



# Retail MarketPlace Profile

BRIDGEWATER  
 731 US Highway 202, Bridgewater, New Jersey, 08807  
 Drive Time: 4 minute radius

Prepared by Esri  
 Latitude: 40.57414  
 Longitude: -74.66369

## Summary Demographics

2015 Population	4,525
2015 Households	1,739
2015 Median Disposable Income	\$50,975
2015 Per Capita Income	\$36,603

## 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	\$59,666,660	\$89,660,919	-\$29,994,259	-20.1	45
Total Retail Trade	44-45	\$53,442,607	\$81,535,139	-\$28,092,532	-20.8	34
Total Food & Drink	722	\$6,224,053	\$8,125,780	-\$1,901,727	-13.3	12

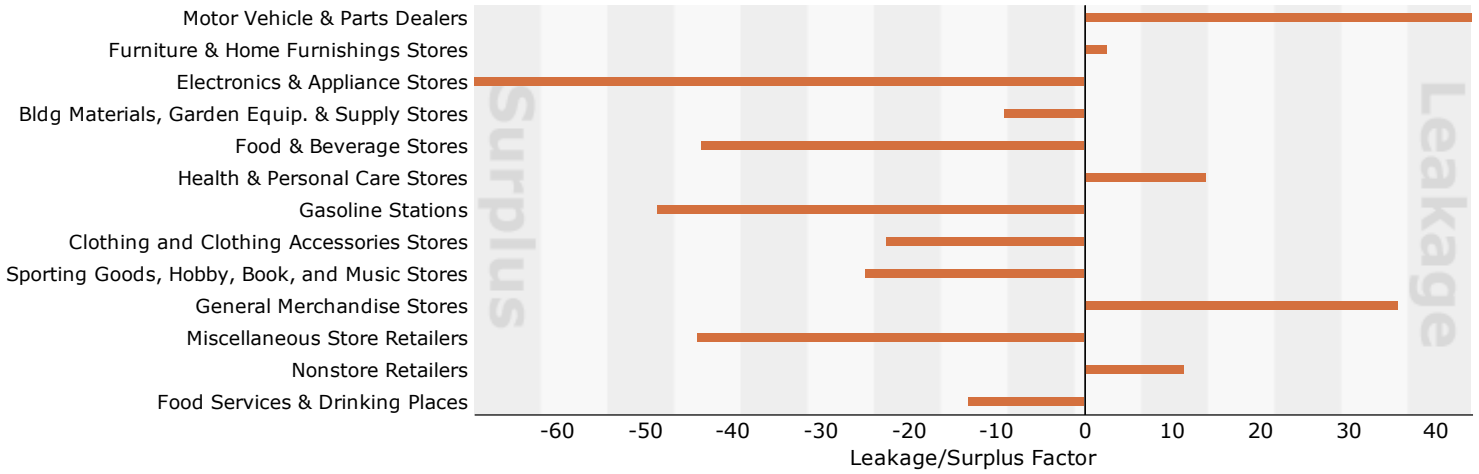
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,624,414	\$4,111,014	\$6,513,400	44.2	2
Automobile Dealers	4411	\$9,252,637	\$0	\$9,252,637	100.0	0
Other Motor Vehicle Dealers	4412	\$640,951	\$0	\$640,951	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$730,825	\$1,059,531	-\$328,706	-18.4	2
Furniture & Home Furnishings Stores	442	\$1,358,611	\$1,289,578	\$69,033	2.6	2
Furniture Stores	4421	\$656,388	\$0	\$656,388	100.0	0
Home Furnishings Stores	4422	\$702,223	\$1,134,175	-\$431,952	-23.5	2
Electronics & Appliance Stores	443	\$1,616,514	\$8,968,333	-\$7,351,819	-69.5	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,734,130	\$2,079,705	-\$345,575	-9.1	2
Bldg Material & Supplies Dealers	4441	\$1,500,569	\$1,162,500	\$338,069	12.7	2
Lawn & Garden Equip & Supply Stores	4442	\$233,561	\$917,205	-\$683,644	-59.4	1
Food & Beverage Stores	445	\$11,107,216	\$28,325,160	-\$17,217,944	-43.7	6
Grocery Stores	4451	\$9,566,357	\$25,043,856	-\$15,477,499	-44.7	3
Specialty Food Stores	4452	\$419,877	\$283,383	\$136,494	19.4	1
Beer, Wine & Liquor Stores	4453	\$1,120,982	\$2,997,920	-\$1,876,938	-45.6	1
Health & Personal Care Stores	446,4461	\$4,107,406	\$3,104,554	\$1,002,852	13.9	3
Gasoline Stations	447,4471	\$4,868,646	\$14,105,908	-\$9,237,262	-48.7	1
Clothing & Clothing Accessories Stores	448	\$4,023,054	\$6,372,556	-\$2,349,502	-22.6	4
Clothing Stores	4481	\$3,017,203	\$4,144,263	-\$1,127,060	-15.7	3
Shoe Stores	4482	\$496,370	\$750,658	-\$254,288	-20.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$509,480	\$1,477,636	-\$968,156	-48.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,292,253	\$2,151,954	-\$859,701	-25.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,063,257	\$1,940,378	-\$877,121	-29.2	2
Book, Periodical & Music Stores	4512	\$228,996	\$0	\$228,996	100.0	0
General Merchandise Stores	452	\$6,449,806	\$3,056,880	\$3,392,926	35.7	1
Department Stores Excluding Leased Depts.	4521	\$3,388,218	\$0	\$3,388,218	100.0	0
Other General Merchandise Stores	4529	\$3,061,588	\$0	\$3,061,588	100.0	0
Miscellaneous Store Retailers	453	\$1,680,821	\$4,329,649	-\$2,648,828	-44.1	6
Florists	4531	\$95,860	\$0	\$95,860	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$538,260	\$2,697,800	-\$2,159,540	-66.7	3
Used Merchandise Stores	4533	\$99,031	\$47,428	\$51,603	35.2	1
Other Miscellaneous Store Retailers	4539	\$947,670	\$1,549,271	-\$601,601	-24.1	2
Nonstore Retailers	454	\$4,579,736	\$3,639,848	\$939,888	11.4	2
Electronic Shopping & Mail-Order Houses	4541	\$3,751,448	\$509,617	\$3,241,831	76.1	1
Vending Machine Operators	4542	\$106,688	\$0	\$106,688	100.0	0
Direct Selling Establishments	4543	\$721,599	\$0	\$721,599	100.0	0
Food Services & Drinking Places	722	\$6,224,053	\$8,125,780	-\$1,901,727	-13.3	12
Full-Service Restaurants	7221	\$3,281,221	\$4,749,964	-\$1,468,743	-18.3	7
Limited-Service Eating Places	7222	\$2,369,023	\$3,335,661	-\$966,638	-16.9	5
Special Food Services	7223	\$362,257	\$0	\$362,257	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$211,552	\$0	\$211,552	100.0	0

