



# Retail MarketPlace Profile

414 W Duke of Gloucester St, Williamsburg, Virginia, 23185 2  
 414 W Duke of Gloucester St, Williamsburg, Virginia, 23185  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 37.27090  
 Longitude: -76.70654

## Summary Demographics

2016 Population	8,323
2016 Households	1,792
2016 Median Disposable Income	\$43,905
2016 Per Capita Income	\$29,311

## 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	\$78,523,787	\$158,944,433	-\$80,420,646	-33.9	118
Total Retail Trade	44-45	\$70,922,078	\$122,346,632	-\$51,424,554	-26.6	73
Total Food & Drink	722	\$7,601,709	\$36,597,801	-\$28,996,092	-65.6	44

## Industry Group

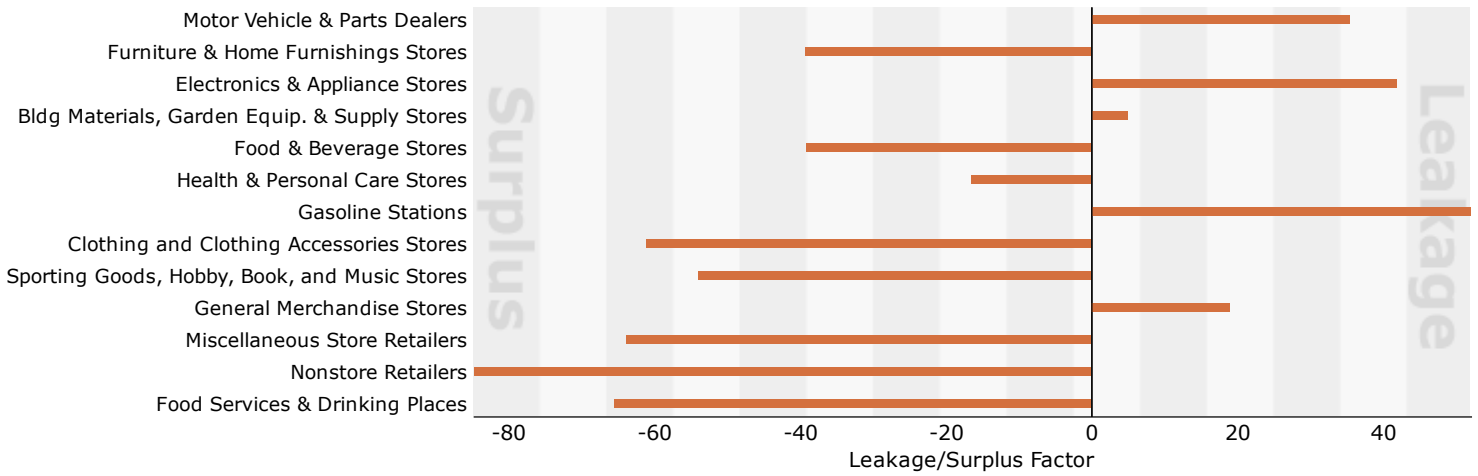
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,402,408	\$7,819,120	\$8,583,288	35.4	2
Automobile Dealers	4411	\$13,767,356	\$0	\$13,767,356	100.0	0
Other Motor Vehicle Dealers	4412	\$1,660,040	\$383,980	\$1,276,060	62.4	1
Auto Parts, Accessories & Tire Stores	4413	\$975,011	\$616,889	\$358,122	22.5	1
Furniture & Home Furnishings Stores	442	\$2,131,552	\$4,904,470	-\$2,772,918	-39.4	5
Furniture Stores	4421	\$1,288,724	\$2,262,889	-\$974,165	-27.4	2
Home Furnishings Stores	4422	\$842,828	\$2,641,581	-\$1,798,753	-51.6	3
Electronics & Appliance Stores	443	\$2,904,739	\$1,186,734	\$1,718,005	42.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,562,516	\$3,225,472	\$337,044	5.0	2
Bldg Material & Supplies Dealers	4441	\$3,255,358	\$3,149,811	\$105,547	1.6	2
Lawn & Garden Equip & Supply Stores	4442	\$307,158	\$0	\$307,158	100.0	0
Food & Beverage Stores	445	\$13,685,023	\$31,330,518	-\$17,645,495	-39.2	9
Grocery Stores	4451	\$12,763,447	\$19,093,022	-\$6,329,575	-19.9	4
Specialty Food Stores	4452	\$390,424	\$11,628,330	-\$11,237,906	-93.5	4
Beer, Wine & Liquor Stores	4453	\$531,152	\$609,165	-\$78,013	-6.8	1
Health & Personal Care Stores	446,4461	\$4,038,072	\$5,639,480	-\$1,601,408	-16.5	3
