



# Retail MarketPlace Profile 8

Simple Rings 133  
719 Route 202, Bridgewater, NJ  
Ring: 1 mile radius

Prepared By Business Analyst Desktop  
Latitude: 40.573793  
Longitude: -74.66216

## Summary Demographics

2017 Population	11,464
2017 Households	4,100
2017 Median Disposable Income	\$75,853
2017 Per Capita Income	\$48,764

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	\$241,188,962	\$193,306,997	\$47,881,965	11.0	45
Total Retail Trade	44-45	\$217,313,401	\$185,879,675	\$31,433,726	7.8	35
Total Food & Drink	722	\$23,875,562	\$7,427,322	\$16,448,240	52.5	10

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,427,282	\$787,875	\$43,639,407	96.5	1
Automobile Dealers	4411	\$36,832,240	\$0	\$36,832,240	100.0	0
Other Motor Vehicle Dealers	4412	\$3,737,508	\$0	\$3,737,508	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,857,535	\$0	\$3,857,535	100.0	0
Furniture & Home Furnishings Stores	442	\$8,965,679	\$1,713,737	\$7,251,942	67.9	3
Furniture Stores	4421	\$4,546,935	\$1,548,472	\$2,998,463	49.2	2
Home Furnishings Stores	4422	\$4,418,744	\$165,265	\$4,253,479	92.8	1
Electronics & Appliance Stores	443	\$8,558,370	\$4,068,078	\$4,490,292	35.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,052,583	\$21,581,344	-\$7,528,761	-21.1	1
Bldg Material & Supplies Dealers	4441	\$12,830,624	\$21,581,344	-\$8,750,720	-25.4	1
Lawn & Garden Equip & Supply Stores	4442	\$1,221,959	\$0	\$1,221,959	100.0	0
Food & Beverage Stores	445	\$38,069,705	\$70,688,577	-\$32,618,872	-30.0	5
Grocery Stores	4451	\$31,807,506	\$67,857,994	-\$36,050,488	-36.2	2
Specialty Food Stores	4452	\$1,675,660	\$486,507	\$1,189,153	55.0	1
Beer, Wine & Liquor Stores	4453	\$4,586,539	\$2,344,076	\$2,242,463	32.4	2
Health & Personal Care Stores	446,4461	\$15,241,462	\$60,587,552	-\$45,346,090	-59.8	7
Gasoline Stations	447,4471	\$20,070,255	\$3,859,603	\$16,210,652	67.7	1
Clothing & Clothing Accessories Stores	448	\$16,672,934	\$7,463,147	\$9,209,787	38.2	5
Clothing Stores	4481	\$11,660,123	\$6,964,630	\$4,695,493	25.2	4
Shoe Stores	4482	\$2,136,464	\$0	\$2,136,464	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,876,347	\$498,517	\$2,377,830	70.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$6,874,559	\$7,003,593	-\$129,034	-0.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,897,960	\$7,003,593	-\$1,105,633	-8.6	5
Book, Periodical & Music Stores	4512	\$976,600	\$0	\$976,600	100.0	0
General Merchandise Stores	452	\$32,371,793	\$1,787,335	\$30,584,458	89.5	1
Department Stores Excluding Leased Depts.	4521	\$19,778,577	\$0	\$19,778,577	100.0	0
Other General Merchandise Stores	4529	\$12,593,216	\$1,787,335	\$10,805,881	75.1	1
Miscellaneous Store Retailers	453	\$8,295,657	\$6,020,986	\$2,274,671	15.9	3
Florists	4531	\$615,726	\$0	\$615,726	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$2,326,888	\$5,223,421	-\$2,896,533	-38.4	2
Used Merchandise Stores	4533	\$532,868	\$0	\$532,868	100.0	0
Other Miscellaneous Store Retailers	4539	\$4,820,175	\$743,434	\$4,076,741	73.3	1
Nonstore Retailers	454	\$3,713,121	\$0	\$3,713,121	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,653,223	\$0	\$2,653,223	100.0	0
Vending Machine Operators	4542	\$165,285	\$0	\$165,285	100.0	0
Direct Selling Establishments	4543	\$894,614	\$0	\$894,614	100.0	0
Food Services & Drinking Places	722	\$23,875,562	\$7,427,322	\$16,448,240	52.5	10
Special Food Services	7223	\$648,509	\$650,734	-\$2,225	-0.2	1
Drinking Places - Alcoholic Beverages	7224	\$698,152	\$0	\$698,152	100.0	0
Restaurants/Other Eating Places	7225	\$22,528,900	\$6,739,871	\$15,789,029	53.9	9

