



Business  
Information  
Solutions

# Retail MarketPlace Profile

**Cedar Grove Ln AT Amwell Rd  
Somerset, NJ 08873**

**Site Type: Radius**

**Latitude: 40.4998  
Longitude: -74.5402  
Radius: 1.0 miles**

## Summary Demographics

2004 Population	1,896
2004 Households	714
2004 Median Disposable Income	\$53,038
2004 Per Capita Income	\$40,962

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,253,010	\$30,454,685	80.7	6
Total Retail Trade (NAICS 44-45)	\$2,338,833	\$25,959,223	83.5	4
Total Food & Drink (NAICS 722)	\$914,177	\$4,495,462	66.2	2

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$48,332	\$6,952,837	98.6	0
NAICS 4411: Automobile Dealers	\$0	\$6,499,787	100.0	0
NAICS 4412: Other Motor Vehicle Dealers	\$0	\$116,050	100.0	0
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$48,332	\$337,000	74.9	0
NAICS 442: Furniture & Home Furnishings Stores	\$123,660	\$792,313	73.0	1
NAICS 4421: Furniture Stores	\$0	\$547,682	100.0	0
NAICS 4422: Home Furnishings Stores	\$123,660	\$244,631	32.8	1
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$1,133,682	\$1,139,993	0.3	0
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$0	\$1,382,832	100.0	0
NAICS 4441: Building Material and Supplies Dealers	\$0	\$1,145,076	100.0	0
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$0	\$237,756	100.0	0
NAICS 445: Food & Beverage Stores	\$40,338	\$4,907,659	98.4	0
NAICS 4451: Grocery Stores	\$40,338	\$4,276,035	98.1	0
NAICS 4452: Specialty Food Stores	\$0	\$210,470	100.0	0
NAICS 4453: Beer, Wine, and Liquor Stores	\$0	\$421,154	100.0	0
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$150,100	\$1,518,605	82.0	0
NAICS 447/NAICS 4471: Gasoline Stations	\$337,269	\$2,363,993	75.0	0
NAICS 448: Clothing and Clothing Accessories Stores	\$0	\$1,515,580	100.0	0
NAICS 4481: Clothing Stores	\$0	\$1,086,193	100.0	0
NAICS 4482: Shoe Stores	\$0	\$220,318	100.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$0	\$209,069	100.0	0
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$121,844	\$748,388	72.0	1
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$112,563	\$607,305	68.7	1
NAICS 4512: Books, Periodical, and Music Stores	\$9,281	\$141,083	87.7	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS 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.

