

Summary Demographics

2015 Population	12,162
2015 Households	3,689
2015 Median Disposable Income	\$65,911
2015 Per Capita Income	\$36,708

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	\$152,550,620	\$396,877,024	-\$244,326,404	-44.5	129
Total Retail Trade	44-45	\$137,117,234	\$366,570,731	-\$229,453,497	-45.6	106
Total Food & Drink	722	\$15,433,386	\$30,306,293	-\$14,872,907	-32.5	22

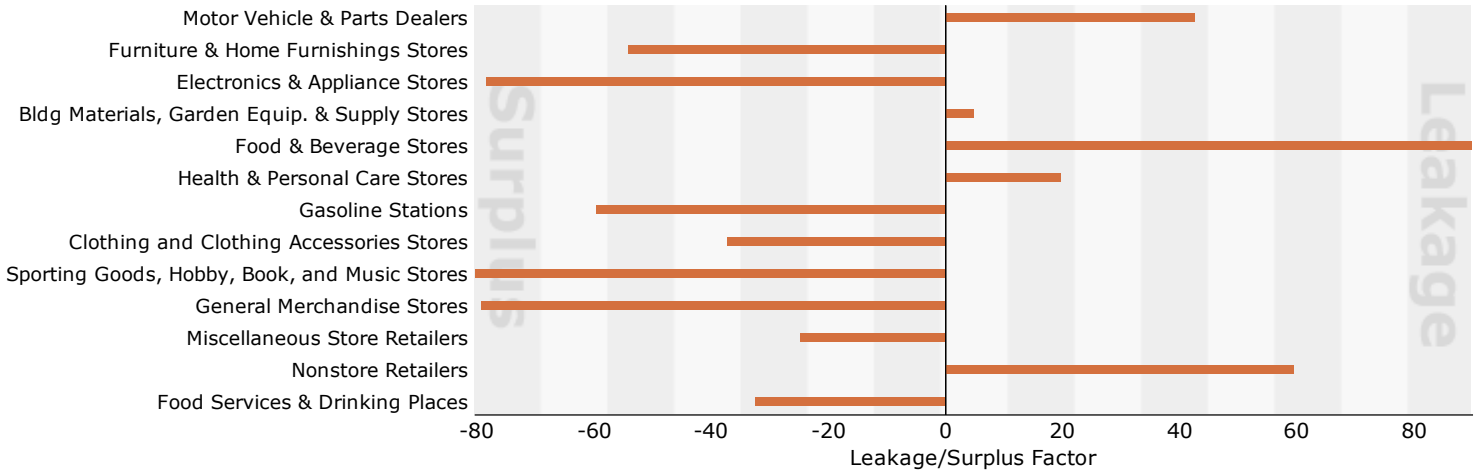
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,281,091	\$11,704,310	\$17,576,781	42.9	7
Automobile Dealers	4411	\$24,877,426	\$2,185,747	\$22,691,679	83.8	1
Other Motor Vehicle Dealers	4412	\$2,184,970	\$8,588,076	-\$6,403,106	-59.4	4
Auto Parts, Accessories & Tire Stores	4413	\$2,218,695	\$930,487	\$1,288,208	40.9	2
Furniture & Home Furnishings Stores	442	\$3,512,253	\$11,860,430	-\$8,348,177	-54.3	8
Furniture Stores	4421	\$1,772,688	\$10,919,465	-\$9,146,777	-72.1	3
Home Furnishings Stores	4422	\$1,739,565	\$940,965	\$798,600	29.8	5
Electronics & Appliance Stores	443	\$3,774,899	\$31,427,760	-\$27,652,861	-78.6	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,949,626	\$4,476,625	\$473,001	5.0	6
Bldg Material & Supplies Dealers	4441	\$4,207,808	\$4,173,415	\$34,393	0.4	5
Lawn & Garden Equip & Supply Stores	4442	\$741,818	\$303,210	\$438,608	42.0	1
Food & Beverage Stores	445	\$22,944,116	\$1,200,314	\$21,743,802	90.1	6
Grocery Stores	4451	\$21,185,711	\$1,048,412	\$20,137,299	90.6	3
Specialty Food Stores	4452	\$680,685	\$151,902	\$528,783	63.5	2
Beer, Wine & Liquor Stores	4453	\$1,077,720	\$0	\$1,077,720	100.0	0
Health & Personal Care Stores	446,4461	\$10,770,324	\$7,183,747	\$3,586,577	20.0	8
Gasoline Stations	447,4471	\$13,692,517	\$54,393,568	-\$40,701,051	-59.8	8
Clothing & Clothing Accessories Stores	448	\$9,236,423	\$20,331,240	-\$11,094,817	-37.5	21
Clothing Stores	4481	\$6,945,108	\$18,242,364	-\$11,297,256	-44.9	15
Shoe Stores	4482	\$1,117,398	\$1,813,852	-\$696,454	-23.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,173,917	\$275,023	\$898,894	62.0	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,944,927	\$27,228,559	-\$24,283,632	-80.5	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,967,344	\$25,190,974	-\$23,223,630	-85.5	14
Book, Periodical & Music Stores	4512	\$977,583	\$2,037,584	-\$1,060,001	-35.2	2
General Merchandise Stores	452	\$21,516,000	\$187,830,993	-\$166,314,993	-79.4	5
Department Stores Excluding Leased Depts.	4521	\$7,456,570	\$6,433,490	\$1,023,080	7.4	2
Other General Merchandise Stores	4529	\$14,059,430	\$181,397,503	-\$167,338,073	-85.6	3
Miscellaneous Store Retailers	453	\$3,742,475	\$6,228,579	-\$2,486,104	-24.9	12
Florists	4531	\$139,854	\$76,169	\$63,685	29.5	1
Office Supplies, Stationery & Gift Stores	4532	\$1,190,309	\$4,988,340	-\$3,798,031	-61.5	4
Used Merchandise Stores	4533	\$299,382	\$59,280	\$240,102	66.9	1
Other Miscellaneous Store Retailers	4539	\$2,112,931	\$1,104,790	\$1,008,141	31.3	6
Nonstore Retailers	454	\$10,752,582	\$2,704,607	\$8,047,975	59.8	8
Electronic Shopping & Mail-Order Houses	4541	\$9,469,324	\$2,319,769	\$7,149,555	60.6	2
Vending Machine Operators	4542	\$341,975	\$231,742	\$110,233	19.2	2
Direct Selling Establishments	4543	\$941,283	\$153,096	\$788,187	72.0	3
Food Services & Drinking Places	722	\$15,433,386	\$30,306,293	-\$14,872,907	-32.5	22
Full-Service Restaurants	7221	\$7,083,674	\$14,995,048	-\$7,911,374	-35.8	6
Limited-Service Eating Places	7222	\$6,628,508	\$11,293,302	-\$4,664,794	-26.0	11
Special Food Services	7223	\$516,635	\$3,143,917	-\$2,627,282	-71.8	3
Drinking Places - Alcoholic Beverages	7224	\$1,204,569	\$874,026	\$330,543	15.9	3

