



Retail MarketPlace Profile

3896 Union Rd, Cheektowaga, New York, 14225 2
3896 Union Rd, Cheektowaga, New York, 14225
Ring: 1 mile radius

Prepared by Pyramid Brokerage Company

Latitude: 42.92029
Longitude: -78.75418

Summary Demographics

2015 Population	10,570
2015 Households	4,801
2015 Median Disposable Income	\$35,187
2015 Per Capita Income	\$24,398

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	\$141,376,731	\$1,234,572,253	-\$1,093,195,522	-79.5	321
Total Retail Trade	44-45	\$128,607,471	\$1,163,127,765	-\$1,034,520,294	-80.1	244
Total Food & Drink	722	\$12,769,260	\$71,444,488	-\$58,675,228	-69.7	77

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,838,006	\$92,402,660	-\$63,564,654	-52.4	9
Automobile Dealers	4411	\$24,270,636	\$74,664,019	-\$50,393,383	-50.9	1
Other Motor Vehicle Dealers	4412	\$2,935,373	\$0	\$2,935,373	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,631,997	\$13,153,897	-\$11,521,900	-77.9	7
Furniture & Home Furnishings Stores	442	\$4,241,009	\$159,708,019	-\$155,467,010	-94.8	20
Furniture Stores	4421	\$2,322,924	\$150,504,866	-\$148,181,942	-97.0	10
Home Furnishings Stores	4422	\$1,918,086	\$9,203,153	-\$7,285,067	-65.5	10
Electronics & Appliance Stores	443	\$8,943,400	\$40,863,946	-\$31,920,546	-64.1	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,280,398	\$24,430,142	-\$19,149,744	-64.5	11
Bldg Material & Supplies Dealers	4441	\$4,516,563	\$24,430,142	-\$19,913,579	-68.8	11
Lawn & Garden Equip & Supply Stores	4442	\$763,835	\$0	\$763,835	100.0	0
Food & Beverage Stores	445	\$25,358,201	\$200,884,840	-\$175,526,639	-77.6	16
Grocery Stores	4451	\$21,084,047	\$192,676,542	-\$171,592,495	-80.3	8
Specialty Food Stores	4452	\$2,768,949	\$6,817,742	-\$4,048,793	-42.2	6
Beer, Wine & Liquor Stores	4453	\$1,505,204	\$1,390,556	\$114,648	4.0	2
Health & Personal Care Stores	446,4461	\$10,439,048	\$39,710,564	-\$29,271,516	-58.4	23
Gasoline Stations	447,4471	\$8,419,918	\$14,756,835	-\$6,336,917	-27.3	3
Clothing & Clothing Accessories Stores	448	\$9,113,105	\$159,330,871	-\$150,217,766	-89.2	89
Clothing Stores	4481	\$6,338,210	\$134,799,691	-\$128,461,481	-91.0	62
Shoe Stores	4482	\$1,113,363	\$13,249,126	-\$12,135,763	-84.5	15
Jewelry, Luggage & Leather Goods Stores	4483	\$1,661,533	\$11,282,054	-\$9,620,521	-74.3	12
Sporting Goods, Hobby, Book & Music Stores	451	\$3,644,106	\$63,074,620	-\$59,430,514	-89.1	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,208,603	\$63,074,620	-\$59,866,017	-90.3	13
Book, Periodical & Music Stores	4512	\$435,503	\$0	\$435,503	100.0	0
General Merchandise Stores	452	\$15,047,335	\$331,212,364	-\$316,165,029	-91.3	16
Department Stores Excluding Leased Depts.	4521	\$10,123,972	\$245,255,119	-\$235,131,147	-92.1	9
Other General Merchandise Stores	4529	\$4,923,363	\$85,957,245	-\$81,033,882	-89.2	7
Miscellaneous Store Retailers	453	\$6,287,742	\$32,066,595	-\$25,778,853	-67.2	29
Florists	4531	\$468,953	\$164,223	\$304,730	48.1	1
Office Supplies, Stationery & Gift Stores	4532	\$1,024,047	\$7,765,388	-\$6,741,341	-76.7	11
Used Merchandise Stores	4533	\$465,870	\$1,145,913	-\$680,043	-42.2	4
Other Miscellaneous Store Retailers	4539	\$4,328,872	\$22,991,070	-\$18,662,198	-68.3	14
Nonstore Retailers	454	\$2,995,202	\$4,686,308	-\$1,691,106	-22.0	4
Electronic Shopping & Mail-Order Houses	4541	\$2,198,731	\$2,850,854	-\$652,123	-12.9	2
Vending Machine Operators	4542	\$76,669	\$1,121,721	-\$1,045,052	-87.2	2
Direct Selling Establishments	4543	\$719,802	\$0	\$719,802	100.0	0
Food Services & Drinking Places	722	\$12,769,260	\$71,444,488	-\$58,675,228	-69.7	77
Full-Service Restaurants	7221	\$7,863,154	\$36,465,158	-\$28,602,004	-64.5	40
Limited-Service Eating Places	7222	\$4,227,886	\$33,634,358	-\$29,406,472	-77.7	34
Special Food Services	7223	\$429,821	\$0	\$429,821	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$248,400	\$1,144,382	-\$895,982	-64.3	3

