



Retail MarketPlace Profile

Village of Webster
 54 E Main St, Webster, New York, 14580
 Drive Time: 5 minutes

Latitude: 43.21252
 Longitude: -77.42836

Summary Demographics

2013 Population	21,667
2013 Households	9,260
2013 Median Disposable Income	\$44,245
2013 Per Capita Income	\$31,184

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	\$266,220,553	\$425,615,725	-\$159,395,172	-23.0	170
Total Retail Trade	44-45	\$240,473,704	\$350,737,043	-\$110,263,339	-18.7	142
Total Food & Drink	722	\$25,746,849	\$74,878,682	-\$49,131,833	-48.8	29

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,803,512	\$100,951,821	-\$56,148,309	-38.5	14
Automobile Dealers	4411	\$39,211,398	\$98,642,324	-\$59,430,926	-43.1	7
Other Motor Vehicle Dealers	4412	\$2,216,677	\$8,511,430	-\$6,294,753	-58.7	3
Auto Parts, Accessories & Tire Stores	4413	\$3,375,436	\$1,827,557	\$1,547,879	29.7	4
Furniture & Home Furnishings Stores	442	\$6,022,216	\$8,511,430	-\$2,489,214	-17.1	5
Furniture Stores	4421	\$3,031,697	\$274,149	\$2,757,548	83.4	2
Home Furnishings Stores	4422	\$2,990,519	\$8,237,281	-\$5,246,762	-46.7	3
Electronics & Appliance Stores	443	\$8,418,288	\$5,087,164	\$3,331,124	24.7	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,429,724	\$15,461,532	-\$8,031,808	-35.1	8
Bldg Material & Supplies Dealers	4441	\$6,490,660	\$14,087,024	-\$7,596,364	-36.9	6
Lawn & Garden Equip & Supply Stores	4442	\$939,064	\$1,374,508	-\$435,444	-18.8	2
Food & Beverage Stores	445	\$45,119,651	\$61,117,688	-\$15,998,037	-15.1	12
Grocery Stores	4451	\$39,194,774	\$57,553,740	-\$18,358,966	-19.0	7
Specialty Food Stores	4452	\$2,155,608	\$1,436,983	\$718,625	20.0	5
Beer, Wine & Liquor Stores	4453	\$3,769,268	\$2,126,965	\$1,642,303	27.9	1
Health & Personal Care Stores	446,4461	\$20,566,140	\$6,025,977	\$14,540,163	54.7	10
Gasoline Stations	447,4471	\$23,366,617	\$22,072,903	\$1,293,714	2.8	3
Clothing & Clothing Accessories Stores	448	\$18,539,091	\$8,702,049	\$9,837,042	36.1	16
Clothing Stores	4481	\$13,871,251	\$7,916,400	\$5,954,851	27.3	11
Shoe Stores	4482	\$2,428,633	\$0	\$2,428,633	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,239,207	\$785,650	\$1,453,557	48.1	5
Sporting Goods, Hobby, Book & Music Stores	451	\$5,771,772	\$19,467,076	-\$13,695,304	-54.3	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,993,734	\$13,886,631	-\$8,892,897	-47.1	13
Book, Periodical & Music Stores	4512	\$778,038	\$5,580,445	-\$4,802,407	-75.5	4
General Merchandise Stores	452	\$28,186,483	\$88,315,546	-\$60,129,063	-51.6	6
Department Stores Excluding Leased Depts.	4521	\$12,119,557	\$34,487,540	-\$22,367,983	-48.0	3
Other General Merchandise Stores	4529	\$16,066,926	\$53,828,006	-\$37,761,080	-54.0	3
Miscellaneous Store Retailers	453	\$7,198,200	\$13,369,131	-\$6,170,931	-30.0	30
Florists	4531	\$621,870	\$2,245,578	-\$1,623,708	-56.6	2
Office Supplies, Stationery & Gift Stores	4532	\$1,636,990	\$5,507,749	-\$3,870,759	-54.2	7
Used Merchandise Stores	4533	\$812,540	\$281,360	\$531,180	48.6	3
Other Miscellaneous Store Retailers	4539	\$4,126,799	\$5,334,445	-\$1,207,646	-12.8	18
Nonstore Retailers	454	\$25,052,011	\$1,654,725	\$23,397,286	87.6	6
Electronic Shopping & Mail-Order Houses	4541	\$20,911,007	\$1,106,868	\$19,804,139	89.9	2
Vending Machine Operators	4542	\$476,070	\$101,927	\$374,143	64.7	1
Direct Selling Establishments	4543	\$3,664,934	\$445,930	\$3,219,004	78.3	3
Food Services & Drinking Places	722	\$25,746,849	\$74,878,682	-\$49,131,833	-48.8	29
Full-Service Restaurants	7221	\$13,211,439	\$10,390,020	\$2,821,419	12.0	13
Limited-Service Eating Places	7222	\$9,601,565	\$63,876,999	-\$54,275,434	-73.9	11
Special Food Services	7223	\$2,144,107	\$0	\$2,144,107	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$789,739	\$553,216	\$236,523	17.6	5

