



UBERMEDIA

City of La Vergne: Resident and Commuter Profile

September 2019



City of La Vergne: Resident and Commuter Profile



Overview

Using UberMedia mobile data, this analysis identifies residents, commuters and their behaviors in context of the city of La Vergne, TN.



Methodology

Identify residents and commuters within the city and profile each group in terms of their audience assignment and brand affinities. Additional analyses of brand leakage for residents and transit analysis for commuters are included.



Study Location

City of La Vergne
La Vergne, TN 37086



Time Frame

January 1, 2018 - June 30, 2019
(18 Months)



Insights

1. To what brands do resident/commuter segments have low or high affinities?
2. What brands are causing residents to bring their commerce outside of the city?
3. What are the most popular routes frequented by commuters to the city?



Study Polygon



Suburb to major metropolitan area



Named most affordable suburb in the state of Tennessee*



Ranked sixth in state of most business-friendly cities*

City of La Vergne
La Vergne, TN 37086

* Source: <https://www.lavernetn.gov/31/Our-Community>

Study Segments

Residents

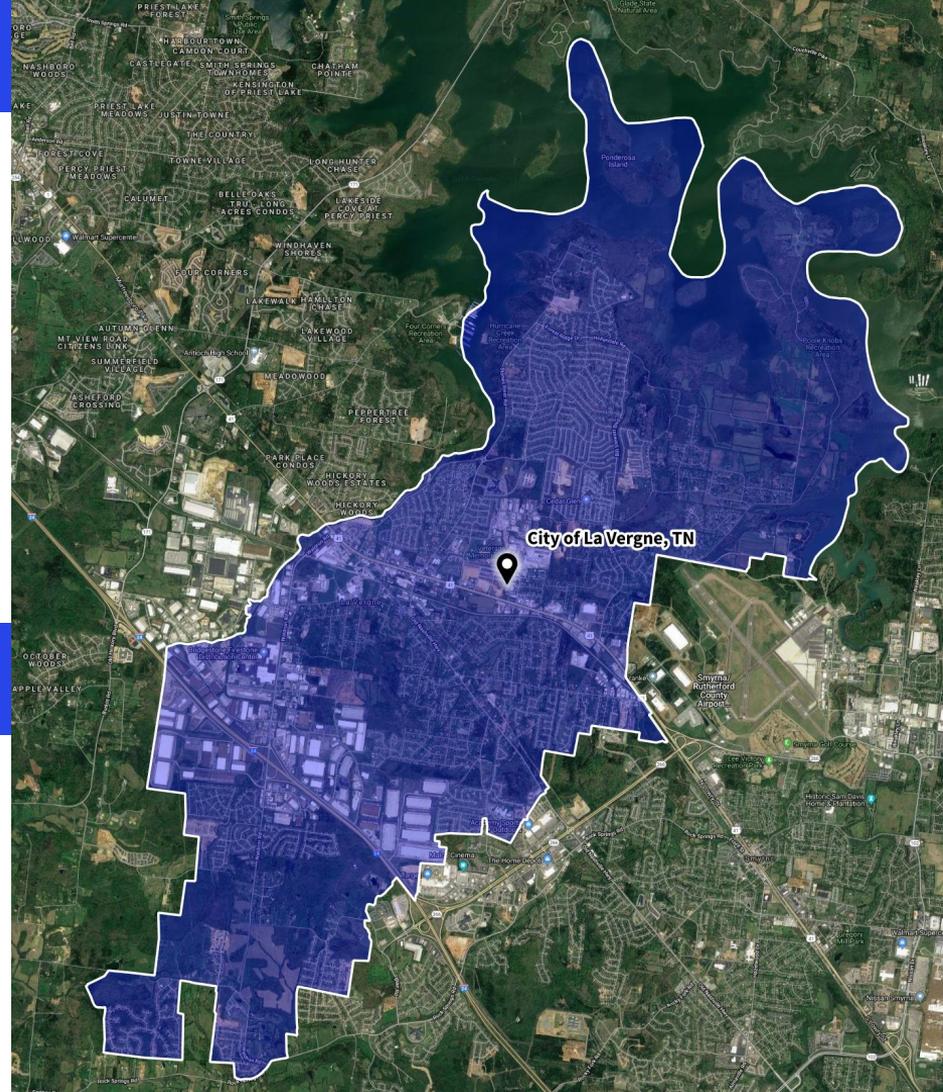
Study Devices: 41,953

- Observed during the study timeframe and with a Common Evening Location (CEL) within the city polygon

Commuters

Study Devices: 10,373

- Common Daytime Location (CDL) within the city polygon





PULSE TREND

Which areas of the city saw growth in the past 6 months?

