

**Drive Time: 5 minutes****Summary Demographics**

2010 Population	34,109
2010 Households	14,636
2010 Median Disposable Income	\$37,464
2010 Per Capita Income	\$23,415

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$293,700,302	\$333,363,032	\$-39,662,730	-6.3	288
Total Retail Trade (NAICS 44-45)	\$247,999,885	\$256,393,869	\$-8,393,984	-1.7	196
Total Food & Drink (NAICS 722)	\$45,700,417	\$76,969,163	\$-31,268,746	-25.5	92

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$59,361,658	\$35,641,194	\$23,720,464	25.0	35
Automobile Dealers (NAICS 4411)	\$51,953,227	\$20,281,161	\$31,672,066	43.8	18
Other Motor Vehicle Dealers (NAICS 4412)	\$3,903,846	\$8,202,060	\$-4,298,214	-35.5	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,504,585	\$7,157,973	\$-3,653,388	-34.3	13
Furniture & Home Furnishings Stores (NAICS 442)	\$9,088,300	\$2,816,884	\$6,271,416	52.7	4
Furniture Stores (NAICS 4421)	\$5,325,176	\$1,120,153	\$4,205,023	65.2	2
Home Furnishings Stores (NAICS 4422)	\$3,763,124	\$1,696,731	\$2,066,393	37.8	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$8,971,477	\$4,375,354	\$4,596,123	34.4	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$9,692,535	\$4,958,687	\$4,733,848	32.3	16
Building Material and Supplies Dealers (NAICS 4441)	\$8,529,981	\$4,717,029	\$3,812,952	28.8	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,162,554	\$241,658	\$920,896	65.6	2
Food & Beverage Stores (NAICS 445)	\$49,674,505	\$42,447,069	\$7,227,436	7.8	29
Grocery Stores (NAICS 4451)	\$48,272,227	\$38,797,944	\$9,474,283	10.9	18
Specialty Food Stores (NAICS 4452)	\$626,317	\$2,106,314	\$-1,479,997	-54.2	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$775,961	\$1,542,811	\$-766,850	-33.1	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,387,744	\$14,949,743	\$-7,561,999	-33.9	16
Gasoline Stations (NAICS 447/4471)	\$43,557,047	\$87,099,394	\$-43,542,347	-33.3	17
Clothing and Clothing Accessories Stores (NAICS 448)	\$12,532,805	\$3,379,510	\$9,153,295	57.5	15
Clothing Stores (NAICS 4481)	\$9,553,432	\$2,603,903	\$6,949,529	57.2	11
Shoe Stores (NAICS 4482)	\$1,430,277	\$51,933	\$1,378,344	93.0	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,549,096	\$723,674	\$825,422	36.3	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,090,935	\$1,786,067	\$2,304,868	39.2	15
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,668,585	\$1,015,644	\$652,941	24.3	12
Book, Periodical, and Music Stores (NAICS 4512)	\$2,422,350	\$770,423	\$1,651,927	51.7	3

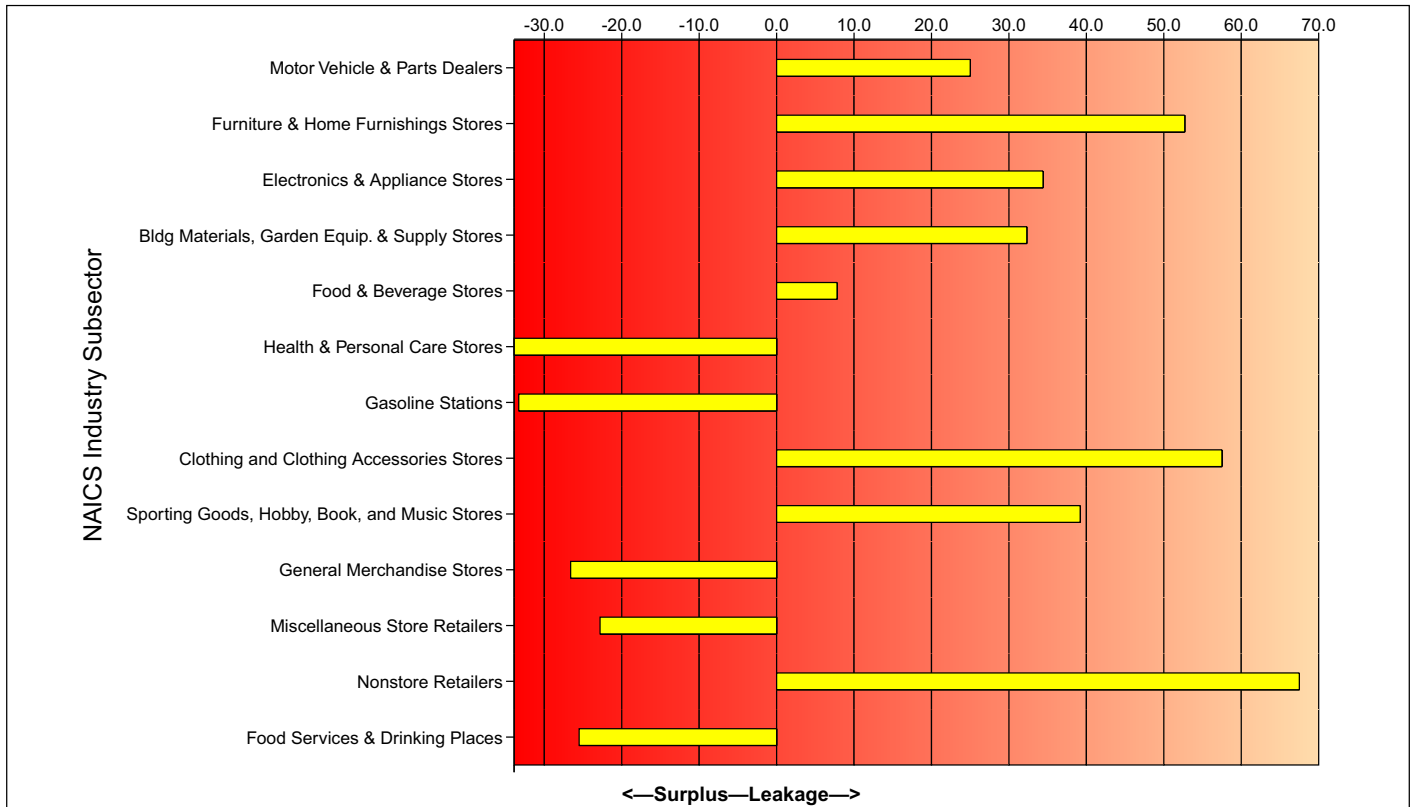
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

