Retail market analysis & recruitment strategies for Downtown Glassboro

September 2016

JGSCGroup

Market Analysis

JGSCGroup

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MARKET STUDY/RETAIL LEAKAGE ANALYSIS
for
NEXUS PROPERTIES
ROWAN BOULEVARD, GLASSBORO, NJ
REDEVELOPMENT SITE

Introduction

Nexus Properties retained JGSC Group to conduct a market study/leakage analysis of downtown Glassboro, centered on the "Rowan Boulevard" redevelopment project.

JGSC compiled and analyzed data from a variety of sources, including esri, ICSC, U.S. Census Bureau, Bureau of Labor Statistics, Consumer Expenditure Survey, and JGSC Group's 2005 *Community Insights* study. Data was compiled for 3-, 5-, and 10-mile radii around the Rowan Boulevard site, as well as the Borough of Glassboro, referred to as the local audience; for a regional comparison, the same data was compiled for Gloucester County and a 20-mile radius region.

Among other things, the analyses looked at retail supply and demand, office worker and student populations, vehicle traffic counts, demographics, psychographic, population density, age groups, income levels, internet access and usage, business and employment, and retail spending patterns. The complete analysis is included as part of this market profile.

Site Details

The study is focused on the Rowan Boulevard redevelopment site, a third of a mile stretch in downtown Glassboro that has been undergoing redevelopment efforts since 2008. Early successes for the redevelopment project included the recruitment of a campus Barnes & Noble superstore and a Courtyard Marriot as anchor tenants. More recently, Tony Luke's, Chickie & Pete's, and a number of medical services have opened on Rowan Boulevard. Additionally, new student housing units have increased the downtown population and helped boost enrollment at Rowan University to nearly 12,000 students.

Market overview

Glassboro is located in the center of Gloucester County, and our analysis determined the local audience includes neighboring communities of Clayton, Elk Township, Pitman, Turnersville, and Sewell within the 3- and 5-mile radii, while the 10-mile radius includes most of Gloucester County as well as consumers within parts of Camden and Salem counties. The local audience has a population of 347,490 consumers living in 128,609 households. This residential audience is only part of the story, however, as we analyzed the spending of office workers and students, as well. For comparison, we refer to a regional area consisting of a 25-mile ring around Rowan Boulevard.

The chart below highlights the findings of that local consumer audience analysis.

Demographics	3-mi. Radius	5-mi. Radius	10-mi. Radius	Region
Population (2016)	42,629	94,724	347,490	3,425,179
Pop. Growth (2016-2021)	0.41%	0.41%	0.31%	0.36%
Households (2016)	14,930	33,066	128,609	1,299,427
Households per sq. mi.	528	421	409	662
Median Age (Total pop)	35.6	38.6	39.0	37.0
Average household size	2.69	2.78	2.72	2.56
Households with children	34%	37%	37%	33%

The population density is highest in the areas closest to the site. As expected, the median age closest to Rowan Boulevard is lower than the 5- and 10-mile radii, and the average for the region.

Income	3-mi. Radius	5-mi. Radius	10-mi. Radius	Region
Average household	$84,944	$97,259	$90,870	$75,626
Median household	$69,539	$79,618	$73,876	$52,280

Median household income is slightly lower than the statewide median of $72,914 closest to Rowan Boulevard. However, audiences within the 5- and 10-mile radii report median incomes above the statewide median, and all radii have greater median household incomes compared to the county.

Vehicle counts

Rowan Boulevard sits just south of Mullica Hill Road, a local east-west artery, and less than half a mile from Delsea Drive North, a major north-south arterial road. Along Delsea Drive, between Forcer Street to the north and Gifford to the south, annual average daily traffic (AADT) is 17,680 vehicles. Closer to the downtown area, where Rowan Boulevard meets North Main Street, daily traffic counts average 7,000:

AADT Location	Vehicle Count
Delsea Drive at McClelland Avenue	20,000
Delsea Drive at Forcer Street	19,000
Delsea Drive at Gifford Street	17,865
Delsea Drive at High Street	13,857
High Street at Lake Street	18,432
Rowan Boulevard at N. Main Street	7,000

Overall, traffic counts average just over 16,000 motorists daily in the surrounding area.

Retail information

Within the regional area surrounding Rowan Boulevard, there is little direct competition for the unique offerings intended and already present here. In creating a “quintessential college town” in downtown Glassboro, the site is markedly different from nearby retail centers, malls, and other downtowns, drawing student visitors as well as their parents, and those seek a traditional downtown experience.

The nearest walkable downtown, in Woodbury, sits at the northern edge of the 10-mile radius and—unlike Rowan Boulevard—is characterized by heavy traffic on Broad Street, endemic vacancies, and concerns regarding shopper safety and security. Also on the fringe of the 10-mile radius sits the Deptford Mall, a regional retail destination supplemented by numerous shopping centers (including multiple Wal-Mart locations) and adjoining pad sites.

Neither of these retail destinations offers similar shopping or dining experiences, or have the built-in audience advantages of a college town that hosts a significant student population and frequently attracts visiting friends and family. Simply put, Rowan Boulevard is a singularly unique destination within the regional marketplace, home to a college community based around a walkable downtown; no nearby retail clusters can offer a similar experience or boast the same audience.

Worker and student populations

The most salient detail of the consumer audience of Rowan Boulevard is Rowan University's own student body. Full-time undergraduate enrollment has grown significantly in recent years, reaching 11,710 students; the total student body, including part-time undergraduate, graduate and professional student populations exceeds 16,000.

Previous research by JGSC Group suggests that the average weekly spending on retail goods and services other than groceries for all students is $46.26. This spending adds over $747,000 to the local economy *per week*, or $28.9 million in annual consumer spending.

In addition to the retail spending of the student population, there are also nearly 73,000 estimated office workers at more than 11,000 businesses in the 10-mile radius. These office workers represent about one-third of all employees in the region.

Drawing on data from a study by the International Council of Shopping Centers (ICSC), we estimate that officer workers within the borough of Glassboro annually spend over $37.4 million on retail goods, services, and dining.

Office Worker Spending	Glassboro	3-mi. Radius	5-mi. Radius	10-mi. Radius
Est. office workers	5,103	9,017	23,386	72,983
Est. annual spending	$37.4 MM	$66.1 MM	$171.3 MM	$534.7 MM

Internet access and usage

Internet access and usage numbers in Glassboro and the surrounding radii are, as would be expected of a college community, slightly above the national average. Nearly 90% of the populations in all three radii and within Glassboro have used the internet within the last 30 days compared to the nationwide and regional averages of about 80%. Similarly, over 80% of the population has internet service at home compared to just under 75% of the regional population and just over 75% nationwide.

Over 60% of the population (again, in all three radii and within Glassboro) can access the internet via their phones, above the national and regional averages (56% and 57%, respectively). Unsurprisingly, consumers reporting internet access at school is significantly higher within Glassboro than either the regional or national figures, with over a fifth of the audience saying they access the internet access at school, slightly less than double the averages of regional and national audiences.

Within Glassboro and the three radii, consumers are slightly more prone to online shopping than the regional and national averages – between 45% and 50% of consumers made online purchases in the last 30 days compared to just 42% regionally and 41% nationally.

This syndicated data does not analyze the university's fiber optic or wireless networks, or attendant student internet activity and usage.

Pets

Pet ownership rates are slightly above national averages within the radii and Glassboro, compared to regional averages. More than 4 in 10 households in the three radii are homes to dogs, compared to just over 3 in 10 within the region; households home to any pet constitute a little less (60%) compared to 45% regionally.

Cat ownership appears to be less popular, though still more popular than the regional average; only about a fifth of all households in the regional area have cats at home, while the average of all three radii is about 23%.

Consumer demand and retail supply

Consumer demand for retail goods and services exceeds $49.2 billion annually within the region. Closer to the study area, consumer demand is $653.9 million within a 3-mile radius, $1.6 billion within a 5-mile radius, and $6 billion within a 10-mile radius.

Retail leakage within the three radii that constitute the market is significant, with over $232 million in unmet demand in a 3-mile radius and a total of nearly $550 million in unmet demand within the 10-mile radius. There is retail oversupply within the 5-mile radius of nearly $120 million and similarly, almost $68 million in oversupply within Glassboro.

This oversupply, however, does not signal a lack of opportunity for Rowan Boulevard. Of the $68 million in retail oversupply, virtually all of it is concentrated in the categories of grocery stores, automotive parts and dealers, and liquor stores; categories not appropriate or planned for expansion on Rowan Boulevard.

Retail Leakage / (Oversupply)	3-mi. Radius	5-mi. Radius	10-mi. Radius	Region
		(in million $)		
Retail Trade & Food	$232.069	($119.687)	$549.977	$5,301.478
Furniture Stores	$9.691	$0.058	($28.174)	$134.442
Home Furnishings	$2.965	$7.388	$41.449	$173.465
Clothing Stores	$22.686	$46.437	$65.684	$293.444
Shoe Stores	$3.553	$7.046	$13.731	$48.879
Jewelry & Leather	$6.000	$15.004	$43.009	$39.524
Sporting Goods & Hobby	$8.638	$10.073	$60.281	$426.852
Office Supplies & Gifts	$0.839	$1.885	$27.396	$115.216
Full-Service Dining	$17.387	$42.237	$144.358	($206.928)
Limited-Service Dining	$5.993	$6.997	$16.138	$31.912

Categories targeted for recruitment

Based upon this analysis, we recommend pursuing retailers in the following retail categories:

- Housewares, home furnishings, gifts for the home: *Small footprint stores with a focus on fair trade, ethically sourced, unique/hip offerings including independent operators with local or regional presence, upscale consignment, up-purposed/recycled, and custom designs*.
- Full-service dining (table service): *Expand on current offerings and create a casual/moderate full-service restaurant destination with a variety of price points and cuisines, focusing on independent and regional operators.*
- Limited-service dining (fast casual, counter service): *Limited menu, fast casual, a step above traditional fast-food; would include healthy/vegetarian/gluten-free offerings.*
- Specialty dining: *Cafés/coffeehouses that foster social spaces for students and visitors; desserts, ice cream and specialty snacks.*
- Clothing, footwear, leather goods, and jewelry: *Affordable and hip clothing options at affordable price points; trendy/designer/vintage consignment clothing; athletic/fitnesswear; handbags/backpacks/messenger bags; fashion and hand-crafted jewelry*.
- Office/school supplies, art supplies, specialty paper, and gifts.

Our recommended strategy is to capitalize on the unique audience and setting of Rowan Boulevard to target both local and regional independent operators with unique offerings as well as select national brands that target a young adult audience. The significant demand in the residential population—which includes students, faculty, and recent grads—as well as the spending of the student body, visiting friends and family, and office worker population can attract national brands that have small-footprint models to operate in urban or downtown settings.

Reinforcing the character of downtown Glassboro with independent and unique operators already finding success throughout the region will help solidify Rowan Boulevard's reputation as a "destination downtown" experience.

