



Retail MarketPlace Profile

2418 Main St, Rocky Hill, Town of, Connecticut, 06067
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 41.66297
 Longitude: -72.63912

Summary Demographics

2016 Population	13,552
2016 Households	5,881
2016 Median Disposable Income	\$49,131
2016 Per Capita Income	\$36,660

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	\$250,913,121	\$334,560,440	-\$83,647,319	-14.3	145
Total Retail Trade	44-45	\$227,813,446	\$289,747,122	-\$61,933,676	-12.0	96
Total Food & Drink	722	\$23,099,674	\$44,813,318	-\$21,713,644	-32.0	48

Industry Group

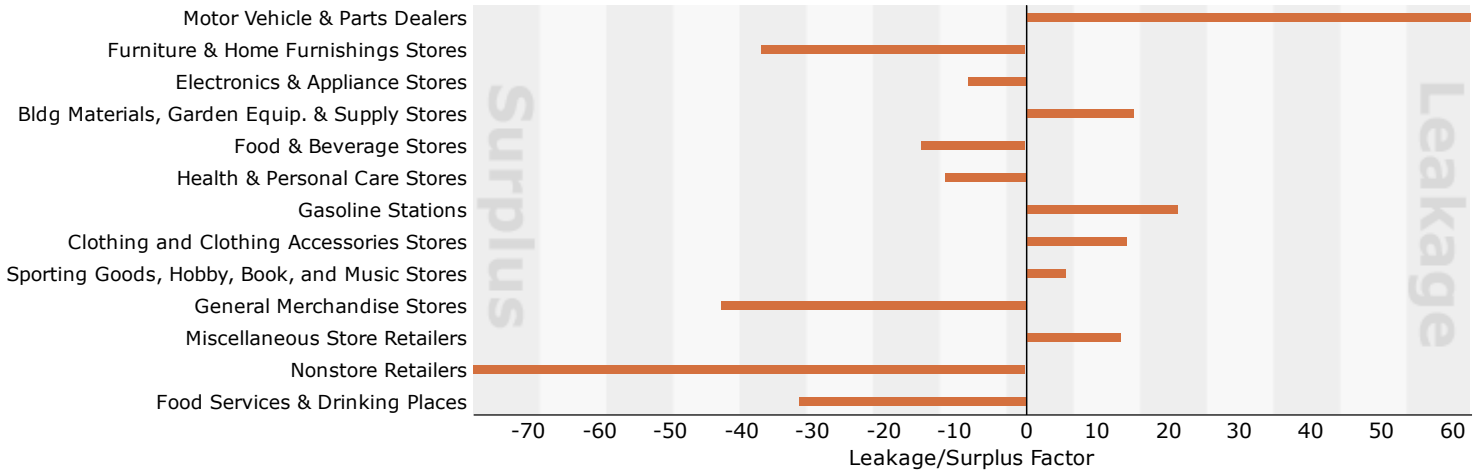
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$50,871,102	\$11,647,014	\$39,224,088	62.7	6
Automobile Dealers	4411	\$42,728,769	\$1,624,521	\$41,104,248	92.7	1
Other Motor Vehicle Dealers	4412	\$5,258,014	\$7,224,043	-\$1,966,029	-15.8	3
Auto Parts, Accessories & Tire Stores	4413	\$2,884,319	\$2,798,450	\$85,869	1.5	3
Furniture & Home Furnishings Stores	442	\$8,231,478	\$18,035,864	-\$9,804,386	-37.3	6
Furniture Stores	4421	\$4,414,294	\$5,315,160	-\$900,866	-9.3	3
Home Furnishings Stores	4422	\$3,817,184	\$12,720,704	-\$8,903,520	-53.8	2
Electronics & Appliance Stores	443	\$13,034,485	\$15,389,473	-\$2,354,988	-8.3	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,949,382	\$9,487,853	\$3,461,529	15.4	8
Bldg Material & Supplies Dealers	4441	\$11,456,963	\$6,882,439	\$4,574,524	24.9	6
Lawn & Garden Equip & Supply Stores	4442	\$1,492,419	\$2,605,414	-\$1,112,995	-27.2	1
Food & Beverage Stores	445	\$44,347,298	\$59,742,668	-\$15,395,370	-14.8	13
Grocery Stores	4451	\$38,031,212	\$54,403,599	-\$16,372,387	-17.7	5
Specialty Food Stores	4452	\$2,423,685	\$617,680	\$1,806,005	59.4	2
Beer, Wine & Liquor Stores	4453	\$3,892,401	\$4,721,389	-\$828,988	-9.6	5
Health & Personal Care Stores	446,4461	\$13,821,224	\$17,455,426	-\$3,634,202	-11.6	8