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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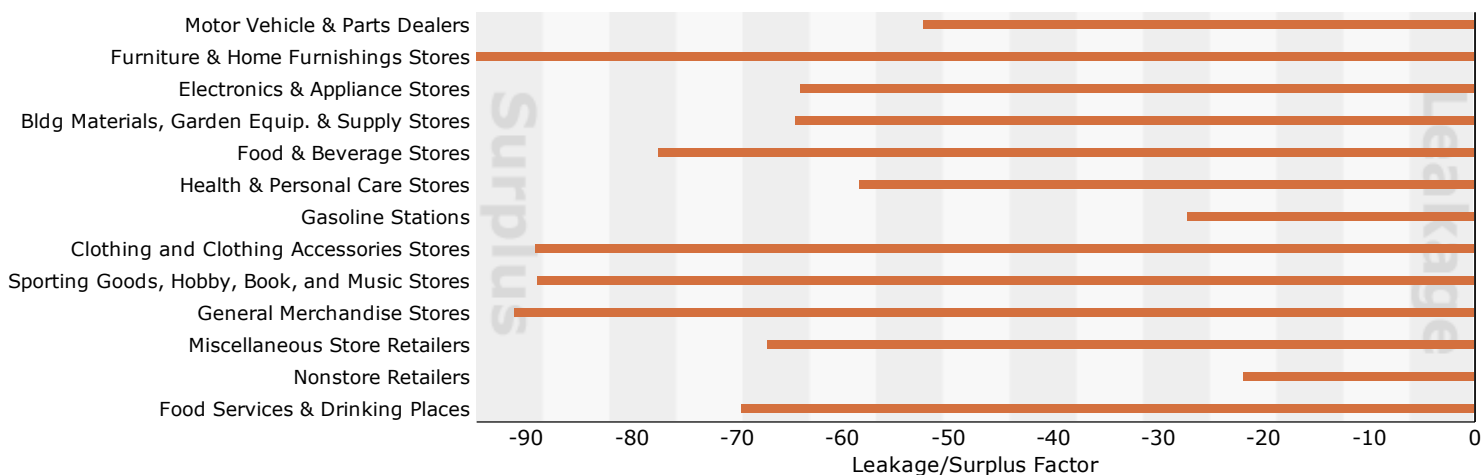
February 22, 2016

