

## Summary Demographics

2012 Population	8,914
2012 Households	3,596
2012 Median Disposable Income	\$29,076
2012 Per Capita Income	\$19,174

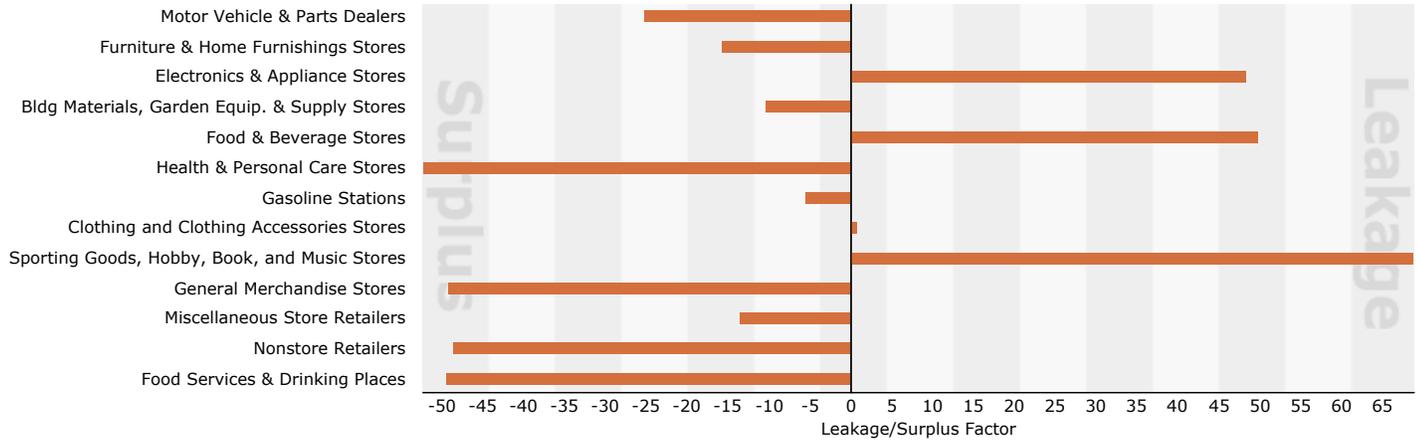
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$69,195,853	\$126,296,306	-\$57,100,452	-29.2	89
Total Retail Trade	44-45	\$62,352,272	\$106,030,128	-\$43,677,856	-25.9	71
Total Food & Drink	722	\$6,843,581	\$20,266,178	-\$13,422,597	-49.5	18