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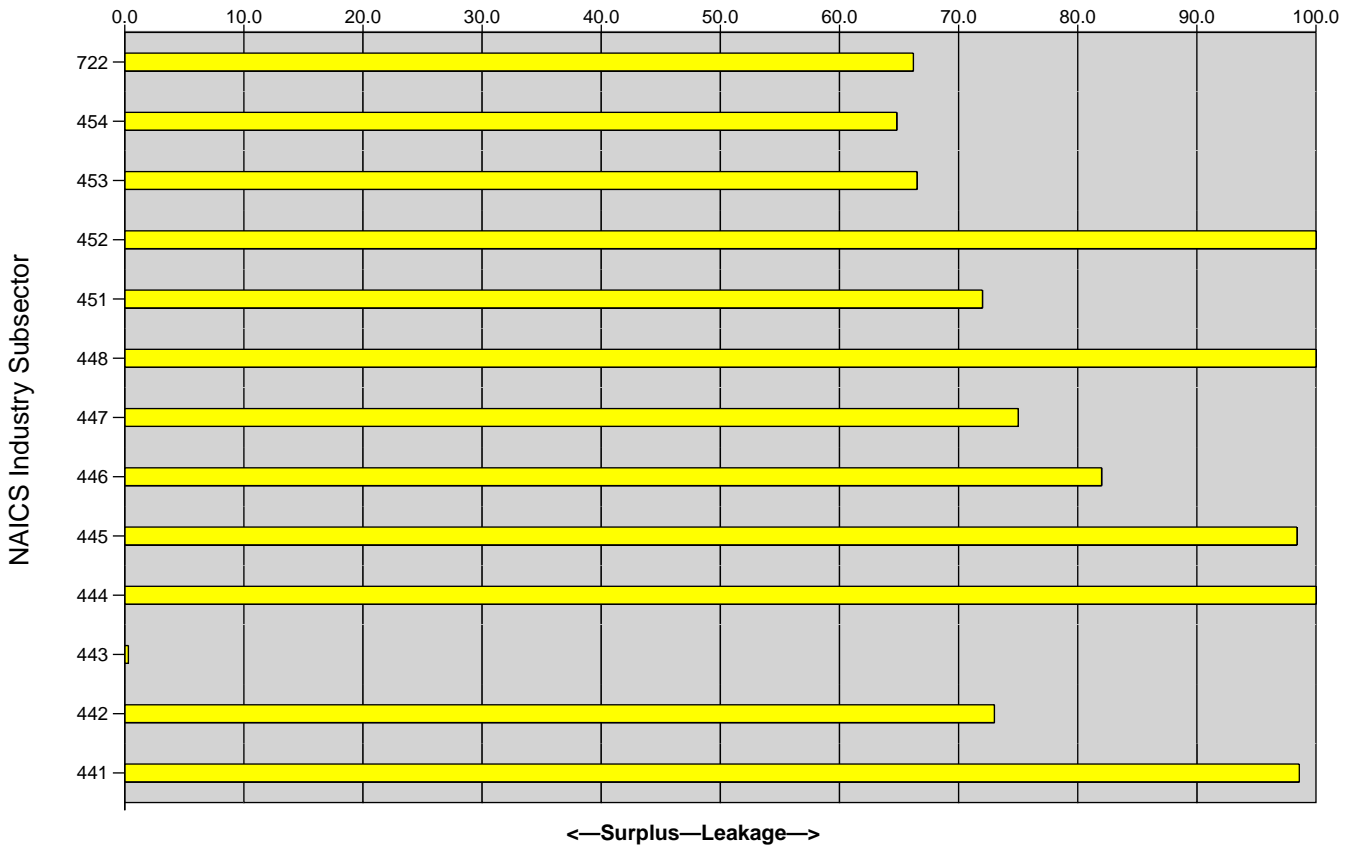
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$0	\$2,797,363	100.0	0
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$0	\$1,271,270	100.0	0
NAICS 4529: Other General Merchandise Stores	\$0	\$1,526,093	100.0	0
NAICS 453: Miscellaneous Store Retailers	\$155,222	\$770,362	66.5	1
NAICS 4531: Florists	\$5,084	\$76,031	87.5	0
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$34,986	\$272,370	77.2	0
NAICS 4533: Used Merchandise Stores	\$2,673	\$121,637	95.7	0
NAICS 4539: Other Miscellaneous Store Retailers	\$112,479	\$300,324	45.5	1
NAICS 454: Nonstore Retailers	\$228,386	\$1,069,298	64.8	1
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$357,093	100.0	0
NAICS 4542: Vending Machine Operators	\$0	\$427,634	100.0	0
NAICS 4543: Direct Selling Establishments	\$228,386	\$284,571	11.0	1
NAICS 722: Food Services & Drinking Places	\$914,177	\$4,495,462	66.2	2
NAICS 7221: Full-Service Restaurants	\$0	\$1,967,730	100.0	0
NAICS 7222: Limited-Service Eating Places	\$785,661	\$1,623,106	34.8	2
NAICS 7223: Special Food Services	\$128,516	\$815,746	72.8	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$0	\$88,880	100.0	0

