



Jackson Retail Report

Location intelligence for economic development, industrial recruitment & downtown vitality · Jackson, TN — Madison County seat / West Tennessee hub

Jackson, TN

Boards · Chambers · ED · Mayors

JACKSON, TN · MADISON COUNTY

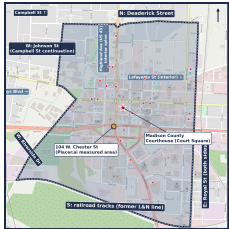
Period: Oct 1, 2025–Sep 30, 2026 (Placer.ai last full 12 months, “T12”) · YoY vs Oct 2024–Sep 2025; ~ = approx., calculated from Placer.ai rounded totals · Items marked “Sep 2025–Aug 2026” use that 12-month window · SOURCE: Placer.ai

DOWNTOWN JACKSON — WTIA DOWNTOWN BOUNDARY (DEADERICK · ROYAL · RAILROAD · CAMPBELL–JOHNSON–RIVERSIDE · ~391 ACRES · BOTH SIDES OF ROYAL ST)

TOTAL VISITS	YOY VISIT CHANGE	AVG. DWELL	PLACES MEASURED
2.11M	~+1.3%	28.9 min	21 of 105
T12 · 21 places in boundary	Visit-weighted · vs ~2.08M prior yr	Placer.ai avg · 21 places	tagged places with Placer.ai visit data

Busiest day: Saturday · busiest hour: 12 pm, with 6 pm close behind · peak week ≈ week of Apr 13, 2026 (~46K visits); low point ≈ week of Jan 19, 2026 (approximate, read from the Placer.ai chart). Visitors, distance bands and employee splits are not available for combined properties.

SOURCE: Placer.ai, combined properties within WTIA downtown boundary (21 places with visit data), Oct 1, 2025–Sep 30, 2026. The WTIA downtown boundary includes both sides of Royal St.



Downtown Jackson boundary (includes both sides of Royal St)

MAJOR RETAIL ANCHORS (T12, OCT 1, 2025–SEP 30, 2026) — COMMERCIAL VITALITY CALLOUT

Property	Visits	Visitors	Avg dwell	YoY visits	Prior year
West Towne Commons	6.4M	644.2K	36 min	~-1.5%	6.5M
Emporium Dr center*	5.1M	597.9K	34 min	~+4%	4.9M
The Columns	4.9M	670.5K	41 min	~+17%	4.2M

SOURCE: Placer.ai property reports, Oct 1, 2025–Sep 30, 2026. *Placer.ai property “2196-2120 Emporium Dr Shopping.” The Columns: employees ≈ 5% of visits (236.5K employee visits, 155 min dwell). Sep 2025–Aug 2026: Columns median stay 30 min; peak weekday Saturday · ~1.0M visits.

VISITOR COMPOSITION — CITY-LEVEL MARKET + PROPERTY WORKFORCE

JACKSON, TN CITY — PLACER.AI MARKET REPORT (CITY-LEVEL, NOT PER PROPERTY)

Out-of-market visitors	3.4M	+1.8% YoY
Non-resident visits	31.7M	-1.3% YoY
Employees	59.1K	-0.7% YoY
Daytime population (Placer.ai est.)	92K	
Resident population (Placer.ai est.)	67.3K	

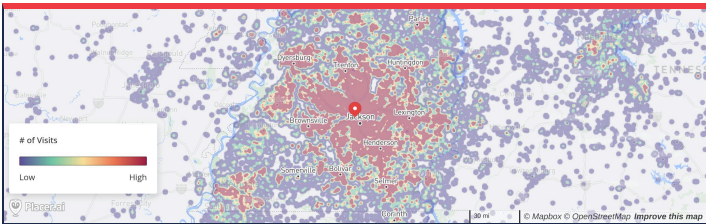
SOURCE: Placer.ai Jackson, TN Market Report, Oct 1, 2025–Sep 30, 2026.

