

# Center for Profitable Agriculture

## TargetTN: A User’s Guide for Accessing Targeted Demographic Data for Potential Buyers of Value- Added Farm Products



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## Introduction

TargetTN is a web-based mapping application tool that provides would-be and existing rural businesses with targeted demographic data that is important to market planning. Small businesses are vital to the health of rural communities, comprising about 90 percent of all rural establishments. Small firms employ approximately 60 percent of rural workers and supply half of rural payrolls. However, these small businesses face many obstacles, with nearly 50 percent failing within the first five years. Studies have indicated that a major obstacle for small businesses is knowing and accessing a strong customer base.

TargetTN ([targettn.utk.edu](http://targettn.utk.edu)) was developed to address this obstacle. Users can select the demographic data needed, provide the radius of a given address, and generate a downloadable report identifying their customer base. While TargetTN obviously focuses on the demographic data of residents in Tennessee, data are also available for areas within approximately 75 miles of the Tennessee border.



What are the demographics of residents close to my business location? Do the demographics of nearby residents match the target audience of my products? Reports generated by TargetTN can help address these types of questions and others.

## Usage

Using the TargetTN website involves three basic steps:

1. Specifying the size of the study area (buffer),
2. Choosing a location, and
3. Generating the report.

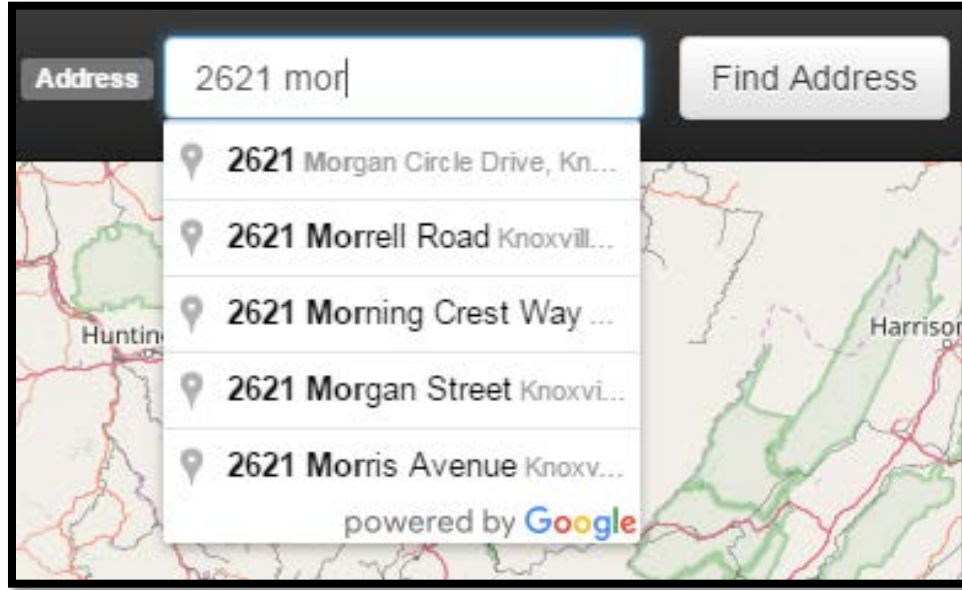
These three steps are discussed in greater detail below.

- 1) After accessing TargetTN online, enter a buffer size, in miles, in the Buffer box at the top of the page (for example, 25 miles).

