



Retail MarketPlace Profile

Dyer, Tennessee
Ring: 5 mile radius

Prepared by Esri
Latitude: 36.06552
Longitude: -88.99310

Summary Demographics

2019 Population	5,582
2019 Households	2,235
2019 Median Disposable Income	\$35,797
2019 Per Capita Income	\$21,115

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	\$58,878,478	\$31,206,128	\$27,672,350	30.7	32
Total Retail Trade	44-45	\$53,946,155	\$27,468,436	\$26,477,719	32.5	25
Total Food & Drink	722	\$4,932,323	\$3,737,692	\$1,194,631	13.8	6

2017 Industry Group

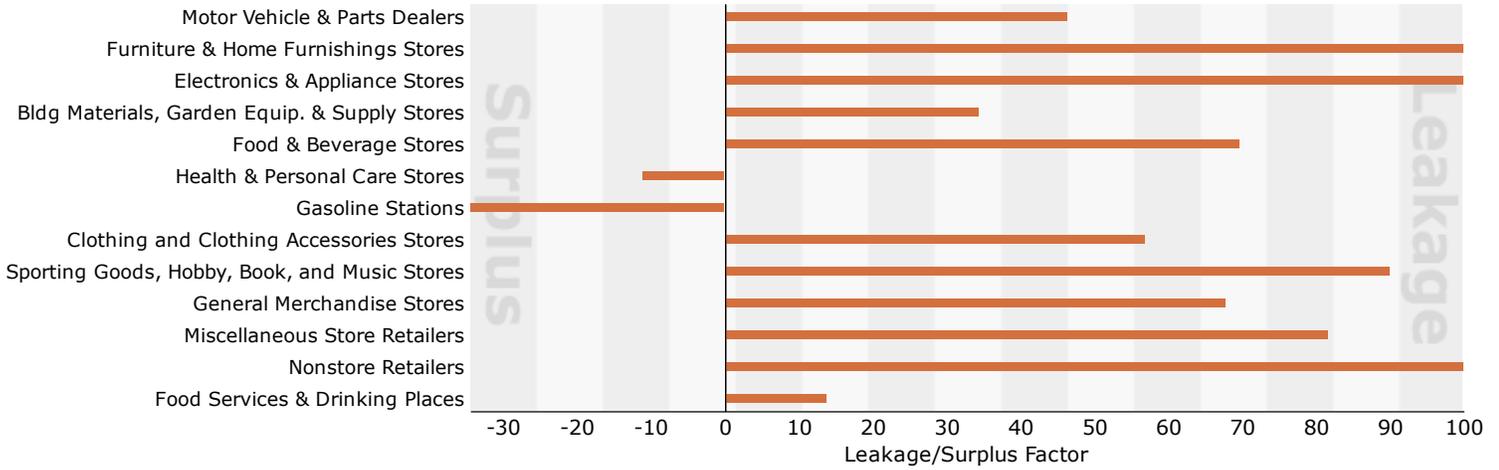
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,708,196	\$4,665,530	\$8,042,666	46.3	6
Automobile Dealers	4411	\$9,971,723	\$3,652,575	\$6,319,148	46.4	2
Other Motor Vehicle Dealers	4412	\$1,636,320	\$253,357	\$1,382,963	73.2	1
Auto Parts, Accessories & Tire Stores	4413	\$1,100,153	\$759,598	\$340,555	18.3	2
Furniture & Home Furnishings Stores	442	\$1,714,542	\$0	\$1,714,542	100.0	0
Furniture Stores	4421	\$934,987	\$0	\$934,987	100.0	0
Home Furnishings Stores	4422	\$779,555	\$0	\$779,555	100.0	0
Electronics & Appliance Stores	443	\$1,462,411	\$0	\$1,462,411	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,820,548	\$1,858,718	\$1,961,830	34.5	2
Bldg Material & Supplies Dealers	4441	\$3,493,243	\$1,810,774	\$1,682,469	31.7	2
Lawn & Garden Equip & Supply Stores	4442	\$327,304	\$0	\$327,304	100.0	0
Food & Beverage Stores	445	\$9,430,040	\$1,686,301	\$7,743,739	69.7	2
Grocery Stores	4451	\$8,363,382	\$1,686,301	\$6,677,081	66.4	2
Specialty Food Stores	4452	\$467,469	\$0	\$467,469	100.0	0
Beer, Wine & Liquor Stores	4453	\$599,189	\$0	\$599,189	100.0	0
Health & Personal Care Stores	446,4461	\$3,106,876	\$3,889,083	-\$782,207	-11.2	3
