



Retail MarketPlace Profile

PrimaryTA
Area: 3.73 square miles

Prepared by Larisa Ortiz Associates

Summary Demographics						
2017 Population						8,941
2017 Households						3,328
2017 Median Disposable Income						\$66,006
2017 Per Capita Income						\$44,929
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$173,928,283	\$72,087,822	\$101,840,461	41.4	70
Total Retail Trade	44-45	\$156,429,768	\$62,358,762	\$94,071,006	43.0	40
Total Food & Drink	722	\$17,498,514	\$9,729,060	\$7,769,454	28.5	30
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,155,343	\$1,781,174	\$29,374,169	89.2	3
Automobile Dealers	4411	\$26,184,979	\$578,596	\$25,606,383	95.7	1
Other Motor Vehicle Dealers	4412	\$2,361,170	\$808,918	\$1,552,252	49.0	2
Auto Parts, Accessories & Tire Stores	4413	\$2,609,195	\$393,661	\$2,215,534	73.8	1
Furniture & Home Furnishings Stores	442	\$5,815,548	\$228,662	\$5,586,886	92.4	1
Furniture Stores	4421	\$2,946,578	\$0	\$2,946,578	100.0	0
Home Furnishings Stores	4422	\$2,868,970	\$228,662	\$2,640,308	85.2	1
Electronics & Appliance Stores	443	\$6,084,969	\$665,464	\$5,419,505	80.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,326,697	\$12,473,866	-\$2,147,169	-9.4	6
Bldg Material & Supplies Dealers	4441	\$9,451,712	\$12,035,964	-\$2,584,252	-12.0	5
Lawn & Garden Equip & Supply Stores	4442	\$874,985	\$437,901	\$437,084	33.3	1
Food & Beverage Stores	445	\$27,108,668	\$16,487,645	\$10,621,023	24.4	7
Grocery Stores	4451	\$22,842,058	\$13,144,614	\$9,697,444	26.9	3
Specialty Food Stores	4452	\$1,779,635	\$464,114	\$1,315,521	58.6	1
Beer, Wine & Liquor Stores	4453	\$2,486,975	\$2,878,917	-\$391,942	-7.3	3
Health & Personal Care Stores	446,4461	\$13,023,691	\$10,266,565	\$2,757,126	11.8	3
Gasoline Stations	447,4471	\$14,990,861	\$2,038,805	\$12,952,056	76.1	1
Clothing & Clothing Accessories Stores	448	\$13,631,022	\$501,399	\$13,129,623	92.9	2
Clothing Stores	4481	\$9,467,561	\$316,778	\$9,150,783	93.5	1
Shoe Stores	4482	\$1,511,823	\$0	\$1,511,823	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,651,638	\$184,621	\$2,467,017	87.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,608,950	\$2,714,433	\$1,894,517	25.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,870,211	\$2,714,433	\$1,155,778	17.6	5
Book, Periodical & Music Stores	4512	\$738,738	\$0	\$738,738	100.0	0
General Merchandise Stores	452	\$18,639,600	\$12,508,903	\$6,130,697	19.7	2
Department Stores Excluding Leased Depts.	4521	\$11,672,069	\$11,827,304	-\$155,235	-0.7	1
Other General Merchandise Stores	4529	\$6,967,531	\$681,599	\$6,285,932	82.2	1
Miscellaneous Store Retailers	453	\$5,955,645	\$2,691,847	\$3,263,798	37.7	9
Florists	4531	\$686,236	\$471,663	\$214,573	18.5	1
Office Supplies, Stationery & Gift Stores	4532	\$1,837,853	\$599,932	\$1,237,921	50.8	2
Used Merchandise Stores	4533	\$758,491	\$370,180	\$388,311	34.4	3
Other Miscellaneous Store Retailers	4539	\$2,673,065	\$1,250,072	\$1,422,993	36.3	2
Nonstore Retailers	454	\$5,088,773	\$0	\$5,088,773	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,135,045	\$0	\$4,135,045	100.0	0
Vending Machine Operators	4542	\$81,553	\$0	\$81,553	100.0	0
Direct Selling Establishments	4543	\$872,175	\$0	\$872,175	100.0	0
Food Services & Drinking Places	722	\$17,498,514	\$9,729,060	\$7,769,454	28.5	30
Special Food Services	7223	\$828,235	\$436,056	\$392,179	31.0	2
Drinking Places - Alcoholic Beverages	7224	\$1,199,600	\$846,978	\$352,622	17.2	3
Restaurants/Other Eating Places	7225	\$15,470,679	\$8,446,027	\$7,024,652	29.4	25

