
Jackson Metro Trade Area Statistical Summary

Provided by the Jackson Area Chamber
of Commerce



A look at the total buying power of Jackson and the people who live in the 13 counties of its primary trade area puts Jackson in the top 100 retail markets in the country. The high level of retail sales indicates a high level of disposable and discretionary income allowed by a relatively low cost of living.

The dollar value of retail sales in Jackson-Madison County continues to grow at a rate faster than in the United States. Jackson owes much of its growth to people from the surrounding area who consider Jackson their retail corner. Jackson's primary trade area expects a projected population of nearly 400,000 in 2007.

West Tennessee shoppers flock to Jackson because they like the variety of retail stores that Jackson offers in its two million square feet of retail space. Many of those stores are found in one of our many shopping centers. Old Hickory Mall, a regional shopping mall, has more than 70 stores. It is the only enclosed mall between Nashville and Memphis.

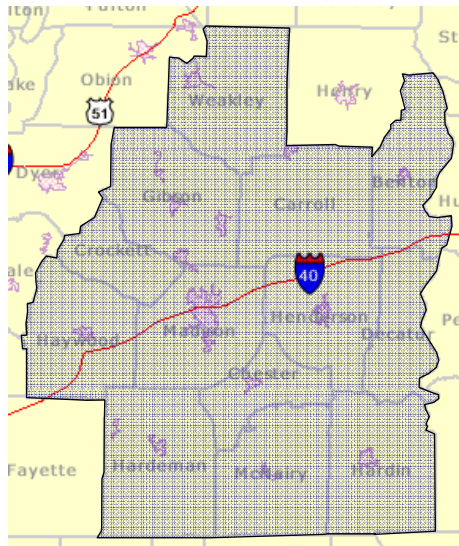
From Mexican and Oriental restaurants to fine dining and down home cooking, Jackson's array of restaurants also brings people to town. Local specialties include pulled pork barbecue and catfish. Home grown entrepreneur Isaac Tigrett opened the first Hard Rock Café here and made Jackson's barbecue world famous.

Retail in Jackson

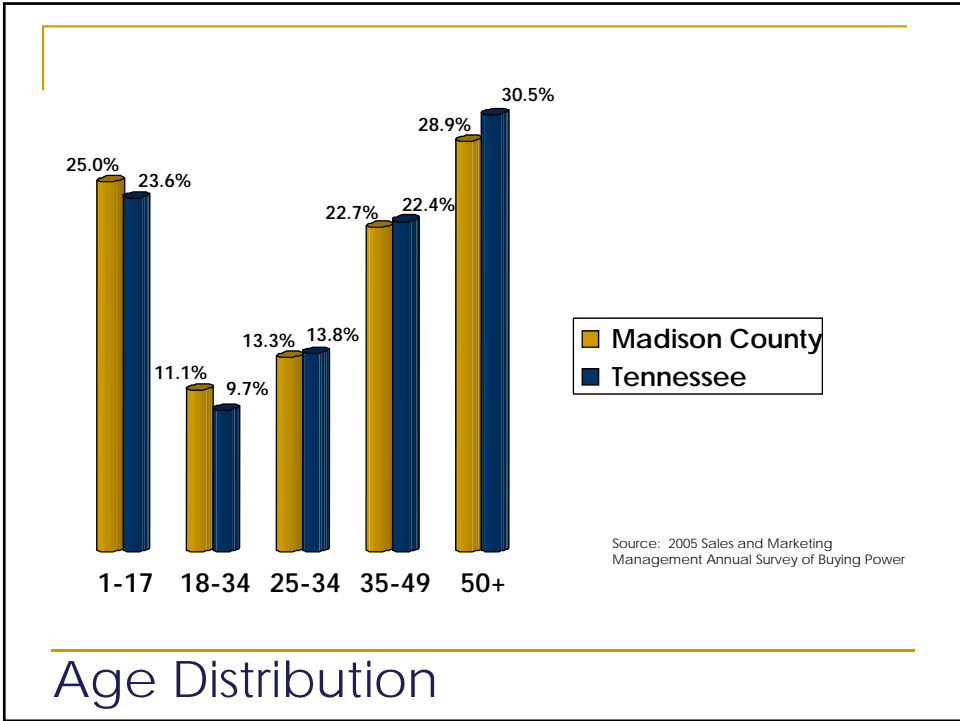
- **Transportation**—Six major highways intersect in Jackson, connecting the region to the nation. There is four-lane access to Jackson from every direction within the trade area. Interstate 40 has ten interchanges in Madison County, including the U.S. Highway 412 connection to Interstate 55.
- **Employment Commuting Patterns**—Around 30% of the workforce in Madison County drives in from the surrounding trade area.
- **Media**—14 radio stations, a broadcast ABC affiliate television station, and a daily newspaper all reach throughout the area from Jackson, providing immediate communication access. Jackson also has local internet providers.
- **Entertainment**—Jackson provides entertainment and cultural opportunities not available elsewhere within the trade area. Entertainment options from movies, AA Baseball and the Jackson Symphony are among the attractions that draw the population into the city.
- **Retail Gravitation**—The currently existing square footage devoted to the various retail categories is sufficient to attract the population within the trade area to Jackson as opposed to retail centers in competing markets.