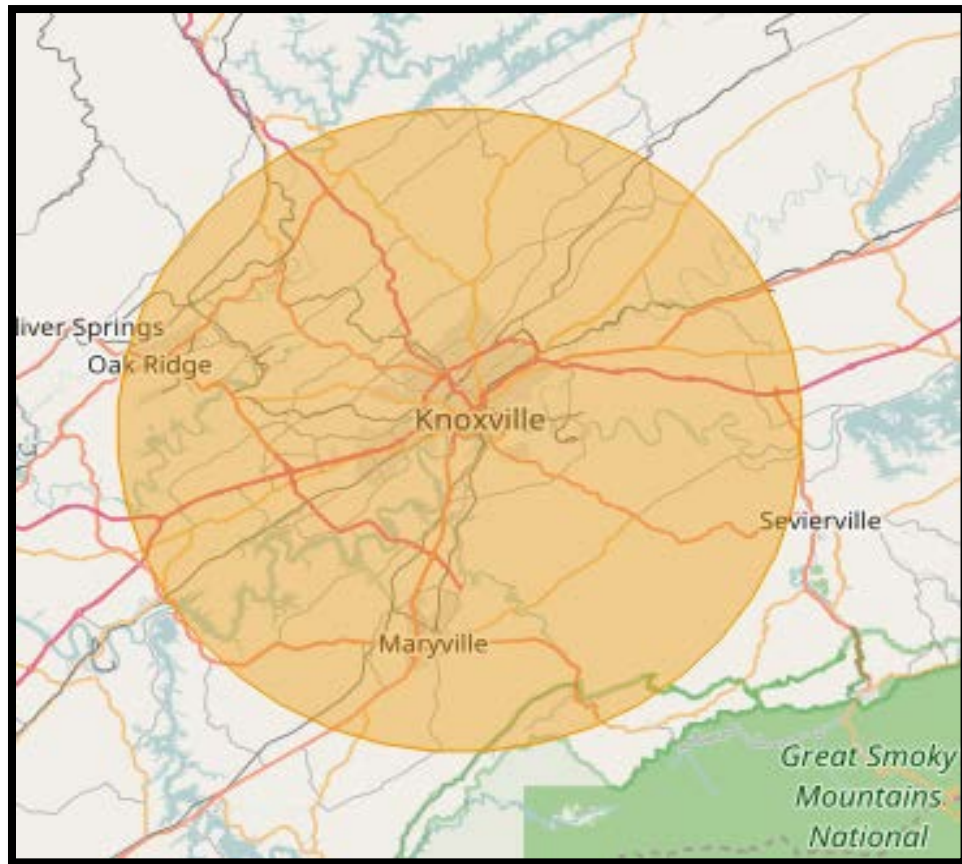
A screenshot of a web form element. It consists of a dark grey button labeled "Buffer" followed by a white text input field containing the number "25".

- 2) Then choose a location to be the center of your search. There are two ways to do this:

- a. You can enter an address in the Address box then click the Find Address button.

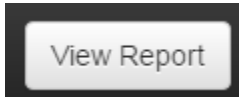


- b. Or, you can simply click a location on the map.



Please note that you can zoom in and out of the map by using your mouse's scroll wheel or by clicking the plus and minus buttons at the top left of the map window.

- 3) Finally, to view the summarized report of socioeconomic data for the target area, click the View Report button.

