

APS57510

Latitude: 37.09598
Longitude: -93.512408

Ring: 5 miles radius

Summary Demographics

2010 Population	19,928
2010 Households	7,724
2010 Median Disposable Income	\$38,878
2010 Per Capita Income	\$21,282

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)	\$153,296,282	\$144,866,824	\$8,429,458	2.8	127
Total Retail Trade (NAICS 44-45)	\$130,418,581	\$121,909,418	\$8,509,163	3.4	96
Total Food & Drink (NAICS 722)	\$22,877,701	\$22,957,406	\$-79,705	-0.2	31

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$32,697,614	\$39,527,711	\$-6,830,097	-9.5	23
Automobile Dealers (NAICS 4411)	\$27,825,305	\$37,439,917	\$-9,614,612	-14.7	13
Other Motor Vehicle Dealers (NAICS 4412)	\$2,795,009	\$247,845	\$2,547,164	83.7	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,077,300	\$1,839,949	\$237,351	6.1	9
Furniture & Home Furnishings Stores (NAICS 442)	\$3,844,882	\$2,024,443	\$1,820,439	31.0	9
Furniture Stores (NAICS 4421)	\$2,427,003	\$605,336	\$1,821,667	60.1	2
Home Furnishings Stores (NAICS 4422)	\$1,417,879	\$1,419,107	\$-1,228	0.0	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,864,227	\$79,588	\$3,784,639	96.0	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,446,884	\$12,893,967	\$-7,447,083	-40.6	10
Building Material and Supplies Dealers (NAICS 4441)	\$4,798,561	\$12,720,126	\$-7,921,565	-45.2	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$648,323	\$173,841	\$474,482	57.7	2
Food & Beverage Stores (NAICS 445)	\$18,115,552	\$1,108,713	\$17,006,839	88.5	2
Grocery Stores (NAICS 4451)	\$17,208,593	\$1,099,551	\$16,109,042	88.0	2
Specialty Food Stores (NAICS 4452)	\$294,002	\$9,162	\$284,840	94.0	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$612,957	\$0	\$612,957	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,191,346	\$1,864,398	\$3,326,948	47.2	5
Gasoline Stations (NAICS 447/4471)	\$23,933,221	\$33,778,520	\$-9,845,299	-17.1	9
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,266,373	\$705,176	\$3,561,197	71.6	4
Clothing Stores (NAICS 4481)	\$3,310,060	\$705,176	\$2,604,884	64.9	4
Shoe Stores (NAICS 4482)	\$312,754	\$0	\$312,754	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$643,559	\$0	\$643,559	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,626,466	\$303,085	\$2,323,381	79.3	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,728,422	\$303,085	\$1,425,337	70.2	7
Book, Periodical, and Music Stores (NAICS 4512)	\$898,044	\$0	\$898,044	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