Gasoline Stations	447,4471	\$6,251,677	\$12,849,509	-\$6,597,832	-34.5	4
Clothing & Clothing Accessories Stores	448	\$2,029,550	\$558,059	\$1,471,491	56.9	2
Clothing Stores	4481	\$1,323,963	\$558,059	\$765,904	40.7	2
Shoe Stores	4482	\$402,309	\$0	\$402,309	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$303,278	\$0	\$303,278	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,329,931	\$69,801	\$1,260,130	90.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,139,826	\$69,801	\$1,070,025	88.5	1
Book, Periodical & Music Stores	4512	\$190,105	\$0	\$190,105	100.0	0
General Merchandise Stores	452	\$8,574,857	\$1,653,817	\$6,921,040	67.7	3
Department Stores Excluding Leased Depts.	4521	\$6,061,945	\$402,497	\$5,659,448	87.5	1
Other General Merchandise Stores	4529	\$2,512,912	\$1,251,320	\$1,261,592	33.5	2
Miscellaneous Store Retailers	453	\$2,374,595	\$237,618	\$2,136,977	81.8	3
Florists	4531	\$75,499	\$237,618	-\$162,119	-51.8	3
Office Supplies, Stationery & Gift Stores	4532	\$346,576	\$0	\$346,576	100.0	0
Used Merchandise Stores	4533	\$215,854	\$0	\$215,854	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,736,666	\$0	\$1,736,666	100.0	0
Nonstore Retailers	454	\$1,142,931	\$0	\$1,142,931	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$781,345	\$0	\$781,345	100.0	0
Vending Machine Operators	4542	\$88,172	\$0	\$88,172	100.0	0
Direct Selling Establishments	4543	\$273,414	\$0	\$273,414	100.0	0
Food Services & Drinking Places	722	\$4,932,323	\$3,737,692	\$1,194,631	13.8	6
Special Food Services	7223	\$72,105	\$0	\$72,105	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$89,475	\$0	\$89,475	100.0	0
Restaurants/Other Eating Places	7225	\$4,770,743	\$3,730,720	\$1,040,023	12.2	6

