

Summary Demographics

2018 Population	193,842
2018 Households	73,097
2018 Median Disposable Income	\$26,696
2018 Per Capita Income	\$16,548

2017 Industry Summary

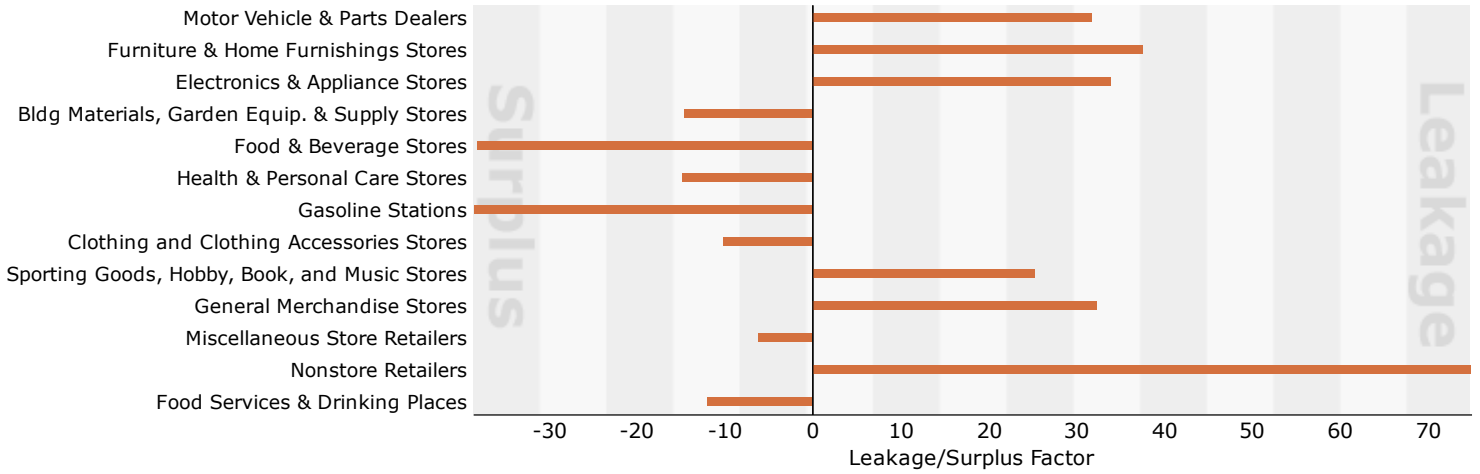
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,482,241,205	\$1,748,402,636	-\$266,161,431	-8.2	1,048
Total Retail Trade	44-45	\$1,342,297,892	\$1,569,938,155	-\$227,640,263	-7.8	713
Total Food & Drink	722	\$139,943,313	\$178,464,481	-\$38,521,168	-12.1	335

