



CITY OF CLINTON

# Retail Study



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## CITY OF CLINTON

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Authorized by Clinton City Council May 2003

## City Overview

### Maps

The maps on the following pages provide a visual comparison of Clinton, Anderson County and Tennessee and the surrounding area for population, population growth, median household income, and property value.



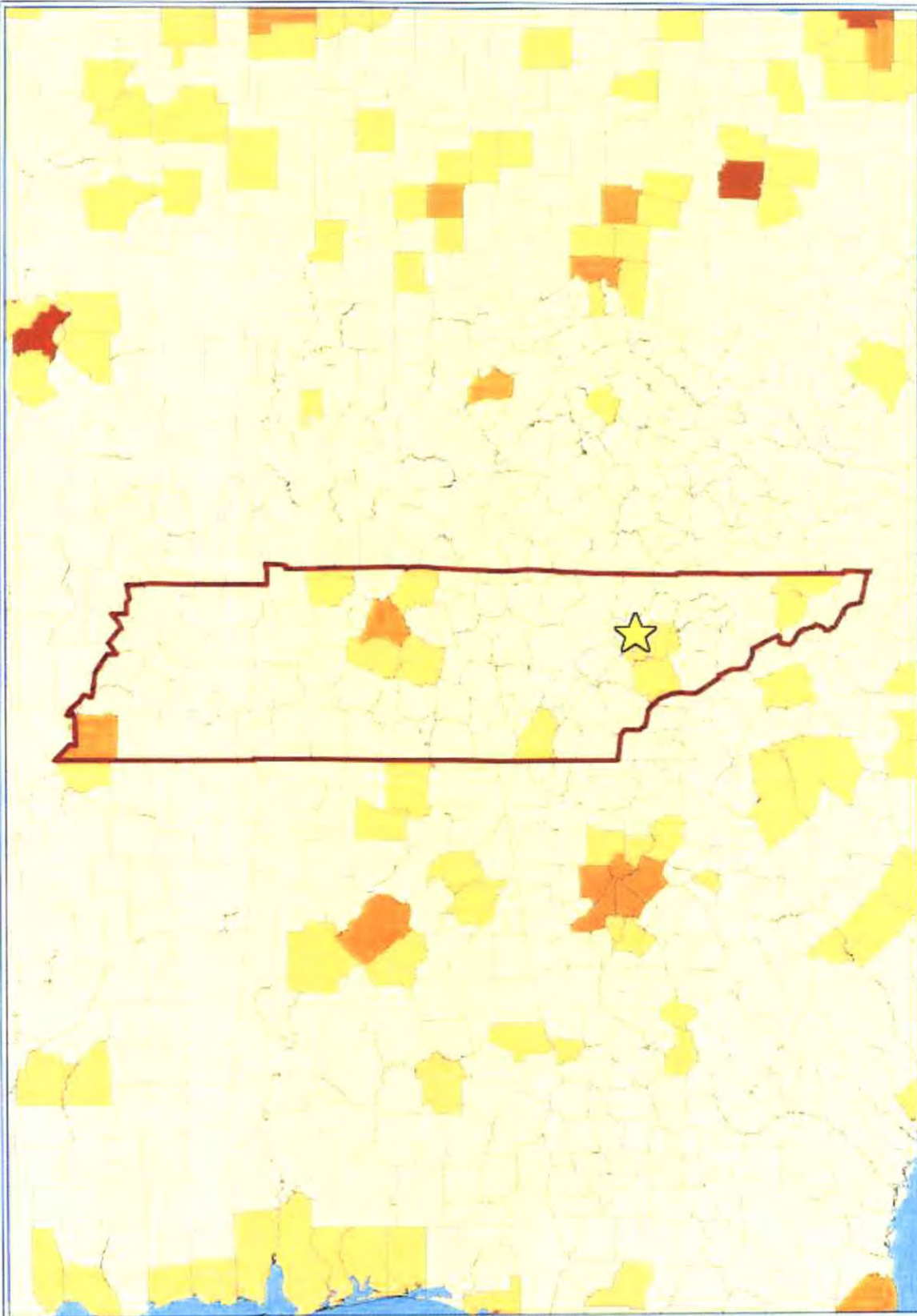


City of Clinton

★ Clinton

2002 Population  
By County

- More Than 1,000,000
- 500,000 to 1,000,000
- 100,000 to 500,000
- Less Than 100,000



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# Tennessee Population

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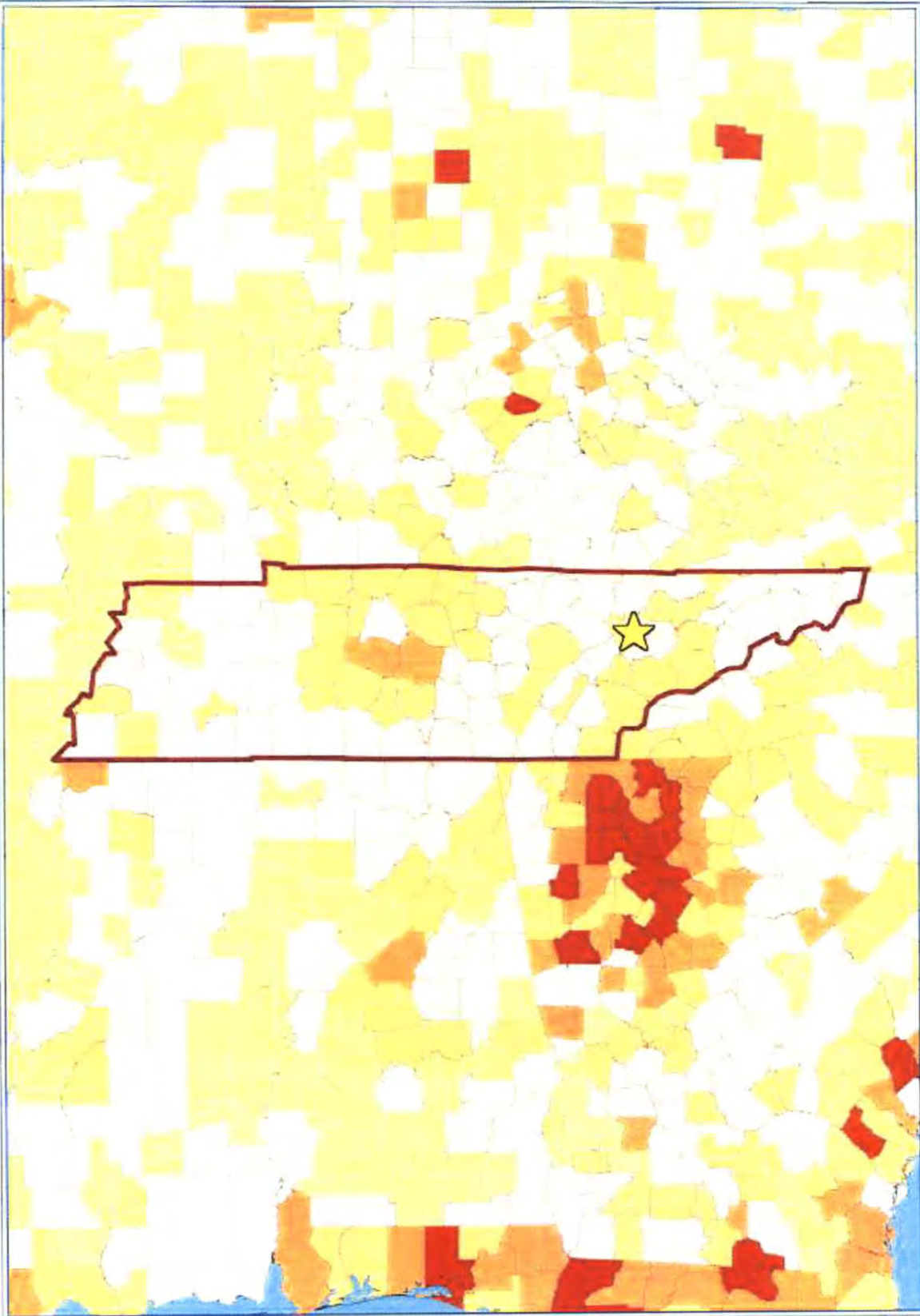


City of Clinton

★ Clinton

Pop. Growth (2002-2007)  
By County

- 15% And Above
- 10% to 15%
- 5% to 10%
- 0% to 5%
- Population Loss



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# Tennessee

## Population Growth

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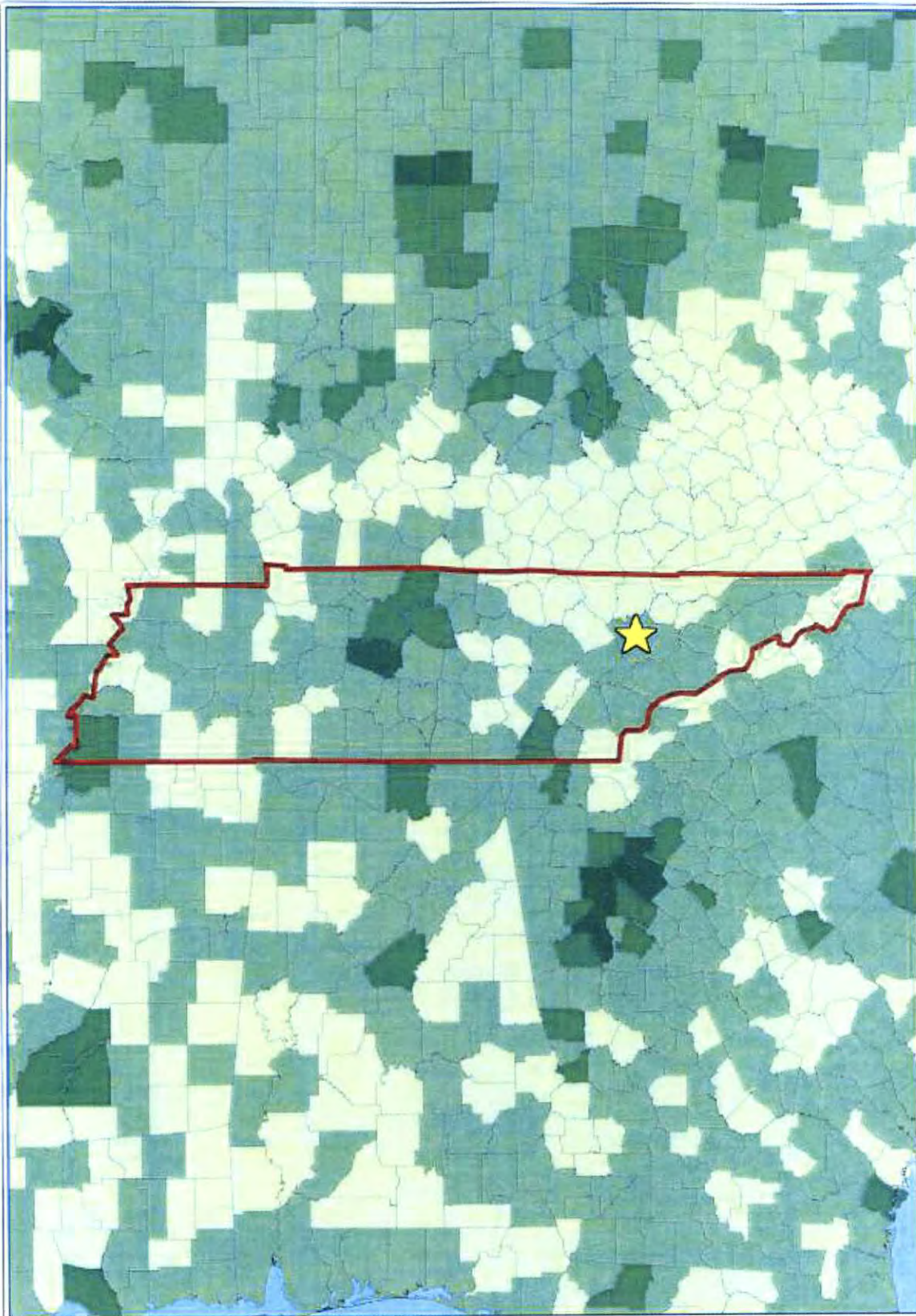


City of Clinton

★ Clinton

Average HH Income  
By County

- \$80,000 and Above
- \$60,000 to \$80,000
- \$40,000 to \$60,000
- \$20,000 to \$40,000
- \$20,000 and Below