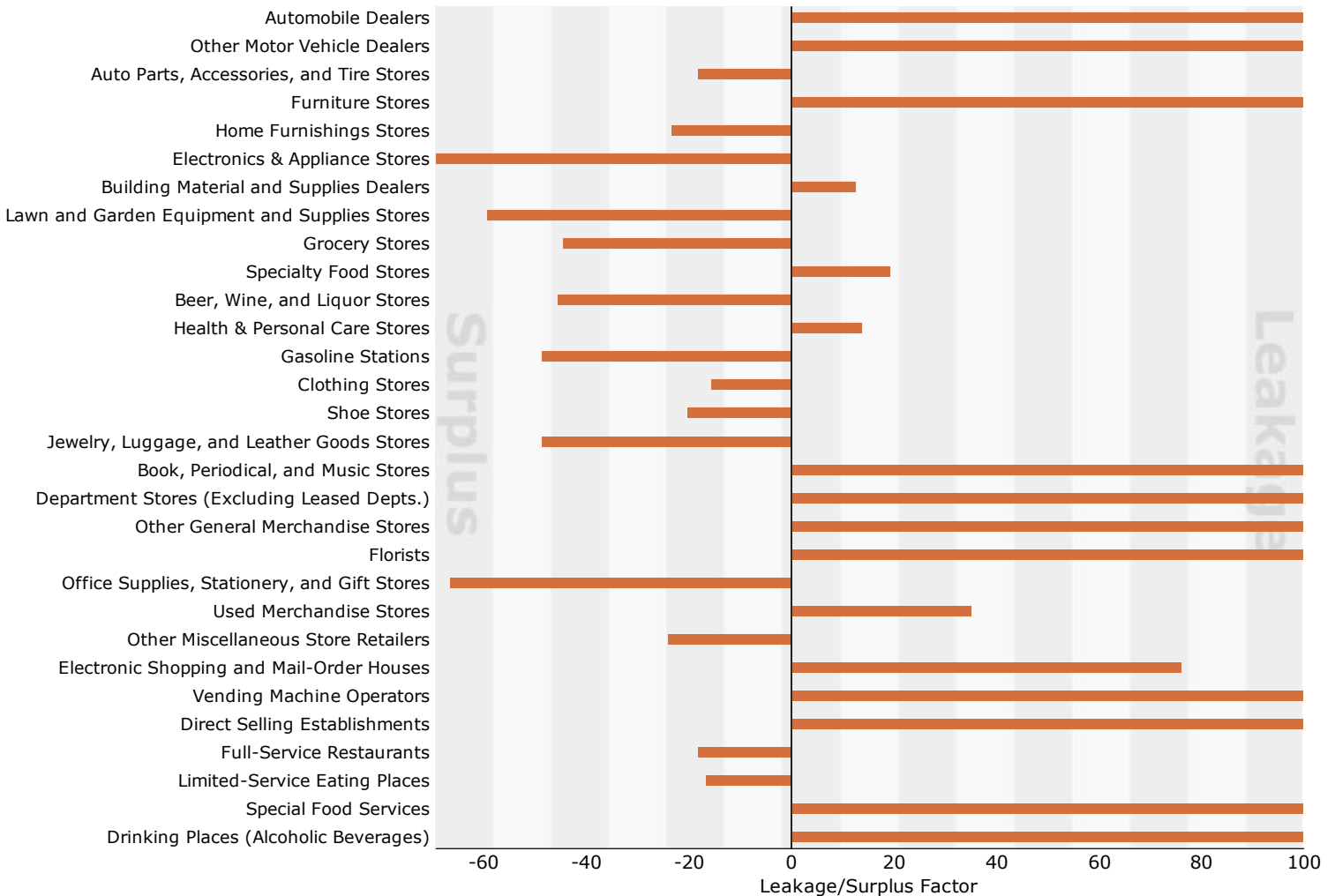
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

