

regional trade area

Site Type: Geography

Summary Demographics

2009 Population	278,551
2009 Households	111,491
2009 Median Disposable Income	\$32,474
2009 Per Capita Income	\$20,846

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)	\$2,280,653,521	\$2,369,534,070	\$-88,880,549	-1.9	2,390
Total Retail Trade (NAICS 44-45)	\$1,964,370,902	\$2,026,780,612	\$-62,409,710	-1.6	1,875
Total Food & Drink (NAICS 722)	\$316,282,619	\$342,753,458	\$-26,470,839	-4.0	515

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$496,663,936	\$391,602,634	\$105,061,302	11.8	330
Automobile Dealers (NAICS 4411)	\$425,946,553	\$312,091,432	\$113,855,121	15.4	184
Other Motor Vehicle Dealers (NAICS 4412)	\$41,496,809	\$43,582,738	\$-2,085,929	-2.5	41
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$29,220,574	\$35,928,464	\$-6,707,890	-10.3	105
Furniture & Home Furnishings Stores (NAICS 442)	\$53,955,313	\$47,483,768	\$6,471,545	6.4	107
Furniture Stores (NAICS 4421)	\$40,704,778	\$37,174,618	\$3,530,160	4.5	54
Home Furnishings Stores (NAICS 4422)	\$13,250,535	\$10,309,150	\$2,941,385	12.5	53
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$27,040,035	\$23,346,498	\$3,693,537	7.3	61
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$77,428,305	\$94,837,052	\$-17,408,747	-10.1	173
Building Material and Supplies Dealers (NAICS 4441)	\$66,837,472	\$84,500,823	\$-17,663,351	-11.7	130
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$10,590,833	\$10,336,229	\$254,604	1.2	43
Food & Beverage Stores (NAICS 445)	\$303,376,393	\$224,896,673	\$78,479,720	14.9	214
Grocery Stores (NAICS 4451)	\$286,537,282	\$210,080,364	\$76,456,918	15.4	163
Specialty Food Stores (NAICS 4452)	\$6,476,154	\$6,541,657	\$-65,503	-0.5	27
Beer, Wine, and Liquor Stores (NAICS 4453)	\$10,362,957	\$8,274,652	\$2,088,305	11.2	24
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$66,155,269	\$67,240,994	\$-1,085,725	-0.8	121
Gasoline Stations (NAICS 447/4471)	\$398,180,336	\$537,351,648	\$-139,171,312	-14.9	140
Clothing and Clothing Accessories Stores (NAICS 448)	\$50,996,774	\$35,451,115	\$15,545,659	18.0	158
Clothing Stores (NAICS 4481)	\$38,456,373	\$26,561,659	\$11,894,714	18.3	101
Shoe Stores (NAICS 4482)	\$5,822,259	\$4,987,385	\$834,874	7.7	29
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$6,718,142	\$3,902,071	\$2,816,071	26.5	28
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$31,258,178	\$25,127,034	\$6,131,144	10.9	115
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$12,859,186	\$11,524,414	\$1,334,772	5.5	88
Book, Periodical, and Music Stores (NAICS 4512)	\$18,398,992	\$13,602,620	\$4,796,372	15.0	27

