



Retail MarketPlace Profile

Polygon
Area: 1,601.87 square miles

Prepared by Esri

Summary Demographics

2016 Population	114,653
2016 Households	45,389
2016 Median Disposable Income	\$35,336
2016 Per Capita Income	\$23,085

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	\$1,378,418,761	\$1,239,503,014	\$138,915,747	5.3	864
Total Retail Trade	44-45	\$1,256,569,931	\$1,131,504,775	\$125,065,156	5.2	606
Total Food & Drink	722	\$121,848,831	\$107,998,239	\$13,850,592	6.0	258

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$297,901,760	\$204,463,879	\$93,437,881	18.6	93
Automobile Dealers	4411	\$246,729,510	\$172,716,614	\$74,012,896	17.6	45
Other Motor Vehicle Dealers	4412	\$35,156,041	\$15,617,423	\$19,538,618	38.5	12
Auto Parts, Accessories & Tire Stores	4413	\$16,016,209	\$16,129,842	-\$113,633	-0.4	36
Furniture & Home Furnishings Stores	442	\$33,446,584	\$14,836,290	\$18,610,294	38.5	25
Furniture Stores	4421	\$21,151,899	\$11,418,917	\$9,732,982	29.9	16
Home Furnishings Stores	4422	\$12,294,684	\$3,417,373	\$8,877,311	56.5	10
Electronics & Appliance Stores	443	\$59,084,082	\$28,224,238	\$30,859,844	35.3	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$61,510,467	\$60,927,961	\$582,506	0.5	57
Bldg Material & Supplies Dealers	4441	\$50,630,865	\$50,059,617	\$571,248	0.6	45
Lawn & Garden Equip & Supply Stores	4442	\$10,879,602	\$10,868,344	\$11,258	0.1	12
Food & Beverage Stores	445	\$232,629,480	\$317,531,808	-\$84,902,328	-15.4	97
Grocery Stores	4451	\$208,763,806	\$296,306,381	-\$87,542,575	-17.3	64
Specialty Food Stores	4452	\$11,095,548	\$4,625,294	\$6,470,254	41.2	11
Beer, Wine & Liquor Stores	4453	\$12,770,125	\$16,600,133	-\$3,830,008	-13.0	22
Health & Personal Care Stores	446,4461	\$72,517,681	\$61,121,597	\$11,396,084	8.5	36
Gasoline Stations	447,4471	\$92,401,057	\$115,100,019	-\$22,698,962	-10.9	36
Clothing & Clothing Accessories Stores	448	\$55,569,737	\$13,948,814	\$41,620,923	59.9	37
Clothing Stores	4481	\$38,026,632	\$7,808,376	\$30,218,256	65.9	22
Shoe Stores	4482	\$8,095,176	\$2,697,894	\$5,397,282	50.0	6
Jewelry, Luggage & Leather Goods Stores	4483	\$9,447,929	\$3,442,544	\$6,005,385	46.6	9
Sporting Goods, Hobby, Book & Music Stores	451	\$36,149,471	\$34,185,359	\$1,964,112	2.8	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,770,821	\$32,685,946	-\$2,915,125	-4.7	39
Book, Periodical & Music Stores	4512	\$6,378,650	\$1,499,413	\$4,879,237	61.9	4
General Merchandise Stores	452	\$227,260,933	\$227,509,540	-\$248,607	-0.1	45
Department Stores Excluding Leased Depts.	4521	\$172,665,258	\$199,479,199	-\$26,813,941	-7.2	13
Other General Merchandise Stores	4529	\$54,595,674	\$28,030,341	\$26,565,333	32.2	32
Miscellaneous Store Retailers	453	\$53,135,743	\$50,101,217	\$3,034,526	2.9	93
Florists	4531	\$2,407,674	\$2,802,350	-\$394,676	-7.6	18
Office Supplies, Stationery & Gift Stores	4532	\$6,596,269	\$7,559,788	-\$963,519	-6.8	17
Used Merchandise Stores	4533	\$3,984,848	\$5,143,998	-\$1,159,150	-12.7	26
Other Miscellaneous Store Retailers	4539	\$40,146,953	\$34,595,081	\$5,551,872	7.4	32
Nonstore Retailers	454	\$34,962,935	\$3,554,053	\$31,408,882	81.5	4
Electronic Shopping & Mail-Order Houses	4541	\$26,084,391	\$919,664	\$25,164,727	93.2	1
Vending Machine Operators	4542	\$1,216,196	\$544,736	\$671,460	38.1	1
Direct Selling Establishments	4543	\$7,662,349	\$2,089,653	\$5,572,696	57.1	2
Food Services & Drinking Places	722	\$121,848,831	\$107,998,239	\$13,850,592	6.0	258
Full-Service Restaurants	7221	\$64,013,867	\$56,392,746	\$7,621,121	6.3	142
Limited-Service Eating Places	7222	\$49,366,497	\$44,582,609	\$4,783,888	5.1	61
Special Food Services	7223	\$2,873,883	\$1,541,356	\$1,332,527	30.2	14
Drinking Places - Alcoholic Beverages	7224	\$5,594,583	\$5,481,528	\$113,055	1.0	41

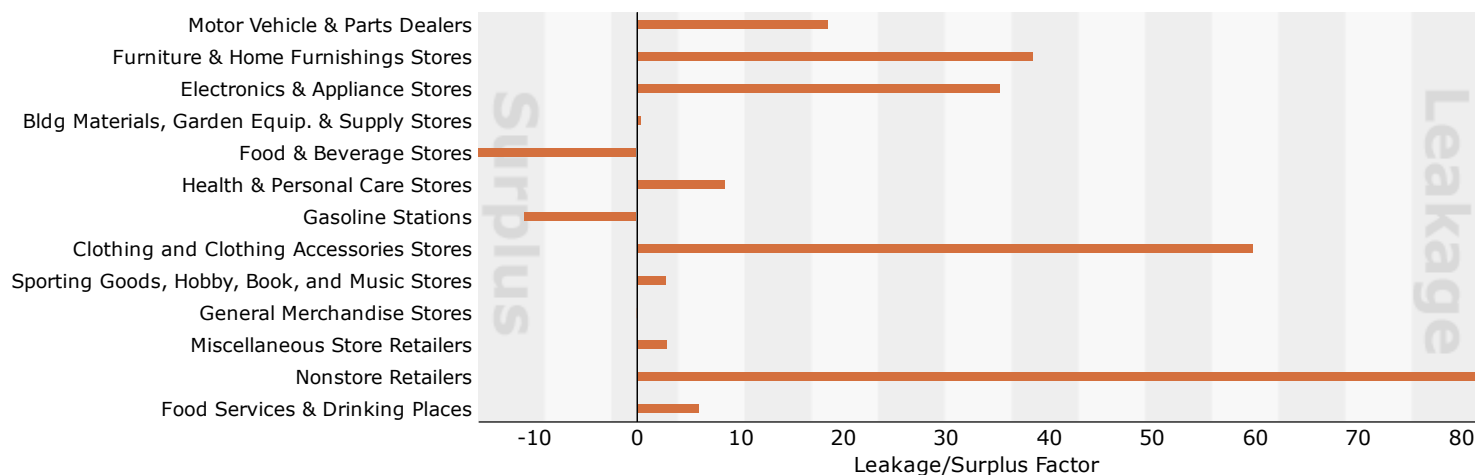
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