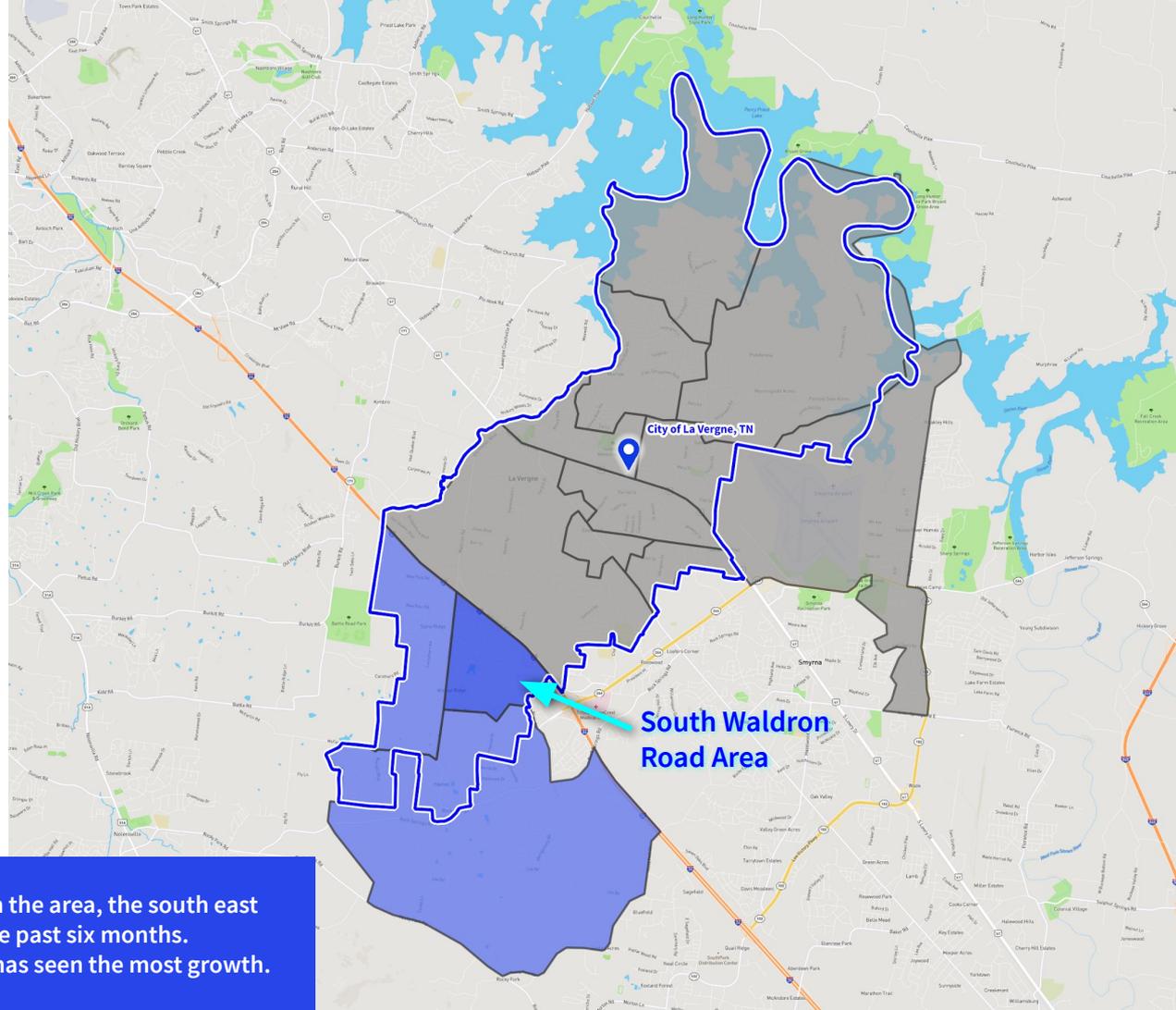
Timeframe

1/1/2019 - 6/30/2019

Pulse Trend baselines mobile location density to evaluate the true relative change of mobile device usage in an area over time.

Legend

-  City Boundary
-  No Growth
-  Moderate Growth
-  High Growth



Relative to the other census block groups in the area, the south east region of La Vergne has shown growth in the past six months. Particularly, the South Waldron Road area has seen the most growth.



AUDIENCE AFFINITY

Which audiences do **residents** fall within?

-  **Bargain Hunter (9.2%)**
The "Bargain Hunter" is willing to spend time and energy tracking down savings.
-  **Fast Foodie (8.7%)**
Fast Foodies visit quick service and drive thru restaurants multiple times a month.
-  **Casual Diner (8.2%)**
Fans of full-service restaurants with a laid back feel, Casual Diners enjoy taking their families to dinner or stopping by to watch a sports game.
-  **Pet Owner (8.0%)**
The Pet Owner treats their furry friend as another member of the family.
-  **Do-it-yourselfer (5.5%)**
The Do-it-Yourselfer doesn't believe in hiring a handyman to fix things around the house.



La Vergne residents fall within budget-friendly audiences—in addition to being parents of fur babies.



AUDIENCE AFFINITY

Which audiences do **commuters** fall within?