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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March 15, 2018

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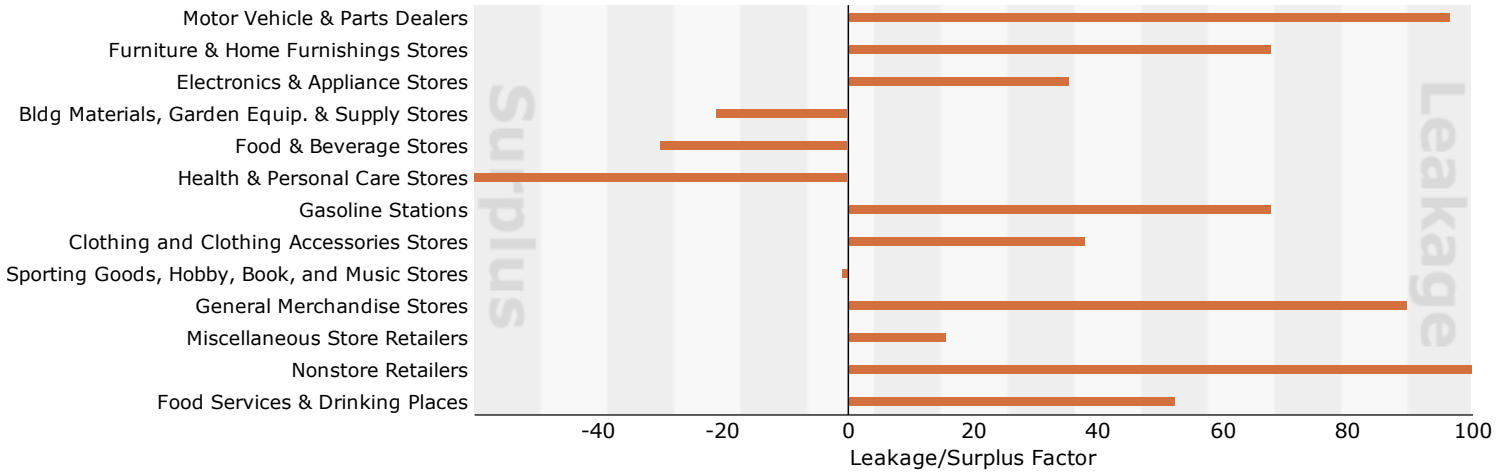
# Retail MarketPlace Profile 8

