## Summary Demographics

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Households</th>
<th>Median Disposable Income</th>
<th>Per Capita Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>7,558</td>
<td>2,438</td>
<td>$44,460</td>
<td>$20,617</td>
</tr>
</tbody>
</table>

## Industry Summary

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>44-45</td>
<td>$94,787,369</td>
<td>$100,346,728</td>
<td>-$15,561,359</td>
<td>-8.4</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>44-45</td>
<td>$75,777,884</td>
<td>$91,174,088</td>
<td>-$14,396,204</td>
<td>-8.6</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Total Food &amp; Drink</td>
<td>722</td>
<td>$8,009,465</td>
<td>$9,174,640</td>
<td>-$1,165,155</td>
<td>-6.8</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

**Industry Group**

- Motor Vehicle & Parts Dealers: NAICS 441
- Automobile Dealers: NAICS 4411
- Other Motor Vehicle Dealers: NAICS 4412
- Auto Parts, Accessories & Tire Stores: NAICS 4413
- Furniture & Home Furnishings Stores: NAICS 4421
- Home Furnishings Stores: NAICS 4422
- Electronics & Appliance Stores: NAICS 443
- Bldg Materials, Garden Equip. & Supply Stores: NAICS 444
- Lighting & Supply Stores: NAICS 4441
- Food & Beverage Stores: NAICS 4451
- Grocery Stores: NAICS 4451
- Specialty Food Stores: NAICS 4452
- Beer, Wine & Liquor Stores: NAICS 4453
- Health & Personal Care Stores: NAICS 4464
- Gasoline Stations: NAICS 4474
- Clothing & Clothing Accessories Stores: NAICS 448
- Shoe Stores: NAICS 4482
- Jewelry, Luggage & Leather Goods Stores: NAICS 4483
- Sporting Goods, Hobby, Book & Music Stores: NAICS 451
- Sporting Goods/Hobby/Musical Instrument Stores: NAICS 4511
- Book, Periodical & Music Stores: NAICS 4512
- General Merchandise Stores: NAICS 452
- Department Stores Excluding Leased Depts.: NAICS 4521
- Other General Merchandise Stores: NAICS 4522
- Miscellaneous Store Retailers: NAICS 453
- Florists: NAICS 4531
- Office Supplies, Stationery & Gift Stores: NAICS 4532
- Used Merchandise Stores: NAICS 4533
- Other Miscellaneous Store Retailers: NAICS 4539
- Nonstore Retailers: NAICS 454
- Electronic Shopping & Mail-Order Houses: NAICS 4541
- Vending Machine Operators: NAICS 4542
- Direct Selling Establishments: NAICS 4543
- Food Services & Drinking Places: NAICS 722
- Drinking Places - Alcoholic Beverages: NAICS 7224
- Restaurants/Other Eating Places: NAICS 7225

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, thus 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.


Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

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