

**Summary Demographics**

2018 Population	5,032
2018 Households	1,724
2018 Median Disposable Income	\$29,840
2018 Per Capita Income	\$16,395

**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	\$38,160,909	\$26,920,510	\$11,240,399	17.3	39
Total Retail Trade	44-45	\$34,515,249	\$21,048,791	\$13,466,458	24.2	24
Total Food & Drink	722	\$3,645,660	\$5,871,719	-\$2,226,059	-23.4	16

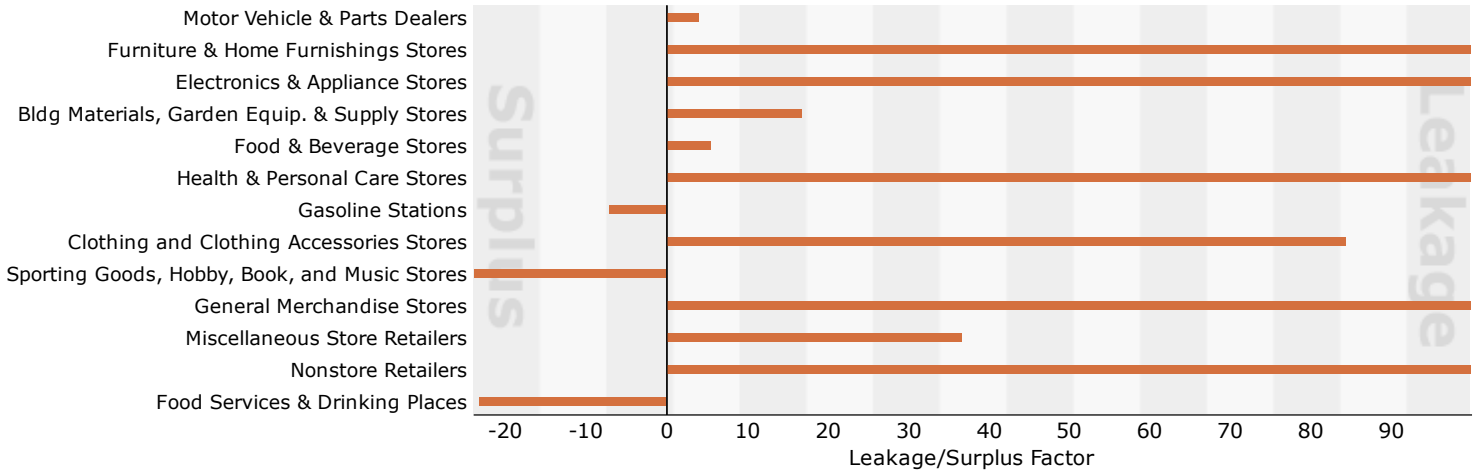
**2017 Industry Group**

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,569,481	\$6,952,566	\$616,915	4.2	9
Automobile Dealers	4411	\$6,144,060	\$5,243,359	\$900,701	7.9	5
Other Motor Vehicle Dealers	4412	\$777,569	\$0	\$777,569	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$647,852	\$1,709,207	-\$1,061,355	-45.0	4
Furniture & Home Furnishings Stores	442	\$1,151,734	\$0	\$1,151,734	100.0	0
Furniture Stores	4421	\$687,481	\$0	\$687,481	100.0	0
Home Furnishings Stores	4422	\$464,253	\$0	\$464,253	100.0	0
Electronics & Appliance Stores	443	\$1,206,532	\$0	\$1,206,532	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,126,254	\$1,513,288	\$612,966	16.8	2
Bldg Material & Supplies Dealers	4441	\$2,018,854	\$1,513,288	\$505,566	14.3	2
Lawn & Garden Equip & Supply Stores	4442	\$107,400	\$0	\$107,400	100.0	0
Food & Beverage Stores	445	\$6,414,403	\$5,729,906	\$684,497	5.6	6
Grocery Stores	4451	\$5,855,744	\$5,557,590	\$298,154	2.6	5
Specialty Food Stores	4452	\$275,820	\$172,316	\$103,504	23.1	1
Beer, Wine & Liquor Stores	4453	\$282,839	\$0	\$282,839	100.0	0
Health & Personal Care Stores	446,4461	\$1,983,566	\$0	\$1,983,566	100.0	0
Gasoline Stations	447,4471	\$3,700,078	\$4,272,508	-\$572,430	-7.2	2
Clothing & Clothing Accessories Stores	448	\$1,488,726	\$125,930	\$1,362,796	84.4	1
Clothing Stores	4481	\$1,004,766	\$125,930	\$878,836	77.7	1
Shoe Stores	4482	\$225,853	\$0	\$225,853	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$258,107	\$0	\$258,107	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,139,918	\$1,858,350	-\$718,432	-24.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,018,322	\$0	\$1,018,322	100.0	0
Book, Periodical & Music Stores	4512	\$121,596	\$1,858,350	-\$1,736,754	-87.7	1
General Merchandise Stores	452	\$5,954,872	\$0	\$5,954,872	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,076,979	\$0	\$4,076,979	100.0	0
Other General Merchandise Stores	4529	\$1,877,893	\$0	\$1,877,893	100.0	0
Miscellaneous Store Retailers	453	\$1,291,464	\$596,243	\$695,221	36.8	3
Florists	4531	\$45,798	\$410,464	-\$364,666	-79.9	2
Office Supplies, Stationery & Gift Stores	4532	\$282,489	\$185,779	\$96,710	20.7	1
Used Merchandise Stores	4533	\$214,106	\$0	\$214,106	100.0	0
Other Miscellaneous Store Retailers	4539	\$749,071	\$0	\$749,071	100.0	0
Nonstore Retailers	454	\$488,221	\$0	\$488,221	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$369,206	\$0	\$369,206	100.0	0
Vending Machine Operators	4542	\$32,240	\$0	\$32,240	100.0	0
Direct Selling Establishments	4543	\$86,775	\$0	\$86,775	100.0	0
Food Services & Drinking Places	722	\$3,645,660	\$5,871,719	-\$2,226,059	-23.4	16
Special Food Services	7223	\$40,393	\$0	\$40,393	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$116,855	\$48,221	\$68,634	41.6	1
Restaurants/Other Eating Places	7225	\$3,488,412	\$5,823,498	-\$2,335,086	-25.1	15