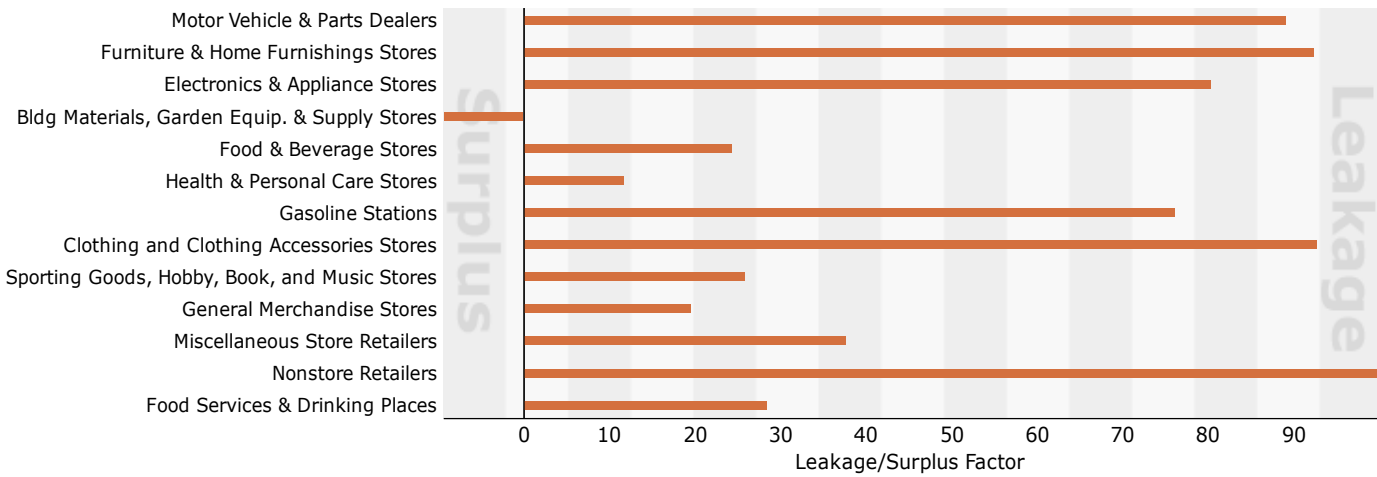
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

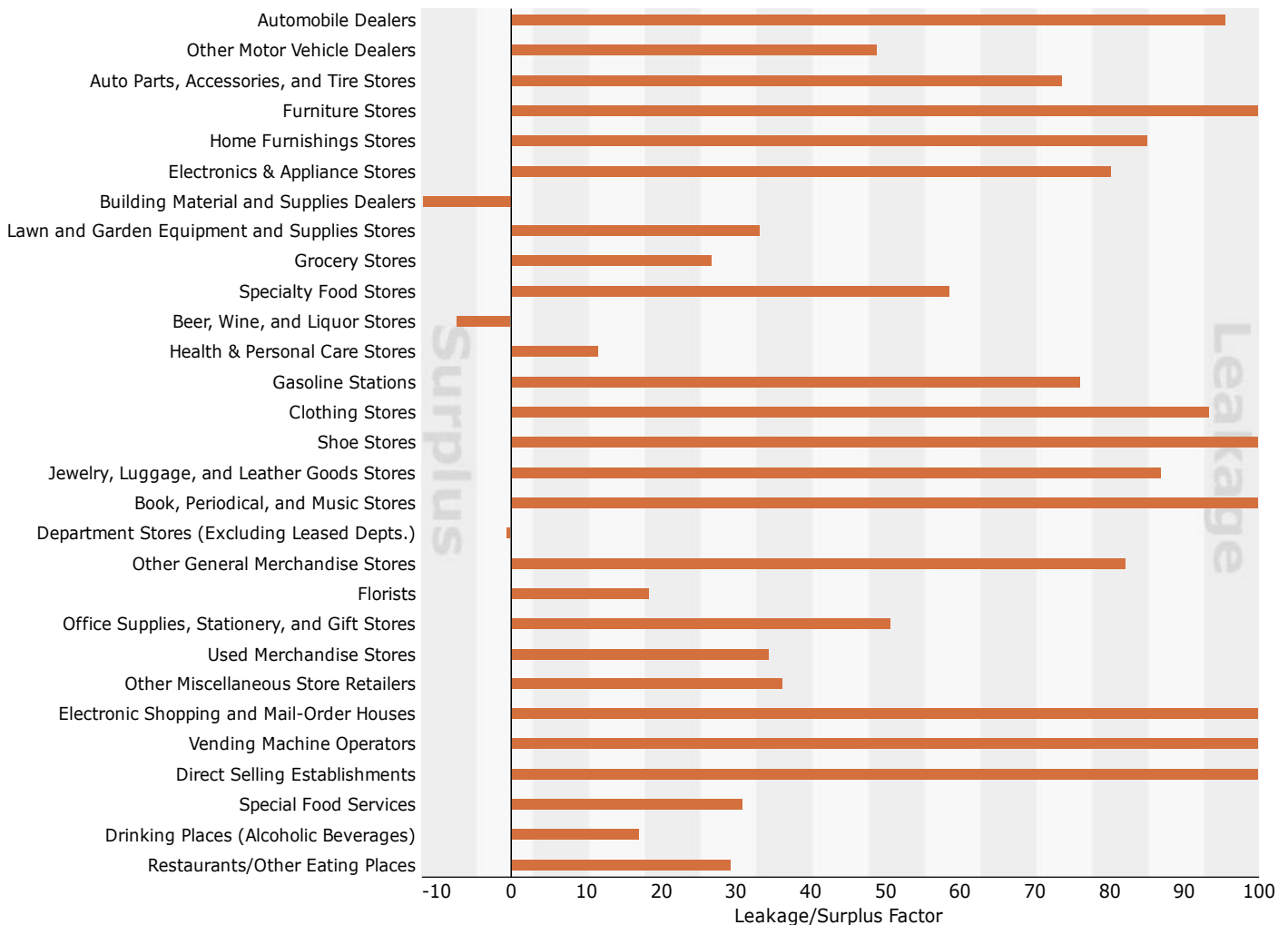
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