Gasoline Stations	447,4471	\$12,403,421	\$8,033,183	\$4,370,238	21.4	6
Clothing & Clothing Accessories Stores	448	\$14,946,403	\$11,208,876	\$3,737,527	14.3	8
Clothing Stores	4481	\$10,800,792	\$9,012,673	\$1,788,119	9.0	6
Shoe Stores	4482	\$1,594,169	\$479,175	\$1,114,994	53.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,551,442	\$1,717,027	\$834,415	19.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$7,542,527	\$6,720,412	\$822,115	5.8	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,616,495	\$6,585,199	\$31,296	0.2	6
Book, Periodical & Music Stores	4512	\$926,032	\$135,214	\$790,818	74.5	1
General Merchandise Stores	452	\$35,584,888	\$89,455,184	-\$53,870,296	-43.1	5
Department Stores Excluding Leased Depts.	4521	\$25,114,681	\$87,955,639	-\$62,840,958	-55.6	4
Other General Merchandise Stores	4529	\$10,470,207	\$1,499,545	\$8,970,662	74.9	1
Miscellaneous Store Retailers	453	\$9,696,112	\$7,381,632	\$2,314,480	13.6	18
Florists	4531	\$641,201	\$882,029	-\$240,828	-15.8	5
Office Supplies, Stationery & Gift Stores	4532	\$2,228,506	\$1,486,129	\$742,377	20.0	3
Used Merchandise Stores	4533	\$754,928	\$2,995,272	-\$2,240,344	-59.7	5
Other Miscellaneous Store Retailers	4539	\$6,071,477	\$2,018,202	\$4,053,275	50.1	5
Nonstore Retailers	454	\$4,385,125	\$35,189,536	-\$30,804,411	-77.8	3
Electronic Shopping & Mail-Order Houses	4541	\$2,530,824	\$0	\$2,530,824	100.0	0
Vending Machine Operators	4542	\$140,664	\$351,440	-\$210,776	-42.8	1
Direct Selling Establishments	4543	\$1,713,637	\$34,838,096	-\$33,124,459	-90.6	2
Food Services & Drinking Places	722	\$23,099,674	\$44,813,318	-\$21,713,644	-32.0	48
Special Food Services	7223	\$661,869	\$604,787	\$57,082	4.5	1
Drinking Places - Alcoholic Beverages	7224	\$352,842	\$0	\$352,842	100.0	0
Restaurants/Other Eating Places	7225	\$22,084,963	\$44,182,009	-\$22,097,046	-33	47