Leakage/Surplus Factor by Industry Subsector



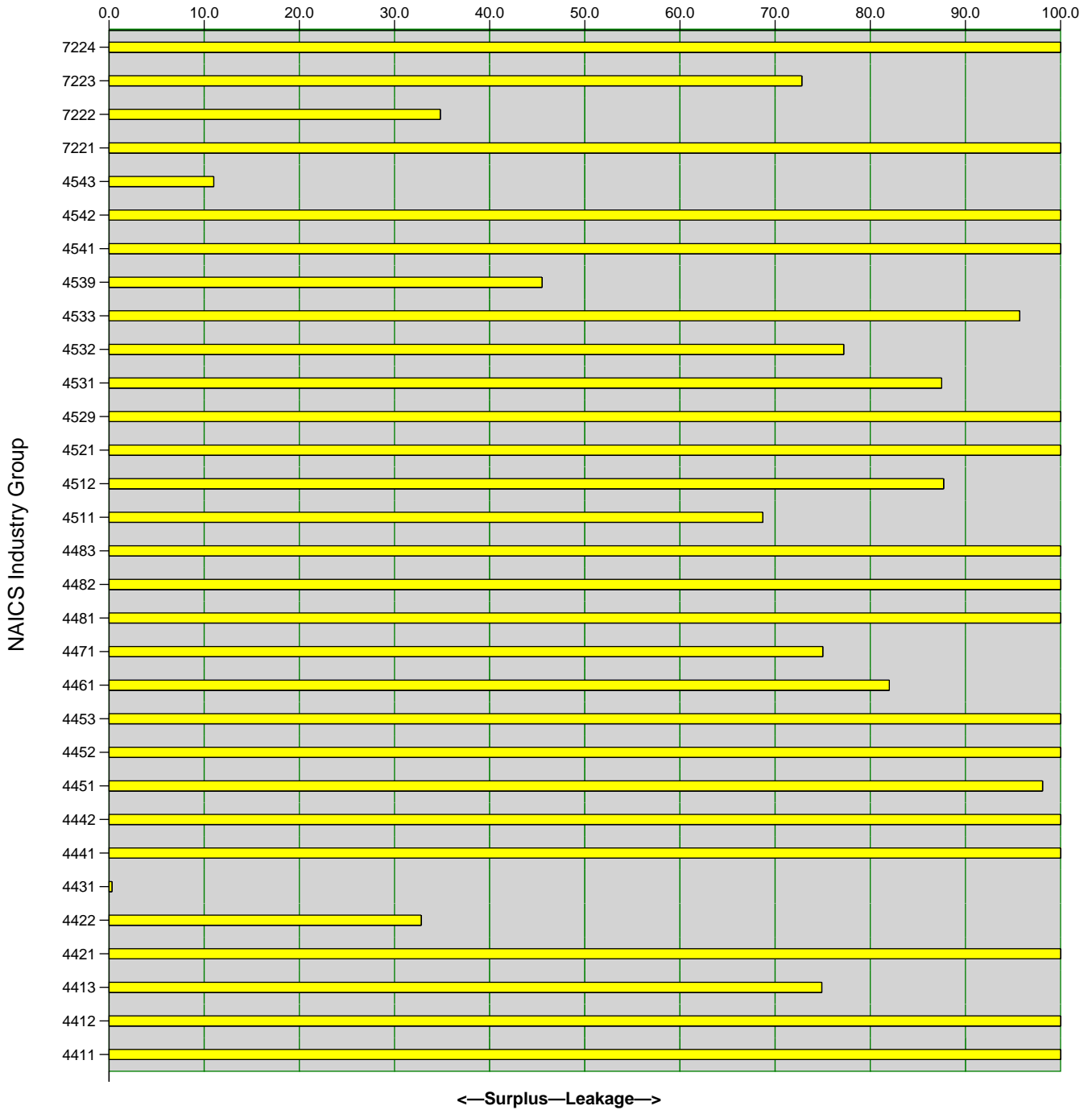
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Leakage/Surplus Factor by Industry Group



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Cedar Grove Ln AT Amwell Rd  
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Site Type: Radius

Latitude: 40.4998  
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Summary Demographics

2004 Population	28,932
2004 Households	11,260
2004 Median Disposable Income	\$54,476
2004 Per Capita Income	\$40,060

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$437,344,479	\$464,053,252	3.0	225
Total Retail Trade (NAICS 44-45)	\$389,204,103	\$395,441,572	0.8	150
Total Food & Drink (NAICS 722)	\$48,140,376	\$68,611,680	17.5	75

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$39,354,424	\$106,263,334	45.9	4
NAICS 4411: Automobile Dealers	\$37,844,844	\$99,346,122	44.8	3
NAICS 4412: Other Motor Vehicle Dealers	\$18,868	\$1,773,768	97.9	0
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$1,490,712	\$5,143,444	55.1	1
NAICS 442: Furniture & Home Furnishings Stores	\$1,118,043	\$12,081,722	83.1	4
NAICS 4421: Furniture Stores	\$0	\$8,379,387	100.0	0
NAICS 4422: Home Furnishings Stores	\$1,118,043	\$3,702,335	53.6	4
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$65,464,500	\$17,374,141	-58.1	33
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$3,222,972	\$20,691,457	73.0	6
NAICS 4441: Building Material and Supplies Dealers	\$1,347,698	\$17,120,770	85.4	2
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$1,875,274	\$3,570,687	31.1	4
NAICS 445: Food & Beverage Stores	\$71,317,299	\$74,841,090	2.4	23
NAICS 4451: Grocery Stores	\$53,312,916	\$65,192,422	10.0	15
NAICS 4452: Specialty Food Stores	\$5,195,481	\$3,210,133	-23.6	3
NAICS 4453: Beer, Wine, and Liquor Stores	\$12,808,902	\$6,438,535	-33.1	5
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$98,654,178	\$22,938,137	-62.3	20
NAICS 447/NAICS 4471: Gasoline Stations	\$24,800,478	\$36,078,576	18.5	6
NAICS 448: Clothing and Clothing Accessories Stores	\$37,700,898	\$23,177,967	-23.9	8
NAICS 4481: Clothing Stores	\$35,756,696	\$16,592,967	-36.6	4
NAICS 4482: Shoe Stores	\$631,118	\$3,386,682	68.6	1
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$1,313,084	\$3,198,318	41.8	3
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$2,060,320	\$11,435,933	69.5	10
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$1,377,752	\$9,280,070	74.1	7
NAICS 4512: Books, Periodical, and Music Stores	\$682,568	\$2,155,863	51.9	3

