Average Age Median Age	40.5 36.6 yrs		41.5 38.1 yrs		41.0 37.1 yrs		40.0 35.3 yrs	
Male Population (2016)	10,463	48.3%	30,809	48.5%	52,252	48.3%	107,695	48.0%
Average Age Median Age	39.3 35.2 yrs		40.2 36.6 yrs		39.7 35.6 yrs		38.5 33.6 yrs	
Female Population (2016)	11,202	51.7%	32,757	51.5%	56,007	51.7%	116,647	52.0%
Average Age Median Age	41.7 38.0 yrs		42.7 39.5 yrs		42.3 38.4 yrs		41.4 37.0 yrs	
Forcasted Population (2021)	22,426		65,871		112,373		232,881	
Average Age Median Age	41.4 37.3 yrs		42.3 38.7 yrs		41.6 37.8 yrs		40.6 36.1 yrs	
Male Population (2021)	10,810	48.2%	31,874	48.4%	54,207	48.2%	111,989	48.1%
Female Population (2021)	11,616	51.8%	33,998	51.6%	58,166	51.8%	120,892	51.9%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Race & Ethnicity								
Total Population	21,112		61,917		105,279		218,460	
White (2011)	20,291	96%	57,468	93%	92,973	88%	152,470	70%
Black (2011)	278	1%	1,903	3%	7,520	7%	54,030	25%
Asian (2011)	135	1%	898	1%	1,588	2%	2,942	1%
Other Race (2011)	408	2%	1,648	3%	3,198	3%	9,018	4%
Population: Hispanic (2011)	350	2%	1,617	3%	3,109	3%	9,263	4%
<i>White: Hispanic</i>	219	1%	847	1%	1,491	1%	3,779	2%
<i>Black: Hispanic</i>	6	0%	13	0%	49	0%	252	0%
<i>Asian: Hispanic</i>	1	0%	6	0%	16	0%	37	0%
<i>Other Race: Hispanic</i>	123	1%	751	1%	1,552	1%	5,195	2%
Population: Non Hispanic (2011)	20,762	98%	60,300	97%	102,171	97%	209,197	96%
<i>White: Non Hispanic</i>	20,071	95%	56,620	91%	91,482	87%	148,691	68%
<i>Black: Non Hispanic</i>	272	1%	1,890	3%	7,471	7%	53,778	25%
<i>Asian: Non Hispanic</i>	134	1%	892	1%	1,572	1%	2,905	1%
<i>Other Race: Non Hispanic</i>	285	1%	897	1%	1,646	2%	3,823	2%
Population: Hispanic (2000)	219	1.1%	694	1.2%	1,460	1.5%	3,559	1.7%
Population: Hispanic (1990)	82	0.5%	262	0.5%	511	0.6%	1,099	0.6%
Hist. Hispanic Ann Growth (1990 to 2000)	137	16.8%	432	16.5%	949	18.6%	2,460	22.4%
Hist. Hispanic Ann Growth (2000 to 2011)	131	5.4%	923	12.1%	1,649	10.3%	5,704	14.6%
Population: Non Hispanic (2000)	18,917	98.9%	55,851	98.8%	95,582	98.5%	202,296	98.3%
Population: Non Hispanic (1990)	17,071	99.5%	50,846	99.5%	89,458	99.4%	196,703	99.4%
Hist. Non Hispanic Ann Growth (1990 to 2000)	1,846	1.1%	5,005	1.0%	6,123	0.7%	5,593	0.3%
Hist. Non Hispanic Ann Growth (2000 to 2011)	1,845	0.9%	4,449	0.7%	6,589	0.6%	6,901	0.3%
Language Spoken at home (Age 5+) (2011)								
Total Population Age 5 and above	19,810		58,351		99,025		205,015	
Speak English Only	19,429	98%	56,319	97%	94,961	96%	194,341	95%
Spanish or Spanish Creole	133	1%	930	2%	2,038	2%	6,207	3%
European/Indo-European	174	1%	695	1%	1,104	1%	2,485	1%
<i>French or French Creole</i>	34	0%	100	0%	143	0%	484	0%
<i>Italian</i>	1	0%	3	0%	6	0%	22	0%
<i>Portuguese or Portuguese Creole</i>	0	0%	0	0%	14	0%	21	0%
<i>German</i>	46	0%	100	0%	184	0%	381	0%
<i>Yiddish or Hebrew</i>	0	0%	0	0%	13	0%	15	0%
<i>Other Slavic languages</i>	54	0%	155	0%	239	0%	616	0%
<i>Other Indic languages</i>	39	0%	246	0%	337	0%	591	0%
<i>Other Indo-European Languages</i>	0	0%	90	0%	169	0%	354	0%
Asian/Pacific	74	0%	394	1%	813	1%	1,423	1%
<i>Chinese</i>	0	0%	26	0%	140	0%	242	0%
<i>Japanese</i>	19	0%	37	0%	37	0%	100	0%
<i>Korean</i>	0	0%	96	0%	133	0%	223	0%
<i>Vietnamese</i>	18	0%	54	0%	56	0%	147	0%
<i>Other Asian languages</i>	10	0%	50	0%	304	0%	535	0%
<i>Tagalog and Other Pacific Languages</i>	27	0%	131	0%	143	0%	176	0%
Other Languages	0	0%	13	0%	109	0%	560	0%
<i>Arabic</i>	0	0%	8	0%	17	0%	100	0%
<i>Other and unspecified languages</i>	0	0%	5	0%	92	0%	460	0%

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

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Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Population by Ancestry (2011)								
America	5,019	24%	13,397	22%	20,092	19%	31,516	14%
<i>Native American (Indian/Eskimo)</i>	57	0%	150	0%	240	0%	516	0%
<i>Hawaiian/Pacific Islander</i>	2	0%	11	0%	27	0%	80	0%
<i>American</i>	4,960	23%	13,236	21%	19,825	19%	30,920	14%
Hispanic	350	2%	1,617	3%	3,109	3%	9,263	4%
<i>Mexican</i>	174	1%	889	1%	1,749	2%	4,538	2%
<i>Puerto Rican</i>	32	0%	164	0%	301	0%	751	0%
<i>Cuban</i>	14	0%	59	0%	145	0%	325	0%
<i>Dominican</i>	0	0%	5	0%	12	0%	122	0%
<i>Central American</i>	11	0%	38	0%	96	0%	1,450	1%
<i>South American</i>	16	0%	83	0%	140	0%	297	0%
<i>Other Hispanic</i>	103	0%	379	1%	666	1%	1,780	1%
Asian	134	1%	892	1%	1,572	1%	2,905	1%
<i>Chinese</i>	35	0%	177	0%	282	0%	486	0%
<i>Japanese</i>	7	0%	55	0%	92	0%	144	0%
<i>Korean</i>	25	0%	100	0%	201	0%	334	0%
<i>South Central Asian (e.g. Indian)</i>	17	0%	300	0%	509	0%	1,040	0%
<i>South East Asian (e.g. Vietnamese)</i>	43	0%	225	0%	446	0%	823	0%
<i>Other Asian</i>	7	0%	35	0%	43	0%	79	0%
European	6,559	31%	20,518	33%	35,668	34%	62,712	29%
<i>British</i>	1,477	7%	5,227	8%	9,403	9%	16,786	8%
<i>Dutch</i>	232	1%	582	1%	1,027	1%	1,587	1%
<i>French</i>	199	1%	937	2%	1,483	1%	2,401	1%
<i>German</i>	1,294	6%	4,045	7%	6,833	6%	12,363	6%
<i>Italian</i>	294	1%	748	1%	1,153	1%	2,046	1%
<i>Polish</i>	80	0%	328	1%	581	1%	919	0%
<i>Scandinavian</i>	124	1%	523	1%	861	1%	1,455	1%
<i>Scotch Irish</i>	2,580	12%	7,093	11%	12,595	12%	21,643	10%
<i>Other European (e.g. Greek/Russian)</i>	279	1%	1,034	2%	1,732	2%	3,511	2%
Middle Eastern	88	0%	205	0%	432	0%	613	0%
Other	1,758	8%	5,538	9%	13,060	12%	54,258	25%
Unclassified	7,204	34%	19,750	32%	31,348	30%	57,192	26%
Educational Attainment (2011)								
Elementary (0 to 8)	591	4%	1,592	4%	2,867	4%	7,848	5%
Some High School (9 to 11)	1,725	12%	3,793	9%	6,447	9%	15,480	10%
High School Graduate (12)	5,330	37%	13,576	31%	21,598	29%	44,625	30%
Some College (13 to 16)	3,145	22%	10,292	24%	17,434	24%	33,817	23%
Associates Degree	1,165	8%	3,270	8%	5,349	7%	9,697	6%
Bachelors Degree	2,072	14%	8,022	18%	13,965	19%	25,480	17%
Masters Degree	389	3%	2,177	5%	4,603	6%	8,307	6%
Professional/Doctorate	144	1%	868	2%	1,874	3%	3,975	3%
College Degree+ (Bachelor Degree or higher)	2,604	18%	11,066	25%	20,441	28%	37,762	25%
Enrollments (2011)								
Nursery school/preschool	364	2%	829	1%	1,284	1%	2,901	1%
Kindergarten/Elementary School	2,619	12%	7,161	12%	11,083	11%	23,573	11%
High School	1,060	5%	3,205	5%	5,030	5%	11,294	5%
College/Graduate/Professional school	918	4%	3,241	5%	6,545	6%	15,908	7%
Not enrolled	16,150	77%	47,481	77%	81,337	77%	164,783	75%

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Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Households								
Estimated Current Households (2011)	8,171		24,674		43,933		90,908	
Census Households (2010)	8,131		24,672		43,950		90,753	
Census Households (2000)	7,108		21,692		39,929		85,228	
Census Households (1990)	6,084		18,658		35,360		78,834	
Projected Households (2016)	8,381		25,314		45,171		93,560	
Low to High End Projection Bounds	8,081 to 8,504		23,480 to 26,106		41,065 to 48,209		84,050 to 100,660	
Forecasted Households (2021)	8,670		26,225		46,898		97,304	
Population Past 8 Qtrs 09-Q4	8,125		24,603		43,868		91,063	
Population Past 7 Qtrs 10-Q1	8,146 0.3%		24,647 0.2%		43,923 0.1%		90,936 -0.1%	
Population Past 6 Qtrs 10-Q2	8,131 -0.2%		24,672 0.1%		43,950 0.1%		90,753 -0.2%	
Population Past 5 Qtrs 10-Q3	8,070 -0.8%		24,422 -1.0%		43,338 -1.4%		89,334 -1.6%	
Population Past 4 Qtrs 10-Q4	8,098 0.4%		24,530 0.4%		43,814 1.1%		90,441 1.2%	
Population Past 3 Qtrs 11-Q1	8,124 0.3%		24,584 0.2%		43,785 -0.1%		90,413 -0.0%	
Population Past 2 Qtrs 11-Q2	8,131 0.1%		24,621 0.1%		43,835 0.1%		90,440 0.0%	
Population Past 1 Qtrs 11-Q3	8,147 0.2%		24,649 0.1%		43,858 0.1%		90,519 0.1%	
Estimated Population in Households (2011)	21,006 99%		61,664 100%		104,556 99%		211,987 97%	
Estimated Persons per Household (2011)	2.6		2.5		2.4		2.3	
Estimated Household Density (2011)	251 psm		245 psm		242 psm		268 psm	
Projected Population in Households (2016)	21,560 99.5%		63,313 99.6%		107,534 99.3%		217,854 97.1%	
Household Type (2011)								
Family Households	6,120 75%		17,975 73%		29,274 67%		56,159 62%	
Married Couple Household	4,889 60%		14,773 60%		23,491 53%		39,353 43%	
Married Couple Household With Children	1,957 24%		5,585 23%		8,420 19%		13,757 15%	
Married Couple Household No Children	2,932 36%		9,189 37%		15,071 34%		25,597 28%	
Male Householder	360 4%		921 4%		1,656 4%		3,576 4%	
Male Householder With Children	142 2%		443 2%		704 2%		1,587 2%	
Male Householder No Children	218 3%		478 2%		951 2%		1,989 2%	
Female Householder	871 11%		2,280 9%		4,127 9%		13,229 15%	
Female Householder With Children	368 5%		958 4%		2,184 5%		7,297 8%	
Female Householder No Children	502 6%		1,322 5%		1,943 4%		5,932 7%	
Non Family Households	339 4%		1,063 4%		2,680 6%		6,113 7%	
One person households	1,713 21%		5,636 23%		11,979 27%		28,636 32%	
Household Size (2011)								
1 Person Household	1,713 21%		5,636 23%		11,979 27%		28,636 32%	
2 Person Households	3,050 37%		9,377 38%		16,315 37%		31,430 35%	
3 Person Households	1,516 19%		4,345 18%		7,266 17%		14,210 16%	
4 Person Households	1,186 15%		3,360 14%		5,284 12%		9,901 11%	
5 Person Households	473 6%		1,304 5%		2,052 5%		4,094 5%	
6 Person Households	156 2%		438 2%		703 2%		1,631 2%	
7+ Person Households	77 1%		215 1%		334 1%		1,005 1%	

