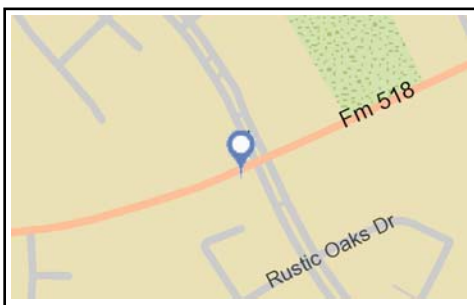
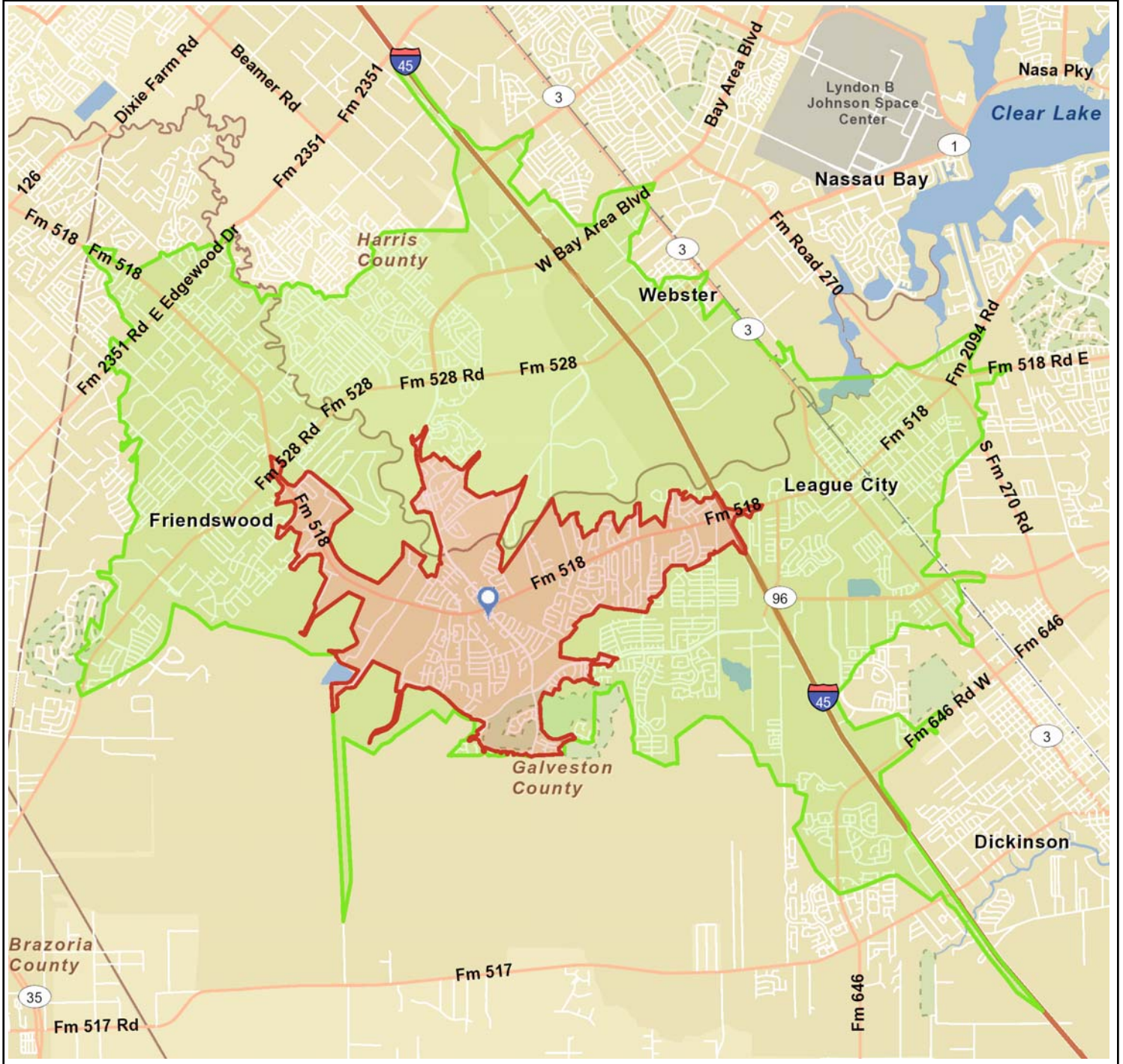


