

Summary Demographics

2015 Population	10,596
2015 Households	4,648
2015 Median Disposable Income	\$55,009
2015 Per Capita Income	\$47,446

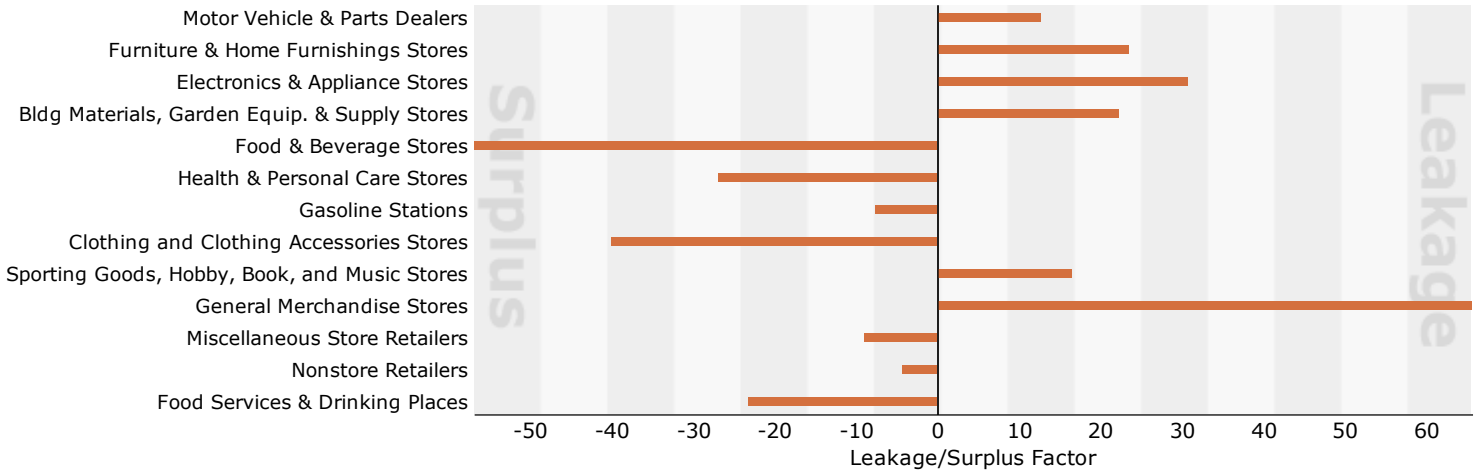
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$193,860,196	\$246,531,994	-\$52,671,798	-12.0	160
Total Retail Trade	44-45	\$173,147,897	\$213,205,958	-\$40,058,061	-10.4	127
Total Food & Drink	722	\$20,712,299	\$33,326,036	-\$12,613,737	-23.3	32

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,827,439	\$27,758,138	\$8,069,301	12.7	4
Automobile Dealers	4411	\$30,534,474	\$23,481,620	\$7,052,854	13.1	2
Other Motor Vehicle Dealers	4412	\$2,401,296	\$0	\$2,401,296	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,891,670	\$4,261,071	-\$1,369,401	-19.1	2
Furniture & Home Furnishings Stores	442	\$4,355,055	\$2,695,830	\$1,659,225	23.5	7
Furniture Stores	4421	\$2,373,435	\$2,246,124	\$127,311	2.8	4
Home Furnishings Stores	4422	\$1,981,620	\$449,705	\$1,531,915	63.0	3
Electronics & Appliance Stores	443	\$5,122,102	\$2,718,053	\$2,404,049	30.7	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,101,557	\$4,509,722	\$2,591,835	22.3	6
Bldg Material & Supplies Dealers	4441	\$6,060,074	\$698,340	\$5,361,734	79.3	4
Lawn & Garden Equip & Supply Stores	4442	\$1,041,482	\$3,811,382	-\$2,769,900	-57.1	2
Food & Beverage Stores	445	\$21,119,678	\$77,127,752	-\$56,008,074	-57.0	13
Grocery Stores	4451	\$19,786,235	\$66,285,055	-\$46,498,820	-54.0	7
