



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	9,619	10,084	10,330
Households	4,502	4,699	4,798
Families	2,345	2,402	2,425
Average Household Size	2.13	2.14	2.15
Owner Occupied Housing Units	1,843	1,711	1,742
Renter Occupied Housing Units	2,659	2,988	3,056
Median Age	33.3	34.4	35.0

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.48%	0.77%	0.84%
Households	0.42%	0.85%	0.79%
Families	0.19%	0.68%	0.72%
Owner HHs	0.36%	0.85%	0.73%
Median Household Income	2.15%	2.12%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	589	12.5%	587	12.2%
\$15,000 - \$24,999	549	11.7%	605	12.6%
\$25,000 - \$34,999	555	11.8%	417	8.7%
\$35,000 - \$49,999	738	15.7%	610	12.7%
\$50,000 - \$74,999	849	18.1%	978	20.4%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$75,000 - \$99,999	512	10.9%	582	12.1%
\$100,000 - \$149,999	534	11.4%	582	12.1%
\$150,000 - \$199,999	226	4.8%	275	5.7%
\$200,000+	148	3.1%	163	3.4%
Median Household Income	\$47,827		\$53,183	
Average Household Income	\$66,745		\$72,378	
Per Capita Income	\$30,838		\$33,321	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	629	6.5%	616	6.1%	642	6.2%
5 - 9	543	5.6%	558	5.5%	557	5.4%
10 - 14	478	5.0%	517	5.1%	518	5.0%
15 - 19	516	5.4%	543	5.4%	527	5.1%
20 - 24	983	10.2%	921	9.1%	955	9.2%
25 - 34	1,922	20.0%	1,991	19.7%	1,972	19.1%
35 - 44	1,160	12.1%	1,295	12.8%	1,398	13.5%
45 - 54	1,202	12.5%	1,144	11.3%	1,068	10.3%
55 - 64	1,035	10.8%	1,053	10.4%	1,080	10.5%
65 - 74	618	6.4%	812	8.1%	892	8.6%
75 - 84	348	3.6%	412	4.1%	479	4.6%
85+	183	1.9%	221	2.2%	241	2.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	5,499	57.2%	5,387	53.4%	5,198	50.3%
Black Alone	3,108	32.3%	3,479	34.5%	3,740	36.2%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
American Indian Alone	28	0.3%	28	0.3%	28	0.3%
Asian Alone	360	3.7%	470	4.7%	568	5.5%
Pacific Islander Alone	5	0.1%	5	0.0%	5	0.0%
Some Other Race Alone	425	4.4%	479	4.7%	515	5.0%
Two or More Races	194	2.0%	237	2.4%	276	2.7%
Hispanic Origin (Any Race)	961	10.0%	1,067	10.6%	1,163	11.3%

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	10,084
2017 Households	4,699
2017 Median Disposable Income	\$40,214
2017 Per Capita Income	\$30,838

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,060
Total Employees	11,602
Total Residential Population	4,699
Employee/Residential Population Ratio	2.47

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$171,473,774	\$476,551,922	-\$305,078,148	▼ -47.1	206
Total Retail Trade	44-45	\$154,674,631	\$437,586,730	-\$282,912,099	▼ -47.8	141
Total Food & Drink	722	\$16,799,143	\$38,965,192	-\$22,166,049	▼ -39.7	65

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$37,073,322	\$252,650,330	-\$215,577,008	▼ -74.4	26
Automobile Dealers	4411	\$29,979,470	\$238,502,602	-\$208,523,132	▼ -77.7	18
Other Motor Vehicle Dealers	4412	\$4,485,797	\$10,660,345	-\$6,174,548	▼ -40.8	4
Auto Parts, Accessories & Tire Stores	4413	\$2,608,055	\$3,487,383	-\$879,328	▼ -14.4	4
Furniture & Home Furnishings Stores	442	\$4,365,832	\$12,527,811	-\$8,161,979	▼ -48.3	10