2017 Industry Group

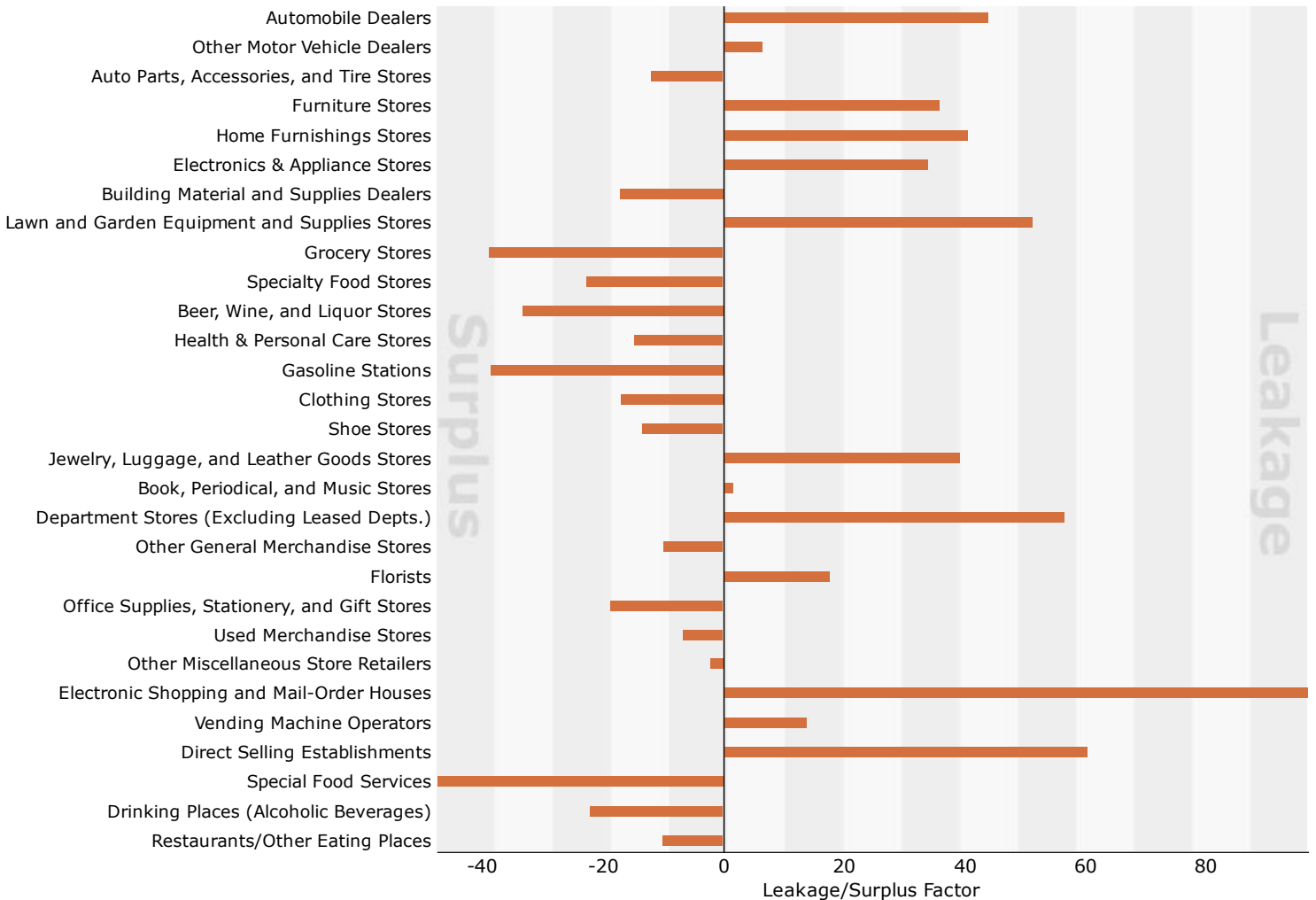
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$289,919,845	\$149,667,180	\$140,252,665	31.9	116
Automobile Dealers	4411	\$235,103,114	\$91,489,534	\$143,613,580	44.0	65
Other Motor Vehicle Dealers	4412	\$29,276,017	\$25,627,661	\$3,648,356	6.6	13
Auto Parts, Accessories & Tire Stores	4413	\$25,540,714	\$32,549,985	-\$7,009,271	-12.1	38
Furniture & Home Furnishings Stores	442	\$42,195,890	\$19,092,012	\$23,103,878	37.7	18
Furniture Stores	4421	\$26,292,507	\$12,377,606	\$13,914,901	36.0	14
Home Furnishings Stores	4422	\$15,903,383	\$6,714,406	\$9,188,977	40.6	4
Electronics & Appliance Stores	443	\$39,561,065	\$19,458,498	\$20,102,567	34.1	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$84,669,714	\$114,042,864	-\$29,373,150	-14.8	38
Bldg Material & Supplies Dealers	4441	\$79,136,664	\$112,268,936	-\$33,132,272	-17.3	34
Lawn & Garden Equip & Supply Stores	4442	\$5,533,050	\$1,773,928	\$3,759,122	51.4	4
Food & Beverage Stores	445	\$227,550,146	\$509,359,255	-\$281,809,109	-38.2	163
Grocery Stores	4451	\$211,129,189	\$479,683,599	-\$268,554,410	-38.9	114
Specialty Food Stores	4452	\$7,818,631	\$12,422,303	-\$4,603,672	-22.7	18
Beer, Wine & Liquor Stores	4453	\$8,602,326	\$17,253,354	-\$8,651,028	-33.5	31
Health & Personal Care Stores	446,4461	\$79,456,875	\$107,288,498	-\$27,831,623	-14.9	58
Gasoline Stations	447,4471	\$160,806,672	\$364,191,898	-\$203,385,226	-38.7	82
Clothing & Clothing Accessories Stores	448	\$56,806,231	\$69,916,834	-\$13,110,603	-10.3	70
Clothing Stores	4481	\$37,279,837	\$52,677,669	-\$15,397,832	-17.1	51
Shoe Stores	4482	\$9,962,008	\$13,079,321	-\$3,117,313	-13.5	11
Jewelry, Luggage & Leather Goods Stores	4483	\$9,564,386	\$4,159,844	\$5,404,542	39.4	8
Sporting Goods, Hobby, Book & Music Stores	451	\$37,397,351	\$22,309,806	\$15,087,545	25.3	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,614,147	\$16,715,040	\$14,899,107	30.8	12
Book, Periodical & Music Stores	4512	\$5,783,205	\$5,594,766	\$188,439	1.7	6
General Merchandise Stores	452	\$252,486,653	\$128,992,141	\$123,494,512	32.4	57
Department Stores Excluding Leased Depts.	4521	\$190,014,287	\$52,640,992	\$137,373,295	56.6	9
Other General Merchandise Stores	4529	\$62,472,366	\$76,351,148	-\$13,878,782	-10.0	48
Miscellaneous Store Retailers	453	\$55,827,034	\$63,389,281	-\$7,562,247	-6.3	68
Florists	4531	\$3,208,741	\$2,248,758	\$959,983	17.6	12
Office Supplies, Stationery & Gift Stores	4532	\$13,205,418	\$19,306,615	-\$6,101,197	-18.8	11
Used Merchandise Stores	4533	\$6,568,373	\$7,507,923	-\$939,550	-6.7	14
Other Miscellaneous Store Retailers	4539	\$32,844,502	\$34,325,984	-\$1,481,482	-2.2	31
Nonstore Retailers	454	\$15,620,414	\$2,229,888	\$13,390,526	75.0	4
Electronic Shopping & Mail-Order Houses	4541	\$10,288,650	\$150,469	\$10,138,181	97.1	1
Vending Machine Operators	4542	\$1,513,954	\$1,141,350	\$372,604	14.0	2
Direct Selling Establishments	4543	\$3,817,810	\$938,070	\$2,879,740	60.6	1
Food Services & Drinking Places	722	\$139,943,313	\$178,464,481	-\$38,521,168	-12.1	335
Special Food Services	7223	\$3,605,387	\$10,143,342	-\$6,537,955	-47.6	13
Drinking Places - Alcoholic Beverages	7224	\$4,336,243	\$6,807,212	-\$2,470,969	-22.2	23
Restaurants/Other Eating Places	7225	\$132,001,683	\$161,513,927	-\$29,512,244	-10.1	299

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



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.