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**Summary Demographics**

2010 Population	12,453
2010 Households	4,165
2010 Median Disposable Income	\$61,954
2010 Per Capita Income	\$30,442

**Industry Summary**

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)	\$147,847,380	\$20,337,855	\$127,509,525	75.8	39
Total Retail Trade (NAICS 44-45)	\$126,259,164	\$14,519,891	\$111,739,273	79.4	29
Total Food & Drink (NAICS 722)	\$21,588,216	\$5,817,964	\$15,770,252	57.5	10

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$33,238,773	\$737,749	\$32,501,024	95.7	2
Automobile Dealers (NAICS 4411)	\$28,965,187	\$0	\$28,965,187	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$2,592,369	\$182,633	\$2,409,736	86.8	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,681,217	\$555,116	\$1,126,101	50.4	1
Furniture & Home Furnishings Stores (NAICS 442)	\$5,048,964	\$241,820	\$4,807,144	90.9	1
Furniture Stores (NAICS 4421)	\$3,145,101	\$0	\$3,145,101	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,903,863	\$241,820	\$1,662,043	77.5	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,985,739	\$353,639	\$2,632,100	78.8	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,922,591	\$517,674	\$5,404,917	83.9	1
Building Material and Supplies Dealers (NAICS 4441)	\$5,688,346	\$517,674	\$5,170,672	83.3	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$234,245	\$0	\$234,245	100.0	0
Food & Beverage Stores (NAICS 445)	\$28,886,793	\$2,565,049	\$26,321,744	83.7	4
Grocery Stores (NAICS 4451)	\$27,489,389	\$1,580,183	\$25,909,206	89.1	3
Specialty Food Stores (NAICS 4452)	\$369,490	\$0	\$369,490	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,027,914	\$984,866	\$43,048	2.1	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,697,938	\$875,042	\$2,822,896	61.7	2
Gasoline Stations (NAICS 447/4471)	\$19,504,945	\$6,122,825	\$13,382,120	52.2	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,999,197	\$541,886	\$4,457,311	80.4	3
Clothing Stores (NAICS 4481)	\$3,803,739	\$541,886	\$3,261,853	75.1	3
Shoe Stores (NAICS 4482)	\$404,933	\$0	\$404,933	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$790,525	\$0	\$790,525	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,564,014	\$184,723	\$1,379,291	78.9	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,128,235	\$184,723	\$943,512	71.9	2
Book, Periodical, and Music Stores (NAICS 4512)	\$435,779	\$0	\$435,779	100.0	0

