CITY OF COLUMBIA

TENNESSEE

Something good around every corner.

Columbia Retail Market Profile

Summary Data

Greater Columbia Trade Area (2016)

Market Profile & Summary Data includes:

- Columbia *Quick Facts*
- Regional Trade Area Maps
- Primary Retail Trade Area Data & Map
- Secondary Retail Trade Area Data & Map
- Targeted Retailer Matches
- Retail Leakage-City Limits
- Retail Potential-City Limits
- Demographic & Tapestry Profile-City Limits
- City Business Summary

For more information, go to www.columbiatn.com/CityMgr/CityMgr.htm or contact City Manager Tony Massey or Assistant City Manager Thad Jablonski at (931) 560-1510.

Columbia City Hall ‖ 700 North Garden Street ‖ Columbia, TN 38401

Quick Facts: City of Columbia & Maury County, TN

County Seat: Columbia
Area in Square Miles (County): 612
Elevation: 650'
Market Region: Nashville
Time Zone: Central
City Website: www.columbiatn.com
County Website: www.maurycounty-tn.gov

Year Incorporated: 1817
Latitude: N35° 36.90'
Longitude: W87° 02.12'
Distance From Nashville: 45 miles

Additional Incorporated Cities within the County: *Mt. Pleasant, Spring Hill*
Unincorporated Cities: *Culleoka, Hampshire, Santa Fe, Williamsport*

Population	City	County
2000 (Census)	33,055	69,498
2013 (State Certified)	36,338	80,956
*Population Projection 2020	43,131	92,944
Percent Population Change		
2000 – 2010	4.9 %	16.5 %

*Source: University of TN Center for Business & Economic Research

TAX STRUCTURE

LOCAL	City	County
Property Taxes: (2015)		
Rate per $100 value	$ 1.44	$ 2.62
Ratio of Assessment:		
Residential and Farm	25 %	25 %
Commercial/Industrial	40 %	40 %
Personal (Equipment)	30 %	30 %
Bonded Debt (2015)	$ 60,970,757	$ 103,768,634
Assessed Valuation (2014)	$ 745,500,540	$ 1,656,727,028
School Tax	0 %	1.53 %
Local Sales Tax Rate	2.25 %	2.25 %
Hotel-Motel Tax	5 %	5 %

Source: Tennessee Comptroller of the Treasury, Division of Property Assessments

STATE

Sales Tax: 5% tax on food/food ingredients; 7% on other tangible personal property unless exempted.

Local & State Sales Tax Collected (FY2015): $ 97,798,171.47

Income Tax (**The State of Tennessee does not levy a personal income tax on wages and salaries.**)

- **Personal**: 6 % on Interest & Dividends
- **Corporate Excise Tax**: 6.5% of Tennessee taxable income
- **Franchise Tax**: .25% of the greater of net worth or real and tangible property in Tennessee. The minimum tax is $100.
- **Unemployment Tax**: New Employers 2.7% of first $9,000

Source: Tennessee Department of Revenue

STATE AND LOCAL TAX INCENTIVES

See more information on business tax incentives here.

Quick Facts: City of Columbia & Maury County, TN

TRANSPORTATION

AIR SERVICE:
Nearest General Aviation:
Maury Regional Airport
Location Identifier: MRC
Distance from City: 9 miles
Runway Length: 6,003 feet
Surface: Asphalt/Turf
Lighting: MIRL/PAPI
Fuel: 100LL/Jet A
Repair: Major
Transportation: Taxi, Rental and Courtesy Car

Nearest Commercial Service:
Nashville International Airport
Location Identifier: BNA
Distance from Columbia: 51 miles
Served by 10 major air carriers, 3 cargo carriers, and 2 fixed-base operators; serving 70 markets, 50 non-stops, 390 daily flights (2015).

HIGHWAYS:
U.S Highways: 31, 43, 412
State Highways: SR-840, 50, 412, 7, 243
Interstate – Direct Access: Interstate 65

COMMON CARRIERS:
Air Freight Companies: Yes
Motor Freight Companies: 7
Terminal Facilities: 7
Bus Services – Inter-City: Yes
Local: Yes
Carrier Service: Yes

RAILROADS SERVED BY:
CSX Transportation & TN Southern Railroad

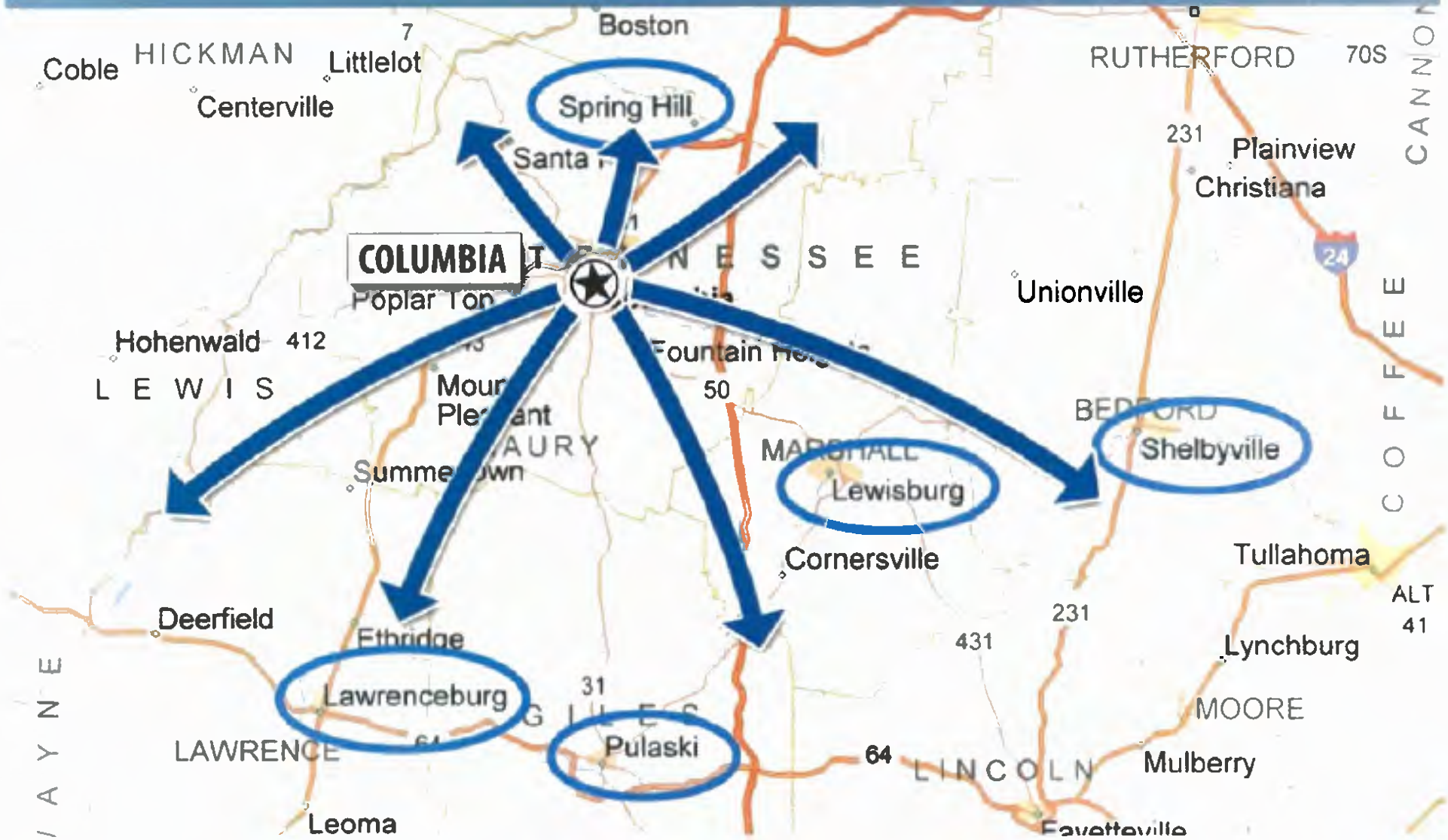
NAVIGABLE WATERWAYS:
River: Cumberland River
Channel Depth: 9 feet
Nearest Port Facility: Nashville
Miles: 43

