



Cedar Grove Ln AT Amwell Rd
Somerset, NJ 08873

Site Type: Radius

Latitude: 40.4998
Longitude: -74.5402
Radius: 1.0 miles

Demographic Summary	2004	2009
Population	1,896	1,988
Total Number of Adults	1,539	1,616
Households	714	759
Median Household Income	\$79,282	\$94,054

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	858	55.8%	108
Bought Any Women's Apparel	747	48.5%	105
Bought Children's Apparel in Last 6 Months	435	28.3%	97
Bought Any Shoes	845	54.9%	106
Bought Any Costume Jewelry	340	22.1%	113
Bought Any Fine Jewelry	392	25.5%	105
Bought Any Watch	380	24.7%	95
Automobiles (Households)			
HH Owns/Leases Any Vehicle	667	93.4%	108
HH Bought New Vehicle	114	16.0%	132
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	1,432	93.0%	107
Bought/Changed Motor Oil	782	50.8%	93
Had Tune-up	615	40.0%	112
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	817	53.1%	108
Drank Regular Cola in Last 6 Months	819	53.2%	91
Drank Beer/Ale in Last 6 Months	738	48.0%	113
Camera & Film (Adults)			
Bought Any Camera	280	18.2%	115
Bought Film	811	52.7%	114
Computers (Households)			
HH Owns a Personal Computer	551	77.2%	124
HH Spent <\$500 on Home PC	36	5.0%	105
HH Spent \$500-\$999 on Home PC	91	12.7%	118
HH Spent \$1000-\$1499 on Home PC	139	19.5%	127
HH Spent \$1500-\$1999 on Home PC	94	13.2%	131
HH Spent \$2000-\$2999 on Home PC	83	11.6%	143
HH Spent \$3000+ for Home PC	25	3.5%	113
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	896	58.2%	101
Purchased Cigarettes at Convenience Store in Last 30 Days	185	12.0%	81
Purchased Gas at Convenience Store in Last 30 Days	360	23.4%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	1,086	70.6%	116
Went to Live Theater	346	22.5%	152
Attended a Music Performance	468	30.4%	127
Went to a Bar/Night Club	371	24.1%	115
Gambled at a Casino	328	21.3%	115
Rented One Video Tape in Last 30 Days	67	4.4%	141
Rented One DVD in Last 30 Days	29	1.9%	86
Spent <\$50 on Toys/Games for Children	91	5.9%	90
Spent \$50-\$99 on Toys/Games for Children	38	2.5%	88
Spent \$100-\$199 on Toys/Games for Children	124	8.1%	111
Spent \$200-\$499 on Toys/Games for Children	194	12.6%	110
Spent \$500+ on Toys/Games for Children	89	5.8%	98
Financial (Adults)			
Have Home Mortgage (1st)	392	25.5%	137
Used ATM/Cash Machine	903	58.7%	125
Own Any Stock	252	16.4%	147
Own Shares in Mutual Fund (Stock)	265	17.2%	161
Own Shares in Mutual Fund (Bond)	135	8.8%	153
Own Any Credit Card	1,176	76.4%	120
Food (Adults)			
Used Beef in Last 6 Months	1,031	67.0%	99
Used Bread in Last 6 Months	1,495	97.1%	101
Used Chicken/Turkey in Last 6 Months	1,105	71.8%	100
Used Fish/Seafood in Last 6 Months	765	49.7%	104
Used Fresh Fruit/Vegetables in Last 6 Months	1,345	87.4%	103
Used Fresh Milk in Last 6 Months	1,396	90.7%	100
Went to Family Restaurant <2 Times in Last Month	408	26.5%	104
Went to Family Restaurant 2-3 Times in Last Month	342	22.2%	111
Went to Family Restaurant 4+ Times in Last Month	463	30.1%	118
Went to Fast Food Restaurant in Last 6 Months	1,377	89.5%	102
Health (Adults)			
Exercised at Home 2+ Times/Week	520	33.8%	115
Exercised at Club 2+ Times/Week	233	15.1%	147
Visited Doctor	1,296	84.2%	106
Home (Households)			
HH Had Any Home Improvements Done	265	37.1%	117
HH Used Housekeeping Service	151	21.1%	138
HH Purchased Any HH Furnishings	260	36.4%	117
HH Purchased Bedding/Bath Goods	413	57.8%	108
HH Purchased Cooking/Serving Product	201	28.2%	109
HH Bought Any Kitchen Appliance	138	19.3%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	911	59.2%	111
Have Any Medical/Hospital/Accident Insurance	1,196	77.7%	110
Carry Homeowner Insurance	950	61.7%	115
Carry Renter Insurance	92	6.0%	105
Pets (Households)			
HH Owns Any Pet	295	41.3%	107
HH Owns Any Cat	151	21.1%	104
HH Owns Any Dog	194	27.2%	99
Reading Materials (Adults)			
Bought Any Book	931	60.5%	115
Read Any Daily Newspaper	854	55.5%	116
Heavy Magazine Reader	343	22.3%	112
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	551	77.2%	111
HH Owns Cellular/Digital Telephone	507	71.0%	123
HH Monthly Long Distance Phone Bill: <\$16	223	31.2%	104
HH Monthly Long Distance Phone Bill: \$16-25	154	21.6%	115
HH Monthly Long Distance Phone Bill: \$26-59	128	17.9%	113
HH Monthly Long Distance Phone Bill: \$60-99	45	6.3%	108
HH Monthly Long Distance Phone Bill: \$100+	23	3.2%	104
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	128	17.9%	80
HH Owns 2 TV Sets	207	29.0%	101
HH Owns 3 TV Sets	175	24.5%	111
HH Owns 4+ TV Sets	157	22.0%	121
HH Subscribes to Cable TV	549	76.9%	122
HH Purchased Audio Equipment	63	8.8%	96
HH Purchased Camcorder	18	2.5%	100
HH Purchased CD Player	71	9.9%	109
Travel (Adults)			
Any Domestic Travel	1,045	67.9%	125
Took 3+ Domestic Trips by Plane	201	13.1%	169
Spent \$3000+ on Domestic Vacation	96	6.2%	157
Traveled to Foreign Country in Last 3 Years	553	35.9%	150
Took 3+ Foreign Trips by Plane	95	6.2%	149
Spent \$3000+ on Foreign Vacation	106	6.9%	181