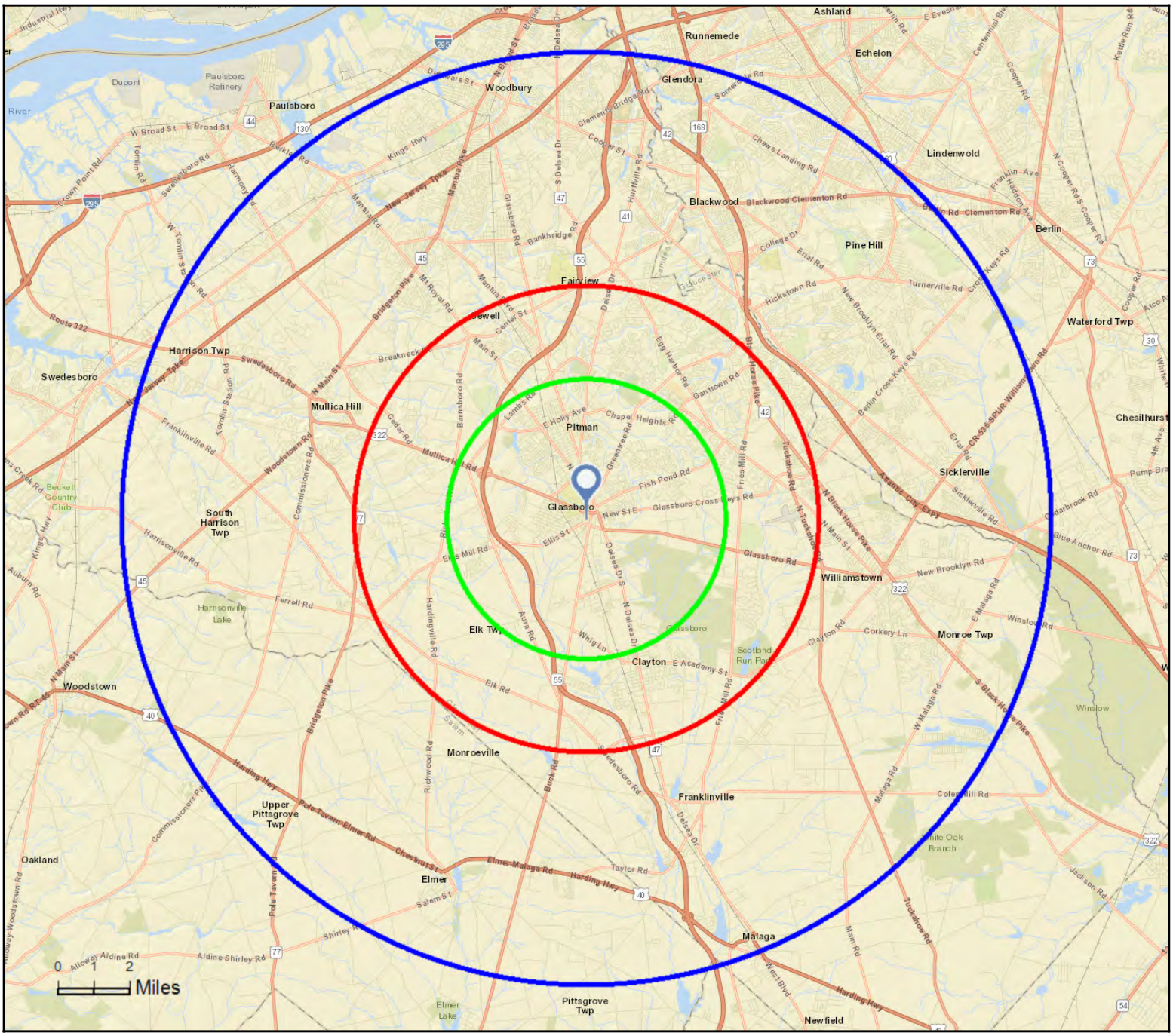
Market Data

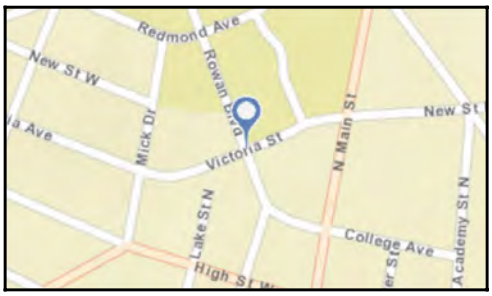
JGSCGroup

Site Map

3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301





September 09, 2016

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Market Profile

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
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Prepared by Esri
Latitude: 39.70462
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	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	42,079	88,381	319,489
2010 Total Population	41,635	92,415	347,490
2016 Total Population	42,629	94,724	354,164
2016 Group Quarters	2,494	2,691	4,590
2021 Total Population	43,518	96,665	359,747
2016-2021 Annual Rate	0.41%	0.41%	0.31%
Household Summary			
2000 Households	13,966	29,630	114,009
2000 Average Household Size	2.81	2.87	2.75
2010 Households	14,512	32,170	126,450
2010 Average Household Size	2.70	2.79	2.71
2016 Households	14,930	33,066	128,609
2016 Average Household Size	2.69	2.78	2.72
2021 Households	15,292	33,792	130,500
2021 Average Household Size	2.68	2.78	2.72
2016-2021 Annual Rate	0.48%	0.44%	0.29%
2010 Families	10,123	23,826	90,614
2010 Average Family Size	3.18	3.24	3.21
2016 Families	10,339	24,391	91,942
2016 Average Family Size	3.17	3.23	3.22
2021 Families	10,554	24,878	93,202
2021 Average Family Size	3.16	3.23	3.22
2016-2021 Annual Rate	0.41%	0.40%	0.27%
Housing Unit Summary			
2000 Housing Units	14,736	30,950	119,503
Owner Occupied Housing Units	70.6%	78.0%	74.0%
Renter Occupied Housing Units	24.2%	17.7%	21.4%
Vacant Housing Units	5.2%	4.3%	4.6%
2010 Housing Units	15,384	33,799	133,021
Owner Occupied Housing Units	70.7%	77.8%	73.9%
Renter Occupied Housing Units	23.7%	17.4%	21.1%
Vacant Housing Units	5.7%	4.8%	4.9%
2016 Housing Units	15,978	35,121	136,739
Owner Occupied Housing Units	66.6%	74.3%	70.7%
Renter Occupied Housing Units	26.9%	19.8%	23.4%
Vacant Housing Units	6.6%	5.9%	5.9%
2021 Housing Units	16,502	36,131	139,427
Owner Occupied Housing Units	65.6%	73.6%	70.2%
Renter Occupied Housing Units	27.1%	19.9%	23.4%
Vacant Housing Units	7.3%	6.5%	6.4%
Median Household Income			
2016	$69,539	$79,618	$73,876
2021	$77,728	$86,998	$80,476
Median Home Value			
2016	$220,420	$237,141	$217,036
2021	$239,625	$267,352	$236,987
Per Capita Income			
2016	$30,374	$34,323	$33,346
2021	$32,437	$36,843	$35,610
Median Age			
2010	35.0	37.9	38.1
2016	35.6	38.6	39.0
2021	36.6	39.3	39.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles	10 miles
2016 Households by Income			
Household Income Base	14,930	33,066	128,609
<$15,000	8.7%	6.6%	7.2%
$15,000 - $24,999	6.8%	5.9%	6.8%
$25,000 - $34,999	7.3%	6.8%	7.6%
$35,000 - $49,999	12.0%	10.8%	11.6%
$50,000 - $74,999	18.2%	16.7%	17.4%
$75,000 - $99,999	13.8%	14.0%	14.2%
$100,000 - $149,999	20.5%	22.0%	19.8%
$150,000 - $199,999	7.9%	9.5%	9.2%
$200,000+	4.8%	7.7%	6.3%
Average Household Income	$84,944	$97,259	$90,870
2021 Households by Income			
Household Income Base	15,292	33,792	130,500
<$15,000	9.9%	7.4%	8.3%
$15,000 - $24,999	6.3%	5.5%	6.3%
$25,000 - $34,999	6.0%	5.7%	6.5%
$35,000 - $49,999	14.8%	13.6%	14.9%
$50,000 - $74,999	10.7%	9.7%	9.8%
$75,000 - $99,999	15.4%	14.9%	15.4%
$100,000 - $149,999	22.3%	23.7%	21.3%
$150,000 - $199,999	9.3%	11.1%	10.6%
$200,000+	5.3%	8.5%	7.0%
Average Household Income	$90,620	$104,356	$97,209
2016 Owner Occupied Housing Units by Value			
Total	10,638	26,109	96,633
<$50,000	5.1%	4.8%	5.1%
$50,000 - $99,999	3.1%	2.8%	4.5%
$100,000 - $149,999	11.5%	9.7%	11.6%
$150,000 - $199,999	22.1%	19.3%	22.4%
$200,000 - $249,999	20.0%	18.0%	18.8%
$250,000 - $299,999	18.6%	18.8%	16.4%
$300,000 - $399,999	12.2%	16.9%	12.9%
$400,000 - $499,999	4.5%	5.5%	4.5%
$500,000 - $749,999	2.0%	3.3%	2.5%
$750,000 - $999,999	0.3%	0.5%	0.7%
$1,000,000 +	0.4%	0.5%	0.6%
Average Home Value	$236,523	$255,878	$240,365
2021 Owner Occupied Housing Units by Value			
Total	10,828	26,596	97,819
<$50,000	5.7%	5.0%	5.4%
$50,000 - $99,999	4.0%	3.8%	5.8%
$100,000 - $149,999	10.8%	8.8%	10.6%
$150,000 - $199,999	15.7%	13.2%	15.9%
$200,000 - $249,999	17.5%	14.9%	16.5%
$250,000 - $299,999	13.0%	12.3%	10.5%
$300,000 - $399,999	20.4%	25.9%	21.1%
$400,000 - $499,999	8.5%	9.8%	8.4%
$500,000 - $749,999	3.3%	4.8%	4.0%
$750,000 - $999,999	0.5%	0.7%	0.9%
$1,000,000 +	0.7%	0.7%	0.8%
Average Home Value	$263,615	$285,679	$267,715

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 10, 2016

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39 Poplar St N, Glassboro, New Jersey, 08028
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 39.70462
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	3 miles	5 miles	10 miles
2010 Population by Age			
Total	41,636	92,415	347,488
0 - 4	5.5%	5.5%	6.1%
5 - 9	5.8%	6.4%	6.6%
10 - 14	6.6%	7.3%	7.2%
15 - 24	20.9%	16.8%	14.1%
25 - 34	11.3%	10.5%	12.0%
35 - 44	11.7%	13.0%	14.1%
45 - 54	15.0%	16.2%	16.1%
55 - 64	11.5%	12.4%	12.1%
65 - 74	5.9%	6.3%	6.4%
75 - 84	3.6%	3.7%	3.8%
85 +	2.2%	1.9%	1.6%
18 +	77.9%	76.2%	75.7%
2016 Population by Age			
Total	42,630	94,725	354,164
0 - 4	5.2%	5.2%	5.8%
5 - 9	5.4%	5.8%	6.2%
10 - 14	6.0%	6.6%	6.7%
15 - 24	19.6%	15.7%	13.1%
25 - 34	13.1%	12.5%	13.1%
35 - 44	11.1%	11.9%	13.1%
45 - 54	12.8%	14.2%	14.5%
55 - 64	12.7%	13.7%	13.3%
65 - 74	7.8%	8.4%	8.4%
75 - 84	3.9%	4.0%	4.0%
85 +	2.3%	2.1%	1.8%
18 +	79.8%	78.4%	77.4%
2021 Population by Age			
Total	43,515	96,664	359,746
0 - 4	5.2%	5.1%	5.6%
5 - 9	5.2%	5.4%	5.9%
10 - 14	5.8%	6.3%	6.5%
15 - 24	18.3%	14.3%	12.0%
25 - 34	13.5%	13.0%	13.4%
35 - 44	12.2%	12.9%	13.6%
45 - 54	11.4%	12.4%	13.1%
55 - 64	12.5%	13.6%	13.4%
65 - 74	9.0%	9.9%	9.8%
75 - 84	4.8%	4.9%	4.8%
85 +	2.2%	2.1%	1.9%
18 +	80.4%	79.5%	78.3%
2010 Population by Sex			
Males	20,065	44,797	167,741
Females	21,570	47,618	179,749
2016 Population by Sex			
Males	20,591	45,963	171,145
Females	22,038	48,761	183,019
2021 Population by Sex			
Males	21,119	47,059	174,381
Females	22,399	49,605	185,366

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	41,635	92,414	347,489
White Alone	80.7%	84.0%	78.6%
Black Alone	12.1%	9.5%	14.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	2.9%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.3%	1.6%
Two or More Races	2.3%	2.1%	2.3%
Hispanic Origin	5.3%	4.5%	5.3%
Diversity Index	40.0	34.5	42.5
2016 Population by Race/Ethnicity			
Total	42,629	94,725	354,164
White Alone	78.4%	82.0%	76.3%
Black Alone	13.0%	10.3%	15.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.1%	3.3%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	1.7%	2.1%
Two or More Races	2.7%	2.5%	2.7%
Hispanic Origin	6.9%	5.9%	6.8%
Diversity Index	44.8	39.2	47.0
2021 Population by Race/Ethnicity			
Total	43,518	96,664	359,747
White Alone	76.4%	80.0%	74.2%
Black Alone	13.7%	11.0%	15.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.5%	3.8%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.0%	2.1%	2.6%
Two or More Races	3.1%	2.9%	3.1%
Hispanic Origin	8.5%	7.3%	8.4%
Diversity Index	49.1	43.5	51.1
2010 Population by Relationship and Household Type			
Total	41,635	92,415	347,490
In Households	94.0%	97.1%	98.7%
In Family Households	79.1%	85.2%	85.8%
Householder	24.2%	25.8%	26.1%
Spouse	18.0%	20.1%	19.5%
Child	31.7%	34.3%	34.4%
Other relative	3.3%	3.3%	3.6%
Nonrelative	1.9%	1.8%	2.1%
In Nonfamily Households	14.9%	11.9%	12.9%
In Group Quarters	6.0%	2.9%	1.3%
Institutionalized Population	0.7%	0.5%	0.6%
Noninstitutionalized Population	5.3%	2.4%	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

	3 miles	5 miles	10 miles
2016 Population 25+ by Educational Attainment			
Total	27,202	63,154	241,564
Less than 9th Grade	2.5%	2.1%	2.5%
9th - 12th Grade, No Diploma	4.9%	4.5%	5.2%
High School Graduate	27.4%	28.5%	29.5%
GED/Alternative Credential	2.5%	2.6%	3.0%
Some College, No Degree	20.3%	20.0%	20.6%
Associate Degree	9.5%	9.7%	9.5%
Bachelor's Degree	21.3%	22.1%	20.4%
Graduate/Professional Degree	11.6%	10.5%	9.3%
2016 Population 15+ by Marital Status			
Total	35,555	78,022	288,002
Never Married	39.7%	34.0%	33.1%
Married	46.8%	52.8%	52.1%
Widowed	5.7%	5.5%	5.9%
Divorced	7.9%	7.8%	8.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	95.2%	95.0%
Civilian Unemployed	5.4%	4.8%	5.0%
2016 Employed Population 16+ by Industry			
Total	21,437	49,192	184,399
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	5.1%	4.9%	5.7%
Manufacturing	6.3%	7.1%	7.0%
Wholesale Trade	3.4%	3.7%	3.6%
Retail Trade	11.4%	11.3%	11.6%
Transportation/Utilities	6.0%	5.8%	6.9%
Information	1.5%	1.9%	1.9%
Finance/Insurance/Real Estate	7.1%	7.5%	7.1%
Services	54.6%	52.8%	51.0%
Public Administration	4.5%	4.7%	4.9%
2016 Employed Population 16+ by Occupation			
Total	21,437	49,191	184,397
White Collar	67.2%	68.6%	66.3%
Management/Business/Financial	14.6%	16.8%	16.0%
Professional	26.9%	26.6%	24.7%
Sales	10.4%	11.1%	10.5%
Administrative Support	15.3%	14.1%	15.1%
Services	15.6%	14.8%	15.7%
Blue Collar	17.2%	16.6%	18.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	3.7%	3.5%	4.3%
Installation/Maintenance/Repair	3.9%	3.7%	3.5%
Production	3.7%	3.8%	3.5%
Transportation/Material Moving	5.9%	5.5%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	41,635	92,415	347,490
Population Inside Urbanized Area	96.3%	94.2%	92.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.7%	5.8%	7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 10, 2016

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	3 miles	5 miles	10 miles
2010 Households by Type			
Total	14,512	32,170	126,450
Households with 1 Person	22.4%	20.3%	22.8%
Households with 2+ People	77.6%	79.7%	77.2%
Family Households	69.8%	74.1%	71.7%
Husband-wife Families	51.8%	57.7%	53.6%
With Related Children	23.7%	27.3%	25.6%
Other Family (No Spouse Present)	18.0%	16.4%	18.1%
Other Family with Male Householder	4.3%	4.3%	4.8%
With Related Children	2.2%	2.3%	2.6%
Other Family with Female Householder	13.7%	12.1%	13.2%
With Related Children	8.2%	7.2%	8.2%
Nonfamily Households	7.8%	5.6%	5.5%
All Households with Children	34.4%	37.1%	36.7%
Multigenerational Households	4.9%	5.0%	5.1%
Unmarried Partner Households	5.7%	5.4%	6.6%
Male-female	4.9%	4.7%	5.9%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	14,514	32,170	126,450
1 Person Household	22.4%	20.3%	22.8%
2 Person Household	31.2%	30.2%	30.4%
3 Person Household	18.0%	18.5%	18.1%
4 Person Household	17.0%	18.6%	17.0%
5 Person Household	7.3%	8.1%	7.6%
6 Person Household	2.5%	2.8%	2.6%
7 + Person Household	1.5%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	14,512	32,170	126,450
Owner Occupied	74.9%	81.7%	77.8%
Owned with a Mortgage/Loan	57.8%	63.0%	60.4%
Owned Free and Clear	17.1%	18.7%	17.3%
Renter Occupied	25.1%	18.3%	22.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	15,384	33,799	133,021
Housing Units Inside Urbanized Area	96.4%	94.0%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.6%	6.0%	7.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 10, 2016

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Market Profile

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

		3 miles	5 miles	10 miles
Top 3 Tapestry Segments				
	1.	Parks and Rec (5C)	Soccer Moms (4A)	Parks and Rec (5C)
	2.	Pleasantville (2B)	Savvy Suburbanites (1D)	Soccer Moms (4A)
	3.	Home Improvement (4B)	Pleasantville (2B)	Savvy Suburbanites (1D)
2016 Consumer Spending				
Apparel & Services: Total $		$32,746,495	$82,172,219	$300,750,266
Average Spent		$2,193.34	$2,485.10	$2,338.49
Spending Potential Index		109	123	116
Education: Total $		$25,319,120	$63,710,060	$227,236,402
Average Spent		$1,695.86	$1,926.75	$1,766.88
Spending Potential Index		120	136	125
Entertainment/Recreation: Total $		$47,356,719	$119,742,066	$436,134,319
Average Spent		$3,171.92	$3,621.30	$3,391.16
Spending Potential Index		109	124	116
Food at Home: Total $		$78,633,549	$195,310,153	$720,875,953
Average Spent		$5,266.82	$5,906.68	$5,605.18
Spending Potential Index		106	119	112
Food Away from Home: Total $		$49,744,685	$124,846,677	$458,703,970
Average Spent		$3,331.86	$3,775.68	$3,566.66
Spending Potential Index		108	122	115
Health Care: Total $		$84,736,933	$214,079,781	$780,474,976
Average Spent		$5,675.62	$6,474.32	$6,068.59
Spending Potential Index		107	122	115
HH Furnishings & Equipment: Total $		$29,011,763	$73,469,244	$267,284,320
Average Spent		$1,943.19	$2,221.90	$2,078.27
Spending Potential Index		110	126	118
Personal Care Products & Services: Total $		$11,831,505	$29,981,129	$109,718,626
Average Spent		$792.47	$906.71	$853.12
Spending Potential Index		108	124	116
Shelter: Total $		$259,132,528	$649,148,673	$2,376,564,135
Average Spent		$17,356.50	$19,631.91	$18,478.99
Spending Potential Index		111	126	119
Support Payments/Cash Contributions/Gifts in Kind: Total $		$37,473,379	$95,685,534	$347,383,129
Average Spent		$2,509.94	$2,893.77	$2,701.08
Spending Potential Index		108	125	116
Travel: Total $		$31,713,992	$81,897,846	$293,634,931
Average Spent		$2,124.18	$2,476.80	$2,283.16
Spending Potential Index		114	133	123
Vehicle Maintenance & Repairs: Total $		$16,631,467	$41,777,697	$152,717,347
Average Spent		$1,113.96	$1,263.46	$1,187.45
Spending Potential Index		108	122	115

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 10, 2016

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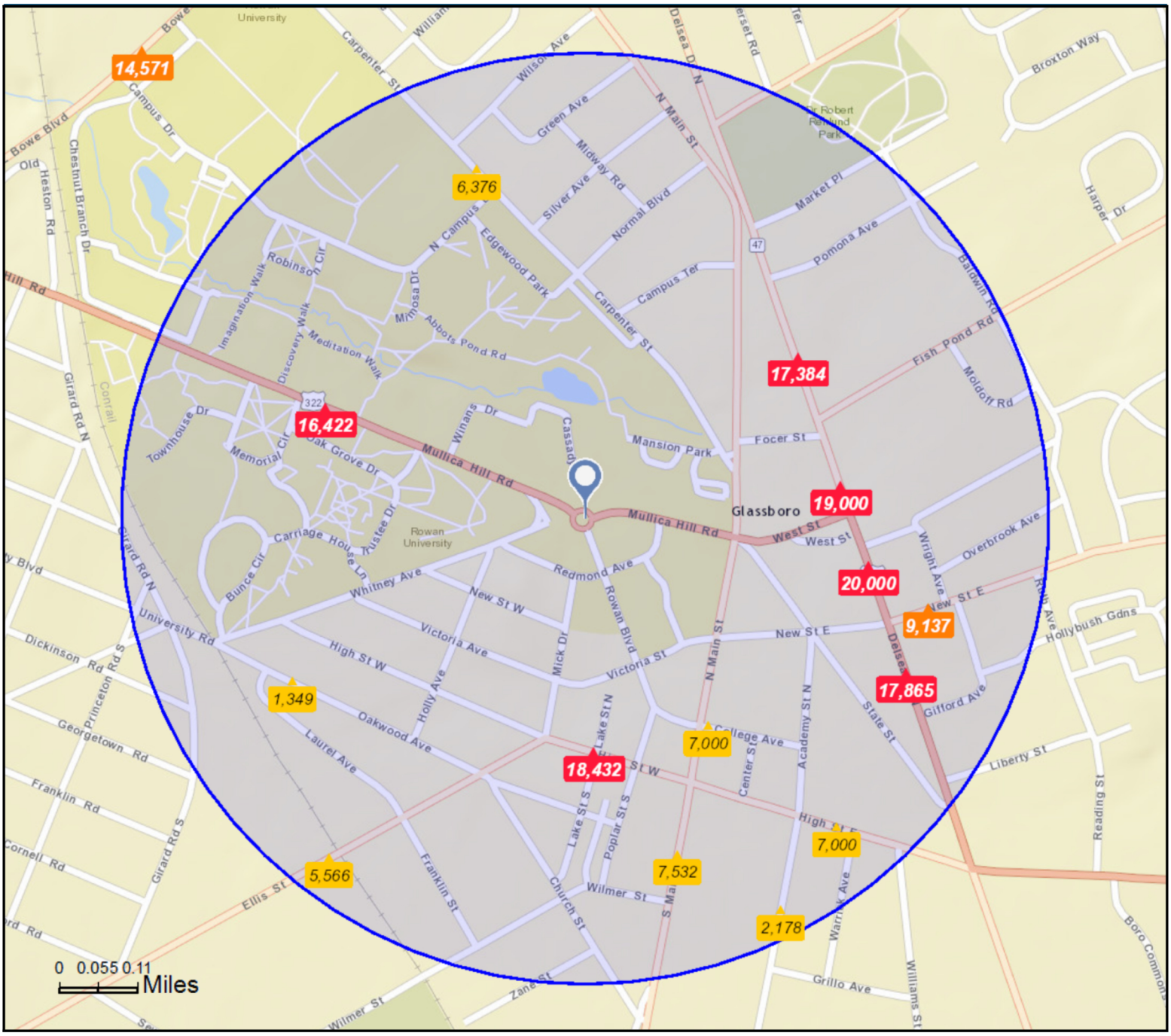
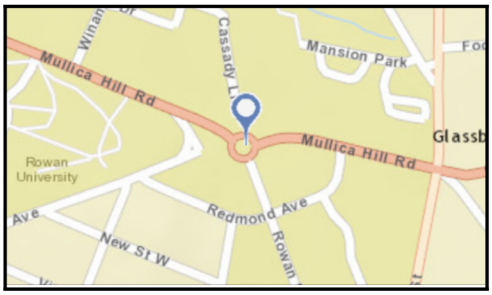
Traffic Count Map

