



Retail MarketPlace Profile

TONNELLE & 74TH, NJ
 7400 Tonnelle Ave, North Bergen, New Jersey, 07047
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 40.80318
 Longitude: -74.01972

Summary Demographics

2015 Population	58,145
2015 Households	20,238
2015 Median Disposable Income	\$40,636
2015 Per Capita Income	\$23,309

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	\$517,732,288	\$616,582,078	-\$98,849,790	-8.7	367
Total Retail Trade	44-45	\$463,088,517	\$569,701,539	-\$106,613,022	-10.3	311
Total Food & Drink	722	\$54,643,771	\$46,880,539	\$7,763,232	7.6	56

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$87,670,564	\$162,386,249	-\$74,715,685	-29.9	29
Automobile Dealers	4411	\$76,346,219	\$153,033,247	-\$76,687,028	-33.4	15
Other Motor Vehicle Dealers	4412	\$4,999,324	\$1,593,509	\$3,405,815	51.7	3
Auto Parts, Accessories & Tire Stores	4413	\$6,325,020	\$7,759,493	-\$1,434,473	-10.2	11
Furniture & Home Furnishings Stores	442	\$11,360,039	\$12,419,099	-\$1,059,060	-4.5	24
Furniture Stores	4421	\$5,491,868	\$6,877,060	-\$1,385,192	-11.2	11
Home Furnishings Stores	4422	\$5,868,171	\$5,542,039	\$326,132	2.9	13
Electronics & Appliance Stores	443	\$13,834,142	\$1,560,702	\$12,273,440	79.7	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,367,427	\$32,317,679	-\$18,950,252	-41.5	11
Bldg Material & Supplies Dealers	4441	\$11,631,435	\$32,265,998	-\$20,634,563	-47.0	10
Lawn & Garden Equip & Supply Stores	4442	\$1,735,992	\$51,681	\$1,684,311	94.2	1
Food & Beverage Stores	445	\$101,461,081	\$96,286,093	\$5,174,988	2.6	70
Grocery Stores	4451	\$87,897,290	\$78,623,682	\$9,273,608	5.6	49
Specialty Food Stores	4452	\$3,853,042	\$2,692,265	\$1,160,777	17.7	13
Beer, Wine & Liquor Stores	4453	\$9,710,750	\$14,970,146	-\$5,259,396	-21.3	8
Health & Personal Care Stores	446,4461	\$35,513,406	\$28,113,843	\$7,399,563	11.6	22
Gasoline Stations	447,4471	\$42,561,866	\$31,187,459	\$11,374,407	15.4	10
Clothing & Clothing Accessories Stores	448	\$35,595,626	\$58,184,169	-\$22,588,543	-24.1	69
Clothing Stores	4481	\$26,849,279	\$51,110,338	-\$24,261,059	-31.1	50
Shoe Stores	4482	\$4,578,254	\$3,999,962	\$578,292	6.7	7
Jewelry, Luggage & Leather Goods Stores	4483	\$4,168,093	\$3,073,869	\$1,094,224	15.1	12
Sporting Goods, Hobby, Book & Music Stores	451	\$11,200,206	\$3,309,764	\$7,890,442	54.4	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,165,111	\$2,816,281	\$6,348,830	53.0	7
Book, Periodical & Music Stores	4512	\$2,035,095	\$493,483	\$1,541,612	61.0	3
General Merchandise Stores	452	\$57,035,006	\$84,968,996	-\$27,933,990	-19.7	7
Department Stores Excluding Leased Depts.	4521	\$29,375,988	\$84,279,095	-\$54,903,107	-48.3	4
Other General Merchandise Stores	4529	\$27,659,019	\$689,901	\$26,969,118	95.1	3
Miscellaneous Store Retailers	453	\$14,164,697	\$33,854,729	-\$19,690,032	-41.0	42
Florists	4531	\$716,525	\$820,601	-\$104,076	-6.8	4
Office Supplies, Stationery & Gift Stores	4532	\$4,655,669	\$16,927,202	-\$12,271,533	-56.9	14
Used Merchandise Stores	4533	\$857,538	\$41,743	\$815,795	90.7	1
Other Miscellaneous Store Retailers	4539	\$7,934,965	\$16,065,184	-\$8,130,219	-33.9	23
Nonstore Retailers	454	\$39,324,456	\$25,112,758	\$14,211,698	22.1	12
Electronic Shopping & Mail-Order Houses	4541	\$32,424,727	\$15,967,909	\$16,456,818	34.0	4
Vending Machine Operators	4542	\$978,530	\$2,179,949	-\$1,201,419	-38.0	5
Direct Selling Establishments	4543	\$5,921,199	\$6,964,900	-\$1,043,701	-8.1	3
Food Services & Drinking Places	722	\$54,643,771	\$46,880,539	\$7,763,232	7.6	56
Full-Service Restaurants	7221	\$28,722,121	\$15,586,229	\$13,135,892	29.6	22
Limited-Service Eating Places	7222	\$20,974,471	\$29,492,983	-\$8,518,512	-16.9	25
Special Food Services	7223	\$3,016,586	\$473,882	\$2,542,704	72.8	1
Drinking Places - Alcoholic Beverages	7224	\$1,930,593	\$1,327,445	\$603,148	18.5	8