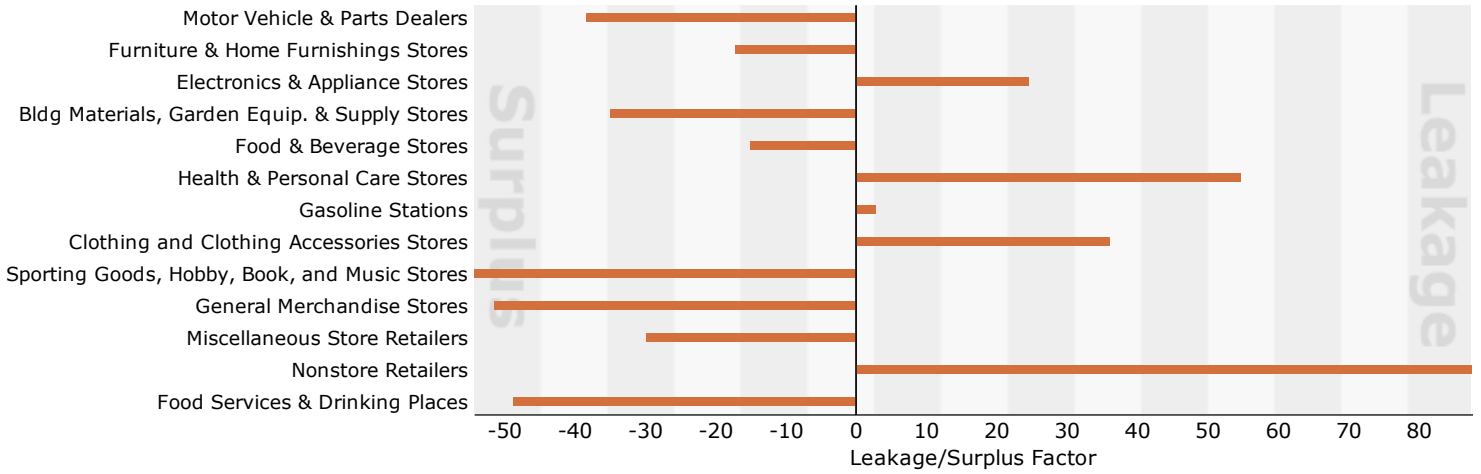
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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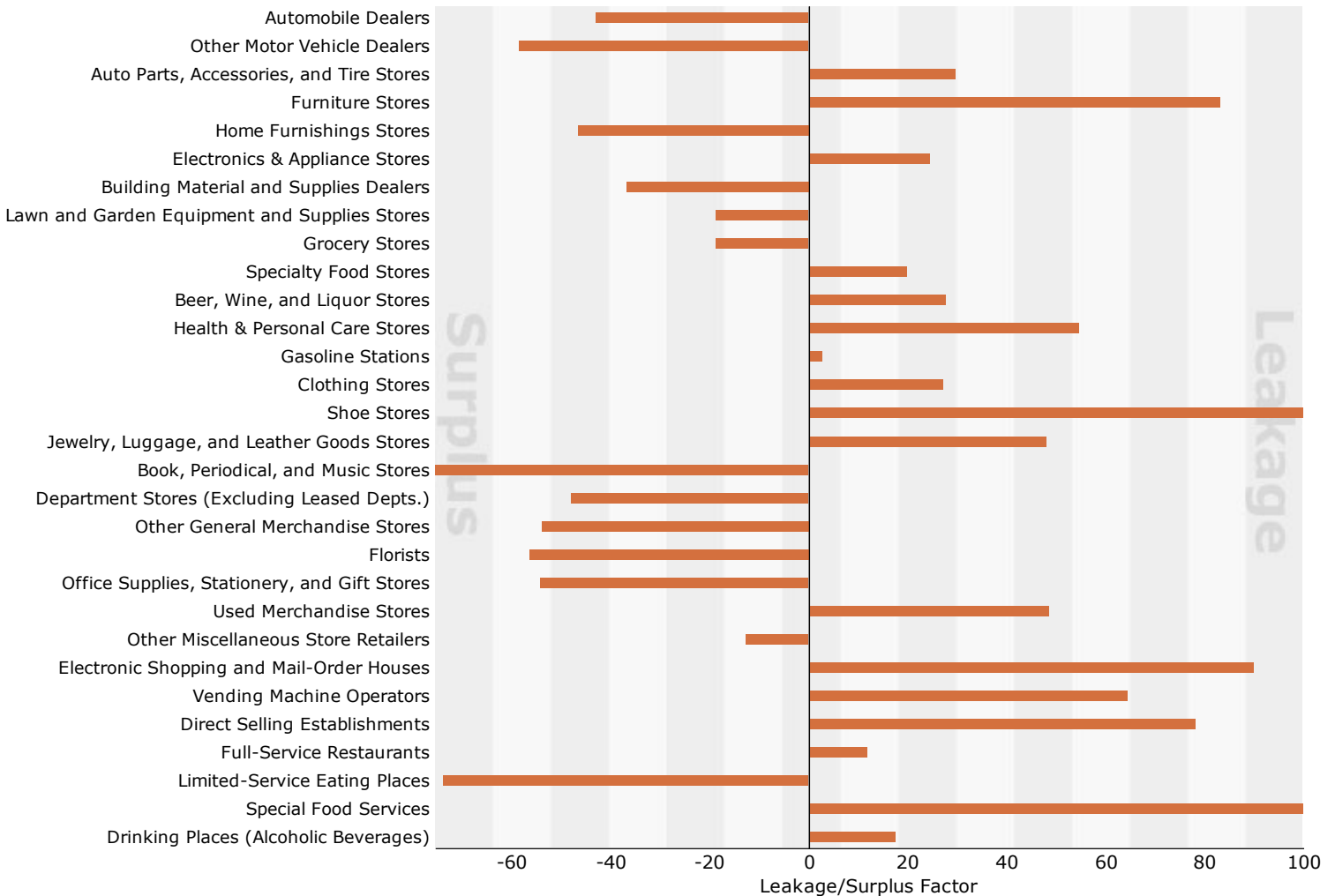
Village of Webster
 54 E Main St, Webster, New York, 14580
 Drive Time: 5 minutes