Gasoline Stations	447,4471	\$4,973,753	\$1,565,556	\$3,408,197	52.1	1
Clothing & Clothing Accessories Stores	448	\$3,578,271	\$14,898,900	-\$11,320,629	-61.3	15
Clothing Stores	4481	\$2,558,192	\$10,552,752	-\$7,994,560	-61.0	11
Shoe Stores	4482	\$406,563	\$819,683	-\$413,120	-33.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$613,515	\$3,526,465	-\$2,912,950	-70.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$1,884,015	\$6,360,373	-\$4,476,358	-54.3	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,493,703	\$3,986,194	-\$2,492,491	-45.5	3
Book, Periodical & Music Stores	4512	\$390,312	\$2,374,179	-\$1,983,867	-71.8	3
General Merchandise Stores	452	\$13,308,297	\$9,054,021	\$4,254,276	19.0	1
Department Stores Excluding Leased Depts.	4521	\$10,174,302	\$7,886,808	\$2,287,494	12.7	1
Other General Merchandise Stores	4529	\$3,133,995	\$1,167,213	\$1,966,782	45.7	1
Miscellaneous Store Retailers	453	\$2,381,650	\$10,847,372	-\$8,465,722	-64.0	22
Florists	4531	\$127,894	\$0	\$127,894	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$684,791	\$4,593,680	-\$3,908,889	-74.1	10
Used Merchandise Stores	4533	\$345,740	\$1,339,041	-\$993,301	-59.0	5
Other Miscellaneous Store Retailers	4539	\$1,223,224	\$4,914,651	-\$3,691,427	-60.1	6
Nonstore Retailers	454	\$2,071,784	\$25,514,617	-\$23,442,833	-85.0	4
Electronic Shopping & Mail-Order Houses	4541	\$1,481,426	\$13,086,871	-\$11,605,445	-79.7	2
Vending Machine Operators	4542	\$115,341	\$0	\$115,341	100.0	0
Direct Selling Establishments	4543	\$475,017	\$12,427,746	-\$11,952,729	-92.6	2
Food Services & Drinking Places	722	\$7,601,709	\$36,597,801	-\$28,996,092	-65.6	44
Full-Service Restaurants	7221	\$4,187,270	\$27,997,381	-\$23,810,111	-74.0	31
Limited-Service Eating Places	7222	\$3,223,994	\$7,348,631	-\$4,124,637	-39.0	9
Special Food Services	7223	\$132,994	\$842,254	-\$709,260	-72.7	2
Drinking Places - Alcoholic Beverages	7224	\$57,451	\$409,535	-\$352,084	-75.4	2

