

Summary Demographics

2020 Population	2,009,703
2020 Households	711,859
2020 Median Disposable Income	\$46,238
2020 Per Capita Income	\$26,909

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$24,611,758,531	\$29,882,712,181	-\$5,270,953,650	-9.7	11,614
Total Retail Trade	44-45	\$22,122,313,560	\$26,633,959,929	-\$4,511,646,369	-9.3	7,658
Total Food & Drink	722	\$2,489,444,971	\$3,248,752,251	-\$759,307,280	-13.2	3,956
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,772,121,857	\$6,379,198,855	-\$1,607,076,998	-14.4	1,144
Automobile Dealers	4411	\$3,843,291,898	\$5,591,010,189	-\$1,747,718,291	-18.5	605
Other Motor Vehicle Dealers	4412	\$507,056,780	\$356,949,369	\$150,107,411	17.4	114
Auto Parts, Accessories & Tire Stores	4413	\$421,773,179	\$431,239,297	-\$9,466,118	-1.1	425
Furniture & Home Furnishings Stores	442	\$776,259,163	\$936,397,539	-\$160,138,376	-9.4	398
Furniture Stores	4421	\$455,699,268	\$570,093,033	-\$114,393,765	-11.2	221
Home Furnishings Stores	4422	\$320,559,895	\$366,304,506	-\$45,744,611	-6.7	177
Electronics & Appliance Stores	443	\$811,880,250	\$708,688,953	\$103,191,297	6.8	343
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,410,600,016	\$1,272,056,299	\$138,543,717	5.2	528
Bldg Material & Supplies Dealers	4441	\$1,331,915,394	\$1,174,786,657	\$157,128,737	6.3	436
Lawn & Garden Equip & Supply Stores	4442	\$78,684,622	\$97,269,642	-\$18,585,020	-10.6	92
Food & Beverage Stores	445	\$4,014,625,597	\$4,820,945,935	-\$806,320,338	-9.1	962
Grocery Stores	4451	\$3,640,134,611	\$4,443,352,621	-\$803,218,010	-9.9	614
Specialty Food Stores	4452	\$170,669,055	\$185,147,471	-\$14,478,416	-4.1	208
Beer, Wine & Liquor Stores	4453	\$203,821,931	\$192,445,843	\$11,376,088	2.9	140
Health & Personal Care Stores	446,4461	\$1,255,379,395	\$1,666,023,128	-\$410,643,733	-14.1	682
Gasoline Stations	447,4471	\$2,218,117,571	\$1,982,886,338	\$235,231,233	5.6	433
Clothing & Clothing Accessories Stores	448	\$1,021,190,637	\$1,541,871,491	-\$520,680,854	-20.3	1,067
Clothing Stores	4481	\$675,894,657	\$1,119,432,437	-\$443,537,780	-24.7	674
Shoe Stores	4482	\$143,871,710	\$235,630,568	-\$91,758,858	-24.2	172
Jewelry, Luggage & Leather Goods Stores	4483	\$201,424,270	\$186,808,486	\$14,615,784	3.8	221
Sporting Goods, Hobby, Book & Music Stores	451	\$764,851,426	\$777,313,401	-\$12,461,975	-0.8	427
Sporting Goods/Hobby/Musical Instr Stores	4511	\$681,057,982	\$723,131,410	-\$42,073,428	-3.0	353
Book, Periodical & Music Stores	4512	\$83,793,443	\$54,181,991	\$29,611,452	21.5	74
General Merchandise Stores	452	\$3,881,756,992	\$5,214,713,436	-\$1,332,956,444	-14.7	441
Department Stores Excluding Leased Depts.	4521	\$2,703,052,172	\$3,779,307,567	-\$1,076,255,395	-16.6	163
Other General Merchandise Stores	4529	\$1,178,704,821	\$1,435,405,869	-\$256,701,048	-9.8	278
Miscellaneous Store Retailers	453	\$863,245,850	\$933,973,548	-\$70,727,698	-3.9	1,084
Florists	4531	\$36,317,661	\$35,868,501	\$449,160	0.6	130
Office Supplies, Stationery & Gift Stores	4532	\$188,000,081	\$229,539,516	-\$41,539,435	-9.9	277
Used Merchandise Stores	4533	\$149,438,150	\$209,595,916	-\$60,157,766	-16.8	195
Other Miscellaneous Store Retailers	4539	\$489,489,958	\$458,969,615	\$30,520,343	3.2	482
Nonstore Retailers	454	\$332,284,805	\$399,891,006	-\$67,606,201	-9.2	149
Electronic Shopping & Mail-Order Houses	4541	\$242,960,165	\$249,080,071	-\$6,119,906	-1.2	51
Vending Machine Operators	4542	\$19,967,717	\$54,851,115	-\$34,883,398	-46.6	30
Direct Selling Establishments	4543	\$69,356,922	\$95,959,820	-\$26,602,898	-16.1	68
Food Services & Drinking Places	722	\$2,489,444,971	\$3,248,752,251	-\$759,307,280	-13.2	3,956
Special Food Services	7223	\$29,343,188	\$42,406,612	-\$13,063,424	-18.2	98
Drinking Places - Alcoholic Beverages	7224	\$90,699,707	\$134,871,903	-\$44,172,196	-19.6	276
Restaurants/Other Eating Places	7225	\$2,369,402,077	\$3,071,473,736	-\$702,071,659	-12.9	3,582