Latitude: 43.21252
 Longitude: -77.42836

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Village of Webster
 54 E Main St, Webster, New York, 14580
 Drive Time: 10 minutes

Latitude: 43.21252
 Longitude: -77.42836

Summary Demographics

2013 Population	82,091
2013 Households	32,945
2013 Median Disposable Income	\$53,078
2013 Per Capita Income	\$36,059

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	\$1,084,932,760	\$861,086,045	\$223,846,715	11.5	487
Total Retail Trade	44-45	\$981,114,012	\$754,314,683	\$226,799,329	13.1	410
Total Food & Drink	722	\$103,818,748	\$106,771,362	-\$2,952,614	-1.4	77

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$184,644,567	\$138,643,570	\$46,000,997	14.2	46
Automobile Dealers	4411	\$161,369,283	\$125,575,383	\$35,793,900	12.5	22
Other Motor Vehicle Dealers	4412	\$9,495,217	\$11,230,268	-\$1,735,051	-8.4	12
Auto Parts, Accessories & Tire Stores	4413	\$13,780,067	\$9,919,615	\$3,860,452	16.3	12
Furniture & Home Furnishings Stores	442	\$24,762,517	\$11,230,268	\$13,532,249	37.6	20
Furniture Stores	4421	\$12,411,245	\$1,181,031	\$11,230,214	82.6	8
Home Furnishings Stores	4422	\$12,351,272	\$10,049,237	\$2,302,035	10.3	13
Electronics & Appliance Stores	443	\$34,454,182	\$12,737,222	\$21,716,960	46.0	34
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,979,696	\$22,125,225	\$9,854,471	18.2	26
Bldg Material & Supplies Dealers	4441	\$27,972,339	\$16,675,930	\$11,296,409	25.3	18
Lawn & Garden Equip & Supply Stores	4442	\$4,007,356	\$5,449,296	-\$1,441,940	-15.2	8
Food & Beverage Stores	445	\$181,474,102	\$269,584,536	-\$88,110,434	-19.5	41
Grocery Stores	4451	\$157,506,195	\$256,401,575	-\$98,895,380	-23.9	17
Specialty Food Stores	4452	\$8,652,030	\$5,308,654	\$3,343,376	23.9	18
Beer, Wine & Liquor Stores	4453	\$15,315,878	\$7,874,307	\$7,441,571	32.1	5
Health & Personal Care Stores	446,4461	\$83,992,324	\$20,124,624	\$63,867,700	61.3	24
Gasoline Stations	447,4471	\$95,116,500	\$49,022,908	\$46,093,592	32.0	9
Clothing & Clothing Accessories Stores	448	\$75,052,648	\$14,948,132	\$60,104,516	66.8	44
Clothing Stores	4481	\$56,018,703	\$12,205,832	\$43,812,871	64.2	31
Shoe Stores	4482	\$9,756,585	\$690,226	\$9,066,359	86.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$9,277,360	\$2,052,074	\$7,225,286	63.8	11
Sporting Goods, Hobby, Book & Music Stores	451	\$23,520,981	\$27,946,355	-\$4,425,374	-8.6	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,395,954	\$21,685,507	-\$1,289,553	-3.1	32
Book, Periodical & Music Stores	4512	\$3,125,027	\$6,260,848	-\$3,135,821	-33.4	10
General Merchandise Stores	452	\$114,386,904	\$156,444,709	-\$42,057,805	-15.5	12
Department Stores Excluding Leased Depts.	4521	\$49,422,425	\$101,353,904	-\$51,931,479	-34.4	5
Other General Merchandise Stores	4529	\$64,964,480	\$55,090,805	\$9,873,675	8.2	8
Miscellaneous Store Retailers	453	\$29,595,960	\$27,956,001	\$1,639,959	2.8	97
Florists	4531	\$2,646,392	\$2,443,446	\$202,946	4.0	5
Office Supplies, Stationery & Gift Stores	4532	\$6,702,259	\$6,489,787	\$212,472	1.6	27
Used Merchandise Stores	4533	\$3,299,917	\$862,626	\$2,437,291	58.6	11
Other Miscellaneous Store Retailers	4539	\$16,947,392	\$18,160,142	-\$1,212,750	-3.5	54
Nonstore Retailers	454	\$102,133,630	\$3,551,132	\$98,582,498	93.3	15
Electronic Shopping & Mail-Order Houses	4541	\$85,294,331	\$2,178,617	\$83,115,714	95.0	6
Vending Machine Operators	4542	\$1,910,296	\$376,927	\$1,533,369	67.0	3
Direct Selling Establishments	4543	\$14,929,004	\$995,589	\$13,933,415	87.5	6
Food Services & Drinking Places	722	\$103,818,748	\$106,771,362	-\$2,952,614	-1.4	77
Full-Service Restaurants	7221	\$53,124,635	\$18,963,805	\$34,160,830	47.4	34
Limited-Service Eating Places	7222	\$38,681,912	\$82,193,386	-\$43,511,474	-36.0	27
Special Food Services	7223	\$8,906,086	\$4,154,917	\$4,751,169	36.4	5
Drinking Places - Alcoholic Beverages	7224	\$3,106,116	\$1,459,254	\$1,646,862	36.1	12