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# Tennessee

## Average Household Income

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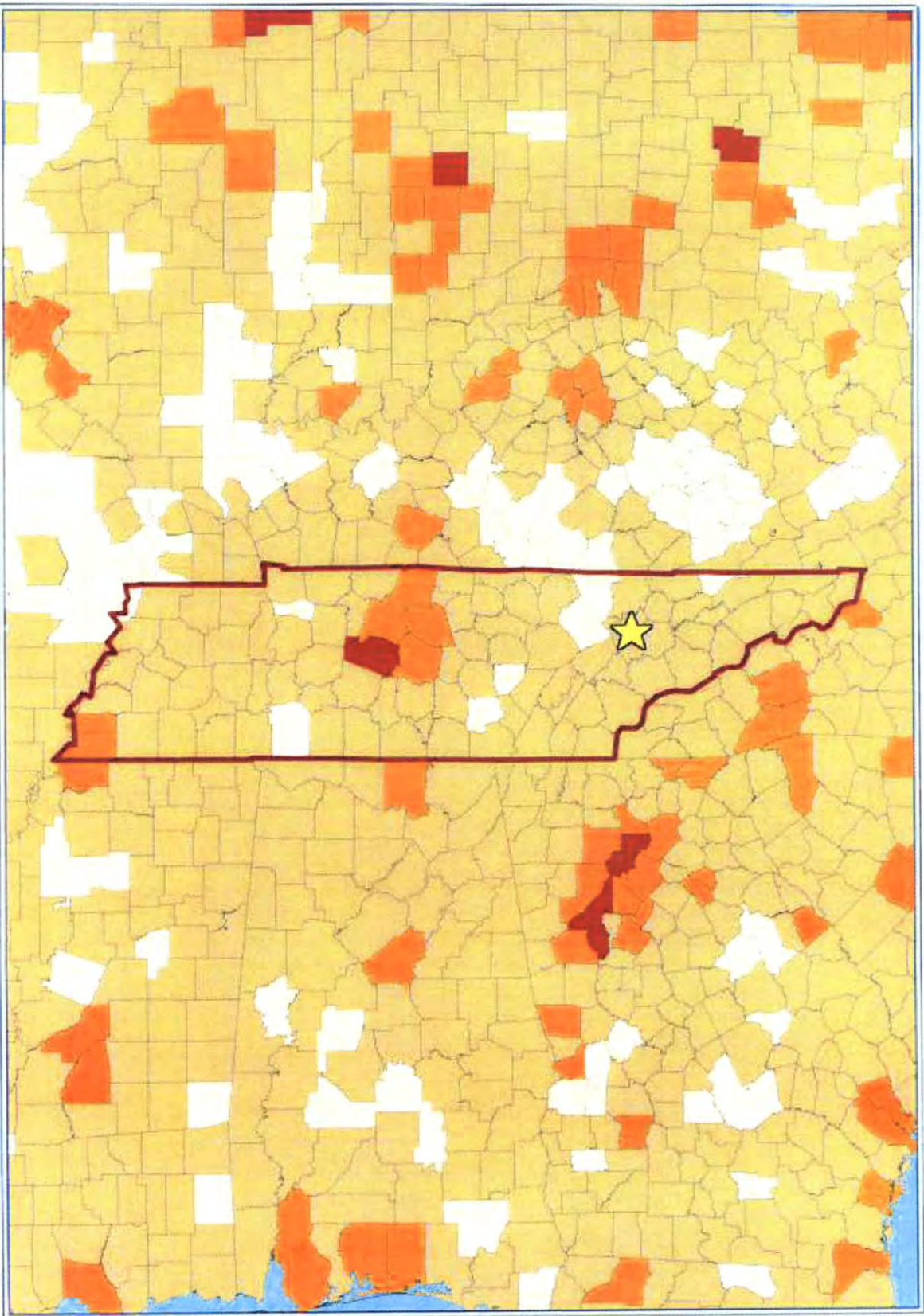


City of Clinton

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Property Value  
By County

- \$150,000 And Above
- \$100,000 to \$150,000
- \$50,000 to \$100,000
- \$50,000 And Below



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# Tennessee

## Property Value

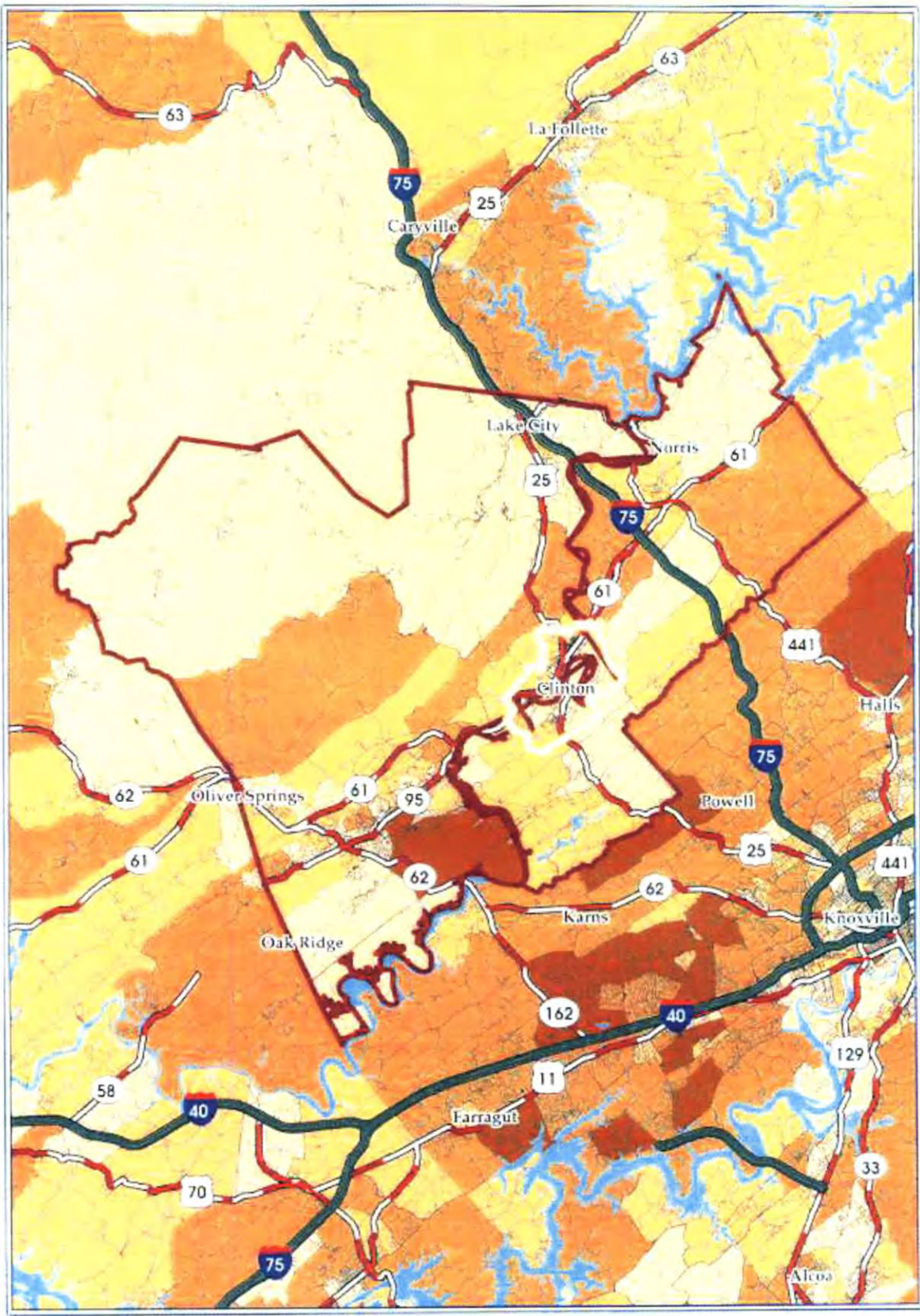
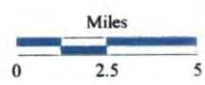
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City of Clinton

- City Limits
- Anderson County

- 2002 Population**  
By Block Group
- 5,000 and Above
  - 3,000 to 5,000
  - 1,500 to 3,000
  - 1,000 to 1,500
  - 1,000 and Below



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# Anderson County, Tennessee Population

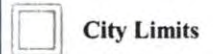
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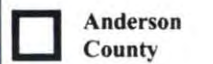




City of Clinton



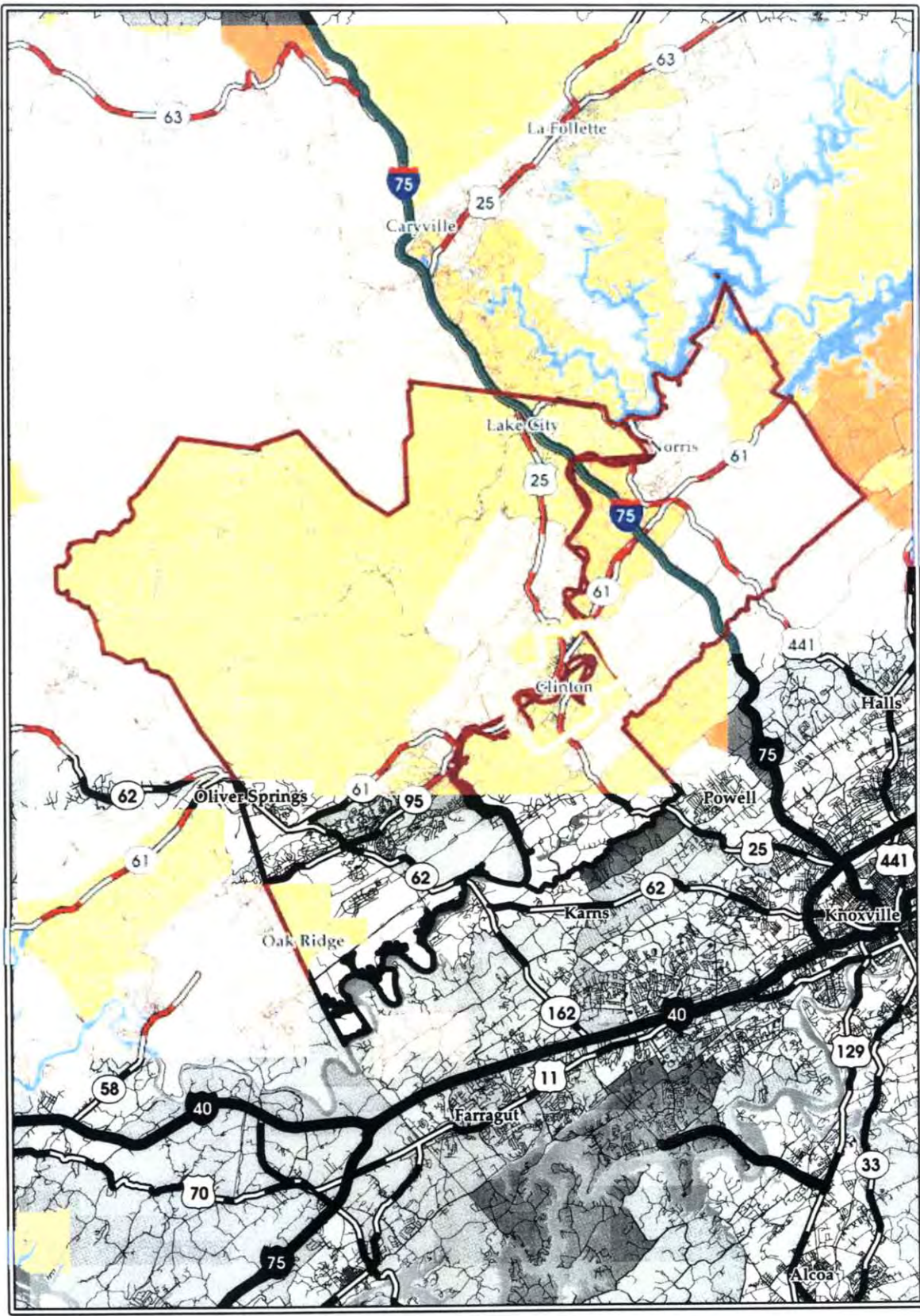
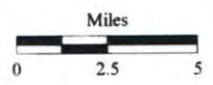
City Limits



Anderson County

Pop. Growth (2002-2007)  
By Block Group

- 15% and Above
- 10% to 15%
- 5% to 10%
- 0% to 5%
- Population Loss



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# Anderson County, Tennessee

## Population Growth

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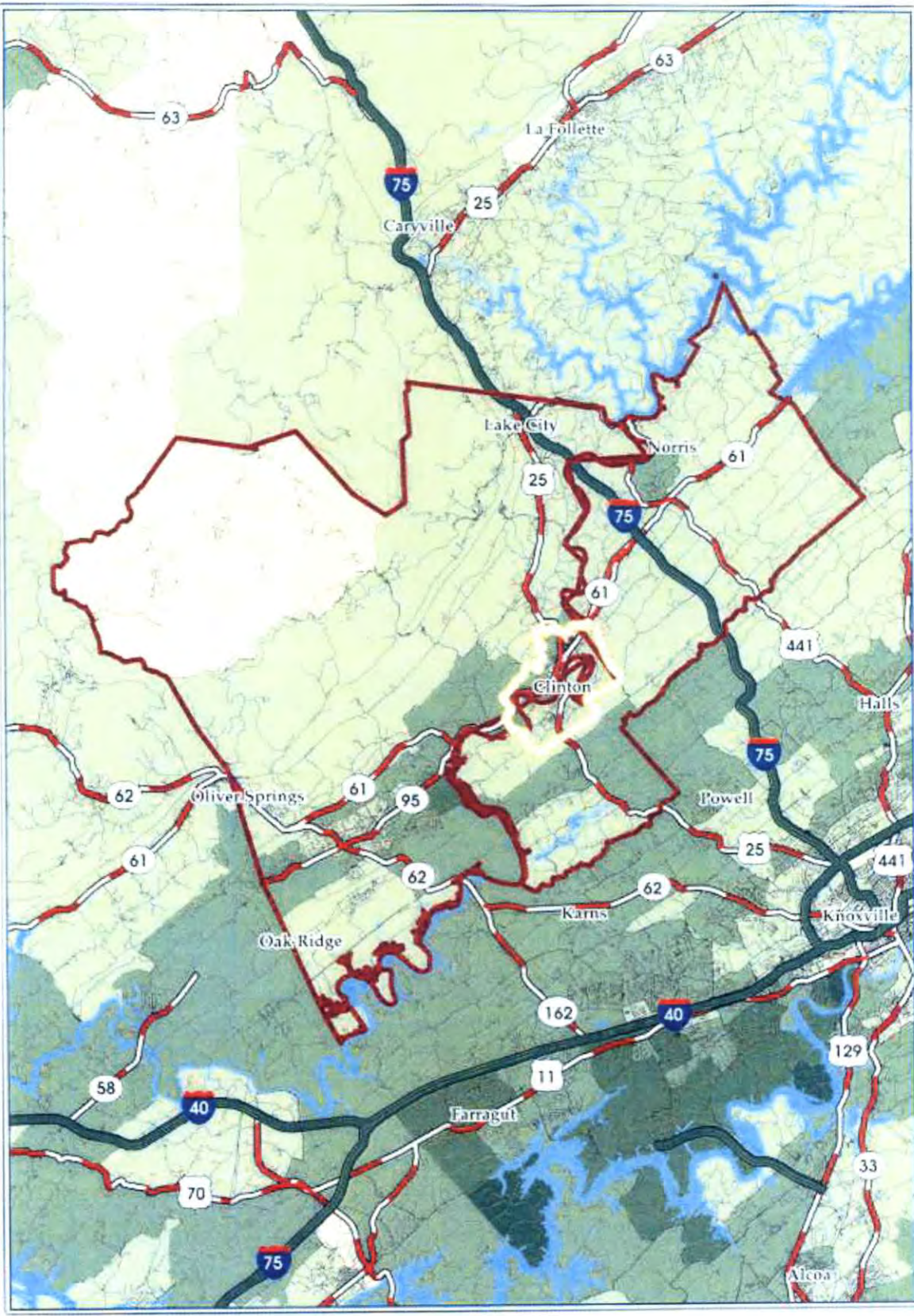
City of Clinton

