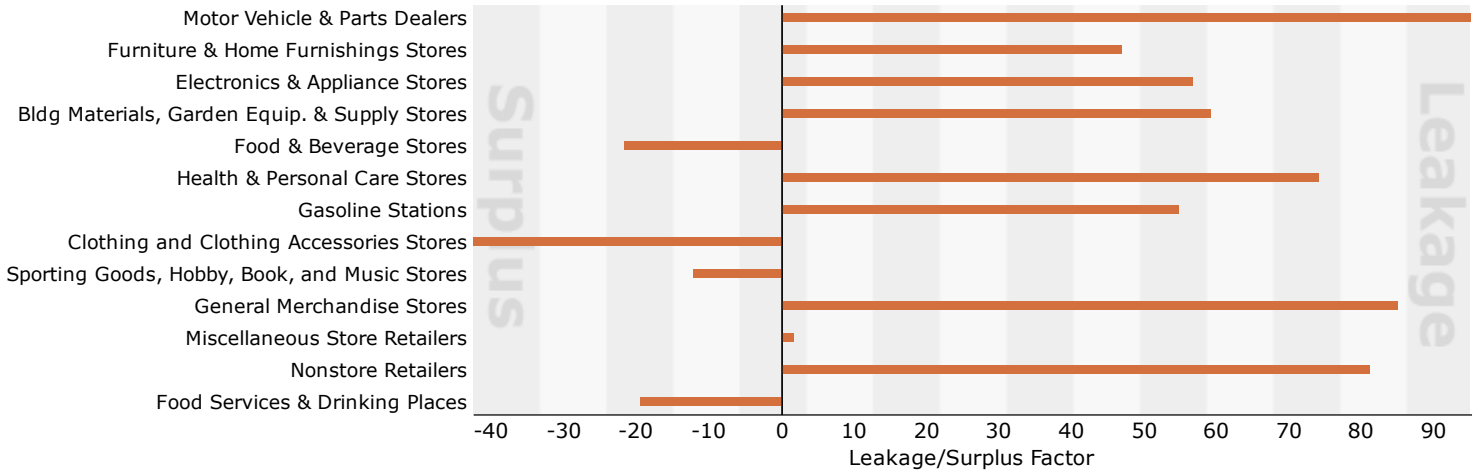


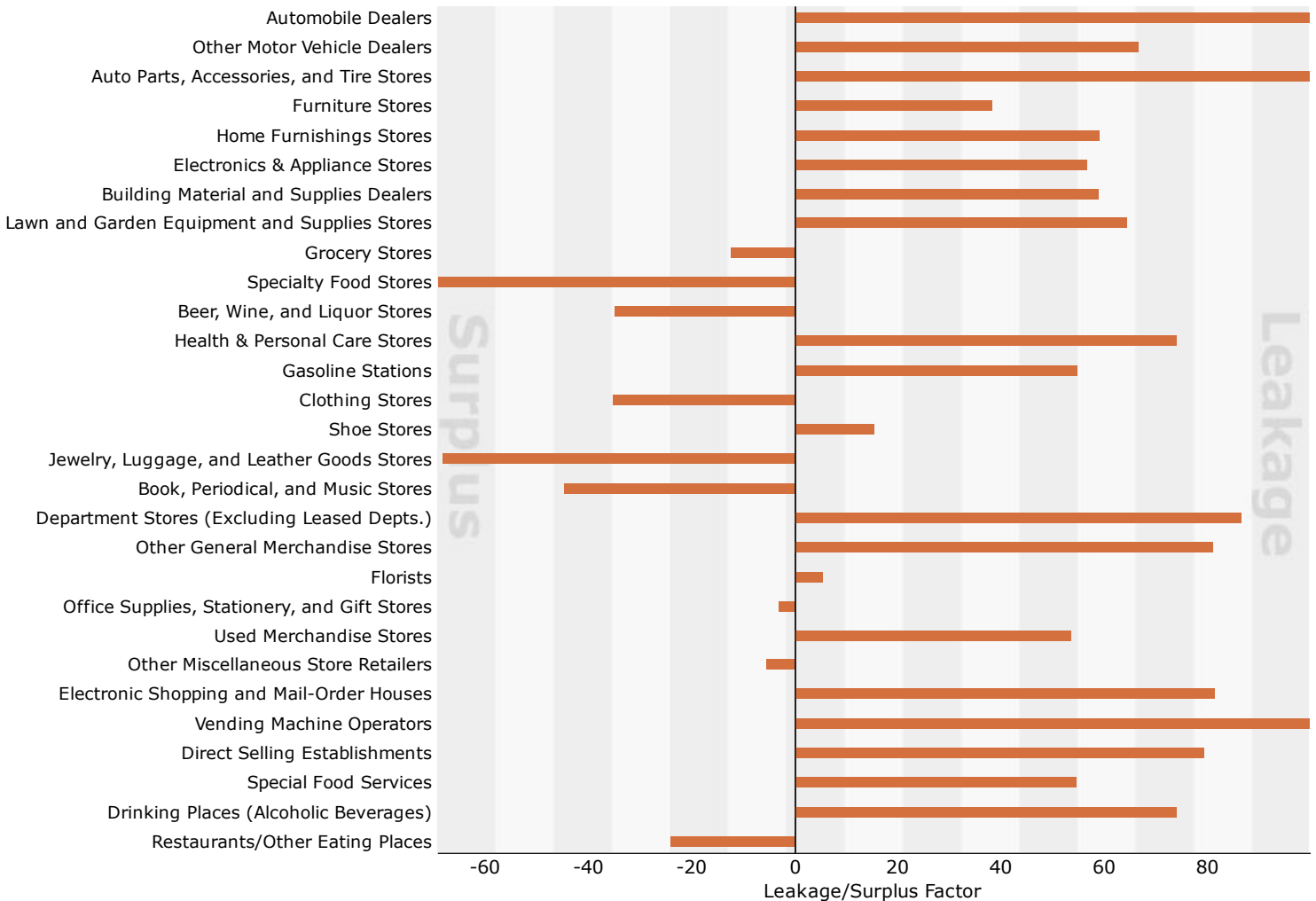
Summary Demographics						
2016 Population						6,850
2016 Households						3,546
2016 Median Disposable Income						\$71,475
2016 Per Capita Income						\$69,824
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$256,416,726	\$161,663,269	\$94,753,457	22.7	177
Total Retail Trade	44-45	\$233,170,756	\$127,139,190	\$106,031,566	29.4	120
Total Food & Drink	722	\$23,245,970	\$34,524,079	-\$11,278,109	-19.5	57
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$55,254,445	\$1,338,135	\$53,916,310	95.3	1
Automobile Dealers	4411	\$44,790,876	\$0	\$44,790,876	100.0	0
Other Motor Vehicle Dealers	4412	\$6,734,191	\$1,338,135	\$5,396,056	66.8	1
Auto Parts, Accessories & Tire Stores	4413	\$3,729,378	\$0	\$3,729,378	100.0	0
Furniture & Home Furnishings Stores	442	\$7,753,215	\$2,794,896	\$4,958,319	47.0	3
Furniture Stores	4421	\$4,304,126	\$1,916,744	\$2,387,382	38.4	2
Home Furnishings Stores	4422	\$3,449,089	\$878,152	\$2,570,937	59.4	1
Electronics & Appliance Stores	443	\$10,274,690	\$2,823,231	\$7,451,459	56.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,269,240	\$3,872,639	\$11,396,601	59.5	5
Bldg Material & Supplies Dealers	4441	\$13,831,256	\$3,562,927	\$10,268,329	59.0	4
Lawn & Garden Equip & Supply Stores	4442	\$1,437,984	\$309,712	\$1,128,272	64.6	1
Food & Beverage Stores	445	\$41,740,543	\$64,746,148	-\$23,005,605	-21.6	13
Grocery Stores	4451	\$37,625,310	\$48,334,221	-\$10,708,911	-12.5	7
Specialty Food Stores	4452	\$2,311,062	\$12,672,568	-\$10,361,506	-69.2	2
Beer, Wine & Liquor Stores	4453	\$1,804,171	\$3,739,359	-\$1,935,188	-34.9	4
Health & Personal Care Stores	446,4461	\$15,744,345	\$2,334,332	\$13,410,013	74.2	4
Gasoline Stations	447,4471	\$14,915,220	\$4,327,271	\$10,587,949	55.0	2
Clothing & Clothing Accessories Stores	448	\$9,832,053	\$24,356,665	-\$14,524,612	-42.5	42
