

# Roane County Tennessee

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## Market Area Data

### 25 mile radius

#### Population

2009 Estimate .....	303,654
2000 Census .....	269,392
1990 Census .....	225,038

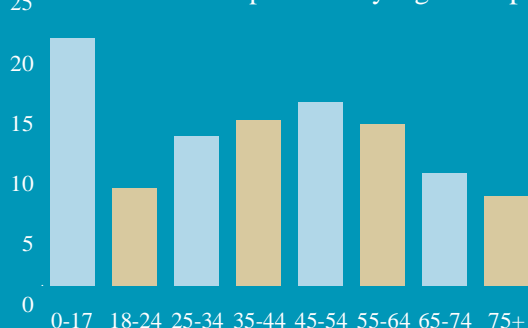
#### Race

Caucasian .....	94.3%
African American .....	2.8%
Hispanic .....	1%
All Other.....	1.4%

#### Gender

Male.....	49%
Female .....	51%

Percent of Population by Age Group



#### Households

2009 Estimate .....	126,135
2000 Census .....	114,496
1990 Census.....	101,256

Average Household Size .....2.38

#### Household by Household Income

Income Less than \$15,000.....	22.27%
Income \$15,000 - \$24,999 .....	15.23%
Income \$25,000 - \$34,999 .....	14.6%
Income \$35,000 - \$49,999 .....	16.9%
Income \$50,000 - \$74,999 .....	16.76%
Income \$75,000 - \$99,999 .....	7.76%
Income \$100,000 - \$149,999 .....	4.25%
Income \$150,000 - \$249,999 .....	1.69%
Income \$250,000 and more.....	.51%
2009 Est. Average Household Income .....	\$55,506
2009 Est. Median Household Income .....	\$42,274
2009 Est. Per Capita Income .....	\$23,427
2009 Est. Median Effective Buying Income.....	\$44,195
Average Travel Time to Work (Minutes).....	26.8
Median Owner-Occupied Housing Value.....	\$146,673

## Roane County Data

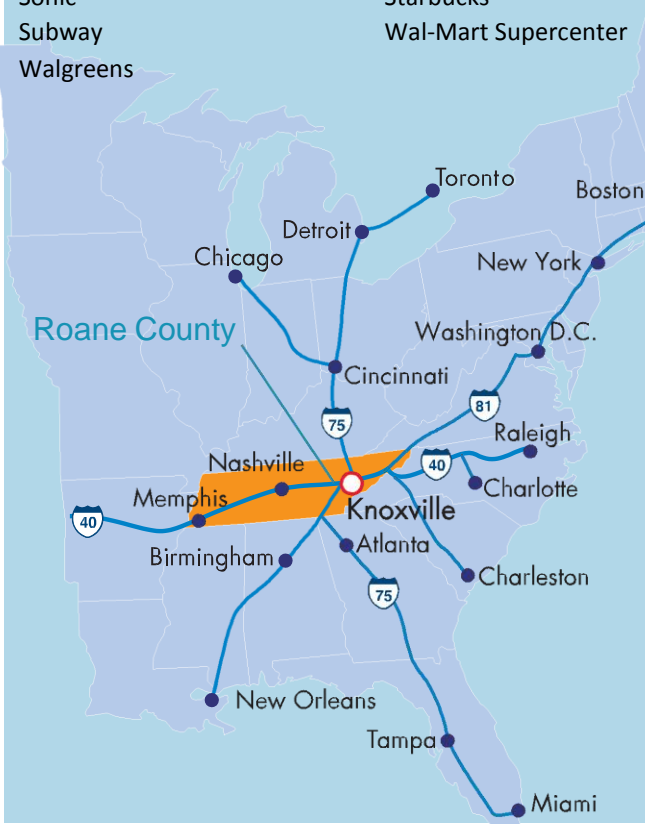
2009 Population.....	53,802
2009 Households.....	22,578
2009 Retail Sales .....	\$494,343,497
Retail Sales Per Capita.....	\$9,293
Retail Sales Per Household.....	\$22,268
Retail Sales Out-leakage (2009).....	\$332,212,931

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## Representative Retailers in Roane County

- ACE Hardware
- Captain D's Seafood
- Dollar General
- Family Dollar
- Gondolier Restaurant
- JC Penney
- Kroger
- McDonald's
- Pizza Hut
- Ruby Tuesday
- Sherwin-Williams
- Sonic
- Subway
- Walgreens
- Buddy's BBQ
- CVS Pharmacy
- Domino's Pizza
- Food City
- Hardees
- KFC
- Lowe's
- Merle Norman
- Rite-Aid Pharmacy
- Sears
- Shoney's
- Starbucks
- Wal-Mart Supercenter



## Roane County Overview...

- Over 1 million people within a 50-square mile radius.
- We have the required acreage to develop almost any big box or smaller retail location.
- Two major interstates, nine interstate exits and a traffic count of over 44,500 vehicles daily.
- A new full-service hospital is under construction immediately adjacent to Interstate 40

Roane County is experiencing significant growth and much of it is in the semi-retired baby boomer market. This population is responding to the influx of higher-end residential developments near scenic Watts Bar Lake. A sampling of the new residential developments include:

Ladd Landing is an 800-acre waterfront development for 600 corporate and community condominiums (starting at \$175,000) along with 400 residential units (starting at \$300,000).

Rarity Ridge is a sprawling 1,400-acre development with 2,800 residential units, priced from \$130,000 to \$500,000 plus.

A \$500 million premiere golf course/luxury residential development with some 1,700 new residential has begun on the Roane/Loudon County line.

Grande Vista Bay is a multi-million-dollar gated community with 500-plus, high-end residential units along 10 miles of lakefront, accessed off Exit 350 from Pine Ridge Road to U.S. 70.

## Roane County Opportunity Gap - Retail Leakage

	Demand	Supply	Shortage
<i>(in millions)</i>			
<b>Total Retail Sales</b>	<b>\$ 838.7</b>	<b>\$ 506.5</b>	<b>\$ 332.2</b>
Motor Vehicle & Parts Dealers	\$ 131.1	\$ 61.1	\$ 69.9
Building Material, Garden Equip	\$ 94.1	\$ 28.4	\$ 65.6
Foodservice & Drinking Places	\$ 79.2	\$ 37.9	\$ 41.3
Clothing & Clothing Acc.	\$ 33.5	\$ 3.9	\$ 29.6
Food & Beverage - Grocery	\$ 114.5	\$ 100.6	\$ 13.8
General Merchandise	\$ 109.5	\$ 78.5	\$ 31.1
Furniture & Home Furnishings	\$ 16.8	\$ 2.8	\$ 13.9
Electronics & Appliances	\$ 18.5	\$ 1.1	\$ 17.5