**Sources:** Esri and Infogroup

Drive Time: 5 minutes

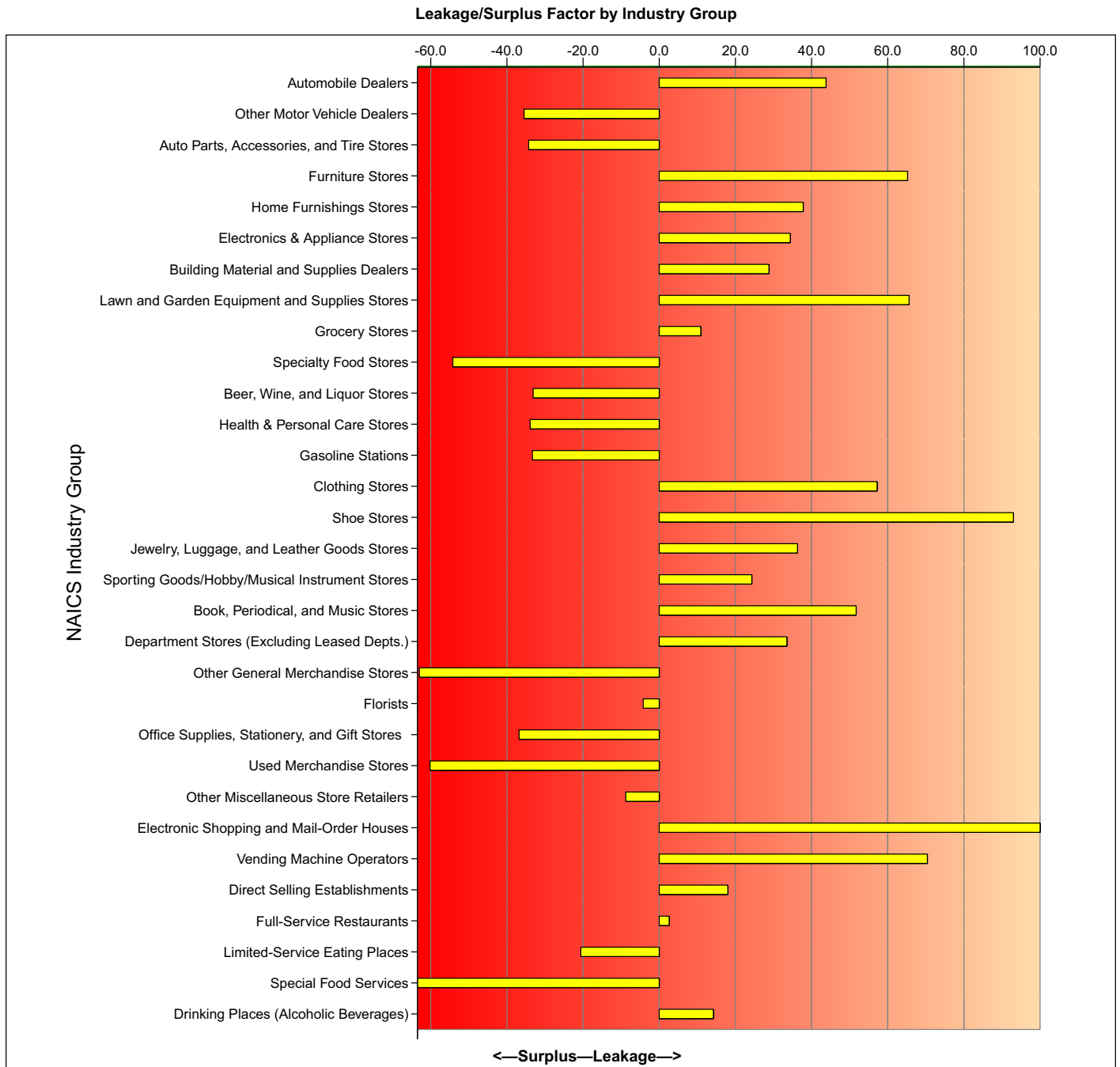
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$28,587,260	\$49,301,152	\$-20,713,892	-26.6	9
Department Stores Excluding Leased Depts.(NAICS 4521)	\$19,612,476	\$9,775,616	\$9,836,860	33.5	2
Other General Merchandise Stores (NAICS 4529)	\$8,974,784	\$39,525,536	\$-30,550,752	-63.0	7
Miscellaneous Store Retailers (NAICS 453)	\$4,805,732	\$7,649,859	\$-2,844,127	-22.8	28
Florists (NAICS 4531)	\$500,676	\$544,254	\$-43,578	-4.2	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,302,398	\$2,817,514	\$-1,515,116	-36.8	5
Used Merchandise Stores (NAICS 4533)	\$250,140	\$1,006,369	\$-756,229	-60.2	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,752,518	\$3,281,722	\$-529,204	-8.8	13
Nonstore Retailers (NAICS 454)	\$10,249,887	\$1,988,956	\$8,260,931	67.5	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,653,329	\$0	\$5,653,329	100.0	0
Vending Machine Operators (NAICS 4542)	\$2,315,589	\$402,733	\$1,912,856	70.4	1
Direct Selling Establishments (NAICS 4543)	\$2,280,969	\$1,586,223	\$694,746	18.0	2
Food Services & Drinking Places (NAICS 722)	\$45,700,417	\$76,969,163	\$-31,268,746	-25.5	92
Full-Service Restaurants (NAICS 7221)	\$19,422,390	\$18,432,551	\$989,839	2.6	44
Limited-Service Eating Places (NAICS 7222)	\$16,737,487	\$25,437,333	\$-8,699,846	-20.6	27
Special Food Services (NAICS 7223)	\$6,956,120	\$31,157,694	\$-24,201,574	-63.5	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,584,420	\$1,941,585	\$642,835	14.2	13