Specialty Food Stores	4452	\$330,457	\$9,645,596	-\$9,315,139	-93.4	3
Beer, Wine & Liquor Stores	4453	\$1,002,985	\$1,197,100	-\$194,115	-8.8	3
Health & Personal Care Stores	446,4461	\$13,892,086	\$24,225,616	-\$10,333,530	-27.1	17
Gasoline Stations	447,4471	\$19,322,040	\$22,577,175	-\$3,255,135	-7.8	4
Clothing & Clothing Accessories Stores	448	\$11,088,119	\$26,018,108	-\$14,929,989	-40.2	25
Clothing Stores	4481	\$8,041,337	\$22,027,614	-\$13,986,277	-46.5	19
Shoe Stores	4482	\$1,323,018	\$1,119,483	\$203,535	8.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,723,764	\$2,871,011	-\$1,147,247	-25.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$4,062,816	\$2,914,280	\$1,148,536	16.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,876,334	\$2,537,432	\$338,902	6.3	7
Book, Periodical & Music Stores	4512	\$1,186,483	\$376,848	\$809,635	51.8	3
General Merchandise Stores	452	\$38,160,531	\$7,903,846	\$30,256,685	65.7	4
Department Stores Excluding Leased Depts.	4521	\$9,837,678	\$2,220,468	\$7,617,210	63.2	1
Other General Merchandise Stores	4529	\$28,322,853	\$5,683,378	\$22,639,475	66.6	2
Miscellaneous Store Retailers	453	\$4,121,051	\$4,960,240	-\$839,189	-9.2	26
Florists	4531	\$256,369	\$0	\$256,369	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,639,324	\$1,622,708	\$16,616	0.5	11
Used Merchandise Stores	4533	\$714,545	\$474,412	\$240,133	20.2	4
Other Miscellaneous Store Retailers	4539	\$1,510,813	\$2,642,395	-\$1,131,582	-27.2	10