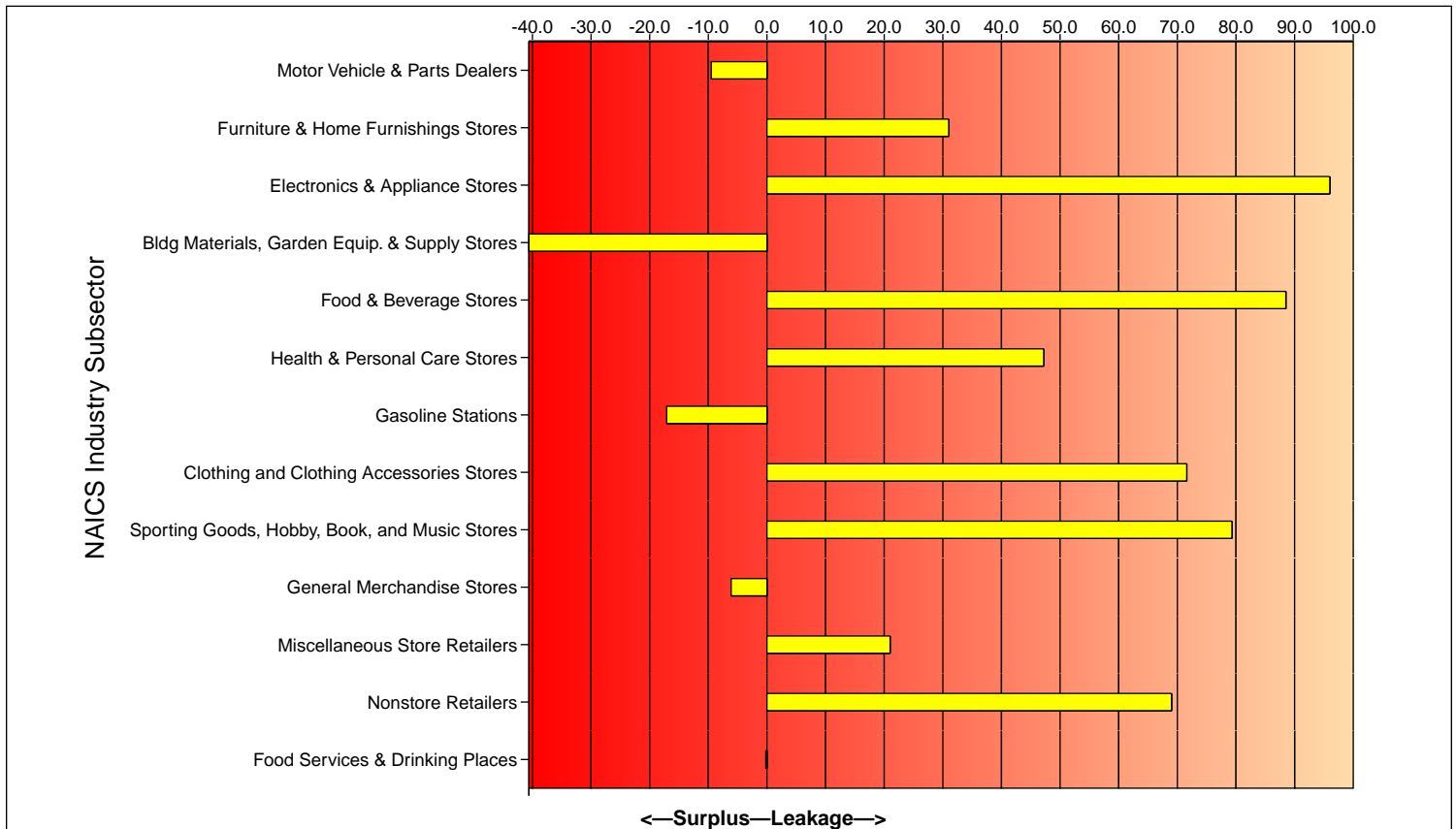
APS57510

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Ring: 5 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$24,072,296	\$27,181,224	\$-3,108,928	-6.1	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$13,021,374	\$22,698,675	\$-9,677,301	-27.1	2
Other General Merchandise Stores (NAICS 4529)	\$11,050,922	\$4,482,549	\$6,568,373	42.3	2
Miscellaneous Store Retailers (NAICS 453)	\$2,713,912	\$1,772,757	\$941,155	21.0	21
Florists (NAICS 4531)	\$294,095	\$200,563	\$93,532	18.9	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$731,864	\$204,541	\$527,323	56.3	6
Used Merchandise Stores (NAICS 4533)	\$325,755	\$198,531	\$127,224	24.3	7
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,362,198	\$1,169,122	\$193,076	7.6	7
Nonstore Retailers (NAICS 454)	\$3,645,808	\$669,836	\$2,975,972	69.0	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$542,982	\$0	\$542,982	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,299,604	\$316,454	\$983,150	60.8	1
Direct Selling Establishments (NAICS 4543)	\$1,803,222	\$353,382	\$1,449,840	67.2	1
Food Services & Drinking Places (NAICS 722)	\$22,877,701	\$22,957,406	\$-79,705	-0.2	31
Full-Service Restaurants (NAICS 7221)	\$8,608,089	\$7,299,356	\$1,308,733	8.2	16
Limited-Service Eating Places (NAICS 7222)	\$11,555,750	\$15,364,881	\$-3,809,131	-14.1	13
Special Food Services (NAICS 7223)	\$1,096,328	\$0	\$1,096,328	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,617,534	\$293,169	\$1,324,365	69.3	2