CLIMATE

Annual Average Temperature: 57.9° F
Average High Temperature: 70.1° F
Average Low Temperature: 45.7° F
Annual Average Precipitation: 55.44"
Annual Average Snowfall: 1.4"
Prevailing Winds: Southerly
Mean Length of Freeze-Free Period (days): 180-220

RECRUITING RETAIL

Area Analysis

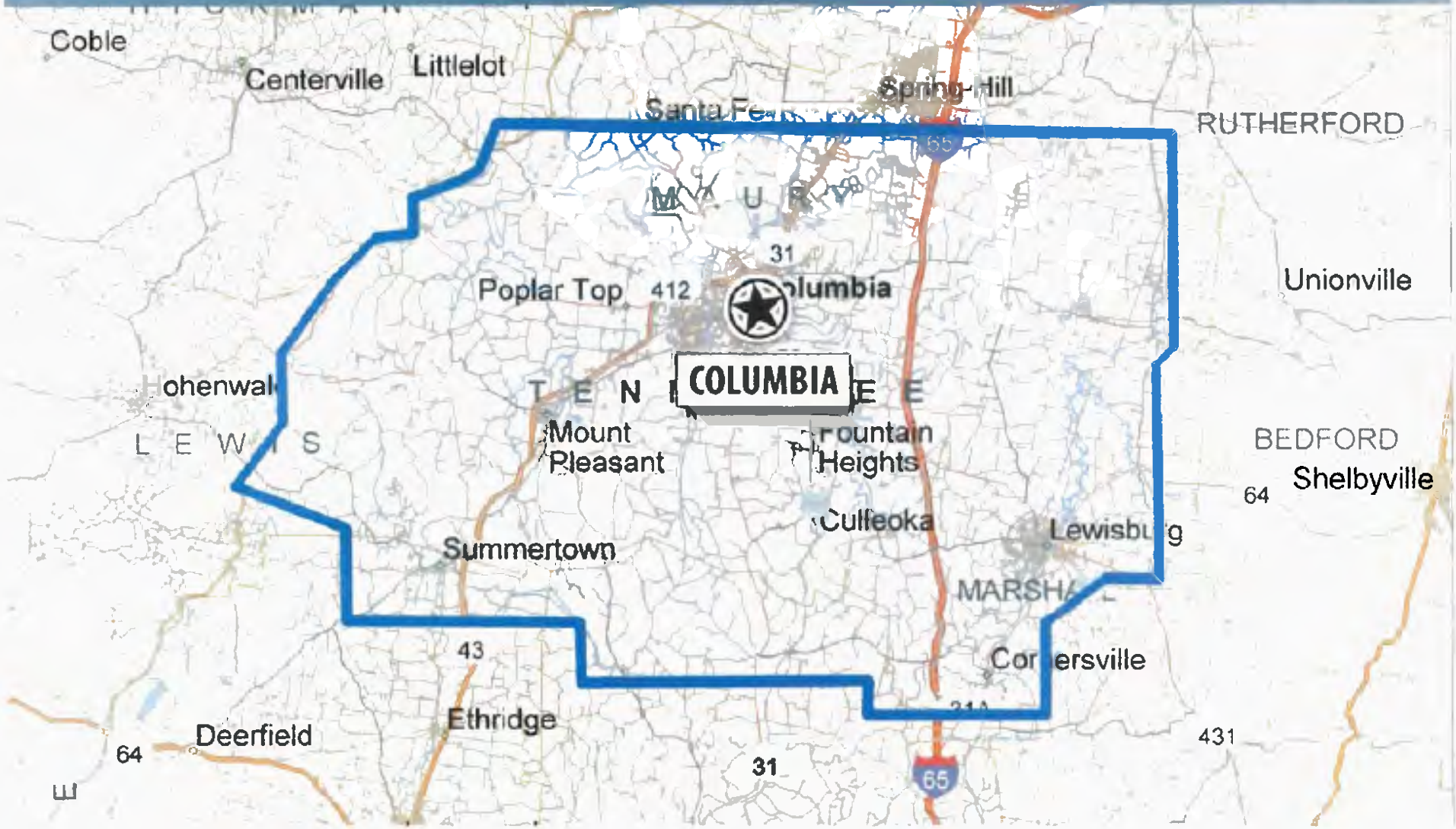


RECRUITING RETAIL

Area Analysis

RECRUITING RETAIL

Primary Retail Trade Area



RECRUITING RETAIL

Primary Retail Trade Area Demographic Profile

Population 2013 Estimate	107,808
Projected Growth (2013-2018)	2.57%
Race Classification	
White	83.93%
Black/African American	10.64%
Other	5.43%
Hispanic/Latino	*4.99%*
Average Household	$52,327
Median Household	$40,363
Per Capita (2012)	$20,654
Median Age	38.90
Households 2013 Estimate	42,080
Projected Growth (2013-2018)	2.91%
Associates Degree or Higher	22.70%