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Site Type: Radius

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Demographic Summary	2004	2009
Population	28,932	31,228
Total Number of Adults	22,496	24,228
Households	11,260	12,245
Median Household Income	\$82,695	\$99,467

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	12,523	55.7%	107
Bought Any Women's Apparel	10,840	48.2%	104
Bought Children's Apparel in Last 6 Months	6,513	29.0%	99
Bought Any Shoes	12,342	54.9%	105
Bought Any Costume Jewelry	4,871	21.7%	110
Bought Any Fine Jewelry	5,747	25.5%	105
Bought Any Watch	5,507	24.5%	94
Automobiles (Households)			
HH Owns/Leases Any Vehicle	10,537	93.6%	108
HH Bought New Vehicle	1,876	16.7%	137
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	20,832	92.6%	106
Bought/Changed Motor Oil	11,520	51.2%	94
Had Tune-up	9,063	40.3%	113
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	12,439	55.3%	113
Drank Regular Cola in Last 6 Months	12,126	53.9%	93
Drank Beer/Ale in Last 6 Months	10,794	48.0%	113
Camera & Film (Adults)			
Bought Any Camera	4,214	18.7%	118
Bought Film	11,848	52.7%	114
Computers (Households)			
HH Owns a Personal Computer	8,741	77.6%	125
HH Spent <\$500 on Home PC	550	4.9%	102
HH Spent \$500-\$999 on Home PC	1,415	12.6%	116
HH Spent \$1000-\$1499 on Home PC	2,215	19.7%	128
HH Spent \$1500-\$1999 on Home PC	1,487	13.2%	131
HH Spent \$2000-\$2999 on Home PC	1,295	11.5%	142
HH Spent \$3000+ for Home PC	422	3.7%	121
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	13,051	58.0%	101
Purchased Cigarettes at Convenience Store in Last 30 Days	2,617	11.6%	78
Purchased Gas at Convenience Store in Last 30 Days	4,796	21.3%	81

