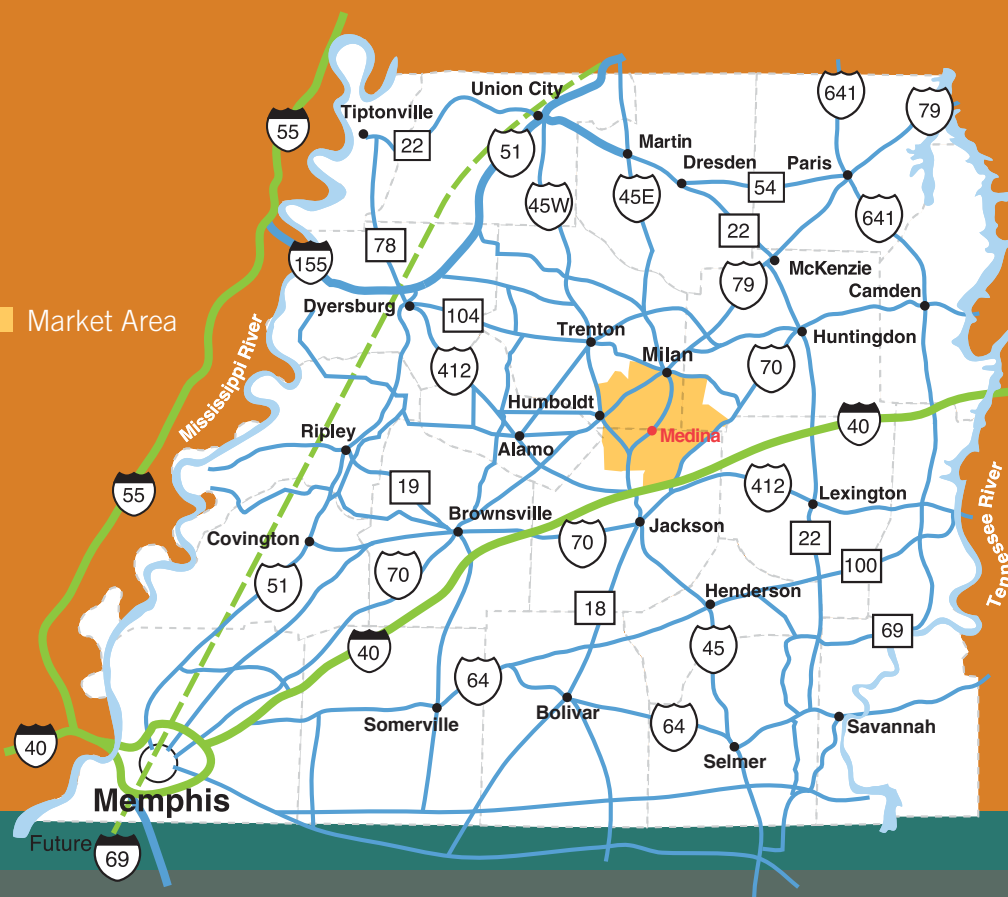


Medina Tennessee

Market Area

Tara Bradford
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Greater Gibson Chamber of
Commerce
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Market Area



Market Area Data

Population

2009 Estimate.....	30,883
2000 Census	27,881
1990 Census	23,436

Race

Caucasian.....	81.1%
African American	16.3%
Hispanic	1.6%
All Other	1.0%

Gender

Male	47.7%
Female	52.3%

Age

0-17	24.1%
18-24	8.0%
25-34	12.5%
35-44	13.4%
45-54	14.8%
55-64	11.9%
65-74	7.6%
75+	7.7%
Median Age	39.05

Households

2009 Estimate.....	12,367
2000 Census	11,004
1990 Census	9,101

Average Household Size..... 2.44

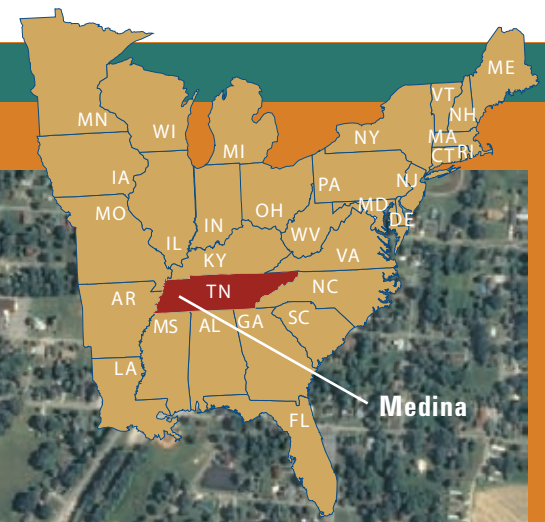
Household by Household Income

Income Less than \$15,000.....	14.4%
Income \$15,000 - \$24,999	12.4%
Income \$25,000 - \$34,999	13.6%
Income \$35,000 - \$49,999	17.5%
Income \$50,000 - \$74,999	21.0%
Income \$75,000 - \$99,999	11.1%
Income \$100,000 - \$149,999	7.2%
Income \$150,000 - \$249,999	2.2%
Income \$250,000 and more.....	0.6%

2009 Est. Average Household Income	\$53,099
2009 Est. Median Household Income.....	\$43,216
2009 Est. Per Capita Income.....	\$21,464
Average Travel Time to Work (Minutes)	22.3
Owner Occupied Housing Units.....	9,458
Average Length of Residence (Years).....	9
Median Owner-Occupied Housing Value.....	\$105,197

Gibson County Data

2008 Population	48,728
2008 Housing Units	20,062
2008 Retail Sales	\$504,737,135
Retail Sales Per Capita	\$10,358
Retail Sales Per Household	\$25,158
Retail Sales Outleakage (2007).....	\$37,365,801



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Retail Trade Potential - 2008

Motor Vehicle & Parts Dealers	106,694,141
Furniture & Home Furnishings Stores	11,881,224
Electronics & Appliances Stores	10,857,373
Building Material, Garden Equip Stores	57,215,965
Food & Beverage Stores	59,717,141
Health & Personal Care Stores	28,234,558
Gasoline Stations	59,221,622
Clothing & Clothing Accessories Stores	20,595,056
Sporting Goods, Hobby, Book, Music	8,819,081
General Merchandise Stores	59,106,350
Miscellaneous Store Retailers	12,636,231
Non-Store Retailers	30,690,244
Food Service & Drinking Places	39,068,150
Total Retail Sales	504,737,135

City planners have advised that over 1,800 homes are planned with 525 completed, 60 under construction, and the remainder to be developed.

	Planned	Completed	In Process	Vacant
Arbor Oaks	257	20	8	229
Cambridge Place	24	17	3	4
Jabez	61	23	4	34
Oak Tree (All Phases)	53	28	4	21
Quailwood Estates (All Phases)	75	46	1	28
Richmond Estates (All Phases)	170	107	10	53
Southern Hills (All Phases)	45	45	0	0
Stonecreek (All Phases)	240	158	10	72
Summerfield (All Phases)	911	76	9	826

731.783.3913