325 Rowan Blvd, Glassboro, New Jersey, 08028
Rings: 0.5 mile radii

Prepared by Esri
Latitude: 39.70687
Longitude: -75.11408





Average Daily Traffic Volume

- ***Up to 6,000 vehicles per day***
- ***6,001 - 15,000***
- ***15,001 - 30,000***
- ***30,001 - 50,000***
- ***50,001 - 100,000***
- ***More than 100,000 per day***

Source: ©2016 Kalibrate Technologies

September 07, 2016

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Business Summary

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Data for all businesses in area	3 miles	5 miles	10 miles
Total Businesses:	1,498	3,648	11,337
Total Employees:	15,546	40,320	125,832
Total Residential Population:	42,629	94,724	354,164
Employee/Residential Population Ratio:	0.36:1	0.43:1	0.36:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	40	2.7%	240	1.5%	105	2.9%	625	1.6%	296	2.6%	1,962	1.6%
Construction	139	9.3%	971	6.2%	343	9.4%	2,124	5.3%	1,153	10.2%	7,088	5.6%
Manufacturing	41	2.7%	816	5.2%	77	2.1%	1,617	4.0%	291	2.6%	7,848	6.2%
Transportation	37	2.5%	530	3.4%	88	2.4%	1,544	3.8%	324	2.9%	4,126	3.3%
Communication	8	0.5%	84	0.5%	19	0.5%	159	0.4%	85	0.7%	562	0.4%
Utility	4	0.3%	86	0.6%	10	0.3%	131	0.3%	47	0.4%	492	0.4%
Wholesale Trade	58	3.9%	462	3.0%	138	3.8%	1,263	3.1%	434	3.8%	4,953	3.9%
Retail Trade Summary	309	20.6%	2,801	18.0%	805	22.1%	10,816	26.8%	2,461	21.7%	33,904	26.9%
Home Improvement	25	1.7%	218	1.4%	55	1.5%	698	1.7%	176	1.6%	2,201	1.7%
General Merchandise Stores	10	0.7%	202	1.3%	23	0.6%	1,526	3.8%	90	0.8%	4,766	3.8%
Food Stores	45	3.0%	587	3.8%	99	2.7%	1,427	3.5%	306	2.7%	5,125	4.1%
Auto Dealers, Gas Stations, Auto Aftermarket	26	1.7%	215	1.4%	80	2.2%	1,655	4.1%	263	2.3%	3,346	2.7%
Apparel & Accessory Stores	18	1.2%	62	0.4%	61	1.7%	487	1.2%	180	1.6%	1,944	1.5%
Furniture & Home Furnishings	23	1.5%	106	0.7%	64	1.8%	399	1.0%	197	1.7%	1,528	1.2%
Eating & Drinking Places	71	4.7%	920	5.9%	181	5.0%	2,519	6.2%	597	5.3%	9,205	7.3%
Miscellaneous Retail	92	6.1%	493	3.2%	243	6.7%	2,106	5.2%	653	5.8%	5,789	4.6%
Finance, Insurance, Real Estate Summary	130	8.7%	593	3.8%	324	8.9%	2,115	5.2%	1,062	9.4%	6,077	4.8%
Banks, Savings & Lending Institutions	60	4.0%	171	1.1%	152	4.2%	474	1.2%	458	4.0%	1,353	1.1%
Securities Brokers	7	0.5%	25	0.2%	23	0.6%	87	0.2%	78	0.7%	285	0.2%
Insurance Carriers & Agents	15	1.0%	60	0.4%	44	1.2%	183	0.5%	164	1.4%	908	0.7%
Real Estate, Holding, Other Investment Offices	47	3.1%	337	2.2%	105	2.9%	1,371	3.4%	362	3.2%	3,531	2.8%
Services Summary	605	40.4%	7,533	48.5%	1,487	40.8%	17,403	43.2%	4,336	38.2%	50,617	40.2%
Hotels & Lodging	4	0.3%	74	0.5%	11	0.3%	144	0.4%	30	0.3%	289	0.2%
Automotive Services	58	3.9%	224	1.4%	124	3.4%	555	1.4%	390	3.4%	1,646	1.3%
Motion Pictures & Amusements	49	3.3%	324	2.1%	149	4.1%	1,138	2.8%	385	3.4%	3,244	2.6%
Health Services	76	5.1%	841	5.4%	293	8.0%	4,351	10.8%	710	6.3%	11,628	9.2%
Legal Services	10	0.7%	35	0.2%	31	0.8%	185	0.5%	137	1.2%	800	0.6%
Education Institutions & Libraries	64	4.3%	3,621	23.3%	109	3.0%	5,314	13.2%	280	2.5%	14,704	11.7%
Other Services	343	22.9%	2,415	15.5%	771	21.1%	5,717	14.2%	2,404	21.2%	18,305	14.5%
Government	66	4.4%	1,388	8.9%	122	3.3%	2,461	6.1%	418	3.7%	7,966	6.3%
Unclassified Establishments	61	4.1%	41	0.3%	129	3.5%	62	0.2%	430	3.8%	235	0.2%
Totals	1,498	100.0%	15,546	100.0%	3,648	100.0%	40,320	100.0%	11,337	100.0%	125,832	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

August 10, 2016

Business Summary

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	5	0.3%	19	0.1%	12	0.3%	105	0.3%	48	0.4%	309	0.2%
Mining	2	0.1%	5	0.0%	4	0.1%	12	0.0%	12	0.1%	56	0.0%
Utilities	4	0.3%	84	0.5%	5	0.1%	90	0.2%	23	0.2%	256	0.2%
Construction	149	9.9%	1,052	6.8%	365	10.0%	2,293	5.7%	1,220	10.8%	7,551	6.0%
Manufacturing	44	2.9%	473	3.0%	87	2.4%	1,017	2.5%	313	2.8%	4,884	3.9%
Wholesale Trade	57	3.8%	460	3.0%	133	3.6%	1,251	3.1%	420	3.7%	4,903	3.9%
Retail Trade	223	14.9%	1,769	11.4%	595	16.3%	8,080	20.0%	1,783	15.7%	24,037	19.1%
Motor Vehicle & Parts Dealers	21	1.4%	198	1.3%	65	1.8%	1,605	4.0%	194	1.7%	3,100	2.5%
Furniture & Home Furnishings Stores	8	0.5%	38	0.2%	29	0.8%	254	0.6%	99	0.9%	915	0.7%
Electronics & Appliance Stores	9	0.6%	53	0.3%	26	0.7%	120	0.3%	75	0.7%	596	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	25	1.7%	218	1.4%	55	1.5%	698	1.7%	174	1.5%	2,192	1.7%
Food & Beverage Stores	32	2.1%	557	3.6%	72	2.0%	1,290	3.2%	254	2.2%	4,676	3.7%
Health & Personal Care Stores	18	1.2%	166	1.1%	55	1.5%	435	1.1%	171	1.5%	1,881	1.5%
Gasoline Stations	5	0.3%	17	0.1%	15	0.4%	50	0.1%	69	0.6%	246	0.2%
Clothing & Clothing Accessories Stores	23	1.5%	71	0.5%	75	2.1%	523	1.3%	218	1.9%	2,098	1.7%
Sport Goods, Hobby, Book, & Music Stores	24	1.6%	78	0.5%	40	1.1%	297	0.7%	105	0.9%	861	0.7%
General Merchandise Stores	10	0.7%	202	1.3%	23	0.6%	1,526	3.8%	90	0.8%	4,766	3.8%
Miscellaneous Store Retailers	42	2.8%	145	0.9%	129	3.5%	1,193	3.0%	290	2.6%	2,335	1.9%
Nonstore Retailers	5	0.3%	27	0.2%	11	0.3%	90	0.2%	45	0.4%	373	0.3%
Transportation & Warehousing	35	2.3%	453	2.9%	76	2.1%	1,370	3.4%	259	2.3%	3,463	2.8%
Information	26	1.7%	538	3.5%	47	1.3%	1,028	2.5%	195	1.7%	4,713	3.7%
Finance & Insurance	83	5.5%	256	1.6%	221	6.1%	762	1.9%	705	6.2%	2,586	2.1%
Central Bank/Credit Intermediation & Related Activities	60	4.0%	171	1.1%	151	4.1%	473	1.2%	457	4.0%	1,352	1.1%
Securities, Commodity Contracts & Other Financial	7	0.5%	25	0.2%	25	0.7%	96	0.2%	80	0.7%	294	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	15	1.0%	60	0.4%	45	1.2%	193	0.5%	168	1.5%	940	0.7%
Real Estate, Rental & Leasing	60	4.0%	343	2.2%	152	4.2%	1,447	3.6%	506	4.5%	3,931	3.1%
Professional, Scientific & Tech Services	92	6.1%	455	2.9%	234	6.4%	1,263	3.1%	757	6.7%	4,635	3.7%
Legal Services	11	0.7%	40	0.3%	33	0.9%	221	0.5%	156	1.4%	923	0.7%
Management of Companies & Enterprises	1	0.1%	11	0.1%	2	0.1%	24	0.1%	6	0.1%	53	0.0%
Administrative & Support & Waste Management & Remediation	67	4.5%	385	2.5%	181	5.0%	1,006	2.5%	526	4.6%	3,363	2.7%
Educational Services	72	4.8%	3,664	23.6%	142	3.9%	5,497	13.6%	361	3.2%	14,888	11.8%
Health Care & Social Assistance	116	7.7%	1,610	10.4%	383	10.5%	6,044	15.0%	987	8.7%	16,458	13.1%
Arts, Entertainment & Recreation	30	2.0%	232	1.5%	96	2.6%	824	2.0%	237	2.1%	2,656	2.1%
Accommodation & Food Services	80	5.3%	1,059	6.8%	203	5.6%	2,792	6.9%	664	5.9%	9,909	7.9%
Accommodation	4	0.3%	74	0.5%	11	0.3%	144	0.4%	30	0.3%	289	0.2%
Food Services & Drinking Places	76	5.1%	985	6.3%	193	5.3%	2,649	6.6%	634	5.6%	9,620	7.6%
Other Services (except Public Administration)	225	15.0%	1,248	8.0%	459	12.6%	2,892	7.2%	1,468	12.9%	8,968	7.1%
Automotive Repair & Maintenance	41	2.7%	177	1.1%	84	2.3%	409	1.0%	280	2.5%	1,190	0.9%
Public Administration	66	4.4%	1,388	8.9%	122	3.3%	2,461	6.1%	420	3.7%	7,977	6.3%
Unclassified Establishments	61	4.1%	41	0.3%	129	3.5%	62	0.2%	429	3.8%	233	0.2%
Total	1,498	100.0%	15,546	100.0%	3,648	100.0%	40,320	100.0%	11,337	100.0%	125,832	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

August 10, 2016

Pets and Products Market Potential

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Demographic Summary		2016	2021
Population		42,629	43,518
Population 18+		33,999	34,993
Households		14,930	15,292
Median Household Income		$69,539	$77,728
Product/Consumer Behavior	**Expected Number of Households**	**Percent**	**MPI**
HH owns any pet	8,479	56.8%	106
HH owns any bird	431	2.9%	111
HH owns any cat	3,472	23.3%	104
HH owns any dog	6,312	42.3%	104
HH owns 1 cat	1,830	12.3%	101
HH owns 2+ cats	1,641	11.0%	105
HH owns 1 dog	3,964	26.6%	108
HH owns 2+ dogs	2,347	15.7%	97
HH used canned/wet cat food in last 6 months	1,857	12.4%	106
HH used packaged dry cat food in last 6 months	3,326	22.3%	104
HH used cat treats in last 6 months	1,785	12.0%	103
HH used cat litter in last 6 months	3,092	20.7%	108
HH used canned/wet dog food in last 6 months	2,200	14.7%	103
HH used packaged dry dog food in last 6 months	5,990	40.1%	104
HH used dog biscuits/treats in last 6 months	4,970	33.3%	106
HH used flea/tick/parasite product for cat/dog	5,515	36.9%	102
HH Bought pet food from any pet specialty store/12 mo	3,594	24.1%	118
HH Bought pet food in last 12 months: from discount store	1,343	9.0%	98
HH Bought pet food in last 12 months: from grocery store	3,999	26.8%	100
HH Bought pet food in last 12 months: from PETCO	1,501	10.1%	122
HH Bought pet food in last 12 months: from PetSmart	1,956	13.1%	117
HH Bought pet food in last 12 months: from wholesale club	756	5.1%	117
HH Bought pet food in last 12 months: from vet	672	4.5%	104
HH Bought flea control product from vet in last 12 mo	1,819	12.2%	101
HH member took pet to vet in last 12 months: 1 time	2,137	14.3%	106
HH member took pet to vet in last 12 months: 2 times	1,827	12.2%	108
HH member took pet to vet in last 12 months: 3 times	855	5.7%	105
HH member took pet to vet in last 12 months: 4 times	658	4.4%	111
HH member took pet to vet in last 12 months: 5+ times	886	5.9%	113
HH used professional pet service in last 12 months	2,631	17.6%	111
HH used professional pet service 3+ times last 12	1,558	10.4%	114
HH used professional pet service: boarding/kennel	695	4.7%	109
HH used professional pet service: grooming	2,042	13.7%	111
HH has pet insurance	460	3.1%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

August 10, 2016

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Pets and Products Market Potential

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Demographic Summary		2016	2021
Population		94,724	96,665
Population 18+		74,231	76,804
Households		33,066	33,792
Median Household Income		$79,618	$86,998
Product/Consumer Behavior	**Expected Number of Households**	**Percent**	**MPI**
HH owns any pet	19,425	58.7%	109
HH owns any bird	919	2.8%	107
HH owns any cat	7,811	23.6%	105
HH owns any dog	14,702	44.5%	109
HH owns 1 cat	4,104	12.4%	102
HH owns 2+ cats	3,708	11.2%	107
HH owns 1 dog	9,291	28.1%	114
HH owns 2+ dogs	5,411	16.4%	101
HH used canned/wet cat food in last 6 months	4,110	12.4%	106
HH used packaged dry cat food in last 6 months	7,449	22.5%	105
HH used cat treats in last 6 months	4,002	12.1%	104
HH used cat litter in last 6 months	6,944	21.0%	109
HH used canned/wet dog food in last 6 months	4,996	15.1%	105
HH used packaged dry dog food in last 6 months	14,015	42.4%	110
HH used dog biscuits/treats in last 6 months	11,597	35.1%	111
HH used flea/tick/parasite product for cat/dog	12,678	38.3%	106
HH Bought pet food from any pet specialty store/12 mo	8,442	25.5%	125
HH Bought pet food in last 12 months: from discount store	3,014	9.1%	99
HH Bought pet food in last 12 months: from grocery store	9,108	27.5%	103
HH Bought pet food in last 12 months: from PETCO	3,490	10.6%	128
HH Bought pet food in last 12 months: from PetSmart	4,639	14.0%	125
HH Bought pet food in last 12 months: from wholesale club	1,857	5.6%	130
HH Bought pet food in last 12 months: from vet	1,623	4.9%	113
HH Bought flea control product from vet in last 12 mo	4,436	13.4%	111
HH member took pet to vet in last 12 months: 1 time	4,862	14.7%	109
HH member took pet to vet in last 12 months: 2 times	4,316	13.1%	116
HH member took pet to vet in last 12 months: 3 times	1,997	6.0%	111
HH member took pet to vet in last 12 months: 4 times	1,533	4.6%	117
HH member took pet to vet in last 12 months: 5+ times	2,085	6.3%	120
HH used professional pet service in last 12 months	6,451	19.5%	123
HH used professional pet service 3+ times last 12	3,814	11.5%	126
HH used professional pet service: boarding/kennel	1,854	5.6%	131
HH used professional pet service: grooming	4,923	14.9%	121
HH has pet insurance	1,075	3.3%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

August 10, 2016

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Pets and Products Market Potential

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Demographic Summary	2016	2021
Population	354,164	359,747
Population 18+	274,167	281,623
Households	128,609	130,500
Median Household Income	$73,876	$80,476

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	73,697	57.3%	107
HH owns any bird	3,499	2.7%	104
HH owns any cat	30,275	23.5%	105
HH owns any dog	55,112	42.9%	105
HH owns 1 cat	15,957	12.4%	102
HH owns 2+ cats	14,325	11.1%	106
HH owns 1 dog	34,923	27.2%	110
HH owns 2+ dogs	20,192	15.7%	96
HH used canned/wet cat food in last 6 months	16,181	12.6%	107
HH used packaged dry cat food in last 6 months	28,856	22.4%	105
HH used cat treats in last 6 months	15,545	12.1%	104
HH used cat litter in last 6 months	27,018	21.0%	109
HH used canned/wet dog food in last 6 months	18,944	14.7%	103
HH used packaged dry dog food in last 6 months	52,602	40.9%	106
HH used dog biscuits/treats in last 6 months	43,460	33.8%	107
HH used flea/tick/parasite product for cat/dog	48,011	37.3%	103
HH Bought pet food from any pet specialty store/12 mo	31,785	24.7%	121
HH Bought pet food in last 12 months: from discount store	11,580	9.0%	98
HH Bought pet food in last 12 months: from grocery store	35,059	27.3%	102
HH Bought pet food in last 12 months: from PETCO	12,952	10.1%	122
HH Bought pet food in last 12 months: from PetSmart	17,572	13.7%	122
HH Bought pet food in last 12 months: from wholesale club	6,798	5.3%	122
HH Bought pet food in last 12 months: from vet	6,138	4.8%	110
HH Bought flea control product from vet in last 12 mo	16,542	12.9%	106
HH member took pet to vet in last 12 months: 1 time	18,525	14.4%	107
HH member took pet to vet in last 12 months: 2 times	16,381	12.7%	113
HH member took pet to vet in last 12 months: 3 times	7,503	5.8%	107
HH member took pet to vet in last 12 months: 4 times	5,638	4.4%	110
HH member took pet to vet in last 12 months: 5+ times	7,610	5.9%	113
HH used professional pet service in last 12 months	23,916	18.6%	117
HH used professional pet service 3+ times last 12	14,097	11.0%	120
HH used professional pet service: boarding/kennel	6,849	5.3%	125
HH used professional pet service: grooming	18,178	14.1%	115
HH has pet insurance	4,039	3.1%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