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>

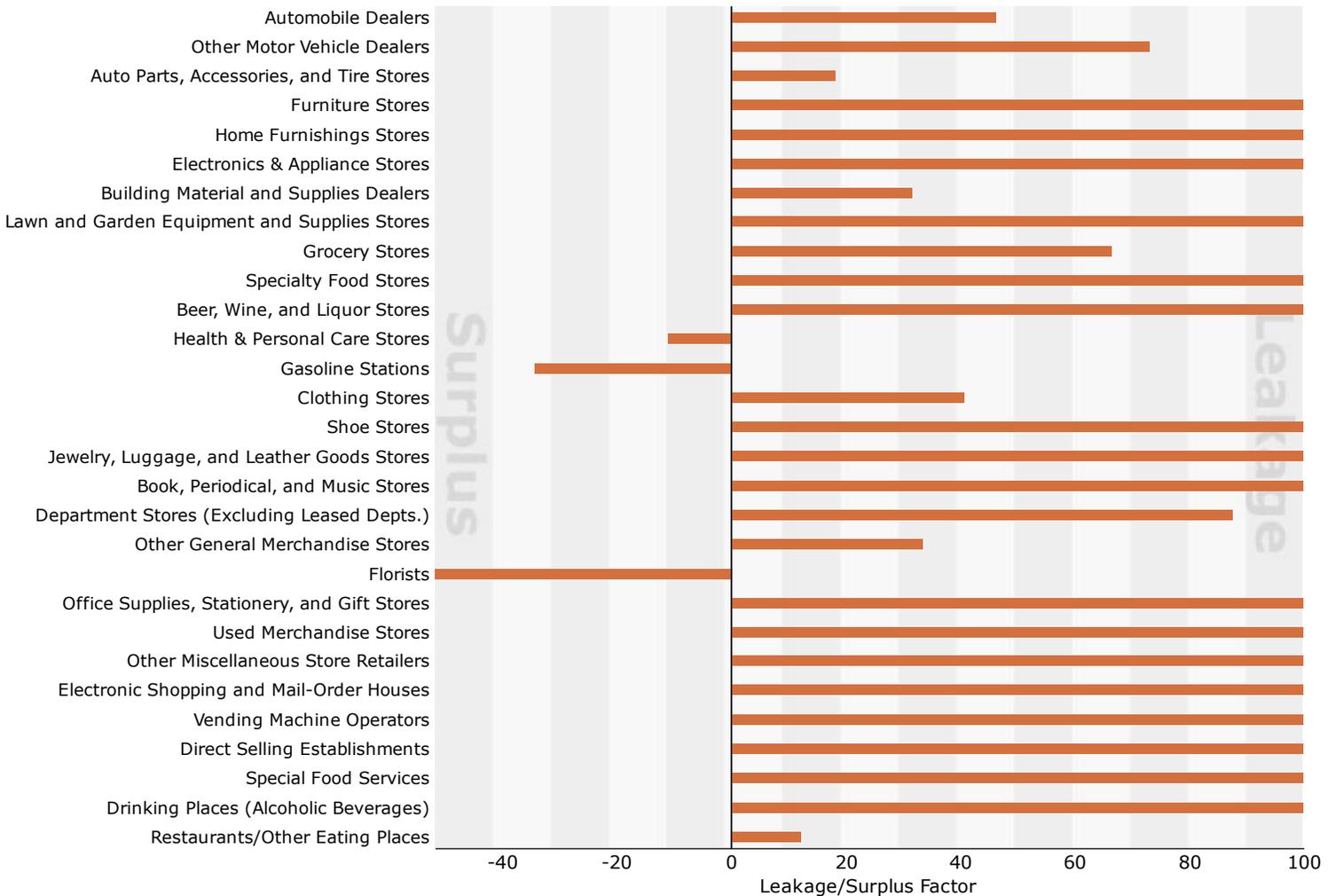
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August 09, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Dyer, Tennessee
Ring: 10 mile radius

Prepared by Esri
Latitude: 36.06552
Longitude: -88.99310

Summary Demographics

2019 Population	17,340
2019 Households	6,949
2019 Median Disposable Income	\$35,796
2019 Per Capita Income	\$22,195

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	\$192,469,694	\$112,758,873	\$79,710,821	26.1	122
Total Retail Trade	44-45	\$176,568,392	\$98,992,749	\$77,575,643	28.2	95
Total Food & Drink	722	\$15,901,301	\$13,766,125	\$2,135,176	7.2	27