-  **1. Fast Foodie (8.1%)**
Fast Foodies visit quick service and drive thru restaurants multiple times a month.
-  **2. Casual Diner (7.7%)**
Fans of full-service restaurants with a laid back feel, Casual Diners enjoy taking their families to dinner or stopping by to watch a sports game.
-  **3. Pet Owner (7.7%)**
The Pet Owner treats their furry friend as another member of the family.
-  **4. Bargain Hunter (7.0%)**
The "Bargain Hunter" is willing to spend time and energy tracking down savings.
-  **5. Do-it-yourselfer (4.5%)**
The Do-it-Yourselfer doesn't believe in hiring a handyman to fix things around the house.



Commuters' top ranking audiences are similar to residents. However, they have a higher affinity to fast food restaurants. This likely reflects a typical commuter who stops by a drive-thru for breakfast or dinner while on their commute.

LOCATION AFFINITY

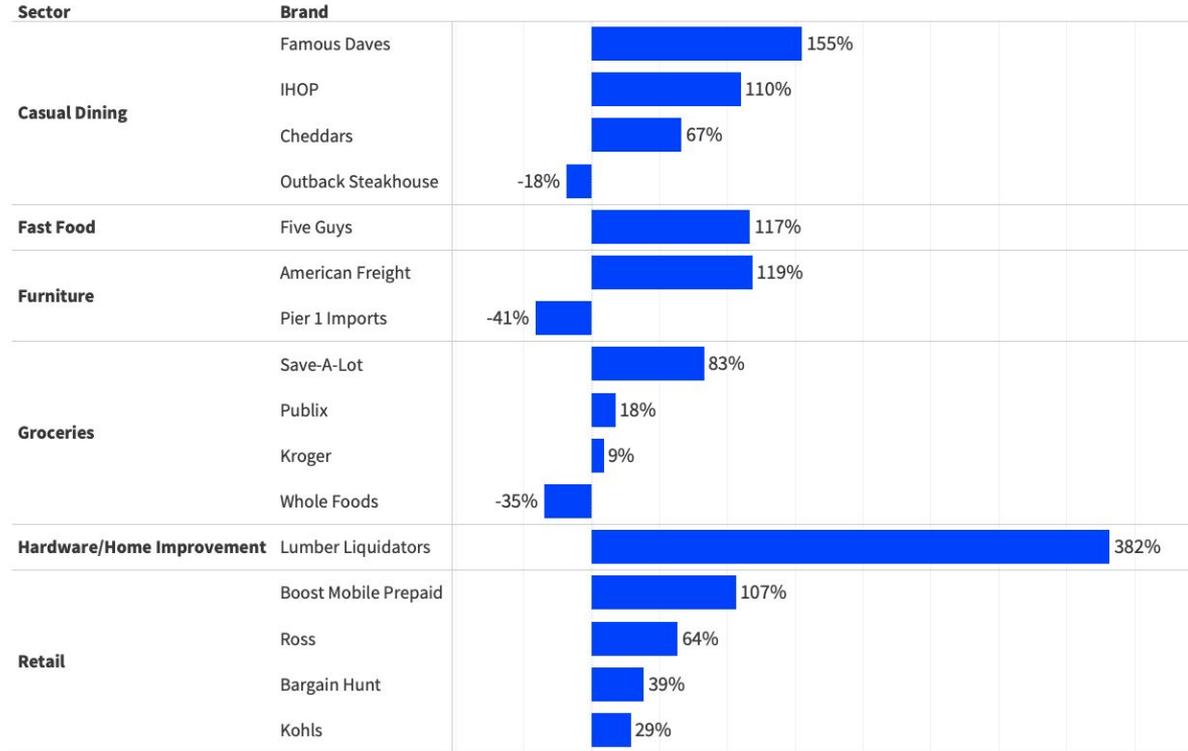


To what brands do residents have a low or high affinity?

Timeframe

1/1/2018 - 6/30/2019

Baselined against Nashville metro area residents.



La Vergne residents have high affinities to fast-casual dining and cost-saving retailers such as Five Guys, American Freight and Ross. Reflecting the Do-it-yourselfers audience (previous slide), residents are 4x more likely to visit a Lumber Liquidator than the average Nashville resident.

