

2016

Market Profile
Central Avenue SID



Market Analysis



RETAIL MARKET ANALYSIS AND PROFILE CENTRAL AVENUE SPECIAL IMPROVEMENT DISTRICT

Introduction

JGSC Group was retained by the Central Avenue Special Improvement District (SID) to conduct a market and retail leakage study for the Central Avenue commercial corridor and surrounding areas.

JGSC compiled and analyzed data from a variety of sources including esri, U.S. Census Bureau, Bureau of Labor Statistics, Consumer Expenditure Survey, Dun & Bradstreet, GfK MRI, and Market Planning Solutions. For the purposes of this study, data was compiled for the Central Avenue SID area as well as radii of 0.5-, 0.75-, 1.0-, 2.0- and 3.0-miles around the intersection of Central Avenue and Bowers Street.

Among other things, the analyses looked at consumer supply and retail supply, nearby retail locations, vehicle traffic counts, demographics, population density, age groups, income levels, business and employment, and retail spending patterns. The following highlight our findings.

Market Details

Central Avenue is located in The Heights district of Jersey City, New Jersey. Central Avenue is the primary commercial corridor in The Heights and is flanked by residential neighborhoods on both sides. The SID, provides marketing and economic support for businesses within the district. The district extends for 14 blocks or about 0.75 miles along Central Avenue.

The Heights sits in the northern section of Jersey City and Lower Manhattan, including Wall Street and the World Trade Center site sits just across the Hudson River. The 9th Street Station of the Bergen Light Rail sits about 4 blocks to the east of Central Avenue and provides a link to PATH trains in and out of Manhattan. Motor vehicle traffic can access Manhattan from both the Lincoln and Holland Tunnels. The Lincoln Tunnel sits about 1.5-miles north of the SID, while the Holland Tunnel is just 0.5-miles to the south.

The oldest special improvement district in Jersey City is the Central Avenue SID, which has proven to be an effective support mechanism for businesses in this commercial district since 1992. The district is located adjacent to downtown Hoboken to the east, and the Journal Square district of Jersey City, to the southwest, and together, the three areas have been the focus of intense interest in market-rate housing, and other new commercial development.

Major redevelopment projects are underway in Hoboken and Journal Square. For example, KRE Group is building a project called "Journal Squared" that will create three new towers housing 1,840 residential units, along with 36,000 square feet of retail and restaurant space. This will bring approximately 4,000 new residents into Journal Square, less than one-half mile from the Central Avenue SID. Kushner in partnership with KABR Group is developing a 56-story, 744-unit mixed-use tower at One Journal Square, in Jersey City's Journal Square district. The building will include 101,000 square feet of office space on seven floors, and 78,000 square feet of retail space. This will add another 1,500 residents to the area. In Hoboken, a plan to convert the old rail yards into 2.2

million square foot mixed-use (residential and office) project is in development, and Bijou Properties is currently building two residential towers (11 and 12 stories, respectively) there.

All of this development on either side is stimulating interest in Central Avenue. A new redevelopment plan for the neighborhood drafted last fall will allow for 14-story mid-rise development for several blocks along Central Avenue, which will increase density in an area that has traditionally supported 2-3 story development. One in-fill project currently under development in the Central Avenue SID is the redevelopment of 506-508 Central Avenue at the northern end of the district. The supermarket C-Town operates a 5,000 sf grocery at this site, and the project proposes to overbuild three new stories of residential units (21 apartments), for an overall four-story building. KABR Group renovated a 12,000 sf 3-story commercial building at 410 Central Avenue.

Market overview

JGSC examined demographic and economic data within the borders of the SID, as well as a 1-, 2-, and 3-mile radius from the intersection of Central Avenue and Bowers Street. The following sections highlight our findings.

Demographics	CASID	1-mile	2-miles	3-miles
Population (2015)	9,000	105,600	245,100	516,700
Pop. Growth (2015-2020)	0.89%	0.91%	1.04%	0.98%
Households (2015)	3,400	43,200	101,600	235,400
Households Density	81,500	13,700	8,000	8,300
Median Age (Total pop)	34.2 yrs	33.6 yrs	33.6 yrs	35.0 yrs
Average household size	2.65	2.44	2.37	2.15
Households with children	36%	29%	27%	22%
Average household income	\$65,000	\$91,600	\$93,500	\$109,500
Median household income	\$52,600	\$67,600	\$66,900	\$74,900

From the analysis, we determined there is a dense and growing consumer base in the area with higher income levels. Consumers living within the SID tend to have comparatively lower income levels and are much more likely to have children in the household.

We reviewed the online directory of businesses provided on the Central Avenue SID website, and determined that there are a total of 225 retail businesses in the district. Of these, 37 are restaurants/eateries, 83 are vendors of retail goods, and 105 are vendors of retail services. Not including the 6 banks on the list, there are 18 businesses that are national or regional franchises or chains—fast food, cell phone, tax services, pharmacy, gyms, clothing, and a shoe store. Other than the Rainbow Shop, none of these would regularly draw customers from outside of the neighborhood.

There are one dozen businesses which we identified as destination businesses that do regularly attract customers from outside of the Central Avenue neighborhood; most of these are full-service restaurants, but they also include a hand-rolled cigar store, some specialty ethnic groceries/delis, an athletic footwear store, a bakery, and two learning centers. Based on the nature of these businesses,

the proximity of competitors, and the online reviews found for each business, we can determine that these businesses draw customers from a range of 5 to 10 miles from Central Avenue.

Vehicle counts

We examined traffic data and found the following annual average daily traffic counts (AADT) for the intersection of Central Avenue and Bowers Street, as well as other nearby locations.

Vehicle counts (AADT)	Distance (Miles)	AADT
Central Avenue at Bowers Street.....	0.00.....	8,180
Bowers Street near Central Avenue.....	0.02.....	5,099
Central Avenue at Lincoln Street	0.04.....	10,097
Central Avenue at Paterson Street.....	0.25.....	7,340
JFK Boulevard at Hutton Street.....	0.43.....	33,709
Paterson Plank Rd near Congress Street	0.51.....	16,262

Retail information

Within a 3-mile radius of the SID, there are 10 shopping centers occupying more than 3.9 million square feet of retail space in 374 stores. However, most of that space is dedicated to retailers in the categories of department stores, clothing, furniture, and home furnishings.

The closest retail center is the Shops at Lackawanna, which is located about 1-mile to the southeast of the SID. The retail centers was proposed as part of a large mixed-use development which includes residential lofts, warehouse and office space. However, much of the retail space remains vacant.

The next closest retail center is the 1.1 million square foot Newport Centre Mall. The mall is located about 1.5-miles to the southeast of the SID, on the waterfront near the Holland Tunnel. The mall's anchor tenants include Macy's, Kohl's, JC Penney, and Sears. Newport Mall can be accessed by car, bus or light rail.

Businesses and employees

The SID and its nearby areas are centers of commerce and business. Within a 3-mile radius of the SID, there are more than 35,000 businesses employing nearly 500,000 people. Inside the SID, there are an estimated 341 businesses employing just over 2,200 people.

The largest employment segments are retail and service industries. Combined, these categories account for more than two-thirds of all employees in the area.

Roughly 58% of all local employees could be classified as "office workers." Based upon a study by the International Council of Shopping Centers (ICSC), we estimate that "office workers" within the SID contribute an additional \$7.4 million annually to local retail spending – and that this amount is not reflected in the standard calculations for consumer spending and retail leakage reports. Within a 1-mile radius, "office worker" spending is estimated at \$72.7 million a year and increasing to \$1.6 billion annually with a 3-mile radius.

Pets

Traditional retail spending data doesn't measure retail leakage for pets and products, so we used national representative surveys to determine pet ownership in the area. We use this data to identify opportunities to recruit pet-related goods and services.

Within the SID, 36% of households own a pet. Of those same households, 24% have a dog and 11% have a cat. This is comparable to the larger 3-mile radius. In this area, we found that 34% of households have a pet, with 20% owning a dog and 14% owning a cat.

Consumer demand and retail supply (retail leakage)

Consumer demand for retail goods and services within the SID exceeds \$117 million annually or about \$34,100 per household per year. Within a 3-mile radius, total consumer demand is \$13.3 billion or \$56,700 per household. However, the per household average is driven higher by spending from visitors, office employees and other workers.

"Retail leakage" is the term for the amount by which retail demand exceeds supply. This leakage is typically used as an indication that additional retail can be supported in the area. Note that retail leakage is calculated on a household basis, meaning that available retail supply within a specific area is compared to consumer demand only for consumers living within the same area. As a result, areas that have a large workforce population or a high number of visitors may have higher retail leakage than indicated in the analysis.

Retail leakage in the SID exceeds \$41.9 million annually. We found retail leakage in 19 of the 28 retail categories we examined including automotive, electronics and appliances, grocery and specialty foods, clothing, general merchandise, office supply, and sporting goods.

We then examined the 1-, 2-, and 3-mile radius to determine how retail leakage in these radii compared to the SID. We found retail leakage within a 1-mile radius (\$1.4 billion a year), a 2-mile radius (\$2.2 billion a year), and the 3-mile radius (\$500 million a year).

Many of the retail categories that have leakage in the SID also have leakage in the larger radii. These categories automotive, electronics, building materials, grocery, clothing, sporting goods, general merchandise, and office supply and gifts. However, we also found retail leakage in categories that do not have leakage in the SID such as furniture and home furnishings, health and personal care, shoes, full-service restaurants (sit-down dining) and limited-service restaurants (quick-serve dining).

The presence of retail leakage outside SID is good news because it indicates that well-run businesses within the SID could attract consumers from beyond the SID's borders. Further, because the retail leakage is consistent across so many retail categories and geographic areas, it indicates that retail goods and services are generally under-represented in the area.

Targeted retail categories

As stated above, significant retail leakage exists in nearly every category of goods and services. Still, some types of retail are better suited for the SID than others. Restaurants, for example, will work better than automotive dealers.

Considering the results of the above analysis, we recommend your recruitment efforts focus on the following retail categories:

- Small furniture and home furnishing boutiques offering or unique or unusual products;

- Grocery and specialty food stores, including vegan;
- Clothing stores, especially those offering family clothing;
- Jewelry and luggage goods stores;
- Children's-related retailers such as Rainbow;
- Sporting goods;
- Pet-related products and services, including veterinarians;
- Department and general merchandise stores such as Shoppers World; and,
- Full-service and limited-service restaurants.

Fact Sheet



CENTRAL AVENUE

JERSEY CITY, NEW JERSEY



\$13.3 billion

Consumer demand for retail goods and services in the trade area

\$109,500

Average household income within a 3-mile radius

516,700

Population within a 3-mile radius

39%

Households in the trade area with income of \$100,000 or more

Located in the Heights section of Jersey City, Central Avenue is located adjacent to Hoboken and sits in the shadow of lower Manhattan.

Jersey City has always been distinguished by its rich collection of neighborhoods and The Heights section is among the best. In the heart of The Heights, is the Central Avenue commercial corridor. The corridor is densely-populated with wide sidewalks, ample parking and more than 500,000 shoppers within a 3-mile radius.

Located adjacent to the City of Hoboken, in the shadow of downtown New York City, Central Avenue offers a vibrant and eclectic mix of stores and restaurants. The corridor is managed by the Central Avenue Special Improvement District (CASID). The Heights section, including Central Avenue, is attracting significant new investments,

new development and an influx of younger urban professional residents. A recent revision to the zoning has expanded Jersey City's Restaurant Row to include Central Avenue, paving the way for it to become a premier dining destination.

CASID supports local merchants and property owners by attracting foot traffic through business directories, ad campaigns, festivals and events, sidewalk sale events, seasonal/holiday lighting, and streetscape banners and decorations.

So, if you're looking for a great place to do business, look here. To learn more or to arrange a tour, call us today.



Central Avenue

SPECIAL IMPROVEMENT DISTRICT | JERSEY CITY, NJ | JCHights.com

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CENTRAL AVENUE

JERSEY CITY, NEW JERSEY



35,000 businesses
 494,300 employees
 516,700 population
 235,400 households
 \$109,500 household income
 \$13.3 billion retail spending

FACTS & FIGURES



	1-MI	2-MI	3-MI
Population	105,600	245,100	516,700
Households	43,200	101,600	235,400
Median age	33.6	33.6	35.0
Households with children	29%	27%	22%
Home ownership	31%	27%	27%
Avg HH income	\$91,600	\$93,500	\$109,500



	1-MI	2-MI	3-MI
Consumer demand	\$2.061 B	\$4.968 B	\$13.361 B
Retail supply	\$647 M	\$2.673 B	\$12.860 B
Retail leakage	\$1.413 B	\$2.295 B	\$501 M
Spend on retail goods	\$1.847 B	\$4.452 B	\$11.970 B
Spend on clothing	\$100 M	\$243 M	\$669 M
Spend on food & drink	\$213 M	\$515 M	\$1.391 B



	1-MI
Total businesses	2,999
Total employees	21,687
Office workers	12,500
Workers' retail spending	\$72,703,000



	VEHICLES/DAY
Central Av at Bowers St	8,180
Central Av at Lincoln St	10,090
JFK Blvd at Hutton St	33,700
JFK Blvd near North St	21,100
Paterson Plank near Congress	16,260
Tonnelle Av near Thorne St	51,620

Central Avenue SID
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 Jersey City, NJ 07307
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Central Avenue
 SPECIAL IMPROVEMENT DISTRICT
 MANAGEMENT CORPORATION

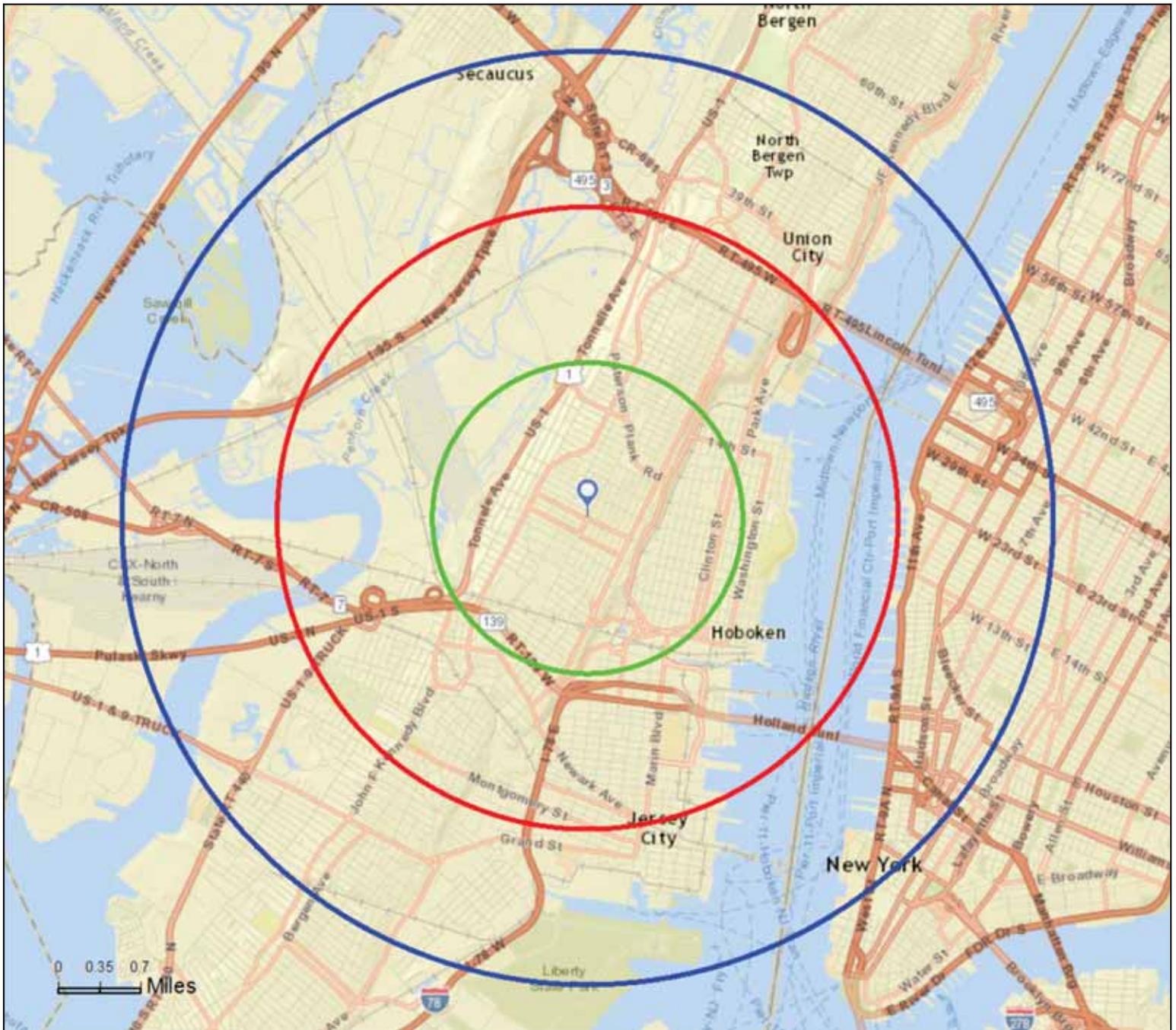
Market Data

1, 2, 3 mile radii



Central Ave 1,2,3 mi
359 Central Ave, Jersey City, New Jersey, 07307
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 40.74734
Longitude: -74.04842



This site is located in:

- City:** Jersey City
- County:** Hudson County
- State:** New Jersey
- ZIP Code:** 07307
- Census Tract:** 34017000700
- Census Block Group:** 340170007002
- CBSA:** New York-Newark-Jersey City, NY-NJ-PA Metropolitan Statistical Area



Retail MarketPlace Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Summary Demographics

2015 Population	105,693
2015 Households	43,237
2015 Median Disposable Income	\$53,043
2015 Per Capita Income	\$37,487

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	\$2,061,138,613	\$647,717,479	\$1,413,421,134	52.2	702
Total Retail Trade	44-45	\$1,847,965,485	\$564,818,431	\$1,283,147,054	53.2	467
Total Food & Drink	722	\$213,173,128	\$82,899,048	\$130,274,080	44.0	235

Industry Group

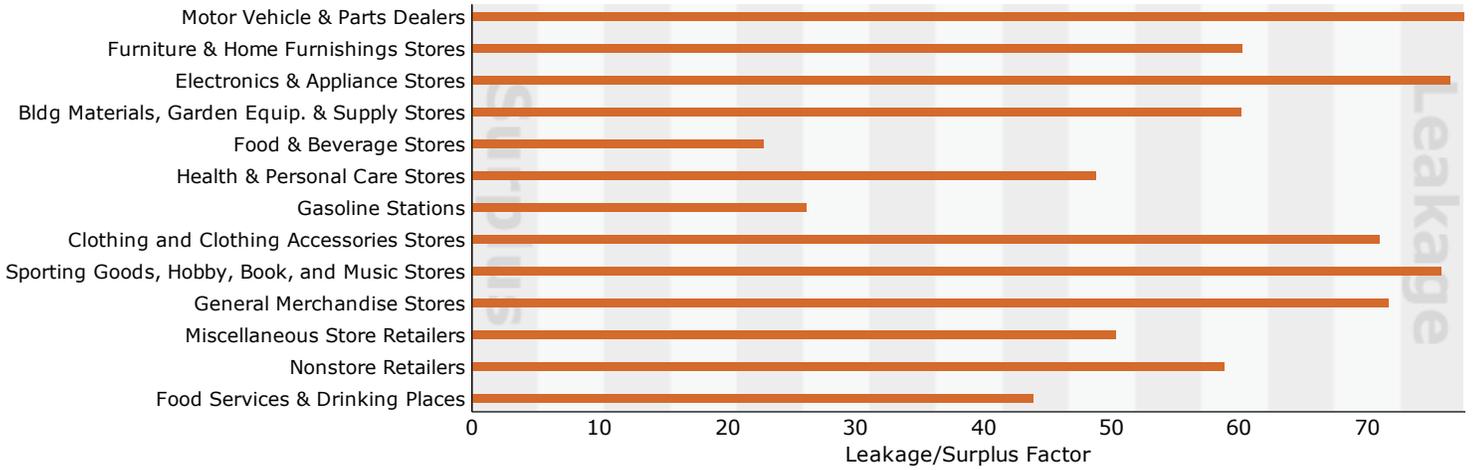
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$381,029,275	\$47,900,962	\$333,128,313	77.7	36
Automobile Dealers	4411	\$324,576,819	\$40,382,398	\$284,194,421	77.9	20
Other Motor Vehicle Dealers	4412	\$32,456,820	\$2,543,470	\$29,913,350	85.5	2
Auto Parts, Accessories & Tire Stores	4413	\$23,995,636	\$4,975,093	\$19,020,543	65.7	14
Furniture & Home Furnishings Stores	442	\$62,248,888	\$15,368,881	\$46,880,007	60.4	20
Furniture Stores	4421	\$35,230,122	\$6,533,609	\$28,696,513	68.7	9
Home Furnishings Stores	4422	\$27,018,766	\$8,835,272	\$18,183,494	50.7	11
Electronics & Appliance Stores	443	\$120,361,167	\$15,934,842	\$104,426,325	76.6	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$71,315,562	\$17,686,230	\$53,629,332	60.3	23
Bldg Material & Supplies Dealers	4441	\$64,022,915	\$17,039,465	\$46,983,450	58.0	21
Lawn & Garden Equip & Supply Stores	4442	\$7,292,647	\$646,765	\$6,645,882	83.7	2
Food & Beverage Stores	445	\$396,920,373	\$248,887,871	\$148,032,502	22.9	143
Grocery Stores	4451	\$338,209,671	\$213,721,228	\$124,488,443	22.6	84
Specialty Food Stores	4452	\$25,803,214	\$10,990,662	\$14,812,552	40.3	24
Beer, Wine & Liquor Stores	4453	\$32,907,488	\$24,175,981	\$8,731,507	15.3	36
Health & Personal Care Stores	446,4461	\$122,530,652	\$42,049,097	\$80,481,555	48.9	38
Gasoline Stations	447,4471	\$110,071,078	\$64,173,186	\$45,897,892	26.3	24
Clothing & Clothing Accessories Stores	448	\$141,888,166	\$23,943,812	\$117,944,354	71.1	42
Clothing Stores	4481	\$100,808,095	\$12,427,434	\$88,380,661	78.1	29
Shoe Stores	4482	\$16,985,256	\$3,276,237	\$13,709,019	67.7	6
Jewelry, Luggage & Leather Goods Stores	4483	\$24,094,814	\$8,240,141	\$15,854,673	49.0	7
Sporting Goods, Hobby, Book & Music Stores	451	\$58,994,203	\$8,074,573	\$50,919,630	75.9	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$51,046,198	\$7,148,789	\$43,897,409	75.4	20
Book, Periodical & Music Stores	4512	\$7,948,005	\$925,783	\$7,022,222	79.1	3
General Merchandise Stores	452	\$257,233,827	\$42,290,421	\$214,943,406	71.8	30
Department Stores Excluding Leased Depts.	4521	\$177,722,517	\$29,580,403	\$148,142,114	71.5	7
Other General Merchandise Stores	4529	\$79,511,310	\$12,710,018	\$66,801,292	72.4	22
Miscellaneous Store Retailers	453	\$86,407,879	\$28,453,040	\$57,954,839	50.5	62
Florists	4531	\$4,014,728	\$2,658,021	\$1,356,707	20.3	19
Office Supplies, Stationery & Gift Stores	4532	\$23,330,123	\$7,897,278	\$15,432,845	49.4	12
Used Merchandise Stores	4533	\$4,266,711	\$2,080,253	\$2,186,458	34.4	6
Other Miscellaneous Store Retailers	4539	\$54,796,317	\$15,817,488	\$38,978,829	55.2	25
Nonstore Retailers	454	\$38,964,416	\$10,055,516	\$28,908,900	59.0	10
Electronic Shopping & Mail-Order Houses	4541	\$25,678,371	\$7,892,977	\$17,785,394	53.0	6
Vending Machine Operators	4542	\$2,081,309	\$0	\$2,081,309	100.0	0
Direct Selling Establishments	4543	\$11,204,735	\$2,162,539	\$9,042,196	67.6	4
Food Services & Drinking Places	722	\$213,173,128	\$82,899,048	\$130,274,080	44.0	235
Full-Service Restaurants	7221	\$126,253,132	\$46,910,670	\$79,342,462	45.8	134
Limited-Service Eating Places	7222	\$76,950,251	\$29,493,095	\$47,457,156	44.6	76
Special Food Services	7223	\$4,529,852	\$591,541	\$3,938,311	76.9	5
Drinking Places - Alcoholic Beverages	7224	\$5,439,892	\$5,903,742	-\$463,850	-4.1	20

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.