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

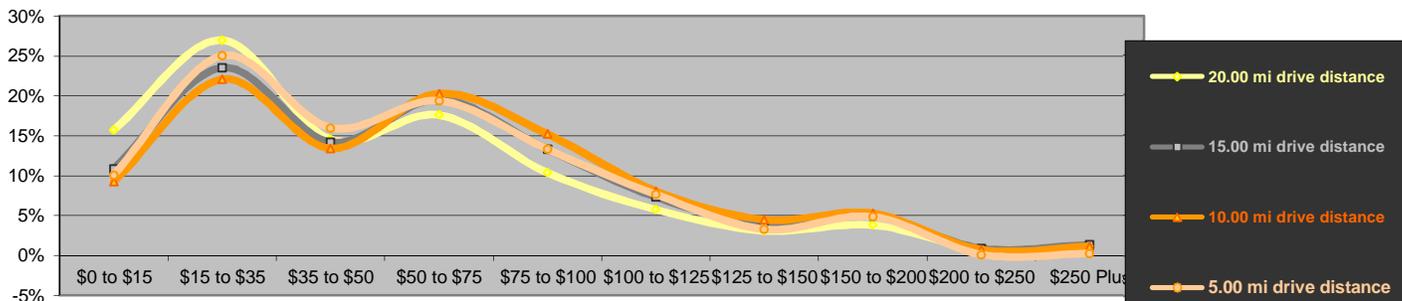
Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Average Household Income								
Est. Average Household Income (2011)	\$62,603		\$70,737		\$69,179		\$60,192	
Census Average Hhld Income (2000)	\$50,093		\$56,264		\$54,342		\$49,168	
Average Income Change (2000 to 2011)	\$12,511	2.3%	\$14,472	2.3%	\$14,837	2.5%	\$11,024	2.0%
Median Household Income								
Est. Median Household Income (2011)	\$50,241		\$57,496		\$54,513		\$46,603	
Census Median Hhld Income (2000)	\$43,049		\$47,902		\$44,045		\$38,241	
Median Income Change (2000 to 2011)	\$7,192	1.5%	\$9,594	1.8%	\$10,467	2.2%	\$8,362	2.0%
Per Capita Income								
Est. Per Capita Income (2011)	\$24,333		\$28,286		\$29,040		\$25,591	
Census Per Capita Income (2000)	\$18,654		\$21,660		\$22,478		\$20,562	
Per Capita Income Change (2000 to 2011)	\$5,679	2.8%	\$6,626	2.8%	\$6,562	2.7%	\$5,029	2.2%
Household Income Distribution (2011)								
Hhld Income \$0 to 14,999	824	10%	2,278	9%	4,787	11%	14,306	16%
Hhld Income \$15,000 to 24,999	1,089	13%	2,814	11%	5,169	12%	12,885	14%
Hhld Income \$25,000 to 34,999	956	12%	2,635	11%	5,168	12%	11,641	13%
Hhld Income \$35,000 to 49,999	1,307	16%	3,312	13%	6,241	14%	13,233	15%
Hhld Income \$50,000 to 74,999	1,584	19%	5,010	20%	8,594	20%	16,000	18%
Hhld Income \$75,000 to 99,999	1,088	13%	3,752	15%	5,854	13%	9,424	10%
Hhld Income \$100,000 to 124,999	625	8%	1,996	8%	3,213	7%	5,223	6%
Hhld Income \$125,000 to 149,999	269	3%	1,109	4%	1,724	4%	2,829	3%
Hhld Income \$150,000 to 174,999	208	3%	696	3%	1,123	3%	1,842	2%
Hhld Income \$175,000 to 199,999	189	2%	609	2%	1,070	2%	1,623	2%
Hhld Income \$200,000 to 249,999	10	0%	184	1%	395	1%	755	1%
Hhld Income \$250,000 to 499,999	19	0%	257	1%	549	1%	1,049	1%
Hhld Income \$500,000 or More	2	0%	23	0%	48	0%	98	0%
Hhld Incomes Below Median Income	4,177	51.1%	11,039	44.7%	21,364	48.6%	38,831	42.7%
Hhld Incomes at the Median Income	1,584	19.4%	5,010	20.3%	8,594	19.6%	13,233	14.6%
Hhld Incomes Above Median Income	2,411	29.5%	8,625	35.0%	13,975	31.8%	38,844	42.7%

Household Income Distribution (in 1,000's)



Daytime Demos (2011)

Total Number of Businesses	275	1,052	2,125	7,099
Total Number of Employees	2,816	12,196	28,798	143,477
Employees per Business	10.2 to 1	11.6 to 1	13.6 to 1	20.2 to 1
Residential Population per Business	76.7 to 1	58.9 to 1	49.5 to 1	30.8 to 1

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2011 Estimates & 2016 Projections - as of 4th Qtr / 11

Calculated using Proportional Block Groups



Lat/Lon: 35.235/-85.2225

Walmart, Dayton Pike & Harrison Lane Soddy-Daisy, Tennessee	5.00 mi drive distance		10.00 mi drive distance		15.00 mi drive distance		20.00 mi drive distance	
Group Quarters								
Group Quarters Population (2011)	106		253		723		6,472	
Non-Institutionalized	0	0%	76	30%	271	38%	4,373	68%
College	0	0%	0	0%	0	0%	2,963	46%
Military	0	0%	0	0%	0	0%	0	0%
Other	0	0%	76	30%	271	38%	1,410	22%
Institutionalized (Correctional, Medical, Other)	106	100%	177	70%	452	62%	2,099	32%
Census Group Quarters Population (2000)	106		213		455		5,003	
Projected Group Quarters Population (2016)	106		253		725		6,489	
Forecasted Group Quarters Population (2021)	106		253		725		6,489	
Historical Annual Growth (2000 to 2011)	0	-	40	1.7%	268	5.3%	1,470	2.7%
Projected Annual Growth (2011 to 2016)	0	0.0%	0	0.0%	2	0.1%	16	0.0%
Housing (2011)								
Total Housing Units	8,672		26,349		47,560		100,694	
Housing Units, Occupied	8,171	94.2%	24,674	93.6%	43,933	92.4%	90,908	90.3%
Housing Units, Owner-Occupied	6,430	74.1%	19,061	72.3%	30,742	64.6%	55,031	54.7%
Housing Units, Renter-Occupied	1,741	20.1%	5,613	21.3%	13,191	27.7%	35,877	35.6%
Housing Units, Vacant	501	5.8%	1,674	6.4%	3,628	7.6%	9,786	9.7%
Home Values (2011)								
Owner Occupied Housing	6,430		19,061		30,742		55,031	
Home Values \$0 to \$9,999	164	3%	241	1%	275	1%	485	1%
Home Values \$10,000 to \$14,999	104	2%	215	1%	240	1%	439	1%
Home Values \$15,000 to \$19,999	135	2%	173	1%	208	1%	370	1%
Home Values \$20,000 to \$24,999	20	0%	90	0%	208	1%	497	1%
Home Values \$25,000 to \$29,999	77	1%	187	1%	240	1%	496	1%
Home Values \$30,000 to \$34,999	83	1%	120	1%	162	1%	407	1%
Home Values \$35,000 to \$39,999	21	0%	47	0%	130	0%	431	1%
Home Values \$40,000 to \$49,999	103	2%	183	1%	391	1%	1,184	2%
Home Values \$50,000 to \$59,999	134	2%	319	2%	665	2%	1,581	3%
Home Values \$60,000 to \$69,999	227	4%	587	3%	1,118	4%	2,668	5%
Home Values \$70,000 to \$79,999	389	6%	946	5%	1,710	6%	4,200	8%
Home Values \$80,000 to \$89,999	374	6%	821	4%	1,418	5%	3,167	6%
Home Values \$90,000 to \$99,999	388	6%	1,068	6%	1,870	6%	3,260	6%
Home Values \$100,000 to \$124,999	1,298	20%	3,514	18%	5,439	18%	9,028	16%
Home Values \$125,000 to \$149,999	1,096	17%	2,975	16%	4,434	14%	7,140	13%
Home Values \$150,000 to \$174,999	621	10%	2,148	11%	3,405	11%	5,108	9%
Home Values \$175,000 to \$199,999	334	5%	1,314	7%	1,969	6%	3,042	6%
Home Values \$200,000 to \$249,999	396	6%	1,632	9%	2,504	8%	4,006	7%
Home Values \$250,000 to \$299,999	184	3%	824	4%	1,319	4%	2,267	4%
Home Values \$300,000 to \$399,999	161	3%	913	5%	1,453	5%	2,580	5%
Home Values \$400,000 to \$499,999	28	0%	228	1%	412	1%	722	1%
Home Values \$500,000 to \$749,999	63	1%	333	2%	740	2%	1,281	2%
Home Values \$750,000 to \$999,999	31	0%	180	1%	432	1%	674	1%
Home Values \$1,000,000 or More	0	0%	0	0%	0	0%	0	0%
Home Values Below Average Range	3,515	54.7%	11,488	60.3%	18,509	60.2%	35,352	64.2%
Home Values at the Average Range	1,096	17.0%	2,148	11.3%	3,405	11.1%	5,108	9.3%
Home Values Above Average Range	1,819	28.3%	5,426	28.5%	8,828	28.7%	14,571	26.5%
Owner Occupied Average Home Value	\$136,119		\$164,130		\$170,163		\$161,564	
Owner Occupied Median Home Value	\$121,689		\$140,354		\$145,097		\$138,506	

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2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
Longitude: -85.196544

Summary Demographics

2010 Population	2,000
2010 Households	845
2010 Median Disposable Income	\$40,198
2010 Per Capita Income	\$23,925

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$18,628,563	\$26,759,333	\$-8,130,770	-17.9	24
Total Retail Trade (NAICS 44-45)	\$15,966,433	\$22,308,056	\$-6,341,623	-16.6	15
Total Food & Drink (NAICS 722)	\$2,662,130	\$4,451,277	\$-1,789,147	-25.2	9

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$3,892,355	\$3,370,633	\$521,722	7.2	5
Automobile Dealers (NAICS 4411)	\$3,321,788	\$1,709,948	\$1,611,840	32.0	3
Other Motor Vehicle Dealers (NAICS 4412)	\$341,920	\$1,163,883	\$-821,963	-54.6	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$228,647	\$496,802	\$-268,155	-37.0	1
Furniture & Home Furnishings Stores (NAICS 442)	\$427,284	\$295,913	\$131,371	18.2	1
Furniture Stores (NAICS 4421)	\$271,530	\$261,409	\$10,121	1.9	1
Home Furnishings Stores (NAICS 4422)	\$155,754	\$34,504	\$121,250	63.7	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$518,304	\$132,064	\$386,240	59.4	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$644,117	\$496,828	\$147,289	12.9	2
Building Material and Supplies Dealers (NAICS 4441)	\$561,671	\$496,828	\$64,843	6.1	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$82,446	\$0	\$82,446	100.0	0
Food & Beverage Stores (NAICS 445)	\$3,177,650	\$7,083,269	\$-3,905,619	-38.1	2
Grocery Stores (NAICS 4451)	\$3,049,477	\$7,057,666	\$-4,008,189	-39.7	2
Specialty Food Stores (NAICS 4452)	\$20,818	\$25,603	\$-4,785	-10.3	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$107,355	\$0	\$107,355	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$700,768	\$1,906,281	\$-1,205,513	-46.2	2
Gasoline Stations (NAICS 447/4471)	\$2,636,292	\$2,539,033	\$97,259	1.9	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$676,856	\$26,333	\$650,523	92.5	1
Clothing Stores (NAICS 4481)	\$572,328	\$0	\$572,328	100.0	0
Shoe Stores (NAICS 4482)	\$53,568	\$0	\$53,568	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$50,960	\$26,333	\$24,627	31.9	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$184,652	\$97,658	\$86,994	30.8	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$130,689	\$94,739	\$35,950	15.9	1
Book, Periodical, and Music Stores (NAICS 4512)	\$53,963	\$2,919	\$51,044	89.7	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

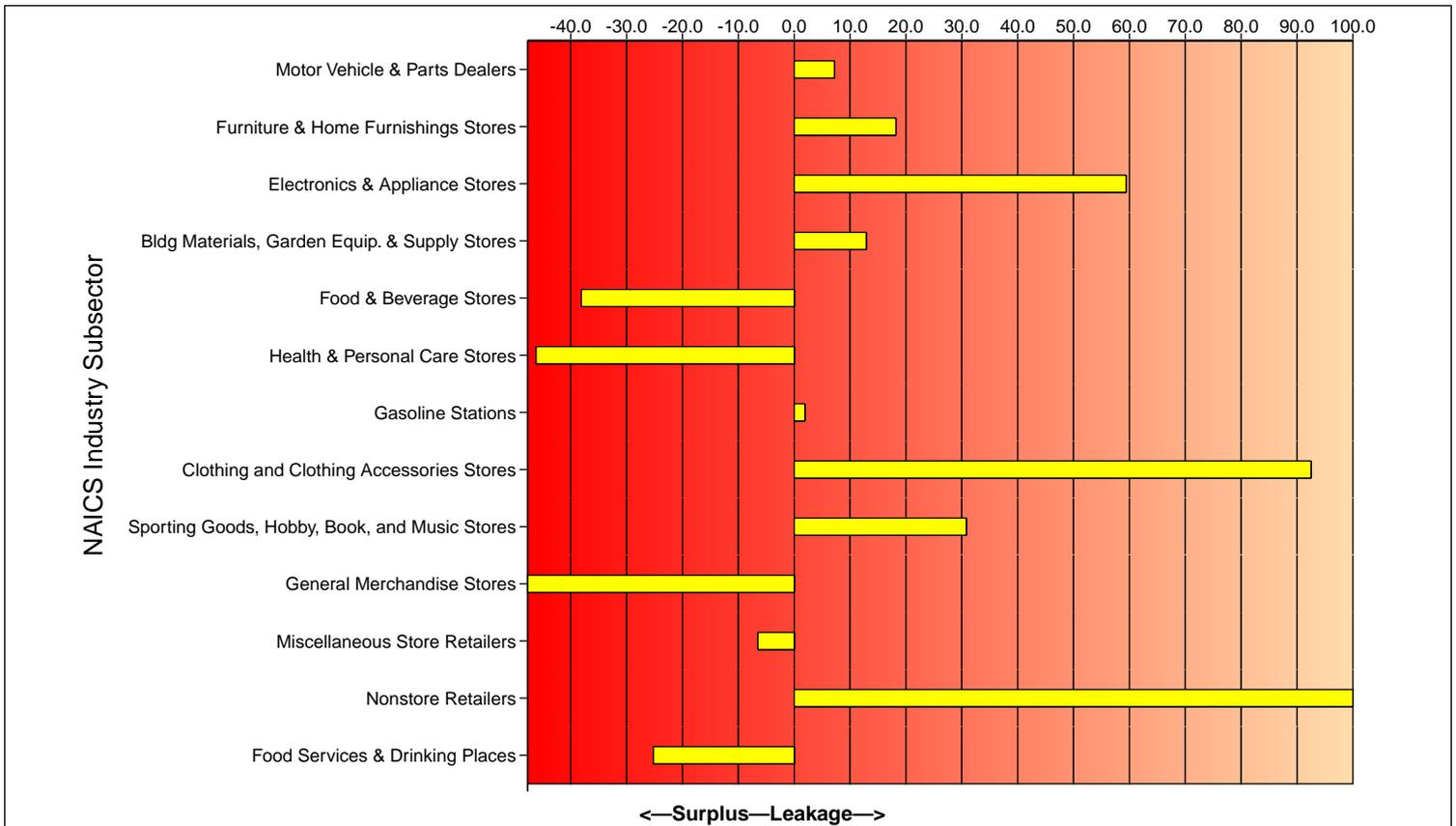
Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
Longitude: -85.196544

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,121,771	\$5,995,662	\$-3,873,891	-47.7	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$874,491	\$3,984,591	\$-3,110,100	-64.0	1
Other General Merchandise Stores (NAICS 4529)	\$1,247,280	\$2,011,071	\$-763,791	-23.4	1
Miscellaneous Store Retailers (NAICS 453)	\$320,004	\$364,382	\$-44,378	-6.5	1
Florists (NAICS 4531)	\$27,610	\$188,466	\$-160,856	-74.4	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$81,175	\$49,799	\$31,376	24.0	1
Used Merchandise Stores (NAICS 4533)	\$57,875	\$8,425	\$49,450	74.6	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$153,344	\$117,692	\$35,652	13.2	1
Nonstore Retailers (NAICS 454)	\$666,380	\$0	\$666,380	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$405,267	\$0	\$405,267	100.0	0
Vending Machine Operators (NAICS 4542)	\$88,547	\$0	\$88,547	100.0	0
Direct Selling Establishments (NAICS 4543)	\$172,566	\$0	\$172,566	100.0	0
Food Services & Drinking Places (NAICS 722)	\$2,662,130	\$4,451,277	\$-1,789,147	-25.2	9
Full-Service Restaurants (NAICS 7221)	\$1,080,884	\$1,892,397	\$-811,513	-27.3	5
Limited-Service Eating Places (NAICS 7222)	\$1,350,148	\$2,555,060	\$-1,204,912	-30.9	4
Special Food Services (NAICS 7223)	\$183,344	\$0	\$183,344	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$47,754	\$3,820	\$43,934	85.2	1