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS 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.

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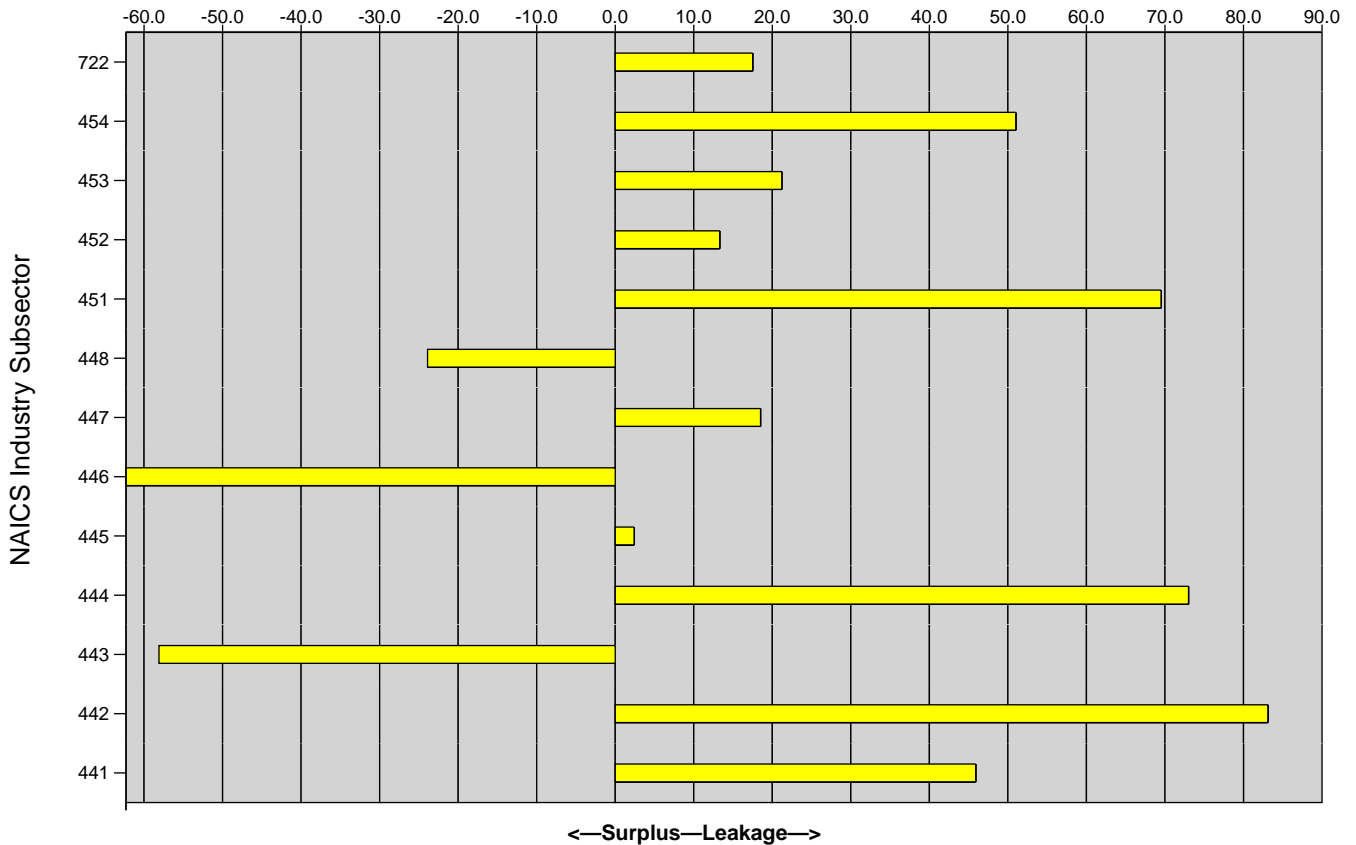
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$32,668,323	\$42,651,293	13.3	4
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$11,229,222	\$19,388,041	26.6	2
NAICS 4529: Other General Merchandise Stores	\$21,439,101	\$23,263,252	4.1	2
NAICS 453: Miscellaneous Store Retailers	\$7,572,544	\$11,653,729	21.2	27
NAICS 4531: Florists	\$1,490,588	\$1,150,102	-12.9	7
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$2,395,109	\$4,120,065	26.5	10
NAICS 4533: Used Merchandise Stores	\$1,024,989	\$1,839,979	28.4	2
NAICS 4539: Other Miscellaneous Store Retailers	\$2,661,858	\$4,543,583	26.1	8
NAICS 454: Nonstore Retailers	\$5,270,124	\$16,254,193	51.0	5
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$260,604	\$5,431,243	90.8	0
NAICS 4542: Vending Machine Operators	\$1,513,898	\$6,527,154	62.3	1
NAICS 4543: Direct Selling Establishments	\$3,495,622	\$4,295,796	10.3	4
NAICS 722: Food Services & Drinking Places	\$48,140,376	\$68,611,680	17.5	75
NAICS 7221: Full-Service Restaurants	\$26,749,336	\$30,012,054	5.7	5
NAICS 7222: Limited-Service Eating Places	\$15,703,314	\$24,810,984	22.5	66
NAICS 7223: Special Food Services	\$5,452,321	\$12,432,270	39.0	3
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$235,405	\$1,356,372	70.4	1

