



Retail MarketPlace Profile

Polygon
Area: 291.79 square miles

Prepared by Esri

Summary Demographics

2021 Population	7,136
2021 Households	2,869
2021 Median Disposable Income	\$52,269
2021 Per Capita Income	\$32,416

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

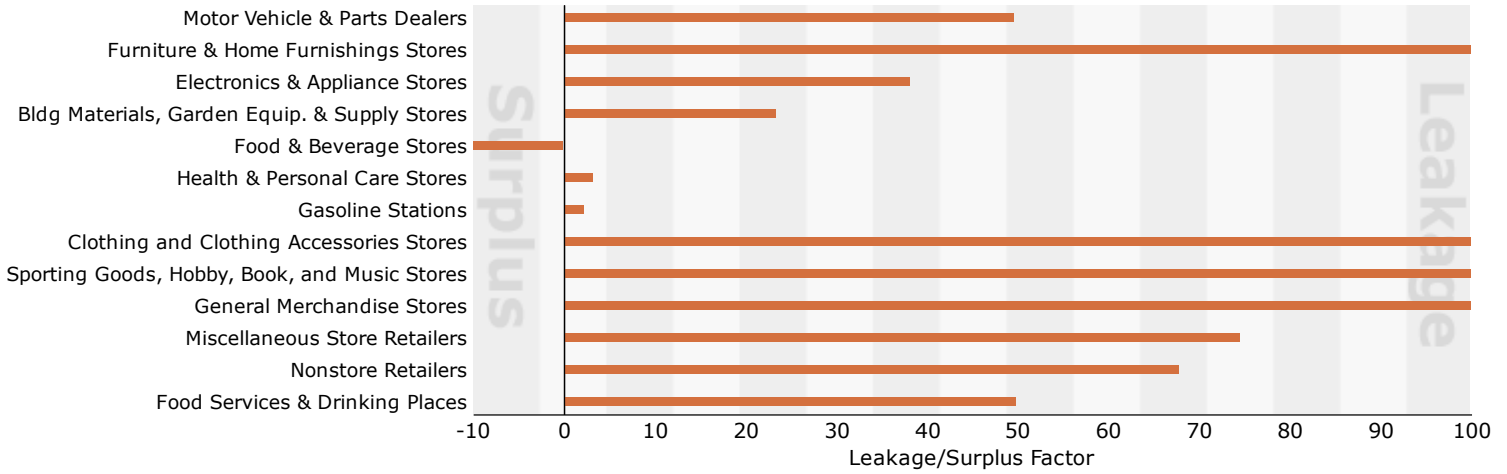
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$102,310,654	\$51,751,189	\$50,559,465	32.8	44
Total Retail Trade	44-45	\$94,100,885	\$49,006,976	\$45,093,909	31.5	31
Total Food & Drink	722	\$8,209,770	\$2,744,213	\$5,465,557	49.9	12
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,943,599	\$7,391,933	\$14,551,666	49.6	4
Automobile Dealers	4411	\$17,605,600	\$3,881,958	\$13,723,642	63.9	2
Other Motor Vehicle Dealers	4412	\$2,674,694	\$3,468,900	-\$794,206	-12.9	1
Auto Parts, Accessories & Tire Stores	4413	\$1,663,305	\$0	\$1,663,305	100.0	0
Furniture & Home Furnishings Stores	442	\$2,422,938	\$0	\$2,422,938	100.0	0
Furniture Stores	4421	\$1,399,384	\$0	\$1,399,384	100.0	0
Home Furnishings Stores	4422	\$1,023,554	\$0	\$1,023,554	100.0	0
Electronics & Appliance Stores	443	\$2,958,573	\$1,320,425	\$1,638,148	38.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,644,550	\$4,749,958	\$2,894,592	23.4	10
Bldg Material & Supplies Dealers	4441	\$6,797,494	\$3,294,919	\$3,502,575	34.7	7
Lawn & Garden Equip & Supply Stores	4442	\$847,056	\$1,455,039	-\$607,983	-26.4	2
Food & Beverage Stores	445	\$14,254,540	\$17,425,384	-\$3,170,844	-10.0	6
Grocery Stores	4451	\$12,085,684	\$11,953,823	\$131,861	0.5	3
Specialty Food Stores	4452	\$740,894	\$3,140,411	-\$2,399,517	-61.8	2
Beer, Wine & Liquor Stores	4453	\$1,427,963	\$2,331,150	-\$903,187	-24.0	1
Health & Personal Care Stores	446,4461	\$6,880,281	\$6,452,712	\$427,569	3.2	2
Gasoline Stations	447,4471	\$11,078,723	\$10,591,780	\$486,943	2.2	4
Clothing & Clothing Accessories Stores	448	\$3,733,473	\$0	\$3,733,473	100.0	0
Clothing Stores	4481	\$2,618,080	\$0	\$2,618,080	100.0	0
Shoe Stores	4482	\$555,866	\$0	\$555,866	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$559,527	\$0	\$559,527	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,489,255	\$0	\$2,489,255	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,188,335	\$0	\$2,188,335	100.0	0
Book, Periodical & Music Stores	4512	\$300,920	\$0	\$300,920	100.0	0
General Merchandise Stores	452	\$15,069,088	\$0	\$15,069,088	100.0	0
Department Stores Excluding Leased Depts.	4521	\$11,000,258	\$0	\$11,000,258	100.0	0
Other General Merchandise Stores	4529	\$4,068,830	\$0	\$4,068,830	100.0	0
Miscellaneous Store Retailers	453	\$4,142,962	\$603,468	\$3,539,494	74.6	2
Florists	4531	\$194,383	\$57,095	\$137,288	54.6	1
Office Supplies, Stationery & Gift Stores	4532	\$638,431	\$0	\$638,431	100.0	0
Used Merchandise Stores	4533	\$358,887	\$0	\$358,887	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,951,262	\$546,372	\$2,404,890	68.8	1
Nonstore Retailers	454	\$1,482,901	\$284,070	\$1,198,831	67.8	1
Electronic Shopping & Mail-Order Houses	4541	\$985,831	\$284,070	\$701,761	55.3	1
Vending Machine Operators	4542	\$65,168	\$0	\$65,168	100.0	0
Direct Selling Establishments	4543	\$431,902	\$0	\$431,902	100.0	0
Food Services & Drinking Places	722	\$8,209,770	\$2,744,213	\$5,465,557	49.9	12
Special Food Services	7223	\$239,884	\$0	\$239,884	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$406,867	\$521,300	-\$114,433	-12.3	1
Restaurants/Other Eating Places	7225	\$7,563,018	\$2,222,913	\$5,340,105	54.6	11