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



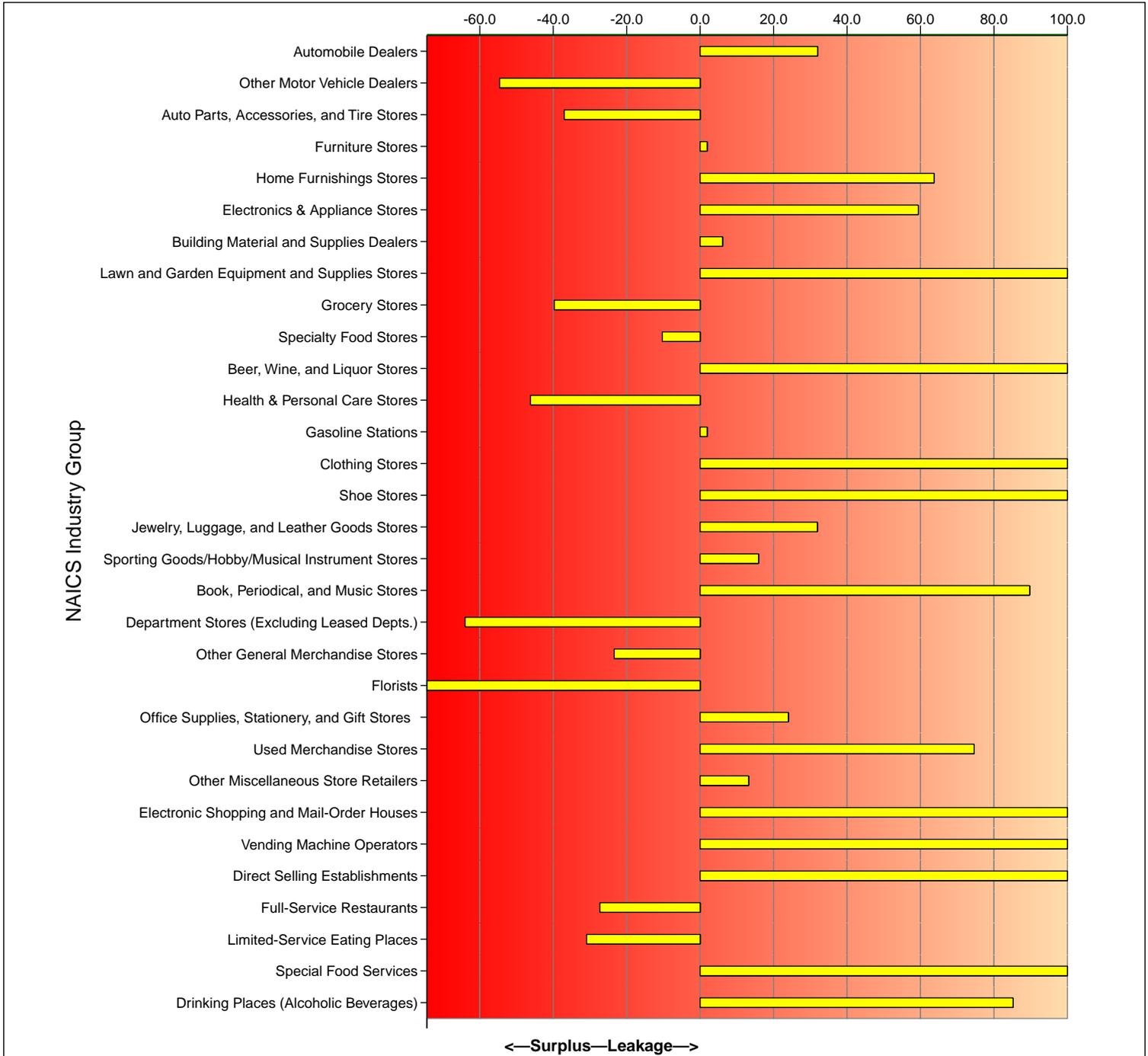
Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 3 miles radius

Latitude: 35.234753
Longitude: -85.196544

Summary Demographics

2010 Population	16,656
2010 Households	6,388
2010 Median Disposable Income	\$43,985
2010 Per Capita Income	\$23,667

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$151,845,176	\$86,830,465	\$65,014,711	27.2	100
Total Retail Trade (NAICS 44-45)	\$130,004,677	\$71,561,276	\$58,443,401	29.0	68
Total Food & Drink (NAICS 722)	\$21,840,499	\$15,269,189	\$6,571,310	17.7	32

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$31,615,058	\$10,666,940	\$20,948,118	49.5	18
Automobile Dealers (NAICS 4411)	\$26,923,388	\$4,830,339	\$22,093,049	69.6	10
Other Motor Vehicle Dealers (NAICS 4412)	\$2,806,276	\$4,340,085	\$-1,533,809	-21.5	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,885,394	\$1,496,516	\$388,878	11.5	4
Furniture & Home Furnishings Stores (NAICS 442)	\$3,555,041	\$887,517	\$2,667,524	60.0	3
Furniture Stores (NAICS 4421)	\$2,247,310	\$645,835	\$1,601,475	55.4	1
Home Furnishings Stores (NAICS 4422)	\$1,307,731	\$241,682	\$1,066,049	68.8	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,258,082	\$476,051	\$3,782,031	79.9	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,423,387	\$2,034,622	\$3,388,765	45.4	8
Building Material and Supplies Dealers (NAICS 4441)	\$4,735,076	\$1,877,027	\$2,858,049	43.2	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$688,311	\$157,595	\$530,716	62.7	1
Food & Beverage Stores (NAICS 445)	\$25,804,695	\$23,625,975	\$2,178,720	4.4	9
Grocery Stores (NAICS 4451)	\$24,753,187	\$23,547,031	\$1,206,156	2.5	8
Specialty Food Stores (NAICS 4452)	\$169,073	\$78,944	\$90,129	36.3	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$882,435	\$0	\$882,435	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,721,233	\$4,636,230	\$1,085,003	10.5	5
Gasoline Stations (NAICS 447/4471)	\$21,118,927	\$10,635,837	\$10,483,090	33.0	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,540,831	\$162,688	\$5,378,143	94.3	3
Clothing Stores (NAICS 4481)	\$4,681,489	\$51,792	\$4,629,697	97.8	1
Shoe Stores (NAICS 4482)	\$431,377	\$0	\$431,377	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$427,965	\$110,896	\$317,069	58.8	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,510,616	\$297,130	\$1,213,486	67.1	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,069,231	\$224,152	\$845,079	65.3	2
Book, Periodical, and Music Stores (NAICS 4512)	\$441,385	\$72,978	\$368,407	71.6	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

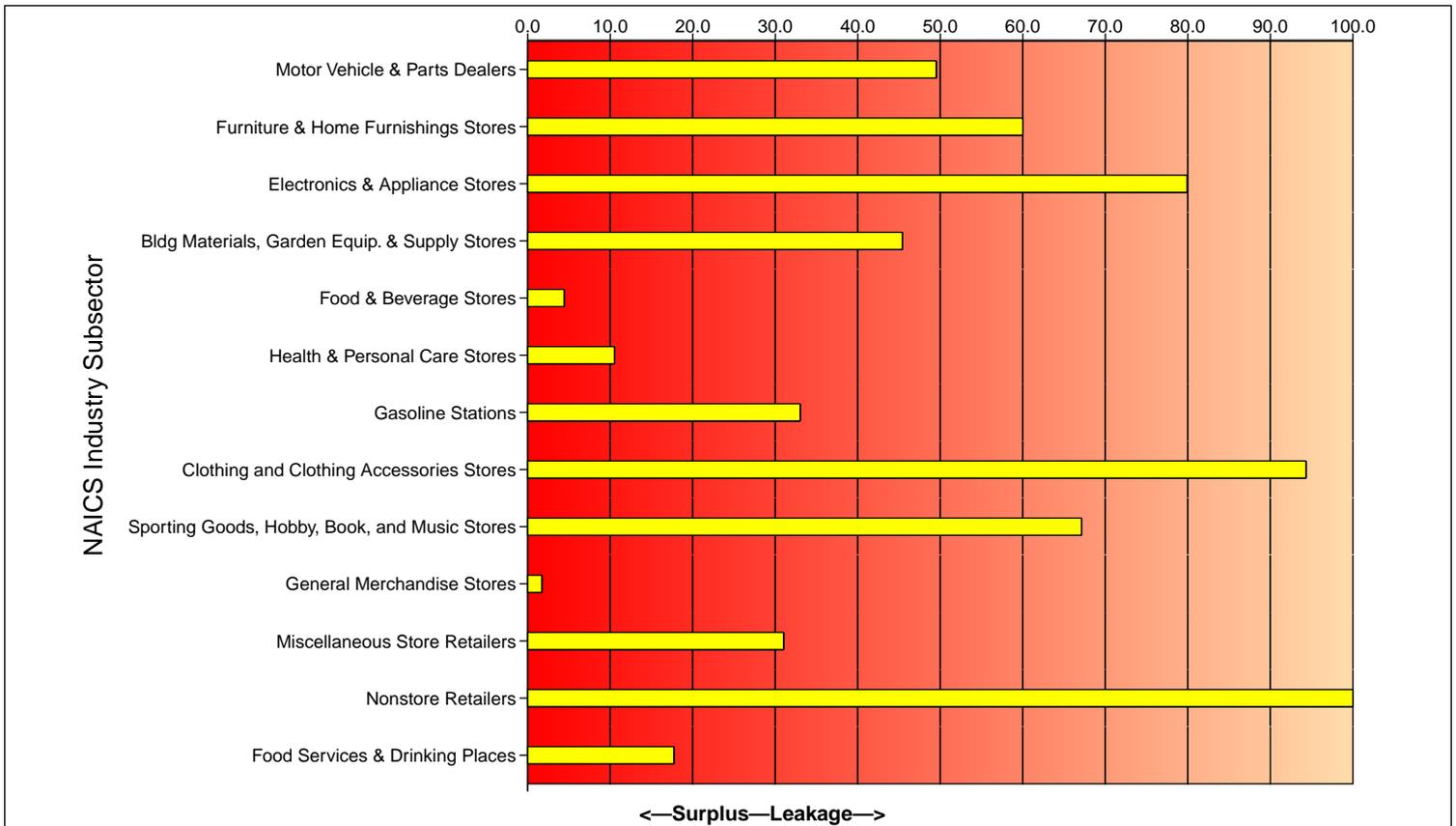
Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Latitude: 35.234753
 Longitude: -85.196544

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$17,325,796	\$16,763,149	\$562,647	1.7	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$7,160,352	\$8,845,791	-\$1,685,439	-10.5	1
Other General Merchandise Stores (NAICS 4529)	\$10,165,444	\$7,917,358	\$2,248,086	12.4	3
Miscellaneous Store Retailers (NAICS 453)	\$2,609,787	\$1,375,137	\$1,234,650	31.0	10
Florists (NAICS 4531)	\$230,654	\$441,659	-\$211,005	-31.4	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$668,440	\$123,034	\$545,406	68.9	1
Used Merchandise Stores (NAICS 4533)	\$477,118	\$45,057	\$432,061	82.7	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,233,575	\$765,387	\$468,188	23.4	4
Nonstore Retailers (NAICS 454)	\$5,521,224	\$0	\$5,521,224	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,327,444	\$0	\$3,327,444	100.0	0
Vending Machine Operators (NAICS 4542)	\$719,142	\$0	\$719,142	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,474,638	\$0	\$1,474,638	100.0	0
Food Services & Drinking Places (NAICS 722)	\$21,840,499	\$15,269,189	\$6,571,310	17.7	32
Full-Service Restaurants (NAICS 7221)	\$8,891,241	\$5,626,761	\$3,264,480	22.5	16
Limited-Service Eating Places (NAICS 7222)	\$11,056,355	\$8,560,198	\$2,496,157	12.7	13
Special Food Services (NAICS 7223)	\$1,501,388	\$796,530	\$704,858	30.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$391,515	\$285,700	\$105,815	15.6	2

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



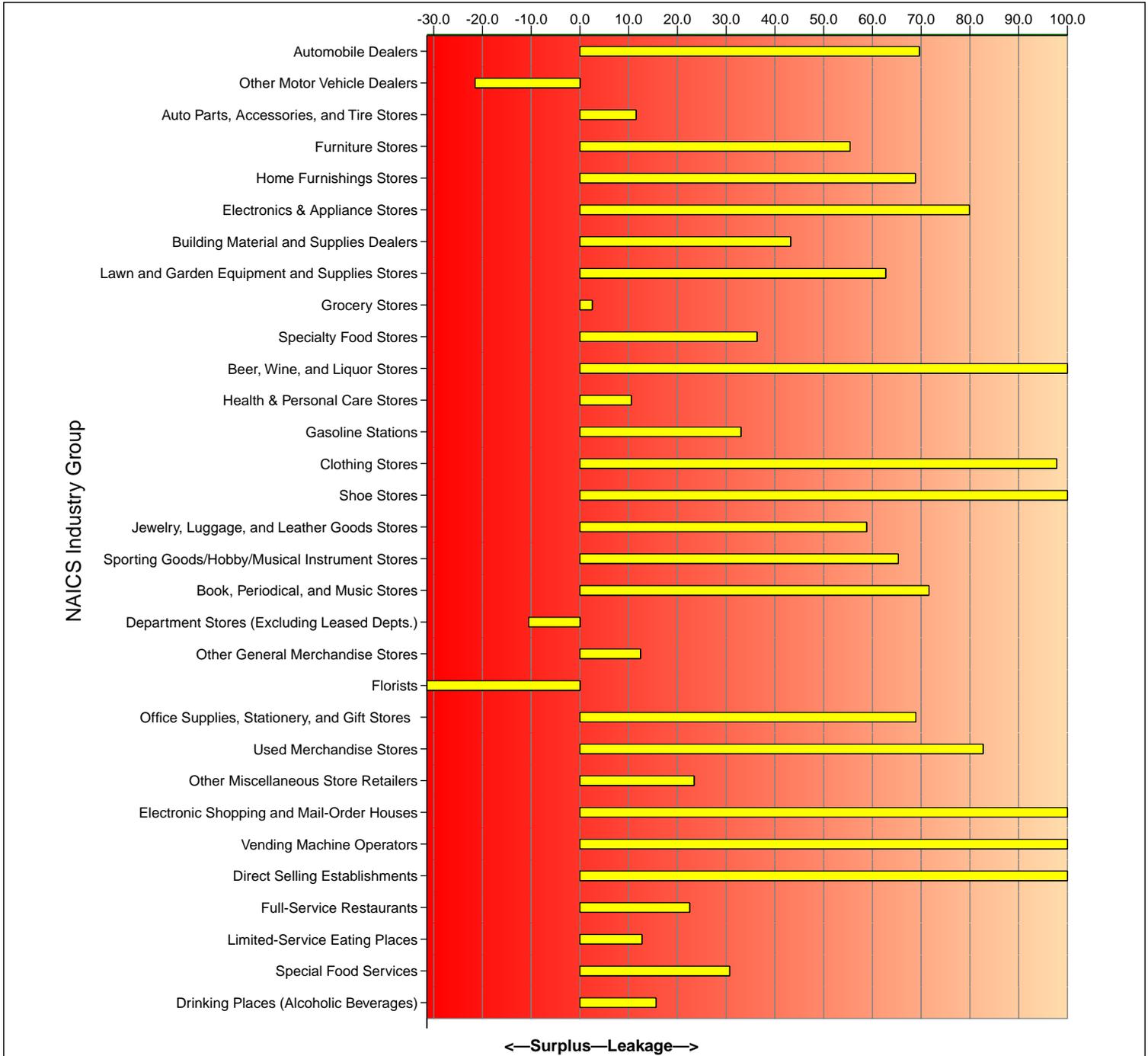
Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 5 miles radius

