

Summary Demographics

2015 Population	24,246
2015 Households	12,626
2015 Median Disposable Income	\$46,207
2015 Per Capita Income	\$42,912

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	\$458,260,982	\$305,765,580	\$152,495,402	20.0	392
Total Retail Trade	44-45	\$414,618,308	\$194,165,897	\$220,452,411	36.2	295
Total Food & Drink	722	\$43,642,674	\$111,599,683	-\$67,957,009	-43.8	97

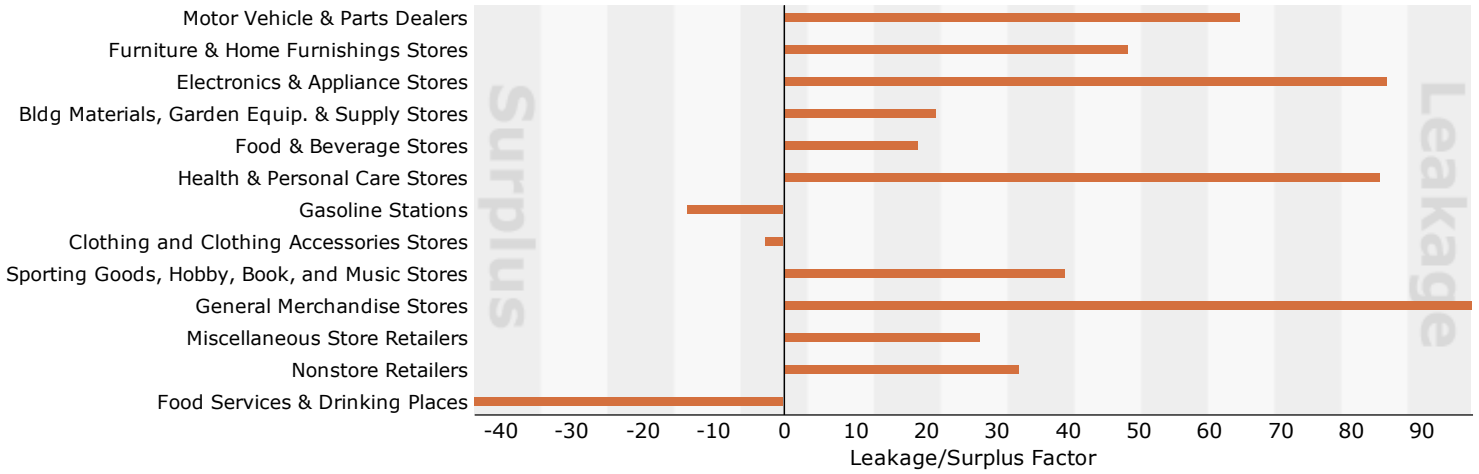
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$87,904,301	\$19,025,635	\$68,878,666	64.4	13
Automobile Dealers	4411	\$73,949,584	\$1,448,573	\$72,501,011	96.2	3
Other Motor Vehicle Dealers	4412	\$7,374,961	\$17,221,943	-\$9,846,982	-40.0	9
Auto Parts, Accessories & Tire Stores	4413	\$6,579,756	\$355,119	\$6,224,637	89.8	1
Furniture & Home Furnishings Stores	442	\$9,855,303	\$3,404,857	\$6,450,446	48.6	13
Furniture Stores	4421	\$4,836,216	\$2,073,760	\$2,762,456	40.0	5
Home Furnishings Stores	4422	\$5,019,087	\$1,331,096	\$3,687,991	58.1	8
Electronics & Appliance Stores	443	\$10,825,876	\$868,277	\$9,957,599	85.2	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,831,283	\$10,902,111	\$5,929,172	21.4	28
Bldg Material & Supplies Dealers	4441	\$14,150,446	\$6,595,325	\$7,555,121	36.4	21
Lawn & Garden Equip & Supply Stores	4442	\$2,680,837	\$4,306,786	-\$1,625,949	-23.3	7
Food & Beverage Stores	445	\$69,466,684	\$47,387,212	\$22,079,472	18.9	40
Grocery Stores	4451	\$64,204,386	\$41,247,185	\$22,957,201	21.8	22
Specialty Food Stores	4452	\$2,026,191	\$914,279	\$1,111,912	37.8	9
Beer, Wine & Liquor Stores	4453	\$3,236,108	\$5,225,747	-\$1,989,639	-23.5	9
Health & Personal Care Stores	446,4461	\$35,297,402	\$3,037,575	\$32,259,827	84.2	8
Gasoline Stations	447,4471	\$41,325,444	\$54,538,995	-\$13,213,551	-13.8	7
Clothing & Clothing Accessories Stores	448	\$25,279,597	\$26,726,525	-\$1,446,928	-2.8	68
Clothing Stores	4481	\$18,902,787	\$22,426,412	-\$3,523,625	-8.5	53
Shoe Stores	4482	\$3,110,039	\$470,397	\$2,639,642	73.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,266,771	\$3,829,716	-\$562,945	-7.9	12
Sporting Goods, Hobby, Book & Music Stores	451	\$7,964,434	\$3,430,819	\$4,533,615	39.8	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,459,206	\$2,849,283	\$2,609,923	31.4	22
Book, Periodical & Music Stores	4512	\$2,505,228	\$581,537	\$1,923,691	62.3	6
General Merchandise Stores	452	\$63,613,777	\$898,551	\$62,715,226	97.2	3
Department Stores Excluding Leased Depts.	4521	\$21,157,855	\$898,551	\$20,259,304	91.9	3
Other General Merchandise Stores	4529	\$42,455,922	\$0	\$42,455,922	100.0	0
Miscellaneous Store Retailers	453	\$11,864,036	\$6,700,664	\$5,163,372	27.8	65
Florists	4531	\$474,772	\$427,078	\$47,694	5.3	7
Office Supplies, Stationery & Gift Stores	4532	\$3,565,356	\$1,380,085	\$2,185,271	44.2	24
Used Merchandise Stores	4533	\$833,698	\$501,342	\$332,356	24.9	6
Other Miscellaneous Store Retailers	4539	\$6,990,210	\$4,392,158	\$2,598,052	22.8	28
Nonstore Retailers	454	\$34,390,170	\$17,244,677	\$17,145,493	33.2	14
Electronic Shopping & Mail-Order Houses	4541	\$29,569,859	\$16,553,060	\$13,016,799	28.2	5
Vending Machine Operators	4542	\$1,019,822	\$229,153	\$790,669	63.3	2
Direct Selling Establishments	4543	\$3,800,489	\$462,464	\$3,338,025	78.3	7
Food Services & Drinking Places	722	\$43,642,674	\$111,599,683	-\$67,957,009	-43.8	97
Full-Service Restaurants	7221	\$20,097,178	\$90,539,287	-\$70,442,109	-63.7	58
Limited-Service Eating Places	7222	\$19,028,116	\$13,788,157	\$5,239,959	16.0	23
Special Food Services	7223	\$1,296,054	\$230,984	\$1,065,070	69.7	2
Drinking Places - Alcoholic Beverages	7224	\$3,221,326	\$7,041,255	-\$3,819,929	-37.2	14

