Market Area Data

Population
2021 Projection .................. 26,953
2016 Estimate .................. 26,943
2010 Census .................. 27,639
2000 Census .................. 28,692

Race
Caucasian .................. 54.5%
African American ........ 38.4%
Hispanic .................. 7.0%
All Other .................. 0.1%

Gender
Male .................. 46.9%
Female .................. 53.1%

Age
0-17 .................. 23.5%
18-24 .................. 8.8%
25-34 .................. 11.7%
35-44 .................. 11.5%
45-54 .................. 13.3%
55-64 .................. 14.0%
65-74 .................. 9.8%
75+ .................. 7.5%
Median Age .................. 40.2

Households
2021 Projection .................. 10,745
2016 Estimate .................. 10,694
2010 Census .................. 10,883
2000 Census .................. 10,959

Household by Household Income
Income Less Than $15,000 .................. 17.0%
Income $15,000 - $24,999 .................. 15.4%
Income $25,000 - $34,999 .................. 14.4%
Income $35,000 - $49,999 .................. 18.3%
Income $50,000 - $74,999 .................. 16.8%
Income $75,000 - $99,999 .................. 8.6%
Income $100,000 - $149,999 .................. 6.1%
Income $150,000 - $249,999 .................. 2.6%
Income $250,000 and more .................. 0.8%

2016 Est. Average Household Income .................. $49,527
2016 Est. Median Household Income .................. $37,653
Average Travel Time to Work (Minutes) .................. 24.65
Owner Occupied Housing Units .................. 6,835
Average Length of Residence (Years) .................. 9.1
Median Owner-Occupied Housing Value .................. $85,886

Haywood County Data
2016 Population .................. 18,068
2016 Households .................. 7,272
2016 Retail Sales .................. $224,888,679
Retail Sales Per Capita .................. $12,447
Retail Sales Per Household .................. $30,925
Retail Sales Outleakage (2013) .................. $18,133,315

Source: Claritas, U.S. Census Bureau, Tennessee Dept. of Revenue, TVA
Retailers in the Area:
AT&T
Auto Zone
Best Western
Burger King
Cato
Comfort Inn
Dairy Queen
Days Inn
Dollar General
Domino’s
Factory Connection
Fast Pace
Fred’s
Kentucky Fried Chicken
McDonald’s
Merle Norman
O’Reilly Auto Parts
Pizza Hut
Ruler Foods
Sherwin Williams
Sonic
Subway
Taco Bell
Tripp Country Ham
Verizon
Walgreen’s
Wal-Mart SuperCenter

Retail Trade Potential - 2016

Building Material, Garden Equipment Stores ..................... $42,769,006
Food & Beverage Stores ...................................................... $53,021,600
Health & Personal Care Stores ............................................. $26,464,084
Gasoline Stations ............................................................... $30,080,208
Clothing & Clothing Accessories Stores ..................... $17,169,914
Sporting Goods, Hobby, Book, Music Stores .................. $6,545,532
General Merchandise Stores ................................................ $48,083,642
Miscellaneous Store Retailers ............................................. $11,766,641
Non-Store Retailers ............................................................ $37,726,584
Foodservice & Drinking Places ............................................. $38,642,437
Total Retail Sales & Eating, Drinking Places..................... $403,436,422

Source: 2014 Traffic Map
Brownsville, TN
TN. Dept. of Transportaion

Exit 56 Traffic Count 29,000 daily
20 miles to Jackson, 40 miles to Memphis
Major Employers & City Information

- Haywood Company/Teknor Apex: 610 employees
- Lasco Fittings, Incorporated: 500 employees
- Mid-Kart Super Center: 200 employees
- Black & Decker: 175 employees
- PictSweet: 150 employees
- Precision Coils: 132 employees
- Plastic Container Corporation: 117 employees
- Architekten: 27 employees
- AB
gap

Demographics

- Average Age: 38.4
- Median Household Income: $34,161
- Number of Households: 4,573

Daytime Population: 11,481 (10 Minute Drive Time)

GAP Analysis: $39,296,678 (15 Minute Drive Time)

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.