Leakage/Surplus Factor by Industry Subsector



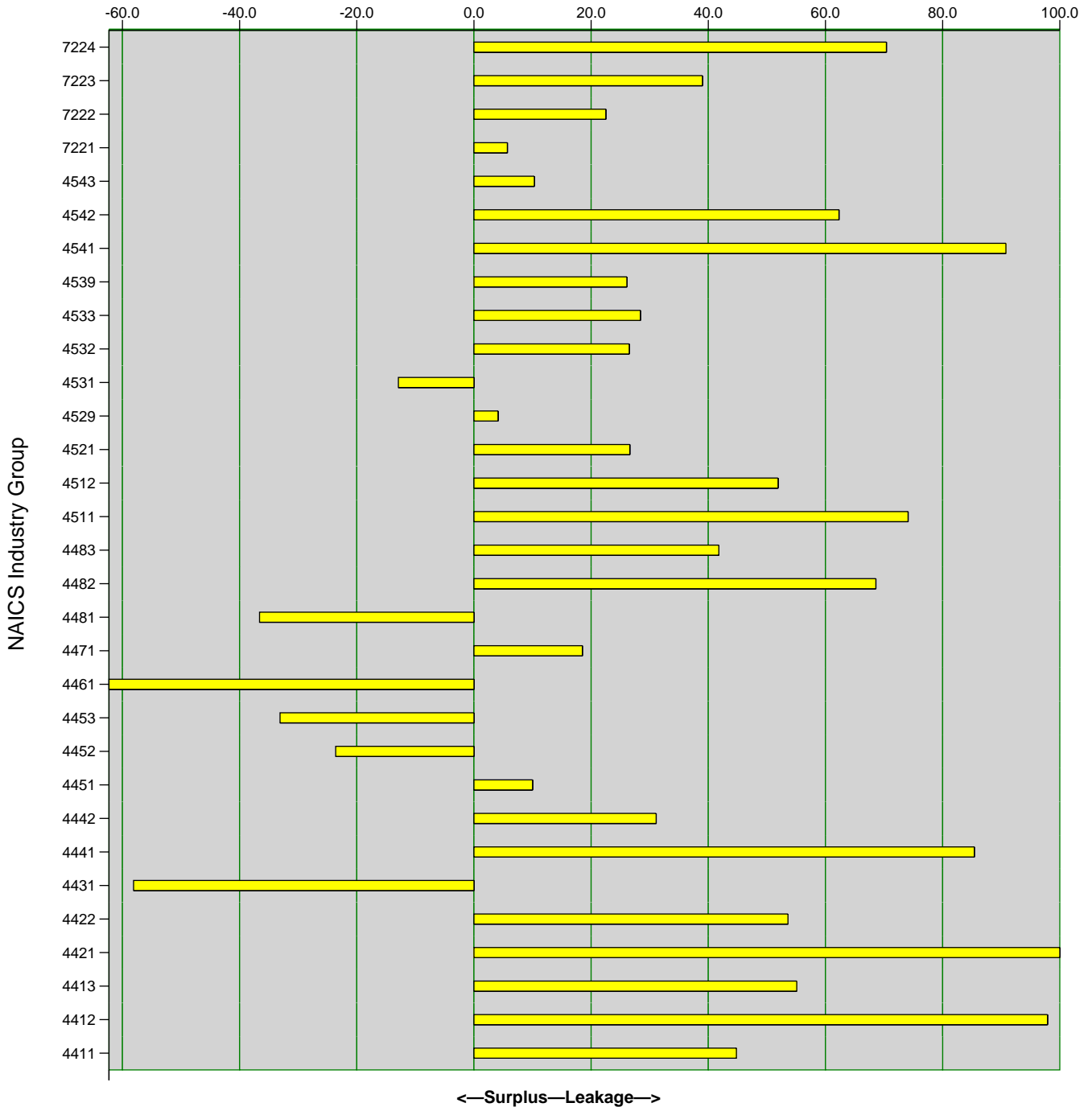
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Leakage/Surplus Factor by Industry Group



