



# Retail MarketPlace Profile

Main Street Books  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 39.65735  
Longitude: -78.92812

## Summary Demographics

2019 Population	8,027
2019 Households	2,891
2019 Median Disposable Income	\$28,942
2019 Per Capita Income	\$17,412

## 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	\$72,316,161	\$55,469,973	\$16,846,188	13.2	53
Total Retail Trade	44-45	\$65,457,966	\$44,154,861	\$21,303,105	19.4	30
Total Food & Drink	722	\$6,858,195	\$11,315,111	-\$4,456,916	-24.5	23

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,958,244	\$3,347,429	\$10,610,815	61.3	3
Automobile Dealers	4411	\$11,881,043	\$2,514,976	\$9,366,067	65.1	2
Other Motor Vehicle Dealers	4412	\$1,038,419	\$0	\$1,038,419	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,038,782	\$832,453	\$206,329	11.0	1
Furniture & Home Furnishings Stores	442	\$2,261,223	\$0	\$2,261,223	100.0	0
Furniture Stores	4421	\$1,337,398	\$0	\$1,337,398	100.0	0
Home Furnishings Stores	4422	\$923,825	\$0	\$923,825	100.0	0
Electronics & Appliance Stores	443	\$2,467,334	\$1,895,724	\$571,610	13.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,204,236	\$807,821	\$3,396,415	67.8	2
Bldg Material & Supplies Dealers	4441	\$3,852,182	\$594,112	\$3,258,070	73.3	2
Lawn & Garden Equip & Supply Stores	4442	\$352,054	\$213,709	\$138,345	24.5	1
Food & Beverage Stores	445	\$12,346,194	\$23,911,958	-\$11,565,764	-31.9	7
Grocery Stores	4451	\$10,491,481	\$22,355,395	-\$11,863,914	-36.1	5
Specialty Food Stores	4452	\$616,146	\$127,047	\$489,099	65.8	1
Beer, Wine & Liquor Stores	4453	\$1,238,567	\$1,429,515	-\$190,948	-7.2	2
Health & Personal Care Stores	446,4461	\$4,187,326	\$4,805,277	-\$617,951	-6.9	4
Gasoline Stations	447,4471	\$6,126,690	\$0	\$6,126,690	100.0	0
Clothing & Clothing Accessories Stores	448	\$4,260,959	\$359,020	\$3,901,939	84.5	2
Clothing Stores	4481	\$2,936,452	\$250,814	\$2,685,638	84.3	2
Shoe Stores	4482	\$663,060	\$0	\$663,060	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$661,447	\$108,206	\$553,241	71.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,895,229	\$1,034,081	\$861,148	29.4	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,581,761	\$664,873	\$916,888	40.8	3
Book, Periodical & Music Stores	4512	\$313,468	\$369,208	-\$55,740	-8.2	1
General Merchandise Stores	452	\$10,612,916	\$7,418,502	\$3,194,414	17.7	3
Department Stores Excluding Leased Depts.	4521	\$6,843,251	\$5,541,301	\$1,301,950	10.5	1
Other General Merchandise Stores	4529	\$3,769,665	\$1,877,200	\$1,892,465	33.5	2
Miscellaneous Store Retailers	453	\$2,451,128	\$575,050	\$1,876,078	62.0	4
Florists	4531	\$119,242	\$231,414	-\$112,172	-32.0	1
Office Supplies, Stationery & Gift Stores	4532	\$681,159	\$71,210	\$609,949	81.1	1
Used Merchandise Stores	4533	\$223,021	\$0	\$223,021	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,427,706	\$272,427	\$1,155,279	68.0	2
Nonstore Retailers	454	\$686,486	\$0	\$686,486	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$291,989	\$0	\$291,989	100.0	0
Vending Machine Operators	4542	\$89,387	\$0	\$89,387	100.0	0
Direct Selling Establishments	4543	\$305,109	\$0	\$305,109	100.0	0
Food Services & Drinking Places	722	\$6,858,195	\$11,315,111	-\$4,456,916	-24.5	23
Special Food Services	7223	\$215,369	\$18,849	\$196,520	83.9	1
Drinking Places - Alcoholic Beverages	7224	\$201,028	\$372,004	-\$170,976	-29.8	3
Restaurants/Other Eating Places	7225	\$6,441,798	\$10,924,259	-\$4,482,461	-25.8	19

