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## Project Overview

### Sponsor

Kimberly Craddock  
Martin Community Development  
101 University Street  
Martin, TN 38237

### Purpose of the Final Report

CommunityID is a program that is designed specifically for use in community economic development initiatives.

In the Retail Site Determination, Buxton examined the potential for Martin, TN to attract new retailers and restaurants. Buxton analyzed the retail location in Martin and determined the relative viability of the site to recruit the interest of retailers and restaurants. It was determined that Martin does have the potential to attract new retailers and restaurants.

The Final Report is intended to identify specific retailers and restaurants that are most likely to consider Martin as a potential location. Buxton examined thousands of retailers and restaurants using sophisticated, retail-minded analysis to narrow our focus to those with location requirements that best match the site's trade area. Those final selections and the analysis leading to their selection are presented individually in this report.

### Retail Site

The proposed retail site selected by Martin, TN for study in the Final Report is:

**Retail Site – TN 431 & TN 43**

### How to Use This Report

Martin should review and comprehend the information contained in this report. Using this report, the accompanying marketing packages, and economic development partners, Martin is positioned to develop a strategy to contact and recruit each of the identified retailers. Buxton highly recommends that each retailer be contacted personally and that contact be maintained during the period of time that it takes for a national retailer to consider, select, and approve new locations.

## Executive Summary

### Findings

In the Retail Site Determination, Buxton studied the retail site within Martin to determine its relative potential to attract new retailers and restaurants. Our analysis indicated that the site would be attractive to several major retailers.

Our findings with respect to Martin are summarized as follows:

- The potential site possesses large numbers of households with a mix of dominant segment households that appeal to a wide variety of retailers and restaurants.
- The potential site benefits from large traffic counts on Hwy 431.

Overall, this site is well situated to attract a quality mix of desired retailers and restaurants.

## Executive Summary

### Selected Retailers and Restaurants

Buxton examined thousands of retailers and restaurants to determine those with location requirements that best match the buying habits and demographics within the site's retail trade area. Initially, hundreds of quality matches resulted from our examination, a testament to the character of Martin as an attractive retail location.

The initial list was narrowed to approximately 134 targets based upon additional research of each retailer and restaurant. Factors included relative match scores, business strategies and conditions, and proximity to existing locations.

Finally, Buxton and Martin met to review and discuss proposed targets in order to make a final selection of retailers and restaurants for which marketing packages would be prepared. Factors considered in this final step included overall desirability, community preferences, the potential tenant mix and other issues specific to the economic development goals of Martin.

Retailer	Retailer Classification	US Locations
American Eagle	Men's Apparel, Women's Apparel	913
Chili's Grill & Bar	Fast Casual Restaurants, Restaurants/Bars	1,660
Damon's Grill	Fast Casual Restaurants	120
Hobby Lobby	Art Supplies/Crafts/Hobbies	416
Home Depot	Hardware/Home Improvement	2,171
Logan's Roadhouse	Restaurants/Bars	169
Peebles	Department Stores	180
Ruby Tuesday	Restaurants/Bars	850
Shoe Show	Shoes	1,007
Steak n Shake	Restaurants/Bars	448

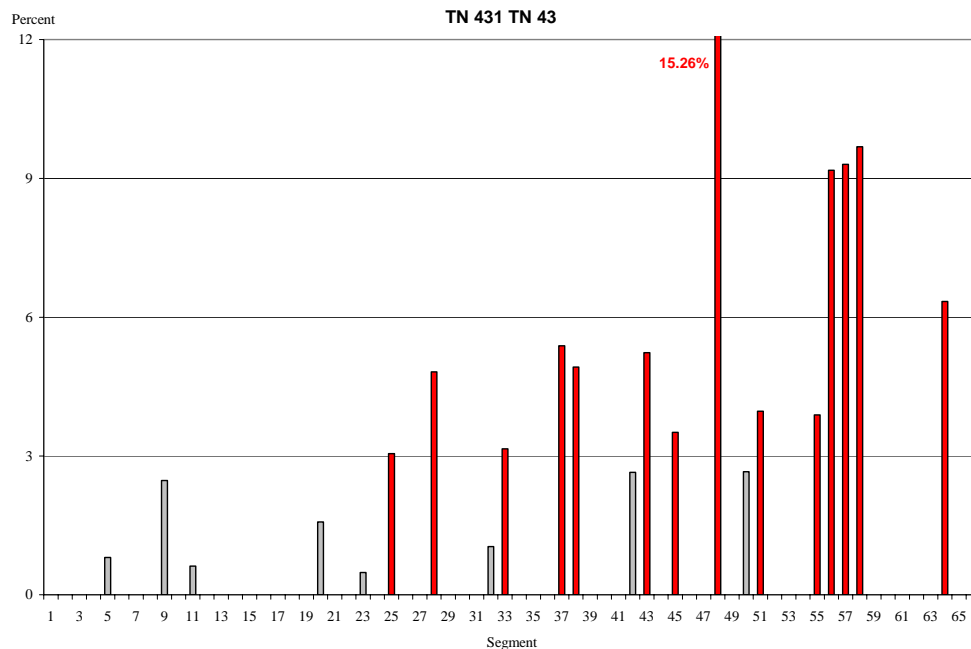


## Retail Site

### 15-Minute Trade Area Segmentation

Each household in the U.S. can be described by one of sixty-six segments, based upon its consumer habits and spending patterns. This graph depicts the segments, by percent of total households that comprise the trade area for the proposed site. A segment that represents at least three percent of a trade area is considered a dominant segment.

The chart at the bottom of this page provides household counts and indicates the percent of all households in the trade area that are classified in each dominant segment. The next page provides a brief description of dominant segments. The methodology section of this report includes a full description of each segment.



Source: Claritas, Inc. PRIZM® NE, © 2006

Dominant Segments	Description	Households	% of All Households
25	COUNTRY CASUALS	468	3.05%
28	TRADITIONAL TIMES	739	4.82%
33	BIG SKY FAMILIES	484	3.15%
37	MAYBERRY-VILLE	826	5.38%
38	SIMPLE PLEASURES	755	4.92%
43	HEARTLANDERS	803	5.23%
45	BLUE HIGHWAYS	539	3.51%
48	YOUNG & RUSTIC	2,342	15.26%
51	SHOTGUNS & PICKUPS	609	3.97%
55	GOLDEN PONDS	597	3.89%
56	CROSSROADS VILLAGERS	1,408	9.18%
57	OLD MILLTOWNS	1,428	9.31%
58	BACK COUNTRY FOLKS	1,486	9.68%
64	BEDROCK AMERICA	973	6.34%

Source: Claritas, Inc. PRIZM® NE, © 2006

## Retail Site

### Dominant Segment Descriptions

- 25 COUNTRY CASUALS – There’s a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.
- 28 TRADITIONAL TIMES – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they’re big travelers, especially in recreational vehicles and campers.
- 33 BIG SKY FAMILIES – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
- 37 MAYBERRY-VILLE – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.
- 38 SIMPLE PLEASURES – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.
- 43 HEARTLANDERS – America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

## Retail Site

### Dominant Segment Descriptions

- 45 **BLUE HIGHWAYS** – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.
- 48 **YOUNG & RUSTIC** – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
- 51 **SHOTGUNS & PICKUPS** – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.
- 55 **GOLDEN PONDS** – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.
- 56 **CROSSROADS VILLAGERS** – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.
- 57 **OLD MILLTOWNS** – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.

## Retail Site

### Dominant Segment Descriptions

- 58 BACK COUNTRY FOLKS – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
- 64 BEDROCK AMERICA – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

## Recommended Retailer Profiles

### Selected Retailers and Restaurants

Buxton examined thousands of retailers and restaurants to determine those with location requirements that best match the buying habits and demographics within the site's retail trade area.

This analysis identifies potential retailers and restaurants that match the household profile of the trade area. The trade area profile segmentation graph was compared with the profiles of over 4,500 retailers and restaurants. Retailer profiles were created by taking the existing sites of a retailer in the region, getting the segmentation composition within a fifteen-minute trade area around each site, and determining the average segmentation composition for each retailer. The goal is to match a specific retailer's profile to that of the Martin retail site's trade area profile. Where there is a close match of the retailer's location profile with the household profile of the trade area, the retailer is selected as a target for recruitment. If there is a mismatch of profiles, then obviously the retailer is not considered.

The selection of target retailers also takes into account other factors. If a potential target retailer already has a location nearby, it might not be included. Site characteristics, tenant mix, the site's regional setting, and community goals are considered.

Our Final Report process yielded a final recommended list of ten retail and restaurant targets. The following sections of this report provide detailed information that documents the selection of each targeted retailer and restaurant.

First, general information is provided that describes the location preferences of each company, in addition to contact information.

Second, a match report compares the household segmentation of the retail trade area with the household segments that represent the existing customer base for each retailer or restaurant. These match reports summarize the attractiveness of Martin's location for each target.

Finally, a map is provided of the retail site trade area, and dominant segment households for each retailer or restaurant are overlaid to construct a compelling visual in support of recruitment efforts.

This information is combined with supplemental marketing information to create individual marketing packages that can be used in efforts to recruit each company to Martin, TN.

## Recommended Retailer Profiles

### American Eagle

American Eagle considers locations in downtown/central business districts, enclosed regional and super regional malls, and lifestyle centers. Fashion-oriented co-tenants are preferred. Their customer base is made up of mid income adults and teens. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

**Attention Real Estate Department**

150 Thorn Hill Drive

Warrendale, PA 15086-7528

Phone: (724) 776-4857

Fax: (724) 779-5580

[www.ae.com](http://www.ae.com)

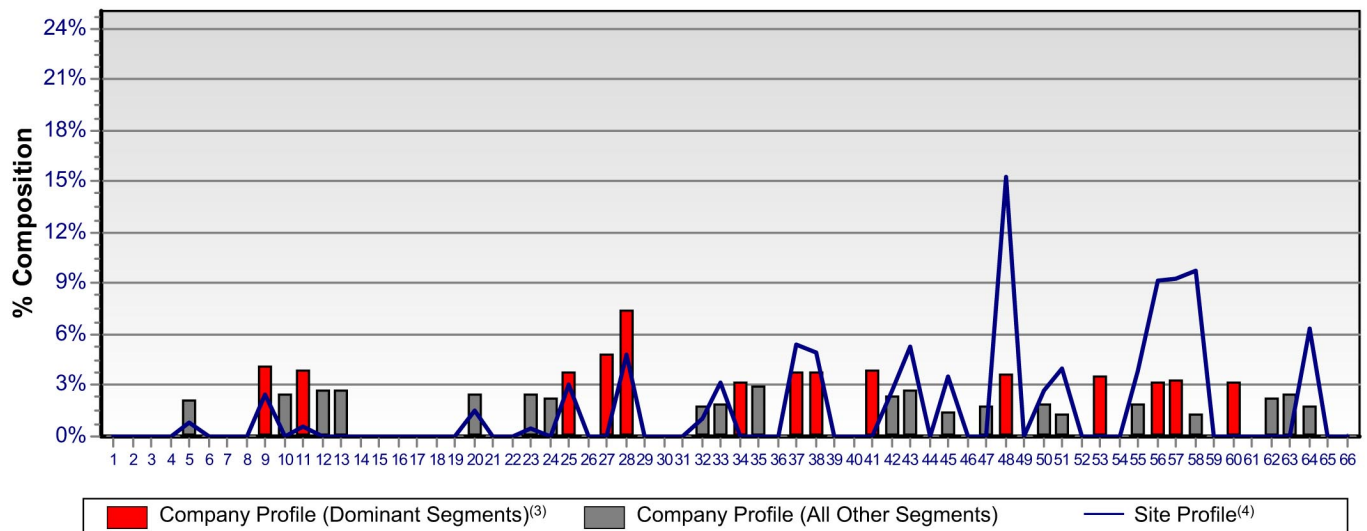
Company: AMERICAN EAGLE OUTFITTERS

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	AMERICAN EAGLE OUTFITTERS Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	33,539	37,458
Total Households	13,574	15,345
Company Dominant Segment Households	7,526	8,440

<sup>(1)</sup> Segmentation Profile

<sup>(2)</sup> Drive Time

<sup>(3)</sup> Dominant Segments

<sup>(4)</sup> Site Profile

<sup>(5)</sup> Average Trade Area

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

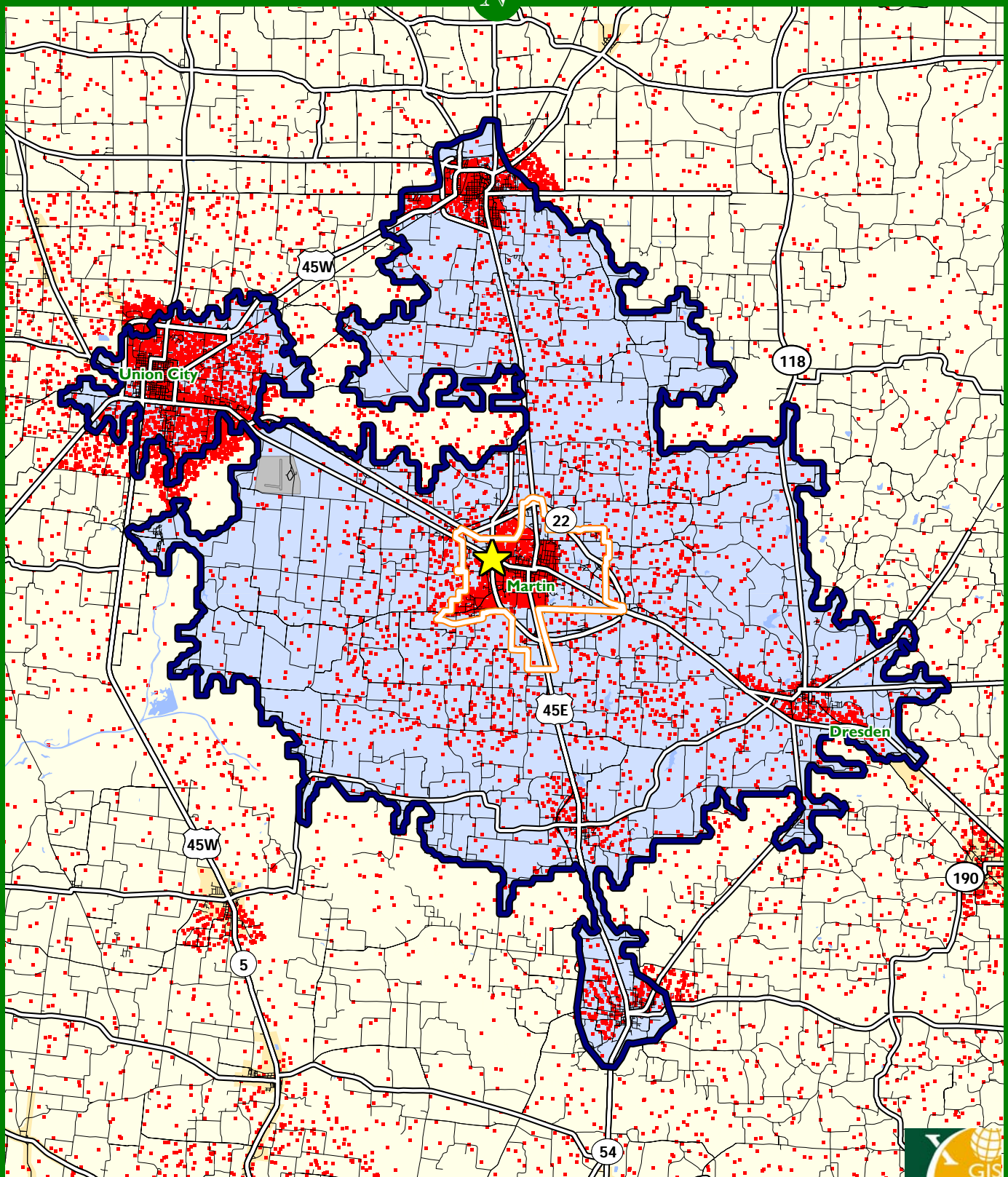
Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

AMERICAN EAGLE OUTFITTERS trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006





CommunityID

## Martin, TN: Overview

### Shopping Centers

GLA in thousands



Proposed  
Retail Location



Trade Area



American Eagle

### Dominant Segment Households

■ Dot = 1 Household

Miles





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## Recommended Retailer Profiles

### Chili's Grill & Bar

Chili's Grill & Bar considers locations in airport/transportation centers, downtown/central business districts, enclosed regional and super regional malls, lifestyle centers, pad sites/outparcels, power centers and freestanding locations. Entertainment co-tenants are preferred. Their customer base is made up of low to mid income adults and teens. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