3896 Union Rd, Cheektowaga, New York, 14225 2
 3896 Union Rd, Cheektowaga, New York, 14225
 Ring: 1 mile radius

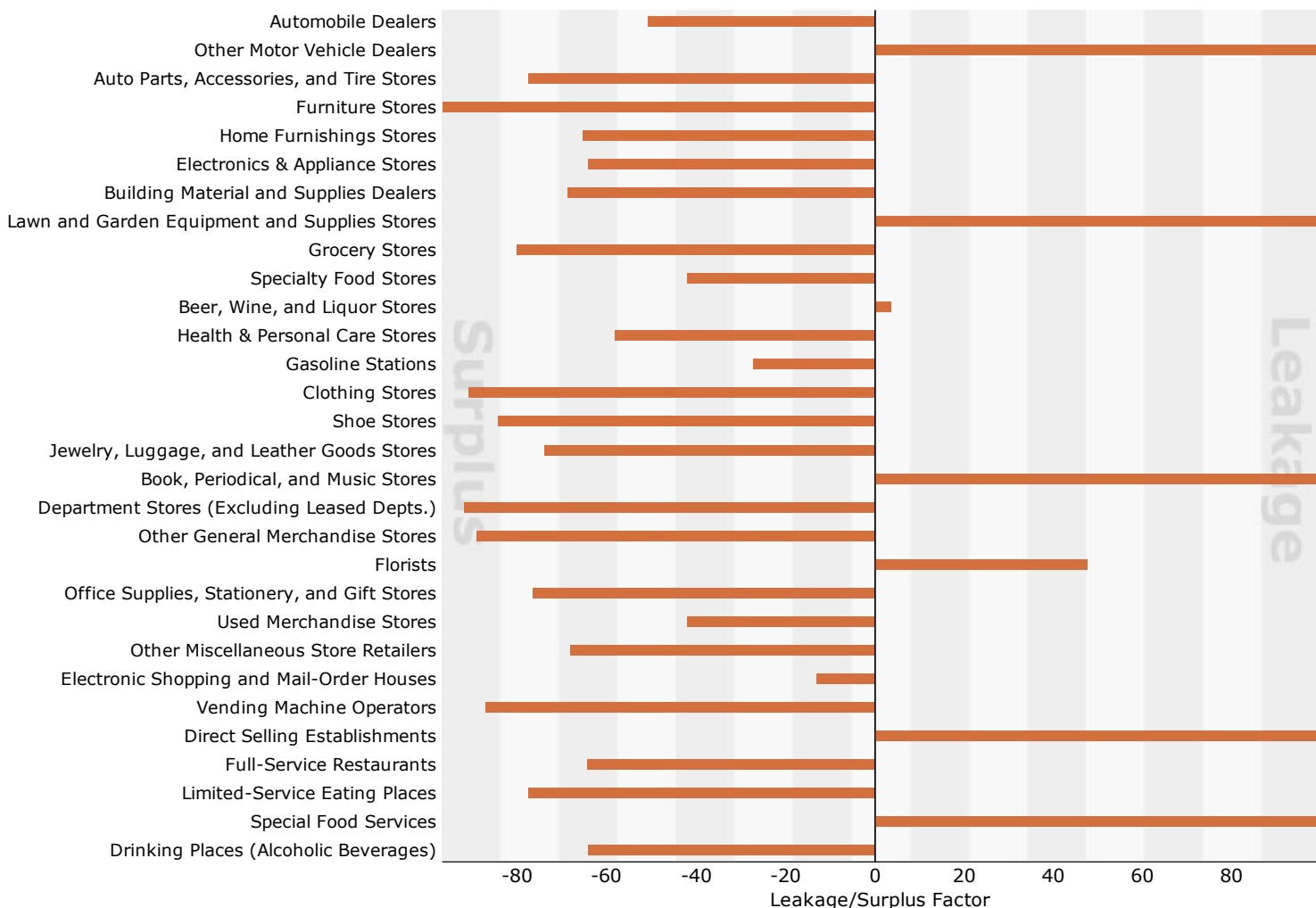
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3896 Union Rd, Cheektowaga, New York, 14225 2
3896 Union Rd, Cheektowaga, New York, 14225
Ring: 3 mile radius

