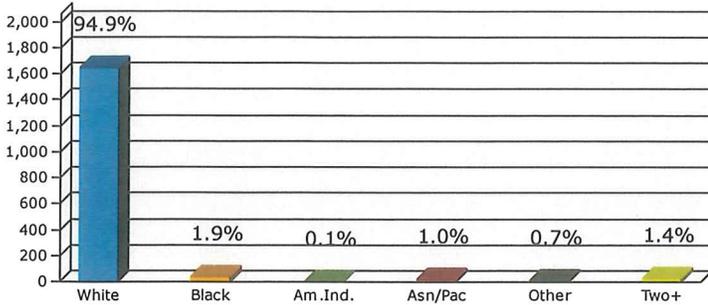
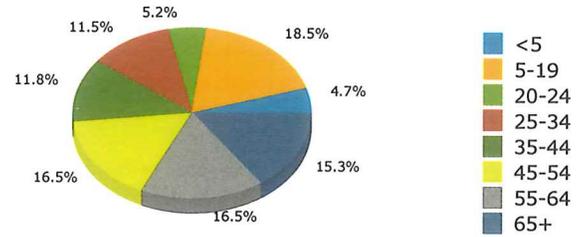


2017 Population by Race

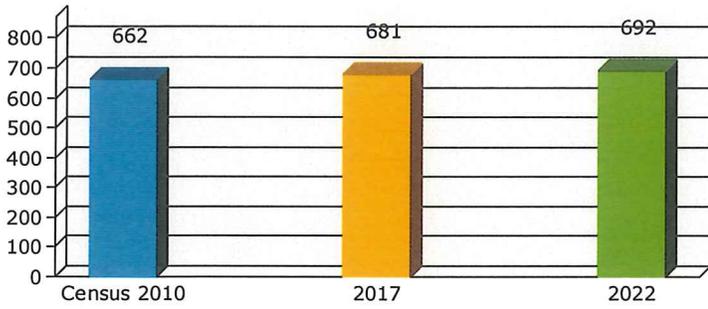


2017 Percent Hispanic Origin: 4.1%

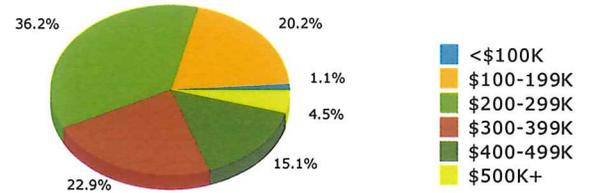
2017 Population by Age



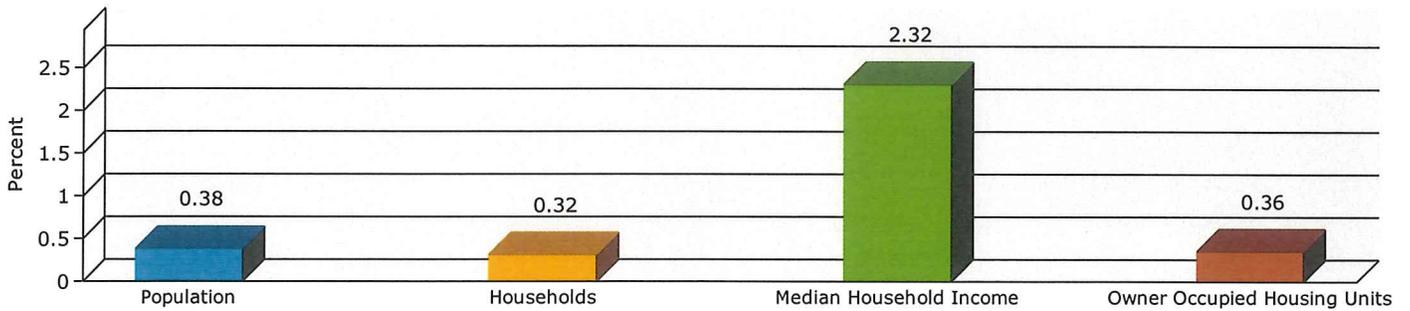
Households



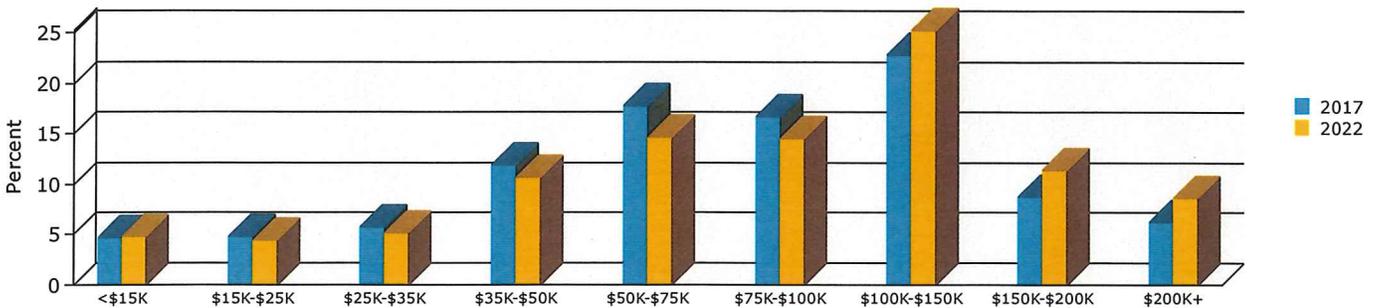
2017 Home Value



2017-2022 Annual Growth Rate

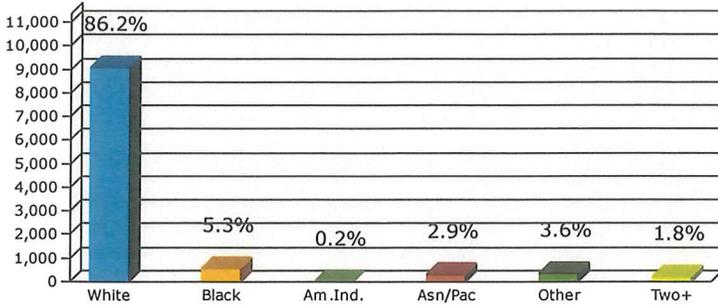


Household Income



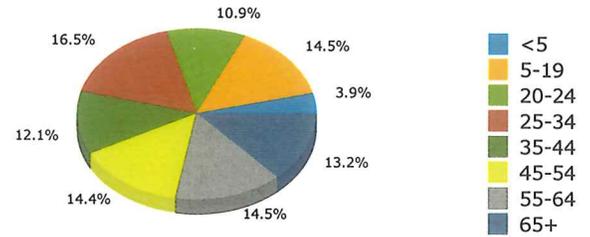
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

