

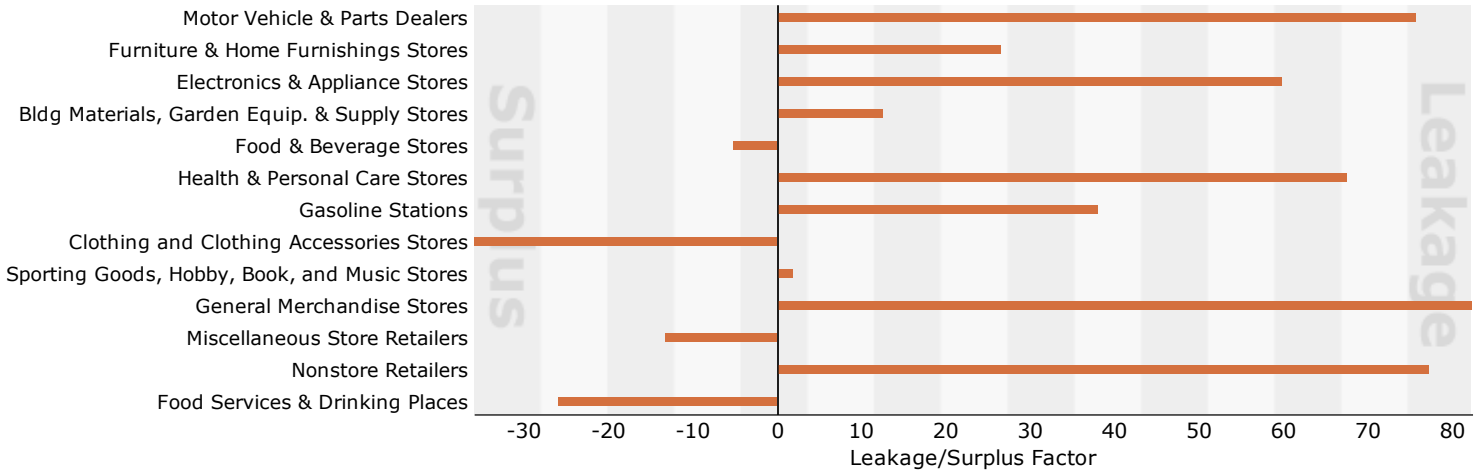
Summary Demographics						
2015 Population						6,726
2015 Households						3,496
2015 Median Disposable Income						\$62,662
2015 Per Capita Income						\$61,160
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$222,917,728	\$148,796,530	\$74,121,198	19.9	185
Total Retail Trade	44-45	\$201,825,082	\$112,821,189	\$89,003,893	28.3	125
Total Food & Drink	722	\$21,092,646	\$35,975,341	-\$14,882,695	-26.1	60
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$48,787,498	\$6,718,634	\$42,068,864	75.8	1
Automobile Dealers	4411	\$38,036,008	\$0	\$38,036,008	100.0	0
Other Motor Vehicle Dealers	4412	\$7,572,819	\$6,718,634	\$854,185	6.0	1
Auto Parts, Accessories & Tire Stores	4413	\$3,178,671	\$0	\$3,178,671	100.0	0
Furniture & Home Furnishings Stores	442	\$6,321,364	\$3,655,415	\$2,665,949	26.7	4
Furniture Stores	4421	\$3,693,232	\$1,554,429	\$2,138,803	40.8	2
Home Furnishings Stores	4422	\$2,628,132	\$2,100,986	\$527,146	11.1	2
Electronics & Appliance Stores	443	\$8,392,893	\$2,101,636	\$6,291,257	59.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,519,660	\$8,947,089	\$2,572,571	12.6	6
Bldg Material & Supplies Dealers	4441	\$10,255,937	\$6,540,569	\$3,715,368	22.1	4
Lawn & Garden Equip & Supply Stores	4442	\$1,263,723	\$2,406,520	-\$1,142,797	-31.1	2
Food & Beverage Stores	445	\$35,967,454	\$40,004,381	-\$4,036,927	-5.3	11
Grocery Stores	4451	\$31,723,318	\$26,271,767	\$5,451,551	9.4	6
Specialty Food Stores	4452	\$2,563,612	\$11,501,296	-\$8,937,684	-63.5	2
Beer, Wine & Liquor Stores	4453	\$1,680,524	\$2,231,318	-\$550,794	-14.1	3
Health & Personal Care Stores	446,4461	\$13,231,368	\$2,552,379	\$10,678,989	67.7	5
Gasoline Stations	447,4471	\$13,494,020	\$6,049,629	\$7,444,391	38.1	2
Clothing & Clothing Accessories Stores	448	\$10,350,797	\$21,933,356	-\$11,582,559	-35.9	44
Clothing Stores	4481	\$7,315,535	\$12,530,864	-\$5,215,329	-26.3	31
Shoe Stores	4482	\$1,221,404	\$896,504	\$324,900	15.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,813,858	\$8,505,988	-\$6,692,130	-64.8	11
Sporting Goods, Hobby, Book & Music Stores	451	\$4,741,124	\$4,566,272	\$174,852	1.9	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,496,761	\$3,395,057	\$101,704	1.5	8
Book, Periodical & Music Stores	4512	\$1,244,363	\$1,171,215	\$73,148	3.0	4
General Merchandise Stores	452	\$34,577,930	\$3,310,682	\$31,267,248	82.5	4
Department Stores Excluding Leased Depts.	4521	\$25,188,535	\$1,918,869	\$23,269,666	85.8	1
Other General Merchandise Stores	4529	\$9,389,395	\$1,391,813	\$7,997,582	74.2	3
Miscellaneous Store Retailers	453	\$9,448,672	\$12,341,323	-\$2,892,651	-13.3	30
Florists	4531	\$428,011	\$409,734	\$18,277	2.2	2
Office Supplies, Stationery & Gift Stores	4532	\$1,782,669	\$1,887,865	-\$105,196	-2.9	14
Used Merchandise Stores	4533	\$831,164	\$483,932	\$347,232	26.4	4
Other Miscellaneous Store Retailers	4539	\$6,406,828	\$9,559,792	-\$3,152,964	-19.7	10
Nonstore Retailers	454	\$4,992,302	\$640,393	\$4,351,909	77.3	2
Electronic Shopping & Mail-Order Houses	4541	\$4,075,868	\$505,629	\$3,570,239	77.9	1
Vending Machine Operators	4542	\$113,318	\$0	\$113,318	100.0	0
Direct Selling Establishments	4543	\$803,116	\$134,764	\$668,352	71.3	1
Food Services & Drinking Places	722	\$21,092,646	\$35,975,341	-\$14,882,695	-26.1	60
Full-Service Restaurants	7221	\$11,883,945	\$33,992,574	-\$22,108,629	-48.2	49
Limited-Service Eating Places	7222	\$7,850,404	\$1,756,183	\$6,094,221	63.4	9
Special Food Services	7223	\$298,568	\$31,318	\$267,250	81.0	1
Drinking Places - Alcoholic Beverages	7224	\$1,059,729	\$195,266	\$864,463	68.9	1