BRIDGEWATER  
731 US Highway 202, Bridgewater, New Jersey, 08807  
Drive Time: 6 minute radius

Prepared by Esri  
Latitude: 40.57414  
Longitude: -74.66369

## Summary Demographics

2015 Population	23,343
2015 Households	8,926
2015 Median Disposable Income	\$66,776
2015 Per Capita Income	\$44,998

## 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	\$395,373,161	\$651,223,110	-\$255,849,949	-24.4	330
Total Retail Trade	44-45	\$354,364,650	\$598,065,889	-\$243,701,239	-25.6	263
Total Food & Drink	722	\$41,008,511	\$53,157,221	-\$12,148,710	-12.9	66

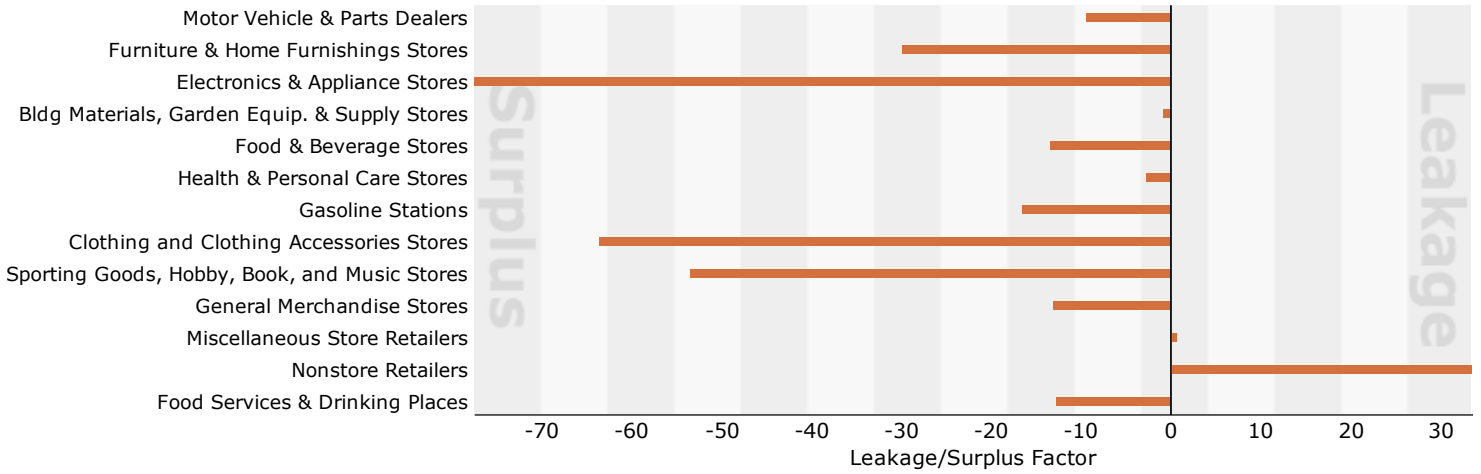
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$72,382,073	\$87,437,332	-\$15,055,259	-9.4	12
Automobile Dealers	4411	\$63,204,329	\$82,712,465	-\$19,508,136	-13.4	4
Other Motor Vehicle Dealers	4412	\$4,359,729	\$792,868	\$3,566,861	69.2	2
Auto Parts, Accessories & Tire Stores	4413	\$4,818,015	\$3,931,999	\$886,016	10.1	7
Furniture & Home Furnishings Stores	442	\$9,074,939	\$16,848,195	-\$7,773,256	-30.0	19
Furniture Stores	4421	\$4,433,413	\$7,784,972	-\$3,351,559	-27.4	8
Home Furnishings Stores	4422	\$4,641,526	\$9,063,223	-\$4,421,697	-32.3	11
Electronics & Appliance Stores	443	\$10,758,114	\$85,377,343	-\$74,619,229	-77.6	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,840,817	\$12,054,938	-\$214,121	-0.9	10
Bldg Material & Supplies Dealers	4441	\$10,238,768	\$9,678,873	\$559,895	2.8	8
Lawn & Garden Equip & Supply Stores	4442	\$1,602,049	\$2,376,065	-\$774,016	-19.5	2
Food & Beverage Stores	445	\$72,074,254	\$94,298,304	-\$22,224,050	-13.4	37
Grocery Stores	4451	\$61,968,555	\$80,858,092	-\$18,889,537	-13.2	21
Specialty Food Stores	4452	\$2,717,740	\$3,474,330	-\$756,590	-12.2	11
Beer, Wine & Liquor Stores	4453	\$7,387,960	\$9,965,881	-\$2,577,921	-14.9	5
Health & Personal Care Stores	446,4461	\$27,229,773	\$28,764,141	-\$1,534,368	-2.7	21
Gasoline Stations	447,4471	\$32,500,282	\$45,407,923	-\$12,907,641	-16.6	8