***Vice President, Real Estate Development***

***Kim Williams***

6820 Lyndon B Johnson Freeway

Dallas, TX 75240

Phone: (972) 980-9917

Fax: (972) 770-9467

Real Estate E-mail: [realestate.sites@brinker.com](mailto:realestate.sites@brinker.com)

[www.chilis.com](http://www.chilis.com)

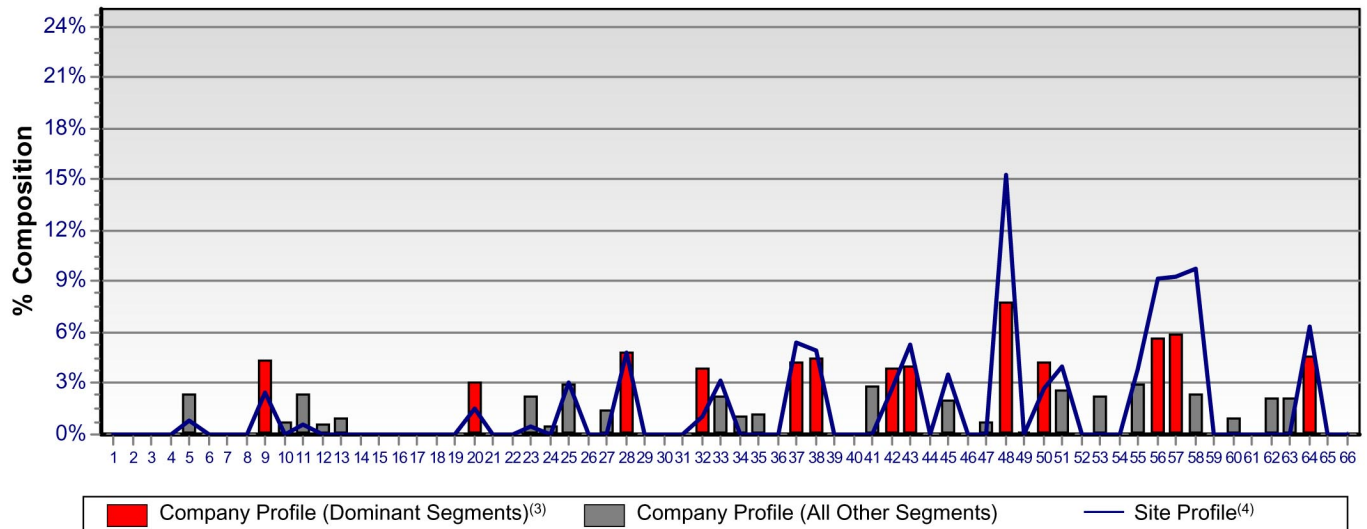
Company: CHILI'S GRILL & BAR

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

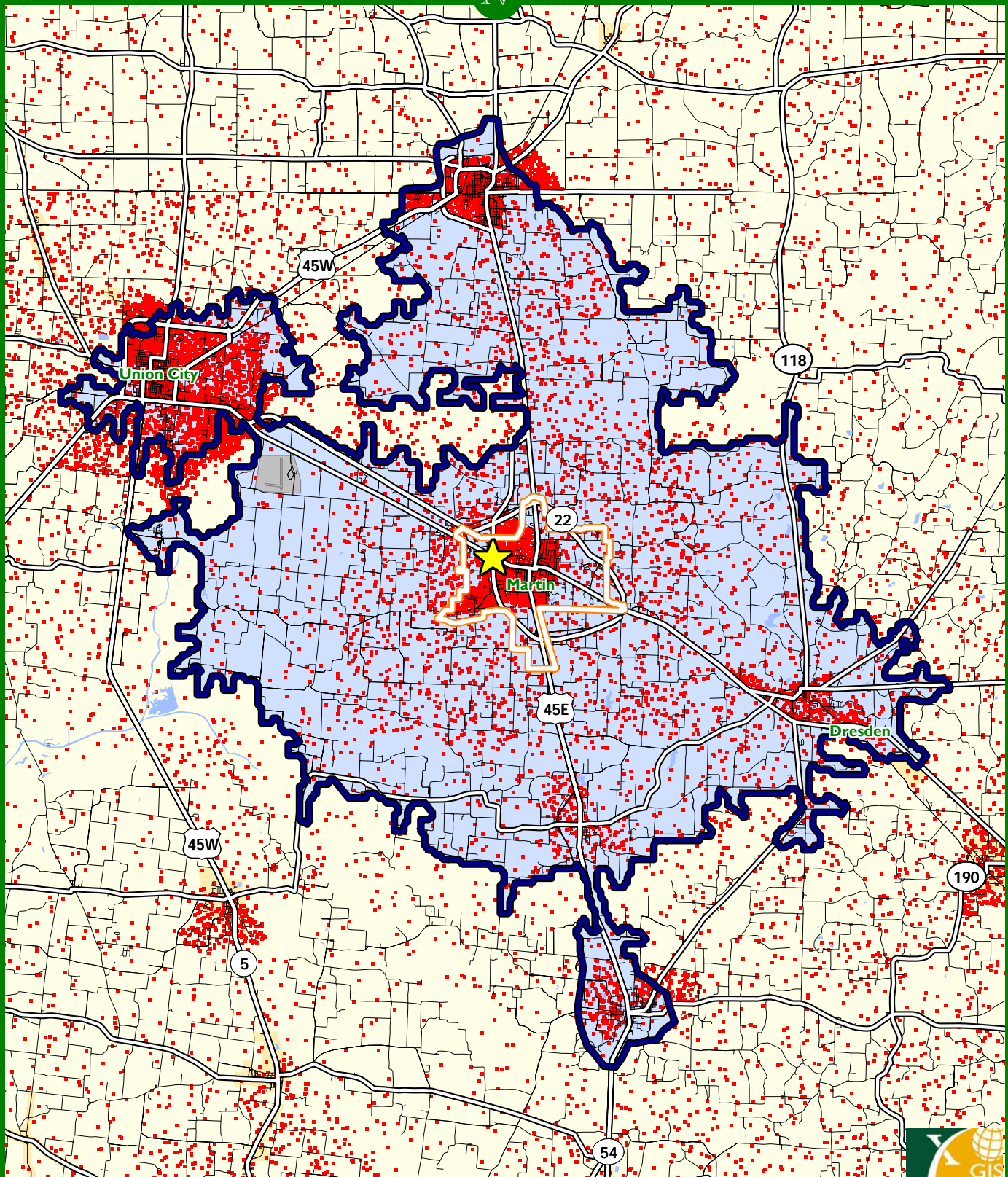
	CHILI'S GRILL & BAR Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	33,227	37,458
Total Households	12,675	15,345
Company Dominant Segment Households	7,693	10,869

- (1) **Segmentation Profile**  
(2) **Drive Time**  
(3) **Dominant Segments**  
(4) **Site Profile**  
(5) **Average Trade Area**

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits. Drive time is used to define the trade area.  
Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).  
Those segments within the site's drive time trade area (**BLUE LINE**).  
CHILI'S GRILL & BAR trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006

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CommunityID

## Martin, TN: Overview

### Shopping Centers

GLA in thousands



500 to 1000



Proposed  
Retail Location



Trade Area



Chili's Grill & Bar

### Dominant Segment Households

1 Dot = 1 Household

Miles



## Recommended Retailer Profiles

### Damon's Grill

Damon's Grill considers airport/transportation centers, college campuses, lifestyle centers, pad sites/outparcels, and freestanding locations. All types of co-tenants are considered. Their customer base is made up of mid income adults. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

**Real Estate**

**Tracy Hartshorn**

4645 Executive Drive

Columbus, OH 43220

Phone: (614) 442-7900

Fax: (614) 273-3121

[www.damons.com](http://www.damons.com)

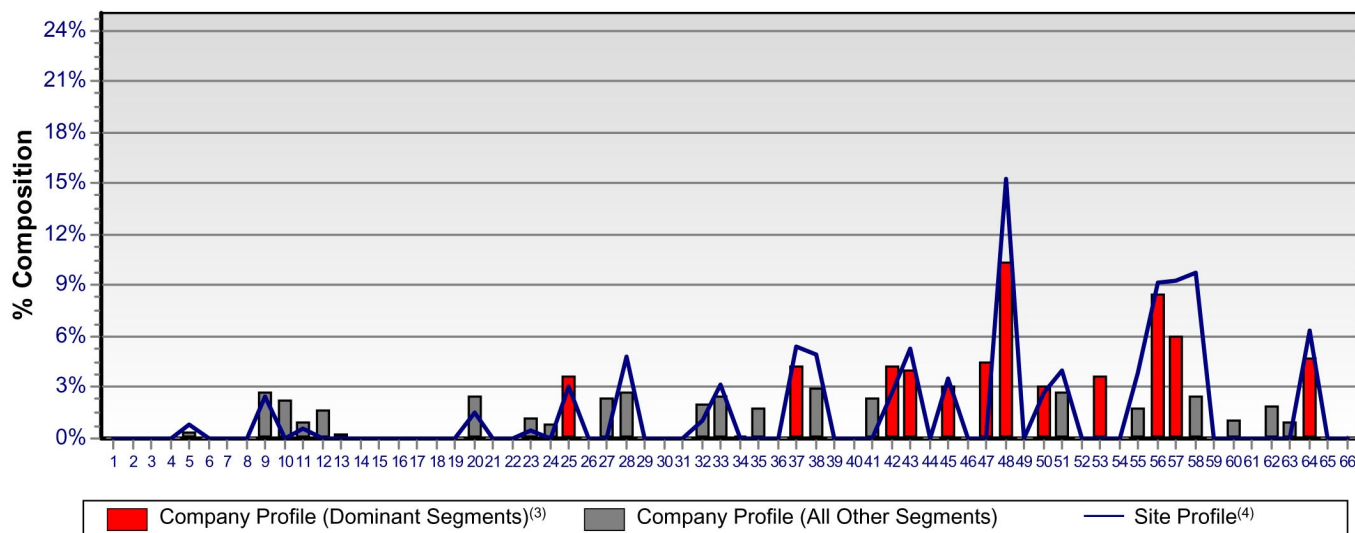
Company: DAMON'S THE PLACE FOR RIBS

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	DAMON'S THE PLACE FOR RIBS Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	38,114	37,458
Total Households	15,478	15,345
Company Dominant Segment Households	9,254	9,601

<sup>(1)</sup> **Segmentation Profile**

<sup>(2)</sup> **Drive Time**

<sup>(3)</sup> **Dominant Segments**

<sup>(4)</sup> **Site Profile**

<sup>(5)</sup> **Average Trade Area**

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

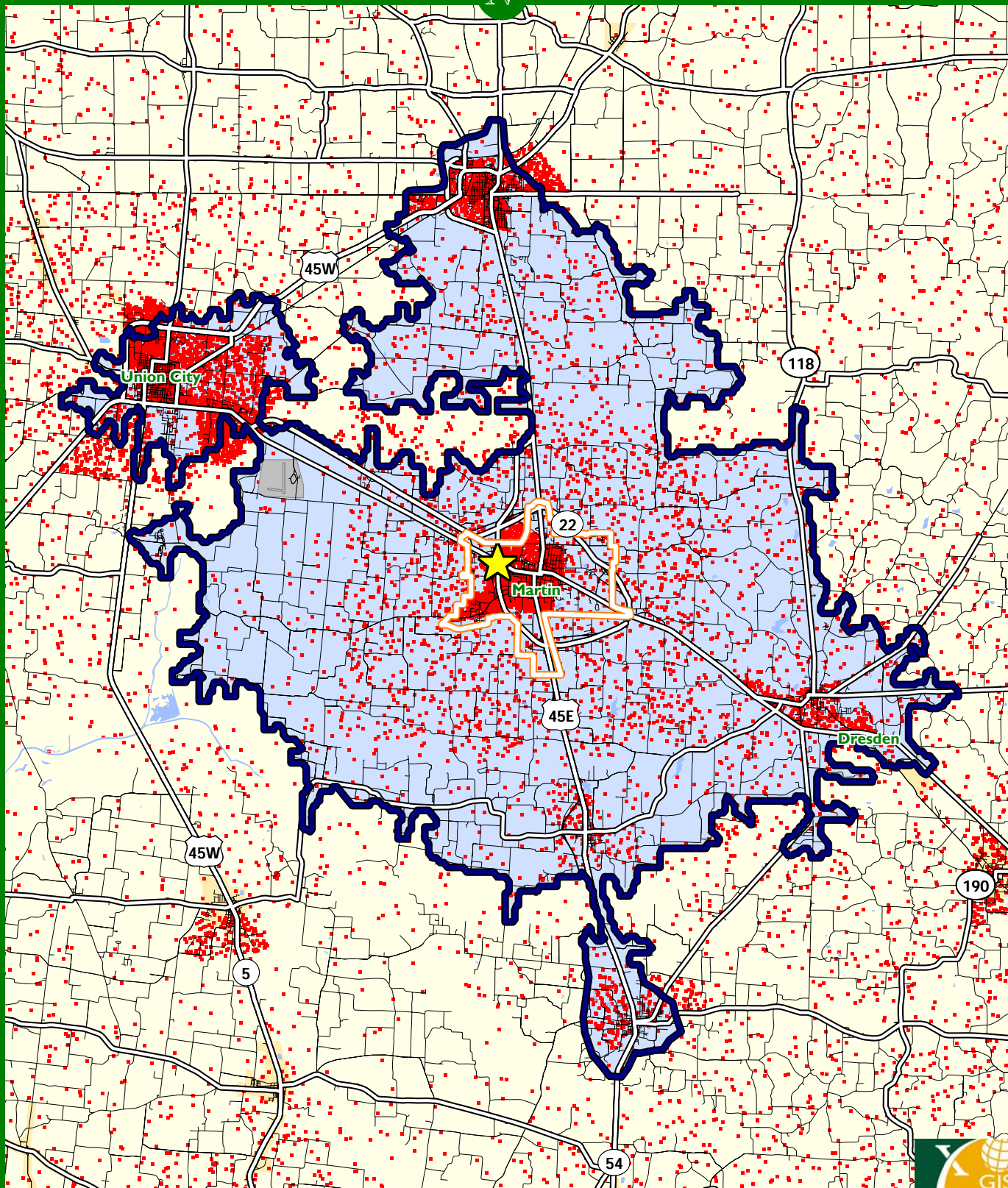
Those segments within the site's drive time trade area (**BLUE LINE**).