EMPLOYEE (WORKER) VISITS BY PROPERTY — AUDIENCE TYPE = EMPLOYEES (T12)

Property	Emp. visits	Employees	Dwell	Share
The Columns	236.5K	—	155 min	~5%
Old Hickory Mall	73.4K	1.6K	211 min	~8%
Toyota TMMTN	141K	1.4K	414 min	—
Downtown 104 W. Chester	Sample too small	—	—	—

Share = employee visits ÷ property T12 visits (approx.). Residents-only: Placer.ai sample too small to report for these properties.

TRUE TRADE AREA — THE COLUMNS HOME LOCATION BY ZIP (T12)



Source: Placer.ai True Trade Area export, The Columns, Oct 1 2025–Sep 30 2026. Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

#	ZIP	Area	Share	Visits	YoY
1	38305	Jackson	27.3%	1.3M	+20%
2	38301	Jackson	11.2%	543.7K	+20%
3	38343	Humboldt	4.8%	234.3K	+17%
4	38355	Medina	3.5%	168.1K	+16%
5	38351	Lexington	3.1%	152.3K	+8%
6	38358	Milan	2.8%	137.4K	+15%
7	38012	Brownsville	2.8%	137.3K	+17%
8	38340	Henderson	2.7%	132.9K	+8%

Callout: Top two Jackson ZIPs ≈ 38.5% of The Columns visits; all top-8 ZIPs grew YoY. Visits come from 8,448 ZIPs in Placer.ai’s full export. SOURCE: Placer.ai · The Columns visitors by home ZIP · T12 Oct 1, 2025–Sep 30, 2026.

DISTANCE BANDS — 104 W. CHESTER POI ONLY (NOT THE FULL DOWNTOWN BOUNDARY)

< 5 MILES · LOCAL	5–50 MILES · REGIONAL	> 50 MILES · TOURIST
42.73%	46.85%	10.42%
104 W. Chester POI only · Sep 2025–Aug 2026	104 W. Chester POI only · Sep 2025–Aug 2026	104 W. Chester POI only · Sep 2025–Aug 2026

Downtown distance read (Sep 2025–Aug 2026): bands above are for the small 104 W. Chester Placer.ai property. Retail note — The Columns: <5 mi 32.72% · 5–50 mi 57.08% · >50 mi 10.20%. These are separate property geofences, not additive.

WHY THIS MATTERS FOR WEST TENNESSEE

Site selection and downtown vitality succeed when we prove who actually comes here, how far they travel, and what is missing—not only who lives inside a 3–5–7 mile ring. WTIA pairs foot-traffic evidence with an industrial / workforce commute lens so boards can sell real labor sheds and support retail together.



WEST TENNESSEE INDUSTRIAL ASSOCIATION

Opportunity, Workforce & Next Steps

Jackson, TN (Madison County) · Primary period Oct 1, 2025–Sep 30, 2026 (T12) · ~ = approx. YoY

Opportunities
Industrial lens · Voids · Uses

WTIA DIFFERENTIATOR · WORKER-ONLY

Industrial / Workforce Commute

Toyota Motor Manufacturing Tennessee — worker-only (Placer.ai Audience Type = Employees, T12): 141K employee visits from 1.4K employees, 414 min avg dwell (~7 hrs). Non-employee visitors: 72.2K visits, 5.8K visitors, 236 min dwell.

Busiest weekdays (employees)	Mon & Wed; roughly even Mon–Fri; weekends = half
Hours (employees)	Flat 6 AM–3 PM; peak ≈ 10 AM–1 PM
Top home origins (Sep '25–Aug '26)	38305 19.6% · 38301 13.6% · 38343 6.5% · 38340 5.7% · 38351 5.6%
Residents-only	Not reported (sample too small)

Demographics — Downtown visitors: median HHI \$50.6K vs TN median \$75.4K (Placer.ai/STI estimates). SOURCE: Placer.ai Downtown Jackson.

Demographics — The Columns captured market: median HHI \$61K / avg \$83K. SOURCE: Placer.ai The Columns.