Simple Rings 133  
 719 Route 202, Bridgewater, NJ  
 Ring: 1 mile radius

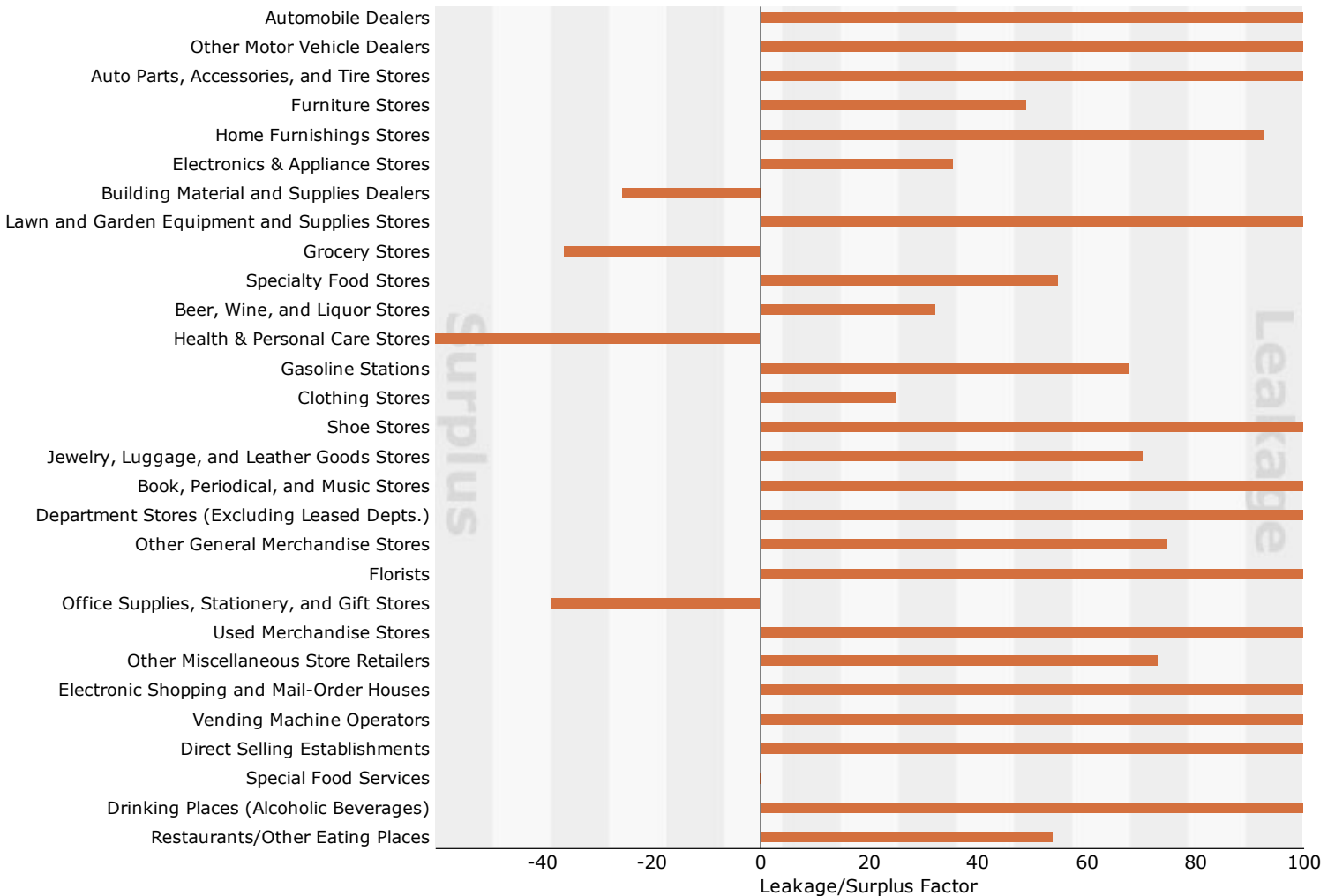
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Latitude: 40.573793  
 Longitude: -74.66216

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile 8

Simple Rings 133  
719 Route 202, Bridgewater, NJ  
Ring: 3 mile radius

Prepared By Business Analyst Desktop  
Latitude: 40.573793  
Longitude: -74.66216

## Summary Demographics

2017 Population	45,685
2017 Households	16,864
2017 Median Disposable Income	\$69,991
2017 Per Capita Income	\$48,054

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	\$967,330,570	\$1,372,283,414	-\$404,952,844	-17.3	598
Total Retail Trade	44-45	\$871,972,887	\$1,248,667,785	-\$376,694,898	-17.8	426
Total Food & Drink	722	\$95,357,683	\$123,615,629	-\$28,257,946	-12.9	172