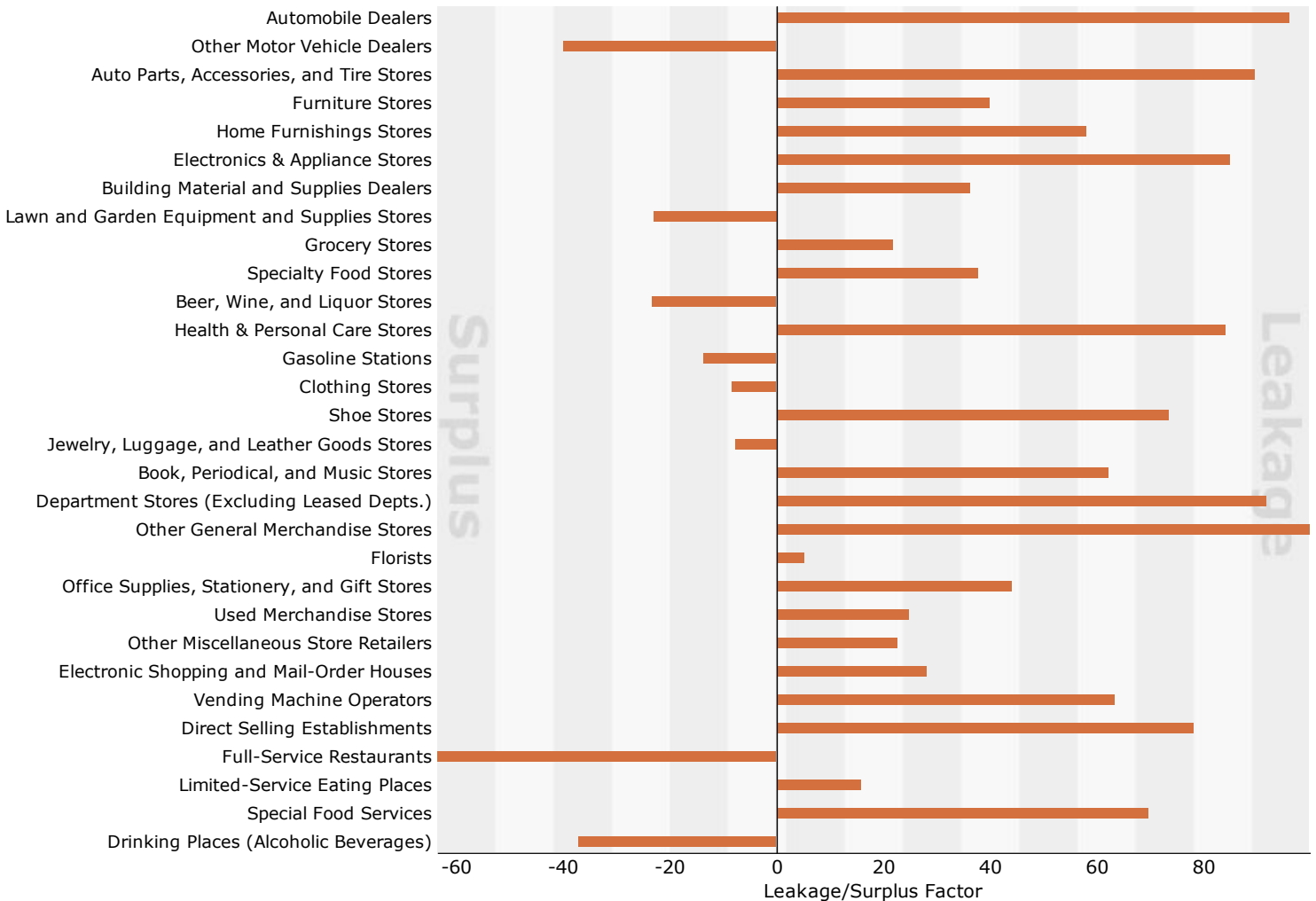
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <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



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