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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

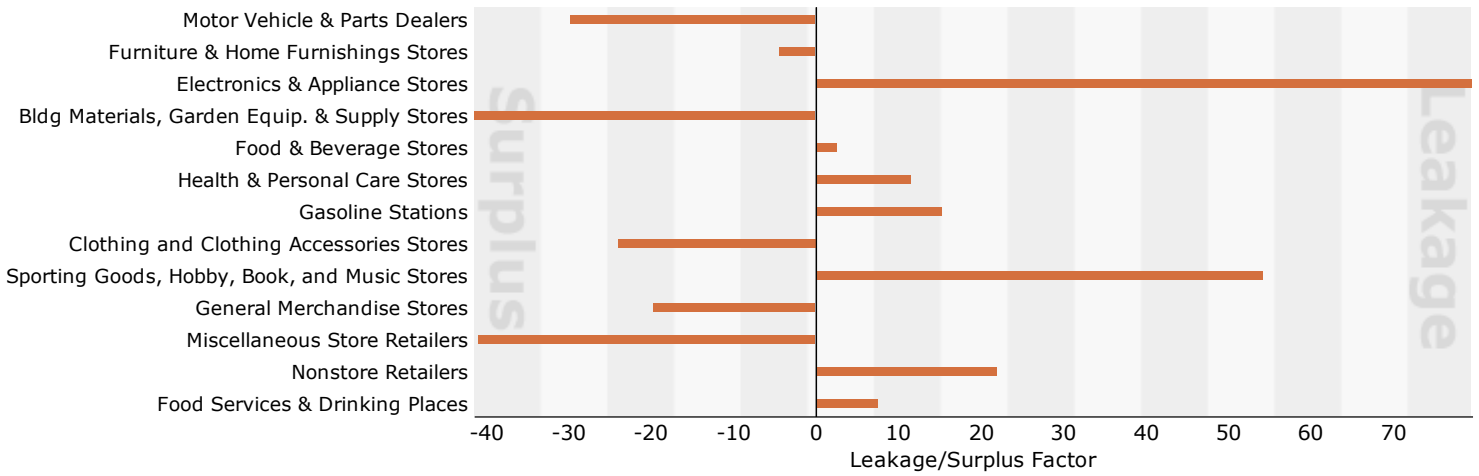


Retail MarketPlace Profile

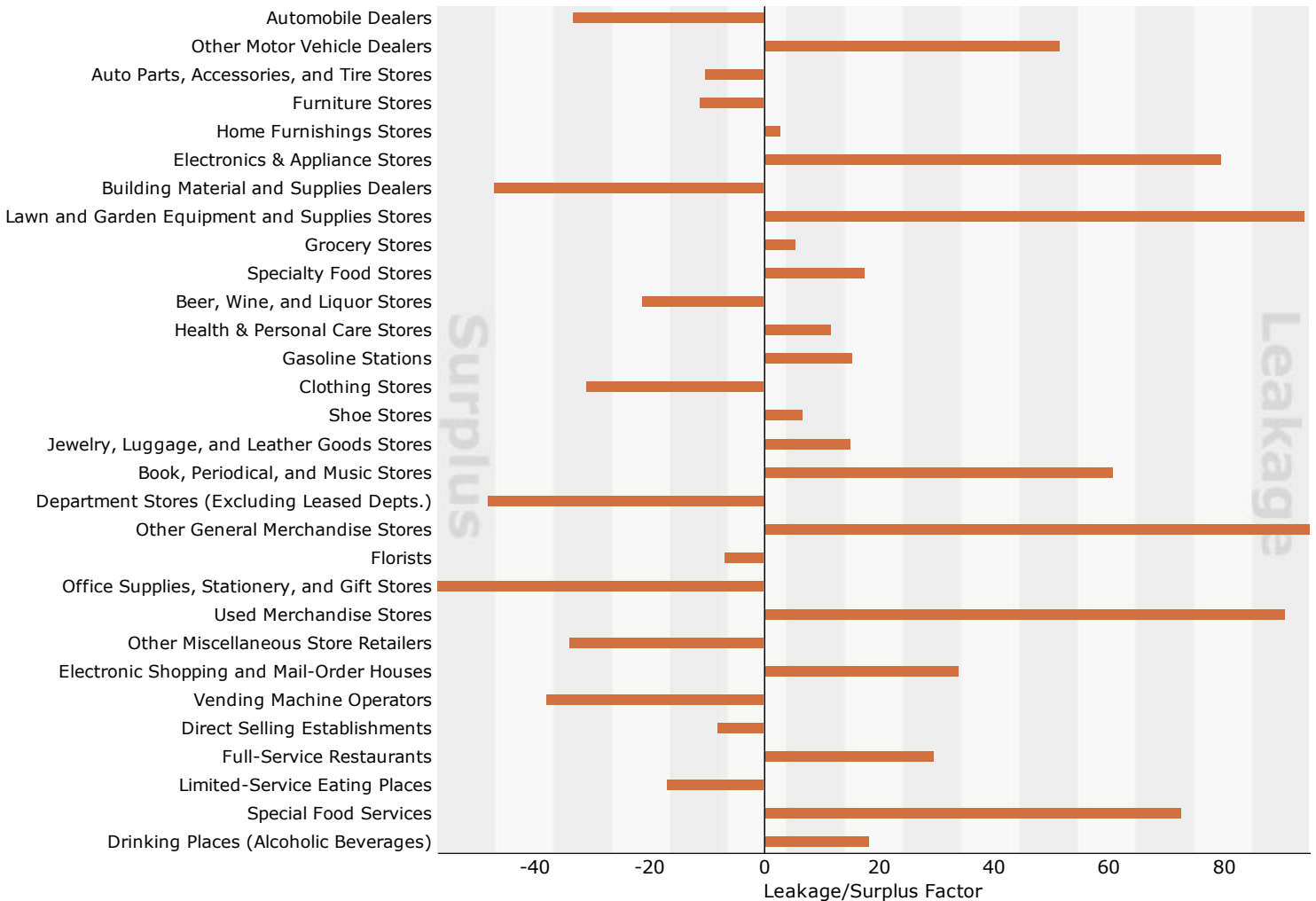
TONNELLE & 74TH, NJ
 7400 Tonnelle Ave, North Bergen, New Jersey, 07047
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 40.80318
 Longitude: -74.01972

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.



Retail MarketPlace Profile

TONNELLE & 74TH, NJ
 7400 Tonnelle Ave, North Bergen, New Jersey, 07047
 Drive Time: 6 minute radius

Prepared by Esri
 Latitude: 40.80318
 Longitude: -74.01972

Summary Demographics

2015 Population	114,061
2015 Households	40,737
2015 Median Disposable Income	\$39,430
2015 Per Capita Income	\$24,012

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,041,441,605	\$1,149,071,659	-\$107,630,054	-4.9	907
Total Retail Trade	44-45	\$930,778,693	\$1,053,316,743	-\$122,538,050	-6.2	764
Total Food & Drink	722	\$110,662,912	\$95,754,916	\$14,907,996	7.2	143