2017 Population by Race

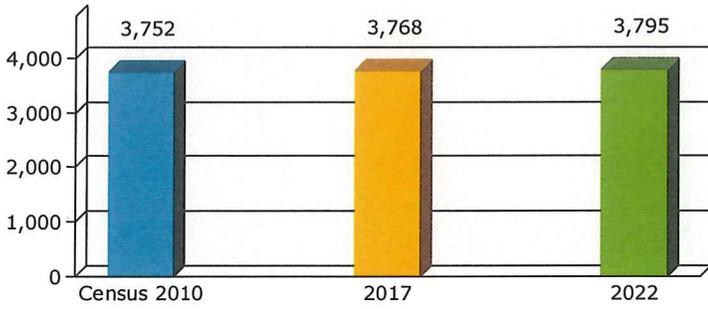


2017 Percent Hispanic Origin: 6.6%

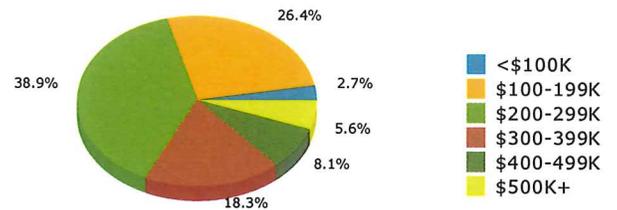
2017 Population by Age



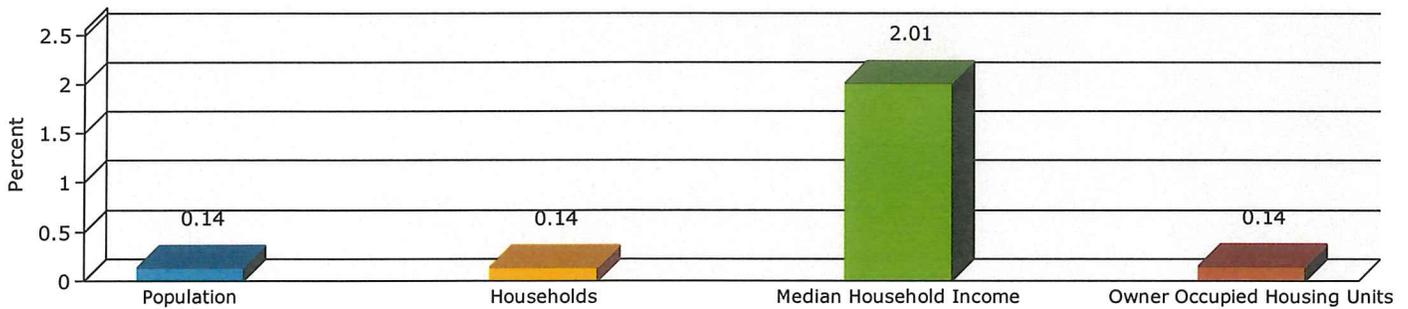
Households



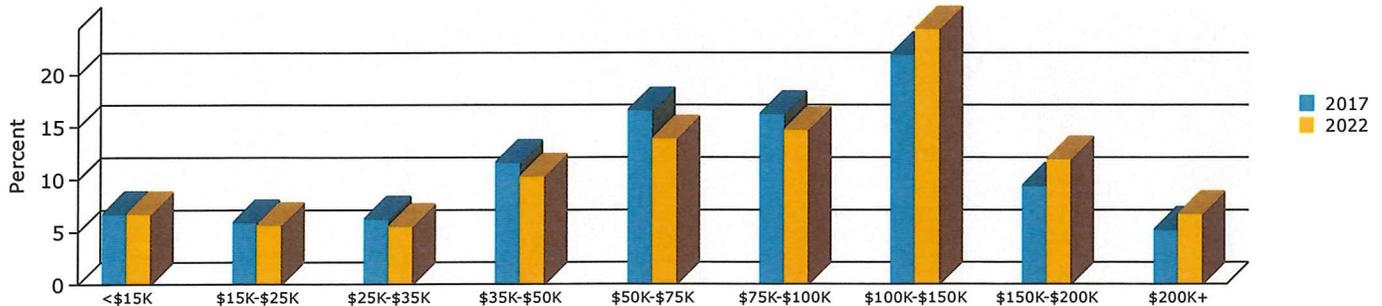
2017 Home Value



2017-2022 Annual Growth Rate

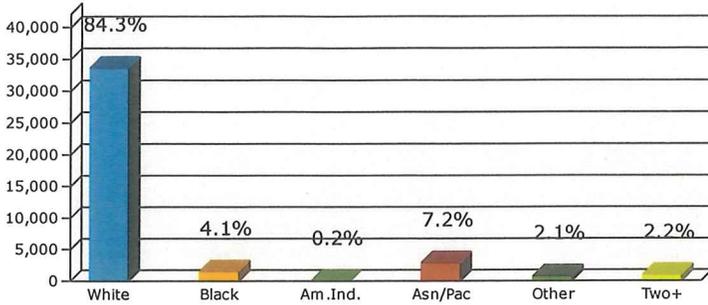


Household Income



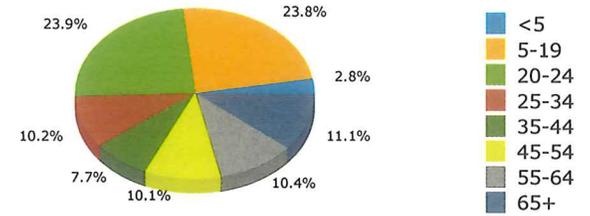
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

