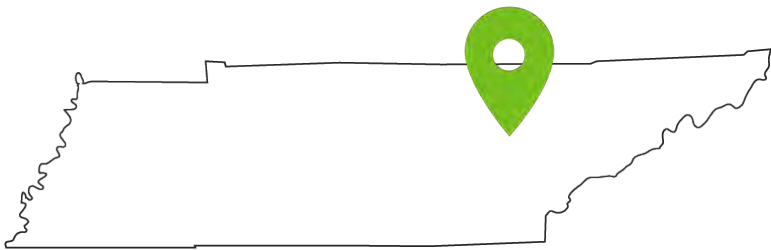


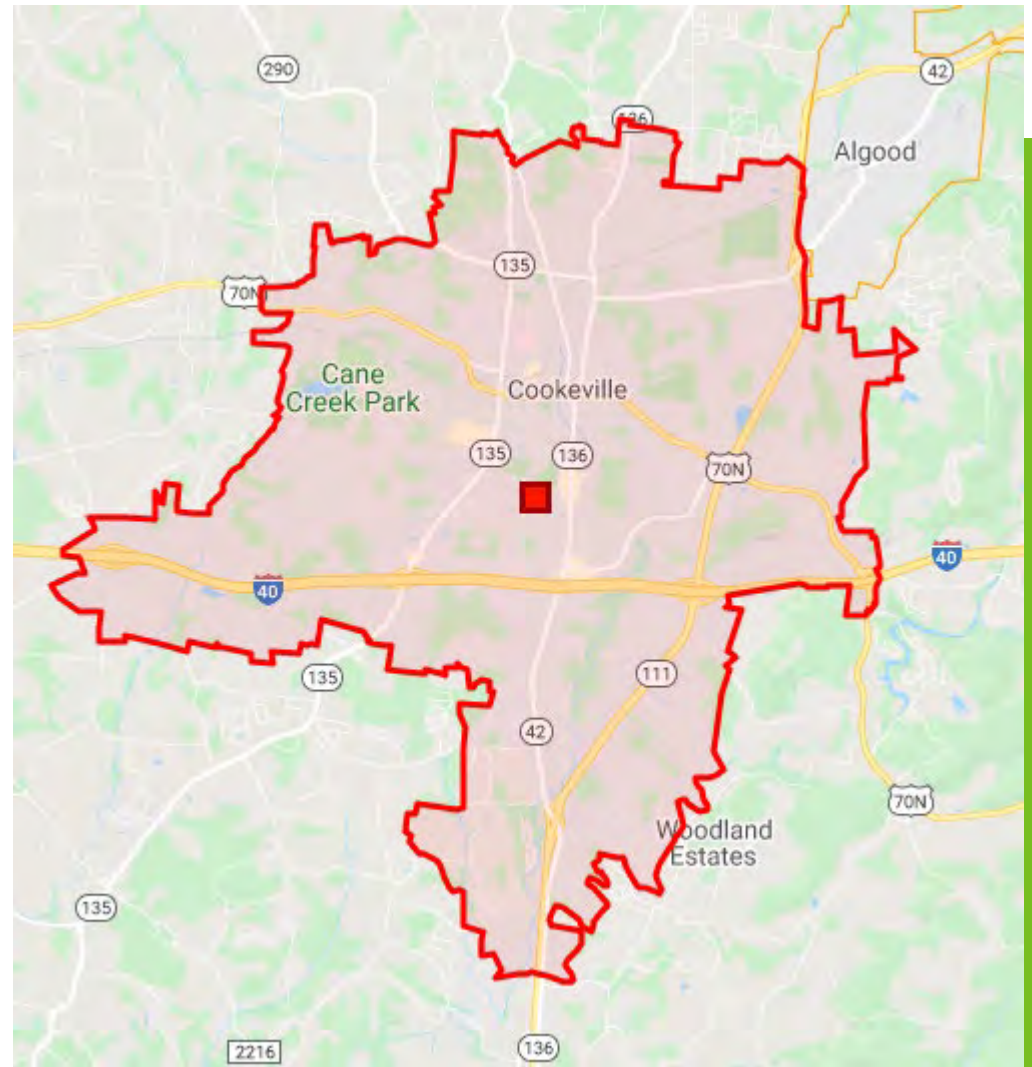
DISCOVER

How you see it

State of Tennessee
Population 6.829 million



Cookeville, TN
Population 34,253



DISCOVER

How retailers see it

Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

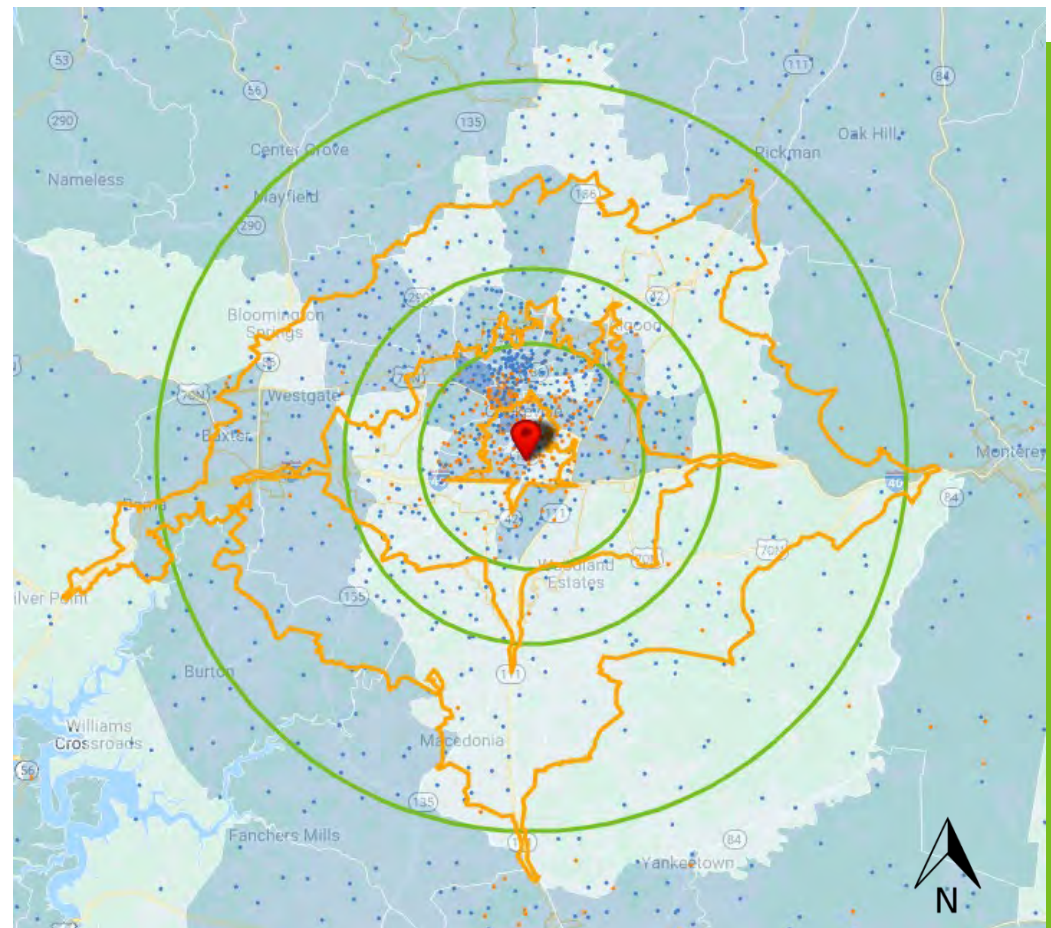
• 1 dot = 100

Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



DISCOVER

Your Demographic Playbook

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	30,479	52,813	80,091	7,411	46,766	73,992
Number of Households	12,533	21,460	32,315	3,178	19,078	29,915
Projected Annual Growth (5 YR)	8.00%	8.23%	7.86%	8.78%	8.12%	8.01%
Median HH Income 2019	\$37,524	\$40,671	\$42,517	\$40,177	\$40,175	\$42,397
Current Year Average Age	36.7	37.9	39.1	40.2	38	38.8
Average Home Value	\$231,747	\$239,222	\$237,335	\$232,573	\$231,327	\$237,213
Current Year % Bachelor's Degree	17%	17%	16%	18%	17%	16%
Daytime Population	52,861	70,270	86,846	20,789	65,689	84,655
Labor Force	24,785	42,913	65,176	5,967	38,027	60,182