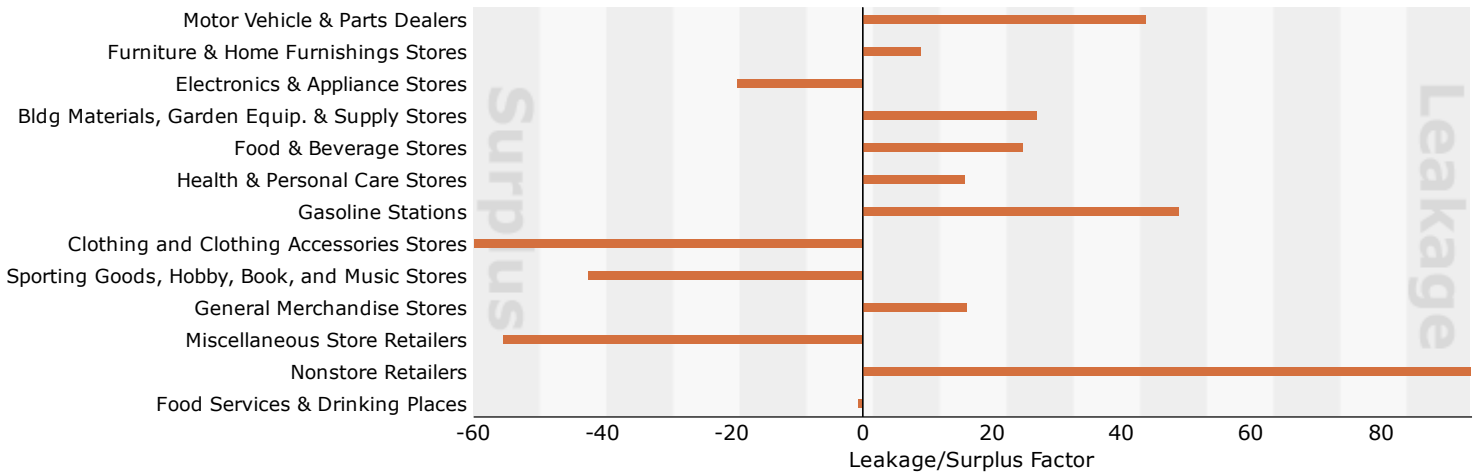


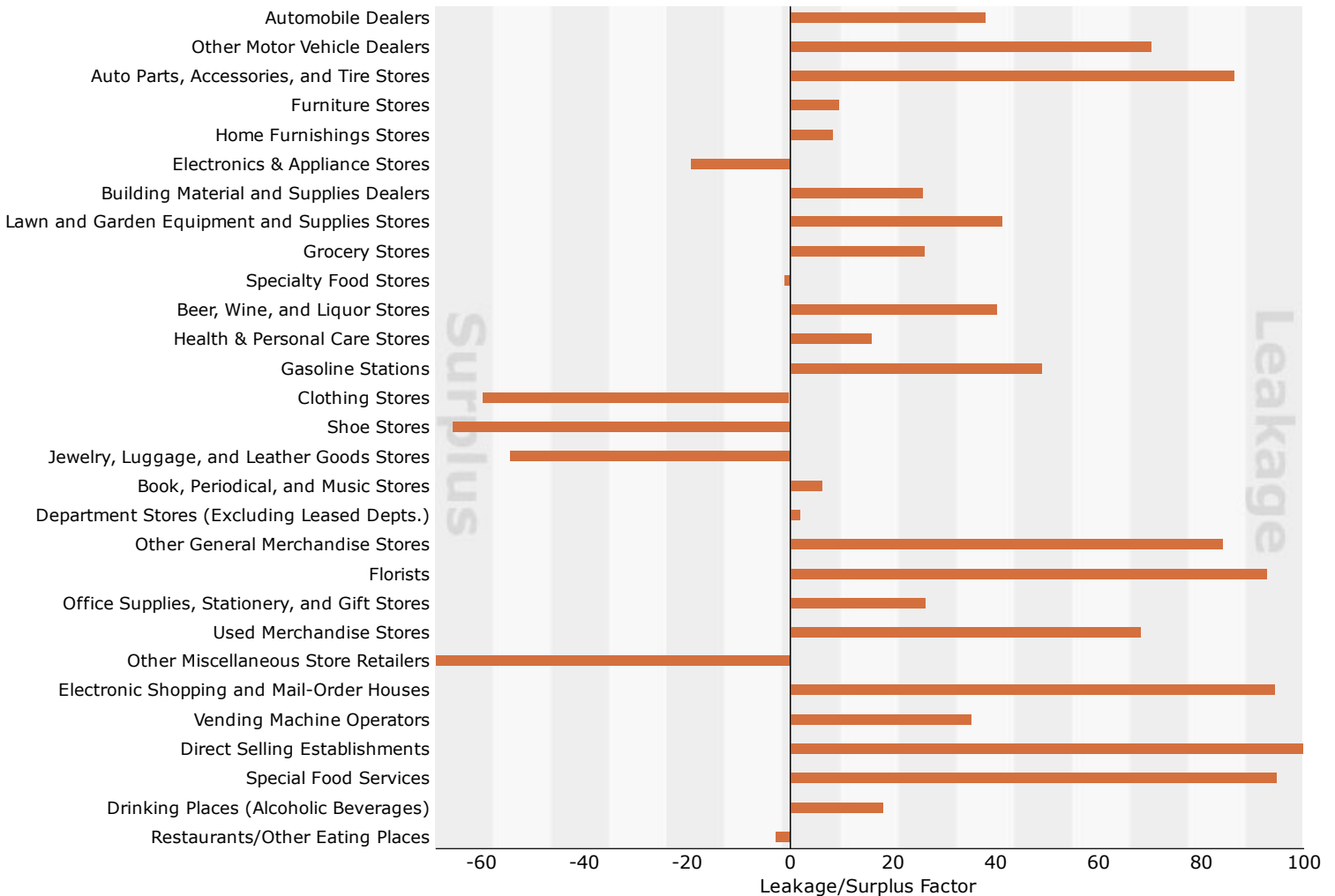
Summary Demographics						
2016 Population						33,619
2016 Households						15,834
2016 Median Disposable Income						\$56,766
2016 Per Capita Income						\$50,896
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$925,190,592	\$847,428,351	\$77,762,241	4.4	384
Total Retail Trade	44-45	\$841,441,345	\$762,362,515	\$79,078,830	4.9	294
Total Food & Drink	722	\$83,749,247	\$85,065,837	-\$1,316,590	-0.8	89
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$199,851,060	\$77,878,536	\$121,972,524	43.9	13
Automobile Dealers	4411	\$162,172,757	\$72,736,295	\$89,436,462	38.1	7
Other Motor Vehicle Dealers	4412	\$24,294,157	\$4,182,769	\$20,111,388	70.6	3
Auto Parts, Accessories & Tire Stores	4413	\$13,384,146	\$959,472	\$12,424,674	86.6	4
Furniture & Home Furnishings Stores	442	\$27,589,021	\$22,989,129	\$4,599,892	9.1	23
Furniture Stores	4421	\$15,442,901	\$12,748,869	\$2,694,032	9.6	10
Home Furnishings Stores	4422	\$12,146,120	\$10,240,260	\$1,905,860	8.5	13
Electronics & Appliance Stores	443	\$36,807,300	\$54,507,825	-\$17,700,525	-19.4	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$54,871,421	\$31,442,688	\$23,428,733	27.1	10
Bldg Material & Supplies Dealers	4441	\$49,644,534	\$29,281,045	\$20,363,489	25.8	8
Lawn & Garden Equip & Supply Stores	4442	\$5,226,887	\$2,161,643	\$3,065,244	41.5	2
Food & Beverage Stores	445	\$150,891,991	\$90,655,377	\$60,236,614	24.9	18
Grocery Stores	4451	\$136,061,604	\$79,327,081	\$56,734,523	26.3	10
Specialty Food Stores	4452	\$8,380,222	\$8,587,100	-\$206,878	-1.2	6
Beer, Wine & Liquor Stores	4453	\$6,450,165	\$2,741,196	\$3,708,969	40.4	2
Health & Personal Care Stores	446,4461	\$55,664,312	\$40,259,481	\$15,404,831	16.1	29
Gasoline Stations	447,4471	\$54,298,571	\$18,537,163	\$35,761,408	49.1	7
Clothing & Clothing Accessories Stores	448	\$35,524,044	\$142,158,264	-\$106,634,220	-60.0	100