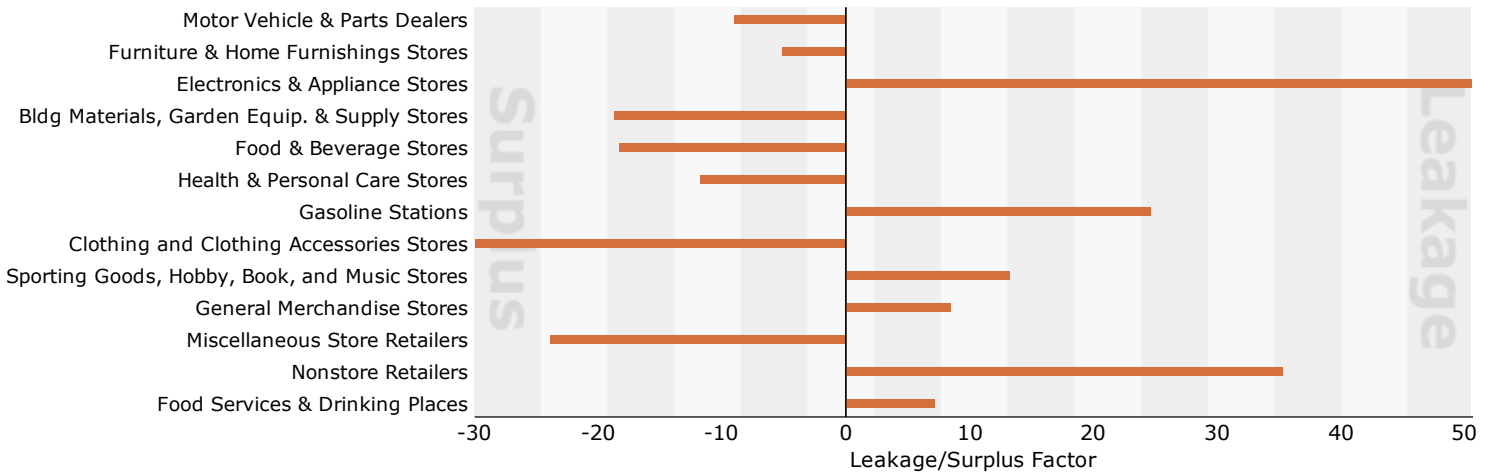
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$176,407,484	\$211,294,859	-\$34,887,375	-9.0	43
Automobile Dealers	4411	\$153,825,184	\$196,984,333	-\$43,159,149	-12.3	20
Other Motor Vehicle Dealers	4412	\$9,913,872	\$3,545,600	\$6,368,272	47.3	6
Auto Parts, Accessories & Tire Stores	4413	\$12,668,428	\$10,764,926	\$1,903,502	8.1	17
Furniture & Home Furnishings Stores	442	\$22,957,161	\$25,461,033	-\$2,503,872	-5.2	56
Furniture Stores	4421	\$11,129,372	\$15,866,229	-\$4,736,857	-17.5	28
Home Furnishings Stores	4422	\$11,827,789	\$9,594,803	\$2,232,986	10.4	28
Electronics & Appliance Stores	443	\$27,798,427	\$9,100,526	\$18,697,901	50.7	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,509,932	\$38,741,379	-\$12,231,447	-18.7	22
Bldg Material & Supplies Dealers	4441	\$23,061,996	\$35,924,316	-\$12,862,320	-21.8	20
Lawn & Garden Equip & Supply Stores	4442	\$3,447,936	\$2,817,063	\$630,873	10.1	2
Food & Beverage Stores	445	\$204,108,072	\$295,611,915	-\$91,503,843	-18.3	170
Grocery Stores	4451	\$176,733,108	\$254,430,128	-\$77,697,020	-18.0	118
Specialty Food Stores	4452	\$7,747,602	\$7,085,973	\$661,629	4.5	32
Beer, Wine & Liquor Stores	4453	\$19,627,362	\$34,095,814	-\$14,468,452	-26.9	20
Health & Personal Care Stores	446,4461	\$71,055,900	\$90,127,625	-\$19,071,725	-11.8	61
Gasoline Stations	447,4471	\$85,380,992	\$51,572,308	\$33,808,684	24.7	20
Clothing & Clothing Accessories Stores	448	\$71,904,386	\$133,637,349	-\$61,732,963	-30.0	185
Clothing Stores	4481	\$54,224,306	\$105,008,739	-\$50,784,433	-31.9	131
Shoe Stores	4482	\$9,242,944	\$14,843,004	-\$5,600,060	-23.3	18
Jewelry, Luggage & Leather Goods Stores	4483	\$8,437,137	\$13,785,606	-\$5,348,469	-24.1	35
Sporting Goods, Hobby, Book & Music Stores	451	\$22,557,128	\$17,226,785	\$5,330,343	13.4	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,447,300	\$15,485,638	\$2,961,662	8.7	21
Book, Periodical & Music Stores	4512	\$4,109,828	\$1,741,147	\$2,368,681	40.5	10
General Merchandise Stores	452	\$114,831,771	\$96,673,584	\$18,158,187	8.6	22
Department Stores Excluding Leased Depts.	4521	\$59,236,754	\$86,044,712	-\$26,807,958	-18.5	11
Other General Merchandise Stores	4529	\$55,595,017	\$10,628,873	\$44,966,144	67.9	12
Miscellaneous Store Retailers	453	\$28,398,060	\$46,269,796	-\$17,871,736	-23.9	110
Florists	4531	\$1,427,215	\$2,136,289	-\$709,074	-19.9	12
Office Supplies, Stationery & Gift Stores	4532	\$9,358,695	\$23,004,842	-\$13,646,147	-42.2	30
Used Merchandise Stores	4533	\$1,729,802	\$234,185	\$1,495,617	76.2	3
Other Miscellaneous Store Retailers	4539	\$15,882,348	\$20,894,480	-\$5,012,132	-13.6	65
Nonstore Retailers	454	\$78,869,379	\$37,599,583	\$41,269,796	35.4	22
Electronic Shopping & Mail-Order Houses	4541	\$65,184,270	\$16,261,959	\$48,922,311	60.1	4
Vending Machine Operators	4542	\$1,969,062	\$2,297,261	-\$328,199	-7.7	6
Direct Selling Establishments	4543	\$11,716,046	\$19,040,363	-\$7,324,317	-23.8	11
Food Services & Drinking Places	722	\$110,662,912	\$95,754,916	\$14,907,996	7.2	143
Full-Service Restaurants	7221	\$58,182,024	\$36,824,210	\$21,357,814	22.5	65
Limited-Service Eating Places	7222	\$42,438,187	\$52,946,432	-\$10,508,245	-11.0	58
Special Food Services	7223	\$6,099,748	\$3,209,698	\$2,890,050	31.0	3
Drinking Places - Alcoholic Beverages	7224	\$3,942,953	\$2,774,576	\$1,168,377	17.4	17