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	15,825	70.3%	116
Went to Live Theater	5,005	22.2%	150
Attended a Music Performance	6,582	29.3%	122
Went to a Bar/Night Club	5,498	24.4%	117
Gambled at a Casino	5,055	22.5%	122
Rented One Video Tape in Last 30 Days	862	3.8%	124
Rented One DVD in Last 30 Days	536	2.4%	109
Spent <\$50 on Toys/Games for Children	1,366	6.1%	93
Spent \$50-\$99 on Toys/Games for Children	572	2.5%	90
Spent \$100-\$199 on Toys/Games for Children	1,773	7.9%	109
Spent \$200-\$499 on Toys/Games for Children	2,967	13.2%	115
Spent \$500+ on Toys/Games for Children	1,395	6.2%	105
Financial (Adults)			
Have Home Mortgage (1st)	5,717	25.4%	136
Used ATM/Cash Machine	13,157	58.5%	124
Own Any Stock	3,683	16.4%	147
Own Shares in Mutual Fund (Stock)	3,791	16.9%	157
Own Shares in Mutual Fund (Bond)	1,975	8.8%	154
Own Any Credit Card	17,370	77.2%	121
Food (Adults)			
Used Beef in Last 6 Months	15,124	67.2%	100
Used Bread in Last 6 Months	21,798	96.9%	100
Used Chicken/Turkey in Last 6 Months	16,276	72.4%	101
Used Fish/Seafood in Last 6 Months	11,118	49.4%	103
Used Fresh Fruit/Vegetables in Last 6 Months	19,638	87.3%	103
Used Fresh Milk in Last 6 Months	20,500	91.1%	100
Went to Family Restaurant <2 Times in Last Month	5,989	26.6%	105
Went to Family Restaurant 2-3 Times in Last Month	4,947	22.0%	109
Went to Family Restaurant 4+ Times in Last Month	6,693	29.8%	117
Went to Fast Food Restaurant in Last 6 Months	20,048	89.1%	101
Health (Adults)			
Exercised at Home 2+ Times/Week	7,623	33.9%	115
Exercised at Club 2+ Times/Week	3,337	14.8%	144
Visited Doctor	18,853	83.8%	105
Home (Households)			
HH Had Any Home Improvements Done	4,136	36.7%	116
HH Used Housekeeping Service	2,326	20.7%	135
HH Purchased Any HH Furnishings	4,105	36.5%	117
HH Purchased Bedding/Bath Goods	6,502	57.7%	108
HH Purchased Cooking/Serving Product	3,183	28.3%	110
HH Bought Any Kitchen Appliance	2,267	20.1%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	13,332	59.3%	111
Have Any Medical/Hospital/Accident Insurance	17,703	78.7%	111
Carry Homeowner Insurance	13,690	60.9%	114
Carry Renter Insurance	1,466	6.5%	114
Pets (Households)			
HH Owns Any Pet	4,591	40.8%	105
HH Owns Any Cat	2,379	21.1%	104
HH Owns Any Dog	3,029	26.9%	98
Reading Materials (Adults)			
Bought Any Book	13,661	60.7%	116
Read Any Daily Newspaper	12,352	54.9%	114
Heavy Magazine Reader	5,167	23.0%	116
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	8,715	77.4%	111
HH Owns Cellular/Digital Telephone	8,090	71.8%	125
HH Monthly Long Distance Phone Bill: <\$16	3,424	30.4%	102
HH Monthly Long Distance Phone Bill: \$16-25	2,401	21.3%	113
HH Monthly Long Distance Phone Bill: \$26-59	2,015	17.9%	113
HH Monthly Long Distance Phone Bill: \$60-99	802	7.1%	122
HH Monthly Long Distance Phone Bill: \$100+	389	3.5%	111
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	2,021	17.9%	80
HH Owns 2 TV Sets	3,225	28.6%	99
HH Owns 3 TV Sets	2,769	24.6%	111
HH Owns 4+ TV Sets	2,488	22.1%	121
HH Subscribes to Cable TV	8,531	75.8%	120
HH Purchased Audio Equipment	1,050	9.3%	102
HH Purchased Camcorder	285	2.5%	101
HH Purchased CD Player	1,107	9.8%	108
Travel (Adults)			
Any Domestic Travel	15,064	67.0%	123
Took 3+ Domestic Trips by Plane	2,966	13.2%	171
Spent \$3000+ on Domestic Vacation	1,436	6.4%	161
Traveled to Foreign Country in Last 3 Years	8,208	36.5%	152
Took 3+ Foreign Trips by Plane	1,552	6.9%	166
Spent \$3000+ on Foreign Vacation	1,533	6.8%	179

