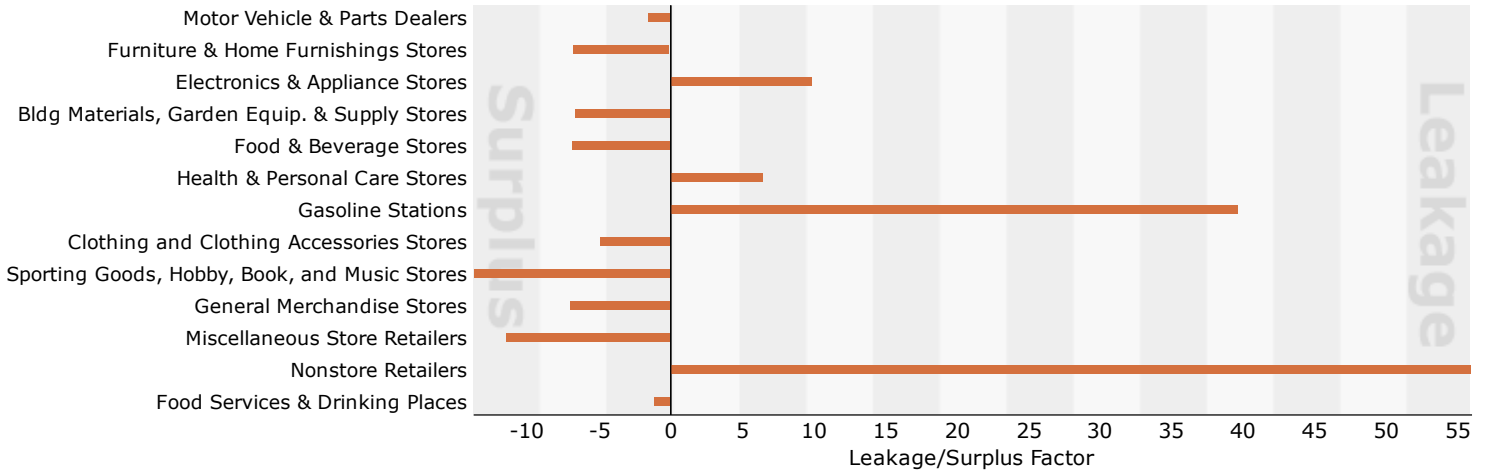


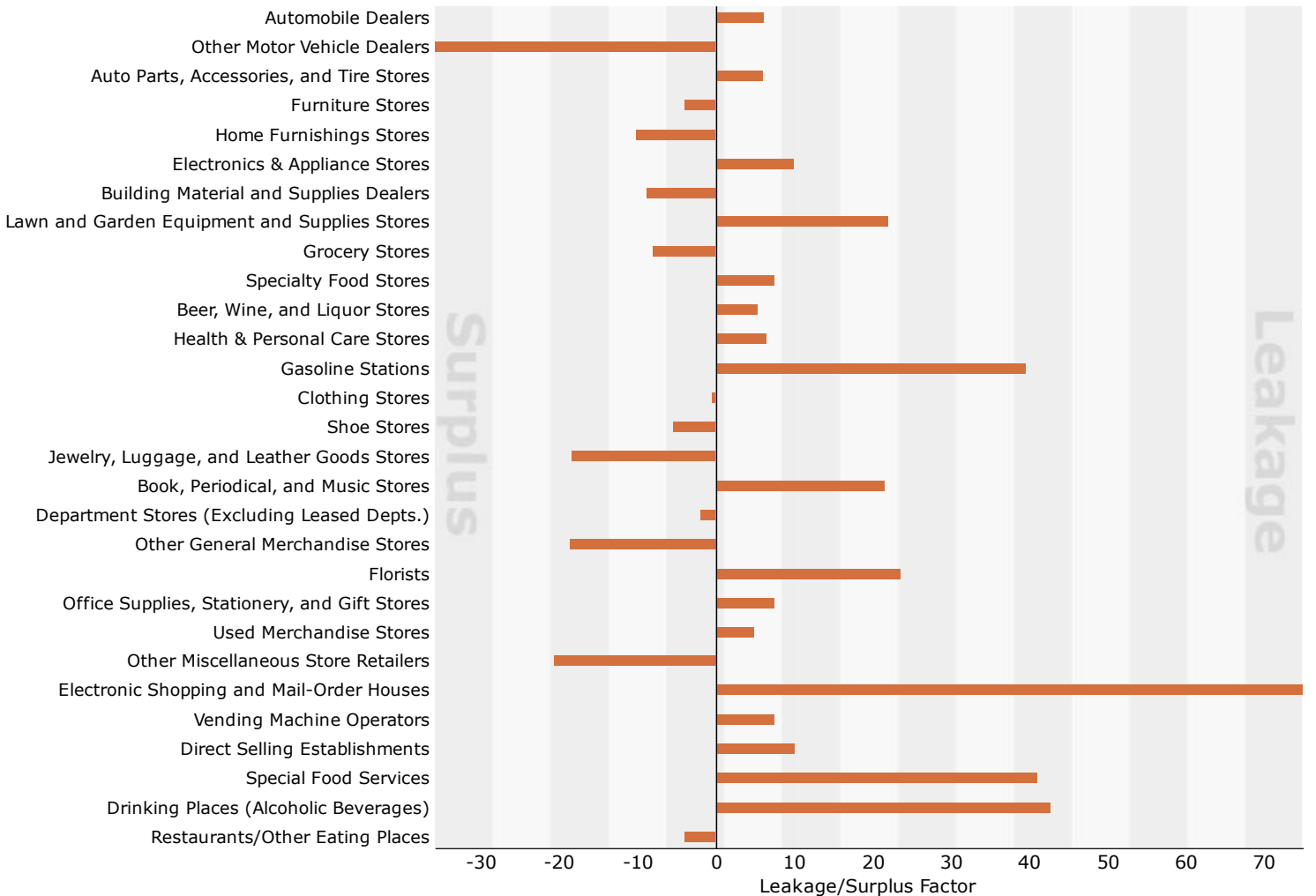
Summary Demographics						
2016 Population						685,683
2016 Households						285,576
2016 Median Disposable Income						\$42,164
2016 Per Capita Income						\$30,809
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,362,092,231	\$11,626,919,018	-\$264,826,787	-1.2	5,881
Total Retail Trade	44-45	\$10,326,375,960	\$10,567,090,711	-\$240,714,751	-1.2	4,291
Total Food & Drink	722	\$1,035,716,271	\$1,059,828,307	-\$24,112,036	-1.2	1,590
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,448,523,569	\$2,529,250,962	-\$80,727,393	-1.6	563
Automobile Dealers	4411	\$1,990,684,612	\$1,759,908,721	\$230,775,891	6.2	210
Other Motor Vehicle Dealers	4412	\$295,238,028	\$625,479,381	-\$330,241,353	-35.9	177
Auto Parts, Accessories & Tire Stores	4413	\$162,600,929	\$143,862,860	\$18,738,069	6.1	176
Furniture & Home Furnishings Stores	442	\$334,859,223	\$383,505,738	-\$48,646,515	-6.8	296
Furniture Stores	4421	\$190,507,813	\$206,183,452	-\$15,675,639	-4.0	126
Home Furnishings Stores	4422	\$144,351,410	\$177,322,286	-\$32,970,876	-10.2	170
Electronics & Appliance Stores	443	\$453,528,448	\$372,017,630	\$81,510,818	9.9	215
Bldg Materials, Garden Equip. & Supply Stores	444	\$646,895,696	\$739,538,015	-\$92,642,319	-6.7	403
Bldg Material & Supplies Dealers	4441	\$586,701,804	\$701,144,775	-\$114,442,971	-8.9	315
Lawn & Garden Equip & Supply Stores	4442	\$60,193,892	\$38,393,240	\$21,800,652	22.1	88
Food & Beverage Stores	445	\$1,873,695,072	\$2,150,935,719	-\$277,240,647	-6.9	473
Grocery Stores	4451	\$1,690,805,792	\$1,990,531,104	-\$299,725,312	-8.1	314
Specialty Food Stores	4452	\$104,743,895	\$90,145,306	\$14,598,589	7.5	102
Beer, Wine & Liquor Stores	4453	\$78,145,385	\$70,259,309	\$7,886,076	5.3	57
Health & Personal Care Stores	446,4461	\$663,200,086	\$581,667,754	\$81,532,332	6.5	370
Gasoline Stations	447,4471	\$677,499,464	\$292,321,218	\$385,178,246	39.7	107
Clothing & Clothing Accessories Stores	448	\$440,533,053	\$485,444,463	-\$44,911,410	-4.9	595