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Furniture Stores	4421	\$2,957,573	\$8,417,656	-\$5,460,083	▼ -48.0	4
Home Furnishings Stores	4422	\$1,408,259	\$4,110,155	-\$2,701,896	▼ -49.0	5
Electronics & Appliance Stores	443	\$6,646,808	\$31,636,022	-\$24,989,214	▼ -65.3	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,730,534	\$30,339,054	-\$22,608,520	▼ -59.4	7
Bldg Material & Supplies Dealers	4441	\$7,252,214	\$30,208,560	-\$22,956,346	▼ -61.3	7
Lawn & Garden Equip & Supply Stores	4442	\$478,320	\$130,495	\$347,825	▲ 57.1	0
Food & Beverage Stores	445	\$26,938,094	\$24,728,930	\$2,209,164	▲ 4.3	10
Grocery Stores	4451	\$23,865,798	\$19,664,520	\$4,201,278	▲ 9.7	7
Specialty Food Stores	4452	\$2,078,695	\$5,064,409	-\$2,985,714	▼ -41.8	3
Beer, Wine & Liquor Stores	4453	\$993,601	\$0	\$993,601	▲ 100.0	0
Health & Personal Care Stores	446,4461	\$8,846,380	\$15,359,271	-\$6,512,891	▼ -26.9	10
Gasoline Stations	447,4471	\$11,621,146	\$1,573,323	\$10,047,823	▲ 76.2	1
Clothing & Clothing Accessories Stores	448	\$6,106,765	\$23,860,150	-\$17,753,385	▼ -59.2	24
Clothing Stores	4481	\$4,132,264	\$13,766,461	-\$9,634,197	▼ -53.8	16
Shoe Stores	4482	\$813,973	\$2,301,632	-\$1,487,659	▼ -47.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,160,528	\$7,792,057	-\$6,631,529	▼ -74.1	6
Sporting Goods, Hobby, Book & Music Stores	451	\$4,918,412	\$6,170,412	-\$1,252,000	▼ -11.3	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,252,582	\$5,639,092	-\$1,386,510	▼ -14.0	8
Book, Periodical & Music Stores	4512	\$665,830	\$531,320	\$134,510	▲ 11.2	1
General Merchandise Stores	452	\$31,979,158	\$15,272,780	\$16,706,378	▲ 35.4	2
Department Stores Excluding Leased Depts.	4521	\$24,910,793	\$13,166,990	\$11,743,803	▲ 30.8	0
Other General Merchandise Stores	4529	\$7,068,365	\$2,105,790	\$4,962,575	▲ 54.1	1
Miscellaneous Store Retailers	453	\$7,224,522	\$20,485,827	-\$13,261,305	▼ -47.9	26
Florists	4531	\$325,596	\$1,597,888	-\$1,272,292	▼ -66.1	3
Office Supplies, Stationery & Gift Stores	4532	\$1,507,862	\$8,664,733	-\$7,156,871	▼ -70.4	7
Used Merchandise Stores	4533	\$856,642	\$1,100,165	-\$243,523	▼ -12.4	3
Other Miscellaneous Store Retailers	4539	\$4,534,422	\$9,123,041	-\$4,588,619	▼ -33.6	13
Nonstore Retailers	454	\$1,223,658	\$2,982,821	-\$1,759,163	▼ -41.8	2
Electronic Shopping & Mail-Order Houses	4541	\$448,390	\$556,700	-\$108,310	▼ -10.8	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Vending Machine Operators	4542	\$155,459	\$0	\$155,459	^ 100.0	0
Direct Selling Establishments	4543	\$619,810	\$2,426,121	-\$1,806,311	v -59.3	1
Food Services & Drinking Places	722	\$16,799,143	\$38,965,192	-\$22,166,049	v -39.7	65
Special Food Services	7223	\$283,305	\$686,930	-\$403,625	v -41.6	1
Drinking Places - Alcoholic Beverages	7224	\$576,054	\$1,302,853	-\$726,799	v -38.7	5
Restaurants/Other Eating Places	7225	\$15,939,784	\$36,975,409	-\$21,035,625	v -39.8	59

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	75,323	77,259	78,791
Households	32,577	33,310	33,931
Families	19,339	19,367	19,518
Average Household Size	2.29	2.30	2.30
Owner Occupied Housing Units	19,155	17,666	17,937
Renter Occupied Housing Units	13,422	15,643	15,994
Median Age	35.3	36.4	37.4