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Drive Time: 5 minutes



Sources: Esri and Infogroup

Drive Time: 10 minutes

## Summary Demographics

2010 Population	239,268
2010 Households	98,182
2010 Median Disposable Income	\$37,779
2010 Per Capita Income	\$24,169

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,169,805,835	\$3,873,466,790	\$-1,703,660,955	-28.2	2,295
Total Retail Trade (NAICS 44-45)	\$1,831,387,424	\$3,346,054,597	\$-1,514,667,173	-29.3	1,672
Total Food & Drink (NAICS 722)	\$338,418,411	\$527,412,193	\$-188,993,782	-21.8	623

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$441,593,414	\$739,020,558	\$-297,427,144	-25.2	210
Automobile Dealers (NAICS 4411)	\$386,984,767	\$655,795,601	\$-268,810,834	-25.8	100
Other Motor Vehicle Dealers (NAICS 4412)	\$28,203,904	\$32,825,807	\$-4,621,903	-7.6	25
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$26,404,743	\$50,399,150	\$-23,994,407	-31.2	85
Furniture & Home Furnishings Stores (NAICS 442)	\$67,716,880	\$109,395,595	\$-41,678,715	-23.5	75
Furniture Stores (NAICS 4421)	\$39,539,867	\$52,030,284	\$-12,490,417	-13.6	31
Home Furnishings Stores (NAICS 4422)	\$28,177,013	\$57,365,311	\$-29,188,298	-34.1	44
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$65,237,702	\$102,595,539	\$-37,357,837	-22.3	113
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$74,590,259	\$122,192,868	\$-47,602,609	-24.2	120
Building Material and Supplies Dealers (NAICS 4441)	\$66,458,480	\$111,806,627	\$-45,348,147	-25.4	100
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$8,131,779	\$10,386,241	\$-2,254,462	-12.2	20
Food & Beverage Stores (NAICS 445)	\$354,919,500	\$529,643,447	\$-174,723,947	-19.8	205
Grocery Stores (NAICS 4451)	\$344,035,606	\$509,855,265	\$-165,819,659	-19.4	131
Specialty Food Stores (NAICS 4452)	\$4,981,740	\$10,192,797	\$-5,211,057	-34.3	38
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,902,154	\$9,595,385	\$-3,693,231	-23.8	36
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$54,955,729	\$187,972,798	\$-133,017,069	-54.8	153
Gasoline Stations (NAICS 447/4471)	\$315,700,131	\$464,635,677	\$-148,935,546	-19.1	96
Clothing and Clothing Accessories Stores (NAICS 448)	\$92,709,865	\$176,414,470	\$-83,704,605	-31.1	283
Clothing Stores (NAICS 4481)	\$70,584,945	\$128,294,692	\$-57,709,747	-29.0	187
Shoe Stores (NAICS 4482)	\$10,589,346	\$26,959,609	\$-16,370,263	-43.6	46
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$11,535,574	\$21,160,169	\$-9,624,595	-29.4	50
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$28,936,414	\$31,501,061	\$-2,564,647	-4.2	97
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$11,661,430	\$16,254,114	\$-4,592,684	-16.5	70
Book, Periodical, and Music Stores (NAICS 4512)	\$17,274,984	\$15,246,947	\$2,028,037	6.2	27

