

## Summary Demographics

2018 Population	2,737
2018 Households	1,034
2018 Median Disposable Income	\$28,707
2018 Per Capita Income	\$17,911

## 2017 Industry Summary

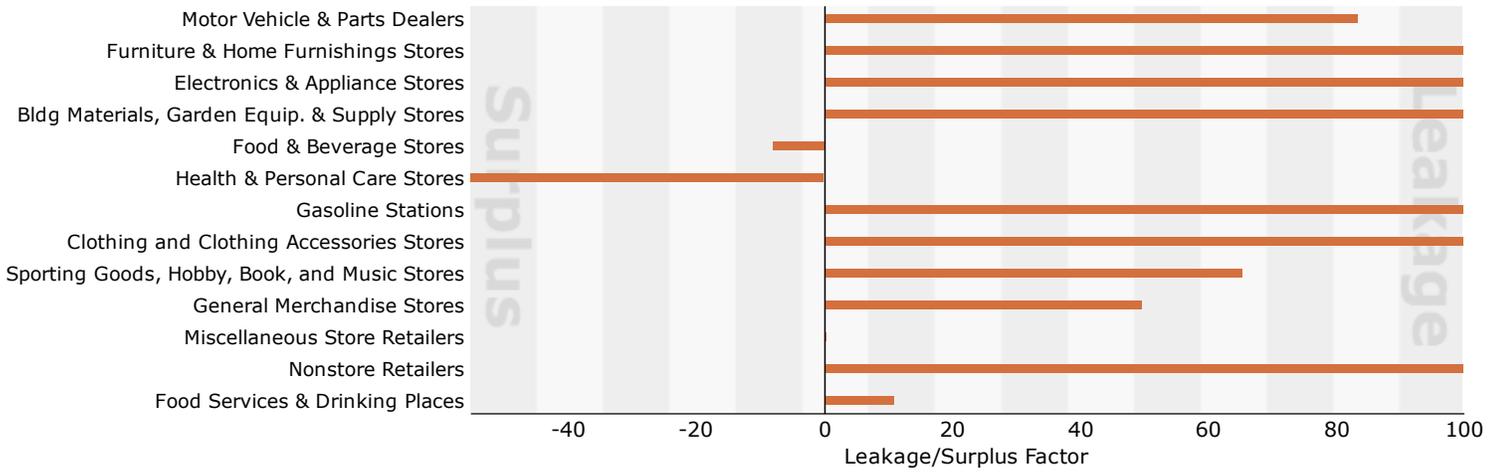
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$24,826,228	\$14,037,437	\$10,788,791	27.8	23
Total Retail Trade	44-45	\$22,739,398	\$12,367,644	\$10,371,754	29.5	14
Total Food & Drink	722	\$2,086,830	\$1,669,794	\$417,036	11.1	9

