



Retail MarketPlace Profile

Jurisdiction
Area: 30.53 square miles

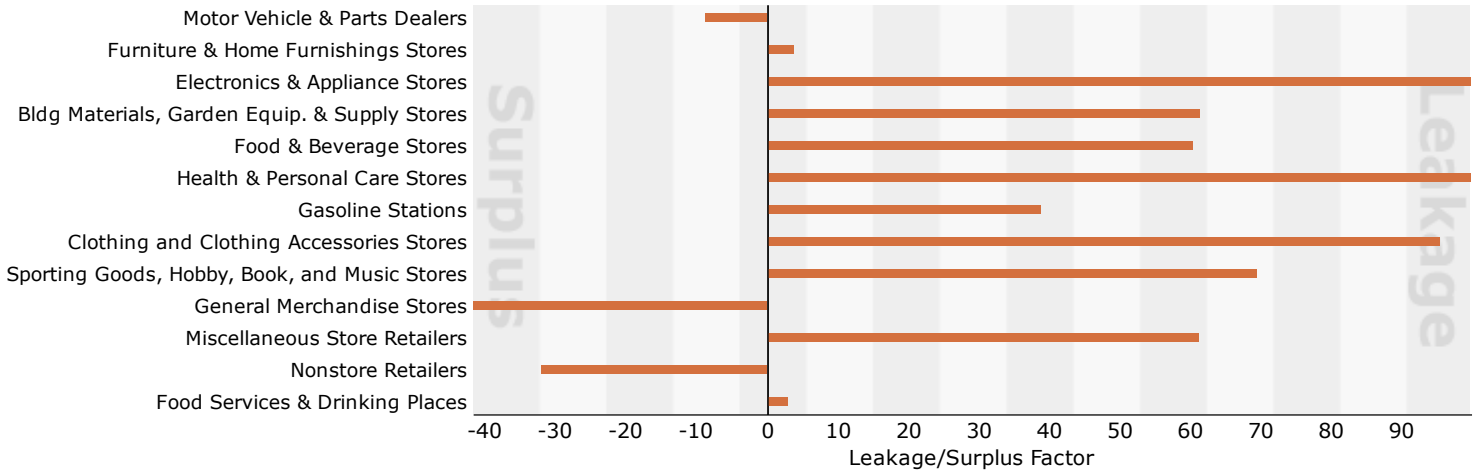
Prepared by Esri

Summary Demographics						
2017 Population						14,460
2017 Households						4,419
2017 Median Disposable Income						\$49,917
2017 Per Capita Income						\$23,330
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	\$161,320,979	\$142,505,927	\$18,815,052	6.2	58
Total Retail Trade	44-45	\$144,888,544	\$126,985,254	\$17,903,290	6.6	37
Total Food & Drink	722	\$16,432,434	\$15,520,673	\$911,761	2.9	21
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,463,658	\$37,606,947	-\$6,143,289	-8.9	14
Automobile Dealers	4411	\$25,334,496	\$29,149,314	-\$3,814,818	-7.0	6
Other Motor Vehicle Dealers	4412	\$3,382,322	\$3,117,640	\$264,682	4.1	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	\$8,983,830	\$2,164,394	\$6,819,436	61.2	2
Lawn & Garden Equip & Supply Stores	4442	\$471,939	\$92,512	\$379,427	67.2	1
Food & Beverage Stores	445	\$25,926,530	\$6,376,370	\$19,550,160	60.5	7
Grocery Stores	4451	\$23,535,419	\$4,011,257	\$19,524,162	70.9	4
Specialty Food Stores	4452	\$1,103,907	\$1,443,958	-\$340,051	-13.3	1
Beer, Wine & Liquor Stores	4453	\$1,287,204	\$921,155	\$366,049	16.6	1
Health & Personal Care Stores	446,4461	\$7,929,057	\$0	\$7,929,057	100.0	0
Gasoline Stations	447,4471	\$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.	4521	\$17,784,628	\$60,812,856	-\$43,028,228	-54.7	1
Other General Merchandise Stores	4529	\$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	4539	\$3,136,235	\$503,524	\$2,632,711	72.3	1
Nonstore Retailers	454	\$2,041,331	\$3,962,047	-\$1,920,716	-32.0	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	722	\$16,432,434	\$15,520,673	\$911,761	2.9	21
Special Food Services	7223	\$193,939	\$0	\$193,939	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$579,070	\$0	\$579,070	100.0	0
Restaurants/Other Eating Places	7225	\$15,659,425	\$15,479,377	\$180,048	0.6	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. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