Clothing Stores	4481	\$303,170,555	\$306,578,380	-\$3,407,825	-0.6	388
Shoe Stores	4482	\$61,959,563	\$69,206,938	-\$7,247,375	-5.5	76
Jewelry, Luggage & Leather Goods Stores	4483	\$75,402,935	\$109,659,145	-\$34,256,210	-18.5	131
Sporting Goods, Hobby, Book & Music Stores	451	\$225,268,837	\$297,405,818	-\$72,136,981	-13.8	273
Sporting Goods/Hobby/Musical Instr Stores	4511	\$183,926,812	\$270,789,568	-\$86,862,756	-19.1	245
Book, Periodical & Music Stores	4512	\$41,342,025	\$26,616,250	\$14,725,775	21.7	28
General Merchandise Stores	452	\$1,777,317,675	\$2,050,399,120	-\$273,081,445	-7.1	218
Department Stores Excluding Leased Depts.	4521	\$1,297,433,276	\$1,349,326,887	-\$51,893,611	-2.0	72
Other General Merchandise Stores	4529	\$479,884,399	\$701,072,233	-\$221,187,834	-18.7	146
Miscellaneous Store Retailers	453	\$472,602,076	\$596,603,543	-\$124,001,467	-11.6	693
Florists	4531	\$19,433,920	\$11,976,076	\$7,457,844	23.7	61
Office Supplies, Stationery & Gift Stores	4532	\$83,066,130	\$71,417,612	\$11,648,518	7.5	121
Used Merchandise Stores	4533	\$81,386,039	\$73,775,948	\$7,610,091	4.9	166
Other Miscellaneous Store Retailers	4539	\$288,715,987	\$439,433,907	-\$150,717,920	-20.7	345
Nonstore Retailers	454	\$312,452,761	\$88,000,731	\$224,452,030	56.0	85
Electronic Shopping & Mail-Order Houses	4541	\$248,490,534	\$35,533,181	\$212,957,353	75.0	36
Vending Machine Operators	4542	\$5,214,115	\$4,489,671	\$724,444	7.5	17
Direct Selling Establishments	4543	\$58,748,112	\$47,977,879	\$10,770,233	10.1	32
Food Services & Drinking Places	722	\$1,035,716,271	\$1,059,828,307	-\$24,112,036	-1.2	1,590
Special Food Services	7223	\$16,557,426	\$6,908,178	\$9,649,248	41.1	34
Drinking Places - Alcoholic Beverages	7224	\$79,152,456	\$31,628,685	\$47,523,771	42.9	69
Restaurants/Other Eating Places	7225	\$940,006,389	\$1,021,291,444	-\$81,285,055	-4	1,487

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



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