LOCATION AFFINITY

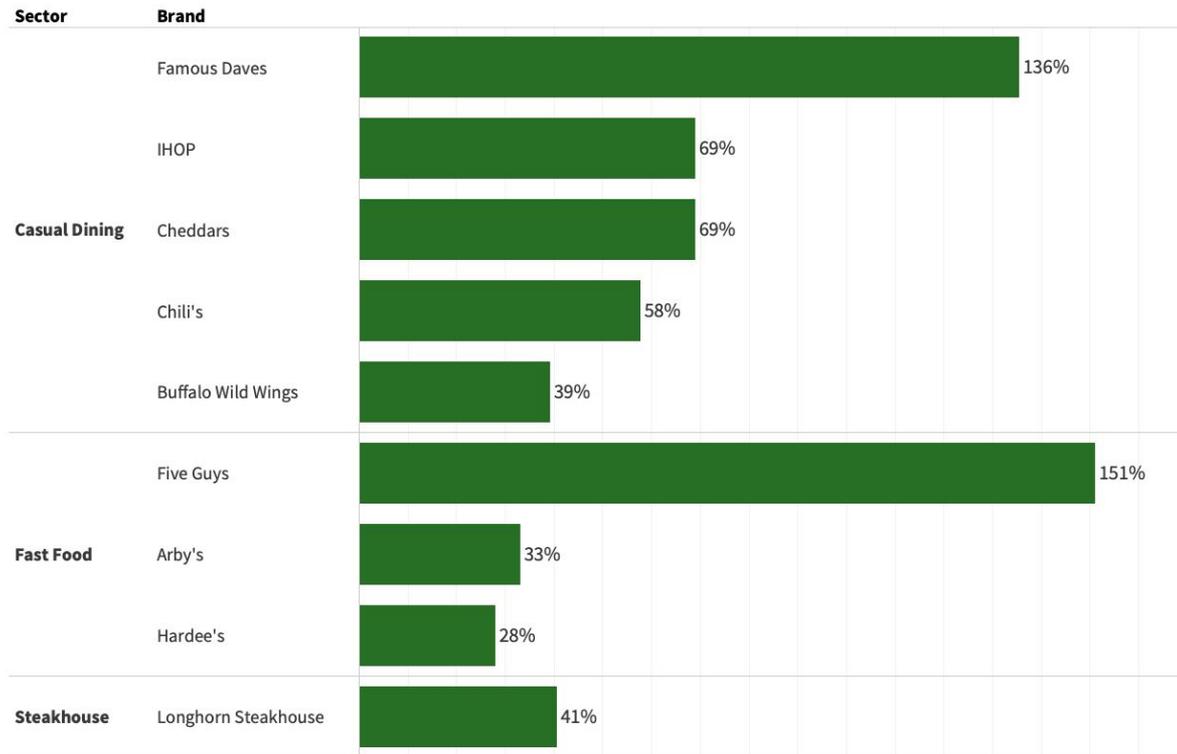


To what brands do commuters have a low or high affinity?

Timeframe

1/1/2018 - 6/30/2019

Baselined against Nashville metro area residents.



Similar to residents, and reflecting their membership to the Fast Food Audience, commuters show high affinity to fast-casual dining. Commuters are 1.5x more likely to visit a Five Guys than the average Nashville resident. They are also significantly more likely to visit a fast-casual restaurant such as Famous Daves than a sit-down restaurant such as Longhorn Steakhouse.

