

Summary Demographics

2020 Population	5,903
2020 Households	2,270
2020 Median Disposable Income	\$57,074
2020 Per Capita Income	\$37,970

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

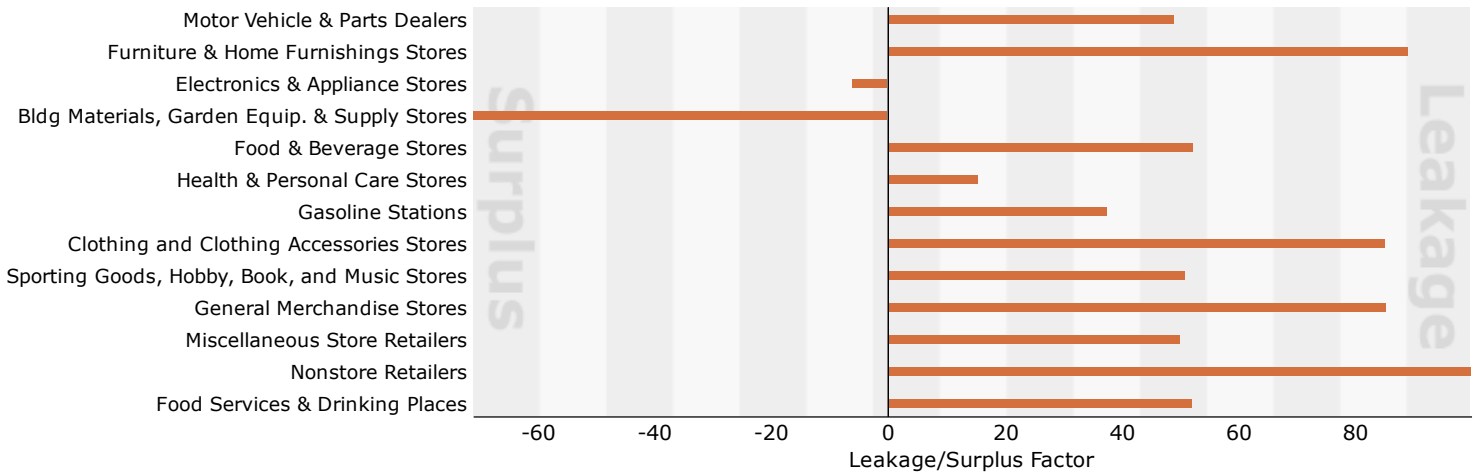
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$94,742,767	\$65,898,811	\$28,843,956	18.0	37
Total Retail Trade	44-45	\$85,386,522	\$62,961,750	\$22,424,772	15.1	29
Total Food & Drink	722	\$9,356,245	\$2,937,061	\$6,419,184	52.2	8
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,082,259	\$6,167,445	\$11,914,814	49.1	6
Automobile Dealers	4411	\$14,934,928	\$2,078,670	\$12,856,258	75.6	3
Other Motor Vehicle Dealers	4412	\$1,549,087	\$2,969,391	-\$1,420,304	-31.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,598,244	\$1,119,384	\$478,860	17.6	2
Furniture & Home Furnishings Stores	442	\$2,823,058	\$160,847	\$2,662,211	89.2	1
Furniture Stores	4421	\$1,614,711	\$0	\$1,614,711	100.0	0
Home Furnishings Stores	4422	\$1,208,347	\$160,847	\$1,047,500	76.5	1
Electronics & Appliance Stores	443	\$3,226,363	\$3,658,067	-\$431,704	-6.3	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,267,127	\$37,300,988	-\$31,033,861	-71.2	5
Bldg Material & Supplies Dealers	4441	\$5,678,768	\$37,300,988	-\$31,622,220	-73.6	5
Lawn & Garden Equip & Supply Stores	4442	\$588,359	\$0	\$588,359	100.0	0
Food & Beverage Stores	445	\$13,798,465	\$4,306,473	\$9,491,992	52.4	3
Grocery Stores	4451	\$12,125,279	\$3,268,752	\$8,856,527	57.5	1
Specialty Food Stores	4452	\$712,939	\$1,037,721	-\$324,782	-18.6	2
Beer, Wine & Liquor Stores	4453	\$960,247	\$0	\$960,247	100.0	0
Health & Personal Care Stores	446,4461	\$5,614,710	\$4,099,530	\$1,515,180	15.6	1
Gasoline Stations	447,4471	\$8,882,126	\$4,017,538	\$4,864,588	37.7	1
Clothing & Clothing Accessories Stores	448	\$4,503,039	\$358,521	\$4,144,518	85.3	2
Clothing Stores	4481	\$3,044,324	\$358,521	\$2,685,803	78.9	2
Shoe Stores	4482	\$655,251	\$0	\$655,251	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$803,464	\$0	\$803,464	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,229,528	\$722,882	\$1,506,646	51.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,854,427	\$722,882	\$1,131,545	43.9	1
Book, Periodical & Music Stores	4512	\$375,101	\$0	\$375,101	100.0	0
General Merchandise Stores	452	\$14,535,264	\$1,137,746	\$13,397,518	85.5	2
Department Stores Excluding Leased Depts.	4521	\$10,367,705	\$0	\$10,367,705	100.0	0
Other General Merchandise Stores	4529	\$4,167,559	\$1,137,746	\$3,029,813	57.1	2
Miscellaneous Store Retailers	453	\$3,103,747	\$1,031,713	\$2,072,034	50.1	4
Florists	4531	\$212,359	\$624,809	-\$412,450	-49.3	2
Office Supplies, Stationery & Gift Stores	4532	\$545,215	\$0	\$545,215	100.0	0
Used Merchandise Stores	4533	\$292,975	\$69,923	\$223,052	61.5	1
Other Miscellaneous Store Retailers	4539	\$2,053,198	\$336,981	\$1,716,217	71.8	1
Nonstore Retailers	454	\$2,320,836	\$0	\$2,320,836	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,830,342	\$0	\$1,830,342	100.0	0
Vending Machine Operators	4542	\$63,779	\$0	\$63,779	100.0	0
Direct Selling Establishments	4543	\$426,715	\$0	\$426,715	100.0	0
Food Services & Drinking Places	722	\$9,356,245	\$2,937,061	\$6,419,184	52.2	8
Special Food Services	7223	\$232,768	\$31,098	\$201,670	76.4	1
Drinking Places - Alcoholic Beverages	7224	\$302,446	\$0	\$302,446	100.0	0
Restaurants/Other Eating Places	7225	\$8,821,031	\$2,905,963	\$5,915,068	50.4	7

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. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

