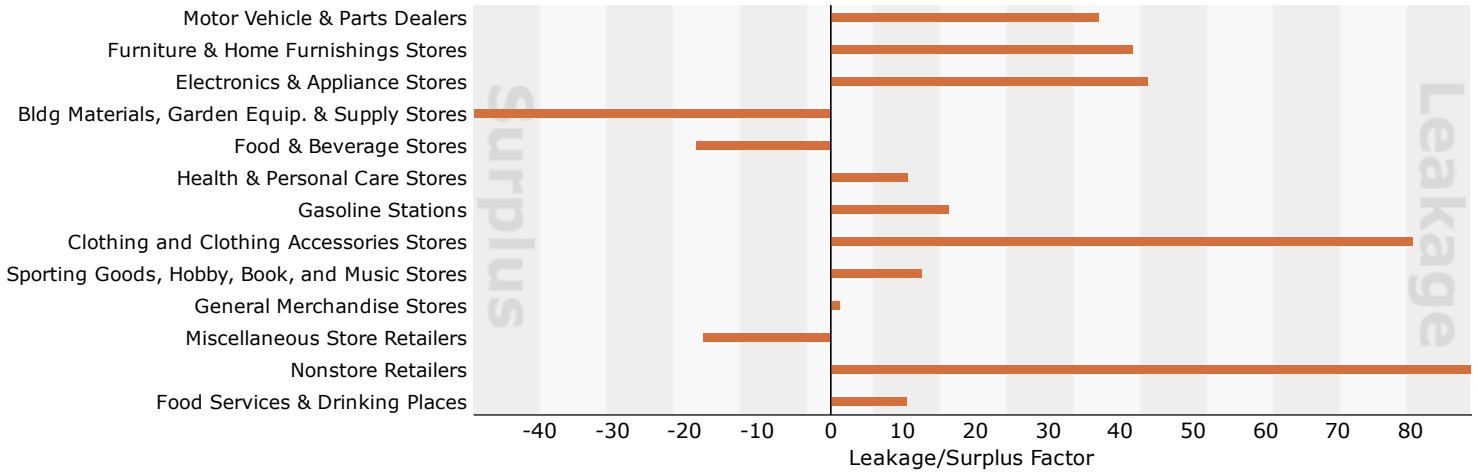


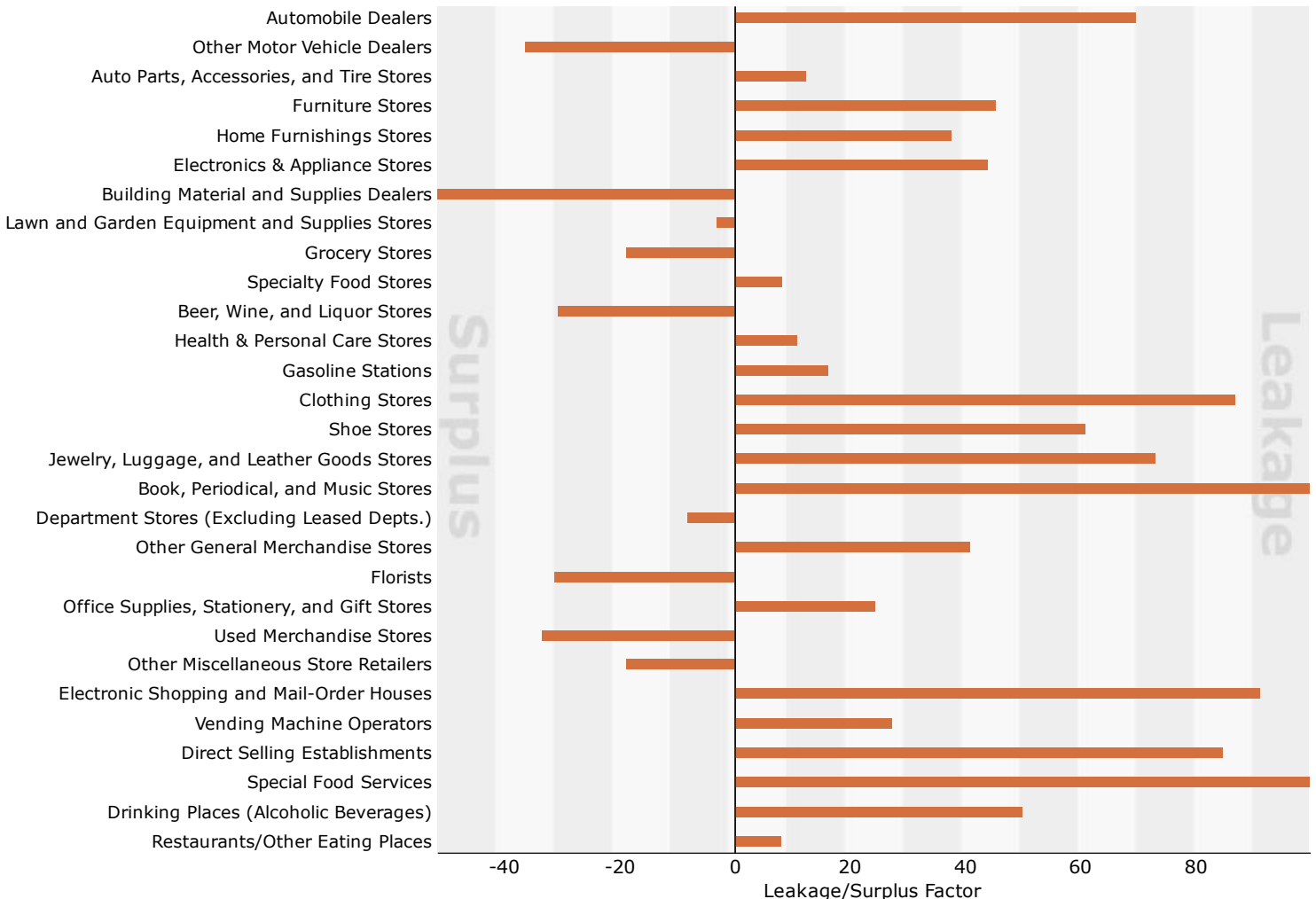
Summary Demographics						
2016 Population						52,229
2016 Households						25,163
2016 Median Disposable Income						\$34,361
2016 Per Capita Income						\$26,081
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$760,780,452	\$709,665,781	\$51,114,671	3.5	364
Total Retail Trade	44-45	\$693,345,420	\$655,193,819	\$38,151,601	2.8	268
Total Food & Drink	722	\$67,435,032	\$54,471,963	\$12,963,069	10.6	95
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$163,062,424	\$74,749,981	\$88,312,443	37.1	34
Automobile Dealers	4411	\$132,272,635	\$23,563,641	\$108,708,994	69.8	10
Other Motor Vehicle Dealers	4412	\$19,759,344	\$42,596,853	-\$22,837,509	-36.6	11
Auto Parts, Accessories & Tire Stores	4413	\$11,030,445	\$8,589,488	\$2,440,957	12.4	13
Furniture & Home Furnishings Stores	442	\$22,001,004	\$9,009,626	\$12,991,378	41.9	15
Furniture Stores	4421	\$12,315,535	\$4,628,108	\$7,687,427	45.4	5
Home Furnishings Stores	4422	\$9,685,470	\$4,381,518	\$5,303,952	37.7	11
Electronics & Appliance Stores	443	\$29,720,700	\$11,558,443	\$18,162,257	44.0	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$43,917,360	\$129,113,865	-\$85,196,505	-49.2	29
Bldg Material & Supplies Dealers	4441	\$39,613,406	\$124,535,585	-\$84,922,179	-51.7	17
Lawn & Garden Equip & Supply Stores	4442	\$4,303,953	\$4,578,279	-\$274,326	-3.1	13
Food & Beverage Stores	445	\$126,844,339	\$183,896,055	-\$57,051,716	-18.4	34
Grocery Stores	4451	\$114,527,644	\$167,985,113	-\$53,457,469	-18.9	26
Specialty Food Stores	4452	\$7,062,245	\$5,994,369	\$1,067,876	8.2	5
Beer, Wine & Liquor Stores	4453	\$5,254,451	\$9,916,573	-\$4,662,122	-30.7	3
Health & Personal Care Stores	446,4461	\$46,803,679	\$37,653,709	\$9,149,970	10.8	28
Gasoline Stations	447,4471	\$45,684,923	\$32,803,481	\$12,881,442	16.4	11
