

Demographic Summary		2019	2024
Population		7,459	7,569
Population 18+		6,130	6,251
Households		3,566	3,623
Median Household Income		\$54,271	\$58,822

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,898	47.3%	100
Bought any women's clothing in last 12 months	2,604	42.5%	99
Bought clothing for child <13 years in last 6 months	1,384	22.6%	85
Bought any shoes in last 12 months	3,149	51.4%	98
Bought costume jewelry in last 12 months	985	16.1%	92
Bought any fine jewelry in last 12 months	980	16.0%	89
Bought a watch in last 12 months	970	15.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	3,034	85.1%	99
HH bought/leased new vehicle last 12 months	316	8.9%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,274	86.0%	101
Bought/changed motor oil in last 12 months	2,924	47.7%	100
Had tune-up in last 12 months	1,474	24.0%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,100	66.9%	93
Drank regular cola in last 6 months	2,728	44.5%	100
Drank beer/ale in last 6 months	2,533	41.3%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	558	9.1%	91
Own digital SLR camera/camcorder	379	6.2%	78
Printed digital photos in last 12 months	1,425	23.2%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,111	34.4%	100
Have a smartphone	4,954	80.8%	96
Have a smartphone: Android phone (any brand)	2,589	42.2%	104
Have a smartphone: Apple iPhone	2,256	36.8%	88
Number of cell phones in household: 1	1,423	39.9%	131
Number of cell phones in household: 2	1,286	36.1%	93
Number of cell phones in household: 3+	720	20.2%	72
HH has cell phone only (no landline telephone)	2,059	57.7%	103
Computers (Households)			
HH owns a computer	2,596	72.8%	99
HH owns desktop computer	1,271	35.6%	97
HH owns laptop/notebook	1,933	54.2%	96
HH owns any Apple/Mac brand computer	547	15.3%	85
HH owns any PC/non-Apple brand computer	2,216	62.1%	101
HH purchased most recent computer in a store	1,357	38.1%	105
HH purchased most recent computer online	422	11.8%	87
Spent <\$1-499 on most recent home computer	534	15.0%	102
Spent \$500-\$999 on most recent home computer	673	18.9%	112
Spent \$1,000-\$1,499 on most recent home computer	279	7.8%	82
Spent \$1,500-\$1,999 on most recent home computer	155	4.3%	98
Spent \$2,000+ on most recent home computer	120	3.4%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

