Site Map

Monroe Township
Monroe township (3902551338)
Geography: County Subdivision

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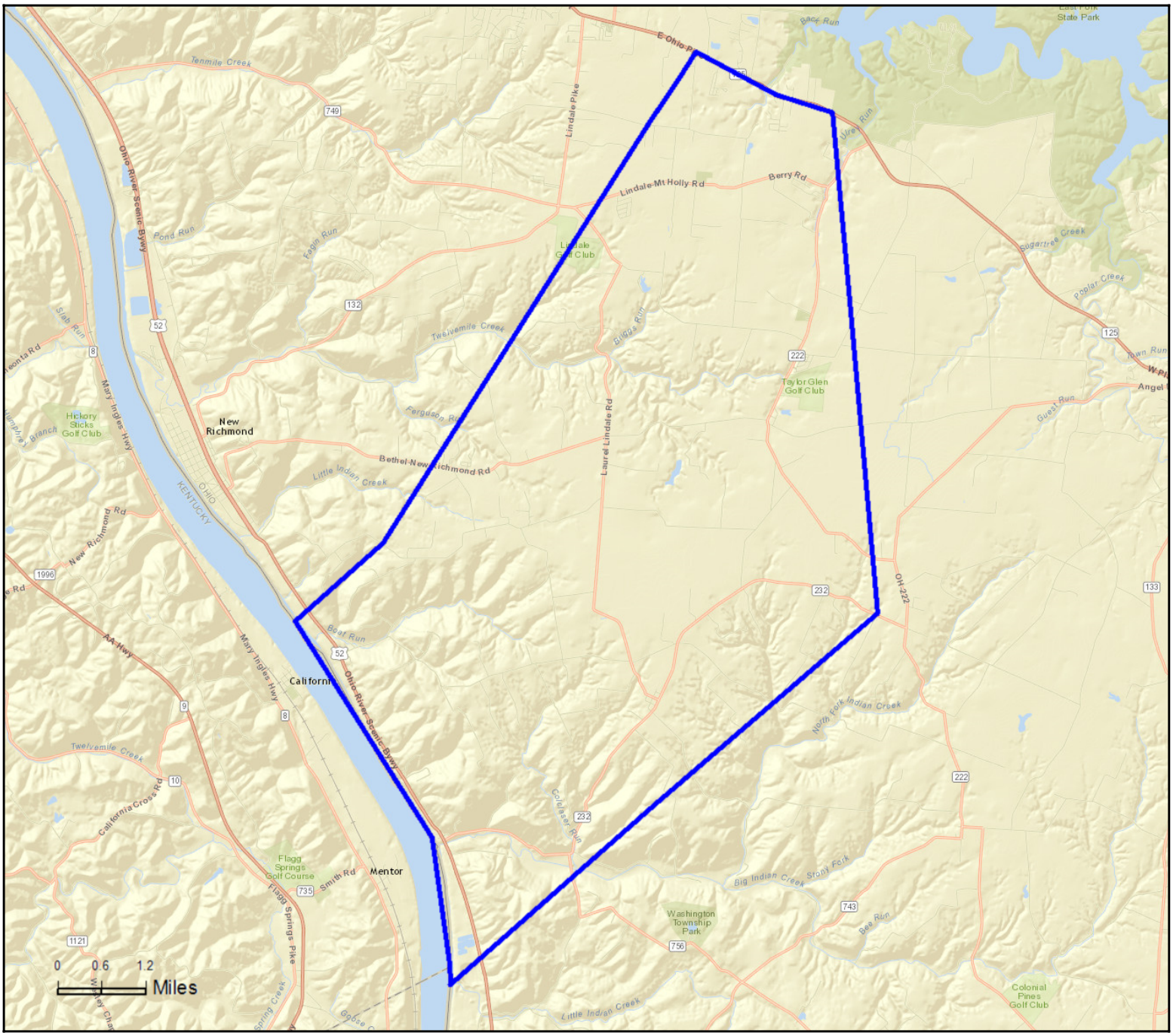

