



Retail MarketPlace Profile

Williamstown, NJ
 1840 S Black Horse Pike, Williamstown, New Jersey, 08094
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 39.66107
 Longitude: -74.96357

Summary Demographics

2015 Population	12,786
2015 Households	4,406
2015 Median Disposable Income	\$58,095
2015 Per Capita Income	\$29,249

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	\$154,304,793	\$74,101,743	\$80,203,050	35.1	75
Total Retail Trade	44-45	\$138,886,787	\$66,508,799	\$72,377,988	35.2	62
Total Food & Drink	722	\$15,418,006	\$7,592,943	\$7,825,063	34.0	13

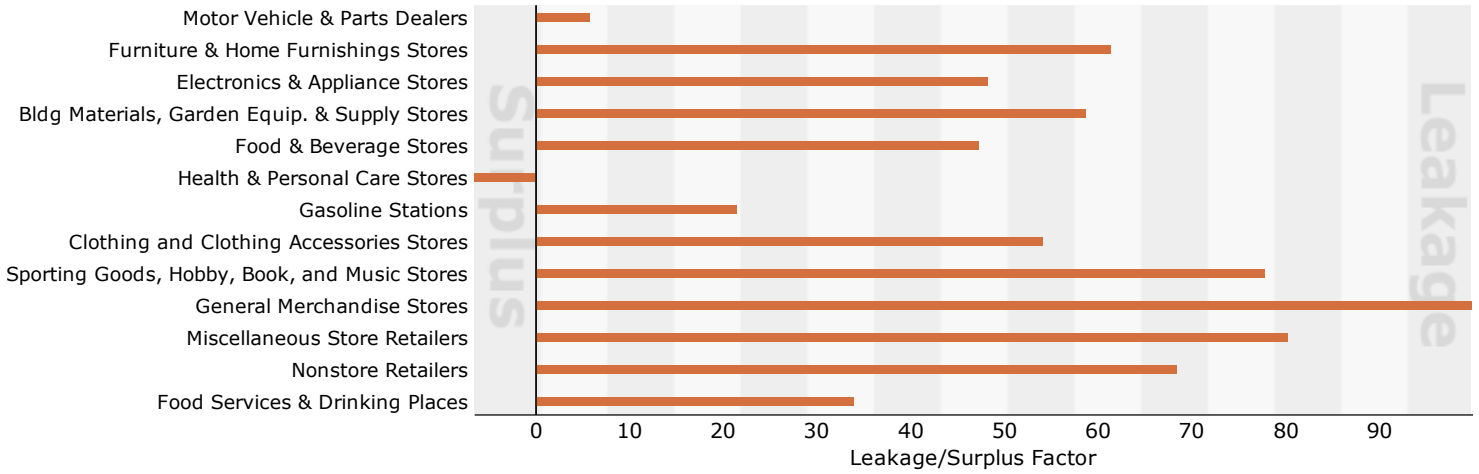
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,543,002	\$26,252,295	\$3,290,707	5.9	6
Automobile Dealers	4411	\$25,972,573	\$22,876,468	\$3,096,105	6.3	3
Other Motor Vehicle Dealers	4412	\$1,724,782	\$2,621,115	-\$896,333	-20.6	2
Auto Parts, Accessories & Tire Stores	4413	\$1,845,648	\$754,712	\$1,090,936	42.0	1
Furniture & Home Furnishings Stores	442	\$3,434,902	\$819,769	\$2,615,133	61.5	5
Furniture Stores	4421	\$1,734,441	\$121,137	\$1,613,304	86.9	1
Home Furnishings Stores	4422	\$1,700,462	\$698,632	\$1,001,830	41.8	4
Electronics & Appliance Stores	443	\$4,148,497	\$1,443,417	\$2,705,080	48.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,611,819	\$1,196,573	\$3,415,246	58.8	3
Bldg Material & Supplies Dealers	4441	\$3,960,588	\$428,889	\$3,531,699	80.5	3
Lawn & Garden Equip & Supply Stores	4442	\$651,231	\$767,684	-\$116,453	-8.2	1
Food & Beverage Stores	445	\$27,785,073	\$9,881,859	\$17,903,214	47.5	9
Grocery Stores	4451	\$23,966,439	\$7,424,370	\$16,542,069	52.7	5
Specialty Food Stores	4452	\$1,042,733	\$1,030,122	\$12,611	0.6	3
Beer, Wine & Liquor Stores	4453	\$2,775,900	\$1,427,368	\$1,348,532	32.1	1
Health & Personal Care Stores	446,4461	\$10,933,829	\$12,464,512	-\$1,530,683	-6.5	7
Gasoline Stations	447,4471	\$13,307,979	\$8,582,465	\$4,725,514	21.6	2
Clothing & Clothing Accessories Stores	448	\$9,665,176	\$2,863,253	\$6,801,923	54.3	8
Clothing Stores	4481	\$7,176,151	\$1,184,812	\$5,991,339	71.7	5
Shoe Stores	4482	\$1,164,143	\$1,344,314	-\$180,171	-7.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,324,882	\$334,126	\$990,756	59.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,265,496	\$406,188	\$2,859,308	77.9	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,692,010	\$344,991	\$2,347,019	77.3	4
Book, Periodical & Music Stores	4512	\$573,485	\$61,197	\$512,288	80.7	1
General Merchandise Stores	452	\$16,416,523	\$0	\$16,416,523	100.0	0
Department Stores Excluding Leased Depts.	4521	\$8,694,093	\$0	\$8,694,093	100.0	0
Other General Merchandise Stores	4529	\$7,722,430	\$0	\$7,722,430	100.0	0
Miscellaneous Store Retailers	453	\$4,477,414	\$490,302	\$3,987,112	80.3	9
Florists	4531	\$259,413	\$127,028	\$132,385	34.3	2
Office Supplies, Stationery & Gift Stores	4532	\$1,375,689	\$77,812	\$1,297,877	89.3	2
Used Merchandise Stores	4533	\$250,429	\$0	\$250,429	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,591,884	\$285,463	\$2,306,421	80.2	5
Nonstore Retailers	454	\$11,297,077	\$2,108,166	\$9,188,911	68.5	5
Electronic Shopping & Mail-Order Houses	4541	\$9,591,675	\$354,976	\$9,236,699	92.9	1
Vending Machine Operators	4542	\$265,080	\$113,388	\$151,692	40.1	1
Direct Selling Establishments	4543	\$1,440,322	\$1,639,801	-\$199,479	-6.5	3
Food Services & Drinking Places	722	\$15,418,006	\$7,592,943	\$7,825,063	34.0	13
Full-Service Restaurants	7221	\$8,126,432	\$1,148,240	\$6,978,192	75.2	3
Limited-Service Eating Places	7222	\$5,917,577	\$5,394,124	\$523,453	4.6	8
Special Food Services	7223	\$883,525	\$360,037	\$523,488	42.1	1
Drinking Places - Alcoholic Beverages	7224	\$490,472	\$690,543	-\$200,071	-16.9	1