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Summary Demographics

2015 Population	93,093
2015 Households	41,618
2015 Median Disposable Income	\$36,419
2015 Per Capita Income	\$25,154

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	\$1,284,019,076	\$2,486,925,727	-\$1,202,906,651	-31.9	970
Total Retail Trade	44-45	\$1,167,295,259	\$2,305,178,274	-\$1,137,883,015	-32.8	712
Total Food & Drink	722	\$116,723,817	\$181,747,453	-\$65,023,636	-21.8	258

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$259,666,516	\$287,310,747	-\$27,644,231	-5.1	49
Automobile Dealers	4411	\$218,489,444	\$178,948,616	-\$39,540,828	9.9	21
Other Motor Vehicle Dealers	4412	\$26,300,292	\$70,442,573	-\$44,142,281	-45.6	2
Auto Parts, Accessories & Tire Stores	4413	\$14,876,780	\$37,919,559	-\$23,042,779	-43.6	25
Furniture & Home Furnishings Stores	442	\$38,728,318	\$268,209,230	-\$229,480,912	-74.8	37
Furniture Stores	4421	\$21,261,325	\$239,975,903	-\$218,714,578	-83.7	16
Home Furnishings Stores	4422	\$17,466,993	\$28,233,327	-\$10,766,334	-23.6	21
Electronics & Appliance Stores	443	\$81,573,290	\$110,296,240	-\$28,722,950	-15.0	45
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,432,686	\$53,571,880	-\$5,139,194	-5.0	47
Bldg Material & Supplies Dealers	4441	\$41,666,724	\$51,483,171	-\$9,816,447	-10.5	43
Lawn & Garden Equip & Supply Stores	4442	\$6,765,961	\$2,088,709	\$4,677,252	52.8	4
Food & Beverage Stores	445	\$230,435,424	\$419,794,062	-\$189,358,638	-29.1	77
Grocery Stores	4451	\$191,414,413	\$386,793,147	-\$195,378,734	-33.8	44
Specialty Food Stores	4452	\$25,150,755	\$27,303,262	-\$2,152,507	-4.1	23
Beer, Wine & Liquor Stores	4453	\$13,870,257	\$5,697,654	\$8,172,603	41.8	10
Health & Personal Care Stores	446,4461	\$94,773,066	\$126,497,826	-\$31,724,760	-14.3	77
Gasoline Stations	447,4471	\$75,956,443	\$52,209,967	\$23,746,476	18.5	22
Clothing & Clothing Accessories Stores	448	\$83,704,937	\$263,512,006	-\$179,807,069	-51.8	178
Clothing Stores	4481	\$58,148,048	\$219,262,321	-\$161,114,273	-58.1	120
Shoe Stores	4482	\$10,198,861	\$20,812,597	-\$10,613,736	-34.2	25
Jewelry, Luggage & Leather Goods Stores	4483	\$15,358,029	\$23,437,088	-\$8,079,059	-20.8	33
Sporting Goods, Hobby, Book & Music Stores	451	\$32,946,745	\$156,124,621	-\$123,177,876	-65.1	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,005,257	\$124,664,305	-\$95,659,048	-62.2	39
Book, Periodical & Music Stores	4512	\$3,941,488	\$31,460,316	-\$27,518,828	-77.7	4
General Merchandise Stores	452	\$137,034,618	\$473,397,029	-\$336,362,411	-55.1	36
Department Stores Excluding Leased Depts.	4521	\$92,361,634	\$370,468,989	-\$278,107,355	-60.1	13
Other General Merchandise Stores	4529	\$44,672,984	\$102,928,040	-\$58,255,056	-39.5	23
Miscellaneous Store Retailers	453	\$56,862,808	\$64,237,452	-\$7,374,644	-6.1	90
Florists	4531	\$4,222,531	\$3,827,895	\$394,636	4.9	11
Office Supplies, Stationery & Gift Stores	4532	\$9,371,739	\$12,520,450	-\$3,148,711	-14.4	28
Used Merchandise Stores	4533	\$4,246,541	\$3,338,256	\$908,285	12.0	10
Other Miscellaneous Store Retailers	4539	\$39,021,998	\$44,550,851	-\$5,528,853	-6.6	41
Nonstore Retailers	454	\$27,180,408	\$30,017,213	-\$2,836,805	-5.0	12
Electronic Shopping & Mail-Order Houses	4541	\$20,008,329	\$15,261,567	\$4,746,762	13.5	3
Vending Machine Operators	4542	\$696,250	\$2,438,925	-\$1,742,675	-55.6	5
Direct Selling Establishments	4543	\$6,475,830	\$12,316,721	-\$5,840,891	-31.1	4
Food Services & Drinking Places	722	\$116,723,817	\$181,747,453	-\$65,023,636	-21.8	258
Full-Service Restaurants	7221	\$71,881,081	\$93,881,879	-\$22,000,798	-13.3	146
Limited-Service Eating Places	7222	\$38,653,848	\$79,204,562	-\$40,550,714	-34.4	89
Special Food Services	7223	\$3,919,615	\$2,790,435	\$1,129,180	16.8	8
Drinking Places - Alcoholic Beverages	7224	\$2,269,272	\$5,870,577	-\$3,601,305	-44.2	14