Clothing & Clothing Accessories Stores	448	\$26,229,433	\$118,150,614	-\$91,921,181	-63.7	63
Clothing Stores	4481	\$19,575,900	\$85,661,725	-\$66,085,825	-62.8	42
Shoe Stores	4482	\$3,176,343	\$14,049,065	-\$10,872,722	-63.1	11
Jewelry, Luggage & Leather Goods Stores	4483	\$3,477,190	\$18,439,824	-\$14,962,634	-68.3	11
Sporting Goods, Hobby, Book & Music Stores	451	\$8,554,806	\$28,388,168	-\$19,833,362	-53.7	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,044,720	\$23,545,577	-\$16,500,857	-53.9	14
Book, Periodical & Music Stores	4512	\$1,510,086	\$4,842,591	-\$3,332,505	-52.5	3
General Merchandise Stores	452	\$42,432,031	\$55,292,818	-\$12,860,787	-13.2	5
Department Stores Excluding Leased Depts.	4521	\$22,469,661	\$54,915,927	-\$32,446,266	-41.9	4
Other General Merchandise Stores	4529	\$19,962,371	\$376,891	\$19,585,480	96.3	2
Miscellaneous Store Retailers	453	\$11,245,089	\$11,102,689	\$142,400	0.6	45
Florists	4531	\$657,640	\$297,292	\$360,348	37.7	2
Office Supplies, Stationery & Gift Stores	4532	\$3,564,981	\$6,421,139	-\$2,856,158	-28.6	18
Used Merchandise Stores	4533	\$657,987	\$643,038	\$14,949	1.1	9
Other Miscellaneous Store Retailers	4539	\$6,364,481	\$3,741,220	\$2,623,261	26.0	16
Nonstore Retailers	454	\$30,043,039	\$14,943,422	\$15,099,617	33.6	8
Electronic Shopping & Mail-Order Houses	4541	\$24,868,566	\$5,626,605	\$19,241,961	63.1	3
Vending Machine Operators	4542	\$691,331	\$2,385,014	-\$1,693,683	-55.1	3
Direct Selling Establishments	4543	\$4,483,142	\$6,931,803	-\$2,448,661	-21.5	3
Food Services & Drinking Places	722	\$41,008,511	\$53,157,221	-\$12,148,710	-12.9	66
Full-Service Restaurants	7221	\$21,646,380	\$34,403,309	-\$12,756,929	-22.8	37
Limited-Service Eating Places	7222	\$15,599,726	\$17,853,203	-\$2,253,477	-6.7	26
Special Food Services	7223	\$2,396,966	\$541,362	\$1,855,604	63.2	1
Drinking Places - Alcoholic Beverages	7224	\$1,365,438	\$359,346	\$1,006,092	58.3	3