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.39%	0.77%	0.84%
Households	0.37%	0.85%	0.79%
Families	0.16%	0.68%	0.72%
Owner HHs	0.30%	0.85%	0.73%
Median Household Income	2.11%	2.12%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	3,127	9.4%	3,060	9.0%
\$15,000 - \$24,999	2,996	9.0%	3,244	9.6%
\$25,000 - \$34,999	3,073	9.2%	2,279	6.7%
\$35,000 - \$49,999	4,942	14.8%	3,973	11.7%
\$50,000 - \$74,999	5,703	17.1%	6,343	18.7%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$75,000 - \$99,999	4,023	12.1%	4,548	13.4%
\$100,000 - \$149,999	5,471	16.4%	5,938	17.5%
\$150,000 - \$199,999	2,249	6.8%	2,616	7.7%
\$200,000+	1,725	5.2%	1,930	5.7%
Median Household Income	\$58,769		\$65,243	
Average Household Income	\$80,907		\$87,879	
Per Capita Income	\$35,038		\$37,976	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	4,956	6.6%	4,774	6.2%	4,895	6.2%
5 - 9	4,406	5.8%	4,546	5.9%	4,544	5.8%
10 - 14	4,234	5.6%	4,346	5.6%	4,460	5.7%
15 - 19	4,319	5.7%	4,087	5.3%	4,045	5.1%
20 - 24	6,194	8.2%	5,476	7.1%	5,107	6.5%
25 - 34	13,274	17.6%	13,897	18.0%	13,300	16.9%
35 - 44	9,029	12.0%	9,704	12.6%	11,392	14.5%
45 - 54	9,993	13.3%	8,953	11.6%	8,355	10.6%
55 - 64	9,135	12.1%	9,507	12.3%	8,981	11.4%
65 - 74	5,093	6.8%	6,735	8.7%	7,863	10.0%
75 - 84	3,258	4.3%	3,527	4.6%	4,044	5.1%
85+	1,431	1.9%	1,707	2.2%	1,807	2.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	49,487	65.7%	47,801	61.9%	46,112	58.5%
Black Alone	19,796	26.3%	21,989	28.5%	23,906	30.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
American Indian Alone	213	0.3%	223	0.3%	232	0.3%
Asian Alone	3,067	4.1%	3,933	5.1%	4,734	6.0%
Pacific Islander Alone	27	0.0%	33	0.0%	37	0.0%
Some Other Race Alone	1,533	2.0%	1,749	2.3%	1,925	2.4%
Two or More Races	1,200	1.6%	1,530	2.0%	1,846	2.3%
Hispanic Origin (Any Race)	3,871	5.1%	4,365	5.6%	4,889	6.2%

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	77,259
2017 Households	33,310
2017 Median Disposable Income	\$50,286
2017 Per Capita Income	\$35,038

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	5,913
Total Employees	76,311
Total Residential Population	33,310
Employee/Residential Population Ratio	2.29

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$1,443,507,640	\$3,209,297,384	-\$1,765,789,744	▼ -38.0	1,136
Total Retail Trade	44-45	\$1,304,161,834	\$2,988,473,772	-\$1,684,311,938	▼ -39.2	838
Total Food & Drink	722	\$139,345,806	\$220,823,612	-\$81,477,806	▼ -22.6	298

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$309,883,178	\$1,074,189,071	-\$764,305,893	▼ -55.2	115
Automobile Dealers	4411	\$249,669,972	\$1,008,411,828	-\$758,741,856	▼ -60.3	70
Other Motor Vehicle Dealers	4412	\$38,079,214	\$30,574,165	\$7,505,049	▲ 10.9	11
Auto Parts, Accessories & Tire Stores	4413	\$22,133,992	\$35,203,077	-\$13,069,085	▼ -22.8	34
Furniture & Home Furnishings Stores	442	\$37,177,141	\$100,966,369	-\$63,789,228	▼ -46.2	48