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/data/esri_data/methodology-statements

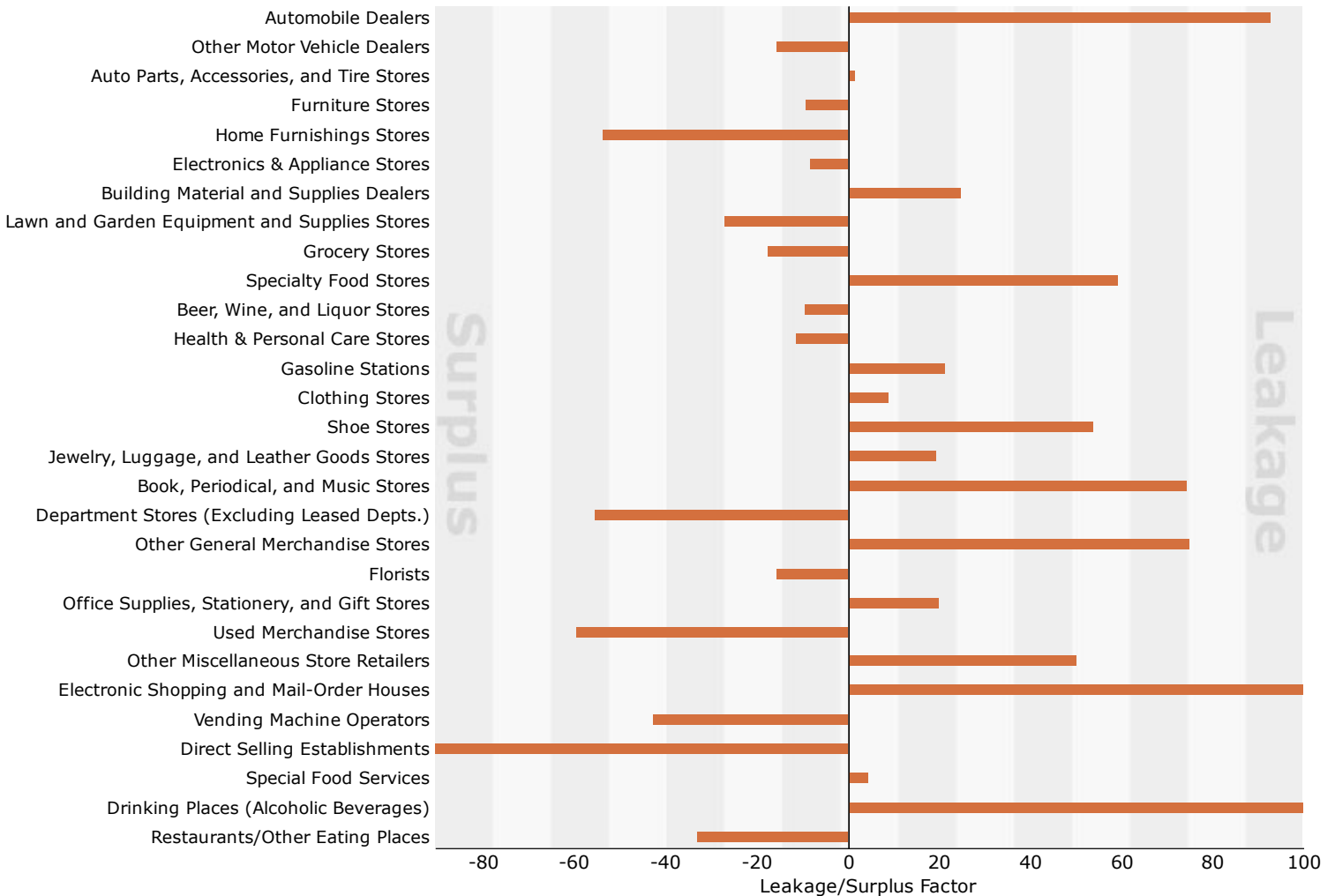
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

March 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2418 Main St, Rocky Hill, Town of, Connecticut, 06067
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 41.66297
 Longitude: -72.63912

Summary Demographics

2016 Population	61,663
2016 Households	25,324
2016 Median Disposable Income	\$57,335
2016 Per Capita Income	\$43,784

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	\$1,361,551,153	\$979,439,993	\$382,111,160	16.3	521
Total Retail Trade	44-45	\$1,234,681,563	\$856,901,587	\$377,779,976	18.1	346
Total Food & Drink	722	\$126,869,590	\$122,538,406	\$4,331,184	1.7	175