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Latitude: 40.4998  
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Summary Demographics

2004 Population	170,798
2004 Households	59,844
2004 Median Disposable Income	\$45,836
2004 Per Capita Income	\$30,082

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,365,347,139	\$2,076,161,992	20.7	1,045
Total Retail Trade (NAICS 44-45)	\$1,182,137,661	\$1,768,778,062	19.9	675
Total Food & Drink (NAICS 722)	\$183,209,478	\$307,383,930	25.3	370

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$207,281,246	\$474,448,958	39.2	61
NAICS 4411: Automobile Dealers	\$188,070,744	\$441,358,204	40.2	29
NAICS 4412: Other Motor Vehicle Dealers	\$398,380	\$8,585,777	91.1	2
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$18,812,122	\$24,504,977	13.1	30
NAICS 442: Furniture & Home Furnishings Stores	\$17,946,686	\$54,611,371	50.5	39
NAICS 4421: Furniture Stores	\$10,661,918	\$39,461,917	57.5	18
NAICS 4422: Home Furnishings Stores	\$7,284,768	\$15,149,454	35.1	21
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$104,825,809	\$68,842,972	-20.7	85
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$42,841,264	\$87,007,499	34.0	47
NAICS 4441: Building Material and Supplies Dealers	\$36,420,014	\$74,380,623	34.3	31
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$6,421,250	\$12,626,876	32.6	16
NAICS 445: Food & Beverage Stores	\$198,712,012	\$336,811,837	25.8	127
NAICS 4451: Grocery Stores	\$161,542,976	\$295,122,023	29.3	85
NAICS 4452: Specialty Food Stores	\$8,057,658	\$13,403,454	24.9	18
NAICS 4453: Beer, Wine, and Liquor Stores	\$29,111,378	\$28,286,360	-1.4	24
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$165,300,557	\$93,916,572	-27.5	55
NAICS 447/NAICS 4471: Gasoline Stations	\$121,114,377	\$163,357,282	14.8	31
NAICS 448: Clothing and Clothing Accessories Stores	\$79,601,545	\$108,008,690	15.1	59
NAICS 4481: Clothing Stores	\$72,361,034	\$78,498,626	4.1	39
NAICS 4482: Shoe Stores	\$2,985,942	\$15,766,539	68.2	6
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$4,254,569	\$13,743,525	52.7	14
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$27,035,959	\$49,420,071	29.3	41
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$14,255,077	\$32,167,059	38.6	25
NAICS 4512: Books, Periodical, and Music Stores	\$12,780,882	\$17,253,012	14.9	16