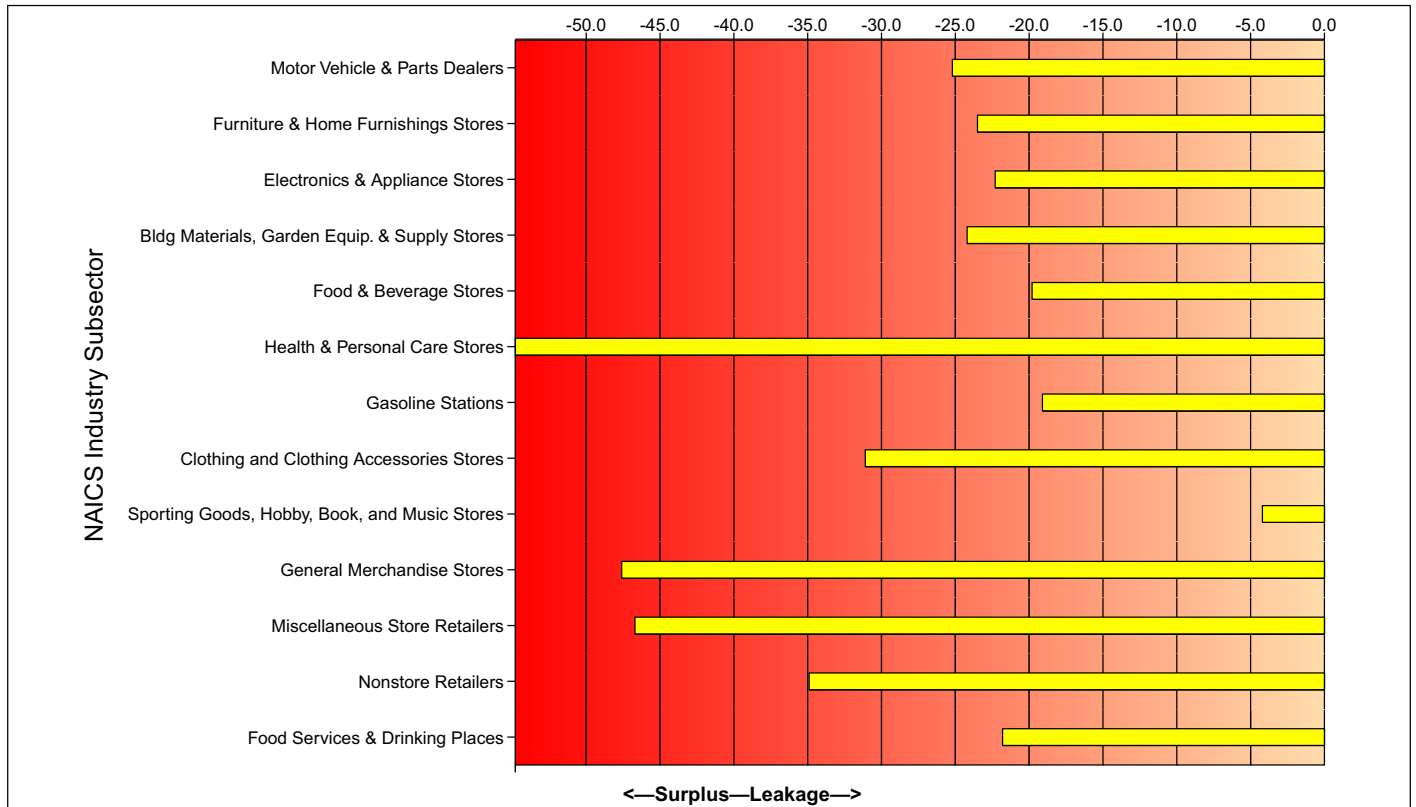
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Sources: Esri and Infogroup