SecondaryTA
Area: 16.14 square miles

Prepared by Larisa Ortiz Associates

Summary Demographics						
2017 Population						43,327
2017 Households						14,727
2017 Median Disposable Income						\$82,307
2017 Per Capita Income						\$51,195
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$960,657,369	\$227,767,367	\$732,890,002	61.7	169
Total Retail Trade	44-45	\$863,567,664	\$194,095,191	\$669,472,473	63.3	108
Total Food & Drink	722	\$97,089,705	\$33,672,175	\$63,417,530	48.5	61
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$173,760,822	\$31,778,871	\$141,981,951	69.1	12
Automobile Dealers	4411	\$146,149,065	\$12,158,289	\$133,990,776	84.6	3
Other Motor Vehicle Dealers	4412	\$13,330,607	\$18,406,184	-\$5,075,577	-16.0	6
Auto Parts, Accessories & Tire Stores	4413	\$14,281,150	\$1,214,398	\$13,066,752	84.3	3
Furniture & Home Furnishings Stores	442	\$32,635,962	\$2,277,475	\$30,358,487	87.0	3
Furniture Stores	4421	\$16,498,509	\$467,877	\$16,030,632	94.5	1
Home Furnishings Stores	4422	\$16,137,452	\$1,809,598	\$14,327,854	79.8	2
Electronics & Appliance Stores	443	\$33,650,652	\$11,005,903	\$22,644,749	50.7	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$58,061,602	\$21,816,804	\$36,244,798	45.4	15
Bldg Material & Supplies Dealers	4441	\$53,096,765	\$20,016,417	\$33,080,348	45.2	11
Lawn & Garden Equip & Supply Stores	4442	\$4,964,837	\$1,800,387	\$3,164,450	46.8	4
Food & Beverage Stores	445	\$147,939,678	\$23,903,875	\$124,035,803	72.2	16
Grocery Stores	4451	\$124,597,594	\$17,749,843	\$106,847,751	75.1	7
Specialty Food Stores	4452	\$9,684,813	\$1,403,734	\$8,281,079	74.7	4
Beer, Wine & Liquor Stores	4453	\$13,657,272	\$4,750,298	\$8,906,974	48.4	5
Health & Personal Care Stores	446,4461	\$71,520,884	\$26,924,914	\$44,595,970	45.3	10
Gasoline Stations	447,4471	\$81,772,092	\$36,617,353	\$45,154,739	38.1	8
Clothing & Clothing Accessories Stores	448	\$75,068,343	\$2,776,029	\$72,292,314	92.9	5
Clothing Stores	4481	\$52,121,137	\$2,591,409	\$49,529,728	90.5	4
Shoe Stores	4482	\$8,397,650	\$0	\$8,397,650	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$14,549,555	\$184,621	\$14,364,934	97.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$25,554,876	\$5,147,433	\$20,407,443	66.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,502,801	\$5,147,433	\$16,355,368	61.4	9
Book, Periodical & Music Stores	4512	\$4,052,075	\$0	\$4,052,075	100.0	0
General Merchandise Stores	452	\$102,693,164	\$12,824,002	\$89,869,162	77.8	2
Department Stores Excluding Leased Depts.	4521	\$64,476,538	\$11,827,304	\$52,649,234	69.0	1
Other General Merchandise Stores	4529	\$38,216,626	\$996,698	\$37,219,928	94.9	1
Miscellaneous Store Retailers	453	\$33,131,884	\$7,084,301	\$26,047,583	64.8	18
Florists	4531	\$3,861,831	\$1,178,725	\$2,683,106	53.2	2
Office Supplies, Stationery & Gift Stores	4532	\$10,149,103	\$1,059,381	\$9,089,722	81.1	5
Used Merchandise Stores	4533	\$4,221,576	\$373,083	\$3,848,493	83.8	3
Other Miscellaneous Store Retailers	4539	\$14,899,374	\$4,473,112	\$10,426,262	53.8	7
Nonstore Retailers	454	\$27,777,706	\$11,938,231	\$15,839,475	39.9	3
Electronic Shopping & Mail-Order Houses	4541	\$22,994,044	\$9,517,985	\$13,476,059	41.4	2
Vending Machine Operators	4542	\$445,474	\$0	\$445,474	100.0	0
Direct Selling Establishments	4543	\$4,338,188	\$2,420,246	\$1,917,942	28.4	1
Food Services & Drinking Places	722	\$97,089,705	\$33,672,175	\$63,417,530	48.5	61
Special Food Services	7223	\$4,591,527	\$436,056	\$4,155,471	82.7	2
Drinking Places - Alcoholic Beverages	7224	\$6,611,484	\$898,737	\$5,712,747	76.1	3
Restaurants/Other Eating Places	7225	\$85,886,693	\$32,337,383	\$53,549,310	45.3	56