Nonstore Retailers	454	\$8,975,423	\$9,797,198	-\$821,775	-4.4	6
Electronic Shopping & Mail-Order Houses	4541	\$7,427,778	\$9,557,180	-\$2,129,402	-12.5	1
Vending Machine Operators	4542	\$234,176	\$79,212	\$154,964	49.4	1
Direct Selling Establishments	4543	\$1,313,469	\$160,805	\$1,152,664	78.2	4
Food Services & Drinking Places	722	\$20,712,299	\$33,326,036	-\$12,613,737	-23.3	32
Full-Service Restaurants	7221	\$8,573,987	\$14,678,689	-\$6,104,702	-26.3	14
Limited-Service Eating Places	7222	\$10,739,661	\$18,127,849	-\$7,388,188	-25.6	16
Special Food Services	7223	\$751,181	\$0	\$751,181	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$647,470	\$327,369	\$320,101	32.8	2

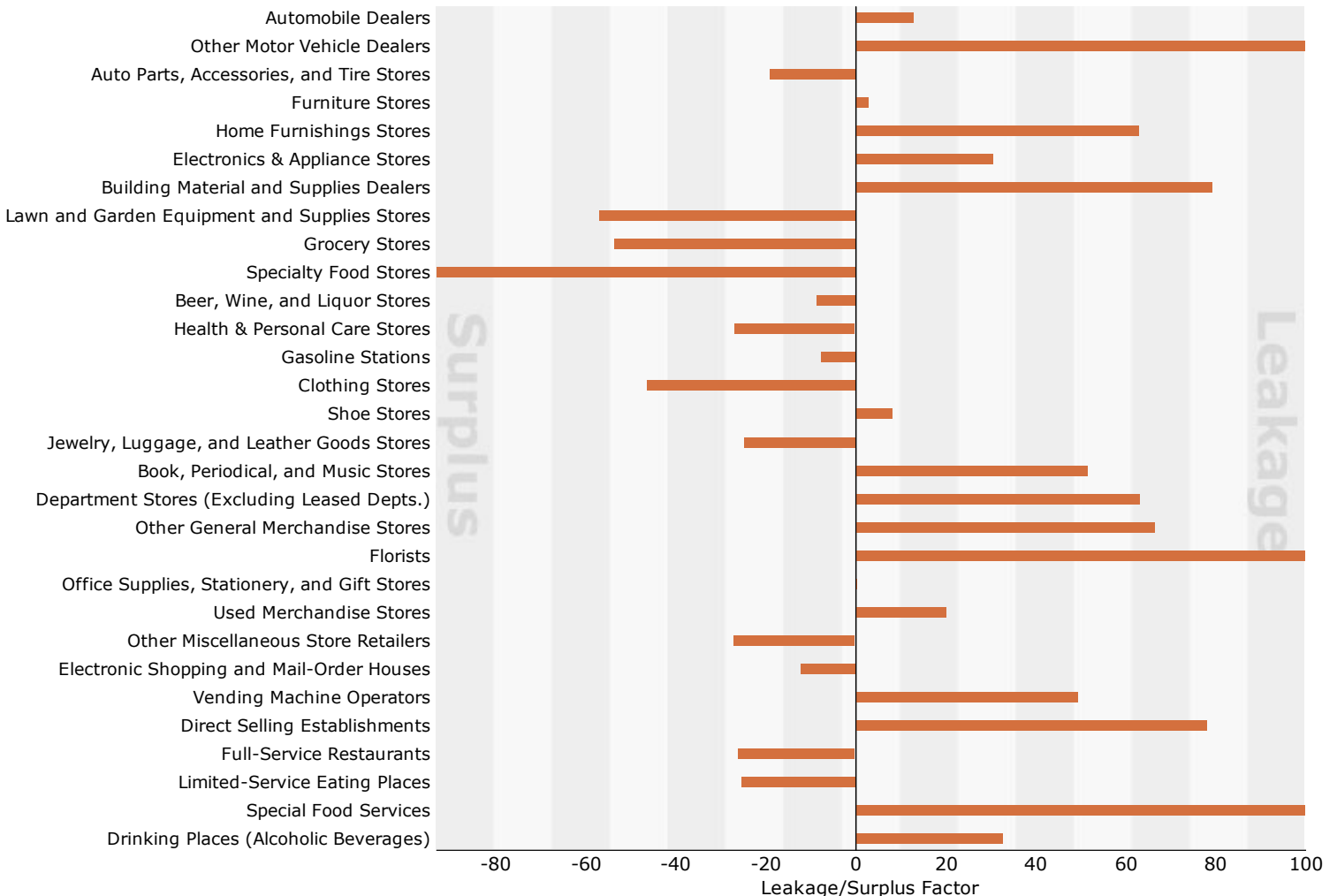
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Summary Demographics

2015 Population	71,357
2015 Households	31,484
2015 Median Disposable Income	\$47,186
2015 Per Capita Income	\$41,768

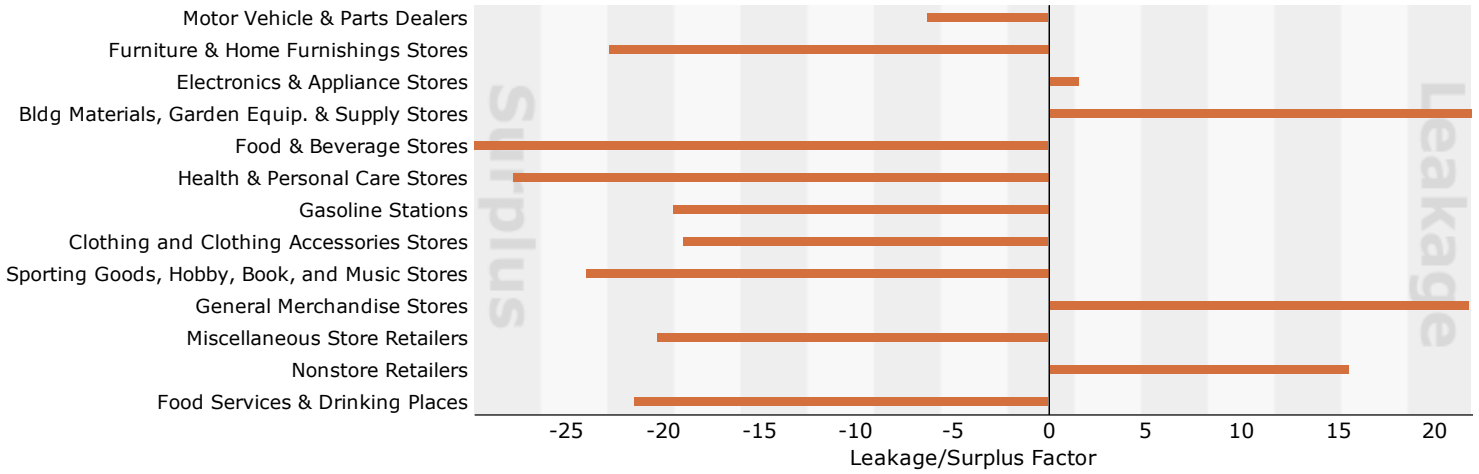
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,107,727,877	\$1,383,046,857	-\$275,318,980	-11.1	1,007
Total Retail Trade	44-45	\$988,002,530	\$1,197,766,611	-\$209,764,081	-9.6	809
Total Food & Drink	722	\$119,725,347	\$185,280,246	-\$65,554,899	-21.5	198

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$204,165,999	\$231,592,260	-\$27,426,261	-6.3	48
Automobile Dealers	4411	\$174,863,649	\$197,812,780	-\$22,949,131	-6.2	16
Other Motor Vehicle Dealers	4412	\$12,975,055	\$5,341,671	\$7,633,384	41.7	10