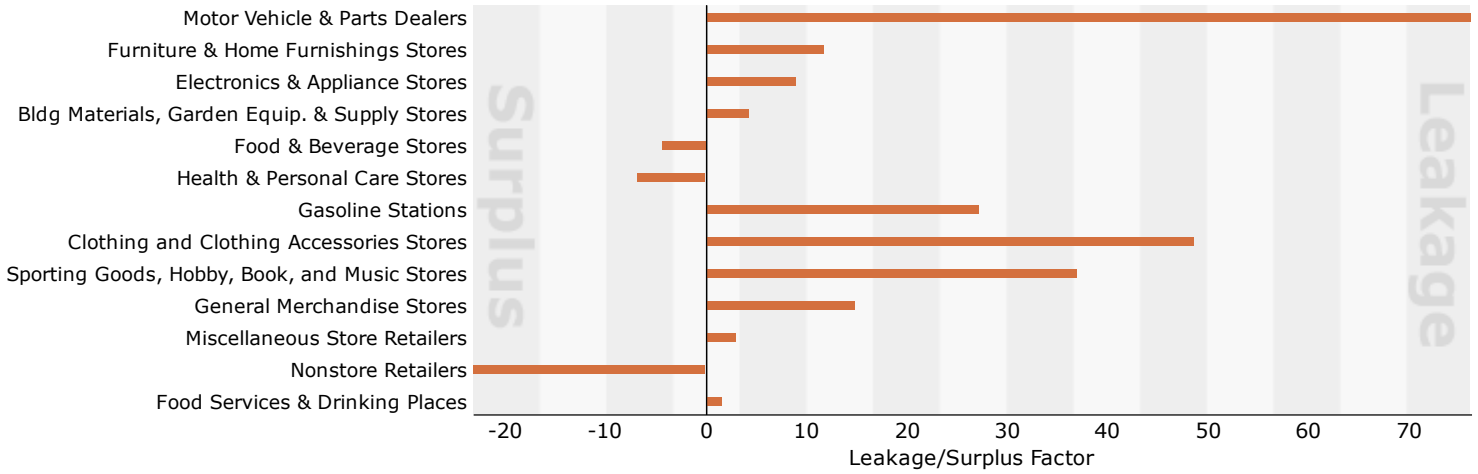
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$277,077,587	\$37,213,119	\$239,864,468	76.3	17
Automobile Dealers	4411	\$232,235,927	\$11,710,987	\$220,524,940	90.4	3
Other Motor Vehicle Dealers	4412	\$29,171,589	\$19,285,603	\$9,885,986	20.4	7
Auto Parts, Accessories & Tire Stores	4413	\$15,670,071	\$6,216,528	\$9,453,543	43.2	7
Furniture & Home Furnishings Stores	442	\$45,313,122	\$35,652,038	\$9,661,084	11.9	17
Furniture Stores	4421	\$24,242,461	\$8,660,881	\$15,581,580	47.4	7
Home Furnishings Stores	4422	\$21,070,661	\$26,991,157	-\$5,920,496	-12.3	10
Electronics & Appliance Stores	443	\$71,578,002	\$59,675,524	\$11,902,478	9.1	32
Bldg Materials, Garden Equip. & Supply Stores	444	\$72,483,849	\$66,423,778	\$6,060,071	4.4	35
Bldg Material & Supplies Dealers	4441	\$64,261,962	\$49,465,302	\$14,796,660	13.0	28
Lawn & Garden Equip & Supply Stores	4442	\$8,221,886	\$16,958,475	-\$8,736,589	-34.7	7
Food & Beverage Stores	445	\$236,803,112	\$258,965,865	-\$22,162,753	-4.5	50
Grocery Stores	4451	\$202,628,322	\$237,076,758	-\$34,448,436	-7.8	21
Specialty Food Stores	4452	\$12,902,559	\$4,860,111	\$8,042,448	45.3	8
Beer, Wine & Liquor Stores	4453	\$21,272,232	\$17,028,995	\$4,243,237	11.1	21
Health & Personal Care Stores	446,4461	\$73,763,172	\$84,621,882	-\$10,858,710	-6.9	31
Gasoline Stations	447,4471	\$66,011,852	\$37,727,720	\$28,284,132	27.3	21
Clothing & Clothing Accessories Stores	448	\$82,047,662	\$28,315,863	\$53,731,799	48.7	31
Clothing Stores	4481	\$59,110,934	\$20,920,868	\$38,190,066	47.7	21
Shoe Stores	4482	\$8,712,817	\$1,338,936	\$7,373,881	73.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$14,223,910	\$6,056,060	\$8,167,850	40.3	8
Sporting Goods, Hobby, Book & Music Stores	451	\$41,210,581	\$18,958,539	\$22,252,042	37.0	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$36,164,453	\$16,486,848	\$19,677,605	37.4	18
Book, Periodical & Music Stores	4512	\$5,046,129	\$2,471,691	\$2,574,438	34.2	4
General Merchandise Stores	452	\$192,541,058	\$142,380,722	\$50,160,336	15.0	14
Department Stores Excluding Leased Depts.	4521	\$136,382,266	\$135,533,291	\$848,975	0.3	6
Other General Merchandise Stores	4529	\$56,158,792	\$6,847,431	\$49,311,361	78.3	8
Miscellaneous Store Retailers	453	\$52,325,644	\$49,204,077	\$3,121,567	3.1	71
Florists	4531	\$3,594,130	\$3,698,356	-\$104,226	-1.4	15
Office Supplies, Stationery & Gift Stores	4532	\$12,177,141	\$4,981,677	\$7,195,464	41.9	11
Used Merchandise Stores	4533	\$4,101,630	\$7,455,204	-\$3,353,574	-29.0	20
Other Miscellaneous Store Retailers	4539	\$32,452,744	\$33,068,840	-\$616,096	-0.9	25
Nonstore Retailers	454	\$23,525,921	\$37,762,459	-\$14,236,538	-23.2	4
Electronic Shopping & Mail-Order Houses	4541	\$13,712,321	\$2,357,519	\$11,354,802	70.7	1
Vending Machine Operators	4542	\$757,704	\$474,072	\$283,632	23.0	1
Direct Selling Establishments	4543	\$9,055,897	\$34,930,869	-\$25,874,972	-58.8	2
Food Services & Drinking Places	722	\$126,869,590	\$122,538,406	\$4,331,184	1.7	175
Special Food Services	7223	\$3,721,142	\$2,021,929	\$1,699,213	29.6	6
Drinking Places - Alcoholic Beverages	7224	\$1,910,920	\$4,294,166	-\$2,383,246	-38.4	5
Restaurants/Other Eating Places	7225	\$121,237,528	\$116,222,312	\$5,015,216	2	164

