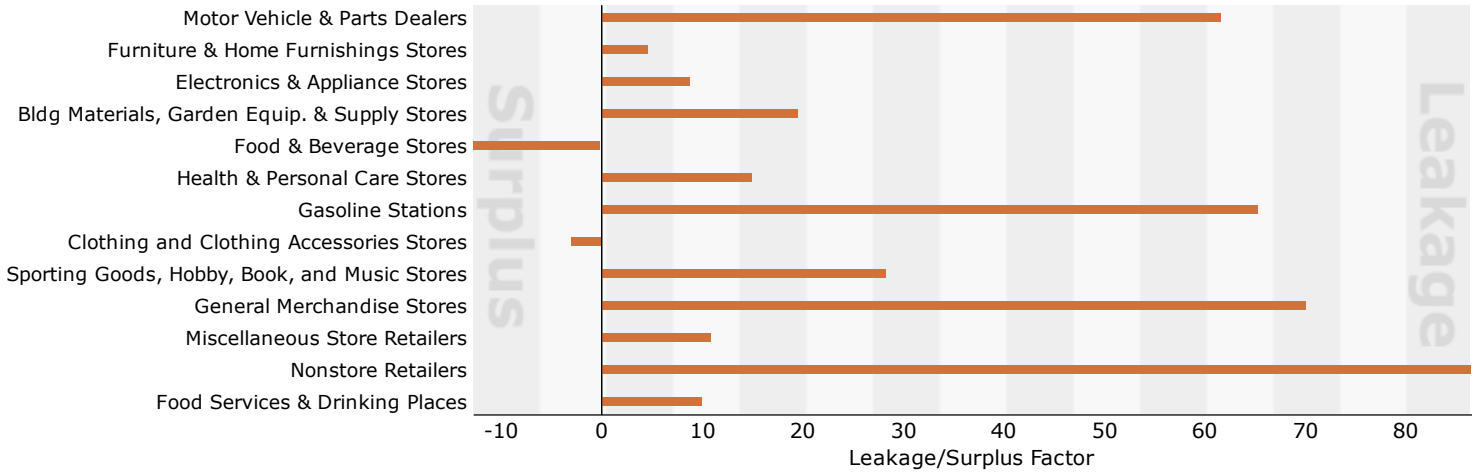


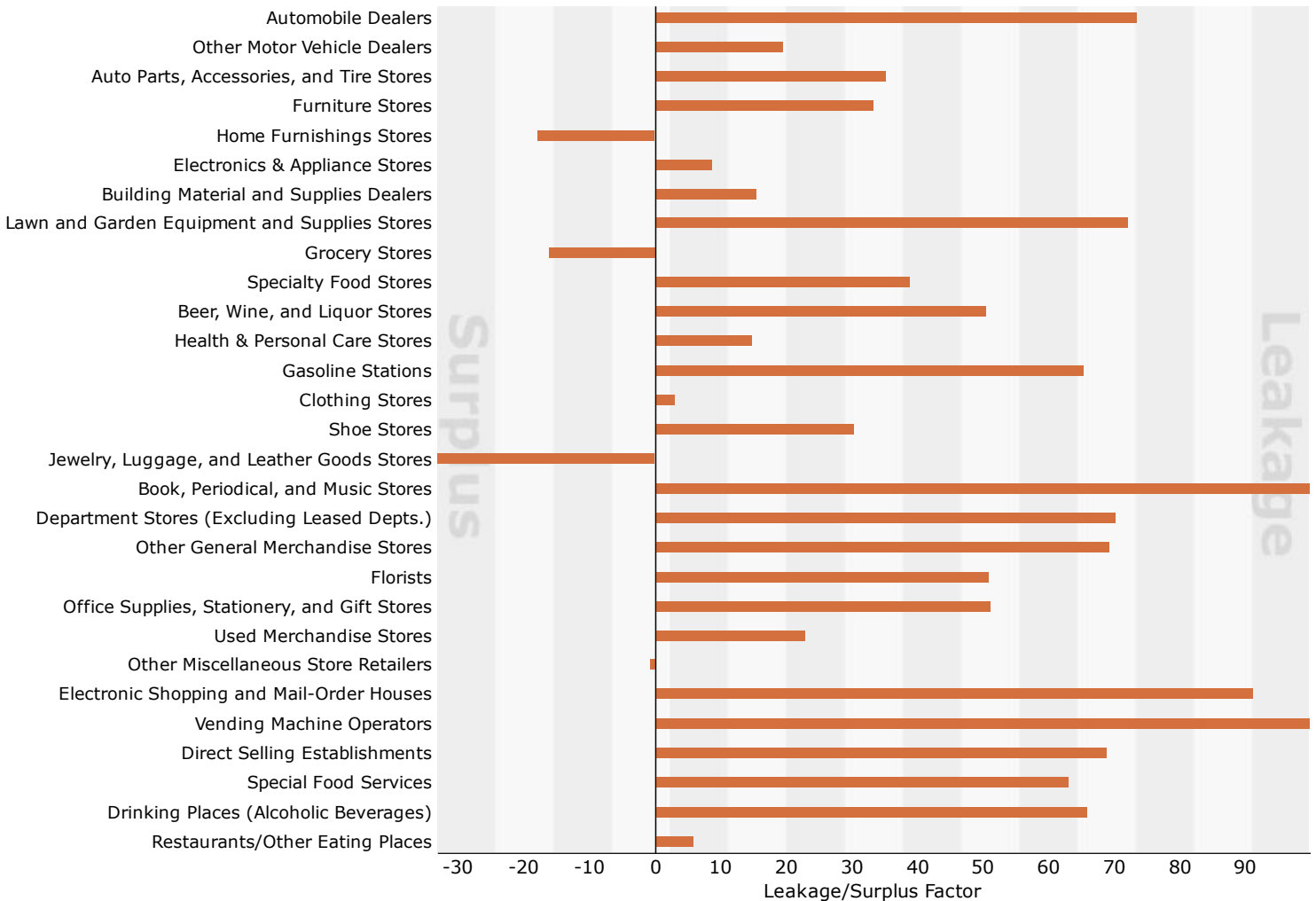
Summary Demographics						
2016 Population						49,403
2016 Households						22,465
2016 Median Disposable Income						\$46,319
2016 Per Capita Income						\$42,524
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$722,151,147,417	\$699,071,103	\$452,076,314	24.4	507
Total Retail Trade	44-45	\$1,048,319,680	\$614,984,908	\$433,334,772	26.1	367
Total Food & Drink	722	\$102,827,737	\$84,086,195	\$18,741,542	10.0	140
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$249,324,945	\$58,918,333	\$190,406,612	61.8	29
Automobile Dealers	4411	\$202,346,277	\$30,624,216	\$171,722,061	73.7	8
Other Motor Vehicle Dealers	4412	\$30,304,044	\$20,329,508	\$9,974,536	19.7	10
Auto Parts, Accessories & Tire Stores	4413	\$16,674,624	\$7,964,608	\$8,710,016	35.4	10
Furniture & Home Furnishings Stores	442	\$33,681,753	\$30,738,961	\$2,942,792	4.6	34
Furniture Stores	4421	\$18,851,725	\$9,398,336	\$9,453,389	33.5	11
Home Furnishings Stores	4422	\$14,830,028	\$21,340,625	-\$6,510,597	-18.0	23
Electronics & Appliance Stores	443	\$45,078,213	\$37,720,028	\$7,358,185	8.9	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$67,646,958	\$45,482,014	\$22,164,944	19.6	26
Bldg Material & Supplies Dealers	4441	\$61,011,198	\$44,413,983	\$16,597,215	15.7	22
Lawn & Garden Equip & Supply Stores	4442	\$6,635,760	\$1,068,031	\$5,567,729	72.3	4
Food & Beverage Stores	445	\$189,214,445	\$244,700,418	-\$55,485,973	-12.8	42
Grocery Stores	4451	\$170,758,960	\$237,489,508	-\$66,730,548	-16.3	29
Specialty Food Stores	4452	\$10,518,238	\$4,610,537	\$5,907,701	39.0	8
Beer, Wine & Liquor Stores	4453	\$7,937,248	\$2,600,373	\$5,336,875	50.6	5
Health & Personal Care Stores	446,4461	\$69,979,283	\$51,696,035	\$18,283,248	15.0	34
Gasoline Stations	447,4471	\$68,611,159	\$14,288,896	\$54,322,263	65.5	8