Clothing Stores	4481	\$24,491,435	\$97,661,772	-\$73,170,337	-59.9	65
Shoe Stores	4482	\$4,829,756	\$23,379,496	-\$18,549,740	-65.8	18
Jewelry, Luggage & Leather Goods Stores	4483	\$6,202,853	\$21,116,996	-\$14,914,143	-54.6	17
Sporting Goods, Hobby, Book & Music Stores	451	\$18,204,238	\$45,081,682	-\$26,877,444	-42.5	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,915,101	\$42,180,000	-\$27,264,899	-47.8	15
Book, Periodical & Music Stores	4512	\$3,289,137	\$2,901,682	\$387,455	6.3	2
General Merchandise Stores	452	\$143,100,407	\$103,291,655	\$39,808,752	16.2	9
Department Stores Excluding Leased Depts.	4521	\$104,566,597	\$100,014,759	\$4,551,838	2.2	4
Other General Merchandise Stores	4529	\$38,533,810	\$3,276,897	\$35,256,913	84.3	5
Miscellaneous Store Retailers	453	\$38,694,353	\$134,773,670	-\$96,079,317	-55.4	53
Florists	4531	\$1,708,307	\$61,930	\$1,646,377	93.0	1
Office Supplies, Stationery & Gift Stores	4532	\$6,753,569	\$3,922,915	\$2,830,654	26.5	6
Used Merchandise Stores	4533	\$6,542,160	\$1,228,158	\$5,314,002	68.4	2
Other Miscellaneous Store Retailers	4539	\$23,690,316	\$129,560,667	-\$105,870,351	-69.1	44
Nonstore Retailers	454	\$25,944,627	\$787,045	\$25,157,582	94.1	2
Electronic Shopping & Mail-Order Houses	4541	\$20,594,586	\$587,410	\$20,007,176	94.5	1
Vending Machine Operators	4542	\$417,335	\$199,635	\$217,700	35.3	1
Direct Selling Establishments	4543	\$4,932,706	\$0	\$4,932,706	100.0	0
Food Services & Drinking Places	722	\$83,749,247	\$85,065,837	-\$1,316,590	-0.8	89
Special Food Services	7223	\$1,298,326	\$33,619	\$1,264,707	95.0	1
Drinking Places - Alcoholic Beverages	7224	\$6,663,102	\$4,621,957	\$2,041,145	18.1	4
Restaurants/Other Eating Places	7225	\$75,787,818	\$80,410,260	-\$4,622,442	-3	84

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



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