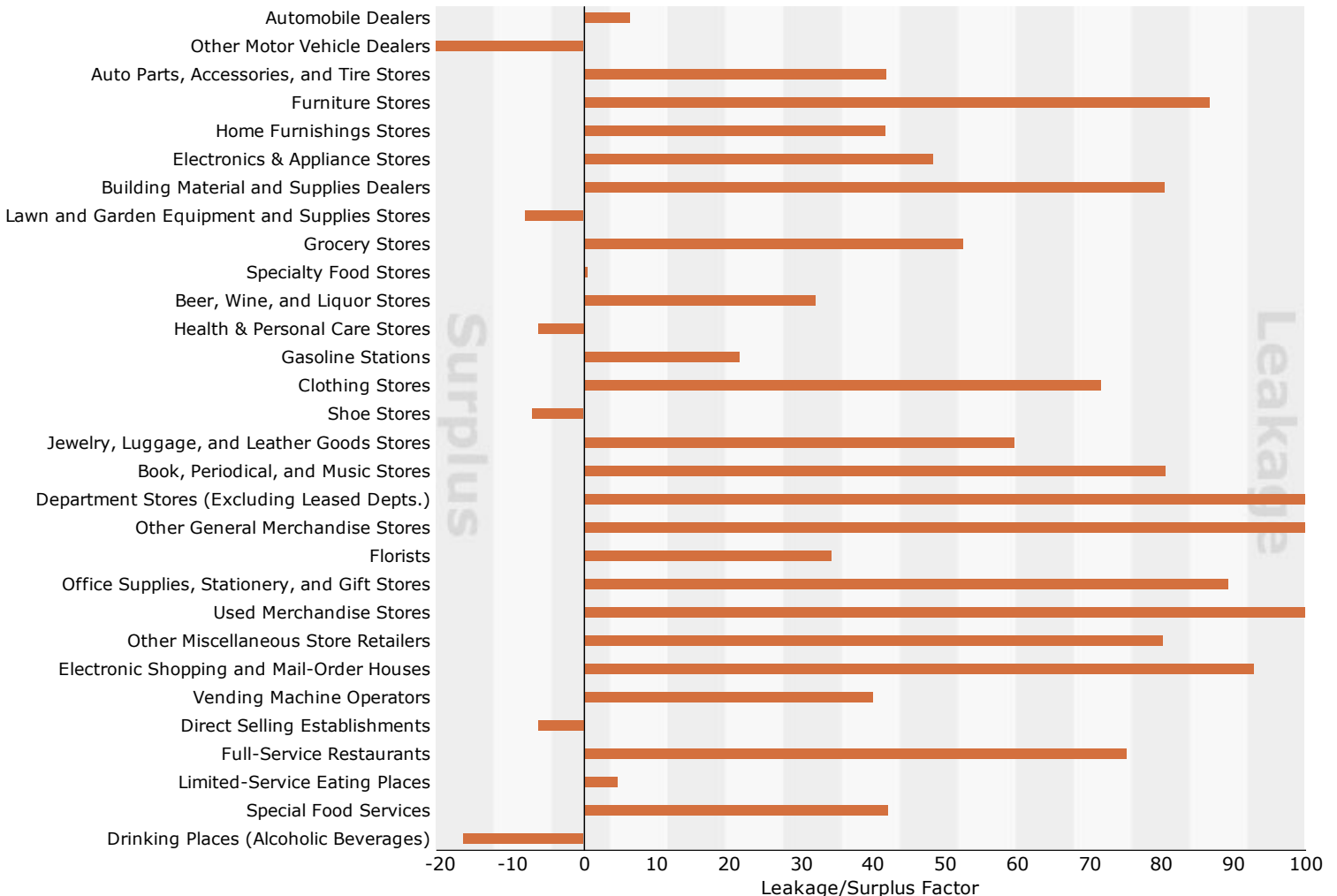
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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Retail MarketPlace Profile