2017 Population by Race

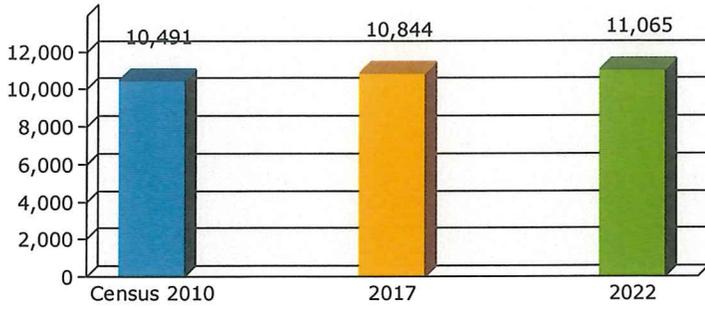


2017 Percent Hispanic Origin: 5.9%

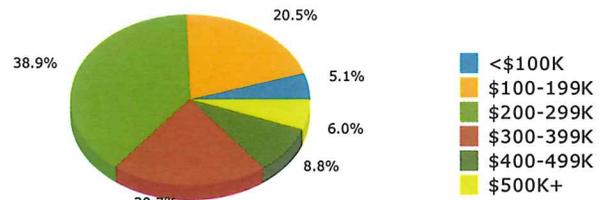
2017 Population by Age



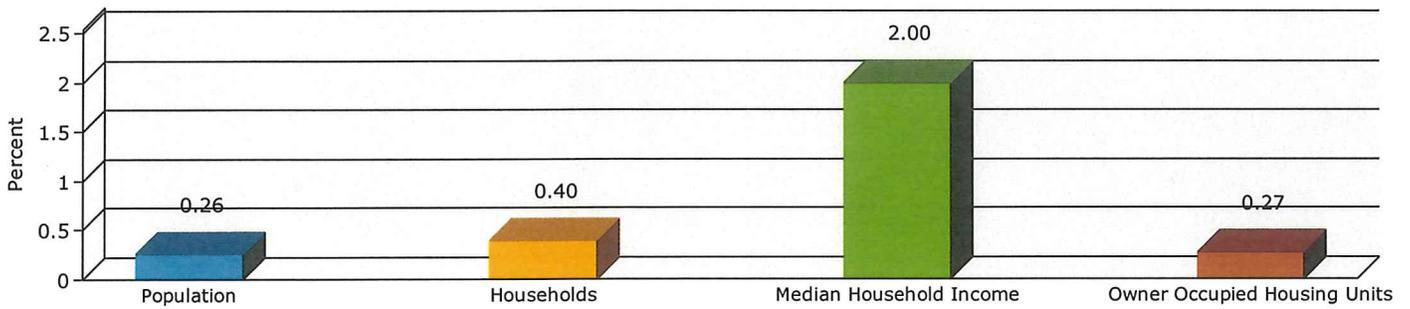
Households



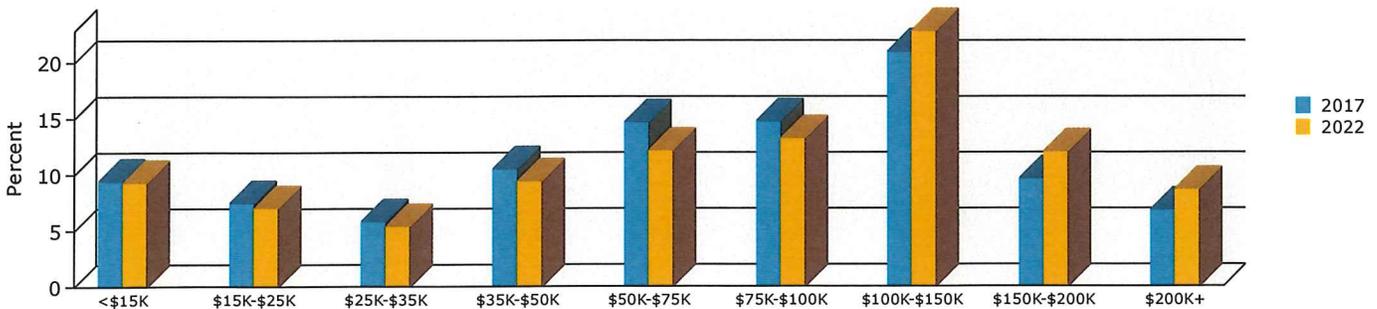
2017 Home Value



2017-2022 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Retail MarketPlace Profile

1712 Main St, Coventry, Connecticut, 06238
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.78148
 Longitude: -72.31479

