

Summary Demographics

2013 Population	48,554
2013 Households	19,446
2013 Median Disposable Income	\$38,708
2013 Per Capita Income	\$25,039

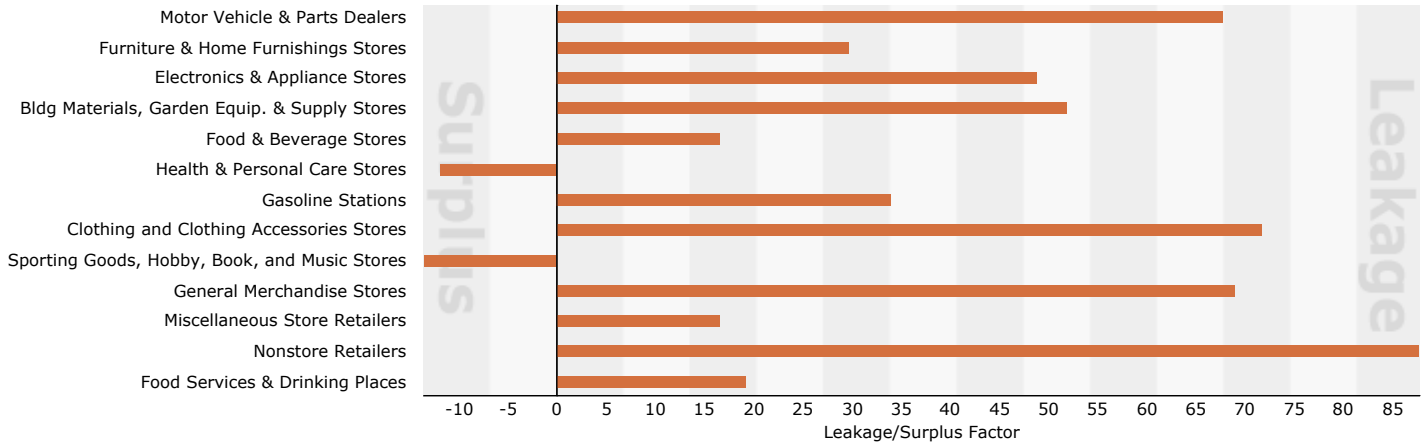
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$437,703,823	\$210,062,403	\$227,641,421	35.1	277
Total Retail Trade	44-45	\$391,360,481	\$178,714,287	\$212,646,195	37.3	207
Total Food & Drink	722	\$46,343,342	\$31,348,116	\$14,995,226	19.3	70