Economic Elements of Trade Area

The Jackson Metro Trade Area is comprised of Madison County plus 12 surrounding counties in West Tennessee



Jackson Metro Trade Area Map



Age Distribution

County	Median Age
Benton	41.6
Carroll	39.0
Chester	34.1
Crockett	37.4
Decatur	41.2
Gibson	38.8
Hardeman	36.0
Hardin	39.8
Haywood	35.3
Henderson	37.3
McNairy	39.1
Madison	34.7
Weakley	34.8
Tennessee	35.9

Source: US Bureau of the Census 2000

Median Age

West Tennessee has an excellent highway system, which makes commuting to Jackson for jobs and retail shopping a daily event for thousands. The result is a much stronger market than for most similar-sized cities.

Population.....	389,241
Median Age.....	37.98
Percent Minority Population.....	20.7
Households.....	153,600
Average Household Size.....	2.53
Total Effective Buying Income (EBI).....	\$4,497,962,000
Per Household EBI.....	\$29,283
Total Retail Sales.....	\$4,954,692,000
Food.....	\$661,832,000
Eating and Drinking.....	\$361,507,000
General Merchandise.....	\$713,738,000
Furniture/Home Furnishings.....	\$273,846,000
Automotive.....	\$887,810,000
Retail Sales per Capita.....	\$12,729
Retail Sales per Household.....	\$32,257

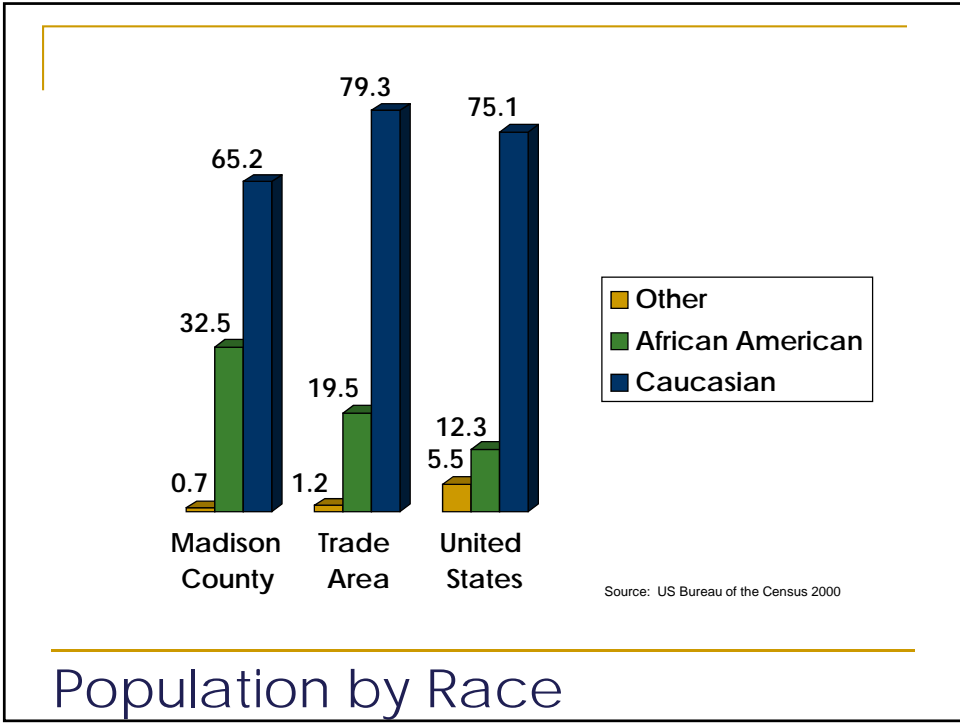
Source: US Bureau of the Census 2000, 2005 Sales and Marketing Management Annual Survey of Buying Power