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Furniture Stores	4421	\$24,547,879	\$56,832,337	-\$32,284,458	▼ -39.7	20
Home Furnishings Stores	4422	\$12,629,262	\$44,134,033	-\$31,504,771	▼ -55.5	28
Electronics & Appliance Stores	443	\$55,928,074	\$163,917,687	-\$107,989,613	▼ -49.1	71
Bldg Materials, Garden Equip. & Supply Stores	444	\$72,139,700	\$119,987,322	-\$47,847,622	▼ -24.9	59
Bldg Material & Supplies Dealers	4441	\$67,690,642	\$106,983,853	-\$39,293,211	▼ -22.5	47
Lawn & Garden Equip & Supply Stores	4442	\$4,449,058	\$13,003,469	-\$8,554,411	▼ -49.0	11
Food & Beverage Stores	445	\$223,825,899	\$233,468,733	-\$9,642,834	▼ -2.1	64
Grocery Stores	4451	\$198,335,511	\$208,869,957	-\$10,534,446	▼ -2.6	44
Specialty Food Stores	4452	\$17,197,870	\$22,982,684	-\$5,784,814	▼ -14.4	19
Beer, Wine & Liquor Stores	4453	\$8,292,518	\$1,616,092	\$6,676,426	▲ 67.4	1
Health & Personal Care Stores	446,4461	\$76,604,931	\$102,250,228	-\$25,645,297	▼ -14.3	75
Gasoline Stations	447,4471	\$96,453,974	\$62,503,178	\$33,950,796	▲ 21.4	22
Clothing & Clothing Accessories Stores	448	\$50,748,570	\$217,129,548	-\$166,380,978	▼ -62.1	167
Clothing Stores	4481	\$34,137,636	\$149,759,589	-\$115,621,953	▼ -62.9	114
Shoe Stores	4482	\$6,686,127	\$32,445,727	-\$25,759,600	▼ -65.8	29
Jewelry, Luggage & Leather Goods Stores	4483	\$9,924,808	\$34,924,231	-\$24,999,423	▼ -55.7	23
Sporting Goods, Hobby, Book & Music Stores	451	\$41,379,406	\$74,294,687	-\$32,915,281	▼ -28.5	57
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,875,068	\$64,931,631	-\$29,056,563	▼ -28.8	50
Book, Periodical & Music Stores	4512	\$5,504,338	\$9,363,056	-\$3,858,718	▼ -26.0	6
General Merchandise Stores	452	\$267,589,909	\$716,578,538	-\$448,988,629	▼ -45.6	32
Department Stores Excluding Leased Depts.	4521	\$208,483,649	\$359,312,288	-\$150,828,639	▼ -26.6	15
Other General Merchandise Stores	4529	\$59,106,260	\$357,266,249	-\$298,159,989	▼ -71.6	17
Miscellaneous Store Retailers	453	\$61,030,407	\$110,879,889	-\$49,849,482	▼ -29.0	113
Florists	4531	\$2,959,740	\$9,033,833	-\$6,074,093	▼ -50.6	14
Office Supplies, Stationery & Gift Stores	4532	\$12,723,607	\$38,883,945	-\$26,160,338	▼ -50.7	40
Used Merchandise Stores	4533	\$7,272,566	\$4,468,538	\$2,804,028	▲ 23.9	12
Other Miscellaneous Store Retailers	4539	\$38,074,495	\$58,493,573	-\$20,419,078	▼ -21.1	48
Nonstore Retailers	454	\$11,400,645	\$12,308,523	-\$907,878	▼ -3.8	15
Electronic Shopping & Mail-Order Houses	4541	\$3,832,328	\$1,217,836	\$2,614,492	▲ 51.8	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Vending Machine Operators	4542	\$1,283,296	\$632,979	\$650,317	^ 33.9	2
Direct Selling Establishments	4543	\$6,285,020	\$10,457,709	-\$4,172,689	v -24.9	11
Food Services & Drinking Places	722	\$139,345,806	\$220,823,612	-\$81,477,806	v -22.6	298
Special Food Services	7223	\$2,470,065	\$1,759,353	\$710,712	^ 16.8	6
Drinking Places - Alcoholic Beverages	7224	\$4,728,250	\$4,059,018	\$669,232	^ 7.6	16
Restaurants/Other Eating Places	7225	\$132,147,490	\$215,005,240	-\$82,857,750	v -23.9	276

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	168,091	172,487	175,897
Households	69,748	71,408	72,773
Families	43,480	43,631	44,008
Average Household Size	2.39	2.39	2.39
Owner Occupied Housing Units	44,010	41,118	41,782
Renter Occupied Housing Units	25,738	30,289	30,990
Median Age	36.0	37.0	38.0