TOP 10 VISITED PLACES — DOWNTOWN MARKET LANDSCAPE (T12)

#	Place / Venue	Category	Visits (Sep 2025–Aug 2026, landscape)	YoY (property, T12)
1	Emporium Shopping	Shopping Center†	4.2M	~+4%
2	The Columns	Shopping Center†	4.2M	~+17%
3	Walmart	Supercenter / Retail†	2.4M	—
4	Walmart	Supercenter / Retail†	2.1M	—
5	Jackson-Madison County General Hospital	Hospital†	2M	—
6	Towne Centre North	Shopping Center†	1.9M	~–4%
7	Lynnwood Place	Shopping Center†	1M	~–6%
8	Old Hickory Mall	Mall / Retail†	966.6K*	~–13%
9	Lowe's	Home Improvement†	800K	—
10	Hamilton Hills	Shopping Center†	775.5K	~0% (flat)

SOURCE: Placer.ai Downtown market landscape, Sep 2025–Aug 2026. *Old Hickory Mall: Placer.ai property-report figure for Sep 2025–Aug 2026 (page 3 shows 954.8K for Oct 2025–Sep 2026; landscape shows 861.2K). †Category labels assigned by WTIA. YoY = approx., from each center's Placer.ai property report (T12 Oct 2025–Sep 2026). YoY not shown for Walmart, the hospital and Lowe's.

TENANT / CATEGORY SIGNALS — THE COLUMNS (T12)

Tenant (scorecard examples)	Visits (T12)	YoY (T12)	YoY (6 mo, Mar–Aug 2026)	Signal (T12)
Raising Cane's	445.2K	— (new store)	+326%	New QSR — strong first-year draw
Old Navy	231.9K	+14%	+36%	Apparel gain
Don Pancho	228.3K	+20%	+41%	Dining gain
DICK'S	358.5K	–6%	+14%	Soft decline
Marshalls	427.5K	+9%	–6%	Off-price gain
Kohl's	368.1K	–8%	–16%	Soft decline

SOURCE: Placer.ai · The Columns tenant list. T12 = Oct 2025–Sep 2026; 6 mo = Mar–Aug 2026, so the two YoY columns can differ. Cane's is a new store (no prior year).

THREE OPPORTUNITY CALLOUTS — GROUNDED IN PLACER DATA

Opportunity 01 Grow the downtown draw Downtown's 21 measured places drew 2.11M visits (~+1.3% YoY; peak week ≈ Apr 13, 2026) vs 4.9M at The Columns alone (~+17%). Only 21 of 105 tagged downtown places have Placer.ai visit data. → Grow measured places · capture events	Opportunity 02 Sell regional catchment The Columns draws from 8,448 ZIPs, led by Jackson, Humboldt, Medina, Lexington and Milan — all up YoY. City-wide, 3.4M out-of-market visitors (+1.8%). Sell the regional catchment, not 5-mile rings. → Site packets use TTA ZIP table	Opportunity 03 Serve the industrial commute Toyota's 1.4K employees log 141K visits a year with ~7-hour stays, weekdays, 6 AM–3 PM. Jackson's daytime population (92K) tops its residents (67.3K, Placer.ai estimates) — workers are a retail market. → Pitch shift-corridor retail / QSR
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HOW WTIA / YOUR COMMUNITY CAN USE THIS

- 1 **Site-marketing packets** — Sell true catchment (TTA ZIP table), not just ring population.

3 **Grant & project justification** — Attach before/after visit metrics (peer pattern: Grand Forks / Fox Lake — Placer.ai Data for Good case studies).
- 2 **Retail & service attraction** — Align recruitment to regional visitors and hospital / industrial workforce.

4 **Member intelligence** — Quarterly pulse for chambers, downtowns, and industrial parks.

Data notes

- Residents-only splits are not shown where Placer.ai's sample is too small to report. Four Jackson centers (Millennium Plaza, Hollywood, Simpson, theLOCAL) have no center record in Placer.ai.
- "~" YoY values are approximate, calculated from Placer.ai rounded totals. †Category labels assigned by WTIA. Placer.ai visits are modeled estimates from a device panel, not door counts.

PEER EXAMPLE — FOX LAKE, IL

West Tennessee communities are often told 3–5–7 mile rings are "too small." Peers like Fox Lake, IL used visitation data to prove a larger non-resident market and advance major development. WTIA's Retail Report applies the same playbook: real visits, True Trade Areas, worker commute sheds, and retail/service voids for residents and the industrial workforce. Source: Placer.ai Data for Good case studies (placer.ai/company/data-for-good).