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,003,826	\$20,078,630	-\$8,074,805	-25.2	9
Automobile Dealers	4411	\$10,284,207	\$16,260,106	-\$5,975,899	-22.5	4
Other Motor Vehicle Dealers	4412	\$655,502	\$0	\$655,502	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,064,117	\$3,818,525	-\$2,754,408	-56.4	5
Furniture & Home Furnishings Stores	442	\$1,437,104	\$1,972,591	-\$535,487	-15.7	5
Furniture Stores	4421	\$818,409	\$1,293,467	-\$475,059	-22.5	2
Home Furnishings Stores	4422	\$618,696	\$679,124	-\$60,428	-4.7	3
Electronics & Appliance Stores	4431	\$1,709,740	\$592,506	\$1,117,234	48.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,147,746	\$2,646,348	-\$498,602	-10.4	4
Bldg Material & Supplies Dealers	4441	\$1,821,596	\$2,511,422	-\$689,826	-15.9	3
Lawn & Garden Equip & Supply Stores	4442	\$326,149	\$134,926	\$191,223	41.5	1
Food & Beverage Stores	445	\$9,960,996	\$3,328,526	\$6,632,470	49.9	7
Grocery Stores	4451	\$9,472,225	\$1,751,381	\$7,720,845	68.8	4
Specialty Food Stores	4452	\$173,584	\$60,155	\$113,428	48.5	1
Beer, Wine & Liquor Stores	4453	\$315,187	\$1,516,990	-\$1,201,803	-65.6	1
Health & Personal Care Stores	446,4461	\$5,535,348	\$17,671,365	-\$12,136,017	-52.3	6
Gasoline Stations	447,4471	\$7,150,276	\$7,986,218	-\$835,942	-5.5	6
Clothing & Clothing Accessories Stores	448	\$3,810,057	\$3,746,268	\$63,789	0.8	9
Clothing Stores	4481	\$2,743,965	\$2,698,984	\$44,981	0.8	6
Shoe Stores	4482	\$543,984	\$619,011	-\$75,027	-6.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$522,108	\$428,274	\$93,835	9.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,395,309	\$256,992	\$1,138,318	68.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,030,451	\$209,591	\$820,861	66.2	2
Book, Periodical & Music Stores	4512	\$364,858	\$47,401	\$317,457	77.0	1
General Merchandise Stores	452	\$12,110,617	\$35,565,899	-\$23,455,282	-49.2	4
Department Stores Excluding Leased Depts.	4521	\$4,097,326	\$35,069,860	-\$30,972,534	-79.1	3
Other General Merchandise Stores	4529	\$8,013,291	\$496,039	\$7,517,251	88.3	2
Miscellaneous Store Retailers	453	\$1,591,590	\$2,089,532	-\$497,942	-13.5	12
Florists	4531	\$78,543	\$251,117	-\$172,574	-52.3	2
Office Supplies, Stationery & Gift Stores	4532	\$421,053	\$174,650	\$246,403	41.4	2
Used Merchandise Stores	4533	\$162,018	\$130,283	\$31,734	10.9	1
Other Miscellaneous Store Retailers	4539	\$929,976	\$1,533,481	-\$603,506	-24.5	6
Nonstore Retailers	454	\$3,499,664	\$10,095,253	-\$6,595,589	-48.5	3
Electronic Shopping & Mail-Order Houses	4541	\$2,515,084	\$0	\$2,515,084	100.0	0
Vending Machine Operators	4542	\$163,137	\$119,385	\$43,753	15.5	1
Direct Selling Establishments	4543	\$821,443	\$9,975,868	-\$9,154,426	-84.8	2
Food Services & Drinking Places	722	\$6,843,581	\$20,266,178	-\$13,422,597	-49.5	18
Full-Service Restaurants	7221	\$2,656,973	\$1,418,816	\$1,238,156	30.4	6
Limited-Service Eating Places	7222	\$3,556,925	\$18,635,668	-\$15,078,743	-67.9	11
Special Food Services	7223	\$164,573	\$0	\$164,573	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$465,110	\$211,693	\$253,417	37.4	1