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$176,579,516	\$72,232,432	\$104,347,084	41.9	21
Automobile Dealers	4411	\$146,235,801	\$59,809,836	\$86,425,965	41.9	7
Other Motor Vehicle Dealers	4412	\$14,773,149	\$1,177,695	\$13,595,454	85.2	2
Auto Parts, Accessories & Tire Stores	4413	\$15,570,566	\$11,244,900	\$4,325,666	16.1	13
Furniture & Home Furnishings Stores	442	\$35,716,067	\$56,499,147	-\$20,783,080	-22.5	20
Furniture Stores	4421	\$18,052,646	\$48,831,854	-\$30,779,208	-46.0	12
Home Furnishings Stores	4422	\$17,663,421	\$7,667,294	\$9,996,127	39.5	8
Electronics & Appliance Stores	443	\$34,373,684	\$87,814,840	-\$53,441,156	-43.7	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$56,573,780	\$77,931,991	-\$21,358,211	-15.9	18
Bldg Material & Supplies Dealers	4441	\$51,570,073	\$77,208,840	-\$25,638,767	-19.9	16
Lawn & Garden Equip & Supply Stores	4442	\$5,003,708	\$723,151	\$4,280,557	74.7	3
Food & Beverage Stores	445	\$153,601,796	\$213,257,909	-\$59,656,113	-16.3	40
Grocery Stores	4451	\$128,259,297	\$178,151,798	-\$49,892,501	-16.3	18
Specialty Food Stores	4452	\$6,758,404	\$7,217,536	-\$459,132	-3.3	11
Beer, Wine & Liquor Stores	4453	\$18,584,095	\$27,888,575	-\$9,304,480	-20.0	12
Health & Personal Care Stores	446,4461	\$61,844,296	\$196,425,586	-\$134,581,290	-52.1	48
Gasoline Stations	447,4471	\$80,226,564	\$54,976,224	\$25,250,340	18.7	15
Clothing & Clothing Accessories Stores	448	\$67,089,562	\$251,804,171	-\$184,714,609	-57.9	127
Clothing Stores	4481	\$46,869,627	\$221,580,139	-\$174,710,512	-65.1	95
Shoe Stores	4482	\$8,488,207	\$16,896,233	-\$8,408,026	-33.1	16
Jewelry, Luggage & Leather Goods Stores	4483	\$11,731,728	\$13,327,799	-\$1,596,071	-6.4	16
Sporting Goods, Hobby, Book & Music Stores	451	\$27,452,275	\$44,627,087	-\$17,174,812	-23.8	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$23,525,625	\$39,159,832	-\$15,634,207	-24.9	28
Book, Periodical & Music Stores	4512	\$3,926,651	\$5,467,256	-\$1,540,605	-16.4	3
General Merchandise Stores	452	\$129,979,560	\$110,847,583	\$19,131,977	7.9	14
Department Stores Excluding Leased Depts.	4521	\$79,375,493	\$90,077,480	-\$10,701,987	-6.3	5
Other General Merchandise Stores	4529	\$50,604,067	\$20,770,103	\$29,833,964	41.8	9
Miscellaneous Store Retailers	453	\$33,266,489	\$36,984,499	-\$3,718,010	-5.3	59
Florists	4531	\$2,558,329	\$674,789	\$1,883,540	58.3	5
Office Supplies, Stationery & Gift Stores	4532	\$9,327,311	\$22,127,319	-\$12,800,008	-40.7	19
Used Merchandise Stores	4533	\$2,128,077	\$6,203,966	-\$4,075,889	-48.9	12
Other Miscellaneous Store Retailers	4539	\$19,252,772	\$7,978,426	\$11,274,346	41.4	23
Nonstore Retailers	454	\$15,269,296	\$45,266,315	-\$29,997,019	-49.6	7
Electronic Shopping & Mail-Order Houses	4541	\$10,658,628	\$43,462,458	-\$32,803,830	-60.6	3
Vending Machine Operators	4542	\$665,420	\$92,355	\$573,065	75.6	1
Direct Selling Establishments	4543	\$3,945,249	\$1,711,502	\$2,233,747	39.5	3
Food Services & Drinking Places	722	\$95,357,683	\$123,615,629	-\$28,257,946	-12.9	172
Special Food Services	7223	\$2,573,902	\$7,017,061	-\$4,443,159	-46.3	8
Drinking Places - Alcoholic Beverages	7224	\$2,797,402	\$2,107,561	\$689,841	14.1	5
Restaurants/Other Eating Places	7225	\$89,986,379	\$114,491,007	-\$24,504,628	-12.0	159