Auto Parts, Accessories & Tire Stores	4413	\$16,327,295	\$28,437,809	-\$12,110,514	-27.1	23
Furniture & Home Furnishings Stores	442	\$24,673,539	\$39,234,013	-\$14,560,474	-22.8	52
Furniture Stores	4421	\$13,660,918	\$26,217,724	-\$12,556,806	-31.5	27
Home Furnishings Stores	4422	\$11,012,621	\$13,016,289	-\$2,003,668	-8.3	25
Electronics & Appliance Stores	443	\$29,205,529	\$28,281,182	\$924,347	1.6	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$37,709,316	\$24,119,521	\$13,589,795	22.0	32
Bldg Material & Supplies Dealers	4441	\$32,149,454	\$10,246,937	\$21,902,517	51.7	25
Lawn & Garden Equip & Supply Stores	4442	\$5,559,862	\$13,872,584	-\$8,312,722	-42.8	7
Food & Beverage Stores	445	\$122,237,149	\$226,184,869	-\$103,947,720	-29.8	88
Grocery Stores	4451	\$114,602,991	\$205,819,114	-\$91,216,123	-28.5	54
Specialty Food Stores	4452	\$1,916,975	\$14,360,267	-\$12,443,292	-76.4	20
Beer, Wine & Liquor Stores	4453	\$5,717,183	\$6,005,488	-\$288,305	-2.5	13
Health & Personal Care Stores	446,4461	\$77,462,882	\$137,260,526	-\$59,797,644	-27.8	75
Gasoline Stations	447,4471	\$112,107,380	\$166,418,568	-\$54,311,188	-19.5	37
Clothing & Clothing Accessories Stores	448	\$63,957,894	\$93,879,988	-\$29,922,094	-19.0	139
Clothing Stores	4481	\$46,468,929	\$71,405,543	-\$24,936,614	-21.2	102
Shoe Stores	4482	\$7,741,342	\$6,101,156	\$1,640,186	11.8	12
Jewelry, Luggage & Leather Goods Stores	4483	\$9,747,623	\$16,373,288	-\$6,625,665	-25.4	25
