## Summary Demographics

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Population</td>
<td>66,358</td>
</tr>
<tr>
<td>2018 Households</td>
<td>38,440</td>
</tr>
<tr>
<td>2018 Median Disposable Income</td>
<td>$76,752</td>
</tr>
<tr>
<td>2018 Per Capita Income</td>
<td>$83,685</td>
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</tbody>
</table>

## 2017 Industry Summary

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Industry Group</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-45,722</td>
<td>Total Retail Trade and Food Drink</td>
<td>$2,221,516,882</td>
<td>$2,490,828,420</td>
<td>-$2,699,311,538</td>
<td>-31.8</td>
<td>2,443</td>
</tr>
<tr>
<td>44-45</td>
<td>Total Retail</td>
<td>$1,978,547,729</td>
<td>$3,168,175,130</td>
<td>-$1,189,627,401</td>
<td>-23.1</td>
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<tr>
<td>722</td>
<td>Total Food &amp; Drink</td>
<td>$242,969,153</td>
<td>$1,122,653,290</td>
<td>-$879,684,137</td>
<td>-64.4</td>
<td>1,155</td>
</tr>
</tbody>
</table>

## 2017 Industry Group

### Supply

- **Motor Vehicle & Parts Dealers**: $405,950,654
- **Automobile Dealers**: $339,050,001
- **Other Motor Vehicle Dealers**: $30,955,986
- **Auto Parts, Accessories & Tire Stores**: $35,944,667
- **Furniture & Home Furnishings Stores**: $65,734,248
- **Furniture Stores**: $41,114,634
- **Furniture Furnishings Stores**: $24,619,614
- **Electronics & Appliance Stores**: $75,788,393
- **Bldg Materials, Garden Equip. & Supply Stores**: $108,735,377
- **Bldg Material & Supplies Dealers**: $98,062,150
- **Lawn & Garden Equip & Supply Stores**: $10,673,226
- **Food & Beverage Stores**: $348,008,350
- **Grocery Stores**: $297,862,054
- **Specialty Food Stores**: $17,672,809
- **Beer, Wine & Liquor Stores**: $25,073,388
- **Health & Personal Care Stores**: $122,555,603
- **Gasoline Stations**: $208,546,499
- **Clothing & Clothing Accessories Stores**: $117,599,146
- **Clothing Stores**: $78,910,166
- **Shoe Stores**: $16,678,707
- **Jewelry, Luggage & Leather Goods Stores**: $21,970,274
- **Sporting Goods, Hobby, Book & Music Stores**: $94,304,498
- **Sporting Goods/Hobby/Musical Inst Stores**: $44,004,656
- **Book, Periodical & Music Stores**: $10,299,842
- **General Merchandise Stores**: $355,382,628
- **Department Stores Excluding Leased Depts.**: $254,661,645
- **Other General Merchandise Stores**: $100,720,984
- **Miscellaneous Store Retailers**: $71,345,903
- **Florists**: $3,953,897
- **Office Supplies, Stationery & Gift Stores**: $13,086,509
- **Used Merchandise Stores**: $7,712,831
- **Other Miscellaneous Store Retailers**: $46,592,666
- **Nonstore Retailers**: $52,036,430
- **Electronic Shopping & Mail-Order Houses**: $42,102,601
- **Vending Machine Operators**: $1,607,312
- **Direct Selling Establishments**: $8,326,517
- **Food Services & Drinking Places**: $242,969,153
- **Special Food Services**: $5,499,770
- **Drinking Places - Alcoholic Beverages**: $8,785,842
- **Restaurants/Other Eating Places**: $228,683,540