Summary Demographics

2017 Population	1,739
2017 Households	681
2017 Median Disposable Income	\$57,528
2017 Per Capita Income	\$38,238

Industry Summary	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$31,136,830	\$3,187,962	\$27,948,868	81.4	7
Total Retail Trade	44-45	\$28,154,529	\$1,916,338	\$26,238,191	87.3	2
Total Food & Drink	722	\$2,982,301	\$1,271,624	\$1,710,677	40.2	5
Industry Group	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
		(Retail Potential)	(Retail Sales)		Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$5,887,136	\$0	\$5,887,136	100.0	0
Automobile Dealers	4411	\$4,828,050	\$0	\$4,828,050	100.0	0
Other Motor Vehicle Dealers	4412	\$631,783	\$0	\$631,783	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$427,303	\$0	\$427,303	100.0	0
Furniture & Home Furnishings Stores	442	\$1,141,909	\$0	\$1,141,909	100.0	0
Furniture Stores	4421	\$577,123	\$0	\$577,123	100.0	0
Home Furnishings Stores	4422	\$564,786	\$0	\$564,786	100.0	0
Electronics & Appliance Stores	443	\$1,040,784	\$0	\$1,040,784	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,905,070	\$0	\$1,905,070	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,705,650	\$0	\$1,705,650	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$199,420	\$0	\$199,420	100.0	0
Food & Beverage Stores	445	\$5,208,923	\$0	\$5,208,923	100.0	0
Grocery Stores	4451	\$4,466,490	\$0	\$4,466,490	100.0	0
Specialty Food Stores	4452	\$211,079	\$0	\$211,079	100.0	0
Beer, Wine & Liquor Stores	4453	\$531,354	\$0	\$531,354	100.0	0
Health & Personal Care Stores	446,4461	\$1,809,175	\$0	\$1,809,175	100.0	0
Gasoline Stations	447,4471	\$2,453,287	\$0	\$2,453,287	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,086,294	\$0	\$2,086,294	100.0	0
Clothing Stores	4481	\$1,492,698	\$0	\$1,492,698	100.0	0
Shoe Stores	4482	\$238,389	\$0	\$238,389	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$355,208	\$0	\$355,208	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,022,922	\$0	\$1,022,922	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$909,194	\$0	\$909,194	100.0	0
Book, Periodical & Music Stores	4512	\$113,728	\$0	\$113,728	100.0	0
General Merchandise Stores	452	\$4,098,993	\$0	\$4,098,993	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,759,718	\$0	\$2,759,718	100.0	0
Other General Merchandise Stores	4529	\$1,339,274	\$0	\$1,339,274	100.0	0
Miscellaneous Store Retailers	453	\$1,081,765	\$986,027	\$95,738	4.6	1
Florists	4531	\$89,363	\$0	\$89,363	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$294,375	\$0	\$294,375	100.0	0
Used Merchandise Stores	4533	\$105,973	\$941,031	-\$835,058	-79.8	1
Other Miscellaneous Store Retailers	4539	\$592,054	\$0	\$592,054	100.0	0
Nonstore Retailers	454	\$418,272	\$0	\$418,272	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$286,837	\$0	\$286,837	100.0	0
Vending Machine Operators	4542	\$15,023	\$0	\$15,023	100.0	0
Direct Selling Establishments	4543	\$116,412	\$0	\$116,412	100.0	0
Food Services & Drinking Places	722	\$2,982,301	\$1,271,624	\$1,710,677	40.2	5
Special Food Services	7223	\$87,633	\$0	\$87,633	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$46,653	\$0	\$46,653	100.0	0
Restaurants/Other Eating Places	7225	\$2,848,016	\$1,235,464	\$1,612,552	39.5	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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

