

Summary Demographics

2015 Population	97,015
2015 Households	32,260
2015 Median Disposable Income	\$38,453
2015 Per Capita Income	\$18,781

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	\$751,214,007	\$264,060,255	\$487,153,752	48.0	489
Total Retail Trade	44-45	\$675,982,193	\$230,467,439	\$445,514,754	49.1	437
Total Food & Drink	722	\$75,231,814	\$33,592,815	\$41,638,999	38.3	52

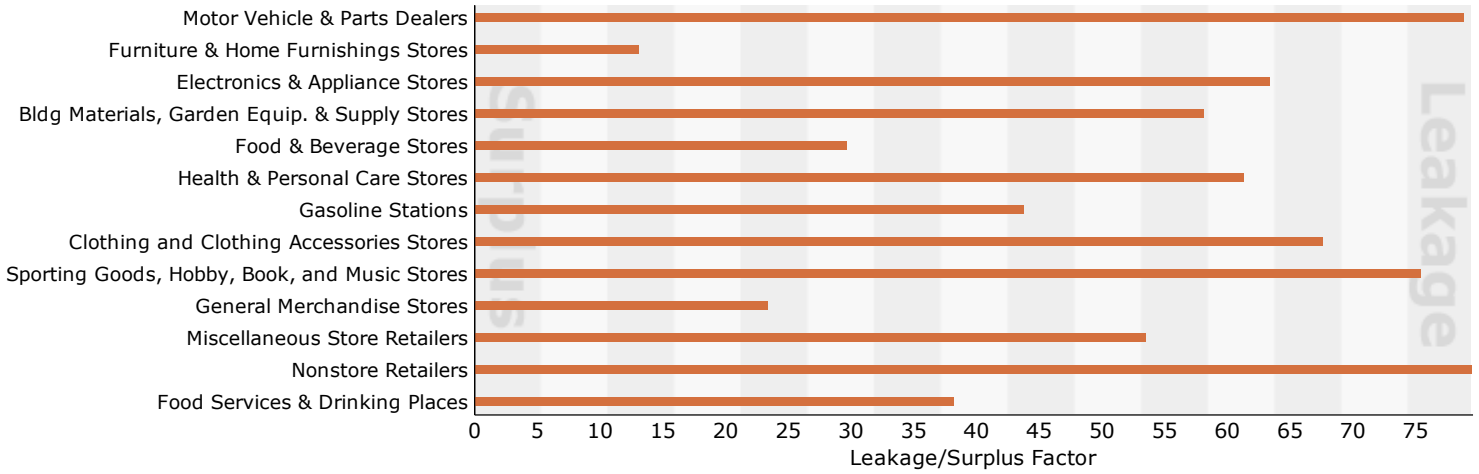
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$144,287,248	\$16,972,241	\$127,315,007	79.0	41
Automobile Dealers	4411	\$123,317,772	\$9,960,312	\$113,357,460	85.1	9
Other Motor Vehicle Dealers	4412	\$10,192,378	\$2,201,874	\$7,990,504	64.5	9
Auto Parts, Accessories & Tire Stores	4413	\$10,777,098	\$4,810,055	\$5,967,043	38.3	23
Furniture & Home Furnishings Stores	442	\$16,842,805	\$12,919,938	\$3,922,867	13.2	94
Furniture Stores	4421	\$8,664,213	\$2,548,024	\$6,116,189	54.5	6
Home Furnishings Stores	4422	\$8,178,592	\$10,371,914	-\$2,193,322	-11.8	87
Electronics & Appliance Stores	443	\$18,394,469	\$4,105,524	\$14,288,945	63.5	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,327,691	\$5,879,840	\$16,447,851	58.3	29
Bldg Material & Supplies Dealers	4441	\$18,883,482	\$4,400,869	\$14,482,613	62.2	25
Lawn & Garden Equip & Supply Stores	4442	\$3,444,209	\$1,478,971	\$1,965,238	39.9	5
Food & Beverage Stores	445	\$115,089,665	\$62,193,545	\$52,896,120	29.8	42
Grocery Stores	4451	\$106,593,436	\$60,629,610	\$45,963,826	27.5	27
Specialty Food Stores	4452	\$3,430,116	\$1,212,697	\$2,217,419	47.8	13
Beer, Wine & Liquor Stores	4453	\$5,066,113	\$351,238	\$4,714,875	87.0	2
Health & Personal Care Stores	446,4461	\$51,822,527	\$12,395,280	\$39,427,247	61.4	21
Gasoline Stations	447,4471	\$70,303,750	\$27,379,019	\$42,924,731	43.9	8
Clothing & Clothing Accessories Stores	448	\$45,145,074	\$8,679,156	\$36,465,918	67.8	41
Clothing Stores	4481	\$34,075,934	\$6,789,728	\$27,286,206	66.8	29
Shoe Stores	4482	\$5,627,464	\$1,097,592	\$4,529,872	67.4	7
Jewelry, Luggage & Leather Goods Stores	4483	\$5,441,676	\$791,836	\$4,649,840	74.6	6
Sporting Goods, Hobby, Book & Music Stores	451	\$14,510,411	\$2,022,001	\$12,488,410	75.5	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,794,075	\$1,729,766	\$8,064,309	70.0	18
Book, Periodical & Music Stores	4512	\$4,716,336	\$292,235	\$4,424,101	88.3	4
General Merchandise Stores	452	\$107,569,540	\$66,583,142	\$40,986,398	23.5	10
Department Stores Excluding Leased Depts.	4521	\$36,753,345	\$4,723,496	\$32,029,849	77.2	6
Other General Merchandise Stores	4529	\$70,816,195	\$61,859,646	\$8,956,549	6.8	4
Miscellaneous Store Retailers	453	\$18,239,367	\$5,503,978	\$12,735,389	53.6	76
Florists	4531	\$621,407	\$427,346	\$194,061	18.5	6
Office Supplies, Stationery & Gift Stores	4532	\$5,775,555	\$212,369	\$5,563,186	92.9	6
Used Merchandise Stores	4533	\$1,433,461	\$330,764	\$1,102,697	62.5	3
Other Miscellaneous Store Retailers	4539	\$10,408,943	\$4,533,499	\$5,875,444	39.3	60
Nonstore Retailers	454	\$51,449,646	\$5,833,775	\$45,615,871	79.6	35
Electronic Shopping & Mail-Order Houses	4541	\$45,498,036	\$3,490,030	\$42,008,006	85.8	5
Vending Machine Operators	4542	\$1,719,414	\$772,655	\$946,759	38.0	5
Direct Selling Establishments	4543	\$4,232,196	\$1,571,090	\$2,661,106	45.9	25
Food Services & Drinking Places	722	\$75,231,814	\$33,592,815	\$41,638,999	38.3	52
Full-Service Restaurants	7221	\$34,644,039	\$14,163,980	\$20,480,059	42.0	23
Limited-Service Eating Places	7222	\$32,629,918	\$17,236,731	\$15,393,187	30.9	22
Special Food Services	7223	\$2,498,002	\$479,739	\$2,018,263	67.8	3
Drinking Places - Alcoholic Beverages	7224	\$5,459,855	\$1,712,366	\$3,747,489	52.3	4