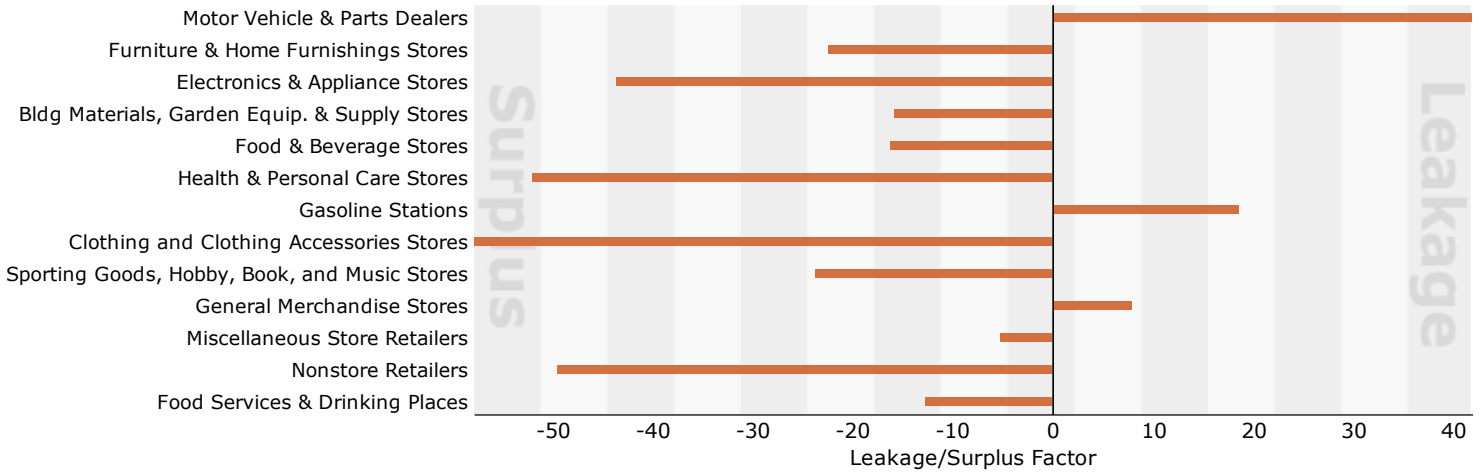
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