www.tallassee-al.gov

TALLASSEE, ALABAMA
Market Guide

City Contact Information

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Mayor

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City of Tallassee
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Demographics

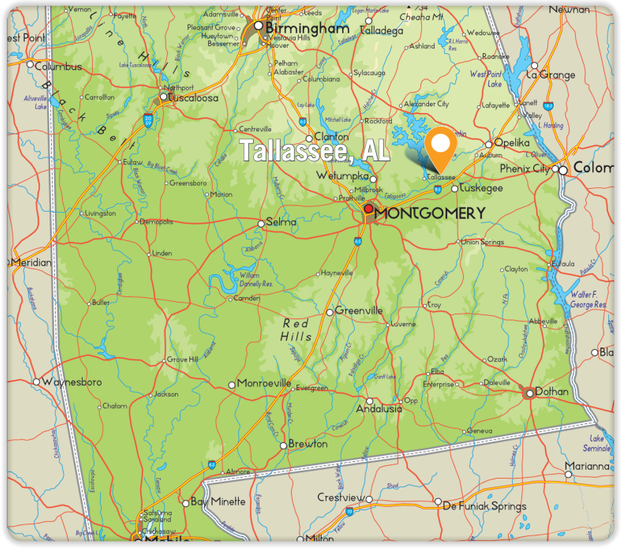
(Custom Trade Area)

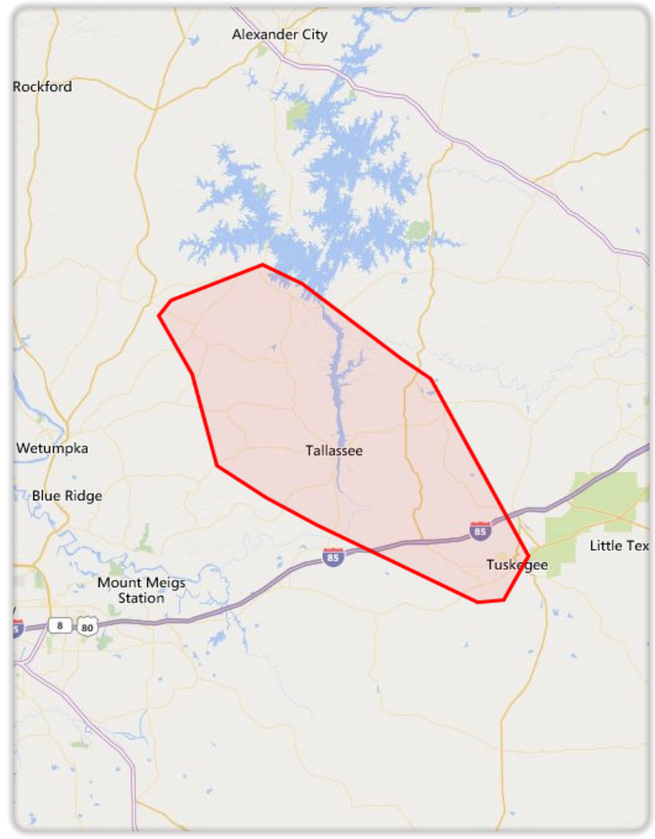
Average Age	Median Household Income	Growth Rate
38.8	$43,778	0.83%

DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	4,137	10,027	19,192
Daytime Population	5,462	5,145	6,821
Median HH Income	$51,561	$53,112	$51,917
Number of Households	1,650	3,883	7,449

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	2,318	6,863	12,227
Daytime Population	1,843	4,241	5,479
Median HH Income	$50,881	$49,119	$51,506
Number of Households	930	2,695	4,750

*Source: STI PopStats





Peer Analysis

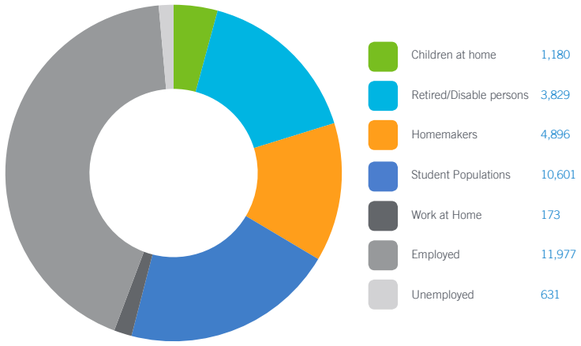
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Thorsby	AL	*15 Summit St*
Dothan	AL	*670 Gene Terry Road*
Coaling	AL	*15343 Highway 11 N*
Vance	AL	*10630 Lamar Pkwy*
Jasper	AL	*4717 Hwy 195*