Latitude: 35.234753
Longitude: -85.196544

Summary Demographics

2010 Population	38,795
2010 Households	14,659
2010 Median Disposable Income	\$47,065
2010 Per Capita Income	\$25,257

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$370,932,159	\$157,318,009	\$213,614,150	40.4	183
Total Retail Trade (NAICS 44-45)	\$316,714,381	\$133,230,798	\$183,483,583	40.8	128
Total Food & Drink (NAICS 722)	\$54,217,778	\$24,087,211	\$30,130,567	38.5	55

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$76,517,113	\$13,825,034	\$62,692,079	69.4	27
Automobile Dealers (NAICS 4411)	\$65,101,822	\$6,063,080	\$59,038,742	83.0	13
Other Motor Vehicle Dealers (NAICS 4412)	\$6,750,885	\$5,769,478	\$981,407	7.8	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,664,406	\$1,992,476	\$2,671,930	40.1	7
Furniture & Home Furnishings Stores (NAICS 442)	\$8,950,891	\$1,649,026	\$7,301,865	68.9	6
Furniture Stores (NAICS 4421)	\$5,627,258	\$904,169	\$4,723,089	72.3	2
Home Furnishings Stores (NAICS 4422)	\$3,323,633	\$744,857	\$2,578,776	63.4	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$10,513,773	\$2,478,375	\$8,035,398	61.8	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,566,621	\$4,537,244	\$9,029,377	49.9	19
Building Material and Supplies Dealers (NAICS 4441)	\$11,880,966	\$3,108,557	\$8,772,409	58.5	12
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,685,655	\$1,428,687	\$256,968	8.3	7
Food & Beverage Stores (NAICS 445)	\$62,923,240	\$56,457,995	\$6,465,245	5.4	21
Grocery Stores (NAICS 4451)	\$60,306,742	\$56,012,873	\$4,293,869	3.7	18
Specialty Food Stores (NAICS 4452)	\$412,796	\$213,676	\$199,120	31.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,203,702	\$231,446	\$1,972,256	81.0	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$13,843,352	\$6,946,388	\$6,896,964	33.2	9
Gasoline Stations (NAICS 447/4471)	\$50,443,903	\$20,198,245	\$30,245,658	42.8	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$13,770,939	\$332,146	\$13,438,793	95.3	4
Clothing Stores (NAICS 4481)	\$11,633,034	\$202,028	\$11,431,006	96.6	2
Shoe Stores (NAICS 4482)	\$1,056,504	\$0	\$1,056,504	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,081,401	\$130,118	\$951,283	78.5	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,740,939	\$413,218	\$3,327,721	80.1	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,634,714	\$328,564	\$2,306,150	77.8	5
Book, Periodical, and Music Stores (NAICS 4512)	\$1,106,225	\$84,654	\$1,021,571	85.8	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

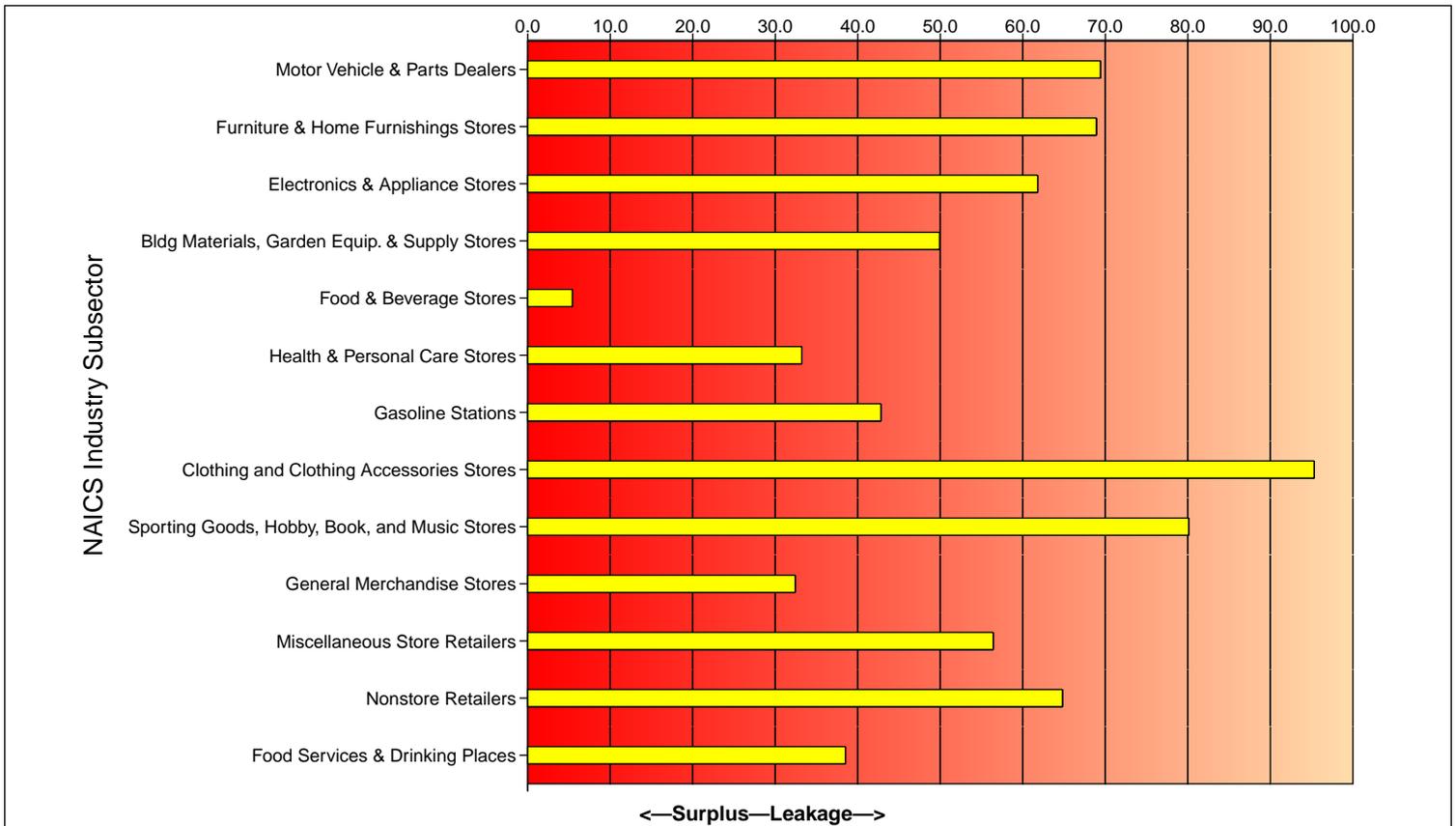
Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
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Latitude: 35.234753
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$42,477,569	\$21,711,313	\$20,766,256	32.4	5
Department Stores Excluding Leased Depts.(NAICS 4521)	\$17,658,921	\$8,845,791	\$8,813,130	33.3	1
Other General Merchandise Stores (NAICS 4529)	\$24,818,648	\$12,865,522	\$11,953,126	31.7	4
Miscellaneous Store Retailers (NAICS 453)	\$6,352,260	\$1,771,788	\$4,580,472	56.4	14
Florists (NAICS 4531)	\$565,235	\$526,614	\$38,621	3.5	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,650,334	\$192,188	\$1,458,146	79.1	2
Used Merchandise Stores (NAICS 4533)	\$1,196,300	\$56,108	\$1,140,192	91.0	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,940,391	\$996,878	\$1,943,513	49.4	5
Nonstore Retailers (NAICS 454)	\$13,613,781	\$2,910,026	\$10,703,755	64.8	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$8,218,207	\$0	\$8,218,207	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,755,811	\$2,722,312	-\$966,501	-21.6	1
Direct Selling Establishments (NAICS 4543)	\$3,639,763	\$187,714	\$3,452,049	90.2	1
Food Services & Drinking Places (NAICS 722)	\$54,217,778	\$24,087,211	\$30,130,567	38.5	55
Full-Service Restaurants (NAICS 7221)	\$22,191,340	\$9,182,601	\$13,008,739	41.5	29
Limited-Service Eating Places (NAICS 7222)	\$27,316,733	\$12,586,907	\$14,729,826	36.9	20
Special Food Services (NAICS 7223)	\$3,710,668	\$1,821,115	\$1,889,553	34.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$999,037	\$496,588	\$502,449	33.6	4

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



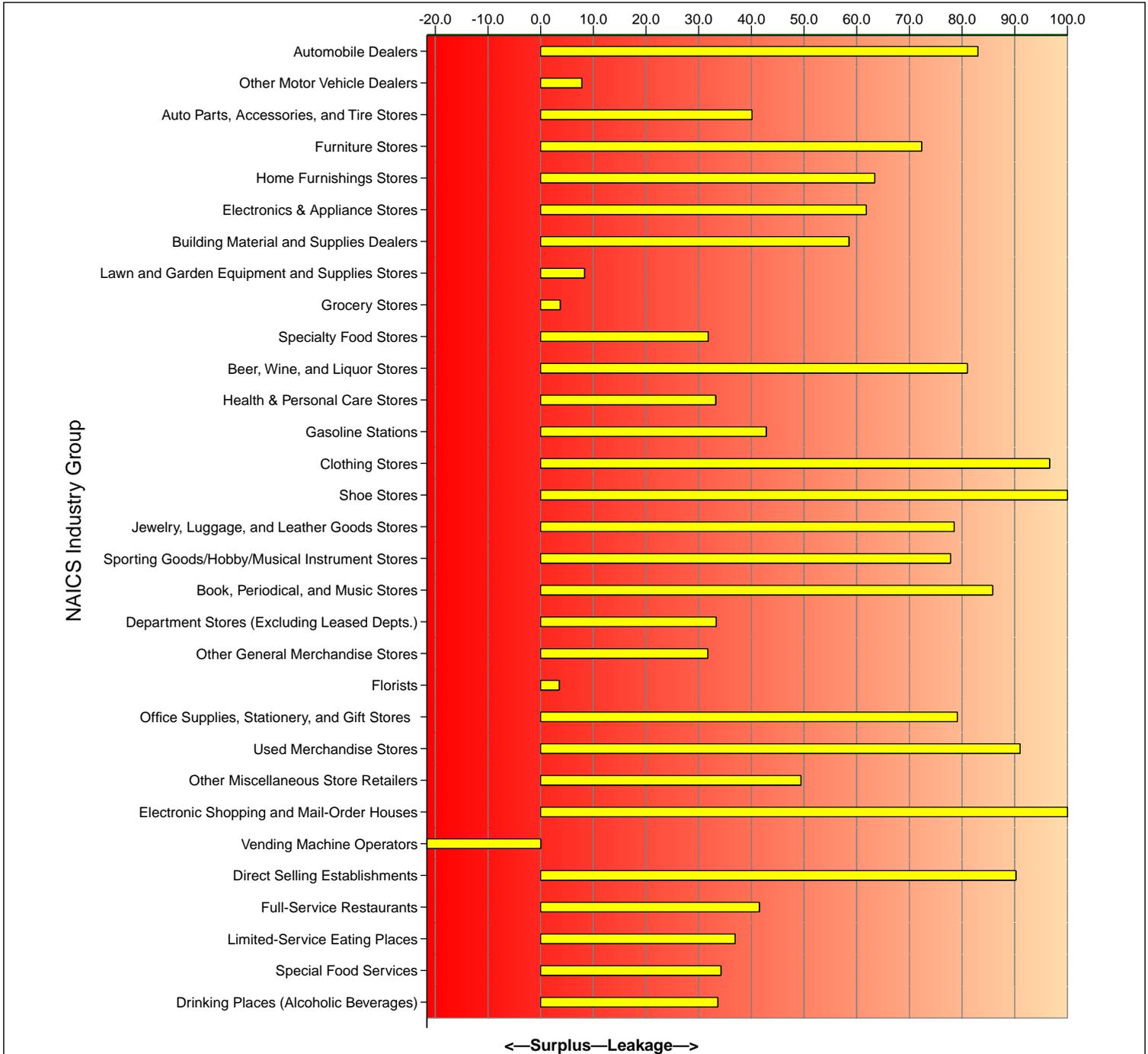
Soddy-Daisy, TN
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2010 Retail MarketPlace Profile

Prepared by Lacy Beasley, The Shopping Center Group

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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
Longitude: -85.196544

Top Tapestry Segments:		Demographic Summary		2010	2015
Crossroads	51.2%	Population		2,000	2,140
Southern Satellites	33.1%	Households		845	908
Salt of the Earth	13.4%	Families		584	621
Midland Crowd	2.1%	Median Age		39.0	40.0
Rooted Rural	0.1%	Median Household Income		\$47,586	\$53,995