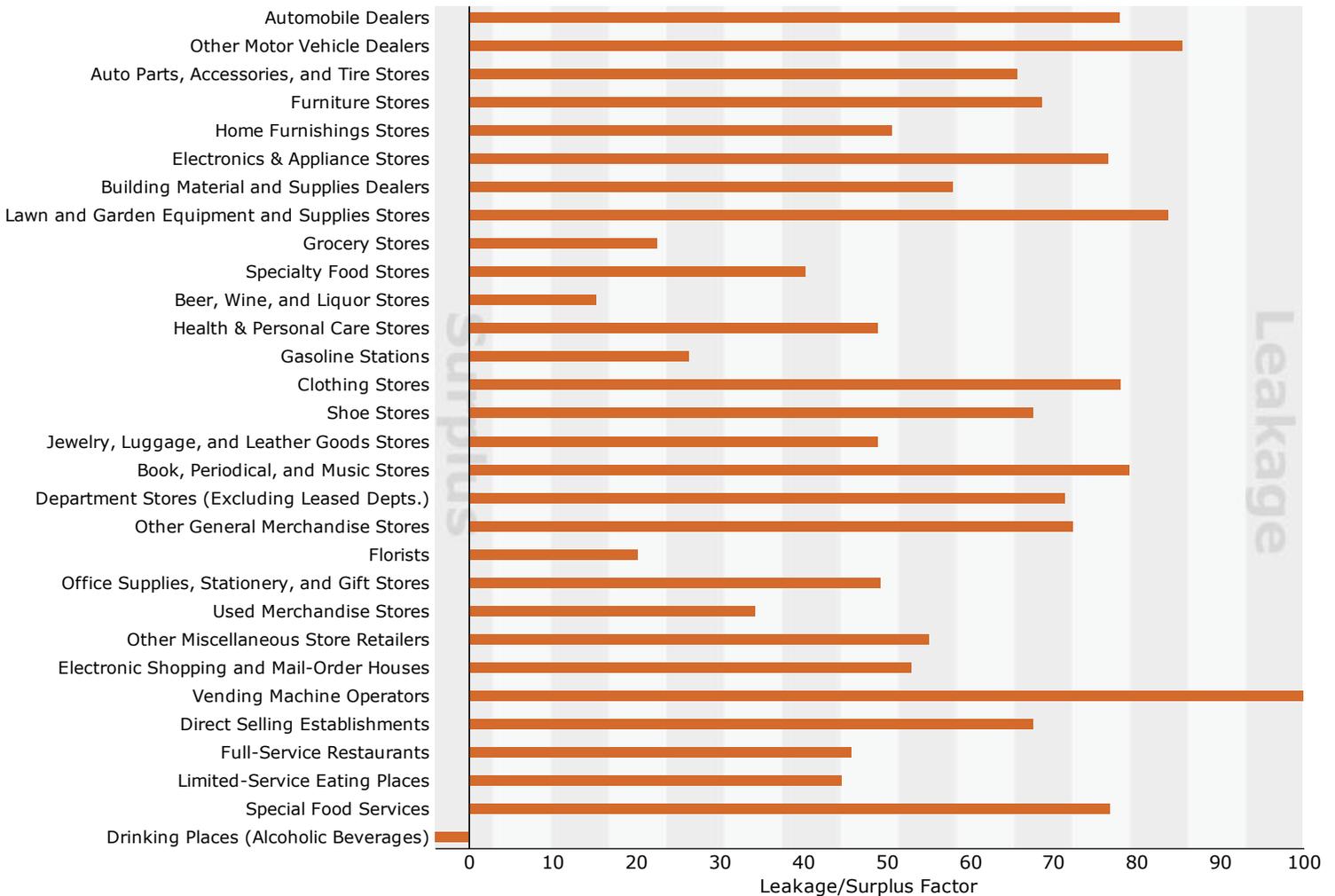
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Summary Demographics

2015 Population	245,144
2015 Households	101,657
2015 Median Disposable Income	\$52,681
2015 Per Capita Income	\$39,169

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	\$4,968,321,058	\$2,673,016,824	\$2,295,304,234	30.0	2,374
Total Retail Trade	44-45	\$4,452,653,882	\$2,262,864,489	\$2,189,789,393	32.6	1,475
Total Food & Drink	722	\$515,667,176	\$410,152,335	\$105,514,841	11.4	899

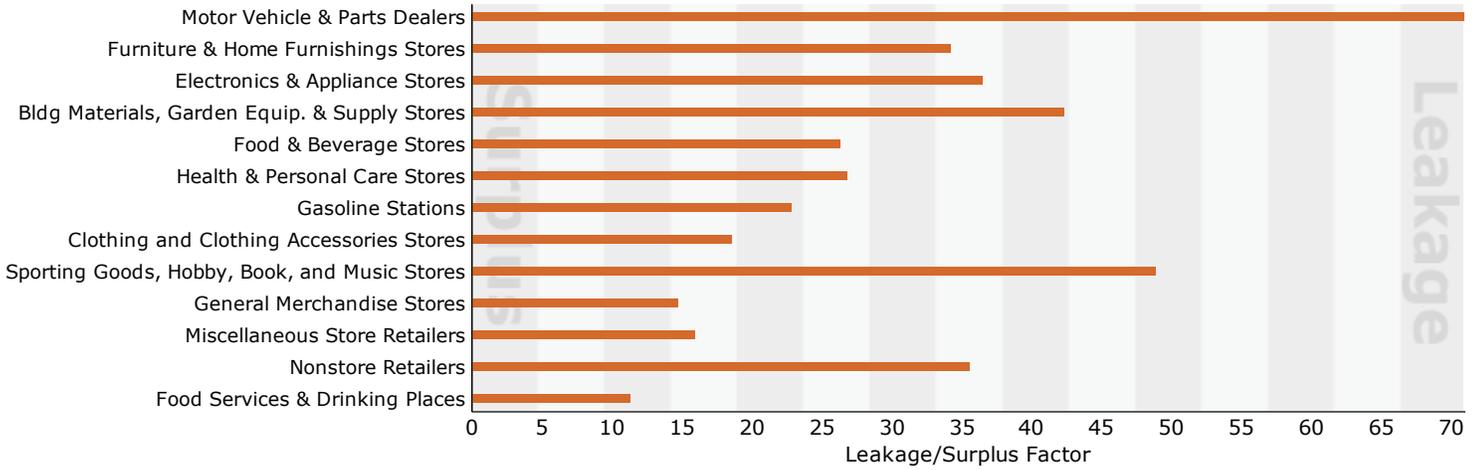
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$920,517,772	\$156,180,599	\$764,337,173	71.0	67
Automobile Dealers	4411	\$785,981,269	\$130,088,595	\$655,892,674	71.6	38
Other Motor Vehicle Dealers	4412	\$76,890,992	\$6,881,595	\$70,009,397	83.6	4
Auto Parts, Accessories & Tire Stores	4413	\$57,645,511	\$19,210,409	\$38,435,102	50.0	25
Furniture & Home Furnishings Stores	442	\$150,340,271	\$73,483,864	\$76,856,407	34.3	75
Furniture Stores	4421	\$85,260,733	\$41,796,129	\$43,464,604	34.2	46
Home Furnishings Stores	4422	\$65,079,538	\$31,687,735	\$33,391,803	34.5	29
Electronics & Appliance Stores	443	\$289,755,684	\$134,500,643	\$155,255,041	36.6	67
Bldg Materials, Garden Equip. & Supply Stores	444	\$169,408,442	\$68,448,538	\$100,959,904	42.4	47
Bldg Material & Supplies Dealers	4441	\$152,215,865	\$67,155,008	\$85,060,857	38.8	44
Lawn & Garden Equip & Supply Stores	4442	\$17,192,577	\$1,293,530	\$15,899,047	86.0	3
Food & Beverage Stores	445	\$955,904,204	\$556,161,905	\$399,742,299	26.4	370
Grocery Stores	4451	\$814,321,689	\$439,543,575	\$374,778,114	29.9	222
Specialty Food Stores	4452	\$62,051,866	\$50,789,349	\$11,262,517	10.0	73
Beer, Wine & Liquor Stores	4453	\$79,530,649	\$65,828,980	\$13,701,669	9.4	75
Health & Personal Care Stores	446,4461	\$294,114,026	\$169,312,780	\$124,801,246	26.9	137
Gasoline Stations	447,4471	\$266,162,152	\$166,907,244	\$99,254,908	22.9	63
Clothing & Clothing Accessories Stores	448	\$342,683,186	\$234,546,581	\$108,136,605	18.7	259
Clothing Stores	4481	\$243,315,862	\$161,710,680	\$81,605,182	20.1	169
Shoe Stores	4482	\$40,899,386	\$33,954,320	\$6,945,066	9.3	38
Jewelry, Luggage & Leather Goods Stores	4483	\$58,467,938	\$38,881,581	\$19,586,357	20.1	52
Sporting Goods, Hobby, Book & Music Stores	451	\$142,732,177	\$48,836,084	\$93,896,093	49.0	81
Sporting Goods/Hobby/Musical Instr Stores	4511	\$123,386,100	\$34,119,087	\$89,267,013	56.7	46
Book, Periodical & Music Stores	4512	\$19,346,076	\$14,716,996	\$4,629,080	13.6	36
General Merchandise Stores	452	\$620,128,014	\$459,789,245	\$160,338,769	14.8	87
Department Stores Excluding Leased Depts.	4521	\$428,781,670	\$357,327,423	\$71,454,247	9.1	34
Other General Merchandise Stores	4529	\$191,346,345	\$102,461,822	\$88,884,523	30.3	54
Miscellaneous Store Retailers	453	\$208,171,886	\$150,796,478	\$57,375,408	16.0	193
Florists	4531	\$9,470,688	\$5,348,601	\$4,122,087	27.8	36
Office Supplies, Stationery & Gift Stores	4532	\$56,082,482	\$23,158,878	\$32,923,604	41.5	49
Used Merchandise Stores	4533	\$10,346,272	\$3,445,389	\$6,900,883	50.0	14
Other Miscellaneous Store Retailers	4539	\$132,272,443	\$118,843,610	\$13,428,833	5.3	94
Nonstore Retailers	454	\$92,736,066	\$43,900,528	\$48,835,538	35.7	28
Electronic Shopping & Mail-Order Houses	4541	\$61,947,057	\$19,779,271	\$42,167,786	51.6	13
Vending Machine Operators	4542	\$5,009,600	\$4,743,830	\$265,770	2.7	4
Direct Selling Establishments	4543	\$25,779,409	\$19,377,427	\$6,401,982	14.2	11
Food Services & Drinking Places	722	\$515,667,176	\$410,152,335	\$105,514,841	11.4	899
Full-Service Restaurants	7221	\$305,437,475	\$246,212,129	\$59,225,346	10.7	564
Limited-Service Eating Places	7222	\$186,102,602	\$137,203,955	\$48,898,647	15.1	255
Special Food Services	7223	\$10,828,518	\$2,311,090	\$8,517,428	64.8	13
Drinking Places - Alcoholic Beverages	7224	\$13,298,581	\$24,425,161	-\$11,126,580	-29.5	67

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Summary Demographics

2015 Population	516,772
2015 Households	235,448
2015 Median Disposable Income	\$56,739
2015 Per Capita Income	\$50,326

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	\$13,361,412,373	\$12,860,018,500	\$501,393,873	1.9	8,686
Total Retail Trade	44-45	\$11,970,245,959	\$10,786,097,835	\$1,184,148,124	5.2	5,567
Total Food & Drink	722	\$1,391,166,414	\$2,073,920,665	-\$682,754,251	-19.7	3,119

Industry Group

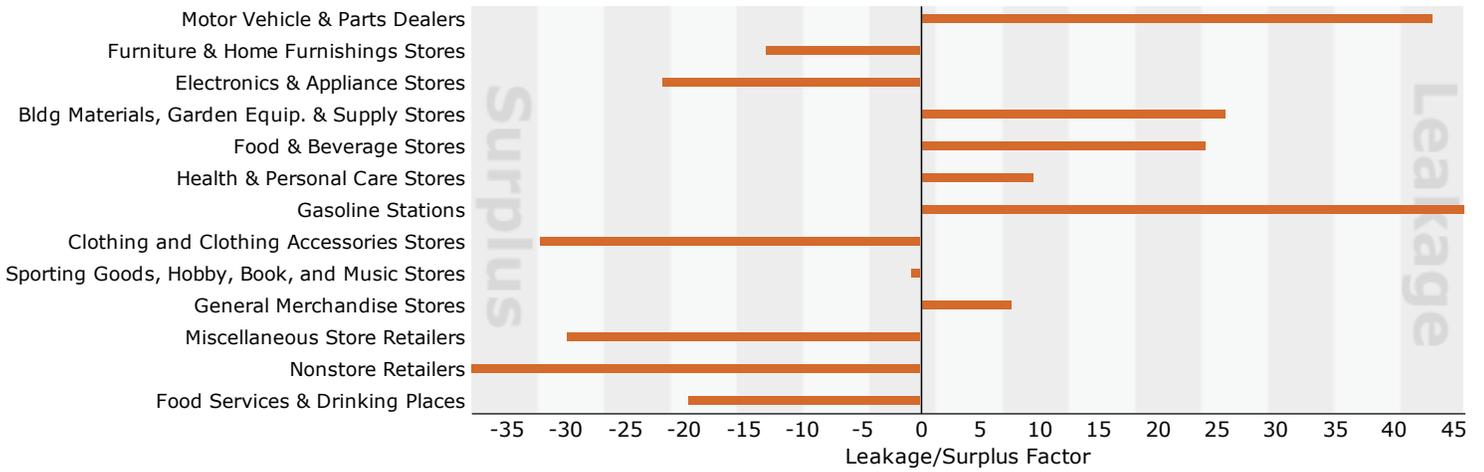
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,479,637,887	\$980,586,035	\$1,499,051,852	43.3	160
Automobile Dealers	4411	\$2,101,411,077	\$917,747,943	\$1,183,663,134	39.2	97
Other Motor Vehicle Dealers	4412	\$222,803,644	\$23,936,605	\$198,867,039	80.6	12
Auto Parts, Accessories & Tire Stores	4413	\$155,423,166	\$38,901,487	\$116,521,679	60.0	52
Furniture & Home Furnishings Stores	442	\$410,822,607	\$534,324,885	-\$123,502,278	-13.1	328
Furniture Stores	4421	\$230,370,483	\$290,858,233	-\$60,487,750	-11.6	178
Home Furnishings Stores	4422	\$180,452,124	\$243,466,652	-\$63,014,528	-14.9	150
Electronics & Appliance Stores	443	\$832,924,853	\$1,296,172,266	-\$463,247,413	-21.8	401
Bldg Materials, Garden Equip. & Supply Stores	444	\$463,246,048	\$272,432,974	\$190,813,074	25.9	162
Bldg Material & Supplies Dealers	4441	\$412,870,860	\$267,530,269	\$145,340,591	21.4	153
Lawn & Garden Equip & Supply Stores	4442	\$50,375,188	\$4,902,705	\$45,472,483	82.3	9
Food & Beverage Stores	445	\$2,507,056,050	\$1,533,200,295	\$973,855,755	24.1	804
Grocery Stores	4451	\$2,100,252,701	\$1,102,204,603	\$998,048,098	31.2	424
Specialty Food Stores	4452	\$216,794,006	\$229,497,875	-\$12,703,869	-2.8	200
Beer, Wine & Liquor Stores	4453	\$190,009,343	\$201,497,818	-\$11,488,475	-2.9	181
Health & Personal Care Stores	446,4461	\$843,476,312	\$696,318,903	\$147,157,409	9.6	383
Gasoline Stations	447,4471	\$710,352,767	\$262,672,757	\$447,680,010	46.0	92
Clothing & Clothing Accessories Stores	448	\$954,332,402	\$1,860,026,966	-\$905,694,564	-32.2	1,464
Clothing Stores	4481	\$669,634,479	\$1,469,506,875	-\$799,872,396	-37.4	1,109
Shoe Stores	4482	\$114,811,349	\$143,807,497	-\$28,996,148	-11.2	137
Jewelry, Luggage & Leather Goods Stores	4483	\$169,886,574	\$246,712,594	-\$76,826,020	-18.4	219
Sporting Goods, Hobby, Book & Music Stores	451	\$369,986,273	\$375,733,361	-\$5,747,088	-0.8	352
Sporting Goods/Hobby/Musical Instr Stores	4511	\$321,921,981	\$257,784,875	\$64,137,106	11.1	213
Book, Periodical & Music Stores	4512	\$48,064,292	\$117,948,487	-\$69,884,195	-42.1	139
General Merchandise Stores	452	\$1,571,808,513	\$1,343,887,762	\$227,920,751	7.8	219
Department Stores Excluding Leased Depts.	4521	\$1,082,296,498	\$989,451,182	\$92,845,316	4.5	82
Other General Merchandise Stores	4529	\$489,512,014	\$354,436,580	\$135,075,434	16.0	137
Miscellaneous Store Retailers	453	\$560,560,006	\$1,038,482,389	-\$477,922,383	-29.9	1,078
Florists	4531	\$31,356,347	\$33,491,424	-\$2,135,077	-3.3	120
Office Supplies, Stationery & Gift Stores	4532	\$125,398,667	\$114,708,961	\$10,689,706	4.5	202
Used Merchandise Stores	4533	\$37,552,639	\$48,893,460	-\$11,340,821	-13.1	121
Other Miscellaneous Store Retailers	4539	\$366,252,354	\$841,388,545	-\$475,136,191	-39.3	635
Nonstore Retailers	454	\$266,042,242	\$592,259,241	-\$326,216,999	-38.0	122
Electronic Shopping & Mail-Order Houses	4541	\$188,088,950	\$513,083,109	-\$324,994,159	-46.4	79
Vending Machine Operators	4542	\$10,518,113	\$5,583,013	\$4,935,100	30.7	7
Direct Selling Establishments	4543	\$67,435,179	\$73,593,120	-\$6,157,941	-4.4	36
Food Services & Drinking Places	722	\$1,391,166,414	\$2,073,920,665	-\$682,754,251	-19.7	3,119
Full-Service Restaurants	7221	\$842,752,092	\$1,355,201,419	-\$512,449,327	-23.3	2,064
Limited-Service Eating Places	7222	\$477,268,166	\$502,118,525	-\$24,850,359	-2.5	739
Special Food Services	7223	\$37,495,583	\$66,764,315	-\$29,268,732	-28.1	83
Drinking Places - Alcoholic Beverages	7224	\$33,650,573	\$149,836,405	-\$116,185,832	-63.3	232

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.