## 2017 Industry Group

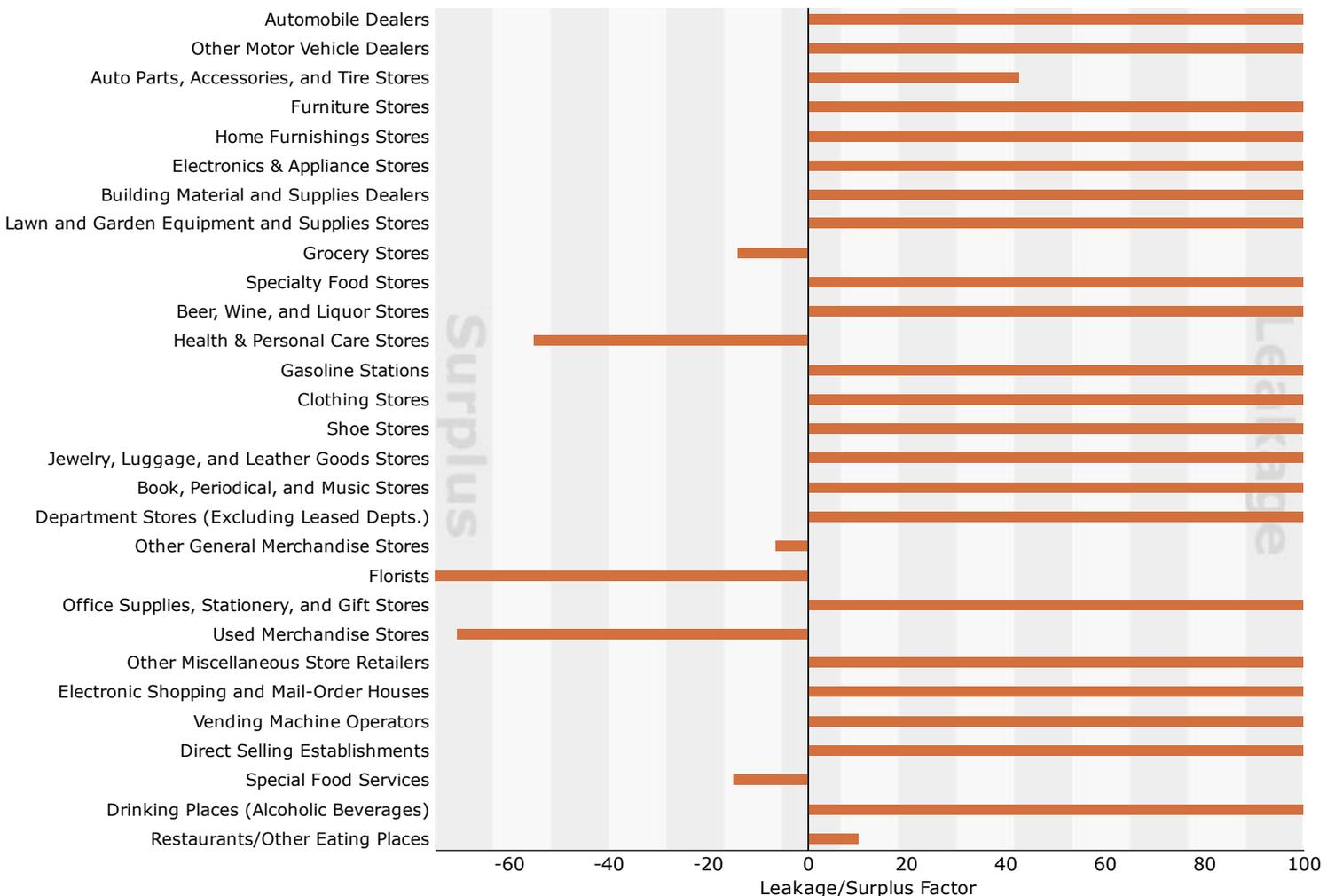
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,220,308	\$470,913	\$4,749,395	83.5	1
Automobile Dealers	4411	\$4,328,595	\$0	\$4,328,595	100.0	0
Other Motor Vehicle Dealers	4412	\$450,537	\$0	\$450,537	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$441,176	\$177,216	\$263,960	42.7	1
Furniture & Home Furnishings Stores	442	\$765,654	\$0	\$765,654	100.0	0
Furniture Stores	4421	\$415,377	\$0	\$415,377	100.0	0
Home Furnishings Stores	4422	\$350,277	\$0	\$350,277	100.0	0
Electronics & Appliance Stores	443	\$684,365	\$0	\$684,365	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,521,304	\$0	\$1,521,304	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,426,372	\$0	\$1,426,372	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$94,933	\$0	\$94,933	100.0	0
Food & Beverage Stores	445	\$3,879,838	\$4,577,005	-\$697,167	-8.2	3
Grocery Stores	4451	\$3,443,418	\$4,577,005	-\$1,133,587	-14.1	3
Specialty Food Stores	4452	\$225,346	\$0	\$225,346	100.0	0
Beer, Wine & Liquor Stores	4453	\$211,074	\$0	\$211,074	100.0	0
Health & Personal Care Stores	446,4461	\$1,480,116	\$5,146,196	-\$3,666,080	-55.3	4
Gasoline Stations	447,4471	\$2,868,056	\$0	\$2,868,056	100.0	0
Clothing & Clothing Accessories Stores	448	\$927,551	\$0	\$927,551	100.0	0
Clothing Stores	4481	\$635,914	\$0	\$635,914	100.0	0
Shoe Stores	4482	\$148,957	\$0	\$148,957	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$142,679	\$0	\$142,679	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$544,643	\$112,996	\$431,647	65.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$473,803	\$112,996	\$360,807	61.5	1
Book, Periodical & Music Stores	4512	\$70,840	\$0	\$70,840	100.0	0
General Merchandise Stores	452	\$3,721,840	\$1,246,898	\$2,474,942	49.8	1
Department Stores Excluding Leased Depts.	4521	\$2,629,250	\$0	\$2,629,250	100.0	0
Other General Merchandise Stores	4529	\$1,092,590	\$1,246,898	-\$154,308	-6.6	1
Miscellaneous Store Retailers	453	\$821,217	\$813,636	\$7,581	0.5	5
Florists	4531	\$24,897	\$173,965	-\$149,068	-75.0	2
Office Supplies, Stationery & Gift Stores	4532	\$135,223	\$0	\$135,223	100.0	0
Used Merchandise Stores	4533	\$110,246	\$639,671	-\$529,425	-70.6	3
Other Miscellaneous Store Retailers	4539	\$550,850	\$0	\$550,850	100.0	0
Nonstore Retailers	454	\$304,507	\$0	\$304,507	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$183,001	\$0	\$183,001	100.0	0
Vending Machine Operators	4542	\$16,951	\$0	\$16,951	100.0	0
Direct Selling Establishments	4543	\$104,555	\$0	\$104,555	100.0	0
Food Services & Drinking Places	722	\$2,086,830	\$1,669,794	\$417,036	11.1	9
Special Food Services	7223	\$22,776	\$30,809	-\$8,033	-15.0	1
Drinking Places - Alcoholic Beverages	7224	\$43,322	\$0	\$43,322	100.0	0
Restaurants/Other Eating Places	7225	\$2,020,732	\$1,638,985	\$381,747	10.4	8