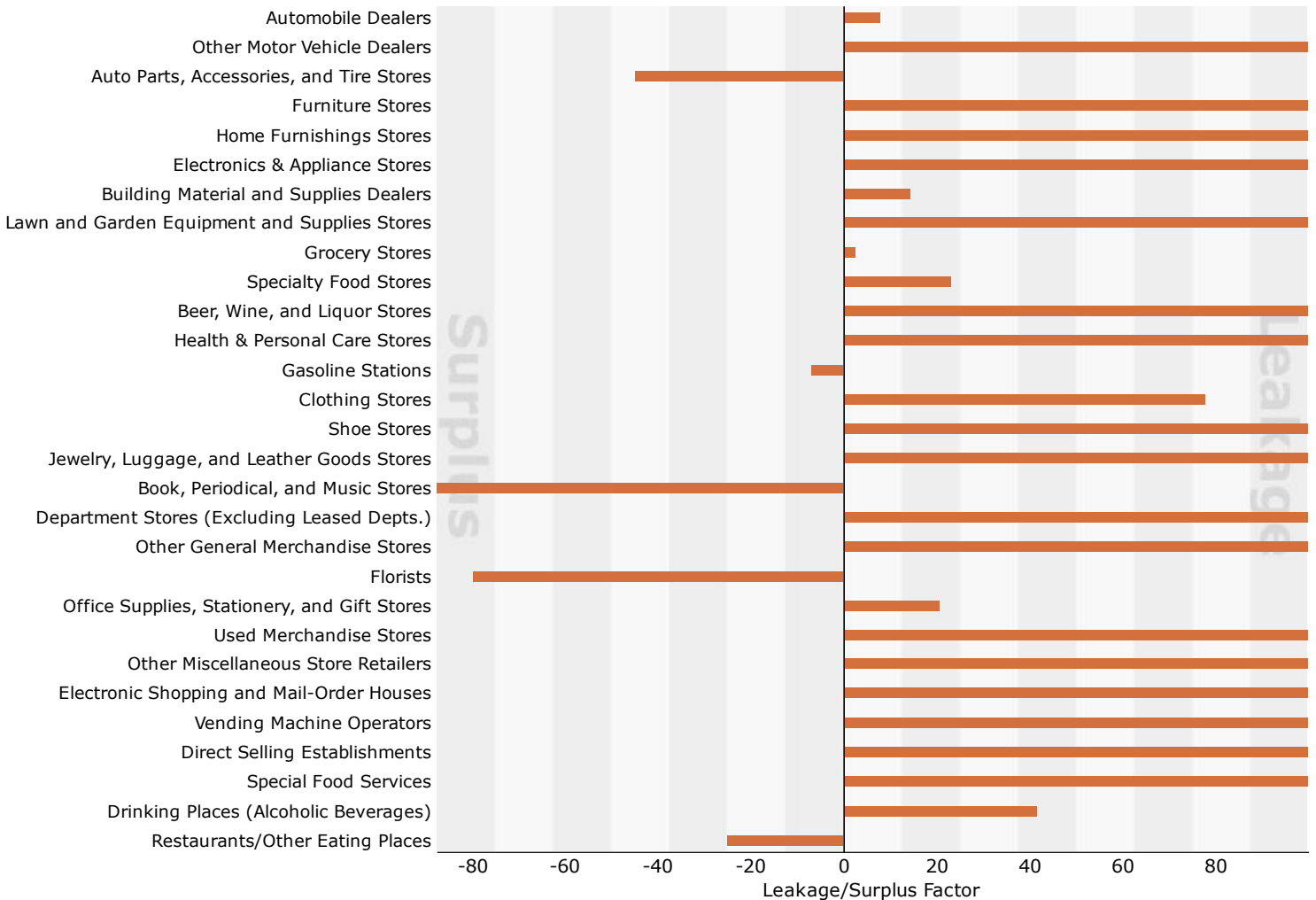
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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