1175 Ridge Rd, Webster, New York, 14580 2
 1175 Ridge Rd, Webster, New York, 14580
 Ring: 1 mile radius

Prepared by Caliber Commercial Brokerage

Latitude: 43.21056
 Longitude: -77.44197

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,861	63.0%	100
Bought brewed coffee at convenience store in last 30 days	723	11.8%	85
Bought cigarettes at convenience store in last 30 days	730	11.9%	110
Bought gas at convenience store in last 30 days	2,368	38.6%	104
Spent at convenience store in last 30 days: <\$1-19	433	7.1%	103
Spent at convenience store in last 30 days: \$20-\$39	589	9.6%	101
Spent at convenience store in last 30 days: \$40-\$50	479	7.8%	95
Spent at convenience store in last 30 days: \$51-\$99	385	6.3%	113
Spent at convenience store in last 30 days: \$100+	1,356	22.1%	99
Entertainment (Adults)			
Attended a movie in last 6 months	3,548	57.9%	99
Went to live theater in last 12 months	700	11.4%	104
Went to a bar/night club in last 12 months	1,166	19.0%	110
Dined out in last 12 months	3,243	52.9%	102
Gambled at a casino in last 12 months	840	13.7%	104
Visited a theme park in last 12 months	942	15.4%	81
Viewed movie (video-on-demand) in last 30 days	941	15.4%	88
Viewed TV show (video-on-demand) in last 30 days	765	12.5%	99
Watched any pay-per-view TV in last 12 months	472	7.7%	79
Downloaded a movie over the Internet in last 30 days	605	9.9%	103
Downloaded any individual song in last 6 months	1,041	17.0%	89
Watched a movie online in the last 30 days	1,776	29.0%	107
Watched a TV program online in last 30 days	1,254	20.5%	107
Played a video/electronic game (console) in last 12 months	601	9.8%	111
Played a video/electronic game (portable) in last 12 months	319	5.2%	111
Financial (Adults)			
Have home mortgage (1st)	1,783	29.1%	94
Used ATM/cash machine in last 12 months	3,213	52.4%	99
Own any stock	479	7.8%	109
Own U.S. savings bond	259	4.2%	97
Own shares in mutual fund (stock)	378	6.2%	86
Own shares in mutual fund (bonds)	244	4.0%	83
Have interest checking account	1,845	30.1%	105
Have non-interest checking account	1,904	31.1%	106
Have savings account	3,683	60.1%	105
Have 401K retirement savings plan	996	16.2%	101
Own/used any credit/debit card in last 12 months	4,931	80.4%	101
Avg monthly credit card expenditures: <\$1-110	791	12.9%	112
Avg monthly credit card expenditures: \$111-\$225	488	8.0%	108
Avg monthly credit card expenditures: \$226-\$450	455	7.4%	109
Avg monthly credit card expenditures: \$451-\$700	368	6.0%	98
Avg monthly credit card expenditures: \$701-\$1,000	338	5.5%	99
Avg monthly credit card expenditures: \$1,001+	540	8.8%	76
Did banking online in last 12 months	2,354	38.4%	98
Did banking on mobile device in last 12 months	1,541	25.1%	97
Paid bills online in last 12 months	3,043	49.6%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,457	68.9%	100
Used bread in last 6 months	3,296	92.4%	99
Used chicken (fresh or frozen) in last 6 months	2,404	67.4%	97
Used turkey (fresh or frozen) in last 6 months	498	14.0%	93
Used fish/seafood (fresh or frozen) in last 6 months	1,815	50.9%	92
Used fresh fruit/vegetables in last 6 months	2,961	83.0%	97
Used fresh milk in last 6 months	3,003	84.2%	98
Used organic food in last 6 months	726	20.4%	85
Health (Adults)			
Exercise at home 2+ times per week	1,731	28.2%	103
Exercise at club 2+ times per week	854	13.9%	97
Visited a doctor in last 12 months	4,700	76.7%	100
Used vitamin/dietary supplement in last 6 months	3,286	53.6%	99
Home (Households)			
Did any home improvement in last 12 months	864	24.2%	88
Used any housekeeper/professional cleaning service in last 12 months	542	15.2%	104
Purchased low ticket HH furnishings in last 12 months	638	17.9%	105
Purchased big ticket HH furnishings in last 12 months	860	24.1%	108
Bought any small kitchen appliance in last 12 months	870	24.4%	109
Bought any large kitchen appliance in last 12 months	487	13.7%	98
Insurance (Adults/Households)			
Currently carry life insurance	2,756	45.0%	102
Carry medical/hospital/accident insurance	4,648	75.8%	101
Carry homeowner insurance	2,847	46.4%	98
Carry renter's insurance	609	9.9%	117
Have auto insurance: 1 vehicle in household covered	1,319	37.0%	119
Have auto insurance: 2 vehicles in household covered	923	25.9%	91
Have auto insurance: 3+ vehicles in household covered	665	18.6%	81
Pets (Households)			
Household owns any pet	1,831	51.3%	94
Household owns any cat	856	24.0%	105
Household owns any dog	1,239	34.7%	83
Psychographics (Adults)			
Buying American is important to me	2,495	40.7%	104
Usually buy items on credit rather than wait	858	14.0%	107
Usually buy based on quality - not price	1,139	18.6%	98
Price is usually more important than brand name	1,795	29.3%	107
Usually use coupons for brands I buy often	1,085	17.7%	103
Am interested in how to help the environment	1,183	19.3%	100
Usually pay more for environ safe product	808	13.2%	93
Usually value green products over convenience	615	10.0%	89
Likely to buy a brand that supports a charity	2,150	35.1%	100
Reading (Adults)			
Bought digital book in last 12 months	683	11.1%	86
Bought hardcover book in last 12 months	1,243	20.3%	101
Bought paperback book in last 12 month	1,756	28.6%	100
Read any daily newspaper (paper version)	1,453	23.7%	129
Read any digital newspaper in last 30 days	2,471	40.3%	101
Read any magazine (paper/electronic version) in last 6 months	5,623	91.7%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,630	75.5%	101
Went to family restaurant/steak house: 4+ times a month	1,573	25.7%	97
Went to fast food/drive-in restaurant in last 6 months	5,626	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	2,243	36.6%	93
Fast food restaurant last 6 months: eat in	2,185	35.6%	96
Fast food restaurant last 6 months: home delivery	459	7.5%	87
Fast food restaurant last 6 months: take-out/drive-thru	3,053	49.8%	106
Fast food restaurant last 6 months: take-out/walk-in	1,307	21.3%	102
Television & Electronics (Adults/Households)			
Own any tablet	2,812	45.9%	95
Own any e-reader	514	8.4%	101
Own e-reader/tablet: iPad	1,542	25.2%	89
HH has Internet connectable TV	950	26.6%	93
Own any portable MP3 player	1,054	17.2%	93
HH owns 1 TV	843	23.6%	113
HH owns 2 TVs	989	27.7%	103
HH owns 3 TVs	711	19.9%	95
HH owns 4+ TVs	534	15.0%	86
HH subscribes to cable TV	1,823	51.1%	117
HH subscribes to fiber optic	151	4.2%	60
HH owns portable GPS navigation device	737	20.7%	90
HH purchased video game system in last 12 months	214	6.0%	73
HH owns any Internet video device for TV	795	22.3%	93
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,190	52.0%	99
Took 3+ domestic non-business trips in last 12 months	607	9.9%	84
Spent on domestic vacations in last 12 months: <\$1-999	721	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	347	5.7%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	250	4.1%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	214	3.5%	84
Spent on domestic vacations in last 12 months: \$3,000+	334	5.4%	84
Domestic travel in last 12 months: used general travel website	351	5.7%	84
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,467	23.9%	87
Took 3+ foreign trips by plane in last 3 years	241	3.9%	72
Spent on foreign vacations in last 12 months: <\$1-999	250	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	229	3.7%	93
Spent on foreign vacations in last 12 months: \$3,000+	310	5.1%	80
Foreign travel in last 3 years: used general travel website	272	4.4%	77
Nights spent in hotel/motel in last 12 months: any	2,715	44.3%	99
Took cruise of more than one day in last 3 years	512	8.4%	94
Member of any frequent flyer program	927	15.1%	84
Member of any hotel rewards program	1,045	17.0%	95

