

Retail MarketPlace Profile

3 Census Tracts
120710005.02 (12071000502) et al.
Geography: Census Tract

Prepared by Esri

Summary Demographics

2018 Population	12,373
2018 Households	3,879
2018 Median Disposable Income	\$24,296
2018 Per Capita Income	\$13,133

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	\$75,474,740	\$85,708,049	-\$10,233,309	-6.3	82
Total Retail Trade	44-45	\$68,467,493	\$81,238,519	-\$12,771,026	-8.5	72
Total Food & Drink	722	\$7,007,247	\$4,469,530	\$2,537,717	22.1	10

2017 Industry Group

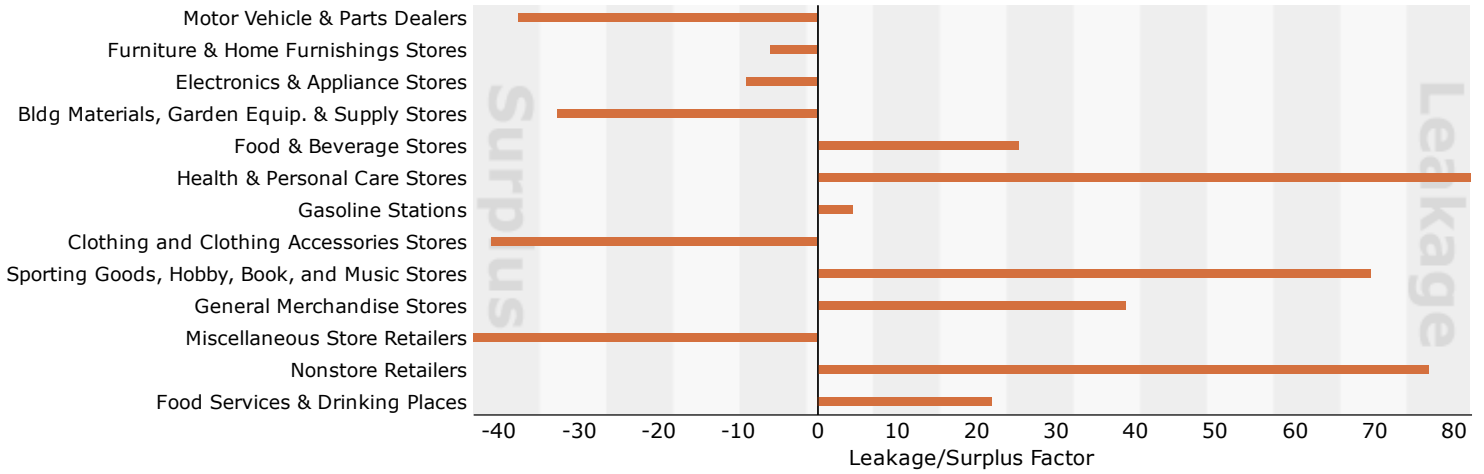
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,934,015	\$33,006,330	-\$18,072,315	-37.7	7
Automobile Dealers	4411	\$11,974,912	\$31,712,983	-\$19,738,071	-45.2	3
Other Motor Vehicle Dealers	4412	\$1,687,545	\$0	\$1,687,545	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,271,558	\$1,293,347	-\$21,789	-0.8	4
Furniture & Home Furnishings Stores	442	\$2,417,047	\$2,718,104	-\$301,057	-5.9	4
Furniture Stores	4421	\$1,393,823	\$587,281	\$806,542	40.7	1
Home Furnishings Stores	4422	\$1,023,224	\$2,130,823	-\$1,107,599	-35.1	3
Electronics & Appliance Stores	443	\$1,904,098	\$2,281,874	-\$377,776	-9.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,263,156	\$8,431,562	-\$4,168,406	-32.8	6
Bldg Material & Supplies Dealers	4441	\$3,950,214	\$8,431,562	-\$4,481,348	-36.2	6
Lawn & Garden Equip & Supply Stores	4442	\$312,942	\$0	\$312,942	100.0	0
Food & Beverage Stores	445	\$12,357,221	\$7,349,383	\$5,007,838	25.4	18
Grocery Stores	4451	\$11,284,509	\$6,541,883	\$4,742,626	26.6	15
Specialty Food Stores	4452	\$522,080	\$807,500	-\$285,420	-21.5	3
Beer, Wine & Liquor Stores	4453	\$550,632	\$0	\$550,632	100.0	0
Health & Personal Care Stores	446,4461	\$4,587,174	\$445,301	\$4,141,873	82.3	2
Gasoline Stations	447,4471	\$7,490,061	\$6,829,079	\$660,982	4.6	2
Clothing & Clothing Accessories Stores	448	\$3,274,514	\$7,818,478	-\$4,543,964	-41.0	17
Clothing Stores	4481	\$2,239,708	\$3,197,954	-\$958,246	-17.6	9
Shoe Stores	4482	\$522,121	\$2,261,852	-\$1,739,731	-62.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$512,685	\$2,358,672	-\$1,845,987	-64.3	5
Sporting Goods, Hobby, Book & Music Stores	451	\$1,596,668	\$284,621	\$1,312,047	69.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,308,996	\$284,621	\$1,024,375	64.3	1
Book, Periodical & Music Stores	4512	\$287,672	\$0	\$287,672	100.0	0
General Merchandise Stores	452	\$11,176,663	\$4,922,020	\$6,254,643	38.9	5
Department Stores Excluding Leased Depts.	4521	\$7,712,949	\$0	\$7,712,949	100.0	0
Other General Merchandise Stores	4529	\$3,463,714	\$4,922,020	-\$1,458,306	-17.4	5
Miscellaneous Store Retailers	453	\$2,743,869	\$6,927,704	-\$4,183,835	-43.3	6
Florists	4531	\$99,985	\$64,977	\$35,008	21.2	1
Office Supplies, Stationery & Gift Stores	4532	\$571,739	\$350,596	\$221,143	24.0	1
Used Merchandise Stores	4533	\$597,926	\$5,552,700	-\$4,954,774	-80.6	1
Other Miscellaneous Store Retailers	4539	\$1,474,219	\$959,431	\$514,788	21.2	3
Nonstore Retailers	454	\$1,723,007	\$224,063	\$1,498,944	77.0	2
Electronic Shopping & Mail-Order Houses	4541	\$1,479,165	\$127,077	\$1,352,088	84.2	1
Vending Machine Operators	4542	\$30,446	\$0	\$30,446	100.0	0
Direct Selling Establishments	4543	\$213,396	\$96,986	\$116,410	37.5	1
Food Services & Drinking Places	722	\$7,007,247	\$4,469,530	\$2,537,717	22.1	10
Special Food Services	7223	\$117,957	\$0	\$117,957	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$513,809	\$425,361	\$88,448	9.4	1
Restaurants/Other Eating Places	7225	\$6,375,481	\$4,044,169	\$2,331,312	22.4	9