DAMON'S THE PLACE FOR RIBS trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006



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CommunityID

## Martin, TN: Overview

### Shopping Centers

GLA in thousands



1000+

500 to 1000



Proposed  
Retail Location

Trade Area

Damon's Grill

### Dominant Segment Households

Red square icon | Dot = 1 Household

Miles



## Recommended Retailer Profiles

### Hobby Lobby

Hobby Lobby considers locations in community strip centers, enclosed regional malls, neighborhood strip centers, power centers, and freestanding locations. All types of co-tenants are considered. Their customer base is mid income adult females. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

**Real Estate**

**Glenn Edgin**

7707 South West 44<sup>th</sup> Street

Oklahoma City, OK 73179

Phone: (405) 745-1874

Fax: (405) 745-1635

E-mail: [glenn.edgin@hobbylobby.com](mailto:glenn.edgin@hobbylobby.com)

[www.hobbylobby.com](http://www.hobbylobby.com)

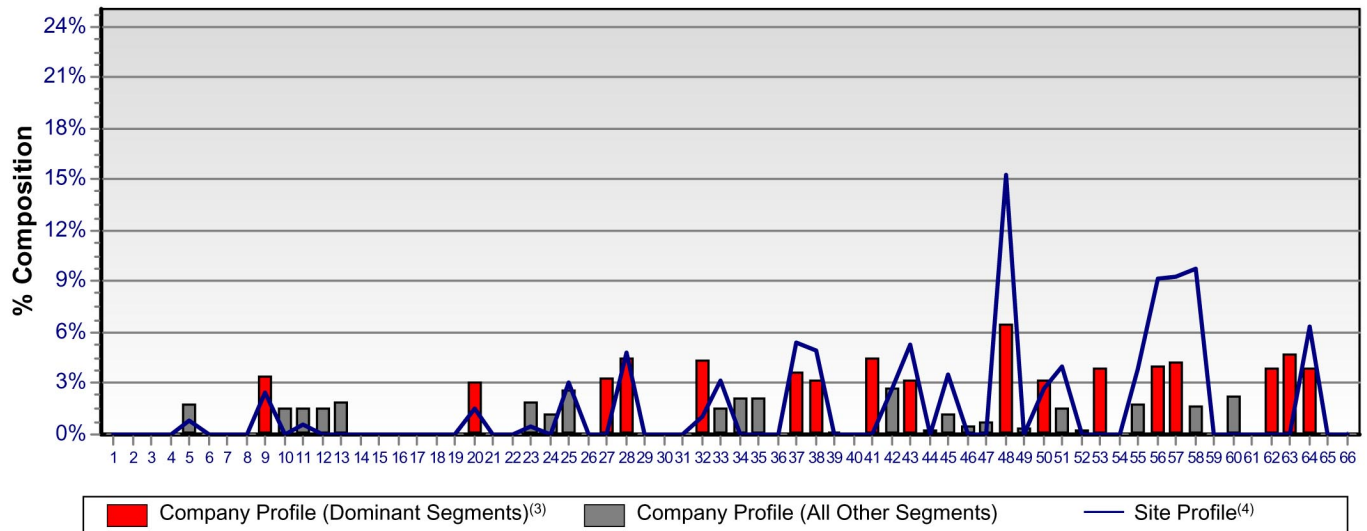
Company: HOBBY LOBBY

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	HOBBY LOBBY Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	39,067	37,458
Total Households	15,056	15,345
Company Dominant Segment Households	10,102	10,463

<sup>(1)</sup> **Segmentation Profile**

<sup>(2)</sup> **Drive Time**

<sup>(3)</sup> **Dominant Segments**

<sup>(4)</sup> **Site Profile**

<sup>(5)</sup> **Average Trade Area**

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

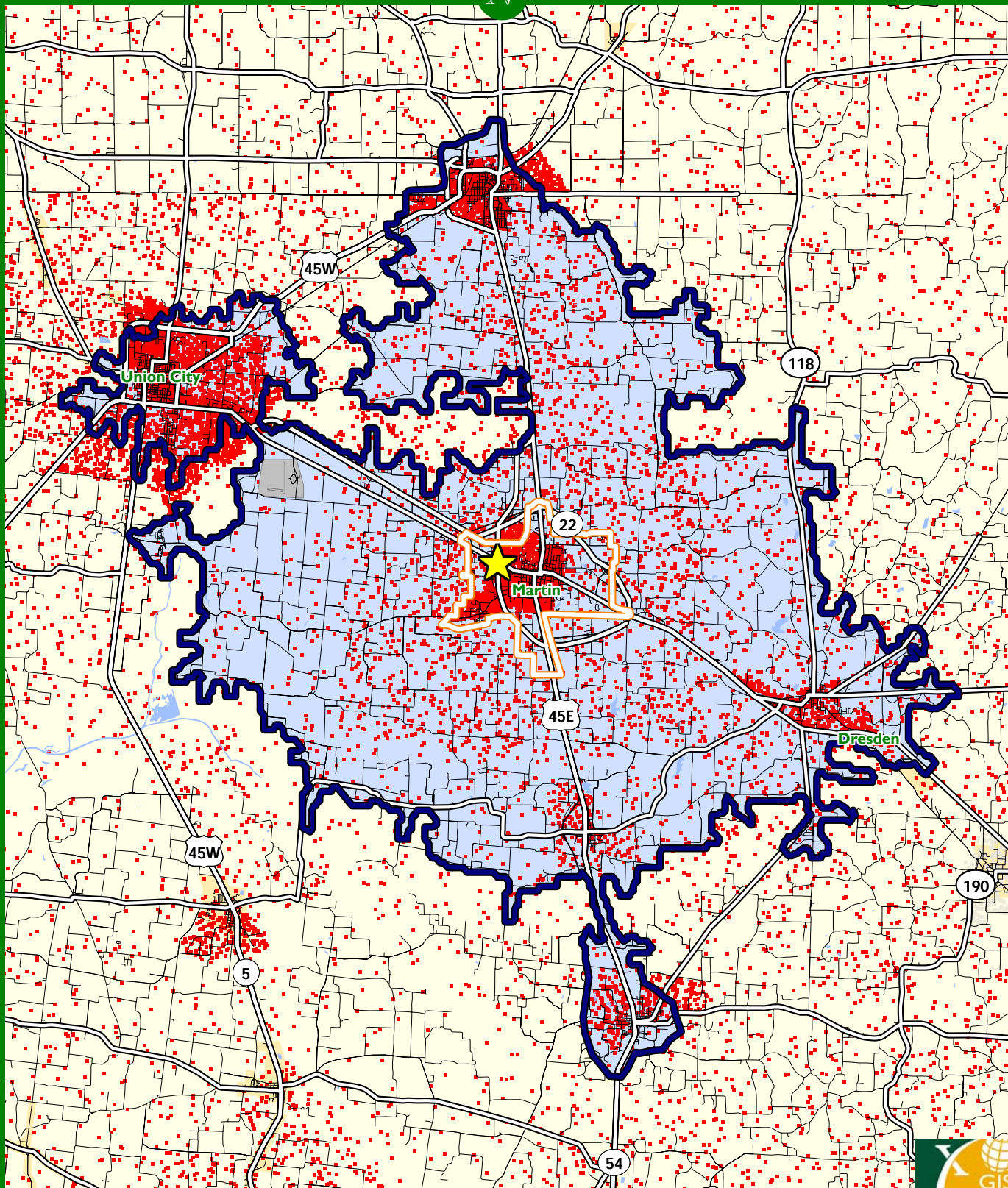
Those segments within the site's drive time trade area (**BLUE LINE**).

HOBBY LOBBY trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006



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CommunityID

## Martin, TN: Overview

### Shopping Centers

GLA in thousands



500 to 1000



Proposed  
Retail Location



Trade Area



Hobby Lobby

### Dominant Segment Households

1 Dot = 1 Household

Miles



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## Recommended Retailer Profiles

### Home Depot

Home Depot considers locations in community strip centers, downtown/central business districts, enclosed regional and super regional malls, lifestyle centers, mixed use centers, neighborhood strip centers, and freestanding locations. All types of co-tenants are considered. Their customer base is made up of mid to high income adults. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

**Real Estate**

**Kate Peterson**

2455 Paces Ferry Road

Atlanta, GA 30339-4053

Phone: (770) 384-4108

Fax: (770) 384-2917

[www.homedepot.com](http://www.homedepot.com)

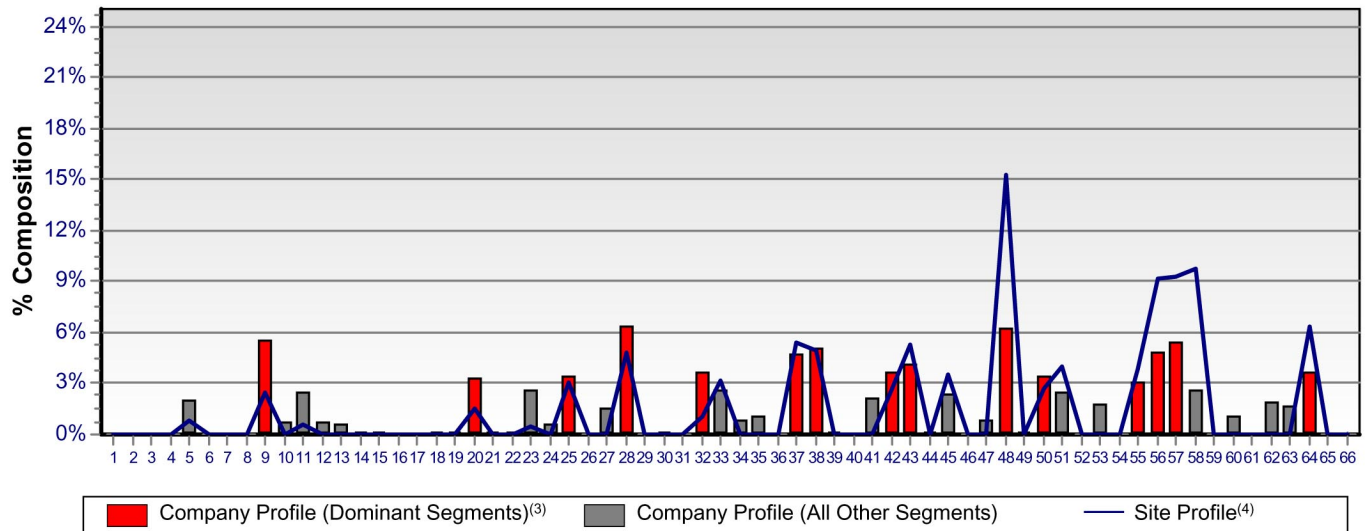
Company: HOME DEPOT INC

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	HOME DEPOT INC Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	33,419	37,458
Total Households	13,053	15,345
Company Dominant Segment Households	8,647	11,934

<sup>(1)</sup> **Segmentation Profile**

<sup>(2)</sup> **Drive Time**

<sup>(3)</sup> **Dominant Segments**

<sup>(4)</sup> **Site Profile**

<sup>(5)</sup> **Average Trade Area**

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

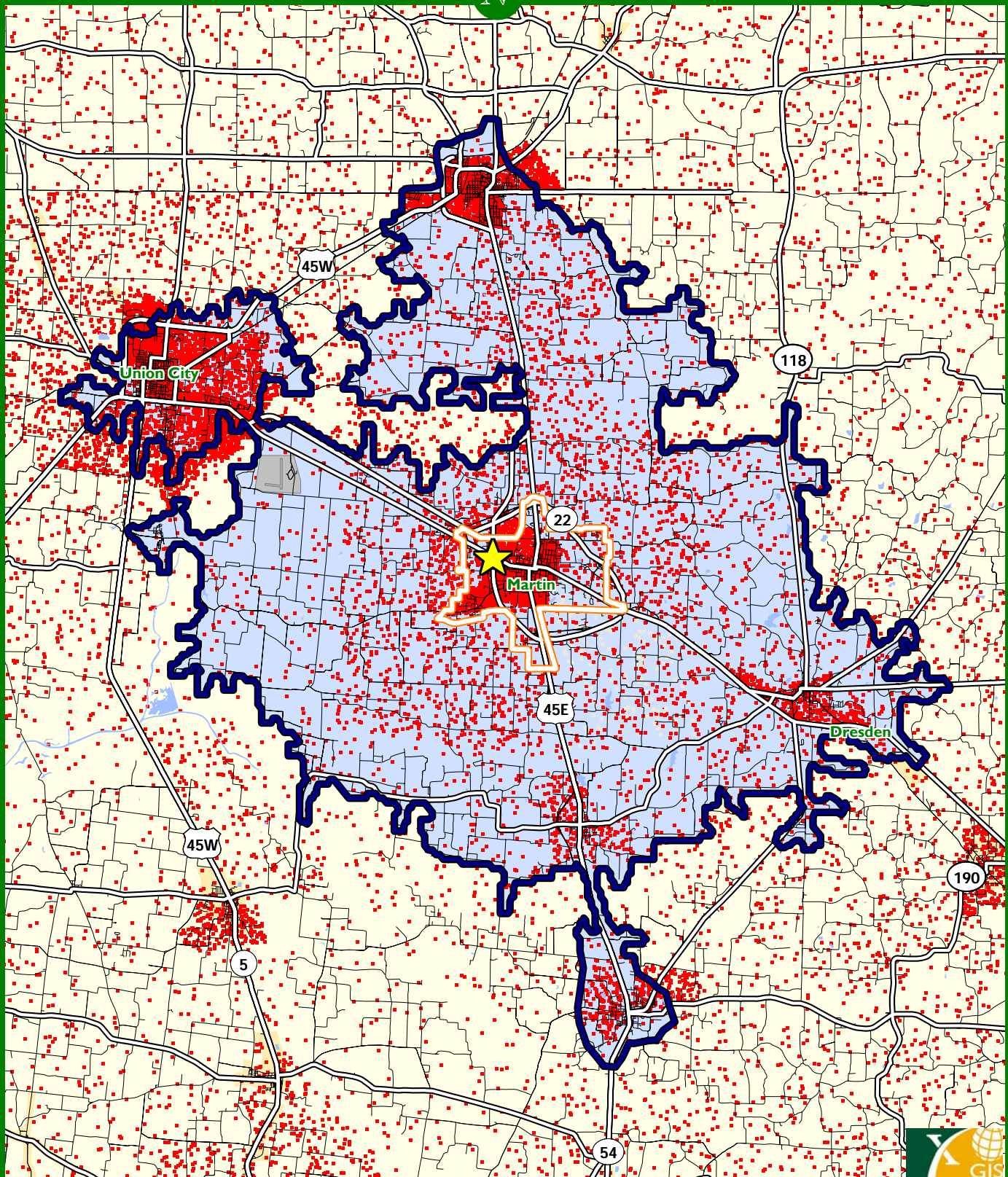
Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

HOME DEPOT INC trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006

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CommunityID

## Martin, TN: Overview

Shopping Centers

GLA in thousands



Proposed  
Retail Location



Trade Area



Home Depot

Dominant Segment Households

■ | Dot = 1 Household

Miles



## Recommended Retailer Profiles

### Logan's Roadhouse

Logan's Roadhouse considers locations in pad sites/outparcels and freestanding locations. All types of co-tenants are considered. Their customer base is made up of mid income adults. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

**Real Estate**

**Jason Holland**

3011 Armory Drive, Suite 300

Nashville, TN 37204

Phone: (615) 885-9056

Fax: (615) 885-9058

Mailing Address:

PO Box 291047

Nashville, TN 37229-1047

E-mail: [jasonh@logansroadhouse.com](mailto:jasonh@logansroadhouse.com)

[www.logansroadhouse.com](http://www.logansroadhouse.com)



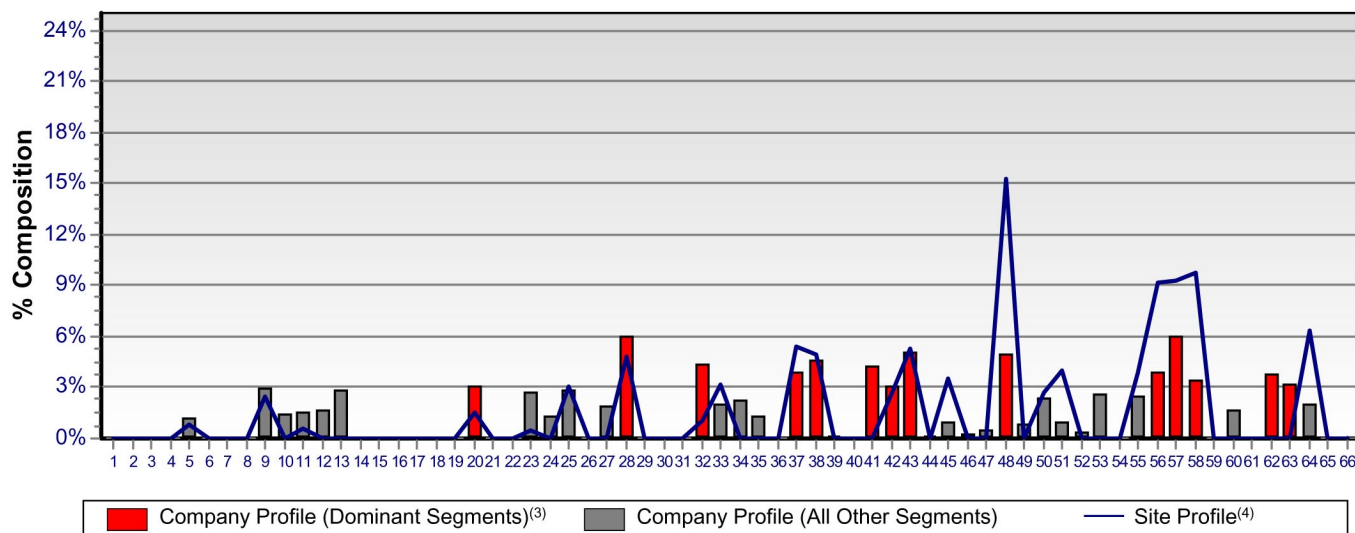
Company: LOGAN'S ROADHOUSE INC

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	LOGAN'S ROADHOUSE INC Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	35,419	37,458
Total Households	14,272	15,345
Company Dominant Segment Households	8,455	10,595