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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December 05, 2019

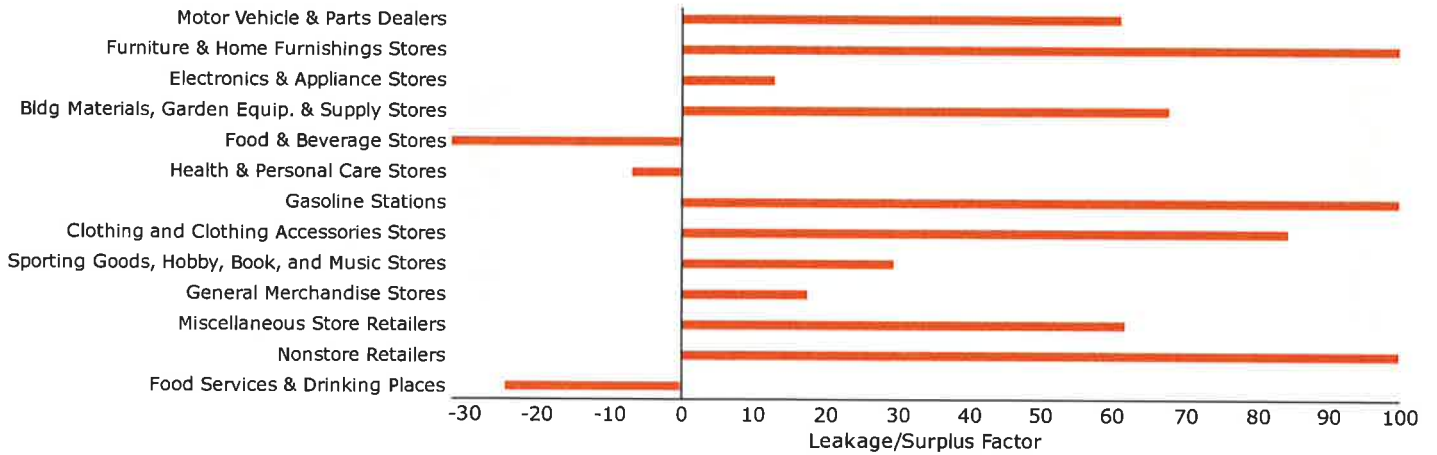


# Retail MarketPlace Profile

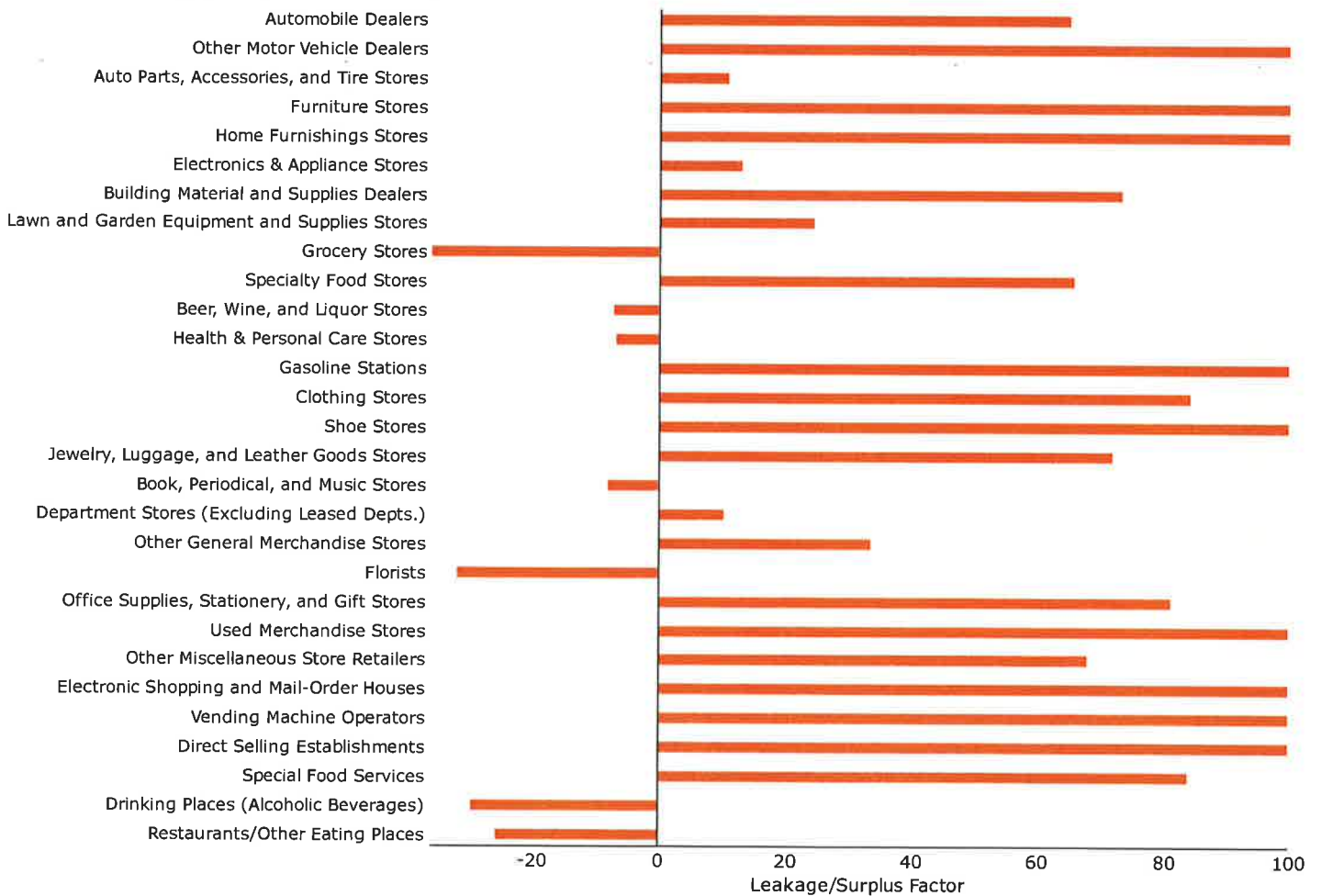
Main Street Books  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 39.65735  
 Longitude: -78.92812

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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December 05, 2019



# Retail MarketPlace Profile

Main Street Books  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 39.65735  
Longitude: -78.92812

## Summary Demographics

2019 Population	11,900
2019 Households	4,442
2019 Median Disposable Income	\$33,098
2019 Per Capita Income	\$20,383

## 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	\$120,205,487	\$95,547,443	\$24,658,044	11.4	94
Total Retail Trade	44-45	\$108,907,829	\$70,569,430	\$38,338,399	21.4	57
Total Food & Drink	722	\$11,297,659	\$24,978,013	-\$13,680,354	-37.7	37