Williamstown, NJ
 1840 S Black Horse Pike, Williamstown, New Jersey, 08094
 Drive Time: 6 minute radius

Prepared by Esri
 Latitude: 39.66107
 Longitude: -74.96357

Summary Demographics

2015 Population	24,550
2015 Households	8,621
2015 Median Disposable Income	\$53,206
2015 Per Capita Income	\$28,706

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	\$286,752,627	\$153,705,437	\$133,047,190	30.2	133
Total Retail Trade	44-45	\$258,063,632	\$139,943,056	\$118,120,576	29.7	110
Total Food & Drink	722	\$28,688,995	\$13,762,381	\$14,926,614	35.2	23

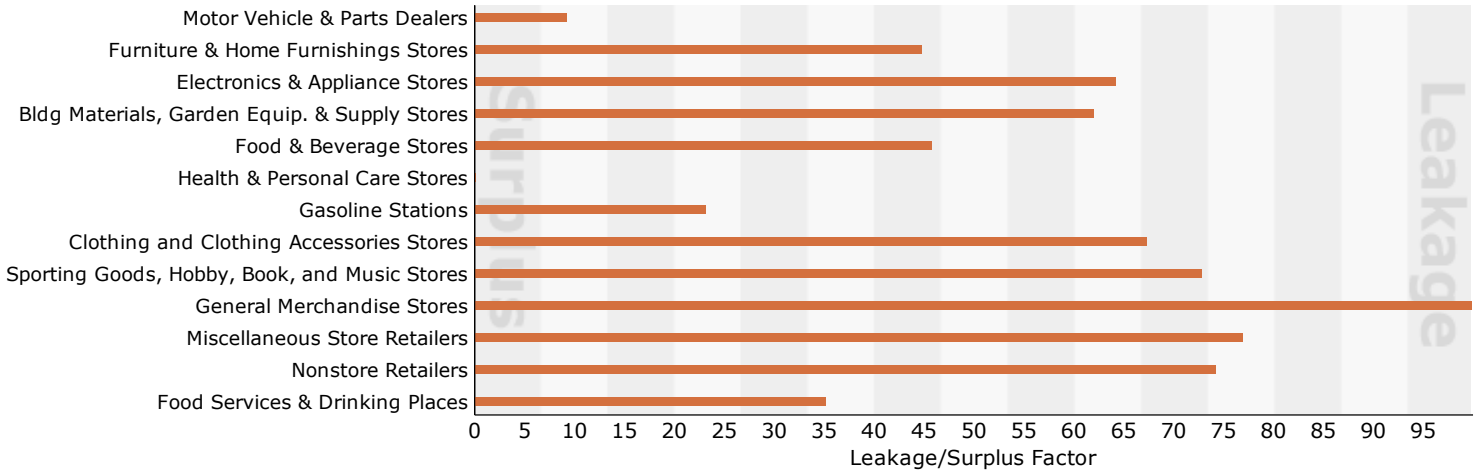
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$54,372,297	\$45,144,732	\$9,227,565	9.3	12
Automobile Dealers	4411	\$47,721,611	\$40,272,705	\$7,448,906	8.5	5
Other Motor Vehicle Dealers	4412	\$3,195,955	\$2,942,235	\$253,720	4.1	2
Auto Parts, Accessories & Tire Stores	4413	\$3,454,731	\$1,929,791	\$1,524,940	28.3	5
Furniture & Home Furnishings Stores	442	\$6,396,131	\$2,432,073	\$3,964,058	44.9	10
Furniture Stores	4421	\$3,193,010	\$304,248	\$2,888,762	82.6	1
Home Furnishings Stores	4422	\$3,203,121	\$2,127,825	\$1,075,296	20.2	8
Electronics & Appliance Stores	443	\$7,715,098	\$1,667,973	\$6,047,125	64.4	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,644,339	\$2,015,021	\$6,629,318	62.2	5
Bldg Material & Supplies Dealers	4441	\$7,422,585	\$626,882	\$6,795,703	84.4	4
Lawn & Garden Equip & Supply Stores	4442	\$1,221,753	\$1,388,139	-\$166,386	-6.4	1
Food & Beverage Stores	445	\$51,806,419	\$19,212,567	\$32,593,852	45.9	15
Grocery Stores	4451	\$44,658,344	\$15,786,620	\$28,871,724	47.8	8
Specialty Food Stores	4452	\$1,943,716	\$1,998,578	-\$54,862	-1.4	6
Beer, Wine & Liquor Stores	4453	\$5,204,359	\$1,427,368	\$3,776,991	57.0	1
Health & Personal Care Stores	446,4461	\$20,397,237	\$20,260,058	\$137,179	0.3	9