2017 Industry Group

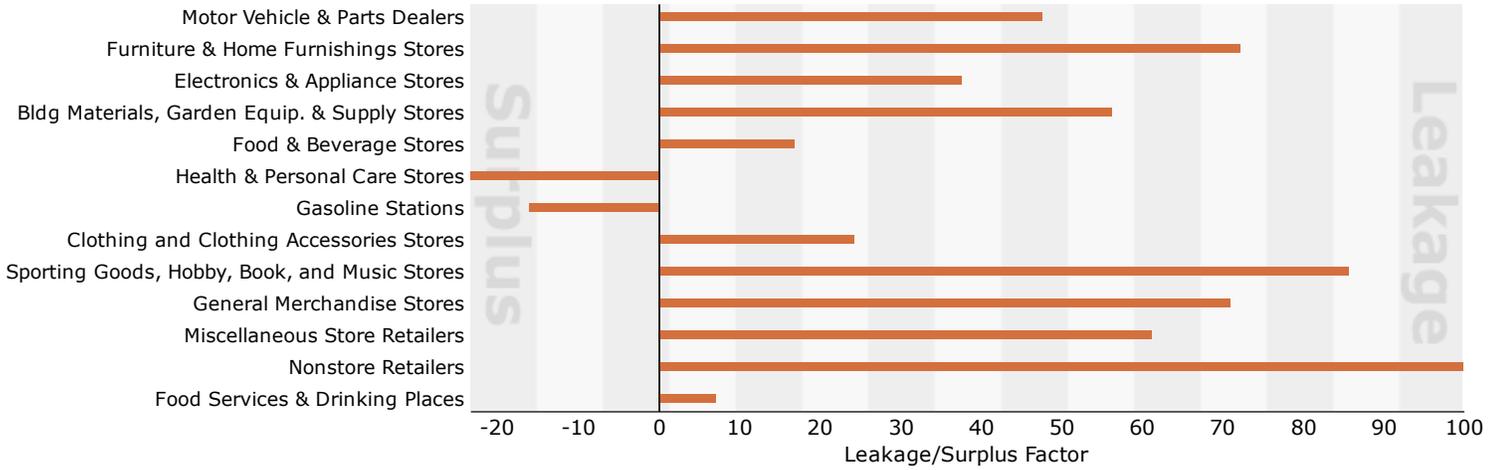
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,985,239	\$14,853,053	\$27,132,186	47.7	15
Automobile Dealers	4411	\$32,992,816	\$12,724,494	\$20,268,322	44.3	9
Other Motor Vehicle Dealers	4412	\$5,414,405	\$253,357	\$5,161,048	91.1	1
Auto Parts, Accessories & Tire Stores	4413	\$3,578,018	\$1,875,202	\$1,702,816	31.2	5
Furniture & Home Furnishings Stores	442	\$5,522,048	\$887,498	\$4,634,550	72.3	2
Furniture Stores	4421	\$2,998,725	\$708,653	\$2,290,072	61.8	1
Home Furnishings Stores	4422	\$2,523,323	\$178,845	\$2,344,478	86.8	1
Electronics & Appliance Stores	443	\$4,686,554	\$2,120,525	\$2,566,029	37.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,647,104	\$3,533,906	\$9,113,198	56.3	7
Bldg Material & Supplies Dealers	4441	\$11,572,111	\$3,006,529	\$8,565,582	58.8	6
Lawn & Garden Equip & Supply Stores	4442	\$1,074,993	\$527,377	\$547,616	34.2	1
Food & Beverage Stores	445	\$30,696,554	\$21,784,790	\$8,911,764	17.0	13
Grocery Stores	4451	\$27,261,532	\$20,364,331	\$6,897,201	14.5	11
Specialty Food Stores	4452	\$1,519,636	\$0	\$1,519,636	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,915,385	\$1,420,459	\$494,926	14.8	2
Health & Personal Care Stores	446,4461	\$10,204,110	\$16,427,215	-\$6,223,105	-23.4	11
Gasoline Stations	447,4471	\$20,570,030	\$28,473,958	-\$7,903,928	-16.1	13
Clothing & Clothing Accessories Stores	448	\$6,542,876	\$3,988,088	\$2,554,788	24.3	10
Clothing Stores	4481	\$4,276,942	\$3,594,641	\$682,301	8.7	8
Shoe Stores	4482	\$1,308,166	\$0	\$1,308,166	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$957,768	\$393,447	\$564,321	41.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,295,188	\$328,926	\$3,966,262	85.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,697,385	\$328,926	\$3,368,459	83.7	3
Book, Periodical & Music Stores	4512	\$597,803	\$0	\$597,803	100.0	0
General Merchandise Stores	452	\$27,850,098	\$4,713,738	\$23,136,360	71.0	7
Department Stores Excluding Leased Depts.	4521	\$19,650,006	\$1,681,891	\$17,968,115	84.2	2
Other General Merchandise Stores	4529	\$8,200,093	\$3,031,846	\$5,168,247	46.0	5
Miscellaneous Store Retailers	453	\$7,822,009	\$1,881,053	\$5,940,956	61.2	13
Florists	4531	\$240,561	\$532,898	-\$292,337	-37.8	6
Office Supplies, Stationery & Gift Stores	4532	\$1,120,455	\$185,765	\$934,690	71.6	1
Used Merchandise Stores	4533	\$685,640	\$439,048	\$246,592	21.9	2
Other Miscellaneous Store Retailers	4539	\$5,775,353	\$723,342	\$5,052,011	77.7	3
Nonstore Retailers	454	\$3,746,582	\$0	\$3,746,582	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,572,798	\$0	\$2,572,798	100.0	0
Vending Machine Operators	4542	\$286,773	\$0	\$286,773	100.0	0
Direct Selling Establishments	4543	\$887,012	\$0	\$887,012	100.0	0
Food Services & Drinking Places	722	\$15,901,301	\$13,766,125	\$2,135,176	7.2	27
Special Food Services	7223	\$229,663	\$0	\$229,663	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$280,913	\$76,689	\$204,224	57.1	1
Restaurants/Other Eating Places	7225	\$15,390,724	\$13,689,435	\$1,701,289	5.9	26