Clothing & Clothing Accessories Stores	448	\$43,582,875	\$46,362,100	-\$2,779,225	-3.1	72
Clothing Stores	4481	\$30,138,934	\$28,285,804	\$1,853,130	3.2	45
Shoe Stores	4482	\$5,961,466	\$3,167,869	\$2,793,597	30.6	5
Jewelry, Luggage & Leather Goods Stores	4483	\$7,482,475	\$14,908,426	-\$7,425,951	-33.2	22
Sporting Goods, Hobby, Book & Music Stores	451	\$22,450,475	\$12,544,192	\$9,906,283	28.3	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,396,992	\$11,256,840	\$7,140,152	24.1	14
Book, Periodical & Music Stores	4512	\$4,053,483	\$0	\$4,053,483	100.0	0
General Merchandise Stores	452	\$177,632,257	\$31,208,266	\$146,423,991	70.1	16
Department Stores Excluding Leased Depts.	4521	\$129,272,803	\$22,525,521	\$106,747,282	70.3	4
Other General Merchandise Stores	4529	\$48,359,454	\$8,682,744	\$39,676,710	69.6	12
Miscellaneous Store Retailers	453	\$48,583,618	\$38,997,560	\$9,586,058	10.9	64
Florists	4531	\$2,116,205	\$686,722	\$1,429,483	51.0	3
Office Supplies, Stationery & Gift Stores	4532	\$8,325,974	\$2,683,168	\$5,642,806	51.3	11
Used Merchandise Stores	4533	\$8,050,355	\$5,026,320	\$3,024,035	23.1	21
Other Miscellaneous Store Retailers	4539	\$30,091,085	\$30,601,351	-\$510,266	-0.8	30
Nonstore Retailers	454	\$32,533,699	\$2,328,104	\$30,205,595	86.6	6
Electronic Shopping & Mail-Order Houses	4541	\$25,722,738	\$1,174,820	\$24,547,918	91.3	2
Vending Machine Operators	4542	\$523,497	\$0	\$523,497	100.0	0
Direct Selling Establishments	4543	\$6,287,463	\$1,153,284	\$5,134,179	69.0	4
Food Services & Drinking Places	722	\$102,827,737	\$84,086,195	\$18,741,542	10.0	140
Special Food Services	7223	\$1,571,816	\$354,562	\$1,217,254	63.2	3
Drinking Places - Alcoholic Beverages	7224	\$7,915,710	\$1,622,125	\$6,293,585	66.0	3
Restaurants/Other Eating Places	7225	\$93,340,210	\$82,109,509	\$11,230,701	6	135

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



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