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BROWNSVILLE, TENNESSEE
Market Guide

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Demographics

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

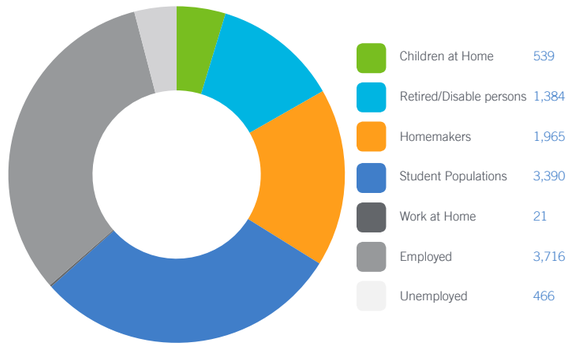
Major Employers & City Information

Company Name	Employees
Haywood Company/Teknor Apex	610
Lasco Fittings, Incorporated	500
Wal-Mart Super Center	200
Dynametal Technologies	120
Pictsweet	100
Precision Coils	100
Cascades/ IFC Disposable	60
Simmco	60
Lowe's Home Improvement	50
Domtar Paper Company	38
Plastic Container Corporation	35
Pallet Source, Inc.	33
Ross Manufacturing Company	25

Haywood County is still the #1 cotton producing county in Tennessee.

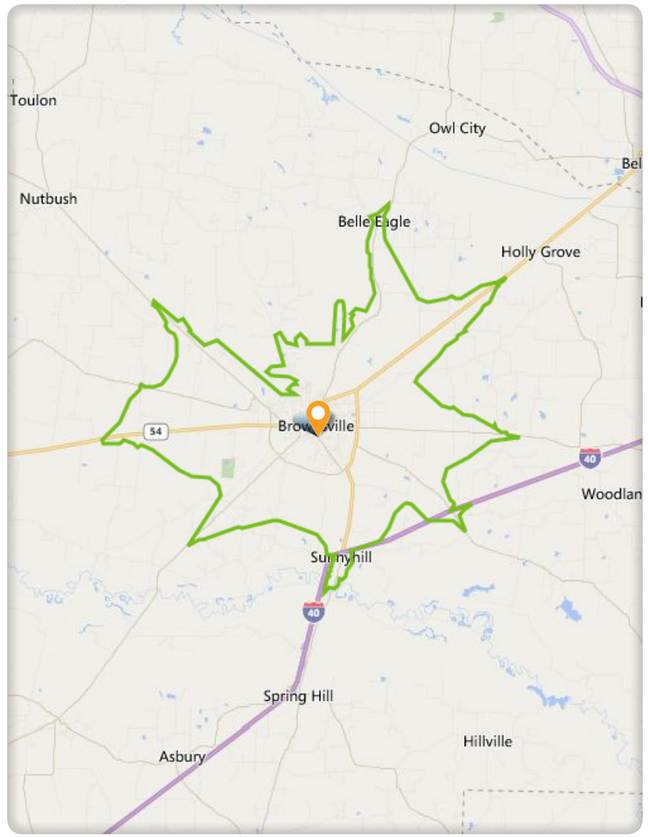
Brownsville has a unique knack for Barbeque, including Tennessee Vacation Guides #1 destination – Miss Helens.

Daytime Population 11,481 (10 Minute Drive Time)



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

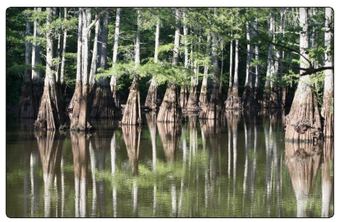
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, 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.



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2015 Estimated Population	10,614	11,815	15,144
Daytime Population	10,876	11,696	13,599
Median HH Income	$34,000	$34,187	$34,856
Number of Households	4,269	4,715	5,989

DEMOGRAPHIC PROFILE	5 Minute Drive Time	10 Minute Drive Time	15 Minute Drive Time
2015 Estimated Population	9,192	11,458	13,491
Daytime Population	9,740	11,48,	12,755
Median HH Income	$33,619	$34,161	$34,542
Number of Households	3,715	4,573	5,350

*Source: STI PopStats / Statistics compiled by: retail strategies



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Major Retail & Restaurants

Image courtesy of USGS © 2016 Microsoft Corporation

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8,655 VPD*

9,931 VPD*

6,087 VPD*

5,794 VPD*

3,443 VPD*

2,054 VPD*

Sunnyhill

Shell

Brownsville

Haywood Junior High School

Haywood Elementary School

Eastside Elementary School

Haywood Heights

Dollar General

Save A Lot

Family Dollar

Ruler Foods

Fred's Super Dollar

Hardee's

Sonic

Hibbett Sports

O'Reilly

Subway

Tobacco Express

Walgreens

Cato

Domino's

Sherwin Williams

Dairy Queen

Pizza Hut

KFC

BP

Exxon

Citgo

Chevron

40

76

70

70b

64

87