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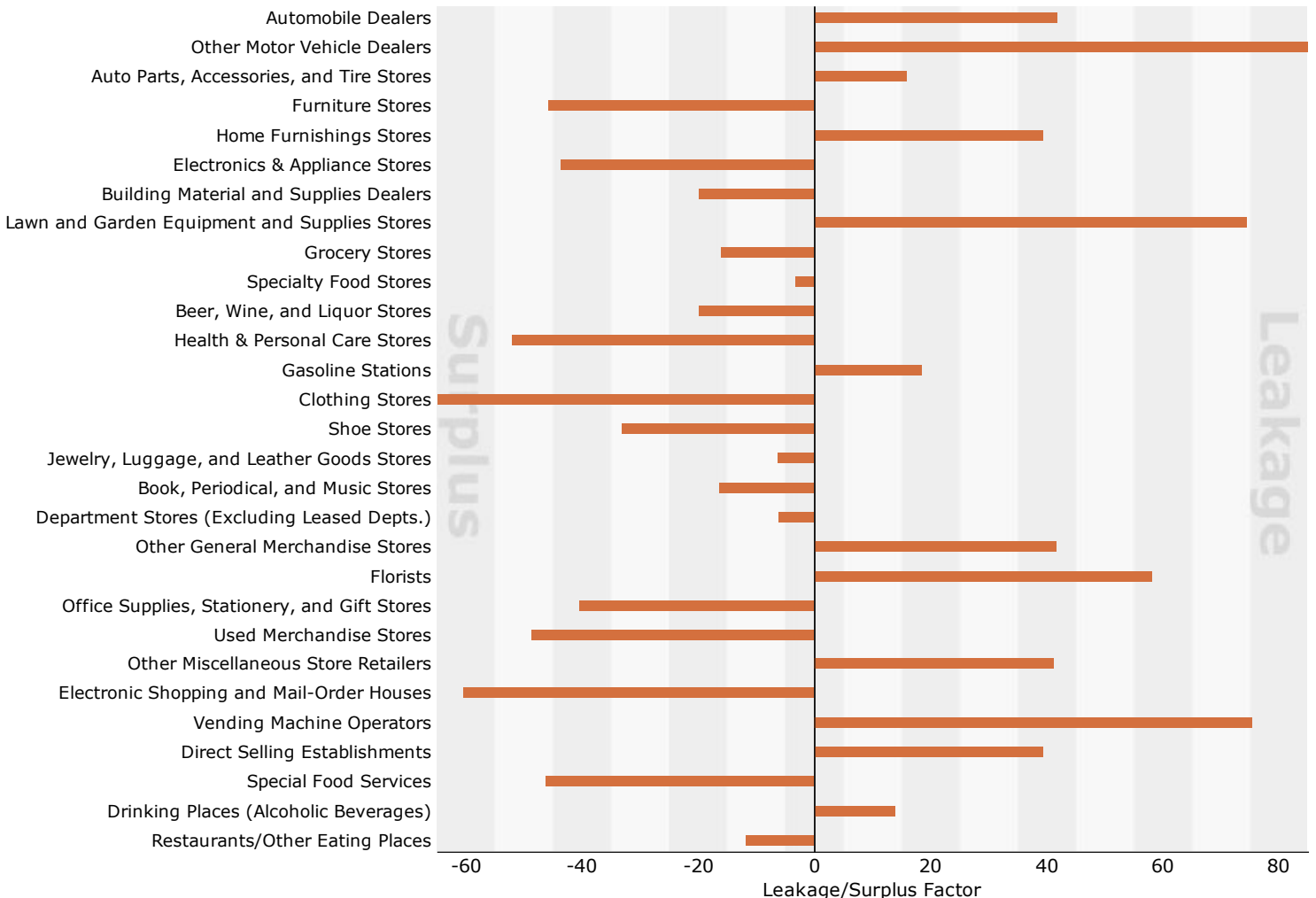
March 15, 2018

