



# Retail MarketPlace Profile

E 25th St AT Broadway  
Bayonne, NJ 07002

Site Type: Radius

Prepared by ND Milder, DANTH, Inc  
Latitude: 40.6656  
Longitude: -74.1168  
Radius: 3.0 miles

## Summary Demographics

2005 Population	164,341
2005 Households	61,710
2005 Median Disposable Income	\$36,289
2005 Per Capita Income	\$23,859

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage) or Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$989,110,568	\$1,548,344,726	\$ (559,234,158)	1,267
Total Retail Trade (NAICS 44-45)	\$855,485,286	\$1,294,348,950	\$ (438,863,664)	850
Total Food & Drink (NAICS 722)	\$133,625,282	\$253,995,776	\$ (120,370,494)	417

	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage) or Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$94,286,768	\$333,099,604	\$ (238,812,836)	58
NAICS 4411: Automobile Dealers	\$70,381,528	\$301,719,847	\$ (231,338,319)	32
NAICS 4412: Other Motor Vehicle Dealers	\$13,530,460	\$14,642,336	\$ (1,111,876)	7
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$10,374,780	\$16,737,421	\$ (6,362,641)	19
NAICS 442: Furniture & Home Furnishings Stores	\$31,125,346	\$37,434,168	\$ (6,308,822)	40
NAICS 4421: Furniture Stores	\$14,356,279	\$22,104,526	\$ (7,748,247)	20
NAICS 4422: Home Furnishings Stores	\$16,769,067	\$15,329,642	\$ 1,439,425	20
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$14,935,607	\$29,496,138	\$ (14,560,531)	45
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$31,427,399	\$57,501,862	\$ (26,074,463)	49
NAICS 4441: Building Material and Supplies Dealers	\$30,848,502	\$55,377,645	\$ (24,529,143)	43
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$578,897	\$2,124,217	\$ (1,545,320)	6
NAICS 445: Food & Beverage Stores	\$118,599,174	\$279,525,708	\$ (160,926,534)	176
NAICS 4451: Grocery Stores	\$93,546,307	\$242,250,117	\$ (148,703,810)	93
NAICS 4452: Specialty Food Stores	\$9,765,972	\$14,565,924	\$ (4,799,952)	54
NAICS 4453: Beer, Wine, and Liquor Stores	\$15,286,895	\$22,709,667	\$ (7,422,772)	29
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$82,912,927	\$69,524,891	\$ 13,388,036	61
NAICS 447/NAICS 4471: Gasoline Stations	\$96,180,319	\$114,686,081	\$ (18,505,762)	31
NAICS 448: Clothing and Clothing Accessories Stores	\$203,524,588	\$71,947,484	\$ 131,577,104	179
NAICS 4481: Clothing Stores	\$165,577,714	\$56,152,920	\$ 109,424,794	115
NAICS 4482: Shoe Stores	\$19,000,592	\$7,761,818	\$ 11,238,774	23
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$18,946,282	\$8,032,746	\$ 10,913,536	41
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$31,867,209	\$27,468,716	\$ 4,398,493	54
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$12,436,140	\$19,359,254	\$ (6,923,114)	34
NAICS 4512: Book, Periodical, and Music Stores	\$19,431,069	\$8,109,462	\$ 11,321,607	20