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Demographic Summary		2019	2024
Population		37,781	38,476
Population 18+		29,582	30,379
Households		14,984	15,290
Median Household Income		\$76,501	\$82,553

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,819	50.1%	106
Bought any women's clothing in last 12 months	13,361	45.2%	105
Bought clothing for child <13 years in last 6 months	7,560	25.6%	96
Bought any shoes in last 12 months	16,324	55.2%	105
Bought costume jewelry in last 12 months	5,351	18.1%	104
Bought any fine jewelry in last 12 months	5,288	17.9%	100
Bought a watch in last 12 months	4,632	15.7%	101
Automobiles (Households)			
HH owns/leases any vehicle	13,636	91.0%	106
HH bought/leased new vehicle last 12 months	1,837	12.3%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	26,776	90.5%	106
Bought/changed motor oil in last 12 months	14,373	48.6%	102
Had tune-up in last 12 months	7,505	25.4%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,181	71.6%	100
Drank regular cola in last 6 months	12,073	40.8%	92
Drank beer/ale in last 6 months	13,108	44.3%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,900	13.2%	132
Own digital SLR camera/camcorder	2,667	9.0%	114
Printed digital photos in last 12 months	8,300	28.1%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	9,902	33.5%	97
Have a smartphone	25,464	86.1%	103
Have a smartphone: Android phone (any brand)	11,181	37.8%	93
Have a smartphone: Apple iPhone	13,855	46.8%	112
Number of cell phones in household: 1	4,160	27.8%	91
Number of cell phones in household: 2	6,011	40.1%	104
Number of cell phones in household: 3+	4,497	30.0%	107
HH has cell phone only (no landline telephone)	7,595	50.7%	90
Computers (Households)			
HH owns a computer	12,084	80.6%	110
HH owns desktop computer	6,358	42.4%	115
HH owns laptop/notebook	9,356	62.4%	110
HH owns any Apple/Mac brand computer	3,031	20.2%	112
HH owns any PC/non-Apple brand computer	10,170	67.9%	111
HH purchased most recent computer in a store	6,255	41.7%	115
HH purchased most recent computer online	2,249	15.0%	110
Spent <\$1-499 on most recent home computer	2,219	14.8%	101
Spent \$500-\$999 on most recent home computer	3,095	20.7%	123
Spent \$1,000-\$1,499 on most recent home computer	1,559	10.4%	109
Spent \$1,500-\$1,999 on most recent home computer	798	5.3%	120
Spent \$2,000+ on most recent home computer	654	4.4%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	19,169	64.8%	102
Bought brewed coffee at convenience store in last 30 days	4,026	13.6%	98
Bought cigarettes at convenience store in last 30 days	2,792	9.4%	87
Bought gas at convenience store in last 30 days	11,814	39.9%	107
Spent at convenience store in last 30 days: <\$1-19	2,471	8.4%	121
Spent at convenience store in last 30 days: \$20-\$39	2,761	9.3%	98
Spent at convenience store in last 30 days: \$40-\$50	2,588	8.7%	106
Spent at convenience store in last 30 days: \$51-\$99	1,722	5.8%	105
Spent at convenience store in last 30 days: \$100+	6,816	23.0%	103
Entertainment (Adults)			
Attended a movie in last 6 months	18,624	63.0%	108
Went to live theater in last 12 months	3,951	13.4%	121
Went to a bar/night club in last 12 months	5,753	19.4%	113
Dined out in last 12 months	17,577	59.4%	114
Gambled at a casino in last 12 months	4,369	14.8%	112
Visited a theme park in last 12 months	5,661	19.1%	101
Viewed movie (video-on-demand) in last 30 days	6,571	22.2%	127
Viewed TV show (video-on-demand) in last 30 days	4,854	16.4%	130
Watched any pay-per-view TV in last 12 months	3,365	11.4%	116
Downloaded a movie over the Internet in last 30 days	2,670	9.0%	94
Downloaded any individual song in last 6 months	6,113	20.7%	108
Watched a movie online in the last 30 days	7,706	26.0%	97
Watched a TV program online in last 30 days	5,863	19.8%	104
Played a video/electronic game (console) in last 12 months	2,546	8.6%	97