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$66,588,304	\$12,770,087	\$53,818,217	67.8	7
Automobile Dealers	4411	\$58,162,193	\$10,151,761	\$48,010,433	70.3	5
Other Motor Vehicle Dealers	4412	\$3,136,724	\$0	\$3,136,724	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$5,289,386	\$2,618,326	\$2,671,060	33.8	3
Furniture & Home Furnishings Stores	442	\$9,873,870	\$5,339,836	\$4,534,034	29.8	10
Furniture Stores	4421	\$4,961,457	\$1,286,853	\$3,674,604	58.8	3
Home Furnishings Stores	4422	\$4,912,413	\$4,052,983	\$859,430	9.6	7
Electronics & Appliance Stores	4431	\$13,448,972	\$4,617,019	\$8,831,953	48.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,533,835	\$3,018,486	\$6,515,349	51.9	7
Bldg Material & Supplies Dealers	4441	\$8,329,364	\$3,018,486	\$5,310,877	46.8	7
Lawn & Garden Equip & Supply Stores	4442	\$1,204,472	\$0	\$1,204,472	100.0	0
Food & Beverage Stores	445	\$79,958,240	\$57,173,961	\$22,784,279	16.6	67
Grocery Stores	4451	\$69,695,384	\$48,395,500	\$21,299,884	18.0	48
Specialty Food Stores	4452	\$3,896,615	\$2,469,825	\$1,426,790	22.4	15
Beer, Wine & Liquor Stores	4453	\$6,366,240	\$6,308,636	\$57,605	0.5	5
Health & Personal Care Stores	446,4461	\$31,717,057	\$40,294,227	-\$8,577,170	-11.9	28
Gasoline Stations	447,4471	\$36,139,934	\$17,765,544	\$18,374,390	34.1	2
Clothing & Clothing Accessories Stores	448	\$33,684,240	\$5,531,581	\$28,152,659	71.8	20
Clothing Stores	4481	\$25,589,784	\$4,360,538	\$21,229,246	70.9	17
Shoe Stores	4482	\$4,647,891	\$732,600	\$3,915,291	72.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,446,564	\$438,443	\$3,008,122	77.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$9,680,614	\$12,725,490	-\$3,044,876	-13.6	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,389,151	\$10,933,273	-\$2,544,121	-13.2	6
Book, Periodical & Music Stores	4512	\$1,291,463	\$1,792,218	-\$500,755	-16.2	6
General Merchandise Stores	452	\$47,663,709	\$8,752,241	\$38,911,468	69.0	7
Department Stores Excluding Leased Depts.	4521	\$20,086,976	\$2,130,556	\$17,956,420	80.8	2
Other General Merchandise Stores	4529	\$27,576,733	\$6,621,685	\$20,955,048	61.3	5
Miscellaneous Store Retailers	453	\$11,209,279	\$8,012,903	\$3,196,376	16.6	37
Florists	4531	\$828,657	\$1,224,299	-\$395,643	-19.3	6
Office Supplies, Stationery & Gift Stores	4532	\$2,651,933	\$729,396	\$1,922,537	56.9	8
Used Merchandise Stores	4533	\$1,335,422	\$679,492	\$655,930	32.6	3
Other Miscellaneous Store Retailers	4539	\$6,393,268	\$5,379,716	\$1,013,552	8.6	20
Nonstore Retailers	454	\$41,862,428	\$2,712,912	\$39,149,516	87.8	3
Electronic Shopping & Mail-Order Houses	4541	\$33,509,557	\$0	\$33,509,557	100.0	0
Vending Machine Operators	4542	\$862,128	\$190,189	\$671,939	63.9	1
Direct Selling Establishments	4543	\$7,490,744	\$2,522,723	\$4,968,021	49.6	2
Food Services & Drinking Places	722	\$46,343,342	\$31,348,116	\$14,995,226	19.3	70
Full-Service Restaurants	7221	\$23,927,540	\$15,797,126	\$8,130,414	20.5	31
Limited-Service Eating Places	7222	\$17,053,409	\$12,643,187	\$4,410,222	14.9	26
Special Food Services	7223	\$3,730,433	\$211,896	\$3,518,537	89.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,631,959	\$2,695,907	-\$1,063,948	-24.6	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Summary Demographics

2013 Population	89,942
2013 Households	35,190
2013 Median Disposable Income	\$38,394
2013 Per Capita Income	\$24,413

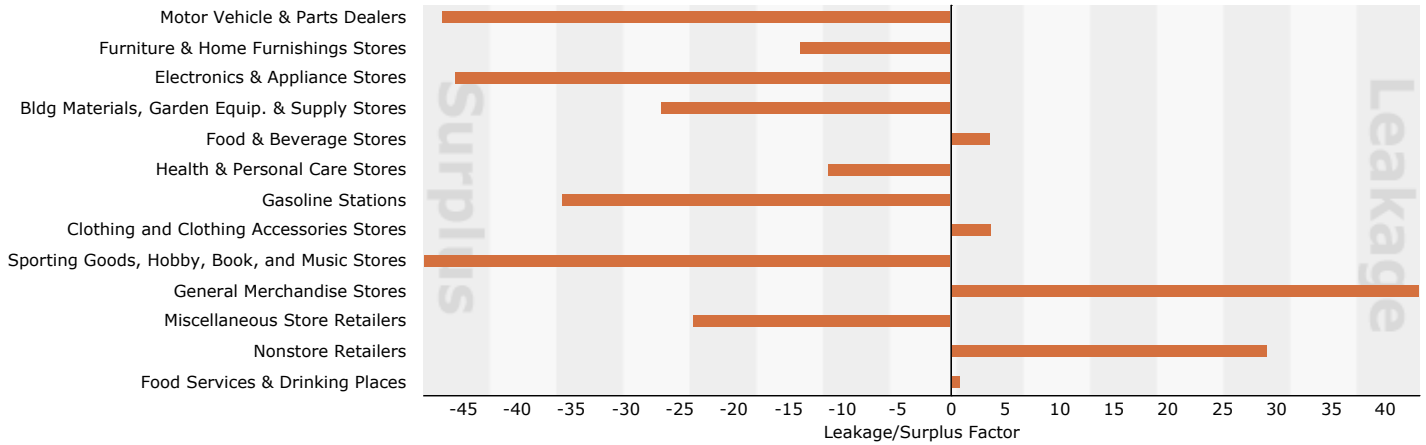
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$806,698,576	\$1,116,332,007	-\$309,633,431	-16.1	715
Total Retail Trade	44-45	\$721,526,157	\$1,032,688,183	-\$311,162,026	-17.7	564
Total Food & Drink	722	\$85,172,419	\$83,643,824	\$1,528,595	0.9	151