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,302,617	\$6,369,266	\$16,933,351	57.1	6
Automobile Dealers	4411	\$19,813,137	\$3,232,568	\$16,580,569	71.9	2
Other Motor Vehicle Dealers	4412	\$1,761,766	\$0	\$1,761,766	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,727,715	\$2,364,376	-\$636,661	-15.6	3
Furniture & Home Furnishings Stores	442	\$3,750,826	\$167,040	\$3,583,786	91.5	1
Furniture Stores	4421	\$2,201,176	\$167,040	\$2,034,136	85.9	1
Home Furnishings Stores	4422	\$1,549,650	\$0	\$1,549,650	100.0	0
Electronics & Appliance Stores	443	\$4,066,012	\$2,919,077	\$1,146,935	16.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,219,687	\$6,443,362	\$776,325	5.7	5
Bldg Material & Supplies Dealers	4441	\$6,606,009	\$5,951,588	\$654,421	5.2	4
Lawn & Garden Equip & Supply Stores	4442	\$613,678	\$491,774	\$121,904	11.0	1
Food & Beverage Stores	445	\$20,438,093	\$27,159,050	-\$6,720,957	-14.1	10
Grocery Stores	4451	\$17,374,368	\$24,828,256	-\$7,453,888	-17.7	6
Specialty Food Stores	4452	\$1,019,295	\$258,065	\$761,230	59.6	1
Beer, Wine & Liquor Stores	4453	\$2,044,430	\$2,072,729	-\$28,299	-0.7	3
Health & Personal Care Stores	446,4461	\$6,995,531	\$8,050,641	-\$1,055,110	-7.0	6
Gasoline Stations	447,4471	\$10,166,325	\$0	\$10,166,325	100.0	0
Clothing & Clothing Accessories Stores	448	\$7,008,211	\$811,327	\$6,196,884	79.2	4
Clothing Stores	4481	\$4,832,842	\$536,330	\$4,296,512	80.0	2
Shoe Stores	4482	\$1,092,016	\$0	\$1,092,016	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,083,353	\$247,528	\$835,825	62.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,130,202	\$2,993,251	\$136,951	2.2	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,623,249	\$2,552,559	\$70,690	1.4	6
Book, Periodical & Music Stores	4512	\$506,953	\$440,691	\$66,262	7.0	1
General Merchandise Stores	452	\$17,579,119	\$10,161,925	\$7,417,194	26.7	3
Department Stores Excluding Leased Depts.	4521	\$11,329,123	\$7,426,400	\$3,902,723	20.8	1
Other General Merchandise Stores	4529	\$6,249,996	\$2,735,525	\$3,514,471	39.1	2
Miscellaneous Store Retailers	453	\$4,097,741	\$4,214,963	-\$117,222	-1.4	11
Florists	4531	\$205,271	\$355,385	-\$150,114	-26.8	2
Office Supplies, Stationery & Gift Stores	4532	\$1,130,715	\$1,529,328	-\$398,613	-15.0	1
Used Merchandise Stores	4533	\$365,936	\$366,394	-\$458	-0.1	1
Other Miscellaneous Store Retailers	4539	\$2,395,818	\$1,963,856	\$431,962	9.9	6
Nonstore Retailers	454	\$1,153,464	\$0	\$1,153,464	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$481,200	\$0	\$481,200	100.0	0
Vending Machine Operators	4542	\$148,016	\$0	\$148,016	100.0	0
Direct Selling Establishments	4543	\$524,248	\$0	\$524,248	100.0	0
Food Services & Drinking Places	722	\$11,297,659	\$24,978,013	-\$13,680,354	-37.7	37
Special Food Services	7223	\$359,932	\$31,415	\$328,517	83.9	1
Drinking Places - Alcoholic Beverages	7224	\$330,397	\$839,976	-\$509,579	-43.5	5
Restaurants/Other Eating Places	7225	\$10,607,329	\$24,106,622	-\$13,499,293	-38.9	31