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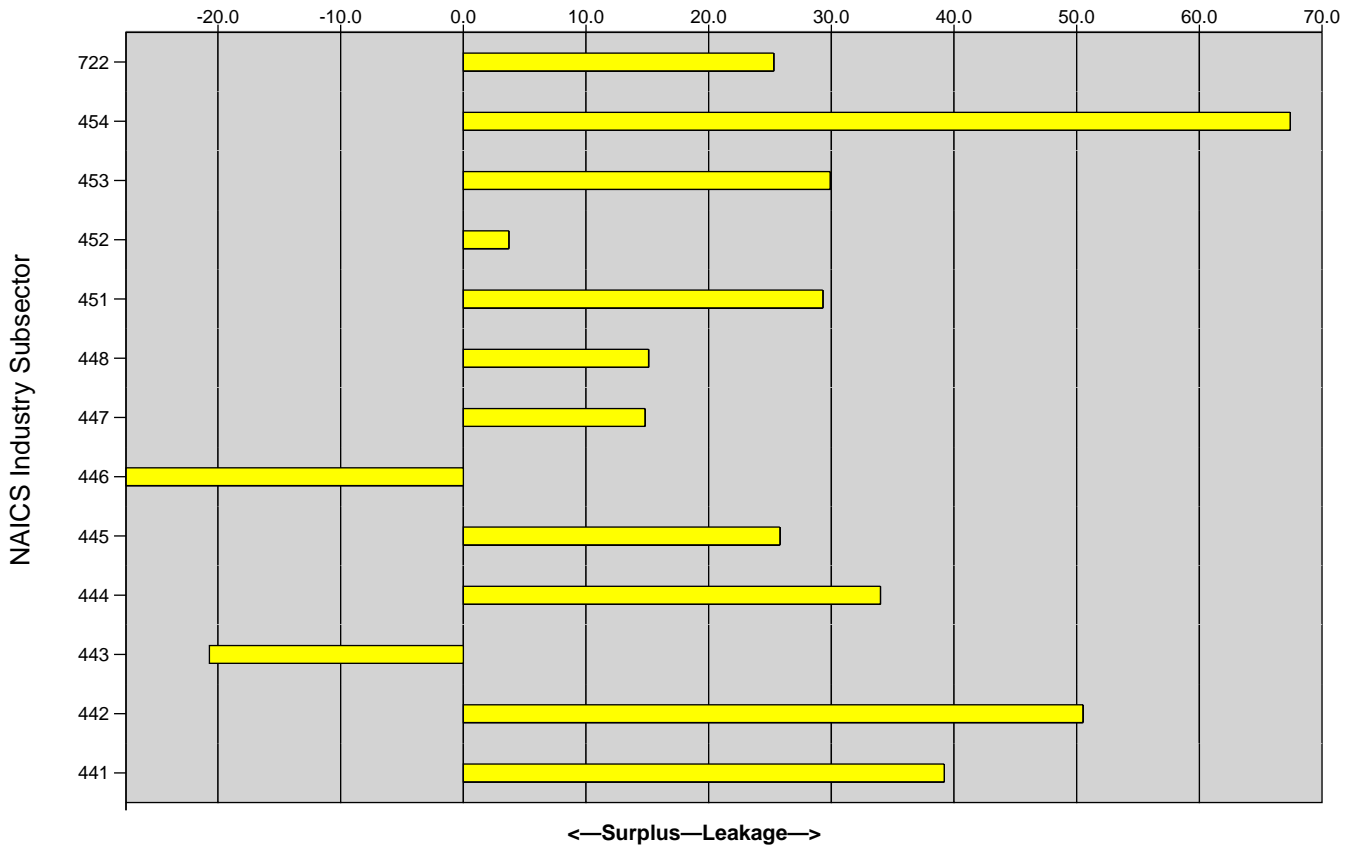
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	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$173,355,305	\$186,825,620	3.7	22
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$79,302,790	\$81,303,915	1.2	13
NAICS 4529: Other General Merchandise Stores	\$94,052,515	\$105,521,705	5.7	9
NAICS 453: Miscellaneous Store Retailers	\$24,724,622	\$45,838,790	29.9	94
NAICS 4531: Florists	\$4,926,049	\$4,171,118	-8.3	25
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$8,172,577	\$16,978,335	35.0	26
NAICS 4533: Used Merchandise Stores	\$1,647,914	\$5,387,515	53.2	11
NAICS 4539: Other Miscellaneous Store Retailers	\$9,978,082	\$19,301,822	31.8	32
NAICS 454: Nonstore Retailers	\$19,398,279	\$99,688,400	67.4	14
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$8,072,673	\$53,239,140	73.7	2
NAICS 4542: Vending Machine Operators	\$3,767,549	\$29,433,687	77.3	5
NAICS 4543: Direct Selling Establishments	\$7,558,057	\$17,015,573	38.5	7
NAICS 722: Food Services & Drinking Places	\$183,209,478	\$307,383,930	25.3	370
NAICS 7221: Full-Service Restaurants	\$79,415,622	\$141,378,120	28.1	21
NAICS 7222: Limited-Service Eating Places	\$82,191,603	\$114,146,675	16.3	302
NAICS 7223: Special Food Services	\$11,206,961	\$44,437,920	59.7	15
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$10,395,292	\$7,421,215	-16.7	32