**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 Infogroup

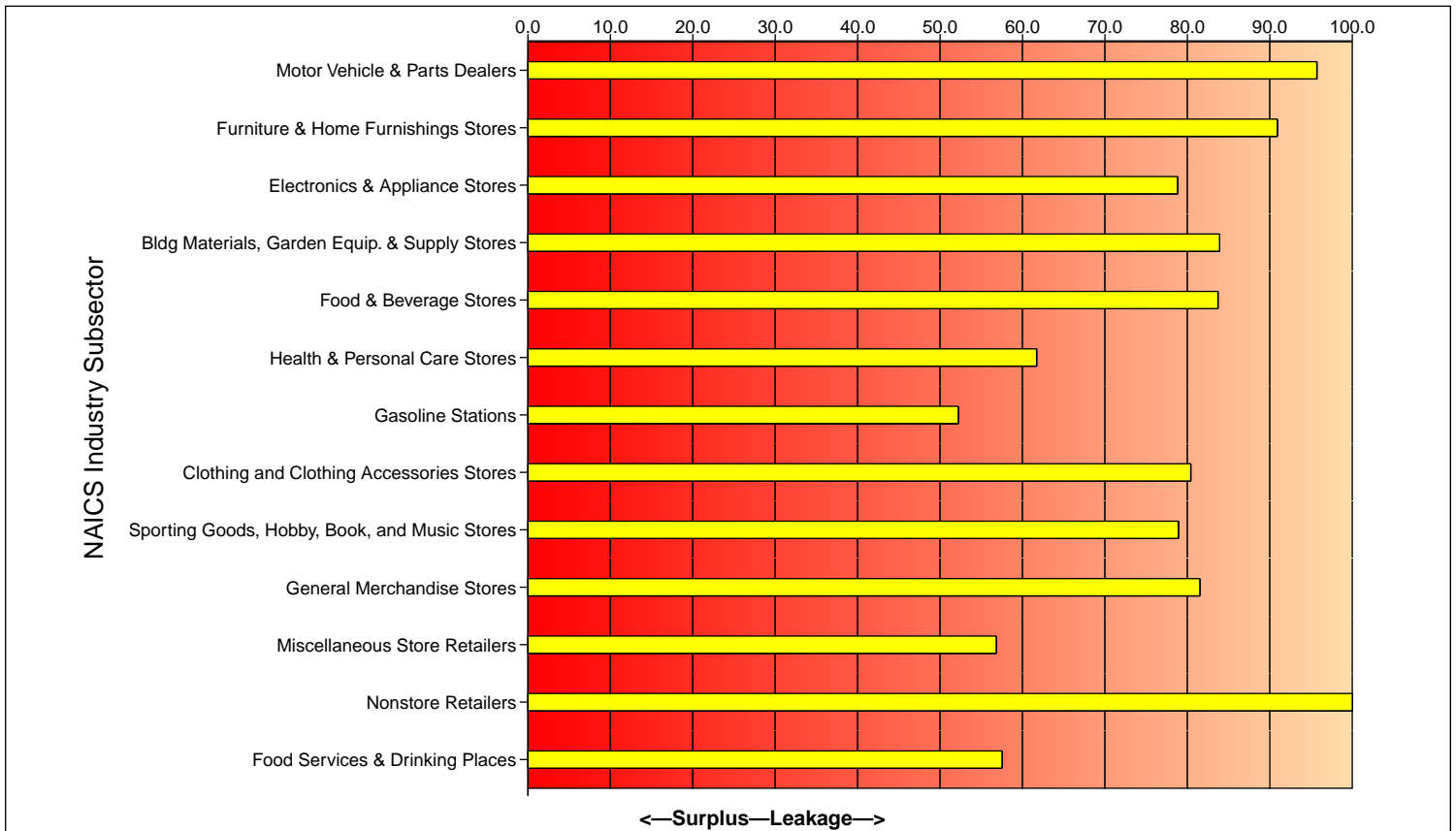


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$15,818,816	\$1,608,410	\$14,210,406	81.5	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$8,428,675	\$0	\$8,428,675	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$7,390,141	\$1,608,410	\$5,781,731	64.3	1
Miscellaneous Store Retailers (NAICS 453)	\$2,799,309	\$771,074	\$2,028,235	56.8	7
Florists (NAICS 4531)	\$274,404	\$104,384	\$170,020	44.9	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,009,357	\$137,708	\$871,649	76.0	2
Used Merchandise Stores (NAICS 4533)	\$543,040	\$25,998	\$517,042	90.9	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$972,508	\$502,984	\$469,524	31.8	3
Nonstore Retailers (NAICS 454)	\$1,792,085	\$0	\$1,792,085	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,214,932	\$0	\$1,214,932	100.0	0
Vending Machine Operators (NAICS 4542)	\$118,542	\$0	\$118,542	100.0	0
Direct Selling Establishments (NAICS 4543)	\$458,611	\$0	\$458,611	100.0	0
Food Services & Drinking Places (NAICS 722)	\$21,588,216	\$5,817,964	\$15,770,252	57.5	10
Full-Service Restaurants (NAICS 7221)	\$6,220,434	\$1,372,668	\$4,847,766	63.8	4
Limited-Service Eating Places (NAICS 7222)	\$12,723,516	\$4,125,032	\$8,598,484	51.0	5
Special Food Services (NAICS 7223)	\$1,746,700	\$0	\$1,746,700	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$897,566	\$320,264	\$577,302	47.4	1