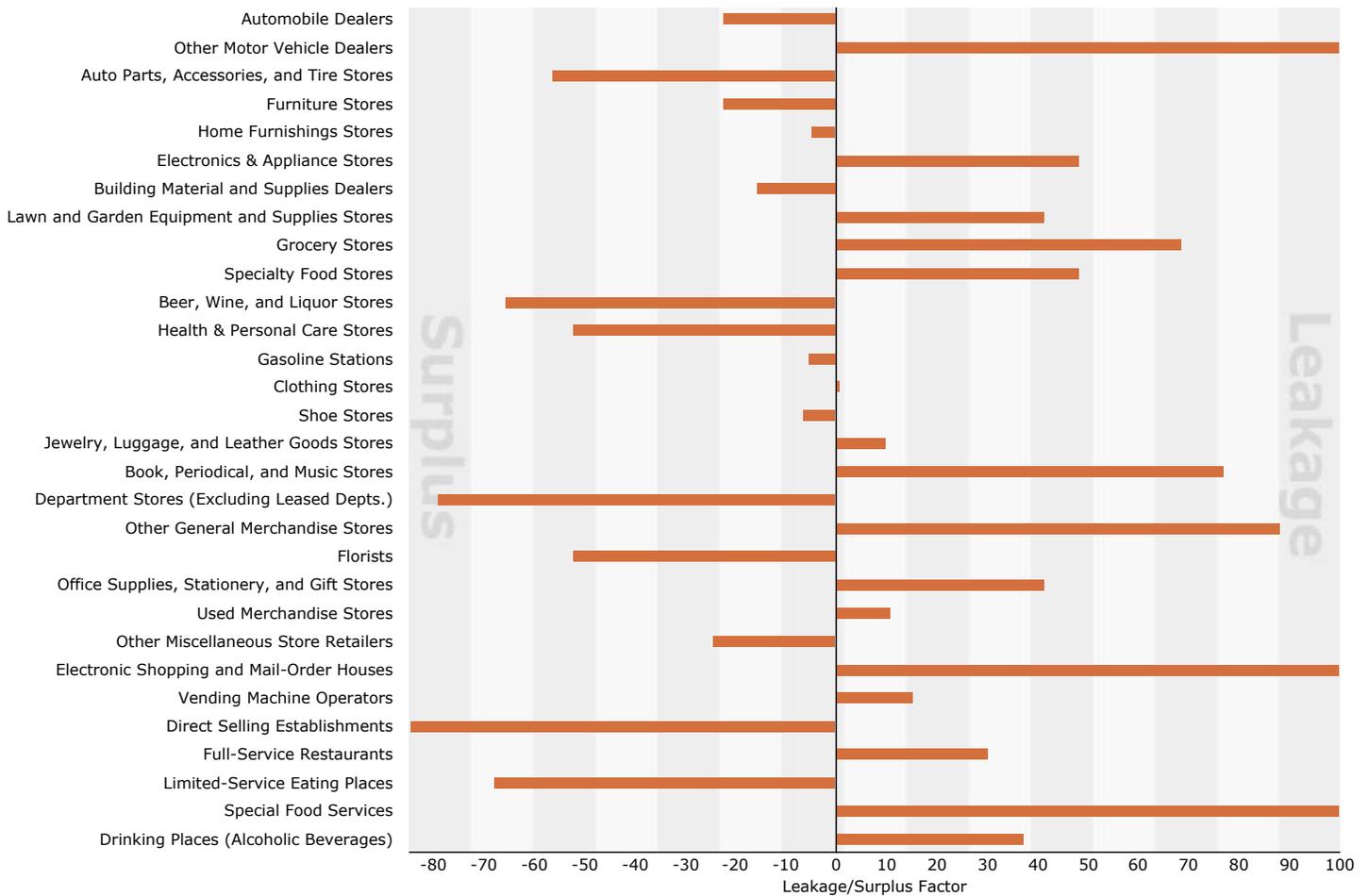
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

## Summary Demographics

2012 Population	12,237
2012 Households	4,896
2012 Median Disposable Income	\$31,560
2012 Per Capita Income	\$20,036

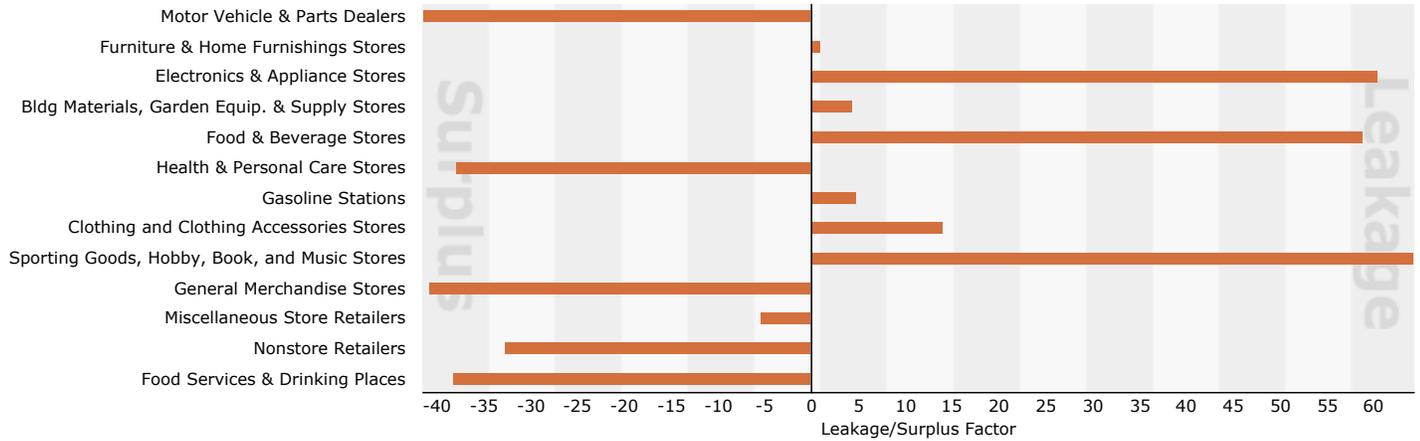
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$101,466,357	\$161,599,043	-\$60,132,685	-22.9	107
Total Retail Trade	44-45	\$91,558,262	\$139,440,454	-\$47,882,192	-20.7	88
Total Food & Drink	722	\$9,908,095	\$22,158,589	-\$12,250,493	-38.2	19