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>

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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## Summary Demographics

2018 Population	4,771
2018 Households	1,775
2018 Median Disposable Income	\$31,749
2018 Per Capita Income	\$18,678

## 2017 Industry Summary

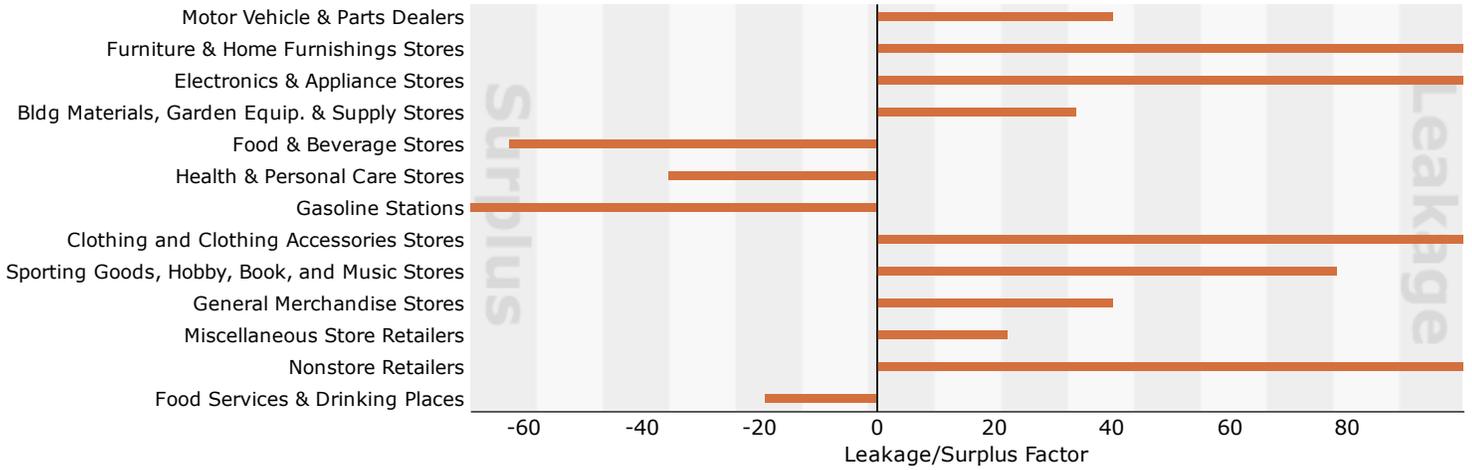
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$72,439,351	\$78,034,888	-\$33,635,537	-27.5	47
Total Retail Trade	44-45	\$40,536,322	\$72,353,872	-\$31,817,550	-28.2	32
Total Food & Drink	722	\$3,863,030	\$5,681,016	-\$1,817,986	-19.0	16