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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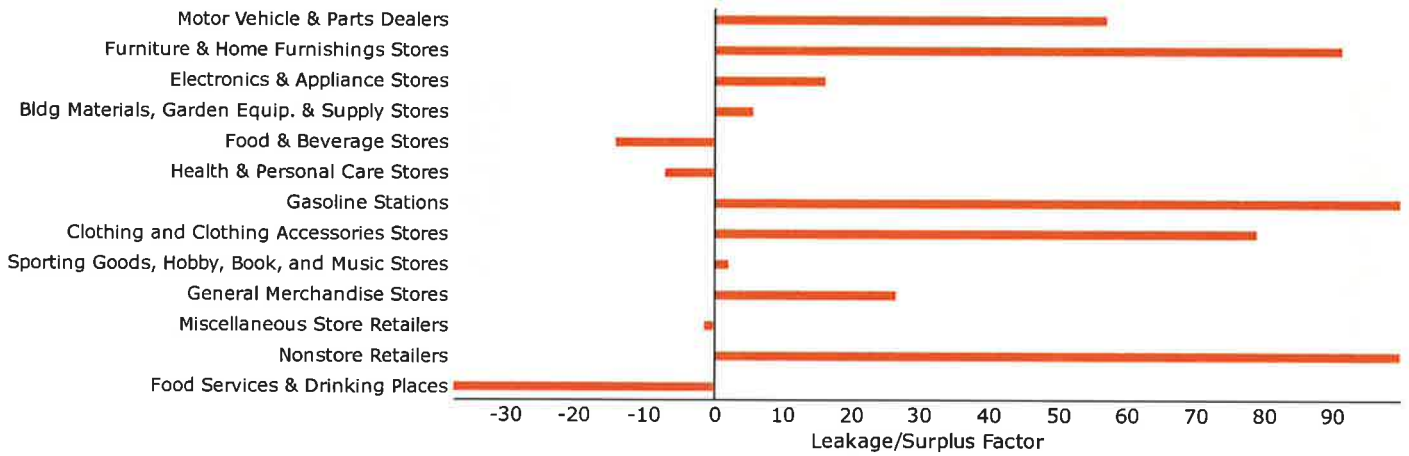