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.

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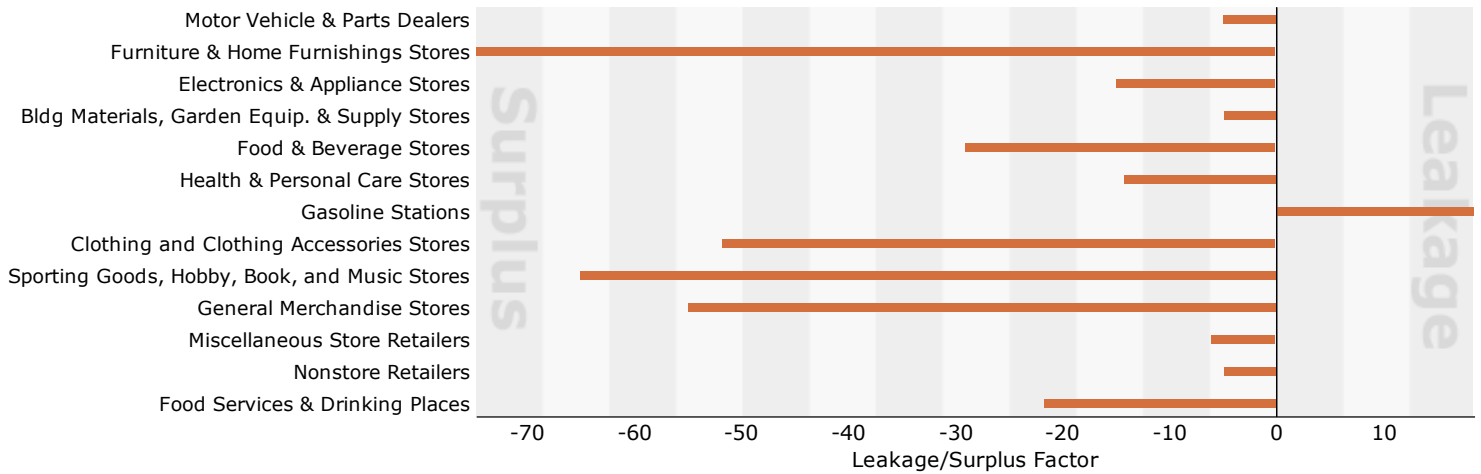
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Ring: 3 mile radius