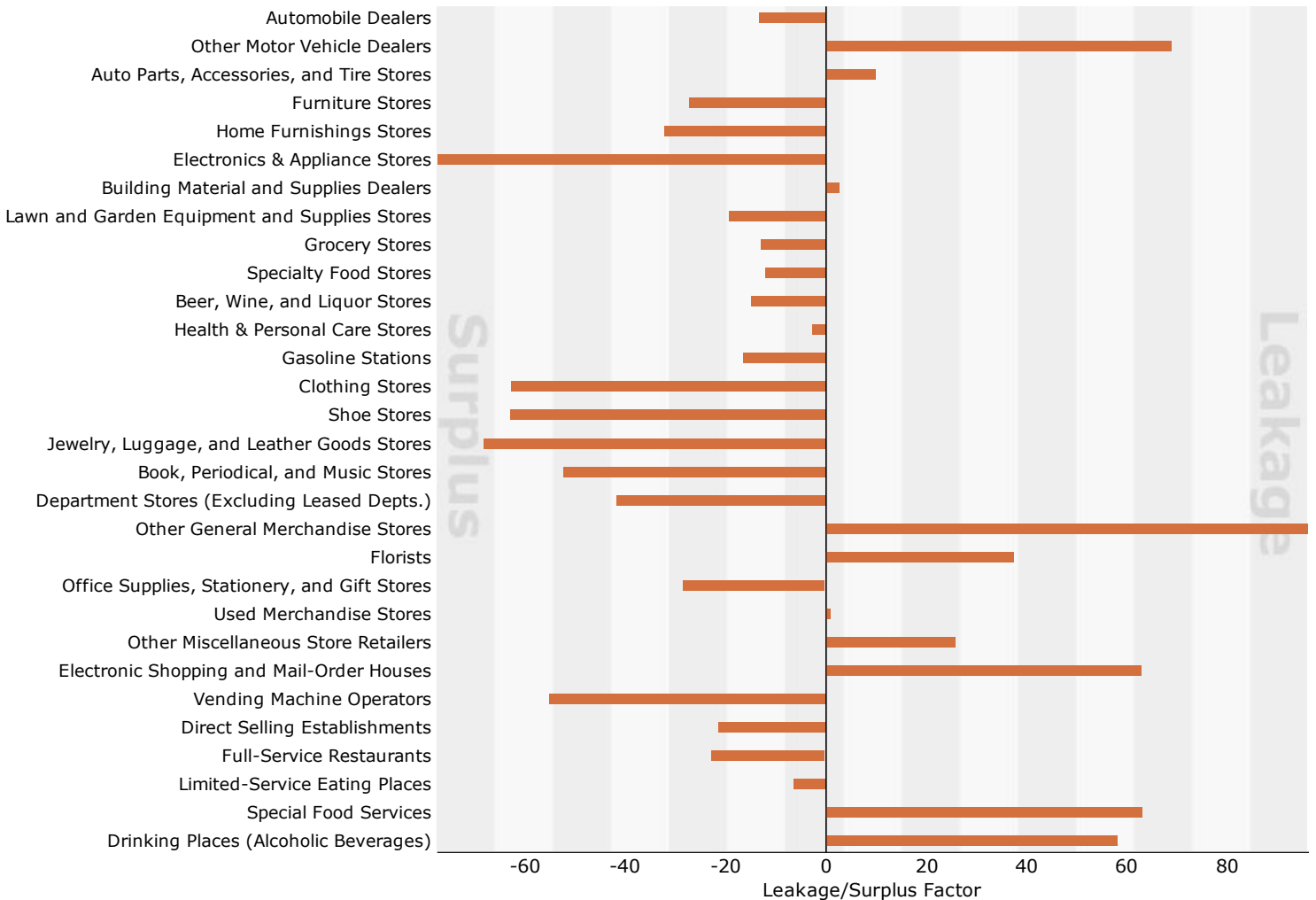
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