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>

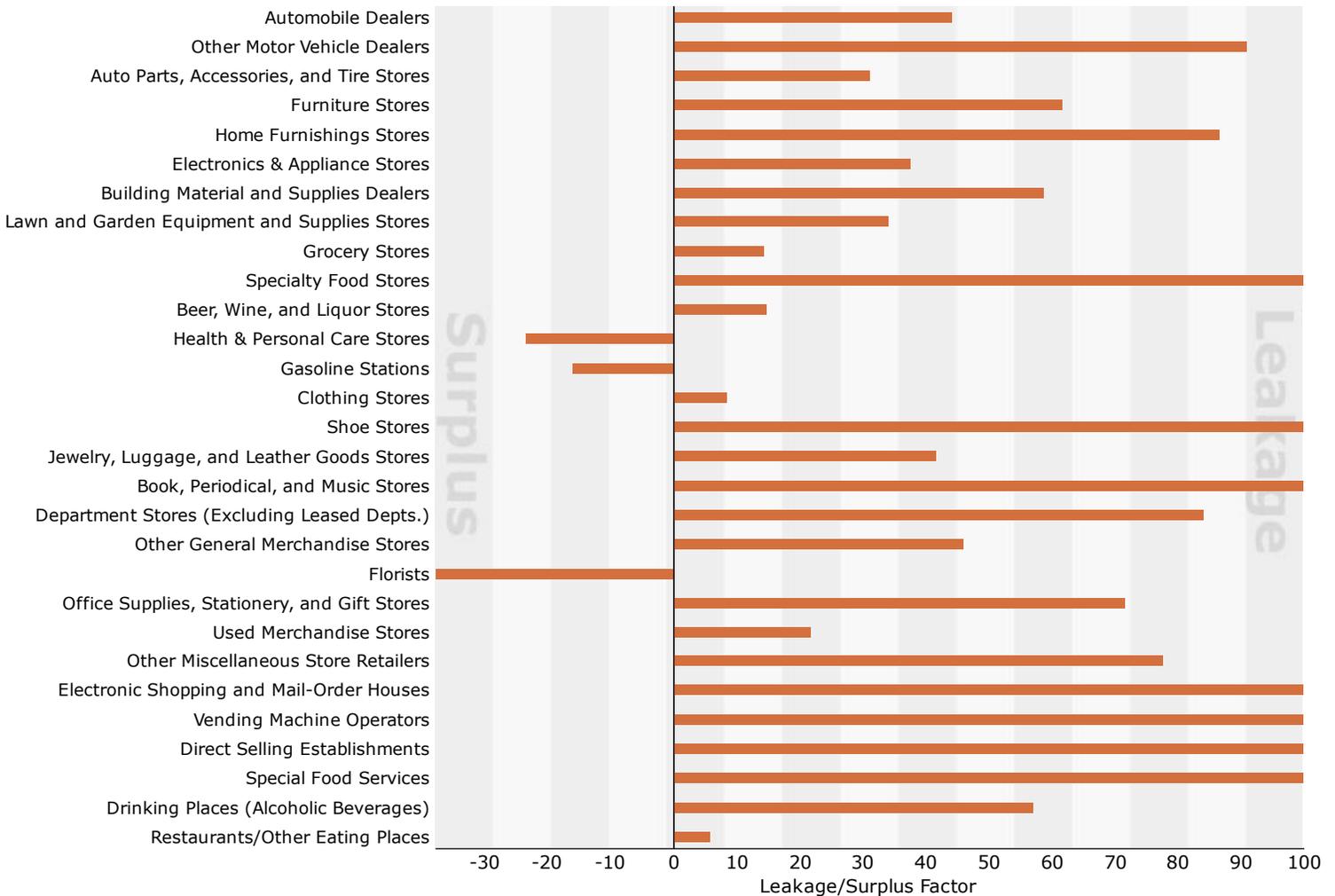
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August 09, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Dyer, Tennessee
Ring: 15 mile radius