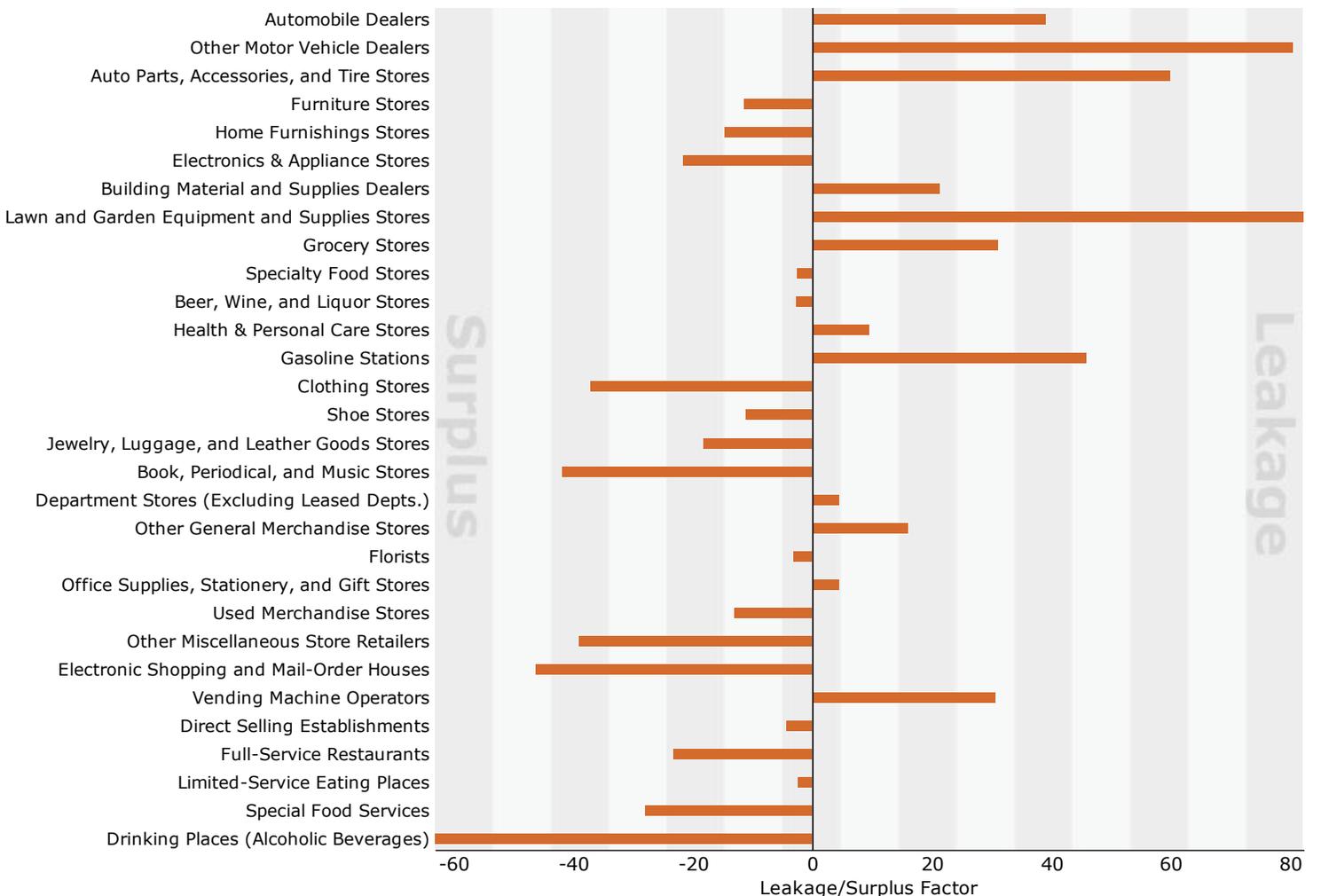
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Market Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	98,442	221,588	459,753
2010 Total Population	102,863	234,538	494,569
2015 Total Population	105,693	245,144	516,772
2015 Group Quarters	301	3,915	11,322
2020 Total Population	110,586	258,187	542,498
2015-2020 Annual Rate	0.91%	1.04%	0.98%
Household Summary			
2000 Households	38,527	87,676	202,929
2000 Average Household Size	2.54	2.48	2.21
2010 Households	41,819	96,511	223,970
2010 Average Household Size	2.45	2.39	2.16
2015 Households	43,237	101,657	235,448
2015 Average Household Size	2.44	2.37	2.15
2020 Households	45,446	107,614	247,897
2020 Average Household Size	2.43	2.36	2.14
2015-2020 Annual Rate	1.00%	1.15%	1.04%
2010 Families	23,005	51,326	101,409
2010 Average Family Size	3.18	3.12	3.04
2015 Families	23,885	54,212	106,514
2015 Average Family Size	3.14	3.08	3.02
2020 Families	25,157	57,502	112,336
2020 Average Family Size	3.12	3.06	3.00
2015-2020 Annual Rate	1.04%	1.19%	1.07%
Housing Unit Summary			
2000 Housing Units	40,091	91,371	213,593
Owner Occupied Housing Units	24.8%	22.3%	23.4%
Renter Occupied Housing Units	71.3%	73.6%	71.6%
Vacant Housing Units	3.9%	4.0%	5.0%
2010 Housing Units	45,359	106,028	249,165
Owner Occupied Housing Units	28.6%	25.0%	24.7%
Renter Occupied Housing Units	63.6%	66.0%	65.2%
Vacant Housing Units	7.8%	9.0%	10.1%
2015 Housing Units	46,966	111,816	262,274
Owner Occupied Housing Units	27.3%	24.1%	24.1%
Renter Occupied Housing Units	64.8%	66.8%	65.7%
Vacant Housing Units	7.9%	9.1%	10.2%
2020 Housing Units	48,956	117,256	273,975
Owner Occupied Housing Units	27.3%	24.2%	24.1%
Renter Occupied Housing Units	65.5%	67.6%	66.4%
Vacant Housing Units	7.2%	8.2%	9.5%
Median Household Income			
2015	\$67,639	\$66,973	\$74,926
2020	\$78,486	\$77,633	\$86,060
Median Home Value			
2015	\$438,372	\$459,773	\$549,180
2020	\$549,366	\$585,866	\$690,538
Per Capita Income			
2015	\$37,487	\$39,169	\$50,326
2020	\$43,053	\$44,914	\$57,893
Median Age			
2010	32.5	32.7	34.2
2015	33.6	33.6	35.0
2020	34.8	34.4	35.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

	1 mile	2 miles	3 miles
2015 Households by Income			
Household Income Base	43,237	101,655	235,446
<\$15,000	11.5%	12.1%	11.6%
\$15,000 - \$24,999	7.5%	7.4%	7.0%
\$25,000 - \$34,999	8.6%	8.5%	7.7%
\$35,000 - \$49,999	10.7%	11.0%	9.8%
\$50,000 - \$74,999	15.2%	14.8%	13.9%
\$75,000 - \$99,999	12.6%	12.4%	11.0%
\$100,000 - \$149,999	13.5%	13.1%	12.8%
\$150,000 - \$199,999	12.7%	12.2%	12.2%
\$200,000+	7.7%	8.6%	14.0%
Average Household Income	\$91,687	\$93,585	\$109,547
2020 Households by Income			
Household Income Base	45,446	107,612	247,895
<\$15,000	10.2%	10.8%	10.3%
\$15,000 - \$24,999	5.9%	5.8%	5.3%
\$25,000 - \$34,999	6.6%	6.4%	5.9%
\$35,000 - \$49,999	9.9%	10.2%	8.9%
\$50,000 - \$74,999	15.1%	14.9%	13.6%
\$75,000 - \$99,999	13.1%	13.2%	11.7%
\$100,000 - \$149,999	15.4%	14.4%	14.2%
\$150,000 - \$199,999	14.9%	14.2%	14.4%
\$200,000+	8.9%	10.0%	15.7%
Average Household Income	\$104,852	\$106,872	\$125,765
2015 Owner Occupied Housing Units by Value			
Total	12,801	26,913	63,083
<\$50,000	0.6%	0.7%	0.7%
\$50,000 - \$99,999	1.2%	1.1%	1.5%
\$100,000 - \$149,999	2.0%	2.1%	2.6%
\$150,000 - \$199,999	4.1%	3.8%	3.6%
\$200,000 - \$249,999	6.9%	6.1%	5.1%
\$250,000 - \$299,999	9.0%	8.0%	6.4%
\$300,000 - \$399,999	19.4%	17.9%	13.5%
\$400,000 - \$499,999	18.0%	17.2%	12.5%
\$500,000 - \$749,999	26.9%	26.8%	21.0%
\$750,000 - \$999,999	6.5%	8.4%	9.9%
\$1,000,000 +	5.5%	7.9%	23.2%
Average Home Value	\$493,271	\$525,614	\$651,694
2020 Owner Occupied Housing Units by Value			
Total	13,366	28,390	65,886
<\$50,000	0.7%	0.7%	0.6%
\$50,000 - \$99,999	0.6%	0.6%	0.7%
\$100,000 - \$149,999	0.7%	0.8%	1.0%
\$150,000 - \$199,999	1.9%	1.7%	2.0%
\$200,000 - \$249,999	3.5%	3.0%	3.0%
\$250,000 - \$299,999	5.0%	4.3%	3.8%
\$300,000 - \$399,999	12.2%	10.6%	8.0%
\$400,000 - \$499,999	18.8%	17.3%	11.9%
\$500,000 - \$749,999	33.6%	31.9%	24.8%
\$750,000 - \$999,999	15.9%	19.1%	18.1%
\$1,000,000 +	7.2%	10.0%	26.0%
Average Home Value	\$592,096	\$629,214	\$742,812

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 31, 2015



Market Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	102,864	234,538	494,567
0 - 4	7.0%	6.8%	6.1%
5 - 9	5.1%	4.7%	4.3%
10 - 14	4.5%	4.1%	3.8%
15 - 24	13.4%	13.4%	12.7%
25 - 34	26.0%	26.6%	24.8%
35 - 44	15.2%	15.7%	16.2%
45 - 54	11.5%	11.5%	12.5%
55 - 64	8.8%	8.4%	9.6%
65 - 74	4.8%	4.8%	5.5%
75 - 84	2.7%	2.8%	3.1%
85 +	1.0%	1.1%	1.2%
18 +	80.4%	81.6%	83.3%
2015 Population by Age			
Total	105,693	245,145	516,772
0 - 4	6.6%	6.4%	5.7%
5 - 9	5.6%	5.1%	4.7%
10 - 14	4.8%	4.3%	4.0%
15 - 24	11.9%	12.2%	11.6%
25 - 34	24.7%	25.6%	23.9%
35 - 44	16.3%	16.4%	16.4%
45 - 54	11.1%	11.2%	12.3%
55 - 64	9.4%	9.2%	10.3%
65 - 74	5.8%	5.6%	6.6%
75 - 84	2.8%	2.8%	3.1%
85 +	1.0%	1.2%	1.3%
18 +	80.4%	81.7%	83.2%
2020 Population by Age			
Total	110,585	258,187	542,498
0 - 4	6.5%	6.4%	5.7%
5 - 9	5.2%	4.7%	4.4%
10 - 14	4.9%	4.3%	4.0%
15 - 24	10.8%	11.0%	10.7%
25 - 34	23.3%	25.1%	23.7%
35 - 44	17.8%	17.4%	17.1%
45 - 54	11.1%	10.9%	11.7%
55 - 64	9.5%	9.3%	10.4%
65 - 74	6.7%	6.4%	7.4%
75 - 84	3.2%	3.2%	3.6%
85 +	1.1%	1.2%	1.4%
18 +	81.0%	82.4%	83.8%
2010 Population by Sex			
Males	51,248	118,880	247,685
Females	51,615	115,658	246,884
2015 Population by Sex			
Males	52,869	124,609	258,806
Females	52,824	120,535	257,966
2020 Population by Sex			
Males	55,560	131,569	271,795
Females	55,025	126,617	270,704

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 31, 2015



Market Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	102,863	234,538	494,570
White Alone	55.0%	53.8%	59.2%
Black Alone	6.9%	7.9%	9.9%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	16.0%	18.8%	14.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	16.8%	14.5%	11.5%
Two or More Races	4.7%	4.4%	4.1%
Hispanic Origin	41.5%	38.8%	32.4%
Diversity Index	82.9	82.6	78.5
2015 Population by Race/Ethnicity			
Total	105,692	245,144	516,771
White Alone	53.0%	51.6%	57.3%
Black Alone	6.9%	7.7%	9.8%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	17.3%	20.7%	16.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.2%	14.7%	11.8%
Two or More Races	4.9%	4.6%	4.3%
Hispanic Origin	42.5%	39.4%	33.2%
Diversity Index	83.9	83.6	79.7
2020 Population by Race/Ethnicity			
Total	110,585	258,188	542,498
White Alone	51.2%	49.6%	55.7%
Black Alone	6.9%	7.6%	9.6%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	19.0%	22.8%	17.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.3%	14.8%	11.9%
Two or More Races	5.0%	4.6%	4.4%
Hispanic Origin	43.4%	40.1%	33.9%
Diversity Index	84.6	84.2	80.6
2010 Population by Relationship and Household Type			
Total	102,863	234,538	494,569
In Households	99.7%	98.3%	97.7%
In Family Households	73.7%	70.8%	64.7%
Householder	22.4%	21.9%	20.5%
Spouse	14.3%	14.4%	13.6%
Child	27.4%	25.5%	23.0%
Other relative	6.9%	6.4%	5.3%
Nonrelative	2.7%	2.6%	2.2%
In Nonfamily Households	26.0%	27.5%	33.0%
In Group Quarters	0.3%	1.7%	2.3%
Institutionalized Population	0.2%	0.5%	0.4%
Noninstitutionalized Population	0.1%	1.2%	1.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 31, 2015



Market Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
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Prepared by Esri
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	1 mile	2 miles	3 miles
2015 Population 25+ by Educational Attainment			
Total	75,177	176,319	381,754
Less than 9th Grade	9.9%	9.4%	7.3%
9th - 12th Grade, No Diploma	6.3%	6.0%	5.0%
High School Graduate	19.2%	17.5%	15.2%
GED/Alternative Credential	2.3%	2.0%	1.6%
Some College, No Degree	11.6%	11.7%	11.2%
Associate Degree	4.6%	3.9%	3.8%
Bachelor's Degree	29.7%	30.0%	32.0%
Graduate/Professional Degree	16.4%	19.5%	23.8%
2015 Population 15+ by Marital Status			
Total	87,743	206,300	441,916
Never Married	46.1%	46.2%	49.0%
Married	42.3%	42.2%	38.8%
Widowed	3.8%	3.7%	3.8%
Divorced	7.8%	7.9%	8.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.0%	93.2%	93.6%
Civilian Unemployed	7.0%	6.8%	6.4%
2015 Employed Population 16+ by Industry			
Total	57,214	133,472	295,890
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.9%	3.5%	2.9%
Manufacturing	6.7%	6.7%	5.7%
Wholesale Trade	4.7%	3.9%	3.0%
Retail Trade	10.1%	9.6%	9.6%
Transportation/Utilities	6.8%	6.8%	5.0%
Information	3.9%	4.0%	5.0%
Finance/Insurance/Real Estate	13.2%	15.1%	15.6%
Services	47.3%	47.5%	50.7%
Public Administration	3.3%	2.8%	2.4%
2015 Employed Population 16+ by Occupation			
Total	57,216	133,469	295,892
White Collar	67.4%	69.0%	74.4%
Management/Business/Financial	19.3%	19.8%	22.1%
Professional	24.4%	25.7%	29.4%
Sales	12.6%	12.0%	12.3%
Administrative Support	11.1%	11.4%	10.5%
Services	16.6%	15.6%	14.0%
Blue Collar	16.0%	15.4%	11.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.9%	2.8%	2.1%
Installation/Maintenance/Repair	1.7%	1.7%	1.3%
Production	3.6%	3.7%	2.9%
Transportation/Material Moving	7.7%	7.2%	5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 31, 2015



Market Profile

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	41,818	96,511	223,970
Households with 1 Person	31.0%	32.4%	40.4%
Households with 2+ People	69.0%	67.6%	59.6%
Family Households	55.0%	53.2%	45.3%
Husband-wife Families	35.2%	34.9%	29.9%
With Related Children	17.0%	16.3%	13.4%
Other Family (No Spouse Present)	19.8%	18.3%	15.4%
Other Family with Male Householder	5.4%	5.2%	4.2%
With Related Children	2.5%	2.3%	1.9%
Other Family with Female Householder	14.4%	13.1%	11.2%
With Related Children	8.8%	7.8%	6.6%
Nonfamily Households	14.0%	14.4%	14.3%
All Households with Children	28.6%	26.7%	22.1%
Multigenerational Households	4.8%	4.2%	3.2%
Unmarried Partner Households	8.7%	8.5%	9.0%
Male-female	7.7%	7.3%	6.7%
Same-sex	1.0%	1.2%	2.3%
2010 Households by Size			
Total	41,818	96,510	223,971
1 Person Household	31.0%	32.4%	40.4%
2 Person Household	30.8%	31.4%	30.6%
3 Person Household	17.0%	16.6%	13.6%
4 Person Household	11.7%	11.0%	8.8%
5 Person Household	5.4%	5.0%	3.8%
6 Person Household	2.3%	2.1%	1.6%
7 + Person Household	1.8%	1.6%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	41,819	96,511	223,970
Owner Occupied	31.1%	27.5%	27.5%
Owned with a Mortgage/Loan	25.2%	22.0%	20.0%
Owned Free and Clear	5.9%	5.5%	7.4%
Renter Occupied	68.9%	72.5%	72.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
	1. International Marketplace	International Marketplace	Laptops and Lattes (3A)
	2. Laptops and Lattes (3A)	Laptops and Lattes (3A)	International Marketplace
	3. City Lights (8A)	Trendsetters (3C)	Trendsetters (3C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$131,572,052	\$317,422,306	\$852,890,355
Average Spent	\$3,043.04	\$3,122.48	\$3,622.41
Spending Potential Index	131	135	157
Computers & Accessories: Total \$	\$14,383,061	\$34,857,407	\$93,588,276
Average Spent	\$332.66	\$342.89	\$397.49
Spending Potential Index	127	131	152
Education: Total \$	\$97,587,110	\$232,584,457	\$638,659,503
Average Spent	\$2,257.03	\$2,287.93	\$2,712.53
Spending Potential Index	148	150	178
Entertainment/Recreation: Total \$	\$168,074,780	\$402,684,721	\$1,093,605,260
Average Spent	\$3,887.29	\$3,961.21	\$4,644.78
Spending Potential Index	117	120	140
Food at Home: Total \$	\$284,083,839	\$684,300,111	\$1,824,373,005
Average Spent	\$6,570.39	\$6,731.46	\$7,748.52
Spending Potential Index	126	129	148
Food Away from Home: Total \$	\$182,635,279	\$441,543,522	\$1,191,629,530
Average Spent	\$4,224.05	\$4,343.46	\$5,061.12
Spending Potential Index	129	132	154
Health Care: Total \$	\$217,328,986	\$517,786,155	\$1,404,424,674
Average Spent	\$5,026.46	\$5,093.46	\$5,964.90
Spending Potential Index	106	107	126
HH Furnishings & Equipment: Total \$	\$91,811,004	\$221,465,825	\$602,182,490
Average Spent	\$2,123.44	\$2,178.56	\$2,557.60
Spending Potential Index	115	118	139
Investments: Total \$	\$148,214,828	\$361,471,011	\$950,500,381
Average Spent	\$3,427.96	\$3,555.79	\$4,036.99
Spending Potential Index	124	129	147
Retail Goods: Total \$	\$1,262,641,089	\$3,037,134,449	\$8,196,580,998
Average Spent	\$29,202.79	\$29,876.29	\$34,812.70
Spending Potential Index	115	117	137
Shelter: Total \$	\$979,612,977	\$2,351,580,811	\$6,332,023,721
Average Spent	\$22,656.82	\$23,132.50	\$26,893.51
Spending Potential Index	138	141	163
TV/Video/Audio: Total \$	\$68,372,032	\$164,612,425	\$444,450,175
Average Spent	\$1,581.33	\$1,619.29	\$1,887.68
Spending Potential Index	121	124	144
Travel: Total \$	\$101,515,514	\$242,203,786	\$663,140,928
Average Spent	\$2,347.89	\$2,382.56	\$2,816.51
Spending Potential Index	120	122	144
Vehicle Maintenance & Repairs: Total \$	\$56,591,859	\$136,293,671	\$365,191,472
Average Spent	\$1,308.88	\$1,340.72	\$1,551.05
Spending Potential Index	117	120	139

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

December 31, 2015



Business Summary

Central Ave 1,2,3 mi
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 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
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Data for all businesses in area

	1 mile		2 miles		3 miles	
Total Businesses:	2,999	9,766	35,037			
Total Employees:	21,687	110,077	494,328			
Total Residential Population:	105,693	245,144	516,772			
Employee/Residential Population Ratio:	0.21:1	0.45:1	0.96:1			

by SIC Codes	Employees		Employees		Employees		Employees					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent				
Agriculture & Mining	15	0.5%	66	0.3%	43	0.4%	209	0.2%	150	0.4%	1,098	0.2%
Construction	152	5.1%	645	3.0%	415	4.2%	3,411	3.1%	1,326	3.8%	13,973	2.8%
Manufacturing	65	2.2%	575	2.7%	214	2.2%	4,944	4.5%	1,303	3.7%	29,006	5.9%
Transportation	135	4.5%	1,326	6.1%	494	5.1%	6,293	5.7%	1,121	3.2%	26,582	5.4%
Communication	27	0.9%	118	0.5%	110	1.1%	739	0.7%	449	1.3%	9,921	2.0%
Utility	4	0.1%	36	0.2%	20	0.2%	295	0.3%	52	0.1%	1,390	0.3%
Wholesale Trade	95	3.2%	675	3.1%	332	3.4%	2,511	2.3%	1,190	3.4%	15,632	3.2%
Retail Trade Summary	733	24.4%	4,013	18.5%	2,488	25.5%	19,053	17.3%	9,121	26.0%	92,500	18.7%
Home Improvement	24	0.8%	161	0.7%	55	0.6%	623	0.6%	177	0.5%	2,165	0.4%
General Merchandise Stores	30	1.0%	203	0.9%	87	0.9%	2,171	2.0%	223	0.6%	5,789	1.2%
Food Stores	138	4.6%	1,051	4.8%	407	4.2%	2,672	2.4%	898	2.6%	8,262	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket	58	1.9%	225	1.0%	129	1.3%	692	0.6%	282	0.8%	2,319	0.5%
Apparel & Accessory Stores	36	1.2%	112	0.5%	210	2.2%	1,470	1.3%	1,307	3.7%	13,809	2.8%
Furniture & Home Furnishings	46	1.5%	169	0.8%	170	1.7%	1,110	1.0%	823	2.3%	8,185	1.7%
Eating & Drinking Places	232	7.7%	1,503	6.9%	875	9.0%	7,364	6.7%	3,094	8.8%	33,334	6.7%
Miscellaneous Retail	170	5.7%	589	2.7%	556	5.7%	2,951	2.7%	2,316	6.6%	18,638	3.8%
Finance, Insurance, Real Estate Summary	410	13.7%	2,316	10.7%	1,320	13.5%	20,478	18.6%	3,988	11.4%	74,566	15.1%
Banks, Savings & Lending Institutions	72	2.4%	207	1.0%	321	3.3%	1,863	1.7%	893	2.5%	13,488	2.7%
Securities Brokers	15	0.5%	66	0.3%	128	1.3%	8,888	8.1%	524	1.5%	29,645	6.0%
Insurance Carriers & Agents	20	0.7%	52	0.2%	88	0.9%	3,990	3.6%	263	0.8%	7,486	1.5%
Real Estate, Holding, Other Investment Offices	303	10.1%	1,991	9.2%	784	8.0%	5,738	5.2%	2,308	6.6%	23,947	4.8%
Services Summary	1,133	37.8%	10,654	49.1%	3,533	36.2%	43,445	39.5%	13,732	39.2%	208,869	42.3%
Hotels & Lodging	6	0.2%	35	0.2%	36	0.4%	1,211	1.1%	186	0.5%	8,704	1.8%
Automotive Services	87	2.9%	374	1.7%	262	2.7%	1,266	1.2%	878	2.5%	4,146	0.8%
Motion Pictures & Amusements	75	2.5%	373	1.7%	216	2.2%	1,196	1.1%	1,261	3.6%	11,445	2.3%
Health Services	125	4.2%	3,960	18.3%	468	4.8%	7,864	7.1%	1,247	3.6%	22,505	4.6%
Legal Services	36	1.2%	145	0.7%	183	1.9%	7,800	7.1%	561	1.6%	12,236	2.5%
Education Institutions & Libraries	57	1.9%	2,448	11.3%	167	1.7%	7,604	6.9%	647	1.8%	26,118	5.3%
Other Services	747	24.9%	3,319	15.3%	2,202	22.5%	16,504	15.0%	8,952	25.6%	123,715	25.0%
Government	33	1.1%	894	4.1%	229	2.3%	7,581	6.9%	491	1.4%	16,774	3.4%
Unclassified Establishments	197	6.6%	370	1.7%	567	5.8%	1,118	1.0%	2,114	6.0%	4,019	0.8%
Totals	2,999	100.0%	21,687	100.0%	9,766	100.0%	110,077	100.0%	35,037	100.0%	494,328	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