City Limits

Anderson County

Average HH 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



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# Anderson County, Tennessee

## Average Household Income

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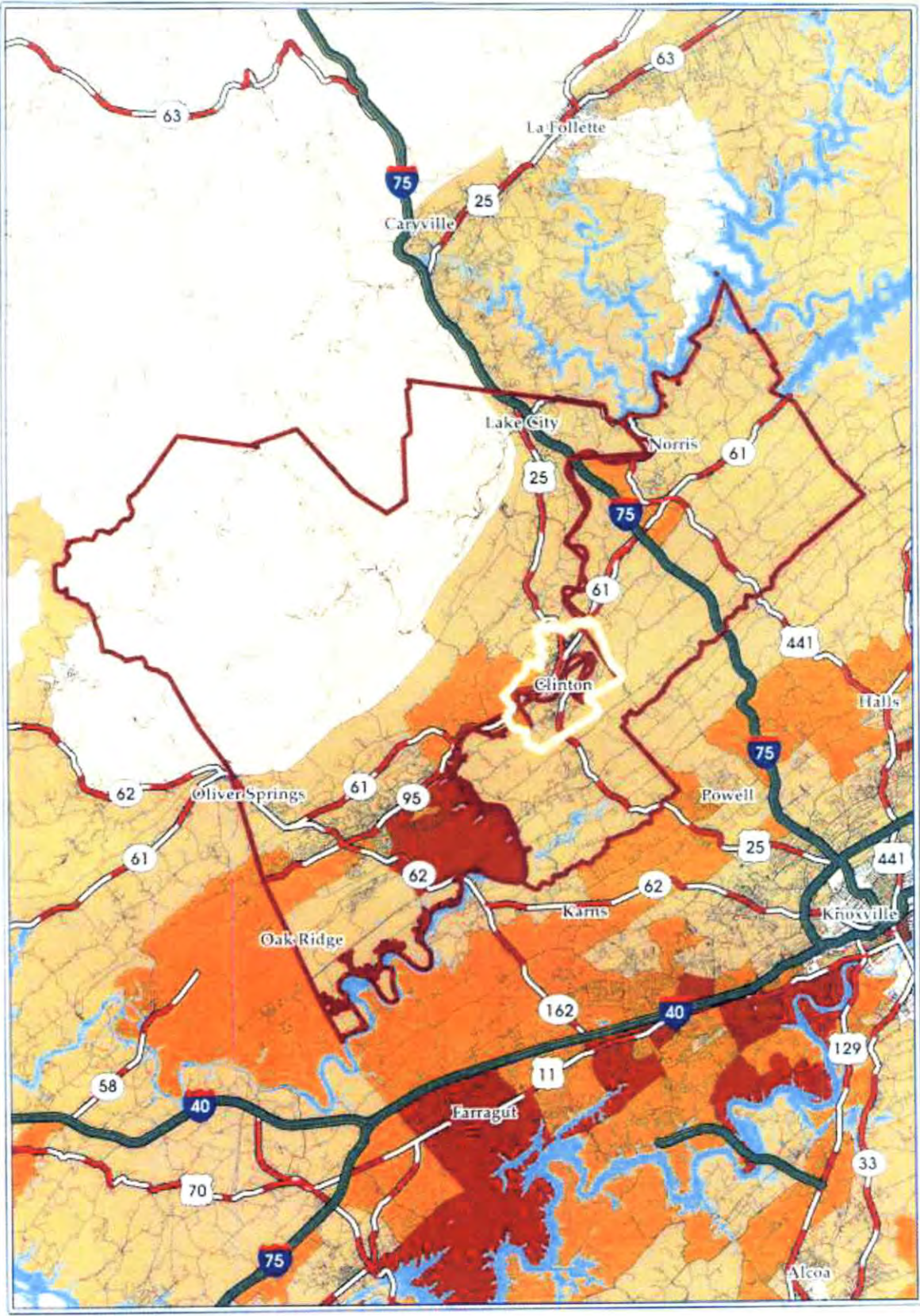
City of Clinton

City Limits

Anderson County

Property Value  
By Block Group

- \$1,750,000 and Above
- \$1,000,000 to \$1,750,000
- \$500,000 to \$1,000,000
- \$250,000 and Below



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# Anderson County, Tennessee

## Property Value

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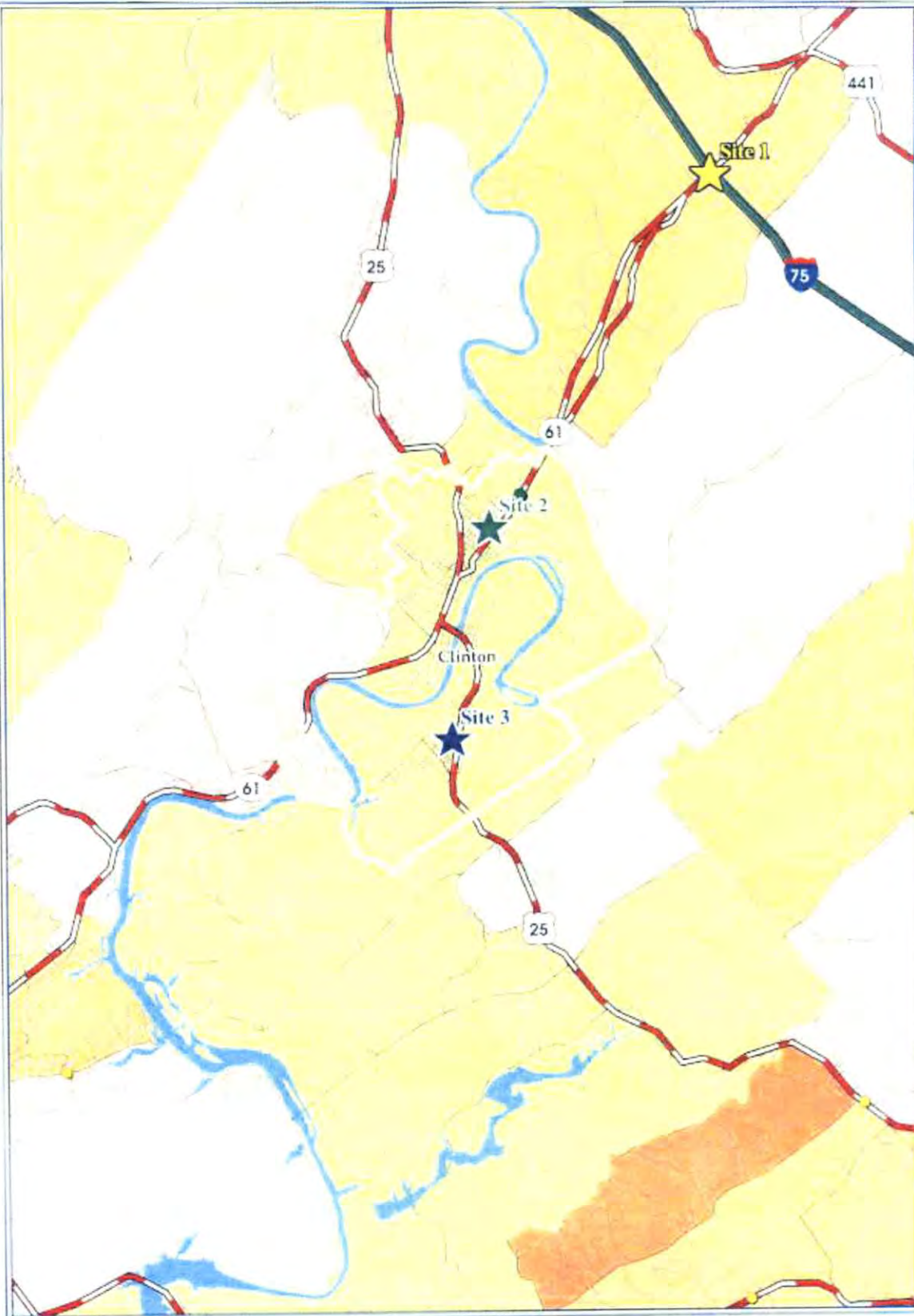
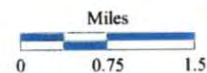
City Limits

Shopping Centers  
GLA in thousands

- 1,000+
- 500 to 1,000
- 100 to 500
- Below 100

Pop. Growth (2002-2007)  
By Block Group

- 15% and Above
- 10% to 15%
- 5% to 10%
- 0% to 5%
- Population Loss



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# Clinton, Tennessee

## Population Growth

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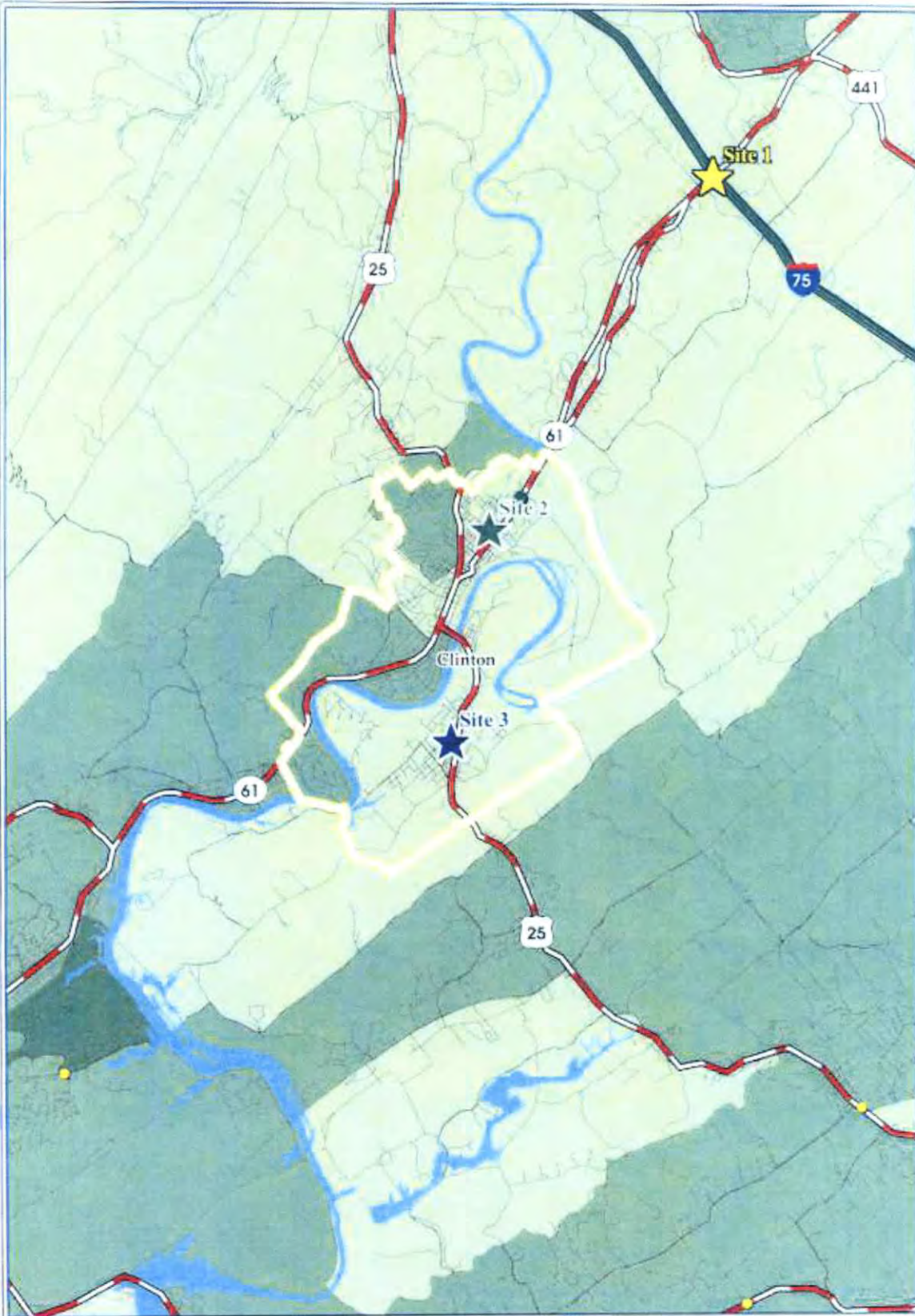
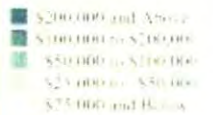
City of Clinton