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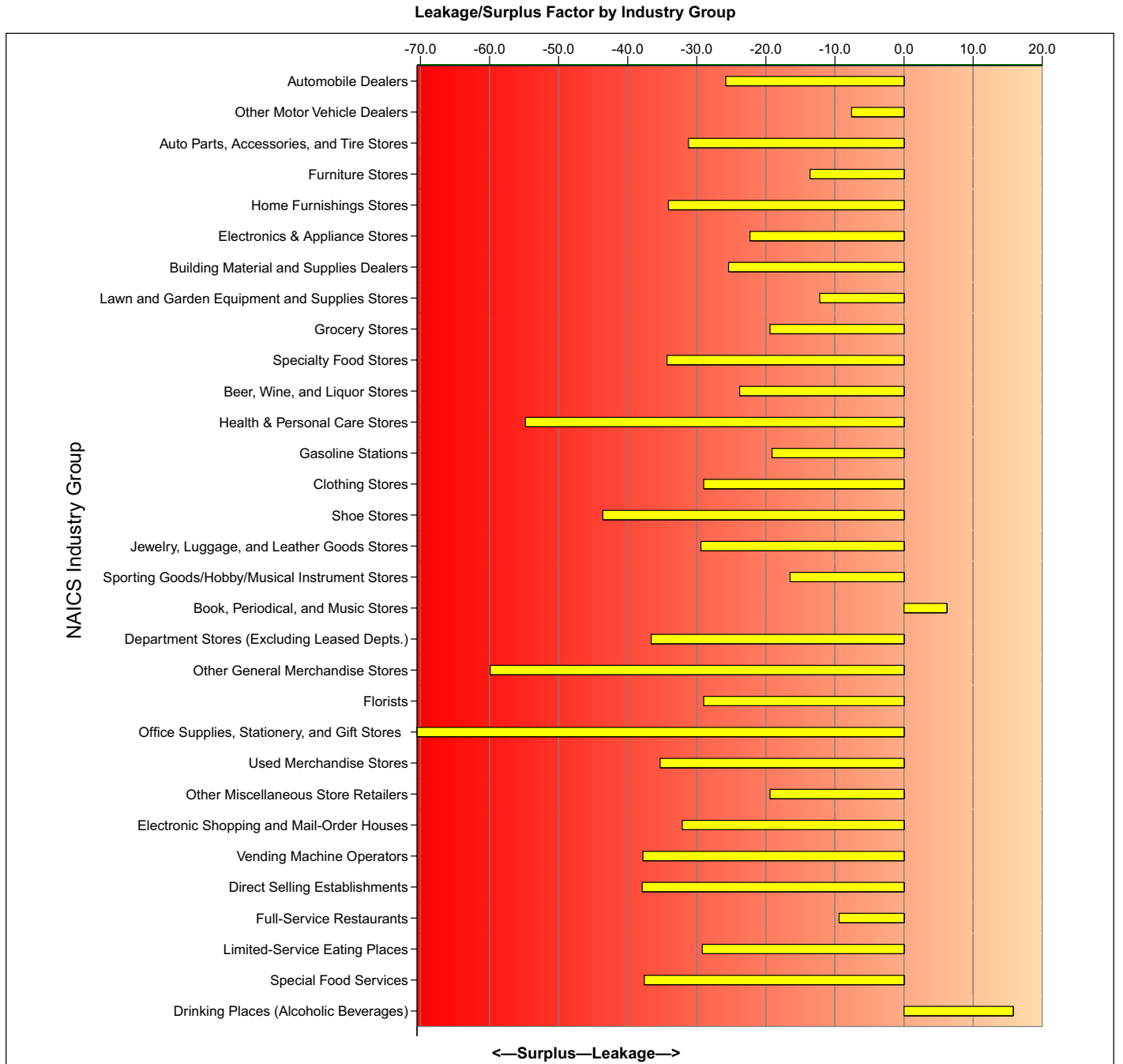
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$221,854,353	\$624,177,219	\$-402,322,866	-47.6	69
Department Stores Excluding Leased Depts.(NAICS 4521)	\$142,093,681	\$306,112,124	\$-164,018,443	-36.6	25
Other General Merchandise Stores (NAICS 4529)	\$79,760,672	\$318,065,095	\$-238,304,423	-59.9	44
Miscellaneous Store Retailers (NAICS 453)	\$35,336,413	\$97,153,025	\$-61,816,612	-46.7	224
Florists (NAICS 4531)	\$3,694,413	\$6,713,534	\$-3,019,121	-29.0	31
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$9,829,313	\$56,894,572	\$-47,065,259	-70.5	44
Used Merchandise Stores (NAICS 4533)	\$2,036,432	\$4,257,547	\$-2,221,115	-35.3	38
Other Miscellaneous Store Retailers (NAICS 4539)	\$19,776,255	\$29,287,372	\$-9,511,117	-19.4	111
Nonstore Retailers (NAICS 454)	\$77,836,764	\$161,352,340	\$-83,515,576	-34.9	27
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$41,375,190	\$80,416,252	\$-39,041,062	-32.1	4
Vending Machine Operators (NAICS 4542)	\$18,974,646	\$42,063,682	\$-23,089,036	-37.8	11
Direct Selling Establishments (NAICS 4543)	\$17,486,928	\$38,872,406	\$-21,385,478	-37.9	12
Food Services & Drinking Places (NAICS 722)	\$338,418,411	\$527,412,193	\$-188,993,782	-21.8	623
Full-Service Restaurants (NAICS 7221)	\$142,326,697	\$171,840,358	\$-29,513,661	-9.4	325
Limited-Service Eating Places (NAICS 7222)	\$124,257,797	\$226,546,222	\$-102,288,425	-29.2	200
Special Food Services (NAICS 7223)	\$51,862,712	\$114,491,034	\$-62,628,322	-37.6	38
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$19,971,205	\$14,534,579	\$5,436,626	15.8	60