Played a video/electronic game (portable) in last 12 months	1,373	4.6%	99
Financial (Adults)			
Have home mortgage (1st)	11,509	38.9%	125
Used ATM/cash machine in last 12 months	17,262	58.4%	110
Own any stock	2,744	9.3%	129
Own U.S. savings bond	1,594	5.4%	124
Own shares in mutual fund (stock)	2,855	9.7%	135
Own shares in mutual fund (bonds)	1,981	6.7%	140
Have interest checking account	10,487	35.5%	124
Have non-interest checking account	9,566	32.3%	110
Have savings account	19,405	65.6%	115
Have 401K retirement savings plan	6,001	20.3%	126
Own/used any credit/debit card in last 12 months	25,144	85.0%	107
Avg monthly credit card expenditures: <\$1-110	3,763	12.7%	110
Avg monthly credit card expenditures: \$111-\$225	2,371	8.0%	109
Avg monthly credit card expenditures: \$226-\$450	2,154	7.3%	107
Avg monthly credit card expenditures: \$451-\$700	2,105	7.1%	116
Avg monthly credit card expenditures: \$701-\$1,000	1,938	6.6%	117
Avg monthly credit card expenditures: \$1,001+	4,425	15.0%	128
Did banking online in last 12 months	13,685	46.3%	119
Did banking on mobile device in last 12 months	8,611	29.1%	112
Paid bills online in last 12 months	16,577	56.0%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,662	71.2%	103
Used bread in last 6 months	14,041	93.7%	101
Used chicken (fresh or frozen) in last 6 months	10,677	71.3%	103
Used turkey (fresh or frozen) in last 6 months	2,307	15.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	8,259	55.1%	100
Used fresh fruit/vegetables in last 6 months	12,964	86.5%	101
Used fresh milk in last 6 months	13,032	87.0%	101
Used organic food in last 6 months	3,483	23.2%	97
Health (Adults)			
Exercise at home 2+ times per week	9,391	31.7%	116
Exercise at club 2+ times per week	5,186	17.5%	122
Visited a doctor in last 12 months	23,742	80.3%	104
Used vitamin/dietary supplement in last 6 months	16,926	57.2%	106
Home (Households)			
Did any home improvement in last 12 months	4,899	32.7%	118
Used any housekeeper/professional cleaning service in last 12 months	2,604	17.4%	119
Purchased low ticket HH furnishings in last 12 months	2,810	18.8%	110
Purchased big ticket HH furnishings in last 12 months	3,697	24.7%	111
Bought any small kitchen appliance in last 12 months	3,453	23.0%	103
Bought any large kitchen appliance in last 12 months	2,227	14.9%	107
Insurance (Adults/Households)			
Currently carry life insurance	15,318	51.8%	117
Carry medical/hospital/accident insurance	23,567	79.7%	107
Carry homeowner insurance	17,145	58.0%	123
Carry renter's insurance	2,309	7.8%	92
Have auto insurance: 1 vehicle in household covered	4,192	28.0%	90
Have auto insurance: 2 vehicles in household covered	4,781	31.9%	112
Have auto insurance: 3+ vehicles in household covered	4,198	28.0%	122
Pets (Households)			
Household owns any pet	8,836	59.0%	108
Household owns any cat	3,744	25.0%	110
Household owns any dog	6,652	44.4%	106
Psychographics (Adults)			
Buying American is important to me	12,283	41.5%	106
Usually buy items on credit rather than wait	4,318	14.6%	111
Usually buy based on quality - not price	5,582	18.9%	99
Price is usually more important than brand name	8,131	27.5%	100
Usually use coupons for brands I buy often	5,299	17.9%	104
Am interested in how to help the environment	5,225	17.7%	91
Usually pay more for environ safe product	3,813	12.9%	91
Usually value green products over convenience	2,881	9.7%	86
Likely to buy a brand that supports a charity	10,353	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	4,404	14.9%	115
Bought hardcover book in last 12 months	6,779	22.9%	115
Bought paperback book in last 12 month	9,300	31.4%	110
Read any daily newspaper (paper version)	6,382	21.6%	117
Read any digital newspaper in last 30 days	12,916	43.7%	110
Read any magazine (paper/electronic version) in last 6 months	27,636	93.4%	103