# Retail MarketPlace Profile

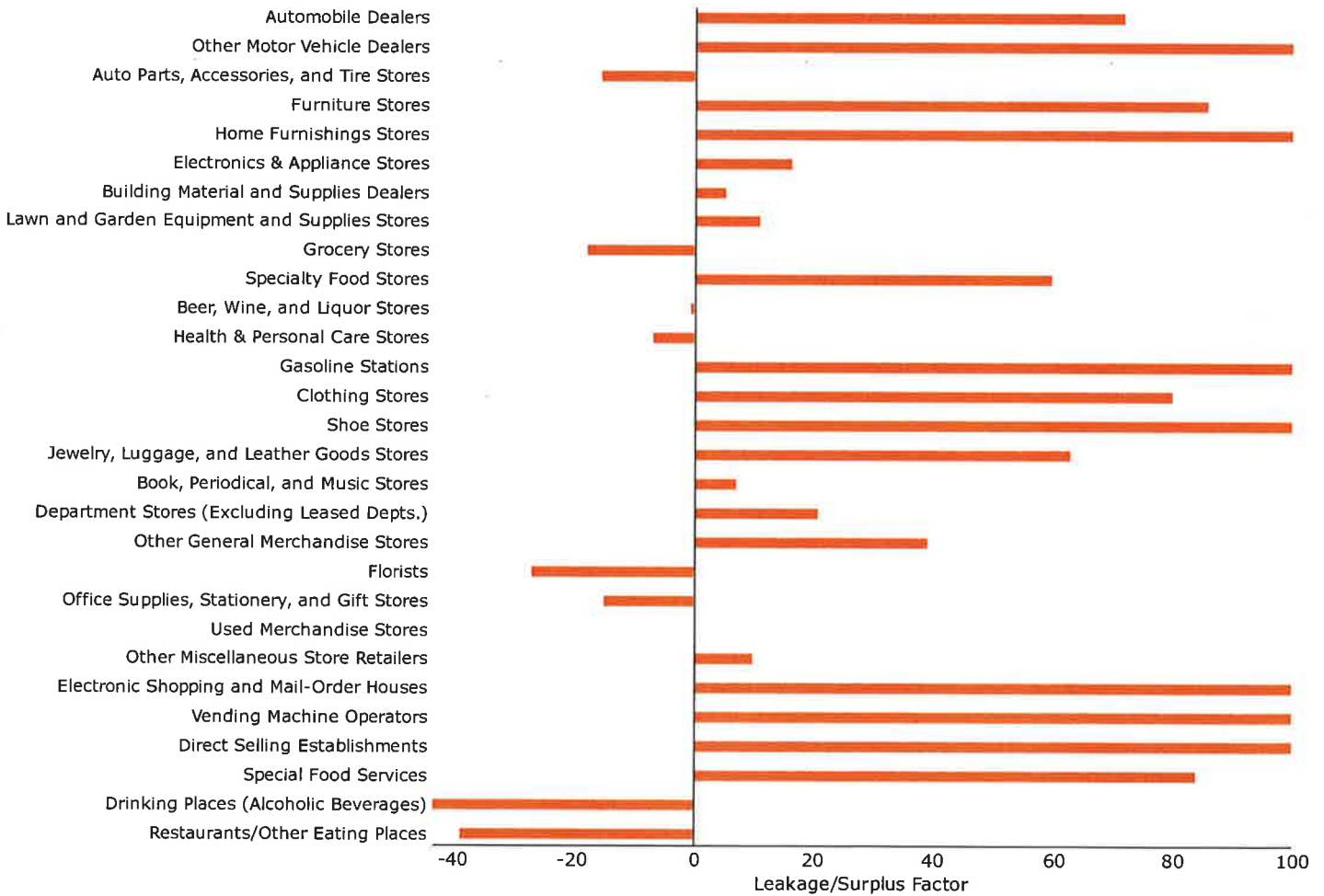
Main Street Books  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 39.65735  
Longitude: -78.92812