August 21, 2017

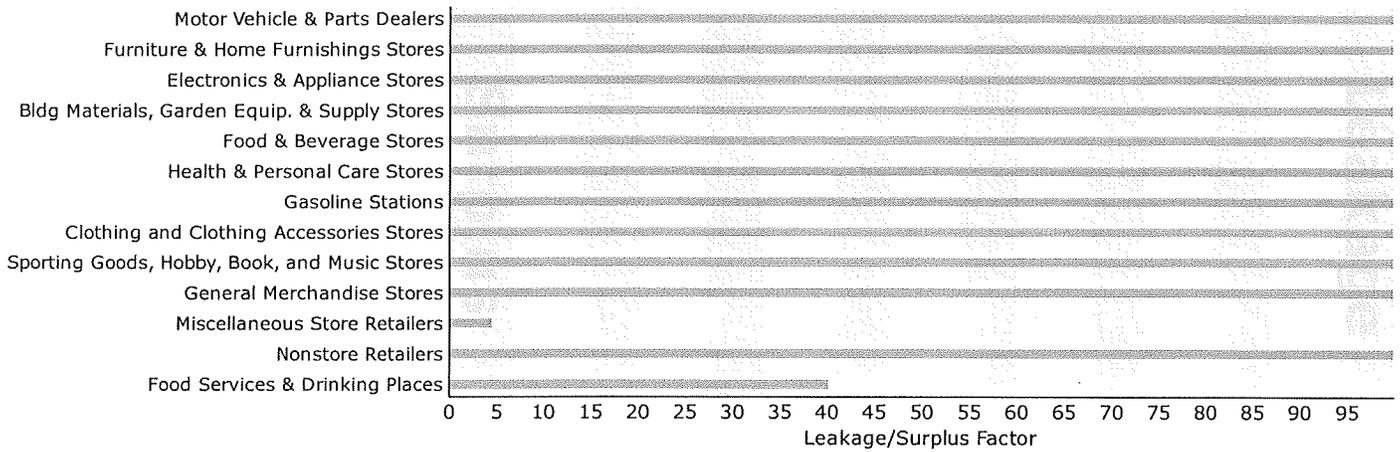


Retail MarketPlace Profile

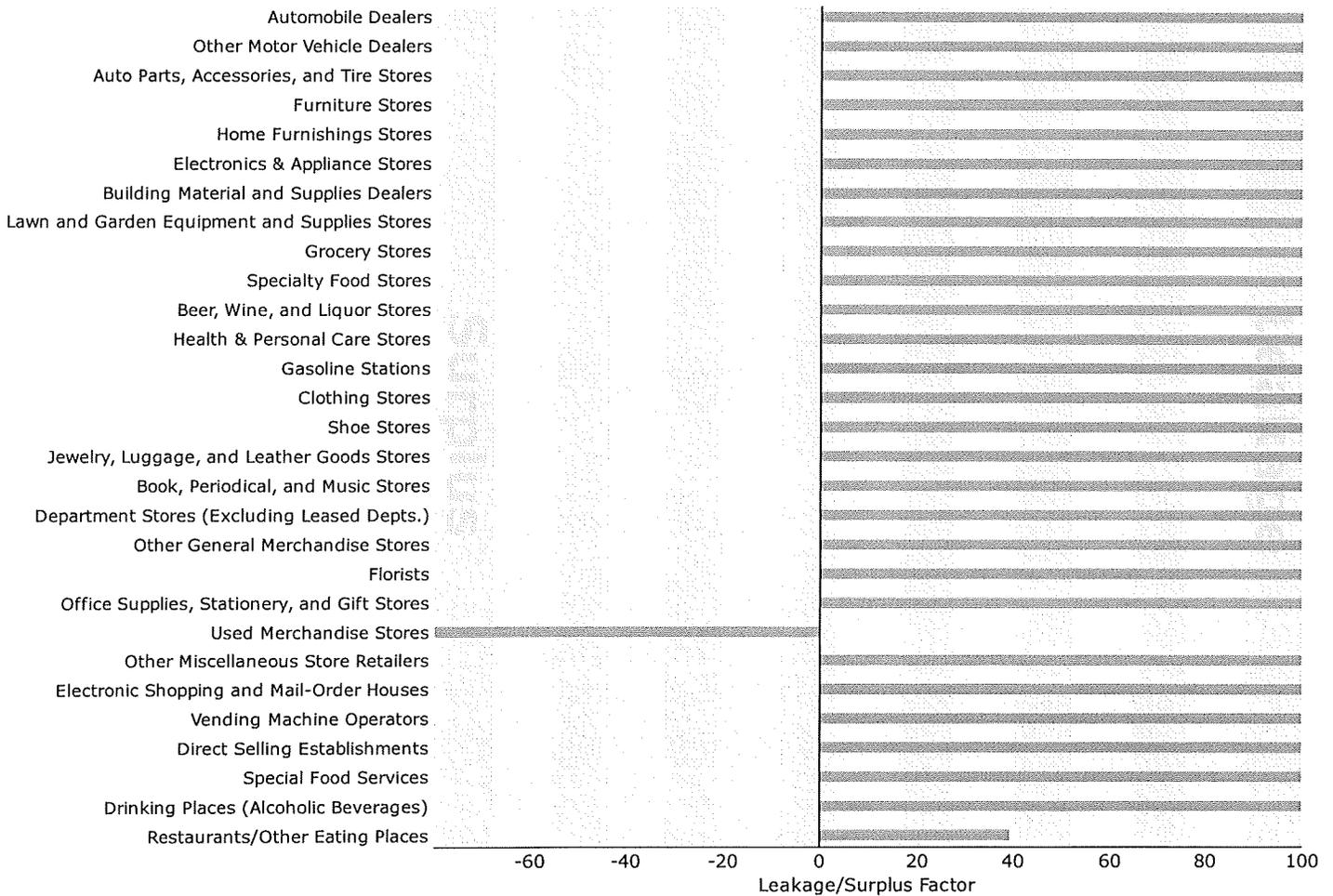
1712 Main St, Coventry, Connecticut, 06238
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.78148
 Longitude: -72.31479

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

1712 Main St, Coventry, Connecticut, 06238
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.78148
 Longitude: -72.31479

Summary Demographics

2017 Population	10,538
2017 Households	3,768
2017 Median Disposable Income	\$55,996
2017 Per Capita Income	\$35,406

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	\$162,740,743	\$33,963,710	\$128,777,033	65.5	43
Total Retail Trade	44-45	\$147,126,060	\$27,822,552	\$119,303,508	68.2	27
Total Food & Drink	722	\$15,614,683	\$6,141,159	\$9,473,524	43.5	16

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,536,259	\$980,138	\$29,556,121	93.8	2
Automobile Dealers	4411	\$25,066,367	\$980,138	\$24,086,229	92.5	0
Other Motor Vehicle Dealers	4412	\$3,219,132	\$0	\$3,219,132	100.0	2
Auto Parts, Accessories & Tire Stores	4413	\$2,250,760	\$0	\$2,250,760	100.0	0
Furniture & Home Furnishings Stores	442	\$5,920,552	\$406,812	\$5,513,740	87.1	1
Furniture Stores	4421	\$3,022,669	\$0	\$3,022,669	100.0	0
Home Furnishings Stores	4422	\$2,897,884	\$386,544	\$2,511,340	76.5	1
Electronics & Appliance Stores	443	\$5,463,917	\$0	\$5,463,917	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,600,270	\$1,232,586	\$8,367,684	77.2	1
Bldg Material & Supplies Dealers	4441	\$8,589,465	\$1,226,789	\$7,362,676	75.0	1
Lawn & Garden Equip & Supply Stores	4442	\$1,010,804	\$0	\$1,010,804	100.0	0
Food & Beverage Stores	445	\$27,529,670	\$7,799,934	\$19,729,736	55.8	7
Grocery Stores	4451	\$23,588,714	\$5,190,940	\$18,397,774	63.9	3
Specialty Food Stores	4452	\$1,116,913	\$0	\$1,116,913	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,824,043	\$2,576,679	\$247,364	4.6	4
Health & Personal Care Stores	446,4461	\$9,485,129	\$6,981,963	\$2,503,166	15.2	2
Gasoline Stations	447,4471	\$12,897,444	\$6,483,698	\$6,413,746	33.1	1
Clothing & Clothing Accessories Stores	448	\$11,000,424	\$86,576	\$10,913,848	98.4	1
Clothing Stores	4481	\$7,851,091	\$0	\$7,851,091	100.0	0
Shoe Stores	4482	\$1,238,245	\$0	\$1,238,245	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,911,088	\$82,279	\$1,828,809	91.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$5,330,716	\$239,420	\$5,091,296	91.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,719,365	\$239,420	\$4,479,945	90.3	1
Book, Periodical & Music Stores	4512	\$611,351	\$0	\$611,351	100.0	0
General Merchandise Stores	452	\$21,476,632	\$465,670	\$21,010,962	95.8	2
Department Stores Excluding Leased Depts.	4521	\$14,445,238	\$292,705	\$14,152,533	96.0	1
Other General Merchandise Stores	4529	\$7,031,394	\$172,965	\$6,858,429	95.2	1
Miscellaneous Store Retailers	453	\$5,618,250	\$2,380,304	\$3,237,946	40.5	8
Florists	4531	\$460,577	\$0	\$460,577	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,529,292	\$0	\$1,529,292	100.0	0
Used Merchandise Stores	4533	\$555,961	\$1,293,947	-\$737,986	-39.9	4
Other Miscellaneous Store Retailers	4539	\$3,072,419	\$994,214	\$2,078,205	51.1	3
Nonstore Retailers	454	\$2,266,798	\$739,100	\$1,527,698	50.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,508,064	\$0	\$1,508,064	100.0	0
Vending Machine Operators	4542	\$79,084	\$0	\$79,084	100.0	0
Direct Selling Establishments	4543	\$679,650	\$739,100	-\$59,450	-4.2	1
Food Services & Drinking Places	722	\$15,614,683	\$6,141,159	\$9,473,524	43.5	16
Special Food Services	7223	\$453,909	\$0	\$453,909	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$247,432	\$216,964	\$30,468	6.6	1
Restaurants/Other Eating Places	7225	\$14,913,342	\$5,924,195	\$8,989,147	43.1	15