BRIDGEWATER  
731 US Highway 202, Bridgewater, New Jersey, 08807  
Drive Time: 8 minute radius

Prepared by Esri  
Latitude: 40.57414  
Longitude: -74.66369

## Summary Demographics

2015 Population	45,902
2015 Households	17,289
2015 Median Disposable Income	\$71,079
2015 Per Capita Income	\$45,785

## 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	\$794,579,836	\$1,187,763,928	-\$393,184,092	-19.8	539
Total Retail Trade	44-45	\$712,649,260	\$1,101,175,960	-\$388,526,700	-21.4	432
Total Food & Drink	722	\$81,930,576	\$86,587,968	-\$4,657,392	-2.8	107

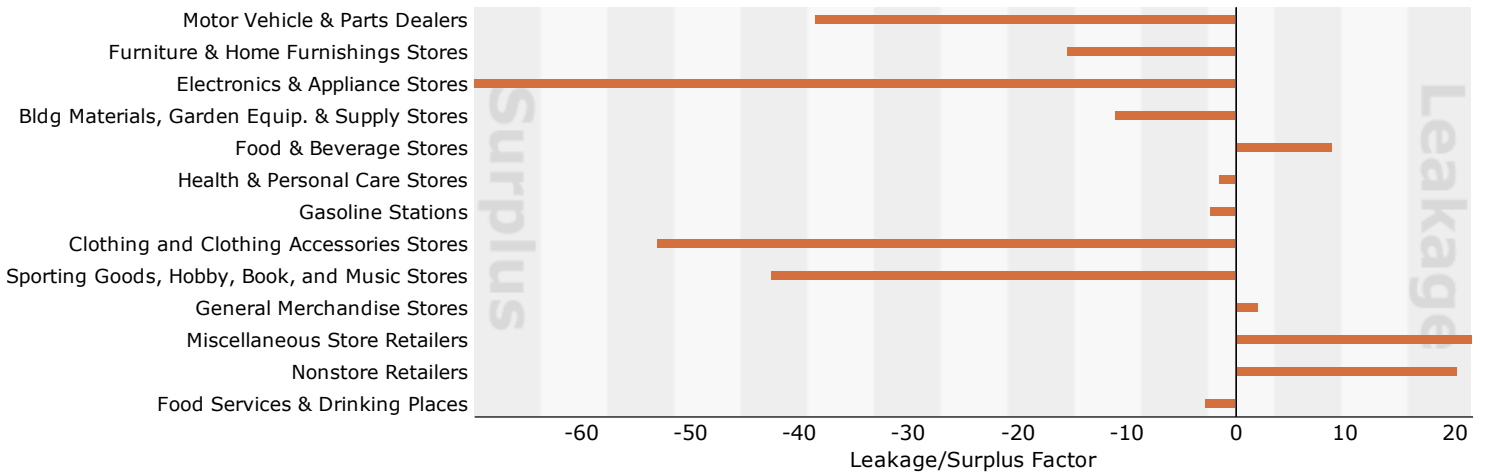
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$145,507,360	\$328,198,691	-\$182,691,331	-38.6	28
Automobile Dealers	4411	\$126,828,810	\$321,202,718	-\$194,373,908	-43.4	13
Other Motor Vehicle Dealers	4412	\$8,945,405	\$2,831,877	\$6,113,528	51.9	6
Auto Parts, Accessories & Tire Stores	4413	\$9,733,145	\$4,164,096	\$5,569,049	40.1	9
Furniture & Home Furnishings Stores	442	\$18,294,193	\$25,002,863	-\$6,708,670	-15.5	28
Furniture Stores	4421	\$8,847,762	\$11,710,860	-\$2,863,098	-13.9	11
Home Furnishings Stores	4422	\$9,446,430	\$13,292,003	-\$3,845,573	-16.9	17
Electronics & Appliance Stores	443	\$21,639,453	\$121,469,681	-\$99,830,228	-69.8	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,575,776	\$30,655,133	-\$6,079,357	-11.0	19
Bldg Material & Supplies Dealers	4441	\$21,229,566	\$27,223,903	-\$5,994,337	-12.4	14
Lawn & Garden Equip & Supply Stores	4442	\$3,346,210	\$3,431,230	-\$85,020	-1.3	5
Food & Beverage Stores	445	\$144,102,766	\$120,441,378	\$23,661,388	8.9	62
Grocery Stores	4451	\$123,811,453	\$102,883,536	\$20,927,917	9.2	35
Specialty Food Stores	4452	\$5,431,988	\$6,058,728	-\$626,740	-5.5	20
Beer, Wine & Liquor Stores	4453	\$14,859,325	\$11,499,113	\$3,360,212	12.7	7
Health & Personal Care Stores	446,4461	\$55,144,680	\$56,770,766	-\$1,626,086	-1.5	35
Gasoline Stations	447,4471	\$65,058,802	\$68,254,063	-\$3,195,261	-2.4	16