RECRUITING RETAIL

Secondary Retail Trade Area

RECRUITING RETAIL

Secondary Retail Trade Area Demographic Profile

Population 2013 Estimate	196,462
Projected Growth (2013-2018)	2.90%
Race Classification	
White	87.26%
Black/African American	8.01%
Other	4.73%
Hispanic/Latino	*4.03%*
Average Household	$51,721
Median Household	$39,663
Per Capita (2012)	$19,972
Median Age	38.80
Households 2013 Estimate	76,141
Projected Growth (2013-2018)	2.94%
Associates Degree or Higher	22.13%

RECRUITING RETAIL

Retailer Matches

BEALLS

Bojangles' Famous Chicken 'n Biscuits

CITI TRENDS

chili's

FACTORY CONNECTION

BURKES Outlet

Denny's

FIVE GUYS BURGERS and FRIES

IHOP

McALISTER'S DELI

Dollar Tree Stores, Inc.

KOHL'S

HUDDLE HOUSE

JIMMY JOHN'S Since 1983 JJ

MATTRESSFIRM

TUESDAY MORNING

SALLY BEAUTY

maurices

HARBOR FREIGHT TOOLS
Quality Tools at Ridiculously Low Prices

ShopRite

Publix

Hallmark

MARVIN'S Building Materials & Home Centers

STARBUCKS COFFEE

petsense outlet

snap FITNESS

Sport Clips HAIRCUTS

POPEYES CHICKEN & BISCUITS

Famous Footwear

SHOE SHOW

SHOE DEPT.

SUPERCUTS

UPS The UPS Store

UNITED GROCERY OUTLET

Retail MarketPlace Profile

Columbia City, TN 2
Columbia city, TN (4716540)
Geography: Place

Prepared by Esri

Summary Demographics	
2015 Population	36,338
2015 Households	14,764
2015 Median Disposable Income	$34,644
2015 Per Capita Income	$21,002

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$304,385,452	$687,297,890	-$382,912,438	-38.6	393
Total Retail Trade	44-45	$273,958,289	$643,792,912	-$369,834,623	-40.3	321
Total Food & Drink	722	$30,427,163	$43,504,978	-$13,077,815	-17.7	72

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$56,073,943	$147,396,632	-$91,322,689	-44.9	46
Automobile Dealers	4411	$48,903,581	$131,917,984	-$83,014,403	-45.9	24
Other Motor Vehicle Dealers	4412	$3,545,370	$8,241,591	-$4,696,221	-39.8	6
Auto Parts, Accessories & Tire Stores	4413	$3,624,992	$7,237,057	-$3,612,065	-33.3	16
Furniture & Home Furnishings Stores	442	$5,904,020	$11,419,096	-$5,515,076	-31.8	21
Furniture Stores	4421	$3,318,240	$7,958,022	-$4,639,782	-41.1	8
Home Furnishings Stores	4422	$2,585,780	$3,461,074	-$875,294	-14.5	13
Electronics & Appliance Stores	443	$6,255,338	$1,831,847	$4,423,491	54.7	10
Bldg Materials, Garden Equip. & Supply Stores	444	$9,769,550	$19,750,090	-$9,980,540	-33.8	14
Bldg Material & Supplies Dealers	4441	$7,146,772	$16,548,777	-$9,402,005	-39.7	12
Lawn & Garden Equip & Supply Stores	4442	$2,622,778	$3,201,313	-$578,535	-9.9	2
Food & Beverage Stores	445	$45,114,099	$125,496,871	-$80,382,772	-47.1	37
Grocery Stores	4451	$41,853,373	$112,523,566	-$70,670,193	-45.8	25
Specialty Food Stores	4452	$582,405	$173,107	$409,298	54.2	3
Beer, Wine & Liquor Stores	4453	$2,678,321	$12,800,198	-$10,121,877	-65.4	9
Health & Personal Care Stores	446,4461	$21,122,490	$43,185,446	-$22,062,956	-34.3	23
Gasoline Stations	447,4471	$29,549,949	$99,069,823	-$69,519,874	-54.1	22
Clothing & Clothing Accessories Stores	448	$14,998,058	$24,109,046	-$9,110,988	-23.3	25
Clothing Stores	4481	$11,435,696	$20,135,444	-$8,699,748	-27.6	14
Shoe Stores	4482	$2,478,405	$2,143,241	$335,164	7.3	4
Jewelry, Luggage & Leather Goods Stores	4483	$1,083,957	$1,830,361	-$746,404	-25.6	7
Sporting Goods, Hobby, Book & Music Stores	451	$5,278,241	$5,394,594	-$116,353	-1.1	22
Sporting Goods/Hobby/Musical Instr Stores	4511	$4,394,185	$3,217,081	$1,177,104	15.5	17
Book, Periodical & Music Stores	4512	$884,056	$2,177,513	-$1,293,457	-42.2	5
General Merchandise Stores	452	$48,828,898	$142,450,992	-$93,622,094	-48.9	18
Department Stores Excluding Leased Depts.	4521	$15,271,123	$20,899,699	-$5,628,576	-15.6	13
Other General Merchandise Stores	4529	$33,557,775	$121,551,293	-$87,993,518	-56.7	5
Miscellaneous Store Retailers	453	$6,926,888	$13,727,017	-$6,800,129	-32.9	72
Florists	4531	$243,978	$673,969	-$429,991	-46.8	5
Office Supplies, Stationery & Gift Stores	4532	$2,289,580	$4,355,920	-$2,066,340	-31.1	8
Used Merchandise Stores	4533	$684,792	$2,098,437	-$1,413,645	-50.8	14
Other Miscellaneous Store Retailers	4539	$3,708,538	$6,598,691	-$2,890,153	-28.0	45
Nonstore Retailers	454	$24,136,815	$9,961,458	$14,175,357	41.6	11
Electronic Shopping & Mail-Order Houses	4541	$21,320,107	$2,561,682	$18,758,425	78.5	2
Vending Machine Operators	4542	$702,999	$65,168	$637,831	83.0	1
Direct Selling Establishments	4543	$2,113,709	$7,334,608	-$5,220,899	-55.3	8
Food Services & Drinking Places	722	$30,427,163	$43,504,978	-$13,077,815	-17.7	72
Full-Service Restaurants	7221	$11,496,735	$16,703,751	-$5,207,016	-18.5	26
Limited-Service Eating Places	7222	$15,631,969	$25,508,135	-$9,876,166	-24.0	36
Special Food Services	7223	$935,174	$391,217	$543,957	41.0	3
Drinking Places - Alcoholic Beverages	7224	$2,363,285	$901,875	$1,461,410	44.8	7