<sup>(1)</sup> **Segmentation Profile**

<sup>(2)</sup> **Drive Time**

<sup>(3)</sup> **Dominant Segments**

<sup>(4)</sup> **Site Profile**

<sup>(5)</sup> **Average Trade Area**

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

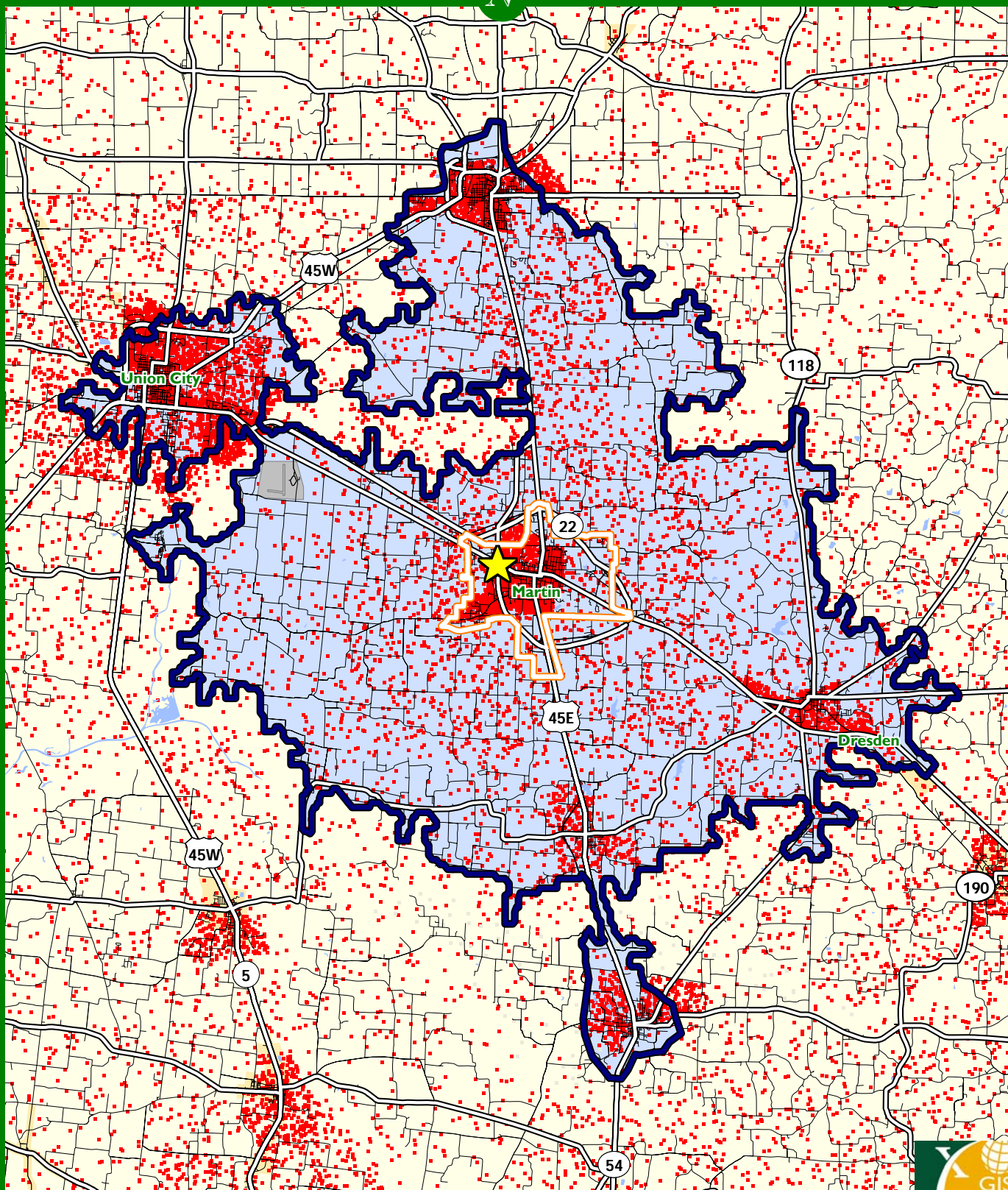
Drive time is used to define the trade area.

Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

LOGAN'S ROADHOUSE INC trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006



## Martin, TN: Overview



CommunityID

### Shopping Centers

GLA in thousands



Proposed  
Retail Location



Trade Area



Logan's Roadhouse

### Dominant Segment Households

■ | Dot = 1 Household

Miles



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## Recommended Retailer Profiles

### Peebles

Peebles considers locations in community strip centers, downtown/central business districts, enclosed regional malls, power centers, and freestanding locations. Discount, fashion-oriented, grocery/supermarket, and upscale co-tenants are preferred. Their customer base is made up of mid to high income senior adults, and teens. They currently operate in Tennessee and have plans for expansion throughout the United States.

Contact Information:

**Director**

***Justin Titcombe***

14929 Edindale

Charlotte, NC 28277

Phone: (704) 499-8131

Fax: (704) 543-8570

[www.peebles.com](http://www.peebles.com)



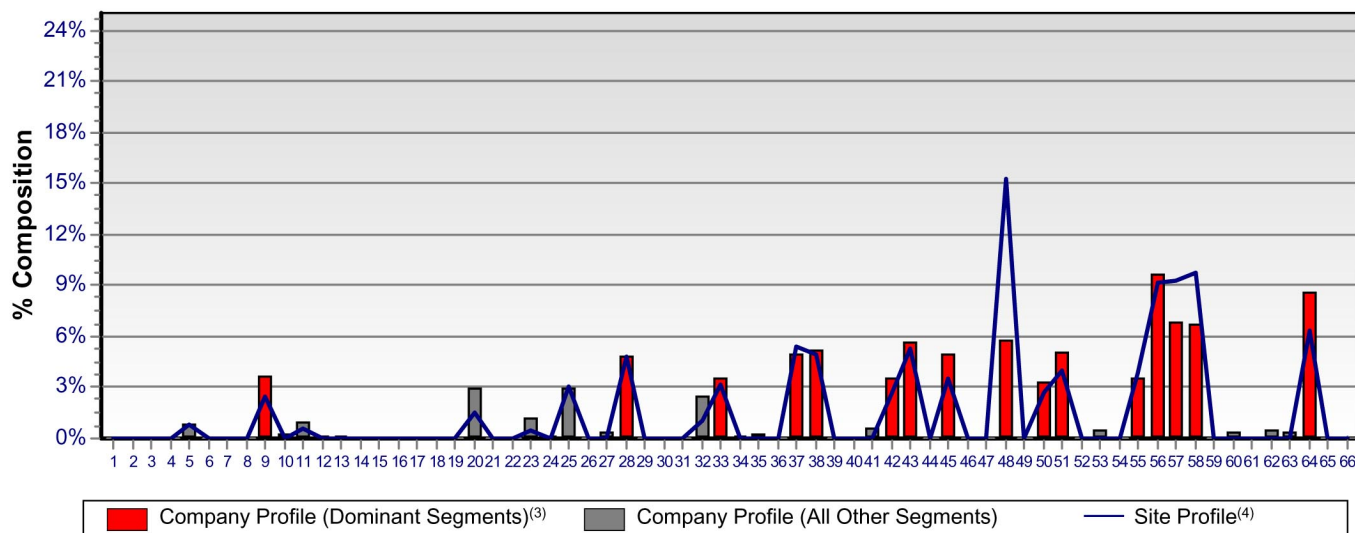
Company: PEEBLES DEPARTMENT STORE

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	PEEBLES DEPARTMENT STORE Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	28,696	37,458
Total Households	11,109	15,345
Company Dominant Segment Households	9,475	14,182

<sup>(1)</sup> Segmentation Profile

<sup>(2)</sup> Drive Time

<sup>(3)</sup> Dominant Segments

<sup>(4)</sup> Site Profile

<sup>(5)</sup> Average Trade Area

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

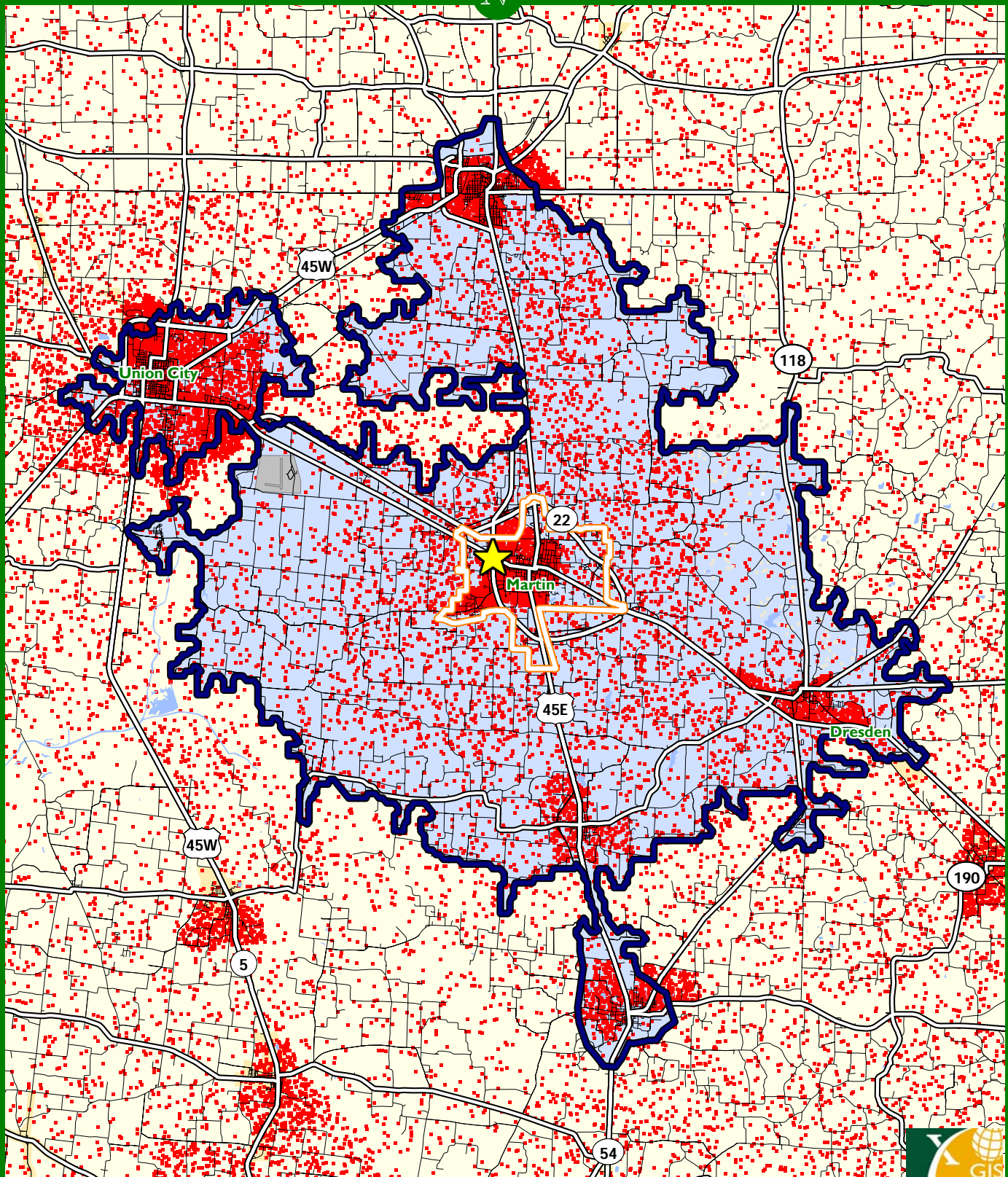
Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

PEEBLES DEPARTMENT STORE trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006

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CommunityID

## Martin, TN: Overview

### Shopping Centers

GLA in thousands



Proposed  
Retail Location



Trade Area



Peebles

### Dominant Segment Households

■ Dot = 1 Household

Miles



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## Recommended Retailer Profiles

### Ruby Tuesday

Ruby Tuesday considers locations in airport/transportation centers, enclosed regional and super regional malls, neighborhood strip centers, and freestanding locations. Fashion-oriented and upscale co-tenants are preferred. Their customer base is made up of mid to high income adults and teens. They currently operate in and have plans for expansion in Tennessee and throughout the United States.

Contact Information:

**Director, Real Estate**

**Charles Arnott**

150 West Church Avenue

Maryville, TN 37801

Phone: (865) 379-5700

Fax: (865) 379-6817

[www.rubytuesday.com](http://www.rubytuesday.com)

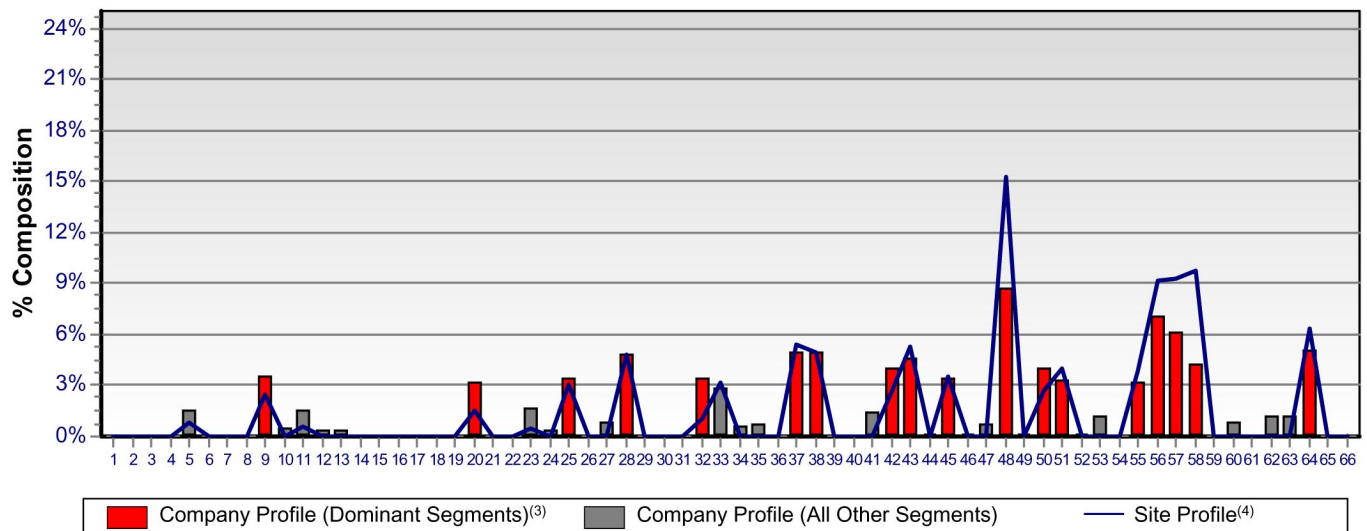
Company: RUBY TUESDAY

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	RUBY TUESDAY Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	34,066	37,458
Total Households	13,319	15,345
Company Dominant Segment Households	10,889	14,568

<sup>(1)</sup> Segmentation Profile

<sup>(2)</sup> Drive Time

<sup>(3)</sup> Dominant Segments

<sup>(4)</sup> Site Profile

<sup>(5)</sup> Average Trade Area

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

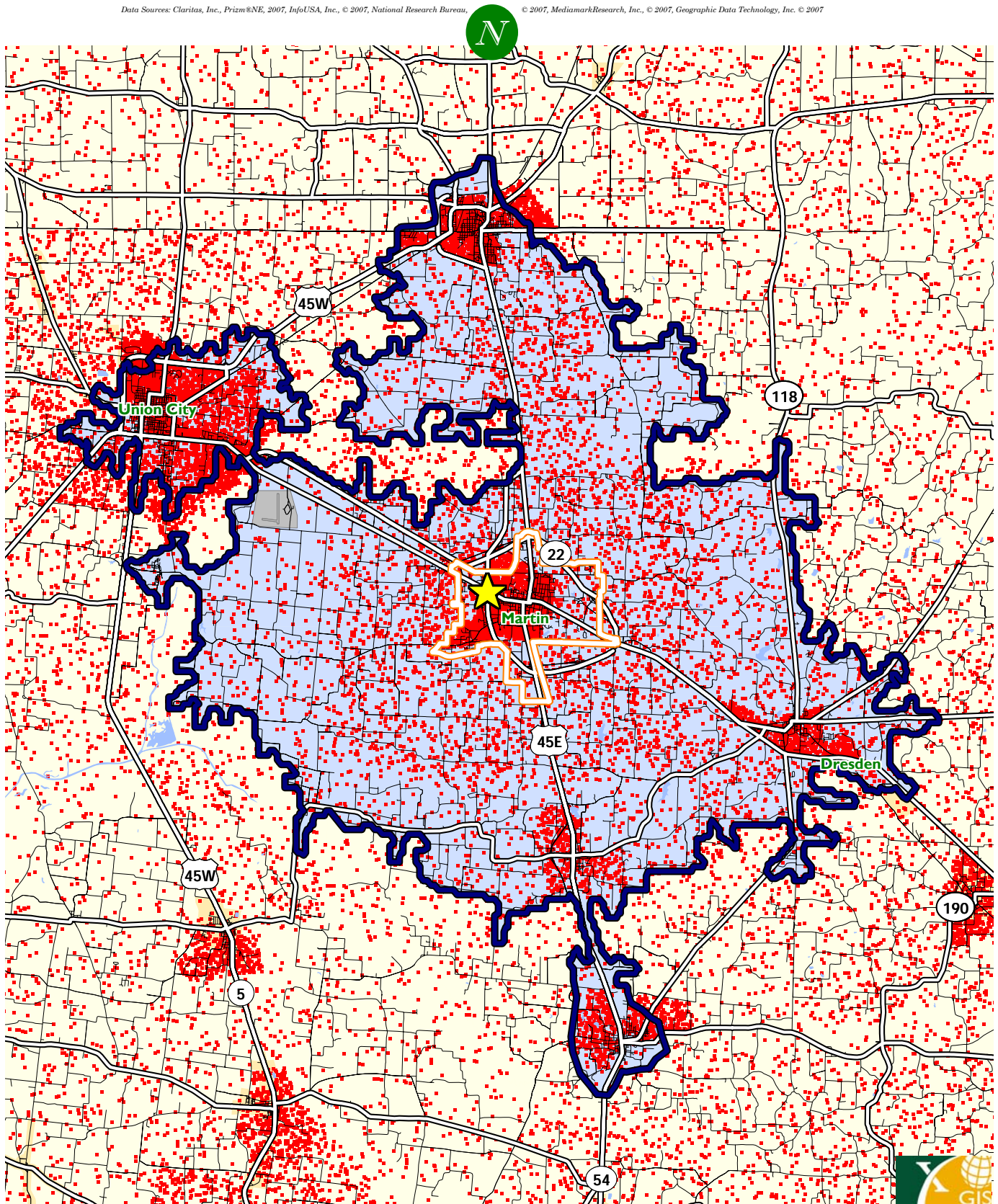
Drive time is used to define the trade area.

Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

RUBY TUESDAY trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006



## Martin, TN: Overview



CommunityID

Shopping Centers

GLA in thousands



500 to 1000



Proposed  
Retail Location



Trade Area



Ruby Tuesday

Dominant Segment Households

1 Dot = 1 Household

Miles





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## Recommended Retailer Profiles

### Shoe Show

Shoe Show considers locations in community strip centers, enclosed regional and super regional malls, outlet centers, pad sites/outparcels, power centers, and freestanding locations. Discount, fashion-oriented, and upscale co-tenants are preferred. Their customer base is made up of low to mid income adults and teens. They currently operate in and have plans for expansion in Tennessee and throughout the United States.

Contact Information:

**Director of Real Estate**

**Roger Hypes**

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Phone: (704) 782-4143

Fax: (704) 782-3411

Mailing Address:

PO Box 648

Concord, NC 28027

[www.shoeshow.com](http://www.shoeshow.com)

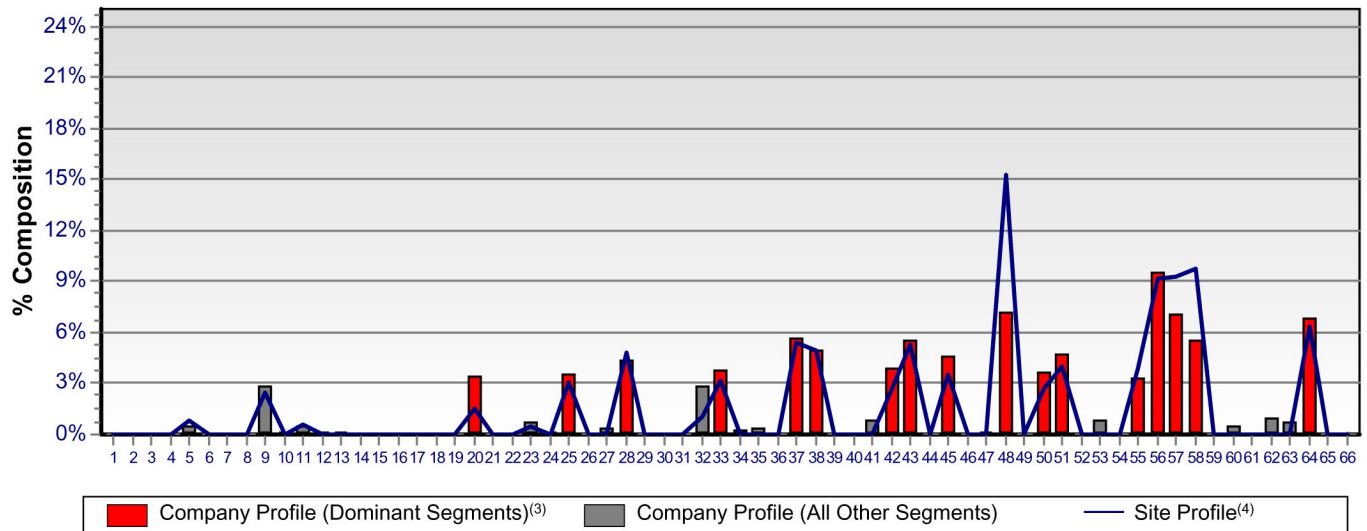
Company: SHOE SHOW

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	SHOE SHOW Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	30,621	37,458
Total Households	11,993	15,345
Company Dominant Segment Households	10,444	14,513

<sup>(1)</sup> **Segmentation Profile**

<sup>(2)</sup> **Drive Time**

<sup>(3)</sup> **Dominant Segments**

<sup>(4)</sup> **Site Profile**

<sup>(5)</sup> **Average Trade Area**

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

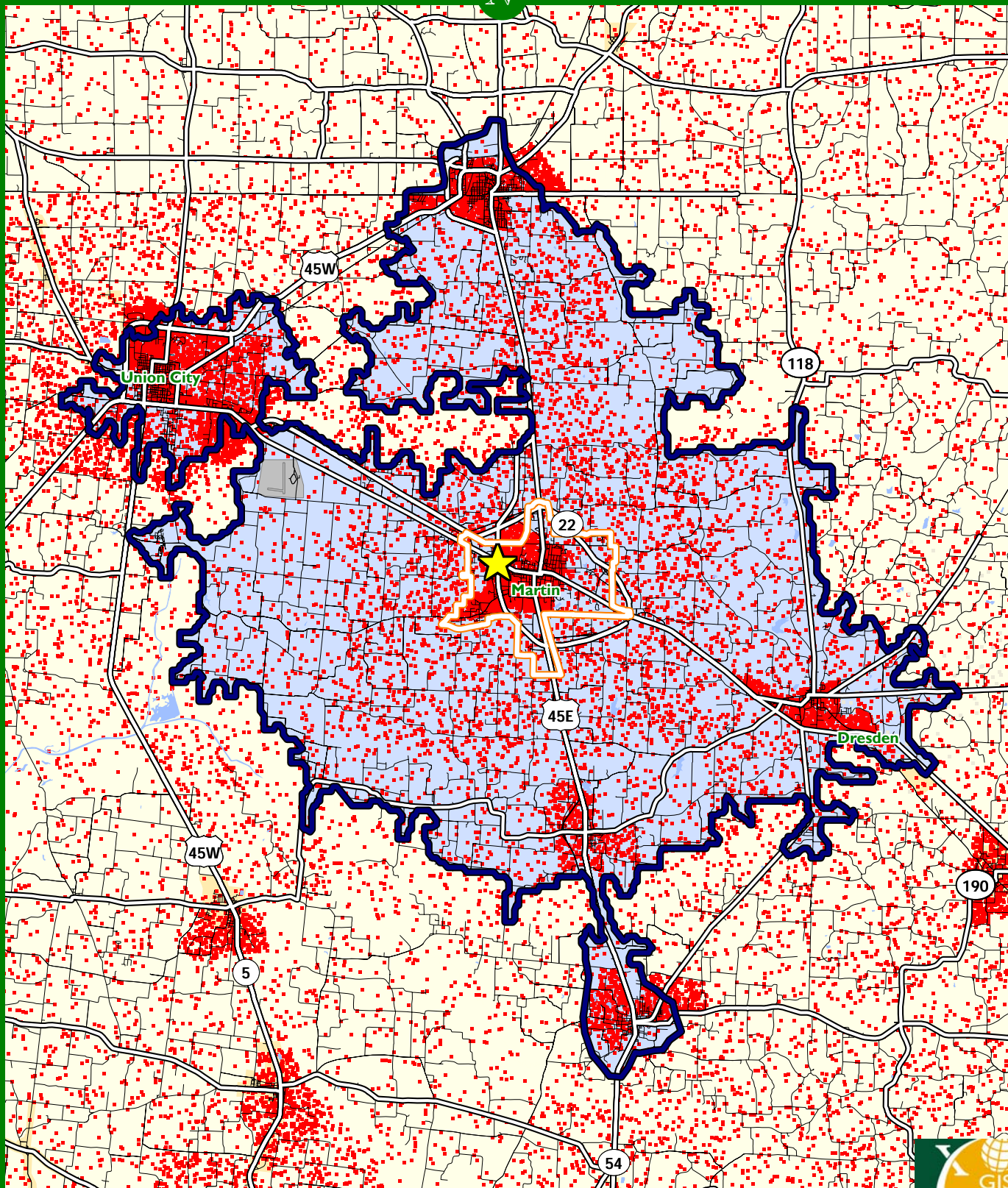
Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

SHOE SHOW trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006

N



## Martin, TN: Overview



CommunityID

### Shopping Centers

GLA in thousands



Proposed  
Retail Location



Trade Area



Shoe Show

### Dominant Segment Households

■ Dot = 1 Household

Miles





## Recommended Retailer Profiles

### Steak n Shake

Steak n Shake considers locations in pad sites/outparcels and freestanding locations. All types of co-tenants are considered. Their customer base is made up of mid income adults. They currently operate in Tennessee and have plans for expansion throughout the United States.

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Indianapolis, IN 46204

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[www.steaknshake.com](http://www.steaknshake.com)

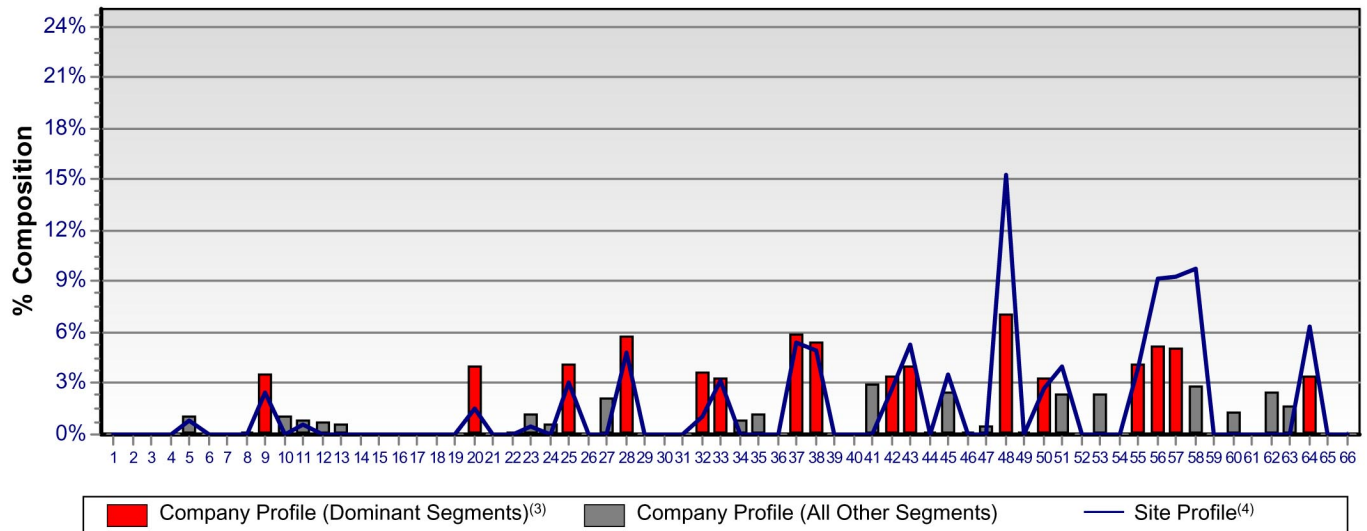
Company: STEAK N SHAKE

Site: TN 431 & TN 43

Report Date: 11/15/2007

Martin, TN

## Segmentation Profile<sup>(1)</sup> (15 Minute Drive Time)<sup>(2)</sup>



## Trade Area Comparison (15 Minute Drive Time)

	STEAK N SHAKE Average Trade Area <sup>(5)</sup>	Martin, TN Site Trade Area
Total Population	34,834	37,458
Total Households	13,785	15,345
Company Dominant Segment Households	9,763	12,418

<sup>(1)</sup> Segmentation Profile

<sup>(2)</sup> Drive Time

<sup>(3)</sup> Dominant Segments

<sup>(4)</sup> Site Profile

<sup>(5)</sup> Average Trade Area

Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.

Drive time is used to define the trade area.

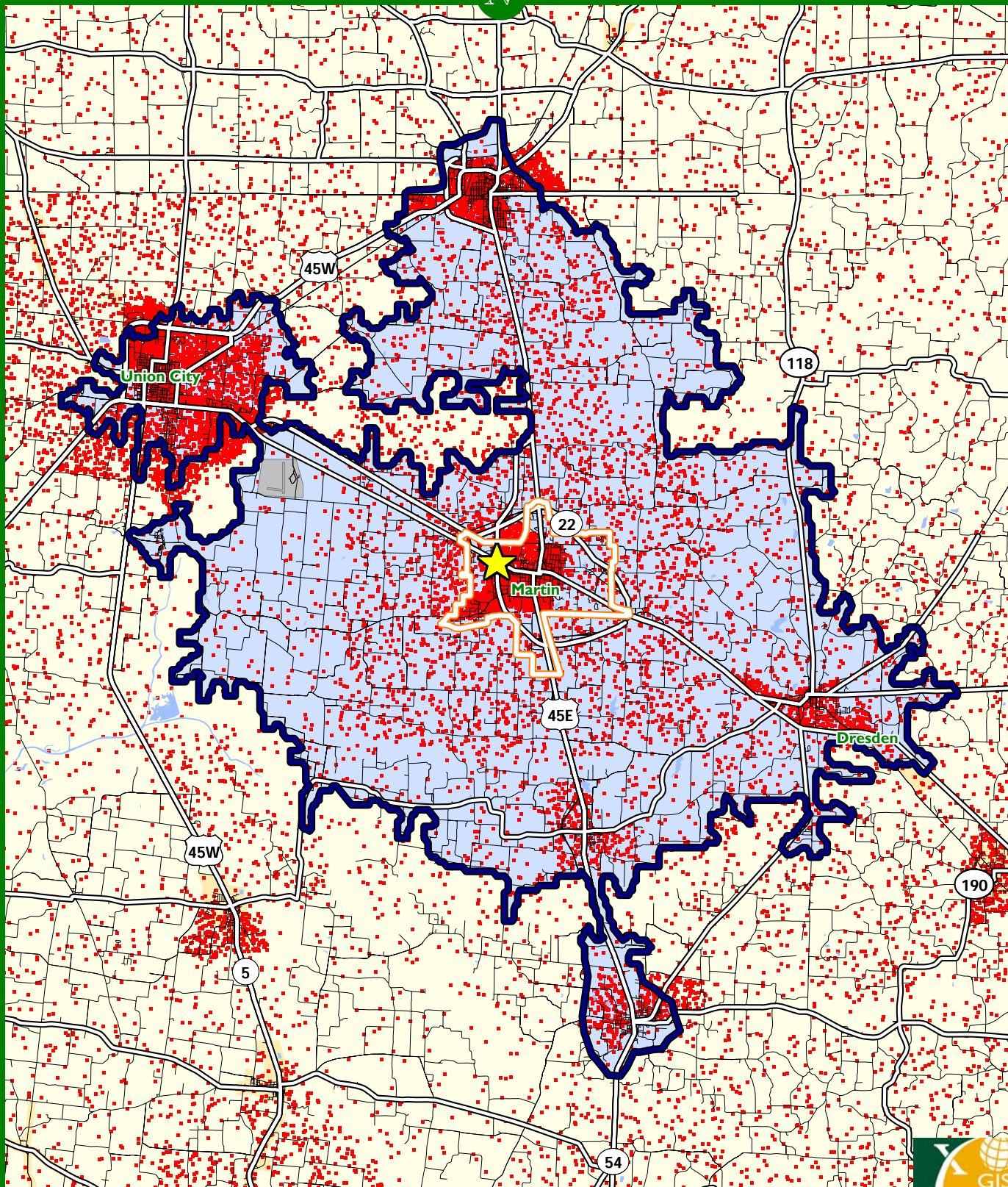
Any segment that makes up at least 3 percent of a retailer's targeted profile (**RED BARS**).