Clothing Stores	4481	\$6,790,774	\$14,185,424	-\$7,394,650	-35.3	30
Shoe Stores	4482	\$1,307,743	\$956,778	\$350,965	15.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,733,536	\$9,214,463	-\$7,480,927	-68.3	10
Sporting Goods, Hobby, Book & Music Stores	451	\$5,020,437	\$6,398,941	-\$1,378,504	-12.1	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,124,511	\$4,048,615	\$75,896	0.9	9
Book, Periodical & Music Stores	4512	\$895,926	\$2,350,326	-\$1,454,400	-44.8	5
General Merchandise Stores	452	\$39,520,244	\$3,142,768	\$36,377,476	85.3	3
Department Stores Excluding Leased Depts.	4521	\$28,919,039	\$2,052,020	\$26,867,019	86.7	1
Other General Merchandise Stores	4529	\$10,601,205	\$1,090,748	\$9,510,457	81.3	2
Miscellaneous Store Retailers	453	\$10,673,560	\$10,270,725	\$402,835	1.9	28
Florists	4531	\$489,663	\$436,648	\$53,015	5.7	2
Office Supplies, Stationery & Gift Stores	4532	\$1,884,248	\$2,010,598	-\$126,350	-3.2	13
Used Merchandise Stores	4533	\$1,797,171	\$538,019	\$1,259,152	53.9	4
Other Miscellaneous Store Retailers	4539	\$6,502,478	\$7,285,460	-\$782,982	-5.7	9
Nonstore Retailers	454	\$7,172,764	\$733,439	\$6,439,325	81.4	2
Electronic Shopping & Mail-Order Houses	4541	\$5,778,605	\$587,410	\$5,191,195	81.5	1
Vending Machine Operators	4542	\$115,186	\$0	\$115,186	100.0	0
Direct Selling Establishments	4543	\$1,278,973	\$146,029	\$1,132,944	79.5	1
Food Services & Drinking Places	722	\$23,245,970	\$34,524,079	-\$11,278,109	-19.5	57
Special Food Services	7223	\$344,362	\$100,858	\$243,504	54.7	1
Drinking Places - Alcoholic Beverages	7224	\$1,893,823	\$279,498	\$1,614,325	74.3	1
Restaurants/Other Eating Places	7225	\$21,007,785	\$34,143,723	-\$13,135,938	-24	55

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](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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