Gasoline Stations	447,4471	\$24,549,212	\$15,263,868	\$9,285,344	23.3	4
Clothing & Clothing Accessories Stores	448	\$18,085,805	\$3,507,945	\$14,577,860	67.5	12
Clothing Stores	4481	\$13,448,802	\$1,619,228	\$11,829,574	78.5	8
Shoe Stores	4482	\$2,182,814	\$1,392,318	\$790,496	22.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,454,189	\$496,399	\$1,957,790	66.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$6,041,304	\$943,503	\$5,097,801	73.0	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,981,290	\$874,031	\$4,107,259	70.1	9
Book, Periodical & Music Stores	4512	\$1,060,014	\$69,472	\$990,542	87.7	1
General Merchandise Stores	452	\$30,495,496	\$0	\$30,495,496	100.0	0
Department Stores Excluding Leased Depts.	4521	\$16,117,097	\$0	\$16,117,097	100.0	0
Other General Merchandise Stores	4529	\$14,378,399	\$0	\$14,378,399	100.0	0
Miscellaneous Store Retailers	453	\$8,310,847	\$1,080,687	\$7,230,160	77.0	19
Florists	4531	\$488,245	\$228,889	\$259,356	36.2	3
Office Supplies, Stationery & Gift Stores	4532	\$2,562,484	\$191,631	\$2,370,853	86.1	5
Used Merchandise Stores	4533	\$463,926	\$0	\$463,926	100.0	0
Other Miscellaneous Store Retailers	4539	\$4,796,192	\$660,166	\$4,136,026	75.8	11
Nonstore Retailers	454	\$21,249,448	\$3,123,720	\$18,125,728	74.4	9
Electronic Shopping & Mail-Order Houses	4541	\$17,842,169	\$482,608	\$17,359,561	94.7	1
Vending Machine Operators	4542	\$494,027	\$160,805	\$333,222	50.9	1
Direct Selling Establishments	4543	\$2,913,253	\$2,480,308	\$432,945	8.0	7
Food Services & Drinking Places	722	\$28,688,995	\$13,762,381	\$14,926,614	35.2	23
Full-Service Restaurants	7221	\$15,131,801	\$2,556,547	\$12,575,254	71.1	7
Limited-Service Eating Places	7222	\$11,002,875	\$7,969,655	\$3,033,220	16.0	11
Special Food Services	7223	\$1,632,815	\$2,121,142	-\$488,327	-13.0	3
Drinking Places - Alcoholic Beverages	7224	\$921,504	\$1,115,036	-\$193,532	-9.5	2