Those segments within the site's drive time trade area (**BLUE LINE**).

STEAK N SHAKE trade areas used in this comparison are similar in population and market type to Martin, TN.

Data Sources: Buxton®, Claritas, Inc., Prizm NE®, © 2006, infoUSA, Inc., © 2006, National Research Bureau, © 2006, Mediamark Research, Inc., © 2006, Geographic Data Technology, Inc., © 2006

N



CommunityID

## Martin, TN: Overview

### Shopping Centers

GLA in thousands



Proposed  
Retail Location



Trade Area



Steak n Shake

### Dominant Segment Households

Red square symbol | Dot = 1 Household

Miles



## Real Estate Requirements

### Potential Tenant Space Needs

The space needs of the recommended potential tenants aid in the determination of the overall land area needed for the proposed retail center.

The table below illustrates the preferred gross leasable area (GLA) for each of the individual recommended retailers. Many of the retailers have a range of preferred GLA, indicating their individual flexibility in space needed.

Retailer/Restaurant	Preferred GLA
American Eagle	5,500 – 8,500
Chili's Grill & Bar	5,000 – 7,000
Damon's Grill	5,800 – 6,800
Hobby Lobby	23,000 – 70,000
Home Depot	102,000 – 115,000
Logan's Roadhouse	7,200
Peebles	15,000 – 25,000
Ruby Tuesday	4,500 – 5,000
Shoe Show	2,800 – 6,000
Steak n Shake	3,800

## Real Estate Requirements – continued

### Gross Leasable Area Required

To estimate the Gross Leasable Area (GLA) required for the retail center, preferred GLA amounts were combined to create total amounts. Using an average of 25 retailers in the center, a total GLA requirement can be estimated. The exact requirements cannot be calculated due to the wide ranges in preferred GLA for some of the retailers.

Based on the recommended retailers and their specific ranges, a retail center with 25 retailers would be approximately 200,000 - 300,000 GLA. The retail center ranges were determined using larger retailers as anchors for the center. GLA ranges are an estimate to allow variation based on the potential retailers. Depending on the combination of retailers, the estimated size of the retail center can change.

### Parking Requirements

Parking requirements can be estimated by the GLA for the retail center. Information on parking requirements was attained through the Directory of Major Malls by identifying existing sites with similar GLA to assess the parking. The following chart shows the estimated parking requirements for the GLA ranges for a retail center with 25 retailers.

GLA	Estimated Parking Spaces
200,000	1,250
300,000	1,300
350,000	1,600
550,000	2,550

### Total Land Area

Total land area is estimated by combining the space needs for the retailers and the parking requirements necessary for specific sizes of retail centers. Acreage required for the retail centers was approximated using a 3 to 1 ratio from the retail center size to the total in order to determine total land area for the retail center. The chart below indicates the estimated total land area needed for the different GLA ranges.

GLA	Estimated Acres of Land
200,000	14
300,000	21
350,000	24
550,000	38

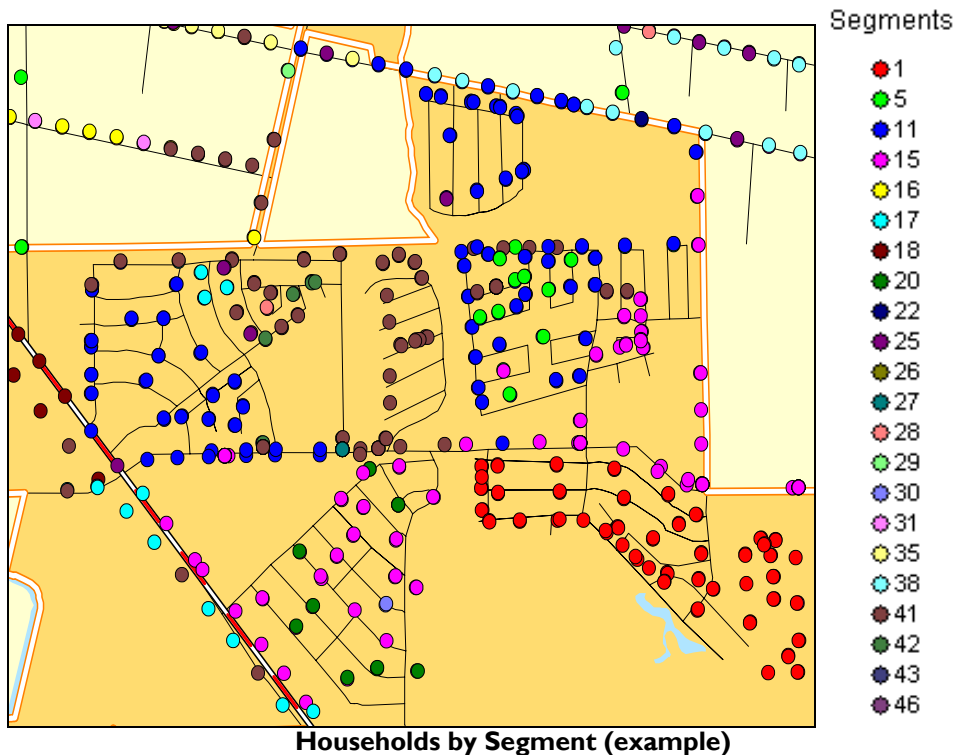
## Methodologies

### Introduction

CommunityID uses the latest technologies including extensive databases and geographic information systems to analyze a community's retail potential. This section describes the research methodologies.

### Profiling and Segmentation

Profiling and segmenting household data creates the picture of customers on a psychographic basis, giving us the ability to distinguish amongst demographically similar households anywhere in the United States. Technically, segmentation is a standardized method of classifying, sorting, and grouping people. Segmentation classifies households into distinct socioeconomic groups and measures households according to lifestyles and behavior patterns. Millions of customer transactions are analyzed and grouped on an annual basis to determine similar purchasing habits, which are used to develop psychographics. Compared to traditional broad-based demographics, the psychographic approach is more focused and produces results that are more accurate.

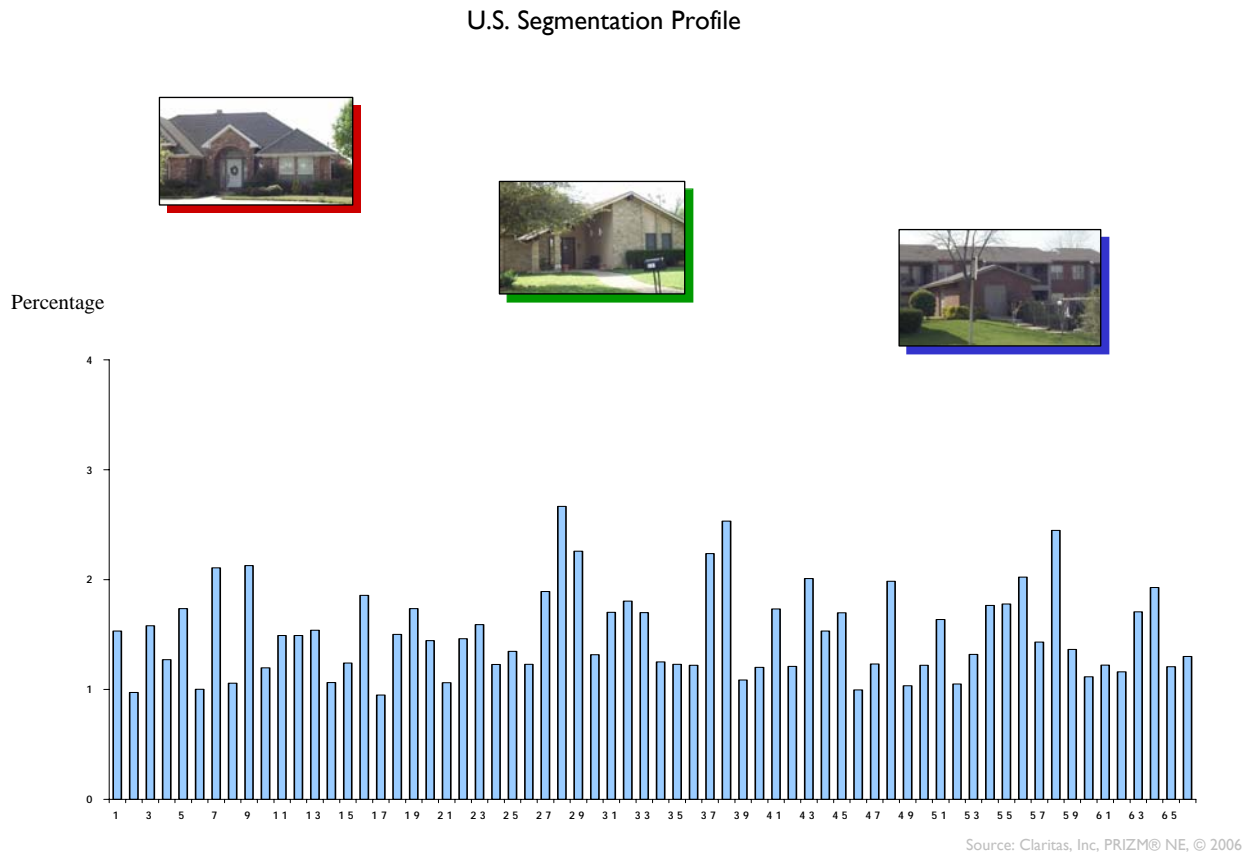


## Methodologies – continued

The advantage of this system is the ability to integrate behavioral, demographic, and most importantly, consumer spending habits into models that describe any household in the United States. These models not only describe age, income, and education, but also the investments and purchases a household is likely to make. The customer segmentation system has been thoroughly tested and is well recognized by retailers, services, and restaurants.

CommunityID identifies 66 customer segments nationally, ranging from “Upper Crust” at the highest level of the socioeconomic continuum to “Low-Rise Living” at the lowest level. The importance of customer segmentation to this study is that once the dominant segments of the area are known, this “profile” will be recognizable to any retailer in the country. For example, if it is discovered that segment one, “Upper Crust,” appears with more frequency in the study site trade area than the national average, retailers who market to that segment may find the area attractive as a new location.

The figure below shows the household segmentation profile for the United States.



## Methodologies – continued

### Drive-Time Trade Area

People today shop by convenience and measure distance in time, not miles. Therefore, CommunityID utilizes a comprehensive database that can determine the time it takes to travel between any two points anywhere in the U.S. A custom drive-time trade area is determined for your sites based on how far customers are willing to travel to purchase various products and services.

Traditional trade area methodology uses concentric rings around a site location. Concentric rings do not account for both human behavior and physical geography that may influence how and why a customer patronizes an area. Because of the limitations of concentric rings, Buxton has developed the technology required to define a trade area according to the amount of time it takes to drive to a location.

A drive-time is the surrounding geography of a site where individuals in a household can reach that site within a set amount of time, such as 15-Minutes. Unlike a circular trade area definition, a drive-time trade area can be irregularly shaped because of the particular configuration of the local road network, differences in maximum speeds on various roads, geographic barriers, etc.



## Methodologies – continued

### Glossary

**Average Household Income** – The total income of a geography divided by the number of households in the same geography.

**Cannibalization** – A situation in which one retail site attracts (cannibalizes) customers from an existing retail site of the same retailer, reducing the existing store's customer base and sales. Simply, it is the loss of sales of an existing store when a new store location opens nearby.

**Demand** – The amount spent on a commodity within a certain geography in relation to the average amount spent on that commodity.

**Drive-Time** – The surrounding geography of a site where individuals in a household can reach that site within a set amount of time, such as fifteen minutes. Unlike a circular trade area definition, a drive-time trade area can be irregularly shaped because of the particular configuration of the local road network, differences in maximum speeds on various roads, geographic barriers, etc.

**Median Household Income** – The income figure within a geography where half of the incomes are higher and half of the incomes are lower.

**Psychographics** – Household level lifestyle patterns, behavior, and purchasing habits of a particular consumer, as opposed to traditional demographics which provide general information about income, age, and ethnicity.

**Retail Trade Potential** – The estimate of total retail sales that could potentially exist within a geography based on the Survey of Retail Trade, demographics, and retail sales forecasts.

**Segmentation** – A standardized method of classifying, sorting, and grouping households. CommunityID identifies 66 customer segments nationally, ranging from “Upper Crust” at the highest level of the socioeconomic continuum to “Low-Rise Living” at the lowest level.

**Trade Area** – The geography where the majority of a retailer's customers reside, usually expressed in distance or time. The zone trade area profile illustrates the households existing within the trade area for the zone. Typically, profiles of the trade area will illustrate a more representative picture of what segments are most likely to be core customer segments because it encompasses a larger area and number of households.

## Methodologies – continued

### Retailer Analysis

The retailer analysis aspect of this study identifies potential retailers and restaurants for the designated zone. To begin, CommunityID creates a household profile of the subject trade area. This trade area segmentation graph is then compared with segmentation graphs of more than 4,500 retailers and restaurants to identify appropriate matches. These retail profiles represent that specific retailer's target area profile. The goal is to match the subject trade area to the average trade area targeted by the retailers.

To create the retailer profiles, CommunityID plotted all of a retailer's sites in the USA and determined the profile within a 15-Minute trade area around each site. This information is used to establish the average segmentation composition for each retailer. These retailers are ranked based on how well their segmentation graphs match the segmentation graph of the existing population composition.

### Cannibalization

Cannibalization occurs when one retail site attracts, or cannibalizes, customers from an existing retail site of the same retailer, reducing the existing store's core customer base and sales. Simply, it is the loss of sales of an existing store when a new store location opens nearby.

## Methodologies – continued

### Household Segments – Brief Descriptions

- 1 UPPER CRUST – The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.
- 2 BLUE BLOOD ESTATES – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.
- 3 MOVERS & SHAKERS – Movers & Shakers is home to America’s up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.
- 4 YOUNG DIGERATI – Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.
- 5 COUNTRY SQUIRES – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who have fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.
- 6 WINNER’S CIRCLE – Among the wealthy suburban lifestyles, Winner’s Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner’s Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

## Household Segments – Brief Descriptions

- 7 **MONEY & BRAINS** – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.
- 8 **EXECUTIVE SUITES** – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.
- 9 **BIG FISH, SMALL POND** – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.
- 10 **SECOND CITY ELITE** – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.
- 11 **GOD'S COUNTRY** – When city dwellers and suburbanites began moving to the country in the 1970's, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.
- 12 **BRITE LITES, LI'L CITY** – Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.

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## Household Segments – Brief Descriptions

- 13 **UPWARD BOUND** – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.
- 14 **NEW EMPTY NESTS** – With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.
- 15 **POOLS & PATIOS** – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960's—residents work as white-collar managers and professionals, and are now at the top of their careers.
- 16 **BOHEMIAN MIX** – A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.
- 17 **BELTWAY BOOMERS** – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.
- 18 **KIDS & CUL-DE-SACS** – Upscale, suburban, married couples with children is the description of Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

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## Household Segments – Brief Descriptions

- 19 **HOME SWEET HOME** – Widely scattered across the nation’s suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.
- 20 **FAST-TRACK FAMILIES** – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.
- 21 **GRAY POWER** – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power reflects this trend.
- 22 **YOUNG INFLUENTIALS** – Once known as the home of the nation’s yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.
- 23 **GREENBELT SPORTS** – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.
- 24 **UP-AND-COMERS** – Up-and-Comers is a stopover for young, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.
- 25 **COUNTRY CASUALS** – There’s a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

## Household Segments – Brief Descriptions

- 26 THE COSMOPOLITANS – Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America’s fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- 27 MIDDLEBURG MANAGERS – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today segment residents tend to be middle-class and over 55 years old with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.
- 28 TRADITIONAL TIMES – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they’re big travelers, especially in recreational vehicles and campers.
- 29 AMERICAN DREAMS – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.
- 30 SUBURBAN SPRAWL – Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.
- 31 URBAN ACHIEVERS – Concentrated in the nation’s port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.



## Household Segments – Brief Descriptions

- 32 **NEW HOMESTEADERS** – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
- 33 **BIG SKY FAMILIES** – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
- 34 **WHITE PICKET FENCES** – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.
- 35 **BOOMTOWN SINGLES** – Affordable housing, abundant entry-level jobs and a thriving singles scene— all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.
- 36 **BLUE-CHIP BLUES** – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment’s aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.
- 37 **MAYBERRY-VILLE** – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

## Household Segments – Brief Descriptions

- 38 **SIMPLE PLEASURES** – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.
- 39 **DOMESTIC DUOS** – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.
- 40 **CLOSE-IN COUPLES** – Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.
- 41 **SUNSET CITY BLUES** – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to retirement. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.
- 42 **RED, WHITE & BLUES** – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.
- 43 **HEARTLANDERS** – America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

## Household Segments – Brief Descriptions

- 44 **NEW BEGINNINGS** – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.
- 45 **BLUE HIGHWAYS** – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.
- 46 **OLD GLORIES** – Old Glories are the nation’s downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They’re among the nation’s most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.
- 47 **CITY STARTUPS** – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to twenty-somethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.
- 48 **YOUNG & RUSTIC** – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation’s exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
- 49 **AMERICAN CLASSICS** – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.