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.

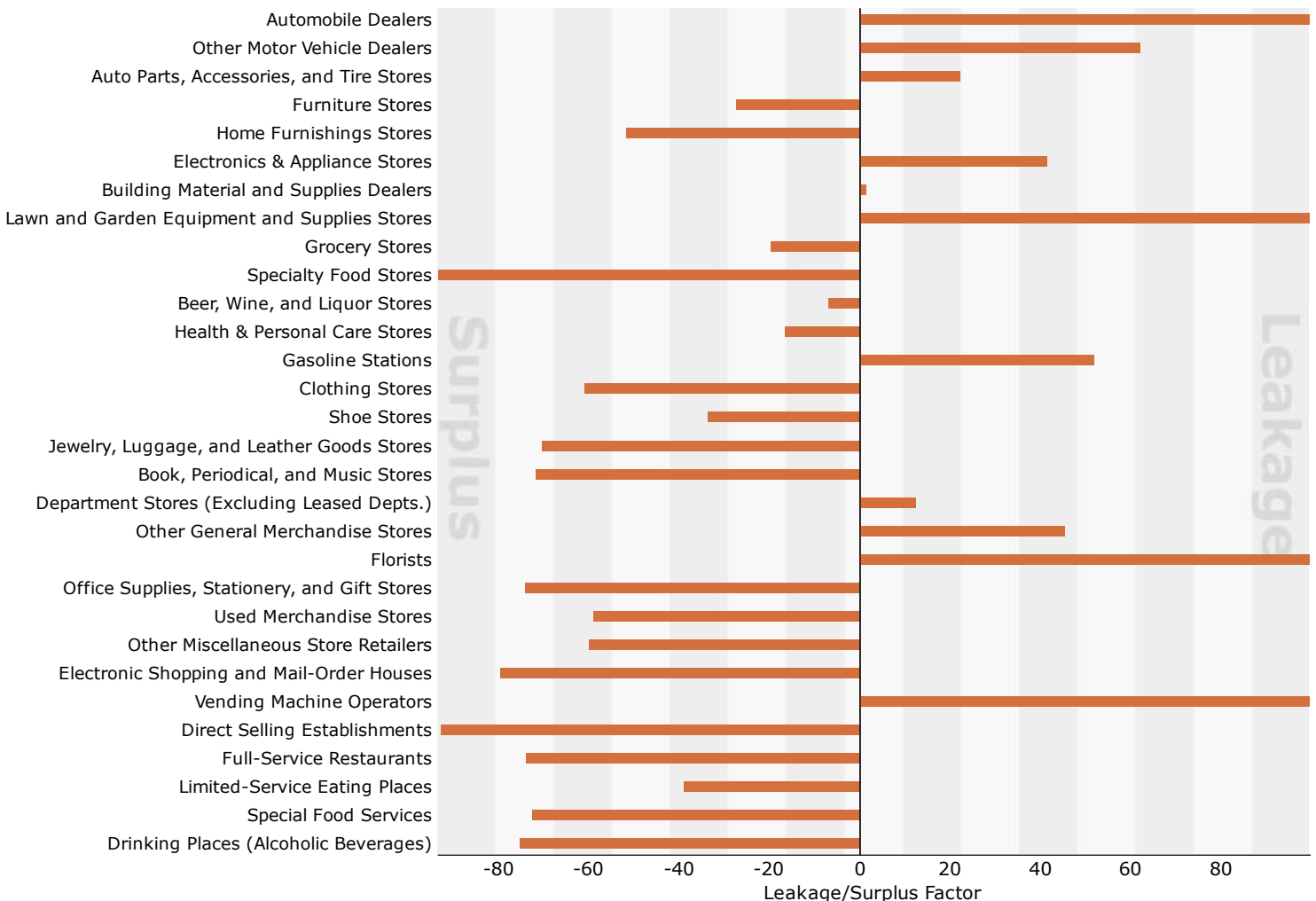
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

414 W Duke of Gloucester St, Williamsburg, Virginia, 23185 2  
 414 W Duke of Gloucester St, Williamsburg, Virginia, 23185  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 37.27090  
 Longitude: -76.70654

## Summary Demographics

2016 Population	36,530
2016 Households	13,709
2016 Median Disposable Income	\$51,851
2016 Per Capita Income	\$36,765

## 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	\$660,689,809	\$834,455,636	-\$173,765,827	-11.6	476
Total Retail Trade	44-45	\$596,514,790	\$691,731,017	-\$95,216,227	-7.4	299
Total Food & Drink	722	\$64,175,019	\$142,724,619	-\$78,549,600	-38.0	178