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,332.69	\$1,126,126
Men's	52	\$237.44	\$200,639
Women's	48	\$402.35	\$339,988
Children's	65	\$262.01	\$221,402
Footwear	41	\$170.41	\$143,995
Watches & Jewelry	76	\$148.02	\$125,079
Apparel Products and Services ¹	120	\$112.45	\$95,022
Computer			
Computers and Hardware for Home Use	79	\$151.47	\$127,992
Software and Accessories for Home Use	78	\$22.11	\$18,684
Entertainment & Recreation	84	\$2,706.86	\$2,287,297
Fees and Admissions	71	\$438.87	\$370,845
Membership Fees for Clubs ²	69	\$113.45	\$95,865
Fees for Participant Sports, excl. Trips	75	\$80.43	\$67,961
Admission to Movie/Theatre/Opera/Ballet	72	\$109.63	\$92,641
Admission to Sporting Events, excl. Trips	78	\$46.53	\$39,314
Fees for Recreational Lessons	65	\$88.42	\$74,717
Dating Services	53	\$0.41	\$347
TV/Video/Audio	84	\$1,041.70	\$880,234
Community Antenna or Cable TV	87	\$629.38	\$531,825
Televisions	81	\$156.58	\$132,308
VCRs, Video Cameras, and DVD Players	81	\$16.50	\$13,942
Video Cassettes and DVDs	85	\$44.62	\$37,707
Video and Computer Game Hardware and Software	81	\$44.93	\$37,964
Satellite Dishes	94	\$1.19	\$1,008
Rental of Video Cassettes and DVDs	83	\$34.05	\$28,773
Streaming/Downloaded Video	64	\$0.90	\$764
Audio ³	73	\$107.61	\$90,934
Rental and Repair of TV/Radio/Audio	78	\$5.93	\$5,010
Pets	108	\$466.50	\$394,196
Toys and Games ⁴	87	\$126.15	\$106,596
Recreational Vehicles and Fees ⁵	89	\$287.41	\$242,858
Sports/Recreation/Exercise Equipment ⁶	69	\$124.90	\$105,544
Photo Equipment and Supplies ⁷	81	\$83.68	\$70,710
Reading ⁸	77	\$118.76	\$100,355
Catered Affairs ⁹	77	\$18.89	\$15,960
Food	83	\$6,384.88	\$5,395,220
Food at Home	83	\$3,734.83	\$3,155,930
Bakery and Cereal Products	84	\$501.54	\$423,801
Meat, Poultry, Fish, and Eggs	84	\$866.66	\$732,329
Dairy Products	84	\$419.65	\$354,604
Fruit and Vegetables	80	\$626.17	\$529,110
Snacks and Other Food at Home ¹⁰	85	\$1,320.81	\$1,116,085
Food Away from Home	82	\$2,650.05	\$2,239,289
Alcoholic Beverages	75	\$429.79	\$363,173
Nonalcoholic Beverages at Home	85	\$372.06	\$314,392



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
Longitude: -85.196544

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	\$1,300.08	\$1,098,569
Vehicle Loans	95	\$4,681.72	\$3,956,056
Health			
Nonprescription Drugs	92	\$94.92	\$80,208
Prescription Drugs	95	\$471.22	\$398,185
Eyeglasses and Contact Lenses	82	\$62.90	\$53,151
Home			
Mortgage Payment and Basics ¹¹	80	\$7,482.17	\$6,322,432
Maintenance and Remodeling Services	76	\$1,508.32	\$1,274,529
Maintenance and Remodeling Materials ¹²	91	\$336.54	\$284,378
Utilities, Fuel, and Public Services	88	\$3,992.20	\$3,373,408
Household Furnishings and Equipment			
Household Textiles ¹³	81	\$107.42	\$90,769
Furniture	80	\$478.28	\$404,150
Floor Coverings	74	\$55.69	\$47,061
Major Appliances ¹⁴	88	\$267.14	\$225,734
Housewares ¹⁵	71	\$61.36	\$51,851
Small Appliances	84	\$27.39	\$23,141
Luggage	76	\$7.00	\$5,918
Telephones and Accessories	56	\$24.01	\$20,290
Household Operations			
Child Care	80	\$372.09	\$314,415
Lawn and Garden ¹⁶	85	\$356.56	\$301,293
Moving/Storage/Freight Express	73	\$44.28	\$37,414
Housekeeping Supplies ¹⁷	87	\$610.87	\$516,183
Insurance			
Owners and Renters Insurance	94	\$433.40	\$366,222
Vehicle Insurance	85	\$990.86	\$837,279
Life/Other Insurance	87	\$364.70	\$308,168
Health Insurance	88	\$1,699.17	\$1,435,795
Personal Care Products ¹⁸	84	\$335.18	\$283,228
School Books and Supplies ¹⁹	82	\$87.29	\$73,757
Smoking Products	92	\$394.72	\$333,535
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	89	\$3,916.45	\$3,309,400
Gasoline and Motor Oil	93	\$2,658.75	\$2,246,645
Vehicle Maintenance and Repairs	84	\$788.74	\$666,484
Travel			
Airline Fares	67	\$308.55	\$260,726
Lodging on Trips	74	\$322.68	\$272,667
Auto/Truck/Van Rental on Trips	66	\$24.43	\$20,643
Food and Drink on Trips	77	\$334.89	\$282,980

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

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Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 3 miles radius

Latitude: 35.234753
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Top Tapestry Segments:		Demographic Summary		2010	2015
Midland Crowd	27.6%	Population		16,656	17,648
Salt of the Earth	14.2%	Households		6,388	6,794
Southern Satellites	13.6%	Families		4,854	5,111
Rooted Rural	12.4%	Median Age		39.2	40.3
Crossroads	10.0%	Median Household Income		\$53,320	\$59,234

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,432.76	\$9,152,477
Men's	56	\$256.64	\$1,639,430
Women's	53	\$436.19	\$2,786,402
Children's	69	\$275.87	\$1,762,247
Footwear	43	\$180.56	\$1,153,421
Watches & Jewelry	84	\$163.44	\$1,044,027
Apparel Products and Services ¹	128	\$120.06	\$766,950
Computer			
Computers and Hardware for Home Use	85	\$163.79	\$1,046,312
Software and Accessories for Home Use	84	\$23.90	\$152,657
Entertainment & Recreation	91	\$2,949.01	\$18,838,254
Fees and Admissions	80	\$492.62	\$3,146,847
Membership Fees for Clubs ²	78	\$127.29	\$813,098
Fees for Participant Sports, excl. Trips	84	\$89.23	\$570,011
Admission to Movie/Theatre/Opera/Ballet	79	\$120.31	\$768,533
Admission to Sporting Events, excl. Trips	87	\$52.02	\$332,308
Fees for Recreational Lessons	76	\$103.32	\$660,013
Dating Services	58	\$0.45	\$2,884
TV/Video/Audio	90	\$1,114.00	\$7,116,237
Community Antenna or Cable TV	93	\$671.75	\$4,291,154
Televisions	87	\$169.00	\$1,079,600
VCRs, Video Cameras, and DVD Players	86	\$17.53	\$111,999
Video Cassettes and DVDs	89	\$46.75	\$298,631
Video and Computer Game Hardware and Software	86	\$48.24	\$308,145
Satellite Dishes	102	\$1.28	\$8,176
Rental of Video Cassettes and DVDs	88	\$36.05	\$230,291
Streaming/Downloaded Video	74	\$1.04	\$6,635
Audio ³	79	\$116.13	\$741,818
Rental and Repair of TV/Radio/Audio	82	\$6.23	\$39,788
Pets	118	\$508.96	\$3,251,247
Toys and Games ⁴	93	\$135.51	\$865,651
Recreational Vehicles and Fees ⁵	99	\$319.85	\$2,043,171
Sports/Recreation/Exercise Equipment ⁶	75	\$135.32	\$864,439
Photo Equipment and Supplies ⁷	88	\$90.80	\$580,048
Reading ⁸	85	\$131.45	\$839,674
Catered Affairs ⁹	83	\$20.50	\$130,939
Food	89	\$6,851.93	\$43,770,155
Food at Home	89	\$4,003.75	\$25,575,954
Bakery and Cereal Products	90	\$539.52	\$3,446,470
Meat, Poultry, Fish, and Eggs	89	\$923.83	\$5,901,446
Dairy Products	91	\$451.57	\$2,884,660
Fruit and Vegetables	86	\$676.19	\$4,319,473
Snacks and Other Food at Home ¹⁰	91	\$1,412.63	\$9,023,906
Food Away from Home	88	\$2,848.18	\$18,194,202
Alcoholic Beverages	81	\$463.69	\$2,962,082
Nonalcoholic Beverages at Home	91	\$396.39	\$2,532,109



Retail Goods and Services Expenditures

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Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 3 miles radius

Latitude: 35.234753
Longitude: -85.196544

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	84	\$1,461.86	\$9,338,341
Vehicle Loans	101	\$4,982.59	\$31,828,807
Health			
Nonprescription Drugs	100	\$102.59	\$655,344
Prescription Drugs	102	\$509.05	\$3,251,807
Eyeglasses and Contact Lenses	90	\$69.29	\$442,639
Home			
Mortgage Payment and Basics ¹¹	90	\$8,399.09	\$53,653,407
Maintenance and Remodeling Services	87	\$1,718.31	\$10,976,571
Maintenance and Remodeling Materials ¹²	100	\$372.75	\$2,381,096
Utilities, Fuel, and Public Services	94	\$4,266.43	\$27,253,975
Household Furnishings and Equipment			
Household Textiles ¹³	87	\$116.29	\$742,829
Furniture	86	\$518.55	\$3,312,491
Floor Coverings	84	\$63.22	\$403,860
Major Appliances ¹⁴	97	\$292.87	\$1,870,848
Housewares ¹⁵	77	\$66.15	\$422,551
Small Appliances	90	\$29.55	\$188,746
Luggage	84	\$7.77	\$49,619
Telephones and Accessories	60	\$25.35	\$161,927
Household Operations			
Child Care	88	\$406.26	\$2,595,162
Lawn and Garden ¹⁶	94	\$395.37	\$2,525,597
Moving/Storage/Freight Express	78	\$47.45	\$303,102
Housekeeping Supplies ¹⁷	93	\$655.38	\$4,186,559
Insurance			
Owners and Renters Insurance	103	\$475.21	\$3,035,657
Vehicle Insurance	91	\$1,064.99	\$6,803,154
Life/Other Insurance	97	\$403.63	\$2,578,416
Health Insurance	96	\$1,852.55	\$11,834,116
Personal Care Products ¹⁸	90	\$360.18	\$2,300,799
School Books and Supplies ¹⁹	86	\$91.39	\$583,802
Smoking Products	97	\$413.91	\$2,644,071
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	95	\$4,185.88	\$26,739,413
Gasoline and Motor Oil	98	\$2,814.21	\$17,977,180
Vehicle Maintenance and Repairs	91	\$853.89	\$5,454,627
Travel			
Airline Fares	76	\$346.68	\$2,214,573
Lodging on Trips	83	\$363.51	\$2,322,094
Auto/Truck/Van Rental on Trips	75	\$27.55	\$175,978
Food and Drink on Trips	85	\$371.76	\$2,374,819

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 3 miles radius

Latitude: 35.234753
Longitude: -85.196544

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 5 miles radius

Latitude: 35.234753
Longitude: -85.196544

Top Tapestry Segments:		Demographic Summary		2010	2015
Salt of the Earth	15.9%	Population		38,795	41,378
Midland Crowd	15.8%	Households		14,659	15,688
Southern Satellites	12.7%	Families		11,299	11,984
Milk and Cookies	10.3%	Median Age		39.9	40.8
Cozy and Comfortable	8.6%	Median Household Income		\$57,166	\$61,477

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	65	\$1,550.48	\$22,728,446
Men's	61	\$278.78	\$4,086,586
Women's	57	\$475.65	\$6,972,559
Children's	73	\$293.43	\$4,301,446
Footwear	46	\$192.82	\$2,826,561
Watches & Jewelry	92	\$179.51	\$2,631,383
Apparel Products and Services ¹	139	\$130.29	\$1,909,912
Computer			
Computers and Hardware for Home Use	93	\$177.84	\$2,606,928
Software and Accessories for Home Use	92	\$26.09	\$382,505
Entertainment & Recreation	99	\$3,186.40	\$46,709,468
Fees and Admissions	90	\$558.21	\$8,182,846
Membership Fees for Clubs ²	89	\$145.34	\$2,130,559
Fees for Participant Sports, excl. Trips	93	\$99.19	\$1,454,024
Admission to Movie/Theatre/Opera/Ballet	88	\$133.92	\$1,963,126
Admission to Sporting Events, excl. Trips	97	\$57.96	\$849,652
Fees for Recreational Lessons	89	\$121.28	\$1,777,799
Dating Services	68	\$0.52	\$7,686
TV/Video/Audio	96	\$1,188.13	\$17,416,813
Community Antenna or Cable TV	98	\$709.43	\$10,399,558
Televisions	95	\$183.02	\$2,682,911
VCRs, Video Cameras, and DVD Players	93	\$18.86	\$276,468
Video Cassettes and DVDs	94	\$49.49	\$725,487
Video and Computer Game Hardware and Software	95	\$52.86	\$774,883
Satellite Dishes	106	\$1.34	\$19,676
Rental of Video Cassettes and DVDs	94	\$38.73	\$567,761
Streaming/Downloaded Video	84	\$1.17	\$17,189
Audio ³	86	\$126.54	\$1,854,961
Rental and Repair of TV/Radio/Audio	88	\$6.68	\$97,920
Pets	126	\$542.39	\$7,950,898
Toys and Games ⁴	100	\$144.90	\$2,124,122
Recreational Vehicles and Fees ⁵	105	\$339.34	\$4,974,340
Sports/Recreation/Exercise Equipment ⁶	80	\$145.54	\$2,133,410
Photo Equipment and Supplies ⁷	96	\$99.53	\$1,459,023
Reading ⁸	94	\$145.16	\$2,127,896
Catered Affairs ⁹	94	\$23.20	\$340,117
Food	95	\$7,332.19	\$107,482,546
Food at Home	95	\$4,271.36	\$62,613,803
Bakery and Cereal Products	97	\$576.31	\$8,448,099
Meat, Poultry, Fish, and Eggs	95	\$983.45	\$14,416,332
Dairy Products	97	\$481.36	\$7,056,285
Fruit and Vegetables	93	\$726.69	\$10,652,604
Snacks and Other Food at Home ¹⁰	96	\$1,503.55	\$22,040,479
Food Away from Home	95	\$3,060.83	\$44,868,744
Alcoholic Beverages	89	\$509.22	\$7,464,628
Nonalcoholic Beverages at Home	96	\$420.60	\$6,165,506



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 5 miles radius

Latitude: 35.234753
Longitude: -85.196544

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	93	\$1,621.11	\$23,763,791
Vehicle Loans	106	\$5,198.55	\$76,205,534
Health			
Nonprescription Drugs	103	\$106.60	\$1,562,614
Prescription Drugs	106	\$530.84	\$7,781,600
Eyeglasses and Contact Lenses	99	\$75.80	\$1,111,092
Home			
Mortgage Payment and Basics ¹¹	100	\$9,339.94	\$136,914,176
Maintenance and Remodeling Services	97	\$1,926.06	\$28,234,108
Maintenance and Remodeling Materials ¹²	108	\$401.16	\$5,880,606
Utilities, Fuel, and Public Services	100	\$4,523.63	\$66,311,944
Household Furnishings and Equipment			
Household Textiles ¹³	95	\$126.10	\$1,848,481
Furniture	94	\$564.41	\$8,273,620
Floor Coverings	95	\$71.48	\$1,047,810
Major Appliances ¹⁴	103	\$313.01	\$4,588,375
Housewares ¹⁵	83	\$71.31	\$1,045,346
Small Appliances	97	\$31.80	\$466,099
Luggage	94	\$8.67	\$127,106
Telephones and Accessories	63	\$27.04	\$396,313
Household Operations			
Child Care	96	\$443.05	\$6,494,725
Lawn and Garden ¹⁶	102	\$427.18	\$6,262,079
Moving/Storage/Freight Express	83	\$50.56	\$741,122
Housekeeping Supplies ¹⁷	99	\$696.25	\$10,206,316
Insurance			
Owners and Renters Insurance	109	\$504.39	\$7,393,888
Vehicle Insurance	98	\$1,137.05	\$16,667,991
Life/Other Insurance	105	\$437.87	\$6,418,722
Health Insurance	102	\$1,967.68	\$28,844,156
Personal Care Products ¹⁸	96	\$384.23	\$5,632,381
School Books and Supplies ¹⁹	92	\$97.74	\$1,432,752
Smoking Products	100	\$428.36	\$6,279,369
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	101	\$4,428.07	\$64,911,130
Gasoline and Motor Oil	103	\$2,948.39	\$43,220,469
Vehicle Maintenance and Repairs	97	\$914.62	\$13,407,402
Travel			
Airline Fares	86	\$394.24	\$5,779,142
Lodging on Trips	93	\$407.35	\$5,971,292
Auto/Truck/Van Rental on Trips	86	\$31.67	\$464,232
Food and Drink on Trips	94	\$410.32	\$6,014,919