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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December 05, 2019





# Retail MarketPlace Profile

Main Street Books  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 39.65735  
Longitude: -78.92812

## Summary Demographics

2019 Population	19,191
2019 Households	7,500
2019 Median Disposable Income	\$36,292
2019 Per Capita Income	\$22,659

## 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	\$213,627,651	\$334,853,504	-\$121,225,853	-22.1	180
Total Retail Trade	44-45	\$193,798,528	\$292,235,977	-\$98,437,449	-20.3	118
Total Food & Drink	722	\$19,829,122	\$42,617,526	-\$22,788,404	-36.5	62

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,703,041	\$16,021,381	\$25,681,660	44.5	9
Automobile Dealers	4411	\$35,408,534	\$11,528,016	\$23,880,518	50.9	4
Other Motor Vehicle Dealers	4412	\$3,219,057	\$1,175,780	\$2,043,277	46.5	1
Auto Parts, Accessories & Tire Stores	4413	\$3,075,451	\$3,317,585	-\$242,134	-3.8	5
Furniture & Home Furnishings Stores	442	\$6,649,069	\$1,352,540	\$5,296,529	66.2	5
Furniture Stores	4421	\$3,863,995	\$1,149,706	\$2,714,289	54.1	4
Home Furnishings Stores	4422	\$2,785,074	\$0	\$2,785,074	100.0	0
Electronics & Appliance Stores	443	\$7,153,099	\$5,028,989	\$2,124,110	17.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,372,030	\$10,606,892	\$2,765,138	11.5	10
Bldg Material & Supplies Dealers	4441	\$12,208,396	\$9,969,579	\$2,238,817	10.1	8
Lawn & Garden Equip & Supply Stores	4442	\$1,163,633	\$637,313	\$526,320	29.2	2
Food & Beverage Stores	445	\$36,096,364	\$66,588,534	-\$30,492,170	-29.7	17
Grocery Stores	4451	\$30,707,129	\$62,506,167	-\$31,799,038	-34.1	11
Specialty Food Stores	4452	\$1,797,878	\$562,695	\$1,235,183	52.3	2
Beer, Wine & Liquor Stores	4453	\$3,591,356	\$3,519,671	\$71,685	1.0	4
Health & Personal Care Stores	446,4461	\$12,517,732	\$14,286,527	-\$1,768,795	-6.6	13
Gasoline Stations	447,4471	\$18,023,728	\$19,496,114	-\$1,472,386	-3.9	3
Clothing & Clothing Accessories Stores	448	\$12,265,000	\$11,016,871	\$1,248,129	5.4	14
Clothing Stores	4481	\$8,459,874	\$6,687,984	\$1,771,890	11.7	8
Shoe Stores	4482	\$1,911,167	\$2,142,499	-\$231,332	-5.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,893,959	\$2,186,387	-\$292,428	-7.2	5
Sporting Goods, Hobby, Book & Music Stores	451	\$5,516,233	\$5,868,949	-\$352,716	-3.1	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,641,546	\$4,906,624	-\$265,078	-2.8	10
Book, Periodical & Music Stores	4512	\$874,688	\$962,325	-\$87,637	-4.8	2
General Merchandise Stores	452	\$31,061,461	\$131,884,598	-\$100,823,137	-61.9	9
Department Stores Excluding Leased Depts.	4521	\$20,010,987	\$126,738,166	-\$106,727,179	-72.7	5
Other General Merchandise Stores	4529	\$11,050,474	\$5,146,433	\$5,904,041	36.5	4
Miscellaneous Store Retailers	453	\$7,346,431	\$9,998,731	-\$2,652,300	-15.3	20
Florists	4531	\$383,041	\$406,787	-\$23,746	-3.0	2
Office Supplies, Stationery & Gift Stores	4532	\$2,003,605	\$3,350,723	-\$1,347,118	-25.2	4
Used Merchandise Stores	4533	\$641,026	\$682,428	-\$41,402	-3.1	2
Other Miscellaneous Store Retailers	4539	\$4,318,760	\$5,558,793	-\$1,240,033	-12.6	11
Nonstore Retailers	454	\$2,094,340	\$0	\$2,094,340	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$854,274	\$0	\$854,274	100.0	0
Vending Machine Operators	4542	\$261,299	\$0	\$261,299	100.0	0
Direct Selling Establishments	4543	\$978,767	\$0	\$978,767	100.0	0
Food Services & Drinking Places	722	\$19,829,122	\$42,617,526	-\$22,788,404	-36.5	62
Special Food Services	7223	\$644,103	\$46,509	\$597,594	86.5	1
Drinking Places - Alcoholic Beverages	7224	\$580,200	\$1,157,704	-\$577,504	-33.2	7
Restaurants/Other Eating Places	7225	\$18,604,820	\$41,413,313	-\$22,808,493	-38.0	53