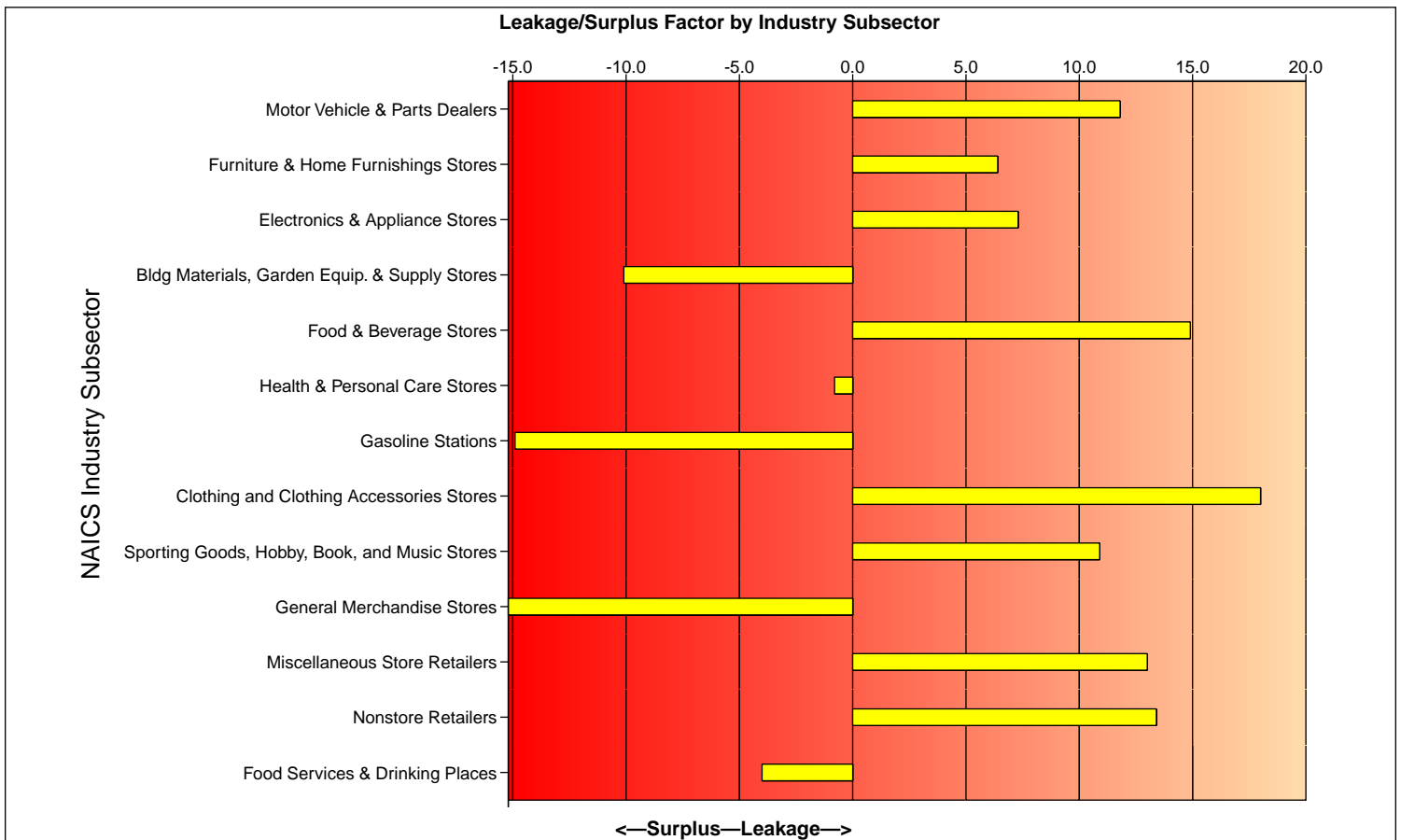
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: ESRI and infoUSA®

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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)	\$383,512,024	\$521,229,576	\$-137,717,552	-15.2	98
Department Stores Excluding Leased Depts.(NAICS 4521)	\$270,122,495	\$185,008,441	\$85,114,054	18.7	39
Other General Merchandise Stores (NAICS 4529)	\$113,389,529	\$336,221,135	\$-222,831,606	-49.6	59
Miscellaneous Store Retailers (NAICS 453)	\$44,950,157	\$34,642,375	\$10,307,782	13.0	330
Florists (NAICS 4531)	\$6,184,069	\$6,124,805	\$59,264	0.5	57
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$7,059,201	\$5,108,437	\$1,950,764	16.0	61
Used Merchandise Stores (NAICS 4533)	\$5,091,963	\$6,115,937	\$-1,023,974	-9.1	102
Other Miscellaneous Store Retailers (NAICS 4539)	\$26,614,924	\$17,293,196	\$9,321,728	21.2	110
Nonstore Retailers (NAICS 454)	\$30,854,182	\$23,571,245	\$7,282,937	13.4	28
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,506,241	\$8,536,364	\$-3,030,123	-21.6	4
Vending Machine Operators (NAICS 4542)	\$15,778,700	\$4,945,518	\$10,833,182	52.3	9
Direct Selling Establishments (NAICS 4543)	\$9,569,241	\$10,089,363	\$-520,122	-2.6	15
Food Services & Drinking Places (NAICS 722)	\$316,282,619	\$342,753,458	\$-26,470,839	-4.0	515
Full-Service Restaurants (NAICS 7221)	\$59,032,118	\$117,457,500	\$-58,425,382	-33.1	304
Limited-Service Eating Places (NAICS 7222)	\$227,679,204	\$217,082,501	\$10,596,703	2.4	181
Special Food Services (NAICS 7223)	\$12,918,100	\$5,090,009	\$7,828,091	43.5	13
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$16,653,197	\$3,123,448	\$13,529,749	68.4	17