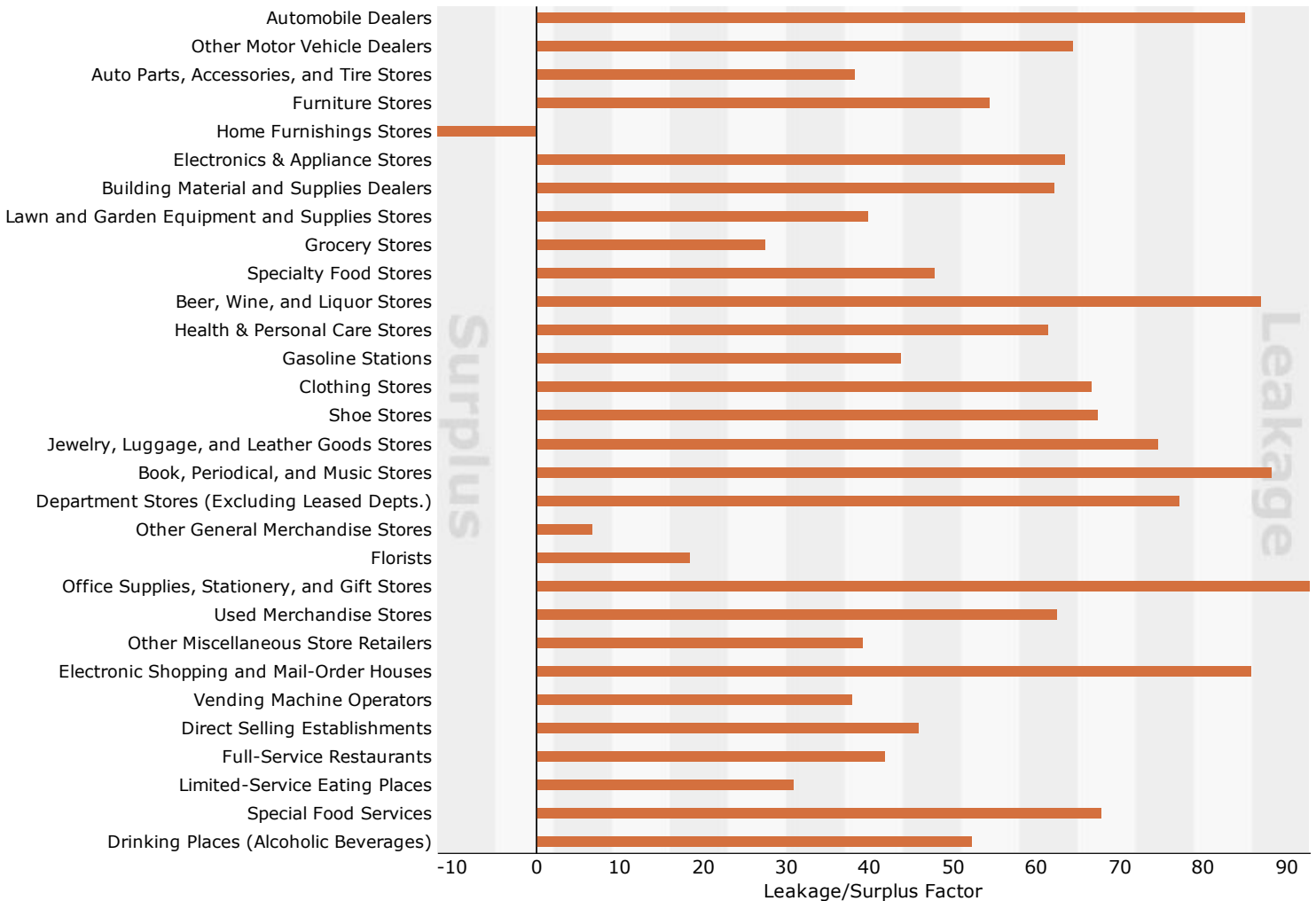
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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