Leakage/Surplus Factor by Industry Subsector



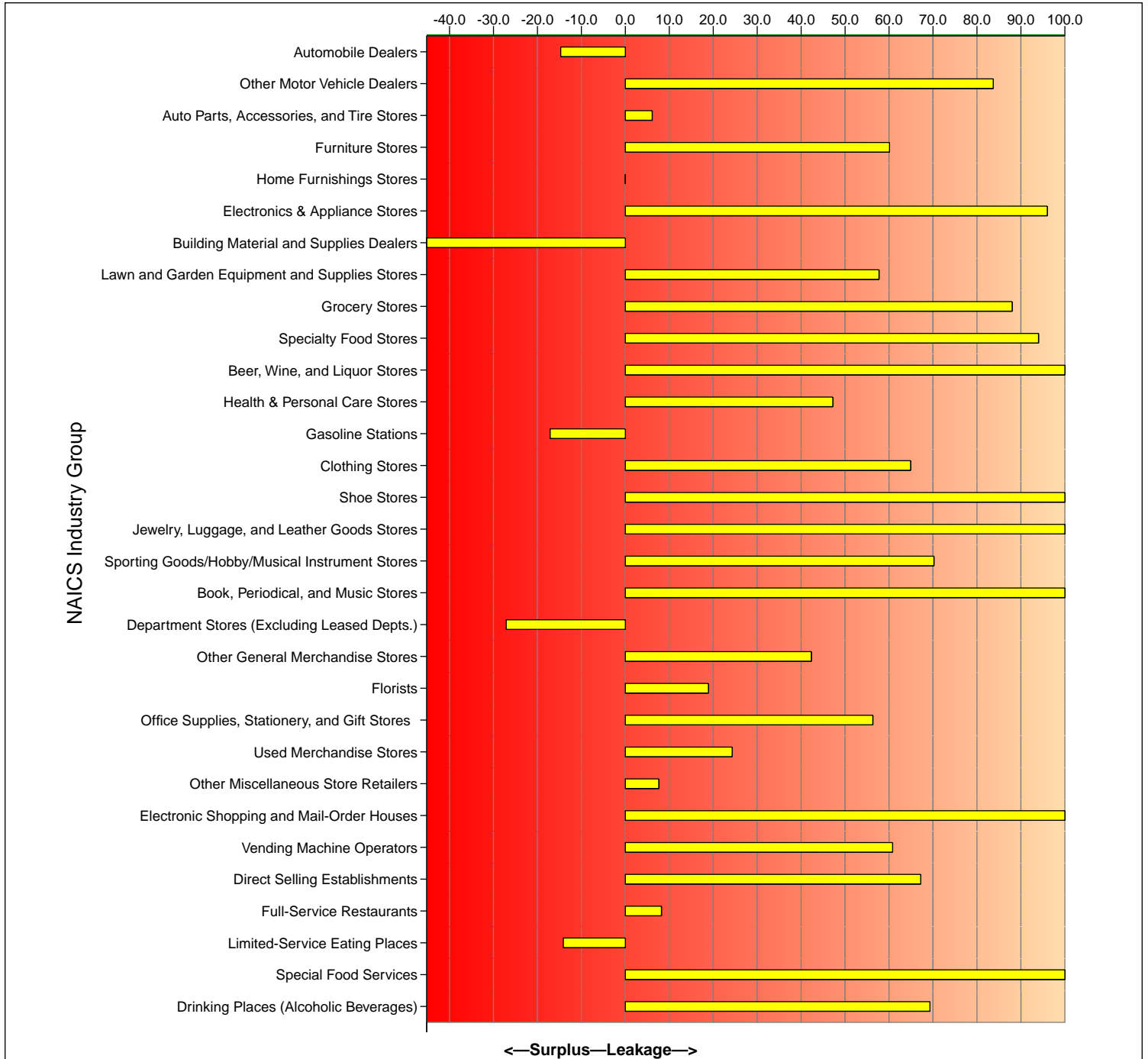
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Ring: 5 miles radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup

APS57510

Latitude: 37.09598
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Ring: 7.5 miles radius

Summary Demographics

2010 Population	26,466
2010 Households	10,241
2010 Median Disposable Income	\$39,031
2010 Per Capita Income	\$21,518

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)	\$208,566,568	\$182,487,665	\$26,078,903	6.7	155
Total Retail Trade (NAICS 44-45)	\$177,544,168	\$156,466,165	\$21,078,003	6.3	118
Total Food & Drink (NAICS 722)	\$31,022,400	\$26,021,500	\$5,000,900	8.8	37

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$44,519,432	\$58,170,810	\$-13,651,378	-13.3	29
Automobile Dealers (NAICS 4411)	\$37,853,553	\$54,328,147	\$-16,474,594	-17.9	16
Other Motor Vehicle Dealers (NAICS 4412)	\$3,843,787	\$1,571,724	\$2,272,063	42.0	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,822,092	\$2,270,939	\$551,153	10.8	12
Furniture & Home Furnishings Stores (NAICS 442)	\$5,170,960	\$2,108,714	\$3,062,246	42.1	9
Furniture Stores (NAICS 4421)	\$3,252,227	\$638,184	\$2,614,043	67.2	2
Home Furnishings Stores (NAICS 4422)	\$1,918,733	\$1,470,530	\$448,203	13.2	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,136,257	\$339,204	\$4,797,053	87.6	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$7,444,422	\$16,537,732	\$-9,093,310	-37.9	14
Building Material and Supplies Dealers (NAICS 4441)	\$6,574,558	\$16,240,236	\$-9,665,678	-42.4	11
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$869,864	\$297,496	\$572,368	49.0	3
Food & Beverage Stores (NAICS 445)	\$23,905,044	\$2,876,429	\$21,028,615	78.5	6
Grocery Stores (NAICS 4451)	\$22,704,126	\$2,838,547	\$19,865,579	77.8	5
Specialty Food Stores (NAICS 4452)	\$414,523	\$36,647	\$377,876	83.8	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$786,395	\$1,235	\$785,160	99.7	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,870,615	\$1,935,430	\$4,935,185	56.0	6
Gasoline Stations (NAICS 447/4471)	\$32,715,168	\$41,866,146	\$-9,150,978	-12.3	10
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,544,662	\$866,140	\$4,678,522	73.0	5
Clothing Stores (NAICS 4481)	\$4,290,727	\$866,140	\$3,424,587	66.4	5
Shoe Stores (NAICS 4482)	\$387,638	\$0	\$387,638	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$866,297	\$0	\$866,297	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,314,846	\$310,384	\$3,004,462	82.9	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,180,566	\$310,384	\$1,870,182	75.1	7
Book, Periodical, and Music Stores (NAICS 4512)	\$1,134,280	\$0	\$1,134,280	100.0	0