August 10, 2016

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Retail MarketPlace Profile

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Summary Demographics	
2016 Population	42,629
2016 Households	14,930
2016 Median Disposable Income	$52,911
2016 Per Capita Income	$30,374

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	$653,903,377	$421,834,024	$232,069,353	21.6	307
Total Retail Trade	44-45	$591,278,066	$378,820,637	$212,457,429	21.9	228
Total Food & Drink	722	$62,625,311	$43,013,388	$19,611,923	18.6	78

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$131,793,019	$95,636,278	$36,156,741	15.9	26
Automobile Dealers	4411	$111,522,410	$84,896,682	$26,625,728	13.6	15
Other Motor Vehicle Dealers	4412	$12,538,360	$673,680	$11,864,680	89.8	1
Auto Parts, Accessories & Tire Stores	4413	$7,732,249	$10,065,916	-$2,333,667	-13.1	9
Furniture & Home Furnishings Stores	442	$20,112,732	$7,456,437	$12,656,295	45.9	9
Furniture Stores	4421	$11,245,712	$1,554,557	$9,691,155	75.7	3
Home Furnishings Stores	4422	$8,867,021	$5,901,880	$2,965,141	20.1	6
Electronics & Appliance Stores	443	$38,358,660	$4,925,298	$33,433,362	77.2	6
Bldg Materials, Garden Equip. & Supply Stores	444	$26,770,867	$22,024,973	$4,745,894	9.7	26
Bldg Material & Supplies Dealers	4441	$23,835,468	$15,564,323	$8,271,145	21.0	19
Lawn & Garden Equip & Supply Stores	4442	$2,935,399	$6,460,650	-$3,525,251	-37.5	7
Food & Beverage Stores	445	$117,752,185	$129,202,045	-$11,449,860	-4.6	34
Grocery Stores	4451	$100,239,578	$96,393,404	$3,846,174	2.0	15
Specialty Food Stores	4452	$7,623,834	$11,611,523	-$3,987,689	-20.7	15
Beer, Wine & Liquor Stores	4453	$9,888,773	$21,197,118	-$11,308,345	-36.4	4
Health & Personal Care Stores	446,4461	$40,562,764	$39,163,534	$1,399,230	1.8	18
Gasoline Stations	447,4471	$36,512,587	$14,313,816	$22,198,771	43.7	8
Clothing & Clothing Accessories Stores	448	$41,287,213	$9,048,224	$32,238,989	64.0	23
Clothing Stores	4481	$28,969,834	$6,283,817	$22,686,017	64.4	17
Shoe Stores	4482	$4,622,040	$1,068,632	$3,553,408	62.4	2
Jewelry, Luggage & Leather Goods Stores	4483	$7,695,339	$1,695,775	$5,999,564	63.9	4
Sporting Goods, Hobby, Book & Music Stores	451	$18,720,031	$9,680,930	$9,039,101	31.8	23
Sporting Goods/Hobby/Musical Instr Stores	4511	$16,345,291	$7,707,463	$8,637,828	35.9	17
Book, Periodical & Music Stores	4512	$2,374,741	$1,973,467	$401,274	9.2	6
General Merchandise Stores	452	$78,478,388	$28,578,985	$49,899,403	46.6	10
Department Stores Excluding Leased Depts.	4521	$54,431,592	$17,000,270	$37,431,322	52.4	2
Other General Merchandise Stores	4529	$24,046,796	$11,578,715	$12,468,081	35.0	8
Miscellaneous Store Retailers	453	$28,527,179	$14,786,879	$13,740,300	31.7	40
Florists	4531	$1,557,885	$1,100,495	$457,390	17.2	6
Office Supplies, Stationery & Gift Stores	4532	$7,384,192	$6,544,725	$839,467	6.0	13
Used Merchandise Stores	4533	$1,317,240	$2,309,528	-$992,288	-27.4	9
Other Miscellaneous Store Retailers	4539	$18,267,861	$4,832,132	$13,435,729	58.2	11
Nonstore Retailers	454	$12,402,438	$4,003,238	$8,399,200	51.2	5
Electronic Shopping & Mail-Order Houses	4541	$8,085,217	$1,698,014	$6,387,203	65.3	1
Vending Machine Operators	4542	$612,742	$169,843	$442,899	56.6	1
Direct Selling Establishments	4543	$3,704,479	$2,135,381	$1,569,098	26.9	3
Food Services & Drinking Places	722	$62,625,311	$43,013,388	$19,611,923	18.6	78
Full-Service Restaurants	7221	$37,129,618	$19,742,306	$17,387,312	30.6	49
Limited-Service Eating Places	7222	$22,682,971	$16,689,672	$5,993,299	15.2	24
Special Food Services	7223	$1,398,979	$1,690,219	-$291,240	-9.4	2
Drinking Places - Alcoholic Beverages	7224	$1,413,742	$4,891,191	-$3,477,449	-55.2	3

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 click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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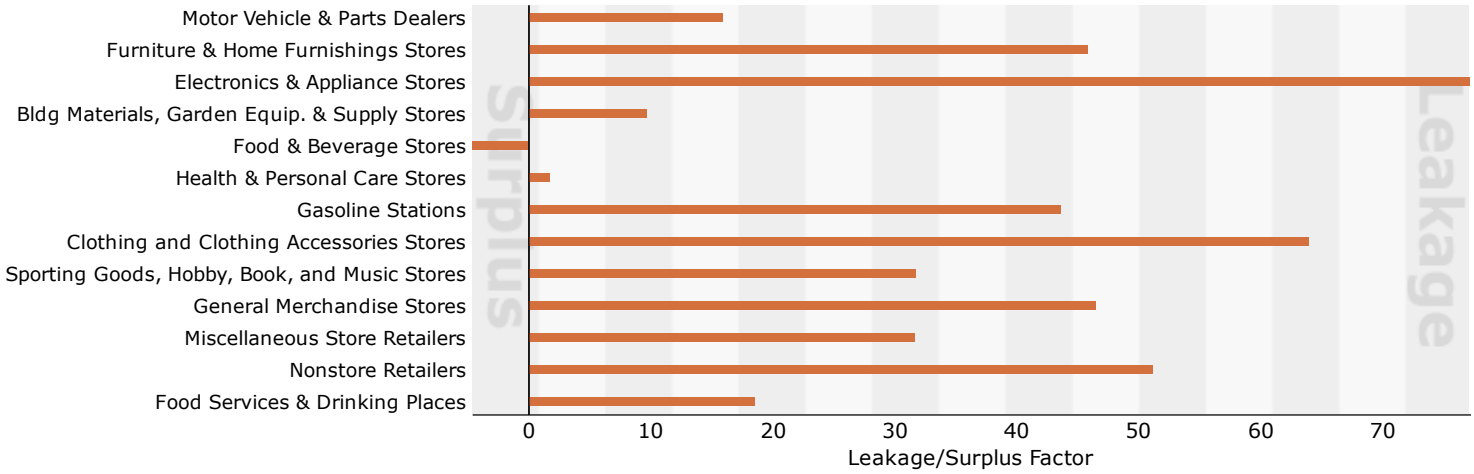
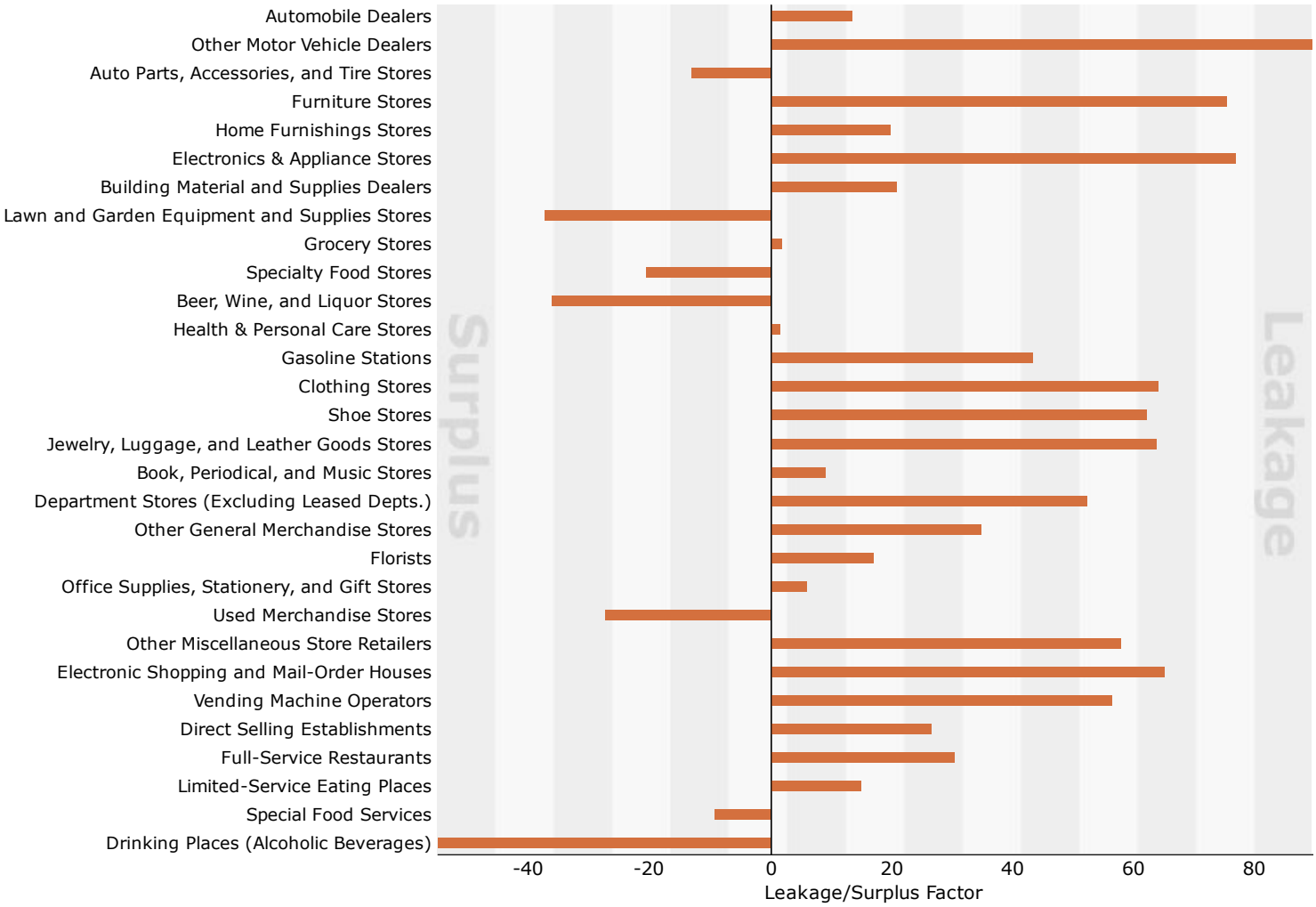
August 10, 2016

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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August 10, 2016

Retail MarketPlace Profile

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Summary Demographics	
2016 Population	94,724
2016 Households	33,066
2016 Median Disposable Income	$57,913
2016 Per Capita Income	$34,323

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	$1,631,707,528	$1,751,394,466	-$119,686,938	-3.5	708
Total Retail Trade	44-45	$1,475,059,917	$1,640,921,942	-$165,862,025	-5.3	513
Total Food & Drink	722	$156,647,611	$110,472,524	$46,175,087	17.3	196

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$330,105,028	$707,763,599	-$377,658,571	-36.4	71
Automobile Dealers	4411	$278,752,021	$683,765,185	-$405,013,164	-42.1	47
Other Motor Vehicle Dealers	4412	$32,078,603	$3,691,697	$28,386,906	79.4	4
Auto Parts, Accessories & Tire Stores	4413	$19,274,404	$20,306,717	-$1,032,313	-2.6	20
Furniture & Home Furnishings Stores	442	$50,649,496	$43,203,180	$7,446,316	7.9	25
Furniture Stores	4421	$28,349,617	$28,291,522	$58,095	0.1	13
Home Furnishings Stores	4422	$22,299,880	$14,911,658	$7,388,222	19.9	11
Electronics & Appliance Stores	443	$95,892,396	$17,868,298	$78,024,098	68.6	20
Bldg Materials, Garden Equip. & Supply Stores	444	$68,069,303	$89,332,364	-$21,263,061	-13.5	54
Bldg Material & Supplies Dealers	4441	$60,675,358	$77,090,581	-$16,415,223	-11.9	39
Lawn & Garden Equip & Supply Stores	4442	$7,393,945	$12,241,784	-$4,847,839	-24.7	15
Food & Beverage Stores	445	$291,037,845	$278,903,872	$12,133,973	2.1	73
Grocery Stores	4451	$247,527,688	$225,857,952	$21,669,736	4.6	33
Specialty Food Stores	4452	$18,860,982	$21,497,945	-$2,636,963	-6.5	29
Beer, Wine & Liquor Stores	4453	$24,649,175	$31,547,975	-$6,898,800	-12.3	12
Health & Personal Care Stores	446,4461	$100,985,989	$82,411,005	$18,574,984	10.1	47
Gasoline Stations	447,4471	$90,176,502	$47,477,241	$42,699,261	31.0	20
Clothing & Clothing Accessories Stores	448	$103,166,192	$34,678,375	$68,487,817	49.7	51
Clothing Stores	4481	$72,202,064	$25,765,030	$46,437,034	47.4	34
Shoe Stores	4482	$11,448,648	$4,402,157	$7,046,491	44.5	7
Jewelry, Luggage & Leather Goods Stores	4483	$19,515,480	$4,511,189	$15,004,291	62.4	10
Sporting Goods, Hobby, Book & Music Stores	451	$47,155,991	$35,539,569	$11,616,422	14.0	43
Sporting Goods/Hobby/Musical Instr Stores	4511	$41,246,612	$31,173,564	$10,073,048	13.9	32
Book, Periodical & Music Stores	4512	$5,909,379	$4,366,005	$1,543,374	15.0	11
General Merchandise Stores	452	$195,697,862	$242,956,053	-$47,258,191	-10.8	20
Department Stores Excluding Leased Depts.	4521	$136,072,844	$227,599,835	-$91,526,991	-25.2	7
Other General Merchandise Stores	4529	$59,625,017	$15,356,218	$44,268,799	59.0	13
Miscellaneous Store Retailers	453	$71,393,658	$42,363,738	$29,029,920	25.5	80
Florists	4531	$3,949,435	$1,912,459	$2,036,976	34.7	11
Office Supplies, Stationery & Gift Stores	4532	$18,525,801	$16,640,858	$1,884,943	5.4	29
Used Merchandise Stores	4533	$3,301,030	$3,022,448	$278,582	4.4	13
Other Miscellaneous Store Retailers	4539	$45,617,392	$20,787,973	$24,829,419	37.4	27
Nonstore Retailers	454	$30,729,654	$18,424,648	$12,305,006	25.0	10
Electronic Shopping & Mail-Order Houses	4541	$20,213,384	$9,640,475	$10,572,909	35.4	3
Vending Machine Operators	4542	$1,516,064	$201,442	$1,314,622	76.5	1
Direct Selling Establishments	4543	$9,000,205	$8,582,731	$417,474	2.4	5
Food Services & Drinking Places	722	$156,647,611	$110,472,524	$46,175,087	17.3	196
Full-Service Restaurants	7221	$92,962,463	$50,725,747	$42,236,716	29.4	117
Limited-Service Eating Places	7222	$56,641,108	$49,644,427	$6,996,681	6.6	68
Special Food Services	7223	$3,545,369	$2,196,804	$1,348,565	23.5	6
Drinking Places - Alcoholic Beverages	7224	$3,498,671	$7,905,546	-$4,406,875	-38.6	4

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 click the link below to view the Methodology Statement.
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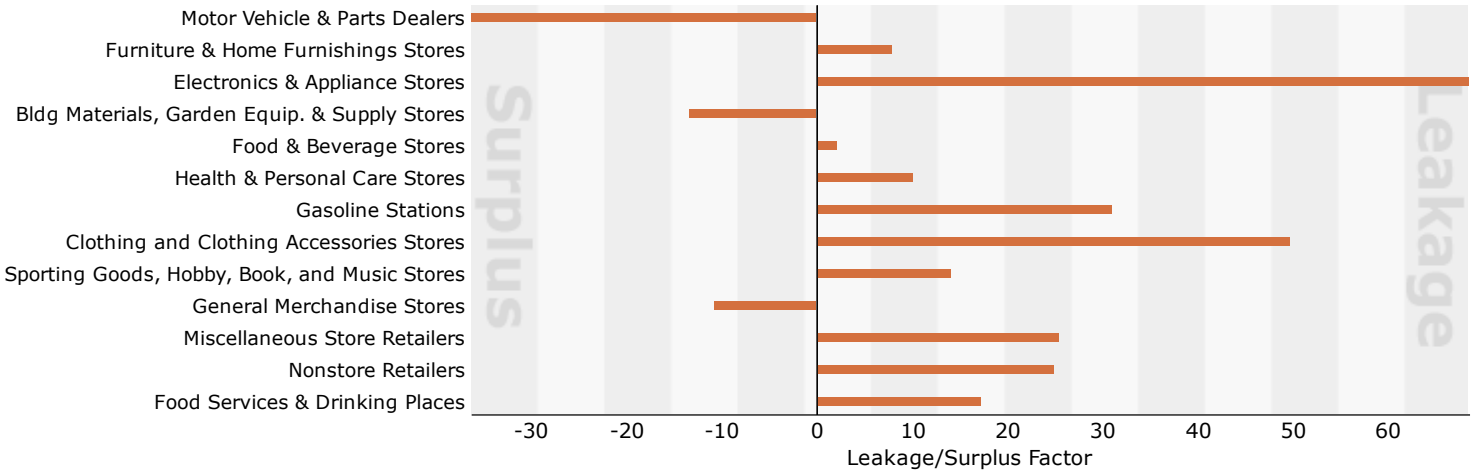
August 10, 2016

