



Retail MarketPlace Profile

Dyer City, TN
 Dyer City, TN (4722180)
 Geography: Place

Prepared by Esri

Summary Demographics

2019 Population	2,294
2019 Households	882
2019 Median Disposable Income	\$35,921
2019 Per Capita Income	\$20,153

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$23,412,633	\$21,873,815	\$1,538,818	3.4	18
Total Retail Trade	44-45	\$21,422,846	\$18,803,276	\$2,619,570	6.5	14
Total Food & Drink	722	\$1,989,787	\$3,070,539	-\$1,080,752	-21.4	4

2017 Industry Group

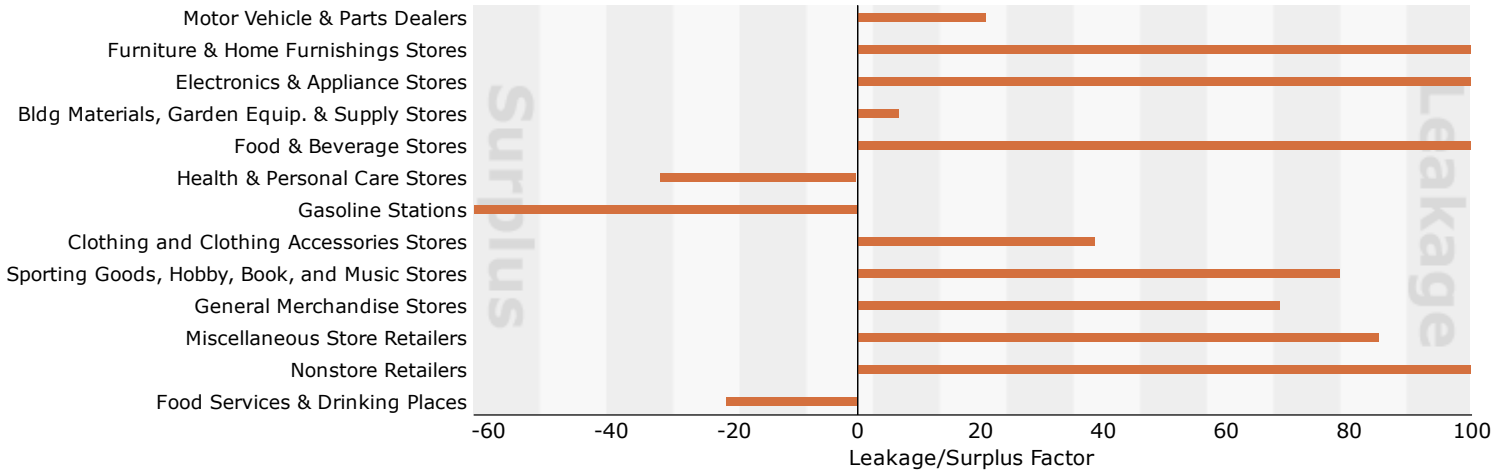
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,998,303	\$3,264,788	\$1,733,515	21.0	3
Automobile Dealers	4411	\$3,920,284	\$2,558,522	\$1,361,762	21.0	1
Other Motor Vehicle Dealers	4412	\$638,795	\$190,018	\$448,777	54.1	1
Auto Parts, Accessories & Tire Stores	4413	\$439,224	\$516,248	-\$77,024	-8.1	1
Furniture & Home Furnishings Stores	442	\$689,565	\$0	\$689,565	100.0	0
Furniture Stores	4421	\$379,115	\$0	\$379,115	100.0	0
Home Furnishings Stores	4422	\$310,450	\$0	\$310,450	100.0	0
Electronics & Appliance Stores	443	\$592,481	\$0	\$592,481	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,480,865	\$1,286,852	\$194,013	7.0	1
Bldg Material & Supplies Dealers	4441	\$1,353,822	\$1,286,852	\$66,970	2.5	1
Lawn & Garden Equip & Supply Stores	4442	\$127,043	\$0	\$127,043	100.0	0
Food & Beverage Stores	445	\$3,771,731	\$0	\$3,771,731	100.0	0
Grocery Stores	4451	\$3,341,513	\$0	\$3,341,513	100.0	0
Specialty Food Stores	4452	\$187,200	\$0	\$187,200	100.0	0
Beer, Wine & Liquor Stores	4453	\$243,018	\$0	\$243,018	100.0	0
Health & Personal Care Stores	446,4461	\$1,230,724	\$2,393,918	-\$1,163,194	-32.1	2
Gasoline Stations	447,4471	\$2,483,708	\$10,724,589	-\$8,240,881	-62.4	3
Clothing & Clothing Accessories Stores	448	\$821,212	\$362,248	\$458,964	38.8	1
Clothing Stores	4481	\$534,863	\$362,248	\$172,615	19.2	1
Shoe Stores	4482	\$162,219	\$0	\$162,219	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$124,130	\$0	\$124,130	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$532,693	\$63,456	\$469,237	78.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$454,586	\$63,456	\$391,130	75.5	1
Book, Periodical & Music Stores	4512	\$78,107	\$0	\$78,107	100.0	0
General Merchandise Stores	452	\$3,434,366	\$631,544	\$2,802,822	68.9	1
Department Stores Excluding Leased Depts.	4521	\$2,432,378	\$0	\$2,432,378	100.0	0
Other General Merchandise Stores	4529	\$1,001,988	\$631,544	\$370,444	22.7	1
Miscellaneous Store Retailers	453	\$937,332	\$75,881	\$861,451	85.0	2
Florists	4531	\$29,775	\$75,881	-\$46,106	-43.6	2
Office Supplies, Stationery & Gift Stores	4532	\$139,293	\$0	\$139,293	100.0	0
Used Merchandise Stores	4533	\$87,790	\$0	\$87,790	100.0	0
Other Miscellaneous Store Retailers	4539	\$680,474	\$0	\$680,474	100.0	0
Nonstore Retailers	454	\$449,866	\$0	\$449,866	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$308,917	\$0	\$308,917	100.0	0
Vending Machine Operators	4542	\$35,323	\$0	\$35,323	100.0	0
Direct Selling Establishments	4543	\$105,626	\$0	\$105,626	100.0	0
Food Services & Drinking Places	722	\$1,989,787	\$3,070,539	-\$1,080,752	-21.4	4
Special Food Services	7223	\$28,826	\$0	\$28,826	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$36,608	\$0	\$36,608	100.0	0
Restaurants/Other Eating Places	7225	\$1,924,353	\$3,070,539	-\$1,146,186	-22.9	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