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 5 miles radius

Latitude: 35.234753
Longitude: -85.196544

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	2,000	2,140
Total Number of Adults	1,523	1,627
Households	845	908
Median Household Income	\$47,586	\$53,995

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	708	46.5%	92
Bought any women's apparel in last 12 months	708	46.5%	102
Bought apparel for child <13 in last 6 months	487	32.0%	113
Bought any shoes in last 12 months	763	50.1%	96
Bought costume jewelry in last 12 months	309	20.3%	97
Bought any fine jewelry in last 12 months	351	23.1%	101
Bought a watch in last 12 months	335	22.0%	106
Automobiles (Households)			
HH owns/leases any vehicle	762	90.2%	103
HH bought new vehicle in last 12 months	53	6.3%	76
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,364	89.6%	103
Bought/changed motor oil in last 12 months	986	64.8%	125
Had tune-up in last 12 months	470	30.9%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	812	53.4%	85
Drank regular cola in last 6 months	880	57.8%	111
Drank beer/ale in last 6 months	520	34.2%	81
Cameras & Film (Adults)			
Bought any camera in last 12 months	229	15.0%	101
Bought film in last 12 months	365	24.0%	102
Bought digital camera in last 12 months	70	4.6%	65
Bought memory card for camera in last 12 months	95	6.2%	82
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	439	28.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	358	23.5%	91
Avg monthly cell/mobile phone/PDA bill: \$50-99	448	29.4%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	245	16.1%	105
Computers (Households)			
HH owns a personal computer	525	62.1%	86
HH spent <\$500 on home PC	75	8.9%	98
HH spent \$500-\$999 on home PC	152	18.0%	98
HH spent \$1000-\$1499 on home PC	93	11.0%	75
HH spent \$1500-\$1999 on home PC	51	6.0%	73
Spent \$2000+ on home PC	39	4.6%	60

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	899	59.1%	99
Bought cigarettes at convenience store in last 30 days	308	20.2%	137
Bought gas at convenience store in last 30 days	620	40.7%	123
Spent at convenience store in last 30 days: <\$20	100	6.6%	68
Spent at convenience store in last 30 days: \$20-39	137	9.0%	90
Spent at convenience store in last 30 days: \$40+	630	41.4%	118
Entertainment (Adults)			
Attended movies in last 6 months	680	44.7%	76
Went to live theater in last 6 months	122	8.0%	64
Went to a bar/night club in last 12 months	237	15.6%	85
Dined out in last 12 months	649	42.6%	87
Gambled at a casino in last 12 months	155	10.2%	63
Visited a theme park in last 12 months	264	17.3%	78
DVDs rented in last 30 days: 1	33	2.2%	82
DVDs rented in last 30 days: 2	66	4.3%	93
DVDs rented in last 30 days: 3	39	2.6%	83
DVDs rented in last 30 days: 4	54	3.5%	89
DVDs rented in last 30 days: 5+	175	11.5%	87
DVDs purchased in last 30 days: 1	71	4.7%	87
DVDs purchased in last 30 days: 2	93	6.1%	116
DVDs purchased in last 30 days: 3-4	77	5.1%	103
DVDs purchased in last 30 days: 5+	102	6.7%	124
Spent on toys/games in last 12 months: <\$50	113	7.4%	119
Spent on toys/games in last 12 months: \$50-\$99	44	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	99	6.5%	91
Spent on toys/games in last 12 months: \$200-\$499	174	11.4%	110
Spent on toys/games in last 12 months: \$500+	76	5.0%	91
Financial (Adults)			
Have home mortgage (1st)	209	13.7%	76
Used ATM/cash machine in last 12 months	655	43.0%	85
Own any stock	70	4.6%	51
Own U.S. savings bond	63	4.1%	58
Own shares in mutual fund (stock)	75	4.9%	52
Own shares in mutual fund (bonds)	56	3.7%	64
Used full service brokerage firm in last 12 months	55	3.6%	59
Used discount brokerage firm in last 12 months	17	1.1%	57
Have 401K retirement savings	200	13.1%	80
Own any credit/debit card (in own name)	973	63.9%	87
Avg monthly credit card expenditures: <\$111	219	14.4%	98
Avg monthly credit card expenditures: \$111-225	119	7.8%	87
Avg monthly credit card expenditures: \$226-450	80	5.3%	61
Avg monthly credit card expenditures: \$451-700	80	5.3%	73
Avg monthly credit card expenditures: \$701+	144	9.5%	69

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,095	71.9%	104
Used bread in last 6 months	1,483	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,102	72.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	739	48.6%	95
Used fresh fruit/vegetables in last 6 months	1,336	87.8%	102
Used fresh milk in last 6 months	1,423	93.5%	103
Health (Adults)			
Exercise at home 2+ times per week	365	24.0%	81
Exercise at club 2+ times per week	72	4.7%	41
Visited a doctor in last 12 months	1,181	77.6%	99
Used vitamin/dietary supplement in last 6 months	672	44.2%	93
Home (Households)			
Any home improvement in last 12 months	265	31.4%	100
Used housekeeper/maid/professional cleaning service in last 12 months	102	12.1%	77
Purchased any HH furnishing in last 12 months	82	9.7%	92
Purchased bedding/bath goods in last 12 months	427	50.5%	93
Purchased cooking/serving product in last 12 months	205	24.3%	89
Bought any kitchen appliance in last 12 months	146	17.3%	97
Insurance (Adults)			
Currently carry any life insurance	741	48.7%	101
Have medical/hospital/accident insurance	1,043	68.5%	94
Carry homeowner insurance	809	53.2%	100
Carry renter insurance	51	3.4%	56
Have auto/other vehicle insurance	1,324	87.0%	103
Pets (Households)			
HH owns any pet	484	57.3%	120
HH owns any cat	223	26.4%	113
HH owns any dog	388	45.9%	132
Reading Materials (Adults)			
Bought book in last 12 months	657	43.2%	87
Read any daily newspaper	527	34.6%	81
Heavy magazine reader	222	14.6%	73
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,046	68.7%	94
Went to family restaurant/steak house last mo: <2 times	365	24.0%	92
Went to family restaurant/steak house last mo: 2-4 times	392	25.8%	94
Went to family restaurant/steak house last mo: 5+ times	289	19.0%	97
Went to fast food/drive-in restaurant in last 6 mo	1,370	90.0%	100
Went to fast food/drive-in restaurant <5 times/mo	446	29.3%	96
Went to fast food/drive-in 5-12 times/mo	447	29.4%	93
Went to fast food/drive-in restaurant 13+ times/mo	477	31.3%	113
Fast food/drive-in last 6 mo: eat in	593	39.0%	101
Fast food/drive-in last 6 mo: home delivery	145	9.5%	86
Fast food/drive-in last 6 mo: take-out/drive-thru	856	56.2%	108
Fast food/drive-in last 6 mo: take-out/walk-in	310	20.4%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	534	63.2%	98
HH average monthly long distance phone bill: <\$16	230	27.2%	98
HH average monthly long distance phone bill: \$16-25	84	9.9%	85
HH average monthly long distance phone bill: \$26-59	62	7.3%	75
HH average monthly long distance phone bill: \$60+	41	4.9%	111
Television & Sound Equipment (Households)			
HH owns 1 TV	170	20.1%	101
HH owns 2 TVs	230	27.2%	103
HH owns 3 TVs	196	23.2%	103
HH owns 4+ TVs	165	19.5%	93
HH subscribes to cable TV	339	40.1%	69
HH watched 15+ hours of cable TV last week	487	57.6%	96
Purchased audio equipment in last 12 months	57	6.7%	81
Purchased CD player in last 12 months	42	5.0%	94
Purchased DVD player in last 12 months	91	10.8%	102
Purchased MP3 player in last 12 months	42	5.0%	57
Purchased video game system in last 12 months	53	6.3%	72
Travel (Adults)			
Domestic travel in last 12 months	627	41.2%	78
Took 3+ domestic trips in last 12 months	192	12.6%	61
Spent on domestic vacations last 12 mo: <\$1000	164	10.8%	85
Spent on domestic vacations last 12 mo: \$1000-\$1499	88	5.8%	84
Spent on domestic vacations last 12 mo: \$1500-\$1999	39	2.6%	64
Spent on domestic vacations last 12 mo: \$2000-\$2999	43	2.8%	69
Spent on domestic vacations last 12 mo: \$3000+	34	2.2%	46
Foreign travel in last 3 years	199	13.1%	52
Took 3+ foreign trips by plane in last 3 years	19	1.2%	28
Spent on foreign vacations last 12 mo: <\$1000	52	3.4%	62
Spent on foreign vacations last 12 mo: \$1000-\$2999	37	2.4%	61
Spent on foreign vacations: \$3000+	34	2.2%	48
Stayed 1+ nights at hotel/motel in last 12 months	501	32.9%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	16,656	17,648
Total Number of Adults	12,681	13,433
Households	6,388	6,794
Median Household Income	\$53,320	\$59,234

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	6,509	51.3%	102
Bought any women's apparel in last 12 months	5,834	46.0%	101
Bought apparel for child <13 in last 6 months	3,720	29.3%	104
Bought any shoes in last 12 months	6,613	52.1%	100
Bought costume jewelry in last 12 months	2,506	19.8%	95
Bought any fine jewelry in last 12 months	2,701	21.3%	93
Bought a watch in last 12 months	2,839	22.4%	108
Automobiles (Households)			
HH owns/leases any vehicle	5,881	92.0%	106
HH bought new vehicle in last 12 months	537	8.4%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,620	91.6%	105
Bought/changed motor oil in last 12 months	7,835	61.8%	119
Had tune-up in last 12 months	3,900	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,227	57.0%	91
Drank regular cola in last 6 months	7,060	55.7%	107
Drank beer/ale in last 6 months	4,675	36.9%	87
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,068	16.3%	110
Bought film in last 12 months	3,187	25.1%	106
Bought digital camera in last 12 months	861	6.8%	96
Bought memory card for camera in last 12 months	951	7.5%	99
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	3,873	30.5%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,288	25.9%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,844	30.3%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	1,990	15.7%	102
Computers (Households)			
HH owns a personal computer	4,397	68.8%	96
HH spent <\$500 on home PC	566	8.9%	98
HH spent \$500-\$999 on home PC	1,266	19.8%	108
HH spent \$1000-\$1499 on home PC	839	13.1%	89
HH spent \$1500-\$1999 on home PC	467	7.3%	88
Spent \$2000+ on home PC	398	6.2%	80

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	7,948	62.7%	105
Bought cigarettes at convenience store in last 30 days	2,285	18.0%	122
Bought gas at convenience store in last 30 days	5,350	42.2%	127
Spent at convenience store in last 30 days: <\$20	1,047	8.3%	85
Spent at convenience store in last 30 days: \$20-39	1,196	9.4%	94
Spent at convenience store in last 30 days: \$40+	5,239	41.3%	118
Entertainment (Adults)			
Attended movies in last 6 months	6,547	51.6%	88
Went to live theater in last 6 months	1,133	8.9%	71
Went to a bar/night club in last 12 months	1,855	14.6%	80
Dined out in last 12 months	5,847	46.1%	94
Gambled at a casino in last 12 months	1,659	13.1%	81
Visited a theme park in last 12 months	2,403	18.9%	85
DVDs rented in last 30 days: 1	310	2.4%	92
DVDs rented in last 30 days: 2	470	3.7%	79
DVDs rented in last 30 days: 3	348	2.7%	88
DVDs rented in last 30 days: 4	473	3.7%	93
DVDs rented in last 30 days: 5+	1,570	12.4%	94
DVDs purchased in last 30 days: 1	694	5.5%	102
DVDs purchased in last 30 days: 2	729	5.7%	109
DVDs purchased in last 30 days: 3-4	625	4.9%	100
DVDs purchased in last 30 days: 5+	722	5.7%	106
Spent on toys/games in last 12 months: <\$50	858	6.8%	108
Spent on toys/games in last 12 months: \$50-\$99	375	3.0%	108
Spent on toys/games in last 12 months: \$100-\$199	911	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	1,322	10.4%	100
Spent on toys/games in last 12 months: \$500+	683	5.4%	98
Financial (Adults)			
Have home mortgage (1st)	2,321	18.3%	101
Used ATM/cash machine in last 12 months	5,858	46.2%	91
Own any stock	885	7.0%	78
Own U.S. savings bond	784	6.2%	87
Own shares in mutual fund (stock)	930	7.3%	78
Own shares in mutual fund (bonds)	602	4.7%	82
Used full service brokerage firm in last 12 months	597	4.7%	77
Used discount brokerage firm in last 12 months	184	1.5%	74
Have 401K retirement savings	2,033	16.0%	97
Own any credit/debit card (in own name)	8,924	70.4%	96
Avg monthly credit card expenditures: <\$111	1,994	15.7%	107
Avg monthly credit card expenditures: \$111-225	1,131	8.9%	99
Avg monthly credit card expenditures: \$226-450	966	7.6%	89
Avg monthly credit card expenditures: \$451-700	787	6.2%	87
Avg monthly credit card expenditures: \$701+	1,311	10.3%	75