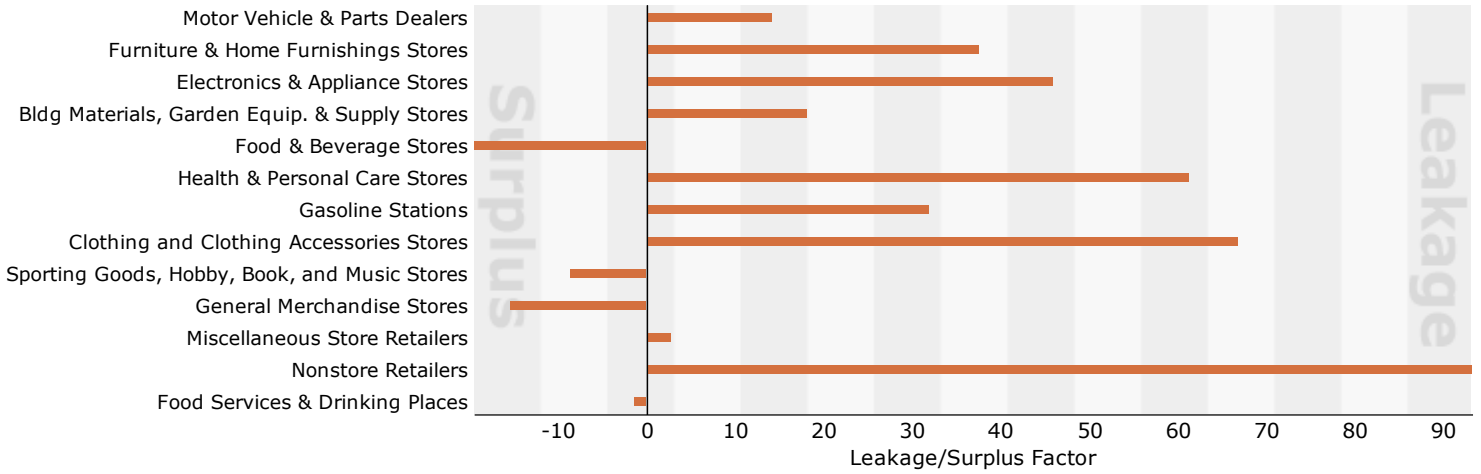
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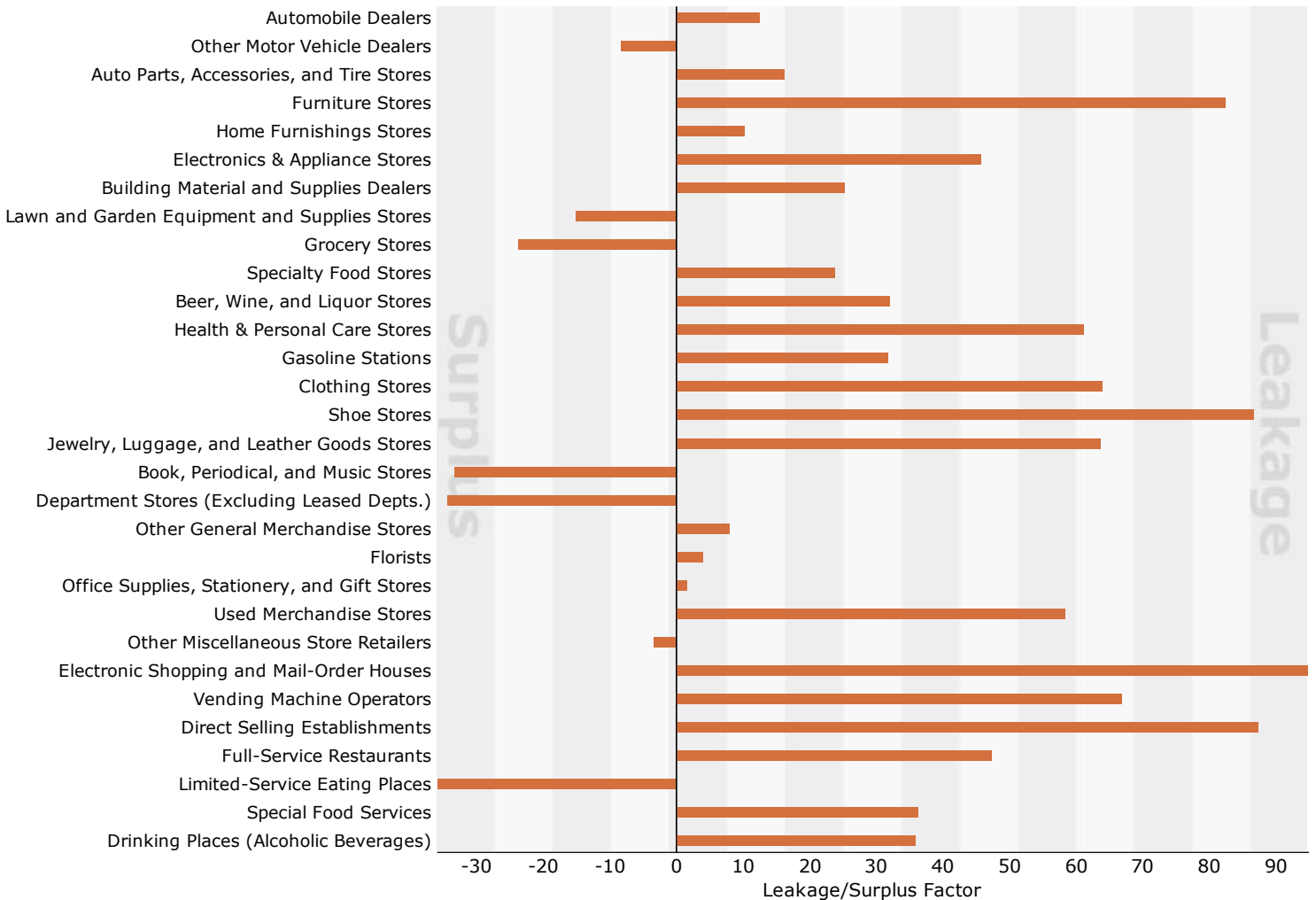
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Village of Webster
 54 E Main St, Webster, New York, 14580
 Drive Time: 15 minutes