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile 8

Simple Rings 133  
719 Route 202, Bridgewater, NJ  
Ring: 5 mile radius

Prepared By Business Analyst Desktop  
Latitude: 40.573793  
Longitude: -74.66216

## Summary Demographics

2017 Population	109,690
2017 Households	40,308
2017 Median Disposable Income	\$68,615
2017 Per Capita Income	\$48,277

## 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	\$2,316,276,076	\$2,539,433,838	-\$223,157,762	-4.6	964
Total Retail Trade	44-45	\$2,087,978,272	\$2,323,167,637	-\$235,189,365	-5.3	656
Total Food & Drink	722	\$228,297,804	\$216,266,201	\$12,031,603	2.7	308

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$422,170,361	\$402,911,167	\$19,259,194	2.3	50
Automobile Dealers	4411	\$349,584,798	\$379,115,676	-\$29,530,878	-4.1	26
Other Motor Vehicle Dealers	4412	\$35,237,341	\$4,527,661	\$30,709,680	77.2	4
Auto Parts, Accessories & Tire Stores	4413	\$37,348,221	\$19,267,830	\$18,080,391	31.9	20
Furniture & Home Furnishings Stores	442	\$85,509,519	\$83,229,116	\$2,280,403	1.4	33
Furniture Stores	4421	\$43,224,518	\$65,136,336	-\$21,911,818	-20.2	19
Home Furnishings Stores	4422	\$42,285,001	\$18,092,780	\$24,192,221	40.1	14
Electronics & Appliance Stores	443	\$82,530,701	\$115,812,946	-\$33,282,245	-16.8	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$135,455,574	\$186,537,583	-\$51,082,009	-15.9	41
Bldg Material & Supplies Dealers	4441	\$123,476,242	\$183,117,137	-\$59,640,895	-19.5	34
Lawn & Garden Equip & Supply Stores	4442	\$11,979,332	\$3,420,446	\$8,558,886	55.6	7
Food & Beverage Stores	445	\$367,980,304	\$300,548,997	\$67,431,307	10.1	73
Grocery Stores	4451	\$307,070,470	\$250,770,909	\$56,299,561	10.1	34
Specialty Food Stores	4452	\$16,177,388	\$10,932,192	\$5,245,196	19.3	21
Beer, Wine & Liquor Stores	4453	\$44,732,445	\$38,845,896	\$5,886,549	7.0	17
Health & Personal Care Stores	446,4461	\$148,436,306	\$299,557,393	-\$151,121,087	-33.7	70
Gasoline Stations	447,4471	\$191,945,527	\$129,345,961	\$62,599,566	19.5	31
Clothing & Clothing Accessories Stores	448	\$160,788,506	\$272,835,219	-\$112,046,713	-25.8	146
Clothing Stores	4481	\$112,243,348	\$241,361,223	-\$129,117,875	-36.5	111
Shoe Stores	4482	\$20,223,543	\$17,268,552	\$2,954,991	7.9	17
Jewelry, Luggage & Leather Goods Stores	4483	\$28,321,614	\$14,205,444	\$14,116,170	33.2	18
Sporting Goods, Hobby, Book & Music Stores	451	\$65,622,581	\$56,337,152	\$9,285,429	7.6	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$56,207,509	\$50,868,748	\$5,338,761	5.0	40
Book, Periodical & Music Stores	4512	\$9,415,073	\$5,468,404	\$3,946,669	26.5	3
General Merchandise Stores	452	\$311,061,632	\$354,738,109	-\$43,676,477	-6.6	24
Department Stores Excluding Leased Depts.	4521	\$189,980,304	\$244,426,591	-\$54,446,287	-12.5	8
Other General Merchandise Stores	4529	\$121,081,328	\$110,311,518	\$10,769,810	4.7	16
Miscellaneous Store Retailers	453	\$79,728,645	\$59,610,248	\$20,118,397	14.4	91
Florists	4531	\$6,149,902	\$2,192,602	\$3,957,300	47.4	11
Office Supplies, Stationery & Gift Stores	4532	\$22,330,978	\$33,749,556	-\$11,418,578	-20.4	25
Used Merchandise Stores	4533	\$5,098,613	\$6,974,165	-\$1,875,552	-15.5	16
Other Miscellaneous Store Retailers	4539	\$46,149,151	\$16,693,924	\$29,455,227	46.9	39
Nonstore Retailers	454	\$36,748,615	\$61,703,746	-\$24,955,131	-25.3	13
Electronic Shopping & Mail-Order Houses	4541	\$25,561,615	\$50,577,614	-\$25,015,999	-32.9	5
Vending Machine Operators	4542	\$1,592,891	\$92,355	\$1,500,536	89.0	1
Direct Selling Establishments	4543	\$9,594,110	\$11,033,777	-\$1,439,667	-7.0	7
Food Services & Drinking Places	722	\$228,297,804	\$216,266,201	\$12,031,603	2.7	308
Special Food Services	7223	\$6,121,594	\$12,706,944	-\$6,585,350	-35.0	14
Drinking Places - Alcoholic Beverages	7224	\$6,710,975	\$6,857,368	-\$146,393	-1.1	15
Restaurants/Other Eating Places	7225	\$215,465,236	\$196,701,889	\$18,763,347	4.6	279

