

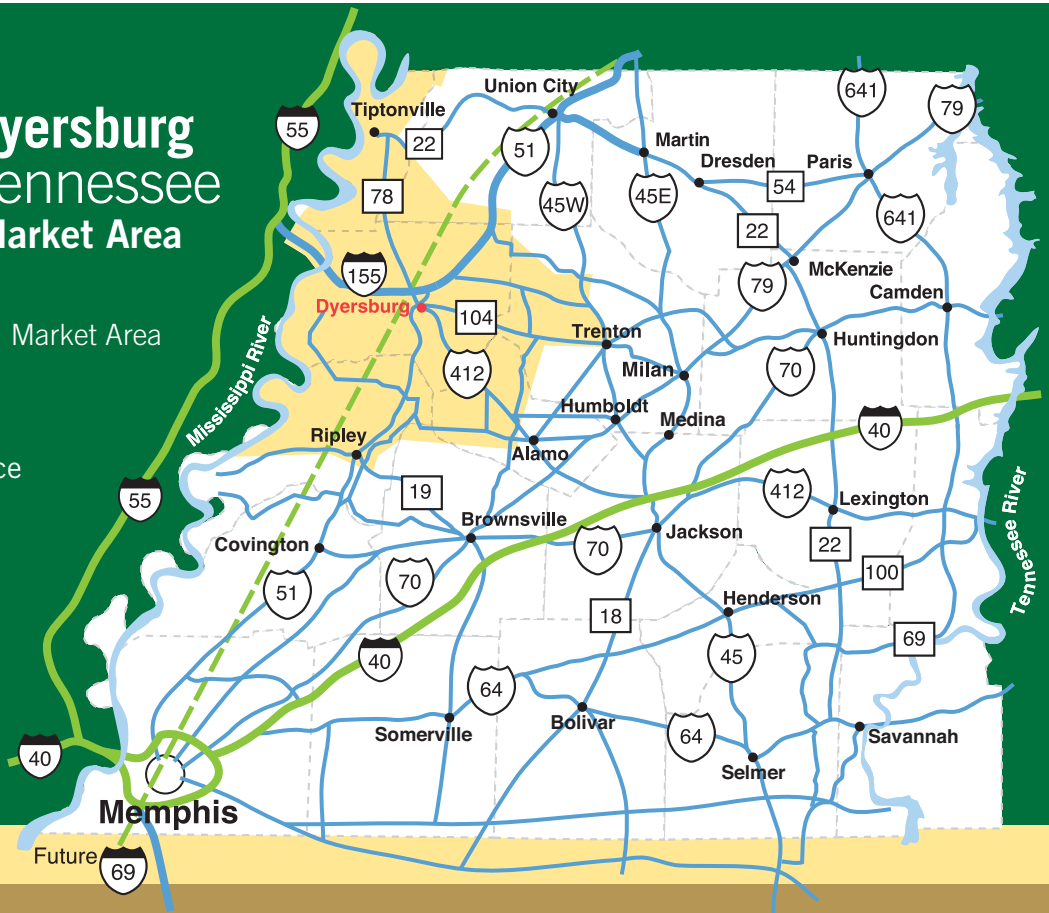


Dyersburg Tennessee Market Area

■ Market Area

Allen Hester
Dyersburg Chamber of Commerce
President/CEO

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Market Area Data

Population

2008 Estimate..... 78,029

Race

Caucasian..... 76.7%
African American 19.8%
Hispanic 1.8%
All Other 1.7%

Gender

Male 49.4%
Female 50.6%

Age

0-17 24.2%
18-24 9.2%
25-34 13.5%
35-44 13.4%
45-54 13.9%
55-64 11.6%
65-74 7.4%
75+ 6.9%
Median Age 37.35

Households

2008 Estimate..... 30,398
2000 Census 30,772
1990 Census 28,854

Household by Household Income

Income Less than \$15,000..... 22.8%
Income \$15,000 - \$24,999 14.7%
Income \$25,000 - \$34,999 13.4%
Income \$35,000 - \$49,999 16.7%
Income \$50,000 - \$74,999 18.2%
Income \$75,000 - \$99,999 7.5%
Income \$100,000 - \$149,999 4.7%
Income \$150,000 and more..... 2.1%

2008 Est. Average Household Income \$44,101
2008 Est. Median Household Income \$34,352
2008 Est. Per Capita Income \$17,521
Average Travel Time to Work (Minutes) 21.64
Owner Occupied Housing Units..... 20,037
Median Owner-Occupied Housing Value \$84,872
Average Household Size 2.45

Daytime Dyersburg City Population..... +6,051 (+34.7%)

Dyer County Data

2007 Population 37,684
2007 Households..... 15,199
2007 Retail Sales..... \$473,944,001
Retail Sales Per Capita \$12,577
Retail Sales Per Household \$31,183
Retail Sales Inleakage (2006) \$3,080,923

Dyersburg / Dyer County



Retail Trade Potential - 2007

Motor Vehicle & Parts Dealers	222,210,696
Furniture & Home Furnishings Stores	26,155,931
Electronics & Appliances Stores	23,388,593
Building Material, Garden Equip Stores	116,981,955
Food & Beverage Stores	138,305,072
Health & Personal Care Stores	64,283,616
Gasoline Stations	129,021,832
Clothing & Clothing Accessories Stores	43,629,767
Sporting Goods, Hobby, Book, Music	17,553,729
General Merchandise Stores	128,818,695
Miscellaneous Store Retailers	28,480,561
Non-Store Retailers	62,084,332
Food Service & Drinking Places	96,073,466
Total Retail Sales	1,096,988,243