



# Retail Market Potential

Dresden Town, TN  
 Dresden Town, TN (4721540)  
 Geography: Place

Prepared by Esri

Demographic Summary	2015	2020
Population	3,001	2,983
Population 18+	2,421	2,402
Households	1,254	1,245
Median Household Income	\$33,575	\$39,953

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,160	47.9%	99
Bought any women's clothing in last 12 months	1,107	45.7%	102
Bought clothing for child <13 years in last 6 months	653	27.0%	96
Bought any shoes in last 12 months	1,306	53.9%	99
Bought costume jewelry in last 12 months	416	17.2%	86
Bought any fine jewelry in last 12 months	463	19.1%	99
Bought a watch in last 12 months	247	10.2%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,088	86.8%	102
HH bought/leased new vehicle last 12 mo	75	6.0%	69
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,121	87.6%	103
Bought/changed motor oil in last 12 months	1,385	57.2%	115
Had tune-up in last 12 months	707	29.2%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,435	59.3%	90
Drank regular cola in last 6 months	1,224	50.6%	110
Drank beer/ale in last 6 months	881	36.4%	86
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	719	29.7%	92
Own digital single-lens reflex (SLR) camera	115	4.8%	55
Bought any camera in last 12 months	176	7.3%	101
Bought memory card for camera in last 12 months	127	5.2%	91
Printed digital photos in last 12 months	89	3.7%	109
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	898	37.1%	101
Have a smartphone	829	34.2%	70
Have an iPhone	235	9.7%	52
Number of cell phones in household: 1	451	36.0%	112
Number of cell phones in household: 2	430	34.3%	93
Number of cell phones in household: 3+	244	19.5%	77
HH has cell phone only (no landline telephone)	470	37.5%	99
<b>Computers (Households)</b>			
HH owns a computer	834	66.5%	87
HH owns desktop computer	557	44.4%	91
HH owns laptop/notebook	497	39.6%	77
Spent <\$500 on most recent home computer	206	16.4%	117
Spent \$500-\$999 on most recent home computer	219	17.5%	86
Spent \$1,000-\$1,499 on most recent home computer	91	7.3%	73
Spent \$1,500-\$1,999 on most recent home computer	35	2.8%	61
Spent \$2,000+ on most recent home computer	27	2.2%	56

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	1,541	63.7%	105
Bought brewed coffee at convenience store in last 30 days	365	15.1%	98
Bought cigarettes at convenience store in last 30 days	468	19.3%	147
Bought gas at convenience store in last 30 days	1,068	44.1%	133
Spent at convenience store in last 30 days: <\$20	142	5.9%	72
Spent at convenience store in last 30 days: \$20-\$39	216	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	195	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	130	5.4%	118
Spent at convenience store in last 30 days: \$100+	732	30.2%	131
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,206	49.8%	83
Went to live theater in last 12 months	198	8.2%	65
Went to a bar/night club in last 12 months	330	13.6%	80
Dined out in last 12 months	971	40.1%	89
Gambled at a casino in last 12 months	263	10.9%	74
Visited a theme park in last 12 months	337	13.9%	77
Viewed movie (video-on-demand) in last 30 days	281	11.6%	74
Viewed TV show (video-on-demand) in last 30 days	161	6.7%	54
Watched any pay-per-view TV in last 12 months	259	10.7%	82
Downloaded a movie over the Internet in last 30 days	93	3.8%	58
Downloaded any individual song in last 6 months	374	15.4%	75
Watched a movie online in the last 30 days	201	8.3%	61
Watched a TV program online in last 30 days	205	8.5%	63
Played a video/electronic game (console) in last 12 months	279	11.5%	101
Played a video/electronic game (portable) in last 12 months	109	4.5%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	660	27.3%	86
Used ATM/cash machine in last 12 months	969	40.0%	82
Own any stock	132	5.5%	70
Own U.S. savings bond	100	4.1%	72
Own shares in mutual fund (stock)	102	4.2%	56
Own shares in mutual fund (bonds)	62	2.6%	52
Have interest checking account	658	27.2%	94
Have non-interest checking account	737	30.4%	108
Have savings account	1,138	47.0%	88
Have 401K retirement savings plan	284	11.7%	80
Own/used any credit/debit card in last 12 months	1,679	69.4%	94
Avg monthly credit card expenditures: <\$111	321	13.3%	112
Avg monthly credit card expenditures: \$111-\$225	150	6.2%	96
Avg monthly credit card expenditures: \$226-\$450	144	5.9%	94
Avg monthly credit card expenditures: \$451-\$700	90	3.7%	68
Avg monthly credit card expenditures: \$701-\$1,000	67	2.8%	64
Avg monthly credit card expenditures: \$1,001+	113	4.7%	51
Did banking online in last 12 months	596	24.6%	70
Did banking on mobile device in last 12 months	165	6.8%	66
Paid bills online in last 12 months	782	32.3%	77