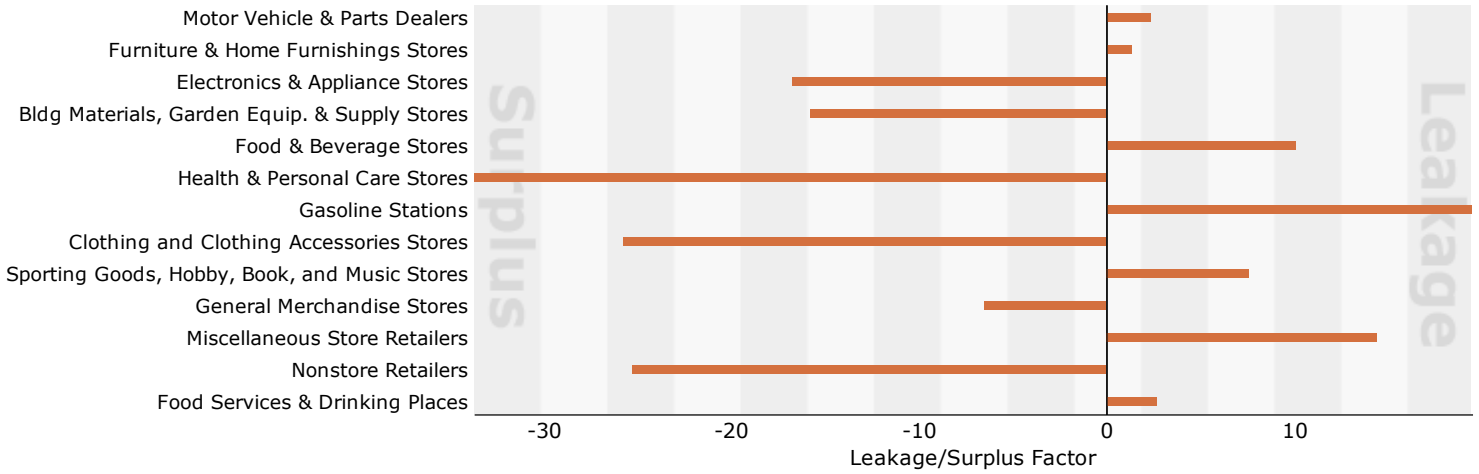
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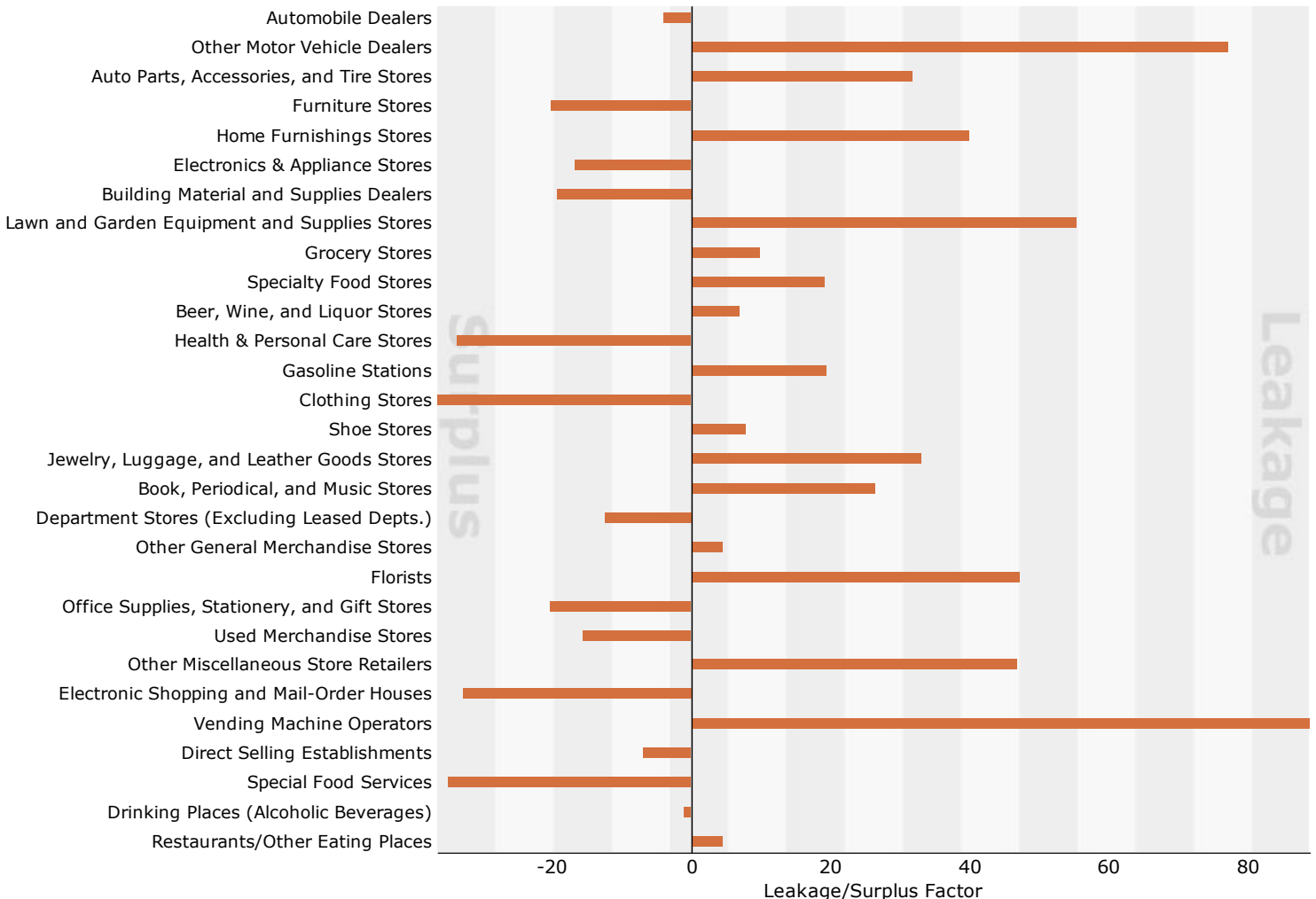
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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