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Demographic Summary	2004	2009
Population	170,798	181,186
Total Number of Adults	131,853	140,162
Households	59,844	63,693
Median Household Income	\$66,659	\$77,361

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	70,300	53.3%	103
Bought Any Women's Apparel	60,946	46.2%	100
Bought Children's Apparel in Last 6 Months	36,520	27.7%	95
Bought Any Shoes	68,912	52.3%	100
Bought Any Costume Jewelry	26,202	19.9%	101
Bought Any Fine Jewelry	32,209	24.4%	100
Bought Any Watch	32,848	24.9%	95
Automobiles (Households)			
HH Owns/Leases Any Vehicle	52,907	88.4%	102
HH Bought New Vehicle	8,500	14.2%	117
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	115,879	87.9%	101
Bought/Changed Motor Oil	66,070	50.1%	92
Had Tune-up	49,786	37.8%	106
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	71,678	54.4%	111
Drank Regular Cola in Last 6 Months	76,675	58.2%	100
Drank Beer/Ale in Last 6 Months	62,760	47.6%	112
Camera & Film (Adults)			
Bought Any Camera	21,883	16.6%	104
Bought Film	62,405	47.3%	102
Computers (Households)			
HH Owns a Personal Computer	42,354	70.8%	114
HH Spent <\$500 on Home PC	2,850	4.8%	99
HH Spent \$500-\$999 on Home PC	6,903	11.5%	106
HH Spent \$1000-\$1499 on Home PC	10,629	17.8%	116
HH Spent \$1500-\$1999 on Home PC	7,166	12.0%	119
HH Spent \$2000-\$2999 on Home PC	5,916	9.9%	122
HH Spent \$3000+ for Home PC	2,015	3.4%	109
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	76,903	58.3%	101
Purchased Cigarettes at Convenience Store in Last 30 Days	17,079	13.0%	87
Purchased Gas at Convenience Store in Last 30 Days	27,213	20.6%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	88,274	66.9%	110
Went to Live Theater	24,072	18.3%	123
Attended a Music Performance	35,695	27.1%	113
Went to a Bar/Night Club	31,654	24.0%	115
Gambled at a Casino	28,159	21.4%	116
Rented One Video Tape in Last 30 Days	4,354	3.3%	107
Rented One DVD in Last 30 Days	3,222	2.4%	112
Spent <\$50 on Toys/Games for Children	8,319	6.3%	96
Spent \$50-\$99 on Toys/Games for Children	3,285	2.5%	88
Spent \$100-\$199 on Toys/Games for Children	9,435	7.2%	99
Spent \$200-\$499 on Toys/Games for Children	15,008	11.4%	99
Spent \$500+ on Toys/Games for Children	7,678	5.8%	99
Financial (Adults)			
Have Home Mortgage (1st)	26,305	20.0%	107
Used ATM/Cash Machine	71,046	53.9%	115
Own Any Stock	16,714	12.7%	113
Own Shares in Mutual Fund (Stock)	16,293	12.4%	115
Own Shares in Mutual Fund (Bond)	8,883	6.7%	118
Own Any Credit Card	91,414	69.3%	108
Food (Adults)			
Used Beef in Last 6 Months	85,487	64.8%	96
