

# GOODLETTSVILLE, TENNESSEE

## Market Guide

www.goodlettsville.gov

### City Contact Information



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### City Information

There are more than 1,600 hotel rooms in Goodlettsville.



### Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

#### Peer Trade Areas

East Ridge TN	4150 Ringgold Road
Kingsport TN	750 Lynn Garden Dr
Murfreesboro TN	140 Joe B Jackson Parkway
Clarksville TN	1680 Fort Campbell Blvd
Cleveland TN	2300 Treasury Dr Se

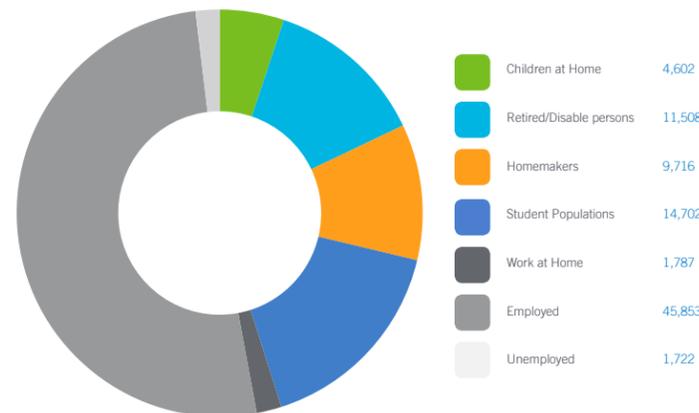
### Demographics

(3 Mile Radius)



### Daytime Population 89,890

(10 Minute Drive Time)



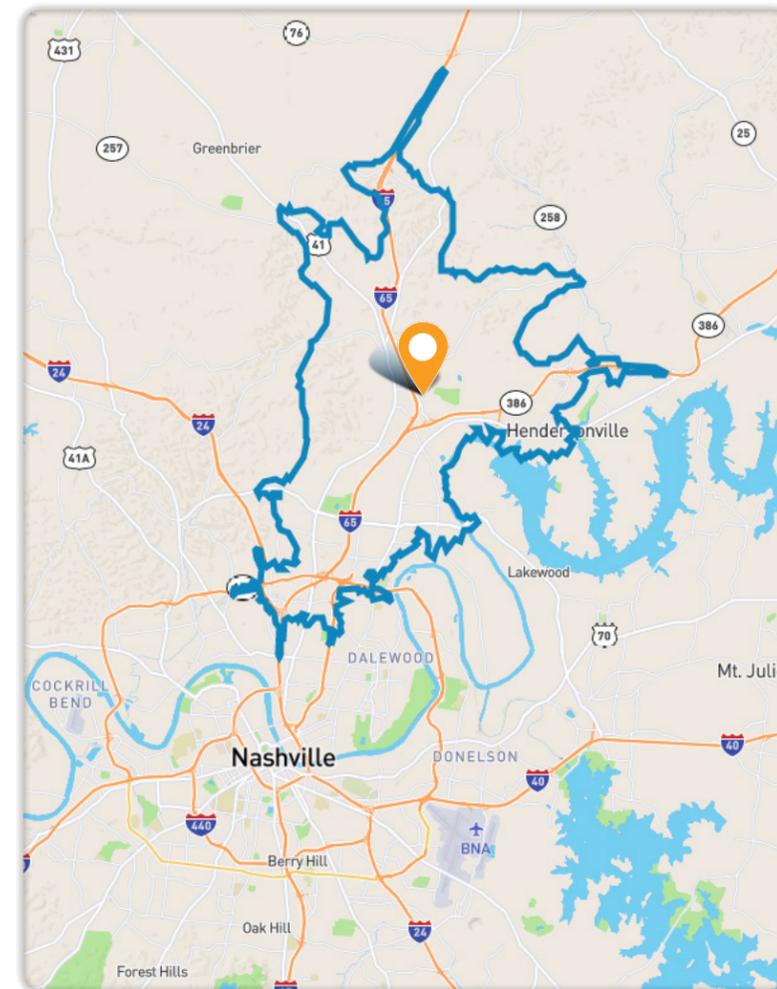
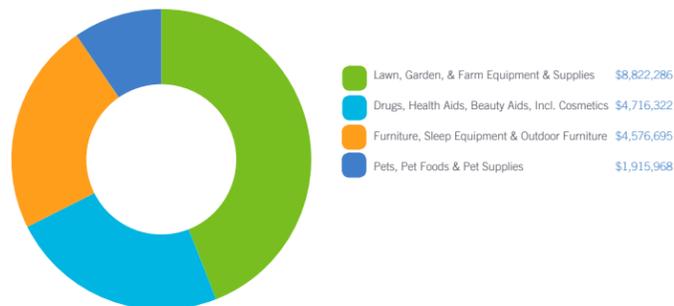
### Focus Categories



### GAP Analysis \$20,031,271

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	28,528	74,996	272,371
Daytime Population	33,698	76,627	237,233
Median HH Income	\$52,283	\$46,962	\$53,501
Number of Households	11,845	31,142	108,461

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	11,109	82,107	221,756
Daytime Population	23,566	89,889	240,972
Median HH Income	\$54,670	\$45,293	\$48,030
Number of Households	4,854	33,827	89,505

\*Source: STI PopStats





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Major Retail & Restaurants

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