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>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

August 21, 2017

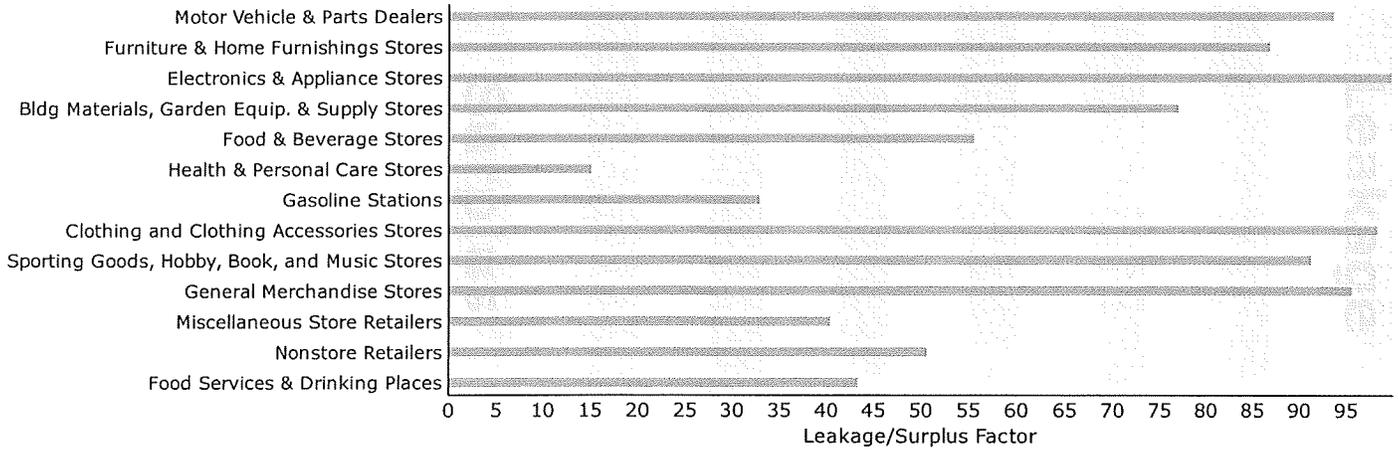


Retail MarketPlace Profile

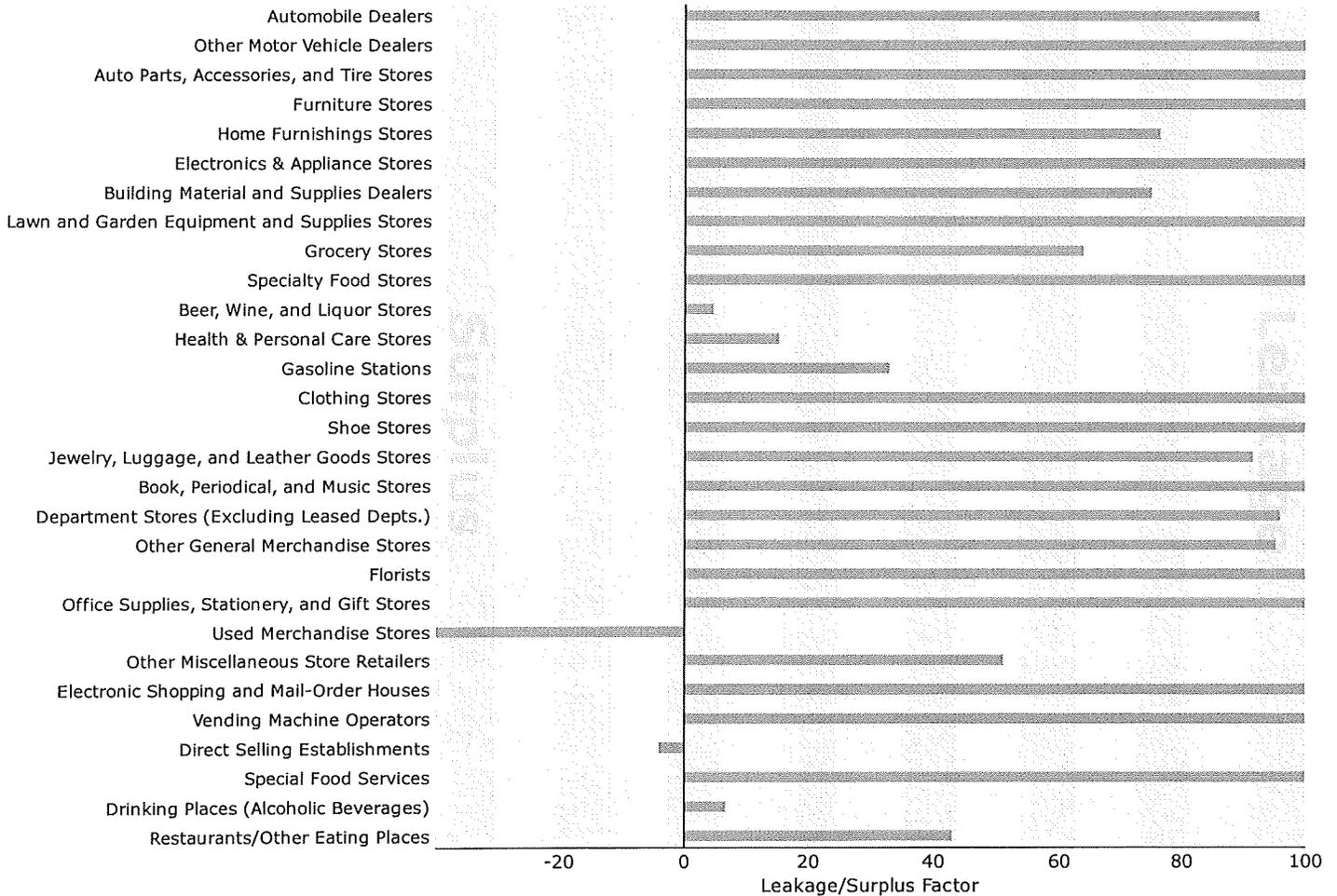
1712 Main St, Coventry, Connecticut, 06238
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.78148
 Longitude: -72.31479