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1175 Ridge Rd, Webster, New York, 14580 2
 1175 Ridge Rd, Webster, New York, 14580
 Ring: 3 mile radius

Prepared by Caliber Commercial Brokerage

Latitude: 43.21056
 Longitude: -77.44197

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	23,566	79.7%	106
Went to family restaurant/steak house: 4+ times a month	8,635	29.2%	110
Went to fast food/drive-in restaurant in last 6 months	27,429	92.7%	102
Went to fast food/drive-in restaurant 9+ times/month	11,716	39.6%	101
Fast food restaurant last 6 months: eat in	11,654	39.4%	106
Fast food restaurant last 6 months: home delivery	2,351	7.9%	92
Fast food restaurant last 6 months: take-out/drive-thru	14,944	50.5%	108
Fast food restaurant last 6 months: take-out/walk-in	6,638	22.4%	108
Television & Electronics (Adults/Households)			
Own any tablet	16,056	54.3%	113
Own any e-reader	3,163	10.7%	128
Own e-reader/tablet: iPad	9,965	33.7%	119
HH has Internet connectable TV	4,981	33.2%	116
Own any portable MP3 player	6,179	20.9%	112
HH owns 1 TV	2,745	18.3%	87
HH owns 2 TVs	3,909	26.1%	97
HH owns 3 TVs	3,451	23.0%	110
HH owns 4+ TVs	3,177	21.2%	122
HH subscribes to cable TV	7,298	48.7%	112
HH subscribes to fiber optic	1,256	8.4%	119
HH owns portable GPS navigation device	4,067	27.1%	119
HH purchased video game system in last 12 months	1,121	7.5%	91
HH owns any Internet video device for TV	4,083	27.2%	113
Travel (Adults)			
Took domestic trip in continental US last 12 months	18,395	62.2%	118
Took 3+ domestic non-business trips in last 12 months	4,042	13.7%	116
Spent on domestic vacations in last 12 months: <\$1-999	3,405	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,196	7.4%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,549	5.2%	130
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,569	5.3%	127
Spent on domestic vacations in last 12 months: \$3,000+	2,549	8.6%	133
Domestic travel in last 12 months: used general travel website	2,419	8.2%	120
Took foreign trip (including Alaska and Hawaii) in last 3 years	9,250	31.3%	114
Took 3+ foreign trips by plane in last 3 years	1,813	6.1%	112
Spent on foreign vacations in last 12 months: <\$1-999	1,493	5.0%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,330	4.5%	112
Spent on foreign vacations in last 12 months: \$3,000+	2,200	7.4%	118
Foreign travel in last 3 years: used general travel website	2,028	6.9%	120
Nights spent in hotel/motel in last 12 months: any	15,613	52.8%	119
Took cruise of more than one day in last 3 years	3,312	11.2%	126
Member of any frequent flyer program	6,707	22.7%	126
Member of any hotel rewards program	7,014	23.7%	132