## Household Segments – Brief Descriptions

- 50 **KID COUNTRY, USA** – Widely scattered throughout the nation’s heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white with an above-average concentration of Hispanics, these young working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.
- 51 **SHOTGUNS & PICKUPS** – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.
- 52 **SUBURBAN PIONEERS** – Suburban Pioneers represents one of the nation’s eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings where the jobs are blue-collar and the money is tight. What unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.
- 53 **MOBILITY BLUES** – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America’s satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.
- 54 **MULTI-CULTI MOSAIC** – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.
- 55 **GOLDEN PONDS** – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

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## Household Segments – Brief Descriptions

- 56 **CROSSROADS VILLAGERS** – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.
- 57 **OLD MILLTOWNS** – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.
- 58 **BACK COUNTRY FOLKS** – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
- 59 **URBAN ELDERS** – For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- 60 **PARK BENCH SENIORS** – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.
- 61 **CITY ROOTS** – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.
- 62 **HOMETOWN RETIRED** – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

## Household Segments – Brief Descriptions

- 63 **FAMILY THRIFTS** – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.
- 64 **BEDROCK AMERICA** – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.
- 65 **BIG CITY BLUES** – With a population that's half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40% haven't finished high school.
- 66 **LOW-RISE LIVING** – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then, less than a quarter of residents can afford to own real estate.

Buxton utilizes the Claritas® PRIZM®NE segmentation system in this analysis. PRIZM®NE and Claritas® are registered trademarks of Claritas Inc. The PRIZM segment nicknames (e.g., “Blue Blood Estates,” “Big Sky Families,” “Country Squires”) are trademarks of Claritas Inc.

**Analysis Geography:** TN 431 & TN 43  
Martin, TN

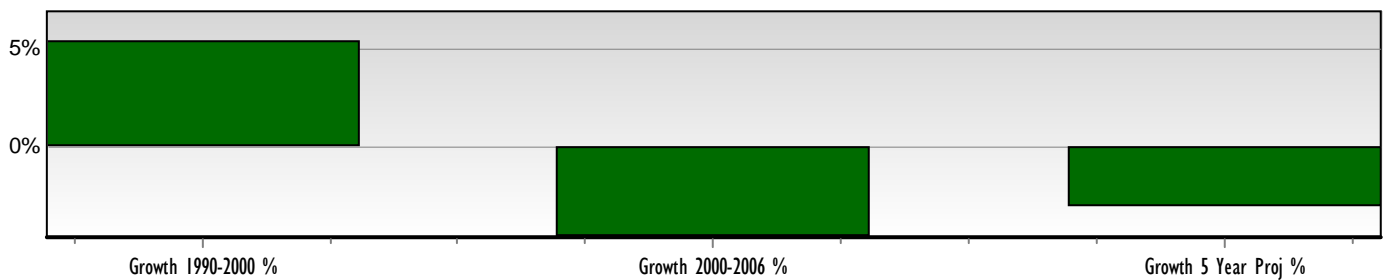
**Date:** 10/23/2007

## Population Profile

**15 Min  
Drive Time**

2011 Projection	36,330
2006 Estimate	37,458
2000 Census	39,216
1990 Census	37,219

## Population Change



## Work Place Population

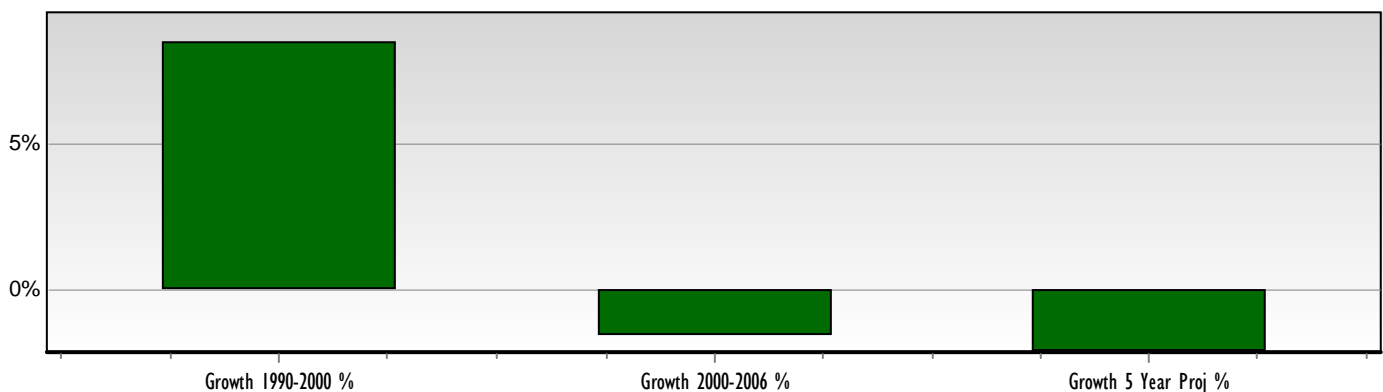
**15 Min  
Drive Time**

Total	23,266
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## Household Profile

2011 Projection	15,015
2006 Estimate	15,345
2000 Census	15,598
1990 Census	14,377

## Household Change



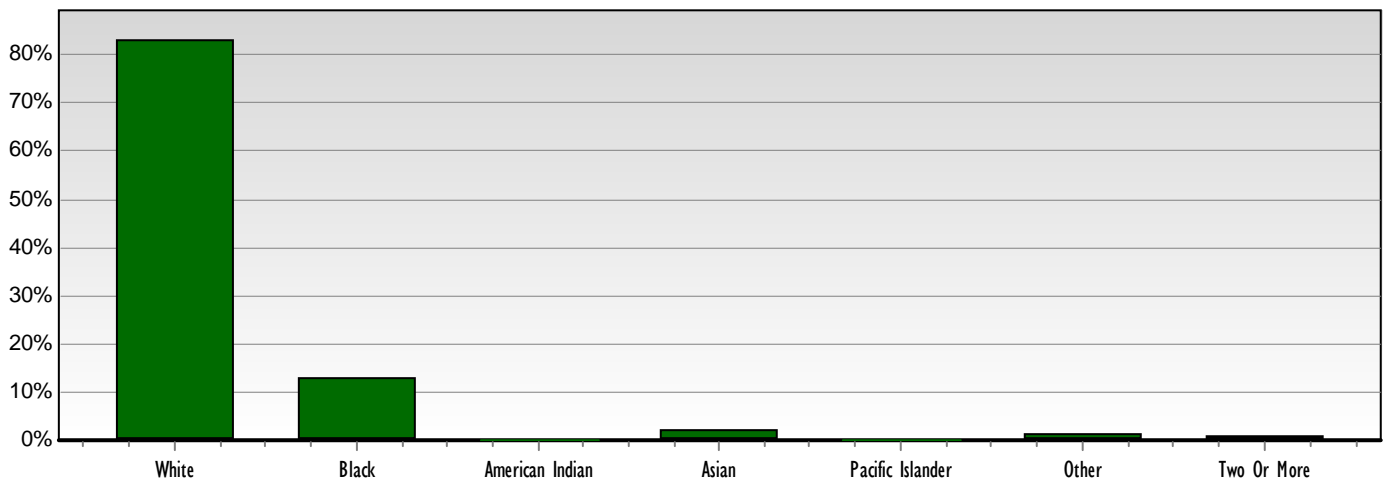


**Analysis Geography:** TN 431 & TN 43  
Martin, TN

**Date:** 10/23/2007

		15 Min Drive Time
<b>Population By Race (Current)</b>		
White		31,096
Black		4,811
American Indian		47
Asian		747
Pacific Islander		14
Other		467
Two Or More		276
<b>Total Population By Race</b>		<b>37,458</b>

**Population By Race (Current)**



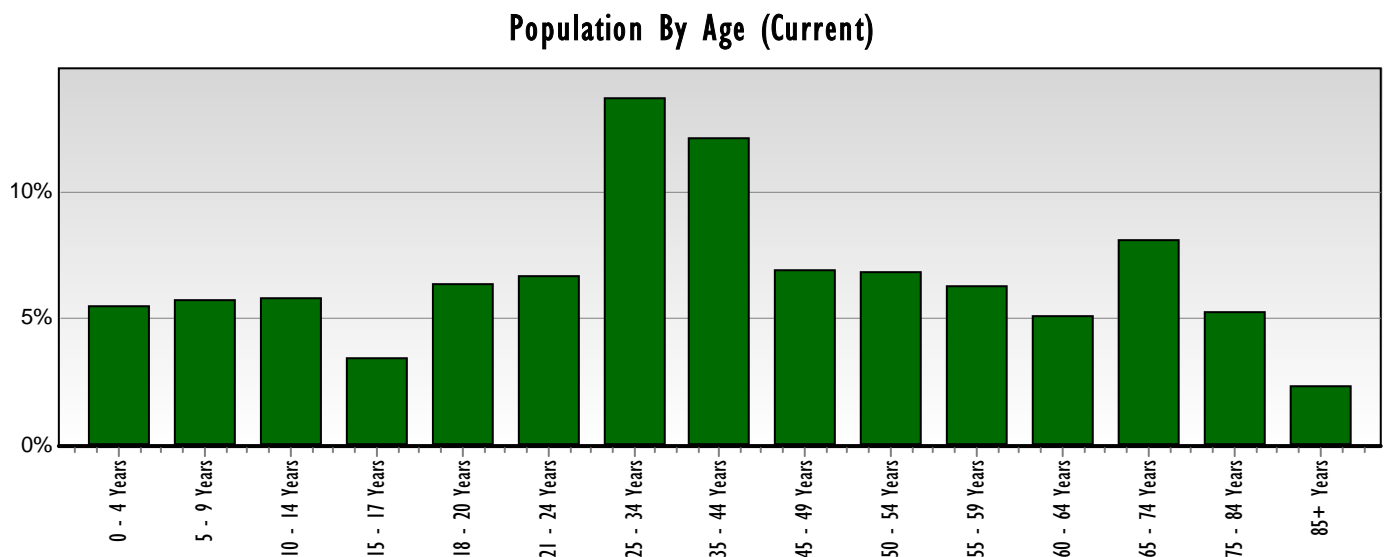
		15 Min Drive Time
<b>Population By Hispanic Origin (Current)</b>		
Hispanic Origin		1,023
Non Hispanic Origin		36,435

**Analysis Geography:** TN 431 & TN 43  
Martin, TN

**Date:** 10/23/2007

<b>Population By Age (Current)</b>	<b>15 Min Drive Time</b>
0 to 4 years	2,063
5 to 9 years	2,152
10 to 14 years	2,161
15 to 17 years	1,281
18 to 20 years	2,382
21 to 24 years	2,504
25 to 34 years	5,114
35 to 44 years	4,538
45 to 49 years	2,573
50 to 54 years	2,568
55 to 59 years	2,364
60 to 64 years	1,900
65 to 74 years	3,020
75 to 84 years	1,967
85+ Years	871

<b>Total Population By Age</b>	<b>37,458</b>
Average Age	39.1
Median Age	38.1

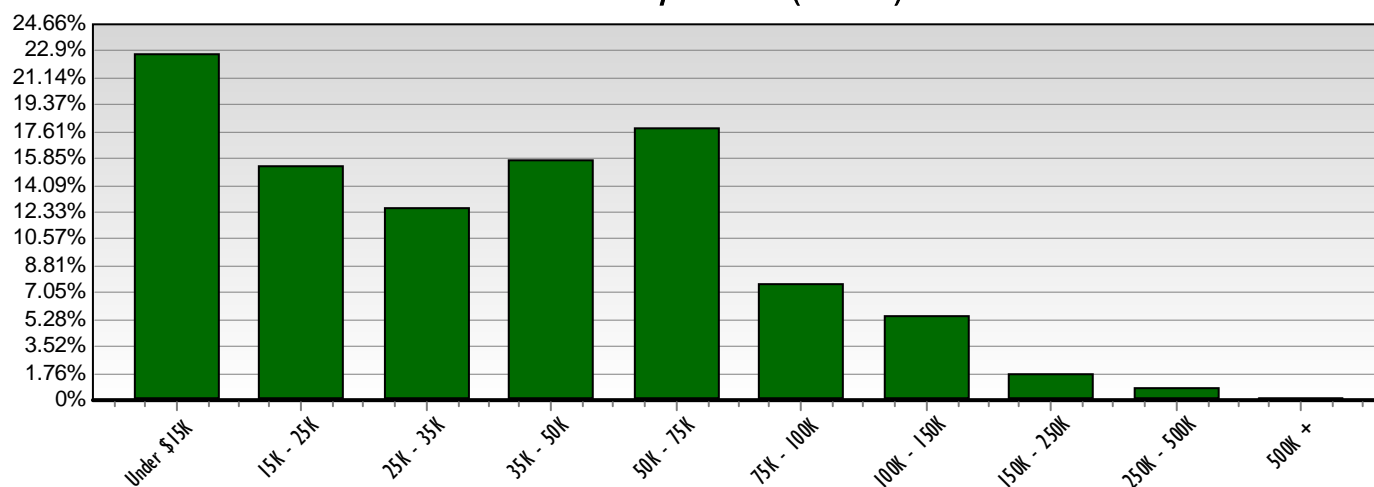


**Analysis Geography:** TN 431 & TN 43  
Martin, TN

**Date:** 10/23/2007

Households By Income (Current)	15 Min Drive Time
Under \$15,000	3,482
\$15,000 to \$24,999	2,346
\$25,000 to \$34,999	1,937
\$35,000 to \$49,999	2,424
\$50,000 to \$74,999	2,738
\$75,000 to \$99,999	1,169
\$100,000 to \$149,999	845
\$150,000 to \$249,999	258
\$250,000 to \$499,999	117
\$500,000 +	29
<b>Total Households By Income</b>	<b>15,345</b>
Average Household Income	\$46,807
Per Capita Income	\$21,672
Median Household Income	\$35,654

**Households By Income (Current)**



**Analysis Geography:** TN 431 & TN 43  
Martin, TN

**Date:** 10/23/2007

## Housing Units By Occupancy (Current)

**15 Min  
Drive Time**

Owner - Occupied	58.3%
Renter - Occupied	31.1%
Vacant	10.5%

## Owner - Occupied Property Values (Current)

Under \$20,000	317
\$20,000 to \$39,999	902
\$40,000 to \$59,999	1,261
\$60,000 to \$79,999	1,646
\$80,000 to \$99,999	1,439
\$100,000 to \$149,999	2,391
\$150,000 to \$199,999	1,051
\$200,000 to \$299,999	662
\$300,000 to \$399,999	168
\$400,000 to \$499,999	63
\$500,000 to \$749,999	58
\$750,000 to \$999,999	18
\$1,000,000 +	29

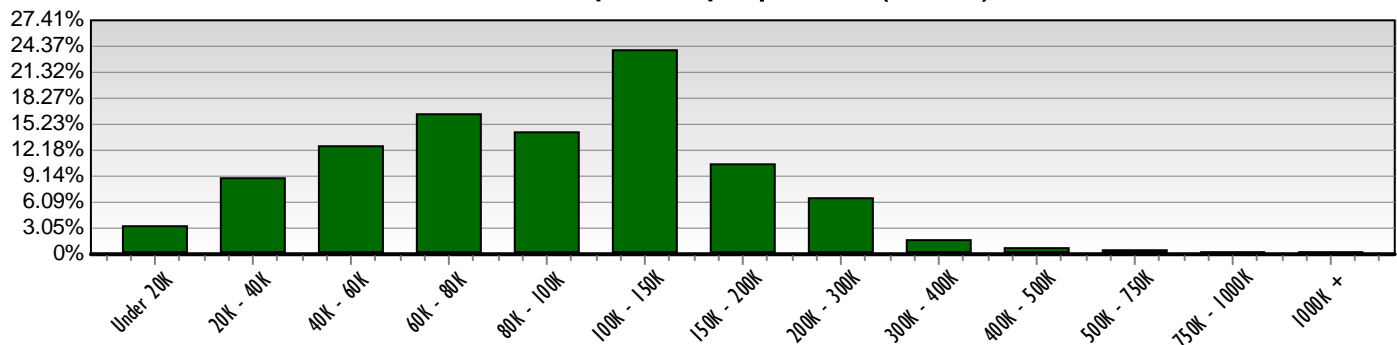
**Total Owner - Occupied Property Values**