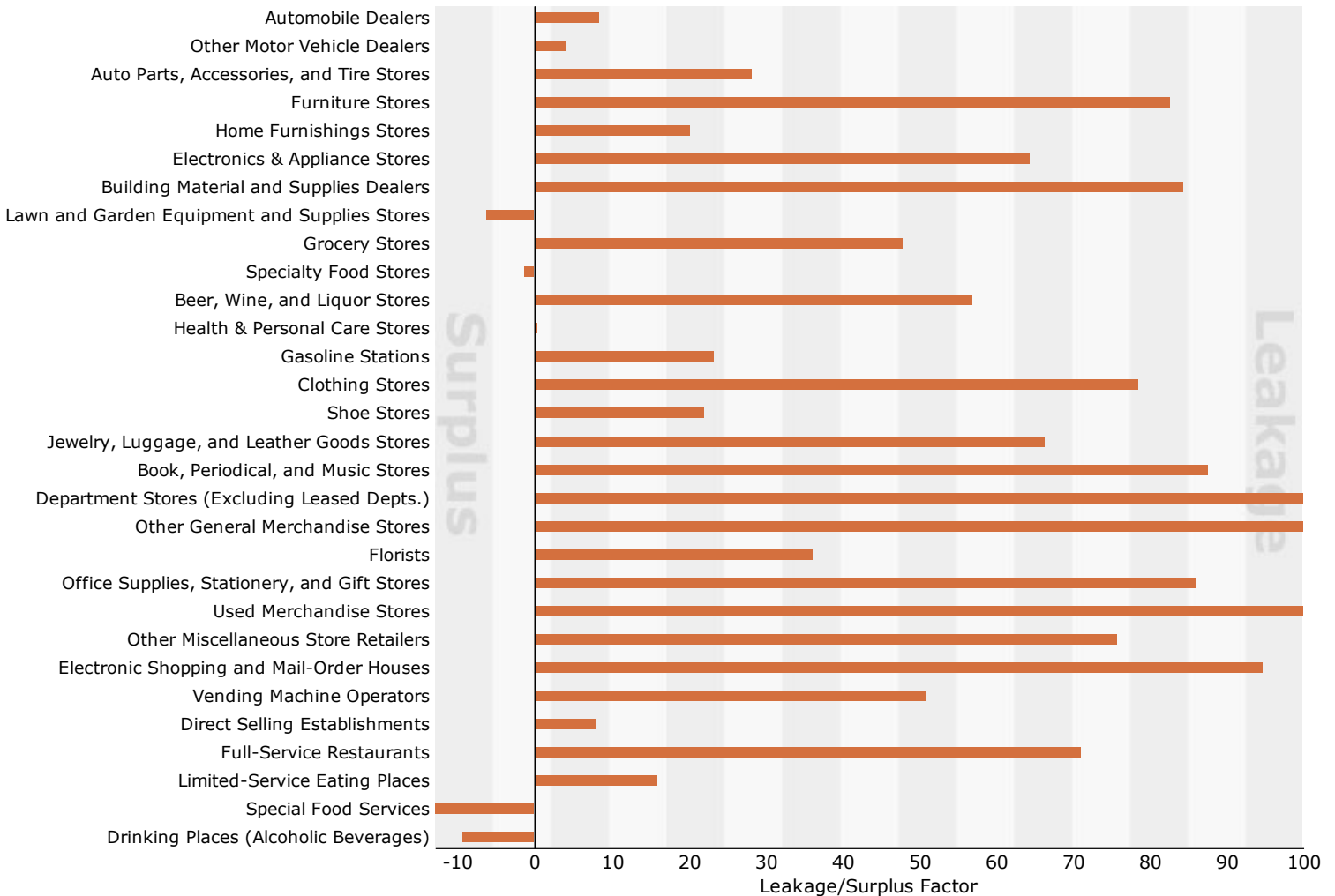
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Williamstown, NJ
 1840 S Black Horse Pike, Williamstown, New Jersey, 08094
 Drive Time: 8 minute radius