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.

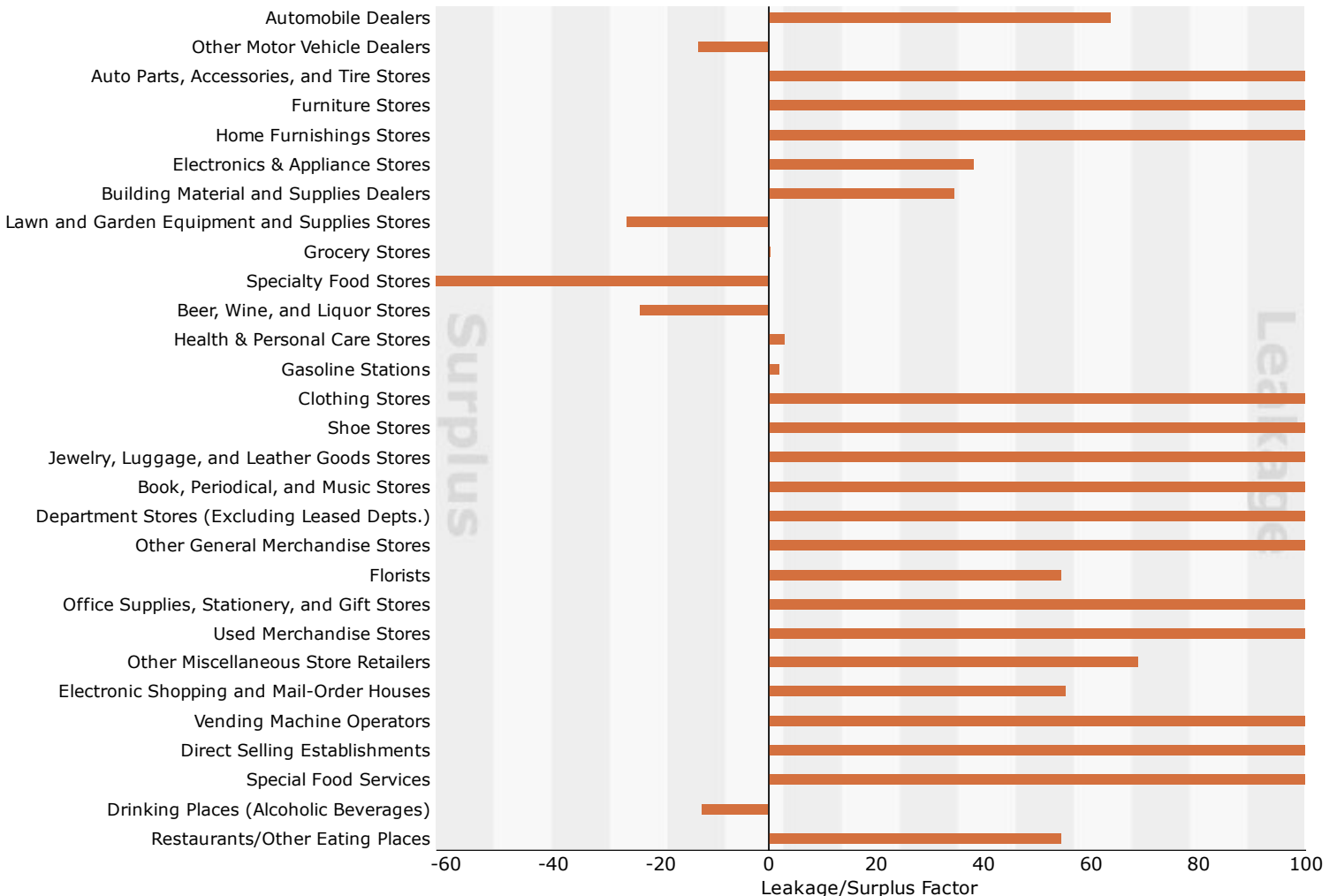
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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