## Industry Group

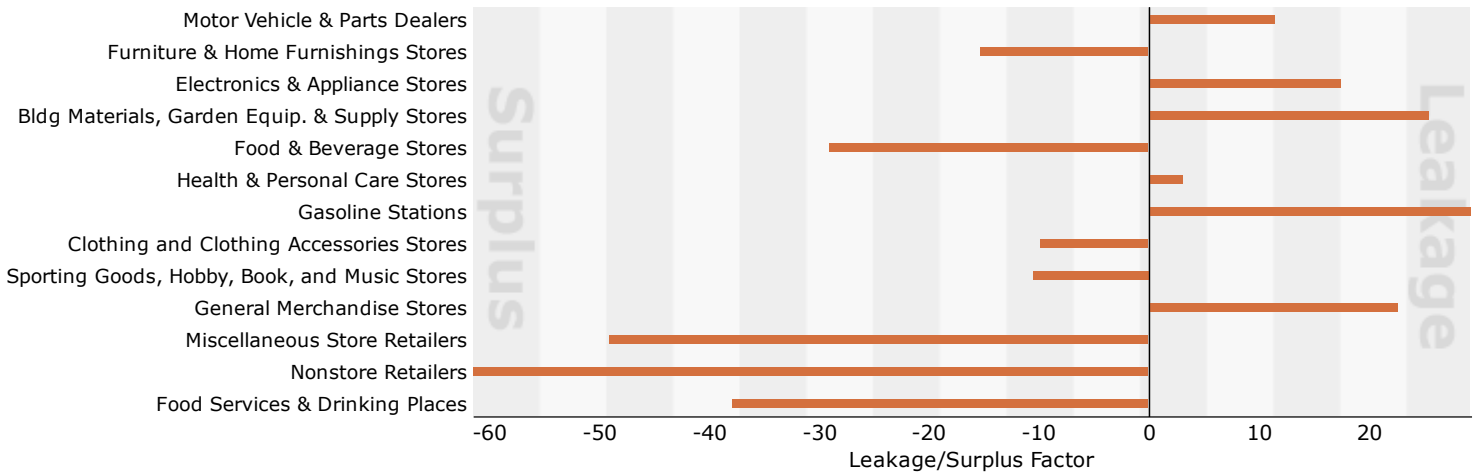
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$138,437,599	\$109,911,036	\$28,526,563	11.5	19
Automobile Dealers	4411	\$115,915,751	\$98,655,300	\$17,260,451	8.0	5
Other Motor Vehicle Dealers	4412	\$14,225,086	\$3,220,195	\$11,004,891	63.1	3
Auto Parts, Accessories & Tire Stores	4413	\$8,296,762	\$8,035,542	\$261,220	1.6	11
Furniture & Home Furnishings Stores	442	\$18,083,879	\$24,688,287	-\$6,604,408	-15.4	25
Furniture Stores	4421	\$10,841,314	\$13,707,551	-\$2,866,237	-11.7	12
Home Furnishings Stores	4422	\$7,242,565	\$10,980,736	-\$3,738,171	-20.5	13
Electronics & Appliance Stores	443	\$24,688,058	\$17,300,074	\$7,387,984	17.6	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,650,068	\$18,208,784	\$12,441,284	25.5	11
Bldg Material & Supplies Dealers	4441	\$27,969,463	\$17,551,532	\$10,417,931	22.9	10
Lawn & Garden Equip & Supply Stores	4442	\$2,680,605	\$657,252	\$2,023,353	60.6	2
Food & Beverage Stores	445	\$114,199,785	\$208,154,215	-\$93,954,430	-29.1	36
Grocery Stores	4451	\$106,484,666	\$184,520,221	-\$78,035,555	-26.8	17
Specialty Food Stores	4452	\$3,270,733	\$16,519,426	-\$13,248,693	-66.9	14
Beer, Wine & Liquor Stores	4453	\$4,444,386	\$7,114,568	-\$2,670,182	-23.1	6
Health & Personal Care Stores	446,4461	\$33,734,816	\$31,706,795	\$2,028,021	3.1	22
Gasoline Stations	447,4471	\$41,286,937	\$22,566,287	\$18,720,650	29.3	11
Clothing & Clothing Accessories Stores	448	\$30,089,269	\$36,722,801	-\$6,633,532	-9.9	47
Clothing Stores	4481	\$21,498,732	\$23,639,182	-\$2,140,450	-4.7	28
Shoe Stores	4482	\$3,375,330	\$2,621,713	\$753,617	12.6	6
Jewelry, Luggage & Leather Goods Stores	4483	\$5,215,206	\$10,461,906	-\$5,246,700	-33.5	12
Sporting Goods, Hobby, Book & Music Stores	451	\$15,898,870	\$19,683,318	-\$3,784,448	-10.6	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,740,270	\$11,527,477	\$1,212,793	5.0	15
Book, Periodical & Music Stores	4512	\$3,158,601	\$8,155,841	-\$4,997,240	-44.2	6
General Merchandise Stores	452	\$111,999,142	\$70,623,700	\$41,375,442	22.7	10
Department Stores Excluding Leased Depts.	4521	\$85,804,231	\$64,164,592	\$21,639,639	14.4	4
Other General Merchandise Stores	4529	\$26,194,911	\$6,459,109	\$19,735,802	60.4	6
Miscellaneous Store Retailers	453	\$19,810,681	\$58,176,189	-\$38,365,508	-49.2	70
Florists	4531	\$1,130,479	\$1,610,006	-\$479,527	-17.5	4
Office Supplies, Stationery & Gift Stores	4532	\$5,795,189	\$10,998,457	-\$5,203,268	-31.0	23
Used Merchandise Stores	4533	\$2,840,195	\$5,424,199	-\$2,584,004	-31.3	17
Other Miscellaneous Store Retailers	4539	\$10,044,819	\$40,143,528	-\$30,098,709	-60.0	26
Nonstore Retailers	454	\$17,635,685	\$73,989,530	-\$56,353,845	-61.5	7
Electronic Shopping & Mail-Order Houses	4541	\$12,429,221	\$40,932,110	-\$28,502,889	-53.4	4
Vending Machine Operators	4542	\$965,314	\$0	\$965,314	100.0	0
Direct Selling Establishments	4543	\$4,241,151	\$33,057,420	-\$28,816,269	-77.3	3
Food Services & Drinking Places	722	\$64,175,019	\$142,724,619	-\$78,549,600	-38.0	178
Full-Service Restaurants	7221	\$35,396,083	\$82,763,921	-\$47,367,838	-40.1	114
Limited-Service Eating Places	7222	\$27,117,140	\$57,060,316	-\$29,943,176	-35.6	57
Special Food Services	7223	\$1,183,105	\$2,490,847	-\$1,307,742	-35.6	5
Drinking Places - Alcoholic Beverages	7224	\$478,692	\$409,535	\$69,157	7.8	2