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Demographic Summary	2019	2024
Population	70,395	71,270
Population 18+	55,163	56,354
Households	27,848	28,274
Median Household Income	\$81,168	\$87,835

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	27,900	50.6%	107
Bought any women's clothing in last 12 months	25,152	45.6%	106
Bought clothing for child <13 years in last 6 months	14,118	25.6%	96
Bought any shoes in last 12 months	30,759	55.8%	106
Bought costume jewelry in last 12 months	10,159	18.4%	106
Bought any fine jewelry in last 12 months	10,062	18.2%	102
Bought a watch in last 12 months	8,643	15.7%	101
Automobiles (Households)			
HH owns/leases any vehicle	25,657	92.1%	108
HH bought/leased new vehicle last 12 months	3,597	12.9%	132
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	50,346	91.3%	107
Bought/changed motor oil in last 12 months	26,819	48.6%	102
Had tune-up in last 12 months	14,054	25.5%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	39,709	72.0%	100
Drank regular cola in last 6 months	22,228	40.3%	91
Drank beer/ale in last 6 months	24,744	44.9%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	7,667	13.9%	139
Own digital SLR camera/camcorder	5,080	9.2%	117
Printed digital photos in last 12 months	15,795	28.6%	125
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,690	33.9%	98
Have a smartphone	47,415	86.0%	103
Have a smartphone: Android phone (any brand)	20,304	36.8%	91
Have a smartphone: Apple iPhone	26,406	47.9%	114
Number of cell phones in household: 1	7,299	26.2%	86
Number of cell phones in household: 2	11,463	41.2%	106
Number of cell phones in household: 3+	8,519	30.6%	109
HH has cell phone only (no landline telephone)	13,492	48.4%	86
Computers (Households)			
HH owns a computer	22,828	82.0%	111
HH owns desktop computer	12,180	43.7%	118
HH owns laptop/notebook	17,735	63.7%	113
HH owns any Apple/Mac brand computer	5,832	20.9%	116
HH owns any PC/non-Apple brand computer	19,137	68.7%	112
HH purchased most recent computer in a store	11,933	42.9%	118
HH purchased most recent computer online	4,272	15.3%	113
Spent <\$1-499 on most recent home computer	4,169	15.0%	102
Spent \$500-\$999 on most recent home computer	5,874	21.1%	126
Spent \$1,000-\$1,499 on most recent home computer	3,001	10.8%	112
Spent \$1,500-\$1,999 on most recent home computer	1,552	5.6%	126
Spent \$2,000+ on most recent home computer	1,294	4.6%	117