Sporting Goods, Hobby, Book & Music Stores	451	\$23,410,109	\$38,200,717	-\$14,790,608	-24.0	72
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,483,101	\$29,361,511	-\$12,878,410	-28.1	54
Book, Periodical & Music Stores	4512	\$6,927,009	\$8,839,205	-\$1,912,196	-12.1	18
General Merchandise Stores	452	\$220,166,929	\$141,110,082	\$79,056,847	21.9	23
Department Stores Excluding Leased Depts.	4521	\$56,623,199	\$20,465,698	\$36,157,501	46.9	14
Other General Merchandise Stores	4529	\$163,543,729	\$120,644,384	\$42,899,345	15.1	9
Miscellaneous Store Retailers	453	\$23,391,459	\$35,320,339	-\$11,928,880	-20.3	173
Florists	4531	\$1,362,071	\$2,612,728	-\$1,250,657	-31.5	10
Office Supplies, Stationery & Gift Stores	4532	\$9,315,814	\$13,696,672	-\$4,380,858	-19.0	46
Used Merchandise Stores	4533	\$4,102,252	\$7,366,014	-\$3,263,762	-28.5	41
Other Miscellaneous Store Retailers	4539	\$8,611,323	\$11,644,926	-\$3,033,603	-15.0	76
Nonstore Retailers	454	\$49,514,345	\$36,164,548	\$13,349,797	15.6	30
Electronic Shopping & Mail-Order Houses	4541	\$41,541,713	\$33,471,593	\$8,070,120	10.8	5
Vending Machine Operators	4542	\$1,357,573	\$1,735,167	-\$377,594	-12.2	11
Direct Selling Establishments	4543	\$6,615,060	\$957,788	\$5,657,272	74.7	15
Food Services & Drinking Places	722	\$119,725,347	\$185,280,246	-\$65,554,899	-21.5	198
Full-Service Restaurants	7221	\$49,424,797	\$71,957,970	-\$22,533,173	-18.6	75