Prepared by Esri
 Latitude: 39.66107
 Longitude: -74.96357

Summary Demographics

2015 Population	43,027
2015 Households	15,378
2015 Median Disposable Income	\$52,117
2015 Per Capita Income	\$28,404

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	\$499,643,564	\$341,429,856	\$158,213,708	18.8	221
Total Retail Trade	44-45	\$449,679,002	\$321,266,535	\$128,412,467	16.7	185
Total Food & Drink	722	\$49,964,562	\$20,163,321	\$29,801,241	42.5	36

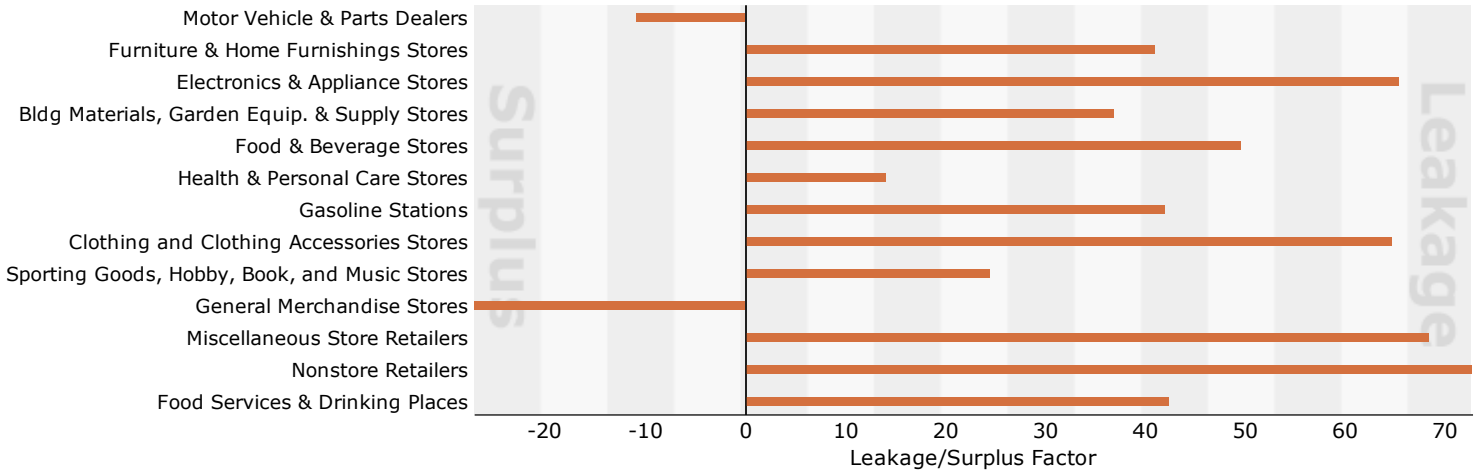
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$94,726,671	\$118,047,942	-\$23,321,271	-11.0	23
Automobile Dealers	4411	\$83,177,282	\$108,391,016	-\$25,213,734	-13.2	12
Other Motor Vehicle Dealers	4412	\$5,519,433	\$6,549,054	-\$1,029,621	-8.5	5
Auto Parts, Accessories & Tire Stores	4413	\$6,029,956	\$3,107,872	\$2,922,084	32.0	7
Furniture & Home Furnishings Stores	442	\$11,134,892	\$4,663,993	\$6,470,899	41.0	14
Furniture Stores	4421	\$5,581,146	\$517,479	\$5,063,667	83.0	3
Home Furnishings Stores	4422	\$5,553,746	\$4,146,514	\$1,407,232	14.5	12
Electronics & Appliance Stores	443	\$13,456,387	\$2,809,160	\$10,647,227	65.5	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,032,318	\$6,926,171	\$8,106,147	36.9	8
Bldg Material & Supplies Dealers	4441	\$12,934,026	\$5,513,034	\$7,420,992	40.2	7
Lawn & Garden Equip & Supply Stores	4442	\$2,098,292	\$1,413,137	\$685,155	19.5	1
Food & Beverage Stores	445	\$90,315,972	\$30,391,026	\$59,924,946	49.6	25
Grocery Stores	4451	\$77,860,554	\$26,055,701	\$51,804,853	49.9	14
Specialty Food Stores	4452	\$3,387,066	\$2,674,339	\$712,727	11.8	10
Beer, Wine & Liquor Stores	4453	\$9,068,351	\$1,660,985	\$7,407,366	69.0	1
Health & Personal Care Stores	446,4461	\$35,592,854	\$26,717,977	\$8,874,877	14.2	15
Gasoline Stations	447,4471	\$42,898,113	\$17,460,693	\$25,437,420	42.1	5