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. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

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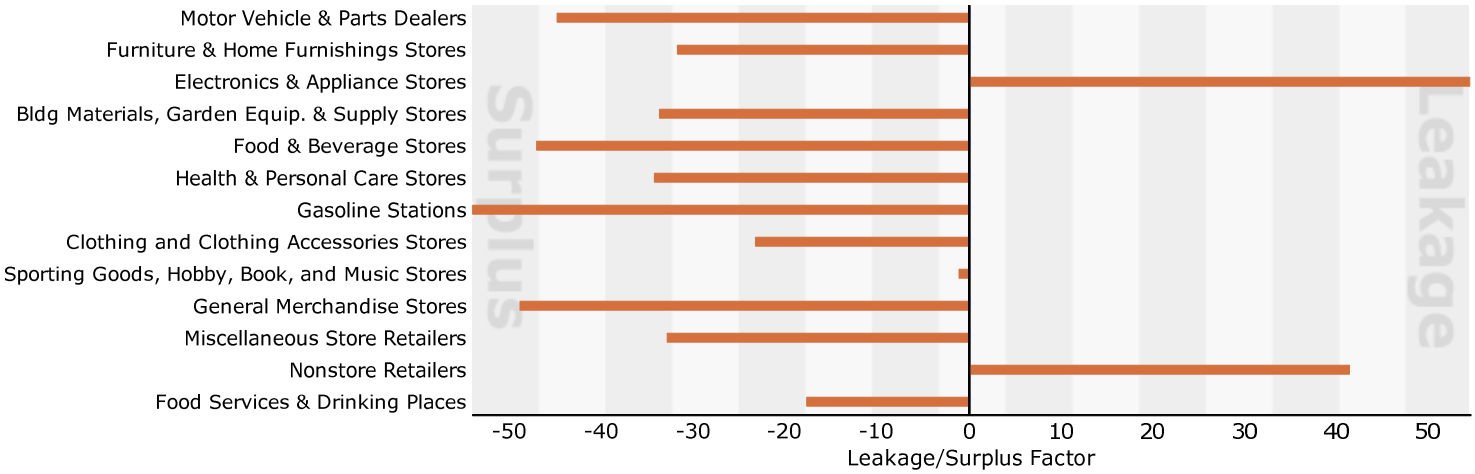
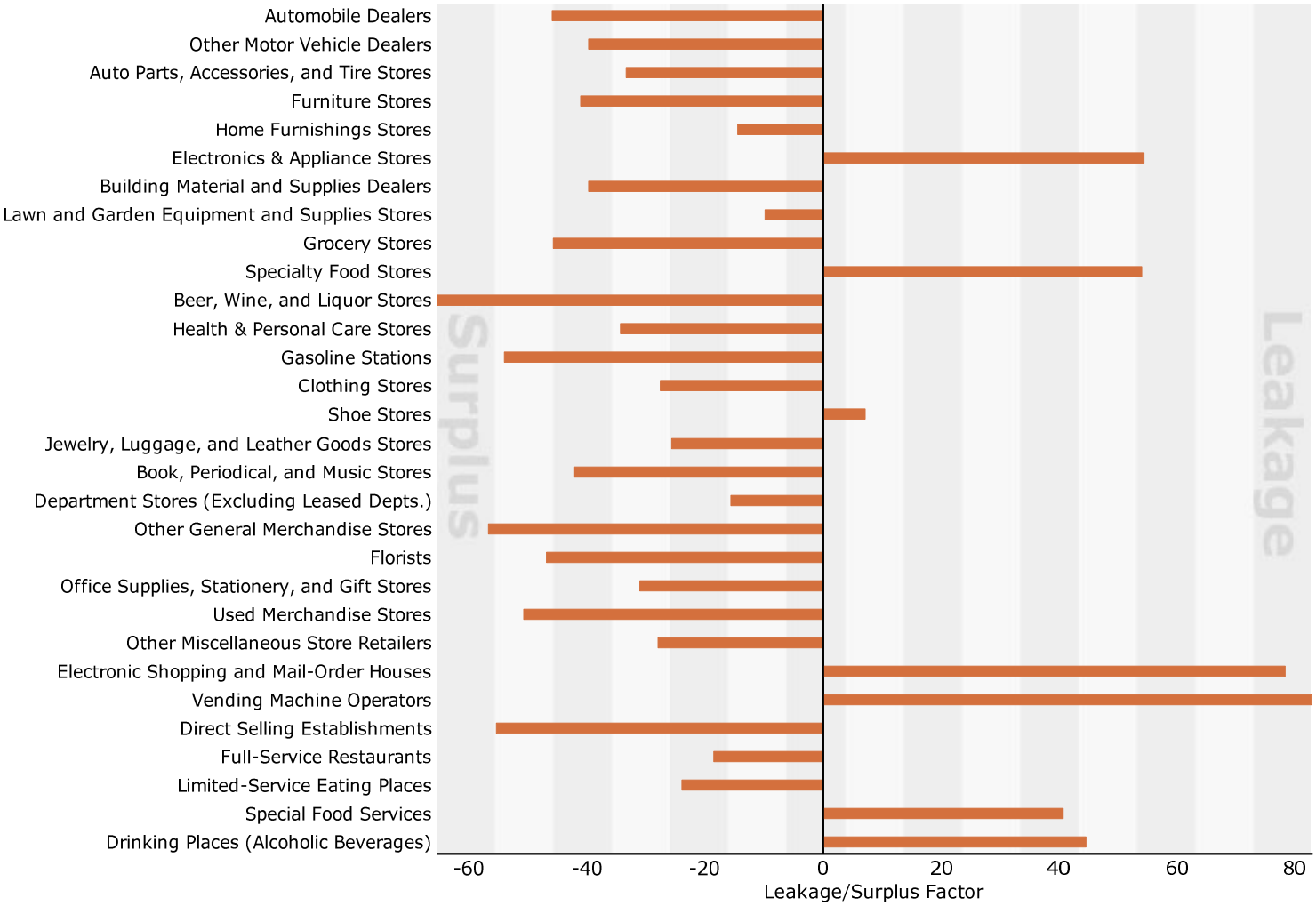
November 03, 2015

