

Summary Demographics

2014 Population	7,192
2014 Households	3,431
2014 Median Disposable Income	\$61,364
2014 Per Capita Income	\$49,230

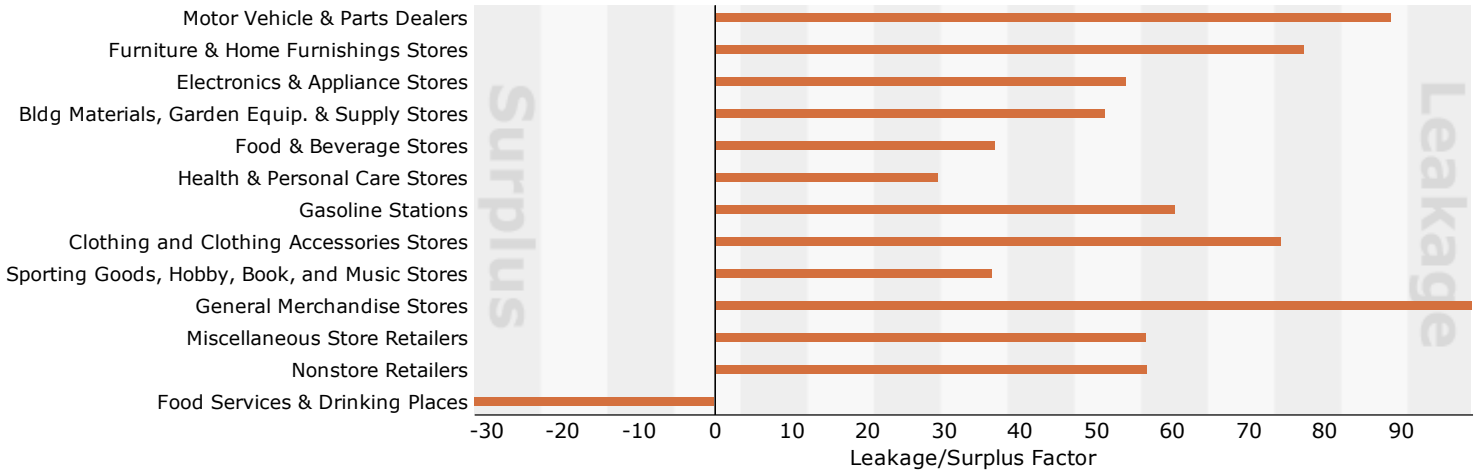
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$147,106,149	\$57,667,374	\$89,438,775	43.7	60
Total Retail Trade	44-45	\$131,127,690	\$26,904,937	\$104,222,753	66.0	48
Total Food & Drink	722	\$15,978,459	\$30,762,437	-\$14,783,978	-31.6	12

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,337,402	\$1,623,189	\$25,714,213	88.8	4
Automobile Dealers	4411	\$23,582,324	\$1,218,078	\$22,364,246	90.2	2
Other Motor Vehicle Dealers	4412	\$1,618,610	\$405,111	\$1,213,499	60.0	2
Auto Parts, Accessories & Tire Stores	4413	\$2,136,468	\$0	\$2,136,468	100.0	0
Furniture & Home Furnishings Stores	442	\$3,231,403	\$411,336	\$2,820,067	77.4	2
Furniture Stores	4421	\$1,826,903	\$0	\$1,826,903	100.0	0
Home Furnishings Stores	4422	\$1,404,500	\$195,176	\$1,209,324	75.6	2
Electronics & Appliance Stores	443	\$3,856,763	\$1,147,853	\$2,708,910	54.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,603,382	\$1,484,002	\$3,119,380	51.2	4
Bldg Material & Supplies Dealers	4441	\$3,903,136	\$450,795	\$3,452,341	79.3	3
Lawn & Garden Equip & Supply Stores	4442	\$700,247	\$0	\$700,247	100.0	0
Food & Beverage Stores	445	\$16,369,254	\$7,563,519	\$8,805,735	36.8	5
Grocery Stores	4451	\$15,358,243	\$7,443,130	\$7,915,113	34.7	3
Specialty Food Stores	4452	\$256,975	\$120,389	\$136,586	36.2	2
Beer, Wine & Liquor Stores	4453	\$754,037	\$0	\$754,037	100.0	0
Health & Personal Care Stores	446,4461	\$10,110,674	\$5,515,758	\$4,594,916	29.4	11
Gasoline Stations	447,4471	\$15,192,141	\$3,753,363	\$11,438,778	60.4	1
Clothing & Clothing Accessories Stores	448	\$8,485,983	\$1,249,675	\$7,236,308	74.3	3
Clothing Stores	4481	\$6,166,078	\$325,363	\$5,840,715	90.0	1
Shoe Stores	4482	\$1,034,302	\$245,553	\$788,749	61.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,285,603	\$678,760	\$606,843	30.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,114,262	\$1,453,387	\$1,660,875	36.4	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,178,721	\$1,448,861	\$729,860	20.1	5
Book, Periodical & Music Stores	4512	\$935,541	\$0	\$935,541	100.0	0
General Merchandise Stores	452	\$29,411,516	\$94,418	\$29,317,098	99.4	1
Department Stores Excluding Leased Depts.	4521	\$7,542,912	\$94,418	\$7,448,494	97.5	1
Other General Merchandise Stores	4529	\$21,868,603	\$0	\$21,868,603	100.0	0
Miscellaneous Store Retailers	453	\$3,090,501	\$859,091	\$2,231,410	56.5	5
Florists	4531	\$170,307	\$0	\$170,307	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,229,876	\$0	\$1,229,876	100.0	0
Used Merchandise Stores	4533	\$546,095	\$668,205	-\$122,110	-10.1	2
Other Miscellaneous Store Retailers	4539	\$1,144,224	\$145,784	\$998,440	77.4	2
Nonstore Retailers	454	\$6,324,409	\$1,749,346	\$4,575,063	56.7	3
Electronic Shopping & Mail-Order Houses	4541	\$5,406,969	\$0	\$5,406,969	100.0	0
Vending Machine Operators	4542	\$181,827	\$0	\$181,827	100.0	0
Direct Selling Establishments	4543	\$735,612	\$809,814	-\$74,202	-4.8	3
Food Services & Drinking Places	722	\$15,978,459	\$30,762,437	-\$14,783,978	-31.6	12
Full-Service Restaurants	7221	\$6,577,729	\$28,682,119	-\$22,104,390	-62.7	9
Limited-Service Eating Places	7222	\$8,311,261	\$976,545	\$7,334,716	79.0	2
Special Food Services	7223	\$553,669	\$0	\$553,669	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$535,800	\$169,479	\$366,321	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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