City Limits

Shopping Centers  
GLA in thousands



Average HH Income  
By Block Group



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# Clinton, Tennessee

## Average Household Income

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City of Clinton

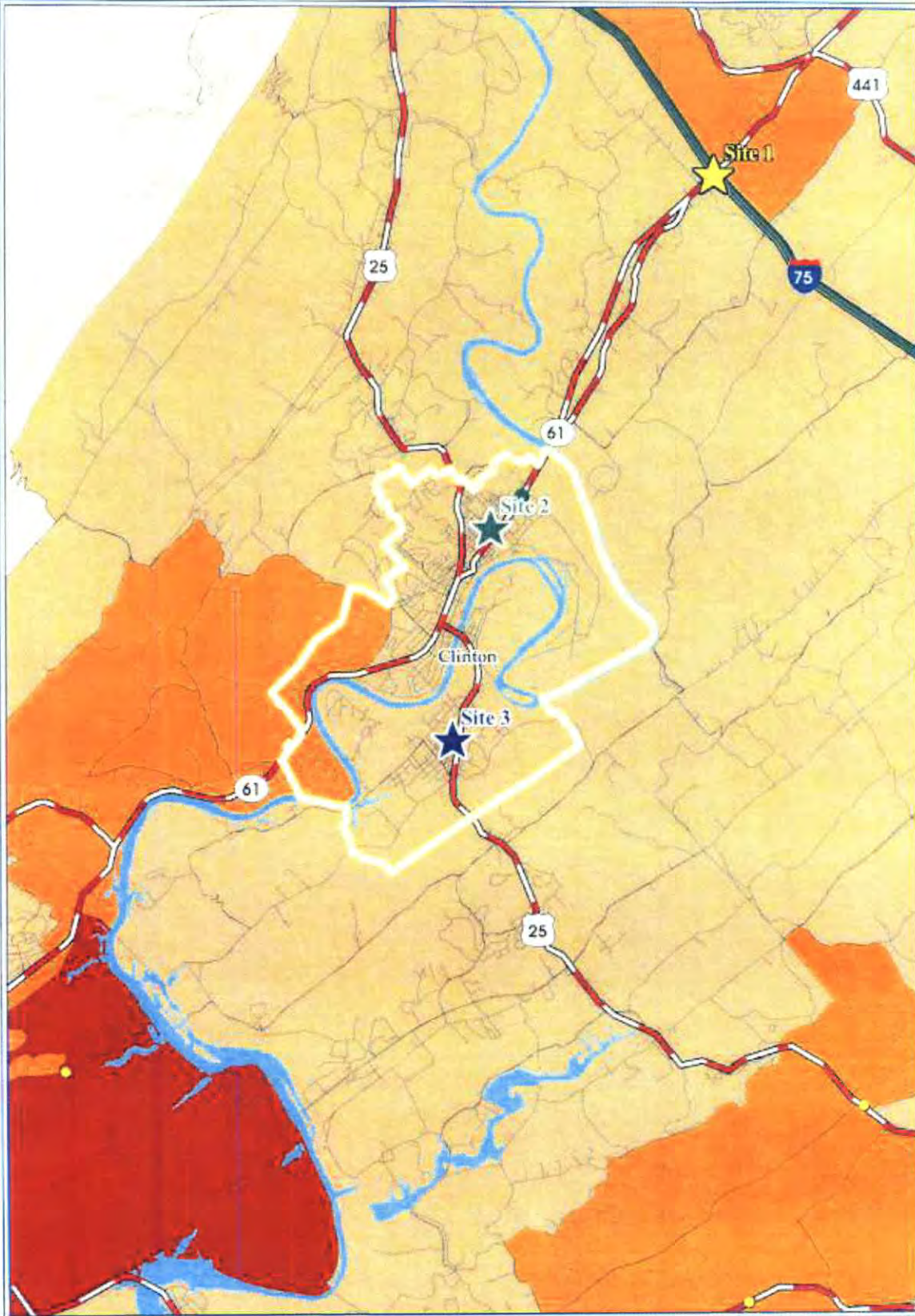


**Shopping Centers**  
G.I.A. in thousands

- 1,000+
- 500 to 1,000
- 100 to 500
- Below 100

**Property Value**  
By Block Group

- \$150,000 and Above
- \$100,000 to \$150,000
- \$50,000 to \$100,000
- \$50,000 and Below



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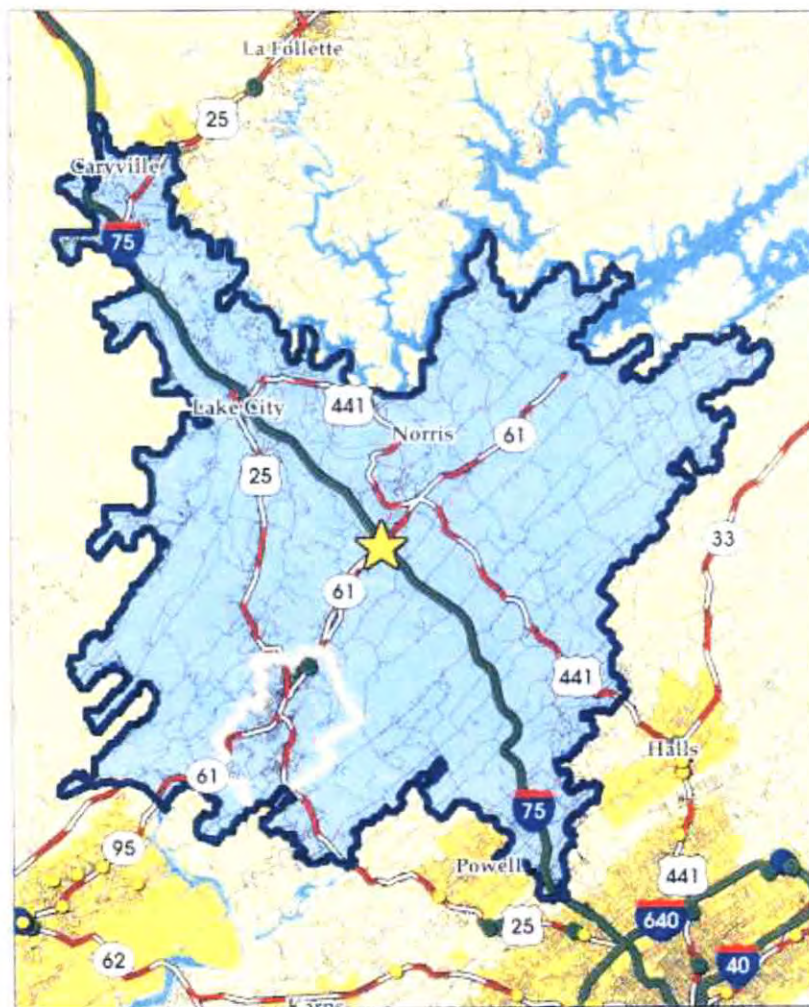
## Property Value

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### Site 1 Assessment

This site is located at the intersection of Interstate 75 and Highway 61, north of Clinton's city limits.

**Site Trade Area** – The trade area for Site 1 is shown below. It depicts the altered boundary of the fifteen-minute drive-time from the site, and encompasses 22,359 households. Refer to Appendix A for details on drive-time technology.



Site 1 & 15-Minute Trade Area



**Site 1 Assessment - continued**

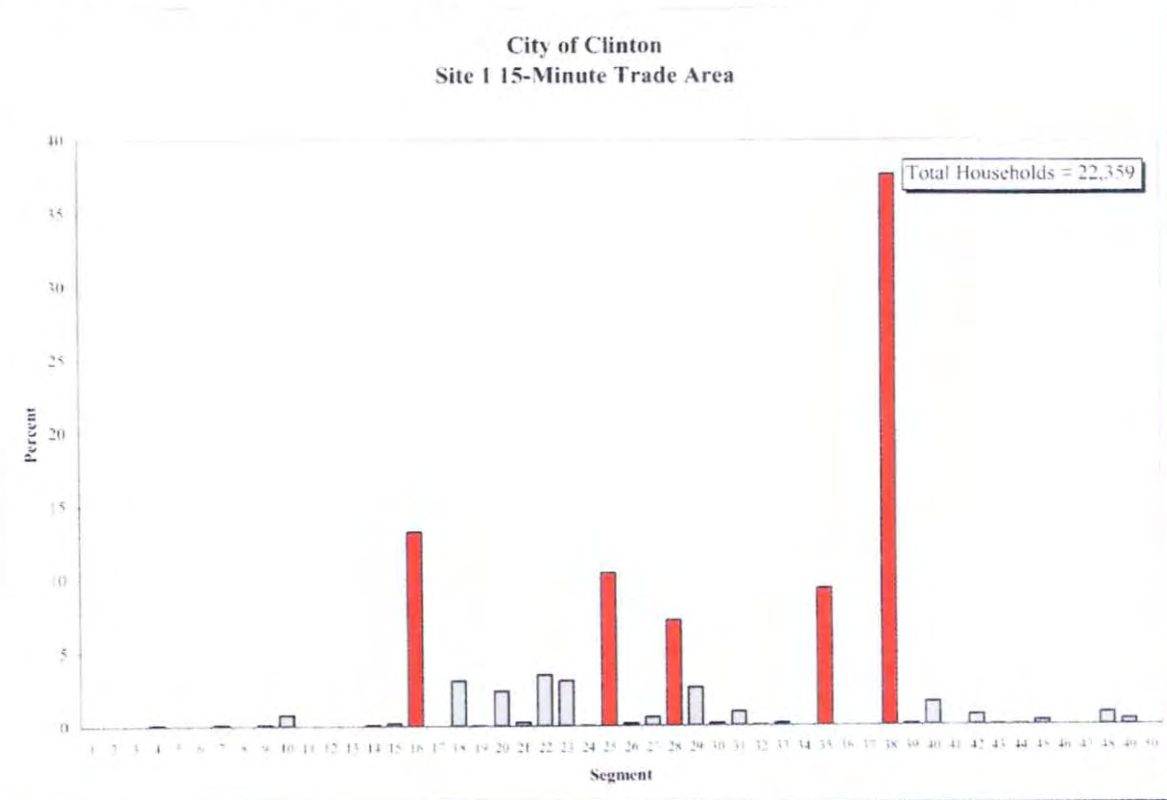
**Demographics**

The following table presents demographics used in retail location analysis for the Site 1 Trade Area:

Demographics	Site 1 15-Minute Trade Area
2002 Est. Population	55,215
Population Growth, 1990 – 2000	18.26%
2002 Est. Households	22,359
Average Household Income	\$47,142
Residential Property Value	\$55,153
Median Age	39

**Psychographics - Household Profile**

The profile of the households existing within a 15-minute drive-time of Site 1 is presented below. The profile is dominated by segments 16 (Country Home Families), 25 (Bedrock America), 28 (Building A Family), 35 (Buy American), and 38 (Rustic Homesteaders).



**Site 1 Assessment - continued**

The chart below lists dominant segments in Site 1

Segments	Description	Households	Percent
16	Country Home Families	2,953	13.2%
25	Bedrock America	2,329	10.4%
28	Building A Family	1,604	7.2%
35	Buy American	2,087	9.3%
38	Rustic Homesteaders	8,421	37.7%

These five dominant segments represent 78 percent of the trade area, and comprise 17,394 households. A brief description of these dominant segments has been included on the following page. Refer to Appendix B for detailed descriptions of each segment.





## Site 1 Assessment continued

### Site 1 Dominant Segment Descriptions

- 16 COUNTRY HOME FAMILIES – These households typically consist of married couples with children who live in rural areas. They have a median household income slightly above the national average and enjoy outdoor activities such as hunting and camping. They tend to own motor homes, boats, rifles, and fishing equipment.
- 25 BEDROCK AMERICA – This segment’s population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.
- 28 BUILDING A FAMILY – These are slightly younger than average households with children who live in rural areas. They work in blue-collar occupations and are equally as likely to own as to rent their homes. This segment eats on the go and is likely to frequent fast-food restaurants. They enjoy reading magazines and watching prime-time television.
- 35 BUY AMERICAN – This segment’s population consists primarily of married couples with children who reside in suburban and rural areas. They are less likely to be educated beyond the high school level. They enjoy hunting and perform vehicle maintenance themselves. Buy Americans are likely to have personal loans and bank close to work.
- 38 RUSTIC HOMESTEADERS – These families live primarily in rural areas and are likely to be married couples with older children present. They are not likely to have an education beyond high school, and are employed in blue-collar occupations. Many Rustic Homesteaders go hunting and fishing, drive a pick-up truck, and own a separate freezer.



**Site 1 Assessment – continued**

**Traffic Counts**

The highest traffic counts around Site 1 are on Interstate 75 close to the intersection of Interstate 75 and Peach Orchard Road. Traffic counts on this section of highway range from 33,050 to 45,590 vehicles per day. The counts indicate that a portion of the traffic coming from Lake City and Caryville travel into Clinton on Highway 61 rather than continuing on to Knoxville on I-75.



**Site 1 Assessment – continued**

**Retail Trade Potential – Consumer Facts**

Our proprietary consumer facts database was used to determine the average dollars spent by households each year on over 400 select products. This establishes the demand level for these products. A Consumer Facts Index was then created to show which products have higher demand in the Site 1 Trade Area as compared to urban Tennessee. An index greater than 100 indicates that the population of the Site 1 Trade Area has a higher than average demand for that particular product or service. See Appendix E for a full listing of the product indexes.

The following table lists the top ten items of consumer product demand in the Site 1 Trade Area. These are the products most in demand by the households in the trade area.

Consumer Product	Dollars per Household	Index
Medical/Surgical Equipment For General Use	\$32	112
Gas (Bottled Or Tank)	\$43	103
Eyeglasses/Contact Lenses	\$94	103
Stainless/Silver/Flatware	\$42	103
Window Air Conditioner	\$17	102
Artificial Sweeteners	\$11	102
Coolant/Antifreeze/Fluids	\$11	102
Sugar	\$55	102
Electric Floor Cleaning Equipment	\$26	102
Smoking Accessories	\$10	101

The following table lists the bottom five items of consumer product demand in the Site 1 Trade Area. These are the products least in demand by the households in the trade area.