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.39%	0.77%	0.84%
Households	0.38%	0.85%	0.79%
Families	0.17%	0.68%	0.72%
Owner HHs	0.32%	0.85%	0.73%
Median Household Income	2.28%	2.12%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	7,215	10.1%	7,059	9.7%
\$15,000 - \$24,999	6,510	9.1%	7,029	9.7%
\$25,000 - \$34,999	6,665	9.3%	5,089	7.0%
\$35,000 - \$49,999	9,582	13.4%	7,772	10.7%
\$50,000 - \$74,999	11,564	16.2%	12,362	17.0%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$75,000 - \$99,999	8,443	11.8%	9,507	13.1%
\$100,000 - \$149,999	11,842	16.6%	13,148	18.1%
\$150,000 - \$199,999	5,034	7.0%	5,816	8.0%
\$200,000+	4,552	6.4%	4,990	6.9%
Median Household Income	\$60,129		\$67,317	
Average Household Income	\$85,111		\$92,224	
Per Capita Income	\$35,567		\$38,478	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	10,978	6.5%	10,566	6.1%	10,787	6.1%
5 - 9	10,239	6.1%	10,453	6.1%	10,316	5.9%
10 - 14	10,261	6.1%	10,326	6.0%	10,435	5.9%
15 - 19	10,394	6.2%	9,731	5.6%	9,494	5.4%
20 - 24	12,994	7.7%	12,030	7.0%	11,133	6.3%
25 - 34	27,116	16.1%	28,468	16.5%	27,776	15.8%
35 - 44	20,430	12.2%	21,484	12.5%	24,606	14.0%
45 - 54	23,050	13.7%	20,854	12.1%	19,453	11.1%
55 - 64	20,991	12.5%	22,187	12.9%	21,299	12.1%
65 - 74	11,453	6.8%	15,197	8.8%	17,966	10.2%
75 - 84	7,067	4.2%	7,556	4.4%	8,814	5.0%
85+	3,117	1.9%	3,636	2.1%	3,818	2.2%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	105,102	62.5%	101,623	58.9%	98,222	55.8%
Black Alone	49,036	29.2%	53,914	31.3%	57,956	32.9%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
American Indian Alone	471	0.3%	478	0.3%	490	0.3%
Asian Alone	7,219	4.3%	9,067	5.3%	10,795	6.1%
Pacific Islander Alone	67	0.0%	81	0.0%	89	0.1%
Some Other Race Alone	3,569	2.1%	4,005	2.3%	4,366	2.5%
Two or More Races	2,626	1.6%	3,319	1.9%	3,979	2.3%
Hispanic Origin (Any Race)	8,762	5.2%	9,745	5.6%	10,827	6.2%

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	172,487
2017 Households	71,408
2017 Median Disposable Income	\$50,994
2017 Per Capita Income	\$35,567

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	11,602
Total Employees	149,779
Total Residential Population	71,408
Employee/Residential Population Ratio	2.10

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$3,211,130,118	\$5,737,114,206	-\$2,525,984,088	▼ -28.2	2,267
Total Retail Trade	44-45	\$2,900,153,573	\$5,328,667,160	-\$2,428,513,587	▼ -29.5	1,694
Total Food & Drink	722	\$310,976,545	\$408,447,046	-\$97,470,501	▼ -13.5	573

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$687,155,795	\$1,672,310,831	-\$985,155,036	▼ -41.8	248
Automobile Dealers	4411	\$552,857,492	\$1,534,895,898	-\$982,038,406	▼ -47.0	151
Other Motor Vehicle Dealers	4412	\$84,963,043	\$56,725,685	\$28,237,358	▲ 19.9	22
Auto Parts, Accessories & Tire Stores	4413	\$49,335,259	\$80,689,249	-\$31,353,990	▼ -24.1	75
Furniture & Home Furnishings Stores	442	\$83,370,447	\$212,452,392	-\$129,081,945	▼ -43.6	103