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,255,561	\$340,098,770	-\$216,843,208	-46.8	33
Automobile Dealers	4411	\$107,661,946	\$333,181,745	-\$225,519,799	-51.2	22
Other Motor Vehicle Dealers	4412	\$5,819,107	\$648,844	\$5,170,263	79.9	2
Auto Parts, Accessories & Tire Stores	4413	\$9,774,508	\$6,268,180	\$3,506,328	21.9	9
Furniture & Home Furnishings Stores	442	\$18,152,208	\$24,013,999	-\$5,861,791	-13.9	38
Furniture Stores	4421	\$9,122,293	\$10,587,183	-\$1,464,889	-7.4	19
Home Furnishings Stores	4422	\$9,029,915	\$13,426,816	-\$4,396,901	-19.6	19
Electronics & Appliance Stores	4431	\$24,839,622	\$66,511,093	-\$41,671,472	-45.6	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,822,488	\$30,710,519	-\$12,888,032	-26.6	23
Bldg Material & Supplies Dealers	4441	\$15,586,631	\$30,710,519	-\$15,123,888	-32.7	23
Lawn & Garden Equip & Supply Stores	4442	\$2,235,856	\$0	\$2,235,856	100.0	0
Food & Beverage Stores	445	\$146,962,820	\$136,572,244	\$10,390,576	3.7	153
Grocery Stores	4451	\$128,084,715	\$118,131,275	\$9,953,440	4.0	106
Specialty Food Stores	4452	\$7,156,701	\$6,685,807	\$470,894	3.4	35
Beer, Wine & Liquor Stores	4453	\$11,721,404	\$11,755,162	-\$33,757	-0.1	11
Health & Personal Care Stores	446,4461	\$58,669,787	\$73,680,933	-\$15,011,146	-11.3	47
Gasoline Stations	447,4471	\$66,827,475	\$141,598,298	-\$74,770,823	-35.9	15
Clothing & Clothing Accessories Stores	448	\$61,693,285	\$57,226,734	\$4,466,552	3.8	81
Clothing Stores	4481	\$46,826,691	\$29,388,676	\$17,438,015	22.9	62
Shoe Stores	4482	\$8,501,198	\$6,270,155	\$2,231,043	57.8	4
Jewelry, Luggage & Leather Goods Stores	4483	\$6,365,396	\$25,567,903	-\$19,202,507	-60.1	16
Sporting Goods, Hobby, Book & Music Stores	451	\$17,843,879	\$51,607,893	-\$33,764,013	-48.6	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,462,092	\$47,176,299	-\$31,714,207	-50.6	20
Book, Periodical & Music Stores	4512	\$2,381,787	\$4,431,593	-\$2,049,806	-30.1	12
General Merchandise Stores	452	\$87,731,150	\$34,813,583	\$52,917,567	43.2	18
Department Stores Excluding Leased Depts.	4521	\$36,982,031	\$23,051,927	\$13,930,104	23.2	7
Other General Merchandise Stores	4529	\$50,749,119	\$11,761,656	\$38,987,463	62.4	11
Miscellaneous Store Retailers	453	\$20,697,960	\$33,560,120	-\$12,862,159	-23.7	92
Florists	4531	\$1,534,979	\$2,131,165	-\$596,186	-16.3	12
Office Supplies, Stationery & Gift Stores	4532	\$4,893,072	\$4,082,755	\$810,317	9.0	23
Used Merchandise Stores	4533	\$2,462,096	\$5,543,493	-\$3,081,397	-38.5	12
Other Miscellaneous Store Retailers	4539	\$11,807,813	\$21,802,707	-\$9,994,893	-29.7	46
Nonstore Retailers	454	\$77,029,921	\$42,293,999	\$34,735,923	29.1	12
Electronic Shopping & Mail-Order Houses	4541	\$61,877,122	\$36,414,844	\$25,462,279	25.9	2
Vending Machine Operators	4542	\$1,583,401	\$480,945	\$1,102,457	53.4	2
Direct Selling Establishments	4543	\$13,569,397	\$5,398,210	\$8,171,187	43.1	8
Food Services & Drinking Places	722	\$85,172,419	\$83,643,824	\$1,528,595	0.9	151
Full-Service Restaurants	7221	\$43,981,635	\$37,538,136	\$6,443,499	7.9	66
Limited-Service Eating Places	7222	\$31,378,974	\$35,054,758	-\$3,675,784	-5.5	53
Special Food Services	7223	\$6,827,740	\$4,383,460	\$2,444,280	21.8	6
Drinking Places - Alcoholic Beverages	7224	\$2,984,070	\$6,667,469	-\$3,683,400	-38.2	26