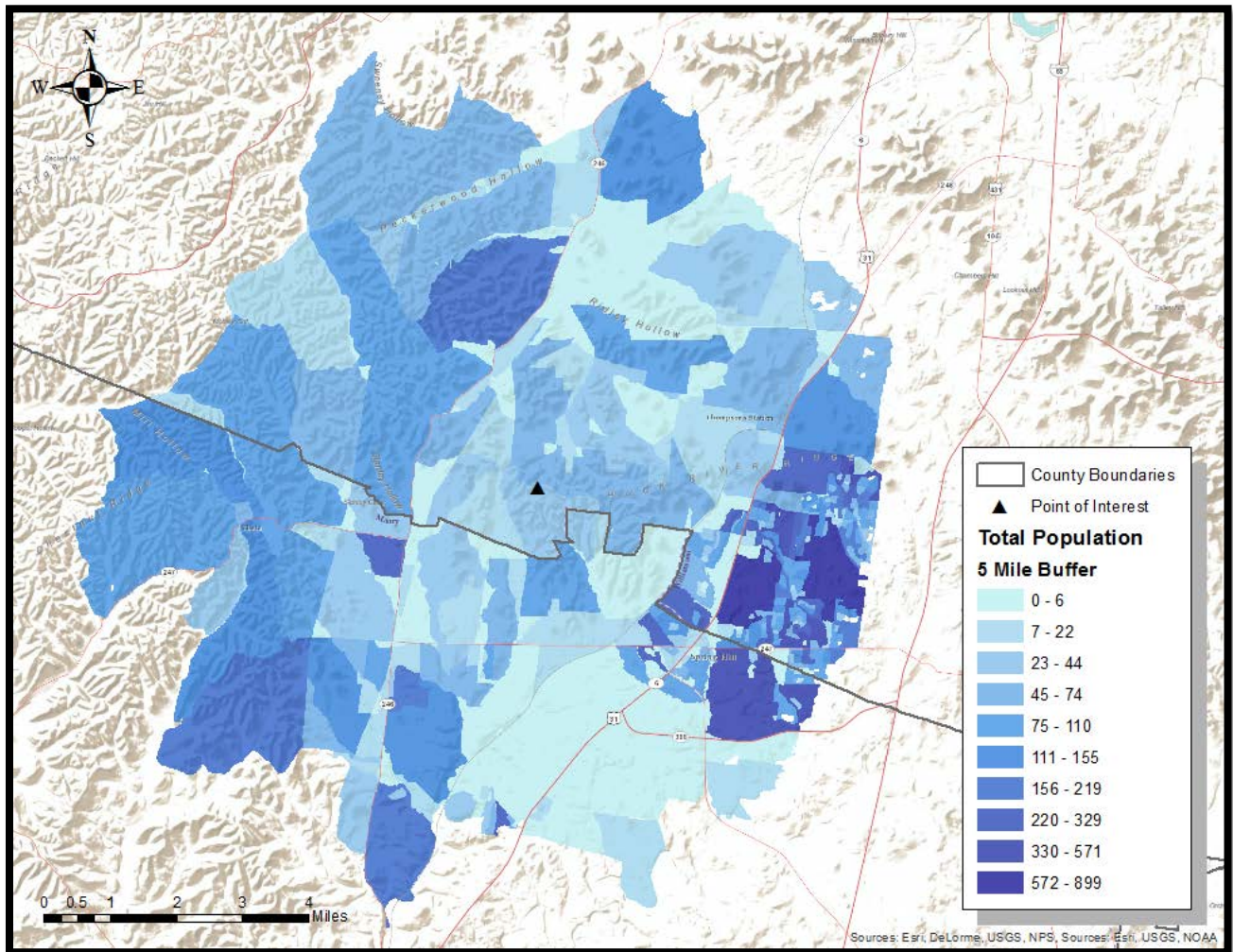


At this point, you have the option of saving the report to your computer for further analysis or closing the report window and repeating the process for another location.



## Scope and Technical Details

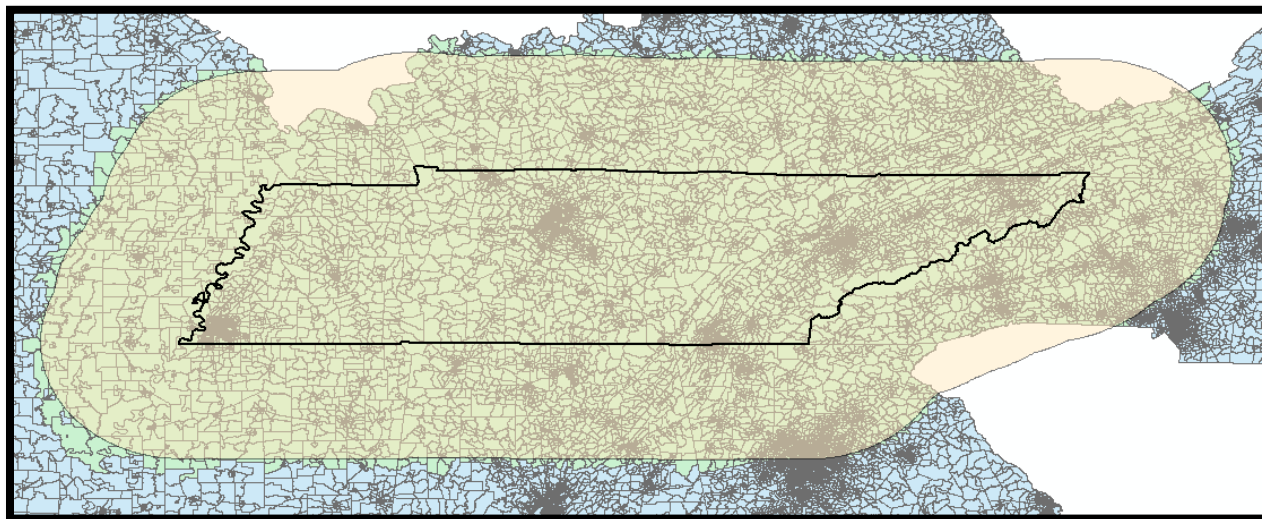
In its current version, TargetTN utilizes data at the census block-group level. The circle displayed on the map, based on the user's specified location and buffer area, represents all the census block groups that intersect the circle, as illustrated below.