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Columbia City, TN 2
Columbia city, TN (4716540)
Place

Prepared by Esri

Demographic Summary	2015	2020
Population	36,338	38,339
Population 18+	27,682	29,182
Households	14,764	15,631
Median Household Income	$39,630	$46,243

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,032	47.1%	98
Bought any women's clothing in last 12 months	12,433	44.9%	100
Bought clothing for child <13 years in last 6 months	7,777	28.1%	100
Bought any shoes in last 12 months	14,499	52.4%	96
Bought costume jewelry in last 12 months	5,602	20.2%	101
Bought any fine jewelry in last 12 months	5,477	19.8%	102
Bought a watch in last 12 months	3,035	11.0%	95
Automobiles (Households)			
HH owns/leases any vehicle	12,145	82.3%	97
HH bought/leased new vehicle last 12 mo	1,069	7.2%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	23,340	84.3%	99
Bought/changed motor oil in last 12 months	14,798	53.5%	108
Had tune-up in last 12 months	8,076	29.2%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,265	62.4%	95
Drank regular cola in last 6 months	13,780	49.8%	109
Drank beer/ale in last 6 months	10,837	39.1%	92
Cameras (Adults)			
Own digital point & shoot camera	8,151	29.4%	91
Own digital single-lens reflex (SLR) camera	1,864	6.7%	78
Bought any camera in last 12 months	1,887	6.8%	94
Bought memory card for camera in last 12 months	1,524	5.5%	96
Printed digital photos in last 12 months	990	3.6%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,315	37.3%	102
Have a smartphone	11,762	42.5%	87
Have an iPhone	3,592	13.0%	70
Number of cell phones in household: 1	5,224	35.4%	110
Number of cell phones in household: 2	5,250	35.6%	96
Number of cell phones in household: 3+	3,163	21.4%	85
HH has cell phone only (no landline telephone)	6,171	41.8%	110
Computers (Households)			
HH owns a computer	10,175	68.9%	90
HH owns desktop computer	6,773	45.9%	94
HH owns laptop/notebook	6,366	43.1%	84
Spent <$500 on most recent home computer	2,262	15.3%	109
Spent $500-$999 on most recent home computer	2,736	18.5%	92
Spent $1,000-$1,499 on most recent home computer	1,224	8.3%	83
Spent $1,500-$1,999 on most recent home computer	530	3.6%	78
Spent $2,000+ on most recent home computer	476	3.2%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.

November 03, 2015

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Retail Market Potential

Columbia City, TN 2
Columbia city, TN (4716540)
Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	17,408	62.9%	104
Bought brewed coffee at convenience store in last 30 days	4,165	15.0%	98
Bought cigarettes at convenience store in last 30 days	4,938	17.8%	136
Bought gas at convenience store in last 30 days	10,361	37.4%	113
Spent at convenience store in last 30 days: <$20	2,195	7.9%	97
Spent at convenience store in last 30 days: $20-$39	2,465	8.9%	98
Spent at convenience store in last 30 days: $40-$50	2,257	8.2%	106
Spent at convenience store in last 30 days: $51-$99	1,490	5.4%	118
Spent at convenience store in last 30 days: $100+	7,270	26.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	15,466	55.9%	93
Went to live theater in last 12 months	2,778	10.0%	80
Went to a bar/night club in last 12 months	4,318	15.6%	91
Dined out in last 12 months	11,429	41.3%	92
Gambled at a casino in last 12 months	3,677	13.3%	90
Visited a theme park in last 12 months	4,189	15.1%	84
Viewed movie (video-on-demand) in last 30 days	3,663	13.2%	85
Viewed TV show (video-on-demand) in last 30 days	2,670	9.6%	79
Watched any pay-per-view TV in last 12 months	3,124	11.3%	86
Downloaded a movie over the Internet in last 30 days	1,487	5.4%	81
Downloaded any individual song in last 6 months	4,795	17.3%	84
Watched a movie online in the last 30 days	2,815	10.2%	75
Watched a TV program online in last 30 days	2,848	10.3%	77
Played a video/electronic game (console) in last 12 months	3,232	11.7%	102
Played a video/electronic game (portable) in last 12 months	1,114	4.0%	90
Financial (Adults)			
Have home mortgage (1st)	7,826	28.3%	89
Used ATM/cash machine in last 12 months	12,036	43.5%	89
Own any stock	1,738	6.3%	80
Own U.S. savings bond	1,309	4.7%	82
Own shares in mutual fund (stock)	1,709	6.2%	82
Own shares in mutual fund (bonds)	1,063	3.8%	78
Have interest checking account	7,146	25.8%	89
Have non-interest checking account	7,723	27.9%	99
Have savings account	13,782	49.8%	93
Have 401K retirement savings plan	3,527	12.7%	86
Own/used any credit/debit card in last 12 months	19,186	69.3%	94
Avg monthly credit card expenditures: <$111	3,438	12.4%	105
Avg monthly credit card expenditures: $111-$225	1,546	5.6%	86
Avg monthly credit card expenditures: $226-$450	1,577	5.7%	90
Avg monthly credit card expenditures: $451-$700	1,255	4.5%	83
Avg monthly credit card expenditures: $701-$1,000	1,043	3.8%	87
Avg monthly credit card expenditures: $1,001+	1,707	6.2%	67
Did banking online in last 12 months	7,935	28.7%	82
Did banking on mobile device in last 12 months	2,303	8.3%	80
Paid bills online in last 12 months	9,895	35.7%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.

