

Summary Demographics

2018 Population	3,042
2018 Households	1,173
2018 Median Disposable Income	\$29,266
2018 Per Capita Income	\$18,356

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	\$26,132,099	\$43,868,152	-\$17,736,053	-25.3	20
Total Retail Trade	44-45	\$23,597,479	\$41,802,842	-\$18,205,363	-27.8	14
Total Food & Drink	722	\$2,534,620	\$2,065,310	\$469,310	10.2	6

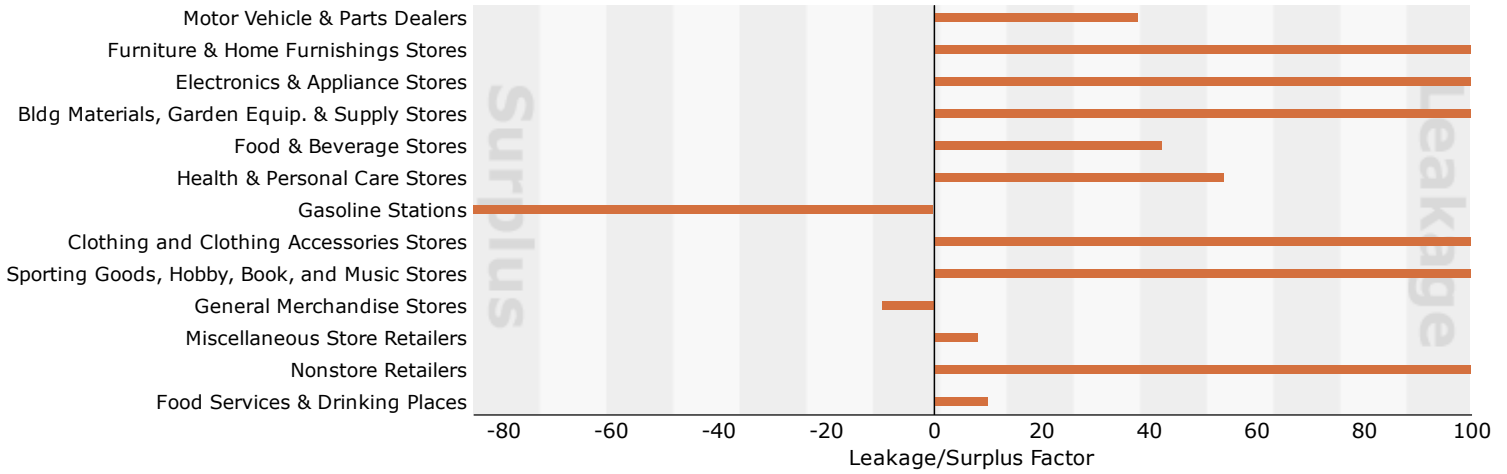
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,063,221	\$2,274,048	\$2,789,173	38.0	2
Automobile Dealers	4411	\$4,075,652	\$873,178	\$3,202,474	64.7	1
Other Motor Vehicle Dealers	4412	\$534,566	\$1,287,127	-\$752,561	-41.3	1
Auto Parts, Accessories & Tire Stores	4413	\$453,004	\$0	\$453,004	100.0	0
Furniture & Home Furnishings Stores	442	\$774,001	\$0	\$774,001	100.0	0
Furniture Stores	4421	\$458,617	\$0	\$458,617	100.0	0
Home Furnishings Stores	4422	\$315,384	\$0	\$315,384	100.0	0
Electronics & Appliance Stores	443	\$822,642	\$0	\$822,642	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,450,930	\$0	\$1,450,930	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,362,345	\$0	\$1,362,345	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$88,585	\$0	\$88,585	100.0	0
Food & Beverage Stores	445	\$4,414,237	\$1,781,994	\$2,632,243	42.5	3
Grocery Stores	4451	\$4,012,515	\$1,061,819	\$2,950,696	58.1	2
Specialty Food Stores	4452	\$188,354	\$456,898	-\$268,544	-41.6	1
Beer, Wine & Liquor Stores	4453	\$213,368	\$263,277	-\$49,909	-10.5	1
Health & Personal Care Stores	446,4461	\$1,437,885	\$428,390	\$1,009,495	54.1	1
Gasoline Stations	447,4471	\$2,403,362	\$31,342,533	-\$28,939,171	-85.8	4
Clothing & Clothing Accessories Stores	448	\$1,030,447	\$0	\$1,030,447	100.0	0
Clothing Stores	4481	\$690,169	\$0	\$690,169	100.0	0
Shoe Stores	4482	\$142,634	\$0	\$142,634	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$197,644	\$0	\$197,644	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$779,765	\$0	\$779,765	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$692,476	\$0	\$692,476	100.0	0
Book, Periodical & Music Stores	4512	\$87,288	\$0	\$87,288	100.0	0
General Merchandise Stores	452	\$4,092,324	\$4,990,977	-\$898,653	-9.9	2
Department Stores Excluding Leased Depts.	4521	\$2,802,295	\$0	\$2,802,295	100.0	0
Other General Merchandise Stores	4529	\$1,290,029	\$4,990,977	-\$3,700,948	-58.9	2
Miscellaneous Store Retailers	453	\$942,749	\$796,554	\$146,195	8.4	2
Florists	4531	\$38,548	\$0	\$38,548	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$194,897	\$0	\$194,897	100.0	0
Used Merchandise Stores	4533	\$153,404	\$0	\$153,404	100.0	0
Other Miscellaneous Store Retailers	4539	\$555,899	\$796,554	-\$240,655	-17.8	2
Nonstore Retailers	454	\$385,918	\$0	\$385,918	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$261,868	\$0	\$261,868	100.0	0
Vending Machine Operators	4542	\$21,954	\$0	\$21,954	100.0	0
Direct Selling Establishments	4543	\$102,096	\$0	\$102,096	100.0	0
Food Services & Drinking Places	722	\$2,534,620	\$2,065,310	\$469,310	10.2	6
Special Food Services	7223	\$29,622	\$0	\$29,622	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$91,778	\$0	\$91,778	100.0	0
Restaurants/Other Eating Places	7225	\$2,413,220	\$2,065,310	\$347,910	7.8	6

