## Summary Demographics

- **2017 Population**: 14,460
- **2017 Households**: 4,419
- **2017 Median Disposable Income**: $49,917
- **2017 Per Capita Income**: $23,330

## Industry Summary

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>44-45,722</td>
<td>$161,320,979</td>
<td>$142,505,927</td>
<td>$18,815,052</td>
<td>6.2</td>
<td>58</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>44-45</td>
<td>$144,888,544</td>
<td>$126,985,254</td>
<td>$17,903,290</td>
<td>6.6</td>
<td>37</td>
</tr>
<tr>
<td>Total Food &amp; Drink</td>
<td>722</td>
<td>$16,432,434</td>
<td>$15,520,673</td>
<td>$911,761</td>
<td>2.9</td>
<td>21</td>
</tr>
</tbody>
</table>

### Industry Group

- **Motor Vehicle & Parts Dealers**: 441 | $31,463,658 | $37,606,947 | -$6,143,289 | -8.9 | 14 |
- **Automobile Dealers**: 4411 | $25,334,496 | $29,149,341 | -$3,814,845 | -7.0 | 6 |
- **Other Motor Vehicle Dealers**: 4412 | $3,382,322 | $3,117,640 | $264,682 | 1.7 | 4 |
- **Auto Parts, Accessories & Tire Stores**: 4413 | $2,746,840 | $5,339,993 | -$2,593,153 | -32.1 | 4 |
- **Furniture & Home Furnishings Stores**: 442 | $5,176,846 | $4,789,690 | $387,156 | 3.9 | 1 |
- **Furniture Stores**: 4421 | $3,022,411 | $0 | $3,022,411 | 100.0 | 0 |
- **Home Furnishings Stores**: 4422 | $2,154,435 | $4,789,690 | -$2,635,255 | -37.9 | 1 |
- **Electronics & Appliance Stores**: 443 | $5,417,700 | $0 | $5,417,700 | 100.0 | 0 |
- **Bldg Materials, Garden Equip. & Supply Stores**: 444 | $9,455,769 | $2,256,906 | $7,198,863 | 61.5 | 3 |
- **Bldg Material & Supplies Dealers**: 4441 | $8,983,080 | $2,164,394 | $6,818,686 | 61.2 | 2 |
- **Lawn & Garden Equip & Supply Stores**: 4442 | $471,929 | $92,512 | $379,417 | 79.4 | 1 |
- **Food & Beverage Stores**: 446 | $29,526,530 | $6,376,370 | $23,150,160 | 60.5 | 1 |
- **Grocery Stores**: 4451 | $23,535,419 | $4,011,257 | $19,524,162 | 79.0 | 4 |
- **Specialty Food Stores**: 4452 | $1,103,907 | $1,443,958 | -$340,051 | -33.3 | 1 |
- **Beer, Wine & Liquor Stores**: 4453 | $1,287,204 | $921,155 | $366,049 | 33.3 | 1 |
- **Health & Personal Care Stores**: 446,446 | $7,929,057 | $0 | $7,929,057 | 100.0 | 0 |
- **Gasoline Stations**: 447,447 | $14,710,364 | $6,449,650 | $8,260,714 | 39.0 | 3 |
- **Clothing & Clothing Accessories Stores**: 448 | $6,690,048 | $146,957 | $6,543,091 | 95.7 | 1 |
- **Clothing Stores**: 4481 | $4,425,844 | $146,957 | $4,278,887 | 93.6 | 1 |
- **Shoe Stores**: 4482 | $963,692 | $0 | $963,692 | 100.0 | 0 |
- **Jewelry, Luggage & Leather Goods Stores**: 4483 | $1,300,513 | $0 | $1,300,513 | 100.0 | 0 |
- **Sporting Goods, Hobby, Book & Music Stores**: 451 | $5,064,853 | $907,842 | $4,157,011 | 69.6 | 2 |
- **Sporting Goods/Hobby/Musical Instr Stores**: 4511 | $4,517,898 | $907,842 | $3,610,056 | 66.5 | 2 |
- **Book, Periodical & Music Stores**: 4512 | $546,955 | $0 | $546,955 | 100.0 | 0 |
- **General Merchandise Stores**: 452 | $25,432,414 | $61,848,033 | -$36,415,619 | -41.7 | 2 |
- **Department Stores Excluding Leased Depts.**: 453 | $17,784,628 | $60,812,856 | -$43,028,228 | -44.7 | 1 |
- **Other General Merchandise Stores**: 4532 | $7,647,786 | $1,035,177 | $6,612,609 | 76.2 | 1 |
- **Miscellaneous Store Retailers**: 453 | $5,579,973 | $1,337,332 | $4,242,641 | 61.3 | 2 |
- **Florists**: 4531 | $214,287 | $0 | $214,287 | 100.0 | 0 |
- **Office Supplies, Stationery & Gift Stores**: 4532 | $1,247,527 | $0 | $1,247,527 | 100.0 | 0 |
- **Used Merchandise Stores**: 4533 | $981,925 | $833,808 | $148,117 | 8.2 | 1 |
- **Other Miscellaneous Store Retailers**: 4534 | $3,136,235 | $503,524 | $2,632,711 | 72.3 | 1 |
- **Nonstore Retailers**: 454 | $2,041,331 | $3,962,047 | -$1,920,716 | -41.7 | 1 |
- **Electronic Shopping & Mail-Order Houses**: 4541 | $1,578,671 | $0 | $1,578,671 | 100.0 | 0 |
- **Vending Machine Operators**: 4542 | $129,414 | $0 | $129,414 | 100.0 | 0 |
- **Direct Selling Establishments**: 4543 | $333,245 | $3,962,047 | -$3,628,802 | -84.5 | 1 |
- **Food Services & Drinking Places**: 454 | $16,432,434 | $15,520,673 | $911,761 | 2.9 | 21 |
- **Special Food Services**: 4543 | $193,939 | $0 | $193,939 | 100.0 | 0 |
- **Drinking Places - Alcoholic Beverages**: 4544 | $579,070 | $0 | $579,070 | 100.0 | 0 |
- **Restaurants/Other Eating Places**: 4545 | $16,432,434 | $15,520,673 | $911,761 | 2.9 | 21 |

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.


Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

April 12, 2018
Leakage/Surplus Factor by Industry Subsector

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

Leakage/Surplus Factor by Industry Group

- Restaurants/Other Eating Places
- Drinking Places (Alcoholic Beverages)
- Special Food Services
- Direct Selling Establishments
- Vending Machine Operators
- Electronic Shopping and Mail-Order Houses
- Other Miscellaneous Store Retailers
- Used Merchandise Stores
- Office Supplies, Stationery, and Gift Stores
- Other General Merchandise Stores
- Florists
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Motor Vehicle & Parts Dealers
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Auto Parts, Accessories, and Tire Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Food & Beverage Stores
- Gasoline Stations
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Other Motor Vehicle Dealers
- Department Stores (Excluding Leased Depts.)
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
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