December 31, 2015



Business Summary

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.0%	2	0.0%	4	0.0%	12	0.0%	13	0.0%	40	0.0%
Mining	0	0.0%	0	0.0%	4	0.0%	17	0.0%	9	0.0%	45	0.0%
Utilities	3	0.1%	30	0.1%	9	0.1%	137	0.1%	28	0.1%	1,090	0.2%
Construction	182	6.1%	876	4.0%	489	5.0%	3,980	3.6%	1,465	4.2%	15,050	3.0%
Manufacturing	83	2.8%	610	2.8%	232	2.4%	2,882	2.6%	1,078	3.1%	17,228	3.5%
Wholesale Trade	89	3.0%	659	3.0%	303	3.1%	2,385	2.2%	1,111	3.2%	15,170	3.1%
Retail Trade	477	15.9%	2,355	10.9%	1,530	15.7%	11,176	10.2%	5,835	16.7%	57,303	11.6%
Motor Vehicle & Parts Dealers	36	1.2%	119	0.5%	68	0.7%	412	0.4%	164	0.5%	1,882	0.4%
Furniture & Home Furnishings Stores	21	0.7%	80	0.4%	80	0.8%	386	0.4%	348	1.0%	2,440	0.5%
Electronics & Appliance Stores	17	0.6%	78	0.4%	82	0.8%	705	0.6%	461	1.3%	6,269	1.3%
Bldg Material & Garden Equipment & Supplies Dealers	24	0.8%	161	0.7%	55	0.6%	623	0.6%	175	0.5%	2,090	0.4%
Food & Beverage Stores	145	4.8%	969	4.5%	378	3.9%	2,279	2.1%	820	2.3%	6,488	1.3%
Health & Personal Care Stores	42	1.4%	200	0.9%	152	1.6%	827	0.8%	428	1.2%	3,094	0.6%
Gasoline Stations	23	0.8%	106	0.5%	61	0.6%	280	0.3%	118	0.3%	436	0.1%
Clothing & Clothing Accessories Stores	43	1.4%	150	0.7%	265	2.7%	1,775	1.6%	1,538	4.4%	15,341	3.1%
Sport Goods, Hobby, Book, & Music Stores	25	0.8%	58	0.3%	75	0.8%	300	0.3%	331	0.9%	4,047	0.8%
General Merchandise Stores	30	1.0%	203	0.9%	87	0.9%	2,171	2.0%	223	0.6%	5,789	1.2%
Miscellaneous Store Retailers	64	2.1%	209	1.0%	199	2.0%	941	0.9%	1,100	3.1%	6,877	1.4%
Nonstore Retailers	9	0.3%	23	0.1%	28	0.3%	475	0.4%	129	0.4%	2,549	0.5%
Transportation & Warehousing	112	3.7%	1,136	5.2%	392	4.0%	5,663	5.1%	931	2.7%	18,160	3.7%
Information	62	2.1%	316	1.5%	277	2.8%	4,442	4.0%	1,614	4.6%	33,547	6.8%
Finance & Insurance	107	3.6%	326	1.5%	546	5.6%	14,788	13.4%	1,714	4.9%	50,855	10.3%
Central Bank/Credit Intermediation & Related Activities	72	2.4%	207	1.0%	320	3.3%	1,819	1.7%	885	2.5%	13,269	2.7%
Securities, Commodity Contracts & Other Financial	15	0.5%	66	0.3%	136	1.4%	8,975	8.2%	560	1.6%	30,030	6.1%
Insurance Carriers & Related Activities; Funds, Trusts &	20	0.7%	52	0.2%	90	0.9%	3,995	3.6%	269	0.8%	7,556	1.5%
Real Estate, Rental & Leasing	316	10.5%	2,025	9.3%	828	8.5%	5,921	5.4%	2,438	7.0%	24,444	4.9%
Professional, Scientific & Tech Services	202	6.7%	840	3.9%	758	7.8%	13,686	12.4%	4,196	12.0%	66,947	13.5%
Legal Services	37	1.2%	146	0.7%	193	2.0%	7,835	7.1%	582	1.7%	12,382	2.5%
Management of Companies & Enterprises	2	0.1%	4	0.0%	10	0.1%	78	0.1%	47	0.1%	534	0.1%
Administrative & Support & Waste Management & Remediation	125	4.2%	562	2.6%	406	4.2%	2,356	2.1%	1,469	4.2%	29,525	6.0%
Educational Services	76	2.5%	2,484	11.5%	201	2.1%	7,636	6.9%	782	2.2%	25,585	5.2%
Health Care & Social Assistance	196	6.5%	4,865	22.4%	674	6.9%	10,649	9.7%	1,803	5.1%	36,709	7.4%
Arts, Entertainment & Recreation	42	1.4%	237	1.1%	139	1.4%	852	0.8%	856	2.4%	9,291	1.9%
Accommodation & Food Services	248	8.3%	1,644	7.6%	951	9.7%	8,931	8.1%	3,373	9.6%	42,879	8.7%
Accommodation	6	0.2%	35	0.2%	36	0.4%	1,211	1.1%	186	0.5%	8,704	1.8%
Food Services & Drinking Places	242	8.1%	1,609	7.4%	915	9.4%	7,720	7.0%	3,187	9.1%	34,175	6.9%
Other Services (except Public Administration)	446	14.9%	1,446	6.7%	1,210	12.4%	5,554	5.0%	3,657	10.4%	28,655	5.8%
Automotive Repair & Maintenance	59	2.0%	267	1.2%	159	1.6%	727	0.7%	465	1.3%	1,771	0.4%
Public Administration	33	1.1%	899	4.1%	233	2.4%	7,802	7.1%	496	1.4%	17,222	3.5%
Unclassified Establishments	198	6.6%	373	1.7%	570	5.8%	1,130	1.0%	2,121	6.1%	4,049	0.8%
Total	2,999	100.0%	21,687	100.0%	9,766	100.0%	110,077	100.0%	35,037	100.0%	494,328	100.0%

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Electronics and Internet Market Potential

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020	
Population		105,693	110,586	
Population 18+		84,936	89,605	
Households		43,237	45,446	
Median Household Income		\$67,639	\$78,486	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)		21,238	25.0%	118
Own e-reader/tablet: iPad		13,056	15.4%	149
Own e-reader/tablet: Barnes&Noble Nook		1,908	2.2%	89
Own e-reader/tablet: Amazon Kindle		6,478	7.6%	96
Own any portable MP3 player		31,180	36.7%	109
Own Apple iPod classic		10,894	12.8%	128
Own Apple iPod nano		9,836	11.6%	121
Own Apple iPod shuffle		4,660	5.5%	121
Own Apple iPod touch		8,163	9.6%	95
Purchased portable MP3 player in last 12 months		4,071	4.8%	93
Spent \$200+ on MP3 player in last 12 months		1,663	2.0%	94
Own digital point & shoot camera		24,459	28.8%	89
Own digital single-lens reflex (SLR) camera		6,483	7.6%	89
Own Canon camera		16,060	18.9%	111
Own Fujifilm camera		1,540	1.8%	66
Own Kodak camera		4,218	5.0%	56
Own Nikon camera		6,380	7.5%	81
Own Olympus camera		2,537	3.0%	85
Own Panasonic camera		2,503	2.9%	134
Own Sony camera		5,976	7.0%	107
Bought any camera in last 12 months		5,699	6.7%	93
Spent on cameras in last 12 months: \$1-99		6,605	7.8%	81
Spent on cameras in last 12 months: \$100-\$199		4,830	5.7%	101
Spent on cameras in last 12 months: \$200+		6,474	7.6%	126
Own telephoto/zoom lens		3,504	4.1%	65
Own wideangle lens		1,909	2.2%	64
Own memory card for camera		17,992	21.2%	74
Bought memory card for camera in last 12 months		3,416	4.0%	70
Own photo paper		8,119	9.6%	63
Own photo printer		6,184	7.3%	55
Printed digital photos in last 12 months		1,781	2.1%	62
Bought film in last 12 months		5,776	6.8%	90
Use a computer at work		36,143	42.6%	106
Use desktop computer at work		18,949	22.3%	90
Use laptop/notebook at work		12,315	14.5%	109
HH owns a computer		34,545	79.9%	105
Purchased home computer in last 12 months		6,526	15.1%	104
HH owns desktop computer		17,579	40.7%	84
HH owns laptop/notebook		25,149	58.2%	114
HH owns netbook		1,827	4.2%	114
Child (under 18 yrs) uses home computer		5,259	12.2%	70
HH owns any Apple/Mac brand computer		10,548	24.4%	170
HH owns any PC/non-Apple brand computer		27,976	64.7%	94
Brand of computer HH owns: Acer		2,498	5.8%	77
Brand of computer HH owns: Compaq		1,888	4.4%	90
Brand of computer HH owns: Dell		10,450	24.2%	85
Brand of computer HH owns: Gateway		1,446	3.3%	76
Brand of computer HH owns: HP		7,774	18.0%	91

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 2015 and 2020.



Electronics and Internet Market Potential

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	1,714	4.0%	131
Brand of computer HH owns: Toshiba	3,519	8.1%	102
Purchased most recent home computer 1-2 years ago	7,789	18.0%	96
Purchased most recent home computer 3-4 years ago	6,395	14.8%	98
Purchased most recent home computer 5+ years ago	2,567	5.9%	75
Spent on most recent home computer: <\$500	4,718	10.9%	77
Spent on most recent home computer: \$500-\$999	7,637	17.7%	87
Spent on most recent home computer: \$1000-\$1499	4,552	10.5%	105
Spent on most recent home computer: \$1500-\$1999	2,370	5.5%	119
Spent on most recent home computer: \$2000+	1,993	4.6%	119
Purch most recent hm computer at computer superstr	6,432	14.9%	113
Purch most recent hm computer at dept/discount str	2,437	5.6%	70
Purch most recent hm computer direct from manufact	4,771	11.0%	105
Purch most recent hm computer at electronics store	5,150	11.9%	97
Purch most recent hm computer from online-only co.	1,827	4.2%	115
HH owns Blu-ray drive	2,321	5.4%	110
HH owns CD drive	13,772	31.9%	88
HH owns DVD drive	9,142	21.1%	93
HH owns external hard drive	6,983	16.2%	97
HH owns flash drive	9,832	22.7%	90
HH owns LAN/network interface card	3,132	7.2%	94
HH owns inkjet printer	13,765	31.8%	84
HH owns laser printer	5,450	12.6%	89
HH owns document scanner	6,656	15.4%	85
HH owns computer speakers	12,540	29.0%	87
HH owns webcam	8,446	19.5%	101
HH owns wireless router	11,925	27.6%	86
HH owns software: accounting	2,746	6.4%	96
HH owns software: communications/fax	2,354	5.4%	93
HH owns software: database/filing	2,949	6.8%	110
HH owns software: desktop publishing	3,368	7.8%	84
HH owns software: education/training	3,739	8.6%	100
HH owns software: entertainment/games	8,553	19.8%	87
HH owns software: personal finance/tax prep	4,687	10.8%	91
HH owns software: presentation graphics	3,243	7.5%	112
HH owns software: multimedia	5,964	13.8%	103
HH owns software: networking	5,926	13.7%	98
HH owns software: online meeting/conference	1,377	3.2%	109
HH owns software: security/anti-virus	9,719	22.5%	87
HH owns software: spreadsheet	7,865	18.2%	91
HH owns software: utility	2,531	5.9%	106
HH owns software: web authoring	1,161	2.7%	115
HH owns software: word processing	12,441	28.8%	95
HH owns camcorder	5,192	12.0%	77
HH owns CD player	5,933	13.7%	72
HH owns DVD/Blu-ray player	23,773	55.0%	89
HH purchased DVD/Blu-ray player in last 12 months	2,706	6.3%	73

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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	8,841	20.4%	74
HH purchased portable GPS navigation device/12 mo	1,113	2.6%	61
HH owns headphones (ear buds)	14,606	33.8%	99
HH owns noise reduction headphones	3,232	7.5%	100
HH owns home theater/entertainment system	3,723	8.6%	77
HH owns MP3 docking station	3,691	8.5%	88
HH owns 1 TV	14,831	34.3%	170
HH owns 2 TVs	11,775	27.2%	103
HH owns 3 TVs	5,903	13.7%	64
HH owns 4+ TVs	3,809	8.8%	45
HH owns DLP TV	461	1.1%	58
HH owns LCD TV	15,640	36.2%	96
HH owns plasma TV	6,729	15.6%	101
HH owns projection TV	676	1.6%	49
HH has HDTV	18,649	43.1%	94
HH has Internet connectable TV	6,397	14.8%	85
HH owns miniature screen TV (<13 in)	1,896	4.4%	82
HH owns regular screen TV (13-26 in)	10,364	24.0%	74
HH owns large screen TV (27-35 in)	15,221	35.2%	90
HH owns big screen TV (36-42 in)	11,932	27.6%	86
HH owns giant screen TV (over 42 in)	8,076	18.7%	79
Most recent HH TV purchase: miniature screen (<13 in)	737	1.7%	103
Most recent HH TV purchase: regular screen (13-26 in)	5,688	13.2%	88
Most recent HH TV purchase: large screen (27-35 in)	10,722	24.8%	106
Most recent HH TV purchase: big screen (36-42 in)	9,266	21.4%	95
Most recent HH TV purchase: giant screen (over 42 in)	6,603	15.3%	85
HH owns Internet video device for TV	2,293	5.3%	121
HH purchased video game system in last 12 months	7,641	17.7%	192
HH owns video game system: handheld	5,714	13.2%	82
HH owns video game system: attached to TV/computer	17,599	40.7%	90
HH owns video game system: Nintendo DS/DS Lite	2,332	5.4%	80
HH owns video game system: Nintendo DSi/DSi XL	1,630	3.8%	71
HH owns video game system: Nintendo Wii	8,014	18.5%	76
HH owns video game system: PlayStation 2 (PS2)	4,036	9.3%	81
HH owns video game system: PlayStation 3 (PS3)	6,332	14.6%	108
HH owns video game system: Sony PSP/PSPgo	1,681	3.9%	119
HH owns video game system: Xbox 360	6,495	15.0%	83
HH purchased 5+ video games in last 12 months	2,687	6.2%	88
HH spent \$101+ on video games in last 12 months	4,108	9.5%	98
Have access to Internet at home using a computer	70,015	82.4%	105
Connection to Internet at home: dial-up modem	875	1.0%	48
Connection to Internet at home: cable modem	29,051	34.2%	109
Connection to Internet at home: DSL	12,647	14.9%	89
Connection to Internet at home: fiber optic	9,267	10.9%	122
Connection to Internet at home: wireless	27,276	32.1%	113
Connection to Internet at home: any high speed	66,041	77.8%	106
Time online in a typical day: 10+ hours	3,628	4.3%	145
Time online in a typical day: 5-9.9 hours	11,241	13.2%	142
Time online in a typical day: 2-4.9 hours	16,753	19.7%	107
Time online in a typical day: 1-1.9 hours	15,483	18.2%	108
Time online in a typical day: 0.5-0.9 hours	9,451	11.1%	87
Time online in a typical day: <0.5 hours	7,582	8.9%	84
Any Internet usage in last 30 days	68,896	81.1%	102
Used Internet/30 days: at home	65,241	76.8%	105
Used Internet/30 days: at work	33,099	39.0%	105
Used Internet/30 days: at school/library	9,698	11.4%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Used Internet/30 days: not hm/work/school/library	23,443	27.6%	115
Device used to access Internet/30 days: computer	64,545	76.0%	101
Device used to access Internet/30 days: cell phone	48,140	56.7%	121
Used Wi-Fi/wireless connection outside hm/30 days	26,711	31.4%	118
Internet last 30 days: visited chat room	5,839	6.9%	129
Internet last 30 days: used email	60,877	71.7%	103
Internet last 30 days: used IM	39,978	47.1%	105
Internet last 30 days: made personal purchase	36,962	43.5%	111
Internet last 30 days: made business purchase	9,916	11.7%	109
Internet last 30 days: paid bills online	38,081	44.8%	105
Internet last 30 days: looked for employment	15,257	18.0%	114
Internet last 30 days: traded/tracked investments	8,522	10.0%	90
Internet last 30 days: made travel plans	21,440	25.2%	142
Internet last 30 days: obtained new/used car info	7,210	8.5%	78
Internet last 30 days: obtained financial info	22,399	26.4%	90
Internet last 30 days: obtained medical info	21,010	24.7%	115
Internet last 30 days: checked movie listing/times	21,516	25.3%	118
Internet last 30 days: obtained latest news	42,556	50.1%	115
Internet last 30 days: obtained parenting info	4,383	5.2%	103
Internet last 30 days: obtained real estate info	9,642	11.4%	98
Internet last 30 days: obtained sports news/info	25,926	30.5%	107
Internet last 30 days: visited online blog	14,567	17.2%	141
Internet last 30 days: wrote online blog	3,644	4.3%	139
Internet last 30 days: used online dating website	2,371	2.8%	165
Internet last 30 days: played games online	19,534	23.0%	87
Internet last 30 days: sent greeting card	5,113	6.0%	120
Internet last 30 days: made phone call	14,893	17.5%	124
Internet last 30 days: shared photos via website	25,087	29.5%	110
Internet last 30 days: looked for recipes	24,918	29.3%	95
Internet last 30 days: added video to website	6,721	7.9%	136
Internet last 30 days: downloaded a movie	7,939	9.3%	141
Internet last 30 days: downloaded music	24,064	28.3%	129
Internet last 30 days: downloaded podcast	4,563	5.4%	143
Internet last 30 days: downloaded TV program	6,017	7.1%	163
Internet last 30 days: downloaded a video game	7,097	8.4%	100
Internet last 30 days: watched movie online	18,329	21.6%	159
Internet last 30 days: watched TV program online	17,890	21.1%	157
Purch/rntd video download/strm/30 days: amazon.com	2,815	3.3%	121
Purch/rntd video download/strm/30 days: itunes.com	3,298	3.9%	123
Purch/rntd video download/strm/30 days: netflix.com	11,338	13.3%	118
Visited any Spanish language website last 30 days	5,560	6.5%	255
Visited website in last 30 days: facebook.com	48,536	57.1%	111
Visited website in last 30 days: LinkedIn.com	11,970	14.1%	170
Visited website in last 30 days: MySpace.com	2,148	2.5%	120
Visited website in last 30 days: photobucket.com	2,973	3.5%	141
Visited website in last 30 days: picasa.com	3,087	3.6%	126
Visited website in last 30 days: shutterfly.com	1,928	2.3%	74
Visited website in last 30 days: tumblr.com	4,317	5.1%	208
Visited website in last 30 days: twitter.com	10,967	12.9%	141
Visited website in last 30 days: yelp.com	8,688	10.2%	327
Visited website in last 30 days: YouTube.com	41,686	49.1%	120
Used website/search engine/30 days: ask.com	3,921	4.6%	65
Used website/search engine/30 days: bing.com	10,832	12.8%	77
Used website/search engine/30 days: google.com	63,067	74.3%	105
Used website/search engine/30 days: yahoo.com	30,435	35.8%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: ABCnews.com	4,053	4.8%	114
Visited news website in last 30 days: CBSnews.com	3,196	3.8%	141
Visited news website in last 30 days: cnn.com	13,048	15.4%	144
Visited news website in last 30 days: foxnews.com	6,175	7.3%	88
Visited news website in last 30 days: msnbc.com	6,153	7.2%	115
Visited news website in last 30 days: Yahoo! News	14,651	17.2%	127

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Electronics and Internet Market Potential

Central Ave 1,2,3 mi
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Demographic Summary		2015	2020
Population		245,144	258,187
Population 18+		200,373	212,774
Households		101,657	107,614
Median Household Income		\$66,973	\$77,633