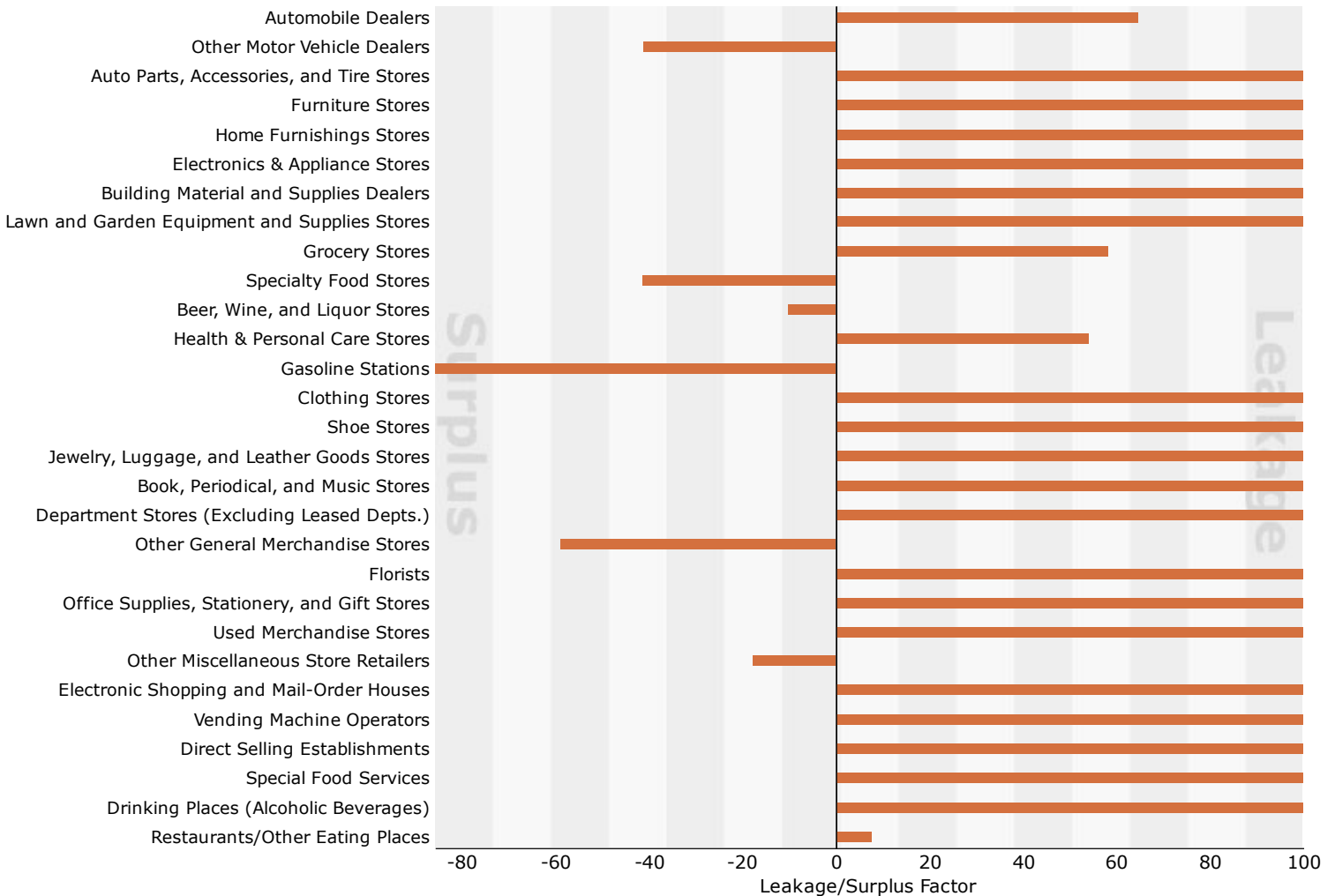
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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