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,325	73.5%	106
Used bread in last 6 months	12,365	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	9,507	75.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	6,448	50.8%	100
Used fresh fruit/vegetables in last 6 months	11,049	87.1%	101
Used fresh milk in last 6 months	11,805	93.1%	103
Health (Adults)			
Exercise at home 2+ times per week	3,499	27.6%	94
Exercise at club 2+ times per week	897	7.1%	61
Visited a doctor in last 12 months	9,946	78.4%	100
Used vitamin/dietary supplement in last 6 months	5,827	46.0%	96
Home (Households)			
Any home improvement in last 12 months	2,166	33.9%	109
Used housekeeper/maid/professional cleaning service in last 12 months	774	12.1%	77
Purchased any HH furnishing in last 12 months	598	9.4%	89
Purchased bedding/bath goods in last 12 months	3,340	52.3%	96
Purchased cooking/serving product in last 12 months	1,657	25.9%	96
Bought any kitchen appliance in last 12 months	1,149	18.0%	101
Insurance (Adults)			
Currently carry any life insurance	6,853	54.0%	112
Have medical/hospital/accident insurance	9,411	74.2%	102
Carry homeowner insurance	7,724	60.9%	115
Carry renter insurance	529	4.2%	69
Have auto/other vehicle insurance	11,267	88.8%	106
Pets (Households)			
HH owns any pet	3,789	59.3%	124
HH owns any cat	1,868	29.2%	125
HH owns any dog	3,008	47.1%	136
Reading Materials (Adults)			
Bought book in last 12 months	5,754	45.4%	92
Read any daily newspaper	5,134	40.5%	94
Heavy magazine reader	2,019	15.9%	80
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	9,075	71.6%	98
Went to family restaurant/steak house last mo: <2 times	3,153	24.9%	96
Went to family restaurant/steak house last mo: 2-4 times	3,475	27.4%	100
Went to family restaurant/steak house last mo: 5+ times	2,448	19.3%	99
Went to fast food/drive-in restaurant in last 6 mo	11,584	91.3%	102
Went to fast food/drive-in restaurant <5 times/mo	3,682	29.0%	95
Went to fast food/drive-in 5-12 times/mo	4,206	33.2%	105
Went to fast food/drive-in restaurant 13+ times/mo	3,696	29.1%	105
Fast food/drive-in last 6 mo: eat in	5,325	42.0%	109
Fast food/drive-in last 6 mo: home delivery	1,352	10.7%	96
Fast food/drive-in last 6 mo: take-out/drive-thru	7,186	56.7%	108
Fast food/drive-in last 6 mo: take-out/walk-in	2,752	21.7%	88

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	4,337	67.9%	106
HH average monthly long distance phone bill: <\$16	1,865	29.2%	105
HH average monthly long distance phone bill: \$16-25	790	12.4%	105
HH average monthly long distance phone bill: \$26-59	554	8.7%	89
HH average monthly long distance phone bill: \$60+	271	4.2%	97
Television & Sound Equipment (Households)			
HH owns 1 TV	1,197	18.7%	94
HH owns 2 TVs	1,675	26.2%	99
HH owns 3 TVs	1,494	23.4%	104
HH owns 4+ TVs	1,390	21.8%	104
HH subscribes to cable TV	2,659	41.6%	72
HH watched 15+ hours of cable TV last week	3,894	60.9%	101
Purchased audio equipment in last 12 months	464	7.3%	87
Purchased CD player in last 12 months	333	5.2%	99
Purchased DVD player in last 12 months	658	10.3%	98
Purchased MP3 player in last 12 months	433	6.8%	78
Purchased video game system in last 12 months	532	8.3%	96
Travel (Adults)			
Domestic travel in last 12 months	6,250	49.3%	93
Took 3+ domestic trips in last 12 months	2,338	18.4%	89
Spent on domestic vacations last 12 mo: <\$1000	1,512	11.9%	94
Spent on domestic vacations last 12 mo: \$1000-\$1499	825	6.5%	94
Spent on domestic vacations last 12 mo: \$1500-\$1999	382	3.0%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	441	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	421	3.3%	69
Foreign travel in last 3 years	2,088	16.5%	66
Took 3+ foreign trips by plane in last 3 years	267	2.1%	46
Spent on foreign vacations last 12 mo: <\$1000	482	3.8%	69
Spent on foreign vacations last 12 mo: \$1000-\$2999	285	2.2%	56
Spent on foreign vacations: \$3000+	356	2.8%	60
Stayed 1+ nights at hotel/motel in last 12 months	4,918	38.8%	94

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 5 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	38,795	41,378
Total Number of Adults	29,772	31,792
Households	14,659	15,688
Median Household Income	\$57,166	\$61,477

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	15,649	52.6%	104
Bought any women's apparel in last 12 months	13,871	46.6%	102
Bought apparel for child <13 in last 6 months	8,876	29.8%	106
Bought any shoes in last 12 months	15,863	53.3%	102
Bought costume jewelry in last 12 months	6,130	20.6%	99
Bought any fine jewelry in last 12 months	6,525	21.9%	96
Bought a watch in last 12 months	6,609	22.2%	107
Automobiles (Households)			
HH owns/leases any vehicle	13,601	92.8%	106
HH bought new vehicle in last 12 months	1,307	8.9%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,464	92.2%	106
Bought/changed motor oil in last 12 months	17,967	60.3%	117
Had tune-up in last 12 months	9,289	31.2%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,600	59.1%	94
Drank regular cola in last 6 months	16,179	54.3%	104
Drank beer/ale in last 6 months	11,618	39.0%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,809	16.2%	109
Bought film in last 12 months	7,582	25.5%	108
Bought digital camera in last 12 months	2,146	7.2%	102
Bought memory card for camera in last 12 months	2,339	7.9%	103
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	9,264	31.1%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	7,854	26.4%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,362	31.4%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	4,772	16.0%	104
Computers (Households)			
HH owns a personal computer	10,611	72.4%	101
HH spent <\$500 on home PC	1,358	9.3%	102
HH spent \$500-\$999 on home PC	2,965	20.2%	110
HH spent \$1000-\$1499 on home PC	2,117	14.4%	98
HH spent \$1500-\$1999 on home PC	1,192	8.1%	98
Spent \$2000+ on home PC	1,041	7.1%	92

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 5 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	18,717	62.9%	105
Bought cigarettes at convenience store in last 30 days	5,038	16.9%	115
Bought gas at convenience store in last 30 days	12,298	41.3%	125
Spent at convenience store in last 30 days: <\$20	2,588	8.7%	90
Spent at convenience store in last 30 days: \$20-39	2,938	9.9%	99
Spent at convenience store in last 30 days: \$40+	12,093	40.6%	116
Entertainment (Adults)			
Attended movies in last 6 months	16,180	54.3%	93
Went to live theater in last 6 months	3,017	10.1%	81
Went to a bar/night club in last 12 months	4,854	16.3%	89
Dined out in last 12 months	14,655	49.2%	101
Gambled at a casino in last 12 months	4,333	14.6%	90
Visited a theme park in last 12 months	6,208	20.9%	94
DVDs rented in last 30 days: 1	722	2.4%	91
DVDs rented in last 30 days: 2	1,232	4.1%	88
DVDs rented in last 30 days: 3	865	2.9%	94
DVDs rented in last 30 days: 4	1,130	3.8%	95
DVDs rented in last 30 days: 5+	3,934	13.2%	100
DVDs purchased in last 30 days: 1	1,706	5.7%	107
DVDs purchased in last 30 days: 2	1,757	5.9%	112
DVDs purchased in last 30 days: 3-4	1,476	5.0%	101
DVDs purchased in last 30 days: 5+	1,651	5.5%	103
Spent on toys/games in last 12 months: <\$50	2,082	7.0%	112
Spent on toys/games in last 12 months: \$50-\$99	901	3.0%	110
Spent on toys/games in last 12 months: \$100-\$199	2,148	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	3,185	10.7%	103
Spent on toys/games in last 12 months: \$500+	1,749	5.9%	107
Financial (Adults)			
Have home mortgage (1st)	5,938	19.9%	110
Used ATM/cash machine in last 12 months	14,526	48.8%	96
Own any stock	2,459	8.3%	92
Own U.S. savings bond	2,088	7.0%	99
Own shares in mutual fund (stock)	2,580	8.7%	92
Own shares in mutual fund (bonds)	1,625	5.5%	95
Used full service brokerage firm in last 12 months	1,639	5.5%	91
Used discount brokerage firm in last 12 months	501	1.7%	85
Have 401K retirement savings	5,337	17.9%	108
Own any credit/debit card (in own name)	21,788	73.2%	100
Avg monthly credit card expenditures: <\$111	4,693	15.8%	108
Avg monthly credit card expenditures: \$111-225	2,750	9.2%	102
Avg monthly credit card expenditures: \$226-450	2,530	8.5%	99
Avg monthly credit card expenditures: \$451-700	2,021	6.8%	95
Avg monthly credit card expenditures: \$701+	3,415	11.5%	84

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 5 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,784	73.2%	105
Used bread in last 6 months	29,057	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	22,585	75.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	15,458	51.9%	102
Used fresh fruit/vegetables in last 6 months	26,106	87.7%	102
Used fresh milk in last 6 months	27,712	93.1%	103
Health (Adults)			
Exercise at home 2+ times per week	8,643	29.0%	99
Exercise at club 2+ times per week	2,631	8.8%	76
Visited a doctor in last 12 months	23,728	79.7%	102
Used vitamin/dietary supplement in last 6 months	14,038	47.2%	99
Home (Households)			
Any home improvement in last 12 months	5,228	35.7%	114
Used housekeeper/maid/professional cleaning service in last 12 months	1,926	13.1%	84
Purchased any HH furnishing in last 12 months	1,456	9.9%	94
Purchased bedding/bath goods in last 12 months	7,843	53.5%	98
Purchased cooking/serving product in last 12 months	3,873	26.4%	97
Bought any kitchen appliance in last 12 months	2,727	18.6%	105
Insurance (Adults)			
Currently carry any life insurance	16,506	55.4%	115
Have medical/hospital/accident insurance	22,554	75.8%	104
Carry homeowner insurance	18,717	62.9%	119
Carry renter insurance	1,263	4.2%	70
Have auto/other vehicle insurance	26,630	89.4%	106
Pets (Households)			
HH owns any pet	8,713	59.4%	125
HH owns any cat	4,304	29.4%	126
HH owns any dog	6,842	46.7%	135
Reading Materials (Adults)			
Bought book in last 12 months	14,221	47.8%	96
Read any daily newspaper	12,559	42.2%	98
Heavy magazine reader	4,896	16.4%	83
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	21,866	73.4%	101
Went to family restaurant/steak house last mo: <2 times	7,574	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	8,238	27.7%	101
Went to family restaurant/steak house last mo: 5+ times	6,056	20.3%	104
Went to fast food/drive-in restaurant in last 6 mo	27,285	91.6%	102
Went to fast food/drive-in restaurant <5 times/mo	8,802	29.6%	97
Went to fast food/drive-in 5-12 times/mo	9,875	33.2%	105
Went to fast food/drive-in restaurant 13+ times/mo	8,609	28.9%	104
Fast food/drive-in last 6 mo: eat in	12,489	41.9%	109
Fast food/drive-in last 6 mo: home delivery	3,164	10.6%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	16,972	57.0%	109
Fast food/drive-in last 6 mo: take-out/walk-in	6,788	22.8%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 5 miles radius

Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,194	69.5%	108
HH average monthly long distance phone bill: <\$16	4,385	29.9%	107
HH average monthly long distance phone bill: \$16-25	1,817	12.4%	106
HH average monthly long distance phone bill: \$26-59	1,374	9.4%	96
HH average monthly long distance phone bill: \$60+	616	4.2%	96
Television & Sound Equipment (Households)			
HH owns 1 TV	2,524	17.2%	87
HH owns 2 TVs	3,778	25.8%	97
HH owns 3 TVs	3,498	23.9%	106
HH owns 4+ TVs	3,470	23.7%	113
HH subscribes to cable TV	6,717	45.8%	79
HH watched 15+ hours of cable TV last week	8,963	61.1%	102
Purchased audio equipment in last 12 months	1,084	7.4%	89
Purchased CD player in last 12 months	773	5.3%	100
Purchased DVD player in last 12 months	1,514	10.3%	98
Purchased MP3 player in last 12 months	1,150	7.8%	90
Purchased video game system in last 12 months	1,301	8.9%	102
Travel (Adults)			
Domestic travel in last 12 months	15,666	52.6%	99
Took 3+ domestic trips in last 12 months	6,028	20.2%	97
Spent on domestic vacations last 12 mo: <\$1000	3,748	12.6%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,178	7.3%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,077	3.6%	90
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,172	3.9%	96
Spent on domestic vacations last 12 mo: \$3000+	1,186	4.0%	82
Foreign travel in last 3 years	5,762	19.4%	77
Took 3+ foreign trips by plane in last 3 years	817	2.7%	61
Spent on foreign vacations last 12 mo: <\$1000	1,276	4.3%	78
Spent on foreign vacations last 12 mo: \$1000-\$2999	809	2.7%	68
Spent on foreign vacations: \$3000+	957	3.2%	69
Stayed 1+ nights at hotel/motel in last 12 months	12,443	41.8%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Restaurant Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	2,000	2,140
Population 18+	1,523	1,627
Households	845	908
Median Household Income	\$47,586	\$53,995

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,046	68.7%	94
Family restaurant/steak house last month: <2 times	365	24.0%	92
Family restaurant/steak house last month: 2-4times	392	25.8%	94
Family restaurant/steak house last month: 5+ times	289	19.0%	97
Family restaurant/steak house last 6 months: breakfast	149	9.8%	82
Family restaurant/steak house last 6 months: lunch	377	24.8%	98
Family restaurant/steak house last 6 months: snack	27	1.8%	64
Family restaurant/steak house last 6 months: dinner	774	50.9%	95
Family restaurant/steak house last 6 months: weekday	516	33.9%	87
Family restaurant/steak house last 6 months: weekend	674	44.3%	100
Family restaurant/steak house last 6 months: Applebee`s	319	21.0%	81
Family restaurant/steak house last 6 months: Bennigan`s	34	2.2%	78
Family restaurant/steak house last 6 months: Bob Evans Farm	87	5.7%	125
Family restaurant/steak house last 6 months: Cheesecake Factory	36	2.4%	36
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	138	9.1%	81
Family restaurant/steak house last 6 months: Cracker Barrel	300	19.7%	162
Family restaurant/steak house last 6 months: Denny`s	107	7.0%	75
Family restaurant/steak house last 6 months: Friendly`s	33	2.2%	57
Family restaurant/steak house last 6 months: Golden Corral	177	11.6%	151
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	146	9.6%	86
Family restaurant/steak house last 6 months: Lone Star Steakhouse	43	2.8%	93
Family restaurant/steak house last 6 months: Old Country Buffet	33	2.2%	69
Family restaurant/steak house last 6 months: Olive Garden	182	12.0%	70
Family restaurant/steak house last 6 months: Outback Steakhouse	149	9.8%	82
Family restaurant/steak house last 6 months: Perkins	43	2.8%	76
Family restaurant/steak house last 6 months: Red Lobster	179	11.8%	81
Family restaurant/steak house last 6 months: Red Robin	34	2.2%	45
Family restaurant/steak house last 6 months: Ruby Tuesday	129	8.5%	95
Family restaurant/steak house last 6 months: Ryan`s	181	11.9%	264
Family restaurant/steak house last 6 months: Sizzler	31	2.0%	65
Family restaurant/steak house last 6 months: T.G.I. Friday`s	87	5.7%	54
Went to fast food/drive-in restaurant in last 6 months	1,370	90.0%	100
Went to fast food/drive-in restaurant <5 times/month	446	29.3%	96
Went to fast food/drive-in restaurant 5-12 times/month	447	29.4%	93
Went to fast food/drive-in restaurant 13+ times/month	477	31.3%	113
Fast food/drive-in last 6 months: breakfast	470	30.9%	111
Fast food/drive-in last 6 months: lunch	926	60.8%	103
Fast food/drive-in last 6 months: snack	222	14.6%	82
Fast food/drive-in last 6 months: dinner	776	51.0%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 1 mile radius