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Furniture Stores	4421	\$54,798,560	\$135,403,613	-\$80,605,053	▼ -42.4	50
Home Furnishings Stores	4422	\$28,571,887	\$77,048,779	-\$48,476,892	▼ -45.9	53
Electronics & Appliance Stores	443	\$125,114,497	\$254,396,062	-\$129,281,565	▼ -34.1	121
Bldg Materials, Garden Equip. & Supply Stores	444	\$163,777,764	\$274,496,462	-\$110,718,698	▼ -25.3	127
Bldg Material & Supplies Dealers	4441	\$153,762,997	\$245,500,698	-\$91,737,701	▼ -23.0	108
Lawn & Garden Equip & Supply Stores	4442	\$10,014,768	\$28,995,763	-\$18,980,995	▼ -48.7	20
Food & Beverage Stores	445	\$495,210,829	\$681,004,138	-\$185,793,309	▼ -15.8	138
Grocery Stores	4451	\$438,702,422	\$611,790,194	-\$173,087,772	▼ -16.5	88
Specialty Food Stores	4452	\$37,988,053	\$61,034,334	-\$23,046,281	▼ -23.3	44
Beer, Wine & Liquor Stores	4453	\$18,520,355	\$8,179,610	\$10,340,745	▲ 38.7	6
Health & Personal Care Stores	446,4461	\$170,542,293	\$241,375,780	-\$70,833,487	▼ -17.2	158
Gasoline Stations	447,4471	\$212,246,723	\$99,416,735	\$112,829,988	▲ 36.2	41
Clothing & Clothing Accessories Stores	448	\$113,558,472	\$366,981,485	-\$253,423,013	▼ -52.7	331
Clothing Stores	4481	\$76,238,145	\$254,844,462	-\$178,606,317	▼ -53.9	229
Shoe Stores	4482	\$14,903,731	\$52,455,481	-\$37,551,750	▼ -55.7	51
Jewelry, Luggage & Leather Goods Stores	4483	\$22,416,595	\$59,681,542	-\$37,264,947	▼ -45.4	52
Sporting Goods, Hobby, Book & Music Stores	451	\$92,354,084	\$151,364,307	-\$59,010,223	▼ -24.2	102
Sporting Goods/Hobby/Musical Instr Stores	4511	\$80,091,578	\$131,414,382	-\$51,322,804	▼ -24.3	89
Book, Periodical & Music Stores	4512	\$12,262,505	\$19,949,925	-\$7,687,420	▼ -23.9	12
General Merchandise Stores	452	\$595,669,663	\$1,166,579,710	-\$570,910,047	▼ -32.4	78
Department Stores Excluding Leased Depts.	4521	\$464,679,186	\$685,224,851	-\$220,545,665	▼ -19.2	34
Other General Merchandise Stores	4529	\$130,990,477	\$481,354,859	-\$350,364,382	▼ -57.2	44
Miscellaneous Store Retailers	453	\$135,303,091	\$187,222,379	-\$51,919,288	▼ -16.1	221
Florists	4531	\$6,710,598	\$18,585,866	-\$11,875,268	▼ -46.9	30
Office Supplies, Stationery & Gift Stores	4532	\$28,456,850	\$57,114,216	-\$28,657,366	▼ -33.5	74
Used Merchandise Stores	4533	\$16,241,295	\$13,282,545	\$2,958,750	▲ 10.0	32
Other Miscellaneous Store Retailers	4539	\$83,894,348	\$98,239,751	-\$14,345,403	▼ -7.9	85
Nonstore Retailers	454	\$25,849,916	\$21,066,877	\$4,783,039	▲ 10.2	26
Electronic Shopping & Mail-Order Houses	4541	\$8,561,808	\$4,815,979	\$3,745,829	▲ 28.0	7

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Vending Machine Operators	4542	\$2,829,192	\$2,920,563	-\$91,371	▼ -1.6	7
Direct Selling Establishments	4543	\$14,458,915	\$13,330,336	\$1,128,579	▲ 4.1	13
Food Services & Drinking Places	722	\$310,976,545	\$408,447,046	-\$97,470,501	▼ -13.5	573
Special Food Services	7223	\$5,592,815	\$6,885,603	-\$1,292,788	▼ -10.4	20
Drinking Places - Alcoholic Beverages	7224	\$10,517,803	\$10,215,457	\$302,346	▲ 1.5	31
Restaurants/Other Eating Places	7225	\$294,865,927	\$391,345,987	-\$96,480,060	▼ -14.1	522

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.