**10,005**

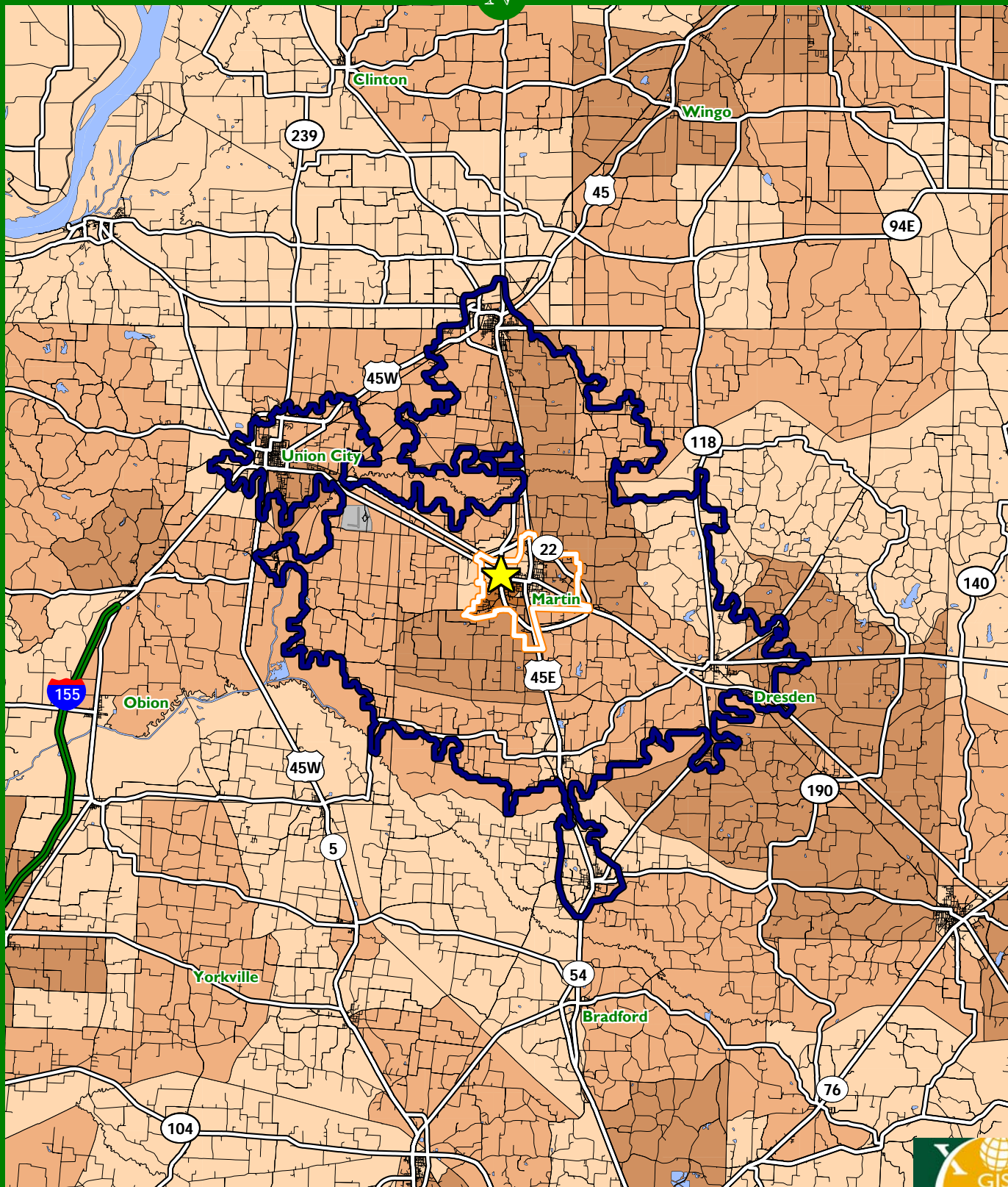
**Median Property Value**

**92,572**

## Owner - Occupied Property Values (Current)



N



## Martin, TN: Population Map



CommunityID

### Shopping Centers

GLA in thousands

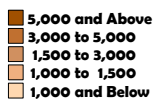


Proposed  
Retail Location



Trade Area

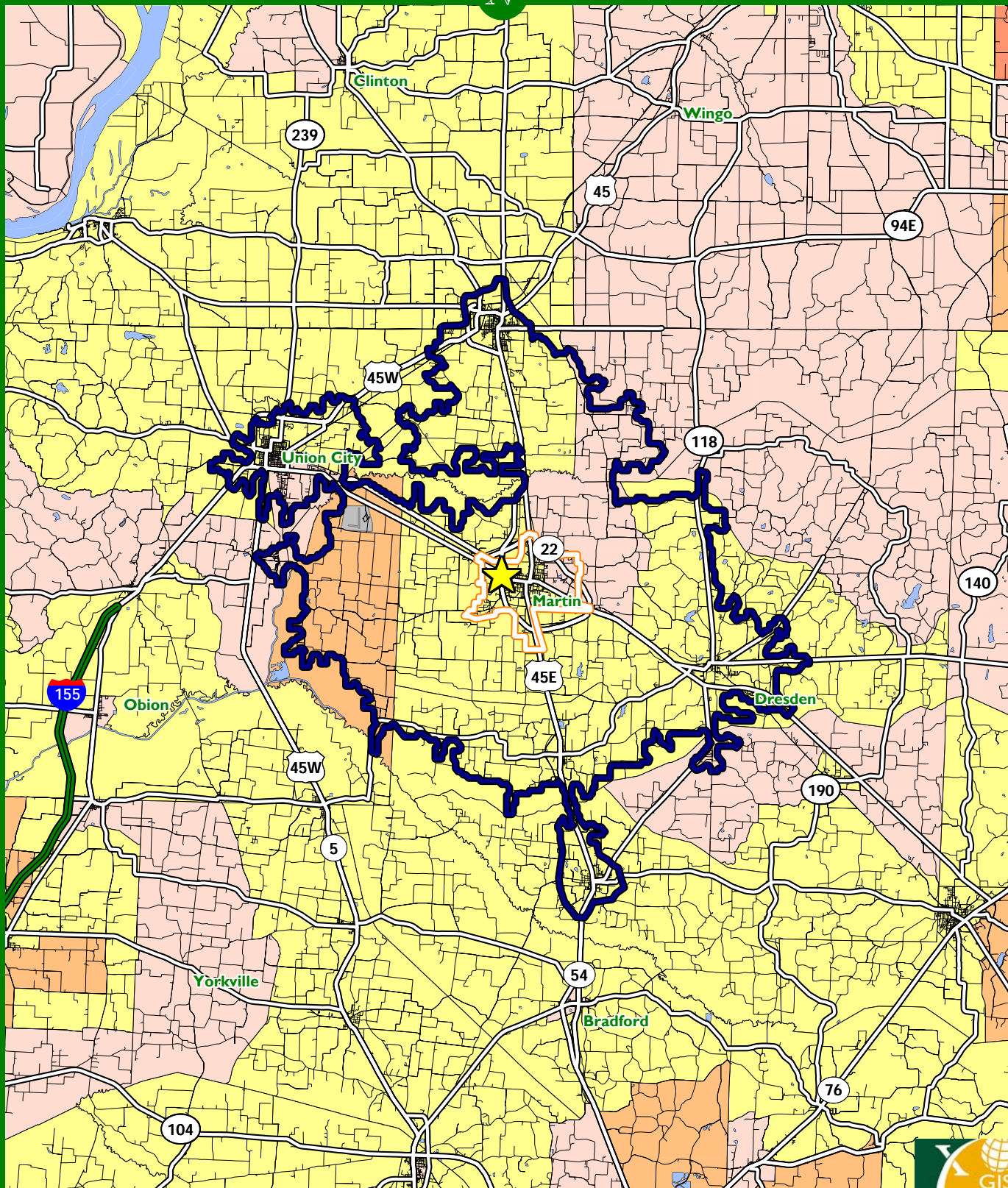
### 2006 Population By Block Group



Miles







## Martin, TN: Population Growth

### Shopping Centers

GLA in thousands

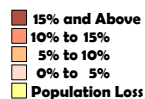


**Proposed  
Retail Location**



**Trade Area**

**Projected Change 2006-2011  
% Change By Block Group**

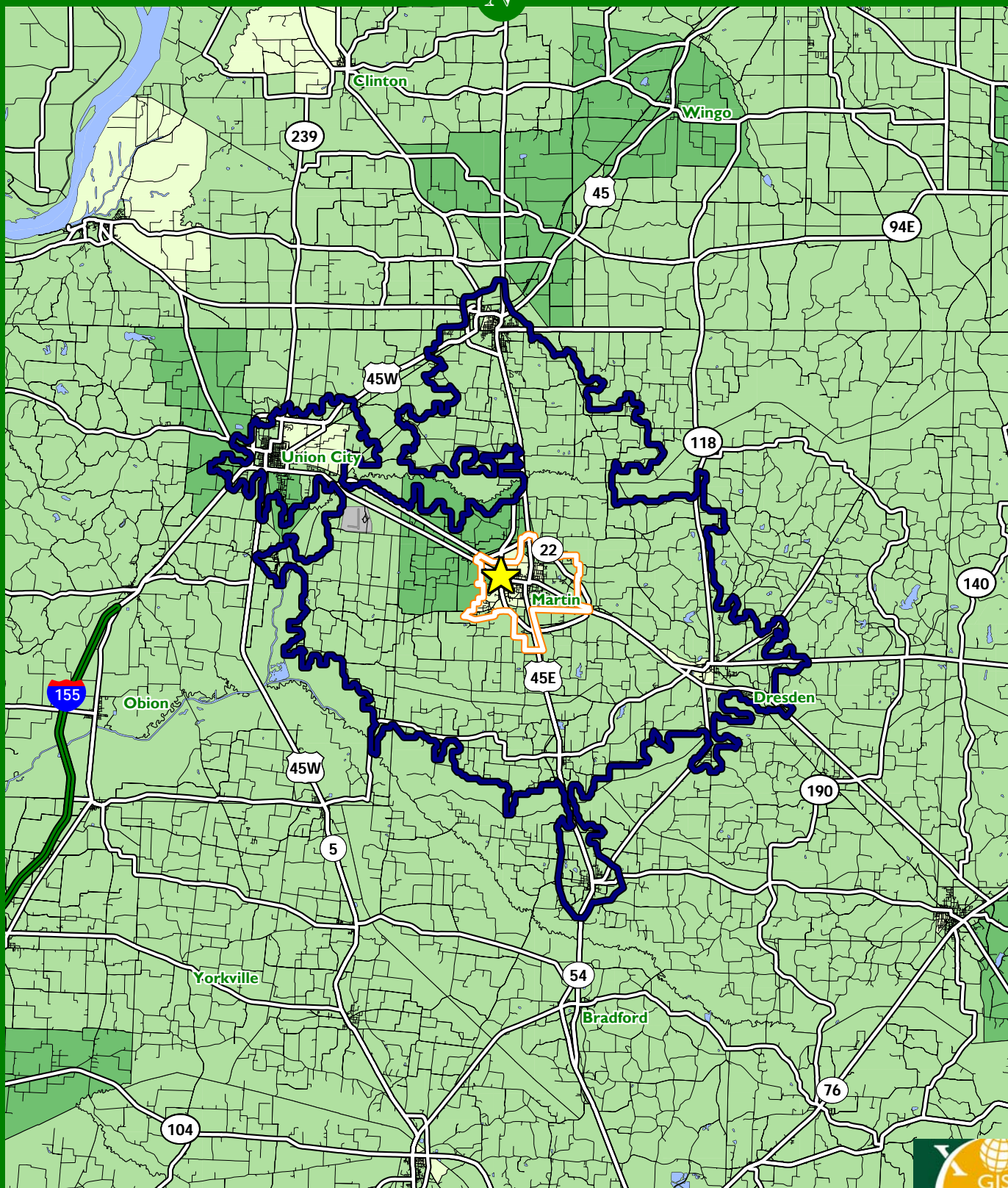


Miles





N



CommunityID

## Martin, TN: Median Income

### Shopping Centers

GLA in thousands

1000+

500 to 1000



Proposed  
Retail Location



Trade Area

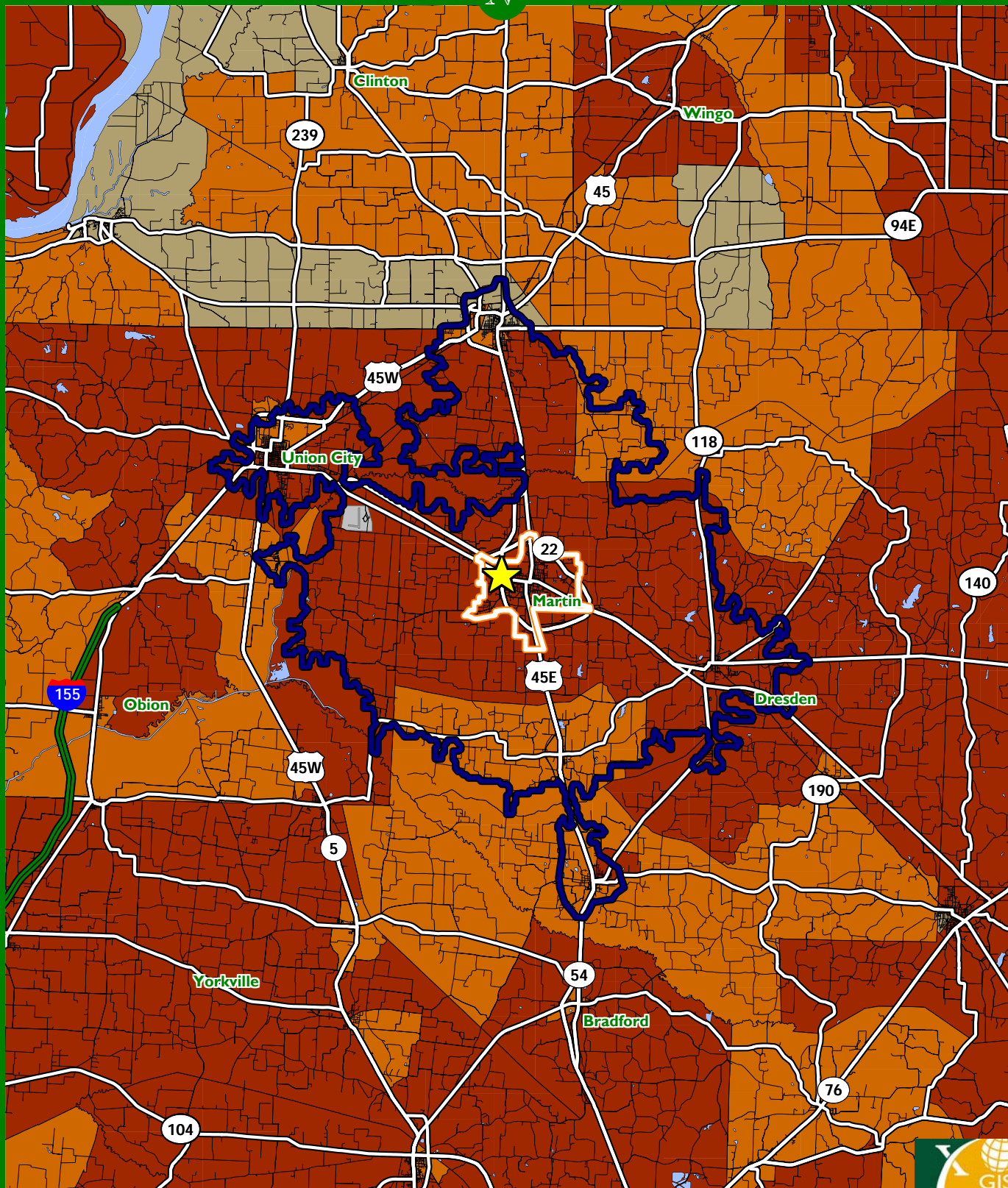
### Median Household Income By Block Group

\$200,000 and Above  
\$100,000 to \$200,000  
\$50,000 to \$100,000  
\$25,000 to \$50,000  
\$25,000 and Below

Miles



N



CommunityID

## Martin, TN: Property Value

### Shopping Centers

GLA in thousands

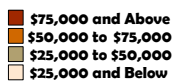


Proposed  
Retail Location



Trade Area

### Property Value By Block Group

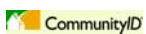


Miles





## Martin, TN: Traffic



**Proposed  
Retail Location**



**Traffic Count**

Miles