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,755,036	\$42,899,345	-\$25,144,308	-41.5	10
Automobile Dealers	4411	\$15,211,595	\$38,822,638	-\$23,611,043	-43.7	5
Other Motor Vehicle Dealers	4412	\$991,817	\$0	\$991,817	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,551,625	\$4,076,707	-\$2,525,082	-44.9	5
Furniture & Home Furnishings Stores	442	\$2,095,311	\$2,054,568	\$40,743	1.0	6
Furniture Stores	4421	\$1,190,101	\$1,317,020	-\$126,919	-5.1	2
Home Furnishings Stores	4422	\$905,210	\$737,548	\$167,662	10.2	4
Electronics & Appliance Stores	4431	\$2,503,940	\$615,315	\$1,888,626	60.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,263,505	\$2,984,129	\$279,376	4.5	6
Bldg Material & Supplies Dealers	4441	\$2,756,541	\$2,805,205	-\$48,665	-0.9	5
Lawn & Garden Equip & Supply Stores	4442	\$506,964	\$178,923	\$328,040	47.8	1
Food & Beverage Stores	445	\$14,526,399	\$3,769,552	\$10,756,847	58.8	9
Grocery Stores	4451	\$13,816,421	\$2,130,678	\$11,685,743	73.3	6
Specialty Food Stores	4452	\$252,939	\$121,884	\$131,055	35.0	2
Beer, Wine & Liquor Stores	4453	\$457,039	\$1,516,990	-\$1,059,951	-53.7	1
Health & Personal Care Stores	446,4461	\$8,153,617	\$18,110,680	-\$9,957,063	-37.9	7
Gasoline Stations	447,4471	\$10,515,643	\$9,529,394	\$986,249	4.9	7
Clothing & Clothing Accessories Stores	448	\$5,488,700	\$4,129,729	\$1,358,970	14.1	10
Clothing Stores	4481	\$3,951,620	\$2,904,316	\$1,047,305	15.3	6
Shoe Stores	4482	\$785,457	\$701,250	\$84,207	5.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$751,622	\$524,164	\$227,459	17.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,048,091	\$445,621	\$1,602,469	64.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,520,167	\$390,149	\$1,130,017	59.2	3
Book, Periodical & Music Stores	4512	\$527,924	\$55,472	\$472,452	81.0	1
General Merchandise Stores	452	\$17,679,591	\$42,080,851	-\$24,401,259	-40.8	5
Department Stores Excluding Leased Depts.	4521	\$5,966,327	\$41,054,119	-\$35,087,792	-74.6	3
Other General Merchandise Stores	4529	\$11,713,264	\$1,026,732	\$10,686,532	83.9	2
Miscellaneous Store Retailers	453	\$2,348,299	\$2,616,830	-\$268,531	-5.4	15
Florists	4531	\$121,070	\$436,332	-\$315,262	-56.6	3
Office Supplies, Stationery & Gift Stores	4532	\$617,080	\$197,577	\$419,503	51.5	3
Used Merchandise Stores	4533	\$234,630	\$270,647	-\$36,018	-7.1	2
Other Miscellaneous Store Retailers	4539	\$1,375,519	\$1,712,274	-\$336,755	-10.9	8
Nonstore Retailers	454	\$5,180,130	\$10,204,441	-\$5,024,310	-32.7	5
Electronic Shopping & Mail-Order Houses	4541	\$3,691,655	\$0	\$3,691,655	100.0	0
Vending Machine Operators	4542	\$237,562	\$227,212	\$10,349	2.2	3
Direct Selling Establishments	4543	\$1,250,913	\$9,977,228	-\$8,726,315	-77.7	2
Food Services & Drinking Places	722	\$9,908,095	\$22,158,589	-\$12,250,493	-38.2	19
Full-Service Restaurants	7221	\$3,845,140	\$1,482,470	\$2,362,671	44.3	6
Limited-Service Eating Places	7222	\$5,153,014	\$20,464,426	-\$15,311,413	-59.8	12
Special Food Services	7223	\$240,663	\$0	\$240,663	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$669,279	\$211,693	\$457,586	51.9	1

