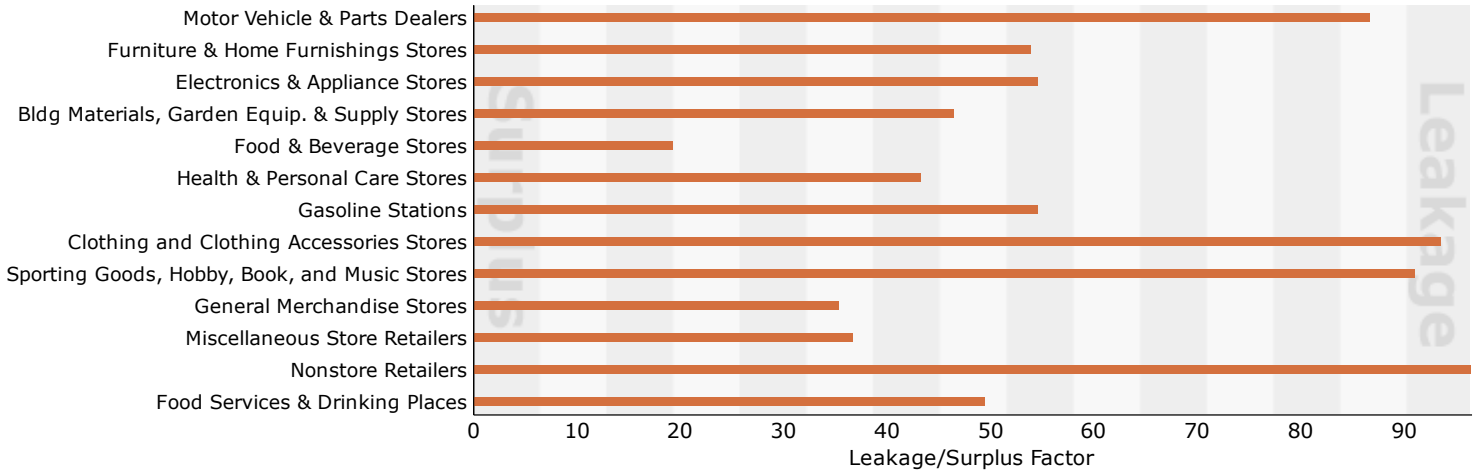


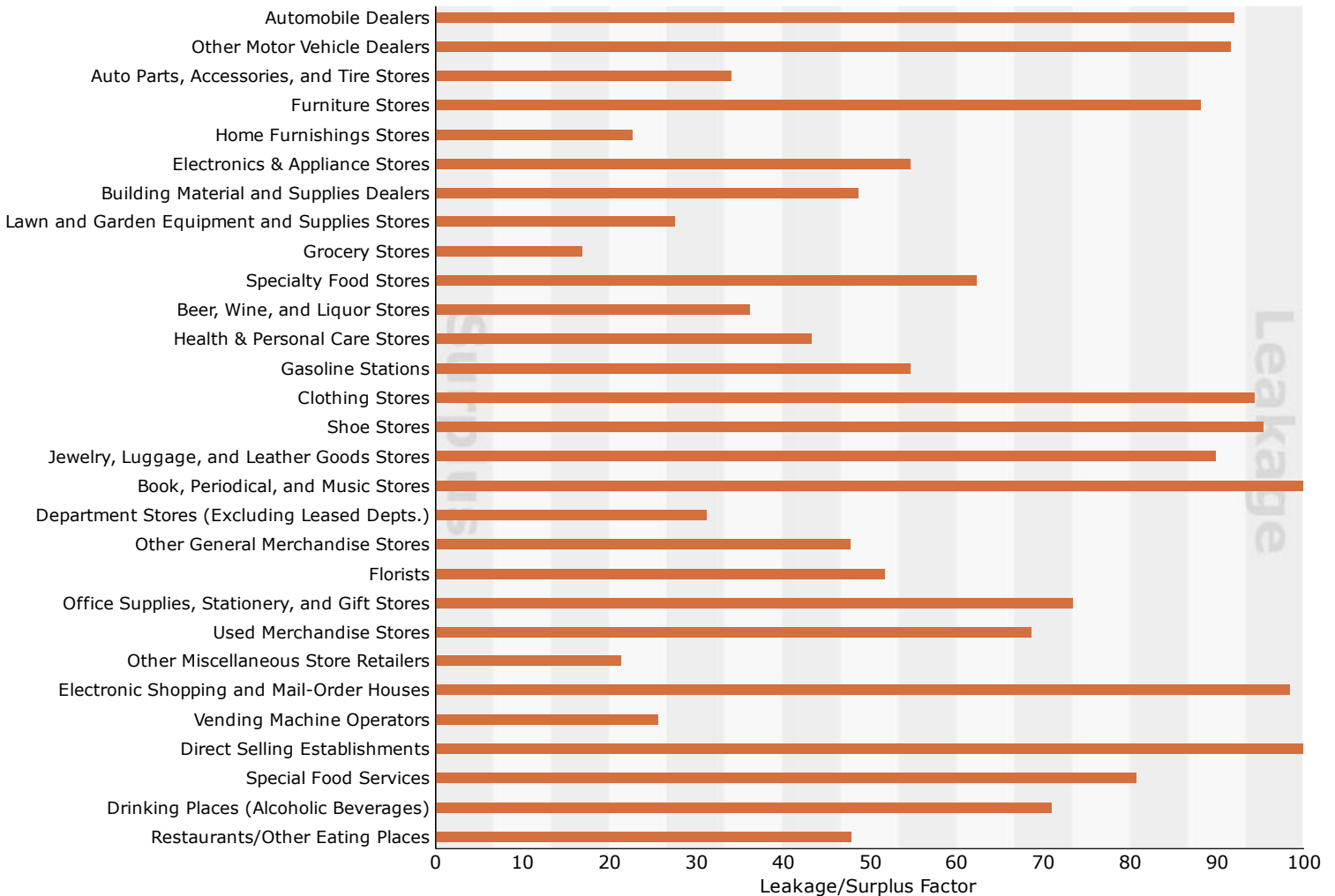
Summary Demographics						
2016 Population						100,134
2016 Households						33,172
2016 Median Disposable Income						\$40,597
2016 Per Capita Income						\$19,857
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,087,186,436	\$364,541,555	\$722,644,881	49.8	254
Total Retail Trade	44-45	\$985,607,678	\$330,334,350	\$655,273,328	49.8	183
Total Food & Drink	722	\$101,578,758	\$34,207,204	\$67,371,554	49.6	71
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$235,351,393	\$16,575,636	\$218,775,757	86.8	19
Automobile Dealers	4411	\$191,904,201	\$7,894,211	\$184,009,990	92.1	6
Other Motor Vehicle Dealers	4412	\$28,218,836	\$1,214,455	\$27,004,381	91.7	1
Auto Parts, Accessories & Tire Stores	4413	\$15,228,356	\$7,466,970	\$7,761,386	34.2	13
Furniture & Home Furnishings Stores	442	\$31,961,282	\$9,549,125	\$22,412,157	54.0	10
Furniture Stores	4421	\$18,636,020	\$1,164,306	\$17,471,714	88.2	2
Home Furnishings Stores	4422	\$13,325,263	\$8,384,819	\$4,940,444	22.8	8
Electronics & Appliance Stores	443	\$44,099,090	\$12,907,814	\$31,191,276	54.7	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$57,758,871	\$21,047,720	\$36,711,151	46.6	22
Bldg Material & Supplies Dealers	4441	\$52,763,216	\$18,218,007	\$34,545,209	48.7	17
Lawn & Garden Equip & Supply Stores	4442	\$4,995,655	\$2,829,713	\$2,165,942	27.7	5
Food & Beverage Stores	445	\$180,235,764	\$121,323,699	\$58,912,065	19.5	34
Grocery Stores	4451	\$162,809,006	\$115,585,092	\$47,223,914	17.0	25
Specialty Food Stores	4452	\$10,179,485	\$2,354,620	\$7,824,865	62.4	5
Beer, Wine & Liquor Stores	4453	\$7,247,273	\$3,383,987	\$3,863,286	36.3	4
Health & Personal Care Stores	446,4461	\$59,214,095	\$23,383,912	\$35,830,183	43.4	15
Gasoline Stations	447,4471	\$66,434,422	\$19,452,768	\$46,981,654	54.7	10