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Drive Time: 10 minutes



Sources: Esri and Infogroup

**Drive Time: 15 minutes****Summary Demographics**

2010 Population	652,525
2010 Households	273,740
2010 Median Disposable Income	\$39,062
2010 Per Capita Income	\$26,869

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$6,546,225,774	\$10,651,222,557	\$-4,104,996,783	-23.9	5,983
Total Retail Trade (NAICS 44-45)	\$5,522,000,967	\$8,999,888,569	\$-3,477,887,602	-23.9	4,248
Total Food & Drink (NAICS 722)	\$1,024,224,807	\$1,651,333,988	\$-627,109,181	-23.4	1,735

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,342,399,292	\$2,607,757,128	\$-1,265,357,836	-32.0	469
Automobile Dealers (NAICS 4411)	\$1,173,521,616	\$2,415,728,537	\$-1,242,206,921	-34.6	245
Other Motor Vehicle Dealers (NAICS 4412)	\$87,862,338	\$58,861,115	\$29,001,223	19.8	45
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$81,015,338	\$133,167,476	\$-52,152,138	-24.3	179
Furniture & Home Furnishings Stores (NAICS 442)	\$199,525,361	\$278,385,034	\$-78,859,673	-16.5	216
Furniture Stores (NAICS 4421)	\$115,320,908	\$101,117,606	\$14,203,302	6.6	84
Home Furnishings Stores (NAICS 4422)	\$84,204,453	\$177,267,428	\$-93,062,975	-35.6	132
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$190,267,000	\$373,368,270	\$-183,101,270	-32.5	348
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$228,861,210	\$313,462,101	\$-84,600,891	-15.6	302
Building Material and Supplies Dealers (NAICS 4441)	\$206,185,253	\$294,004,582	\$-87,819,329	-17.6	262
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$22,675,957	\$19,457,519	\$3,218,438	7.6	40
Food & Beverage Stores (NAICS 445)	\$985,723,637	\$1,443,529,677	\$-457,806,040	-18.8	512
Grocery Stores (NAICS 4451)	\$949,870,804	\$1,393,576,148	\$-443,705,344	-18.9	316
Specialty Food Stores (NAICS 4452)	\$16,086,569	\$25,392,167	\$-9,305,598	-22.4	104
Beer, Wine, and Liquor Stores (NAICS 4453)	\$19,766,264	\$24,561,362	\$-4,795,098	-10.8	92
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$160,393,100	\$443,380,395	\$-282,987,295	-46.9	382
Gasoline Stations (NAICS 447/4471)	\$940,541,771	\$1,199,515,723	\$-258,973,952	-12.1	240
Clothing and Clothing Accessories Stores (NAICS 448)	\$273,703,599	\$312,198,898	\$-38,495,299	-6.6	653
Clothing Stores (NAICS 4481)	\$207,376,852	\$223,203,922	\$-15,827,070	-3.7	449
Shoe Stores (NAICS 4482)	\$31,723,407	\$48,164,331	\$-16,440,924	-20.6	92
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$34,603,340	\$40,830,645	\$-6,227,305	-8.3	112
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$82,790,422	\$103,407,621	\$-20,617,199	-11.1	264
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$32,373,182	\$44,620,863	\$-12,247,681	-15.9	184
Book, Periodical, and Music Stores (NAICS 4512)	\$50,417,240	\$58,786,758	\$-8,369,518	-7.7	80