### Retail Gap

- **Motor Vehicle & Parts Dealers**: -$11,945,548
- **Automobile Dealers**: $218
- **Other Motor Vehicle Dealers**: $4521
- **Auto Parts, Accessories & Tire Stores**: -$1,189,627,401
- **Furniture & Home Furnishings Stores**: -$339,023,068
- **Furniture Stores**: -$31,124,914
- **Furniture Furnishings Stores**: $122,607,149
- **Electronics & Appliance Stores**: $98,673,413
- **Bldg Materials, Garden Equip. & Supply Stores**: $34,352,031
- **Bldg Material & Supplies Dealers**: $23,999,266
- **Lawn & Garden Equip & Supply Stores**: $10,673,226
- **Food & Beverage Stores**: -$4,322,931
- **Grocery Stores**: $18,256,361
- **Specialty Food Stores**: -$13,007,872
- **Beer, Wine & Liquor Stores**: -$925,557
- **Health & Personal Care Stores**: -$105,042,736
- **Gasoline Stations**: $176,222,029
- **Clothing & Clothing Accessories Stores**: -$236,609,945
- **Clothing Stores**: -$121,466,108
- **Shoe Stores**: -$10,046,244
- **Jewelry, Luggage & Leather Goods Stores**: -$103,097,592
- **Sporting Goods, Hobby, Book & Music Stores**: -$94,473,126
- **Sporting Goods/Hobby/Musical Inst Stores**: -$10,818,772
- **Book, Periodical & Music Stores**: -$83,654,354
- **General Merchandise Stores**: -$228,008,327
- **Department Stores Excluding Leased Depts.**: -$194,193,613
- **Other General Merchandise Stores**: -$33,814,713
- **Miscellaneous Store Retailers**: -$688,694,237
- **Florists**: -$10,818,772
- **Office Supplies, Stationery & Gift Stores**: -$354,419
- **Used Merchandise Stores**: -$544,608
- **Other Miscellaneous Store Retailers**: -$650,639,483
- **Nonstore Retailers**: -$232,785,605
- **Electronic Shopping & Mail-Order Houses**: -$229,215,098
- **Vending Machine Operators**: $1,607,312
- **Direct Selling Establishments**: -$13,507,189
- **Food Services & Drinking Places**: -$879,684,137
- **Special Food Services**: -$11,945,548
- **Drinking Places - Alcoholic Beverages**: -$58,910,774
- **Restaurants/Other Eating Places**: -$808,827,843

### Leakage/Surplus Factor

- **Motor Vehicle & Parts Dealers**: 100
- **Automobile Dealers**: 46
- **Other Motor Vehicle Dealers**: 41
- **Auto Parts, Accessories & Tire Stores**: 65
- **Furniture & Home Furnishings Stores**: 101
- **Furniture Stores**: 62
- **Furniture Furnishings Stores**: 39
- **Electronics & Appliance Stores**: 81
- **Bldg Materials, Garden Equip. & Supply Stores**: 64
- **Bldg Material & Supplies Dealers**: 64
- **Lawn & Garden Equip & Supply Stores**: 100
- **Food & Beverage Stores**: 146
- **Grocery Stores**: 3.2
- **Specialty Food Stores**: 8.3
- **Beer, Wine & Liquor Stores**: 46
- **Health & Personal Care Stores**: 16
- **Gasoline Stations**: 100
- **Clothing & Clothing Accessories Stores**: 336
- **Clothing Stores**: 131
- **Shoe Stores**: 23
- **Jewelry, Luggage & Leather Goods Stores**: 182
- **Sporting Goods, Hobby, Book & Music Stores**: 102
- **Sporting Goods/Hobby/Musical Inst Stores**: 52
- **Book, Periodical & Music Stores**: 50
- **General Merchandise Stores**: 243
- **Department Stores Excluding Leased Depts.**: -27.6
- **Other General Merchandise Stores**: -14.3
- **Miscellaneous Store Retailers**: -82.8
- **Florists**: -4.3
- **Office Supplies, Stationery & Gift Stores**: -57.8
- **Used Merchandise Stores**: -3.4
- **Other Miscellaneous Store Retailers**: -87.5
- **Nonstore Retailers**: -69.1
- **Electronic Shopping & Mail-Order Houses**: -73.1
- **Vending Machine Operators**: 0
- **Direct Selling Establishments**: -23.7
- **Food Services & Drinking Places**: -64.4
- **Special Food Services**: -52.1
- **Drinking Places - Alcoholic Beverages**: -77.0
- **Restaurants/Other Eating Places**: -63.9

### 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.


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2017 Leakage/Surplus Factor by Industry Subsector