## 2017 Industry Group

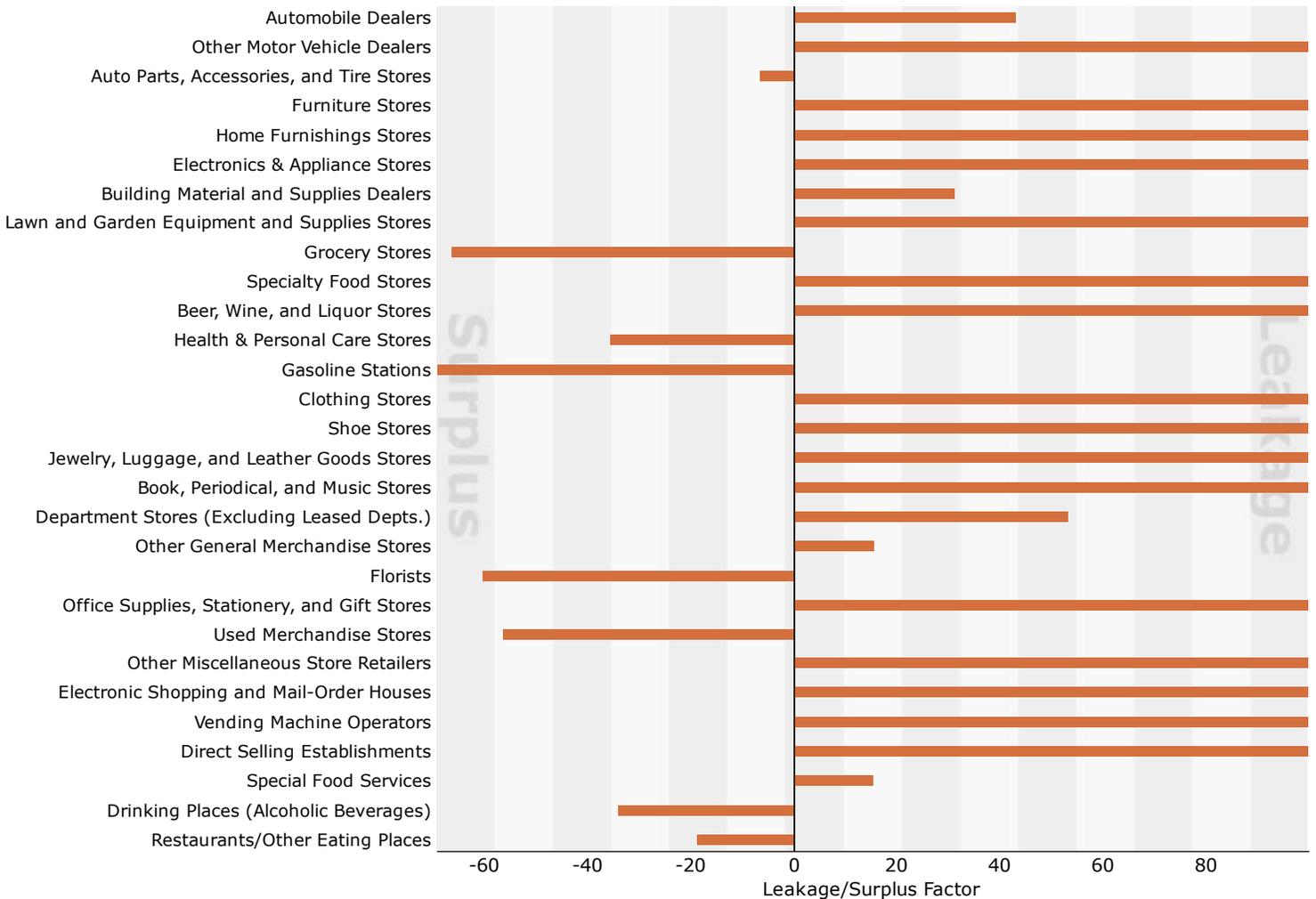
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,184,696	\$3,905,567	\$5,279,129	40.3	5
Automobile Dealers	4411	\$7,607,697	\$3,010,674	\$4,597,023	43.3	1
Other Motor Vehicle Dealers	4412	\$789,815	\$0	\$789,815	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$787,183	\$894,892	-\$107,709	-6.4	4
Furniture & Home Furnishings Stores	442	\$1,428,793	\$0	\$1,428,793	100.0	0
Furniture Stores	4421	\$768,872	\$0	\$768,872	100.0	0
Home Furnishings Stores	4422	\$659,920	\$0	\$659,920	100.0	0
Electronics & Appliance Stores	443	\$1,256,019	\$0	\$1,256,019	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,721,512	\$1,338,372	\$1,383,140	34.1	2
Bldg Material & Supplies Dealers	4441	\$2,558,622	\$1,338,372	\$1,220,250	31.3	2
Lawn & Garden Equip & Supply Stores	4442	\$162,890	\$0	\$162,890	100.0	0
Food & Beverage Stores	445	\$6,894,467	\$30,129,647	-\$23,235,180	-62.8	6
Grocery Stores	4451	\$6,107,374	\$30,129,647	-\$24,022,273	-66.3	6
Specialty Food Stores	4452	\$399,956	\$0	\$399,956	100.0	0
Beer, Wine & Liquor Stores	4453	\$387,136	\$0	\$387,136	100.0	0
Health & Personal Care Stores	446,4461	\$2,600,316	\$5,474,677	-\$2,874,361	-35.6	4
Gasoline Stations	447,4471	\$5,027,750	\$27,604,549	-\$22,576,799	-69.2	6
Clothing & Clothing Accessories Stores	448	\$1,726,899	\$0	\$1,726,899	100.0	0
Clothing Stores	4481	\$1,175,740	\$0	\$1,175,740	100.0	0