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/data/esri_data/methodology-statements

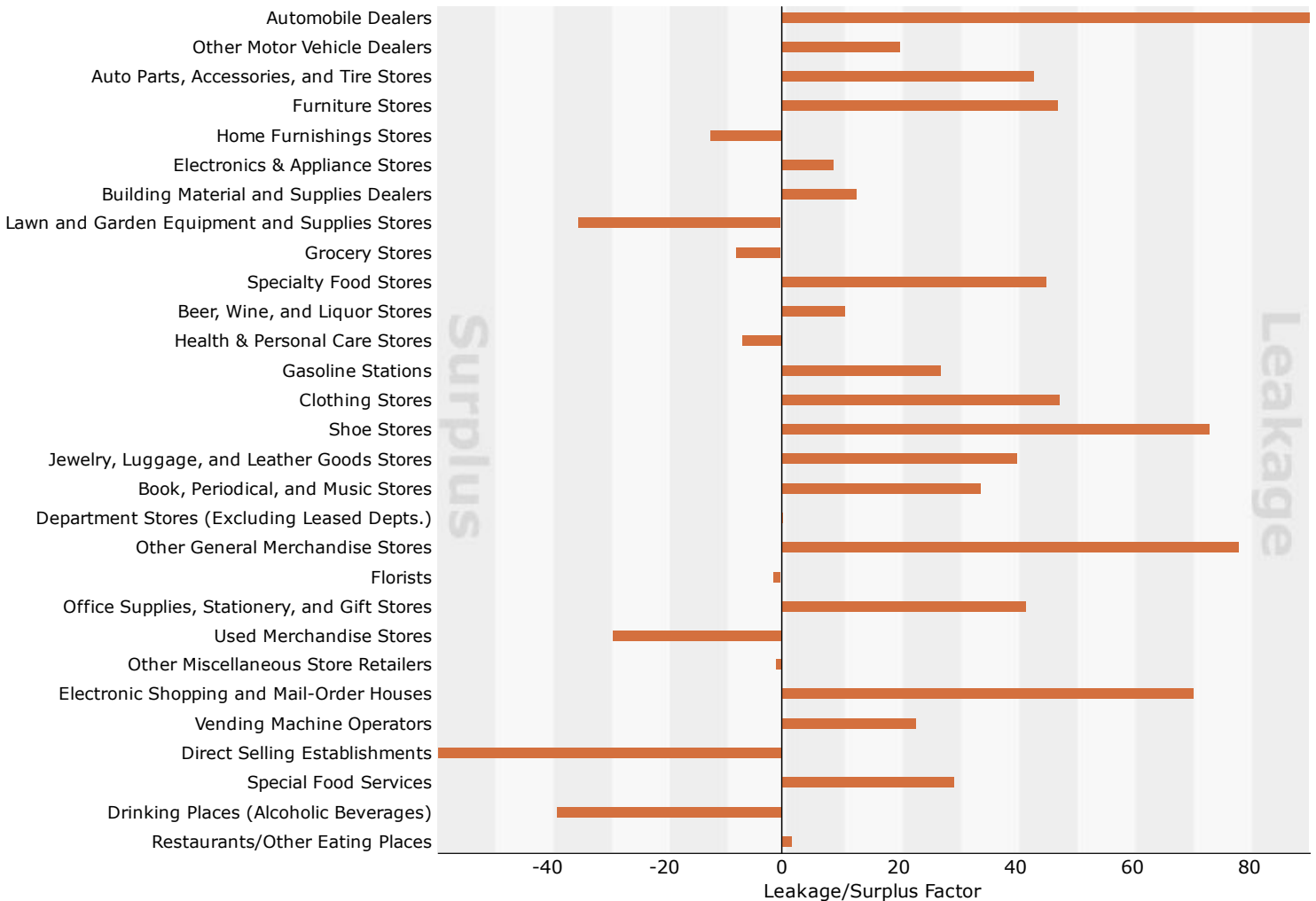
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