Consumer Product	Dollars per Household	Index
Watches	\$50	85
Fresh Flowers/Potted Plants	\$137	84
Boat/Outboard Motor	\$115	84
Jewelry	\$329	81
Room-Size Rugs/Other Floor Coverings	\$29	76



## **Site 1 Assessment – continued**

### **Retail Analysis – Phase II: Identifying Target Retailers**

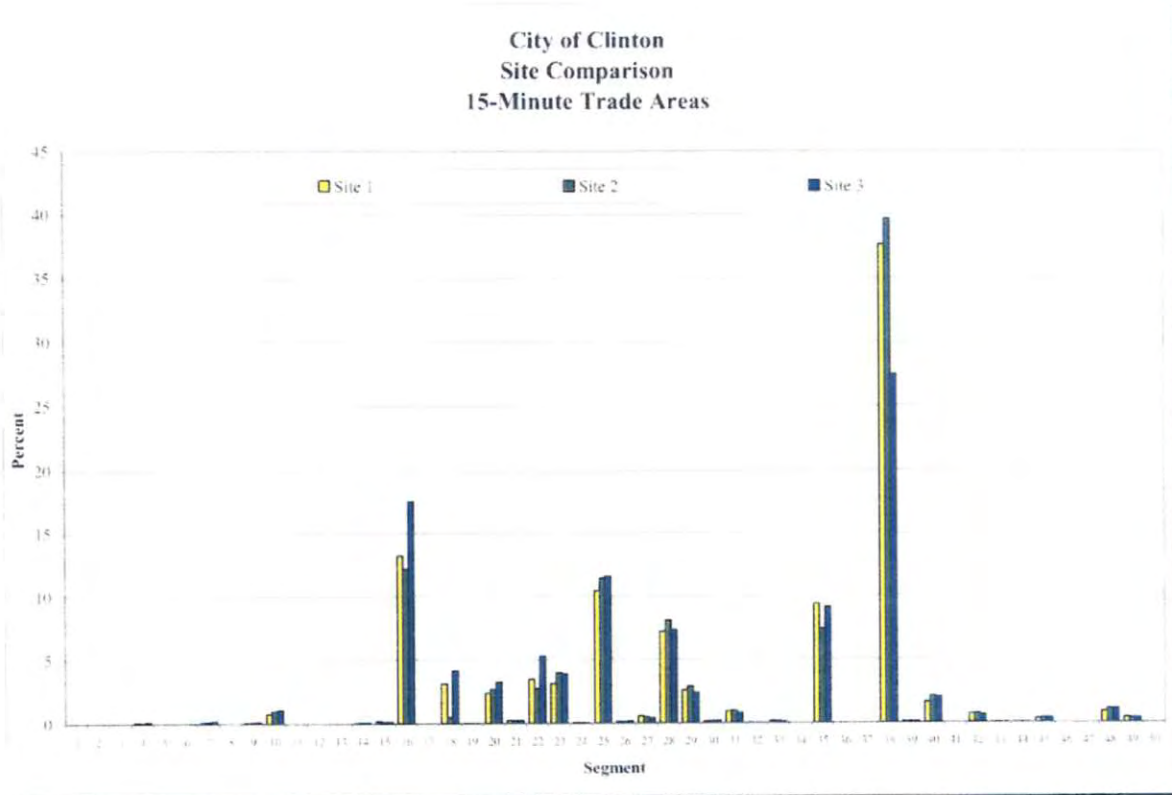
Phase II of this study identifies potential retailers and restaurants for the designated zone. The zone trade area household segmentation graph shown on a previous page of this report will be compared with segmentation graphs for over 2,500 retailers and restaurants in our database. In order to identify appropriate matches for the potential locations, the Site 1 Trade Area profile will be matched to the trade area targeted by the retailers in areas with similar populations.



**Trade Area Comparison**

**Site Profiles**

The household profiles previously presented for each site are placed together on the same graph below to illustrate the similarity in three trade areas.



**Trade Area Comparison – continued**

Six segments are shared amongst the three site trade areas. These are segments 16 (Country Home Families), 22 (Traditional Times), 25 (Bedrock America), 28 (Building A Family), 35 (Buy American), and 38 (Rustic Homesteaders).

Segment	Site 1		Site 2		Site 3	
	Households	%*	Households	%*	Households	%*
16	2,953	13.2	2,108	12.2	3,109	17.5
22					937	5.3
25	2,329	10.4	1,975	11.4	2,051	11.5
28	1,604	7.2	1,391	8.0	1,294	7.3
35	2,087	9.3	1,269	7.3	1,608	9.1
38	8,421	37.7	6,860	39.7	4,871	27.4

\* Percent of total households in the site trade area.

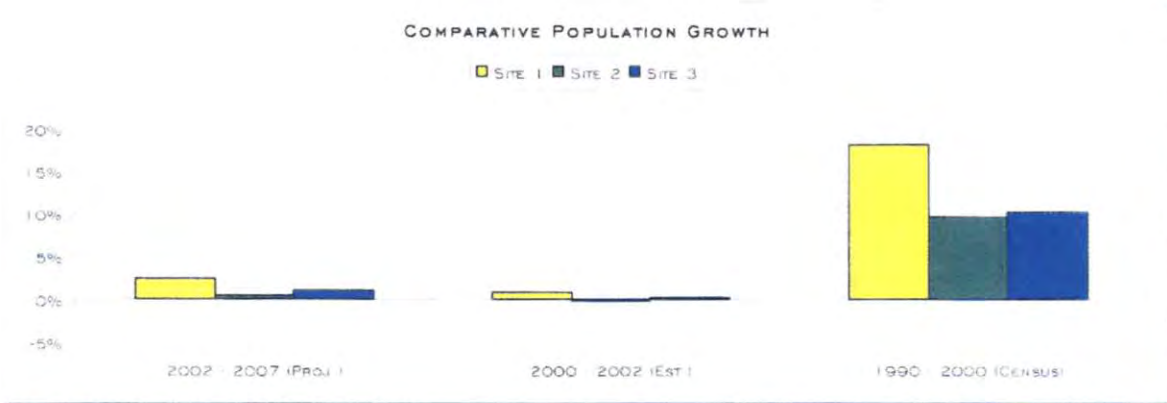


**Trade Area Comparison – continued**

The following sections report summaries of the prominent demographic characteristics of the three site trade areas. The following points highlight certain key findings with respect to scale, growth and demographic characteristics.

**Population Growth:**

The Site 1 Trade Area experienced the highest growth rate during the period between 1990 and 2000. The Site 1 Trade Area also has the highest projected growth rate for 2002 – 2007 at 2.36%.



Population	Site 1	Site 2	Site 3
2007 PROJECTION	56,520	42,560	44,107
2002 ESTIMATE*	55,215	42,423	43,660
2000 CENSUS	54,818	42,489	43,606
1990 CENSUS	46,353	38,798	39,545
GROWTH 1990 – 2000	18.26%	9.51%	10.27%

\*Available 2000 Census data and 1990 Census data were used to calculate the 2002 estimate.

Households	Site 1	Site 2	Site 3
2007 PROJECTION	23,369	17,721	18,272
2002 ESTIMATE*	22,359	17,298	17,765
2000 CENSUS	22,014	17,182	17,615
1990 CENSUS	17,605	14,827	15,148
GROWTH 1990 – 2000	25.04%	15.89%	16.29%

\*Available 2000 Census data and 1990 Census data were used to calculate the 2002 estimate.

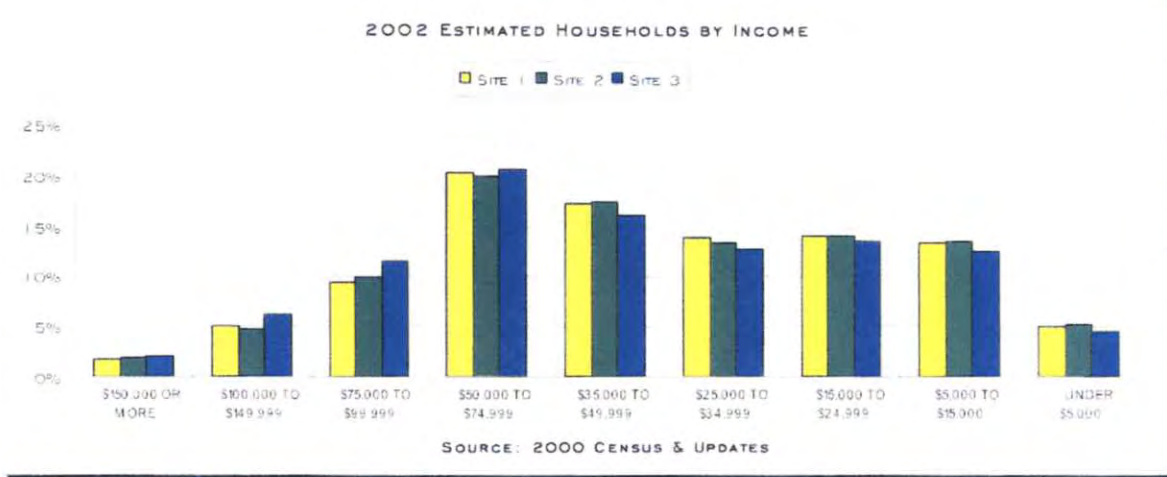


**Trade Area Comparison – continued**

**Income Levels:**

Income	Site 1	Site 2	Site 3
2002 EST. AVERAGE HH INCOME	\$47,142	\$46,804	\$49,990
2002 EST. MEDIAN HH INCOME	\$38,170	\$38,289	\$41,195
2002 EST. INCOME PER CAPITA	\$19,593	\$19,623	\$20,954

The average household income for the Site 3 Trade Area is the highest between the three sites at \$49,990.



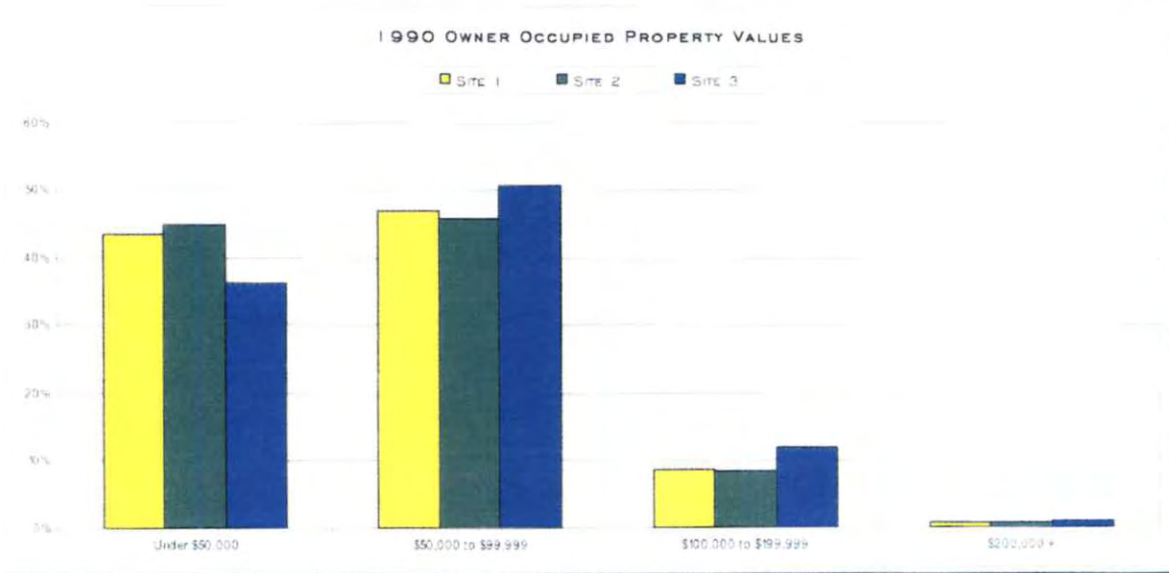


**Trade Area Comparison – continued**

**Property Value Levels:**

Property Value	Site 1	Site 2	Site 3
1990 MEDIAN PROPERTY VALUE	\$55,153	\$54,146	\$61,167

The Site 3 Trade Area has the highest median property value between the three trade areas.



**Trade Area Comparison – continued**

**Site Rank**

Six different criteria were used to determine the overall retail potential ranking of the four sites by their fifteen-minute trade areas. The tables below illustrate the ranking for each site on each of the six criteria.

Site	Population	Population Growth	Household Count	Average Income	Residential Property Value	Traffic
Site 1	55,215	18.26%	22,359	\$47,142	\$55,153	45,590
Site 2	42,423	9.51%	17,298	\$46,804	\$54,146	26,750
Site 3	43,660	10.27%	17,765	\$49,990	\$61,167	19,500

Note: Population – 2002 Estimate. Population Growth 1990 – 2000 Census

Site	Population	Population Growth	Household Count	Average Income	Residential Property Value	Traffic
Site 1	1	1	1	2	2	1
Site 2	3	3	3	3	3	2
Site 3	2	2	2	1	1	3



## **Appendix B: Segment Summaries and Full Descriptions**

### **Introduction**

This section contains brief segment summaries for all 50 segments followed by detailed segment descriptions of the dominant segments.

### **Brief Segment Summaries**

- 1 **UPPER CRUST** – These households typically consist of families with older children. They live in the suburbs, have very high incomes, and advanced educations. This segment is over 85% more likely to work in white-collar jobs, as it ranks first in the percentage of people who work in executive managerial and sales occupations. Upper Crust members actively invest in stocks, mutual funds, and IRAs.
- 2 **LAP OF LUXURY** – These families are homeowners with children living in the suburbs. They have very high incomes, advanced educations, and work in white-collar occupations. Lap of Luxury members have an abundance of household amenities, such as hot tubs, fireplaces, and central air conditioning. They read business/finance and airline magazines.
- 3 **ESTABLISHED WEALTH** – These households are homeowners who typically reside in suburban areas and are more likely to be couples without children. This segment works in white-collar, sales, executive, and managerial occupations. These households purchase items online, read a variety of magazines, and are twice as likely to use a variety of financial services, including mutual funds, money market accounts, and IRAs.
- 4 **MID-LIFE SUCCESS** – These households have very high incomes and own their suburban homes, whose value is two-and-a-half times the national average. They work in white-collar occupations—such as sales, use discount brokers to purchase stocks, and stay informed by reading news and travel magazines.
- 5 **PROSPEROUS METRO MIX** – These families are typically married couples with young children who live in urban and suburban areas. They have high incomes and advanced educations, are homeowners, and work in white-collar occupations. They are likely to own high-end electronic equipment, such as video cameras, personal computers, and TVs with “picture-in-a-picture” function.
- 6 **GOOD FAMILY LIFE** – These families have above average incomes and typically consist of married couples with children. Over 85% of these households are located in rural areas, but their property value is 49% higher than the national average. This segment is very active in sports and outdoor activities. Their reading and television habits are also sports oriented.