Motor Vehicle & Parts Dealers
Furniture & Home Furnishings Stores
Electronics & Appliance Stores
Bldg Materials, Garden Equip. & Supply Stores
Food & Beverage Stores
Health & Personal Care Stores
Gasoline Stations
Clothing and Clothing Accessories Stores
Sporting Goods, Hobby, Book, and Music Stores
General Merchandise Stores
Miscellaneous Store Retailers
Nonstore Retailers
Food Services & Drinking Places

2017 Leakage/Surplus Factor by Industry Group

Automobile Dealers
Other Motor Vehicle Dealers
Auto Parts, Accessories, and Tire Stores
Furniture Stores
Home Furnishings Stores
Electronics & Appliance Stores
Building Material and Supplies Dealers
Lawn and Garden Equipment and Supplies Stores
Grocery Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Health & Personal Care Stores
Gasoline Stations
Clothing Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Book, Periodical, and Music Stores
Department Stores (Excluding Leased Depts.)
Other General Merchandise Stores
Florists
Office Supplies, Stationery, and Gift Stores
Used Merchandise Stores
Other Miscellaneous Store Retailers
Electronic Shopping and Mail-Order Houses
Vending Machine Operators
Direct Selling Establishments
Special Food Services
Drinking Places (Alcoholic Beverages)
Restaurants/Other Eating Places

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June 15, 2018
### Summary Demographics

- **2018 Population**: 373,093
- **2018 Households**: 194,612
- **2018 Median Disposable Income**: $59,676
- **2018 Per Capita Income**: $63,062

#### 2017 Industry Summary

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-45,722 Total Retail Trade and Food &amp; Drink</td>
<td>$9,887,998,070</td>
<td>$11,145,852,226</td>
<td>-$1,257,854,156</td>
<td>-6.0</td>
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<td>44-45 Total Retail Trade</td>
<td>$8,815,344,839</td>
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<td>$2,485,596,811</td>
<td>-$1,412,943,580</td>
<td>-39.7</td>
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#### 2017 Industry Group

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</thead>
<tbody>
<tr>
<td>441</td>
<td>$1,778,758,050</td>
<td>$658,744,687</td>
<td>$1,120,013,363</td>
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<td>$1,341,324,266</td>
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<td>$1,177,900,638</td>
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<tr>
<td>4421</td>
<td>$1,612,800,716</td>
<td>$195,478,858</td>
<td>$1,017,321,858</td>
<td>27.2</td>
<td>92</td>
</tr>
<tr>
<td>441</td>
<td>$1,612,800,716</td>
<td>$195,478,858</td>
<td>$1,017,321,858</td>
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<td>27.2</td>
<td>92</td>
</tr>
</tbody>
</table>

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 data 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.


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2017 Leakage/Surplus Factor by Industry Subsector

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Building Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

2017 Leakage/Surplus Factor by Industry Group

- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Special Food Services
- Drinking Places (Alcoholic Beverages)
- Restaurants/Other Eating Places

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## Summary Demographics

- **2018 Population**: 853,482
- **2018 Households**: 387,951
- **2018 Median Disposable Income**: $51,417
- **2018 Per Capita Income**: $47,590

### 2017 Industry Summary

<table>
<thead>
<tr>
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<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
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</thead>
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<td>44-26</td>
<td>$20,278,507</td>
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<td>$143,090,196</td>
<td>$20,045,582</td>
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<td>216</td>
</tr>
<tr>
<td>44-20</td>
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<td>$428,727,562</td>
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<tr>
<td>44-19</td>
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<td>44-18</td>
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<td>$17,507,907,130</td>
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<td>$-1,891,396,717</td>
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<td>3,551</td>
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<td>44-13</td>
<td>$1,891,396,717</td>
<td>$1,761,294,229</td>
<td>$-1,781,294,229</td>
<td>-22.4</td>
<td>3,551</td>
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</tbody>
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### 2017 Industry Group

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<tr>
<td>44-45</td>
<td>$2,704,474,959</td>
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<tr>
<td>44-43</td>
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<td>44-42</td>
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<td>$-1,781,294,229</td>
<td>-22.4</td>
<td>3,551</td>
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2017 Leakage/Surplus Factor by Industry Subsector

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- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Building Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

2017 Leakage/Surplus Factor by Industry Group

- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Special Food Services
- Drinking Places (Alcoholic Beverages)
- Restaurants/Other Eating Places

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