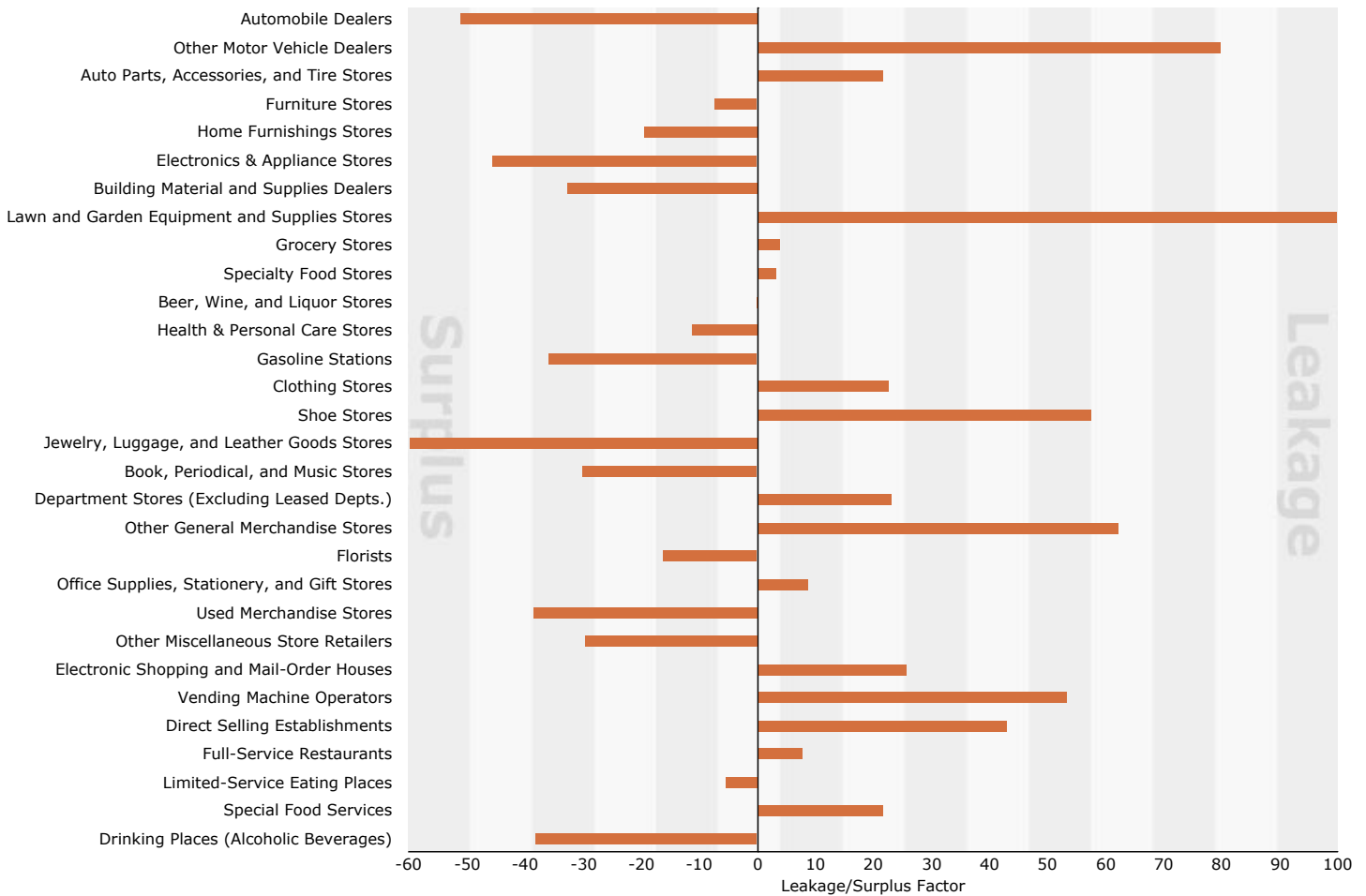
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Summary Demographics