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

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Retail MarketPlace Profile

Nexus 3,5,10-mile radius
39 Poplar St N, Glassboro, New Jersey, 08028
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.70462
Longitude: -75.11301

Summary Demographics	
2016 Population	354,164
2016 Households	128,609
2016 Median Disposable Income	$54,566
2016 Per Capita Income	$33,346

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	$5,959,871,435	$5,409,894,865	$549,976,570	4.8	2,382
Total Retail Trade	44-45	$5,388,176,814	$4,999,934,643	$388,242,171	3.7	1,706
Total Food & Drink	722	$571,694,621	$409,960,223	$161,734,398	16.5	675

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$1,203,444,995	$1,089,629,729	$113,815,266	5.0	196
Automobile Dealers	4411	$1,018,223,087	$909,097,257	$109,125,830	5.7	104
Other Motor Vehicle Dealers	4412	$115,058,510	$69,849,717	$45,208,793	24.4	22
Auto Parts, Accessories & Tire Stores	4413	$70,163,398	$110,682,755	-$40,519,357	-22.4	71
Furniture & Home Furnishings Stores	442	$184,589,013	$171,314,441	$13,274,572	3.7	93
Furniture Stores	4421	$103,412,255	$131,586,718	-$28,174,463	-12.0	48
Home Furnishings Stores	4422	$81,176,758	$39,727,722	$41,449,036	34.3	46
Electronics & Appliance Stores	443	$348,881,064	$93,014,105	$255,866,959	57.9	57
Bldg Materials, Garden Equip. & Supply Stores	444	$244,739,554	$246,745,657	-$2,006,103	-0.4	172
Bldg Material & Supplies Dealers	4441	$217,996,241	$191,406,920	$26,589,321	6.5	125
Lawn & Garden Equip & Supply Stores	4442	$26,743,313	$55,338,737	-$28,595,424	-34.8	46
Food & Beverage Stores	445	$1,069,029,213	$1,110,579,610	-$41,550,397	-1.9	256
Grocery Stores	4451	$909,918,378	$929,829,796	-$19,911,418	-1.1	110
Specialty Food Stores	4452	$69,236,465	$98,142,554	-$28,906,089	-17.3	101
Beer, Wine & Liquor Stores	4453	$89,874,371	$82,607,260	$7,267,111	4.2	45
Health & Personal Care Stores	446,4461	$369,541,114	$289,641,709	$79,899,405	12.1	152
Gasoline Stations	447,4471	$331,144,556	$212,878,517	$118,266,039	21.7	81
Clothing & Clothing Accessories Stores	448	$376,999,661	$254,575,331	$122,424,330	19.4	206
Clothing Stores	4481	$264,188,680	$198,504,389	$65,684,291	14.2	140
Shoe Stores	4482	$42,122,125	$28,390,914	$13,731,211	19.5	28
Jewelry, Luggage & Leather Goods Stores	4483	$70,688,856	$27,680,028	$43,008,828	43.7	37
Sporting Goods, Hobby, Book & Music Stores	451	$171,626,791	$105,704,377	$65,922,414	23.8	120
Sporting Goods/Hobby/Musical Instr Stores	4511	$150,049,932	$89,768,874	$60,281,058	25.1	90
Book, Periodical & Music Stores	4512	$21,576,859	$15,935,503	$5,641,356	15.0	30
General Merchandise Stores	452	$715,682,049	$1,206,715,737	-$491,033,688	-25.5	88
Department Stores Excluding Leased Depts.	4521	$497,100,715	$935,717,373	-$438,616,658	-30.6	33
Other General Merchandise Stores	4529	$218,581,334	$270,998,364	-$52,417,030	-10.7	56
Miscellaneous Store Retailers	453	$260,859,931	$140,263,677	$120,596,254	30.1	247
Florists	4531	$14,246,897	$5,312,314	$8,934,583	45.7	29
Office Supplies, Stationery & Gift Stores	4532	$67,595,500	$40,199,665	$27,395,835	25.4	79
Used Merchandise Stores	4533	$12,022,544	$11,015,412	$1,007,132	4.4	42
Other Miscellaneous Store Retailers	4539	$166,994,990	$83,736,286	$83,258,704	33.2	97
Nonstore Retailers	454	$111,638,875	$78,871,753	$32,767,122	17.2	38
Electronic Shopping & Mail-Order Houses	4541	$73,697,066	$48,467,683	$25,229,383	20.7	9
Vending Machine Operators	4542	$5,565,902	$3,116,063	$2,449,839	28.2	5
Direct Selling Establishments	4543	$32,375,906	$27,288,007	$5,087,899	8.5	23
Food Services & Drinking Places	722	$571,694,621	$409,960,223	$161,734,398	16.5	675
Full-Service Restaurants	7221	$339,027,434	$194,669,403	$144,358,031	27.0	385
Limited-Service Eating Places	7222	$207,028,677	$190,891,108	$16,137,569	4.1	246
Special Food Services	7223	$12,811,923	$11,369,167	$1,442,756	6.0	26
Drinking Places - Alcoholic Beverages	7224	$12,826,587	$13,030,545	-$203,958	-0.8	18

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 click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

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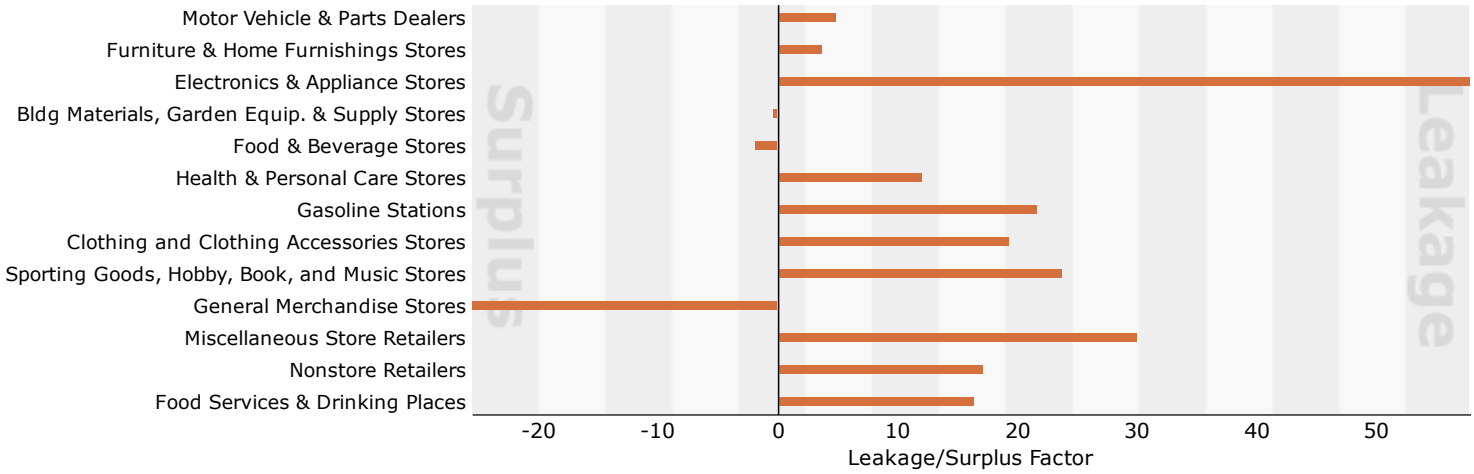
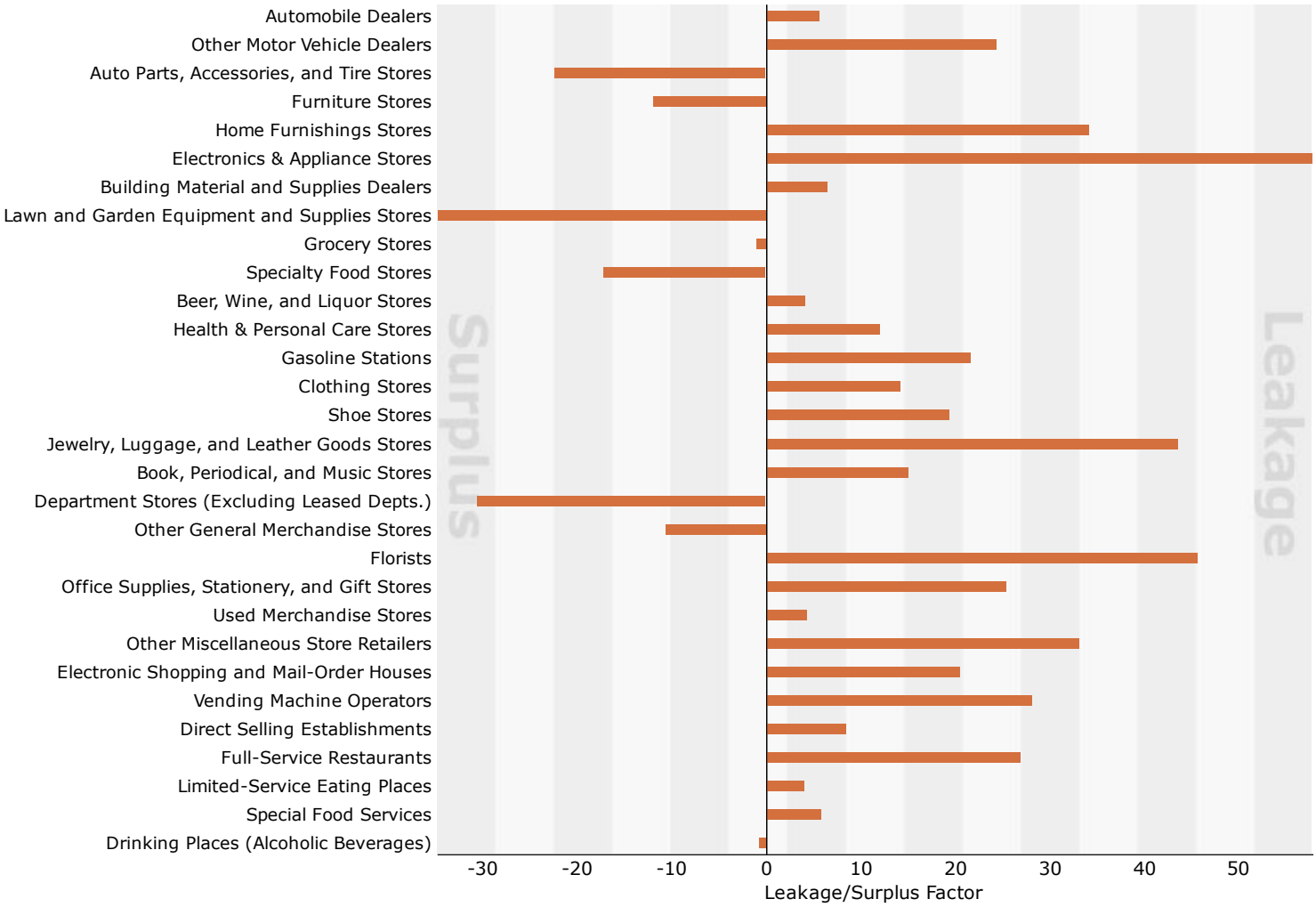
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Data Analysis

JGSCGroup

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Population (2015)	42,629	94,724	347,490	19,389	296,173	3,425,179
Households (2015)	14,930	33,066	128,609	6,480	91,137	1,299,427
Area (Sq Mi)	28.3	78.5	314.2	9.2	337.2	1,963.5
Population / Sq Mi	1,508	1,206	1,106	2,103	878	1,744
Households / Sq Mi	528	421	409	703	270	662
Pop. Growth (2015-2020)	0.41%	0.41%	0.31%	0.53%	0.43%	0.36%
Population by Race						
White	78%	82%	76%	70%	82%	56%
Black	13%	10%	15%	20%	11%	29%
American Indian	0%	0%	0%	0%	0%	0%
Asian	3%	3%	3%	3%	3%	6%
Pacific Islander	0%	0%	0%	0%	0%	0%
Some other race	3%	2%	2%	4%	2%	6%
Two or more races	3%	3%	3%	3%	3%	3%
Total Hispanic Population	7%	6%	7%	9%	6%	13%
Population by Sex						
Male	48%	49%	48%	49%	49%	48%
Female	52%	51%	52%	51%	51%	52%
Population by Age						
Ages 0 - 4	5.2%	5.2%	5.8%	5.4%	5.7%	6.4%
Ages 5 - 9	5.4%	5.8%	6.2%	5.1%	6.3%	6.3%
Ages 10 - 14	6.0%	6.6%	6.7%	4.9%	6.7%	6.5%
Ages 15 - 24	19.6%	15.7%	13.1%	28.2%	13.0%	15.3%
Ages 25 - 34	13.1%	12.5%	13.1%	13.0%	12.6%	14.0%
Ages 35 - 44	11.1%	11.9%	13.1%	9.7%	13.1%	12.9%
Ages 45 - 54	12.8%	14.2%	14.5%	10.7%	14.6%	14.5%
Ages 55 - 64	12.7%	13.7%	13.3%	10.6%	13.4%	11.3%
Ages 65 - 74	7.8%	8.4%	8.4%	6.8%	8.6%	6.5%
Ages 75 - 84	3.9%	4.0%	4.0%	3.9%	4.2%	4.3%
Ages 85+	2.3%	2.1%	1.8%	1.6%	1.9%	2.0%

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Age 9 or under	10.6%	11.0%	12.0%	10.5%	12.0%	12.7%
Ages 24 or younger	36.2%	33.3%	31.8%	43.6%	31.7%	34.5%
Age 25 or older	63.7%	66.8%	68.2%	56.3%	68.4%	65.5%
Age 55 or older	26.7%	28.2%	27.5%	22.9%	28.1%	24.1%
Age 65 or older	14.0%	14.5%	14.2%	12.3%	14.7%	12.8%
Median Age (Total population)	35.6	38.6	39.0	29.3	39.5	37.0
Households by Type						
All HHs with children	34%	37%	37%	32%	37%	33%
Multigenerational Households	5%	5%	5%	5%	5%	6%
Average HH size	2.69	2.78	2.72	2.66	2.75	2.56
Household Occupancy and Mortgage Status						
Owner occupied HHs	74.9%	81.7%	77.8%	65.3%	80.1%	63.7%
Owned Free & Clear	17.1%	18.7%	17.3%	15.3%	19.3%	18.9%
Renter occupied HHs	25.1%	18.3%	22.2%	34.7%	19.9%	36.3%
Households by Income						
< $15,000	8.7%	6.6%	7.2%	13.4%	7.4%	15.5%
$15,000 - $24,999	6.8%	5.9%	6.8%	8.9%	6.6%	10.1%
$25,000 - $34,999	7.3%	6.8%	7.6%	8.7%	7.2%	9.9%
$35,000 - $49,999	12.0%	10.8%	11.6%	10.4%	10.9%	12.6%
$50,000 - $74,999	18.2%	16.7%	17.4%	17.4%	17.0%	16.0%
$75,000 - $99,999	13.8%	14.0%	14.2%	14.0%	14.3%	11.4%
$100,000 - $149,999	20.5%	22.0%	19.8%	16.6%	20.0%	13.5%
$150,000 - $$199,999	7.9%	9.5%	9.2%	7.4%	9.7%	5.8%
$200,000 +	4.8%	7.7%	6.3%	3.3%	7.0%	5.3%
Median HH Income	$69,539	$79,618	$73,876	$60,139	$76,265	$52,280
Average HH Income	$84,944	$97,259	$90,870	$74,722	$93,775	$75,626

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Less than $25,000	15.5%	12.5%	14.0%	22.3%	14.0%	25.6%
Less than $50,000	34.8%	30.1%	33.2%	41.4%	32.1%	48.1%
More than $75,000	47.0%	53.2%	49.5%	41.3%	51.0%	36.0%
More than $100,000	33.2%	39.2%	35.3%	27.3%	36.7%	24.6%
Access to and internet use in past 30 days						
Any internet use	87.9%	89.2%	88.3%	87.6%	88.4%	80.9%
Accessed from home	84.1%	86.0%	84.8%	82.9%	85.0%	75.2%
Accessed from work	45.2%	47.4%	46.4%	44.6%	46.9%	37.4%
Accessed from school/library	16.3%	14.4%	13.0%	21.3%	12.9%	13.1%
Accessed from other	32.3%	32.8%	31.7%	33.1%	32.2%	28.9%
Access internet via computer	82.2%	83.9%	82.6%	82.2%	82.9%	73.7%
Access internet via cell phone	61.3%	62.8%	61.6%	62.1%	61.5%	57.1%
Made personal purchase via internet	47.3%	50.8%	49.4%	45.3%	49.5%	41.6%
Made business purchase via internet	12.0%	13.2%	13.0%	11.3%	13.1%	10.8%
Online 10+ hours a day	3.4%	3.4%	3.4%	3.7%	3.3%	3.7%
Online 5.0 to 9.9 hours a day	11.7%	11.3%	11.1%	13.0%	11.0%	11.2%
Online 2.0 to 4.9 hours a day	24.0%	24.0%	23.8%	25.5%	24.0%	21.8%
Online 1.0 to 1.9 hours a day	18.9%	19.6%	19.2%	17.7%	19.1%	16.3%
Online 0.5 to 0.9 hours a day	12.9%	13.6%	13.5%	11.7%	13.7%	12.2%
Online < 0.5 hours a day	10.2%	10.6%	10.5%	9.3%	10.4%	9.2%
Pets and products						
Households owns any pet	56.8%	58.7%	57.3%	52.6%	57.9%	46.8%
Households owns any cat	23.3%	23.6%	23.5%	22.4%	23.7%	19.2%
Households owns any dog	42.3%	44.5%	42.9%	37.9%	43.4%	33.7%
Cats per sq mi	123	99	96	157	64	127
Dogs per sq mile	223	187	176	266	117	223