LEAKAGE ANALYSIS

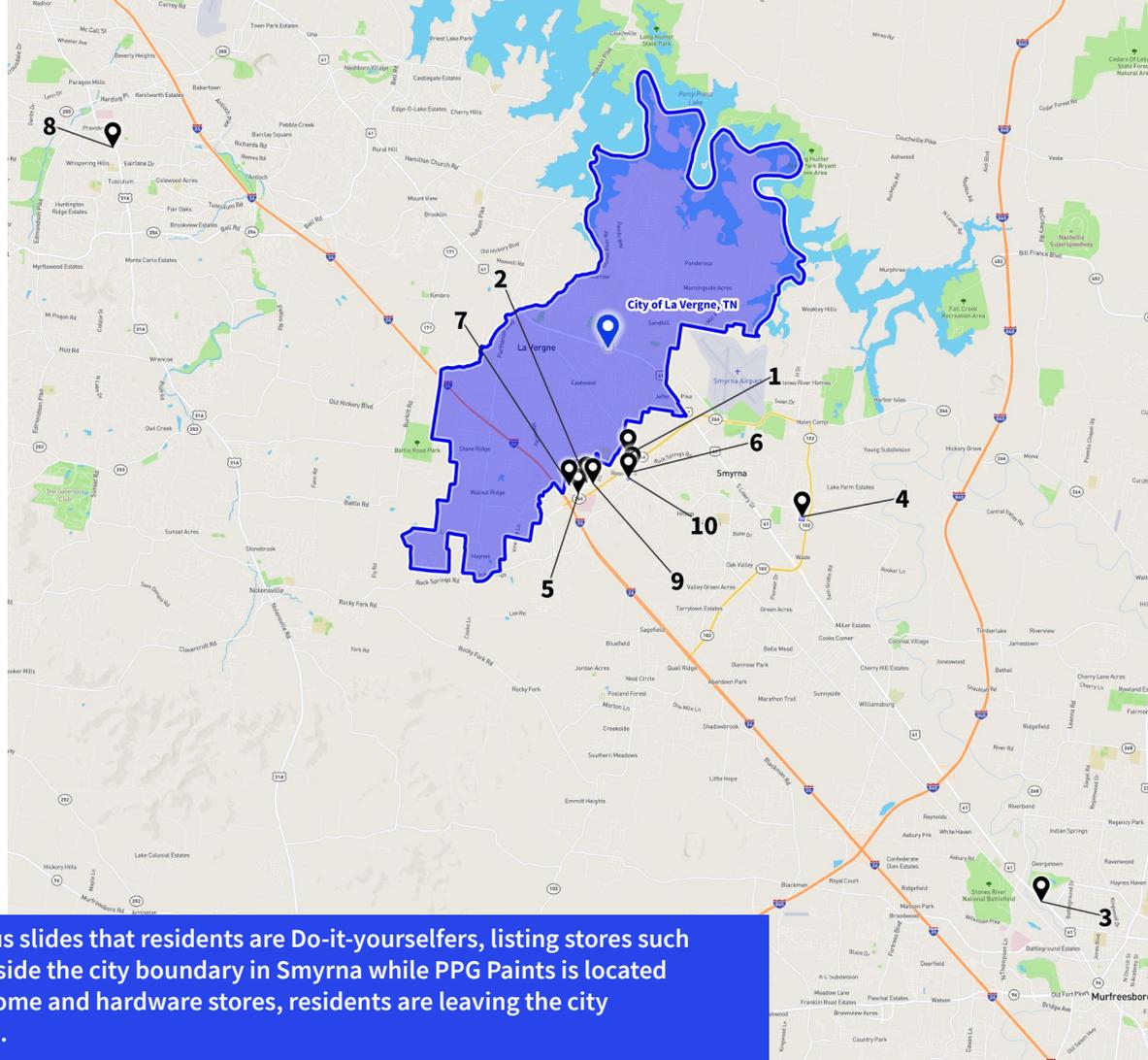


What brands or sites are residents leaving the city to visit?

Timeframe

1/1/2019 - 6/30/2019

Rank	Polygon Name	Category	% of Total Residents
1	Lowe's 1626 - Smyrna	Home Improvement	7.3%
2	Malco Roxy Cinema - Smyrna	Cinema - Independent	6.9%
3	PPG Paints - Murfreesboro	Home Improvement	6.7%
4	Walmart 406 - Supercenter - Smyrna	Big Box	6.2%
5	Cheddar's Scratch Kitchen 2140 - Smyrna	Casual Dining	5.4%
6	Kroger 553 - Innsbrooke	Grocery	5.2%
7	SuperTarget T2360 - Smyrna	Big Box	5.1%
8	CVS Pharmacy 7626 - Nashville	Pharmacy	5.0%
9	IHOP - Smyrna	Casual Dining	4.8%
10	The Home Depot 776 - Smyrna	Home Improvement	4.7%



These top “leakage” sites are consistent with previous slides that residents are Do-it-yourselfers, listing stores such as Lowe’s and PPG Paints. Lowe’s is located right outside the city boundary in Smyrna while PPG Paints is located further south in Murfreesboro. In addition to these home and hardware stores, residents are leaving the city boundary to shop at other big box and grocery stores.