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any e-reader/tablet (such as Kindle or iPad)	50,085	25.0%	118
Own e-reader/tablet: iPad	30,829	15.4%	149
Own e-reader/tablet: Barnes&Noble Nook	4,923	2.5%	98
Own e-reader/tablet: Amazon Kindle	15,710	7.8%	99
Own any portable MP3 player	73,631	36.7%	110
Own Apple iPod classic	26,098	13.0%	130
Own Apple iPod nano	23,375	11.7%	122
Own Apple iPod shuffle	11,240	5.6%	123
Own Apple iPod touch	18,952	9.5%	93
Purchased portable MP3 player in last 12 months	10,357	5.2%	100
Spent \$200+ on MP3 player in last 12 months	4,166	2.1%	100
Own digital point & shoot camera	58,258	29.1%	90
Own digital single-lens reflex (SLR) camera	16,294	8.1%	94
Own Canon camera	37,612	18.8%	110
Own Fujifilm camera	3,654	1.8%	67
Own Kodak camera	9,501	4.7%	53
Own Nikon camera	15,266	7.6%	82
Own Olympus camera	6,347	3.2%	90
Own Panasonic camera	5,730	2.9%	130
Own Sony camera	14,322	7.1%	109
Bought any camera in last 12 months	14,219	7.1%	98
Spent on cameras in last 12 months: \$1-99	15,586	7.8%	81
Spent on cameras in last 12 months: \$100-\$199	10,407	5.2%	92
Spent on cameras in last 12 months: \$200+	15,981	8.0%	132
Own telephoto/zoom lens	8,286	4.1%	65
Own wideangle lens	4,834	2.4%	68
Own memory card for camera	43,738	21.8%	76
Bought memory card for camera in last 12 months	8,686	4.3%	75
Own photo paper	19,527	9.7%	65
Own photo printer	15,075	7.5%	57
Printed digital photos in last 12 months	4,225	2.1%	62
Bought film in last 12 months	13,789	6.9%	91
Use a computer at work	86,778	43.3%	108
Use desktop computer at work	45,705	22.8%	92
Use laptop/notebook at work	29,921	14.9%	112
HH owns a computer	80,446	79.1%	104
Purchased home computer in last 12 months	15,344	15.1%	104
HH owns desktop computer	40,561	39.9%	82
HH owns laptop/notebook	58,232	57.3%	112
HH owns netbook	3,926	3.9%	104
Child (under 18 yrs) uses home computer	11,603	11.4%	66
HH owns any Apple/Mac brand computer	24,665	24.3%	169
HH owns any PC/non-Apple brand computer	64,717	63.7%	92
Brand of computer HH owns: Acer	5,569	5.5%	73
Brand of computer HH owns: Compaq	4,021	4.0%	81
Brand of computer HH owns: Dell	24,111	23.7%	83
Brand of computer HH owns: Gateway	3,402	3.3%	76
Brand of computer HH owns: HP	17,545	17.3%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	4,093	4.0%	133
Brand of computer HH owns: Toshiba	7,982	7.9%	98
Purchased most recent home computer 1-2 years ago	17,801	17.5%	93
Purchased most recent home computer 3-4 years ago	15,058	14.8%	98
Purchased most recent home computer 5+ years ago	6,144	6.0%	76
Spent on most recent home computer: <\$500	10,953	10.8%	77
Spent on most recent home computer: \$500-\$999	17,374	17.1%	84
Spent on most recent home computer: \$1000-\$1499	11,100	10.9%	109
Spent on most recent home computer: \$1500-\$1999	5,530	5.4%	118
Spent on most recent home computer: \$2000+	4,550	4.5%	116
Purch most recent hm computer at computer superstr	14,622	14.4%	109
Purch most recent hm computer at dept/discount str	5,421	5.3%	66
Purch most recent hm computer direct from manufact	11,271	11.1%	106
Purch most recent hm computer at electronics store	11,900	11.7%	95
Purch most recent hm computer from online-only co.	4,699	4.6%	125
HH owns Blu-ray drive	5,219	5.1%	105
HH owns CD drive	32,163	31.6%	87
HH owns DVD drive	21,574	21.2%	93
HH owns external hard drive	16,367	16.1%	97
HH owns flash drive	23,073	22.7%	90
HH owns LAN/network interface card	7,310	7.2%	93
HH owns inkjet printer	31,843	31.3%	83
HH owns laser printer	12,615	12.4%	88
HH owns document scanner	15,609	15.4%	84
HH owns computer speakers	29,198	28.7%	86
HH owns webcam	19,325	19.0%	98
HH owns wireless router	27,654	27.2%	85
HH owns software: accounting	6,186	6.1%	92
HH owns software: communications/fax	5,438	5.3%	92
HH owns software: database/filing	6,840	6.7%	108
HH owns software: desktop publishing	7,733	7.6%	82
HH owns software: education/training	8,776	8.6%	100
HH owns software: entertainment/games	20,312	20.0%	88
HH owns software: personal finance/tax prep	11,003	10.8%	91
HH owns software: presentation graphics	7,784	7.7%	115
HH owns software: multimedia	13,896	13.7%	102
HH owns software: networking	13,807	13.6%	97
HH owns software: online meeting/conference	3,414	3.4%	115
HH owns software: security/anti-virus	22,812	22.4%	86
HH owns software: spreadsheet	18,200	17.9%	89
HH owns software: utility	6,062	6.0%	108
HH owns software: web authoring	2,688	2.6%	113
HH owns software: word processing	28,497	28.0%	93
HH owns camcorder	11,699	11.5%	74
HH owns CD player	14,152	13.9%	73
HH owns DVD/Blu-ray player	55,611	54.7%	88
HH purchased DVD/Blu-ray player in last 12 months	6,298	6.2%	72

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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	20,020	19.7%	71
HH purchased portable GPS navigation device/12 mo	2,607	2.6%	60
HH owns headphones (ear buds)	34,469	33.9%	99
HH owns noise reduction headphones	7,822	7.7%	103
HH owns home theater/entertainment system	8,411	8.3%	74
HH owns MP3 docking station	8,887	8.7%	90
HH owns 1 TV	36,078	35.5%	176
HH owns 2 TVs	27,760	27.3%	104
HH owns 3 TVs	13,333	13.1%	61
HH owns 4+ TVs	8,182	8.0%	41
HH owns DLP TV	1,109	1.1%	59
HH owns LCD TV	36,744	36.1%	96
HH owns plasma TV	14,824	14.6%	95
HH owns projection TV	1,538	1.5%	47
HH has HDTV	43,648	42.9%	93
HH has Internet connectable TV	14,515	14.3%	82
HH owns miniature screen TV (<13 in)	4,178	4.1%	77
HH owns regular screen TV (13-26 in)	24,810	24.4%	76
HH owns large screen TV (27-35 in)	34,825	34.3%	88
HH owns big screen TV (36-42 in)	27,692	27.2%	85
HH owns giant screen TV (over 42 in)	18,133	17.8%	75
Most recent HH TV purchase: miniature screen (<13 in)	1,622	1.6%	97
Most recent HH TV purchase: regular screen (13-26 in)	14,269	14.0%	94
Most recent HH TV purchase: large screen (27-35 in)	24,597	24.2%	103
Most recent HH TV purchase: big screen (36-42 in)	21,925	21.6%	95
Most recent HH TV purchase: giant screen (over 42 in)	14,837	14.6%	81
HH owns Internet video device for TV	5,460	5.4%	123
HH purchased video game system in last 12 months	17,098	16.8%	182
HH owns video game system: handheld	12,717	12.5%	77
HH owns video game system: attached to TV/computer	40,380	39.7%	88
HH owns video game system: Nintendo DS/DS Lite	5,172	5.1%	75
HH owns video game system: Nintendo DSi/DSi XL	3,580	3.5%	67
HH owns video game system: Nintendo Wii	18,004	17.7%	73
HH owns video game system: PlayStation 2 (PS2)	8,960	8.8%	77
HH owns video game system: PlayStation 3 (PS3)	14,618	14.4%	107
HH owns video game system: Sony PSP/PSPgo	3,668	3.6%	111
HH owns video game system: Xbox 360	14,732	14.5%	80
HH purchased 5+ video games in last 12 months	6,081	6.0%	85
HH spent \$101+ on video games in last 12 months	9,487	9.3%	96
Have access to Internet at home using a computer	163,854	81.8%	104
Connection to Internet at home: dial-up modem	1,858	0.9%	44
Connection to Internet at home: cable modem	66,951	33.4%	106
Connection to Internet at home: DSL	30,394	15.2%	90
Connection to Internet at home: fiber optic	20,140	10.1%	113
Connection to Internet at home: wireless	67,070	33.5%	118
Connection to Internet at home: any high speed	154,920	77.3%	106
Time online in a typical day: 10+ hours	8,989	4.5%	152
Time online in a typical day: 5-9.9 hours	26,634	13.3%	143
Time online in a typical day: 2-4.9 hours	40,369	20.1%	109
Time online in a typical day: 1-1.9 hours	35,715	17.8%	105
Time online in a typical day: 0.5-0.9 hours	22,382	11.2%	88
Time online in a typical day: <0.5 hours	16,753	8.4%	78
Any Internet usage in last 30 days	161,942	80.8%	102
Used Internet/30 days: at home	153,106	76.4%	104
Used Internet/30 days: at work	79,130	39.5%	107
Used Internet/30 days: at school/library	22,990	11.5%	102

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 2015 and 2020.



Electronics and Internet Market Potential

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Used Internet/30 days: not hm/work/school/library	56,101	28.0%	116
Device used to access Internet/30 days: computer	152,258	76.0%	101
Device used to access Internet/30 days: cell phone	113,757	56.8%	121
Used Wi-Fi/wireless connection outside hm/30 days	64,723	32.3%	121
Internet last 30 days: visited chat room	13,100	6.5%	123
Internet last 30 days: used email	144,254	72.0%	103
Internet last 30 days: used IM	93,504	46.7%	104
Internet last 30 days: made personal purchase	89,410	44.6%	114
Internet last 30 days: made business purchase	24,915	12.4%	116
Internet last 30 days: paid bills online	91,569	45.7%	107
Internet last 30 days: looked for employment	36,801	18.4%	116
Internet last 30 days: traded/tracked investments	20,554	10.3%	92
Internet last 30 days: made travel plans	52,626	26.3%	148
Internet last 30 days: obtained new/used car info	16,536	8.3%	76
Internet last 30 days: obtained financial info	55,092	27.5%	94
Internet last 30 days: obtained medical info	50,175	25.0%	117
Internet last 30 days: checked movie listing/times	53,182	26.5%	124
Internet last 30 days: obtained latest news	102,201	51.0%	117
Internet last 30 days: obtained parenting info	10,185	5.1%	101
Internet last 30 days: obtained real estate info	23,228	11.6%	100
Internet last 30 days: obtained sports news/info	60,320	30.1%	105
Internet last 30 days: visited online blog	36,521	18.2%	150
Internet last 30 days: wrote online blog	9,561	4.8%	155
Internet last 30 days: used online dating website	5,853	2.9%	173
Internet last 30 days: played games online	44,912	22.4%	85
Internet last 30 days: sent greeting card	12,155	6.1%	120
Internet last 30 days: made phone call	36,369	18.2%	129
Internet last 30 days: shared photos via website	59,841	29.9%	111
Internet last 30 days: looked for recipes	60,391	30.1%	98
Internet last 30 days: added video to website	15,254	7.6%	131
Internet last 30 days: downloaded a movie	19,244	9.6%	145
Internet last 30 days: downloaded music	57,251	28.6%	130
Internet last 30 days: downloaded podcast	12,133	6.1%	162
Internet last 30 days: downloaded TV program	15,281	7.6%	176
Internet last 30 days: downloaded a video game	16,211	8.1%	97
Internet last 30 days: watched movie online	44,409	22.2%	163
Internet last 30 days: watched TV program online	43,895	21.9%	163
Purch/rntd video download/strm/30 days: amazon.com	7,146	3.6%	130
Purch/rntd video download/strm/30 days: itunes.com	7,909	3.9%	125
Purch/rntd video download/strm/30 days: netflix.com	28,162	14.1%	124
Visited any Spanish language website last 30 days	12,174	6.1%	237
Visited website in last 30 days: facebook.com	114,177	57.0%	110
Visited website in last 30 days: LinkedIn.com	30,797	15.4%	186
Visited website in last 30 days: MySpace.com	5,097	2.5%	121
Visited website in last 30 days: photobucket.com	6,755	3.4%	135
Visited website in last 30 days: picasa.com	8,167	4.1%	141
Visited website in last 30 days: shutterfly.com	4,967	2.5%	81
Visited website in last 30 days: tumblr.com	11,100	5.5%	227
Visited website in last 30 days: twitter.com	27,561	13.8%	150
Visited website in last 30 days: yelp.com	23,094	11.5%	369
Visited website in last 30 days: YouTube.com	97,793	48.8%	119
Used website/search engine/30 days: ask.com	9,122	4.6%	64
Used website/search engine/30 days: bing.com	26,539	13.2%	80
Used website/search engine/30 days: google.com	148,635	74.2%	105
Used website/search engine/30 days: yahoo.com	69,943	34.9%	97

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.

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Electronics and Internet Market Potential

Central Ave 1,2,3 mi
359 Central Ave, Jersey City, New Jersey, 07307
Ring: 2 mile radius

Prepared by Esri
Latitude: 40.74734
Longitude: -74.04842

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: ABCnews.com	9,433	4.7%	113
Visited news website in last 30 days: CBSnews.com	7,273	3.6%	136
Visited news website in last 30 days: cnn.com	32,241	16.1%	151
Visited news website in last 30 days: foxnews.com	13,999	7.0%	84
Visited news website in last 30 days: msnbc.com	15,013	7.5%	118
Visited news website in last 30 days: Yahoo! News	33,385	16.7%	122

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.

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Demographic Summary		2015	2020
Population		516,772	542,498
Population 18+		430,179	454,447
Households		235,448	247,897
Median Household Income		\$74,926	\$86,060

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any e-reader/tablet (such as Kindle or iPad)	125,994	29.3%	138
Own e-reader/tablet: iPad	78,088	18.2%	176
Own e-reader/tablet: Barnes&Noble Nook	11,572	2.7%	107
Own e-reader/tablet: Amazon Kindle	41,191	9.6%	120
Own any portable MP3 player	163,547	38.0%	113
Own Apple iPod classic	60,369	14.0%	140
Own Apple iPod nano	50,988	11.9%	124
Own Apple iPod shuffle	24,397	5.7%	125
Own Apple iPod touch	42,347	9.8%	97
Purchased portable MP3 player in last 12 months	21,354	5.0%	96
Spent \$200+ on MP3 player in last 12 months	8,747	2.0%	98
Own digital point & shoot camera	130,717	30.4%	94
Own digital single-lens reflex (SLR) camera	38,760	9.0%	105
Own Canon camera	85,896	20.0%	117
Own Fujifilm camera	8,476	2.0%	72
Own Kodak camera	18,639	4.3%	49
Own Nikon camera	33,761	7.8%	85
Own Olympus camera	14,727	3.4%	98
Own Panasonic camera	11,643	2.7%	123
Own Sony camera	28,391	6.6%	101
Bought any camera in last 12 months	29,637	6.9%	95
Spent on cameras in last 12 months: \$1-99	33,653	7.8%	82
Spent on cameras in last 12 months: \$100-\$199	21,505	5.0%	89
Spent on cameras in last 12 months: \$200+	36,020	8.4%	139
Own telephoto/zoom lens	20,315	4.7%	75
Own wideangle lens	11,519	2.7%	76
Own memory card for camera	100,133	23.3%	81
Bought memory card for camera in last 12 months	20,300	4.7%	82
Own photo paper	42,712	9.9%	66
Own photo printer	33,070	7.7%	58
Printed digital photos in last 12 months	9,299	2.2%	64
Bought film in last 12 months	27,605	6.4%	85
Use a computer at work	205,744	47.8%	119
Use desktop computer at work	105,954	24.6%	100
Use laptop/notebook at work	73,746	17.1%	128
HH owns a computer	189,350	80.4%	105
Purchased home computer in last 12 months	35,276	15.0%	103
HH owns desktop computer	93,616	39.8%	82
HH owns laptop/notebook	139,136	59.1%	116
HH owns netbook	10,466	4.4%	120
Child (under 18 yrs) uses home computer	24,043	10.2%	59
HH owns any Apple/Mac brand computer	65,027	27.6%	192
HH owns any PC/non-Apple brand computer	145,909	62.0%	90
Brand of computer HH owns: Acer	13,091	5.6%	74
Brand of computer HH owns: Compaq	8,684	3.7%	76
Brand of computer HH owns: Dell	56,171	23.9%	83
Brand of computer HH owns: Gateway	7,668	3.3%	74
Brand of computer HH owns: HP	38,767	16.5%	83

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Central Ave 1,2,3 mi
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	9,698	4.1%	136
Brand of computer HH owns: Toshiba	18,108	7.7%	96
Purchased most recent home computer 1-2 years ago	44,789	19.0%	101
Purchased most recent home computer 3-4 years ago	35,005	14.9%	98
Purchased most recent home computer 5+ years ago	13,997	5.9%	75
Spent on most recent home computer: <\$500	23,444	10.0%	71
Spent on most recent home computer: \$500-\$999	40,598	17.2%	85
Spent on most recent home computer: \$1000-\$1499	29,162	12.4%	124
Spent on most recent home computer: \$1500-\$1999	14,806	6.3%	136
Spent on most recent home computer: \$2000+	12,623	5.4%	139
Purch most recent hm computer at computer superstr	34,992	14.9%	113
Purch most recent hm computer at dept/discount str	12,180	5.2%	64
Purch most recent hm computer direct from manufact	29,642	12.6%	120
Purch most recent hm computer at electronics store	27,040	11.5%	93
Purch most recent hm computer from online-only co.	10,579	4.5%	122
HH owns Blu-ray drive	11,682	5.0%	102
HH owns CD drive	73,778	31.3%	86
HH owns DVD drive	50,366	21.4%	94
HH owns external hard drive	39,684	16.9%	102
HH owns flash drive	54,559	23.2%	92
HH owns LAN/network interface card	17,680	7.5%	97
HH owns inkjet printer	77,301	32.8%	87
HH owns laser printer	32,815	13.9%	98
HH owns document scanner	35,105	14.9%	82
HH owns computer speakers	68,657	29.2%	87
HH owns webcam	43,680	18.6%	96
HH owns wireless router	68,794	29.2%	91
HH owns software: accounting	15,767	6.7%	101
HH owns software: communications/fax	14,243	6.0%	103
HH owns software: database/filing	15,788	6.7%	108
HH owns software: desktop publishing	18,587	7.9%	85
HH owns software: education/training	20,586	8.7%	101
HH owns software: entertainment/games	46,909	19.9%	87
HH owns software: personal finance/tax prep	27,353	11.6%	97
HH owns software: presentation graphics	17,985	7.6%	114
HH owns software: multimedia	32,237	13.7%	102
HH owns software: networking	32,370	13.7%	98
HH owns software: online meeting/conference	8,213	3.5%	119
HH owns software: security/anti-virus	54,203	23.0%	89
HH owns software: spreadsheet	47,462	20.2%	101
HH owns software: utility	14,770	6.3%	113
HH owns software: web authoring	6,491	2.8%	118
HH owns software: word processing	72,029	30.6%	101
HH owns camcorder	26,621	11.3%	72
HH owns CD player	34,003	14.4%	76
HH owns DVD/Blu-ray player	128,813	54.7%	88
HH purchased DVD/Blu-ray player in last 12 months	14,434	6.1%	71