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Business & Employment Data						
Total businesses	1,498	3,648	11,337	737	10,733	128,328
Total employees	15,546	40,320	125,832	8,798	126,583	1,717,158
Employees per Sq Mi	550	513	401	954	375	875
Employee/Residential Population Ratio	0.36	0.43	0.36	0.45	0.43	0.50
Retail Trade: Businesses	309	805	2,461	177	2,289	27,622
Businesses as a % of Total	21%	22%	22%	24%	21%	22%
Businesses per Sq Mi	10.9	10.2	7.8	19.2	6.8	14.1
Employees	2,801	10,816	33,904	2,073	32,383	306,206
Employees per Sq Mi	99	138	108	225	96	156
Employees as a % of Total	18%	27%	27%	24%	26%	18%
Finance, Ins., Real Estate Businesses	130	324	1,062	76	961	14,869
Businesses as a % of Total	9%	9%	9%	10%	9%	12%
Employees	593	2,115	6,077	352	5,546	131,161
Employees as a % of Total	4%	5%	5%	4%	4%	8%
Service Businesses	605	1,487	4,336	284	4,043	53,382
Businesses as a % of Total	40%	41%	38%	39%	38%	42%
Employees	7,533	17,403	50,617	4,548	45,840	752,133
Employees as a % of Total	48%	43%	40%	52%	36%	44%
Government: Businesses	66	122	418	32	444	3,690
Businesses as a % of Total	4%	3%	4%	4%	4%	3%
Employees	1,388	2,461	7,966	331	8,610	95,309
Employees as a % of Total	9%	6%	6%	4%	7%	6%
Estimated "Office Workers"	9,017	23,386	72,983	5,103	73,418	995,952
Estimated Office Worker Spending	$66,056,198	$171,322,906	$534,670,235	$37,383,406	$537,861,294	$7,296,341,715

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Medical Expenditures						
Physician Services	$4,057,517	$10,333,470	$37,544,644	$1,529,762	$32,335,718	$304,374,838
Dental services	$5,850,023	$14,915,240	$53,887,975	$2,163,525	$46,505,793	$436,705,401
Eyecare services	$969,350	$2,464,428	$8,957,678	$363,209	$7,731,331	$73,563,565
Physcian spending per Household	$272	$313	$292	$236	$355	$234
Physcian spending per Sq Mile	$143,505	$131,570	$119,508	$165,918	$95,895	$155,016
Dental spending per Houshold	$392	$451	$419	$334	$510	$336
Dental spending per Sq Mile	$206,902	$189,906	$171,530	$234,656	$137,918	$222,412
Eyecare spending per Household	$65	$75	$70	$56	$85	$57
Eyecare spending per Sq Mile	$34,284	$31,378	$28,513	$39,394	$22,928	$37,466

Supply & Demand – Total Retail Trade & Food						
Total Retail Trade & Food – Demand	$653,903,377	$1,631,707,528	$5,959,871,435	$236,970,617	$5,113,084,257	$49,218,002,324
Total Retail Trade & Food – Supply	$421,834,024	$1,751,394,466	$5,409,894,865	$304,970,475	$5,147,002,760	$43,916,524,131
Total Retail Trade & Food – Retail Leakag	$232,069,353	($119,686,938)	$549,976,570	($67,999,858)	($33,918,503)	$5,301,478,193
Total Retail Trade & Food – Businesses	307	708	2,382	171	2,185	28,408
Consumer Demand per HH	$43,798	$49,347	$46,341	$36,570	$56,103	$37,877
Retail Sales per HH	$28,254	$52,967	$42,065	$47,063	$56,475	$33,797
Retail Leakage per HH	$15,544	($3,620)	$4,276	($10,494)	($372)	$4,080
HHs per Retail Business	49	47	54	38	42	46
Retailers per Sq Mile	11	9	8	19	6	14
Avg Sales per Retailer/Year	$1,374,052	$2,473,721	$2,271,157	$1,783,453	$2,355,608	$1,545,921
Consumer Demand per Sq Mile	$23,127,047	$20,775,497	$18,970,816	$25,701,802	$15,163,358	$25,066,464
Retail Sales per Sq Mile	$14,919,292	$22,299,395	$17,220,190	$33,077,058	$15,263,947	$22,366,450
Retail Leakage per Sq Mile	$8,207,755	($1,523,898)	$1,750,626	($7,375,256)	($100,589)	$2,700,014

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Supply & Demand - Retail Trade ONLY						
Total Retail Trade – Demand	$591,278,066	$1,475,059,917	$5,388,176,814	$214,236,530	$4,622,903,323	$44,439,345,081
Total Retail Trade – Supply	$378,820,637	$1,640,921,942	$4,999,934,643	$271,786,866	$4,777,534,267	$38,813,290,914
Total Retail Trade – Retail Leakage	$212,457,429	($165,862,025)	$388,242,171	($57,550,336)	($154,630,944)	$5,626,054,167
Total Retail Trade – No of Businesses	228	513	1,706	119	1,601	18,797
Consumer Demand per HH	$39,603	$44,610	$41,896	$33,061	$50,725	$34,199
Retail Sales per HH	$25,373	$49,626	$38,877	$41,942	$52,421	$29,870
Retail Leakage per HH	$14,230	($5,016)	$3,019	($8,881)	($1,697)	$4,330
HHs per Retail Business	65	64	75	54	57	69
Business per Sq Mile	8	7	5	13	5	10
Avg Sales per Retailer/Year	$1,661,494	$3,198,678	$2,930,794	$2,283,923	$2,984,094	$2,064,866
Consumer Demand per Sq Mile	$20,912,135	$18,781,002	$17,151,059	$23,236,066	$13,709,678	$22,632,720
Retail Sales per Sq Mile	$13,398,008	$20,892,818	$15,915,249	$29,477,968	$14,168,251	$19,767,401
Retail Leakage per Sq Mile	$7,514,127	($2,111,816)	$1,235,810	($6,241,902)	($458,573)	$2,865,319

Supply & Demand Food & Drink ONLY						
Total Food & Drink – Demand	$62,625,311	$156,647,611	$571,694,621	$22,734,087	$490,180,934	$4,778,657,242
Total Food & Drink – Supply	$43,013,388	$110,472,524	$409,960,223	$33,183,609	$369,468,493	$5,103,233,216
Total Food & Drink – Retail Leakage	$19,611,923	$46,175,087	$161,734,398	($10,449,522)	$120,712,441	($324,575,974)
Total Food & Drink – No of Businesses	78	196	675	52	584	9,612
Consumer Demand per HH	$4,195	$4,737	$4,445	$3,508	$5,379	$3,678
Retail Sales per HH	$2,881	$3,341	$3,188	$5,121	$4,054	$3,927
Retail Leakage per HH	$1,314	$1,396	$1,258	($1,613)	$1,325	($250)
HHs per Retail Business	191	169	191	125	156	135
Business per Sq Mile	3	2	2	6	2	5
Avg Sales per Retailer/Year	$551,454	$563,635	$607,348	$638,146	$632,652	$530,923
Consumer Demand per Sq Mile	$2,214,912	$1,994,495	$1,819,756	$2,465,736	$1,453,680	$2,433,744
Retail Sales per Sq Mile	$1,521,284	$1,406,577	$1,304,941	$3,599,090	$1,095,695	$2,599,049
Retail Leakage per Sq Mile	$693,628	$587,918	$514,815	($1,133,354)	$357,985	($165,305)

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Supply & Demand by Retail Category						
Automobile Dealers - Consumer Demand	$111,522,410	$278,752,021	$1,018,223,087	$40,471,696	$873,974,538	$8,205,456,489
Automobile Dealers - Retail Supply	$84,896,682	$683,765,185	$909,097,257	$64,568,005	$1,022,243,474	$6,858,367,395
Automobile Dealers - Leakage / Surplus	$26,625,728	($405,013,164)	$109,125,830	($24,096,309)	($148,268,936)	$1,347,089,094
Automobile Dealers - No of Businesses	15	47	104	9	111	1,212
Retail Leakage per HH	$1,783	($12,249)	$849	($3,719)	($1,627)	$1,037
Retail Leakage per Sq Mi	$941,690	($5,156,776)	$347,357	($2,613,483)	($439,706)	$686,065
HHs per Retail Business	995	704	1,237	720	821	1,072
Retailers per Sq Mile	0.5	0.6	0.3	1.0	0.3	0.6
Avg Sales per Retailer/Year	$5,659,779	$14,548,195	$8,741,320	$7,174,223	$9,209,401	$5,658,719
Other MV Dealers - Consumer Demand	$12,538,360	$32,078,603	$115,058,510	$4,249,951	$99,593,766	$933,995,413
Other MV Dealers - Retail Supply	$673,680	$3,691,697	$69,849,717	$0	$78,672,071	$499,507,030
Other MV Dealers - Leakage / Surplus	$11,864,680	$28,386,906	$45,208,793	$4,249,951	$20,921,695	$434,488,383
Other MV Dealers - No of Businesses	1	4	22	0	23	171
Retail Leakage per HH	$795	$858	$352	$656	$230	$334
Retail Leakage per Sq Mi	$419,626	$361,432	$143,904	$460,949	$62,045	$221,283
HHs per Retail Business	14,930	8,267	5,846	0	3,962	7,599
Retailers per Sq Mile	0.0	0.1	0.1	0.0	0.1	0.1
Avg Sales per Retailer/Year	673,680	$922,924	$3,174,987	#DIV/0!	$3,420,525	$2,921,094
Auto Parts & Accessories - Consumer Der	$7,732,249	$19,274,404	$70,163,398	$2,785,489	$60,188,122	$578,262,571
Auto Parts & Accessories - Retail Supply	$10,065,916	$20,306,717	$110,682,755	$8,180,405	$50,473,036	$626,030,332
Auto Parts & Accessories - Leakage / Surp	($2,333,667)	($1,032,313)	($40,519,357)	($5,394,916)	$9,715,086	($47,767,761)
Auto Parts & Accessories - No of Business	9	20	71	5	60	651
Retail Leakage per HH	($156)	($31)	($315)	($833)	$107	($37)
Retail Leakage per Sq Mi	($82,536)	($13,144)	($128,977)	($585,132)	$28,811	($24,328)
HHs per Retail Business	1,659	1,653	1,811	1,296	1,519	1,996
Retailers per Sq Mile	0.3	0.3	0.2	0.5	0.2	0.3
Avg Sales per Retailer/Year	$1,118,435	$1,015,336	$1,558,912	$1,636,081	$841,217	$961,644

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Furniture Stores - Consumer Demand	$11,245,712	$28,349,617	$103,412,255	$4,081,175	$88,847,038	$832,753,652
Furniture Stores - Retail Supply	$1,554,557	$28,291,522	$131,586,718	$404,793	$131,117,484	$698,311,280
Furniture Stores - Leakage / Surplus	$9,691,155	$58,095	($28,174,463)	$3,676,382	($42,270,446)	$134,442,372
Furniture Stores - No of Businesses	3	13	48	1	44	448
Retail Leakage per HH	$649	$2	($219)	$567	($464)	$103
Retail Leakage per Sq Mi	$342,754	$740	($89,682)	$398,740	($125,357)	$68,471
HHs per Retail Business	4,977	2,544	2,679	6,480	2,071	2,901
Retailers per Sq Mile	0.1	0.2	0.2	0.1	0.1	0.2
Avg Sales per Retailer/Year	$518,186	$2,176,271	$2,741,390	$404,793	$2,979,943	$1,558,731
Home Furnishings - Consumer Demand	$8,867,021	$22,299,880	$81,176,758	$3,172,220	$69,727,723	$577,996,226
Home Furnishings - Retail Supply	$5,901,880	$14,911,658	$39,727,722	$784,437	$43,346,585	$404,531,545
Home Furnishings - Leakage / Surplus	$2,965,141	$7,388,222	$41,449,036	$2,387,783	$26,381,138	$173,464,681
Home Furnishings - No of Businesses	6	11	46	3	46	458
Retail Leakage per HH	$199	$223	$322	$368	$289	$133
Retail Leakage per Sq Mi	$104,870	$94,070	$131,936	$258,979	$78,236	$88,345
HHs per Retail Business	2,488	3,006	2,796	2,160	1,981	2,837
Retailers per Sq Mile	0.2	0.1	0.1	0.3	0.1	0.2
Avg Sales per Retailer/Year	$983,647	$1,355,605	$863,646	$261,479	$942,317	$883,257
Electronic/Appliance - Consumer Demand	$38,358,660	$95,892,396	$348,881,064	$13,850,342	$299,481,103	$2,637,035,167
Electronic/Appliance - Retail Supply	$4,925,298	$17,868,298	$93,014,105	$1,878,001	$97,474,733	$1,577,642,741
Electronic/Appliance - Leakage / Surplus	$33,433,362	$78,024,098	$255,866,959	$11,972,341	$202,006,370	$1,059,392,426
Electronic/Appliance - No of Businesses	6	20	57	2	63	1,037
Retail Leakage per HH	$2,239	$2,360	$1,989	$1,848	$2,217	$815
Retail Leakage per Sq Mi	$1,182,461	$993,431	$814,448	$1,298,519	$599,070	$539,543
HHs per Retail Business	2,488	1,653	2,256	3,240	1,447	1,253
Retailers per Sq Mile	0.2	0.3	0.2	0.2	0.2	0.5
Avg Sales per Retailer/Year	$820,883	$893,415	$1,631,826	$939,001	$1,547,218	$1,521,353

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Bldg Materials - Consumer Demand	$23,835,468	$60,675,358	$217,996,241	$8,135,840	$187,793,014	$1,825,884,882
Bldg Materials - Retail Supply	$15,564,323	$77,090,581	$191,406,920	$8,069,733	$200,512,812	$1,467,415,643
Bldg Materials - Leakage / Surplus	$8,271,145	($16,415,223)	$26,589,321	$66,107	($12,719,798)	$358,469,239
Bldg Materials - No of Businesses	19	39	125	10	107	1,022
Retail Leakage per HH	$554	($496)	$207	$10	($140)	$276
Retail Leakage per Sq Mi	$292,531	($209,005)	$84,636	$7,170	($37,722)	$182,566
HHs per Retail Business	786	848	1,029	648	852	1,271
Retailers per Sq Mile	0.7	0.5	0.4	1.1	0.3	0.5
Avg Sales per Retailer/Year	$819,175	$1,976,682	$1,531,255	$806,973	$1,873,952	$1,435,827
Lawn & Garden - Consumer Demand	$2,935,399	$7,393,945	$26,743,313	$1,021,845	$23,062,942	$236,370,253
Lawn & Garden - Retail Supply	$6,460,650	$12,241,784	$55,338,737	$1,368,010	$36,020,934	$210,623,388
Lawn & Garden - Leakage / Surplus	($3,525,251)	($4,847,839)	($28,595,424)	($346,165)	($12,957,992)	$25,746,865
Lawn & Garden - No of Businesses	7	15	46	2	43	231
Retail Leakage per HH	($236)	($147)	($222)	($53)	($142)	$20
Retail Leakage per Sq Mi	($124,680)	($61,724)	($91,022)	($37,545)	($38,428)	$13,113
HHs per Retail Business	2132.9	2204.4	2795.8	3240.0	2119.5	5625.2
Retailers per Sq Mile	0.2	0.2	0.1	0.2	0.1	0.1
Avg Sales per Retailer/Year	$922,950	$816,119	$1,203,016	$684,005	$837,696	$911,790
Grocery Store - Consumer Demand	$100,239,578	$247,527,688	$909,918,378	$36,920,950	$778,996,710	$7,613,709,786
Grocery Store - Retail Supply	$96,393,404	$225,857,952	$929,829,796	$83,305,980	$653,911,170	$8,121,867,213
Grocery Store - Leakage / Surplus	$3,846,174	$21,669,736	($19,911,418)	($46,385,030)	$125,085,540	($508,157,427)
Grocery Store - No of Businesses	15	33	110	10	102	2,294
Retail Leakage per HH	$258	$655	($155)	($7,158)	$1,373	($391)
Retail Leakage per Sq Mi	$136,030	$275,907	($63,380)	($5,030,914)	$370,954	($258,802)
HHs per Retail Business	995	1,002	1,169	648	894	566
Retailers per Sq Mile	0.5	0.4	0.4	1.1	0.3	1.2
Avg Sales per Retailer/Year	$6,426,227	$6,844,180	$8,452,998	$8,330,598	$6,410,894	$3,540,483

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Specialty Food - Consumer Demand	$7,623,834	$18,860,982	$69,236,465	$2,799,239	$59,296,523	$559,499,578
Specialty Food - Retail Supply	$11,611,523	$21,497,945	$98,142,554	$5,272,898	$111,387,899	$786,949,478
Specialty Food - Leakage / Surplus	($3,987,689)	($2,636,963)	($28,906,089)	($2,473,659)	($52,091,376)	($227,449,900)
Specialty Food - No of Businesses	15	29	101	8	100	799
Retail Leakage per HH	($267)	($80)	($225)	($382)	($572)	($175)
Retail Leakage per Sq Mi	($141,035)	($33,575)	($92,011)	($268,293)	($154,482)	($115,839)
HHs per Retail Business	995	1,140	1,273	810	911	1,626
Retailers per Sq Mile	0.5	0.4	0.3	0.9	0.3	0.4
Avg Sales per Retailer/Year	$774,102	$741,308	$971,708	$659,112	$1,113,879	$984,918
Liquor Stores - Consumer Demand	$9,888,773	$24,649,175	$89,874,371	$3,584,966	$77,013,818	$780,034,984
Liquor Stores - Retail Supply	$21,197,118	$31,547,975	$82,607,260	$21,197,119	$82,451,923	$566,613,425
Liquor Stores - Leakage / Surplus	($11,308,345)	($6,898,800)	$7,267,111	($17,612,153)	($5,438,105)	$213,421,559
Liquor Stores - No of Businesses	4	12	45	4	42	393
Retail Leakage per HH	($757)	($209)	$57	($2,718)	($60)	$164
Retail Leakage per Sq Mi	($399,950)	($87,838)	$23,132	($1,910,212)	($16,127)	$108,694
HHs per Retail Business	3,733	2,756	2,858	1,620	2,170	3,306
Retailers per Sq Mile	0.1	0.2	0.1	0.4	0.1	0.2
Avg Sales per Retailer/Year	$5,299,280	$2,628,998	$1,835,717	$5,299,280	$1,963,141	$1,441,764
Health & Personal Care - Consumer Dem:	$40,562,764	$100,985,989	$369,541,114	$14,645,746	$317,161,410	$2,519,750,527
Health & Personal Care - Retail Supply	$39,163,534	$82,411,005	$289,641,709	$25,409,073	$280,759,622	$3,057,871,254
Health & Personal Care - Leakage / Surplı	$1,399,230	$18,574,984	$79,899,405	($10,763,327)	$36,401,788	($538,120,727)
Health & Personal Care - No of Businesse	18	47	152	11	132	1,735
Retail Leakage per HH	$94	$562	$621	($1,661)	$399	($414)
Retail Leakage per Sq Mi	$49,488	$236,503	$254,327	($1,167,389)	$107,953	($274,062)
HHs per Retail Business	829	704	846	589	690	749
Retailers per Sq Mile	0.6	0.6	0.5	1.2	0.4	0.9
Avg Sales per Retailer/Year	$2,175,752	$1,753,426	$1,905,538	$2,309,916	$2,126,967	$1,762,462

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Gasoline Stations - Consumer Demand	$36,512,587	$90,176,502	$331,144,556	$13,434,009	$283,428,694	$2,843,633,209
Gasoline Stations - Retail Supply	$14,313,816	$47,477,241	$212,878,517	$5,254,228	$266,840,245	$2,099,237,812
Gasoline Stations - Leakage / Surplus	$22,198,771	$42,699,261	$118,266,039	$8,179,781	$16,588,449	$744,395,397
Gasoline Stations - No of Businesses	8	20	81	3	79	761
Retail Leakage per HH	$1,487	$1,291	$920	$1,262	$182	$573
Retail Leakage per Sq Mi	$785,119	$543,663	$376,452	$887,178	$49,195	$379,117
HHs per Retail Business	1,866	1,653	1,588	2,160	1,154	1,708
Retailers per Sq Mile	0.3	0.3	0.3	0.3	0.2	0.4
Avg Sales per Retailer/Year	$1,789,227	$2,373,862	$2,628,130	$1,751,409	$3,377,725	$2,758,525
Clothing Stores - Consumer Demand	$28,969,834	$72,202,064	$264,188,680	$10,603,779	$226,274,781	$1,922,090,789
Clothing Stores - Retail Supply	$6,283,817	$25,765,030	$198,504,389	$4,165,009	$183,411,886	$1,628,646,367
Clothing Stores - Leakage / Surplus	$22,686,017	$46,437,034	$65,684,291	$6,438,770	$42,862,895	$293,444,422
Clothing Stores - No of Businesses	17	34	140	7	129	1,685
Retail Leakage per HH	$1,519	$1,404	$511	$994	$470	$226
Retail Leakage per Sq Mi	$802,352	$591,253	$209,079	$698,348	$127,114	$149,450
HHs per Retail Business	878	973	919	926	706	771
Retailers per Sq Mile	0.6	0.4	0.4	0.8	0.4	0.9
Avg Sales per Retailer/Year	$369,636	$757,795	$1,417,888	$595,001	$1,421,798	$966,556
Shoe Stores - Consumer Demand	$4,622,040	$11,448,648	$42,122,125	$1,710,444	$36,028,829	$352,441,571
Shoe Stores - Retail Supply	$1,068,632	$4,402,157	$28,390,914	$1,068,633	$26,047,707	$303,562,609
Shoe Stores - Leakage / Surplus	$3,553,408	$7,046,491	$13,731,211	$641,811	$9,981,122	$48,878,962
Shoe Stores - No of Businesses	2	7	28	2	25	367
Retail Leakage per HH	$238	$213	$107	$99	$110	$38
Retail Leakage per Sq Mi	$125,676	$89,719	$43,708	$69,611	$29,600	$24,894
HHs per Retail Business	7,465	4,724	4,593	3,240	3,645	3,541
Retailers per Sq Mile	0.1	0.1	0.1	0.2	0.1	0.2
Avg Sales per Retailer/Year	$534,316	$628,880	$1,013,961	$534,317	$1,041,908	$827,146

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Jewelry & Leather - Consumer Demand	$7,695,339	$19,515,480	$70,688,856	$2,745,528	$60,821,418	$423,766,131
Jewelry & Leather - Retail Supply	$1,695,775	$4,511,189	$27,680,028	$941,475	$25,080,666	$384,242,428
Jewelry & Leather - Leakage / Surplus	$5,999,564	$15,004,291	$43,008,828	$1,804,053	$35,740,752	$39,523,703
Jewelry & Leather - No of Businesses	4	10	37	3	33	606
Retail Leakage per HH	$402	$454	$334	$278	$392	$30
Retail Leakage per Sq Mi	$212,191	$191,040	$136,901	$195,667	$105,993	$20,129
HHs per Retail Business	3,733	3,307	3,476	2,160	2,762	2,144
Retailers per Sq Mile	0.1	0.1	0.1	0.3	0.1	0.3
Avg Sales per Retailer/Year	$423,944	$451,119	$748,109	$313,825	$760,020	$634,063
Sport Gds & Hobby - Consumer Demand	$16,345,291	$41,246,612	$150,049,932	$5,837,498	$129,067,004	$1,153,239,430
Sport Gds & Hobby - Retail Supply	$7,707,463	$31,173,564	$89,768,874	$3,485,766	$94,629,722	$726,387,260
Sport Gds & Hobby - Leakage / Surplus	$8,637,828	$10,073,048	$60,281,058	$2,351,732	$34,437,282	$426,852,170
Sport Gds & Hobby - No of Businesses	17	32	90	7	85	789
Retail Leakage per HH	$579	$305	$469	$363	$378	$328
Retail Leakage per Sq Mi	$305,500	$128,254	$191,880	$255,069	$102,127	$217,394
HHs per Retail Business	878	1,033	1,429	926	1,072	1,647
Retailers per Sq Mile	0.6	0.4	0.3	0.8	0.3	0.4
Avg Sales per Retailer/Year	$453,380	$974,174	$997,432	$497,967	$1,113,291	$920,643
Books & Music - Consumer Demand	$2,374,741	$5,909,379	$21,576,859	$879,693	$18,477,182	$235,174,023
Books & Music - Retail Supply	$1,973,467	$4,366,005	$15,935,503	$1,468,186	$14,504,071	$246,723,793
Books & Music - Leakage / Surplus	$401,274	$1,543,374	$5,641,356	($588,493)	$3,973,111	($11,549,770)
Books & Music - No of Businesses	6	11	30	4	26	322
Retail Leakage per HH	$27	$47	$44	($91)	$44	($9)
Retail Leakage per Sq Mi	$14,192	$19,651	$17,957	($63,828)	$11,783	($5,882)
HHs per Retail Business	2,488	3,006	4,287	1,620	3,505	4,035
Retailers per Sq Mile	0.2	0.1	0.1	0.4	0.1	0.2
Avg Sales per Retailer/Year	$328,911	$396,910	$531,183	$367,047	$557,849	$766,223

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Department Stores - Consumer Demand	$54,431,592	$136,072,844	$497,100,715	$19,803,348	$426,445,795	$5,047,327,911
Department Stores - Retail Supply	$17,000,270	$227,599,835	$935,717,373	$16,200,376	$900,822,902	$4,901,821,754
Department Stores - Leakage / Surplus	$37,431,322	($91,526,991)	($438,616,658)	$3,602,972	($474,377,107)	$145,506,157
Department Stores - No of Businesses	2	7	33	1	29	314
Retail Leakage per HH	$2,507	($2,768)	($3,410)	$556	($5,205)	$112
Retail Leakage per Sq Mi	$1,323,859	($1,165,355)	($1,396,157)	$390,778	($1,406,812)	$74,106
HHs per Retail Business	7,465	4,724	3,897	6,480	3,143	4,138
Retailers per Sq Mile	0.1	0.1	0.1	0.1	0.1	0.2
Avg Sales per Retailer/Year	$8,500,135	$32,514,262	$28,355,072	$16,200,376	$31,062,859	$15,610,897
General Merchandise - Consumer Deman	$24,046,796	$59,625,017	$218,581,334	$8,793,799	$187,279,875	$1,742,183,132
General Merchandise - Retail Supply	$11,578,715	$15,356,218	$270,998,364	$8,631,324	$262,323,332	$1,220,551,011
General Merchandise - Leakage / Surplus	$12,468,081	$44,268,799	($52,417,030)	$162,475	($75,043,457)	$521,632,121
General Merchandise - No of Businesses	8	13	56	6	52	613
Retail Leakage per HH	$835	$1,339	($408)	$25	($823)	$401
Retail Leakage per Sq Mi	$440,967	$563,647	($166,848)	$17,622	($222,549)	$265,664
HHs per Retail Business	1,866	2,544	2,297	1,080	1,753	2,120
Retailers per Sq Mile	0.3	0.2	0.2	0.7	0.2	0.3
Avg Sales per Retailer/Year	$1,447,339	$1,181,248	$4,839,257	$1,438,554	$5,044,679	$1,991,111
Florists - Consumer Demand	$1,557,885	$3,949,435	$14,246,897	$539,122	$12,273,666	$104,202,238
Florists - Retail Supply	$1,100,495	$1,912,459	$5,312,314	$304,704	$5,549,700	$65,797,594
Florists - Leakage / Surplus	$457,390	$2,036,976	$8,934,583	$234,418	$6,723,966	$38,404,644
Florists - No of Businesses	6	11	29	2	30	322
Retail Leakage per HH	$31	$62	$69	$36	$74	$30
Retail Leakage per Sq Mi	$16,177	$25,936	$28,440	$25,425	$19,941	$19,559
HHs per Retail Business	2,488	3,006	4,435	3,240	3,038	4,035
Retailers per Sq Mile	0.2	0.1	0.1	0.2	0.1	0.2
Avg Sales per Retailer/Year	$183,416	$173,860	$183,183	$152,352	$184,990	$204,340

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Office Supply & Gifts - Consumer Demanc	$7,384,192	$18,525,801	$67,595,500	$2,649,582	$58,043,963	$481,377,915
Office Supply & Gifts - Retail Supply	$6,544,725	$16,640,858	$40,199,665	$5,694,415	$36,586,675	$366,162,048
Office Supply & Gifts - Leakage / Surplus	$839,467	$1,884,943	$27,395,835	($3,044,833)	$21,457,288	$115,215,867
Office Supply & Gifts - No of Businesses	13	29	79	8	73	665
Retail Leakage per HH	$56	$57	$213	($470)	$235	$89
Retail Leakage per Sq Mi	$29,690	$24,000	$87,203	($330,242)	$63,634	$58,679
HHs per Retail Business	1,148	1,140	1,628	810	1,248	1,954
Retailers per Sq Mile	0.5	0.4	0.3	0.9	0.2	0.3
Avg Sales per Retailer/Year	$503,440	$573,823	$508,857	$711,802	$501,187	$550,620
Used Merchandise - Consumer Demand	$1,317,240	$3,301,030	$12,022,544	$479,244	$10,317,352	$154,155,024
Used Merchandise - Retail Supply	$2,309,528	$3,022,448	$11,015,412	$1,682,470	$10,996,138	$132,141,356
Used Merchandise - Leakage / Surplus	($992,288)	$278,582	$1,007,132	($1,203,226)	($678,786)	$22,013,668
Used Merchandise - No of Businesses	9	13	42	4	42	469
Retail Leakage per HH	($66)	$8	$8	($186)	($7)	$17
Retail Leakage per Sq Mi	($35,095)	$3,547	$3,206	($130,502)	($2,013)	$11,211
HHs per Retail Business	1,659	2,544	3,062	1,620	2,170	2,771
Retailers per Sq Mile	0.3	0.2	0.1	0.4	0.1	0.2
Avg Sales per Retailer/Year	$256,614	$232,496	$262,272	$420,618	$261,813	$281,751
Misc. Retailers - Consumer Demand	$18,267,861	$45,617,392	$166,994,990	$6,561,902	$143,355,344	$1,440,034,285
Misc. Retailers - Retail Supply	$4,832,132	$20,787,973	$83,736,286	$2,451,826	$84,866,204	$988,131,728
Misc. Retailers - Leakage / Surplus	$13,435,729	$24,829,419	$83,258,704	$4,110,076	$58,489,140	$451,902,557
Misc. Retailers - No of Businesses	11	27	97	7	94	1,059
Retail Leakage per HH	$900	$751	$647	$634	$642	$348
Retail Leakage per Sq Mi	$475,191	$316,137	$265,020	$445,778	$173,455	$230,152
HHs per Retail Business	1,357	1,225	1,326	926	970	1,227
Retailers per Sq Mile	0.4	0.3	0.3	0.8	0.3	0.5
Avg Sales per Retailer/Year	$439,285	$769,925	$863,261	$350,261	$902,832	$933,080

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Full-Service Dining - Consumer Demand	$37,129,618	$92,962,463	$339,027,434	$13,464,936	$290,761,532	$2,678,955,317
Full-Service Dining - Retail Supply	$19,742,306	$50,725,747	$194,669,403	$15,147,215	$180,553,398	$2,885,883,449
Full-Service Dining - Leakage / Surplus	$17,387,312	$42,236,716	$144,358,031	($1,682,279)	$110,208,134	($206,928,132)
Full-Service Dining - No of Businesses	49	117	385	32	338	5,964
Retail Leakage per HH	$1,165	$1,277	$1,122	($260)	$1,209	($159)
Retail Leakage per Sq Mi	$614,949	$537,773	$459,505	($182,460)	$326,833	($105,387)
HHs per Retail Business	305	283	334	203	270	218
Retailers per Sq Mile	1.7	1.5	1.2	3.5	1.0	3.0
Avg Sales per Retailer/Year	$402,904	$433,553	$505,635	$473,350	$534,182	$483,884
Limited-Serve Dining - Consumer Demanc	$22,682,971	$56,641,108	$207,028,677	$8,244,117	$177,415,311	$1,816,770,339
Limited-Serve Dining - Retail Supply	$16,689,672	$49,644,427	$190,891,108	$13,762,408	$164,591,008	$1,784,858,665
Limited-Serve Dining - Leakage / Surplus	$5,993,299	$6,996,681	$16,137,569	($5,518,291)	$12,824,303	$31,911,674
Limited-Serve Dining - No of Businesses	24	68	246	16	206	2,667
Retail Leakage per HH	$401	$200,100	$125	($852)	$141	$25
Retail Leakage per Sq Mi	$211,969	$89,084	$51,367	($598,513)	$38,032	$16,252
HHs per Retail Business	622	486	523	405	442	487
Retailers per Sq Mile	0.8	0.9	0.8	1.7	0.6	1.4
Avg Sales per Retailer/Year	$695,403	$730,065	$775,980	$860,151	$798,985	$669,238
Special Food Services - Consumer Demar	$1,398,979	$3,545,369	$12,811,923	$500,427	$11,035,564	$100,519,891
Special Food Services - Retail Supply	$1,690,219	$2,196,804	$11,369,167	$1,690,218	$10,344,933	$163,072,388
Special Food Services - Leakage / Surplus	($291,240)	$1,348,565	$1,442,756	($1,189,791)	$690,631	($62,552,497)
Special Food Services - No of Businesses	2	6	26	2	23	354
Retail Leakage per HH	($20)	$41	$11	($184)	$8	($48)
Retail Leakage per Sq Mi	($10,300)	$17,170	$4,592	($129,045)	$2,048	($31,858)
HHs per Retail Business	7,465	5,511	4,947	3,240	3,962	3,671
Retailers per Sq Mile	0.1	0.1	0.1	0.2	0.1	0.2
Avg Sales per Retailer/Year	$845,110	$366,134	$437,276	$845,109	$449,780	$460,656

Glassboro Downtown	3.0 mile radius	5.0 mile radius	10.0 mile radius	Glassboro	Glo. County	Region
Drinking Places - Consumer Demand	$1,413,742	$3,498,671	$12,826,587	$524,607	$10,968,527	$182,411,695
Drinking Places - Retail Supply	$4,891,191	$7,905,546	$13,030,545	$2,583,768	$13,979,154	$269,418,714
Drinking Places - Leakage / Surplus	($3,477,449)	($4,406,875)	($203,958)	($2,059,161)	($3,010,627)	($87,007,019)
Drinking Places - No of Businesses	3	4	18	2	17	626
Retail Leakage per HH	($233)	($133)	($2)	($318)	($33)	($67)
Retail Leakage per Sq Mi	($122,989)	($56,110)	($649)	($223,336)	($8,928)	($44,312)
HHs per Retail Business	4,977	8,267	7,145	3,240	5,361	2,076
Retailers per Sq Mile	0.1	0.1	0.1	0.2	0.1	0.3
Avg Sales per Retailer/Year	$1,630,397	$1,976,387	$723,919	$1,291,884	$822,303	$430,381