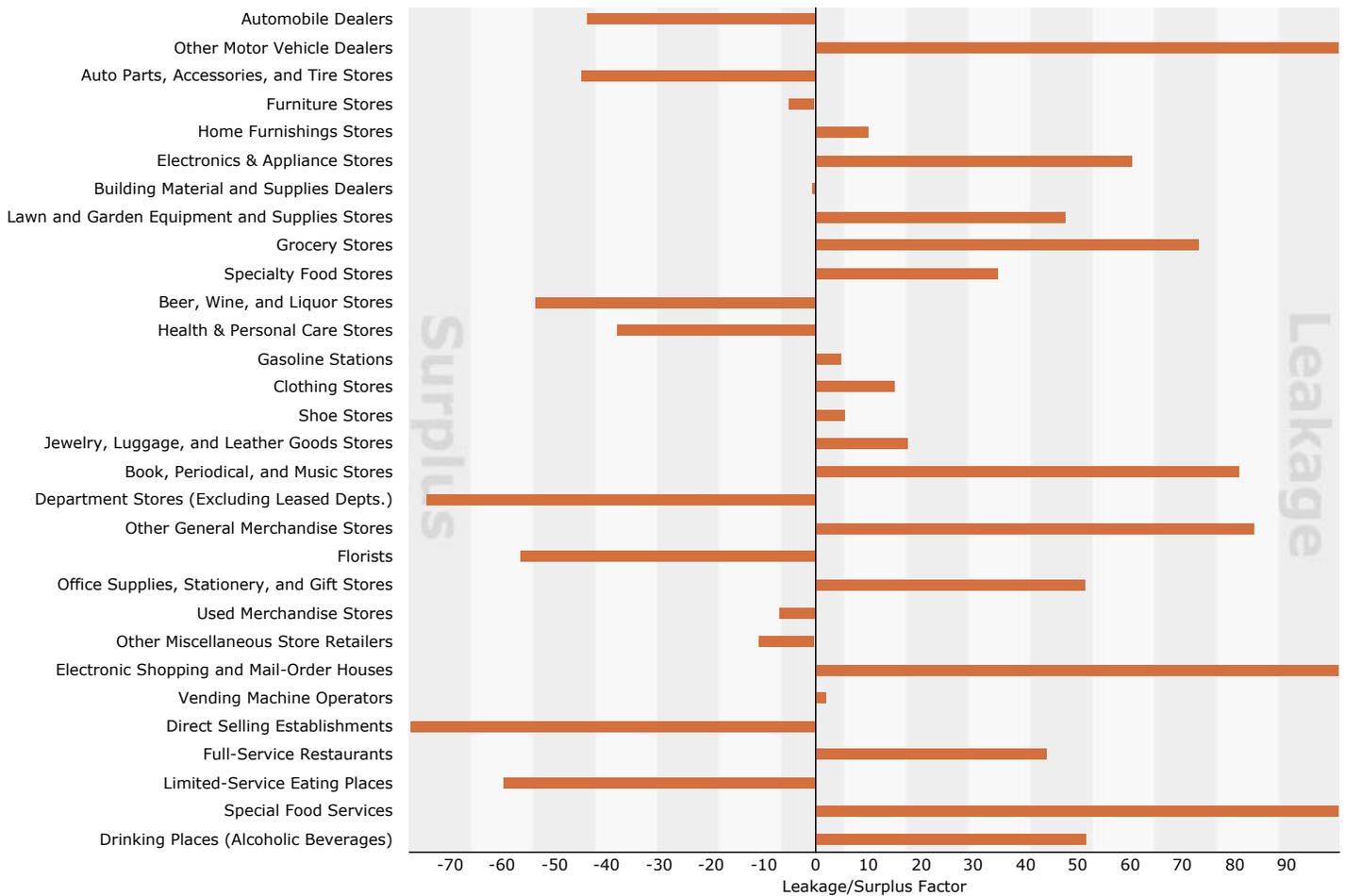
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