TRANSIT ANALYSIS

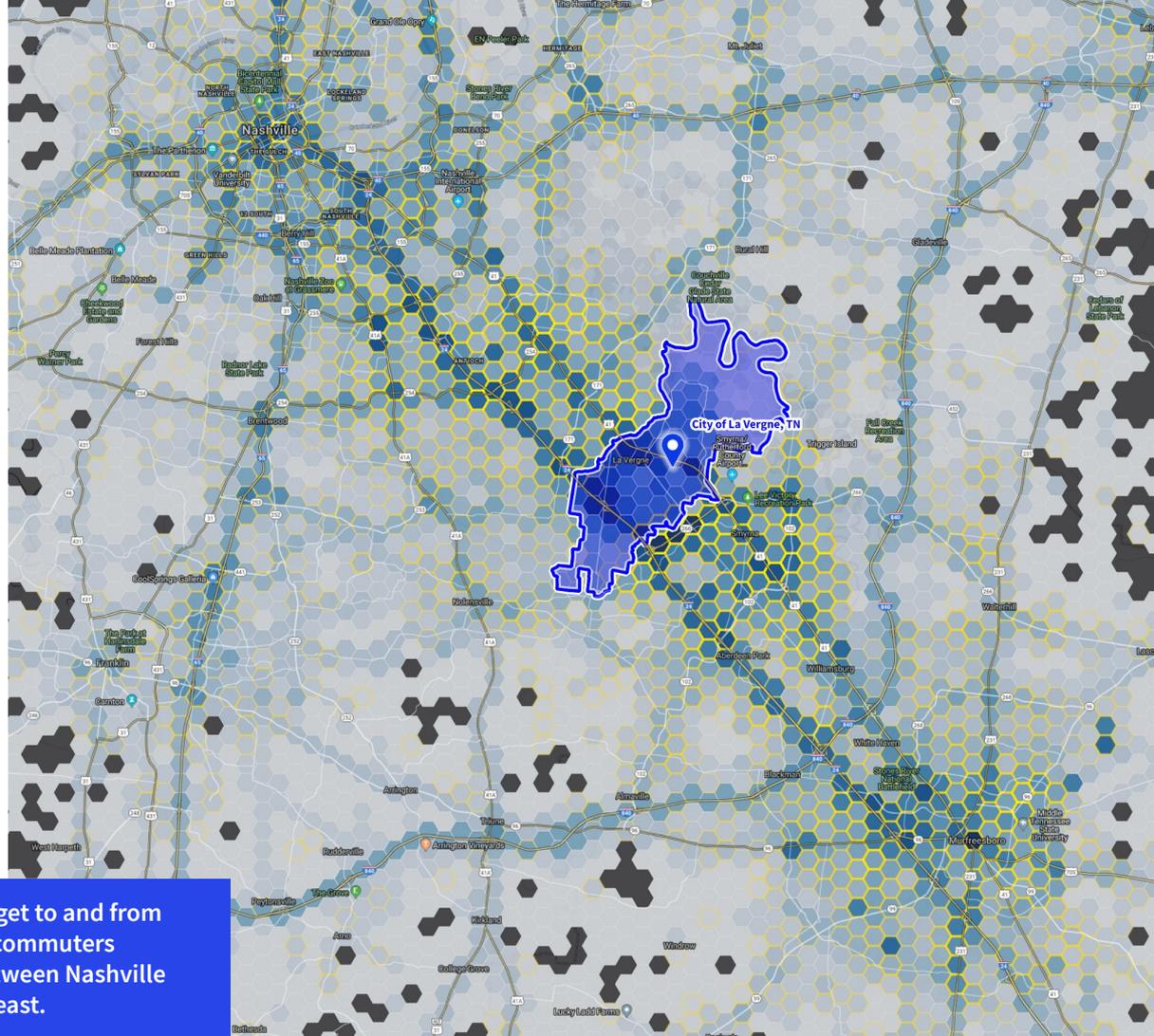
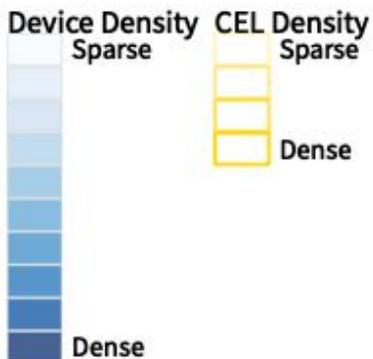
What routes are commuters frequenting to the city?

Timeframe:

1/1/2019 - 6/30/2019

Geohex level: 7

Legend:



The most frequented routes commuters take to get to and from the city are I-24 and U.S. 41. Densest areas that commuters come from are the areas just outside the city between Nashville in the northwest and Murfreesboro to the southeast.



TRANSIT ANALYSIS

What routes are *lunchtime commuters* frequenting within the city?