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Source: ESRI and Infogroup

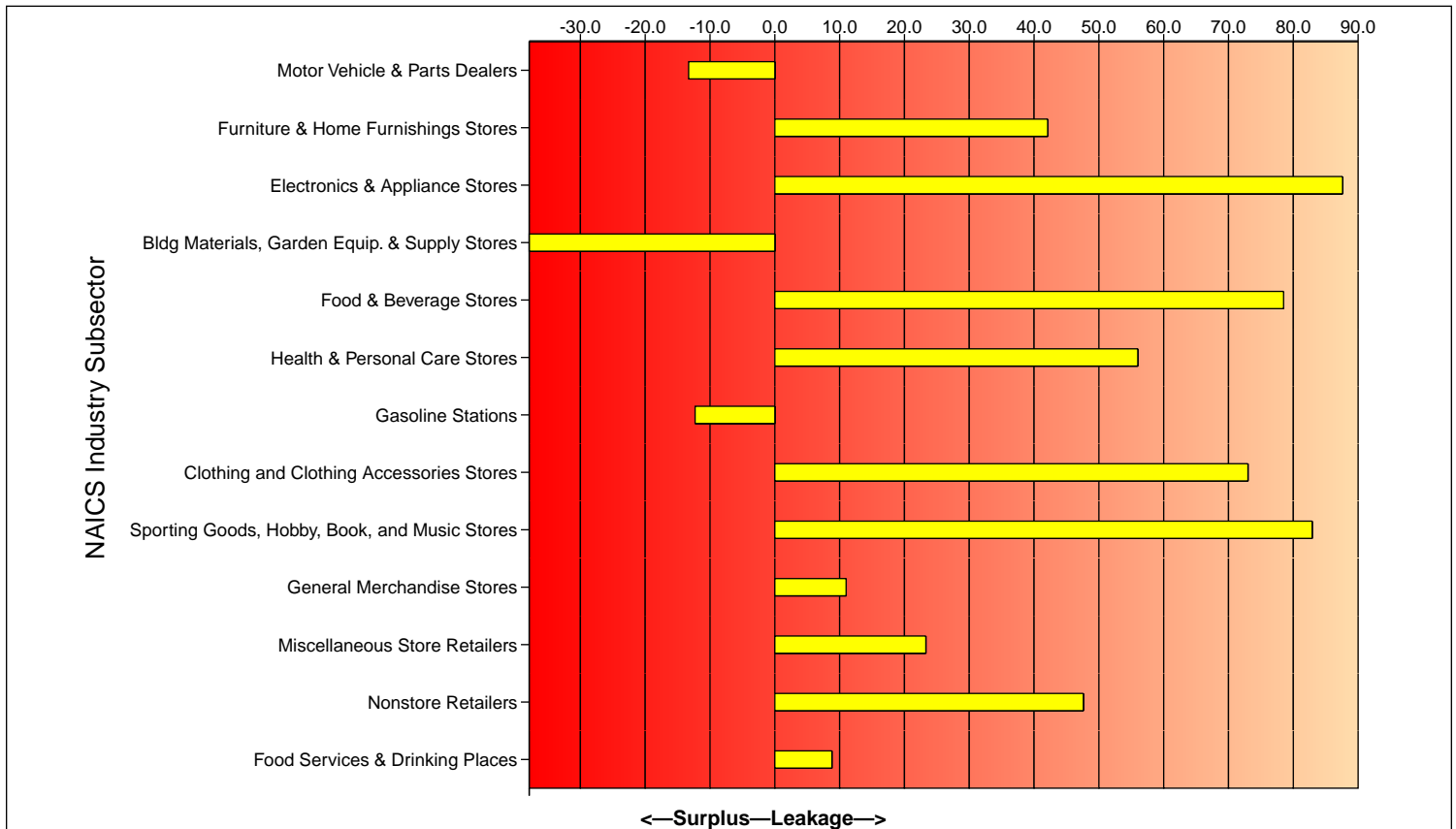
APS57510

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Ring: 7.5 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$34,141,472	\$27,354,274	\$6,787,198	11.0	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$18,308,524	\$22,838,639	\$-4,530,115	-11.0	2
Other General Merchandise Stores (NAICS 4529)	\$15,832,948	\$4,515,635	\$11,317,313	55.6	2
Miscellaneous Store Retailers (NAICS 453)	\$3,674,123	\$2,286,660	\$1,387,463	23.3	24
Florists (NAICS 4531)	\$392,983	\$203,757	\$189,226	31.7	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$976,666	\$247,483	\$729,183	59.6	7
Used Merchandise Stores (NAICS 4533)	\$481,622	\$216,530	\$265,092	38.0	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,822,852	\$1,618,890	\$203,962	5.9	8
Nonstore Retailers (NAICS 454)	\$5,107,167	\$1,814,242	\$3,292,925	47.6	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$789,286	\$84,261	\$705,025	80.7	1
Vending Machine Operators (NAICS 4542)	\$1,740,870	\$316,454	\$1,424,416	69.2	1
Direct Selling Establishments (NAICS 4543)	\$2,577,011	\$1,413,527	\$1,163,484	29.2	2
Food Services & Drinking Places (NAICS 722)	\$31,022,400	\$26,021,500	\$5,000,900	8.8	37
Full-Service Restaurants (NAICS 7221)	\$12,089,652	\$8,258,371	\$3,831,281	18.8	21
Limited-Service Eating Places (NAICS 7222)	\$15,387,420	\$17,306,659	\$-1,919,239	-5.9	14
Special Food Services (NAICS 7223)	\$1,420,917	\$83,691	\$1,337,226	88.9	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,124,411	\$372,779	\$1,751,632	70.1	2