Daytime Population 33,286

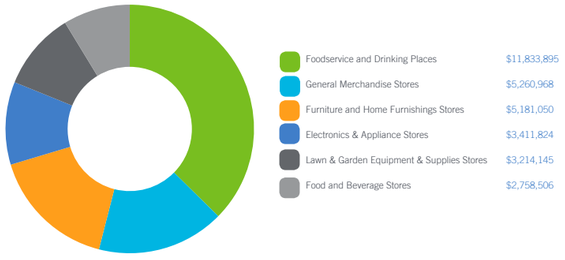
(Custom Trade Area)



GAP Analysis $31,660,506

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

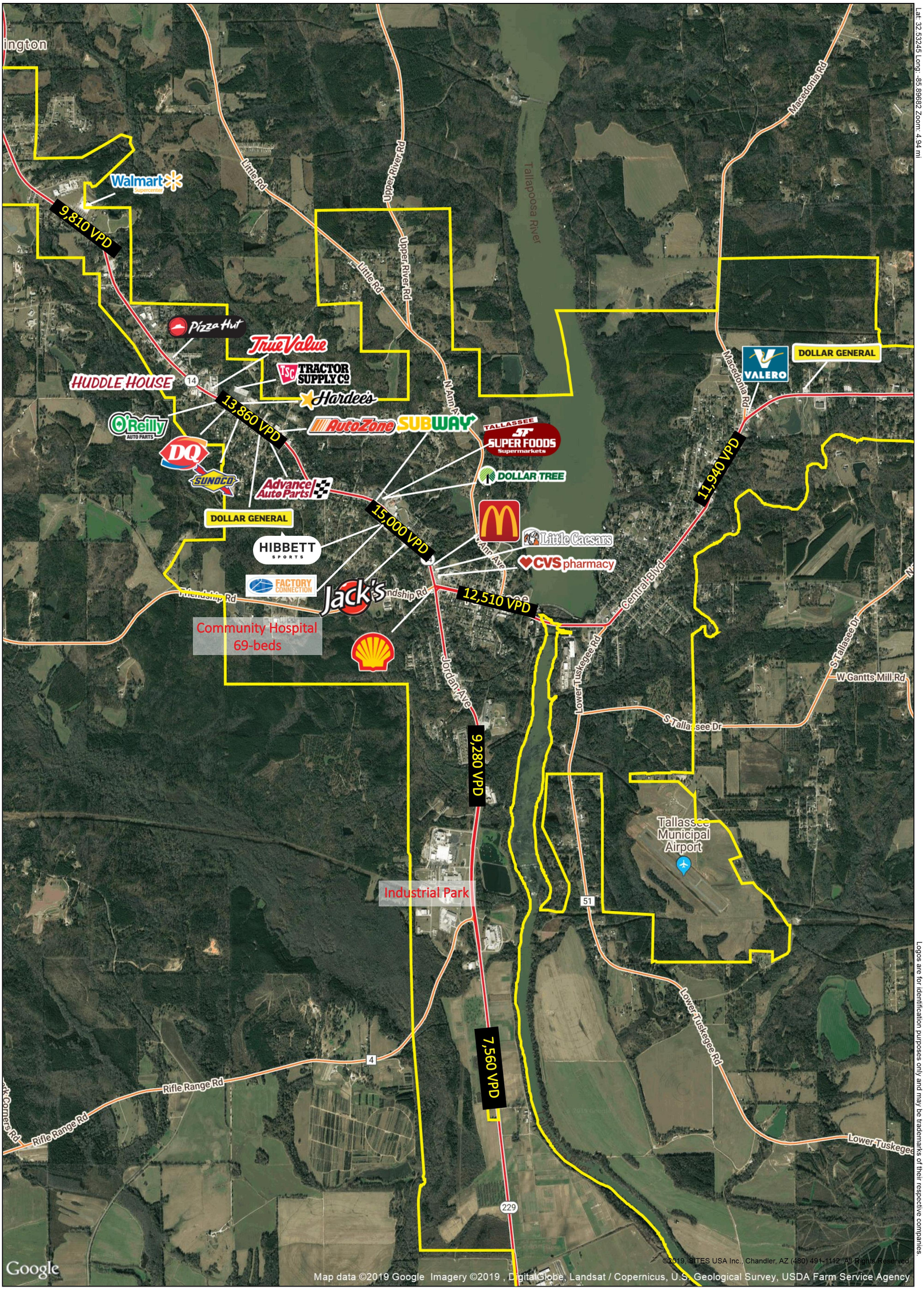
Let us know how we can help you find a site!

Clothing Stores

Food Service & Drinking Places

General Merchandise

Electronics



Lat: 32.53245 Long: -85.89682 Zoom: 4.94 mi

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TALLASSEE, ALABAMA

Major Retail & Restaurants

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty