

Summary Demographics

2016 Population	2,954
2016 Households	901
2016 Median Disposable Income	\$42,661
2016 Per Capita Income	\$22,323

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	\$32,116,631	\$39,102,500	-\$6,985,869	-9.8	26
Total Retail Trade	44-45	\$29,117,851	\$36,350,077	-\$7,232,226	-11.0	17
Total Food & Drink	722	\$2,998,780	\$2,752,423	\$246,357	4.3	9

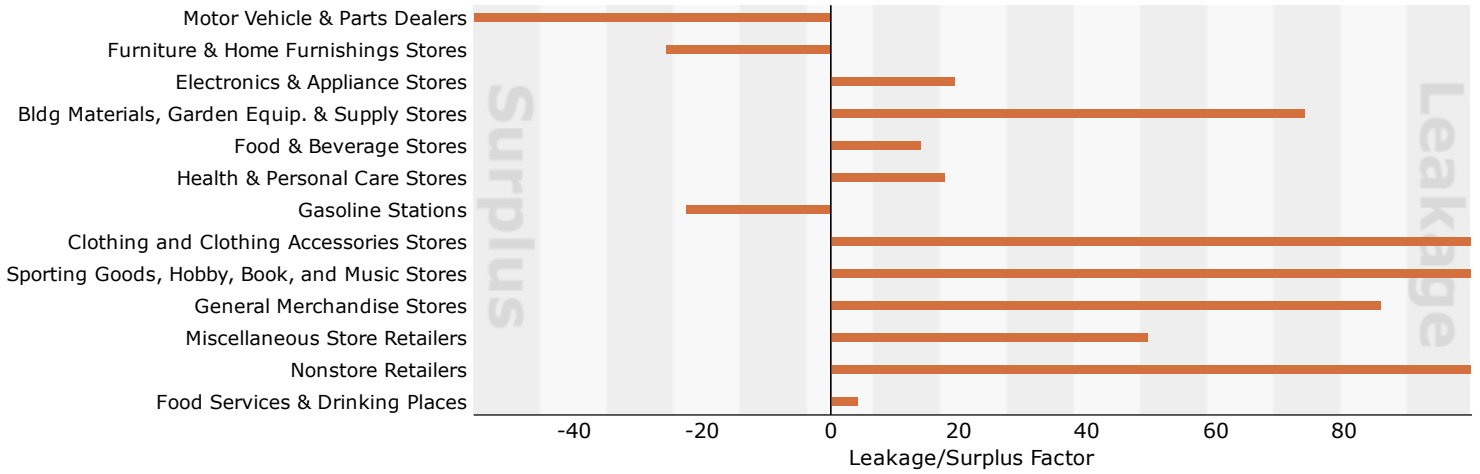
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,839,625	\$24,045,783	-\$17,206,158	-55.7	6
Automobile Dealers	4411	\$5,800,072	\$22,897,551	-\$17,097,479	-59.6	3
Other Motor Vehicle Dealers	4412	\$599,291	\$0	\$599,291	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$440,262	\$1,148,232	-\$707,970	-44.6	3
Furniture & Home Furnishings Stores	442	\$882,088	\$1,497,059	-\$614,971	-25.8	1
Furniture Stores	4421	\$567,609	\$1,497,059	-\$929,450	-45.0	1
Home Furnishings Stores	4422	\$314,479	\$0	\$314,479	100.0	0
Electronics & Appliance Stores	443	\$1,609,246	\$1,081,355	\$527,891	19.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,278,527	\$190,304	\$1,088,223	74.1	1
Bldg Material & Supplies Dealers	4441	\$1,153,540	\$190,304	\$963,236	71.7	1
Lawn & Garden Equip & Supply Stores	4442	\$124,987	\$0	\$124,987	100.0	0
Food & Beverage Stores	445	\$5,392,842	\$4,060,886	\$1,331,956	14.1	1
Grocery Stores	4451	\$4,744,981	\$4,060,886	\$684,095	7.8	1
Specialty Food Stores	4452	\$376,962	\$0	\$376,962	100.0	0
Beer, Wine & Liquor Stores	4453	\$270,899	\$0	\$270,899	100.0	0
Health & Personal Care Stores	446,4461	\$1,750,954	\$1,217,562	\$533,392	18.0	2
Gasoline Stations	447,4471	\$2,202,378	\$3,489,364	-\$1,286,986	-22.6	1
Clothing & Clothing Accessories Stores	448	\$1,215,030	\$0	\$1,215,030	100.0	0
Clothing Stores	4481	\$809,529	\$0	\$809,529	100.0	0
Shoe Stores	4482	\$139,844	\$0	\$139,844	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$265,657	\$0	\$265,657	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$804,034	\$0	\$804,034	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$688,718	\$0	\$688,718	100.0	0
Book, Periodical & Music Stores	4512	\$115,316	\$0	\$115,316	100.0	0
General Merchandise Stores	452	\$5,535,035	\$417,727	\$5,117,308	86.0	1
Department Stores Excluding Leased Depts.	4521	\$4,149,805	\$0	\$4,149,805	100.0	0
Other General Merchandise Stores	4529	\$1,385,230	\$417,727	\$967,503	53.7	1
Miscellaneous Store Retailers	453	\$1,040,897	\$350,037	\$690,860	49.7	3
Florists	4531	\$51,487	\$207,812	-\$156,325	-60.3	2
Office Supplies, Stationery & Gift Stores	4532	\$149,184	\$0	\$149,184	100.0	0
Used Merchandise Stores	4533	\$132,232	\$142,225	-\$9,993	-3.6	1
Other Miscellaneous Store Retailers	4539	\$707,994	\$0	\$707,994	100.0	0
Nonstore Retailers	454	\$567,195	\$0	\$567,195	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$448,573	\$0	\$448,573	100.0	0
Vending Machine Operators	4542	\$25,767	\$0	\$25,767	100.0	0
Direct Selling Establishments	4543	\$92,855	\$0	\$92,855	100.0	0
Food Services & Drinking Places	722	\$2,998,780	\$2,752,423	\$246,357	4.3	9
Full-Service Restaurants	7221	\$1,418,730	\$2,038,822	-\$620,092	-17.9	8
Limited-Service Eating Places	7222	\$1,361,298	\$713,601	\$647,697	31.2	1
Special Food Services	7223	\$34,139	\$0	\$34,139	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$184,613	\$0	\$184,613	100.0	0