Clothing & Clothing Accessories Stores	448	\$43,226,388	\$1,382,647	\$41,843,741	93.8	6
Clothing Stores	4481	\$29,678,227	\$855,281	\$28,822,946	94.4	4
Shoe Stores	4482	\$6,392,463	\$151,727	\$6,240,736	95.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$7,155,698	\$375,640	\$6,780,058	90.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$21,895,178	\$1,018,867	\$20,876,311	91.1	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,795,831	\$1,018,867	\$16,776,964	89.2	5
Book, Periodical & Music Stores	4512	\$4,099,346	\$0	\$4,099,346	100.0	0
General Merchandise Stores	452	\$173,279,072	\$82,720,892	\$90,558,180	35.4	23
Department Stores Excluding Leased Depts.	4521	\$126,771,791	\$66,279,672	\$60,492,119	31.3	4
Other General Merchandise Stores	4529	\$46,507,281	\$16,441,220	\$30,066,061	47.8	19
Miscellaneous Store Retailers	453	\$44,305,146	\$20,489,984	\$23,815,162	36.8	24
Florists	4531	\$1,645,933	\$521,230	\$1,124,703	51.9	4
Office Supplies, Stationery & Gift Stores	4532	\$8,003,375	\$1,223,967	\$6,779,408	73.5	4
Used Merchandise Stores	4533	\$7,937,337	\$1,480,811	\$6,456,526	68.6	4
Other Miscellaneous Store Retailers	4539	\$26,718,501	\$17,263,975	\$9,454,526	21.5	13
Nonstore Retailers	454	\$27,846,978	\$481,286	\$27,365,692	96.6	3
Electronic Shopping & Mail-Order Houses	4541	\$22,903,063	\$182,137	\$22,720,926	98.4	1
Vending Machine Operators	4542	\$507,170	\$299,149	\$208,021	25.8	2
Direct Selling Establishments	4543	\$4,436,746	\$0	\$4,436,746	100.0	0
Food Services & Drinking Places	722	\$101,578,758	\$34,207,204	\$67,371,554	49.6	71
Special Food Services	7223	\$1,688,531	\$180,483	\$1,508,048	80.7	2
Drinking Places - Alcoholic Beverages	7224	\$7,342,081	\$1,243,616	\$6,098,465	71.0	3
Restaurants/Other Eating Places	7225	\$92,548,146	\$32,783,106	\$59,765,040	48	67

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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