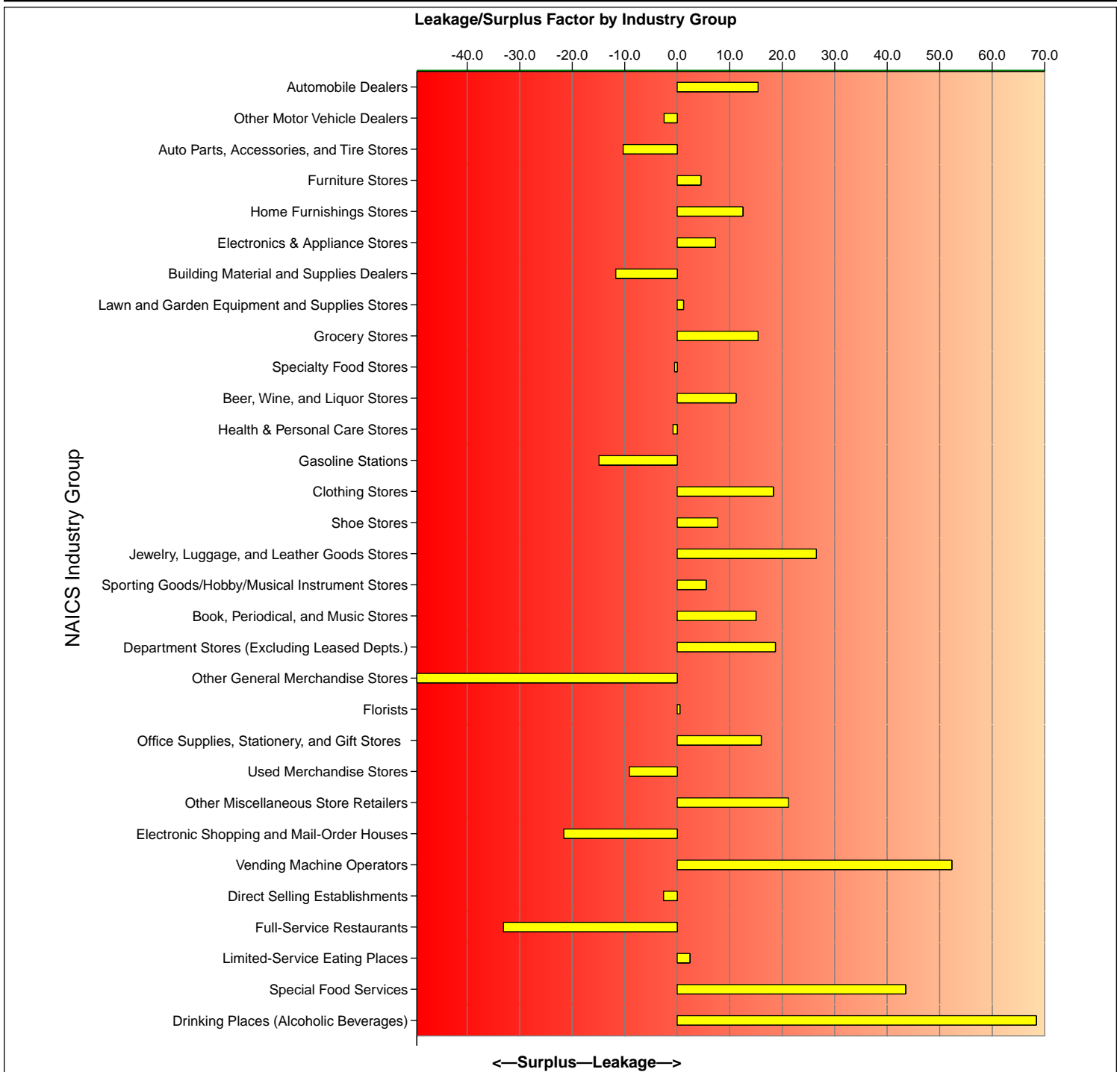


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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®