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

1712 Main St, Coventry, Connecticut, 06238
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.79148
 Longitude: -72.31479

Summary Demographics

2017 Population	39,854
2017 Households	10,844
2017 Median Disposable Income	\$55,780
2017 Per Capita Income	\$30,664

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	\$484,624,309	\$164,807,927	\$319,816,382	49.2	159
Total Retail Trade	44-45	\$438,052,519	\$124,677,139	\$313,375,380	55.7	92
Total Food & Drink	722	\$46,571,790	\$40,130,789	\$6,441,001	7.4	67
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$91,393,505	\$16,484,107	\$74,909,398	69.4	9
Automobile Dealers	4411	\$75,102,488	\$11,613,209	\$63,489,279	73.2	5
Other Motor Vehicle Dealers	4412	\$9,619,640	\$4,432,611	\$5,187,029	36.9	3
Auto Parts, Accessories & Tire Stores	4413	\$6,671,377	\$438,287	\$6,233,090	87.7	1
Furniture & Home Furnishings Stores	442	\$17,638,517	\$2,293,655	\$15,344,862	77.0	4
Furniture Stores	4421	\$9,039,802	\$946,156	\$8,093,646	81.1	1
Home Furnishings Stores	4422	\$8,598,715	\$1,347,499	\$7,251,216	72.9	3
Electronics & Appliance Stores	443	\$16,281,651	\$1,319,933	\$14,961,718	85.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,159,348	\$3,898,625	\$24,260,723	75.7	8
Bldg Material & Supplies Dealers	4441	\$25,186,685	\$3,735,345	\$21,451,340	74.2	6
Lawn & Garden Equip & Supply Stores	4442	\$2,972,663	\$163,280	\$2,809,383	89.6	1
Food & Beverage Stores	445	\$81,913,698	\$44,858,700	\$37,054,998	29.2	22
Grocery Stores	4451	\$70,222,674	\$36,611,421	\$33,611,253	31.5	7
Specialty Food Stores	4452	\$3,321,955	\$863,549	\$2,458,406	58.7	5
Beer, Wine & Liquor Stores	4453	\$8,369,070	\$7,383,729	\$985,341	6.3	10
Health & Personal Care Stores	446,4461	\$28,194,754	\$24,359,726	\$3,835,028	7.3	7
Gasoline Stations	447,4471	\$38,624,074	\$19,164,337	\$19,459,737	33.7	6
Clothing & Clothing Accessories Stores	448	\$32,649,157	\$612,019	\$32,037,138	96.3	4
Clothing Stores	4481	\$23,349,205	\$146,020	\$23,203,185	98.8	1
Shoe Stores	4482	\$3,683,142	\$0	\$3,683,142	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,616,810	\$399,740	\$5,217,070	86.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$15,909,534	\$2,813,169	\$13,096,365	69.9	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,066,063	\$1,638,075	\$12,427,988	79.1	5
Book, Periodical & Music Stores	4512	\$1,843,471	\$1,175,094	\$668,377	22.1	2
General Merchandise Stores	452	\$63,945,785	\$1,503,833	\$62,441,952	95.4	4
Department Stores Excluding Leased Depts.	4521	\$42,994,654	\$292,705	\$42,701,949	98.6	1
Other General Merchandise Stores	4529	\$20,951,130	\$1,211,128	\$19,740,002	89.1	3
Miscellaneous Store Retailers	453	\$16,740,670	\$6,629,935	\$10,110,735	43.3	17
Florists	4531	\$1,337,443	\$285,226	\$1,052,217	64.8	1
Office Supplies, Stationery & Gift Stores	4532	\$4,535,509	\$328,270	\$4,207,239	86.5	2
Used Merchandise Stores	4533	\$1,655,439	\$1,566,751	\$88,688	2.8	7
Other Miscellaneous Store Retailers	4539	\$9,212,279	\$4,449,688	\$4,762,591	34.9	7
Nonstore Retailers	454	\$6,601,826	\$739,100	\$5,862,726	79.9	1
Electronic Shopping & Mail-Order Houses	4541	\$4,484,403	\$0	\$4,484,403	100.0	0
Vending Machine Operators	4542	\$235,845	\$0	\$235,845	100.0	0
Direct Selling Establishments	4543	\$1,881,578	\$739,100	\$1,142,478	43.6	1
Food Services & Drinking Places	722	\$46,571,790	\$40,130,789	\$6,441,001	7.4	67
Special Food Services	7223	\$1,339,328	\$0	\$1,339,328	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$739,329	\$216,964	\$522,365	54.6	1
Restaurants/Other Eating Places	7225	\$44,493,133	\$39,913,825	\$4,579,308	5.4	66

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>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