Limited-Service Eating Places	7222	\$62,151,414	\$102,912,034	-\$40,760,620	-24.7	90
Special Food Services	7223	\$4,258,242	\$5,515,145	-\$1,256,903	-12.9	11
Drinking Places - Alcoholic Beverages	7224	\$3,890,894	\$4,895,096	-\$1,004,202	-11.4	21

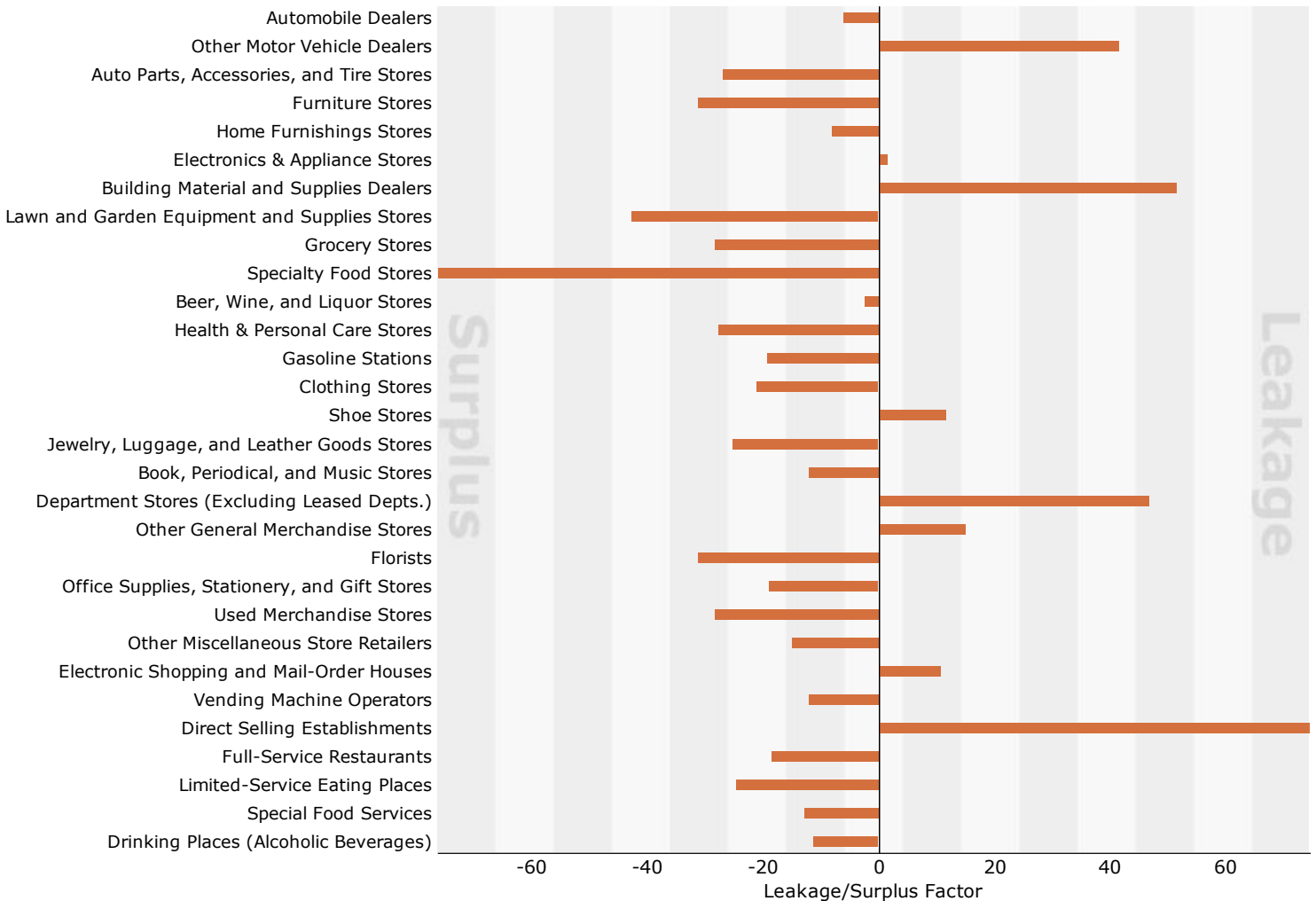
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Summary Demographics

2015 Population	200,111
2015 Households	87,558
2015 Median Disposable Income	\$39,397
2015 Per Capita Income	\$35,364

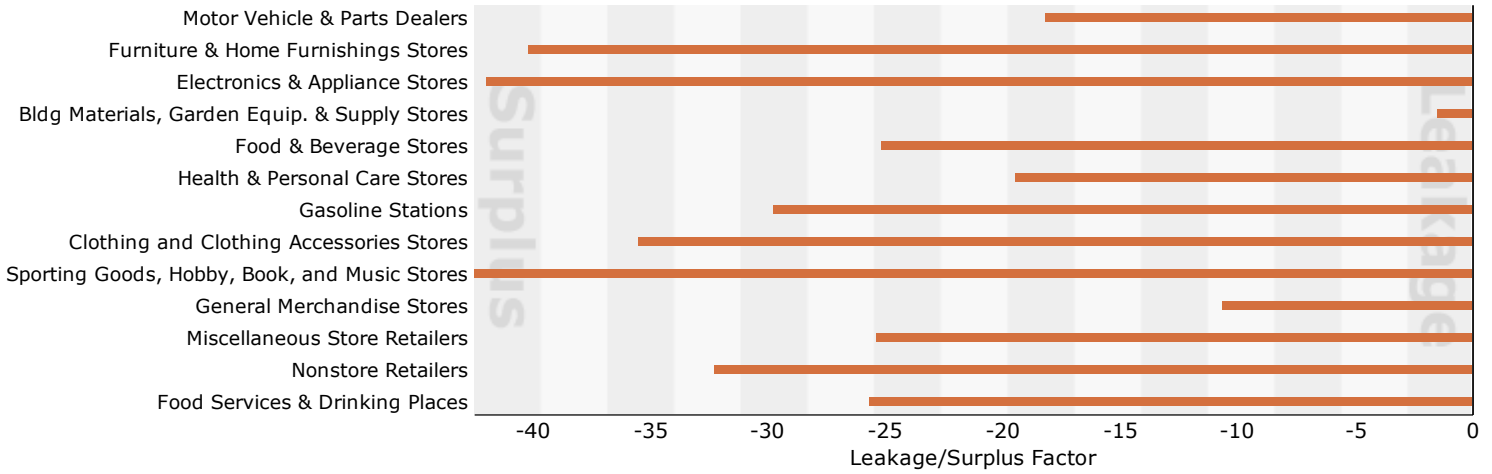
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,633,388,701	\$4,265,794,567	-\$1,632,405,866	-23.7	2,609
Total Retail Trade	44-45	\$2,349,943,040	\$3,786,421,263	-\$1,436,478,223	-23.4	2,089
Total Food & Drink	722	\$283,445,661	\$479,373,304	-\$195,927,643	-25.7	520

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$486,880,566	\$703,764,322	-\$216,883,756	-18.2	161
Automobile Dealers	4411	\$418,922,046	\$576,894,049	-\$157,972,003	-15.9	56
Other Motor Vehicle Dealers	4412	\$29,523,054	\$23,318,309	\$6,204,745	11.7	30
Auto Parts, Accessories & Tire Stores	4413	\$38,435,465	\$103,551,965	-\$65,116,500	-45.9	74
Furniture & Home Furnishings Stores	442	\$58,025,667	\$136,112,856	-\$78,087,189	-40.2	130
Furniture Stores	4421	\$32,597,631	\$74,460,662	-\$41,863,031	-39.1	68
Home Furnishings Stores	4422	\$25,428,037	\$61,652,194	-\$36,224,157	-41.6	62
Electronics & Appliance Stores	443	\$69,055,743	\$169,202,273	-\$100,146,530	-42.0	101