**Leakage/Surplus Factor by Industry Subsector**



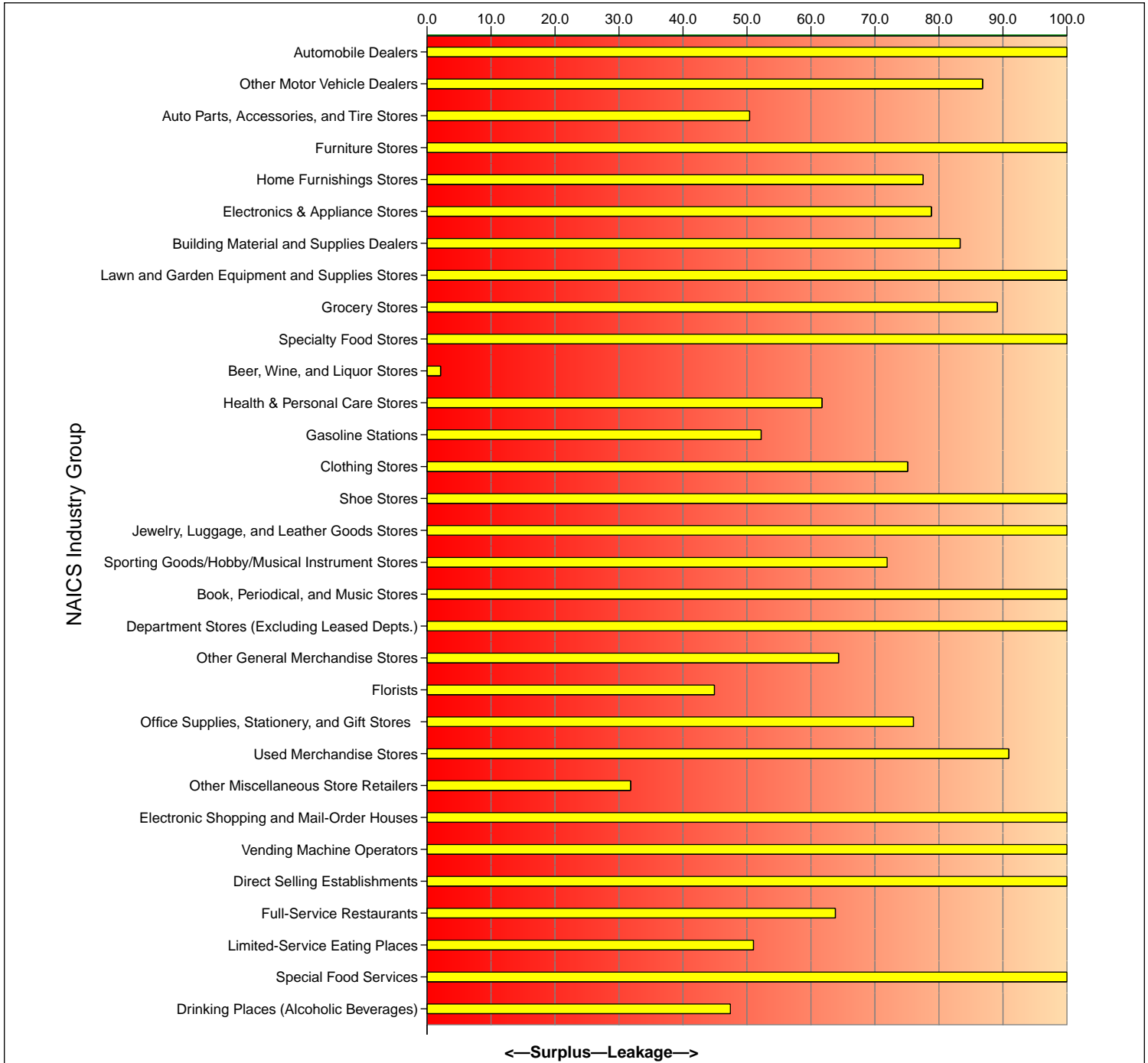
Source: ESRI and Infogroup



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**Leakage/Surplus Factor by Industry Group**



Source: ESRI and Infogroup