

Summary Demographics

2020 Population	21,313
2020 Households	9,226
2020 Median Disposable Income	\$49,918
2020 Per Capita Income	\$42,959

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	\$344,195,066	\$182,869,609	\$161,325,457	30.6	134
Total Retail Trade	44-45	\$308,501,070	\$151,490,306	\$157,010,764	34.1	85
Total Food & Drink	722	\$35,693,996	\$31,379,303	\$4,314,693	6.4	49

2017 Industry Group

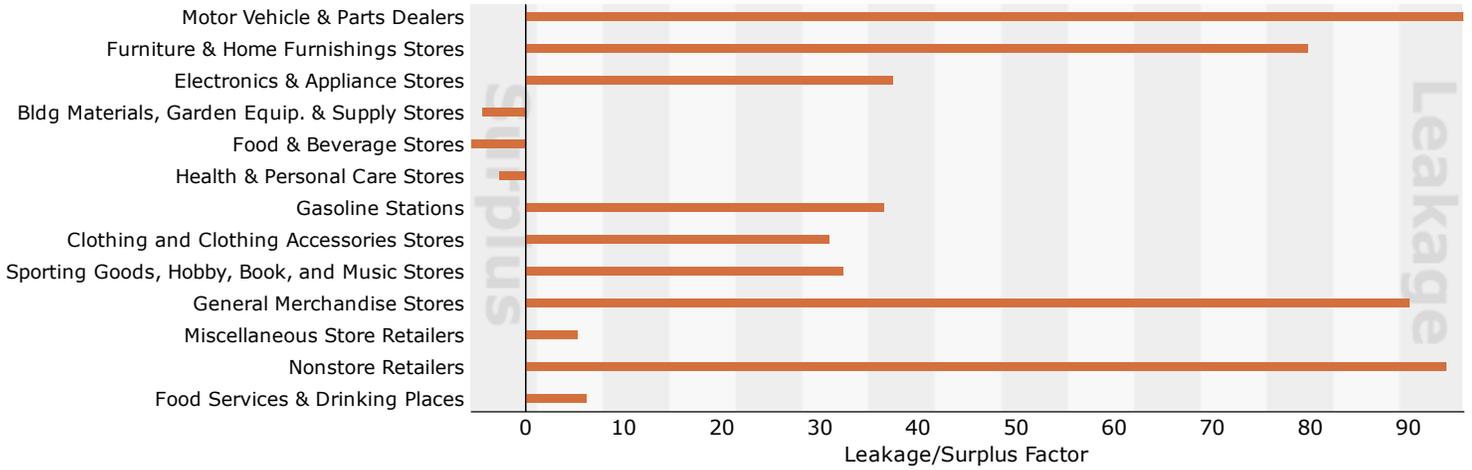
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$65,588,157	\$1,430,248	\$64,157,909	95.7	2
Automobile Dealers	4411	\$53,992,395	\$0	\$53,992,395	100.0	0
Other Motor Vehicle Dealers	4412	\$5,067,156	\$0	\$5,067,156	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$6,528,606	\$1,430,248	\$5,098,358	64.1	2
Furniture & Home Furnishings Stores	442	\$12,451,911	\$1,393,528	\$11,058,383	79.9	5
Furniture Stores	4421	\$7,805,958	\$356,281	\$7,449,677	91.3	1
Home Furnishings Stores	4422	\$4,645,953	\$1,037,247	\$3,608,706	63.5	4
Electronics & Appliance Stores	443	\$9,747,248	\$4,428,336	\$5,318,912	37.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,809,091	\$21,642,838	-\$1,833,747	-4.4	8
Bldg Material & Supplies Dealers	4441	\$18,580,896	\$21,642,838	-\$3,061,942	-7.6	8
Lawn & Garden Equip & Supply Stores	4442	\$1,228,195	\$0	\$1,228,195	100.0	0
Food & Beverage Stores	445	\$54,474,553	\$60,881,896	-\$6,407,343	-5.6	14
Grocery Stores	4451	\$50,430,709	\$58,137,049	-\$7,706,340	-7.1	10
Specialty Food Stores	4452	\$1,995,372	\$1,974,015	\$21,357	0.5	2
Beer, Wine & Liquor Stores	4453	\$2,048,472	\$770,832	\$1,277,640	45.3	2
Health & Personal Care Stores	446,4461	\$18,153,402	\$19,191,554	-\$1,038,152	-2.8	8
Gasoline Stations	447,4471	\$32,541,670	\$15,090,957	\$17,450,713	36.6	6
Clothing & Clothing Accessories Stores	448	\$15,974,344	\$8,421,414	\$7,552,930	31.0	12
Clothing Stores	4481	\$10,346,895	\$5,319,969	\$5,026,926	32.1	9
Shoe Stores	4482	\$2,543,756	\$2,940,374	-\$396,618	-7.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,083,693	\$161,071	\$2,922,622	90.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$8,576,504	\$4,379,952	\$4,196,552	32.4	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,155,516	\$4,208,440	\$2,947,076	25.9	7
Book, Periodical & Music Stores	4512	\$1,420,988	\$171,512	\$1,249,476	78.5	1
General Merchandise Stores	452	\$53,041,040	\$2,747,075	\$50,293,965	90.2	2
Department Stores Excluding Leased Depts.	4521	\$38,684,086	\$0	\$38,684,086	100.0	0
Other General Merchandise Stores	4529	\$14,356,954	\$2,747,075	\$11,609,879	67.9	2
Miscellaneous Store Retailers	453	\$13,054,190	\$11,724,693	\$1,329,497	5.4	15
Florists	4531	\$454,398	\$0	\$454,398	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$2,914,478	\$3,863,004	-\$948,526	-14.0	4
Used Merchandise Stores	4533	\$1,691,568	\$3,567,189	-\$1,875,621	-35.7	5
Other Miscellaneous Store Retailers	4539	\$7,993,746	\$4,294,500	\$3,699,246	30.1	6
Nonstore Retailers	454	\$5,088,960	\$157,815	\$4,931,145	94.0	1
Electronic Shopping & Mail-Order Houses	4541	\$3,805,483	\$0	\$3,805,483	100.0	0
Vending Machine Operators	4542	\$299,957	\$157,815	\$142,142	31.1	1
Direct Selling Establishments	4543	\$983,520	\$0	\$983,520	100.0	0
Food Services & Drinking Places	722	\$35,693,996	\$31,379,303	\$4,314,693	6.4	49
Special Food Services	7223	\$321,408	\$0	\$321,408	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,516,274	\$1,574,973	\$941,301	23.0	3
Restaurants/Other Eating Places	7225	\$32,856,314	\$29,804,330	\$3,051,984	4.9	46

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.

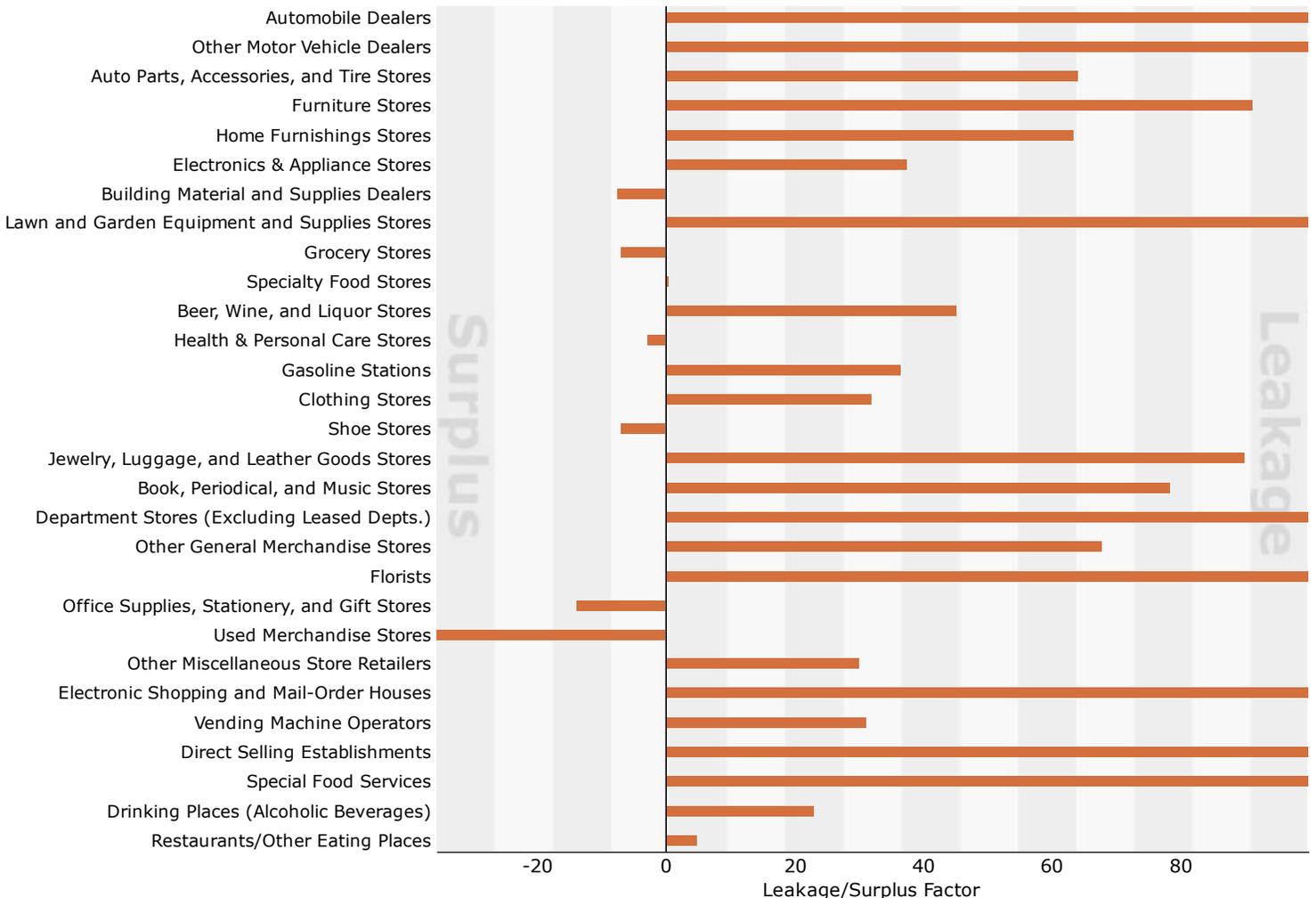
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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