

HUMBOLDT, TENNESSEE

Market Guide

humboldttnchamber.org

City Contact Information



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Humboldt Chamber of Commerce
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www.humboldttnchamber.org

Demographics



Average Age
41.4



Median Household Income
\$34,601



Number of Households
4,654

Major Employers & City Information

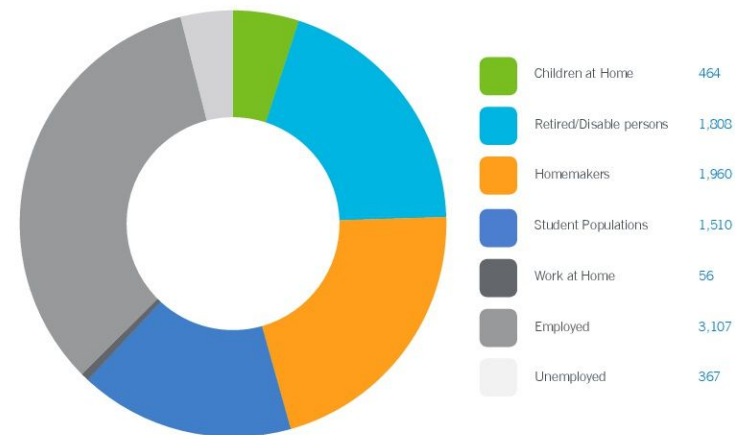
Company Name	Employees
Wal-Mart	225
Humboldt City Schools	210
Dana Corporation	200
Jones Family of Companies	200
Delta Contracting Company	190
Save-a-Lot	125
Prairie Industries	120
WestRock	120
Reinhausen Manufacturing	120
Bongard's Creameries	87
ConAgra Foods	75
American Woodmark	65
Chicago Metallic	65

Humboldt is home of the West Tennessee Strawberry Festival. It began in 1934 and is a week-long festival with parades, live music, pageants, fireworks, food vendors, horse show, concerts, and barbecue contest that draws tens of thousands to town each year.

Humboldt is home to three wedding venues that see 10,000 -20,000 visitors each year.

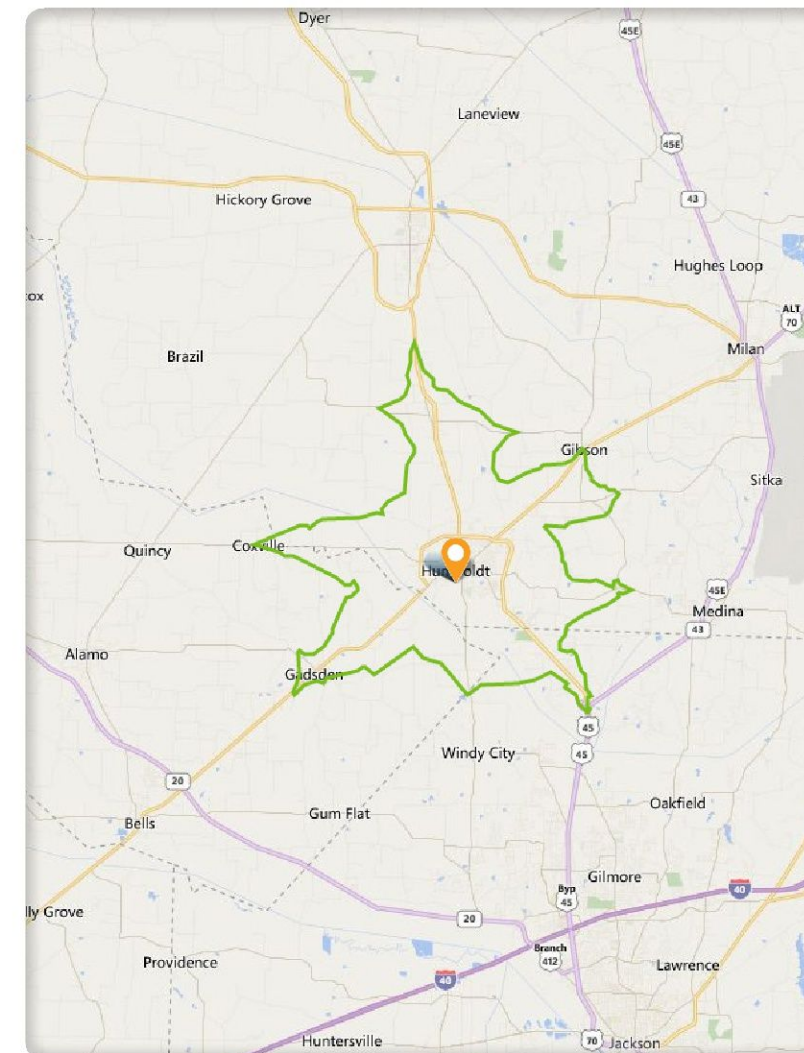
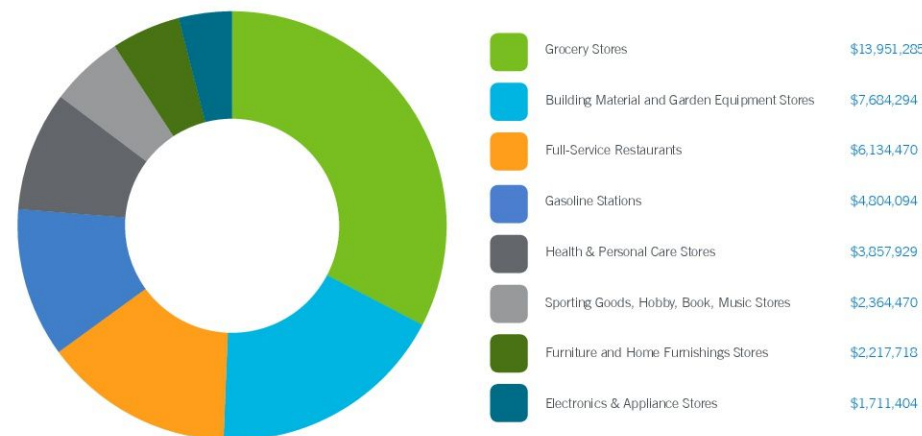
The West Tennessee Regional Art Center is located in the restored former 1912 city hall building downtown. The museum hosts the only permanent collection of fine art between Memphis and Nashville.

Daytime Population 9,272 (10 Minute Drive Time)



GAP Analysis \$42,725,664 (10 Minute Drive Time)

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.



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2015 Estimated Population	9,081	12,411	48,936
Daytime Population	8,510	9,436	32,465
Median HH Income	\$31,247	\$35,896	\$50,941
Number of Households	3,704	5,039	19,205

DEMOGRAPHIC PROFILE	5 Minute Drive Time	10 Minute Drive Time	15 Minute Drive Time
2015 Estimated Population	7,657	11,454	22,369
Daytime Population	7,630	9,272	17,367
Median HH Income	\$29,225	\$34,601	41,432
Number of Households	3,134	4,654	8,981

*Source: STI PopStats



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