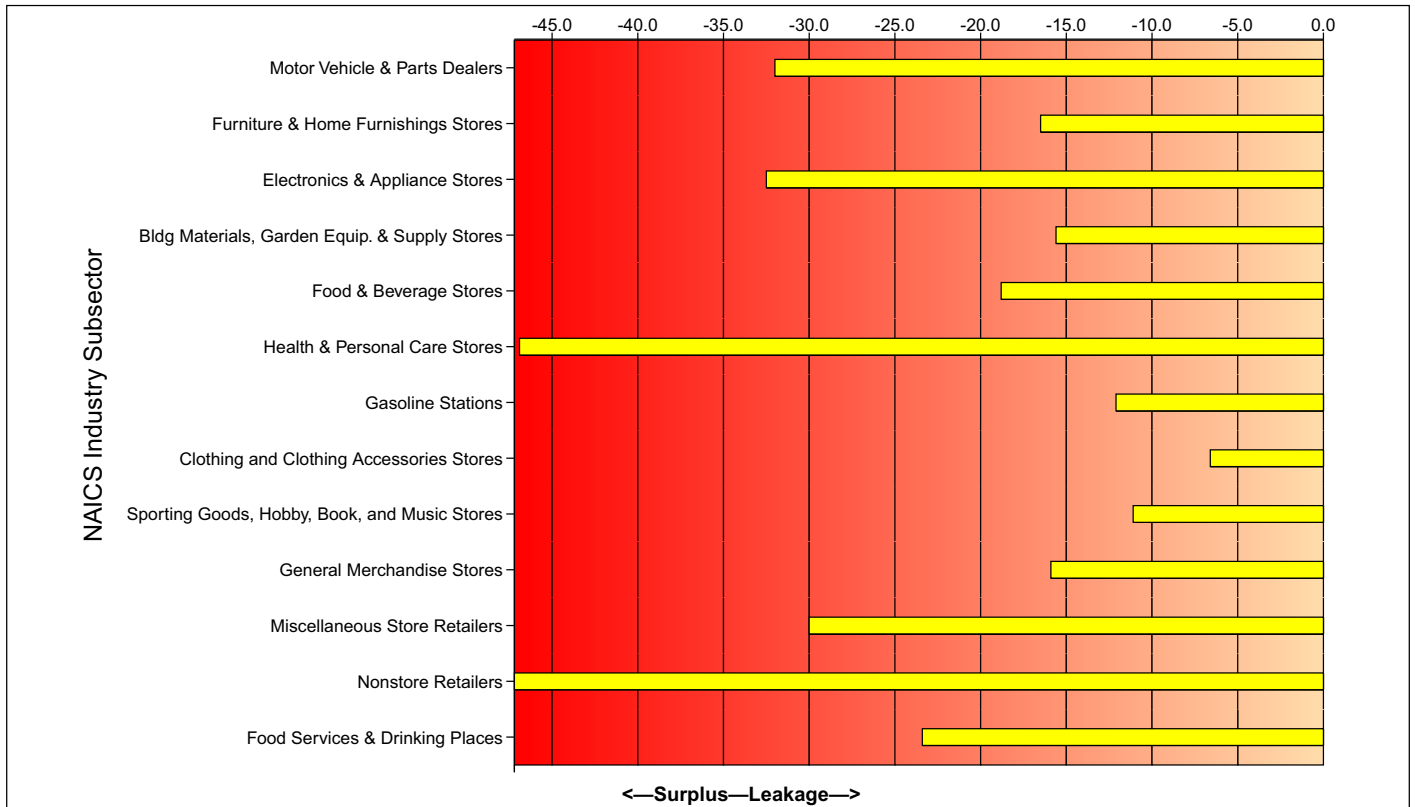
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**Sources:** Esri and Infogroup

Drive Time: 15 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$775,371,362	\$1,069,353,958	\$-293,982,596	-15.9	141
Department Stores Excluding Leased Depts.(NAICS 4521)	\$421,573,312	\$533,629,635	\$-112,056,323	-11.7	54
Other General Merchandise Stores (NAICS 4529)	\$353,798,050	\$535,724,323	\$-181,926,273	-20.5	87
Miscellaneous Store Retailers (NAICS 453)	\$105,728,214	\$196,162,079	\$-90,433,865	-30.0	639
Florists (NAICS 4531)	\$10,643,075	\$17,485,278	\$-6,842,203	-24.3	87
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$30,005,039	\$81,908,039	\$-51,903,000	-46.4	158
Used Merchandise Stores (NAICS 4533)	\$6,843,676	\$13,309,585	\$-6,465,909	-32.1	120
Other Miscellaneous Store Retailers (NAICS 4539)	\$58,236,424	\$83,459,177	\$-25,222,753	-17.8	274
Nonstore Retailers (NAICS 454)	\$236,695,999	\$659,367,685	\$-422,671,686	-47.2	82
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$120,846,616	\$458,974,803	\$-338,128,187	-58.3	17
Vending Machine Operators (NAICS 4542)	\$62,515,530	\$111,613,366	\$-49,097,836	-28.2	25
Direct Selling Establishments (NAICS 4543)	\$53,333,853	\$88,779,516	\$-35,445,663	-24.9	40
Food Services & Drinking Places (NAICS 722)	\$1,024,224,807	\$1,651,333,988	\$-627,109,181	-23.4	1,735
Full-Service Restaurants (NAICS 7221)	\$434,964,515	\$614,543,934	\$-179,579,419	-17.1	928
Limited-Service Eating Places (NAICS 7222)	\$375,866,015	\$600,507,151	\$-224,641,136	-23.0	505
Special Food Services (NAICS 7223)	\$150,005,846	\$355,499,309	\$-205,493,463	-40.7	122
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$63,388,431	\$80,783,594	\$-17,395,163	-12.1	180