–END OF ANALYSIS–

Presentation

JGSCGroup

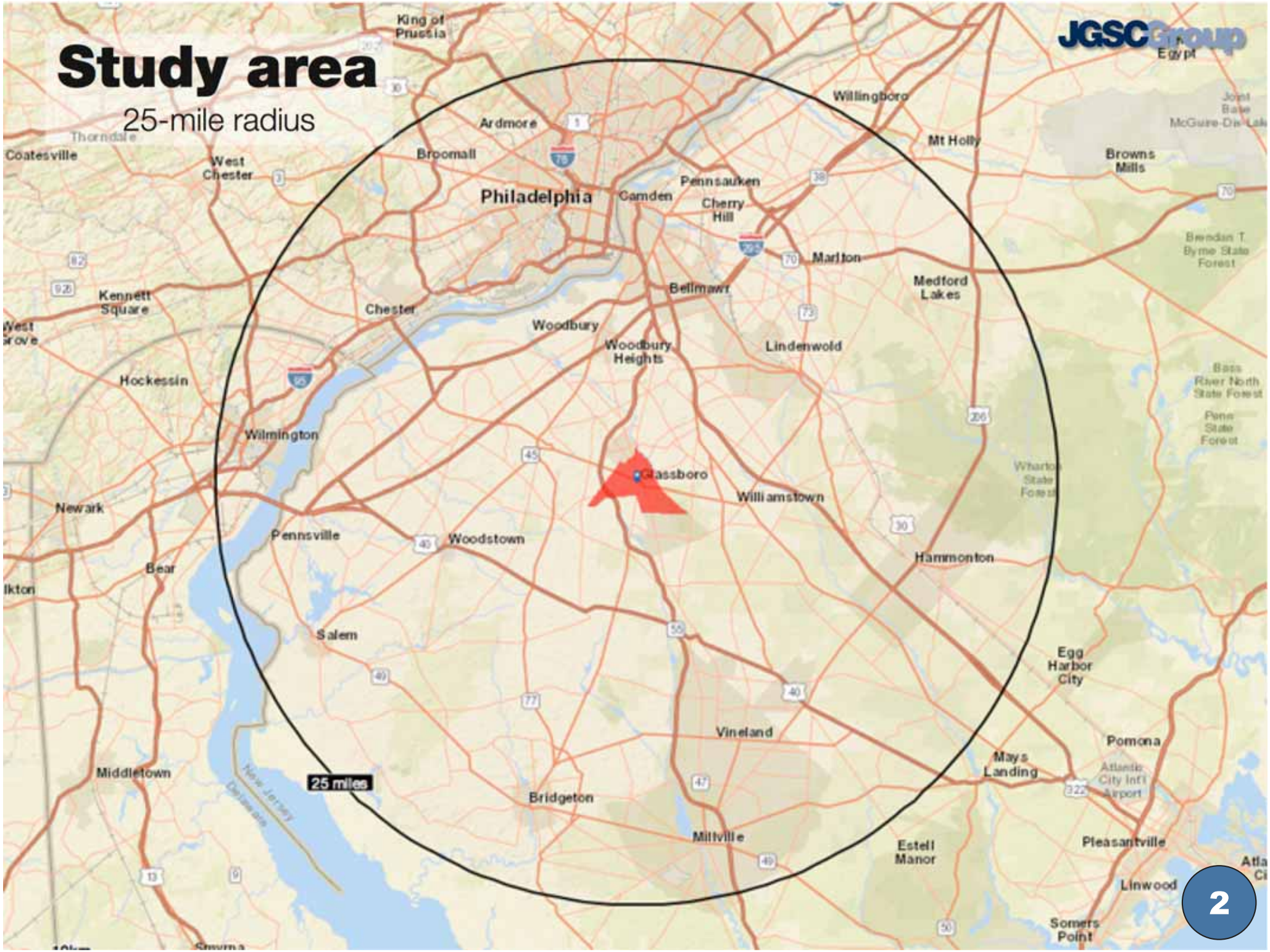
Downtown Glassboro

Market analysis & recruitment strategies

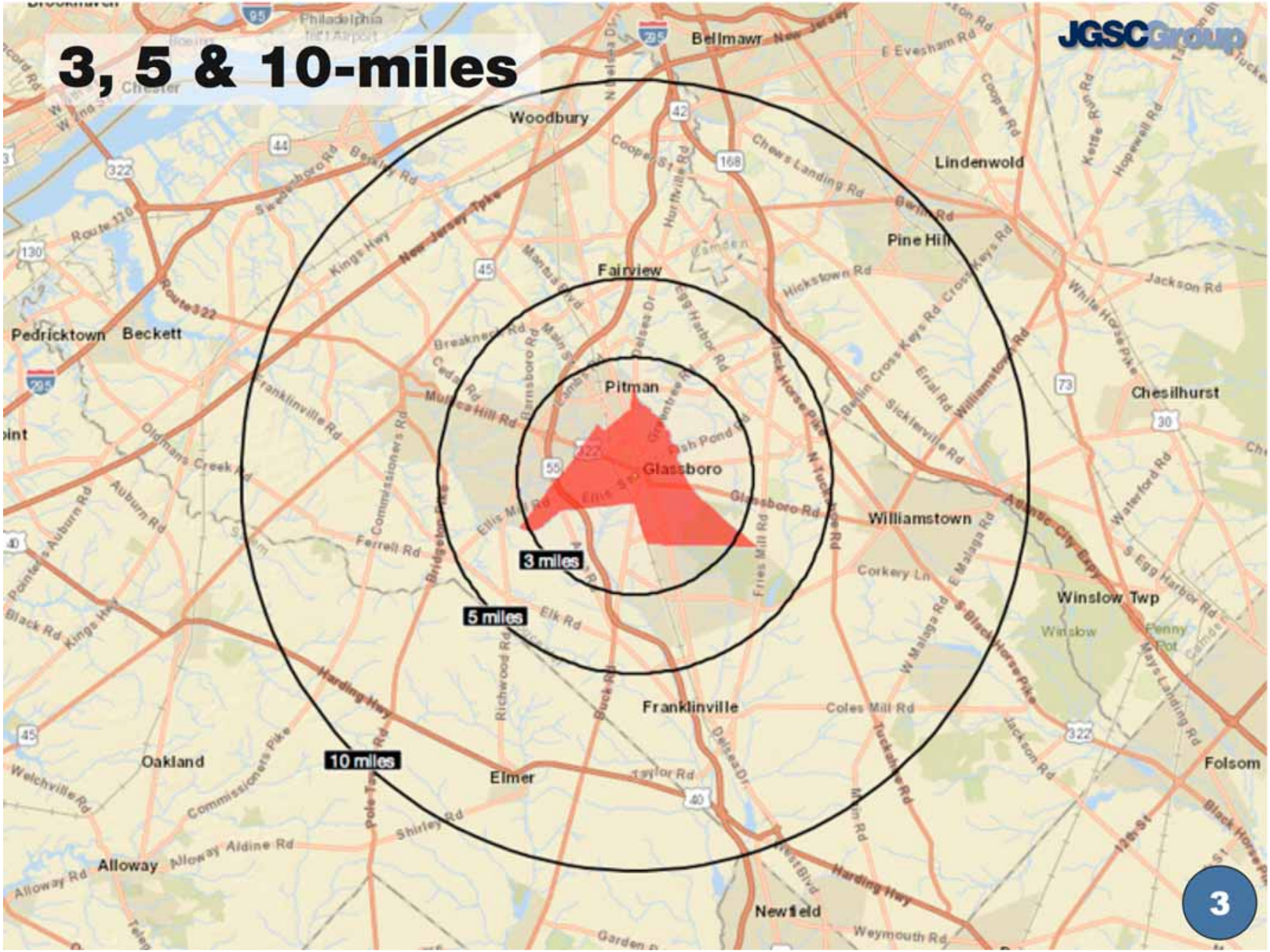
JGSCGroup

Study area

25-mile radius



3, 5 & 10-miles


JGSCGroup
3 miles
5 miles
10 miles
Pitman
Glassboro
Woodbury
Fairview
Lindenwold
Pine Hill
Pedricktown
Beckett
Chesilhurst
Williamstown
Winslow Twp
Franklinville
Oakland
Elmer
Folsom
Alloway
Newfield
Bellmawr
Philadelphia
3

Study area

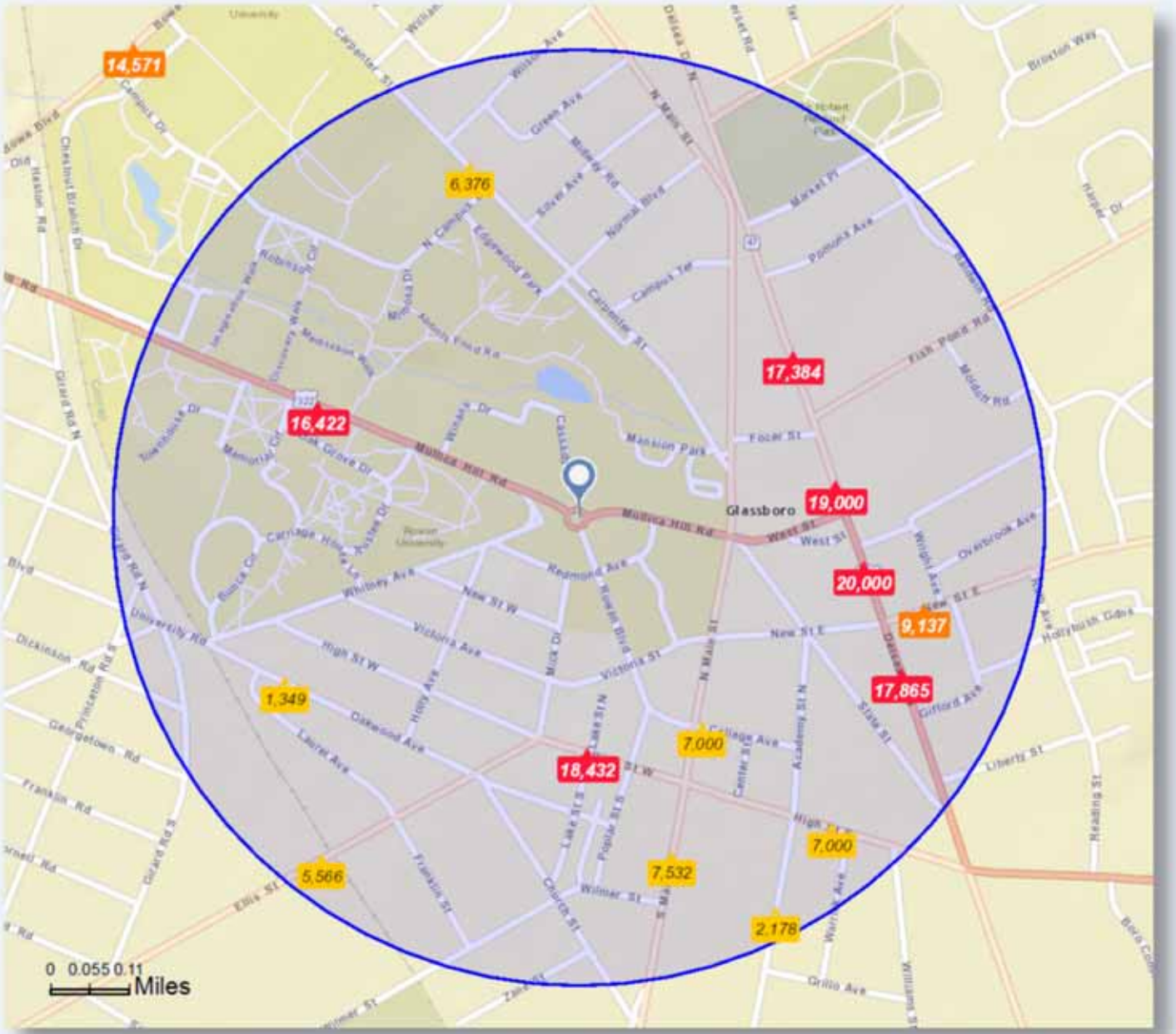
25-mile radius

Demographics	3-miles	5-miles	10-miles	Region
Population	42,600	94,700	347,500	3,425,200
5yr Growth	0.41%	0.41%	0.31%	0.36%
Households	14,900	33,100	128,600	1,299,400
Household Density	528	421	409	662
Avg HH Income	$84,900	$97,200	$90,800	$75,600
Office workers	5,100	9,000	23,400	72,900
Median Age (years)	35.6	38.6	39.0	37.0

Rowan student population is estimated at 16,150

Traffic counts

0.50 mile radius



Spending

Retail data comparison

Retail data	3-miles	5-miles	10-miles	Region
Consumer Demand	$653 M	$1.631 B	$5.959 B	$49.218 B
Retail Supply	$421 M	$1.751 B	$5.409 B	$43.916 B
Retail Leakage	$232 M	- $119 M	$ 549 M	$ 5.301 B
By category				
Automotive dealers	$26 M	- $405 M	$109 M	$ 1.432 B
Home furnishings	$2 M	$7 M	$41 M	$173 M
Clothing stores	$22 M	$46 M	$65 M	$293 M
Jewelry / Leather Gds	$6 M	$15 M	$43 M	$39 M
Full-serve dining	$17 M	$42 M	$144 M	- $206 M
Limited-serve dining	$6 M	$ 7 M	$ 16 M	$31 M

Rowan student spending adds $28,900,000 to local demand
Office worker spending adds $66,056,000 to demand in 3-miles
Each new household adds about $44,000 to consumer demand

Strategies

JGSCGroup

Merchandise. Don't just fill space

Experience lasts 4x journey

DBA Downtown Glassboro

Proactive, consistent marketing

Emphasize Nexus benefits

Below market rental rates

Unique, eclectic dining

Focus on sit-down & outdoor

Fast gourmet & healthy

Small boutiques

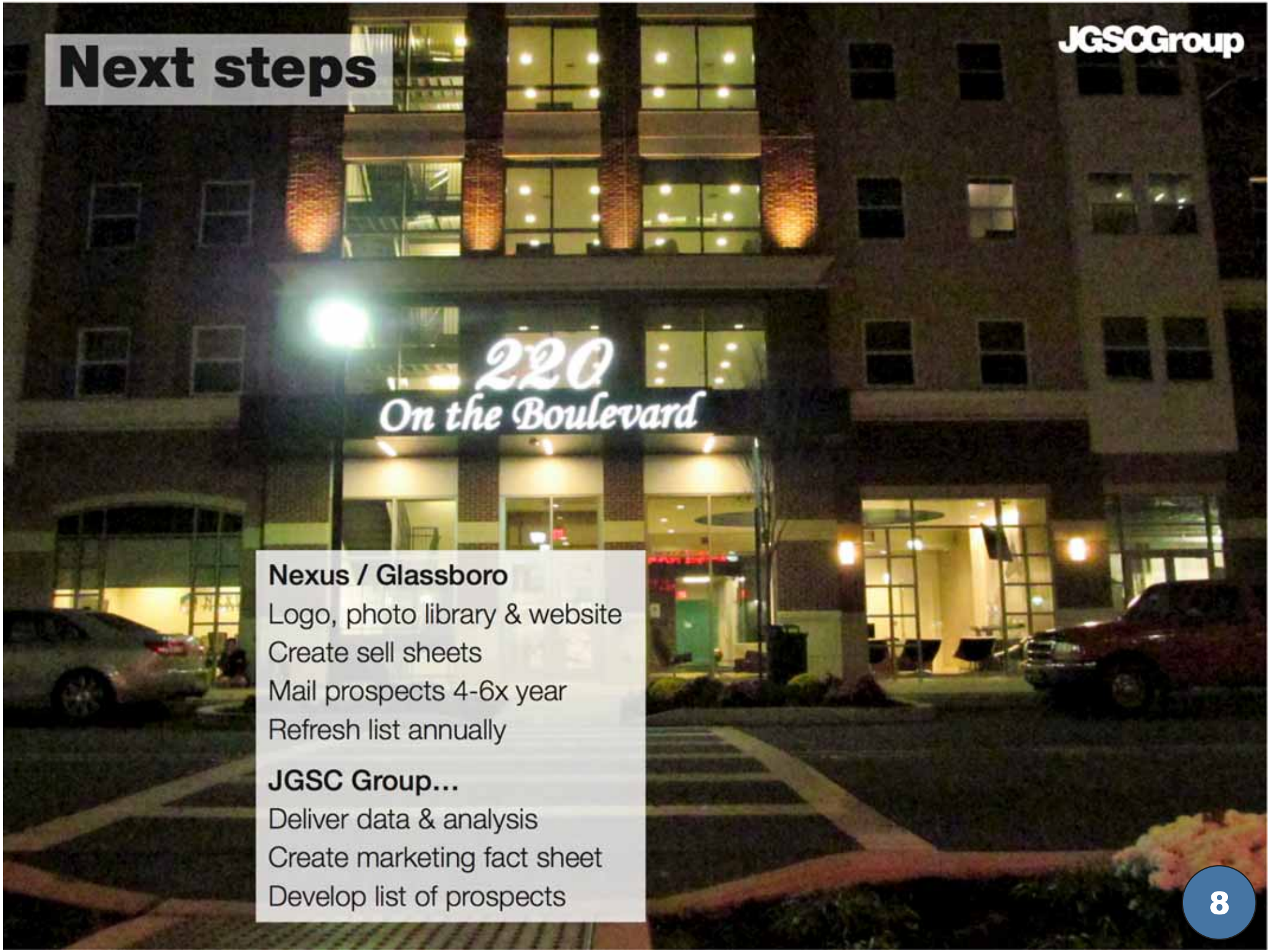
Unique furniture & furnishings

Unusual clothing & footwear

Uncommon jewelry & gifts

Next steps

JGSCGroup



Nexus / Glassboro

Logo, photo library & website

Create sell sheets

Mail prospects 4-6x year

Refresh list annually

JGSC Group…

Deliver data & analysis

Create marketing fact sheet

Develop list of prospects

JGSCGroup
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