



Retail MarketPlace Profile

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 Geography: Census Tract

Summary Demographics

2012 Population	3,962
2012 Households	1,597
2012 Median Disposable Income	\$30,649
2012 Per Capita Income	\$21,759

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	\$34,931,572	\$6,047,434	\$28,884,138	70.5	26
Total Retail Trade	44-45	\$31,278,466	\$4,839,311	\$26,439,155	73.2	19
Total Food & Drink	722	\$3,653,106	\$1,208,123	\$2,444,983	50.3	7

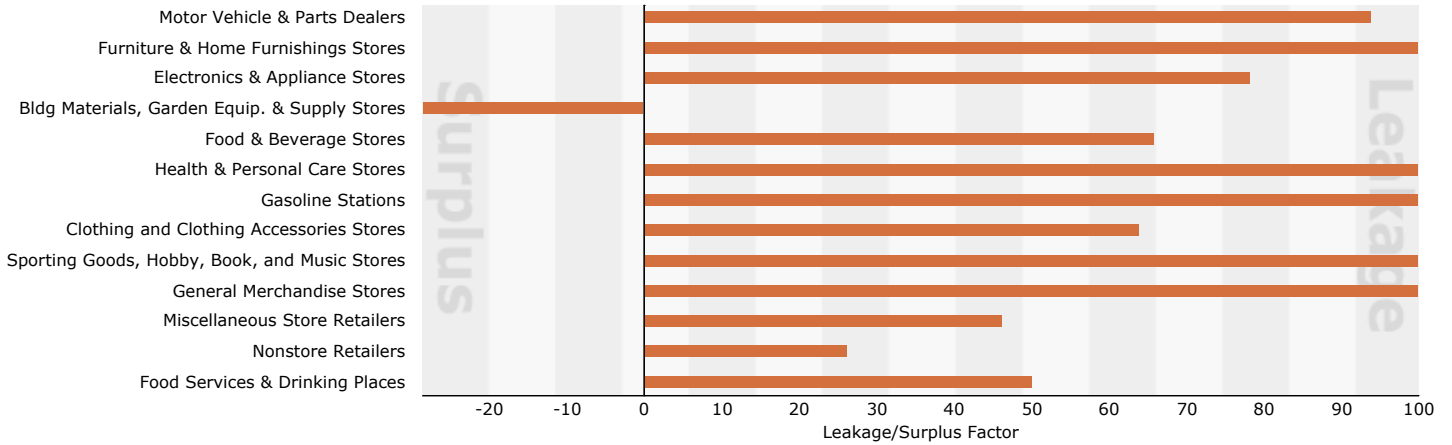
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,019,431	\$188,525	\$5,830,906	93.9	1
Automobile Dealers	4411	\$5,306,996	\$188,525	\$5,118,471	93.1	1
Other Motor Vehicle Dealers	4412	\$282,434	\$0	\$282,434	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$430,001	\$0	\$430,001	100.0	0
Furniture & Home Furnishings Stores	442	\$722,005	\$0	\$722,005	100.0	0
Furniture Stores	4421	\$405,767	\$0	\$405,767	100.0	0
Home Furnishings Stores	4422	\$316,238	\$0	\$316,238	100.0	0
Electronics & Appliance Stores	4431	\$988,858	\$119,722	\$869,136	78.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$684,241	\$1,232,325	-\$548,084	-28.6	1
Bldg Material & Supplies Dealers	4441	\$573,028	\$1,232,325	-\$659,297	-36.5	1
Lawn & Garden Equip & Supply Stores	4442	\$111,213	\$0	\$111,213	100.0	0
Food & Beverage Stores	445	\$6,514,130	\$1,341,312	\$5,172,818	65.9	5
Grocery Stores	4451	\$5,754,769	\$1,062,321	\$4,692,448	68.8	3
Specialty Food Stores	4452	\$125,696	\$86,869	\$38,827	18.3	1
Beer, Wine & Liquor Stores	4453	\$633,665	\$192,122	\$441,543	53.5	1
Health & Personal Care Stores	446,4461	\$2,866,610	\$0	\$2,866,610	100.0	0
Gasoline Stations	447,4471	\$3,123,092	\$0	\$3,123,092	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,269,713	\$499,254	\$1,770,459	63.9	4
Clothing Stores	4481	\$1,703,852	\$429,543	\$1,274,309	59.7	3
Shoe Stores	4482	\$292,035	\$0	\$292,035	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$273,826	\$69,711	\$204,115	59.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$850,374	\$0	\$850,374	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$670,855	\$0	\$670,855	100.0	0
Book, Periodical & Music Stores	4512	\$179,519	\$0	\$179,519	100.0	0
General Merchandise Stores	452	\$4,387,271	\$0	\$4,387,271	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,359,481	\$0	\$2,359,481	100.0	0
Other General Merchandise Stores	4529	\$2,027,790	\$0	\$2,027,790	100.0	0
Miscellaneous Store Retailers	453	\$968,517	\$355,136	\$613,381	46.3	6
Florists	4531	\$34,339	\$64,430	-\$30,091	-30.5	1
Office Supplies, Stationery & Gift Stores	4532	\$282,116	\$0	\$282,116	100.0	0
Used Merchandise Stores	4533	\$63,132	\$166,737	-\$103,605	-45.1	3
Other Miscellaneous Store Retailers	4539	\$588,930	\$123,969	\$464,961	65.2	2
Nonstore Retailers	454	\$1,884,224	\$1,103,037	\$781,187	26.2	1
Electronic Shopping & Mail-Order Houses	4541	\$1,368,132	\$0	\$1,368,132	100.0	0
Vending Machine Operators	4542	\$74,360	\$0	\$74,360	100.0	0
Direct Selling Establishments	4543	\$441,732	\$1,103,037	-\$661,305	-42.8	1
Food Services & Drinking Places	722	\$3,653,106	\$1,208,123	\$2,444,983	50.3	7
Full-Service Restaurants	7221	\$1,566,688	\$57,893	\$1,508,795	92.9	1
Limited-Service Eating Places	7222	\$1,704,721	\$970,435	\$734,286	27.4	4
Special Food Services	7223	\$295,901	\$0	\$295,901	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$85,796	\$179,795	-\$93,999	-35.4	2

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 view the methodology statement at <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