March 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2418 Main St, Rocky Hill, Town of, Connecticut, 06067
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 41.66297
 Longitude: -72.63912

Summary Demographics

2016 Population	531,449
2016 Households	209,643
2016 Median Disposable Income	\$41,807
2016 Per Capita Income	\$30,284

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	\$8,207,347,232	\$9,625,739,363	-\$1,418,392,131	-8.0	4,792
Total Retail Trade	44-45	\$7,439,358,333	\$8,755,998,523	-\$1,316,640,190	-8.1	3,291
Total Food & Drink	722	\$767,988,899	\$869,740,840	-\$101,751,941	-6.2	1,501

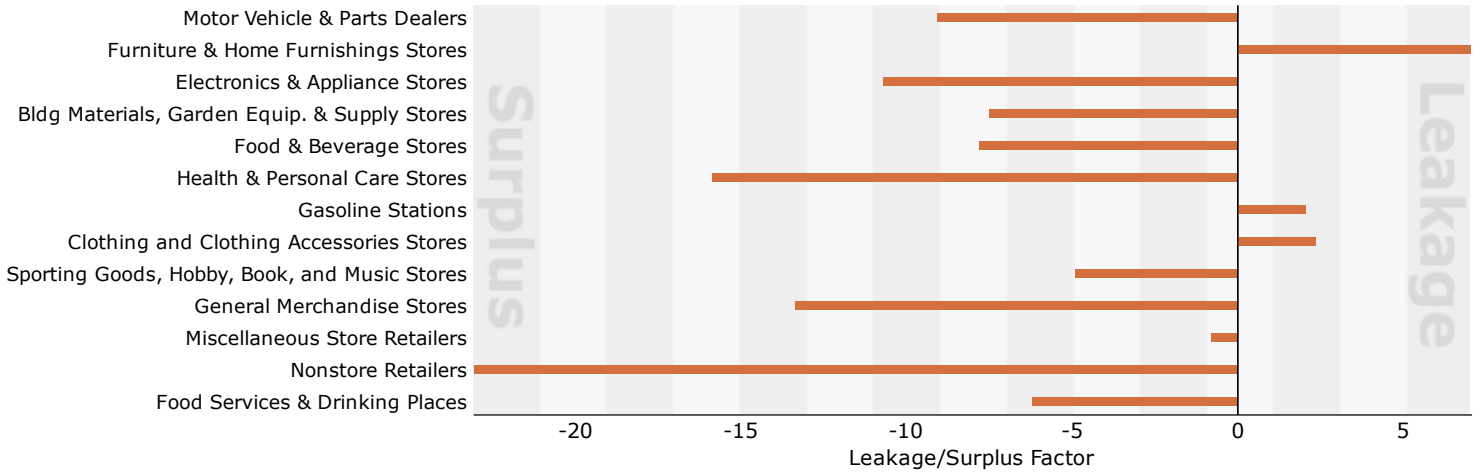
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,653,893,907	\$1,986,425,266	-\$332,531,359	-9.1	321
Automobile Dealers	4411	\$1,390,163,522	\$1,700,314,084	-\$310,150,562	-10.0	169
Other Motor Vehicle Dealers	4412	\$170,190,967	\$155,634,821	\$14,556,146	4.5	48
Auto Parts, Accessories & Tire Stores	4413	\$93,539,418	\$130,476,361	-\$36,936,943	-16.5	104
Furniture & Home Furnishings Stores	442	\$269,010,565	\$233,505,248	\$35,505,317	7.1	146
Furniture Stores	4421	\$145,800,181	\$120,277,027	\$25,523,154	9.6	70
Home Furnishings Stores	4422	\$123,210,384	\$113,228,221	\$9,982,163	4.2	76
Electronics & Appliance Stores	443	\$428,648,433	\$531,086,124	-\$102,437,691	-10.7	227
Bldg Materials, Garden Equip. & Supply Stores	444	\$404,589,274	\$469,790,680	-\$65,201,406	-7.5	225
Bldg Material & Supplies Dealers	4441	\$359,148,323	\$432,322,892	-\$73,174,569	-9.2	189
Lawn & Garden Equip & Supply Stores	4442	\$45,440,952	\$37,467,788	\$7,973,164	9.6	35
Food & Beverage Stores	445	\$1,458,558,927	\$1,704,751,244	-\$246,192,317	-7.8	630
Grocery Stores	4451	\$1,250,987,331	\$1,495,632,566	-\$244,645,235	-8.9	376
Specialty Food Stores	4452	\$80,016,902	\$59,236,882	\$20,780,020	14.9	72
Beer, Wine & Liquor Stores	4453	\$127,554,694	\$149,881,796	-\$22,327,102	-8.0	182
Health & Personal Care Stores	446,4461	\$438,773,028	\$605,094,859	-\$166,321,831	-15.9	257
Gasoline Stations	447,4471	\$404,670,466	\$387,987,836	\$16,682,630	2.1	186