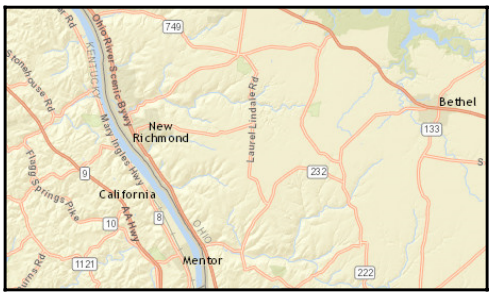

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Market Profile

Monroe Township
Geography: County Subdivision

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Population Summary	
2000 Total Population	8,236
2010 Total Population	7,828
2016 Total Population	7,921
2016 Group Quarters	0
2021 Total Population	8,063
2016-2021 Annual Rate	0.36%
Household Summary	
2000 Households	2,843
2000 Average Household Size	2.90
2010 Households	2,809
2010 Average Household Size	2.79
2016 Households	2,863
2016 Average Household Size	2.77
2021 Households	2,925
2021 Average Household Size	2.76
2016-2021 Annual Rate	0.43%
2010 Families	2,157
2010 Average Family Size	3.11
2016 Families	2,178
2016 Average Family Size	3.09
2021 Families	2,214
2021 Average Family Size	3.09
2016-2021 Annual Rate	0.33%
Housing Unit Summary	
2000 Housing Units	2,992
Owner Occupied Housing Units	83.5%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	5.0%
2010 Housing Units	3,126
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	10.1%
2016 Housing Units	3,203
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	16.2%
Vacant Housing Units	10.6%
2021 Housing Units	3,288
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	11.0%
Median Household Income	
2016	$51,342
2021	$58,873
Median Home Value	
2016	$131,319
2021	$179,121
Per Capita Income	
2016	$24,694
2021	$27,473
Median Age	
2010	39.2
2016	40.7
2021	42.3

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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2016 Households by Income	
Household Income Base	2,863
<$15,000	11.0%
$15,000 - $24,999	8.5%
$25,000 - $34,999	11.9%
$35,000 - $49,999	17.2%
$50,000 - $74,999	18.6%
$75,000 - $99,999	11.7%
$100,000 - $149,999	14.5%
$150,000 - $199,999	3.6%
$200,000+	3.1%
Average Household Income	$68,321
2021 Households by Income	
Household Income Base	2,925
<$15,000	11.0%
$15,000 - $24,999	7.9%
$25,000 - $34,999	12.2%
$35,000 - $49,999	10.4%
$50,000 - $74,999	18.9%
$75,000 - $99,999	13.7%
$100,000 - $149,999	18.2%
$150,000 - $199,999	4.3%
$200,000+	3.4%
Average Household Income	$75,731
2016 Owner Occupied Housing Units by Value	
Total	2,344
<$50,000	23.1%
$50,000 - $99,999	17.2%
$100,000 - $149,999	15.5%
$150,000 - $199,999	15.0%
$200,000 - $249,999	8.4%
$250,000 - $299,999	8.4%
$300,000 - $399,999	6.3%
$400,000 - $499,999	1.9%
$500,000 - $749,999	3.3%
$750,000 - $999,999	0.4%
$1,000,000 +	0.4%
Average Home Value	$166,489
2021 Owner Occupied Housing Units by Value	
Total	2,381
<$50,000	16.1%
$50,000 - $99,999	12.3%
$100,000 - $149,999	10.4%
$150,000 - $199,999	19.4%
$200,000 - $249,999	14.3%
$250,000 - $299,999	11.9%
$300,000 - $399,999	7.7%
$400,000 - $499,999	2.5%
$500,000 - $749,999	4.6%
$750,000 - $999,999	0.6%
$1,000,000 +	0.3%
Average Home Value	$200,913

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.

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2010 Population by Age	
Total	7,828
0 - 4	6.4%
5 - 9	7.6%
10 - 14	7.3%
15 - 24	12.2%
25 - 34	11.2%
35 - 44	13.5%
45 - 54	17.7%
55 - 64	13.6%
65 - 74	6.6%
75 - 84	3.2%
85 +	0.7%
18 +	74.3%
2016 Population by Age	
Total	7,921
0 - 4	5.9%
5 - 9	6.4%
10 - 14	7.2%
15 - 24	11.8%
25 - 34	11.7%
35 - 44	12.4%
45 - 54	14.3%
55 - 64	16.5%
65 - 74	9.4%
75 - 84	3.5%
85 +	0.9%
18 +	76.6%
2021 Population by Age	
Total	8,063
0 - 4	5.5%
5 - 9	6.1%
10 - 14	6.8%
15 - 24	11.3%
25 - 34	11.0%
35 - 44	12.6%
45 - 54	13.1%
55 - 64	15.9%
65 - 74	12.1%
75 - 84	4.5%
85 +	1.1%
18 +	77.3%
2010 Population by Sex	
Males	3,981
Females	3,847
2016 Population by Sex	
Males	4,030
Females	3,891
2021 Population by Sex	
Males	4,098
Females	3,965