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	46,386	19.7%	71
HH purchased portable GPS navigation device/12 mo	5,417	2.3%	54
HH owns headphones (ear buds)	81,845	34.8%	102
HH owns noise reduction headphones	18,006	7.6%	102
HH owns home theater/entertainment system	19,598	8.3%	75
HH owns MP3 docking station	22,421	9.5%	98
HH owns 1 TV	85,631	36.4%	181
HH owns 2 TVs	61,135	26.0%	99
HH owns 3 TVs	30,029	12.8%	59
HH owns 4+ TVs	19,219	8.2%	41
HH owns DLP TV	2,724	1.2%	63
HH owns LCD TV	87,980	37.4%	99
HH owns plasma TV	31,791	13.5%	88
HH owns projection TV	3,673	1.6%	48
HH has HDTV	103,502	44.0%	96
HH has Internet connectable TV	34,085	14.5%	83
HH owns miniature screen TV (<13 in)	8,569	3.6%	68
HH owns regular screen TV (13-26 in)	54,681	23.2%	72
HH owns large screen TV (27-35 in)	82,109	34.9%	89
HH owns big screen TV (36-42 in)	63,174	26.8%	83
HH owns giant screen TV (over 42 in)	42,235	17.9%	75
Most recent HH TV purchase: miniature screen (<13 in)	3,251	1.4%	84
Most recent HH TV purchase: regular screen (13-26 in)	31,310	13.3%	89
Most recent HH TV purchase: large screen (27-35 in)	57,880	24.6%	105
Most recent HH TV purchase: big screen (36-42 in)	50,179	21.3%	94
Most recent HH TV purchase: giant screen (over 42 in)	35,160	14.9%	83
HH owns Internet video device for TV	14,659	6.2%	143
HH purchased video game system in last 12 months	36,132	15.3%	166
HH owns video game system: handheld	24,970	10.6%	66
HH owns video game system: attached to TV/computer	87,829	37.3%	83
HH owns video game system: Nintendo DS/DS Lite	10,065	4.3%	63
HH owns video game system: Nintendo DSi/DSi XL	7,073	3.0%	57
HH owns video game system: Nintendo Wii	41,281	17.5%	72
HH owns video game system: PlayStation 2 (PS2)	17,897	7.6%	66
HH owns video game system: PlayStation 3 (PS3)	29,363	12.5%	92
HH owns video game system: Sony PSP/PSPgo	7,192	3.1%	94
HH owns video game system: Xbox 360	32,099	13.6%	75
HH purchased 5+ video games in last 12 months	13,028	5.5%	79
HH spent \$101+ on video games in last 12 months	20,610	8.8%	90
Have access to Internet at home using a computer	358,104	83.2%	106
Connection to Internet at home: dial-up modem	3,836	0.9%	42
Connection to Internet at home: cable modem	148,625	34.5%	110
Connection to Internet at home: DSL	68,977	16.0%	95
Connection to Internet at home: fiber optic	42,544	9.9%	111
Connection to Internet at home: wireless	149,804	34.8%	123
Connection to Internet at home: any high speed	341,584	79.4%	109
Time online in a typical day: 10+ hours	20,079	4.7%	158
Time online in a typical day: 5-9.9 hours	64,476	15.0%	161
Time online in a typical day: 2-4.9 hours	93,765	21.8%	118
Time online in a typical day: 1-1.9 hours	76,508	17.8%	105
Time online in a typical day: 0.5-0.9 hours	46,469	10.8%	85
Time online in a typical day: <0.5 hours	34,237	8.0%	75
Any Internet usage in last 30 days	356,246	82.8%	104
Used Internet/30 days: at home	338,950	78.8%	107
Used Internet/30 days: at work	188,837	43.9%	119
Used Internet/30 days: at school/library	48,397	11.3%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	125,735	29.2%	122
Device used to access Internet/30 days: computer	338,863	78.8%	105
Device used to access Internet/30 days: cell phone	255,282	59.3%	127
Used Wi-Fi/wireless connection outside hm/30 days	154,686	36.0%	135
Internet last 30 days: visited chat room	26,181	6.1%	114
Internet last 30 days: used email	322,575	75.0%	108
Internet last 30 days: used IM	196,816	45.8%	102
Internet last 30 days: made personal purchase	209,319	48.7%	124
Internet last 30 days: made business purchase	59,519	13.8%	129
Internet last 30 days: paid bills online	205,213	47.7%	112
Internet last 30 days: looked for employment	80,092	18.6%	118
Internet last 30 days: traded/tracked investments	51,404	11.9%	108
Internet last 30 days: made travel plans	133,150	31.0%	174
Internet last 30 days: obtained new/used car info	35,355	8.2%	76
Internet last 30 days: obtained financial info	129,580	30.1%	103
Internet last 30 days: obtained medical info	111,457	25.9%	121
Internet last 30 days: checked movie listing/times	116,713	27.1%	127
Internet last 30 days: obtained latest news	237,238	55.1%	127
Internet last 30 days: obtained parenting info	20,161	4.7%	93
Internet last 30 days: obtained real estate info	54,786	12.7%	110
Internet last 30 days: obtained sports news/info	136,159	31.7%	111
Internet last 30 days: visited online blog	83,978	19.5%	160
Internet last 30 days: wrote online blog	22,179	5.2%	168
Internet last 30 days: used online dating website	13,197	3.1%	181
Internet last 30 days: played games online	92,164	21.4%	81
Internet last 30 days: sent greeting card	26,857	6.2%	124
Internet last 30 days: made phone call	81,086	18.8%	134
Internet last 30 days: shared photos via website	134,376	31.2%	116
Internet last 30 days: looked for recipes	132,193	30.7%	100
Internet last 30 days: added video to website	33,914	7.9%	136
Internet last 30 days: downloaded a movie	43,046	10.0%	151
Internet last 30 days: downloaded music	128,619	29.9%	136
Internet last 30 days: downloaded podcast	29,340	6.8%	182
Internet last 30 days: downloaded TV program	35,486	8.2%	190
Internet last 30 days: downloaded a video game	33,365	7.8%	93
Internet last 30 days: watched movie online	98,702	22.9%	169
Internet last 30 days: watched TV program online	99,266	23.1%	172
Purch/rntd video download/strm/30 days: amazon.com	17,368	4.0%	147
Purch/rntd video download/strm/30 days: itunes.com	19,678	4.6%	145
Purch/rntd video download/strm/30 days: netflix.com	68,616	16.0%	141
Visited any Spanish language website last 30 days	21,588	5.0%	196
Visited website in last 30 days: facebook.com	254,387	59.1%	114
Visited website in last 30 days: LinkedIn.com	79,530	18.5%	224
Visited website in last 30 days: MySpace.com	9,601	2.2%	106
Visited website in last 30 days: photobucket.com	13,915	3.2%	130
Visited website in last 30 days: picasa.com	20,073	4.7%	162
Visited website in last 30 days: shutterfly.com	12,250	2.8%	93
Visited website in last 30 days: tumblr.com	25,711	6.0%	245
Visited website in last 30 days: twitter.com	64,503	15.0%	163
Visited website in last 30 days: yelp.com	55,730	13.0%	414
Visited website in last 30 days: YouTube.com	209,480	48.7%	119
Used website/search engine/30 days: ask.com	19,851	4.6%	65
Used website/search engine/30 days: bing.com	59,052	13.7%	83
Used website/search engine/30 days: google.com	329,643	76.6%	108
Used website/search engine/30 days: yahoo.com	148,505	34.5%	96

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Latitude: 40.74734
Longitude: -74.04842

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: ABCnews.com	21,499	5.0%	120
Visited news website in last 30 days: CBSnews.com	16,803	3.9%	146
Visited news website in last 30 days: cnn.com	78,710	18.3%	171
Visited news website in last 30 days: foxnews.com	31,348	7.3%	88
Visited news website in last 30 days: msnbc.com	36,280	8.4%	133
Visited news website in last 30 days: Yahoo! News	70,085	16.3%	120

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.

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Medical Expenditures

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020
Population		105,693	110,586
Households		43,237	45,446
Families		23,885	25,157
Median Household Income		\$67,639	\$78,486
Males per 100 Females		100.1	101.0
Population By Age			
Population <5 Years		6.6%	6.5%
Population 65+ Years		9.6%	11.0%
Median Age		33.6	34.8
	Spending Potential Index	Average Amount Spent	Total
Health Care	106	\$5,026.46	\$217,328,986
Medical Care			
Physician Services	106	\$2,229.62	\$96,402,186
Dental Services	109	\$290.21	\$12,547,735
Eyecare Services	118	\$459.38	\$19,862,369
Lab Tests, X-Rays	105	\$57.96	\$2,506,013
Hospital Room and Hospital Services	94	\$62.95	\$2,721,703
Convalescent or Nursing Home Care	98	\$198.21	\$8,569,797
Other Medical services (1)	115	\$36.30	\$1,569,571
Nonprescription Drugs	114	\$131.06	\$5,666,655
Prescription Drugs	109	\$141.08	\$6,100,059
Nonprescription Vitamins	97	\$481.80	\$20,831,658
Medicare Prescription Drug Premium	114	\$79.47	\$3,435,989
Eyeglasses and Contact Lenses	98	\$86.44	\$3,737,372
Hearing Aids	112	\$100.72	\$4,354,685
Medical Equipment for General Use	103	\$27.84	\$1,203,539
Other Medical Supplies (2)	116	\$6.99	\$302,213
	107	\$69.22	\$2,992,827
Health Insurance			
Blue Cross/Blue Shield	106	\$2,796.84	\$120,926,801
Commercial Health Insurance	105	\$896.68	\$38,769,739
Health Maintenance Organization	102	\$508.93	\$22,004,496
Medicare Payments	126	\$564.39	\$24,402,347
Long Term Care Insurance	97	\$507.92	\$21,960,754
Other Health Insurance (3)	100	\$100.74	\$4,355,619
	98	\$218.19	\$9,433,845

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor statistics



Medical Expenditures

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020
Population		245,144	258,187
Households		101,657	107,614
Families		54,212	57,502
Median Household Income		\$66,973	\$77,633
Males per 100 Females		103.4	103.9
Population By Age			
Population <5 Years		6.4%	6.4%
Population 65+ Years		9.6%	10.8%
Median Age		33.6	34.4
	Spending Potential Index	Average Amount Spent	Total
Health Care	107	\$5,093.46	\$517,786,155
Medical Care	108	\$2,266.25	\$230,379,938
Physician Services	111	\$295.81	\$30,070,838
Dental Services	119	\$462.33	\$46,998,927
Eyecare Services	107	\$59.09	\$6,006,444
Lab Tests, X-Rays	95	\$63.99	\$6,504,793
Hospital Room and Hospital Services	102	\$205.63	\$20,903,731
Convalescent or Nursing Home Care	117	\$36.76	\$3,737,082
Other Medical services (1)	116	\$133.20	\$13,540,950
Nonprescription Drugs	112	\$144.43	\$14,681,880
Prescription Drugs	98	\$488.54	\$49,663,841
Nonprescription Vitamins	116	\$81.16	\$8,250,606
Medicare Prescription Drug Premium	100	\$87.65	\$8,910,723
Eyeglasses and Contact Lenses	113	\$102.07	\$10,376,604
Hearing Aids	102	\$27.46	\$2,791,448
Medical Equipment for General Use	116	\$7.02	\$713,338
Other Medical Supplies (2)	110	\$71.11	\$7,228,735
Health Insurance	107	\$2,827.22	\$287,406,218
Blue Cross/Blue Shield	106	\$903.77	\$91,874,397
Commercial Health Insurance	104	\$519.50	\$52,810,402
Health Maintenance Organization	128	\$571.15	\$58,061,756
Medicare Payments	98	\$514.60	\$52,313,017
Long Term Care Insurance	99	\$99.42	\$10,106,715
Other Health Insurance (3)	99	\$218.77	\$22,239,930

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor statistics



Medical Expenditures

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020
Population		516,772	542,498
Households		235,448	247,897
Families		106,514	112,336
Median Household Income		\$74,926	\$86,060
Males per 100 Females		100.3	100.4
Population By Age			
Population <5 Years		5.7%	5.7%
Population 65+ Years		11.0%	12.4%
Median Age		35.0	35.8
	Spending Potential Index	Average Amount Spent	Total
Health Care	126	\$5,964.90	\$1,404,424,674
Medical Care	126	\$2,648.59	\$623,605,397
Physician Services	129	\$345.00	\$81,230,102
Dental Services	140	\$541.82	\$127,569,398
Eyecare Services	126	\$69.43	\$16,347,622
Lab Tests, X-Rays	112	\$75.00	\$17,659,745
Hospital Room and Hospital Services	118	\$237.83	\$55,995,765
Convalescent or Nursing Home Care	140	\$44.00	\$10,358,544
Other Medical services (1)	134	\$154.42	\$36,357,107
Nonprescription Drugs	130	\$167.88	\$39,527,116
Prescription Drugs	115	\$572.90	\$134,888,070
Nonprescription Vitamins	134	\$93.50	\$22,014,905
Medicare Prescription Drug Premium	117	\$102.84	\$24,214,360
Eyeglasses and Contact Lenses	133	\$119.43	\$28,119,286
Hearing Aids	123	\$33.27	\$7,832,450
Medical Equipment for General Use	136	\$8.23	\$1,938,832
Other Medical Supplies (2)	129	\$83.04	\$19,552,097
Health Insurance	125	\$3,316.31	\$780,819,276
Blue Cross/Blue Shield	125	\$1,068.65	\$251,612,079
Commercial Health Insurance	122	\$607.09	\$142,937,669
Health Maintenance Organization	148	\$659.45	\$155,266,124
Medicare Payments	115	\$603.20	\$142,021,317
Long Term Care Insurance	119	\$120.04	\$28,264,229
Other Health Insurance (3)	116	\$257.88	\$60,717,859

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor statistics



Pets and Products Market Potential

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020
Population		105,693	110,586
Population 18+		84,936	89,605
Households		43,237	45,446
Median Household Income		\$67,639	\$78,486
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	15,386	35.6%	67
HH owns any bird	885	2.0%	73
HH owns any cat	5,977	13.8%	61
HH owns any dog	9,475	21.9%	55
HH owns 1 cat	3,541	8.2%	66
HH owns 2+ cats	2,579	6.0%	57
HH owns 1 dog	6,971	16.1%	67
HH owns 2+ dogs	2,723	6.3%	39
HH used canned/wet cat food in last 6 months	4,055	9.4%	80
HH used <4 containers of cat food in last 7 days	1,391	3.2%	69
HH used 8+ containers of cat food in last 7 days	1,410	3.3%	102
HH used packaged dry cat food in last 6 months	5,739	13.3%	61
HH used <4 pounds pkgd dry cat food last 30 days	2,125	4.9%	73
HH used 9+ pounds pkgd dry cat food last 30 days	2,123	4.9%	49
HH used cat treats in last 6 months	2,847	6.6%	58
HH used 3+ packages of cat treats in last 30 days	1,097	2.5%	70
HH used cat litter in last 6 months	5,227	12.1%	62
HH used 21+ pounds of cat litter in last 30 days	1,467	3.4%	60
HH used canned/wet dog food in last 6 months	4,614	10.7%	75
HH used <3 containers of dog food in last 7 days	2,259	5.2%	79
HH used 7+ containers of dog food in last 7 days	1,714	4.0%	84
HH used packaged dry dog food in last 6 months	9,051	20.9%	55
HH used <10 pounds pkgd dry dog food last 30 days	4,908	11.4%	65
HH used 25+ pounds pkgd dry dog food last 30 days	2,035	4.7%	41
HH used dog biscuits/treats in last 6 months	7,566	17.5%	56
HH used 3+ pkgs dog biscuits/treats last 30 days	2,132	4.9%	58
HH used flea/tick/parasite product for cat/dog	9,101	21.0%	59
HH Bought pet food from any pet specialty store/12 mo	7,368	17.0%	83
HH Bought pet food in last 12 months: from discount store	2,249	5.2%	53
HH Bought pet food in last 12 months: from grocery store	6,827	15.8%	58
HH Bought pet food in last 12 months: from PETCO	3,645	8.4%	99
HH Bought pet food in last 12 months: from PetSmart	3,680	8.5%	74
HH Bought pet food in last 12 months: from wholesale club	1,211	2.8%	63
HH Bought pet food in last 12 months: from vet	1,477	3.4%	75
HH Bought flea control product from vet in last 12 mo	2,444	5.7%	46
HH member took pet to vet in last 12 months: 1 time	3,722	8.6%	67
HH member took pet to vet in last 12 months: 2 times	3,038	7.0%	61
HH member took pet to vet in last 12 months: 3 times	1,585	3.7%	65
HH member took pet to vet in last 12 months: 4 times	1,034	2.4%	67
HH member took pet to vet in last 12 months: 5+ times	1,395	3.2%	64

Data Note: An MPI (Market Potential Index) measures the relative likelihood of 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 2015 and 2020.



Pets and Products Market Potential

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020
Population		245,144	258,187
Population 18+		200,373	212,774
Households		101,657	107,614
Median Household Income		\$66,973	\$77,633
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		35,844	66
HH owns any bird		1,835	64
HH owns any cat		14,282	62
HH owns any dog		21,495	53
HH owns 1 cat		8,342	66
HH owns 2+ cats		6,294	59
HH owns 1 dog		15,560	64
HH owns 2+ dogs		6,428	40
HH used canned/wet cat food in last 6 months		9,767	82
HH used <4 containers of cat food in last 7 days		3,361	71
HH used 8+ containers of cat food in last 7 days		3,243	99
HH used packaged dry cat food in last 6 months		13,450	60
HH used <4 pounds pkgd dry cat food last 30 days		5,118	74
HH used 9+ pounds pkgd dry cat food last 30 days		4,989	49
HH used cat treats in last 6 months		6,848	59
HH used 3+ packages of cat treats in last 30 days		2,535	69
HH used cat litter in last 6 months		12,328	62
HH used 21+ pounds of cat litter in last 30 days		3,406	59
HH used canned/wet dog food in last 6 months		10,452	72
HH used <3 containers of dog food in last 7 days		5,230	78
HH used 7+ containers of dog food in last 7 days		3,778	79
HH used packaged dry dog food in last 6 months		20,588	53
HH used <10 pounds pkgd dry dog food last 30 days		11,309	63
HH used 25+ pounds pkgd dry dog food last 30 days		4,764	41
HH used dog biscuits/treats in last 6 months		17,003	53
HH used 3+ pkgs dog biscuits/treats last 30 days		4,664	54
HH used flea/tick/parasite product for cat/dog		21,037	58
HH Bought pet food from any pet specialty store/12 mo		17,436	83
HH Bought pet food in last 12 months: from discount store		4,938	49
HH Bought pet food in last 12 months: from grocery store		16,319	59
HH Bought pet food in last 12 months: from PETCO		8,735	101
HH Bought pet food in last 12 months: from PetSmart		8,314	71
HH Bought pet food in last 12 months: from wholesale club		2,784	61
HH Bought pet food in last 12 months: from vet		3,390	73
HH Bought flea control product from vet in last 12 mo		5,736	46
HH member took pet to vet in last 12 months: 1 time		8,654	66
HH member took pet to vet in last 12 months: 2 times		7,113	60
HH member took pet to vet in last 12 months: 3 times		3,487	61
HH member took pet to vet in last 12 months: 4 times		2,488	69
HH member took pet to vet in last 12 months: 5+ times		3,256	63

Data Note: An MPI (Market Potential Index) measures the relative likelihood of 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 2015 and 2020.



Pets and Products Market Potential

Central Ave 1,2,3 mi
 359 Central Ave, Jersey City, New Jersey, 07307
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.74734
 Longitude: -74.04842

Demographic Summary		2015	2020
Population		516,772	542,498
Population 18+		430,179	454,447
Households		235,448	247,897
Median Household Income		\$74,926	\$86,060
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		81,393	65
HH owns any bird		3,753	57
HH owns any cat		33,137	62
HH owns any dog		49,197	53
HH owns 1 cat		19,972	69
HH owns 2+ cats		13,919	56
HH owns 1 dog		36,788	65
HH owns 2+ dogs		13,476	36
HH used canned/wet cat food in last 6 months		22,138	80
HH used <4 containers of cat food in last 7 days		7,605	69
HH used 8+ containers of cat food in last 7 days		7,245	96
HH used packaged dry cat food in last 6 months		31,546	61
HH used <4 pounds pkgd dry cat food last 30 days		11,665	73
HH used 9+ pounds pkgd dry cat food last 30 days		10,977	47
HH used cat treats in last 6 months		16,194	60
HH used 3+ packages of cat treats in last 30 days		6,077	71
HH used cat litter in last 6 months		29,537	64
HH used 21+ pounds of cat litter in last 30 days		8,410	63
HH used canned/wet dog food in last 6 months		21,894	65
HH used <3 containers of dog food in last 7 days		10,776	69
HH used 7+ containers of dog food in last 7 days		7,526	68
HH used packaged dry dog food in last 6 months		46,803	52
HH used <10 pounds pkgd dry dog food last 30 days		25,107	61
HH used 25+ pounds pkgd dry dog food last 30 days		10,417	38
HH used dog biscuits/treats in last 6 months		38,560	52
HH used 3+ pkgs dog biscuits/treats last 30 days		10,201	51
HH used flea/tick/parasite product for cat/dog		47,512	56
HH Bought pet food from any pet specialty store/12 mo		40,999	84
HH Bought pet food in last 12 months: from discount store		11,002	47
HH Bought pet food in last 12 months: from grocery store		36,498	57
HH Bought pet food in last 12 months: from PETCO		20,148	100
HH Bought pet food in last 12 months: from PetSmart		20,060	74
HH Bought pet food in last 12 months: from wholesale club		6,737	64
HH Bought pet food in last 12 months: from vet		8,153	76
HH Bought flea control product from vet in last 12 mo		14,104	49
HH member took pet to vet in last 12 months: 1 time		20,382	67
HH member took pet to vet in last 12 months: 2 times		15,527	57
HH member took pet to vet in last 12 months: 3 times		8,142	61
HH member took pet to vet in last 12 months: 4 times		5,490	66
HH member took pet to vet in last 12 months: 5+ times		7,797	66

Data Note: An MPI (Market Potential Index) measures the relative likelihood of 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 2015 and 2020.