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

**Source:** Business data provided by InfoUSA, Omaha NE Copyright 2005, all rights reserved. ESRI forecasts for 2005.



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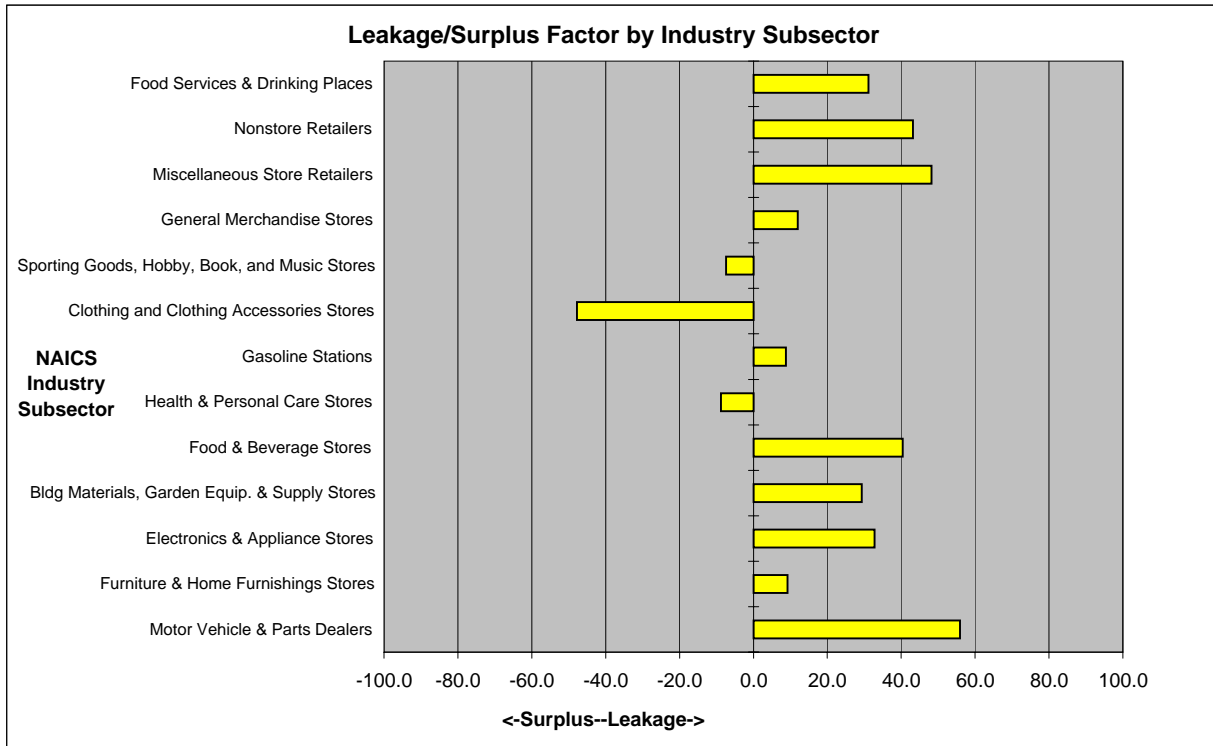
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NAICS 452: General Merchandise Stores	\$91,479,284	\$116,545,520	\$ (25,066,236)	38
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$25,682,330	\$21,668,628	\$ 4,013,702	22
NAICS 4529: Other General Merchandise Stores	\$65,796,954	\$94,876,892	\$ (29,079,938)	16
NAICS 453: Miscellaneous Store Retailers	\$23,420,325	\$66,953,717	\$ (43,533,392)	107
NAICS 4531: Florists	\$2,126,719	\$2,914,679	\$ (787,960)	13
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$4,727,279	\$9,301,151	\$ (4,573,872)	39
NAICS 4533: Used Merchandise Stores	\$3,537,023	\$2,441,794	\$ 1,095,229	18
NAICS 4539: Other Miscellaneous Store Retailers	\$13,029,304	\$52,296,093	\$ (39,266,789)	37
NAICS 454: Nonstore Retailers	\$35,726,340	\$90,165,061	\$ (54,438,721)	12
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$19,275,015	\$26,475,205	\$ (7,200,190)	1
NAICS 4542: Vending Machine Operators	\$6,092,350	\$20,681,118	\$ (14,588,768)	4
NAICS 4543: Direct Selling Establishments	\$10,358,975	\$43,008,738	\$ (32,649,763)	7
NAICS 722: Food Services & Drinking Places	\$133,625,282	\$253,995,776	\$ (120,370,494)	417
NAICS 7221: Full-Service Restaurants	\$55,113,574	\$123,296,326	\$ (68,182,752)	13
NAICS 7222: Limited-Service Eating Places	\$44,904,796	\$95,065,655	\$ (50,160,859)	346
NAICS 7223: Special Food Services	\$26,299,033	\$27,388,160	\$ (1,089,127)	23
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$7,307,879	\$8,245,635	\$ (937,756)	35



