






Dollar General

5024 Trotwood Ave, Columbia, TN 38401-5074, 5024 TROTWOOD AVE COLUMBIA, TN 38401

Latitude: 35.590038

Longitude: -87.097217

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,935	15,074	32,807
2000 Group Quarters	142	762	925
2010 Total Population	4,050	17,149	36,693
2015 Total Population	4,364	18,258	38,957
2010 - 2015 Annual Rate	1.5%	1.26%	1.2%
 2000 Households	1,500	5,850	12,836
2000 Average Household Size	2.53	2.45	2.48
2010 Households	1,611	6,863	14,791
2010 Average Household Size	2.43	2.39	2.42
2015 Households	1,748	7,352	15,789
2015 Average Household Size	2.42	2.38	2.41
2010 - 2015 Annual Rate	1.65%	1.39%	1.31%
2000 Families	1,182	4,131	8,799
2000 Average Family Size	2.89	2.93	3
2010 Families	1,227	4,681	9,760
2010 Average Family Size	2.83	2.91	2.97
2015 Families	1,313	4,959	10,289
2015 Average Family Size	2.84	2.91	2.97
2010 - 2015 Annual Rate	1.36%	1.16%	1.06%
 2000 Housing Units	1,530	6,170	13,988
Owner Occupied Housing Units	85.3%	67.2%	60.6%
Renter Occupied Housing Units	10.5%	26.7%	31.2%
Vacant Housing Units	4.2%	6.0%	8.3%
2010 Housing Units	1,693	7,444	16,535
Owner Occupied Housing Units	83.8%	65.2%	57.8%
Renter Occupied Housing Units	11.3%	27.0%	31.6%
Vacant Housing Units	4.8%	7.8%	10.5%
2015 Housing Units	1,857	8,086	17,912
Owner Occupied Housing Units	82.3%	64.1%	56.9%
Renter Occupied Housing Units	11.8%	26.8%	31.3%
Vacant Housing Units	5.9%	9.1%	11.9%
Median Household Income			
2000	\$51,791	\$41,509	\$36,665
2010	\$62,807	\$52,753	\$47,352
2015	\$64,945	\$58,150	\$54,090
Median Home Value			
2000	\$115,676	\$98,899	\$88,004
2010	\$161,232	\$137,470	\$120,150
2015	\$187,047	\$161,115	\$142,361
Per Capita Income			
2000	\$24,097	\$20,217	\$18,534
2010	\$30,915	\$26,161	\$23,936
2015	\$32,651	\$28,062	\$25,784
Median Age			
2000	39.4	38.2	36.2
2010	43.7	40.4	37.9
2015	43.9	40.6	38.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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5024 Trotwood Ave, Columbia, TN 38401-5074, 5024 TROTWOOD AVE COLUMBIA, TN 38401