The primary focus of TargetTN is the state of Tennessee. However, in the interest of providing a way to analyze markets near the border of the state, additional block-group data from adjacent

states are included in the system to a distance of approximately 75 miles from the Tennessee border.

In the illustration below, the area highlighted in yellow shows the coverage of available data. Any user-drawn circle that extends beyond this area will result in a summary report that will not include the out-of-bounds data.



## Data Sources

TargetTN is a nonprofit, noncommercial website to be used for educational purposes. The primary source of data used by TargetTN is the American Community Survey (ACS) by the US Census Bureau. Specifically, the current version of the website uses selected variables from the 2013 ACS website: [census.gov/programs-surveys/acs](http://census.gov/programs-surveys/acs)

Additional data were extracted at the block-group level from the SimplyMap service with whom the University of Tennessee has a license agreement. The SimplyMap website is: [simplymap.com](http://simplymap.com)

## List of Variables

There are 65 variables included in the TargetTN search. These variables are listed below:

1. Population Total
2. Male
3. Female
4. In Poverty
5. Median Age
6. White Alone
7. Black Alone
8. Asian Alone
9. American Indian and Alaska Native Alone

10. Other Race Alone
11. Two or More Races
12. Hispanic or Latino
13. Speaks English—Aged 5 to 17 Years
14. Speaks Spanish—Aged 5 to 17 Years
15. Speaks Other Indo-European Languages—Aged 5 to 17 Years
16. Speaks Asian or Pacific Island Language—Aged 5 to 17 Years
17. Speaks Other Language—Aged 5 to 17 Years
18. Speaks English—Aged 18 to 64 Years
19. Speaks Spanish—Aged 18 to 64 Years
20. Speaks Other Indo-European Languages—Aged 18 to 64 Years
21. Speaks Asian or Pacific Island Language—Aged 18 to 64 Years
22. Speaks Other Language—Aged 18 to 64 Years
23. Speaks English—Aged 65 Years and Over
24. Speaks Spanish—Aged 65 Years and Over
25. Speaks Other Indo-European Languages—Aged 65 Years and Over
26. Speaks Asian or Pacific Island Language—Aged 65 Years and Over
27. Speaks Other Language—Aged 65 Years and Over
28. Households Total
29. Family Households
30. Non-family Households
31. Family Household 2 Person
32. Family Household 3 Person
33. Family Household 4 Person
34. Family Household 5 Person
35. Family Household 6 Person
36. Family Household 7 or More Person
37. Non-family Household 1 Person
38. Non-family Household 2 Person
39. Non-family Household 3 Person
40. Non-family Household 4 Person
41. Non-family Household 5 Person
42. Non-family Household 6 Person
43. Non-family Household 7 or more Person
44. Not in Labor Force
45. Total Retail Sales (including Food Services) (\$000)
46. Electrical and Appliance Store Sales (\$000)
47. Food and Beverage Store Sales (\$000)
48. Health and Personal Care Store Sales (\$000)
49. Gasoline Stations Store Sales (\$000)
50. Clothing and Accessories Store Sales (\$000)
51. Sporting Goods Store Sales (\$000)

52. Nonstore Purchases Sales (\$000)
53. Food Services (\$000)
54. Total Annual Expenditures (\$000)
55. Food (\$000)
56. Cereals and Bakery Products (\$000)
57. Dairy Products (\$000)
58. Fruits and Vegetables (\$000)
59. Nonalcoholic Beverages (\$000)
60. Food on Out-of-town Trips (\$000)
61. Alcoholic Beverages (\$000)
62. Furniture (\$000)
63. Floor Coverings (\$000)
64. Entertainment (\$000)
65. Total Consumer Expenditures (Household Average)

## Feedback

If you have questions, concerns or suggestions about TargetTN, please send us an email at [driver8@utk.edu](mailto:driver8@utk.edu).



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