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.

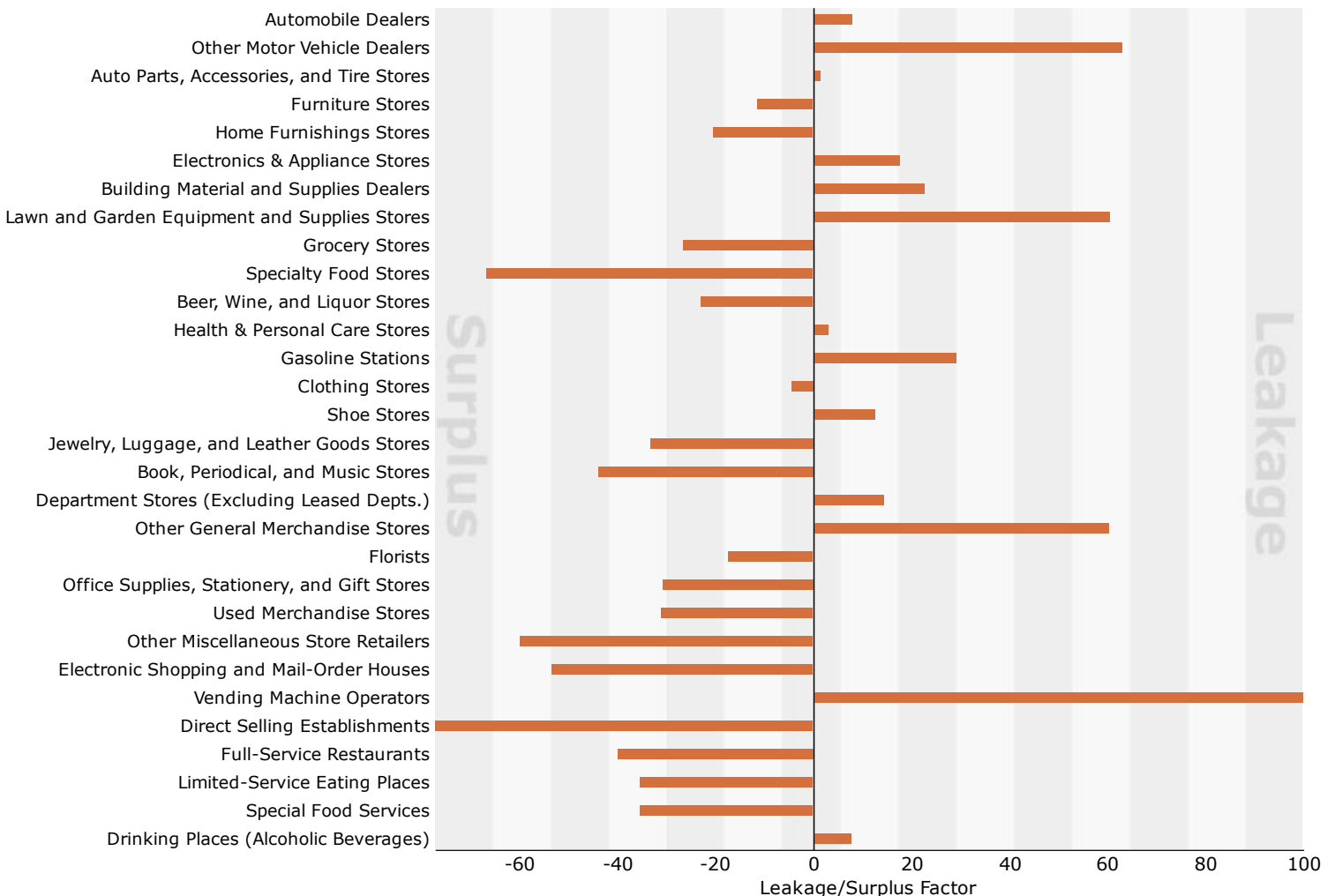
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