Latitude: 35.590038

Longitude: -87.097217

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
Household Income Base	1,467	5,820	12,780
< \$15,000	6.8%	14.5%	18.7%
\$15,000 - \$24,999	8.4%	11.9%	14.5%
\$25,000 - \$34,999	14.5%	15.3%	14.6%
\$35,000 - \$49,999	18.3%	18.6%	17.3%
\$50,000 - \$74,999	20.7%	19.1%	17.9%
\$75,000 - \$99,999	15.1%	10.7%	8.9%
\$100,000 - \$149,999	11.0%	6.9%	5.5%
\$150,000 - \$199,999	1.6%	1.3%	1.1%
\$200,000+	3.7%	1.8%	1.4%
Average Household Income	\$67,204	\$52,665	\$47,048
2010 Households by Income			
Household Income Base	1,612	6,865	14,792
< \$15,000	5.0%	10.5%	14.2%
\$15,000 - \$24,999	6.1%	8.7%	10.1%
\$25,000 - \$34,999	7.6%	9.5%	10.7%
\$35,000 - \$49,999	18.5%	18.5%	17.5%
\$50,000 - \$74,999	23.0%	23.2%	22.8%
\$75,000 - \$99,999	15.9%	14.1%	12.3%
\$100,000 - \$149,999	17.2%	11.3%	9.0%
\$150,000 - \$199,999	2.7%	1.9%	1.7%
\$200,000+	4.0%	2.3%	1.8%
Average Household Income	\$80,223	\$64,703	\$58,477
2015 Households by Income			
Household Income Base	1,747	7,354	15,791
< \$15,000	4.2%	8.9%	12.4%
\$15,000 - \$24,999	5.0%	7.3%	8.7%
\$25,000 - \$34,999	6.3%	7.9%	8.9%
\$35,000 - \$49,999	14.4%	14.8%	14.2%
\$50,000 - \$74,999	29.4%	30.2%	29.9%
\$75,000 - \$99,999	14.8%	13.5%	11.8%
\$100,000 - \$149,999	18.7%	12.8%	10.2%
\$150,000 - \$199,999	2.8%	2.1%	1.8%
\$200,000+	4.4%	2.6%	2.1%
Average Household Income	\$84,275	\$69,020	\$62,659
2000 Owner Occupied HUs by Value			
Total	1,351	4,197	8,527
<\$50,000	6.5%	8.7%	16.9%
\$50,000 - 99,999	29.2%	42.6%	44.4%
\$100,000 - 149,999	36.3%	29.7%	22.5%
\$150,000 - 199,999	17.7%	11.2%	9.3%
\$200,000 - \$299,999	5.6%	4.2%	3.9%
\$300,000 - 499,999	3.6%	2.9%	2.3%
\$500,000 - 999,999	1.1%	0.6%	0.5%
\$1,000,000+	0.0%	0.1%	0.2%
Average Home Value	\$134,024	\$118,285	\$106,425
2000 Specified Renter Occupied HUs by Contract Rent			
Total	142	1,634	4,237
With Cash Rent	95.1%	93.8%	93.4%
No Cash Rent	4.9%	6.2%	6.6%
Median Rent	\$426	\$432	\$414
Average Rent	\$443	\$416	\$385


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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 38401
 Ring: 1, 3, 5 Miles

Latitude: 35.590038
 Longitude: -87.097217

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	3,935	15,072	32,804
Age 0 - 4	6.0%	6.5%	7.2%
Age 5 - 9	7.1%	6.7%	7.0%
Age 10 - 14	8.5%	7.4%	7.5%
Age 15 - 19	8.3%	7.2%	7.2%
Age 20 - 24	4.1%	5.7%	6.5%
Age 25 - 34	9.5%	11.8%	12.8%
Age 35 - 44	16.5%	15.5%	15.8%
Age 45 - 54	15.6%	14.0%	13.3%
Age 55 - 64	10.3%	8.8%	8.5%
Age 65 - 74	7.3%	7.8%	7.2%
Age 75 - 84	4.9%	5.9%	5.1%
Age 85+	1.9%	2.6%	2.0%
Age 18+	72.6%	74.7%	73.8%
2010 Population by Age			
Total	4,049	17,150	36,696
Age 0 - 4	5.5%	6.4%	7.0%
Age 5 - 9	6.1%	6.4%	6.9%
Age 10 - 14	6.9%	6.7%	6.9%
Age 15 - 19	7.3%	6.9%	6.8%
Age 20 - 24	4.6%	5.6%	6.1%
Age 25 - 34	9.7%	11.6%	12.6%
Age 35 - 44	11.6%	12.2%	12.5%
Age 45 - 54	16.7%	15.5%	15.2%
Age 55 - 64	14.6%	12.5%	11.9%
Age 65 - 74	8.8%	7.5%	6.8%
Age 75 - 84	5.6%	5.8%	4.9%
Age 85+	2.6%	3.0%	2.3%
Age 18+	76.4%	76.0%	74.8%
2015 Population by Age			
Total	4,365	18,256	38,959
Age 0 - 4	5.4%	6.3%	6.8%
Age 5 - 9	6.0%	6.2%	6.8%
Age 10 - 14	7.0%	6.8%	7.2%
Age 15 - 19	6.9%	6.8%	6.8%
Age 20 - 24	4.4%	5.5%	5.9%
Age 25 - 34	10.2%	11.5%	12.2%
Age 35 - 44	11.2%	12.1%	12.5%
Age 45 - 54	14.4%	13.4%	13.2%
Age 55 - 64	16.1%	13.9%	13.5%
Age 65 - 74	10.3%	9.1%	8.3%
Age 75 - 84	5.5%	5.3%	4.6%
Age 85+	2.6%	3.0%	2.3%
Age 18+	76.8%	76.2%	74.9%
2000 Population by Sex			
Males	48.1%	46.9%	47.5%
Females	51.9%	53.1%	52.5%
2010 Population by Sex			
Males	48.3%	47.5%	48.1%
Females	51.7%	52.5%	51.9%
2015 Population by Sex			
Males	48.5%	47.7%	48.3%
Females	51.5%	52.3%	51.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