Traffic Count Profile

Central Ave 1,2,3 mi
359 Central Ave, Jersey City, New Jersey, 07307
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 40.74734
Longitude: -74.04842

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.02	Central Ave	Bowers St (0.02 miles SW)	2008	8,180
0.03	Bowers St	Central Ave (0.03 miles SE)	2013	5,099
0.03	Bowers St	Central Ave (0.03 miles NW)	2008	2,850
0.04	Central Ave	Lincoln St (0.01 miles SW)	2011	10,097
0.14	Summit Ave	Bowers St (0.01 miles SW)	2011	8,242
0.22	Webster Ave	South St (0.05 miles NE)	2011	2,768
0.24	Summit Ave	Bleecker St (0.01 miles SW)	1998	7,000
0.25	Central Ave	Paterson St (0.02 miles SW)	2008	7,340
0.27	Congress St	Co Rd 663 (0.02 miles NW)	2008	5,030
0.28	Congress St	Co Rd 663 (0.03 miles SE)	2013	2,516
0.30	Central Ave	Graham St (0.02 miles NE)	2008	8,640
0.38	Congress St	Palisade Ave (0.02 miles SE)	2013	9,042
0.39	Palisade Ave	Hobson St (0.02 miles SW)	2008	7,880
0.41	Congress St	Palisade Ave (0.02 miles NW)	2008	6,960
0.42	Palisade Ave	Congress St (0.03 miles SW)	2008	7,280
0.43	Palisade Ave	Franklin St (0.02 miles SW)	2011	7,820
0.43	Franklin St	Palisade Ave (0.01 miles SE)	2011	2,750
0.43	John F Kennedy Blvd	Hutton St (0.01 miles NE)	2013	33,709
0.43	John F Kennedy Blvd	North St (0.03 miles E)	2013	21,190
0.45	Franklin St	Palisade Ave (0.01 miles NW)	2011	1,860
0.45	Manhattan Ave	Sanford Pl (0.04 miles SE)	1998	7,200
0.46	Ogden Ave	Mountain Rd (0.01 miles SW)	2011	1,500
0.48	Mountain Rd	Ogden Ave (0.01 miles W)	2011	920
0.48	Ogden Ave	Mountain Rd (0.01 miles NE)	2011	1,360
0.50	Paterson Plank Rd	New York Ave (0.01 miles SE)	2013	11,127
0.51	Paterson Plank Rd	Congress St (0.09 miles S)	2011	16,262
0.51	Palisade Ave	Ferry St (0.01 miles SW)	2011	8,030
0.51	Ferry St	Palisade Ave (0.01 miles SE)	2011	980
0.51	New York Ave	Ravine Ave (0.01 miles SW)	2011	1,530
0.51	Ravine Ave	New York Ave (0.02 miles SE)	2011	2,970

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the

December 31, 2015

Data Analysis



Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Population (2014)	9,083	33,565	65,531	105,693	245,144	516,772
Households (2014)	3,427	12,570	25,777	43,237	101,657	235,448
Area (Sq Mi)	0.0	0.8	1.8	3.1	12.6	28.3
Population / Sq Mi	216,262	42,736	37,383	33,643	19,508	18,277
Households / Sq Mi	81,595	16,005	14,705	13,763	8,090	8,327
Pop. Growth (2014-2019)	0.89%	0.90%	0.96%	0.91%	1.04%	0.98%
Population by Race						
White	43%	43%	49%	53%	52%	57%
Black	8%	10%	8%	7%	8%	10%
American Indian	1%	1%	1%	1%	1%	1%
Asian	17%	18%	18%	17%	21%	16%
Pacific Islander	0%	0%	0%	0%	0%	0%
Some other race	26%	24%	20%	17%	15%	12%
Two or more races	6%	6%	5%	5%	5%	4%
Total Hispanic Population	54%	51%	45%	43%	39%	33%
Population by Sex						
Male	50%	50%	50%	50%	51%	50%
Female	50%	50%	50%	50%	49%	50%
Population by Age						
Ages 0 - 4	7.1%	6.8%	6.8%	6.6%	6.4%	5.7%
Ages 5 - 9	6.9%	6.6%	5.9%	5.6%	5.1%	4.7%
Ages 10 - 14	6.2%	6.0%	5.2%	4.8%	4.3%	4.0%
Ages 15 - 24	13.4%	13.2%	12.3%	11.9%	12.2%	11.6%
Ages 25 - 34	17.9%	18.6%	22.8%	24.7%	25.6%	23.9%
Ages 35 - 44	15.3%	15.3%	16.1%	16.3%	16.4%	16.4%
Ages 45 - 54	12.3%	12.6%	11.6%	11.1%	11.2%	12.3%
Ages 55 - 64	11.1%	10.8%	9.7%	9.4%	9.2%	10.3%
Ages 65 - 74	6.2%	6.3%	5.8%	5.8%	5.6%	6.6%
Ages 75 - 84	2.8%	2.8%	2.7%	2.8%	2.8%	3.3%
Ages 85+	1.0%	1.0%	1.0%	1.0%	1.2%	1.3%

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Age 9 or under	14.0%	13.4%	12.7%	12.2%	11.5%	10.4%
Ages 24 or younger	33.6%	32.6%	30.2%	28.9%	28.0%	26.0%
Age 25 or older	66.6%	67.4%	69.7%	71.1%	72.0%	74.1%
Age 55 or older	21.1%	20.9%	19.2%	19.0%	18.8%	21.5%
Age 65 or older	10.0%	10.1%	9.5%	9.6%	9.6%	11.2%
Median Age (Total population)	34.2	34.4	33.7	33.6	33.6	35.0
Households by Type						
All HHs with children	36%	36%	32%	29%	27%	22%
Multigenerational Households	7%	7%	6%	5%	4%	3%
Average HH size	2.65	2.66	2.54	2.44	2.37	2.15
Household Occupancy and Mortgage Status						
Owner occupied HHs	28.9%	29.1%	31.7%	31.1%	27.5%	27.5%
Owned Free & Clear	6.4%	6.9%	6.4%	5.9%	5.5%	7.4%
Renter occupied HHs	71.1%	70.9%	68.3%	68.9%	72.5%	72.5%
Households by Income						
< \$15,000	13.5%	13.3%	12.6%	11.5%	12.1%	11.6%
\$15,000 - \$24,999	12.2%	9.7%	8.0%	7.5%	7.4%	7.0%
\$25,000 - \$34,999	10.3%	11.0%	9.0%	8.6%	8.5%	7.7%
\$35,000 - \$49,999	11.1%	12.2%	11.2%	10.7%	11.0%	9.8%
\$50,000 - \$74,999	18.6%	18.9%	16.5%	15.2%	14.8%	13.9%
\$75,000 - \$99,999	14.7%	14.2%	13.3%	12.6%	12.4%	11.0%
\$100,000 - \$149,999	13.6%	12.6%	12.6%	13.5%	13.1%	12.8%
\$150,000 - \$199,999	3.3%	4.9%	11.3%	12.7%	12.2%	12.2%
\$200,000 +	2.5%	3.3%	5.5%	7.7%	8.6%	14.0%
Median HH Income	\$52,602	\$53,610	\$61,697	\$67,639	\$66,973	\$74,926
Average HH Income	\$65,025	\$68,620	\$82,830	\$91,687	\$93,585	\$109,547

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Less than \$25,000	25.7%	23.0%	20.6%	19.0%	19.5%	18.6%
Less than \$50,000	47.1%	46.2%	40.8%	38.3%	39.0%	36.1%
More than \$75,000	34.1%	35.0%	42.7%	46.5%	46.3%	50.0%
More than \$100,000	19.4%	20.8%	29.4%	33.9%	33.9%	39.0%
Access to and internet use in past 30 days						
Any internet use	74.1%	75.7%	79.5%	81.1%	80.8%	82.8%
Accessed from home	68.9%	70.9%	75.1%	76.8%	76.4%	78.8%
Accessed from work	27.2%	29.9%	35.7%	39.0%	39.5%	43.9%
Accessed from school/library	10.6%	10.5%	11.3%	11.4%	11.5%	11.3%
Accessed from other	24.4%	24.7%	26.8%	27.6%	28.0%	29.2%
Access internet via computer	66.3%	68.8%	73.8%	76.0%	76.0%	78.8%
Access internet via cell phone	50.4%	51.1%	55.0%	56.7%	56.8%	59.3%
Made personal purchase via internet	31.1%	34.2%	40.6%	43.5%	44.6%	48.7%
Made business purchase via internet	5.7%	7.4%	10.3%	11.7%	12.4%	13.8%
Online 10+ hours a day	4.0%	3.8%	4.1%	4.3%	4.5%	4.7%
Online 5.0 to 9.9 hours a day	8.4%	9.7%	12.2%	13.2%	13.3%	15.0%
Online 2.0 to 4.9 hours a day	14.6%	16.0%	18.4%	19.7%	20.1%	21.8%
Online 1.0 to 1.9 hours a day	18.9%	18.4%	18.3%	18.2%	17.8%	17.8%
Online 0.5 to 0.9 hours a day	10.9%	11.1%	11.3%	11.1%	11.2%	10.8%
Online < 0.5 hours a day	10.4%	10.0%	9.3%	8.9%	8.4%	8.0%
Pets and products						
Households owns any pet	36.7%	36.8%	35.8%	35.6%	35.3%	34.6%
Households owns any cat	11.4%	12.9%	13.6%	13.8%	14.0%	14.1%
Households owns any dog	24.5%	23.1%	21.9%	21.9%	21.1%	20.9%
Cats per sq mi	29,945	5,890	5,264	4,900	2,856	2,881
Dogs per sq mile	9,302	2,065	2,000	1,899	1,133	1,174

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Business & Employment Data						
Total businesses	341	779	1,666	2,999	9,766	35,037
Total employees	2,208	4,481	10,560	21,687	110,077	494,328
Employees per Sq Mi	52,571	5,705	6,024	6,903	8,760	17,483
Employee/Residential Population Ratio	0.24	0.13	0.16	0.21	0.45	0.96
Retail Trade: Businesses	119	243	429	733	2,488	9,121
Businesses as a % of Total	35%	31%	26%	24%	25%	26%
Businesses per Sq Mi	2,833.3	309.4	244.7	233.3	198.0	322.6
Employees	588	1,113	2,289	4,013	19,053	92,500
Employees per Sq Mi	14,000.0	1,417.1	1,305.8	1,277.4	1,516.2	3,271.5
Employees as a % of Total	27%	25%	22%	19%	17%	19%
Finance, Ins., Real Estate Businesses	35	75	199	410	1,320	3,988
Businesses as a % of Total	10%	10%	12%	14%	14%	11%
Employees	150	349	952	2,316	20,478	74,566
Employees as a % of Total	7%	8%	9%	11%	19%	15%
Service Businesses	121	279	623	1,133	3,533	13,732
Businesses as a % of Total	35%	36%	37%	38%	36%	39%
Employees	1,031	2,061	5,045	10,654	43,445	208,869
Employees as a % of Total	47%	46%	48%	49%	39%	42%
Government: Businesses	3	8	15	33	229	491
Businesses as a % of Total	1%	1%	1%	1%	2%	1%
Employees	189	254	356	894	7,581	16,774
Employees as a % of Total	9%	6%	3%	4%	7%	3%
Estimated "Office Workers"	1,281	2,599	6,125	12,578	63,845	286,710
Estimated Office Worker Spending	\$7,402,099	\$15,022,104	\$35,401,344	\$72,703,499	\$369,022,135	\$1,657,185,187

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Supply & Demand – Total Retail Trade & Food						
Total Retail Trade & Food – Demand	\$117,110,063	\$451,054,245	\$1,111,454,106	\$2,061,138,613	\$4,968,321,058	\$13,361,412,373
Total Retail Trade & Food – Supply	\$75,209,897	\$163,534,586	\$389,987,780	\$647,717,479	\$2,673,016,825	\$12,860,018,500
Total Retail Trade & Food – Retail Leakage	\$41,900,166	\$287,519,659	\$721,466,326	\$1,413,421,134	\$2,295,304,233	\$501,393,873
Total Retail Trade & Food – Businesses	117	238	418	702	2,374	8,686
Consumer Demand per HH	\$34,173	\$35,883	\$43,118	\$47,671	\$48,873	\$56,749
Retail Sales per HH	\$21,946	\$13,010	\$15,129	\$14,981	\$26,294	\$54,619
Retail Leakage per HH	\$12,226	\$22,873	\$27,989	\$32,690	\$22,579	\$2,130
HHs per Retail Business	29	53	62	62	43	27
Retailers per Sq Mile	2,786	303	238	223	189	307
Avg Sales per Retailer/Year	\$642,820	\$687,120	\$932,985	\$922,674	\$1,125,955	\$1,480,546
Consumer Demand per Sq Mile	\$2,788,334,833	\$574,298,759	\$634,038,766	\$656,079,263	\$395,365,503	\$472,562,190
Retail Sales per Sq Mile	\$1,790,711,833	\$208,218,215	\$222,471,958	\$206,174,395	\$212,711,423	\$454,829,050
Retail Leakage per Sq Mile	\$997,623,000	\$366,080,544	\$411,566,808	\$449,904,868	\$182,654,080	\$17,733,139
Supply & Demand - Retail Trade ONLY						
Total Retail Trade – Demand	\$105,209,584	\$405,059,755	\$996,837,381	\$1,847,965,485	\$4,452,653,882	\$11,970,245,959
Total Retail Trade – Supply	\$59,265,076	\$136,948,152	\$344,972,351	\$564,818,431	\$2,262,864,489	\$10,786,097,835
Total Retail Trade – Retail Leakage	\$45,944,508	\$268,111,603	\$651,865,030	\$1,283,147,054	\$2,189,789,393	\$1,184,148,124
Total Retail Trade – No of Businesses	75	157	283	467	1,475	5,567
Consumer Demand per HH	\$30,700	\$32,224	\$38,672	\$42,740	\$43,801	\$50,840
Retail Sales per HH	\$17,294	\$10,895	\$13,383	\$13,063	\$22,260	\$45,811
Retail Leakage per HH	\$13,407	\$21,329	\$25,289	\$29,677	\$21,541	\$5,029
HHs per Retail Business	46	80	91	93	69	42
Business per Sq Mile	1,786	200	161	149	117	197
Avg Sales per Retailer/Year	\$790,201	\$872,281	\$1,218,984	\$1,209,461	\$1,534,145	\$1,937,506
Consumer Demand per Sq Mile	\$2,504,990,095	\$515,736,892	\$568,654,648	\$588,224,308	\$354,330,109	\$423,359,858
Retail Sales per Sq Mile	\$1,411,073,238	\$174,367,395	\$196,792,510	\$179,786,870	\$180,072,613	\$381,479,283
Retail Leakage per Sq Mile	\$1,093,916,857	\$341,369,497	\$371,862,137	\$408,437,438	\$174,257,496	\$41,880,575

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Supply & Demand Food & Drink ONLY						
Total Food & Drink – Demand	\$11,900,479	\$45,994,490	\$114,616,726	\$213,173,128	\$515,667,176	\$1,391,166,414
Total Food & Drink – Supply	\$15,944,821	\$26,586,434	\$45,015,429	\$82,899,048	\$410,152,335	\$2,073,920,665
Total Food & Drink – Retail Leakage	(\$4,044,342)	\$19,408,056	\$69,601,297	\$130,274,080	\$105,514,841	(\$682,754,251)
Total Food & Drink – No of Businesses	42	80	135	235	899	3,119
Consumer Demand per HH	\$3,473	\$3,659	\$4,446	\$4,930	\$5,073	\$5,909
Retail Sales per HH	\$4,653	\$2,115	\$1,746	\$1,917	\$4,035	\$8,808
Retail Leakage per HH	(\$1,180)	\$1,544	\$2,700	\$3,013	\$1,038	(\$2,900)
HHs per Retail Business	82	157	191	184	113	75
Business per Sq Mile	1,000	102	77	75	72	110
Avg Sales per Retailer/Year	\$379,639	\$332,330	\$333,448	\$352,762	\$456,232	\$664,931
Consumer Demand per Sq Mile	\$283,344,738	\$58,561,867	\$65,384,119	\$67,854,955	\$41,035,394	\$49,202,332
Retail Sales per Sq Mile	\$379,638,595	\$33,850,820	\$25,679,447	\$26,387,525	\$32,638,809	\$73,349,767
Retail Leakage per Sq Mile	(\$96,293,857)	\$24,711,047	\$39,704,672	\$41,467,431	\$8,396,585	(\$24,147,436)

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Supply & Demand by Retail Category						
Automobile Dealers - Consumer Demand	\$17,813,132	\$68,818,530	\$173,059,364	\$324,576,819	\$785,981,269	\$2,101,411,077
Automobile Dealers - Retail Supply	\$0	\$3,861,542	\$18,859,191	\$40,382,398	\$130,088,595	\$917,747,943
Automobile Dealers - Leakage / Surplus	\$17,813,132	\$64,956,988	\$154,200,173	\$284,194,421	\$655,892,674	\$1,183,663,134
Automobile Dealers - No of Businesses	0	3	12	20	38	97
Retail Leakage per HH	\$5,198	\$5,168	\$5,982	\$6,573	\$6,452	\$5,027
Retail Leakage per Sq Mi	\$424,122,190	\$82,705,612	\$87,964,844	\$90,461,682	\$52,194,159	\$41,863,422
HHs per Retail Business	#DIV/0!	4,190	2,148	2,162	2,675	2,427
Retailers per Sq Mile	0.0	3.8	6.8	6.4	3.0	3.4
Avg Sales per Retailer/Year	#DIV/0!	\$1,287,181	\$1,571,599	\$2,019,120	\$3,423,384	\$9,461,319
Other MV Dealers - Consumer Demand	\$1,847,080	\$7,172,972	\$17,474,790	\$32,456,820	\$76,890,992	\$222,803,644
Other MV Dealers - Retail Supply	\$0	\$0	\$1,719,283	\$2,543,470	\$6,881,595	\$23,936,605
Other MV Dealers - Leakage / Surplus	\$1,847,080	\$7,172,972	\$15,755,507	\$29,913,350	\$70,009,397	\$198,867,039
Other MV Dealers - No of Businesses	0	0	1	2	4	12
Retail Leakage per HH	\$539	\$571	\$611	\$692	\$689	\$845
Retail Leakage per Sq Mi	\$43,978,095	\$9,132,890	\$8,987,867	\$9,521,693	\$5,571,158	\$7,033,466
HHs per Retail Business	0	0	25,777	21,619	25,414	19,621
Retailers per Sq Mile	0.0	0.0	0.6	0.6	0.3	0.4
Avg Sales per Retailer/Year	0	#DIV/0!	\$1,719,283	\$1,271,735	\$1,720,399	\$1,994,717
Auto Parts & Accessories - Consumer Der	\$1,382,113	\$5,331,015	\$13,001,229	\$23,995,636	\$57,645,511	\$155,423,166
Auto Parts & Accessories - Retail Supply	\$0	\$463,073	\$2,498,258	\$4,975,093	\$19,210,409	\$38,901,487
Auto Parts & Accessories - Leakage / Surf	\$1,382,113	\$4,867,942	\$10,502,971	\$19,020,543	\$38,435,102	\$116,521,679
Auto Parts & Accessories - No of Business	0	2	7	14	25	52
Retail Leakage per HH	\$403	\$387	\$407	\$440	\$378	\$495
Retail Leakage per Sq Mi	\$32,907,452	\$6,198,042	\$5,991,512	\$6,054,413	\$3,058,561	\$4,121,102
HHs per Retail Business	#DIV/0!	6,285	3,682	3,088	4,066	4,528
Retailers per Sq Mile	0.0	2.5	4.0	4.5	2.0	1.8
Avg Sales per Retailer/Year	#DIV/0!	\$231,537	\$356,894	\$355,364	\$768,416	\$748,106

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Furniture Stores - Consumer Demand	\$1,903,455	\$7,371,574	\$18,725,221	\$35,230,122	\$85,260,733	\$230,370,483
Furniture Stores - Retail Supply	\$2,053,093	\$3,679,378	\$4,812,871	\$6,533,609	\$41,796,129	\$290,858,233
Furniture Stores - Leakage / Surplus	(\$149,638)	\$3,692,196	\$13,912,350	\$28,696,513	\$43,464,604	(\$60,487,750)
Furniture Stores - No of Businesses	3	6	8	9	46	178
Retail Leakage per HH	(\$44)	\$294	\$540	\$664	\$428	(\$257)
Retail Leakage per Sq Mi	(\$3,562,810)	\$4,701,039	\$7,936,422	\$9,134,362	\$3,458,795	(\$2,139,312)
HHs per Retail Business	1,142	2,095	3,222	4,804	2,210	1,323
Retailers per Sq Mile	71.4	7.6	4.6	2.9	3.7	6.3
Avg Sales per Retailer/Year	\$684,364	\$613,230	\$601,609	\$725,957	\$908,612	\$1,634,035
Home Furnishings - Consumer Demand	\$1,468,785	\$5,716,707	\$14,405,797	\$27,018,766	\$65,079,538	\$180,452,124
Home Furnishings - Retail Supply	\$2,377,945	\$4,209,524	\$6,100,047	\$8,835,272	\$31,687,735	\$243,466,652
Home Furnishings - Leakage / Surplus	(\$909,160)	\$1,507,183	\$8,305,750	\$18,183,494	\$33,391,803	(\$63,014,528)
Home Furnishings - No of Businesses	1	4	7	11	29	150
Retail Leakage per HH	(\$265)	\$120	\$322	\$421	\$328	(\$268)
Retail Leakage per Sq Mi	(\$21,646,667)	\$1,919,001	\$4,738,088	\$5,787,972	\$2,657,229	(\$2,228,678)
HHs per Retail Business	3,427	3,143	3,682	3,931	3,505	1,570
Retailers per Sq Mile	23.8	5.1	4.0	3.5	2.3	5.3
Avg Sales per Retailer/Year	\$2,377,945	\$1,052,381	\$871,435	\$803,207	\$1,092,681	\$1,623,111
Electronic/Appliance - Consumer Demand	\$6,816,722	\$26,318,966	\$64,916,612	\$120,361,167	\$289,755,684	\$832,924,853
Electronic/Appliance - Retail Supply	\$1,412,541	\$1,466,344	\$4,059,986	\$15,934,842	\$134,500,643	\$1,296,172,266
Electronic/Appliance - Leakage / Surplus	\$5,404,181	\$24,852,622	\$60,856,626	\$104,426,325	\$155,255,041	(\$463,247,413)
Electronic/Appliance - No of Businesses	2	2	6	16	67	401
Retail Leakage per HH	\$1,577	\$1,977	\$2,361	\$2,415	\$1,527	(\$1,968)
Retail Leakage per Sq Mi	\$128,670,976	\$31,643,267	\$34,716,197	\$33,239,854	\$12,354,775	(\$16,383,987)
HHs per Retail Business	1,714	6,285	4,296	2,702	1,517	587
Retailers per Sq Mile	47.6	2.5	3.4	5.1	5.3	14.2
Avg Sales per Retailer/Year	\$706,271	\$733,172	\$676,664	\$995,928	\$2,007,472	\$3,232,350

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Bldg Materials - Consumer Demand	\$3,509,994	\$13,718,939	\$34,098,721	\$64,022,915	\$152,215,865	\$412,870,860
Bldg Materials - Retail Supply	\$257,402	\$1,815,263	\$6,106,291	\$17,039,465	\$67,155,008	\$267,530,269
Bldg Materials - Leakage / Surplus	\$3,252,592	\$11,903,676	\$27,992,430	\$46,983,450	\$85,060,857	\$145,340,591
Bldg Materials - No of Businesses	1	5	12	21	44	153
Retail Leakage per HH	\$949	\$947	\$1,086	\$1,087	\$837	\$617
Retail Leakage per Sq Mi	\$77,442,667	\$15,156,196	\$15,968,528	\$14,955,262	\$6,768,912	\$5,140,360
HHs per Retail Business	3,427	2,514	2,148	2,059	2,310	1,539
Retailers per Sq Mile	23.8	6.4	6.8	6.7	3.5	5.4
Avg Sales per Retailer/Year	\$257,402	\$363,053	\$508,858	\$811,403	\$1,526,250	\$1,748,564
Lawn & Garden - Consumer Demand	\$389,353	\$1,533,004	\$3,866,116	\$7,292,647	\$17,192,577	\$50,375,188
Lawn & Garden - Retail Supply	\$168,221	\$258,801	\$646,765	\$646,765	\$1,293,530	\$4,902,705
Lawn & Garden - Leakage / Surplus	\$221,132	\$1,274,203	\$3,219,351	\$6,645,882	\$15,899,047	\$45,472,483
Lawn & Garden - No of Businesses	1	1	2	2	3	9
Retail Leakage per HH	\$65	\$101	\$125	\$154	\$156	\$193
Retail Leakage per Sq Mi	\$5,265,048	\$1,622,362	\$1,836,507	\$2,115,445	\$1,265,203	\$1,608,256
HHs per Retail Business	3427.0	12570.0	12888.5	21618.5	33885.7	26160.9
Retailers per Sq Mile	23.8	1.3	1.1	0.6	0.2	0.3
Avg Sales per Retailer/Year	\$168,221	\$258,801	\$323,383	\$323,383	\$431,177	\$544,745
Grocery Store - Consumer Demand	\$19,988,885	\$76,428,741	\$184,523,092	\$338,209,671	\$814,321,689	\$2,100,252,701
Grocery Store - Retail Supply	\$6,207,162	\$42,853,054	\$174,634,848	\$213,721,228	\$439,543,575	\$1,102,204,603
Grocery Store - Leakage / Surplus	\$13,781,723	\$33,575,687	\$9,888,244	\$124,488,443	\$374,778,114	\$998,048,098
Grocery Store - No of Businesses	10	31	56	84	222	424
Retail Leakage per HH	\$4,022	\$2,671	\$384	\$2,879	\$3,687	\$4,239
Retail Leakage per Sq Mi	\$328,136,262	\$42,749,792	\$5,640,836	\$39,625,809	\$29,823,825	\$35,298,648
HHs per Retail Business	343	405	460	515	458	555
Retailers per Sq Mile	238.1	39.5	31.9	26.7	17.7	15.0
Avg Sales per Retailer/Year	\$620,716	\$1,382,357	\$3,118,479	\$2,544,300	\$1,979,926	\$2,599,539