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.

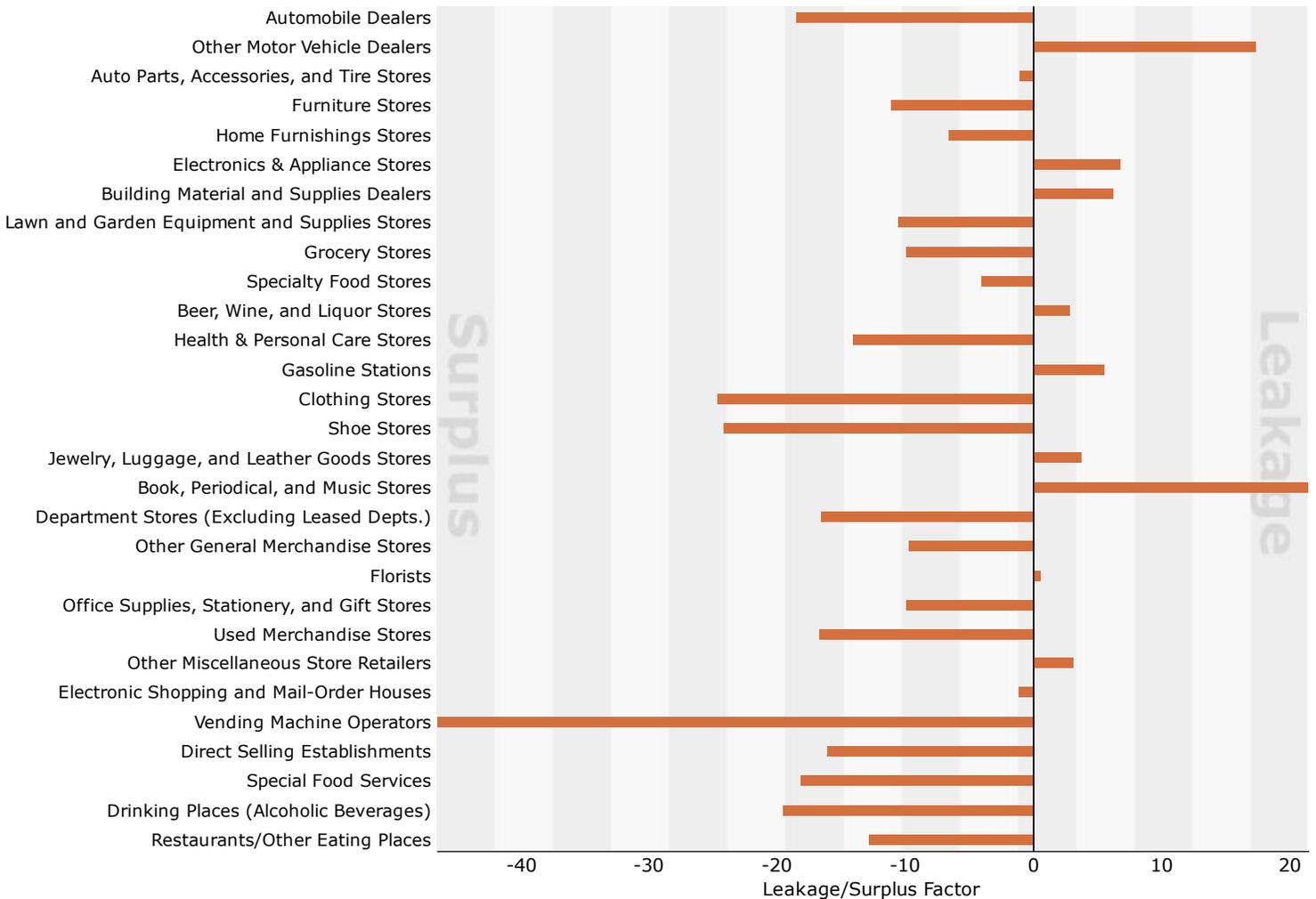
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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