Latitude: 43.21252
 Longitude: -77.42836

Summary Demographics

2013 Population	226,906
2013 Households	93,865
2013 Median Disposable Income	\$40,889
2013 Per Capita Income	\$29,886

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	\$2,605,733,391	\$2,078,681,774	\$527,051,617	11.3	1,391
Total Retail Trade	44-45	\$2,356,157,587	\$1,856,342,455	\$499,815,132	11.9	1,141
Total Food & Drink	722	\$249,575,805	\$222,339,319	\$27,236,486	5.8	250

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$440,773,123	\$290,411,286	\$150,361,837	20.6	101
Automobile Dealers	4411	\$386,240,161	\$247,905,407	\$138,334,754	21.8	43
Other Motor Vehicle Dealers	4412	\$21,731,113	\$19,698,154	\$2,032,959	4.9	27
Auto Parts, Accessories & Tire Stores	4413	\$32,801,850	\$27,075,147	\$5,726,703	9.6	31
Furniture & Home Furnishings Stores	442	\$58,681,859	\$19,698,154	\$38,983,705	49.7	53
Furniture Stores	4421	\$29,666,256	\$4,180,916	\$25,485,340	75.3	17
Home Furnishings Stores	4422	\$29,015,602	\$15,517,238	\$13,498,364	30.3	36
Electronics & Appliance Stores	443	\$82,187,290	\$26,650,673	\$55,536,617	51.0	76
Bldg Materials, Garden Equip. & Supply Stores	444	\$72,988,754	\$64,211,847	\$8,776,907	6.4	64
Bldg Material & Supplies Dealers	4441	\$63,545,861	\$56,945,671	\$6,600,190	5.5	52
Lawn & Garden Equip & Supply Stores	4442	\$9,442,894	\$7,266,176	\$2,176,718	13.0	13
Food & Beverage Stores	445	\$440,744,821	\$598,530,024	-\$157,785,203	-15.2	171
Grocery Stores	4451	\$383,145,791	\$564,978,775	-\$181,832,984	-19.2	97
Specialty Food Stores	4452	\$21,041,868	\$11,001,975	\$10,039,893	31.3	54
Beer, Wine & Liquor Stores	4453	\$36,557,162	\$22,549,273	\$14,007,889	23.7	19
Health & Personal Care Stores	446,4461	\$200,984,691	\$154,717,961	\$46,266,730	13.0	73
Gasoline Stations	447,4471	\$231,205,494	\$252,908,032	-\$21,702,538	-4.5	33
Clothing & Clothing Accessories Stores	448	\$180,587,098	\$34,717,364	\$145,869,734	67.8	128
Clothing Stores	4481	\$135,094,098	\$28,472,327	\$106,621,771	65.2	91
Shoe Stores	4482	\$23,686,534	\$2,053,413	\$21,633,121	84.0	7
Jewelry, Luggage & Leather Goods Stores	4483	\$21,806,467	\$4,191,624	\$17,614,843	67.8	30
Sporting Goods, Hobby, Book & Music Stores	451	\$56,641,608	\$50,063,303	\$6,578,305	6.2	109
Sporting Goods/Hobby/Musical Instr Stores	4511	\$49,024,222	\$42,904,642	\$6,119,580	6.7	87
Book, Periodical & Music Stores	4512	\$7,617,386	\$7,158,661	\$458,725	3.1	22
General Merchandise Stores	452	\$275,885,200	\$279,082,966	-\$3,197,766	-0.6	34
Department Stores Excluding Leased Depts.	4521	\$118,578,030	\$157,228,079	-\$38,650,049	-14.0	16
Other General Merchandise Stores	4529	\$157,307,169	\$121,854,886	\$35,452,283	12.7	18
Miscellaneous Store Retailers	453	\$70,823,881	\$68,614,198	\$2,209,683	1.6	252
Florists	4531	\$6,140,124	\$4,391,013	\$1,749,111	16.6	21
Office Supplies, Stationery & Gift Stores	4532	\$16,005,204	\$13,633,868	\$2,371,336	8.0	68
Used Merchandise Stores	4533	\$7,912,905	\$5,163,060	\$2,749,845	21.0	33
Other Miscellaneous Store Retailers	4539	\$40,765,649	\$45,426,257	-\$4,660,608	-5.4	130
Nonstore Retailers	454	\$244,653,767	\$16,736,646	\$227,917,121	87.2	47
Electronic Shopping & Mail-Order Houses	4541	\$204,340,276	\$7,253,505	\$197,086,771	93.1	12
Vending Machine Operators	4542	\$4,644,626	\$1,663,631	\$2,980,995	47.3	12
Direct Selling Establishments	4543	\$35,668,865	\$7,819,510	\$27,849,355	64.0	23
Food Services & Drinking Places	722	\$249,575,805	\$222,339,319	\$27,236,486	5.8	250
Full-Service Restaurants	7221	\$127,938,368	\$73,684,719	\$54,253,649	26.9	105
Limited-Service Eating Places	7222	\$93,107,661	\$130,022,640	-\$36,914,979	-16.5	87
Special Food Services	7223	\$20,970,348	\$11,913,365	\$9,056,983	27.5	15
Drinking Places - Alcoholic Beverages	7224	\$7,559,428	\$6,718,595	\$840,833	5.9	42