414 W Duke of Gloucester St, Williamsburg, Virginia, 23185 2  
 414 W Duke of Gloucester St, Williamsburg, Virginia, 23185  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 37.27090  
 Longitude: -76.70654

## Summary Demographics

2016 Population	66,506
2016 Households	25,721
2016 Median Disposable Income	\$55,682
2016 Per Capita Income	\$38,784

## 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	\$1,309,424,412	\$1,515,095,727	-\$205,671,315	-7.3	828
Total Retail Trade	44-45	\$1,182,255,195	\$1,311,812,132	-\$129,556,937	-5.2	565
Total Food & Drink	722	\$127,169,216	\$203,283,595	-\$76,114,379	-23.0	263

## Industry Group

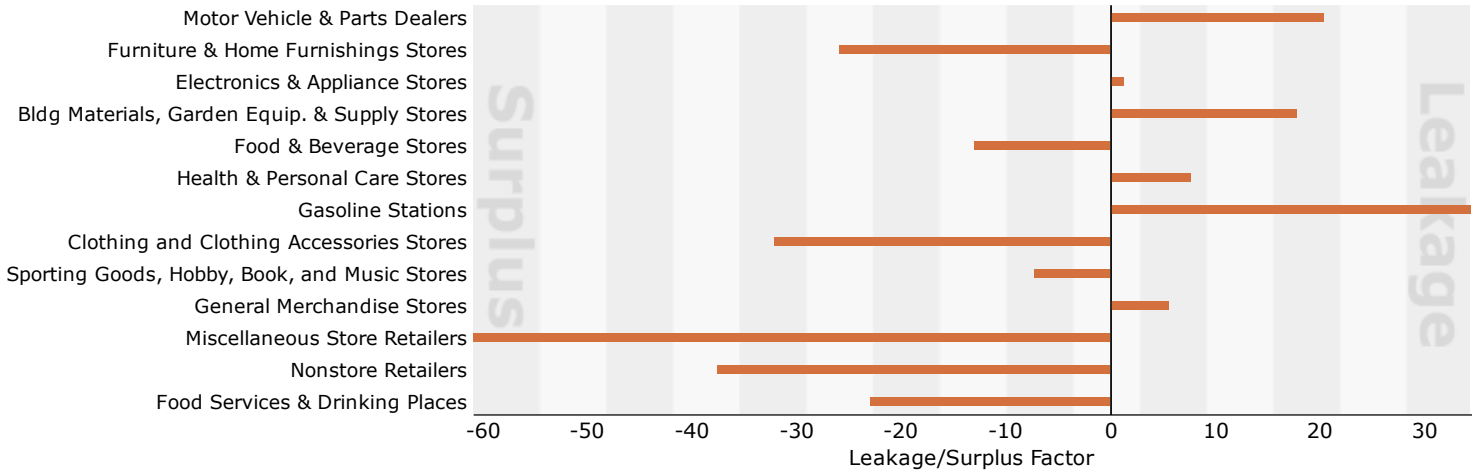
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$275,863,879	\$182,091,100	\$93,772,779	20.5	25
Automobile Dealers	4411	\$230,539,270	\$168,704,429	\$61,834,841	15.5	8
Other Motor Vehicle Dealers	4412	\$28,828,834	\$4,226,742	\$24,602,092	74.4	4
Auto Parts, Accessories & Tire Stores	4413	\$16,495,775	\$9,159,929	\$7,335,846	28.6	13
Furniture & Home Furnishings Stores	442	\$36,063,245	\$61,281,332	-\$25,218,087	-25.9	42
Furniture Stores	4421	\$21,591,766	\$32,621,770	-\$11,030,004	-20.3	17
Home Furnishings Stores	4422	\$14,471,479	\$28,659,562	-\$14,188,083	-32.9	25
Electronics & Appliance Stores	443	\$49,184,118	\$47,825,374	\$1,358,744	1.4	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$62,200,085	\$43,382,275	\$18,817,810	17.8	23
Bldg Material & Supplies Dealers	4441	\$56,833,526	\$39,138,643	\$17,694,883	18.4	17
Lawn & Garden Equip & Supply Stores	4442	\$5,366,559	\$4,243,632	\$1,122,927	11.7	6
Food & Beverage Stores	445	\$224,220,279	\$291,877,733	-\$67,657,454	-13.1	58
Grocery Stores	4451	\$209,001,871	\$258,508,054	-\$49,506,183	-10.6	28
Specialty Food Stores	4452	\$6,425,836	\$21,621,549	-\$15,195,713	-54.2	22
Beer, Wine & Liquor Stores	4453	\$8,792,571	\$11,748,130	-\$2,955,559	-14.4	8
Health & Personal Care Stores	446,4461	\$66,524,880	\$56,982,031	\$9,542,849	7.7	44
Gasoline Stations	447,4471	\$81,258,465	\$39,550,335	\$41,708,130	34.5	20
