

Summary Demographics

2016 Population	43,813
2016 Households	9,576
2016 Median Disposable Income	\$36,199
2016 Per Capita Income	\$11,329

Industry Summary

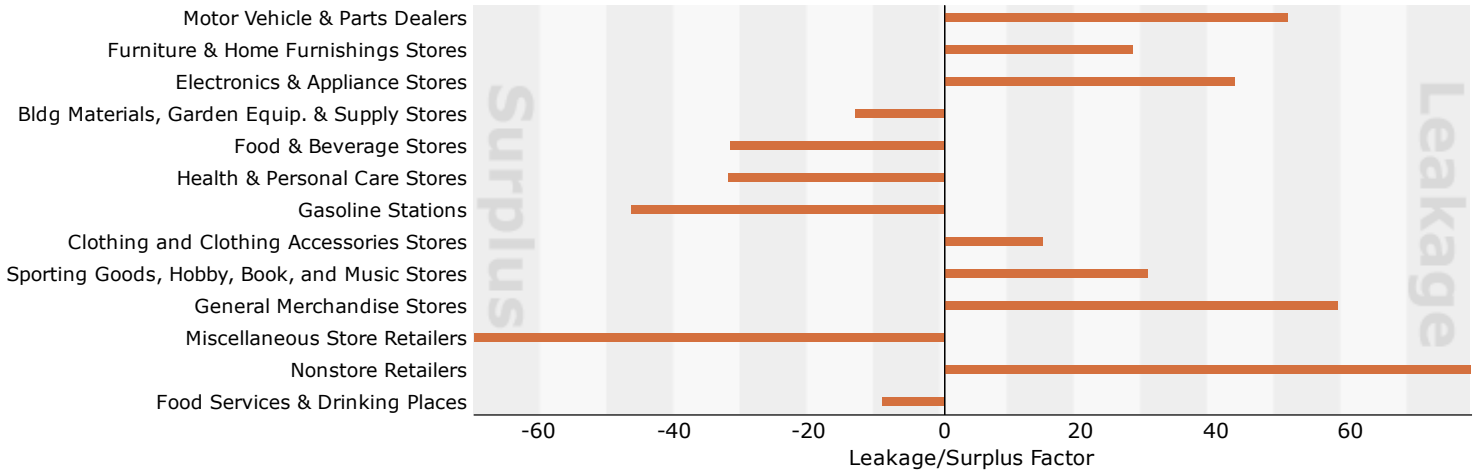
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$268,792,037	\$306,258,890	-\$37,466,853	-6.5	176
Total Retail Trade	44-45	\$243,384,886	\$275,612,575	-\$32,227,689	-6.2	122
Total Food & Drink	722	\$25,407,151	\$30,646,315	-\$5,239,164	-9.3	54

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$54,853,690	\$17,908,465	\$36,945,225	50.8	16
Automobile Dealers	4411	\$44,459,305	\$10,947,682	\$33,511,623	60.5	6
Other Motor Vehicle Dealers	4412	\$6,782,558	\$0	\$6,782,558	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,611,827	\$6,960,783	-\$3,348,956	-31.7	10
Furniture & Home Furnishings Stores	442	\$7,795,152	\$4,389,277	\$3,405,875	28.0	6
Furniture Stores	4421	\$4,380,327	\$4,389,277	-\$8,950	-0.1	6
Home Furnishings Stores	4422	\$3,414,825	\$0	\$3,414,825	100.0	0
Electronics & Appliance Stores	443	\$13,657,804	\$5,435,530	\$8,222,274	43.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,598,795	\$15,119,935	-\$3,521,140	-13.2	7
Bldg Material & Supplies Dealers	4441	\$10,738,404	\$14,327,896	-\$3,589,492	-14.3	5
Lawn & Garden Equip & Supply Stores	4442	\$860,391	\$792,039	\$68,352	4.1	2
Food & Beverage Stores	445	\$42,345,170	\$81,812,919	-\$39,467,749	-31.8	25
Grocery Stores	4451	\$35,791,755	\$66,454,108	-\$30,662,353	-30.0	16
Specialty Food Stores	4452	\$4,024,362	\$14,819,763	-\$10,795,401	-57.3	7
Beer, Wine & Liquor Stores	4453	\$2,529,053	\$539,048	\$1,990,005	64.9	2
Health & Personal Care Stores	446,4461	\$15,044,876	\$29,211,356	-\$14,166,480	-32.0	11
Gasoline Stations	447,4471	\$14,148,251	\$38,538,496	-\$24,390,245	-46.3	9
Clothing & Clothing Accessories Stores	448	\$15,331,778	\$11,387,344	\$3,944,434	14.8	19
Clothing Stores	4481	\$11,254,499	\$6,866,741	\$4,387,758	24.2	10
Shoe Stores	4482	\$1,904,381	\$1,822,679	\$81,702	2.2	5
Jewelry, Luggage & Leather Goods Stores	4483	\$2,172,898	\$2,697,924	-\$525,026	-10.8	4
Sporting Goods, Hobby, Book & Music Stores	451	\$7,176,960	\$3,835,873	\$3,341,087	30.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,168,155	\$3,835,873	\$2,332,282	23.3	3
Book, Periodical & Music Stores	4512	\$1,008,805	\$0	\$1,008,805	100.0	0
General Merchandise Stores	452	\$43,927,459	\$11,619,808	\$32,307,651	58.2	7
Department Stores Excluding Leased Depts.	4521	\$27,848,949	\$4,621,455	\$23,227,494	71.5	3
Other General Merchandise Stores	4529	\$16,078,510	\$6,998,353	\$9,080,157	39.3	4
Miscellaneous Store Retailers	453	\$9,936,074	\$55,414,900	-\$45,478,826	-69.6	10
Florists	4531	\$366,763	\$191,807	\$174,956	31.3	2
Office Supplies, Stationery & Gift Stores	4532	\$1,923,884	\$241,920	\$1,681,964	77.7	2
Used Merchandise Stores	4533	\$806,838	\$1,842,959	-\$1,036,121	-39.1	2
Other Miscellaneous Store Retailers	4539	\$6,838,589	\$53,138,214	-\$46,299,625	-77.2	4
Nonstore Retailers	454	\$7,568,877	\$938,672	\$6,630,205	77.9	2
Electronic Shopping & Mail-Order Houses	4541	\$6,598,306	\$0	\$6,598,306	100.0	0
Vending Machine Operators	4542	\$134,531	\$0	\$134,531	100.0	0
Direct Selling Establishments	4543	\$836,040	\$938,672	-\$102,632	-5.8	2
Food Services & Drinking Places	722	\$25,407,151	\$30,646,315	-\$5,239,164	-9.3	54
Special Food Services	7223	\$480,244	\$0	\$480,244	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$483,793	\$476,565	\$7,228	0.8	1
Restaurants/Other Eating Places	7225	\$24,443,114	\$30,169,750	-\$5,726,636	-10	53

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/data/esri_data/methodology-statements

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