Clothing & Clothing Accessories Stores	448	\$31,516,010	\$6,760,815	\$24,755,195	64.7	19
Clothing Stores	4481	\$23,425,601	\$3,884,082	\$19,541,519	71.6	14
Shoe Stores	4482	\$3,805,677	\$2,266,252	\$1,539,425	25.4	3
Jewelry, Luggage & Leather Goods Stores	4483	\$4,284,732	\$610,481	\$3,674,251	75.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$10,490,665	\$6,358,310	\$4,132,355	24.5	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,642,670	\$6,066,665	\$2,576,005	17.5	13
Book, Periodical & Music Stores	4512	\$1,847,994	\$291,645	\$1,556,349	72.7	2
General Merchandise Stores	452	\$53,171,733	\$92,618,079	-\$39,446,346	-27.1	3
Department Stores Excluding Leased Depts.	4521	\$28,112,102	\$3,049,091	\$25,063,011	80.4	1
Other General Merchandise Stores	4529	\$25,059,631	\$89,568,988	-\$64,509,357	-56.3	2
Miscellaneous Store Retailers	453	\$14,454,744	\$2,713,343	\$11,741,401	68.4	32
Florists	4531	\$842,916	\$320,946	\$521,970	44.8	5
Office Supplies, Stationery & Gift Stores	4532	\$4,461,635	\$1,109,657	\$3,351,978	60.2	9
Used Merchandise Stores	4533	\$808,019	\$0	\$808,019	100.0	0
Other Miscellaneous Store Retailers	4539	\$8,342,175	\$1,282,739	\$7,059,436	73.3	18
Nonstore Retailers	454	\$36,888,644	\$5,799,025	\$31,089,619	72.8	17
Electronic Shopping & Mail-Order Houses	4541	\$31,090,387	\$1,402,664	\$29,687,723	91.4	3
Vending Machine Operators	4542	\$861,259	\$467,112	\$394,147	29.7	4
Direct Selling Establishments	4543	\$4,936,998	\$3,929,249	\$1,007,749	11.4	10
Food Services & Drinking Places	722	\$49,964,562	\$20,163,321	\$29,801,241	42.5	36
Full-Service Restaurants	7221	\$26,358,942	\$5,614,887	\$20,744,055	64.9	11
Limited-Service Eating Places	7222	\$19,188,931	\$9,756,298	\$9,432,633	32.6	16
Special Food Services	7223	\$2,814,955	\$2,297,036	\$517,919	10.1	4
Drinking Places - Alcoholic Beverages	7224	\$1,601,734	\$2,495,100	-\$893,366	-21.8	5