Prepared by Esri
Latitude: 36.06552
Longitude: -88.99310

Summary Demographics

2019 Population	32,719
2019 Households	13,167
2019 Median Disposable Income	\$37,129
2019 Per Capita Income	\$23,026

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	\$371,198,925	\$162,485,318	\$208,713,607	39.1	181
Total Retail Trade	44-45	\$340,459,597	\$142,461,556	\$197,998,041	41.0	139
Total Food & Drink	722	\$30,739,328	\$20,023,762	\$10,715,566	21.1	42

2017 Industry Group

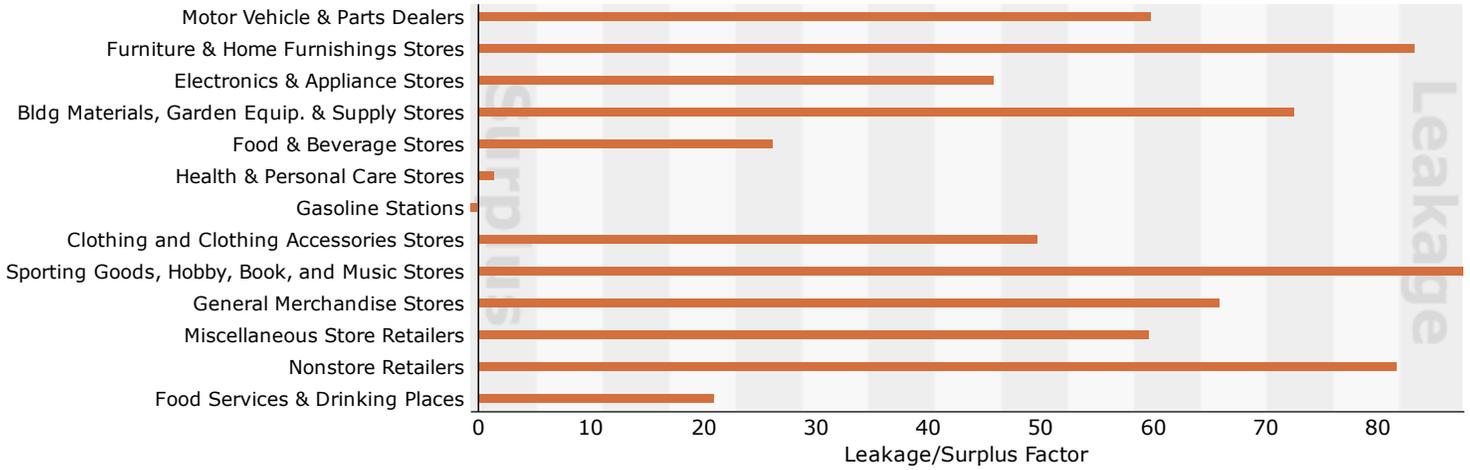
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$80,986,458	\$20,336,809	\$60,649,649	59.9	21
Automobile Dealers	4411	\$63,640,066	\$17,740,064	\$45,900,002	56.4	14
Other Motor Vehicle Dealers	4412	\$10,456,046	\$253,357	\$10,202,689	95.3	1
Auto Parts, Accessories & Tire Stores	4413	\$6,890,346	\$2,343,387	\$4,546,959	49.2	6
Furniture & Home Furnishings Stores	442	\$10,702,676	\$966,772	\$9,735,904	83.4	2
Furniture Stores	4421	\$5,787,860	\$748,765	\$5,039,095	77.1	1
Home Furnishings Stores	4422	\$4,914,816	\$218,007	\$4,696,809	91.5	1
Electronics & Appliance Stores	443	\$9,024,089	\$3,348,105	\$5,675,984	45.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,639,786	\$3,910,743	\$20,729,043	72.6	8
Bldg Material & Supplies Dealers	4441	\$22,563,161	\$3,291,793	\$19,271,368	74.5	7
Lawn & Garden Equip & Supply Stores	4442	\$2,076,625	\$618,950	\$1,457,675	54.1	1
Food & Beverage Stores	445	\$59,003,483	\$34,410,559	\$24,592,924	26.3	20
Grocery Stores	4451	\$52,385,975	\$26,069,030	\$26,316,945	33.5	17
Specialty Food Stores	4452	\$2,917,805	\$6,851,589	-\$3,933,784	-40.3	1
Beer, Wine & Liquor Stores	4453	\$3,699,702	\$1,489,940	\$2,209,762	42.6	2
Health & Personal Care Stores	446,4461	\$19,680,242	\$19,147,634	\$532,608	1.4	12
Gasoline Stations	447,4471	\$39,527,455	\$40,093,096	-\$565,641	-0.7	20