Shoe Stores	4482	\$276,289	\$0	\$276,289	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$274,870	\$0	\$274,870	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$999,814	\$120,208	\$879,606	78.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$869,131	\$120,208	\$748,923	75.7	1
Book, Periodical & Music Stores	4512	\$130,682	\$0	\$130,682	100.0	0
General Merchandise Stores	452	\$6,717,959	\$2,860,051	\$3,857,908	40.3	2
Department Stores Excluding Leased Depts.	4521	\$4,782,357	\$1,451,900	\$3,330,457	53.4	1
Other General Merchandise Stores	4529	\$1,935,602	\$1,408,151	\$527,451	15.8	1
Miscellaneous Store Retailers	453	\$1,448,225	\$920,802	\$527,423	22.3	6
Florists	4531	\$45,594	\$185,069	-\$139,475	-60.5	2
Office Supplies, Stationery & Gift Stores	4532	\$248,855	\$0	\$248,855	100.0	0
Used Merchandise Stores	4533	\$204,369	\$735,733	-\$531,364	-56.5	4
Other Miscellaneous Store Retailers	4539	\$949,406	\$0	\$949,406	100.0	0
Nonstore Retailers	454	\$529,874	\$0	\$529,874	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$334,613	\$0	\$334,613	100.0	0
Vending Machine Operators	4542	\$30,297	\$0	\$30,297	100.0	0
Direct Selling Establishments	4543	\$164,963	\$0	\$164,963	100.0	0
Food Services & Drinking Places	722	\$3,863,030	\$5,681,016	-\$1,817,986	-19.0	16
Special Food Services	7223	\$42,042	\$30,809	\$11,233	15.4	1
Drinking Places - Alcoholic Beverages	7224	\$81,283	\$164,848	-\$83,565	-34.0	1
Restaurants/Other Eating Places	7225	\$3,739,704	\$5,485,359	-\$1,745,655	-18.9	14

