

## Summary Demographics

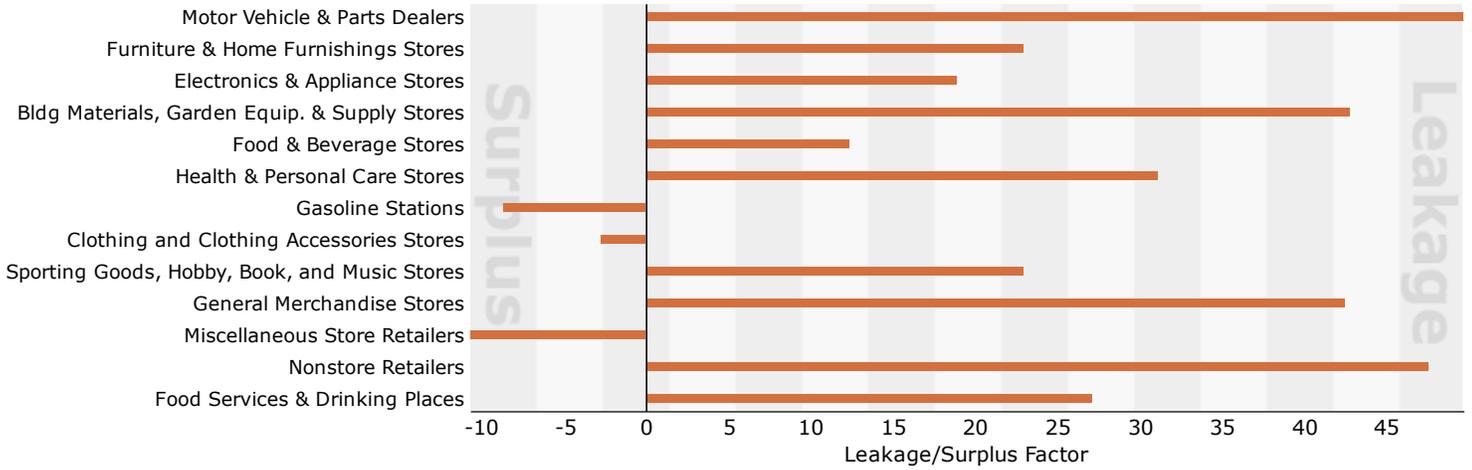
2017 Population	19,272
2017 Households	6,868
2017 Median Disposable Income	\$113,460
2017 Per Capita Income	\$85,765

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	\$691,634,308	\$428,043,496	\$263,590,812	23.5	165
Total Retail Trade	44-45	\$619,880,888	\$386,938,122	\$232,942,766	23.1	125
Total Food & Drink	722	\$71,753,420	\$41,105,374	\$30,648,046	27.2	40

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$127,207,864	\$42,752,258	\$84,455,606	49.7	2
Automobile Dealers	4411	\$104,849,931	\$42,752,258	\$62,097,673	42.1	2
Other Motor Vehicle Dealers	4412	\$10,577,577	\$0	\$10,577,577	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$11,780,356	\$0	\$11,780,356	100.0	0
Furniture & Home Furnishings Stores	442	\$21,664,073	\$13,568,926	\$8,095,147	23.0	9
Furniture Stores	4421	\$12,304,898	\$8,811,986	\$3,492,912	16.5	4
Home Furnishings Stores	4422	\$9,359,176	\$4,756,939	\$4,602,237	32.6	5
Electronics & Appliance Stores	443	\$24,791,384	\$16,913,636	\$7,877,748	18.9	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,653,751	\$19,069,495	\$28,584,256	42.8	6
Bldg Material & Supplies Dealers	4441	\$42,963,665	\$16,759,512	\$26,204,153	43.9	4
Lawn & Garden Equip & Supply Stores	4442	\$4,690,087	\$2,309,983	\$2,380,104	34.0	2
Food & Beverage Stores	445	\$98,750,822	\$77,000,436	\$21,750,386	12.4	10
Grocery Stores	4451	\$85,897,990	\$71,427,425	\$14,470,565	9.2	4
Specialty Food Stores	4452	\$5,016,870	\$5,098,690	-\$81,820	-0.8	6
Beer, Wine & Liquor Stores	4453	\$7,835,963	\$474,321	\$7,361,642	88.6	1
Health & Personal Care Stores	446,4461	\$40,294,039	\$21,179,442	\$19,114,597	31.1	11
Gasoline Stations	447,4471	\$59,279,076	\$70,524,126	-\$11,245,050	-8.7	5
Clothing & Clothing Accessories Stores	448	\$36,318,896	\$38,383,097	-\$2,064,201	-2.8	30
Clothing Stores	4481	\$23,917,677	\$30,349,670	-\$6,431,993	-11.9	22
Shoe Stores	4482	\$4,926,629	\$4,514,573	\$412,056	4.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$7,474,591	\$3,518,854	\$3,955,737	36.0	5
Sporting Goods, Hobby, Book & Music Stores	451	\$16,884,819	\$10,562,098	\$6,322,721	23.0	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,985,567	\$7,069,606	\$6,915,961	32.8	4
Book, Periodical & Music Stores	4512	\$2,899,252	\$3,492,492	-\$593,240	-9.3	4
General Merchandise Stores	452	\$106,822,552	\$43,078,818	\$63,743,734	42.5	4
Department Stores Excluding Leased Depts.	4521	\$77,457,174	\$6,614,756	\$70,842,418	84.3	1
Other General Merchandise Stores	4529	\$29,365,378	\$36,464,061	-\$7,098,683	-10.8	4
Miscellaneous Store Retailers	453	\$22,210,893	\$27,509,415	-\$5,298,522	-10.7	28
Florists	4531	\$2,144,133	\$15,827,109	-\$13,682,976	-76.1	6
Office Supplies, Stationery & Gift Stores	4532	\$4,108,489	\$2,991,179	\$1,117,310	15.7	6
Used Merchandise Stores	4533	\$2,220,909	\$1,645,555	\$575,354	14.9	6
Other Miscellaneous Store Retailers	4539	\$13,737,363	\$7,045,572	\$6,691,791	32.2	10
Nonstore Retailers	454	\$18,002,717	\$6,396,374	\$11,606,343	47.6	4
Electronic Shopping & Mail-Order Houses	4541	\$13,913,077	\$5,680,854	\$8,232,223	42.0	2
Vending Machine Operators	4542	\$457,180	\$0	\$457,180	100.0	0
Direct Selling Establishments	4543	\$3,632,459	\$715,521	\$2,916,938	67.1	1
Food Services & Drinking Places	722	\$71,753,420	\$41,105,374	\$30,648,046	27.2	40
Special Food Services	7223	\$1,737,228	\$0	\$1,737,228	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,346,466	\$862,428	\$1,484,038	46.2	1
Restaurants/Other Eating Places	7225	\$67,669,727	\$40,242,946	\$27,426,781	25.4	39

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>

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