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Latitude: 35.590038

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	3,935	15,074	32,809
White Alone	87.6%	85.2%	76.3%
Black Alone	9.5%	11.2%	19.9%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	0.8%	0.7%	0.4%
Some Other Race Alone	1.0%	1.5%	2.0%
Two or More Races	0.9%	1.2%	1.1%
Hispanic Origin	2.7%	3.2%	3.7%
Diversity Index	26.4	30.7	42.3
2010 Population by Race/Ethnicity			
Total	4,050	17,148	36,693
White Alone	86.7%	83.2%	75.1%
Black Alone	8.7%	10.9%	18.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	1.4%	1.2%	0.8%
Some Other Race Alone	1.7%	2.6%	3.6%
Two or More Races	1.3%	1.8%	1.7%
Hispanic Origin	4.8%	6.0%	6.8%
Diversity Index	31.0	37.6	47.8
2015 Population by Race/Ethnicity			
Total	4,364	18,257	38,956
White Alone	86.6%	83.3%	75.7%
Black Alone	8.2%	10.2%	17.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	1.5%	1.3%	0.9%
Some Other Race Alone	1.9%	2.8%	3.9%
Two or More Races	1.5%	2.0%	1.9%
Hispanic Origin	5.7%	7.0%	7.8%
Diversity Index	32.4	38.6	48.4
2000 Population 3+ by School Enrollment			
 Total	3,778	14,542	31,323
Enrolled in Nursery/Preschool	2.4%	2.0%	2.1%
Enrolled in Kindergarten	1.6%	1.4%	1.4%
Enrolled in Grade 1-8	14.2%	12.3%	12.4%
Enrolled in Grade 9-12	5.8%	5.8%	5.8%
Enrolled in College	3.2%	3.2%	3.1%
Enrolled in Grad/Prof School	0.5%	0.3%	0.4%
Not Enrolled in School	72.3%	75.1%	74.6%
2010 Population 25+ by Educational Attainment			
Total	2,818	11,660	24,285
Less than 9th Grade	2.7%	4.8%	5.6%
9th - 12th Grade, No Diploma	6.5%	9.1%	10.9%
High School Graduate	30.1%	34.1%	36.6%
Some College, No Degree	21.9%	20.5%	20.5%
Associate Degree	9.3%	9.0%	8.1%
Bachelor's Degree	15.9%	13.9%	11.5%
Graduate/Professional Degree	13.6%	8.6%	6.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.






Dollar General

5024 Trotwood Ave, Columbia, TN 38401-5074, 5024 TROTWOOD AVE COLUMBIA, TN 38401

Latitude: 35.590038

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	3,298	13,815	29,029
Never Married	19.1%	23.4%	26.8%
Married	60.6%	54.5%	49.7%
Widowed	9.1%	9.4%	9.0%
Divorced	11.2%	12.6%	14.5%
2000 Population 16+ by Employment Status			
 Total	2,987	11,841	25,236
In Labor Force	61.2%	63.1%	65.0%
Civilian Employed	59.4%	60.1%	61.5%
Civilian Unemployed	1.7%	2.8%	3.4%
In Armed Forces	0.2%	0.2%	0.1%
Not in Labor Force	38.8%	36.9%	35.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	85.3%	82.3%	80.4%
Civilian Unemployed	14.7%	17.7%	19.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.2%	85.8%	84.2%
Civilian Unemployed	11.8%	14.2%	15.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,615	6,563	13,755
Own Children < 6 Only	8.2%	8.4%	9.2%
Employed/in Armed Forces	5.0%	5.5%	5.3%
Unemployed	0.0%	0.1%	0.5%
Not in Labor Force	3.2%	2.9%	3.4%
Own Children < 6 and 6-17 Only	5.6%	4.6%	5.0%
Employed/in Armed Forces	3.1%	3.0%	2.9%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.5%	1.5%	1.9%
Own Children 6-17 Only	19.1%	16.5%	16.0%
Employed/in Armed Forces	13.3%	11.9%	11.6%
Unemployed	1.1%	0.6%	0.7%
Not in Labor Force	4.7%	4.0%	3.7%
No Own Children < 18	67.1%	70.4%	69.9%
Employed/in Armed Forces	29.5%	32.1%	33.5%
Unemployed	0.6%	1.1%	1.3%
Not in Labor Force	37.0%	37.2%	35.1%
2010 Employed Population 16+ by Industry			
 Total	1,331	5,651	11,790
Agriculture/Mining	0.6%	0.5%	0.6%
Construction	4.0%	5.3%	6.6%
Manufacturing	14.7%	15.9%	16.6%
Wholesale Trade	1.5%	2.3%	2.5%
Retail Trade	11.6%	12.0%	12.3%
Transportation/Utilities	4.1%	4.3%	3.8%
Information	0.7%	1.3%	1.6%
Finance/Insurance/Real Estate	8.5%	7.2%	6.2%
Services	50.3%	46.8%	45.9%
Public Administration	4.1%	4.4%	4.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