Bldg Materials, Garden Equip. & Supply Stores	444	\$84,933,967	\$87,504,562	-\$2,570,595	-1.5	89
Bldg Material & Supplies Dealers	4441	\$72,165,743	\$62,034,199	\$10,131,544	7.5	76
Lawn & Garden Equip & Supply Stores	4442	\$12,768,223	\$25,470,364	-\$12,702,141	-33.2	13
Food & Beverage Stores	445	\$292,782,346	\$490,046,497	-\$197,264,151	-25.2	263
Grocery Stores	4451	\$274,754,037	\$456,376,585	-\$181,622,548	-24.8	178
Specialty Food Stores	4452	\$4,593,818	\$19,053,520	-\$14,459,702	-61.1	56
Beer, Wine & Liquor Stores	4453	\$13,434,491	\$14,616,391	-\$1,181,900	-4.2	29
Health & Personal Care Stores	446,4461	\$182,782,105	\$271,301,866	-\$88,519,761	-19.5	180
Gasoline Stations	447,4471	\$271,798,630	\$502,621,562	-\$230,822,932	-29.8	104
Clothing & Clothing Accessories Stores	448	\$151,518,847	\$318,670,796	-\$167,151,949	-35.5	363
Clothing Stores	4481	\$110,259,883	\$257,969,373	-\$147,709,490	-40.1	266
Shoe Stores	4482	\$18,483,848	\$30,383,575	-\$11,899,727	-24.4	45
Jewelry, Luggage & Leather Goods Stores	4483	\$22,775,117	\$30,317,849	-\$7,542,732	-14.2	53
Sporting Goods, Hobby, Book & Music Stores	451	\$55,447,938	\$137,406,499	-\$81,958,561	-42.5	159
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,882,148	\$100,854,469	-\$61,972,321	-44.3	114
Book, Periodical & Music Stores	4512	\$16,565,790	\$36,552,029	-\$19,986,239	-37.6	45
General Merchandise Stores	452	\$525,980,219	\$651,544,343	-\$125,564,124	-10.7	63