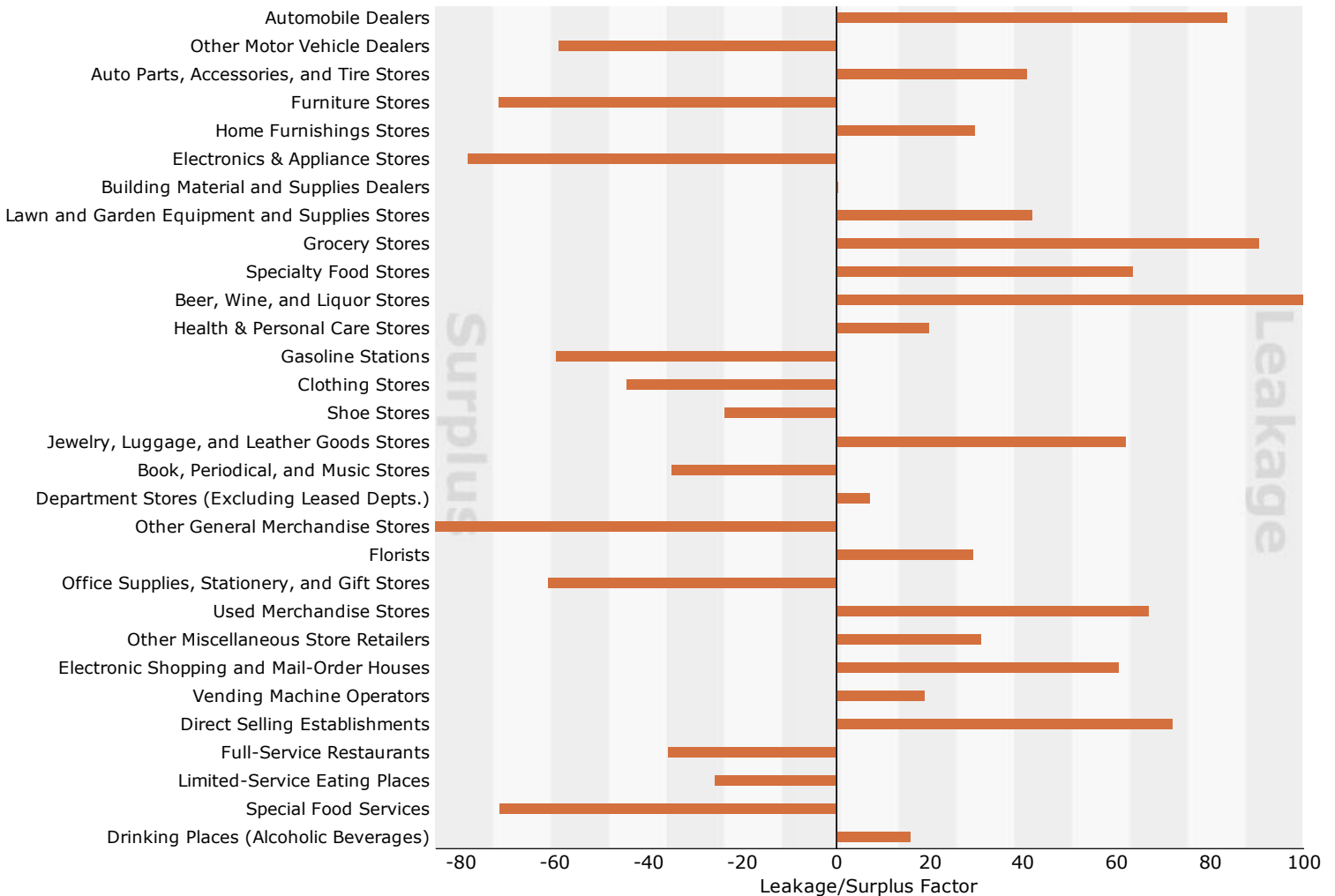
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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