

Retail Demand (Scaled) Summary Index Report



Geography: 70 Miles: Paris (Custom)

Date: November 6, 2019

Index Base Average = 100

Index Base File: Entire US

Demographic Overview (2019A)

Total Population	802,908	Total Households	301,829	Median Income	\$50,870
% Male Population	49.5%	Average Household Size	2.6	Per Capita Income	\$26,288
% Female Population	50.5%	Household Growth from 2000 to 2010	24.5%	Average Household Income	\$69,159
Median Age	39.3	% Owner Occupied Housing Units	71.0%	Employees	262,965
Population Density	52.2	% Renter Occupied Housing Units	29.0%	Establishments	24,543
		% Vacant Housing Units	11.8%		

2019A Retail Demand (Scaled) by Store Type

	Aggregate Dollars	Average Dollars	Percent of Total	Index
Building Material & Garden Equipment & Supply Dealers	\$724,356,287	\$2,400	5.3%	77
Clothing & Clothing Accessories Stores	\$607,239,211	\$2,012	4.4%	92
Electronics and Appliance Stores	\$215,016,392	\$712	1.6%	90
Food & Beverage Stores	\$1,399,758,753	\$4,638	10.3%	78
Food Service & Drinking Places	\$1,646,235,996	\$5,454	12.1%	95
Furniture & Home Furnishings Stores	\$279,412,612	\$926	2.0%	95
Gasoline stations	\$1,290,758,029	\$4,276	9.5%	104
General Merchandise Stores	\$1,459,231,134	\$4,835	10.7%	85
General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$2,852,114,105	\$9,449	20.9%	90
Health & Personal Care Stores	\$760,967,314	\$2,521	5.6%	91
Miscellaneous Store Retailers	\$266,029,441	\$881	1.9%	84
Motor Vehicle & Parts Dealers	\$3,327,779,709	\$11,025	24.4%	113
Nonstore retailers	\$1,451,047,109	\$4,808	10.6%	89
Sporting Goods, Hobby, Book, & Music Stores	\$227,777,110	\$755	1.7%	118
Total Annual Retail Demand (Scaled) (not including GAFO)	\$13,655,609,095	\$45,243	100%	94

Top 10 Categories

	Total Demand (Scaled)
Motor Vehicle & Parts Dealers	\$3,327,779,709
General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$2,852,114,105
Foodservice & Drinking Places	\$1,646,235,996
General Merchandise Stores	\$1,459,231,134
Nonstore retailers	\$1,451,047,109
Food & Beverage Stores	\$1,399,758,753
Gasoline stations	\$1,290,758,029
Health & Personal Care Stores	\$760,967,314
Building Material & Garden Equipment & Supply Dealers	\$724,356,287
Clothing & Clothing Accessories Stores	\$607,239,211

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