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>

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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## Summary Demographics

2018 Population	7,009
2018 Households	2,567
2018 Median Disposable Income	\$33,354
2018 Per Capita Income	\$19,575

## 2017 Industry Summary

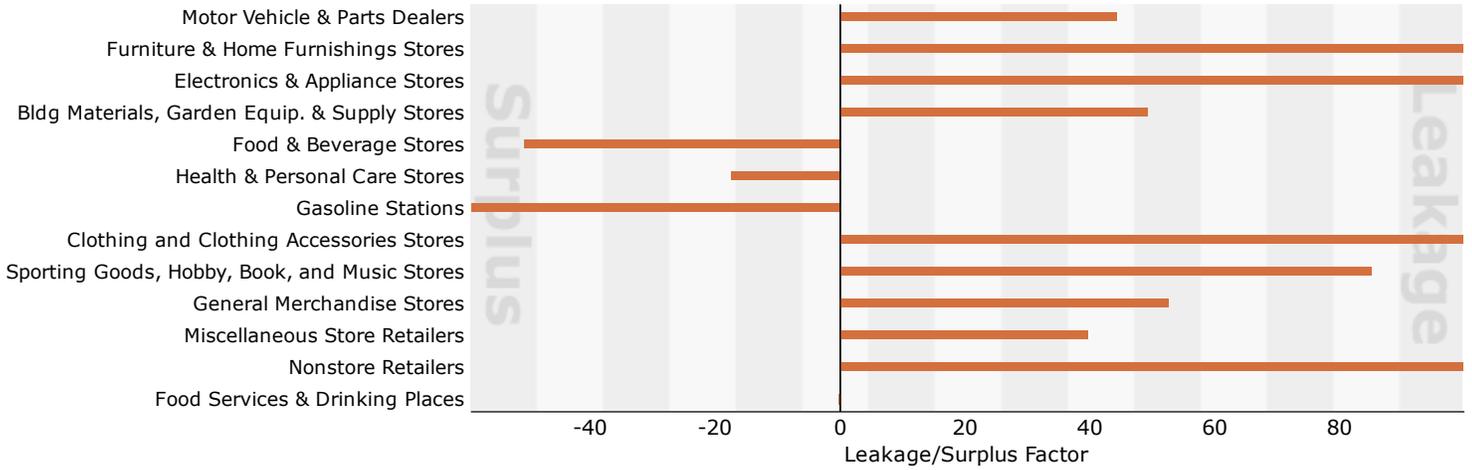
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$66,988,897	\$83,478,109	-\$16,489,212	-11.0	50
Total Retail Trade	44-45	\$61,122,824	\$77,587,472	-\$16,464,648	-11.9	34
Total Food & Drink	722	\$5,866,073	\$5,890,637	-\$24,564	-0.2	16