Used Bread in Last 6 Months	127,744	96.9%	100
Used Chicken/Turkey in Last 6 Months	92,863	70.4%	99
Used Fish/Seafood in Last 6 Months	61,615	46.7%	98
Used Fresh Fruit/Vegetables in Last 6 Months	111,470	84.5%	99
Used Fresh Milk in Last 6 Months	119,389	90.5%	99
Went to Family Restaurant <2 Times in Last Month	33,655	25.5%	101
Went to Family Restaurant 2-3 Times in Last Month	28,193	21.4%	106
Went to Family Restaurant 4+ Times in Last Month	35,129	26.6%	105
Went to Fast Food Restaurant in Last 6 Months	116,907	88.7%	101
Health (Adults)			
Exercised at Home 2+ Times/Week	41,226	31.3%	106
Exercised at Club 2+ Times/Week	17,714	13.4%	131
Visited Doctor	105,585	80.1%	101
Home (Households)			
HH Had Any Home Improvements Done	18,729	31.3%	99
HH Used Housekeeping Service	10,312	17.2%	112
HH Purchased Any HH Furnishings	19,840	33.2%	106
HH Purchased Bedding/Bath Goods	33,030	55.2%	103
HH Purchased Cooking/Serving Product	16,124	26.9%	105
HH Bought Any Kitchen Appliance	11,132	18.6%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	65,869	50.0%	94
Have Any Medical/Hospital/Accident Insurance	94,230	71.5%	101
Carry Homeowner Insurance	65,970	50.0%	93
Carry Renter Insurance	8,235	6.2%	110
Pets (Households)			
HH Owns Any Pet	21,923	36.6%	95
HH Owns Any Cat	11,693	19.5%	96
HH Owns Any Dog	14,193	23.7%	87
Reading Materials (Adults)			
Bought Any Book	73,691	55.9%	107
Read Any Daily Newspaper	63,117	47.9%	100
Heavy Magazine Reader	27,772	21.1%	106
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	43,553	72.8%	104
HH Owns Cellular/Digital Telephone	38,991	65.2%	113
HH Monthly Long Distance Phone Bill: <\$16	17,746	29.7%	99
HH Monthly Long Distance Phone Bill: \$16-25	11,521	19.3%	102
HH Monthly Long Distance Phone Bill: \$26-59	9,604	16.0%	101
HH Monthly Long Distance Phone Bill: \$60-99	3,878	6.5%	111
HH Monthly Long Distance Phone Bill: \$100+	2,035	3.4%	109
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	13,236	22.1%	99
HH Owns 2 TV Sets	17,245	28.8%	100
HH Owns 3 TV Sets	13,305	22.2%	101
HH Owns 4+ TV Sets	11,481	19.2%	105
HH Subscribes to Cable TV	41,834	69.9%	110
HH Purchased Audio Equipment	5,815	9.7%	106
HH Purchased Camcorder	1,583	2.6%	105
HH Purchased CD Player	5,840	9.8%	107
Travel (Adults)			
Any Domestic Travel	76,339	57.9%	106
Took 3+ Domestic Trips by Plane	13,424	10.2%	132
Spent \$3000+ on Domestic Vacation	6,027	4.6%	115
Traveled to Foreign Country in Last 3 Years	42,029	31.9%	133
Took 3+ Foreign Trips by Plane	7,361	5.6%	134
Spent \$3000+ on Foreign Vacation	6,947	5.3%	138

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.