2013 Population	196,081
2013 Households	76,321
2013 Median Disposable Income	\$38,581
2013 Per Capita Income	\$25,375

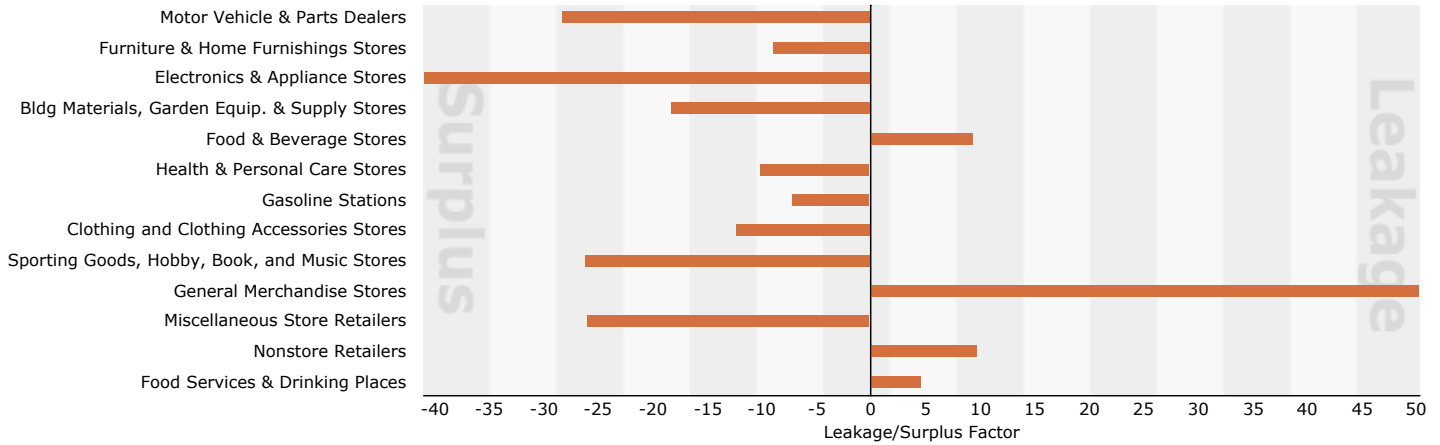
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,776,151,648	\$2,013,724,200	-\$237,572,552	-6.3	1,633
Total Retail Trade	44-45	\$1,588,445,375	\$1,842,922,959	-\$254,477,584	-7.4	1,311
Total Food & Drink	722	\$187,706,273	\$170,801,241	\$16,905,032	4.7	322