Clothing & Clothing Accessories Stores	448	\$52,560,358	\$171,320,309	-\$118,759,951	-53.0	93
Clothing Stores	4481	\$39,245,825	\$123,984,357	-\$84,738,532	-51.9	61
Shoe Stores	4482	\$6,341,814	\$20,727,902	-\$14,386,088	-53.1	16
Jewelry, Luggage & Leather Goods Stores	4483	\$6,972,719	\$26,608,050	-\$19,635,331	-58.5	16
Sporting Goods, Hobby, Book & Music Stores	451	\$17,125,988	\$42,558,032	-\$25,432,044	-42.6	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,119,798	\$36,494,754	-\$22,374,956	-44.2	29
Book, Periodical & Music Stores	4512	\$3,006,190	\$6,063,278	-\$3,057,088	-33.7	4
General Merchandise Stores	452	\$84,955,159	\$81,518,073	\$3,437,086	2.1	10
Department Stores Excluding Leased Depts.	4521	\$44,989,906	\$80,780,302	-\$35,790,396	-28.5	6
Other General Merchandise Stores	4529	\$39,965,253	\$737,771	\$39,227,482	96.4	4
Miscellaneous Store Retailers	453	\$22,700,377	\$14,594,243	\$8,106,134	21.7	69
Florists	4531	\$1,369,755	\$580,978	\$788,777	40.4	6
Office Supplies, Stationery & Gift Stores	4532	\$7,171,886	\$8,642,008	-\$1,470,122	-9.3	25
Used Merchandise Stores	4533	\$1,316,448	\$981,998	\$334,450	14.6	13
Other Miscellaneous Store Retailers	4539	\$12,842,288	\$4,389,258	\$8,453,030	49.1	26
Nonstore Retailers	454	\$60,984,349	\$40,392,729	\$20,591,620	20.3	12
Electronic Shopping & Mail-Order Houses	4541	\$50,008,054	\$30,319,572	\$19,688,482	24.5	3
Vending Machine Operators	4542	\$1,380,714	\$2,576,918	-\$1,196,204	-30.2	4
Direct Selling Establishments	4543	\$9,595,582	\$7,496,239	\$2,099,343	12.3	5
Food Services & Drinking Places	722	\$81,930,576	\$86,587,968	-\$4,657,392	-2.8	107
Full-Service Restaurants	7221	\$43,280,528	\$55,479,931	-\$12,199,403	-12.4	57
Limited-Service Eating Places	7222	\$31,123,410	\$28,595,731	\$2,527,679	4.2	41
Special Food Services	7223	\$4,815,164	\$1,469,412	\$3,345,752	53.2	2
Drinking Places - Alcoholic Beverages	7224	\$2,711,474	\$1,042,893	\$1,668,581	44.4	6