Clothing & Clothing Accessories Stores	448	\$28,637,886	\$3,089,625	\$25,548,261	80.5	9
Clothing Stores	4481	\$19,782,147	\$1,372,119	\$18,410,028	87.0	5
Shoe Stores	4482	\$3,940,106	\$956,778	\$2,983,328	60.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$4,915,633	\$760,728	\$4,154,905	73.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$14,804,296	\$11,444,113	\$3,360,183	12.8	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,142,898	\$11,428,748	\$714,150	3.0	19
Book, Periodical & Music Stores	4512	\$2,661,398	\$0	\$2,661,398	100.0	0
General Merchandise Stores	452	\$117,753,087	\$114,350,709	\$3,402,378	1.5	14
Department Stores Excluding Leased Depts.	4521	\$85,438,155	\$100,821,856	-\$15,383,701	-8.3	3
Other General Merchandise Stores	4529	\$32,314,932	\$13,528,853	\$18,786,079	41.0	11
Miscellaneous Store Retailers	453	\$32,350,042	\$46,200,392	-\$13,850,350	-17.6	59
Florists	4531	\$1,363,224	\$2,603,770	-\$1,240,546	-31.3	7
Office Supplies, Stationery & Gift Stores	4532	\$5,526,135	\$3,354,953	\$2,171,182	24.4	7
Used Merchandise Stores	4533	\$5,304,102	\$10,647,162	-\$5,343,060	-33.5	20
Other Miscellaneous Store Retailers	4539	\$20,156,581	\$29,594,508	-\$9,437,927	-19.0	25
Nonstore Retailers	454	\$21,765,679	\$1,323,820	\$20,441,859	88.5	4
Electronic Shopping & Mail-Order Houses	4541	\$17,113,139	\$769,547	\$16,343,592	91.4	2
Vending Machine Operators	4542	\$351,177	\$199,635	\$151,542	27.5	1
Direct Selling Establishments	4543	\$4,301,362	\$354,638	\$3,946,724	84.8	1
Food Services & Drinking Places	722	\$67,435,032	\$54,471,963	\$12,963,069	10.6	95
Special Food Services	7223	\$1,017,412	\$0	\$1,017,412	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$5,060,141	\$1,688,109	\$3,372,032	50.0	5
Restaurants/Other Eating Places	7225	\$61,357,478	\$52,783,854	\$8,573,624	8	91

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



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.