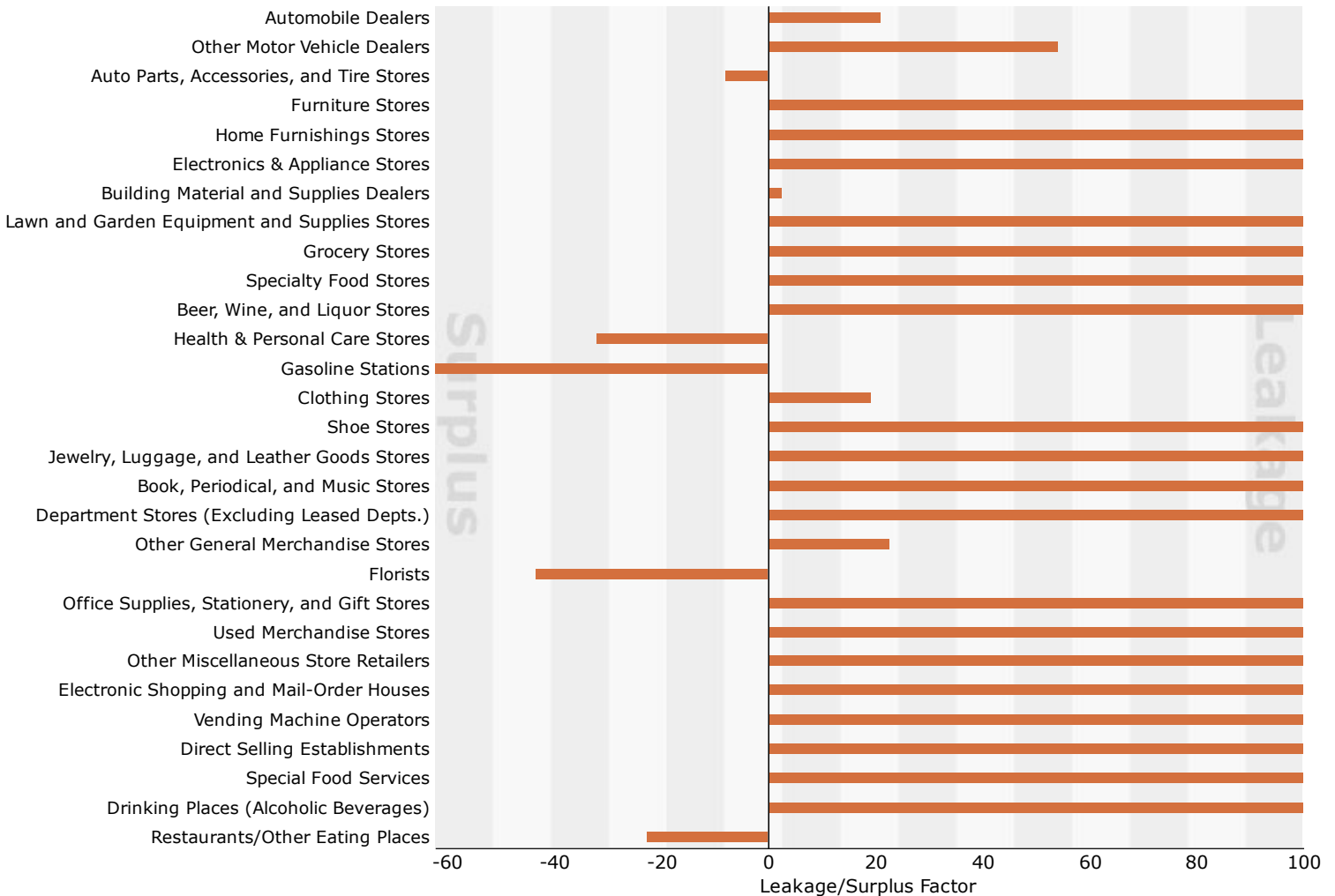
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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