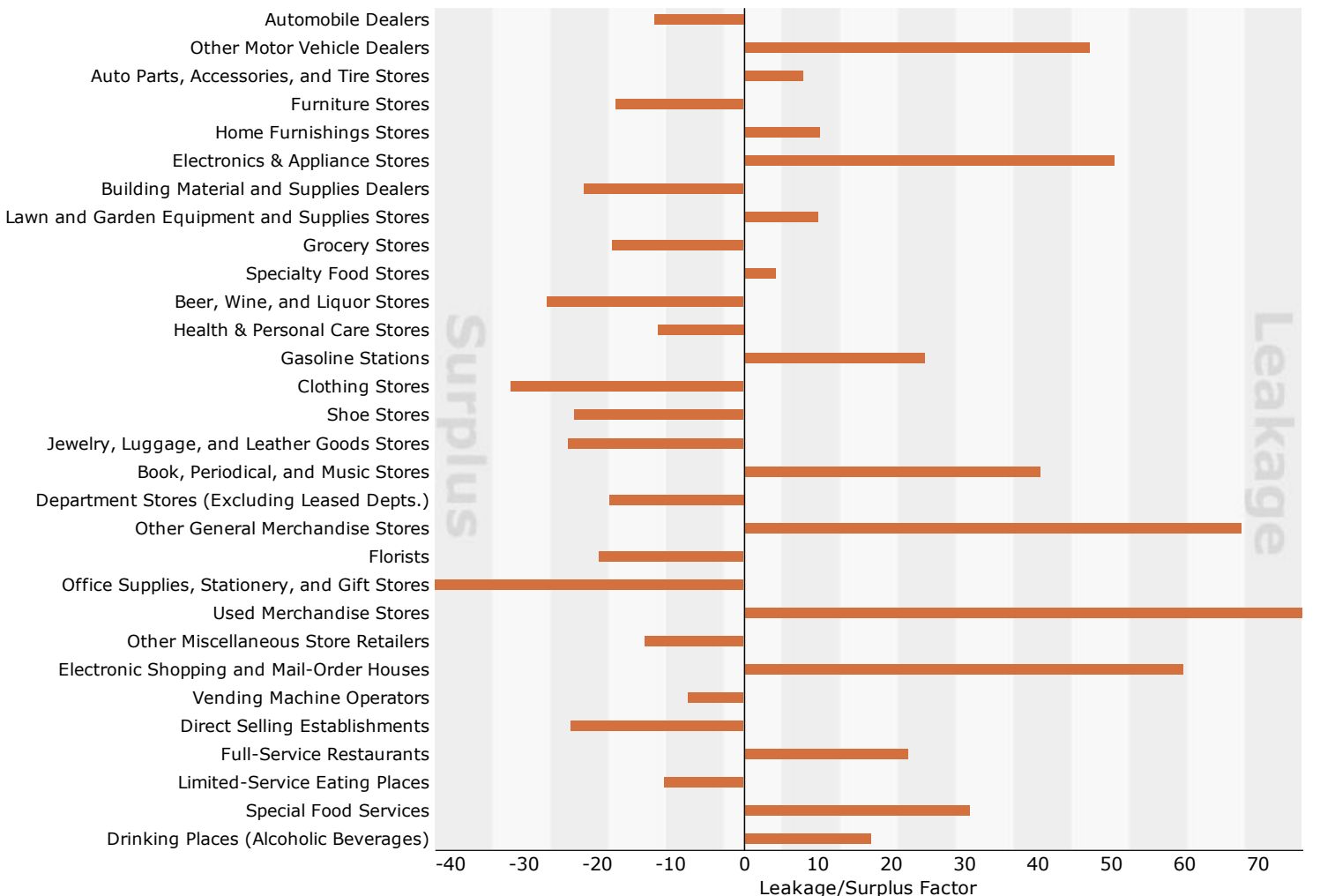
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.