## Appendix B: Segment Summaries and Full Descriptions – continued

- 7 COMFORTABLE TIMES – These are typically high-income households, with slightly older than average married couples or families. They typically live in the suburbs, own their home, have a high level of education, and work in white-collar occupations. They are very civic minded, belonging to veteran’s clubs, contributing to public broadcasting, and writing to elected officials.
- 8 MOVERS AND SHAKERS – Typically, these households contain employed singles and couples with no children. They live in the suburbs and have high incomes and advanced educations. Members of this segment are likely to visit museums and attend live theater. Movers and Shakers are active Internet users who shop, bank, and make purchases online.
- 9 BUILDING A HOME LIFE – Typically married couples with children, these households live in detached single-family units. They have above average incomes and are most likely to live in suburban areas. This segment has a high concentration of “do-it-yourselfers.” Many purchases are used in home improvement and car repair projects.
- 10 HOME SWEET HOME – Typically married couples with few, if any, children living in the home, these households have above average incomes, own their homes, and are primarily concentrated in the suburbs. This segment tends to have a great deal invested in their homes and is likely to lease a vehicle.
- 11 FAMILY TIES – This segment generally consists of families with children who live in suburban areas in the West. They have an above average median income and have attended at least some college. This segment likes to get out and go boating, camping, bowling, and in-line skating. They are heavily insured and use direct deposit.
- 12 A GOOD STEP FORWARD – This segment’s population is comprised primarily of 25 to 44 year olds living in one- or two-person, non-family households. They are concentrated in urban areas, rent their homes, and have above average household incomes. Members of this segment are travelers and enjoy going to movies. They use the Internet heavily when it comes to financial services.
- 13 SUCCESSFUL SINGLES – This segment’s population contains renter-occupied, non-family households, containing one or two persons located in urban areas. This segment ranks first in terms of foreign travel. Successful Singles are likely to use financial services, such as a discount broker, own an American Express card, and have mutual funds.



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## Appendix B: Segment Summaries and Full Descriptions – continued

- 14 MIDDLE YEARS – This segment’s population has an above average income level, is primarily over the age of 50, and typically works in white-collar occupations. Middle Years are likely to belong to AAA, maintain a sweep account, and own a hot tub. They enjoy reading travel and airline magazines, as well as listening to all news radio.
- 15 GREAT BEGINNINGS – These households typically consist of one or two young adults who reside in urban and suburban areas. This segment is likely to own a Honda and purchase gasoline using a debit card. They also tend to listen to modern rock radio stations and read weekly news and entertainment magazines.
- 16 COUNTRY HOME FAMILIES – These households typically consist of married couples with children who live in rural areas. They have a median household income slightly above the national average and enjoy outdoor activities such as hunting and camping. They tend to own motor homes, boats, rifles, and fishing equipment.
- 17 STARS AND STRIPES – This segment’s population consists of young families with children. They live primarily in urban and suburban areas, have slightly above average median household incomes, and work in blue-collar occupations. They are likely to eat at quick service hamburger restaurants, frequent convenience stores, and play video games.
- 18 WHITE PICKET FENCE – This segment’s population usually consists of suburban families with one or two children. Many of these households enjoy bingo, bowling, and home delivery meals, such as pizza. They use credit unions and have personal loans for home improvement projects. They have a median household income just below the national average and work in blue-collar occupations.
- 19 YOUNG AND CAREFREE – This segment’s population consists primarily of college educated young adults without children. They have a slightly below average median household income and are likely to work in white-collar occupations. This segment tends to use discount broker services, own real estate, bank by mail, and enjoy morning news programs.
- 20 SECURE ADULTS – This segment’s population consists primarily of older singles and couples without children who live in the suburbs. They are more likely to be members of fraternal orders, civic organizations, or veteran’s clubs. Many Secure Adults read mature market magazines, watch prime-time television, and prefer Oldsmobile and Buick automobiles.
- 21 AMERICAN CLASSICS – This segment is comprised of older singles and couples who live primarily in suburban areas. They are no more likely to own than rent their homes. They are also likely to own or lease a Buick and have their oil changed at a gas station. This segment watches a great deal of television, particularly during the daytime.
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## Appendix B: Segment Summaries and Full Descriptions – continued

- 22 TRADITIONAL TIMES – This segment’s population is a good mix of married and single persons with some children present. They have below average incomes, live in suburban areas, and work in blue-collar occupations. They are likely to frequent restaurants like Bob Evan’s, Cracker Barrel, and Friendly’s.
- 23 SETTLED IN – These households consist primarily of older couples or singles without children. They live in suburban areas and have slightly below average incomes. They like to stay active and enjoy doing things themselves, including minor home improvements and automobile oil changes. Their media choices are often home and garden oriented.
- 24 CITY TIES – This segment’s population consists primarily of families with a relatively large number of children. They live primarily in urban areas and tend to work in blue-collar occupations and take public transportation to work. They are likely to frequent convenience stores, belong to religious organizations, own video game systems, and purchase women’s designer clothes and jewelry.
- 25 BEDROCK AMERICA – This segment’s population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.
- 26 THE MATURE YEARS – This segment’s population consists mostly of older singles and couples living in suburban areas. They have income and education levels below the national average. This segment is comprised of active adults who enjoy volleyball, softball, hunting, and other outdoor activities. They are very likely to access financial accounts online and use the yellow pages.
- 27 MIDDLE OF THE ROAD – This segment’s population lives primarily in rural areas and consists of households with children. They are likely to work in blue-collar occupations, particularly the farming, forestry, and fishing industries. They are likely to drive a hatchback, use a Laundromat, and travel between six and 10 miles to a grocery store.
- 28 BUILDING A FAMILY – These are slightly younger than average households with children who live in rural areas. They work in blue-collar occupations and are equally as likely to own as to rent their homes. This segment eats on the go and is likely to frequent fast-food restaurants. They enjoy reading magazines and watching prime-time television.
- 29 ESTABLISHING ROOTS – This segment’s population consists primarily of larger families living in rural areas. These households are very likely to work on home improvement projects, as they tend to purchase home fixtures and do their own remodeling. They are likely to eat at fast-food restaurants and frequent convenience stores.
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## Appendix B: Segment Summaries and Full Descriptions – continued

- 30 DOMESTIC DUOS – This segment’s population is comprised primarily of seniors living in suburban areas. They live in one- to two-person households, with one-third of this segment receiving retirement income. These households are likely to travel domestically 15 or more nights a year and to have taken a cruise in the last three years. They enjoy mature market magazines and special television programming.
- 31 COUNTRY CLASSICS – This segment’s population lives in rural areas and contains mature couples and some children. They are likely to own or lease a Buick and are members of veteran’s clubs. They travel greater distances to reach grocery stores. Country Classics are likely to own certificates of deposit and enjoy gardening magazines.
- 32 METRO SINGLES – This segment consists of relatively young singles and some couples with small numbers of children present. They are more likely to rent, live in urban areas, and have below average incomes and education levels. Metro Singles are likely to frequent convenience stores, and are employed primarily in blue-collar occupations. They are likely to use a savings and loan and prepaid calling cards.
- 33 LIVING OFF THE LAND – This segment’s population consists of married couples who live primarily in rural areas and have larger than average household sizes. They have below average median incomes, own their homes, and are likely to be employed in the fishing, farming, and forestry industries. People in this segment are likely to go hunting, own real estate, and have a satellite dish.
- 34 BOOKS AND NEW RECRUITS – This segment’s population consists of young, single adults who live in rental or group quarters in urban and suburban areas. They have an above average education but below average median income. They are likely to purchase designer jeans, eat pizza, have a student loan, read entertainment magazines, and play baseball or softball.
- 35 BUY AMERICAN – This segment’s population consists primarily of married couples with children who reside in suburban and rural areas. They are less likely to be educated beyond the high school level. They enjoy hunting and perform vehicle maintenance themselves. Buy Americans are likely to have personal loans and bank close to work.
- 36 METRO MIX – This segment’s population typically consists of young singles living in non-family households located in urban areas. They are primarily renters with below average median income and overall education levels who are likely to work in administrative support and service occupations. This segment is very likely to use a Laundromat and travel less than a mile to the grocery store.



## **Appendix B: Segment Summaries and Full Descriptions – continued**

- 37 **URBAN UP AND COMERS** – This segment’s population consists of singles who rent their homes and are likely to live alone. They live in urban areas, are highly educated, and work primarily in white-collar occupations. Urban Up and Comers are likely to bank by Internet, have a student loan, go jogging, and own a laptop PC.
- 38 **RUSTIC HOMESTEADERS** – These families live primarily in rural areas and are likely to be married couples with older children present. They are not likely to have an education beyond high school, and are employed in blue-collar occupations. Many Rustic Homesteaders go hunting and fishing, drive a pick-up truck, and own a separate freezer.
- 39 **ON THEIR OWN** – This segment’s population typically consists of seniors, with some young adults also present. They live primarily in renter-occupied housing located in urban or suburban areas, and rank high in owning a hatchback automobile and frequenting convenience stores. This segment is also very likely to have a Roth IRA and watch prime-time television.
- 40 **TRYING METRO TIMES** – Young, single parents and seniors make up this segment. They live in urban and suburban areas and are typically renters. This segment’s population is more likely than average to shop at convenience stores and use prepaid calling cards. They have made several furniture and appliance purchases in the last year.
- 41 **CLOSE-KNIT FAMILIES** – These families consist of young adults with children. They are typically renters living in urban areas. This segment tends to eat at fast-food restaurants and use non-traditional banking services. Close-Knit Families are likely to listen to contemporary hits radio and enjoy daytime television.
- 42 **TRYING RURAL TIMES** – This segment’s population typically consists of young, rural households with children. Primarily homeowners with median income and education levels well below the national average, they are more likely to work in blue-collar occupations. Members of this segment are likely to be on a church board and travel 11 or more miles to a grocery store.
- 43 **MANUFACTURING USA** – This segment’s population consists of very low-income households located in urban and suburban areas. They are likely to be young adults with children, or elderly. The elderly members of this segment are likely to use denture cleaners, have Social Security direct deposit, and be involved in church and civic groups.
- 44 **HARD YEARS** – This segment’s population is likely to be young adults or seniors who live in urban or suburban areas. They have income and education levels well below the national average and reside in multi-family dwelling units. These individuals are active and enjoy athletic activities such as basketball and in-line skating. Hard Years are among the heaviest television and yellow page users.
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## Appendix B: Segment Summaries and Full Descriptions – continued

- 45 **STRUGGLING METRO MIX** – This segment’s population typically consists of younger singles who rent their homes in urban areas. They are less likely to have children, and rank in the top five segments of those who shop at convenience stores, use a Laundromat, and bank near their work. Struggling Metro Mix ranks high in listening to urban contemporary radio.
- 46 **DIFFICULT TIMES** – This segment’s population consists of families with children. They are likely to be renters and work in the service sector or other blue-collar occupations. This segment is likely to make jewelry purchases and buy men and women’s designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System.
- 47 **UNIVERSITY USA** – This segment’s population typically consists of young singles with very low incomes who live in non-family households and group quarters. They live primarily in urban areas and almost all are in college. They rank high in participating in such leisure activities as jogging, weightlifting, in-line skating, and hiking. University USAs are likely to have student loans and own a laptop computer.
- 48 **URBAN SINGLES** – This segment’s population consists primarily of young adults and seniors who rent in urban or suburban areas. Most likely, they are single-occupant households residing in multi-unit structures. Urban singles are likely to enjoy traveling and dining out. They shop frequently at convenience stores and many of them own a video game system.
- 49 **ANOMALIES** – Some observations do not fit perfectly within an identified cluster. Forcing these “outliers” would result in a loss of homogeneity; therefore, they have been assigned to this segment to eliminate them from consideration in a marketing plan.
- 50 **UNCLASSIFIED** – A small number of ZIP+4s are unclassified due to a lack of residential data; therefore, they have been included in this segment. These ZIP+4s are likely to be businesses or P.O. Boxes.



## Dominant Segment Households Demographic Summary

The following charts show the demographics of the dominant segment households in the trade areas. The weighted average represents the average demographics of the trade areas. The U.S. average is the national average for the demographic categories.

### Site 1

SEGMENT NAME	16 Country Home Families	25 Bedrock America	28 Building A Family	35 Buy American	38 Rustic Homesteaders		U.S. Average
median income	\$53,047	\$39,848	\$36,310	\$31,447	\$33,200	\$38,770	\$48,969
median age	37	36	35	37	37	36	37
% urban	1	20	25	18	0	13	32
% suburban	8	42	39	60	4	31	43
% rural	91	38	36	22	96	57	25
% married	70	59	54	55	65	61	56
% with children	43	39	39	36	38	39	37
% owner occupied	82	70	64	69	79	73	65
median property value	\$115,489	\$85,899	\$81,789	\$62,880	\$65,681	\$82,348	\$129,000
% some college attendance	19	18	17	16	14	17	19
% bachelor degree	10	9	9	7	6	8	13
% master degree	5	4	4	3	3	4	7
% occupation executive/managerial	10	10	9	8	7	9	12
% white collar	51	50	49	46	40	47	58
% blue collar	49	50	51	54	60	53	43



Retail Trade Potential  
Site 1, Clinton, Tennessee

<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars</i>
Children's Apparel	\$14,938,856
Men's Apparel	\$18,253,423
Women's Apparel	\$29,033,997
Personal Services and Household Items	\$23,745,993
Groceries	\$91,123,713
Alcohol	\$14,481,116
Restaurants and Bars	\$73,476,877
Tobacco Products	\$17,694,303
Home Improvement and Household Services	\$16,953,928
Furniture, Appliances and Décor	\$37,497,845
Automotive, Service and Maintenance	\$34,954,123
Automotive, Sales	\$22,563,701
Fuel	\$27,696,720
Electronics	\$31,506,700
Recreation	\$16,389,401
Entertainment	\$26,191,154
Other	\$383,219,421
<b>TOTAL</b>	<b>\$879,721,271</b>

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

<i>Consumer Variable</i>	<i>Dollars/Household</i>	<i>Index</i>	<i>Total Estimated Dollars</i>
<b>CHILDREN'S APPAREL</b>			
Boys' Accessories	\$3	94	\$62,353
Boys' Coats/Jkts/Furs	\$12	94	\$262,361
Boys' Footwear	\$47	95	\$1,045,691
Boys' Hosiery	\$6	95	\$143,878
Boys' Nightwear	\$3	94	\$68,178
Boys' Pants	\$62	95	\$1,382,394
Boys' Shirts	\$51	95	\$1,139,966
Boys' Shorts	\$35	94	\$773,619
Boys' Suits	\$7	94	\$149,128
Boys' Sweaters	\$5	94	\$107,532
Boys' Underwear	\$10	94	\$224,959
Boys' Uniforms/ Other Clothing	\$37	93	\$833,032
Girls' Accessories	\$4	92	\$93,390
Girls' Active Sportswr	\$9	94	\$194,096
Girls' Coats/Jkts /Fur	\$10	95	\$225,512
Girls' Dresses/ Suits	\$34	92	\$760,742
Girls' Footwear	\$43	94	\$962,022
Girls' Hosiery	\$7	94	\$146,679
Girls' Shorts	\$36	94	\$801,815
Girls' Skirts/ Pants	\$54	94	\$1,210,076
Girls' Sport Coats/ Other	\$47	92	\$1,056,682
Girls' Underwear/ Nightwear	\$17	95	\$381,664
Girls' Uniforms/ Other	\$20	93	\$436,818
Infants' Coats	\$3	94	\$61,832
Infants' Dresses	\$36	94	\$815,317
Infants' Sleeping Garment	\$7	93	\$165,261
Infants' Underwear/ Diaper	\$53	95	\$1,188,267
Infants' Uniforms/ Other	\$11	94	\$245,592
<b>MEN'S APPAREL</b>			
Men's Footwear	\$130	94	\$2,907,349
Men's Accessories	\$25	94	\$553,363
Men's Active Sportswear	\$18	95	\$409,469
Men's Hosiery	\$17	95	\$387,707
Men's Nightwear	\$6	94	\$129,764
Men's Pants	\$183	95	\$4,099,616
Men's Shirts	\$159	95	\$3,553,665
Men's Shorts	\$47	94	\$1,045,080
Men's Sport Coats	\$32	94	\$718,514
Men's Suits	\$88	94	\$1,961,802
Men's Sweaters/ Vests	\$21	94	\$479,724
Men's Underwear	\$27	93	\$611,482
Men's Uniforms/ Other	\$22	92	\$489,441
Men's Coats And Jacket	\$37	94	\$832,836
Shoe Repair/ Shoe Srvc	\$3	95	\$73,611

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

<b>WOMEN'S APPAREL</b>			
Women's Accessories	\$36	94	\$801,616
Women's Active Sprtswr	\$34	94	\$768,423
Women's Coats/Jkts/ Fur	\$40	93	\$889,935
Women's Dresses	\$202	94	\$4,509,149
Women's Footwear	\$178	96	\$3,982,938
Women's Hosiery	\$54	96	\$1,196,517
Women's Nightwear	\$28	95	\$630,704
Women's Pants	\$169	96	\$3,767,744
Women's Shirts/ Blouse	\$163	95	\$3,652,847
Women's Shorts	\$61	93	\$1,371,846
Women's Skrts/ Culotte	\$45	93	\$1,011,442
Women's Sportcts/ Jkts	\$26	92	\$576,483
Women's Suits	\$97	88	\$2,178,717
Women's Undrgrmnts	\$72	96	\$1,599,317
Women's Uniforms/ Other	\$34	93	\$768,911
Women's Vests/ Sweater	\$59	93	\$1,327,408
<b>PERSONAL SERVICES AND HOUSEHOLD ITEMS</b>			
Appl Laundry Coin-Op	\$46	100	\$1,018,124
Appl Lndry Not Coin-O	\$77	89	\$1,732,360
Clothing/ Access Repai	\$163	88	\$3,636,631
Csmtics/ Prfm	\$172	95	\$3,851,908
Deodorant/ Fem Hygiene	\$62	96	\$1,384,458
Electric Pers Care Appliances	\$8	95	\$183,179
Hair Care Products	\$119	95	\$2,650,038
Non-Clothing Hh Laundr	\$7	98	\$150,454
Non-Elect Accs For Hai	\$15	95	\$334,371
Oral Hygiene Products	\$56	97	\$1,261,639
Prsl Care Appl Rent/Rp	\$4	97	\$81,130
Prsl Care Svcs Females	\$200	97	\$4,465,450
Prsl Care Svcs Males	\$104	96	\$2,315,749
Shaving Needs	\$29	96	\$657,882
Wigs/ Hairpcs/ Toupees	\$1	97	\$22,620
<b>GROCERIES</b>			
Apples	\$26	96	\$583,130
Artificial Sweeteners	\$11	102	\$252,766
Baby Food	\$39	91	\$874,652
Bacon	\$35	100	\$787,187
Bananas	\$32	99	\$708,666
Beef Other	\$15	97	\$339,005
Beef Roast Other	\$15	96	\$342,635
Bologna/ Liverwrst/ Other	\$37	99	\$823,398
Bread And Crackers	\$6	96	\$124,662
Bread Other Than White	\$59	98	\$1,329,948
Butter	\$27	97	\$607,387
Cakes/ Cupcakes	\$55	95	\$1,228,284

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Canned Fish/ Seafood	\$14	98	\$313,423
Candy And Chewing Gum	\$171	96	\$3,814,608
Canned And Dried Fruit	\$32	99	\$720,322
Canned Beans	\$14	99	\$311,940
Canned Corn	\$8	100	\$179,000
Can Proc Vegetables Other	\$41	97	\$925,486
Carbonated Drinks Other	\$89	96	\$1,981,534
Cereal	\$129	99	\$2,874,053
Cheese	\$117	96	\$2,619,870
Chuck Roast	\$12	98	\$277,664
Coffee Instant	\$32	98	\$721,751
Coffee Roasted	\$56	98	\$1,244,307
Cola Drinks	\$208	97	\$4,660,271
Condiments Other	\$26	97	\$583,294
Cookies	\$63	96	\$1,408,274
Crackers	\$35	96	\$774,000
Dairy Prods/ Powder Milk	\$40	97	\$905,341
Donuts/ Sweet Rolls	\$30	97	\$677,836
Eggs	\$47	95	\$1,053,204
Fats/ Oils/ Sld Drs	\$55	97	\$1,236,390
Fish: Fresh And Frozen	\$33	95	\$744,867
Flour	\$14	101	\$320,796
Food/ Nonalc Bvrg Convenience Store	\$245	95	\$5,473,228
Food/ Nonalc Bvg Grocery Store	\$3,984	96	\$89,067,753
Frankfurters	\$35	100	\$777,390
Fresh Biscts/ Rolls	\$50	95	\$1,112,260
Fresh Fruits Other	\$56	94	\$1,249,638
Fresh Milk/ Cream Otr	\$10	98	\$225,341
Fresh Vegetables Other	\$94	96	\$2,103,181
Fresh Whole Chicken	\$56	98	\$1,263,116
Fresh Whole Milk	\$155	100	\$3,473,383
Fresh/ Frz Chicken Prt	\$153	96	\$3,410,778
Froz Fruit/ Otr Juices	\$10	96	\$233,381
Frz Prep Food Not Meal	\$88	96	\$1,959,715
Froz/Rfr/ Can Bkry Prd	\$39	96	\$871,697
Frozen Meals	\$37	95	\$820,006
Frozen Orange Juice	\$10	95	\$219,253
Frozen Vegetables	\$25	97	\$550,366
Frt Juice Frsh/Can/ Bo	\$112	97	\$2,497,356
Grocery Store Ttl Purc	\$4,075	96	\$91,123,713
Ground Beef	\$87	99	\$1,937,078
Ham Fresh And Canned	\$47	97	\$1,052,606
Ice Cream/ Related Pro	\$74	97	\$1,644,684
Jams/ Jellies/ Otr Swt	\$59	97	\$1,320,712
Lamb/ Mutton/ Otr Meat	\$15	96	\$345,110
Laundry/ Cleang Prods	\$32	98	\$719,680
Lettuce	\$23	97	\$515,862
Lunchmeat Other	\$64	97	\$1,428,506
Margarine	\$10	99	\$234,511

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Med/ Srg Eqp/ Hrng Aid	\$32	112	\$705,107
Misc Hh Papr/ Plstc Pr	\$139	93	\$3,113,796
Misc Prepared Foods	\$104	96	\$2,316,067
Non-Dairy Cream Substitute	\$10	100	\$227,398
Noncarb Beverages Otr	\$82	94	\$1,835,593
Noncarb Fruit Flv Drnk	\$41	95	\$926,131
Nuts	\$27	95	\$600,775
Olives/ Pickles/ Relish	\$15	97	\$326,785
Oranges	\$34	96	\$757,559
Over-The-Counter Drugs	\$185	100	\$4,127,419
Pasta/ Cornmeal/ Other	\$38	98	\$851,936
Peanut Butter	\$12	98	\$278,419
Pet Food	\$145	96	\$3,246,371
Pies/Tarts Fresh & Otr	\$21	98	\$462,230
Pork Chops	\$46	98	\$1,030,811
Pork Other	\$40	96	\$892,198
Pork Sausage	\$32	98	\$705,965
Potato Chips/ Otr Snck	\$107	95	\$2,393,603
Potatoes	\$36	99	\$814,028
Pltry/ Frz Whl Chkn Ot	\$52	94	\$1,159,106
Ppr Twls/ Npkns/ Tssue	\$84	98	\$1,884,263
Prepared Flour Mixes	\$22	98	\$497,447
Preprd Salads/ Dessert	\$38	95	\$843,491
Rice	\$30	98	\$669,325
Round Roast	\$11	98	\$244,058
Round Steak	\$17	99	\$380,432
Salt/ Otr Seasngs/ Spc	\$29	96	\$638,676
Sauces And Gravies	\$55	95	\$1,231,254
Shellfish: Fresh & Fro	\$30	92	\$673,009
Sirloin Steak	\$27	94	\$607,094
Soap And Detergents	\$42	99	\$949,102
Soup	\$51	96	\$1,137,994
Steak Other	\$49	97	\$1,092,636
Sugar	\$55	102	\$1,222,313
Tea	\$34	98	\$751,158
Tomatoes	\$36	99	\$798,223
Topicals And Dressings	\$32	97	\$707,955
White Bread	\$59	100	\$1,327,192
<b>ALCOHOL</b>			
Beer/ Ale/ At Home	\$373	96	\$8,330,701
Alc Beverages Otr Home	\$97	96	\$2,160,622
Whiskey At Home	\$62	97	\$1,396,013
Wine At Home	\$116	89	\$2,593,780
<b>RESTAURANTS AND BARS</b>			
Beer/ Ale Away From Hm	\$236	93	\$5,281,854
Bfast/ Brnch At Restrtn	\$238	96	\$5,328,062
Dinner At Rstrnts/ Caf	\$1,319	95	\$29,481,927

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Lunch At Restrnts/ Caf	\$994	94	\$22,227,367
Alc Bvg Otr Away Fr Hm	\$133	91	\$2,981,052
Snacks/Nonalc Beverage	\$266	97	\$5,944,876
Wine Away From Home	\$100	90	\$2,231,739
<b>TOBACCO PRODUCTS</b>			
Cigarettes	\$704	101	\$15,748,794
Cigars/ Tobacco Prodct	\$77	99	\$1,724,120
Smoking Accessories	\$10	101	\$221,389
<b>HOME IMPROVEMENT AND HOUSEHOLD SERVICES</b>			
Elect Wrk/ Htg/ Ac Sup	\$21	95	\$475,513
Elect Work/ Heating/Ac	\$84	90	\$1,888,230
Hard Flooring Rpr Part	\$39	83	\$876,419
Masnry/ Brck/ Stcco Su	\$24	98	\$539,988
Non-Power Tools	\$27	96	\$593,305
Outdoor Equipment	\$7	90	\$164,077
Paint/ Wallpaper Intr	\$24	92	\$534,817
Painting Equip, Int/Ex	\$2	95	\$55,788
Plaster/ Panel/Insulat	\$176	91	\$3,938,949
Plstr/ Panel/ Roof Sup	\$30	99	\$677,822
Plumbing/ Wtr Heatg Su	\$10	98	\$219,378
Plumbing/ Water Heatin	\$45	93	\$1,003,072
Power Tools	\$52	96	\$1,170,857
Roofing/ Guttrs/ Dwnsp	\$97	94	\$2,179,327
Wall To Wall Carpeting	\$118	92	\$2,636,386
<b>FURNITURE, APPLIANCES AND DÉCOR</b>			
Bathroom Linens	\$45	90	\$1,002,750
Bedroom Linens	\$148	89	\$3,305,173
China And Otr Dinnerwr	\$94	89	\$2,111,300
Clocks	\$5	88	\$100,729
Closet Storage Items	\$6	90	\$123,659
Curtains And Drapes	\$74	91	\$1,644,886
Glassware	\$39	89	\$883,101
Infants' Equipment	\$5	95	\$122,032
Infants' Furniture	\$13	94	\$295,054
Kitch/ Dining Rm Linen	\$8	87	\$184,976
Kitchen/ Dining Rm Frn	\$64	90	\$1,437,801
Lamps/ Lighting Fxtrs	\$14	90	\$302,497
Living Room Chairs	\$63	93	\$1,407,455
Living Room Tables	\$26	89	\$589,354
Lndry/ Clng/ Msc Hh Eq	\$83	95	\$1,851,321
Luggage/ Travel Items	\$40	89	\$888,726
Mattresses And Springs	\$76	92	\$1,695,047
Office Furn For Hme Us	\$18	87	\$393,314
Other Bedroom Furnitur	\$88	90	\$1,961,522