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Specialty Food - Consumer Demand	\$1,530,031	\$5,846,415	\$14,090,195	\$25,803,214	\$62,051,866	\$216,794,006
Specialty Food - Retail Supply	\$1,267,388	\$3,369,872	\$6,244,835	\$10,990,662	\$50,789,349	\$229,497,875
Specialty Food - Leakage / Surplus	\$262,643	\$2,476,543	\$7,845,360	\$14,812,552	\$11,262,517	(\$12,703,869)
Specialty Food - No of Businesses	4	8	15	24	73	200
Retail Leakage per HH	\$77	\$197	\$304	\$343	\$111	(\$54)
Retail Leakage per Sq Mi	\$6,253,405	\$3,153,225	\$4,475,455	\$4,714,971	\$896,241	(\$449,306)
HHs per Retail Business	857	1,571	1,718	1,802	1,393	1,177
Retailers per Sq Mile	95.2	10.2	8.6	7.6	5.8	7.1
Avg Sales per Retailer/Year	\$316,847	\$421,234	\$416,322	\$457,944	\$695,745	\$1,147,489
Liquor Stores - Consumer Demand	\$1,799,837	\$7,006,895	\$17,619,010	\$32,907,488	\$79,530,649	\$190,009,343
Liquor Stores - Retail Supply	\$1,812,844	\$8,026,088	\$14,665,847	\$24,175,981	\$65,828,980	\$201,497,818
Liquor Stores - Leakage / Surplus	(\$13,007)	(\$1,019,193)	\$2,953,163	\$8,731,507	\$13,701,669	(\$11,488,475)
Liquor Stores - No of Businesses	3	11	23	36	75	181
Retail Leakage per HH	(\$4)	(\$81)	\$115	\$202	\$135	(\$49)
Retail Leakage per Sq Mi	(\$309,690)	(\$1,297,674)	\$1,684,658	\$2,779,319	\$1,090,342	(\$406,321)
HHs per Retail Business	1,142	1,143	1,121	1,201	1,355	1,301
Retailers per Sq Mile	71.4	14.0	13.1	11.5	6.0	6.4
Avg Sales per Retailer/Year	\$604,281	\$729,644	\$637,646	\$671,555	\$877,720	\$1,113,248
Health & Personal Care - Consumer Dem:	\$7,044,653	\$27,163,394	\$66,241,117	\$122,530,652	\$294,114,026	\$843,476,312
Health & Personal Care - Retail Supply	\$17,950,510	\$21,679,033	\$29,257,914	\$42,049,097	\$169,312,780	\$696,318,903
Health & Personal Care - Leakage / Surpl	(\$10,905,857)	\$5,484,361	\$36,983,203	\$80,481,555	\$124,801,246	\$147,157,409
Health & Personal Care - No of Business	14	19	26	38	137	383
Retail Leakage per HH	(\$3,182)	\$436	\$1,435	\$1,861	\$1,228	\$625
Retail Leakage per Sq Mi	(\$259,663,262)	\$6,982,889	\$21,097,393	\$25,618,015	\$9,931,344	\$5,204,617
HHs per Retail Business	245	662	991	1,138	742	615
Retailers per Sq Mile	333.3	24.2	14.8	12.1	10.9	13.5
Avg Sales per Retailer/Year	\$1,282,179	\$1,141,002	\$1,125,304	\$1,106,555	\$1,235,860	\$1,818,065

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Gasoline Stations - Consumer Demand	\$6,387,165	\$24,438,756	\$59,602,031	\$110,071,078	\$266,162,152	\$710,352,767
Gasoline Stations - Retail Supply	\$1,467,845	\$8,697,637	\$19,475,445	\$64,173,186	\$166,907,244	\$262,672,757
Gasoline Stations - Leakage / Surplus	\$4,919,320	\$15,741,119	\$40,126,586	\$45,897,892	\$99,254,908	\$447,680,010
Gasoline Stations - No of Businesses	1	3	8	24	63	92
Retail Leakage per HH	\$1,435	\$1,252	\$1,557	\$1,062	\$976	\$1,901
Retail Leakage per Sq Mi	\$117,126,667	\$20,042,168	\$22,890,564	\$14,609,719	\$7,898,436	\$15,833,404
HHs per Retail Business	3,427	4,190	3,222	1,802	1,614	2,559
Retailers per Sq Mile	23.8	3.8	4.6	7.6	5.0	3.3
Avg Sales per Retailer/Year	\$1,467,845	\$2,899,212	\$2,434,431	\$2,673,883	\$2,649,321	\$2,855,139
Clothing Stores - Consumer Demand	\$5,829,272	\$22,311,204	\$54,635,151	\$100,808,095	\$243,315,862	\$669,634,479
Clothing Stores - Retail Supply	\$5,066,999	\$9,352,576	\$10,275,186	\$12,427,434	\$161,710,680	\$1,469,506,875
Clothing Stores - Leakage / Surplus	\$762,273	\$12,958,628	\$44,359,965	\$88,380,661	\$81,605,182	(\$799,872,396)
Clothing Stores - No of Businesses	10	17	20	29	169	1,109
Retail Leakage per HH	\$222	\$1,031	\$1,721	\$2,044	\$803	(\$3,397)
Retail Leakage per Sq Mi	\$18,149,357	\$16,499,399	\$25,305,532	\$28,132,372	\$6,493,919	(\$28,289,633)
HHs per Retail Business	343	739	1,289	1,491	602	212
Retailers per Sq Mile	238.1	21.6	11.4	9.2	13.4	39.2
Avg Sales per Retailer/Year	\$506,700	\$550,152	\$513,759	\$428,532	\$956,868	\$1,325,074
Shoe Stores - Consumer Demand	\$1,040,353	\$3,930,121	\$9,343,425	\$16,985,256	\$40,899,386	\$114,811,349
Shoe Stores - Retail Supply	\$2,282,121	\$2,879,654	\$2,940,209	\$3,276,237	\$33,954,320	\$143,807,497
Shoe Stores - Leakage / Surplus	(\$1,241,768)	\$1,050,467	\$6,403,216	\$13,709,019	\$6,945,066	(\$28,996,148)
Shoe Stores - No of Businesses	4	5	5	6	38	137
Retail Leakage per HH	(\$362)	\$84	\$248	\$317	\$68	(\$123)
Retail Leakage per Sq Mi	(\$29,565,905)	\$1,337,493	\$3,652,771	\$4,363,706	\$552,669	(\$1,025,527)
HHs per Retail Business	857	2,514	5,155	7,206	2,675	1,719
Retailers per Sq Mile	95.2	6.4	2.9	1.9	3.0	4.8
Avg Sales per Retailer/Year	\$570,530	\$575,931	\$588,042	\$546,040	\$893,535	\$1,049,690

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Jewelry & Leather - Consumer Demand	\$1,276,836	\$4,978,713	\$12,752,063	\$24,094,814	\$58,467,938	\$169,886,574
Jewelry & Leather - Retail Supply	\$7,022,239	\$7,495,085	\$7,580,613	\$8,240,141	\$38,881,581	\$246,712,594
Jewelry & Leather - Leakage / Surplus	(\$5,745,403)	(\$2,516,372)	\$5,171,450	\$15,854,673	\$19,586,357	(\$76,826,020)
Jewelry & Leather - No of Businesses	4	5	5	7	52	219
Retail Leakage per HH	(\$1,677)	(\$200)	\$201	\$367	\$193	(\$326)
Retail Leakage per Sq Mi	(\$136,795,310)	(\$3,203,937)	\$2,950,099	\$5,046,687	\$1,558,629	(\$2,717,158)
HHs per Retail Business	857	2,514	5,155	6,177	1,955	1,075
Retailers per Sq Mile	95.2	6.4	2.9	2.2	4.1	7.7
Avg Sales per Retailer/Year	\$1,755,560	\$1,499,017	\$1,516,123	\$1,177,163	\$747,723	\$1,126,542
Sport Gds & Hobby - Consumer Demand	\$2,908,200	\$11,205,719	\$27,556,401	\$51,046,198	\$123,386,100	\$321,921,981
Sport Gds & Hobby - Retail Supply	\$55,251	\$1,165,134	\$3,600,034	\$7,148,789	\$34,119,087	\$257,784,875
Sport Gds & Hobby - Leakage / Surplus	\$2,852,949	\$10,040,585	\$23,956,367	\$43,897,409	\$89,267,013	\$64,137,106
Sport Gds & Hobby - No of Businesses	1	5	12	20	46	213
Retail Leakage per HH	\$832	\$799	\$929	\$1,015	\$878	\$272
Retail Leakage per Sq Mi	\$67,927,357	\$12,784,040	\$13,666,120	\$13,972,947	\$7,103,627	\$2,268,381
HHs per Retail Business	3,427	2,514	2,148	2,162	2,210	1,105
Retailers per Sq Mile	23.8	6.4	6.8	6.4	3.7	7.5
Avg Sales per Retailer/Year	\$55,251	\$233,027	\$300,003	\$357,439	\$741,719	\$1,210,258
Books & Music - Consumer Demand	\$451,865	\$1,737,256	\$4,291,540	\$7,948,005	\$19,346,076	\$48,064,292
Books & Music - Retail Supply	\$0	\$0	\$349,910	\$925,783	\$14,716,996	\$117,948,487
Books & Music - Leakage / Surplus	\$451,865	\$1,737,256	\$3,941,630	\$7,022,222	\$4,629,080	(\$69,884,195)
Books & Music - No of Businesses	0	0	1	3	36	139
Retail Leakage per HH	\$132	\$138	\$153	\$162	\$46	(\$297)
Retail Leakage per Sq Mi	\$10,758,690	\$2,211,938	\$2,248,537	\$2,235,237	\$368,370	(\$2,471,642)
HHs per Retail Business	#DIV/0!	#DIV/0!	25,777	14,412	2,824	1,694
Retailers per Sq Mile	0.0	0.0	0.6	1.0	2.9	4.9
Avg Sales per Retailer/Year	#DIV/0!	#DIV/0!	\$349,910	\$308,594	\$408,805	\$848,550

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Department Stores - Consumer Demand	\$10,103,942	\$38,833,735	\$95,837,772	\$177,722,517	\$428,781,670	\$1,082,296,498
Department Stores - Retail Supply	\$1,545,145	\$2,279,126	\$3,009,816	\$29,580,403	\$357,327,423	\$989,451,182
Department Stores - Leakage / Surplus	\$8,558,797	\$36,554,609	\$92,827,956	\$148,142,114	\$71,454,247	\$92,845,316
Department Stores - No of Businesses	2	4	5	7	34	82
Retail Leakage per HH	\$2,497	\$2,908	\$3,601	\$3,426	\$703	\$394
Retail Leakage per Sq Mi	\$203,780,881	\$46,542,665	\$52,954,524	\$47,154,989	\$5,686,135	\$3,283,724
HHs per Retail Business	1,714	3,143	5,155	6,177	2,990	2,871
Retailers per Sq Mile	47.6	5.1	2.9	2.2	2.7	2.9
Avg Sales per Retailer/Year	\$772,573	\$569,782	\$601,963	\$4,225,772	\$10,509,630	\$12,066,478
General Merchandise - Consumer Demand	\$4,666,690	\$17,870,558	\$43,285,358	\$79,511,310	\$191,346,345	\$489,512,014
General Merchandise - Retail Supply	\$4,228,973	\$6,448,644	\$8,209,887	\$12,710,018	\$102,461,822	\$354,436,580
General Merchandise - Leakage / Surplus	\$437,717	\$11,421,914	\$35,075,471	\$66,801,292	\$88,884,523	\$135,075,434
General Merchandise - No of Businesses	6	9	13	22	54	137
Retail Leakage per HH	\$128	\$909	\$1,361	\$1,545	\$874	\$574
Retail Leakage per Sq Mi	\$10,421,833	\$14,542,799	\$20,009,111	\$21,263,462	\$7,073,189	\$4,777,305
HHs per Retail Business	571	1,397	1,983	1,965	1,883	1,719
Retailers per Sq Mile	142.9	11.5	7.4	7.0	4.3	4.8
Avg Sales per Retailer/Year	\$704,829	\$716,516	\$631,530	\$577,728	\$1,897,441	\$2,587,128
Florists - Consumer Demand	\$213,845	\$842,202	\$2,128,143	\$4,014,728	\$9,470,688	\$31,356,347
Florists - Retail Supply	\$337,735	\$782,707	\$1,426,768	\$2,658,021	\$5,348,601	\$33,491,424
Florists - Leakage / Surplus	(\$123,890)	\$59,495	\$701,375	\$1,356,707	\$4,122,087	(\$2,135,077)
Florists - No of Businesses	2	6	11	19	36	120
Retail Leakage per HH	(\$36)	\$5	\$27	\$31	\$41	(\$9)
Retail Leakage per Sq Mi	(\$2,949,762)	\$75,751	\$400,106	\$431,852	\$328,024	(\$75,513)
HHs per Retail Business	1,714	2,095	2,343	2,276	2,824	1,962
Retailers per Sq Mile	47.6	7.6	6.3	6.0	2.9	4.2
Avg Sales per Retailer/Year	\$168,868	\$130,451	\$129,706	\$139,896	\$148,572	\$279,095

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Office Supply & Gifts - Consumer Demanc	\$1,330,875	\$5,130,717	\$12,594,512	\$23,330,123	\$56,082,482	\$125,398,667
Office Supply & Gifts - Retail Supply	\$488,199	\$701,407	\$1,985,788	\$7,897,278	\$23,158,878	\$114,708,961
Office Supply & Gifts - Leakage / Surplus	\$842,676	\$4,429,310	\$10,608,724	\$15,432,845	\$32,923,604	\$10,689,706
Office Supply & Gifts - No of Businesses	2	2	5	12	49	202
Retail Leakage per HH	\$246	\$352	\$412	\$357	\$324	\$45
Retail Leakage per Sq Mi	\$20,063,714	\$5,639,559	\$6,051,840	\$4,912,416	\$2,619,971	\$378,070
HHs per Retail Business	1,714	6,285	5,155	3,603	2,075	1,166
Retailers per Sq Mile	47.6	2.5	2.9	3.8	3.9	7.1
Avg Sales per Retailer/Year	\$244,100	\$350,704	\$397,158	\$658,107	\$472,630	\$567,866
Used Merchandise - Consumer Demand	\$240,224	\$926,190	\$2,296,678	\$4,266,711	\$10,346,272	\$37,552,639
Used Merchandise - Retail Supply	\$0	\$0	\$117,687	\$2,080,253	\$3,445,389	\$48,893,460
Used Merchandise - Leakage / Surplus	\$240,224	\$926,190	\$2,178,991	\$2,186,458	\$6,900,883	(\$11,340,821)
Used Merchandise - No of Businesses	0	0	1	6	14	121
Retail Leakage per HH	\$70	\$74	\$85	\$51	\$68	(\$48)
Retail Leakage per Sq Mi	\$5,719,619	\$1,179,259	\$1,243,025	\$695,970	\$549,154	(\$401,099)
HHs per Retail Business	#DIV/0!	#DIV/0!	25,777	7,206	7,261	1,946
Retailers per Sq Mile	0.0	0.0	0.6	1.9	1.1	4.3
Avg Sales per Retailer/Year	#DIV/0!	#DIV/0!	\$117,687	\$346,709	\$246,099	\$404,078
Misc. Retailers - Consumer Demand	\$3,050,407	\$11,828,839	\$29,393,108	\$54,796,317	\$132,272,443	\$366,252,354
Misc. Retailers - Retail Supply	\$1,515,362	\$3,034,624	\$8,215,085	\$15,817,488	\$118,843,610	\$841,388,545
Misc. Retailers - Leakage / Surplus	\$1,535,045	\$8,794,215	\$21,178,023	\$38,978,829	\$13,428,833	(\$475,136,191)
Misc. Retailers - No of Businesses	4	7	14	25	94	635
Retail Leakage per HH	\$448	\$700	\$822	\$902	\$132	(\$2,018)
Retail Leakage per Sq Mi	\$36,548,690	\$11,197,116	\$12,081,189	\$12,407,318	\$1,068,630	(\$16,804,466)
HHs per Retail Business	857	1,796	1,841	1,729	1,081	371
Retailers per Sq Mile	95.2	8.9	8.0	8.0	7.5	22.5
Avg Sales per Retailer/Year	\$378,841	\$433,518	\$586,792	\$632,700	\$1,264,294	\$1,325,021

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Full-Service Dining - Consumer Demand	\$7,013,323	\$27,134,069	\$67,794,186	\$126,253,132	\$305,437,475	\$842,752,092
Full-Service Dining - Retail Supply	\$8,467,879	\$14,219,281	\$25,473,180	\$46,910,670	\$246,212,129	\$1,355,201,419
Full-Service Dining - Leakage / Surplus	(\$1,454,556)	\$12,914,788	\$42,321,006	\$79,342,462	\$59,225,346	(\$512,449,327)
Full-Service Dining - No of Businesses	25	47	79	134	564	2,064
Retail Leakage per HH	(\$424)	\$1,027	\$1,642	\$1,835	\$583	(\$2,176)
Retail Leakage per Sq Mi	(\$34,632,286)	\$16,443,580	\$24,142,390	\$25,255,431	\$4,712,992	(\$18,124,145)
HHS per Retail Business	137	267	326	323	180	114
Retailers per Sq Mile	595.2	59.8	45.1	42.7	44.9	73.0
Avg Sales per Retailer/Year	\$338,715	\$302,538	\$322,445	\$350,080	\$436,546	\$656,590
Limited-Serve Dining - Consumer Demanc	\$4,339,124	\$16,731,140	\$41,467,476	\$76,950,251	\$186,102,602	\$477,268,166
Limited-Serve Dining - Retail Supply	\$7,241,735	\$11,048,519	\$16,773,223	\$29,493,095	\$137,203,955	\$502,118,525
Limited-Serve Dining - Leakage / Surplus	(\$2,902,611)	\$5,682,621	\$24,694,253	\$47,457,156	\$48,898,647	(\$24,850,359)
Limited-Serve Dining - No of Businesses	16	29	44	76	255	739
Retail Leakage per HH	(\$847)	\$452	\$958	\$1,098	\$481	(\$106)
Retail Leakage per Sq Mi	(\$69,109,786)	\$7,235,321	\$14,087,054	\$15,106,047	\$3,891,222	(\$878,900)
HHS per Retail Business	214	433	586	569	399	319
Retailers per Sq Mile	381.0	36.9	25.1	24.2	20.3	26.1
Avg Sales per Retailer/Year	\$452,608	\$380,983	\$381,210	\$388,067	\$538,055	\$679,457
Special Food Services - Consumer Demar	\$255,713	\$988,307	\$2,446,869	\$4,529,852	\$10,828,518	\$37,495,583
Special Food Services - Retail Supply	\$120,137	\$151,928	\$399,835	\$591,541	\$2,311,090	\$66,764,315
Special Food Services - Leakage / Surplus	\$135,576	\$836,379	\$2,047,034	\$3,938,311	\$8,517,428	(\$29,268,732)
Special Food Services - No of Businesses	1	1	3	5	13	83
Retail Leakage per HH	\$40	\$67	\$79	\$91	\$84	(\$124)
Retail Leakage per Sq Mi	\$3,228,000	\$1,064,908	\$1,167,749	\$1,253,600	\$677,794	(\$1,035,167)
HHS per Retail Business	3,427	12,570	8,592	8,647	7,820	2,837
Retailers per Sq Mile	23.8	1.3	1.7	1.6	1.0	2.9
Avg Sales per Retailer/Year	\$120,137	\$151,928	\$133,278	\$118,308	\$177,776	\$804,389

Central Avenue SID	Central Ave SID	0.50 mile radius	0.75 mile radius	1.0 mile radius	2.0 mile radius	3.0 mile radius
Drinking Places - Consumer Demand	\$292,318	\$1,140,975	\$2,908,195	\$5,439,892	\$13,298,581	\$33,650,573
Drinking Places - Retail Supply	\$0	\$1,166,705	\$2,369,192	\$5,903,742	\$24,425,161	\$149,836,405
Drinking Places - Leakage / Surplus	\$292,318	(\$25,730)	\$539,003	(\$463,850)	(\$11,126,580)	(\$116,185,832)
Drinking Places - No of Businesses	0	4	9	20	67	232
Retail Leakage per HH	\$85	(\$2)	\$21	(\$11)	(\$109)	(\$493)
Retail Leakage per Sq Mi	\$6,959,952	(\$32,760)	\$307,479	(\$147,648)	(\$885,423)	(\$4,109,224)
HHS per Retail Business	#DIV/0!	3,143	2,864	2,162	1,517	1,015
Retailers per Sq Mile	0.0	5.1	5.1	6.4	5.3	8.2
Avg Sales per Retailer/Year	#DIV/0!	\$291,676	\$263,244	\$295,187	\$364,555	\$645,847

- END OF ANALYSIS -



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