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	35,774	64.9%	103
Bought brewed coffee at convenience store in last 30 days	7,661	13.9%	100
Bought cigarettes at convenience store in last 30 days	4,865	8.8%	82
Bought gas at convenience store in last 30 days	22,185	40.2%	108
Spent at convenience store in last 30 days: <\$1-19	4,696	8.5%	124
Spent at convenience store in last 30 days: \$20-\$39	5,219	9.5%	100
Spent at convenience store in last 30 days: \$40-\$50	4,886	8.9%	107
Spent at convenience store in last 30 days: \$51-\$99	3,158	5.7%	103
Spent at convenience store in last 30 days: \$100+	12,707	23.0%	103
Entertainment (Adults)			
Attended a movie in last 6 months	34,923	63.3%	108
Went to live theater in last 12 months	7,741	14.0%	127
Went to a bar/night club in last 12 months	10,996	19.9%	116
Dined out in last 12 months	33,598	60.9%	117
Gambled at a casino in last 12 months	8,173	14.8%	112
Visited a theme park in last 12 months	10,632	19.3%	102
Viewed movie (video-on-demand) in last 30 days	12,417	22.5%	129
Viewed TV show (video-on-demand) in last 30 days	9,246	16.8%	133
Watched any pay-per-view TV in last 12 months	6,332	11.5%	117
Downloaded a movie over the Internet in last 30 days	4,814	8.7%	91
Downloaded any individual song in last 6 months	11,475	20.8%	109
Watched a movie online in the last 30 days	13,596	24.6%	91
Watched a TV program online in last 30 days	10,605	19.2%	101
Played a video/electronic game (console) in last 12 months	4,680	8.5%	96
Played a video/electronic game (portable) in last 12 months	2,477	4.5%	96
Financial (Adults)			
Have home mortgage (1st)	22,056	40.0%	129
Used ATM/cash machine in last 12 months	32,406	58.7%	111
Own any stock	5,468	9.9%	138
Own U.S. savings bond	3,079	5.6%	128
Own shares in mutual fund (stock)	5,619	10.2%	143
Own shares in mutual fund (bonds)	3,992	7.2%	151
Have interest checking account	20,350	36.9%	129
Have non-interest checking account	18,167	32.9%	112
Have savings account	36,749	66.6%	116
Have 401K retirement savings plan	11,464	20.8%	129
Own/used any credit/debit card in last 12 months	47,490	86.1%	108
Avg monthly credit card expenditures: <\$1-110	6,953	12.6%	109
Avg monthly credit card expenditures: \$111-\$225	4,579	8.3%	113
Avg monthly credit card expenditures: \$226-\$450	4,023	7.3%	107
Avg monthly credit card expenditures: \$451-\$700	4,035	7.3%	119
Avg monthly credit card expenditures: \$701-\$1,000	3,726	6.8%	121
Avg monthly credit card expenditures: \$1,001+	8,717	15.8%	136
Did banking online in last 12 months	26,028	47.2%	121
Did banking on mobile device in last 12 months	16,137	29.3%	113
Paid bills online in last 12 months	31,218	56.6%	113

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1175 Ridge Rd, Webster, New York, 14580 2
 1175 Ridge Rd, Webster, New York, 14580
 Ring: 5 mile radius