Clothing & Clothing Accessories Stores	448	\$12,661,945	\$4,235,045	\$8,426,900	49.9	11
Clothing Stores	4481	\$8,268,510	\$3,637,413	\$4,631,097	38.9	8
Shoe Stores	4482	\$2,530,683	\$125,496	\$2,405,187	90.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,862,751	\$472,136	\$1,390,615	59.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$8,294,676	\$545,636	\$7,749,040	87.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,149,859	\$545,636	\$6,604,223	85.8	5
Book, Periodical & Music Stores	4512	\$1,144,817	\$0	\$1,144,817	100.0	0
General Merchandise Stores	452	\$53,701,033	\$10,959,029	\$42,742,004	66.1	11
Department Stores Excluding Leased Depts.	4521	\$37,931,312	\$5,457,878	\$32,473,434	74.8	3
Other General Merchandise Stores	4529	\$15,769,721	\$5,501,151	\$10,268,570	48.3	8
Miscellaneous Store Retailers	453	\$15,020,757	\$3,786,936	\$11,233,821	59.7	25
Florists	4531	\$468,375	\$727,575	-\$259,200	-21.7	9
Office Supplies, Stationery & Gift Stores	4532	\$2,167,170	\$389,761	\$1,777,409	69.5	3
Used Merchandise Stores	4533	\$1,323,336	\$856,728	\$466,608	21.4	6
Other Miscellaneous Store Retailers	4539	\$11,061,877	\$1,812,872	\$9,249,005	71.8	7
Nonstore Retailers	454	\$7,216,998	\$721,192	\$6,495,806	81.8	1
Electronic Shopping & Mail-Order Houses	4541	\$4,968,912	\$407,916	\$4,560,996	84.8	1
Vending Machine Operators	4542	\$550,679	\$0	\$550,679	100.0	0
Direct Selling Establishments	4543	\$1,697,406	\$0	\$1,697,406	100.0	0
Food Services & Drinking Places	722	\$30,739,328	\$20,023,762	\$10,715,566	21.1	42
Special Food Services	7223	\$443,767	\$0	\$443,767	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$540,546	\$212,374	\$328,172	43.6	3
Restaurants/Other Eating Places	7225	\$29,755,015	\$19,811,388	\$9,943,627	20.1	39