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$273,562,738	\$489,843,778	-\$216,281,041	-28.3	76
Automobile Dealers	4411	\$238,981,245	\$473,161,714	-\$234,180,469	-32.9	41
Other Motor Vehicle Dealers	4412	\$13,002,142	\$2,931,271	\$10,070,870	63.2	8
Auto Parts, Accessories & Tire Stores	4413	\$21,579,351	\$13,750,793	\$7,828,558	22.2	27
Furniture & Home Furnishings Stores	442	\$39,940,394	\$47,870,674	-\$7,930,280	-9.0	81
Furniture Stores	4421	\$20,074,941	\$24,951,212	-\$4,876,270	-10.8	42
Home Furnishings Stores	4422	\$19,865,452	\$22,919,463	-\$3,054,010	-7.1	39
Electronics & Appliance Stores	4431	\$54,986,429	\$131,328,686	-\$76,342,257	-41.0	60
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,126,541	\$58,096,729	-\$17,970,188	-18.3	54
Bldg Material & Supplies Dealers	4441	\$35,200,767	\$58,096,729	-\$22,895,961	-24.5	54
Lawn & Garden Equip & Supply Stores	4442	\$4,925,773	\$0	\$4,925,773	100.0	0
Food & Beverage Stores	445	\$321,599,875	\$266,044,083	\$55,555,792	9.5	357
Grocery Stores	4451	\$280,104,186	\$208,011,458	\$72,092,728	14.8	240
Specialty Food Stores	4452	\$15,643,183	\$21,125,550	-\$5,482,367	-14.9	88
Beer, Wine & Liquor Stores	4453	\$25,852,506	\$36,907,075	-\$11,054,569	-17.6	29
Health & Personal Care Stores	446,4461	\$128,858,109	\$157,916,987	-\$29,058,878	-10.1	111
Gasoline Stations	447,4471	\$147,570,501	\$170,572,822	-\$23,002,321	-7.2	34
Clothing & Clothing Accessories Stores	448	\$135,069,197	\$173,478,959	-\$38,409,762	-12.4	216
Clothing Stores	4481	\$102,374,833	\$120,160,257	-\$17,785,424	-8.0	158
Shoe Stores	4482	\$18,561,743	\$17,385,785	\$1,175,958	3.3	17
Jewelry, Luggage & Leather Goods Stores	4483	\$14,132,622	\$35,932,917	-\$21,800,295	-43.5	41
Sporting Goods, Hobby, Book & Music Stores	451	\$39,539,268	\$67,660,704	-\$28,121,436	-26.2	65
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,273,004	\$59,164,420	-\$24,891,416	-26.6	38
Book, Periodical & Music Stores	4512	\$5,266,264	\$8,496,285	-\$3,230,021	-23.5	28
General Merchandise Stores	452	\$192,699,158	\$63,736,834	\$128,962,324	50.3	42
Department Stores Excluding Leased Depts.	4521	\$81,448,768	\$28,749,853	\$52,698,914	47.8	15
Other General Merchandise Stores	4529	\$111,250,391	\$34,986,981	\$76,263,410	52.2	27
Miscellaneous Store Retailers	453	\$45,593,792	\$77,572,569	-\$31,978,777	-26.0	188
Florists	4531	\$3,374,525	\$5,206,648	-\$1,832,122	-21.4	21
Office Supplies, Stationery & Gift Stores	4532	\$10,776,682	\$24,216,131	-\$13,439,450	-38.4	51
Used Merchandise Stores	4533	\$5,433,690	\$7,364,659	-\$1,930,969	-15.1	19
Other Miscellaneous Store Retailers	4539	\$26,008,895	\$40,785,130	-\$14,776,236	-22.1	97
Nonstore Retailers	454	\$168,899,374	\$138,800,134	\$30,099,239	9.8	26
Electronic Shopping & Mail-Order Houses	4541	\$136,462,958	\$116,541,606	\$19,921,351	7.9	4
Vending Machine Operators	4542	\$3,465,494	\$1,505,916	\$1,959,578	39.4	7
Direct Selling Establishments	4543	\$28,970,922	\$20,752,612	\$8,218,310	16.5	14
Food Services & Drinking Places	722	\$187,706,273	\$170,801,241	\$16,905,032	4.7	322
Full-Service Restaurants	7221	\$96,956,569	\$83,162,890	\$13,793,679	7.7	159
Limited-Service Eating Places	7222	\$69,201,273	\$59,781,969	\$9,419,304	7.3	102
Special Food Services	7223	\$14,981,557	\$15,624,791	-\$643,234	-2.1	12
Drinking Places - Alcoholic Beverages	7224	\$6,566,874	\$12,231,591	-\$5,664,717	-30.1	49

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>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