Leakage/Surplus Factor by Industry Subsector

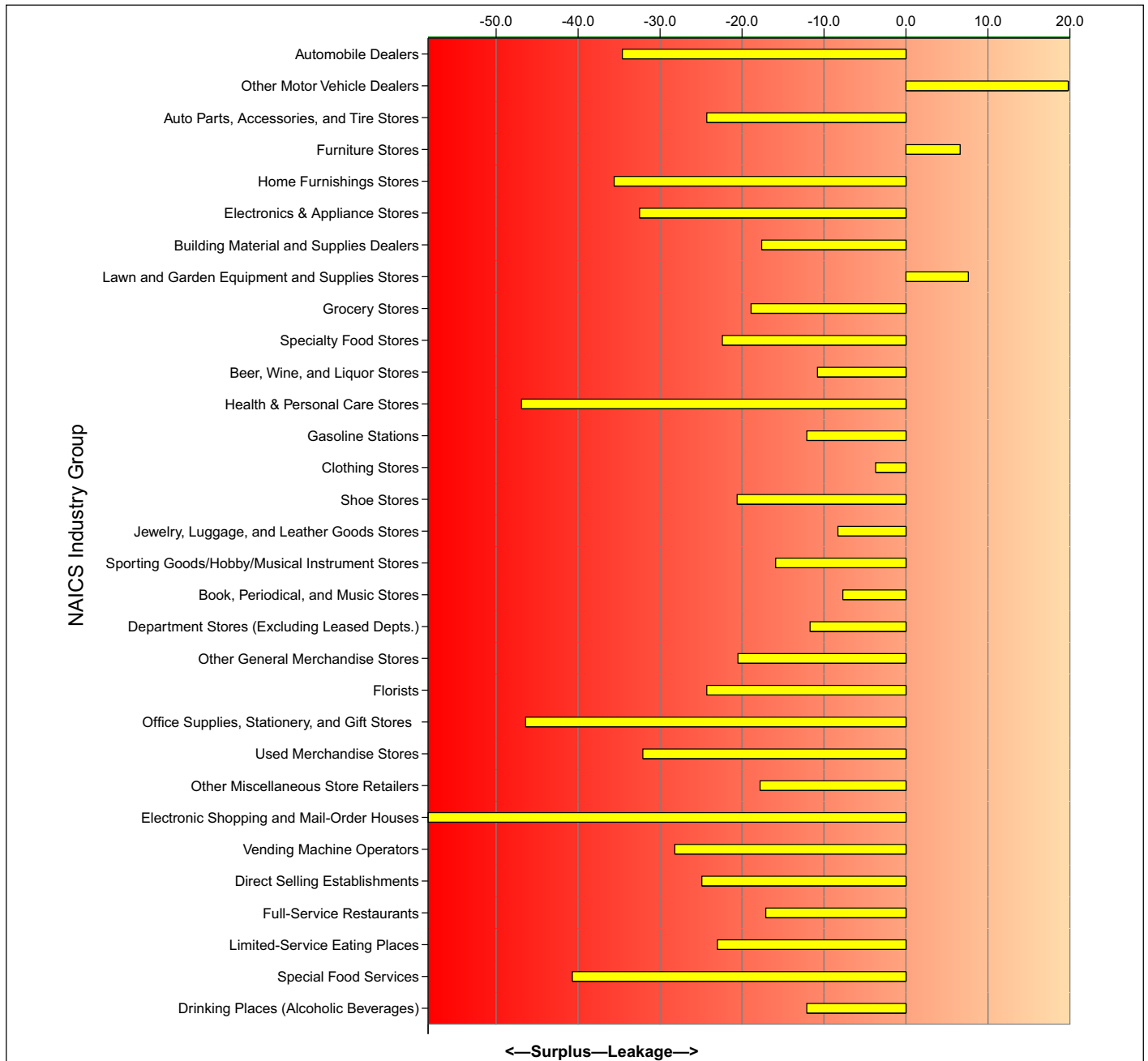


Sources: Esri and Infogroup



Drive Time: 15 minutes

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup