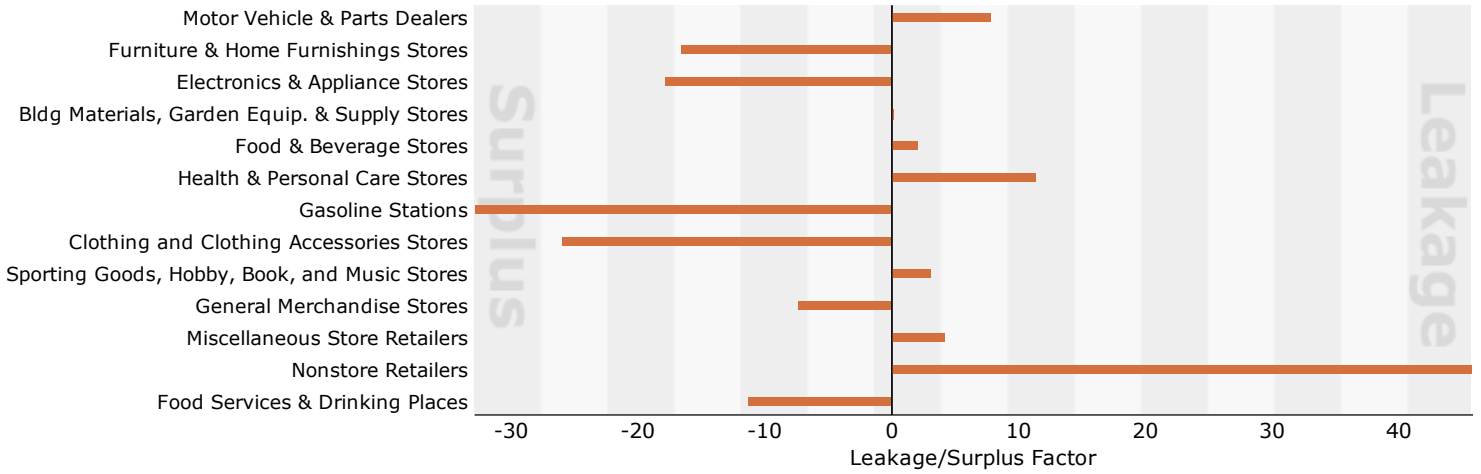


Summary Demographics						
2015 Population						666,270
2015 Households						278,409
2015 Median Disposable Income						\$40,766
2015 Per Capita Income						\$28,447
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,660,673,968	\$8,417,489,980	-\$756,816,012	-4.7	6,850
Total Retail Trade	44-45	\$6,911,074,127	\$7,475,965,537	-\$564,891,410	-3.9	5,897
Total Food & Drink	722	\$749,599,841	\$941,524,443	-\$191,924,602	-11.3	953
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,461,190,499	\$1,247,178,804	\$214,011,695	7.9	528
Automobile Dealers	4411	\$1,238,591,699	\$976,444,799	\$262,146,900	11.8	164
Other Motor Vehicle Dealers	4412	\$111,950,914	\$179,216,976	-\$67,266,062	-23.1	187
Auto Parts, Accessories & Tire Stores	4413	\$110,647,886	\$91,517,029	\$19,130,857	9.5	177
Furniture & Home Furnishings Stores	442	\$169,220,506	\$236,588,286	-\$67,367,780	-16.6	713
Furniture Stores	4421	\$84,479,025	\$125,083,652	-\$40,604,627	-19.4	159
Home Furnishings Stores	4422	\$84,741,481	\$111,504,634	-\$26,763,153	-13.6	554
Electronics & Appliance Stores	443	\$184,569,620	\$264,765,679	-\$80,196,059	-17.8	235
Bldg Materials, Garden Equip. & Supply Stores	444	\$254,705,830	\$254,004,236	\$701,594	0.1	372
Bldg Material & Supplies Dealers	4441	\$214,400,182	\$220,793,069	-\$6,392,887	-1.5	310
Lawn & Garden Equip & Supply Stores	4442	\$40,305,648	\$33,211,167	\$7,094,481	9.7	62
Food & Beverage Stores	445	\$1,168,861,716	\$1,117,853,042	\$51,008,674	2.2	623
Grocery Stores	4451	\$1,081,248,759	\$1,053,287,770	\$27,960,989	1.3	384
Specialty Food Stores	4452	\$34,485,046	\$19,118,623	\$15,366,423	28.7	180
Beer, Wine & Liquor Stores	4453	\$53,127,911	\$45,446,649	\$7,681,262	7.8	59
Health & Personal Care Stores	446,4461	\$560,890,910	\$446,525,149	\$114,365,761	11.4	358
Gasoline Stations	447,4471	\$699,491,598	\$1,386,501,370	-\$687,009,772	-32.9	226
Clothing & Clothing Accessories Stores	448	\$444,385,601	\$756,907,248	-\$312,521,647	-26.0	780
Clothing Stores	4481	\$334,247,315	\$605,294,925	-\$271,047,610	-28.8	537
Shoe Stores	4482	\$54,926,145	\$86,479,380	-\$31,553,235	-22.3	86
Jewelry, Luggage & Leather Goods Stores	4483	\$55,212,141	\$65,132,943	-\$9,920,802	-8.2	157
Sporting Goods, Hobby, Book & Music Stores	451	\$140,797,508	\$131,974,787	\$8,822,721	3.2	424
Sporting Goods/Hobby/Musical Instr Stores	4511	\$95,511,847	\$109,548,593	-\$14,036,746	-6.8	372
Book, Periodical & Music Stores	4512	\$45,285,661	\$22,426,194	\$22,859,467	33.8	52
General Merchandise Stores	452	\$1,080,568,971	\$1,251,846,036	-\$171,277,065	-7.3	138
Department Stores Excluding Leased Depts.	4521	\$364,165,249	\$190,739,331	\$173,425,918	31.3	78
Other General Merchandise Stores	4529	\$716,403,722	\$1,061,106,705	-\$344,702,983	-19.4	60
Miscellaneous Store Retailers	453	\$191,786,510	\$175,933,135	\$15,853,375	4.3	1,192
Florists	4531	\$7,277,919	\$6,047,769	\$1,230,150	9.2	87
Office Supplies, Stationery & Gift Stores	4532	\$59,273,736	\$50,778,379	\$8,495,357	7.7	235
Used Merchandise Stores	4533	\$14,344,520	\$15,475,957	-\$1,131,437	-3.8	124
Other Miscellaneous Store Retailers	4539	\$110,890,335	\$103,631,030	\$7,259,305	3.4	746
Nonstore Retailers	454	\$554,604,858	\$205,887,765	\$348,717,093	45.9	308
Electronic Shopping & Mail-Order Houses	4541	\$480,618,003	\$155,277,381	\$325,340,622	51.2	49
Vending Machine Operators	4542	\$17,303,821	\$16,569,795	\$734,026	2.2	84
Direct Selling Establishments	4543	\$56,683,034	\$34,040,589	\$22,642,445	25.0	175
Food Services & Drinking Places	722	\$749,599,841	\$941,524,443	-\$191,924,602	-11.3	953
Full-Service Restaurants	7221	\$344,977,814	\$527,169,351	-\$182,191,537	-20.9	391
Limited-Service Eating Places	7222	\$324,940,153	\$334,896,299	-\$9,956,146	-1.5	376
Special Food Services	7223	\$23,747,072	\$18,481,094	\$5,265,978	12.5	46
Drinking Places - Alcoholic Beverages	7224	\$55,934,802	\$60,977,699	-\$5,042,897	-4.3	140

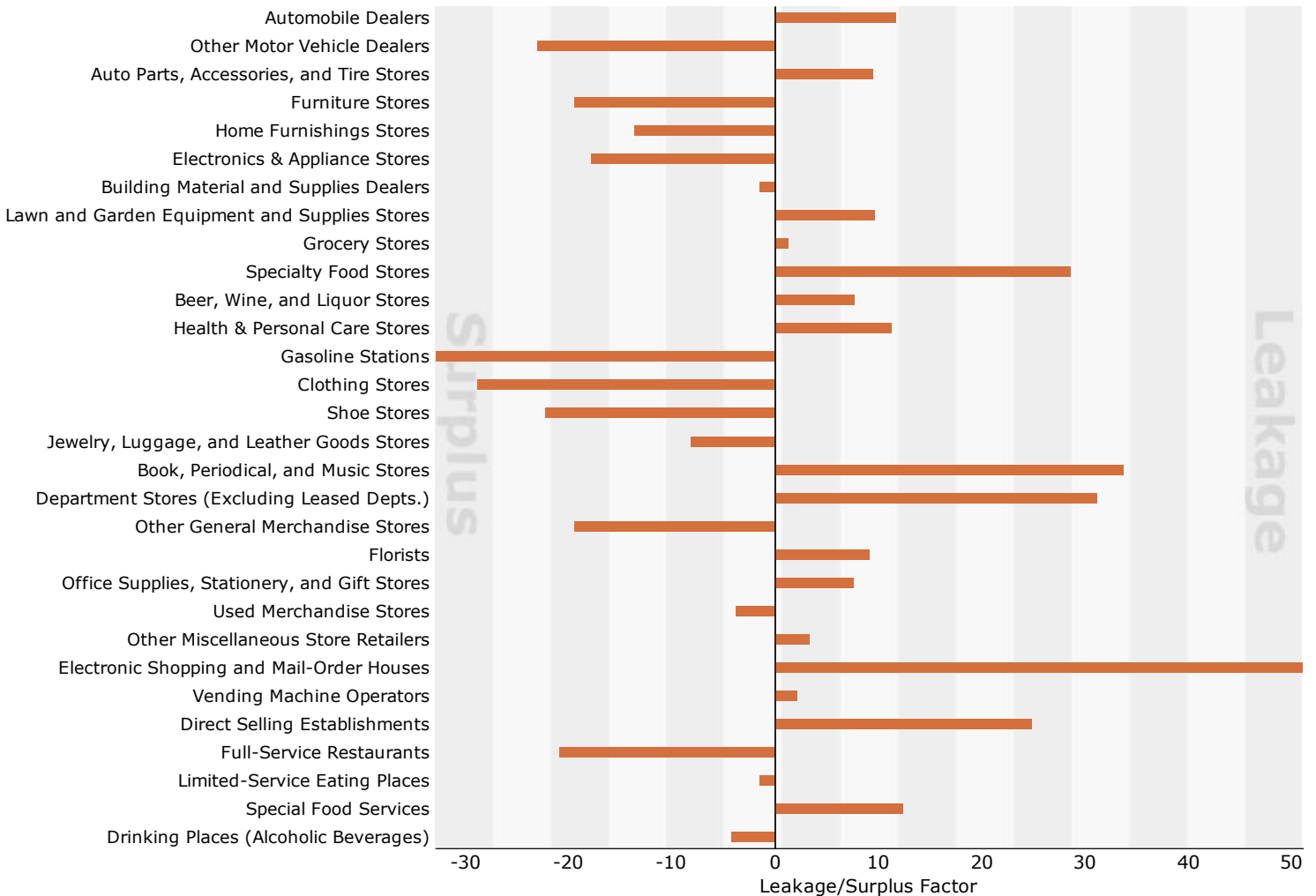
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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