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Latitude: 35.590038

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	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	1,332	5,653	11,791
White Collar	64.3%	56.8%	51.1%
Management/Business/Financial	14.0%	11.3%	9.9%
Professional	25.4%	20.3%	17.6%
Sales	10.7%	11.1%	11.0%
Administrative Support	14.3%	14.2%	12.6%
Services	14.8%	17.3%	19.5%
Blue Collar	20.9%	25.8%	29.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	3.3%	4.7%	6.6%
Installation/Maintenance/Repair	3.0%	3.8%	3.8%
Production	9.0%	11.2%	12.1%
Transportation/Material Moving	5.6%	6.0%	6.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,752	7,052	15,323
Drove Alone - Car, Truck, or Van	88.1%	84.6%	81.0%
Carpooled - Car, Truck, or Van	8.8%	12.1%	15.2%
Public Transportation	0.2%	0.1%	0.2%
Walked	0.2%	0.9%	1.2%
Other Means	0.5%	0.8%	0.7%
Worked at Home	2.2%	1.5%	1.7%
2000 Workers 16+ by Travel Time to Work			
Total	1,751	7,050	15,322
Did Not Work at Home	97.8%	98.5%	98.3%
Less than 5 minutes	1.2%	4.1%	3.5%
5 to 9 minutes	16.4%	15.6%	14.9%
10 to 19 minutes	41.6%	36.9%	36.2%
20 to 24 minutes	10.2%	10.1%	11.1%
25 to 34 minutes	13.2%	12.9%	13.1%
35 to 44 minutes	3.3%	4.9%	4.3%
45 to 59 minutes	4.7%	7.0%	7.4%
60 to 89 minutes	5.9%	5.4%	5.8%
90 or more minutes	1.4%	1.7%	1.9%
Worked at Home	2.2%	1.5%	1.7%
Average Travel Time to Work (in min)	21.9	22.6	23.5
2000 Households by Vehicles Available			
Total	1,492	5,851	12,825
None	0.8%	4.4%	7.6%
1	26.1%	32.9%	36.2%
2	49.9%	45.7%	39.6%
3	15.5%	11.6%	11.5%
4	6.0%	4.4%	4.1%
5+	1.7%	1.0%	1.0%
Average Number of Vehicles Available	2.1	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	1,501	5,849	12,835
Family Households	78.7%	70.6%	68.6%
Married-couple Family	66.6%	55.3%	48.8%
With Related Children	32.0%	26.3%	23.1%
Other Family (No Spouse)	12.1%	15.3%	19.7%
With Related Children	7.9%	10.2%	13.4%
Nonfamily Households	21.3%	29.4%	31.4%
Householder Living Alone	18.8%	25.7%	27.0%
Householder Not Living Alone	2.5%	3.7%	4.5%
Households with Related Children	39.9%	36.5%	36.4%
Households with Persons 65+	23.5%	24.3%	24.1%
2000 Households by Size			
Total	1,500	5,850	12,836
1 Person Household	18.8%	25.7%	27.0%
2 Person Household	35.4%	33.6%	32.6%
3 Person Household	19.2%	18.4%	18.3%
4 Person Household	17.4%	14.4%	14.0%
5 Person Household	6.7%	5.7%	5.5%
6 Person Household	1.8%	1.6%	1.7%
7+ Person Household	0.7%	0.7%	0.9%
2000 Households by Year Householder Moved In			
Total	1,494	5,851	12,826
Moved in 1999 to March 2000	15.6%	19.8%	22.0%
Moved in 1995 to 1998	28.4%	30.2%	28.1%
Moved in 1990 to 1994	17.7%	16.7%	14.8%
Moved in 1980 to 1989	18.7%	13.1%	12.9%
Moved in 1970 to 1979	9.5%	9.7%	10.3%
Moved in 1969 or Earlier	10.1%	10.5%	11.9%
Median Year Householder Moved In	1993	1995	1995
2000 Housing Units by Units in Structure			
 Total	1,553	6,195	13,982
1, Detached	84.2%	70.6%	69.0%
1, Attached	1.2%	1.8%	1.9%
2	2.4%	4.1%	7.5%
3 or 4	0.7%	2.2%	2.6%
5 to 9	0.3%	5.5%	4.9%
10 to 19	0.4%	2.7%	2.0%
20+	0.4%	3.3%	2.5%
Mobile Home	10.5%	9.8%	9.6%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,518	6,139	13,978
1999 to March 2000	2.7%	1.6%	1.8%
1995 to 1998	13.2%	10.5%	8.6%
1990 to 1994	15.4%	12.7%	10.0%
1980 to 1989	22.9%	18.7%	15.5%
1970 to 1979	18.1%	18.2%	14.8%
1969 or Earlier	27.7%	38.2%	49.2%
Median Year Structure Built	1982	1976	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Latitude: 35.590038

