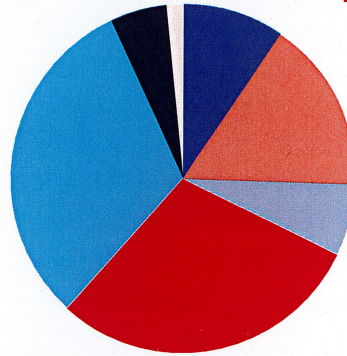




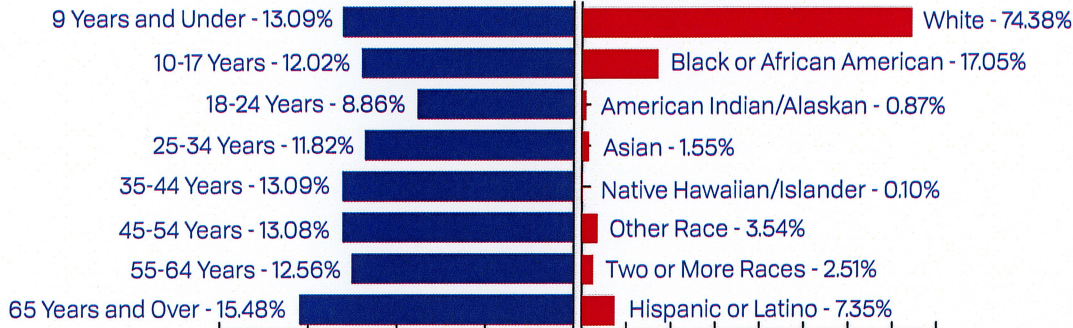
POPULATION
20,550

2016 Estimated Primary Retail
Trade Area Population



Graduate or Professional	9.51%
Bachelor's Degree	16.29%
Associate Degree	6.59%
Some College, No Degree	29.40%
High School Graduate	31.43%
Some High School, No Degree	5.34%
Less than 9th Grade	1.44%

RACE DISTRIBUTION



Median Age 38.2
Average Age 38.7

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 7 6 , 9 5 0

MEDIAN HOUSEHOLD INCOME

\$ 5 6 , 5 5 8

PER CAPITA INCOME

\$ 2 9 , 8 9 1

OPPORTUNITY IN NASH

Clothing & Accessory Stores
Sales Leakage = \$15,887,407

Sporting Goods Stores
Sales Leakage = \$2,688,603

Food Service & Drinking Places
Sales Leakage = \$37,088,914

Potential Retail Sales	\$358,170,749
Actual Sales	\$29,472,999
Sales Leakage	\$328,697,750

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