Department Stores Excluding Leased Depts.	4521	\$134,723,535	\$153,933,178	-\$19,209,643	-6.7	37
Other General Merchandise Stores	4529	\$391,256,684	\$497,611,165	-\$106,354,481	-12.0	25
Miscellaneous Store Retailers	453	\$55,456,997	\$93,169,737	-\$37,712,740	-25.4	404
Florists	4531	\$3,107,186	\$4,581,955	-\$1,474,769	-19.2	36
Office Supplies, Stationery & Gift Stores	4532	\$22,025,901	\$28,825,471	-\$6,799,570	-13.4	100
Used Merchandise Stores	4533	\$9,723,356	\$15,465,840	-\$5,742,484	-22.8	76
Other Miscellaneous Store Retailers	4539	\$20,600,553	\$44,296,471	-\$23,695,918	-36.5	193
Nonstore Retailers	454	\$115,280,017	\$225,075,951	-\$109,795,934	-32.3	73
Electronic Shopping & Mail-Order Houses	4541	\$97,730,749	\$208,376,655	-\$110,645,906	-36.1	12
Vending Machine Operators	4542	\$3,251,564	\$6,049,640	-\$2,798,076	-30.1	27
Direct Selling Establishments	4543	\$14,297,704	\$10,649,655	\$3,648,049	14.6	33
Food Services & Drinking Places	722	\$283,445,661	\$479,373,304	-\$195,927,643	-25.7	520
Full-Service Restaurants	7221	\$116,735,514	\$210,268,027	-\$93,532,513	-28.6	190
Limited-Service Eating Places	7222	\$147,515,270	\$225,517,498	-\$78,002,228	-20.9	227
Special Food Services	7223	\$9,949,848	\$26,530,498	-\$16,580,650	-45.5	27
Drinking Places - Alcoholic Beverages	7224	\$9,245,028	\$17,057,281	-\$7,812,253	-29.7	75

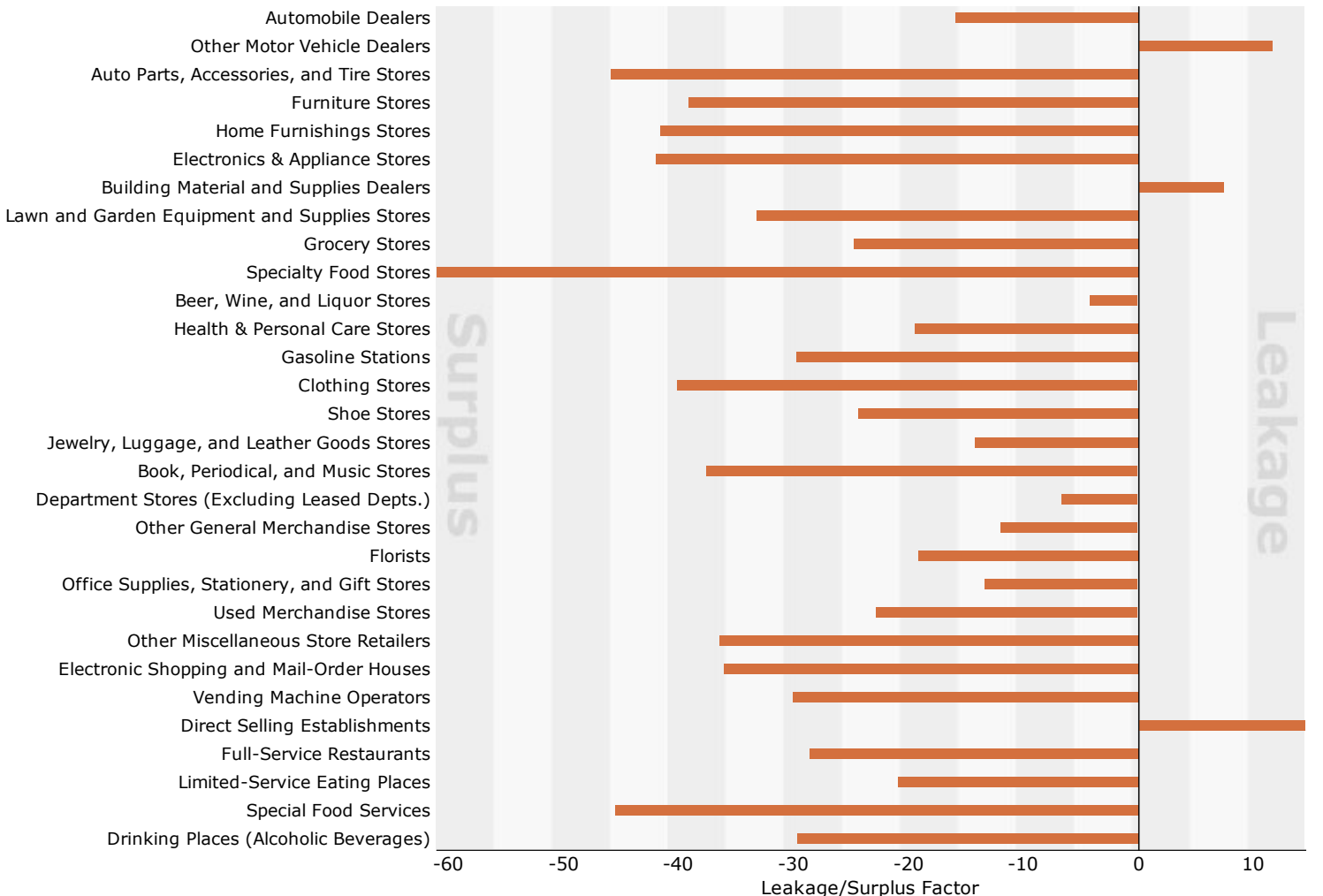
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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