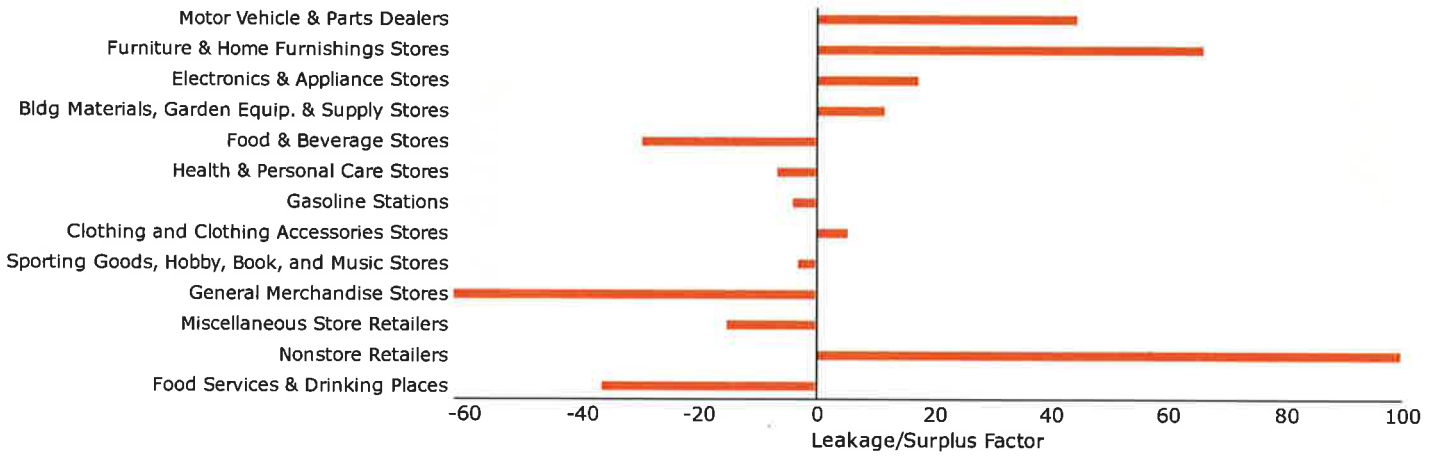
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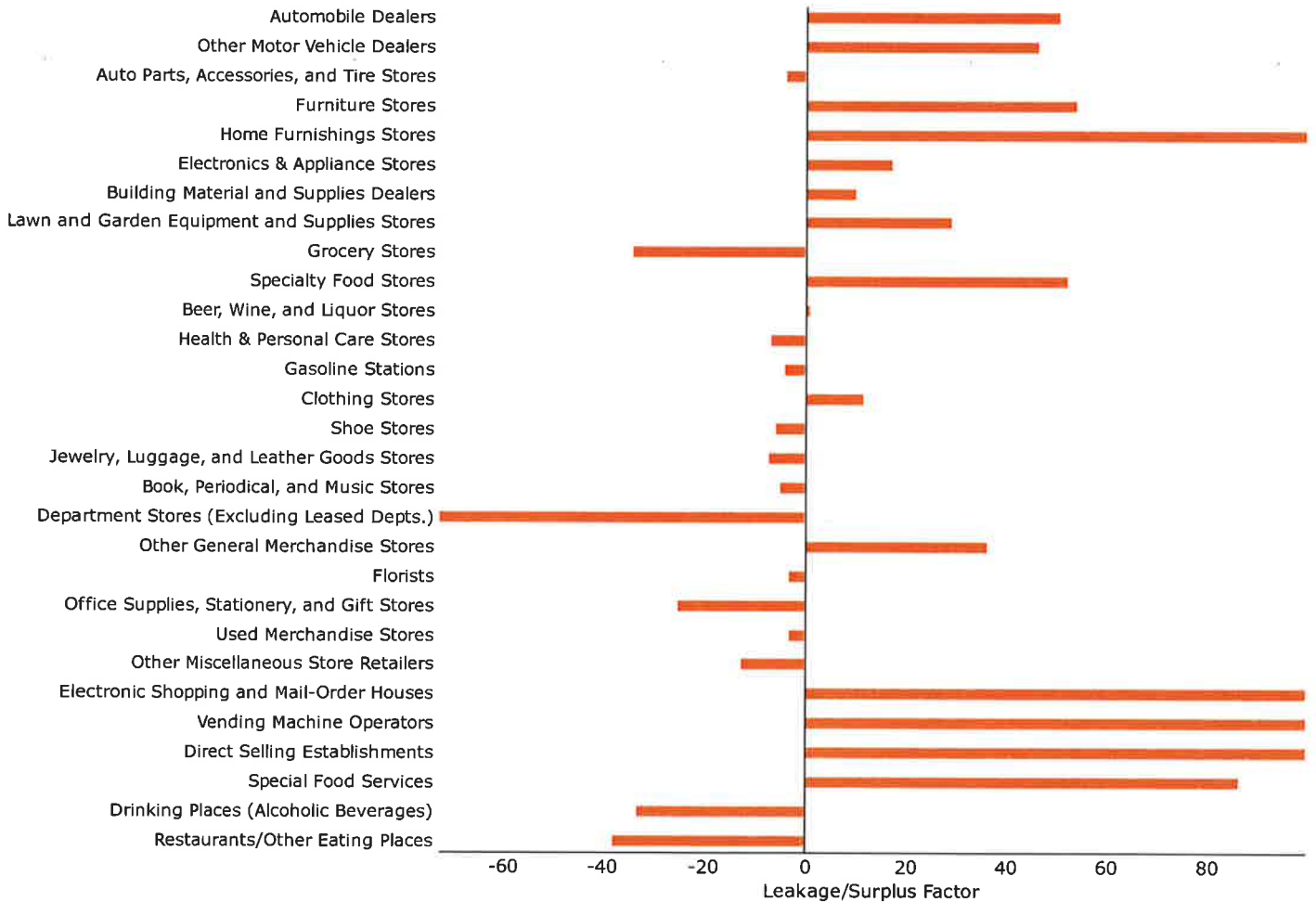
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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