Leakage/Surplus Factor by Industry Subsector

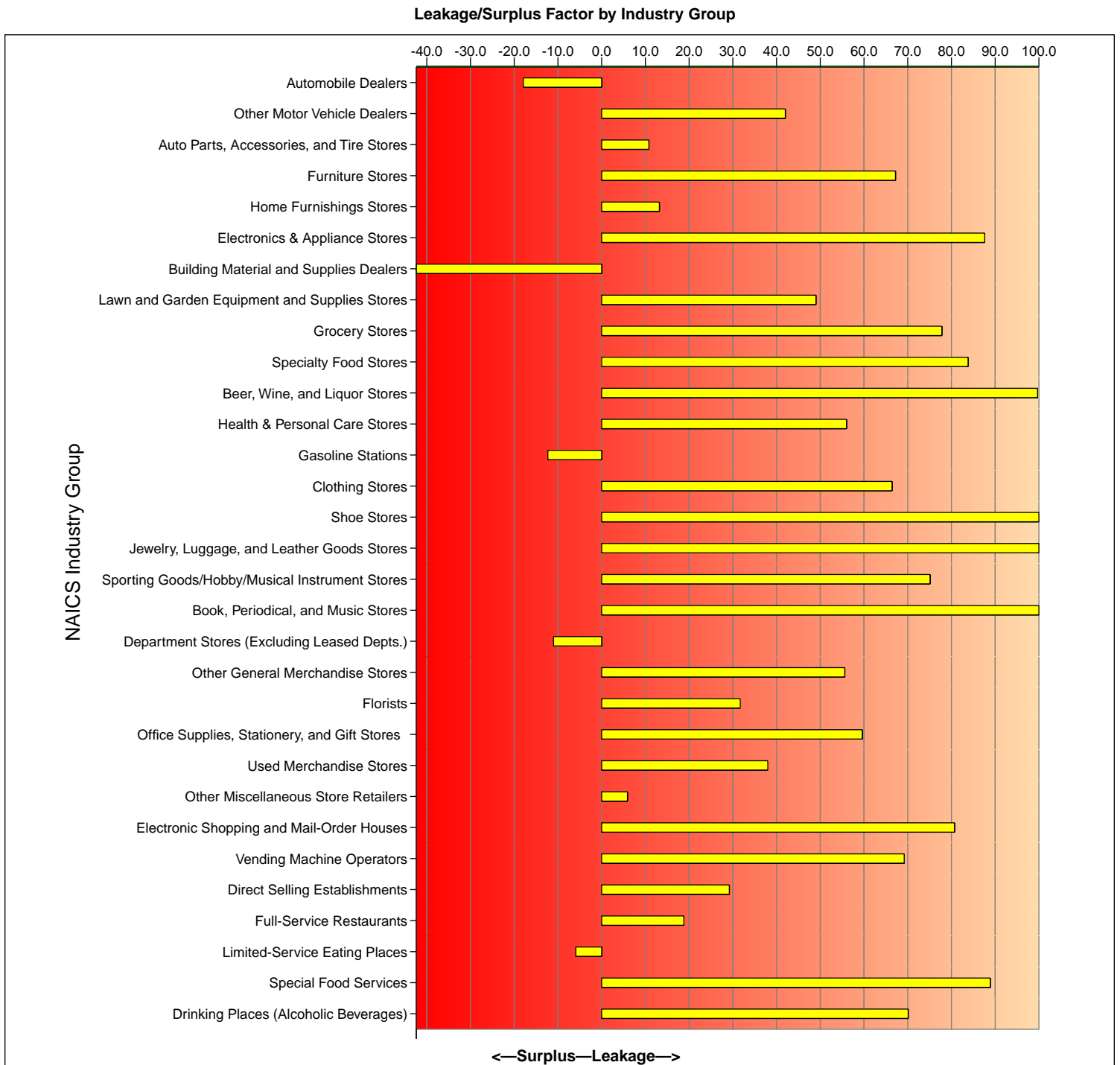


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Ring: 7.5 miles radius



Source: ESRI and Infogroup

APS57510

Latitude: 37.09598
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Ring: 10 miles radius

Summary Demographics

2010 Population	54,751
2010 Households	21,131
2010 Median Disposable Income	\$41,564
2010 Per Capita Income	\$22,843

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)	\$467,367,037	\$245,282,264	\$222,084,773	31.2	240
Total Retail Trade (NAICS 44-45)	\$397,716,142	\$214,284,014	\$183,432,128	30.0	190
Total Food & Drink (NAICS 722)	\$69,650,895	\$30,998,250	\$38,652,645	38.4	50

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$99,818,272	\$65,208,007	\$34,610,265	21.0	35
Automobile Dealers (NAICS 4411)	\$85,303,632	\$55,547,389	\$29,756,243	21.1	18
Other Motor Vehicle Dealers (NAICS 4412)	\$8,183,400	\$6,296,490	\$1,886,910	13.0	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,331,240	\$3,364,128	\$2,967,112	30.6	14
Furniture & Home Furnishings Stores (NAICS 442)	\$12,120,134	\$2,754,319	\$9,365,815	63.0	11
Furniture Stores (NAICS 4421)	\$7,710,131	\$917,392	\$6,792,739	78.7	2
Home Furnishings Stores (NAICS 4422)	\$4,410,003	\$1,836,927	\$2,573,076	41.2	9
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$12,014,469	\$1,613,364	\$10,401,105	76.3	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$16,998,970	\$21,632,780	\$-4,633,810	-12.0	23