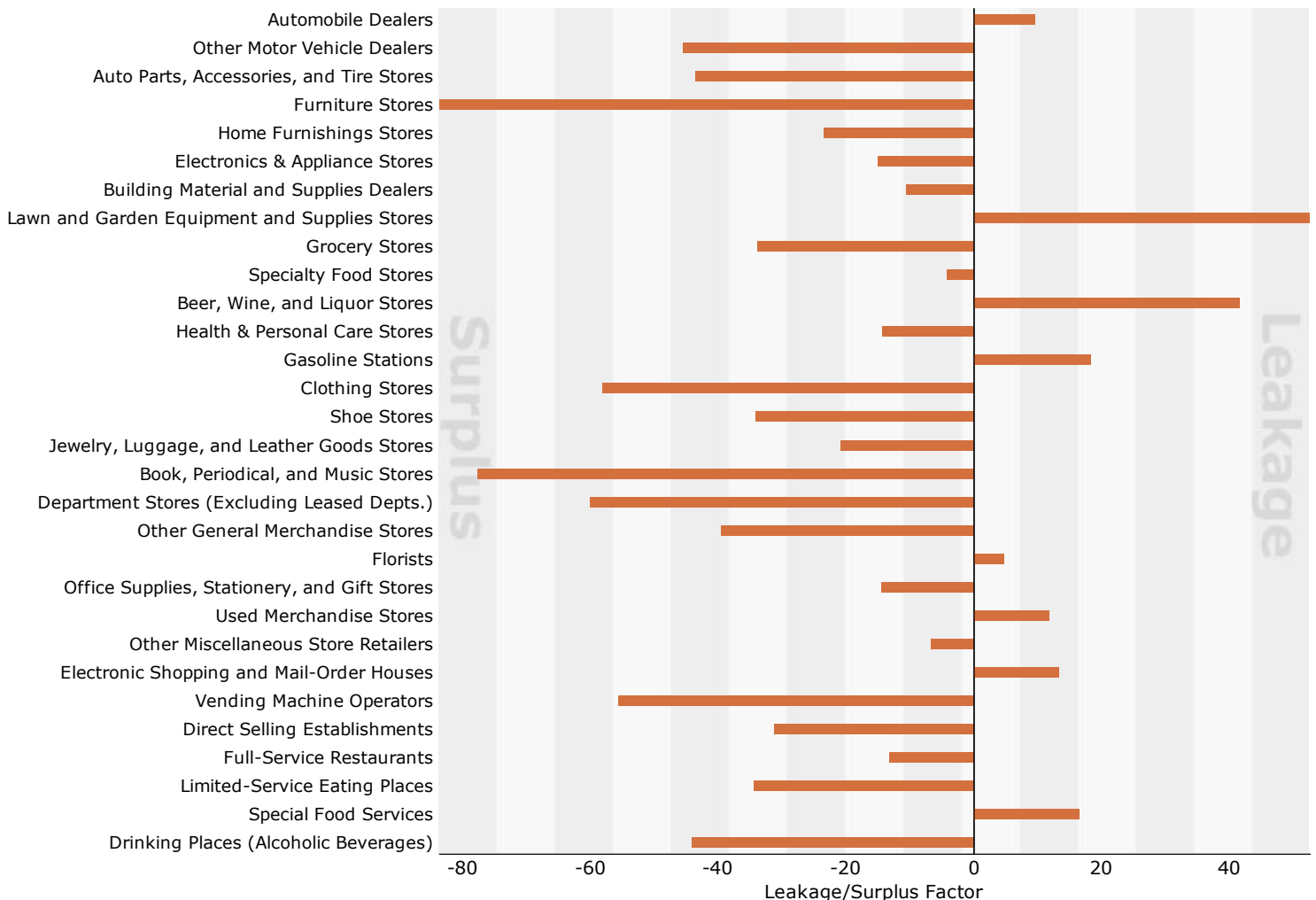
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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February 22, 2016