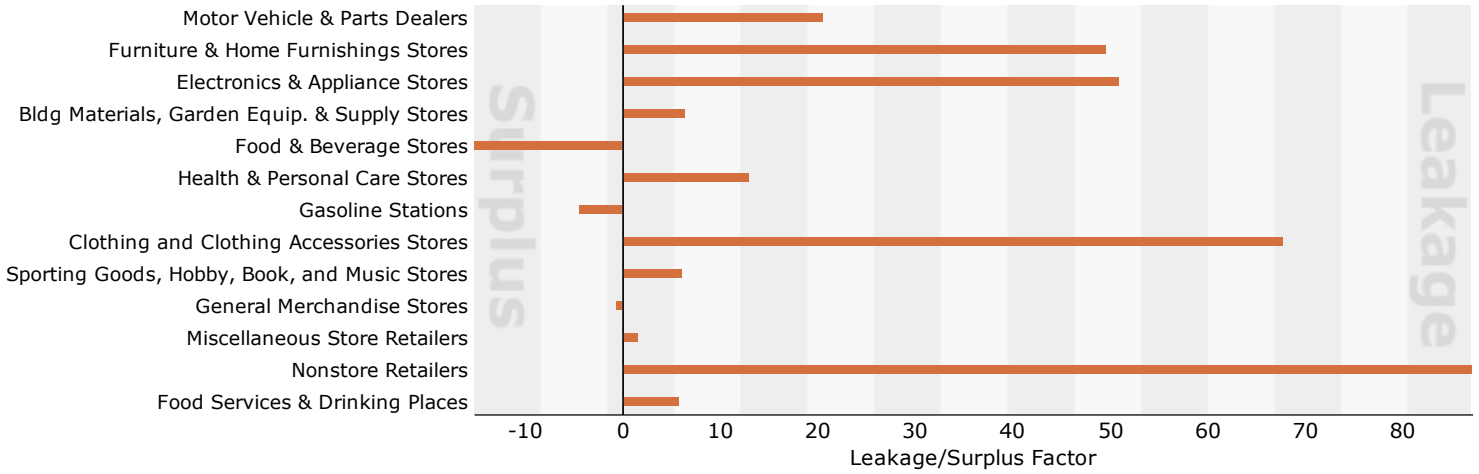
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