Restaurant Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,040	68.3%	102
Fast food/drive-in last 6 months: weekend	754	49.5%	102
Fast food/drive-in last 6 months: A & W	75	4.9%	97
Fast food/drive-in last 6 months: Arby's	391	25.7%	123
Fast food/drive-in last 6 months: Boston Market	38	2.5%	47
Fast food/drive-in last 6 months: Burger King	604	39.7%	107
Fast food/drive-in last 6 months: Captain D's	196	12.9%	238
Fast food/drive-in last 6 months: Carl's Jr.	28	1.8%	31
Fast food/drive-in last 6 months: Checkers	57	3.7%	110
Fast food/drive-in last 6 months: Chick-fil-A	232	15.2%	121
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	35	2.3%	42
Fast food/drive-in last 6 months: Chuck E. Cheese's	44	2.9%	63
Fast food/drive-in last 6 months: Church's Fr. Chicken	64	4.2%	94
Fast food/drive-in last 6 months: Dairy Queen	301	19.8%	118
Fast food/drive-in last 6 months: Del Taco	17	1.1%	34
Fast food/drive-in last 6 months: Domino's Pizza	240	15.8%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	87	5.7%	50
Fast food/drive-in last 6 months: Fuddruckers	33	2.2%	75
Fast food/drive-in last 6 months: Hardee's	232	15.2%	195
Fast food/drive-in last 6 months: Jack in the Box	139	9.1%	84
Fast food/drive-in last 6 months: KFC	493	32.4%	111
Fast food/drive-in last 6 months: Little Caesars	131	8.6%	126
Fast food/drive-in last 6 months: Long John Silver's	187	12.3%	169
Fast food/drive-in last 6 months: McDonald's	913	60.0%	106
Fast food/drive-in last 6 months: Panera Bread	66	4.3%	46
Fast food/drive-in last 6 months: Papa John's	118	7.8%	86
Fast food/drive-in last 6 months: Pizza Hut	385	25.3%	108
Fast food/drive-in last 6 months: Popeyes	87	5.7%	79
Fast food/drive-in last 6 months: Quiznos	86	5.7%	59
Fast food/drive-in last 6 months: Sonic Drive-In	254	16.7%	145
Fast food/drive-in last 6 months: Starbucks	98	6.4%	44
Fast food/drive-in last 6 months: Steak n Shake	88	5.8%	106
Fast food/drive-in last 6 months: Subway	486	31.9%	101
Fast food/drive-in last 6 months: Taco Bell	547	35.9%	112
Fast food/drive-in last 6 months: Wendy's	516	33.9%	105
Fast food/drive-in last 6 months: Whataburger	84	5.5%	121
Fast food/drive-in last 6 months: White Castle	48	3.2%	73
Fast food/drive-in last 6 months: eat in	593	39.0%	101
Fast food/drive-in last 6 months: home delivery	145	9.5%	86
Fast food/drive-in last 6 months: take-out/drive-thru	856	56.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	310	20.4%	83

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Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Restaurant Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	16,656	17,648
Population 18+	12,681	13,433
Households	6,388	6,794
Median Household Income	\$53,320	\$59,234

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	9,075	71.6%	98
Family restaurant/steak house last month: <2 times	3,153	24.9%	96
Family restaurant/steak house last month: 2-4times	3,475	27.4%	100
Family restaurant/steak house last month: 5+ times	2,448	19.3%	99
Family restaurant/steak house last 6 months: breakfast	1,342	10.6%	88
Family restaurant/steak house last 6 months: lunch	3,198	25.2%	99
Family restaurant/steak house last 6 months: snack	220	1.7%	62
Family restaurant/steak house last 6 months: dinner	6,787	53.5%	100
Family restaurant/steak house last 6 months: weekday	4,735	37.3%	96
Family restaurant/steak house last 6 months: weekend	5,727	45.2%	102
Family restaurant/steak house last 6 months: Applebee's	3,151	24.8%	96
Family restaurant/steak house last 6 months: Bennigan's	271	2.1%	74
Family restaurant/steak house last 6 months: Bob Evans Farm	684	5.4%	118
Family restaurant/steak house last 6 months: Cheesecake Factory	420	3.3%	51
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,304	10.3%	92
Family restaurant/steak house last 6 months: Cracker Barrel	2,204	17.4%	143
Family restaurant/steak house last 6 months: Denny's	1,052	8.3%	88
Family restaurant/steak house last 6 months: Friendly's	316	2.5%	66
Family restaurant/steak house last 6 months: Golden Corral	1,266	10.0%	130
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,196	9.4%	85
Family restaurant/steak house last 6 months: Lone Star Steakhouse	422	3.3%	109
Family restaurant/steak house last 6 months: Old Country Buffet	296	2.3%	74
Family restaurant/steak house last 6 months: Olive Garden	1,885	14.9%	88
Family restaurant/steak house last 6 months: Outback Steakhouse	1,592	12.6%	105
Family restaurant/steak house last 6 months: Perkins	401	3.2%	85
Family restaurant/steak house last 6 months: Red Lobster	1,861	14.7%	101
Family restaurant/steak house last 6 months: Red Robin	417	3.3%	66
Family restaurant/steak house last 6 months: Ruby Tuesday	1,221	9.6%	108
Family restaurant/steak house last 6 months: Ryan's	1,089	8.6%	191
Family restaurant/steak house last 6 months: Sizzler	298	2.3%	74
Family restaurant/steak house last 6 months: T.G.I. Friday's	959	7.6%	71
Went to fast food/drive-in restaurant in last 6 months	11,584	91.3%	102
Went to fast food/drive-in restaurant <5 times/month	3,682	29.0%	95
Went to fast food/drive-in restaurant 5-12 times/month	4,206	33.2%	105
Went to fast food/drive-in restaurant 13+ times/month	3,696	29.1%	105
Fast food/drive-in last 6 months: breakfast	3,764	29.7%	107
Fast food/drive-in last 6 months: lunch	7,977	62.9%	106
Fast food/drive-in last 6 months: snack	1,853	14.6%	82
Fast food/drive-in last 6 months: dinner	6,601	52.1%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 3 miles radius

Restaurant Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	8,830	69.6%	104
Fast food/drive-in last 6 months: weekend	6,350	50.1%	103
Fast food/drive-in last 6 months: A & W	600	4.7%	93
Fast food/drive-in last 6 months: Arby's	3,395	26.8%	128
Fast food/drive-in last 6 months: Boston Market	383	3.0%	57
Fast food/drive-in last 6 months: Burger King	4,927	38.9%	105
Fast food/drive-in last 6 months: Captain D's	1,235	9.7%	180
Fast food/drive-in last 6 months: Carl's Jr.	321	2.5%	43
Fast food/drive-in last 6 months: Checkers	455	3.6%	105
Fast food/drive-in last 6 months: Chick-fil-A	2,067	16.3%	129
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	373	2.9%	54
Fast food/drive-in last 6 months: Chuck E. Cheese's	476	3.8%	81
Fast food/drive-in last 6 months: Church's Fr. Chicken	505	4.0%	89
Fast food/drive-in last 6 months: Dairy Queen	2,599	20.5%	123
Fast food/drive-in last 6 months: Del Taco	229	1.8%	56
Fast food/drive-in last 6 months: Domino's Pizza	1,847	14.6%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	759	6.0%	52
Fast food/drive-in last 6 months: Fuddruckers	340	2.7%	92
Fast food/drive-in last 6 months: Hardee's	1,754	13.8%	177
Fast food/drive-in last 6 months: Jack in the Box	1,177	9.3%	85
Fast food/drive-in last 6 months: KFC	4,198	33.1%	114
Fast food/drive-in last 6 months: Little Caesars	954	7.5%	110
Fast food/drive-in last 6 months: Long John Silver's	1,252	9.9%	136
Fast food/drive-in last 6 months: McDonald's	7,484	59.0%	104
Fast food/drive-in last 6 months: Panera Bread	724	5.7%	61
Fast food/drive-in last 6 months: Papa John's	1,159	9.1%	102
Fast food/drive-in last 6 months: Pizza Hut	3,383	26.7%	114
Fast food/drive-in last 6 months: Popeyes	824	6.5%	90
Fast food/drive-in last 6 months: Quiznos	966	7.6%	80
Fast food/drive-in last 6 months: Sonic Drive-In	2,182	17.2%	149
Fast food/drive-in last 6 months: Starbucks	1,119	8.8%	60
Fast food/drive-in last 6 months: Steak n Shake	719	5.7%	103
Fast food/drive-in last 6 months: Subway	4,110	32.4%	103
Fast food/drive-in last 6 months: Taco Bell	4,483	35.4%	110
Fast food/drive-in last 6 months: Wendy's	4,467	35.2%	109
Fast food/drive-in last 6 months: Whataburger	730	5.8%	126
Fast food/drive-in last 6 months: White Castle	381	3.0%	69
Fast food/drive-in last 6 months: eat in	5,325	42.0%	109
Fast food/drive-in last 6 months: home delivery	1,352	10.7%	96
Fast food/drive-in last 6 months: take-out/drive-thru	7,186	56.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,752	21.7%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 5 miles radius

Restaurant Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	38,795	41,378
Population 18+	29,772	31,792
Households	14,659	15,688
Median Household Income	\$57,166	\$61,477

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	21,866	73.4%	101
Family restaurant/steak house last month: <2 times	7,574	25.4%	98
Family restaurant/steak house last month: 2-4times	8,238	27.7%	101
Family restaurant/steak house last month: 5+ times	6,056	20.3%	104
Family restaurant/steak house last 6 months: breakfast	3,419	11.5%	96
Family restaurant/steak house last 6 months: lunch	7,718	25.9%	102
Family restaurant/steak house last 6 months: snack	558	1.9%	67
Family restaurant/steak house last 6 months: dinner	16,615	55.8%	105
Family restaurant/steak house last 6 months: weekday	11,661	39.2%	101
Family restaurant/steak house last 6 months: weekend	13,964	46.9%	106
Family restaurant/steak house last 6 months: Applebee's	7,919	26.6%	103
Family restaurant/steak house last 6 months: Bennigan's	730	2.5%	85
Family restaurant/steak house last 6 months: Bob Evans Farm	1,695	5.7%	125
Family restaurant/steak house last 6 months: Cheesecake Factory	1,241	4.2%	64
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,281	11.0%	98
Family restaurant/steak house last 6 months: Cracker Barrel	5,011	16.8%	139
Family restaurant/steak house last 6 months: Denny's	2,568	8.6%	92
Family restaurant/steak house last 6 months: Friendly's	981	3.3%	87
Family restaurant/steak house last 6 months: Golden Corral	2,762	9.3%	121
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,924	9.8%	88
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,008	3.4%	111
Family restaurant/steak house last 6 months: Old Country Buffet	846	2.8%	90
Family restaurant/steak house last 6 months: Olive Garden	5,048	17.0%	100
Family restaurant/steak house last 6 months: Outback Steakhouse	3,788	12.7%	106
Family restaurant/steak house last 6 months: Perkins	1,095	3.7%	99
Family restaurant/steak house last 6 months: Red Lobster	4,493	15.1%	104
Family restaurant/steak house last 6 months: Red Robin	1,203	4.0%	82
Family restaurant/steak house last 6 months: Ruby Tuesday	2,882	9.7%	109
Family restaurant/steak house last 6 months: Ryan's	2,122	7.1%	158
Family restaurant/steak house last 6 months: Sizzler	670	2.3%	71
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,788	9.4%	88
Went to fast food/drive-in restaurant in last 6 months	27,285	91.6%	102
Went to fast food/drive-in restaurant <5 times/month	8,802	29.6%	97
Went to fast food/drive-in restaurant 5-12 times/month	9,875	33.2%	105
Went to fast food/drive-in restaurant 13+ times/month	8,609	28.9%	104
Fast food/drive-in last 6 months: breakfast	8,835	29.7%	107
Fast food/drive-in last 6 months: lunch	18,802	63.2%	107
Fast food/drive-in last 6 months: snack	4,576	15.4%	86
Fast food/drive-in last 6 months: dinner	15,719	52.8%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Soddy-Daisy, TN
 Hwy 27 & Harrison Ln.
 Ring: 5 miles radius

Restaurant Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753
 Longitude: -85.196544

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	20,977	70.5%	105
Fast food/drive-in last 6 months: weekend	15,035	50.5%	104
Fast food/drive-in last 6 months: A & W	1,473	4.9%	97
Fast food/drive-in last 6 months: Arby's	8,046	27.0%	129
Fast food/drive-in last 6 months: Boston Market	1,154	3.9%	73
Fast food/drive-in last 6 months: Burger King	11,709	39.3%	106
Fast food/drive-in last 6 months: Captain D's	2,441	8.2%	151
Fast food/drive-in last 6 months: Carl's Jr.	906	3.0%	52
Fast food/drive-in last 6 months: Checkers	1,001	3.4%	99
Fast food/drive-in last 6 months: Chick-fil-A	4,708	15.8%	126
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,143	3.8%	71
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,223	4.1%	89
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,028	3.5%	77
Fast food/drive-in last 6 months: Dairy Queen	6,074	20.4%	122
Fast food/drive-in last 6 months: Del Taco	603	2.0%	62
Fast food/drive-in last 6 months: Domino's Pizza	4,266	14.3%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	2,441	8.2%	71
Fast food/drive-in last 6 months: Fuddruckers	872	2.9%	101
Fast food/drive-in last 6 months: Hardee's	3,552	11.9%	152
Fast food/drive-in last 6 months: Jack in the Box	2,726	9.2%	84
Fast food/drive-in last 6 months: KFC	9,610	32.3%	111
Fast food/drive-in last 6 months: Little Caesars	2,219	7.5%	109
Fast food/drive-in last 6 months: Long John Silver's	2,748	9.2%	127
Fast food/drive-in last 6 months: McDonald's	17,702	59.5%	105
Fast food/drive-in last 6 months: Panera Bread	2,240	7.5%	80
Fast food/drive-in last 6 months: Papa John's	2,716	9.1%	102
Fast food/drive-in last 6 months: Pizza Hut	7,785	26.1%	111
Fast food/drive-in last 6 months: Popeyes	1,862	6.3%	86
Fast food/drive-in last 6 months: Quiznos	2,550	8.6%	90
Fast food/drive-in last 6 months: Sonic Drive-In	4,520	15.2%	132
Fast food/drive-in last 6 months: Starbucks	3,195	10.7%	73
Fast food/drive-in last 6 months: Steak n Shake	1,755	5.9%	108
Fast food/drive-in last 6 months: Subway	9,896	33.2%	105
Fast food/drive-in last 6 months: Taco Bell	10,527	35.4%	110
Fast food/drive-in last 6 months: Wendy's	10,570	35.5%	110
Fast food/drive-in last 6 months: Whataburger	1,453	4.9%	107
Fast food/drive-in last 6 months: White Castle	1,019	3.4%	79
Fast food/drive-in last 6 months: eat in	12,489	41.9%	109
Fast food/drive-in last 6 months: home delivery	3,164	10.6%	95
Fast food/drive-in last 6 months: take-out/drive-thru	16,972	57.0%	109
Fast food/drive-in last 6 months: take-out/walk-in	6,788	22.8%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.