Retail MarketPlace Profile

3896 Union Rd, Cheektowaga, New York, 14225 2
3896 Union Rd, Cheektowaga, New York, 14225
Ring: 5 mile radius

Prepared by Pyramid Brokerage Company

Latitude: 42.92029
Longitude: -78.75418

Summary Demographics

2015 Population	281,735
2015 Households	122,151
2015 Median Disposable Income	\$37,000
2015 Per Capita Income	\$26,754

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	\$4,057,352,372	\$5,414,013,556	-\$1,356,661,184	-14.3	2,439
Total Retail Trade	44-45	\$3,683,068,404	\$4,994,655,932	-\$1,311,587,528	-15.1	1,722
Total Food & Drink	722	\$374,283,968	\$419,357,624	-\$45,073,656	-5.7	717

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$813,902,228	\$1,014,921,479	-\$201,019,251	-11.0	156
Automobile Dealers	4411	\$683,819,173	\$752,280,844	-\$68,461,671	-4.8	84
Other Motor Vehicle Dealers	4412	\$82,579,343	\$82,152,741	\$426,602	0.3	12
Auto Parts, Accessories & Tire Stores	4413	\$47,503,712	\$180,487,893	-\$132,984,181	-58.3	60
Furniture & Home Furnishings Stores	442	\$123,315,695	\$337,930,171	-\$214,614,476	-46.5	87
Furniture Stores	4421	\$67,701,467	\$273,320,281	-\$205,618,814	-60.3	40
Home Furnishings Stores	4422	\$55,614,227	\$64,609,890	-\$8,995,663	-7.5	47
Electronics & Appliance Stores	443	\$260,974,409	\$244,946,240	\$16,028,169	3.2	105
Bldg Materials, Garden Equip. & Supply Stores	444	\$156,032,422	\$133,850,653	\$22,181,769	7.7	125
Bldg Material & Supplies Dealers	4441	\$135,322,993	\$126,316,114	\$9,006,879	3.4	115
Lawn & Garden Equip & Supply Stores	4442	\$20,709,430	\$7,534,539	\$13,174,891	46.6	10
Food & Beverage Stores	445	\$724,960,987	\$1,056,964,298	-\$332,003,311	-18.6	245
Grocery Stores	4451	\$601,012,331	\$966,680,189	-\$365,667,858	-23.3	150
Specialty Food Stores	4452	\$79,091,830	\$55,645,714	\$23,446,116	17.4	58
Beer, Wine & Liquor Stores	4453	\$44,856,826	\$34,638,395	\$10,218,431	12.9	37
Health & Personal Care Stores	446,4461	\$296,605,530	\$307,203,838	-\$10,598,308	-1.8	182
Gasoline Stations	447,4471	\$236,420,489	\$130,082,019	\$106,338,470	29.0	59
Clothing & Clothing Accessories Stores	448	\$268,615,686	\$341,361,386	-\$72,745,700	-11.9	289
Clothing Stores	4481	\$185,881,627	\$272,227,059	-\$86,345,432	-18.8	191
Shoe Stores	4482	\$32,430,792	\$28,751,298	\$3,679,494	6.0	38
Jewelry, Luggage & Leather Goods Stores	4483	\$50,303,267	\$40,383,029	\$9,920,238	10.9	60
Sporting Goods, Hobby, Book & Music Stores	451	\$104,729,366	\$213,236,354	-\$108,506,988	-34.1	117
Sporting Goods/Hobby/Musical Instr Stores	4511	\$92,148,665	\$167,737,635	-\$75,588,970	-29.1	94
Book, Periodical & Music Stores	4512	\$12,580,701	\$45,498,719	-\$32,918,018	-56.7	24
General Merchandise Stores	452	\$433,646,124	\$819,645,976	-\$385,999,852	-30.8	96
Department Stores Excluding Leased Depts.	4521	\$293,226,346	\$677,843,323	-\$384,616,977	-39.6	30
Other General Merchandise Stores	4529	\$140,419,778	\$141,802,653	-\$1,382,875	-0.5	66
Miscellaneous Store Retailers	453	\$178,018,208	\$167,141,384	\$10,876,824	3.2	226
Florists	4531	\$13,224,112	\$5,913,593	\$7,310,519	38.2	22
Office Supplies, Stationery & Gift Stores	4532	\$29,802,733	\$28,805,591	\$997,142	1.7	75
Used Merchandise Stores	4533	\$13,595,804	\$19,155,249	-\$5,559,445	-17.0	31
Other Miscellaneous Store Retailers	4539	\$121,395,559	\$113,266,951	\$8,128,608	3.5	98
Nonstore Retailers	454	\$85,847,262	\$227,372,132	-\$141,524,870	-45.2	33
Electronic Shopping & Mail-Order Houses	4541	\$63,507,767	\$173,317,331	-\$109,809,564	-46.4	9
Vending Machine Operators	4542	\$2,192,731	\$10,809,404	-\$8,616,673	-66.3	13
Direct Selling Establishments	4543	\$20,146,764	\$43,245,398	-\$23,098,634	-36.4	10
Food Services & Drinking Places	722	\$374,283,968	\$419,357,624	-\$45,073,656	-5.7	717
Full-Service Restaurants	7221	\$230,575,932	\$227,325,911	\$3,250,021	0.7	423
Limited-Service Eating Places	7222	\$123,746,250	\$171,525,337	-\$47,779,087	-16.2	220
Special Food Services	7223	\$12,602,719	\$6,488,025	\$6,114,694	32.0	22
Drinking Places - Alcoholic Beverages	7224	\$7,359,067	\$14,018,351	-\$6,659,284	-31.2	52