## Summary Demographics

2012 Population	17,498
2012 Households	6,837
2012 Median Disposable Income	\$32,458
2012 Per Capita Income	\$20,165

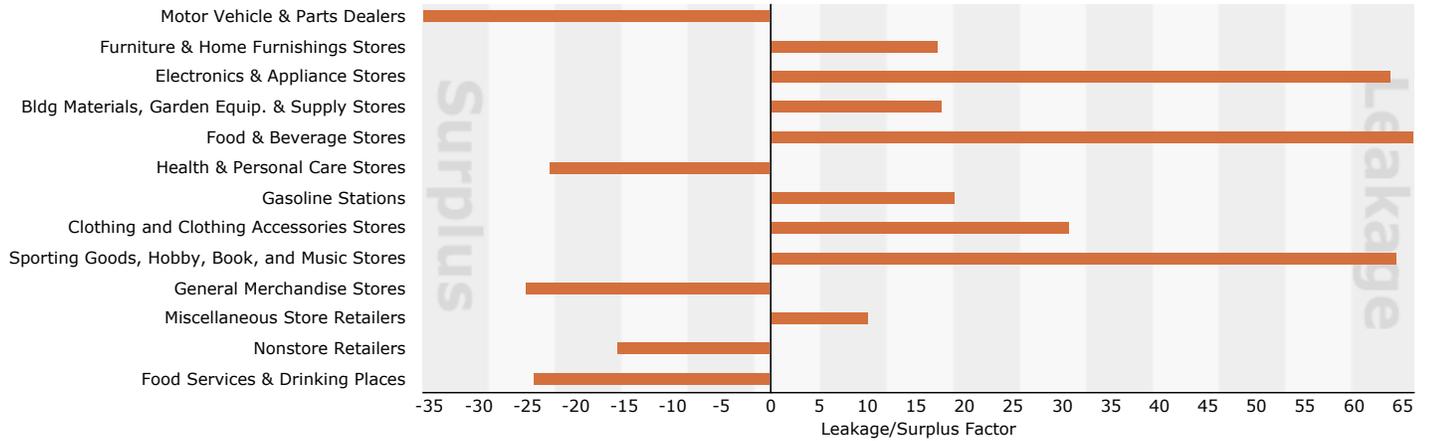
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$145,789,133	\$176,743,959	-\$30,954,826	-9.6	118
Total Retail Trade	44-45	\$131,640,154	\$153,524,066	-\$21,883,912	-7.7	98
Total Food & Drink	722	\$14,148,979	\$23,219,893	-\$9,070,914	-24.3	19

