



Summary Demographics

2019 Population	106,433
2019 Households	44,574
2019 Median Disposable Income	\$40,912
2019 Per Capita Income	\$30,193

2017 Industry Summary

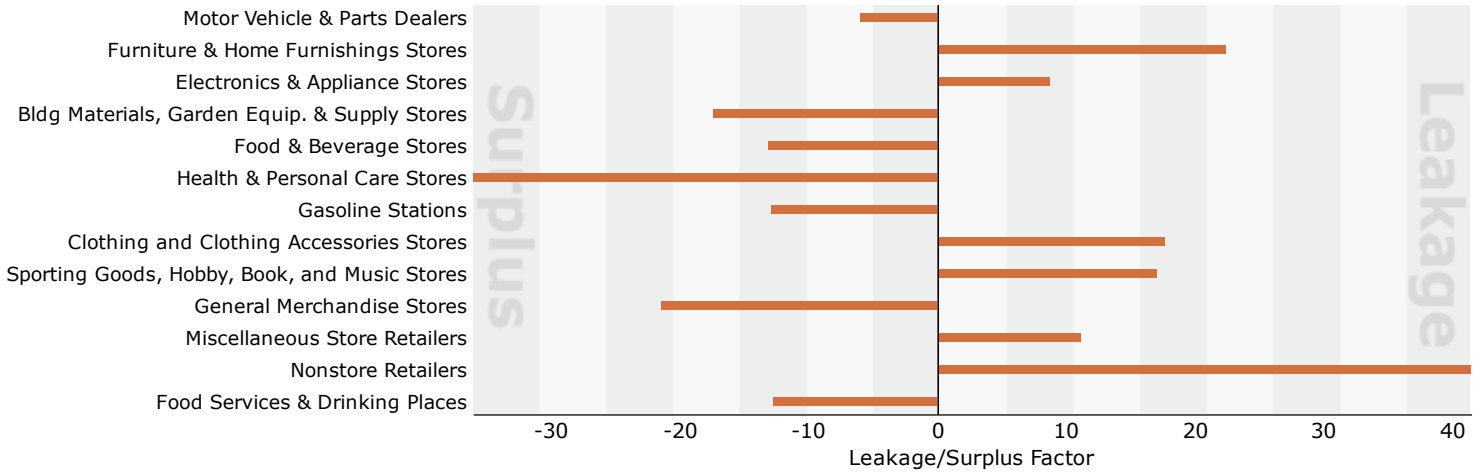
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,462,591,822	\$1,825,867,770	-\$363,275,948	-11.0	820
Total Retail Trade	44-45	\$1,322,590,646	\$1,644,844,048	-\$322,253,402	-10.9	579
Total Food & Drink	722	\$140,001,176	\$181,023,722	-\$41,022,546	-12.8	241

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$282,694,200	\$319,106,546	-\$36,412,346	-6.1	82
Automobile Dealers	4411	\$233,869,295	\$247,806,643	-\$13,937,348	-2.9	46
Other Motor Vehicle Dealers	4412	\$24,068,915	\$47,749,697	-\$23,680,782	-33.0	9
Auto Parts, Accessories & Tire Stores	4413	\$24,755,990	\$23,550,206	\$1,205,784	2.5	27
Furniture & Home Furnishings Stores	442	\$41,988,938	\$26,592,061	\$15,396,877	22.5	28
Furniture Stores	4421	\$24,266,661	\$15,086,035	\$9,180,626	23.3	15
Home Furnishings Stores	4422	\$17,722,277	\$11,506,026	\$6,216,251	21.3	13
Electronics & Appliance Stores	443	\$48,440,541	\$40,607,797	\$7,832,744	8.8	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$94,861,509	\$134,981,366	-\$40,119,857	-17.5	53
Bldg Material & Supplies Dealers	4441	\$85,296,571	\$131,448,971	-\$46,152,400	-21.3	42
Lawn & Garden Equip & Supply Stores	4442	\$9,564,938	\$3,532,395	\$6,032,543	46.1	11
Food & Beverage Stores	445	\$216,386,279	\$282,173,487	-\$65,787,208	-13.2	74
Grocery Stores	4451	\$190,552,915	\$263,916,966	-\$73,364,051	-16.1	49
Specialty Food Stores	4452	\$11,196,944	\$6,382,891	\$4,814,053	27.4	13
Beer, Wine & Liquor Stores	4453	\$14,636,420	\$11,873,630	\$2,762,790	10.4	12
Health & Personal Care Stores	446,4461	\$89,358,747	\$190,458,674	-\$101,099,927	-36.1	51
Gasoline Stations	447,4471	\$140,006,010	\$181,452,325	-\$41,446,315	-12.9	33
Clothing & Clothing Accessories Stores	448	\$66,859,001	\$46,777,725	\$20,081,276	17.7	55
Clothing Stores	4481	\$45,534,496	\$22,071,052	\$23,463,444	34.7	31
Shoe Stores	4482	\$9,663,974	\$12,635,159	-\$2,971,185	-13.3	13
Jewelry, Luggage & Leather Goods Stores	4483	\$11,660,531	\$12,071,514	-\$410,983	-1.7	11
Sporting Goods, Hobby, Book & Music Stores	451	\$33,490,266	\$23,694,789	\$9,795,477	17.1	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$27,731,615	\$20,153,227	\$7,578,388	15.8	27
Book, Periodical & Music Stores	4512	\$5,758,651	\$3,541,562	\$2,217,089	23.8	6
General Merchandise Stores	452	\$222,927,973	\$344,691,605	-\$121,763,632	-21.5	43
Department Stores Excluding Leased Depts.	4521	\$157,563,597	\$228,390,159	-\$70,826,562	-18.4	12
Other General Merchandise Stores	4529	\$65,364,376	\$116,301,446	-\$50,937,070	-28.0	31
Miscellaneous Store Retailers	453	\$49,204,831	\$39,262,770	\$9,942,061	11.2	94
Florists	4531	\$3,256,200	\$4,826,018	-\$1,569,818	-19.4	17
Office Supplies, Stationery & Gift Stores	4532	\$8,171,108	\$8,558,859	-\$387,751	-2.3	11
Used Merchandise Stores	4533	\$4,432,514	\$4,738,304	-\$305,790	-3.3	23
Other Miscellaneous Store Retailers	4539	\$33,345,009	\$21,139,589	\$12,205,420	22.4	43
Nonstore Retailers	454	\$36,372,351	\$15,044,903	\$21,327,448	41.5	9
Electronic Shopping & Mail-Order Houses	4541	\$27,945,761	\$5,792,081	\$22,153,680	65.7	1
Vending Machine Operators	4542	\$989,170	\$1,310,144	-\$320,974	-14.0	1
Direct Selling Establishments	4543	\$7,437,420	\$7,942,678	-\$505,258	-3.3	7
Food Services & Drinking Places	722	\$140,001,176	\$181,023,722	-\$41,022,546	-12.8	241
Special Food Services	7223	\$3,488,279	\$2,023,594	\$1,464,685	26.6	11
Drinking Places - Alcoholic Beverages	7224	\$4,566,431	\$9,964,087	-\$5,397,656	-37.1	31
Restaurants/Other Eating Places	7225	\$131,946,466	\$169,036,041	-\$37,089,575	-12.3	199

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>

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