Retail MarketPlace Profile

TONNELLE & 74TH, NJ
 7400 Tonnelle Ave, North Bergen, New Jersey, 07047
 Drive Time: 8 minute radius

Prepared by Esri
 Latitude: 40.80318
 Longitude: -74.01972

Summary Demographics

2015 Population	191,269
2015 Households	71,012
2015 Median Disposable Income	\$40,594
2015 Per Capita Income	\$26,093

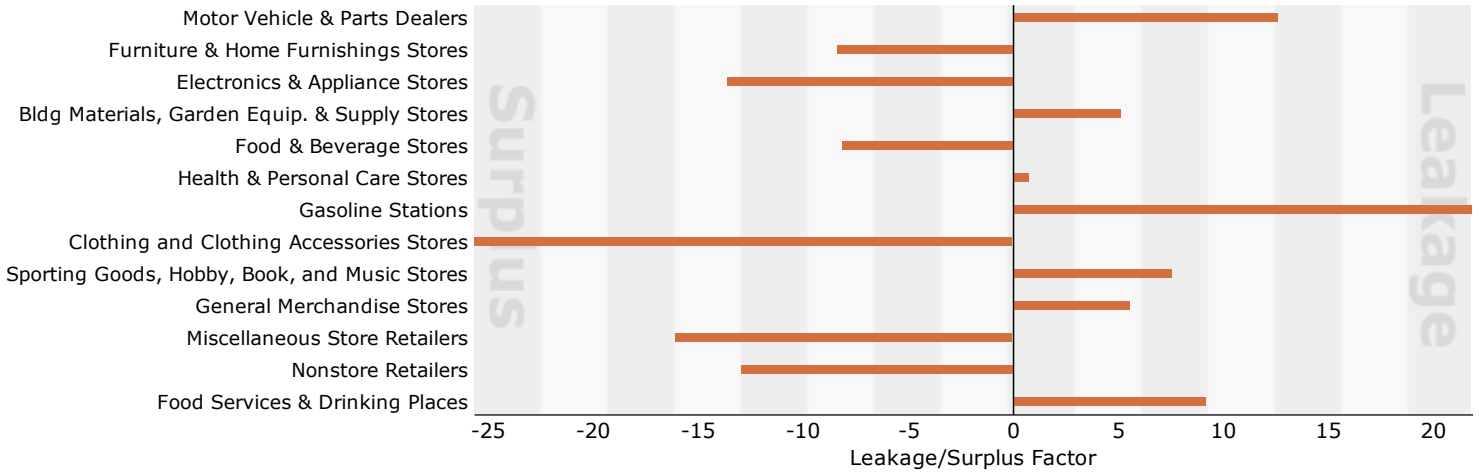
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,905,241,366	\$1,951,071,660	-\$45,830,294	-1.2	1,465
Total Retail Trade	44-45	\$1,701,920,015	\$1,781,959,693	-\$80,039,678	-2.3	1,229
Total Food & Drink	722	\$203,321,351	\$169,111,966	\$34,209,385	9.2	236