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.

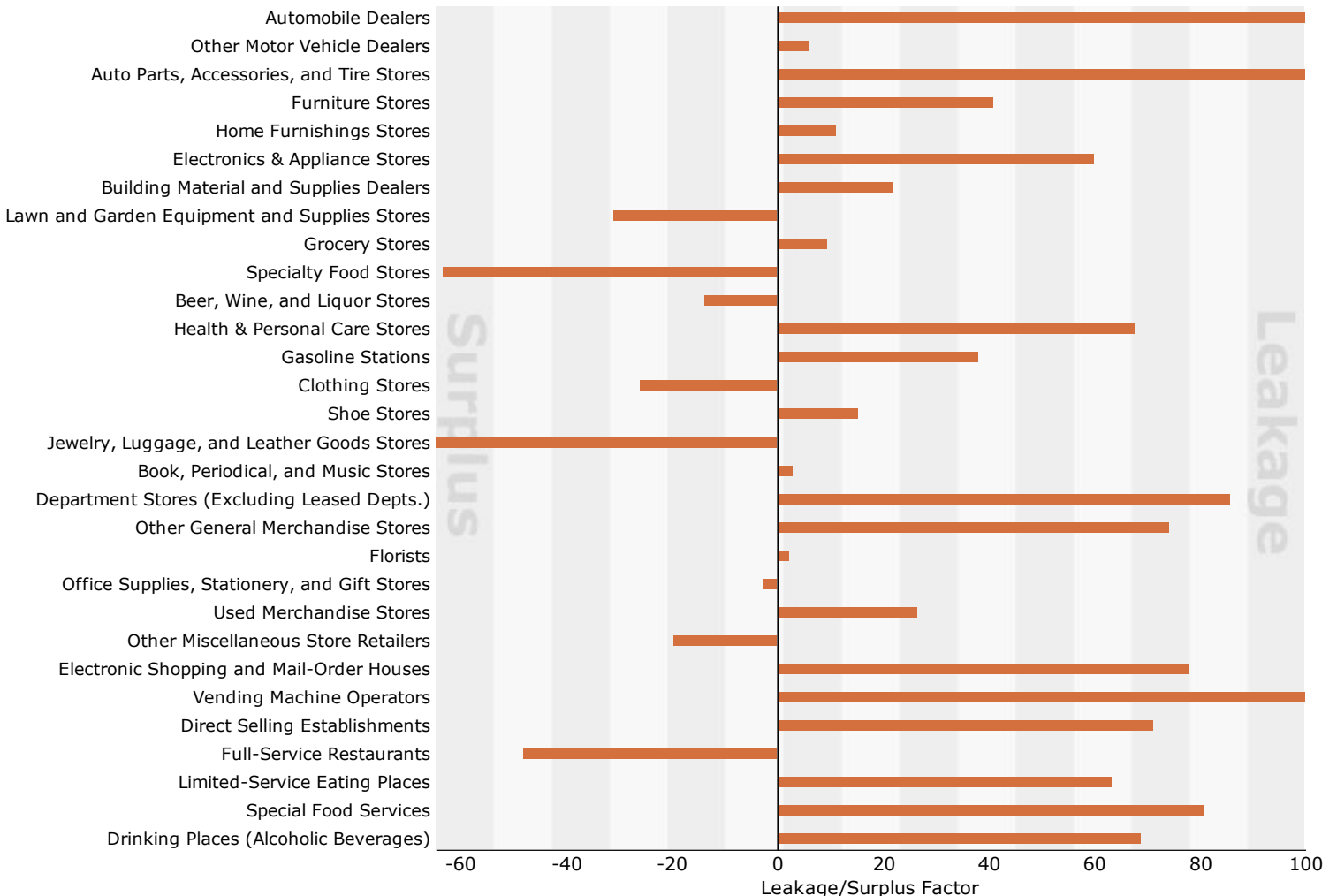
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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