Clothing & Clothing Accessories Stores	448	\$500,850,552	\$477,311,033	\$23,539,519	2.4	430
Clothing Stores	4481	\$363,119,932	\$341,546,348	\$21,573,584	3.1	288
Shoe Stores	4482	\$54,516,983	\$50,868,263	\$3,648,720	3.5	44
Jewelry, Luggage & Leather Goods Stores	4483	\$83,213,637	\$84,896,423	-\$1,682,786	-1.0	98
Sporting Goods, Hobby, Book & Music Stores	451	\$253,290,440	\$279,411,097	-\$26,120,657	-4.9	186
Sporting Goods/Hobby/Musical Instr Stores	4511	\$222,539,246	\$238,926,137	-\$16,386,891	-3.6	138
Book, Periodical & Music Stores	4512	\$30,751,195	\$40,484,960	-\$9,733,765	-13.7	48
General Merchandise Stores	452	\$1,174,886,747	\$1,539,826,150	-\$364,939,403	-13.4	162
Department Stores Excluding Leased Depts.	4521	\$831,082,654	\$1,015,272,781	-\$184,190,127	-10.0	69
Other General Merchandise Stores	4529	\$343,804,093	\$524,553,370	-\$180,749,277	-20.8	93
Miscellaneous Store Retailers	453	\$312,797,713	\$317,801,496	-\$5,003,783	-0.8	463
Florists	4531	\$19,815,750	\$15,539,869	\$4,275,881	12.1	67
Office Supplies, Stationery & Gift Stores	4532	\$72,577,196	\$70,329,155	\$2,248,041	1.6	101
Used Merchandise Stores	4533	\$24,646,531	\$41,814,113	-\$17,167,582	-25.8	94
Other Miscellaneous Store Retailers	4539	\$195,758,235	\$190,118,359	\$5,639,876	1.5	201
Nonstore Retailers	454	\$139,388,281	\$223,007,490	-\$83,619,209	-23.1	55
Electronic Shopping & Mail-Order Houses	4541	\$82,338,432	\$52,159,679	\$30,178,753	22.4	23
Vending Machine Operators	4542	\$4,659,857	\$8,825,762	-\$4,165,905	-30.9	6
Direct Selling Establishments	4543	\$52,389,992	\$162,022,048	-\$109,632,056	-51.1	27
Food Services & Drinking Places	722	\$767,988,899	\$869,740,840	-\$101,751,941	-6.2	1,501
Special Food Services	7223	\$22,190,600	\$17,840,155	\$4,350,445	10.9	57
Drinking Places - Alcoholic Beverages	7224	\$11,688,306	\$37,301,255	-\$25,612,949	-52.3	50
Restaurants/Other Eating Places	7225	\$734,109,993	\$814,599,430	-\$80,489,437	-5	1,394

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/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

March 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