Jackson Shopping Centers

Jackson Retail Report · Jackson, TN (Madison County) · Shopping-center visitation from Placer.ai

Retail centers
Visits · Visitors · Dwell

JACKSON, TN · SHOPPING CENTERS

Period (every row): Placer.ai “Last full 12 months” — Oct 1, 2025–Sep 30, 2026 · SOURCE: Placer.ai

JACKSON SHOPPING CENTERS — PLACER.AI PROPERTY REPORTS (T12)

Center	Address	Visits	Visitors	Avg dwell	Busiest day	YoY visits	Prior yr
West Towne Commons	17 Stonebrook Pl	6.4M	644.2K	36 min	Sat	~-1.5%	6.5M
The Columns	1133 Vann Dr	4.9M	670.5K	41 min	Sat	~+17%	4.2M
Emporium Dr center*	Emporium Dr	5.1M	597.9K	34 min	Sat	~+4%	4.9M
Towne Centre North	907 Vann Dr	2.6M	491.4K	32 min	Sat	~-4%	2.7M
Lynnwood Place	941 North Pkwy	1.5M	173.5K	22 min	Fri	~-6%	1.6M
Hamilton Hills Shopping Center	581 Old Hickory Blvd	1.2M	247K	25 min	Sat	~0% (flat)	1.2M
Old Hickory Mall	2021 N Highland Ave	954.8K	278.2K	42 min	Sat	~-13%	1.1M
Bemis Square Shopping Center	1328 S Highland Ave	354.3K	95.4K	48 min	Sat	~+2%	346.9K
Millennium Plaza	319 Vann Dr	— (not in Placer.ai)		—	—	—	—
Hollywood Shopping Center	903 Hollywood Dr	— (not in Placer.ai)		—	—	—	—
Simpson Shopping Center	1405 N Highland Ave	— (not in Placer.ai)		—	—	—	—
theLOCAL	202 W Lafayette St	— (not in Placer.ai)		—	—	—	—

- * Emporium Dr center = Placer.ai property “2196-2120 Emporium Dr Shopping”.
- Towne Centre North: the center’s address is 907 Vann Dr; the figures above come from Placer.ai’s record for the center filed under 6 Stonebridge Blvd.
- YoY = Oct 1, 2025–Sep 30, 2026 vs Oct 2024–Sep 2025, approx. (–), calculated from Placer.ai rounded totals. Busiest day read from the Placer.ai daily-visits chart.
- Millennium Plaza, Hollywood, Simpson and theLOCAL have no center record in Placer.ai (only individual tenant records at those addresses). — = not available.

TOP TENANTS — VISITS (T12, OCT 1, 2025–SEP 30, 2026)

WEST TOWNE COMMONS				THE COLUMNS			
Target	1.3M	flat YoY		Raising Cane’s	445.2K	new store	
Kroger	1.1M	+4% YoY		Marshalls	427.5K	+9% YoY	
Academy Sports	725.1K	–9% YoY		Kohl’s	368.1K	–8% YoY	
McDonald’s	539.9K	–14% YoY		DICK’S	358.5K	–6% YoY	
T.J. Maxx	527.7K	–1% YoY		Ross	320.4K	+9% YoY	

Reading this page

- Pages 1–3 use one window (Oct 1, 2025–Sep 30, 2026), except items labeled Sep 2025–Aug 2026, such as the Top 10 landscape visits on page 2. Those come from a different Placer.ai view (market landscape) and window, so they run 14–35% below the property figures here (e.g. The Columns 4.2M vs 4.9M).
- “~” YoY values are approximate: calculated from Placer.ai’s rounded totals for each year. Tenant YoY values are Placer.ai’s own figures. Raising Cane’s is a new store with no prior year.
- Each center is a separate Placer.ai property geofence; visits are not additive across centers or with the Top 10 landscape on page 2. Placer.ai visit counts are modeled estimates from a device panel, not door counts.

WHY THIS MATTERS FOR WEST TENNESSEE

Jackson’s shopping centers draw **millions of visits a year** from across the region. Center-level visits, dwell and busiest-day patterns help boards and recruiters show retailers where demand already concentrates — and where smaller or unmeasured centers need local data.