Building Material and Supplies Dealers (NAICS 4441)	\$15,087,936	\$20,047,731	\$-4,959,795	-14.1	16
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,911,034	\$1,585,049	\$325,985	9.3	7
Food & Beverage Stores (NAICS 445)	\$55,060,197	\$9,753,154	\$45,307,043	69.9	14
Grocery Stores (NAICS 4451)	\$52,317,663	\$9,656,666	\$42,660,997	68.8	12
Specialty Food Stores (NAICS 4452)	\$821,953	\$44,663	\$777,290	89.7	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,920,581	\$51,825	\$1,868,756	94.7	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$15,299,662	\$2,891,173	\$12,408,489	68.2	8
Gasoline Stations (NAICS 447/4471)	\$72,772,245	\$61,590,279	\$11,181,966	8.3	16
Clothing and Clothing Accessories Stores (NAICS 448)	\$13,640,783	\$1,404,770	\$12,236,013	81.3	12
Clothing Stores (NAICS 4481)	\$10,598,189	\$1,176,151	\$9,422,038	80.0	9
Shoe Stores (NAICS 4482)	\$956,429	\$0	\$956,429	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,086,165	\$228,619	\$1,857,546	80.2	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$8,215,566	\$710,840	\$7,504,726	84.1	13
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,390,838	\$703,159	\$4,687,679	76.9	13
Book, Periodical, and Music Stores (NAICS 4512)	\$2,824,728	\$7,681	\$2,817,047	99.5	1

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.