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,900	78.5%	110
Used bread in last 6 months	2,347	96.9%	102
Used chicken (fresh or frozen) in last 6 mos	1,747	72.2%	101
Used turkey (fresh or frozen) in last 6 mos	454	18.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	1,300	53.7%	96
Used fresh fruit/vegetables in last 6 months	2,065	85.3%	98
Used fresh milk in last 6 months	2,253	93.1%	103
Used organic food in last 6 months	344	14.2%	72
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	569	23.5%	82
Exercise at club 2+ times per week	157	6.5%	50
Visited a doctor in last 12 months	1,839	76.0%	100
Used vitamin/dietary supplement in last 6 months	1,188	49.1%	92
<b>Home (Households)</b>			
Any home improvement in last 12 months	352	28.1%	102
Used housekeeper/maid/professional HH cleaning service in last 12	106	8.5%	65
Purchased low ticket HH furnishings in last 12 months	207	16.5%	106
Purchased big ticket HH furnishings in last 12 months	246	19.6%	93
Purchased bedding/bath goods in last 12 months	670	53.4%	100
Purchased cooking/serving product in last 12 months	303	24.2%	99
Bought any small kitchen appliance in last 12 months	296	23.6%	106
Bought any large kitchen appliance in last 12 months	161	12.8%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,113	46.0%	106
Carry medical/hospital/accident insurance	1,534	63.4%	98
Carry homeowner insurance	1,250	51.6%	108
Carry renter's insurance	139	5.7%	78
Have auto insurance: 1 vehicle in household covered	429	34.2%	109
Have auto insurance: 2 vehicles in household covered	348	27.8%	99
Have auto insurance: 3+ vehicles in household covered	270	21.5%	98
<b>Pets (Households)</b>			
Household owns any pet	717	57.2%	108
Household owns any cat	325	25.9%	114
Household owns any dog	569	45.4%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,273	52.6%	122
Usually buy items on credit rather than wait	238	9.8%	86
Usually buy based on quality - not price	420	17.3%	97
Price is usually more important than brand name	755	31.2%	114
Usually use coupons for brands I buy often	524	21.6%	115
Am interested in how to help the environment	373	15.4%	92
Usually pay more for environ safe product	275	11.4%	90
Usually value green products over convenience	245	10.1%	99
Likely to buy a brand that supports a charity	861	35.6%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	182	7.5%	67
Bought hardcover book in last 12 months	469	19.4%	86
Bought paperback book in last 12 month	707	29.2%	86
Read any daily newspaper (paper version)	721	29.8%	106
Read any digital newspaper in last 30 days	544	22.5%	72
Read any magazine (paper/electronic version) in last 6 months	2,136	88.2%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,793	74.1%	98
Went to family restaurant/steak house: 4+ times a month	676	27.9%	97
Went to fast food/drive-in restaurant in last 6 months	2,197	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	993	41.0%	101
Fast food/drive-in last 6 months: eat in	1,000	41.3%	114
Fast food/drive-in last 6 months: home delivery	148	6.1%	78
Fast food/drive-in last 6 months: take-out/drive-thru	1,203	49.7%	106
Fast food/drive-in last 6 months: take-out/walk-in	428	17.7%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	307	12.7%	60
Own any portable MP3 player	618	25.5%	76
HH owns 1 TV	239	19.1%	95
HH owns 2 TVs	368	29.3%	111
HH owns 3 TVs	282	22.5%	105
HH owns 4+ TVs	222	17.7%	90
HH subscribes to cable TV	559	44.6%	88
HH subscribes to fiber optic	19	1.5%	23
HH has satellite dish	445	35.5%	139
HH owns DVD/Blu-ray player	749	59.7%	97
HH owns camcorder	165	13.2%	84
HH owns portable GPS navigation device	296	23.6%	86
HH purchased video game system in last 12 mos	76	6.1%	66
HH owns Internet video device for TV	27	2.2%	49
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	992	41.0%	82
Took 3+ domestic non-business trips in last 12 months	237	9.8%	79
Spent on domestic vacations in last 12 months: <\$1,000	242	10.0%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	94	3.9%	64
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	68	2.8%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	54	2.2%	58
Spent on domestic vacations in last 12 months: \$3,000+	93	3.8%	71
Domestic travel in the 12 months: used general travel website	91	3.8%	53
Foreign travel in last 3 years	281	11.6%	49
Took 3+ foreign trips by plane in last 3 years	39	1.6%	37
Spent on foreign vacations in last 12 months: <\$1,000	53	2.2%	52
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	41	1.7%	56
Spent on foreign vacations in last 12 months: \$3,000+	47	1.9%	39
Foreign travel in last 3 years: used general travel website	52	2.1%	39
Nights spent in hotel/motel in last 12 months: any	840	34.7%	84
Took cruise of more than one day in last 3 years	123	5.1%	58
Member of any frequent flyer program	152	6.3%	38
Member of any hotel rewards program	184	7.6%	54

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