Prepared by Caliber Commercial Brokerage

Latitude: 43.21056
 Longitude: -77.44197

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	19,907	71.5%	104
Used bread in last 6 months	26,158	93.9%	101
Used chicken (fresh or frozen) in last 6 months	20,041	72.0%	104
Used turkey (fresh or frozen) in last 6 months	4,342	15.6%	104
Used fish/seafood (fresh or frozen) in last 6 months	15,484	55.6%	101
Used fresh fruit/vegetables in last 6 months	24,307	87.3%	102
Used fresh milk in last 6 months	24,358	87.5%	102
Used organic food in last 6 months	6,597	23.7%	99
Health (Adults)			
Exercise at home 2+ times per week	17,998	32.6%	119
Exercise at club 2+ times per week	10,016	18.2%	127
Visited a doctor in last 12 months	44,823	81.3%	106
Used vitamin/dietary supplement in last 6 months	32,025	58.1%	107
Home (Households)			
Did any home improvement in last 12 months	9,567	34.4%	124
Used any housekeeper/professional cleaning service in last 12 months	5,012	18.0%	124
Purchased low ticket HH furnishings in last 12 months	5,291	19.0%	111
Purchased big ticket HH furnishings in last 12 months	6,782	24.4%	109
Bought any small kitchen appliance in last 12 months	6,332	22.7%	102
Bought any large kitchen appliance in last 12 months	4,197	15.1%	108
Insurance (Adults/Households)			
Currently carry life insurance	29,103	52.8%	119
Carry medical/hospital/accident insurance	44,514	80.7%	108
Carry homeowner insurance	33,224	60.2%	127
Carry renter's insurance	4,184	7.6%	89
Have auto insurance: 1 vehicle in household covered	7,397	26.6%	86
Have auto insurance: 2 vehicles in household covered	9,240	33.2%	116
Have auto insurance: 3+ vehicles in household covered	8,203	29.5%	129
Pets (Households)			
Household owns any pet	16,678	59.9%	110
Household owns any cat	7,086	25.4%	112
Household owns any dog	12,606	45.3%	109
Psychographics (Adults)			
Buying American is important to me	22,977	41.7%	106
Usually buy items on credit rather than wait	7,848	14.2%	108
Usually buy based on quality - not price	10,376	18.8%	99
Price is usually more important than brand name	14,818	26.9%	98
Usually use coupons for brands I buy often	9,907	18.0%	104
Am interested in how to help the environment	9,506	17.2%	89
Usually pay more for environ safe product	7,182	13.0%	92
Usually value green products over convenience	5,385	9.8%	86
Likely to buy a brand that supports a charity	19,282	35.0%	99
Reading (Adults)			
Bought digital book in last 12 months	8,402	15.2%	118
Bought hardcover book in last 12 months	13,078	23.7%	118
Bought paperback book in last 12 month	17,706	32.1%	113
Read any daily newspaper (paper version)	12,243	22.2%	121
Read any digital newspaper in last 30 days	24,153	43.8%	110
Read any magazine (paper/electronic version) in last 6 months	51,539	93.4%	103

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 Ring: 5 mile radius

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Latitude: 43.21056
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	44,211	80.1%	107
Went to family restaurant/steak house: 4+ times a month	16,363	29.7%	112
Went to fast food/drive-in restaurant in last 6 months	51,212	92.8%	102
Went to fast food/drive-in restaurant 9+ times/month	21,972	39.8%	101
Fast food restaurant last 6 months: eat in	21,991	39.9%	107
Fast food restaurant last 6 months: home delivery	4,403	8.0%	92
Fast food restaurant last 6 months: take-out/drive-thru	27,822	50.4%	108
Fast food restaurant last 6 months: take-out/walk-in	12,425	22.5%	108
Television & Electronics (Adults/Households)			
Own any tablet	30,245	54.8%	114
Own any e-reader	6,066	11.0%	132
Own e-reader/tablet: iPad	19,129	34.7%	123
HH has Internet connectable TV	9,583	34.4%	120
Own any portable MP3 player	11,923	21.6%	116
HH owns 1 TV	4,902	17.6%	84
HH owns 2 TVs	7,179	25.8%	96
HH owns 3 TVs	6,587	23.7%	113
HH owns 4+ TVs	6,184	22.2%	128
HH subscribes to cable TV	13,731	49.3%	113
HH subscribes to fiber optic	2,462	8.8%	125
HH owns portable GPS navigation device	8,021	28.8%	126
HH purchased video game system in last 12 months	2,087	7.5%	91
HH owns any Internet video device for TV	7,780	27.9%	116
Travel (Adults)			
Took domestic trip in continental US last 12 months	35,315	64.0%	122
Took 3+ domestic non-business trips in last 12 months	7,988	14.5%	122
Spent on domestic vacations in last 12 months: <\$1-999	6,538	11.9%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,363	7.9%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,046	5.5%	137
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,133	5.7%	136
Spent on domestic vacations in last 12 months: \$3,000+	5,032	9.1%	141
Domestic travel in last 12 months: used general travel website	4,658	8.4%	124
Took foreign trip (including Alaska and Hawaii) in last 3 years	17,765	32.2%	117
Took 3+ foreign trips by plane in last 3 years	3,490	6.3%	116
Spent on foreign vacations in last 12 months: <\$1-999	2,842	5.2%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,654	4.8%	120
Spent on foreign vacations in last 12 months: \$3,000+	4,228	7.7%	121
Foreign travel in last 3 years: used general travel website	3,900	7.1%	123
Nights spent in hotel/motel in last 12 months: any	30,009	54.4%	122
Took cruise of more than one day in last 3 years	6,342	11.5%	129
Member of any frequent flyer program	13,049	23.7%	131
Member of any hotel rewards program	13,629	24.7%	137

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