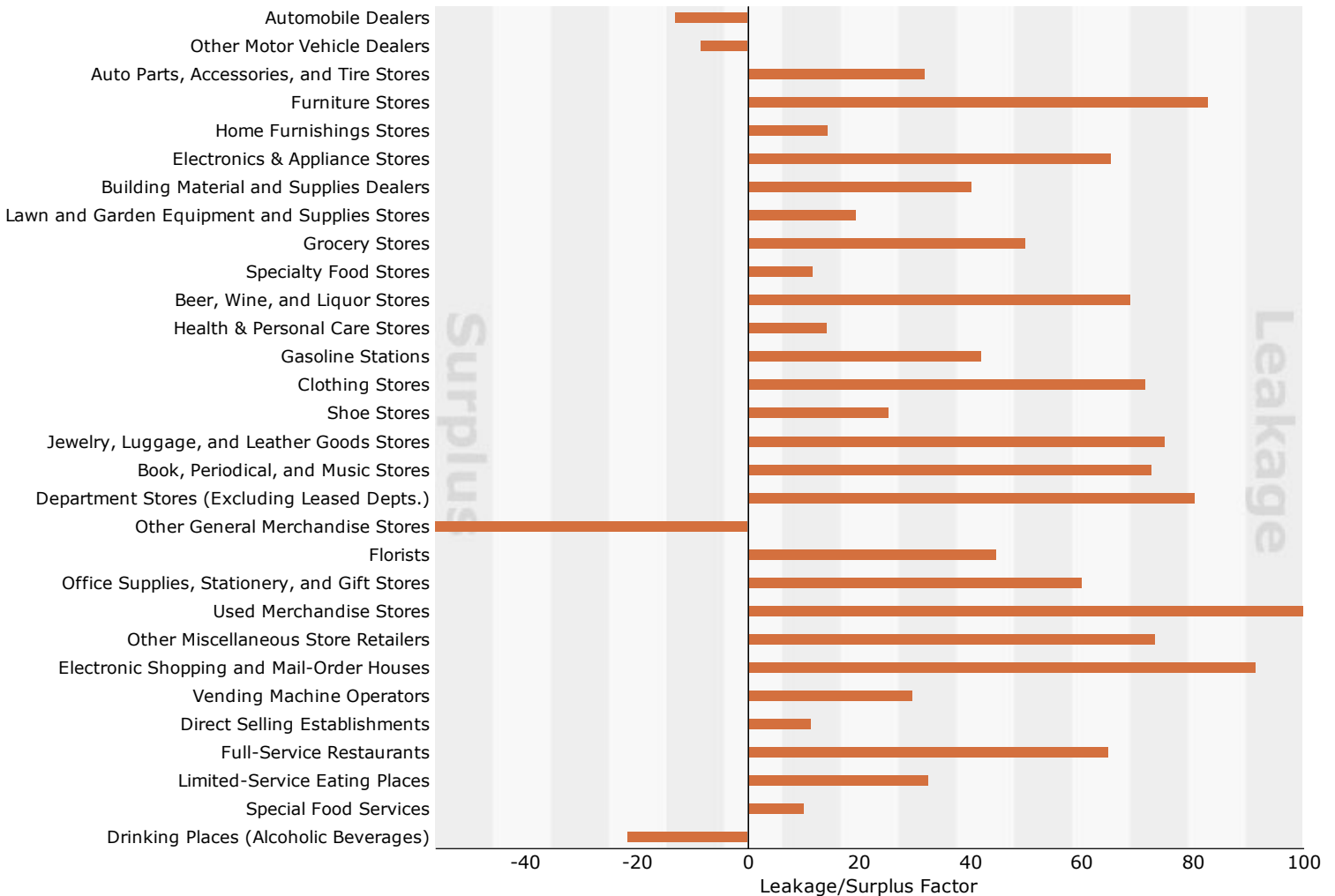
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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