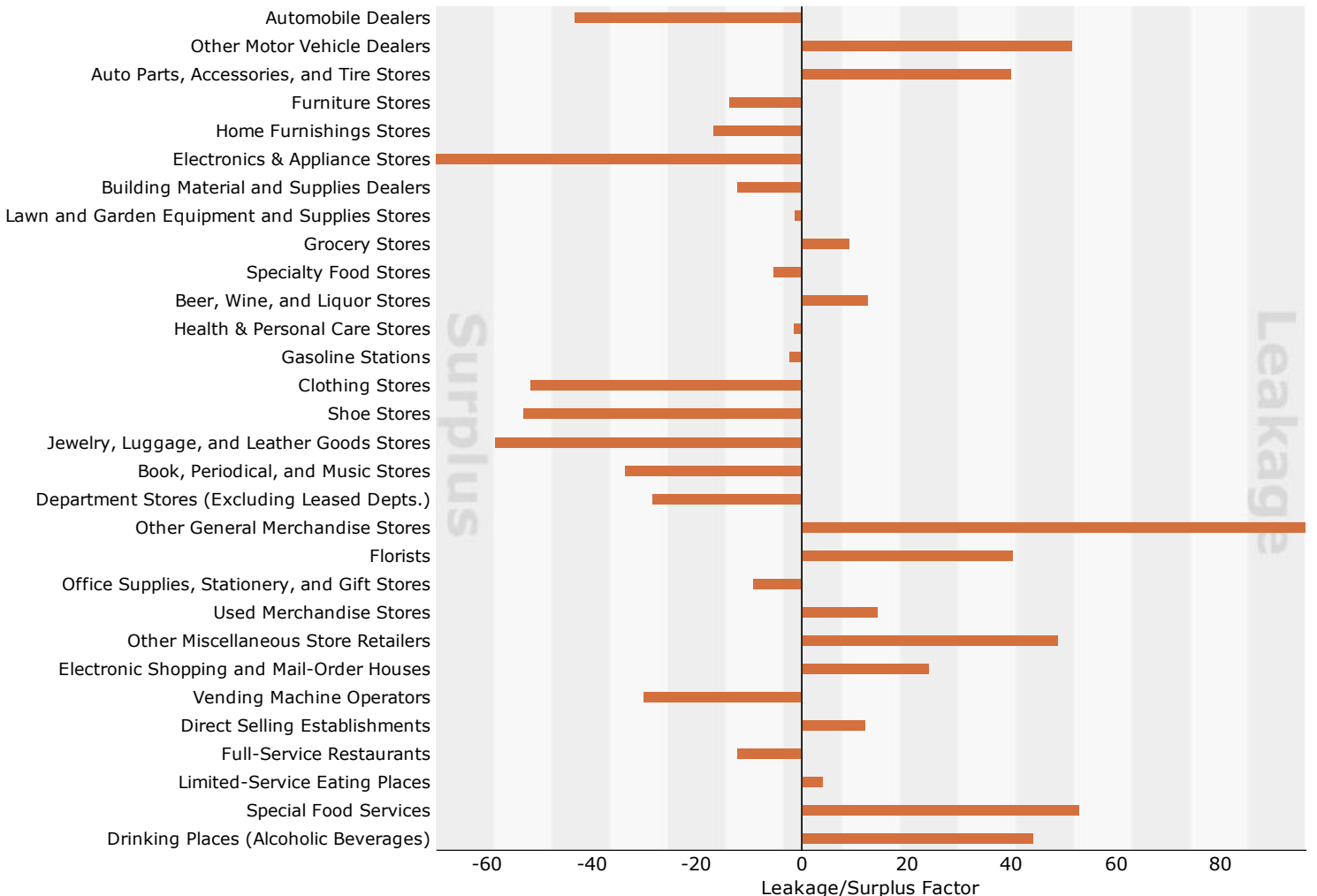
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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