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Retail Market Potential

Columbia City, TN 2
Columbia city, TN (4716540)
Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,453	73.9%	103
Used bread in last 6 months	26,566	96.0%	101
Used chicken (fresh or frozen) in last 6 mos	19,605	70.8%	99
Used turkey (fresh or frozen) in last 6 mos	5,278	19.1%	104
Used fish/seafood (fresh or frozen) in last 6 months	15,239	55.1%	98
Used fresh fruit/vegetables in last 6 months	23,816	86.0%	99
Used fresh milk in last 6 months	25,308	91.4%	102
Used organic food in last 6 months	4,742	17.1%	87
Health (Adults)			
Exercise at home 2+ times per week	7,029	25.4%	89
Exercise at club 2+ times per week	2,493	9.0%	70
Visited a doctor in last 12 months	20,692	74.7%	99
Used vitamin/dietary supplement in last 6 months	13,759	49.7%	93
Home (Households)			
Any home improvement in last 12 months	3,780	25.6%	93
Used housekeeper/maid/professional HH cleaning service in last 12	1,385	9.4%	72
Purchased low ticket HH furnishings in last 12 months	2,215	15.0%	96
Purchased big ticket HH furnishings in last 12 months	2,807	19.0%	90
Purchased bedding/bath goods in last 12 months	7,600	51.5%	97
Purchased cooking/serving product in last 12 months	3,386	22.9%	94
Bought any small kitchen appliance in last 12 months	3,087	20.9%	94
Bought any large kitchen appliance in last 12 months	1,878	12.7%	99
Insurance (Adults/Households)			
Currently carry life insurance	12,298	44.4%	102
Carry medical/hospital/accident insurance	17,169	62.0%	96
Carry homeowner insurance	12,868	46.5%	97
Carry renter's insurance	1,874	6.8%	92
Have auto insurance: 1 vehicle in household covered	4,901	33.2%	106
Have auto insurance: 2 vehicles in household covered	3,794	25.7%	92
Have auto insurance: 3+ vehicles in household covered	2,900	19.6%	90
Pets (Households)			
Household owns any pet	7,735	52.4%	99
Household owns any cat	3,388	22.9%	101
Household owns any dog	5,863	39.7%	100
Psychographics (Adults)			
Buying American is important to me	13,175	47.6%	111
Usually buy items on credit rather than wait	3,083	11.1%	98
Usually buy based on quality - not price	4,965	17.9%	100
Price is usually more important than brand name	8,053	29.1%	106
Usually use coupons for brands I buy often	5,558	20.1%	106
Am interested in how to help the environment	4,602	16.6%	99
Usually pay more for environ safe product	3,342	12.1%	96
Usually value green products over convenience	2,709	9.8%	96
Likely to buy a brand that supports a charity	9,742	35.2%	103
Reading (Adults)			
Bought digital book in last 12 months	2,487	9.0%	81
Bought hardcover book in last 12 months	5,546	20.0%	89
Bought paperback book in last 12 month	8,379	30.3%	89
Read any daily newspaper (paper version)	8,165	29.5%	105
Read any digital newspaper in last 30 days	7,482	27.0%	86
Read any magazine (paper/electronic version) in last 6 months	24,779	89.5%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.

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Retail Market Potential

Columbia City, TN 2
Columbia city, TN (4716540)
Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	20,803	75.1%	99
Went to family restaurant/steak house: 4+ times a month	8,096	29.2%	102
Went to fast food/drive-in restaurant in last 6 months	25,235	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	11,752	42.5%	105
Fast food/drive-in last 6 months: eat in	9,935	35.9%	99
Fast food/drive-in last 6 months: home delivery	2,253	8.1%	104
Fast food/drive-in last 6 months: take-out/drive-thru	13,899	50.2%	107
Fast food/drive-in last 6 months: take-out/walk-in	5,133	18.5%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	4,463	16.1%	76
Own any portable MP3 player	8,084	29.2%	87
HH owns 1 TV	2,840	19.2%	95
HH owns 2 TVs	3,996	27.1%	103
HH owns 3 TVs	3,181	21.5%	100
HH owns 4+ TVs	2,799	19.0%	96
HH subscribes to cable TV	7,533	51.0%	100
HH subscribes to fiber optic	515	3.5%	52
HH has satellite dish	3,899	26.4%	104
HH owns DVD/Blu-ray player	8,865	60.0%	97
HH owns camcorder	1,853	12.6%	80
HH owns portable GPS navigation device	3,481	23.6%	85
HH purchased video game system in last 12 mos	1,006	6.8%	74
HH owns Internet video device for TV	457	3.1%	71
Travel (Adults)			
Domestic travel in last 12 months	11,878	42.9%	85
Took 3+ domestic non-business trips in last 12 months	2,785	10.1%	81
Spent on domestic vacations in last 12 months: <$1,000	2,761	10.0%	89
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,460	5.3%	88
Spent on domestic vacations in last 12 months: $1,500-$1,999	844	3.0%	87
Spent on domestic vacations in last 12 months: $2,000-$2,999	892	3.2%	84
Spent on domestic vacations in last 12 months: $3,000+	1,068	3.9%	71
Domestic travel in the 12 months: used general travel website	1,497	5.4%	77
Foreign travel in last 3 years	4,110	14.8%	62
Took 3+ foreign trips by plane in last 3 years	636	2.3%	53
Spent on foreign vacations in last 12 months: <$1,000	775	2.8%	67
Spent on foreign vacations in last 12 months: $1,000-$2,999	605	2.2%	72
Spent on foreign vacations in last 12 months: $3,000+	837	3.0%	61
Foreign travel in last 3 years: used general travel website	1,015	3.7%	67
Nights spent in hotel/motel in last 12 months: any	9,887	35.7%	86
Took cruise of more than one day in last 3 years	1,856	6.7%	77
Member of any frequent flyer program	2,992	10.8%	65
Member of any hotel rewards program	3,029	10.9%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.