Jackson Trade Area Retail Information

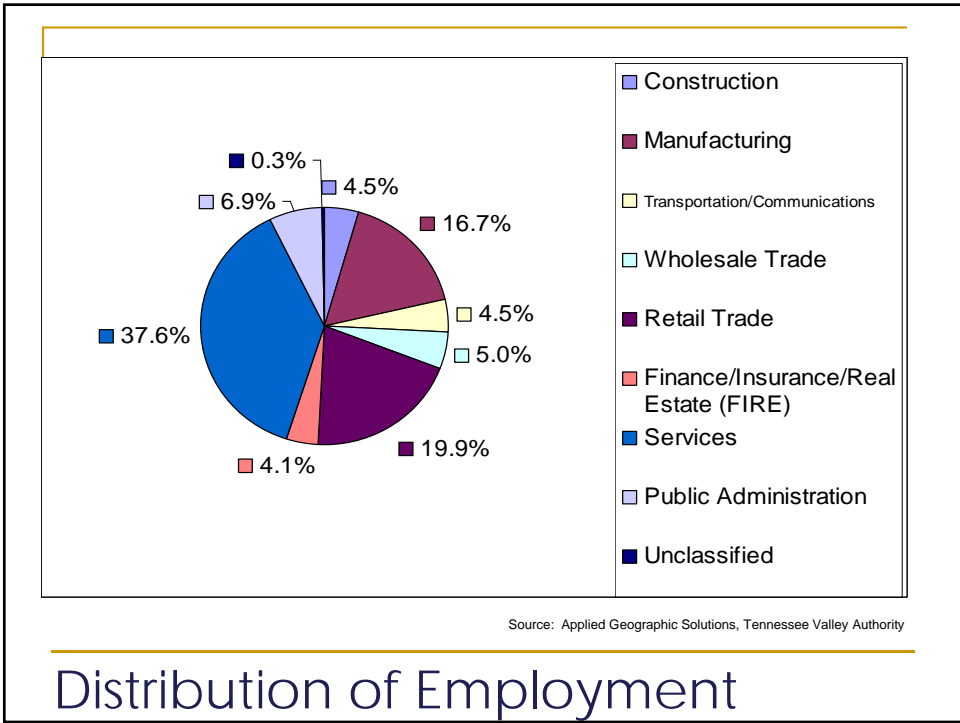
County	1990	2000	% Change	2006	% Change
Benton	14,524	16,537	13.9	16,378	-1.0
Carroll	27,514	29,475	7.1	29,096	-1.3
Chester	12,819	15,540	21.2	16,043	3.3
Crockett	13,378	14,532	8.6	14,392	-1.0
Decatur	10,427	11,731	12	11,426	-2.6
Gibson	46,315	48,152	4	48,461	0.6
Hardeman	23,377	28,105	20.2	28,176	0.3
Hardin	22,633	25,578	13	26,089	2.0
Haywood	19,437	19,797	1.9	19,405	-2.0
Henderson	21,844	25,522	16.8	26,750	4.8
McNairy	22,422	24,653	10	25,722	4.3
Madison	77,982	91,837	17.8	95,894	4.4
Weakley	31,972	34,895	9.1	33,357	-4.4
Total	344,644	386,354	12.1	391,189	7.4

