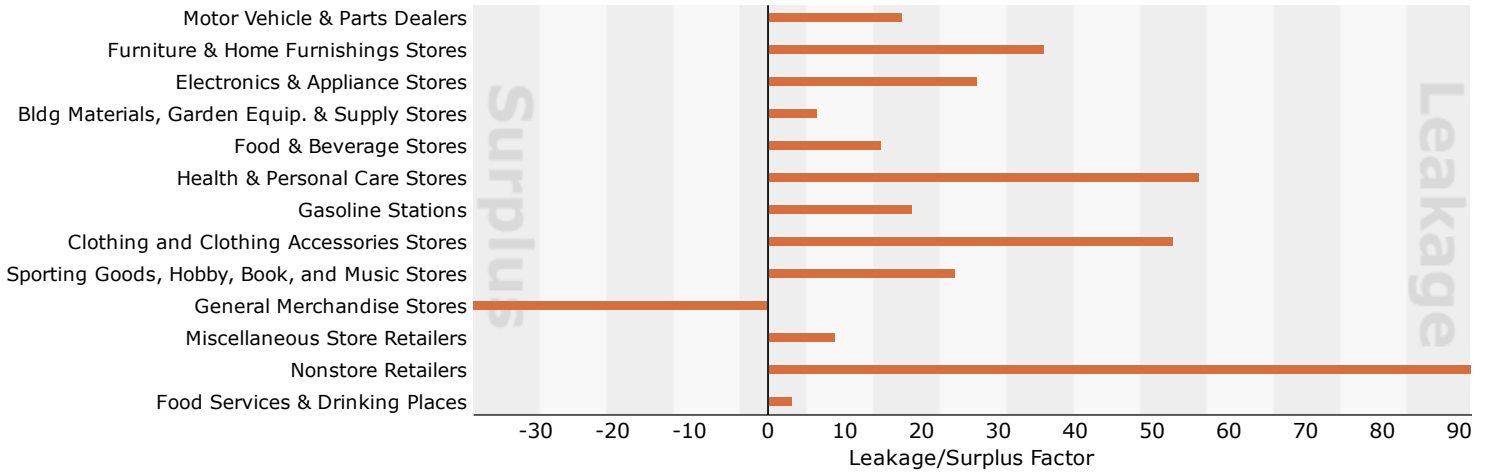


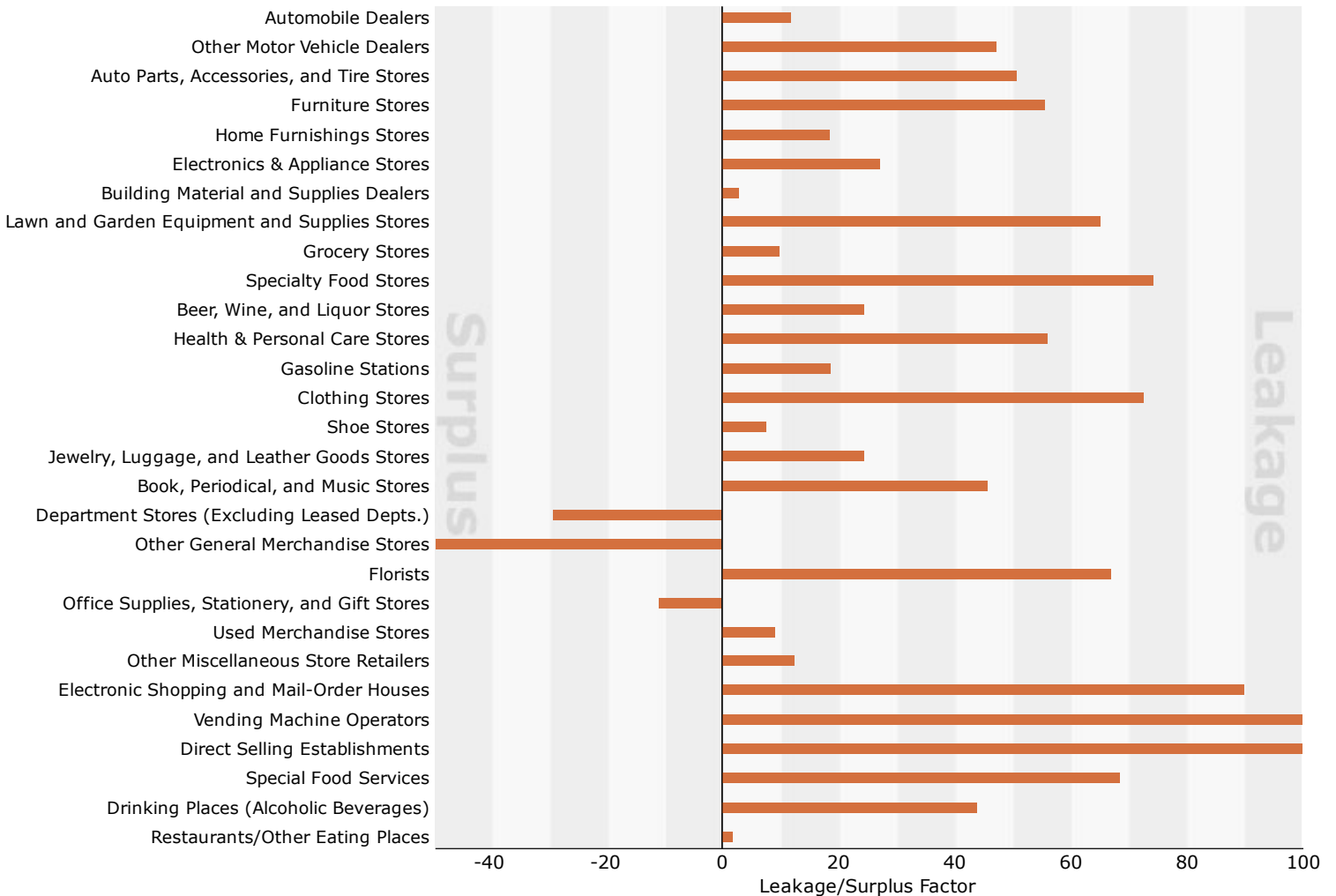
<b>Summary Demographics</b>						
2016 Population						39,434
2016 Households						15,517
2016 Median Disposable Income						\$61,147
2016 Per Capita Income						\$44,302
<b>Industry Summary</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Total Retail Trade and Food & Drink	44-45	\$933,583,382	\$840,222,067	\$93,361,315	5.3	270
Total Retail Trade	44-45	\$847,528,258	\$759,440,847	\$88,087,411	5.5	161
Total Food & Drink	722	\$86,055,124	\$80,781,220	\$5,273,904	3.2	109
<b>Industry Group</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Motor Vehicle & Parts Dealers	441	\$194,923,722	\$136,615,762	\$58,307,960	17.6	16
Automobile Dealers	4411	\$157,812,859	\$123,747,075	\$34,065,784	12.1	5
Other Motor Vehicle Dealers	4412	\$24,369,075	\$8,710,203	\$15,658,872	47.3	7
Auto Parts, Accessories & Tire Stores	4413	\$12,741,788	\$4,158,484	\$8,583,304	50.8	4
Furniture & Home Furnishings Stores	442	\$28,350,983	\$13,314,838	\$15,036,145	36.1	11
Furniture Stores	4421	\$15,187,183	\$4,303,799	\$10,883,384	55.8	1
Home Furnishings Stores	4422	\$13,163,800	\$9,011,039	\$4,152,761	18.7	10
Electronics & Appliance Stores	443	\$47,597,824	\$27,105,350	\$20,492,474	27.4	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,241,495	\$42,383,310	\$5,858,185	6.5	11
Bldg Material & Supplies Dealers	4441	\$44,253,685	\$41,547,611	\$2,706,074	3.2	9
Lawn & Garden Equip & Supply Stores	4442	\$3,987,810	\$835,699	\$3,152,111	65.3	2
Food & Beverage Stores	445	\$139,997,133	\$103,733,211	\$36,263,922	14.9	16
Grocery Stores	4451	\$117,998,129	\$96,402,896	\$21,595,233	10.1	8
Specialty Food Stores	4452	\$13,041,698	\$1,917,094	\$11,124,604	74.4	5
Beer, Wine & Liquor Stores	4453	\$8,957,306	\$5,413,221	\$3,544,085	24.7	3
Health & Personal Care Stores	446,4461	\$57,467,885	\$16,140,868	\$41,327,017	56.1	11
Gasoline Stations	447,4471	\$46,852,717	\$31,950,940	\$14,901,777	18.9	7