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.

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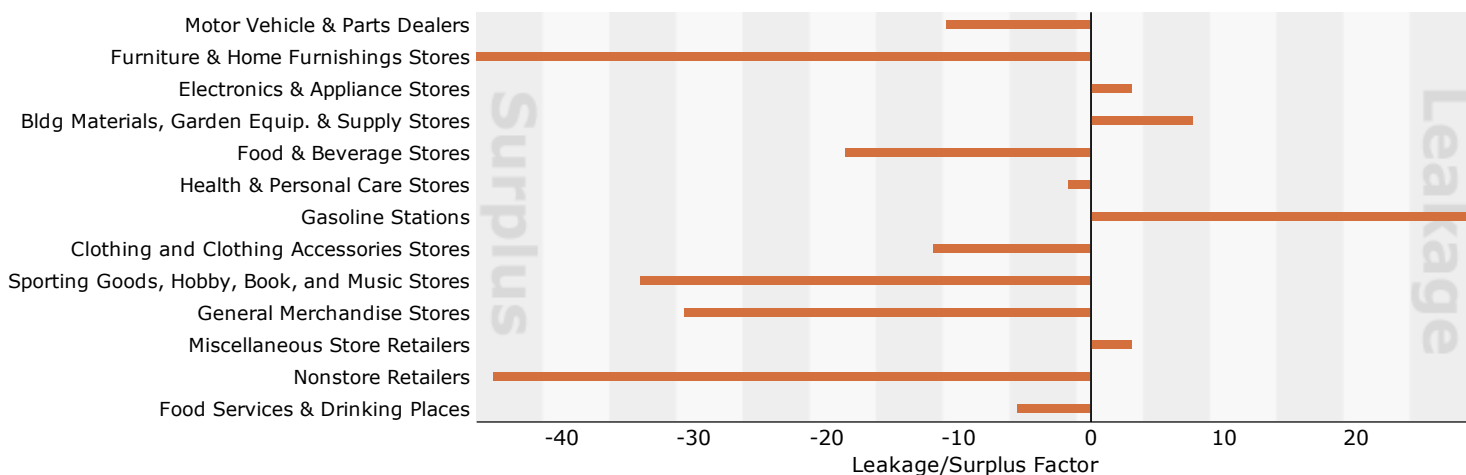
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