Longitude: -87.097217

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Exurbanites	Midland Crowd	Midland Crowd
2.	Midland Crowd	Exurbanites	Exurbanites
3.	Rustbelt Retirees	Rustbelt Retirees	Home Town



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$3,032,840	\$10,633,318	\$20,837,454
Average Spent	\$1,882.58	\$1,549.37	\$1,408.79
Spending Potential Index	79	65	59
Computers & Accessories: Total \$	\$396,153	\$1,388,442	\$2,721,433
Average Spent	\$245.91	\$202.31	\$183.99
Spending Potential Index	112	92	84
Education: Total \$	\$2,298,337	\$7,805,884	\$15,433,608
Average Spent	\$1,426.65	\$1,137.39	\$1,043.45
Spending Potential Index	117	93	86
Entertainment/Recreation: Total \$	\$6,135,720	\$20,978,005	\$40,810,280
Average Spent	\$3,808.64	\$3,056.68	\$2,759.13
Spending Potential Index	118	95	86
Food at Home: Total \$	\$8,001,054	\$28,643,814	\$56,797,308
Average Spent	\$4,966.51	\$4,173.66	\$3,839.99
Spending Potential Index	111	93	86
Food Away from Home: Total \$	\$5,891,376	\$20,703,173	\$40,675,690
Average Spent	\$3,656.97	\$3,016.64	\$2,750.03
Spending Potential Index	114	94	85
Health Care: Total \$	\$7,075,925	\$24,601,999	\$48,771,631
Average Spent	\$4,392.26	\$3,584.73	\$3,297.39
Spending Potential Index	118	96	88
HH Furnishings & Equipment: Total \$	\$3,405,137	\$11,546,778	\$22,327,730
Average Spent	\$2,113.68	\$1,682.47	\$1,509.55
Spending Potential Index	103	82	73
Investments: Total \$	\$3,238,196	\$10,555,038	\$20,254,413
Average Spent	\$2,010.05	\$1,537.96	\$1,369.37
Spending Potential Index	116	88	79
Retail Goods: Total \$	\$44,492,802	\$154,366,445	\$302,682,806
Average Spent	\$27,618.13	\$22,492.56	\$20,463.99
Spending Potential Index	111	90	82
Shelter: Total \$	\$28,918,318	\$99,083,857	\$190,239,178
Average Spent	\$17,950.54	\$14,437.40	\$12,861.82
Spending Potential Index	114	91	81
TV/Video/Audio: Total \$	\$2,252,409	\$7,997,995	\$15,857,501
Average Spent	\$1,398.14	\$1,165.38	\$1,072.10
Spending Potential Index	113	94	86
Travel: Total \$	\$3,649,488	\$11,863,507	\$22,404,564
Average Spent	\$2,265.36	\$1,728.62	\$1,514.74
Spending Potential Index	120	91	80
Vehicle Maintenance & Repairs: Total \$	\$1,759,604	\$6,094,526	\$11,932,474
Average Spent	\$1,092.24	\$888.03	\$806.74
Spending Potential Index	116	94	86

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.