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$324,767,384	\$251,459,720	\$73,307,664	12.7	61
Automobile Dealers	4411	\$283,291,468	\$233,483,899	\$49,807,569	9.6	26
Other Motor Vehicle Dealers	4412	\$18,322,848	\$4,636,531	\$13,686,317	59.6	8
Auto Parts, Accessories & Tire Stores	4413	\$23,153,068	\$13,339,289	\$9,813,779	26.9	27
Furniture & Home Furnishings Stores	442	\$42,404,277	\$50,189,845	-\$7,785,568	-8.4	87
Furniture Stores	4421	\$20,551,193	\$26,807,682	-\$6,256,489	-13.2	40
Home Furnishings Stores	4422	\$21,853,084	\$23,382,163	-\$1,529,079	-3.4	46
Electronics & Appliance Stores	443	\$50,970,758	\$67,189,144	-\$16,218,386	-13.7	44
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,469,676	\$44,584,348	\$4,885,328	5.2	36
Bldg Material & Supplies Dealers	4441	\$43,057,026	\$40,782,323	\$2,274,703	2.7	33
Lawn & Garden Equip & Supply Stores	4442	\$6,412,650	\$3,802,025	\$2,610,625	25.6	3
Food & Beverage Stores	445	\$370,510,578	\$436,680,591	-\$66,170,013	-8.2	279
Grocery Stores	4451	\$320,275,191	\$366,963,600	-\$46,688,409	-6.8	189
Specialty Food Stores	4452	\$14,039,546	\$14,132,925	-\$93,379	-0.3	55
Beer, Wine & Liquor Stores	4453	\$36,195,841	\$55,584,066	-\$19,388,225	-21.1	35
Health & Personal Care Stores	446,4461	\$129,661,275	\$127,552,222	\$2,109,053	0.8	95
Gasoline Stations	447,4471	\$155,205,191	\$99,417,142	\$55,788,049	21.9	39
Clothing & Clothing Accessories Stores	448	\$131,656,537	\$222,715,073	-\$91,058,536	-25.7	293
Clothing Stores	4481	\$99,131,788	\$175,122,117	-\$75,990,329	-27.7	213
Shoe Stores	4482	\$16,808,705	\$27,491,921	-\$10,683,216	-24.1	32
Jewelry, Luggage & Leather Goods Stores	4483	\$15,716,044	\$20,101,035	-\$4,384,991	-12.2	49
Sporting Goods, Hobby, Book & Music Stores	451	\$41,324,451	\$35,473,024	\$5,851,427	7.6	47
Sporting Goods/Hobby/Musical Instr Stores	4511	\$33,808,416	\$32,613,650	\$1,194,766	1.8	31
Book, Periodical & Music Stores	4512	\$7,516,035	\$2,859,374	\$4,656,661	44.9	16
General Merchandise Stores	452	\$209,482,814	\$187,221,797	\$22,261,017	5.6	42
Department Stores Excluding Leased Depts.	4521	\$108,518,229	\$123,715,315	-\$15,197,086	-6.5	16
Other General Merchandise Stores	4529	\$100,964,585	\$63,506,482	\$37,458,103	22.8	26
Miscellaneous Store Retailers	453	\$52,093,286	\$72,076,166	-\$19,982,880	-16.1	168
Florists	4531	\$2,658,469	\$2,904,255	-\$245,786	-4.4	21
Office Supplies, Stationery & Gift Stores	4532	\$17,127,777	\$31,511,938	-\$14,384,161	-29.6	43
Used Merchandise Stores	4533	\$3,175,546	\$781,986	\$2,393,560	60.5	8
Other Miscellaneous Store Retailers	4539	\$29,131,494	\$36,877,987	-\$7,746,493	-11.7	97
Nonstore Retailers	454	\$144,373,787	\$187,400,623	-\$43,026,836	-13.0	38
Electronic Shopping & Mail-Order Houses	4541	\$119,396,108	\$152,207,981	-\$32,811,873	-12.1	9
Vending Machine Operators	4542	\$3,571,686	\$5,708,388	-\$2,136,702	-23.0	10
Direct Selling Establishments	4543	\$21,405,993	\$29,484,255	-\$8,078,262	-15.9	19
Food Services & Drinking Places	722	\$203,321,351	\$169,111,966	\$34,209,385	9.2	236
Full-Service Restaurants	7221	\$107,016,283	\$78,766,532	\$28,249,751	15.2	110
Limited-Service Eating Places	7222	\$77,810,381	\$78,936,191	-\$1,125,810	-0.7	95
Special Food Services	7223	\$11,207,206	\$6,960,433	\$4,246,773	23.4	5
Drinking Places - Alcoholic Beverages	7224	\$7,287,481	\$4,448,811	\$2,838,670	24.2	26