Timeframe

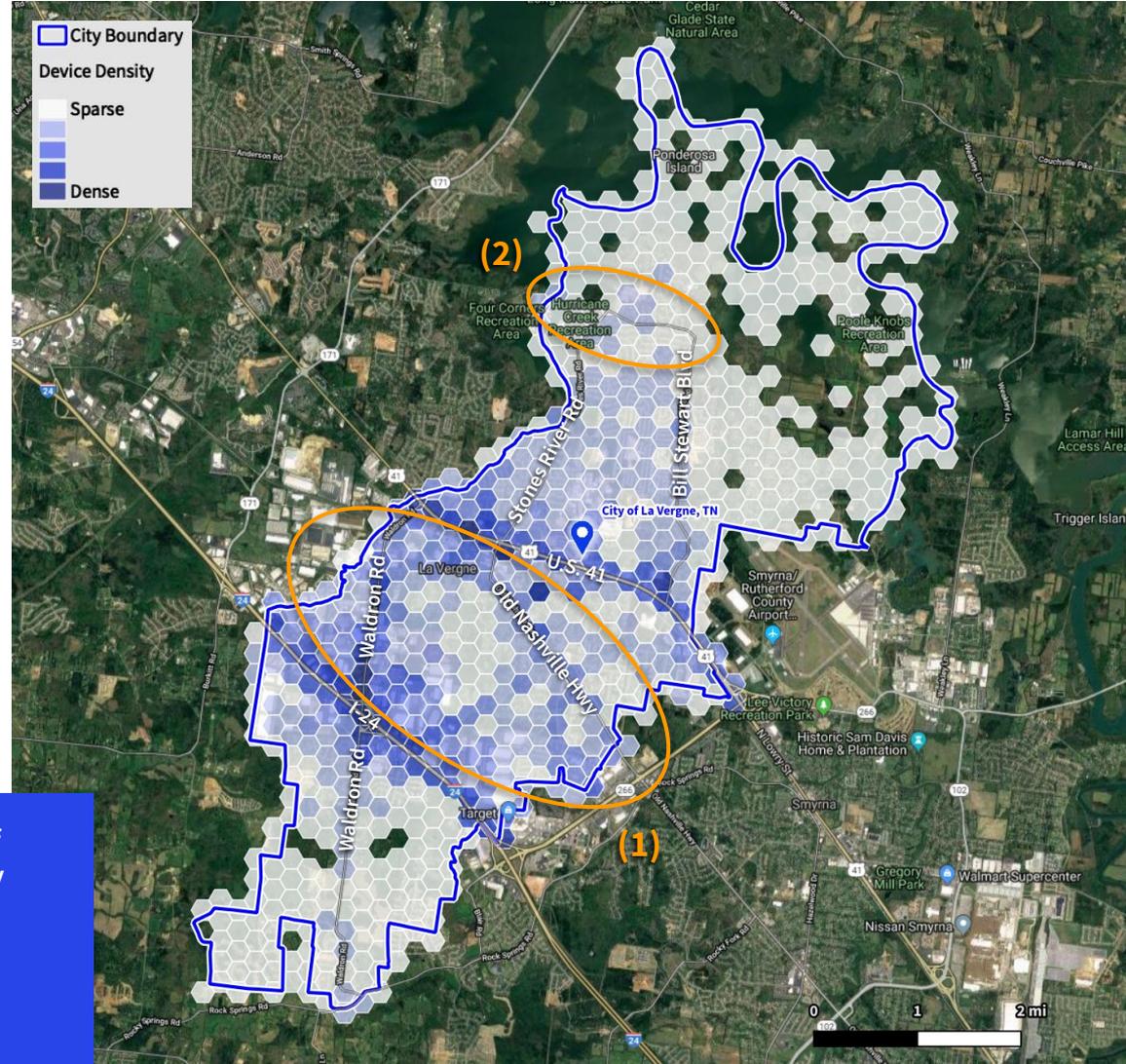
1/1/2018 - 6/30/2019

Lunchtime Hours

11:00 AM - 3:00 PM



Like morning commuters, the highest density of commuters is along the I-24 and U.S. 41. Activity is highest in the area between those roads (1). The road connecting Stones River Road and Bill Stewart Boulevard (2) sees a slight increase in activity, but is still sparse overall.





TRANSIT ANALYSIS

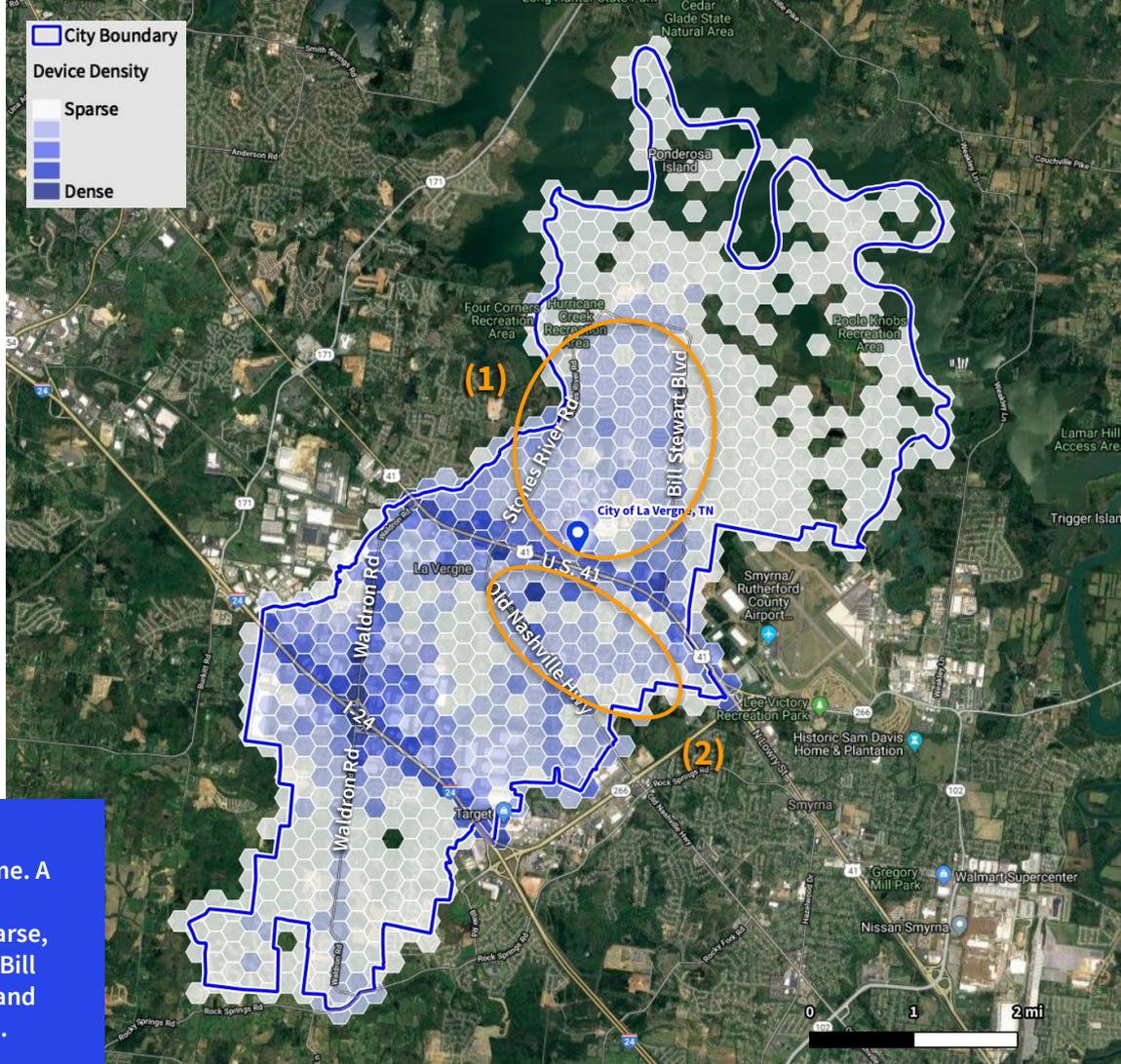
What routes are evening commuters frequenting within the city?