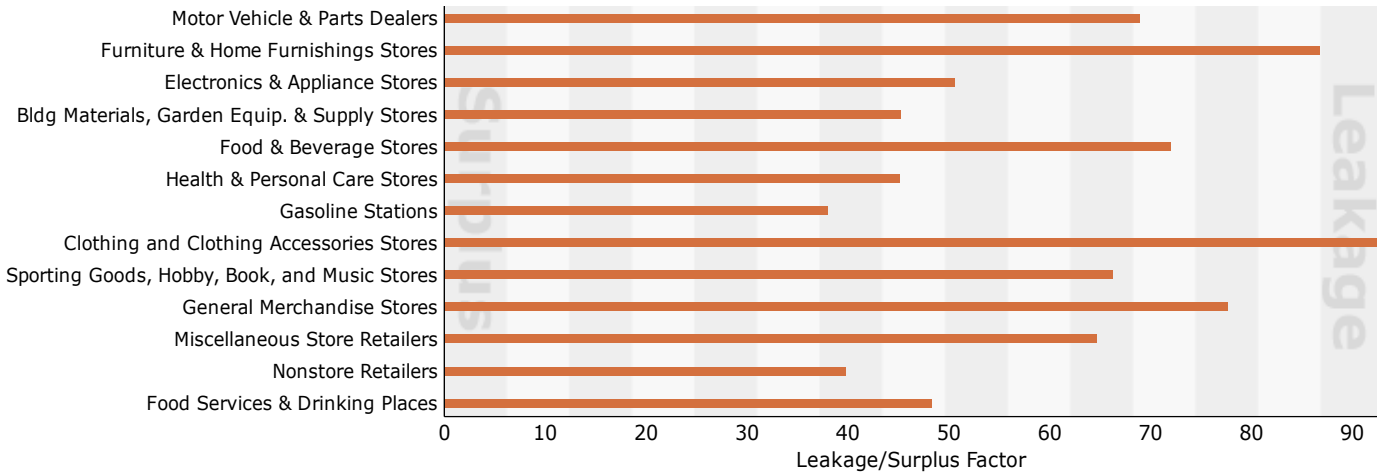
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