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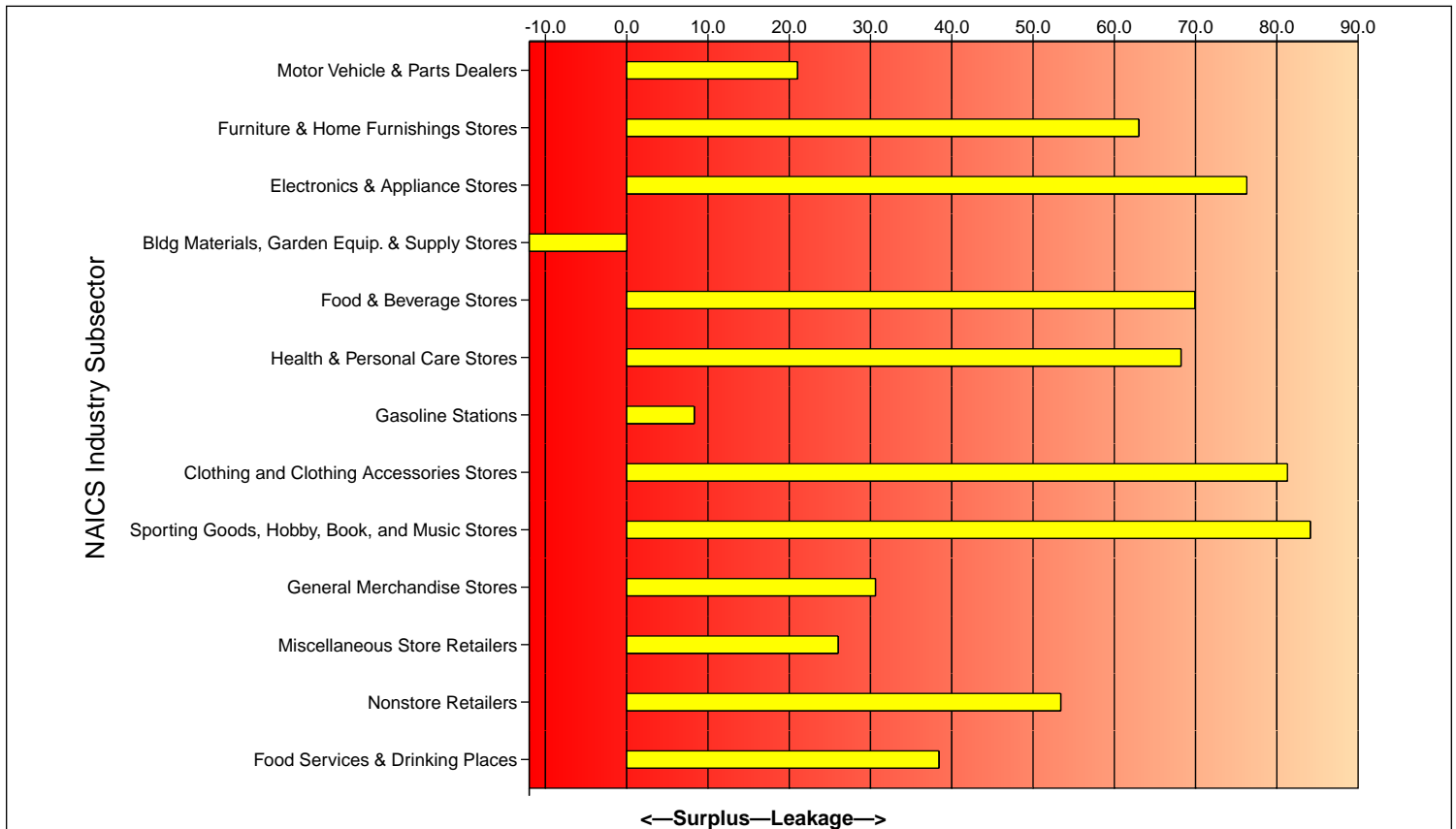
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Ring: 10 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$72,959,650	\$38,749,422	\$34,210,228	30.6	6
Department Stores Excluding Leased Depts.(NAICS 4521)	\$38,290,709	\$28,315,822	\$9,974,887	15.0	2
Other General Merchandise Stores (NAICS 4529)	\$34,668,941	\$10,433,600	\$24,235,341	53.7	4
Miscellaneous Store Retailers (NAICS 453)	\$8,002,941	\$4,695,236	\$3,307,705	26.0	42
Florists (NAICS 4531)	\$887,185	\$324,451	\$562,734	46.4	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,329,760	\$1,012,517	\$1,317,243	39.4	10
Used Merchandise Stores (NAICS 4533)	\$944,427	\$315,346	\$629,081	49.9	12
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,841,569	\$3,042,922	\$798,647	11.6	16
Nonstore Retailers (NAICS 454)	\$10,813,253	\$3,280,670	\$7,532,583	53.4	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,682,527	\$1,086,522	\$596,005	21.5	1
Vending Machine Operators (NAICS 4542)	\$4,346,000	\$422,044	\$3,923,956	82.3	1
Direct Selling Establishments (NAICS 4543)	\$4,784,726	\$1,772,104	\$3,012,622	45.9	2
Food Services & Drinking Places (NAICS 722)	\$69,650,895	\$30,998,250	\$38,652,645	38.4	50
Full-Service Restaurants (NAICS 7221)	\$25,233,735	\$10,263,393	\$14,970,342	42.2	30
Limited-Service Eating Places (NAICS 7222)	\$35,980,370	\$18,985,207	\$16,995,163	30.9	16
Special Food Services (NAICS 7223)	\$3,389,883	\$1,376,871	\$2,013,012	42.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,046,907	\$372,779	\$4,674,128	86.2	2