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>

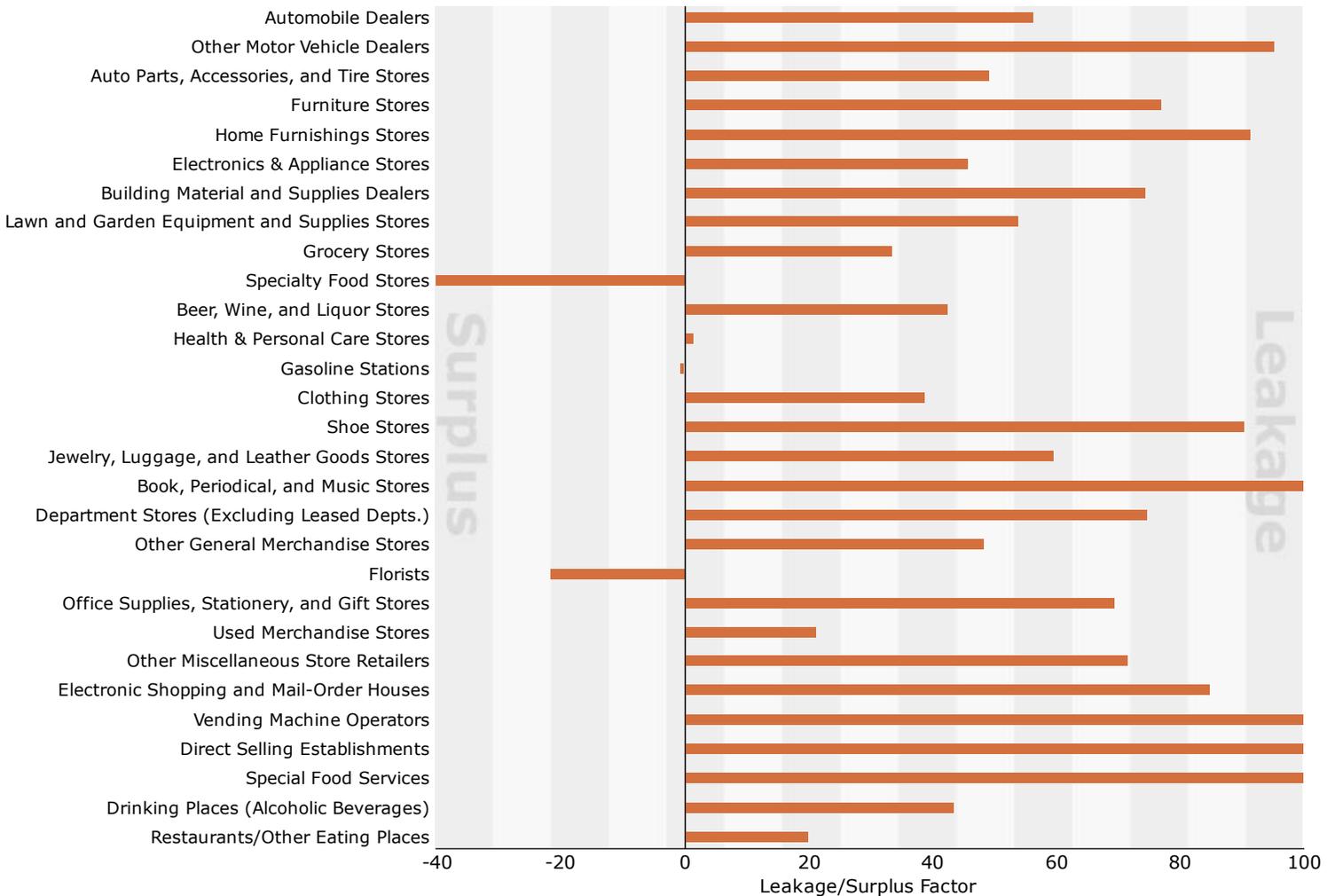
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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