Clothing & Clothing Accessories Stores	448	\$59,564,420	\$115,977,390	-\$56,412,970	-32.1	124
Clothing Stores	4481	\$42,449,217	\$76,134,483	-\$33,685,266	-28.4	76
Shoe Stores	4482	\$6,627,894	\$21,746,770	-\$15,118,876	-53.3	24
Jewelry, Luggage & Leather Goods Stores	4483	\$10,487,308	\$18,096,137	-\$7,608,829	-26.6	24
Sporting Goods, Hobby, Book & Music Stores	451	\$31,847,203	\$36,839,832	-\$4,992,629	-7.3	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$25,621,796	\$28,683,991	-\$3,062,195	-5.6	27
Book, Periodical & Music Stores	4512	\$6,225,407	\$8,155,841	-\$1,930,434	-13.4	6
General Merchandise Stores	452	\$221,570,051	\$197,950,744	\$23,619,307	5.6	20
Department Stores Excluding Leased Depts.	4521	\$170,067,328	\$189,950,199	-\$19,882,871	-5.5	12
Other General Merchandise Stores	4529	\$51,502,723	\$8,000,545	\$43,502,178	73.1	9
Miscellaneous Store Retailers	453	\$39,134,846	\$161,205,680	-\$122,070,834	-60.9	139
Florists	4531	\$2,267,769	\$2,022,484	\$245,285	5.7	6
Office Supplies, Stationery & Gift Stores	4532	\$11,502,298	\$15,814,223	-\$4,311,925	-15.8	35
Used Merchandise Stores	4533	\$5,614,069	\$8,209,516	-\$2,595,447	-18.8	23
Other Miscellaneous Store Retailers	4539	\$19,750,711	\$135,159,458	-\$115,408,747	-74.5	76
Nonstore Retailers	454	\$34,823,726	\$76,848,305	-\$42,024,579	-37.6	10
Electronic Shopping & Mail-Order Houses	4541	\$24,656,635	\$42,076,582	-\$17,419,947	-26.1	6
Vending Machine Operators	4542	\$1,897,007	\$0	\$1,897,007	100.0	0
Direct Selling Establishments	4543	\$8,270,084	\$34,771,723	-\$26,501,639	-61.6	4
Food Services & Drinking Places	722	\$127,169,216	\$203,283,595	-\$76,114,379	-23.0	263
Full-Service Restaurants	7221	\$70,186,974	\$114,821,099	-\$44,634,125	-24.1	161
Limited-Service Eating Places	7222	\$53,659,915	\$84,618,580	-\$30,958,665	-22.4	91
Special Food Services	7223	\$2,381,476	\$3,434,381	-\$1,052,905	-18.1	9
Drinking Places - Alcoholic Beverages	7224	\$940,851	\$409,535	\$531,316	39.3	2

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 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