Leakage/Surplus Factor by Industry Subsector



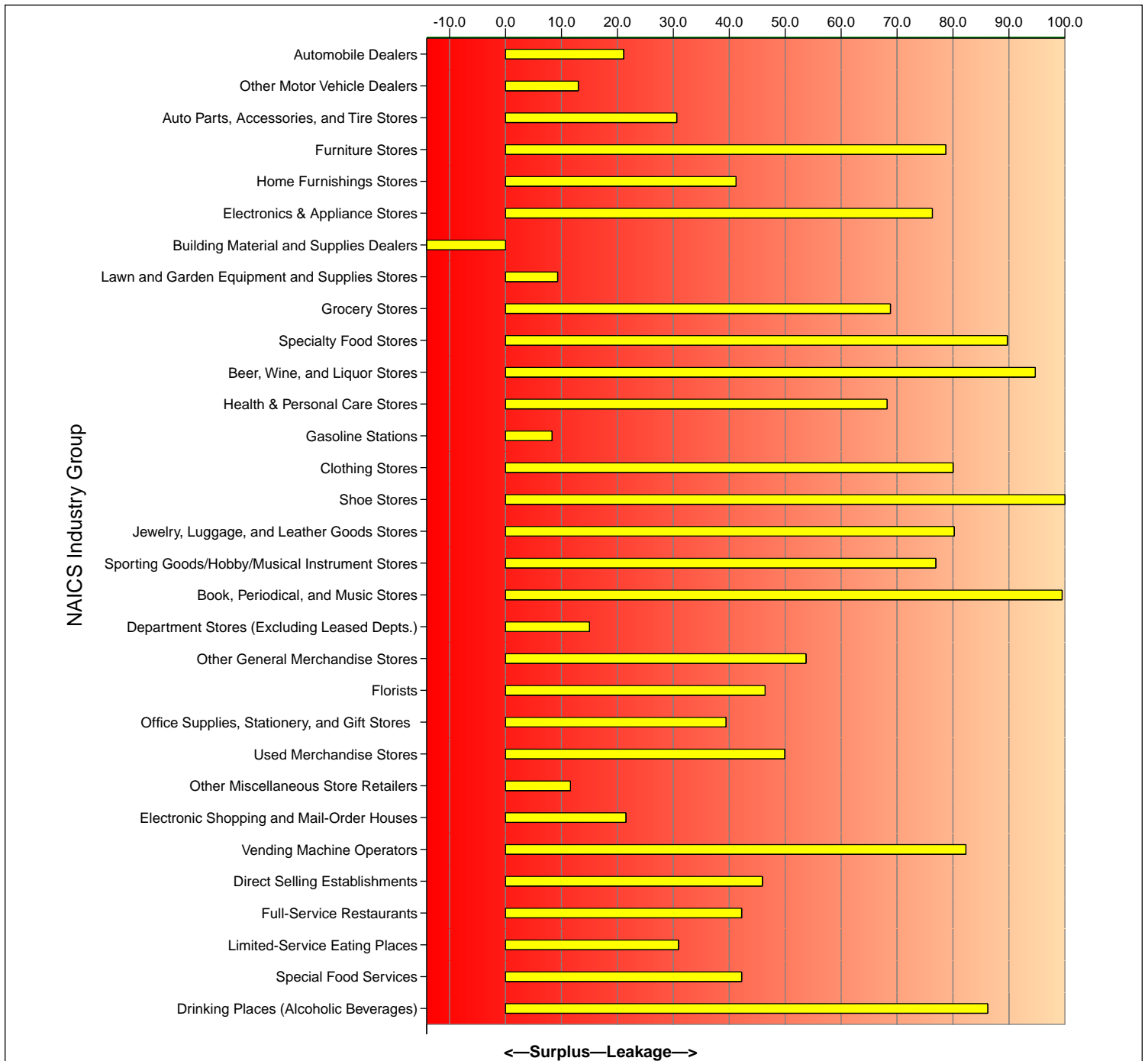
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Leakage/Surplus Factor by Industry Group



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