Source: US Bureau of the Census 2000, 2006 Census Estimates

Trade Area Population



Population by Race



Distribution of Employment

	100% Composite	13% Grocery	29% Housing	10% Utilities	9% Transportation	4% Health Care	35% Misc. Goods/Services
Atlanta, GA	98.0	98.1	93.5	91.5	105.3	101.4	100.9
Washington, D.C.	137	108.5	214.6	111.1	107.9	110.2	104.3
Dallas, TX	90.9	100.2	69.0	98.3	102.6	106.0	97.9
Huntsville, AL	94.3	92.2	80.4	85.6	95.8	94.8	108.2
Raleigh, NC	100.4	102.3	97.3	90.2	95.4	102.7	102.7
Jackson, TN	90.0	95.7	73.6	93.7	96.0	92.0	97.9
San Francisco, CA	166.4	127.5	282.9	87.3	113.5	120.4	130.7
Louisville, KY	96.7	87.5	90.9	112.1	108.7	96.3	97.1
Memphis, TN, AR, MS Metro	88.2	88.0	77.6	83.6	90.0	94.9	96.8
Murfreesboro, TN	92.5	96.3	74.7	97.2	103.6	104.4	99.5
New York City	213.0	164.9	397.5	151.6	117.8	129.6	137.5

Source: ACCRA Cost of Living Index, 3rd Quarter 2007. Average city = 100.

Cost of Living

Driving Into Madison County		Leaving Madison County	
Carroll	1,682	Carroll	140
Chester	2,551	Chester	378
Crockett	1,345	Crockett	222
Gibson	4,303	Gibson	1,729
Haywood	1,323	Haywood	354
Hardeman	1,237	Hardeman	279
Henderson	2,231	Henderson	272
McNairy	1,084	McNairy	108

Source: US Bureau of the Census 2000

Major Daily Commuting Patterns

Average Travel Time To Work in Minutes By County	
Benton	19.83
Carroll	20.01
Chester	20.65
Crockett	18.71
Decatur	21.04
Gibson	17.49
Hardeman	22.31
Hardin	18.81
Haywood	17.61
Henderson	20.88
McNairy	20.78
Madison	17.3
Weakley	16.57
TN AVERAGE	21.5

Source: Wadley-Donovan Group, LTD:
Evaluation of The Jackson, TN Labor Market

Travel Time to Work in Minutes by County

Year	Amount
2007	\$909,749,540 (Jan-June 2007)
2006	\$1,833,773,622
2005	\$2,170,720,000
2004	\$1,913,557,000
2003	\$1,880,273,000
2002	\$1,778,898,000
2001	\$1,457,427,394
2000	\$1,770,835,000
1999	\$1,008,385,000
1998	\$968,437,000

Source: Sales and Marketing Management
Annual Survey of Buying Power 2005, TN
Department of Revenue

Retail Sales

Year	Permits	Valuation
2003	452	\$46,268,322
2004	431	\$49,988,698
2005	410	\$53,213,585
2006	414	\$55,093,937
2007	267	\$44,923,242

Source: Madison County Building Department

Residential Building Permits

Year	Permits	Valuation
2003	178	\$57,374,220
2004	294	\$68,414,292
2005	249	\$116,404,654
2006	264	\$121,922,110
2007	229	\$73,459,687

Source: Madison County Building Department

Commercial Building Permits

Year	Jobs	Investment
2003	415	\$194,800,000
2004	971	\$107,324,334
2005	1001	\$152,600,000
2006	841	\$97,380,245
2007	609	\$84,996,975

Industrial Job Creation and Investment

Questions?

Please contact:

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- For additional demographic information, please visit the Economic Development portion of our website at http://www.jacksontn.com/economic_development/index.html.