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.

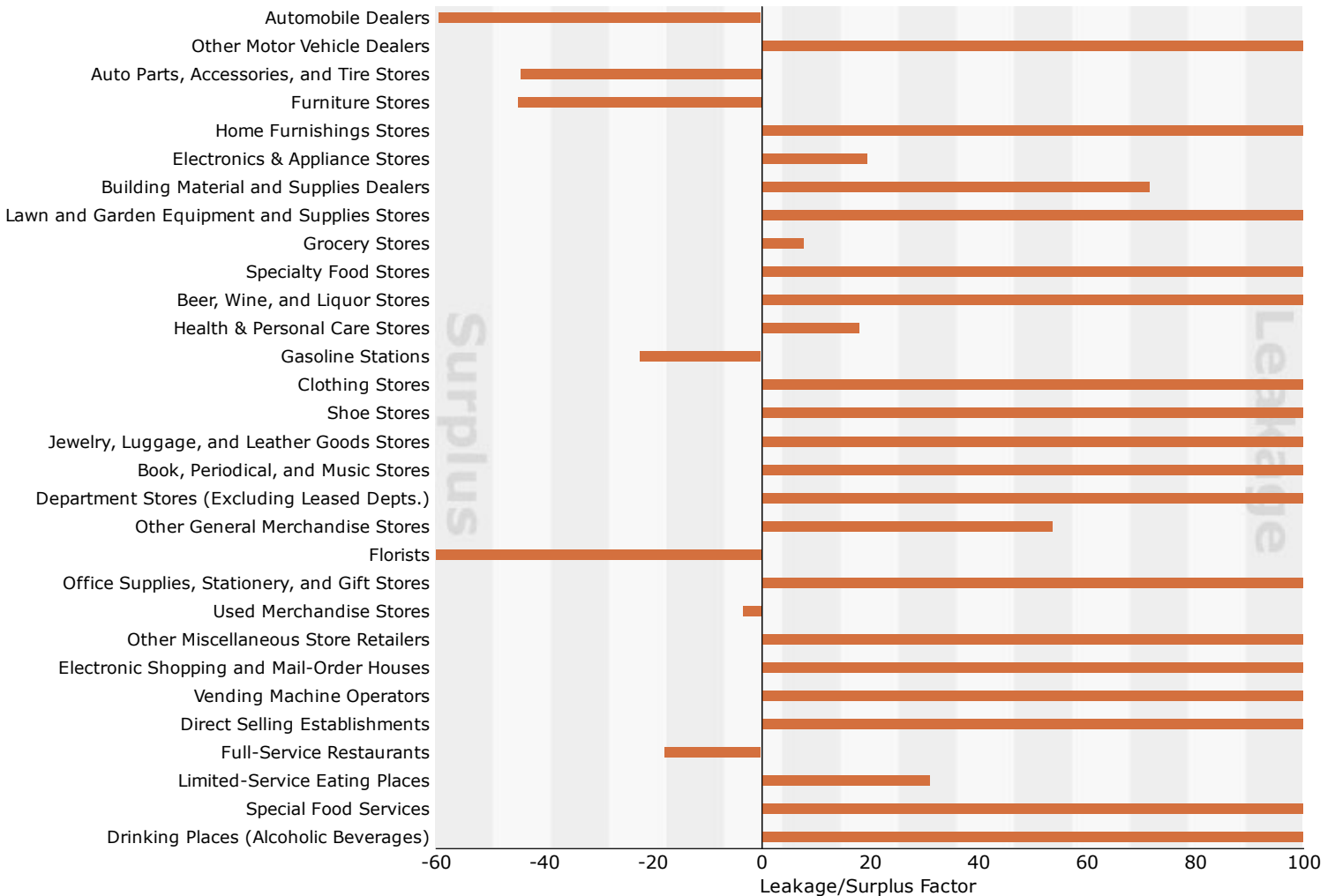
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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