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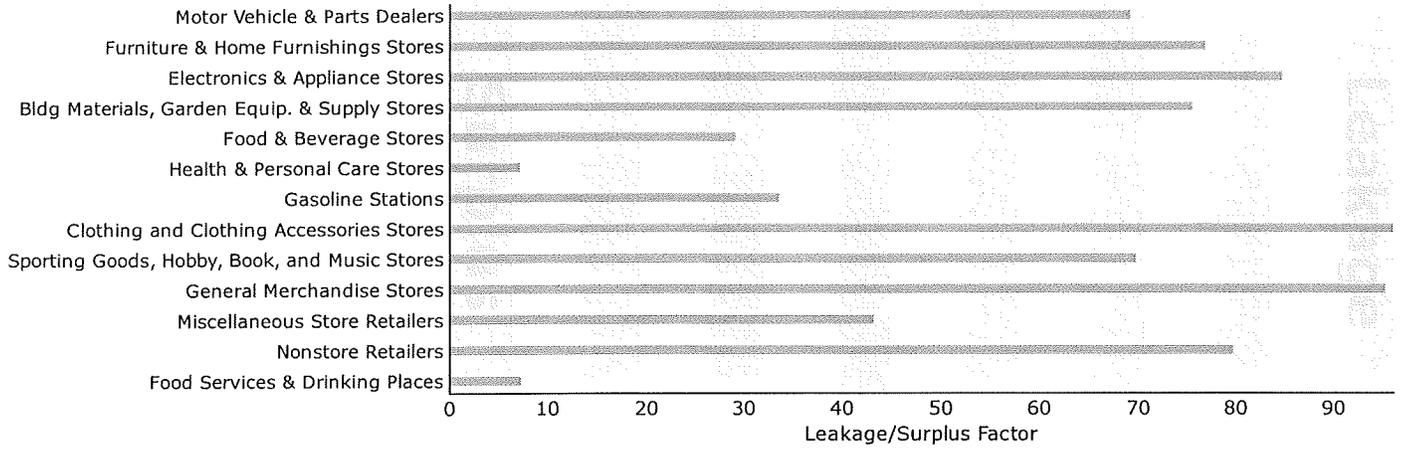


Retail MarketPlace Profile

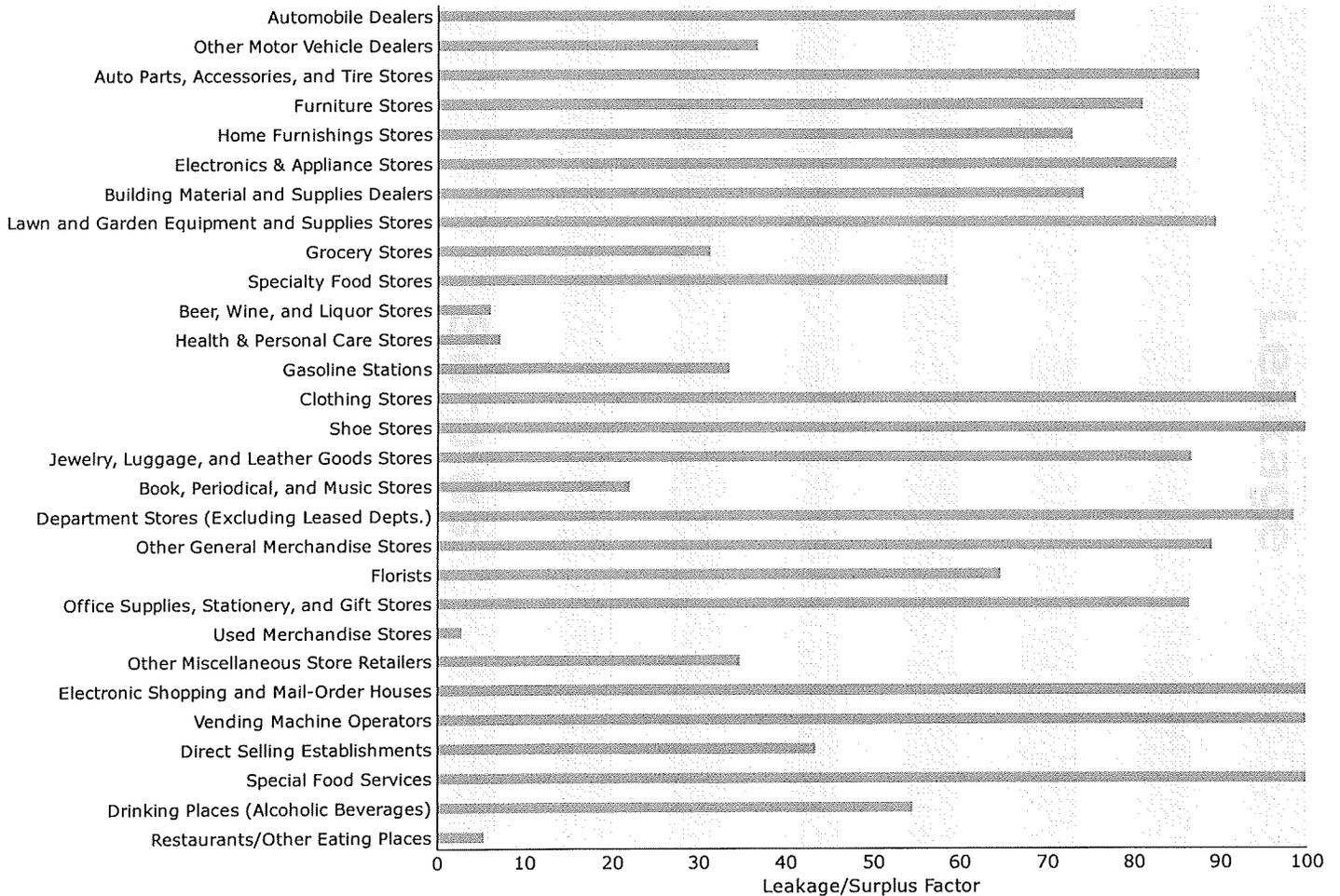
1712 Main St, Coventry, Connecticut, 06238
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.78148
 Longitude: -72.31479

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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