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>

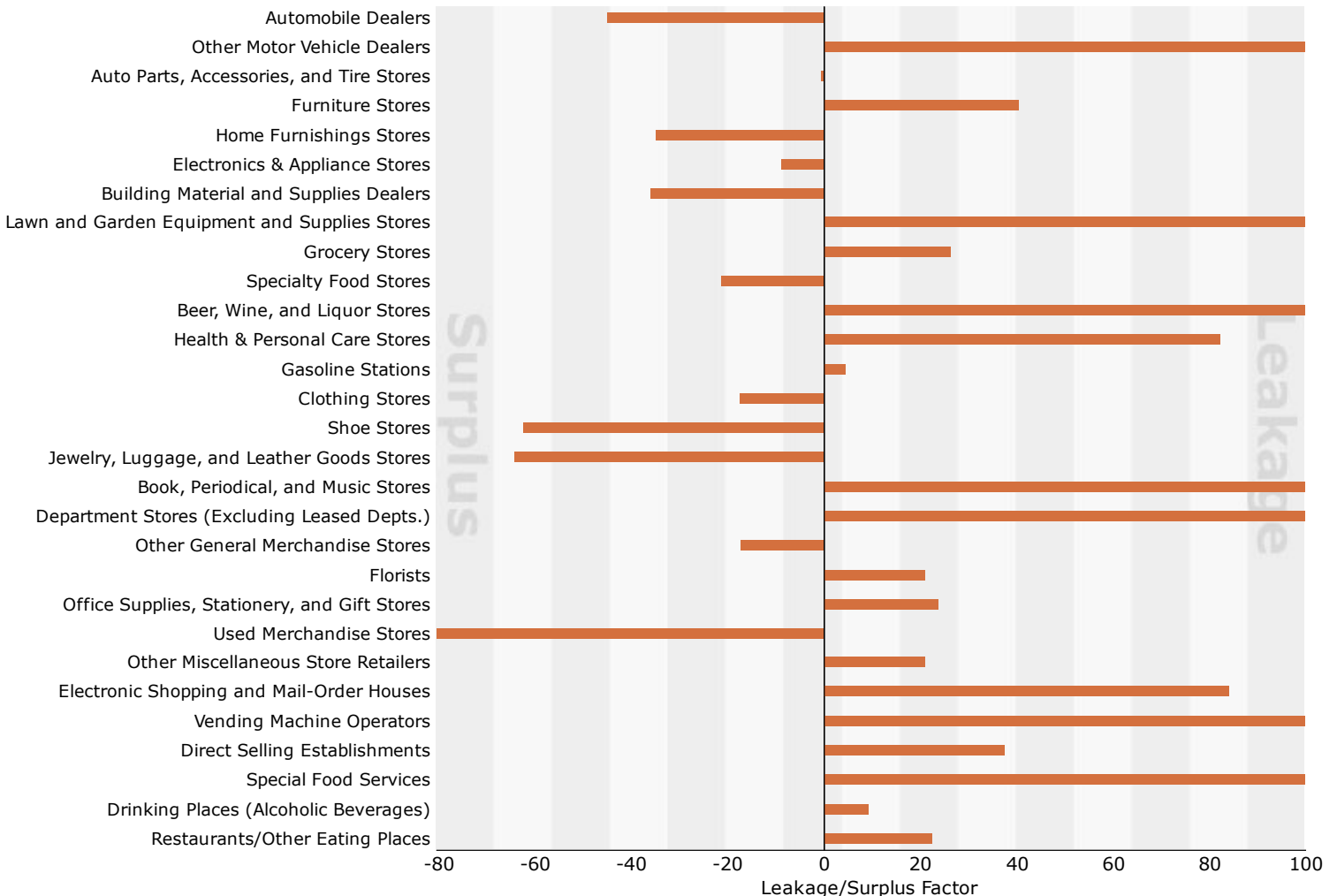
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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