## 2017 Industry Group

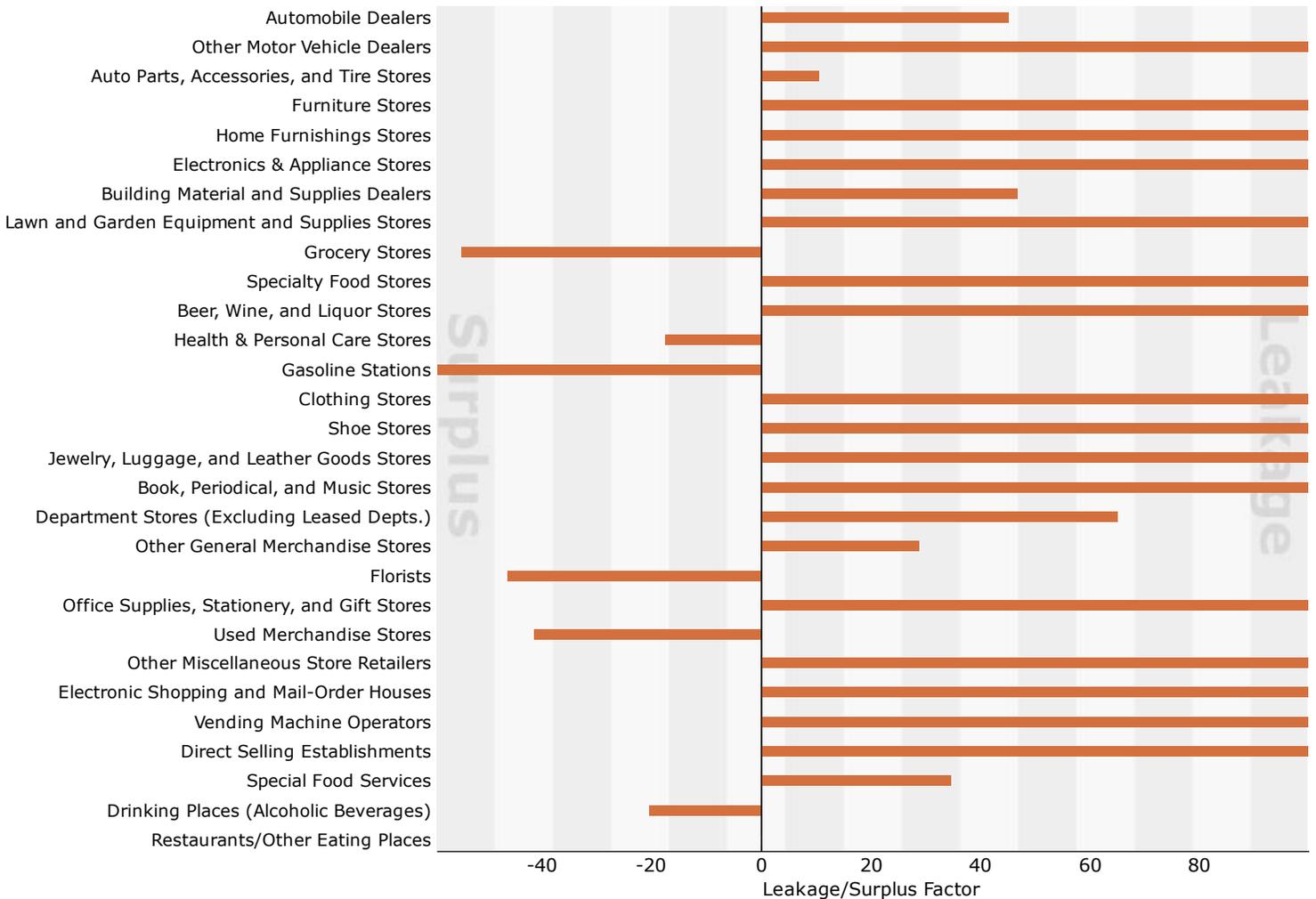
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,830,482	\$5,325,849	\$8,504,633	44.4	6
Automobile Dealers	4411	\$11,457,056	\$4,307,263	\$7,149,793	45.4	2
Other Motor Vehicle Dealers	4412	\$1,187,942	\$0	\$1,187,942	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,185,484	\$955,466	\$230,018	10.7	4
Furniture & Home Furnishings Stores	442	\$2,176,558	\$0	\$2,176,558	100.0	0
Furniture Stores	4421	\$1,167,208	\$0	\$1,167,208	100.0	0
Home Furnishings Stores	4422	\$1,009,350	\$0	\$1,009,350	100.0	0
Electronics & Appliance Stores	443	\$1,897,884	\$0	\$1,897,884	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,136,407	\$1,403,393	\$2,733,014	49.3	2
Bldg Material & Supplies Dealers	4441	\$3,892,979	\$1,403,393	\$2,489,586	47.0	2
Lawn & Garden Equip & Supply Stores	4442	\$243,428	\$0	\$243,428	100.0	0
Food & Beverage Stores	445	\$10,363,248	\$31,586,589	-\$21,223,341	-50.6	7
Grocery Stores	4451	\$9,177,480	\$31,477,943	-\$22,300,463	-54.9	6
Specialty Food Stores	4452	\$600,786	\$0	\$600,786	100.0	0
Beer, Wine & Liquor Stores	4453	\$584,981	\$0	\$584,981	100.0	0
Health & Personal Care Stores	446,4461	\$3,912,752	\$5,586,406	-\$1,673,654	-17.6	4
Gasoline Stations	447,4471	\$7,553,659	\$29,507,594	-\$21,953,935	-59.2	6
Clothing & Clothing Accessories Stores	448	\$2,627,310	\$0	\$2,627,310	100.0	0
Clothing Stores	4481	\$1,786,876	\$0	\$1,786,876	100.0	0
Shoe Stores	4482	\$420,538	\$0	\$420,538	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$419,895	\$0	\$419,895	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,513,743	\$120,208	\$1,393,535	85.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,316,830	\$120,208	\$1,196,622	83.3	1
Book, Periodical & Music Stores	4512	\$196,913	\$0	\$196,913	100.0	0
General Merchandise Stores	452	\$10,143,527	\$3,120,605	\$7,022,922	52.9	3
Department Stores Excluding Leased Depts.	4521	\$7,234,293	\$1,516,429	\$5,717,864	65.3	1
Other General Merchandise Stores	4529	\$2,909,234	\$1,604,176	\$1,305,058	28.9	2
Miscellaneous Store Retailers	453	\$2,175,478	\$936,828	\$1,238,650	39.8	6
Florists	4531	\$69,055	\$188,558	-\$119,503	-46.4	2
Office Supplies, Stationery & Gift Stores	4532	\$377,253	\$0	\$377,253	100.0	0
Used Merchandise Stores	4533	\$308,565	\$748,269	-\$439,704	-41.6	4
Other Miscellaneous Store Retailers	4539	\$1,420,605	\$0	\$1,420,605	100.0	0
Nonstore Retailers	454	\$791,776	\$0	\$791,776	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$505,630	\$0	\$505,630	100.0	0
Vending Machine Operators	4542	\$45,601	\$0	\$45,601	100.0	0
Direct Selling Establishments	4543	\$240,546	\$0	\$240,546	100.0	0
Food Services & Drinking Places	722	\$5,866,073	\$5,890,637	-\$24,564	-0.2	16
Special Food Services	7223	\$63,727	\$30,809	\$32,918	34.8	1
Drinking Places - Alcoholic Beverages	7224	\$122,800	\$186,036	-\$63,236	-20.5	1
Restaurants/Other Eating Places	7225	\$5,679,546	\$5,673,792	\$5,754	0.1	14

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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