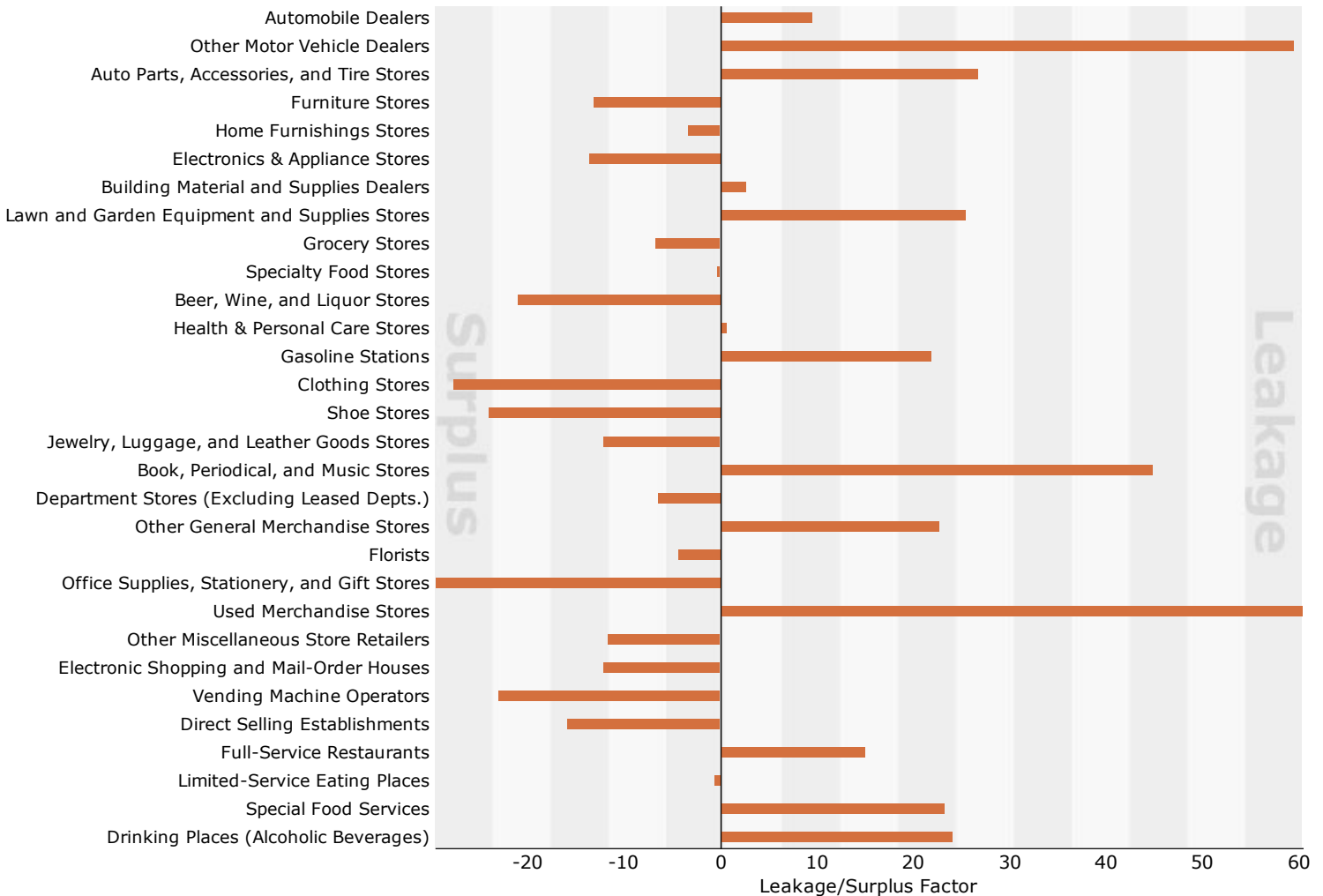
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.