**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Other Drapery Hardware	\$24	97	\$526,710
Other Hh Decoratve Itm	\$66	87	\$1,483,597
Other Linens	\$6	93	\$128,319
Patio/ Porch/ Outdr Fr	\$20	87	\$442,095
Plastic Dinnerware	\$16	96	\$353,092
Rental Of Furniture	\$4	97	\$94,278
Room-Size Rugs/ Otr Cv	\$29	76	\$658,473
Serving Pieces Slvr/Ot	\$17	91	\$380,396
Sewing Mtrls For Clthg	\$45	98	\$1,002,297
Sewing Mtrls For Home	\$47	96	\$1,042,000
Sewing Notions/Pattern	\$16	97	\$366,713
Slipcovers/ Decrtv Plw	\$8	90	\$178,739
Sofas	\$125	92	\$2,799,188
Stainless/ Slvr/ Fltwr	\$42	103	\$940,720
Stnry/ Gftwrp/ Grtg Cr	\$227	94	\$5,076,900
Venetn Blnds/ Wndw Cvr	\$19	88	\$417,831
Wall Units/ Shlves/ Ot	\$58	88	\$1,305,800
<b>LAWN AND GARDEN</b>			
Gardening/ Lwncare Svc	\$125	89	\$2,799,680
Housekeeping Services	\$162	79	\$3,613,548
Pest Ctrl/ Misc Hme Sv	\$42	90	\$933,536
Security Sys Mgmt Fees	\$13	93	\$301,452
Water Softening Servic	\$6	90	\$133,782
Fresh Flwrs/ Ptted Plnt	\$137	84	\$3,062,442
Lawn And Gardn Supplie	\$138	97	\$3,092,728
Lawnmowing/ Yrd Eqp Rn	\$10	99	\$217,561
Lawnmowing/ Yard Equi	\$65	99	\$1,462,208
<b>AUTOMOTIVE SERVICE AND MAINTENANCE</b>			
Battry/ Audio Eqp/ Upl	\$215	96	\$4,810,801
Bodywrk/ Pnt/ Uphls Rp	\$71	94	\$1,587,025
Brake Adjustment	\$9	94	\$210,657
Brake Wrk Excl Adjstmn	\$97	95	\$2,170,542
Clutch/ Transmissn Rpr	\$109	97	\$2,434,962
Coolnt/ Antifrz/ Fluid	\$11	102	\$237,276
Cooling System Repair	\$45	98	\$1,013,600
Drv Shft/ Rear-End Rpr	\$13	94	\$287,191
Electrical System Rpr	\$71	96	\$1,598,331
Exhaust System Repair	\$36	97	\$797,273
Frntend Algn/ Wheel_Ba	\$25	96	\$556,741
Lubrication/ Oil Chnge	\$140	96	\$3,121,298
Minr Veh Rprs Inc Tire	\$153	95	\$3,412,487
Misc Vehicle Products	\$27	97	\$599,367
Mtr Oil	\$30	99	\$663,872
Motor Repair/Replacemn	\$179	95	\$3,996,869
Motor Tune-Up	\$87	94	\$1,945,093
Shock Absorber Replace	\$12	94	\$260,868

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Steering/ Frontend Rpr	\$40	97	\$886,048
Tires	\$188	94	\$4,196,019
Vehicle Inspection	\$8	95	\$167,803
<b>AUTOMOTIVE, SALES</b>			
Auto Finance Charges	\$228	95	\$5,092,724
Automobile Sold Amount	\$259	91	\$5,787,727
New Cars	\$13	94	\$287,191
New Trcks Or Vans	\$71	96	\$1,598,331
Truck/Van Amount Sold	\$202	97	\$4,520,932
Trck/ Van/ Mcyc Fin Ch	\$175	95	\$3,922,782
Used Cars	\$36	97	\$797,273
Used Trcks Or Vans	\$25	96	\$556,741
<b>FUEL</b>			
Gas/ Diesel Fuel/ Gash	\$1,239	96	\$27,696,720
<b>ELECTRONICS</b>			
B/W Tv/ Other Tv Combo	\$2	99	\$34,612
Calcitrs/ Typwrtr/ Oth	\$6	96	\$125,169
Cds/Tapes/ Rcrds/ Ndle	\$89	91	\$1,991,010
Cds/Tapes/ Vids Fr Clu	\$24	95	\$543,064
Clothes Dryer	\$29	97	\$658,409
Clothes Washer	\$41	98	\$905,729
Color Tv Cnsl/ Big Scr	\$83	100	\$1,850,382
Color Tv Portable/ Tbl	\$138	94	\$3,091,723
Comp Sftwre Non-Bus Us	\$30	88	\$666,991
Comp Sys Fr Non-Bus Us	\$242	89	\$5,411,822
Comp Sys/ Equip Repair	\$3	91	\$72,624
Cooking Stve/ Rnge/ Ov	\$45	96	\$1,005,334
Dishwasher/ Garb Disps	\$24	94	\$531,382
Elect Floor Cleang Eqp	\$26	102	\$584,933
Microwave Oven	\$15	97	\$335,294
Non-Electric Cookware	\$93	94	\$2,073,272
Otr Sound/ Video Equip	\$26	88	\$577,121
Phonogrph/ Rec/ Tpeply	\$7	93	\$155,771
Port Heating/ Coolg Eq	\$13	96	\$279,673
Radio	\$22	96	\$488,644
Refrigerator/ Home Frz	\$88	95	\$1,975,446
Sewing Machines	\$5	100	\$107,936
Small Elect Kitchn App	\$28	96	\$615,083
Smoke Alarms/ Detector	\$14	92	\$311,074
Snd Sys/ Cmpnts/ Cd Pl	\$110	90	\$2,454,657
Telephone Answerg Dvcs	\$4	93	\$84,915
Telephones And Access	\$23	92	\$503,889
Television Rental	\$1	100	\$32,935
Tv Comptr Games/ Sftwr	\$32	92	\$711,331
Tv/Radio/ Sound Eqp Rp	\$38	96	\$856,147
Vcr/Radio/ Snd Eqp Ren	\$1	97	\$22,731

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Vcr/Vid Cam/ Disc Plyr	\$46	93	\$1,034,010
Video Csts/ Tapes/ Dsc	\$46	95	\$1,025,855
Window Air Conditioner	\$17	102	\$387,732
<b>RECREATION</b>			
Bicycles	\$31	90	\$688,667
Camping Equipment	\$13	91	\$296,433
Hunting/ Fishing Equip	\$21	99	\$479,792
Ping Pong/ Pool Tbls	\$126	89	\$2,813,882
Playground Equipment	\$19	91	\$431,393
Sports/ Exrcs Eqp Rent	\$7	88	\$149,298
Toys/Gmes/ Hobbies	\$429	94	\$9,585,308
Water/ Misc Sports Eqp	\$77	98	\$1,725,862
Winter Sports Equipmen	\$10	97	\$218,766
<b>ENTERTAINMENT</b>			
Admission For Entrtnmn	\$40	89	\$899,810
Books Not Thru Clubs	\$104	91	\$2,323,289
Books Thru Book Clubs	\$20	95	\$451,529
Coin Pinball/ Vid Gmes	\$93	95	\$2,083,088
Entrnmnt Exp Out-Of-Tw	\$21	90	\$467,072
Magazns/ Prdcls/ Nwslt	\$183	95	\$4,082,634
Entrtmnt Msc Out-Of-Tw	\$89	89	\$1,999,163
Newspapers	\$146	98	\$3,271,093
Parimtl Loss/ Sprts Li	\$43	95	\$964,900
Part Fees Sprts Out-Tw	\$24	86	\$540,509
Partic Fees For Sports	\$54	91	\$1,205,708
Pool/ Cntry/ Auto Clb	\$163	84	\$3,642,333
Recreatnl Lessons Fees	\$49	85	\$1,106,717
Sports Evnts Admss Fee	\$56	87	\$1,262,933
Sprts Adms Out-Of-Town	\$20	90	\$454,613
Video Rentals	\$64	93	\$1,435,763
<b>OTHER</b>			
Accounting Fees	\$48	79	\$1,066,939
Airfares Out-Of-Town	\$441	81	\$9,861,551
Auto Rntl Out-Of-Town	\$57	81	\$1,273,895
Auto Rntl/ Lse Exc Trp	\$425	84	\$9,503,624
Bank Service Charges	\$604	98	\$13,496,252
Blue Cross/ Blue Shiel	\$150	100	\$3,342,874
Boat/ Outboard Motor	\$115	84	\$2,576,371
Camper Coach/ Trlr Rnt	\$119	100	\$2,668,129
Cash Sup Non-Cu/ Alimn	\$338	85	\$7,562,175
Cash Supp To Clg Stdnt	\$121	83	\$2,711,714
Catered Affairs	\$76	91	\$1,708,797
Cemetery Lots Or Vault	\$37	109	\$830,986
Childcare/ Eldercare	\$102	95	\$2,287,723
Clothing Rental	\$98	91	\$2,201,904
Clothing Storage	\$9	88	\$211,777

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Coal/Wood/ Otr Fuels	\$7	101	\$151,959
Contrib To Charities	\$137	77	\$3,062,683
Contrib To Churches	\$549	91	\$12,267,722
Contrib To Educ Orgs	\$30	78	\$669,225
Contrib To Other Orgs	\$16	92	\$365,022
Contrib To Poltel Orgs	\$5	79	\$106,516
Dental Care	\$455	105	\$10,170,300
Electricity	\$1,151	94	\$25,741,539
Encyclpdia/ Otr Ref Bk	\$2	93	\$40,833
Eye Exms/ Trtmnt/ Srgr	\$79	106	\$1,769,292
Eyeglasses/ Contct Len	\$94	103	\$2,111,502
Film Processing	\$67	92	\$1,506,796
Fin Chrgs Excl Mrtg/Ve	\$212	90	\$4,750,057
Fire/Ext Cvrng Insuranc	\$5	87	\$102,338
Food/ Board At School	\$67	88	\$1,506,249
Fuel Oil	\$37	92	\$829,834
Funeral/ Burial/ Crmtn	\$126	107	\$2,825,860
Furn Rpr/ Refnsh/ Reup	\$33	84	\$743,004
Gas Bottled Or Tank	\$43	103	\$950,489
Gifts Of Csh/ Bnds/Stk	\$240	85	\$5,370,182
Health Maintenance Pla	\$206	99	\$4,602,410
Health Insurnce Commrc	\$252	97	\$5,642,078
Homeowners Insurance	\$195	96	\$4,352,159
Hospital Room And Meal	\$146	100	\$3,267,002
Household Appls Repair	\$34	97	\$756,618
Hsptl Svcs Otr Thn Roo	\$106	102	\$2,364,323
Jewelry	\$329	81	\$7,345,360
Lab Tests And X-Rays	\$66	105	\$1,465,132
Legal Fees	\$511	82	\$11,433,359
Life/ Annuits/ Otr Ins	\$653	93	\$14,594,825
Lodging Away From Home	\$206	82	\$4,605,969
Med Practnr/ Nrse Svc	\$88	102	\$1,964,283
Medicare Supp/ Otr Ins	\$117	109	\$2,612,300
Misc Prsl Svcs/ Advrts	\$53	90	\$1,175,532
Money Given To Orgs	\$1,042	91	\$23,297,827
Moving/ Storage/ Frght	\$92	84	\$2,054,669
Mtrcycles/ Sctrs/ Mpds	\$92	93	\$2,048,285
Musical Instrmnts/ Sup	\$22	91	\$498,963
Musical Instruments Rn	\$2	93	\$51,752
Natural Or Utility Gas	\$207	93	\$4,624,410
New Car Trade-In Allow	\$91	84	\$2,041,239
New Trcks/ Vans Trde-I	\$130	90	\$2,910,480
Office Eqp/ Hh Eqp Ren	\$6	100	\$133,920
Otr Non-Health Insurnc	\$7	82	\$157,194
Pet Services	\$4	87	\$86,201
Pets/ Supplies/ Medicn	\$20	94	\$438,037
Photographer Fees	\$55	94	\$1,238,131
Photogrphc Equipment	\$40	88	\$899,639
Photogrphc Film	\$54	93	\$1,199,543

**Retail Trade Potential  
Site 1, Clinton, Tennessee**

Physicians' Services	\$361	102	\$8,069,178
Preschool Misc Expense	\$141	93	\$3,151,486
Rent Of Dwelling	\$1,907	100	\$42,634,439
Safe Deposit Boxes	\$125	94	\$2,788,863
School Books For Collg	\$135	89	\$3,019,759
School Bks For Elem/Hs	\$41	96	\$914,675
School Books Preschool	\$9	96	\$193,414
Telephone Services/ Al	\$1,263	98	\$28,232,157
Truck Or Van Rental	\$14	92	\$322,448
Tuition For School/ Al	\$715	90	\$15,985,415
Vehicle Insurance	\$1,346	96	\$30,100,996
Veternarn Exp For Pets	\$93	92	\$2,083,232
Watch And Jewlry Repai	\$18	93	\$400,581
Watches	\$50	85	\$1,115,025