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Market Profile

Columbia City, TN 2
Columbia city, TN (4716540)
Place

Prepared by Esri

	Columbia city, T...
Population Summary	
2000 Total Population	33,496
2010 Total Population	34,681
2015 Total Population	36,338
2015 Group Quarters	818
2020 Total Population	38,339
2015-2020 Annual Rate	1.08%
Household Summary	
2000 Households	13,227
2000 Average Household Size	2.46
2010 Households	14,012
2010 Average Household Size	2.41
2015 Households	14,764
2015 Average Household Size	2.41
2020 Households	15,631
2020 Average Household Size	2.40
2015-2020 Annual Rate	1.15%
2010 Families	9,010
2010 Average Family Size	2.98
2015 Families	9,518
2015 Average Family Size	2.96
2020 Families	10,016
2020 Average Family Size	2.96
2015-2020 Annual Rate	1.03%
Housing Unit Summary	
2000 Housing Units	14,493
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	8.7%
2010 Housing Units	15,906
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	35.3%
Vacant Housing Units	11.9%
2015 Housing Units	16,821
Owner Occupied Housing Units	50.4%
Renter Occupied Housing Units	37.3%
Vacant Housing Units	12.2%
2020 Housing Units	17,783
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	12.1%
Median Household Income	
2015	$39,630
2020	$46,243
Median Home Value	
2015	$144,870
2020	$188,254
Per Capita Income	
2015	$21,002
2020	$23,772
Median Age	
2010	36.1
2015	37.8
2020	38.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	Columbia city, T...
2015 Households by Income	
Household Income Base	14,764
<$15,000	18.5%
$15,000 - $24,999	14.5%
$25,000 - $34,999	10.6%
$35,000 - $49,999	16.4%
$50,000 - $74,999	18.4%
$75,000 - $99,999	10.5%
$100,000 - $149,999	8.1%
$150,000 - $199,999	2.0%
$200,000+	1.0%
Average Household Income	$51,261
2020 Households by Income	
Household Income Base	15,632
<$15,000	17.5%
$15,000 - $24,999	10.7%
$25,000 - $34,999	8.9%
$35,000 - $49,999	16.0%
$50,000 - $74,999	20.8%
$75,000 - $99,999	13.2%
$100,000 - $149,999	9.1%
$150,000 - $199,999	2.6%
$200,000+	1.2%
Average Household Income	$57,942
2015 Owner Occupied Housing Units by Value	
Total	8,485
<$50,000	7.2%
$50,000 - $99,999	20.9%
$100,000 - $149,999	24.4%
$150,000 - $199,999	19.3%
$200,000 - $249,999	10.9%
$250,000 - $299,999	6.1%
$300,000 - $399,999	5.9%
$400,000 - $499,999	2.5%
$500,000 - $749,999	1.9%
$750,000 - $999,999	0.4%
$1,000,000 +	0.6%
Average Home Value	$177,699
2020 Owner Occupied Housing Units by Value	
Total	8,975
<$50,000	5.2%
$50,000 - $99,999	14.2%
$100,000 - $149,999	14.9%
$150,000 - $199,999	20.5%
$200,000 - $249,999	16.6%
$250,000 - $299,999	10.2%
$300,000 - $399,999	8.6%
$400,000 - $499,999	3.9%
$500,000 - $749,999	4.4%
$750,000 - $999,999	1.0%
$1,000,000 +	0.5%
Average Home Value	$222,526

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	Columbia city, T...
2010 Population by Age	
Total	34,681
0 - 4	7.6%
5 - 9	6.9%
10 - 14	6.5%
15 - 24	13.4%
25 - 34	14.3%
35 - 44	11.7%
45 - 54	13.7%
55 - 64	11.6%
65 - 74	6.8%
75 - 84	5.2%
85 +	2.3%
18 +	75.3%
2015 Population by Age	
Total	36,340
0 - 4	6.9%
5 - 9	6.9%
10 - 14	6.5%
15 - 24	12.0%
25 - 34	14.1%
35 - 44	12.1%
45 - 54	12.5%
55 - 64	13.1%
65 - 74	8.7%
75 - 84	4.8%
85 +	2.4%
18 +	76.2%
2020 Population by Age	
Total	38,341
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.9%
15 - 24	11.6%
25 - 34	13.0%
35 - 44	13.1%
45 - 54	11.3%
55 - 64	12.9%
65 - 74	10.4%
75 - 84	5.1%
85 +	2.3%
18 +	76.1%
2010 Population by Sex	
Males	16,248
Females	18,433
2015 Population by Sex	
Males	17,262
Females	19,078
2020 Population by Sex	
Males	18,362
Females	19,979

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	Columbia city, T...
2010 Population by Race/Ethnicity	
Total	34,681
White Alone	72.1%
Black Alone	20.8%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.6%
Two or More Races	2.4%
Hispanic Origin	7.0%
Diversity Index	51.0
2015 Population by Race/Ethnicity	
Total	36,338
White Alone	73.0%
Black Alone	18.9%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.0%
Two or More Races	2.8%
Hispanic Origin	7.7%
Diversity Index	51.2
2020 Population by Race/Ethnicity	
Total	38,339
White Alone	72.3%
Black Alone	18.3%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	3.4%
Hispanic Origin	8.8%
Diversity Index	53.2
2010 Population by Relationship and Household Type	
Total	34,681
In Households	97.5%
In Family Households	80.3%
Householder	26.0%
Spouse	16.4%
Child	31.3%
Other relative	3.9%
Nonrelative	2.7%
In Nonfamily Households	17.3%
In Group Quarters	2.5%
Institutionalized Population	2.3%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	Columbia city, T...
2015 Population 25+ by Educational Attainment	
Total	24,600
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	8.2%
High School Graduate	28.2%
GED/Alternative Credential	8.7%
Some College, No Degree	24.1%
Associate Degree	7.6%
Bachelor's Degree	11.3%
Graduate/Professional Degree	5.5%
2015 Population 15+ by Marital Status	
Total	28,957
Never Married	28.1%
Married	46.8%
Widowed	7.7%
Divorced	17.4%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	96.0%
Civilian Unemployed	4.0%
2015 Employed Population 16+ by Industry	
Total	15,805
Agriculture/Mining	0.7%
Construction	7.4%
Manufacturing	13.9%
Wholesale Trade	1.8%
Retail Trade	13.8%
Transportation/Utilities	4.1%
Information	0.7%
Finance/Insurance/Real Estate	7.2%
Services	46.7%
Public Administration	3.7%
2015 Employed Population 16+ by Occupation	
Total	15,805
White Collar	52.4%
Management/Business/Financial	12.4%
Professional	15.4%
Sales	9.8%
Administrative Support	14.8%
Services	21.1%
Blue Collar	26.5%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	3.3%
Production	8.8%
Transportation/Material Moving	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	Columbia city, T...
2010 Households by Type	
Total	14,012
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	64.3%
Husband-wife Families	40.5%
With Related Children	16.8%
Other Family (No Spouse Present)	23.8%
Other Family with Male Householder	5.1%
With Related Children	2.9%
Other Family with Female Householder	18.8%
With Related Children	12.8%
Nonfamily Households	5.7%
All Households with Children	33.1%
Multigenerational Households	4.2%
Unmarried Partner Households	7.1%
Male-female	6.5%
Same-sex	0.6%
2010 Households by Size	
Total	14,012
1 Person Household	30.0%
2 Person Household	32.4%
3 Person Household	17.3%
4 Person Household	12.0%
5 Person Household	5.2%
6 Person Household	1.9%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	14,012
Owner Occupied	60.0%
Owned with a Mortgage/Loan	39.7%
Owned Free and Clear	20.3%
Renter Occupied	40.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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		Columbia city, T...
Top 3 Tapestry Segments		
	1.	Small Town Simplicity
	2.	Comfortable Empty Nesters
	3.	Midlife Constants (5E)
2015 Consumer Spending		
Apparel & Services: Total $		$23,328,915
Average Spent		$1,580.12
Spending Potential Index		68
Computers & Accessories: Total $		$2,574,624
Average Spent		$174.39
Spending Potential Index		69
Education: Total $		$14,307,974
Average Spent		$969.11
Spending Potential Index		64
Entertainment/Recreation: Total $		$33,698,050
Average Spent		$2,282.45
Spending Potential Index		69
Food at Home: Total $		$54,778,362
Average Spent		$3,710.27
Spending Potential Index		71
Food Away from Home: Total $		$33,043,287
Average Spent		$2,238.10
Spending Potential Index		68
Health Care: Total $		$50,530,392
Average Spent		$3,422.54
Spending Potential Index		72
HH Furnishings & Equipment: Total $		$18,759,399
Average Spent		$1,270.62
Spending Potential Index		69
Investments: Total $		$21,943,023
Average Spent		$1,486.25
Spending Potential Index		54
Retail Goods: Total $		$265,321,513
Average Spent		$17,970.84
Spending Potential Index		70
Shelter: Total $		$162,238,382
Average Spent		$10,988.78
Spending Potential Index		67
TV/Video/Audio: Total $		$13,973,461
Average Spent		$946.45
Spending Potential Index		72
Travel: Total $		$18,631,275
Average Spent		$1,261.94
Spending Potential Index		65
Vehicle Maintenance & Repairs: Total $		$11,407,424
Average Spent		$772.65
Spending Potential Index		69

