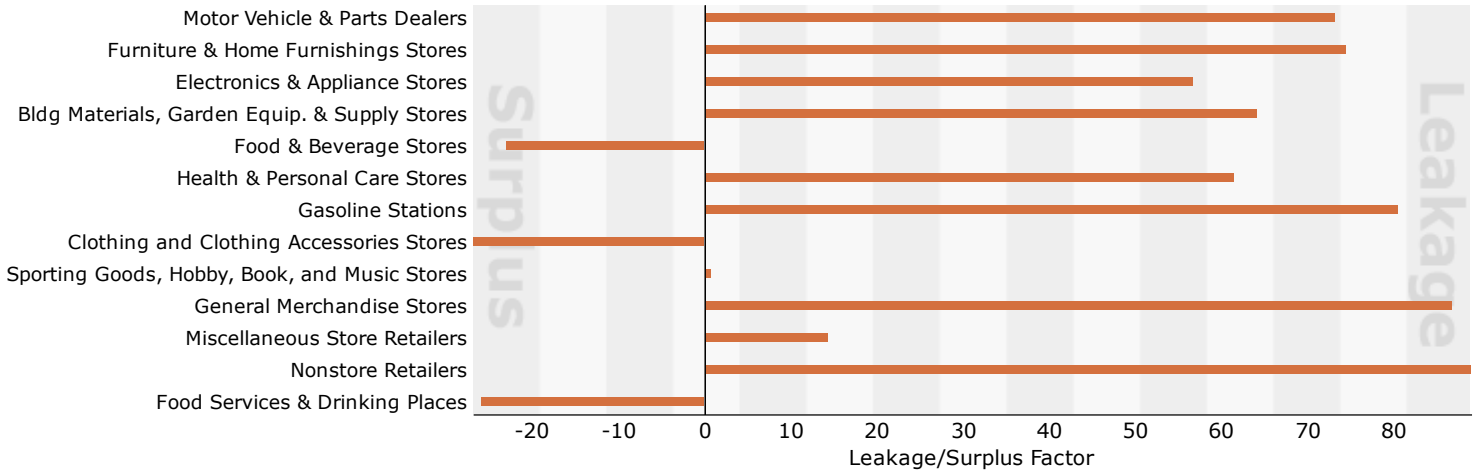


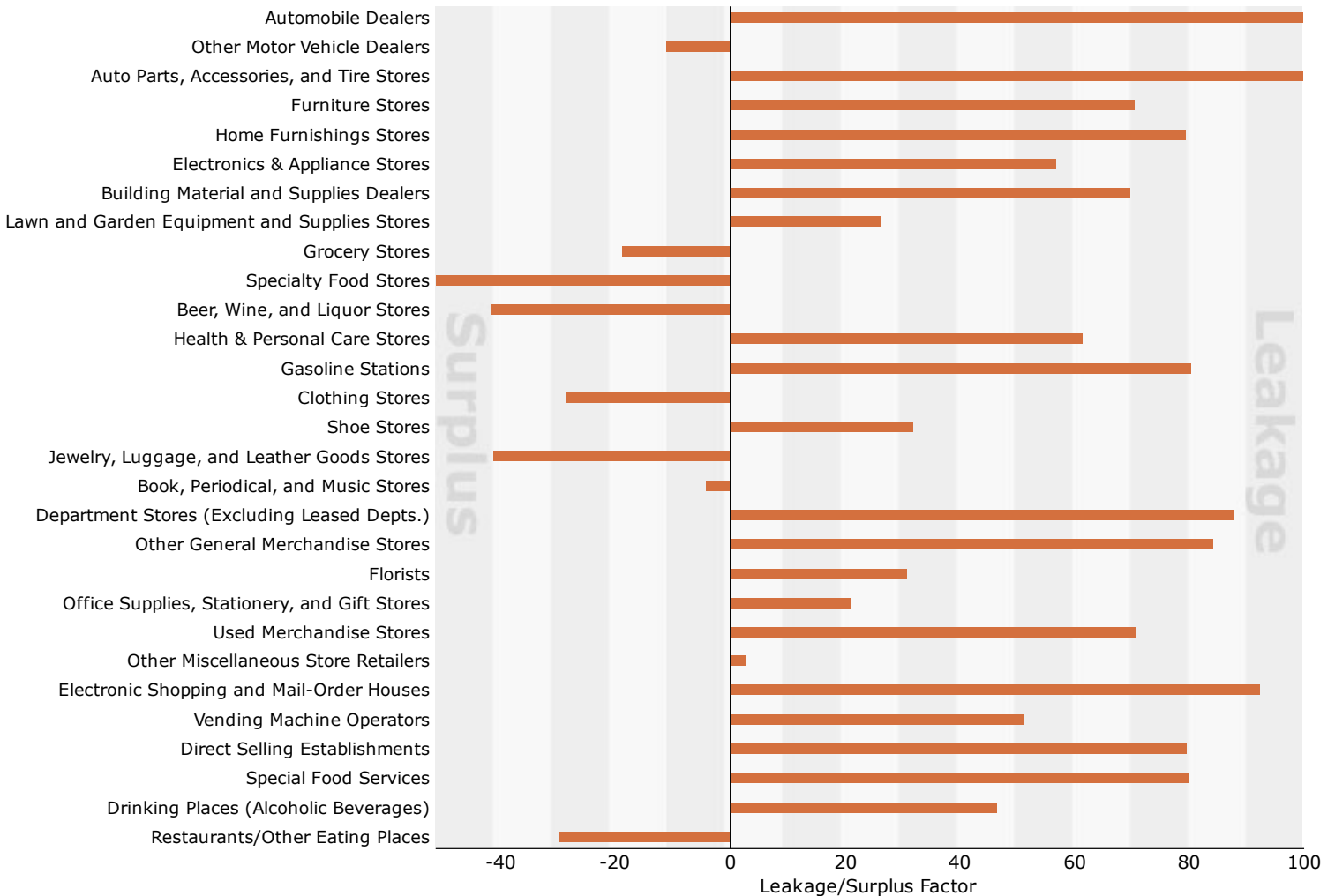
<b>Summary Demographics</b>						
2016 Population						24,800
2016 Households						12,873
2016 Median Disposable Income						\$49,995
2016 Per Capita Income						\$50,594
<b>Industry Summary</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Total Retail Trade and Food & Drink	44-45	\$681,698,024	\$424,828,862	\$256,869,162	23.2	443
Total Retail Trade	44-45	\$621,129,935	\$321,801,029	\$299,328,906	31.7	279
Total Food & Drink	722	\$60,568,090	\$103,027,833	-\$42,459,743	-26.0	164
<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	\$148,031,320	\$22,694,117	\$125,337,203	73.4	10
Automobile Dealers	4411	\$120,016,680	\$0	\$120,016,680	100.0	0
Other Motor Vehicle Dealers	4412	\$18,086,411	\$22,694,117	-\$4,607,706	-11.3	10
Auto Parts, Accessories & Tire Stores	4413	\$9,928,229	\$0	\$9,928,229	100.0	0
Furniture & Home Furnishings Stores	442	\$20,006,116	\$2,926,774	\$17,079,342	74.5	4
Furniture Stores	4421	\$11,110,654	\$1,916,744	\$9,193,910	70.6	2
Home Furnishings Stores	4422	\$8,895,462	\$1,010,030	\$7,885,432	79.6	2
Electronics & Appliance Stores	443	\$26,610,459	\$7,310,152	\$19,300,307	56.9	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,940,749	\$8,931,822	\$32,008,927	64.2	21
Bldg Material & Supplies Dealers	4441	\$36,860,197	\$6,558,285	\$30,301,912	69.8	12
Lawn & Garden Equip & Supply Stores	4442	\$4,080,552	\$2,373,537	\$1,707,015	26.4	9
Food & Beverage Stores	445	\$111,428,800	\$178,103,871	-\$66,675,071	-23.0	44
Grocery Stores	4451	\$100,532,770	\$147,383,087	-\$46,850,317	-18.9	22
Specialty Food Stores	4452	\$6,176,260	\$19,234,368	-\$13,058,108	-51.4	9
Beer, Wine & Liquor Stores	4453	\$4,719,771	\$11,486,416	-\$6,766,645	-41.8	13
Health & Personal Care Stores	446,4461	\$41,977,938	\$9,982,612	\$31,995,326	61.6	8
Gasoline Stations	447,4471	\$40,360,555	\$4,327,271	\$36,033,284	80.6	2
