



# Retail MarketPlace Profile

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

Prepared by Esri

## Summary Demographics

2015 Population	3,001
2015 Households	1,254
2015 Median Disposable Income	\$29,166
2015 Per Capita Income	\$20,194

## 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	\$35,536,334	\$61,457,778	-\$25,921,444	-26.7	49
Total Retail Trade	44-45	\$32,456,554	\$57,608,884	-\$25,152,330	-27.9	37
Total Food & Drink	722	\$3,079,780	\$3,848,894	-\$769,114	-11.1	12

## Industry Group

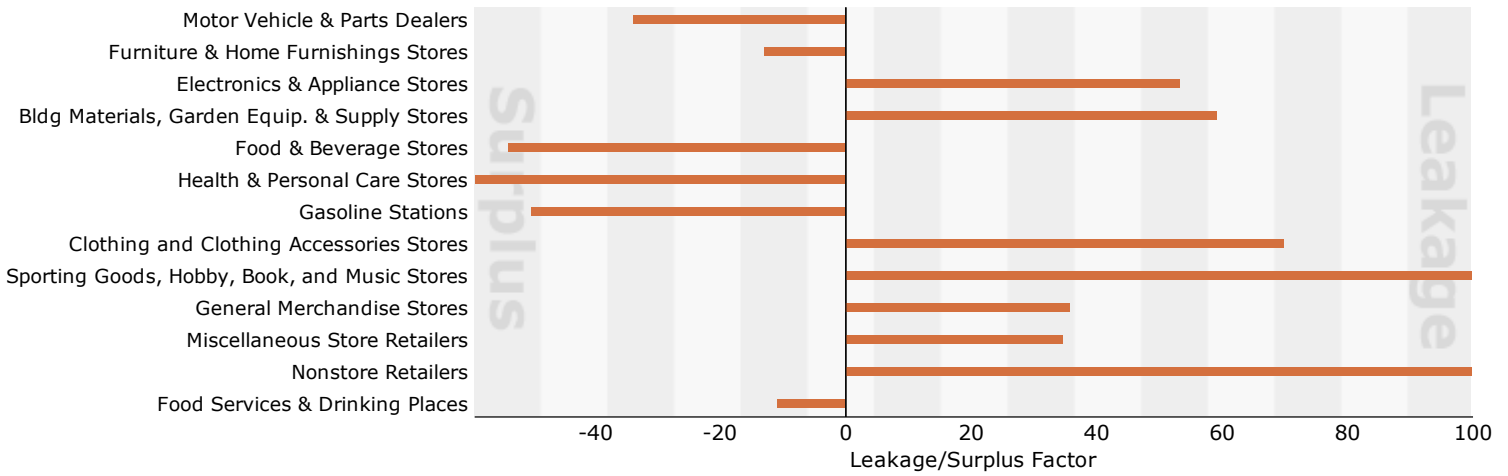
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,044,141	\$16,341,252	-\$8,297,111	-34.0	7
Automobile Dealers	4411	\$6,274,398	\$14,456,259	-\$8,181,861	-39.5	2
Other Motor Vehicle Dealers	4412	\$1,309,516	\$0	\$1,309,516	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$460,227	\$1,884,993	-\$1,424,766	-60.8	5
Furniture & Home Furnishings Stores	442	\$889,791	\$1,161,583	-\$271,792	-13.2	1
Furniture Stores	4421	\$518,883	\$0	\$518,883	100.0	0
Home Furnishings Stores	4422	\$370,908	\$1,161,583	-\$790,675	-51.6	1
Electronics & Appliance Stores	443	\$1,202,223	\$364,494	\$837,729	53.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,533,144	\$391,489	\$1,141,655	59.3	2
Bldg Material & Supplies Dealers	4441	\$1,252,027	\$207,942	\$1,044,085	71.5	1
Lawn & Garden Equip & Supply Stores	4442	\$281,117	\$183,547	\$97,570	21.0	1
Food & Beverage Stores	445	\$5,895,348	\$19,710,183	-\$13,814,835	-54.0	6
Grocery Stores	4451	\$5,380,848	\$19,710,183	-\$14,329,335	-57.1	6
Specialty Food Stores	4452	\$255,954	\$0	\$255,954	100.0	0
Beer, Wine & Liquor Stores	4453	\$258,546	\$0	\$258,546	100.0	0
Health & Personal Care Stores	446,4461	\$2,055,664	\$8,048,083	-\$5,992,419	-59.3	5
Gasoline Stations	447,4471	\$2,564,114	\$7,769,370	-\$5,205,256	-50.4	5
Clothing & Clothing Accessories Stores	448	\$1,070,399	\$189,685	\$880,714	69.9	1
Clothing Stores	4481	\$761,836	\$189,685	\$572,151	60.1	1
Shoe Stores	4482	\$196,958	\$0	\$196,958	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$111,605	\$0	\$111,605	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$797,533	\$0	\$797,533	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$693,459	\$0	\$693,459	100.0	0
Book, Periodical & Music Stores	4512	\$104,074	\$0	\$104,074	100.0	0
General Merchandise Stores	452	\$6,239,043	\$2,943,960	\$3,295,083	35.9	3
Department Stores Excluding Leased Depts.	4521	\$4,631,200	\$1,771,727	\$2,859,473	44.7	1
Other General Merchandise Stores	4529	\$1,607,843	\$1,172,233	\$435,610	15.7	2
Miscellaneous Store Retailers	453	\$1,418,272	\$688,785	\$729,487	34.6	6
Florists	4531	\$47,618	\$257,572	-\$209,954	-68.8	3
Office Supplies, Stationery & Gift Stores	4532	\$280,122	\$77,494	\$202,628	56.7	1
Used Merchandise Stores	4533	\$87,938	\$108,442	-\$20,504	-10.4	1
Other Miscellaneous Store Retailers	4539	\$1,002,594	\$245,277	\$757,317	60.7	1
Nonstore Retailers	454	\$746,882	\$0	\$746,882	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$519,437	\$0	\$519,437	100.0	0
Vending Machine Operators	4542	\$53,006	\$0	\$53,006	100.0	0
Direct Selling Establishments	4543	\$174,439	\$0	\$174,439	100.0	0
Food Services & Drinking Places	722	\$3,079,780	\$3,848,894	-\$769,114	-11.1	12
Full-Service Restaurants	7221	\$1,472,464	\$1,315,061	\$157,403	5.6	8
Limited-Service Eating Places	7222	\$1,421,616	\$2,479,141	-\$1,057,525	-27.1	3
Special Food Services	7223	\$34,972	\$54,692	-\$19,720	-22.0	1
Drinking Places - Alcoholic Beverages	7224	\$150,728	\$0	\$150,728	100.0	0

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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