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,631,563	\$54,051,909	-\$28,420,347	-35.7	12
Automobile Dealers	4411	\$21,969,145	\$49,975,202	-\$28,006,057	-38.9	7
Other Motor Vehicle Dealers	4412	\$1,442,186	\$0	\$1,442,186	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,220,231	\$4,076,707	-\$1,856,476	-29.5	5
Furniture & Home Furnishings Stores	442	\$3,001,376	\$2,112,143	\$889,233	17.4	6
Furniture Stores	4421	\$1,703,949	\$1,340,507	\$363,442	11.9	2
Home Furnishings Stores	4422	\$1,297,427	\$771,636	\$525,791	25.4	4
Electronics & Appliance Stores	4431	\$3,593,326	\$794,100	\$2,799,226	63.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,760,575	\$3,322,068	\$1,438,507	17.8	7
Bldg Material & Supplies Dealers	4441	\$4,014,391	\$3,078,616	\$935,775	13.2	6
Lawn & Garden Equip & Supply Stores	4442	\$746,184	\$243,453	\$502,732	50.8	1
Food & Beverage Stores	445	\$20,805,274	\$4,228,711	\$16,576,563	66.2	11
Grocery Stores	4451	\$19,790,545	\$2,554,854	\$17,235,691	77.1	7
Specialty Food Stores	4452	\$361,956	\$156,867	\$205,088	39.5	3
Beer, Wine & Liquor Stores	4453	\$652,773	\$1,516,990	-\$864,217	-39.8	1
Health & Personal Care Stores	446,4461	\$11,752,938	\$18,602,036	-\$6,849,098	-22.6	8
Gasoline Stations	447,4471	\$15,158,119	\$10,302,093	\$4,856,026	19.1	7
Clothing & Clothing Accessories Stores	448	\$7,810,673	\$4,135,482	\$3,675,191	30.8	10
Clothing Stores	4481	\$5,620,924	\$2,904,316	\$2,716,608	31.9	6
Shoe Stores	4482	\$1,118,812	\$701,250	\$417,562	22.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,070,938	\$529,917	\$541,021	33.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,937,974	\$634,395	\$2,303,579	64.5	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,186,600	\$554,710	\$1,631,891	59.5	3
Book, Periodical & Music Stores	4512	\$751,374	\$79,686	\$671,688	80.8	1
General Merchandise Stores	452	\$25,341,850	\$42,341,847	-\$16,999,996	-25.1	6
Department Stores Excluding Leased Depts.	4521	\$8,543,702	\$41,054,119	-\$32,510,417	-65.5	3
Other General Merchandise Stores	4529	\$16,798,149	\$1,287,728	\$15,510,421	85.8	3
Miscellaneous Store Retailers	453	\$3,387,451	\$2,761,698	\$625,753	10.2	17
Florists	4531	\$177,195	\$467,448	-\$290,253	-45.0	3
Office Supplies, Stationery & Gift Stores	4532	\$886,152	\$258,939	\$627,213	54.8	3
Used Merchandise Stores	4533	\$334,418	\$278,949	\$55,469	9.0	2
Other Miscellaneous Store Retailers	4539	\$1,989,686	\$1,756,362	\$233,324	6.2	9
Nonstore Retailers	454	\$7,459,035	\$10,237,583	-\$2,778,548	-15.7	5
Electronic Shopping & Mail-Order Houses	4541	\$5,303,772	\$0	\$5,303,772	100.0	0
Vending Machine Operators	4542	\$339,905	\$254,823	\$85,082	14.3	3
Direct Selling Establishments	4543	\$1,815,358	\$9,982,760	-\$8,167,402	-69.2	2
Food Services & Drinking Places	722	\$14,148,979	\$23,219,893	-\$9,070,914	-24.3	19
Full-Service Restaurants	7221	\$5,488,868	\$2,543,773	\$2,945,095	36.7	6
Limited-Service Eating Places	7222	\$7,364,458	\$20,464,426	-\$13,099,968	-47.1	12
Special Food Services	7223	\$344,168	\$0	\$344,168	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$951,485	\$211,693	\$739,792	63.6	1

**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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.