Timeframe

1/1/2018 - 6/30/2019

Evening Hours

3:00 PM - 9:00 PM



Evening commutes are similar to morning commutes reflecting commuters leaving on the same routes home. A notable difference from earlier times is the increased amount of device density, though still moderately sparse, observed in the area between Stones River Road and Bill Stewart Boulevard (1). The area between the U.S. 41 and Old Nashville Highway (2) also sees a similar increase.

CONCLUSIONS



City of La Vergne residents have a strong affinity to budget-friendly brands such as fast-casual dining spots and do-it-yourself hardware stores.



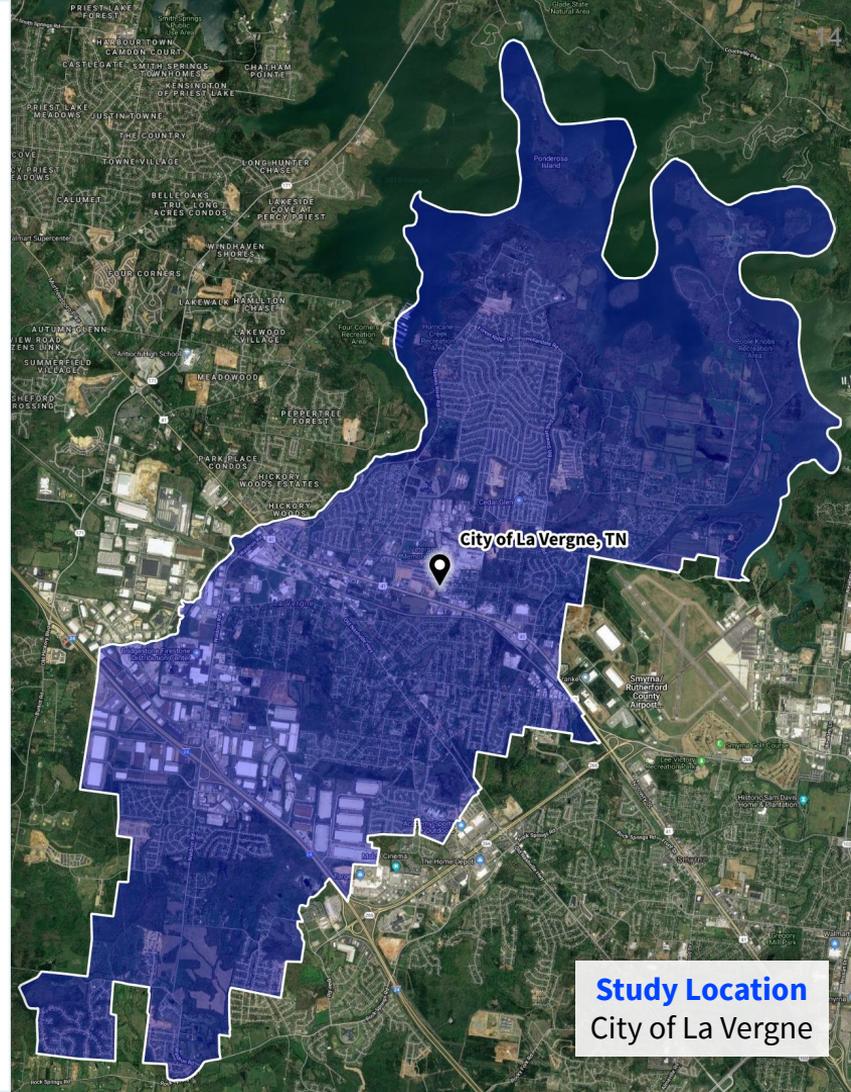
Residents are leaving La Vergne for nearby hardware and big box stores.



As found in the leakage and location affinity analyses, home and hardware stores such as Lowe's and PPG Paints are popular amongst residents. Residents leave the city boundary to go to these nearby brands.



The most frequented routes for commuters within the city are the I-24 and U.S. 41 across morning, lunchtime and evening commutes. Areas north of the I-24 and south of U.S. 41 sees more commuter activity during lunchtime and evening.



Study Location
City of La Vergne