Leakage/Surplus Factor by Industry Subsector

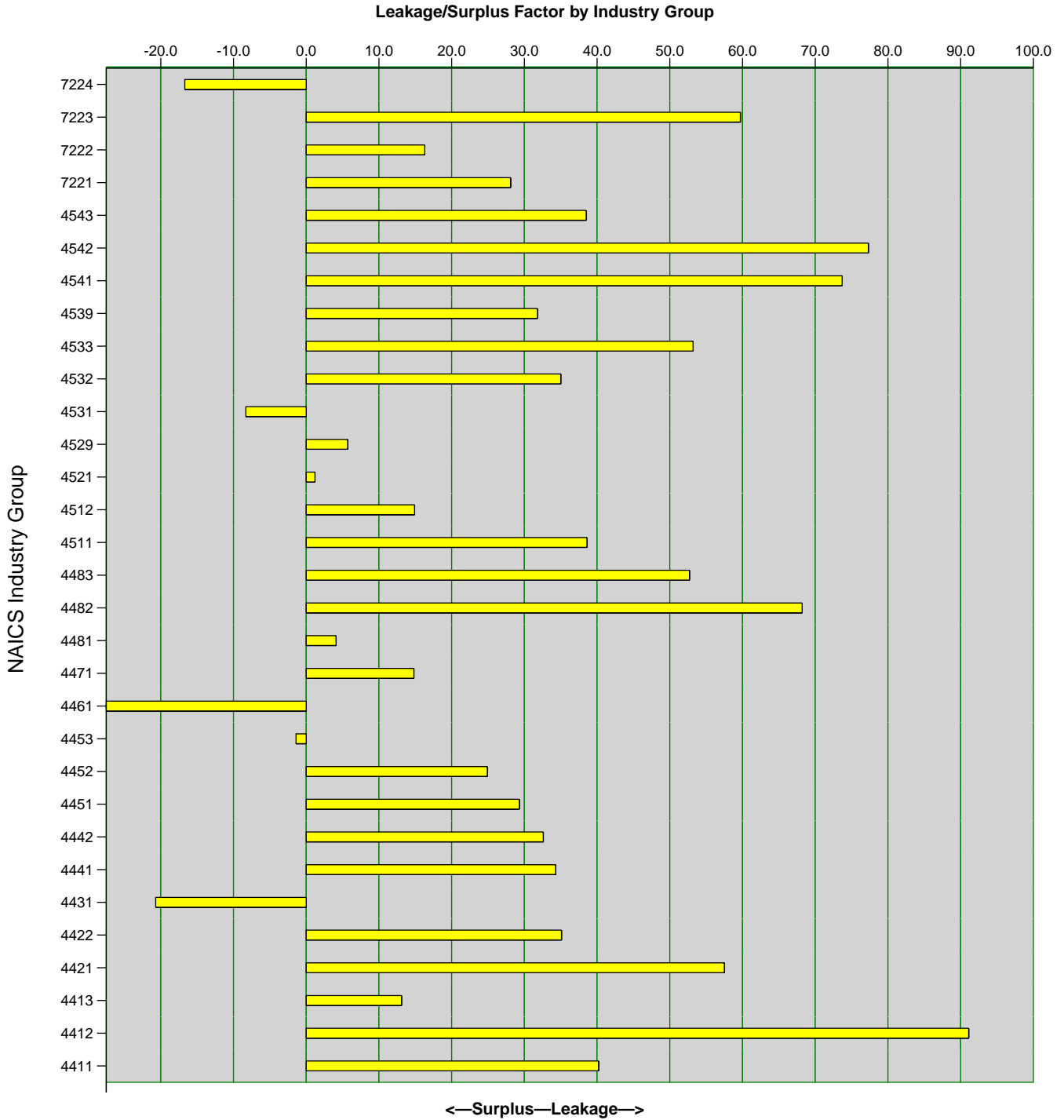


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