Clothing & Clothing Accessories Stores	448	\$25,591,382	\$44,437,819	-\$18,846,437	-26.9	81
Clothing Stores	4481	\$17,704,795	\$31,945,532	-\$14,240,737	-28.7	61
Shoe Stores	4482	\$3,447,630	\$1,776,102	\$1,671,528	32.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,438,958	\$10,716,185	-\$6,277,227	-41.4	15
Sporting Goods, Hobby, Book & Music Stores	451	\$13,234,834	\$13,029,585	\$205,249	0.8	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,857,649	\$10,433,405	\$424,244	2.0	23
Book, Periodical & Music Stores	4512	\$2,377,185	\$2,596,180	-\$218,995	-4.4	7
General Merchandise Stores	452	\$104,507,097	\$7,345,044	\$97,162,053	86.9	7
Department Stores Excluding Leased Depts.	4521	\$76,043,861	\$4,924,303	\$71,119,558	87.8	3
Other General Merchandise Stores	4529	\$28,463,236	\$2,420,741	\$26,042,495	84.3	4
Miscellaneous Store Retailers	453	\$28,906,281	\$21,586,328	\$7,319,953	14.5	62
Florists	4531	\$1,296,136	\$685,937	\$610,199	30.8	4
Office Supplies, Stationery & Gift Stores	4532	\$4,921,844	\$3,193,301	\$1,728,543	21.3	23
Used Merchandise Stores	4533	\$4,739,094	\$807,029	\$3,932,065	70.9	6
Other Miscellaneous Store Retailers	4539	\$17,949,206	\$16,900,061	\$1,049,145	3.0	29
Nonstore Retailers	454	\$19,534,403	\$1,125,634	\$18,408,769	89.1	4
Electronic Shopping & Mail-Order Houses	4541	\$15,349,222	\$587,410	\$14,761,812	92.6	1
Vending Machine Operators	4542	\$307,397	\$99,514	\$207,883	51.1	1
Direct Selling Establishments	4543	\$3,877,783	\$438,710	\$3,439,073	79.7	2
Food Services & Drinking Places	722	\$60,568,090	\$103,027,833	-\$42,459,743	-26.0	164
Special Food Services	7223	\$917,745	\$100,858	\$816,887	80.2	1
Drinking Places - Alcoholic Beverages	7224	\$4,734,751	\$1,723,085	\$3,011,666	46.6	6
Restaurants/Other Eating Places	7225	\$54,915,594	\$101,203,890	-\$46,288,296	-30	157

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.