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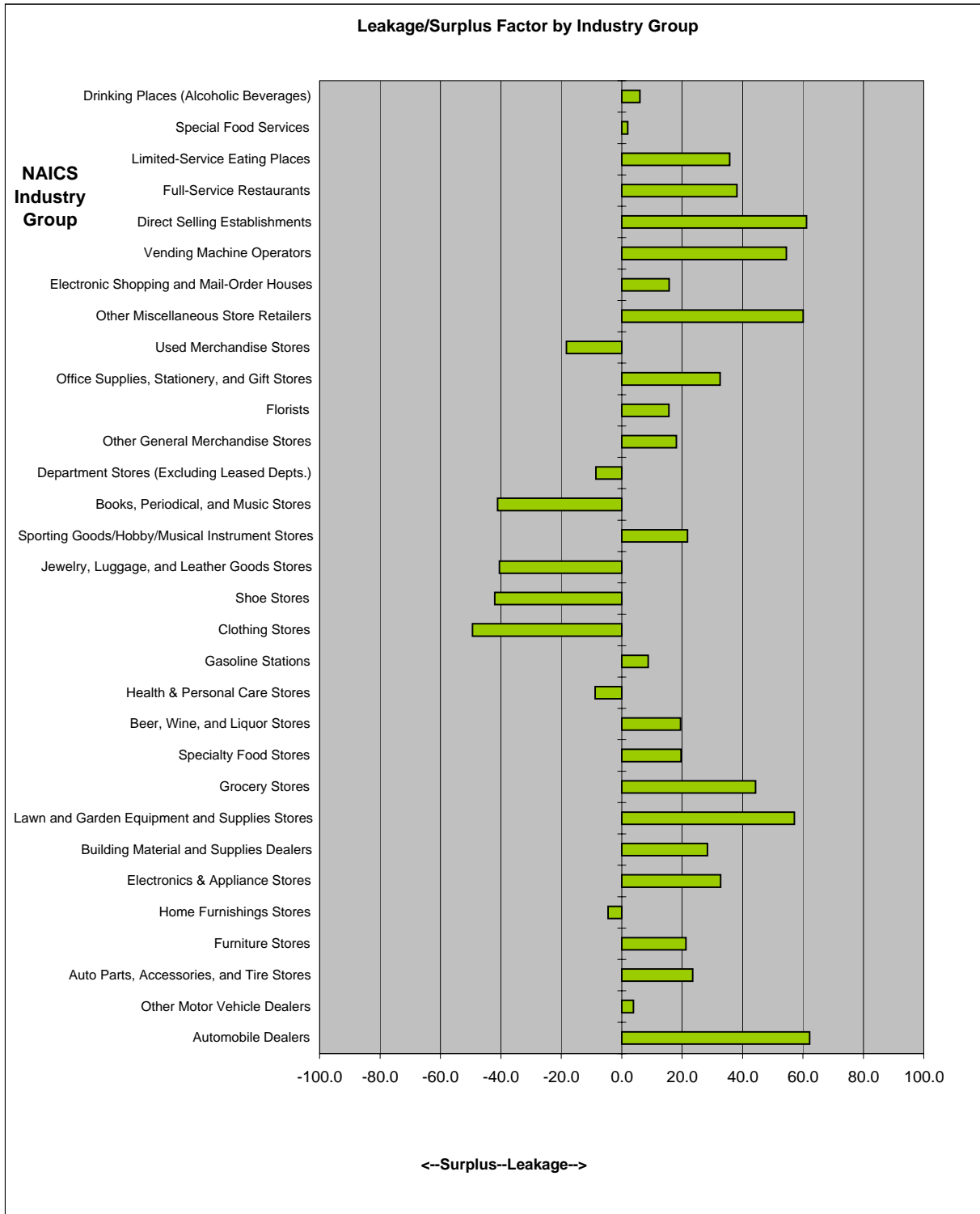


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