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Business Summary

Columbia City, TN 2
Columbia city, TN (4716540)
Geography: Place

Prepared by Esri

Data for all businesses in area	Columbia city, T...
Total Businesses:	2,216
Total Employees:	24,803
Total Residential Population:	36,338
Employee/Residential Population Ratio:	0.68:1

by SIC Codes	Number	Percent	Employees Number	Employees Percent
Agriculture & Mining	40	1.8%	168	0.7%
Construction	167	7.5%	1,002	4.0%
Manufacturing	56	2.5%	1,262	5.1%
Transportation	34	1.5%	423	1.7%
Communication	12	0.5%	79	0.3%
Utility	5	0.2%	117	0.5%
Wholesale Trade	95	4.3%	593	2.4%
Retail Trade Summary	506	22.8%	5,434	21.9%
Home Improvement	27	1.2%	223	0.9%
General Merchandise Stores	26	1.2%	847	3.4%
Food Stores	43	1.9%	577	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	109	4.9%	843	3.4%
Apparel & Accessory Stores	15	0.7%	70	0.3%
Furniture & Home Furnishings	33	1.5%	100	0.4%
Eating & Drinking Places	119	5.4%	2,161	8.7%
Miscellaneous Retail	134	6.0%	613	2.5%
Finance, Insurance, Real Estate Summary	294	13.3%	2,141	8.6%
Banks, Savings & Lending Institutions	118	5.3%	518	2.1%
Securities Brokers	23	1.0%	105	0.4%
Insurance Carriers & Agents	63	2.8%	677	2.7%
Real Estate, Holding, Other Investment Offices	90	4.1%	841	3.4%
Services Summary	858	38.7%	11,677	47.1%
Hotels & Lodging	15	0.7%	144	0.6%
Automotive Services	84	3.8%	291	1.2%
Motion Pictures & Amusements	39	1.8%	225	0.9%
Health Services	182	8.2%	5,043	20.3%
Legal Services	32	1.4%	147	0.6%
Education Institutions & Libraries	38	1.7%	1,921	7.7%
Other Services	468	21.1%	3,906	15.7%
Government	118	5.3%	1,893	7.6%
Unclassified Establishments	31	1.4%	14	0.1%
Totals	2,216	100.0%	24,803	100.0%

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Business Summary

Columbia City, TN 2
Columbia city, TN (4716540)
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	3	0.1%	30	0.1%
Utilities	3	0.1%	113	0.5%
Construction	174	7.9%	1,081	4.4%
Manufacturing	66	3.0%	1,106	4.5%
Wholesale Trade	91	4.1%	581	2.3%
Retail Trade	371	16.7%	3,198	12.9%
Motor Vehicle & Parts Dealers	72	3.2%	654	2.6%
Furniture & Home Furnishings Stores	17	0.8%	46	0.2%
Electronics & Appliance Stores	15	0.7%	55	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	24	1.1%	215	0.9%
Food & Beverage Stores	38	1.7%	522	2.1%
Health & Personal Care Stores	34	1.5%	247	1.0%
Gasoline Stations	37	1.7%	189	0.8%
Clothing & Clothing Accessories Stores	22	1.0%	97	0.4%
Sport Goods, Hobby, Book, & Music Stores	23	1.0%	116	0.5%
General Merchandise Stores	26	1.2%	847	3.4%
Miscellaneous Store Retailers	53	2.4%	179	0.7%
Nonstore Retailers	10	0.5%	31	0.1%
Transportation & Warehousing	18	0.8%	198	0.8%
Information	28	1.3%	469	1.9%
Finance & Insurance	209	9.4%	1,310	5.3%
Central Bank/Credit Intermediation & Related Activities	122	5.5%	525	2.1%
Securities, Commodity Contracts & Other Financial	23	1.0%	105	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	64	2.9%	680	2.7%
Real Estate, Rental & Leasing	129	5.8%	913	3.7%
Professional, Scientific & Tech Services	112	5.1%	599	2.4%
Legal Services	37	1.7%	171	0.7%
Management of Companies & Enterprises	3	0.1%	132	0.5%
Administrative & Support & Waste Management & Remediation	80	3.6%	482	1.9%
Educational Services	40	1.8%	1,928	7.8%
Health Care & Social Assistance	256	11.6%	5,964	24.0%
Arts, Entertainment & Recreation	26	1.2%	207	0.8%
Accommodation & Food Services	138	6.2%	2,338	9.4%
Accommodation	15	0.7%	144	0.6%
Food Services & Drinking Places	123	5.6%	2,194	8.8%
Other Services (except Public Administration)	318	14.4%	2,212	8.9%
Automotive Repair & Maintenance	65	2.9%	226	0.9%
Public Administration	120	5.4%	1,928	7.8%
Unclassified Establishments	31	1.4%	14	0.1%
Total	2,216	100.0%	24,803	100.0%

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November 03, 2015