Clothing & Clothing Accessories Stores	448	\$50,679,736	\$15,663,950	\$35,015,786	52.8	27
Clothing Stores	4481	\$36,811,245	\$5,851,402	\$30,959,843	72.6	16
Shoe Stores	4482	\$5,727,951	\$4,897,651	\$830,300	7.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$8,140,540	\$4,914,897	\$3,225,643	24.7	8
Sporting Goods, Hobby, Book & Music Stores	451	\$23,414,060	\$14,167,696	\$9,246,364	24.6	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,013,984	\$12,907,000	\$7,106,984	21.6	9
Book, Periodical & Music Stores	4512	\$3,400,076	\$1,260,696	\$2,139,380	45.9	1
General Merchandise Stores	452	\$145,869,746	\$326,447,788	-\$180,578,042	-38.2	13
Department Stores Excluding Leased Depts.	4521	\$92,143,248	\$168,065,988	-\$75,922,740	-29.2	8
Other General Merchandise Stores	4529	\$53,726,498	\$158,381,800	-\$104,655,302	-49.3	5
Miscellaneous Store Retailers	453	\$36,692,636	\$30,712,550	\$5,980,086	8.9	28
Florists	4531	\$1,667,906	\$330,174	\$1,337,732	67.0	2
Office Supplies, Stationery & Gift Stores	4532	\$6,650,623	\$8,271,484	-\$1,620,861	-10.9	5
Used Merchandise Stores	4533	\$2,826,865	\$2,341,457	\$485,408	9.4	6
Other Miscellaneous Store Retailers	4539	\$25,547,242	\$19,769,435	\$5,777,807	12.7	15
Nonstore Retailers	454	\$27,440,321	\$1,204,584	\$26,235,737	91.6	1
Electronic Shopping & Mail-Order Houses	4541	\$22,679,049	\$1,204,584	\$21,474,465	89.9	1
Vending Machine Operators	4542	\$436,329	\$0	\$436,329	100.0	0
Direct Selling Establishments	4543	\$4,324,943	\$0	\$4,324,943	100.0	0
Food Services & Drinking Places	722	\$86,055,124	\$80,781,220	\$5,273,904	3.2	109
Special Food Services	7223	\$1,684,160	\$314,025	\$1,370,135	68.6	3
Drinking Places - Alcoholic Beverages	7224	\$1,718,397	\$666,865	\$1,051,532	44.1	1
Restaurants/Other Eating Places	7225	\$82,652,567	\$79,800,330	\$2,852,237	2	105

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](http://www.esri.com/data/esri_data/methodology-statements)

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.