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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2010 Population by Race/Ethnicity	
Total	7,828
White Alone	97.8%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.1%
Hispanic Origin	0.9%
Diversity Index	6.0
2016 Population by Race/Ethnicity	
Total	7,921
White Alone	97.4%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.2%
Diversity Index	7.4
2021 Population by Race/Ethnicity	
Total	8,063
White Alone	96.9%
Black Alone	0.7%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.4%
Diversity Index	8.7
2010 Population by Relationship and Household Type	
Total	7,828
In Households	100.0%
In Family Households	89.2%
Householder	27.6%
Spouse	20.8%
Child	33.9%
Other relative	3.4%
Nonrelative	3.6%
In Nonfamily Households	10.8%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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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2016 Population 25+ by Educational Attainment	
Total	5,440
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	11.3%
High School Graduate	40.3%
GED/Alternative Credential	5.6%
Some College, No Degree	18.1%
Associate Degree	8.8%
Bachelor's Degree	7.5%
Graduate/Professional Degree	5.0%
2016 Population 15+ by Marital Status	
Total	6,371
Never Married	25.9%
Married	55.3%
Widowed	4.7%
Divorced	14.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	90.8%
Civilian Unemployed	9.2%
2016 Employed Population 16+ by Industry	
Total	3,640
Agriculture/Mining	1.4%
Construction	11.5%
Manufacturing	18.4%
Wholesale Trade	4.1%
Retail Trade	12.0%
Transportation/Utilities	1.9%
Information	1.8%
Finance/Insurance/Real Estate	6.2%
Services	38.9%
Public Administration	3.8%
2016 Employed Population 16+ by Occupation	
Total	3,640
White Collar	52.1%
Management/Business/Financial	13.3%
Professional	16.6%
Sales	9.3%
Administrative Support	12.9%
Services	14.0%
Blue Collar	33.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.1%
Installation/Maintenance/Repair	8.4%
Production	12.3%
Transportation/Material Moving	4.1%
2010 Population By Urban/ Rural Status	
Total Population	7,828
Population Inside Urbanized Area	32.7%
Population Inside Urbanized Cluster	6.3%
Rural Population	61.0%

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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2010 Households by Type	
Total	2,809
Households with 1 Person	17.9%
Households with 2+ People	82.1%
Family Households	76.8%
Husband-wife Families	58.0%
With Related Children	23.8%
Other Family (No Spouse Present)	18.8%
Other Family with Male Householder	6.8%
With Related Children	4.6%
Other Family with Female Householder	12.0%
With Related Children	7.6%
Nonfamily Households	5.3%
All Households with Children	36.9%
Multigenerational Households	6.2%
Unmarried Partner Households	9.1%
Male-female	8.5%
Same-sex	0.6%
2010 Households by Size	
Total	2,809
1 Person Household	17.9%
2 Person Household	34.6%
3 Person Household	19.5%
4 Person Household	15.0%
5 Person Household	8.1%
6 Person Household	2.9%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	2,809
Owner Occupied	84.2%
Owned with a Mortgage/Loan	54.4%
Owned Free and Clear	29.8%
Renter Occupied	15.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,126
Housing Units Inside Urbanized Area	34.1%
Housing Units Inside Urbanized Cluster	5.8%
Rural Housing Units	60.1%

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.

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Top 3 Tapestry Segments		
	1.	Green Acres (6A)
	2.	Southern Satellites (10A)
	3.	Down the Road (10D)
2016 Consumer Spending		
Apparel & Services: Total $		$5,052,427
Average Spent		$1,764.73
Spending Potential Index		88
Education: Total $		$3,200,360
Average Spent		$1,117.83
Spending Potential Index		79
Entertainment/Recreation: Total $		$7,529,633
Average Spent		$2,629.98
Spending Potential Index		90
Food at Home: Total $		$12,928,602
Average Spent		$4,515.75
Spending Potential Index		91
Food Away from Home: Total $		$7,903,570
Average Spent		$2,760.59
Spending Potential Index		89
Health Care: Total $		$14,302,065
Average Spent		$4,995.48
Spending Potential Index		94
HH Furnishings & Equipment: Total $		$4,526,492
Average Spent		$1,581.03
Spending Potential Index		90
Personal Care Products & Services: Total $		$1,862,812
Average Spent		$650.65
Spending Potential Index		89
Shelter: Total $		$37,227,946
Average Spent		$13,003.12
Spending Potential Index		83
Support Payments/Cash Contributions/Gifts in Kind: Total $		$6,155,379
Average Spent		$2,149.98
Spending Potential Index		93
Travel: Total $		$4,604,667
Average Spent		$1,608.34
Spending Potential Index		86
Vehicle Maintenance & Repairs: Total $		$2,701,952
Average Spent		$943.75
Spending Potential Index		91

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.

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Traffic Count Map

Monroe Township
Monroe township (3902551338)
Geography: County Subdivision

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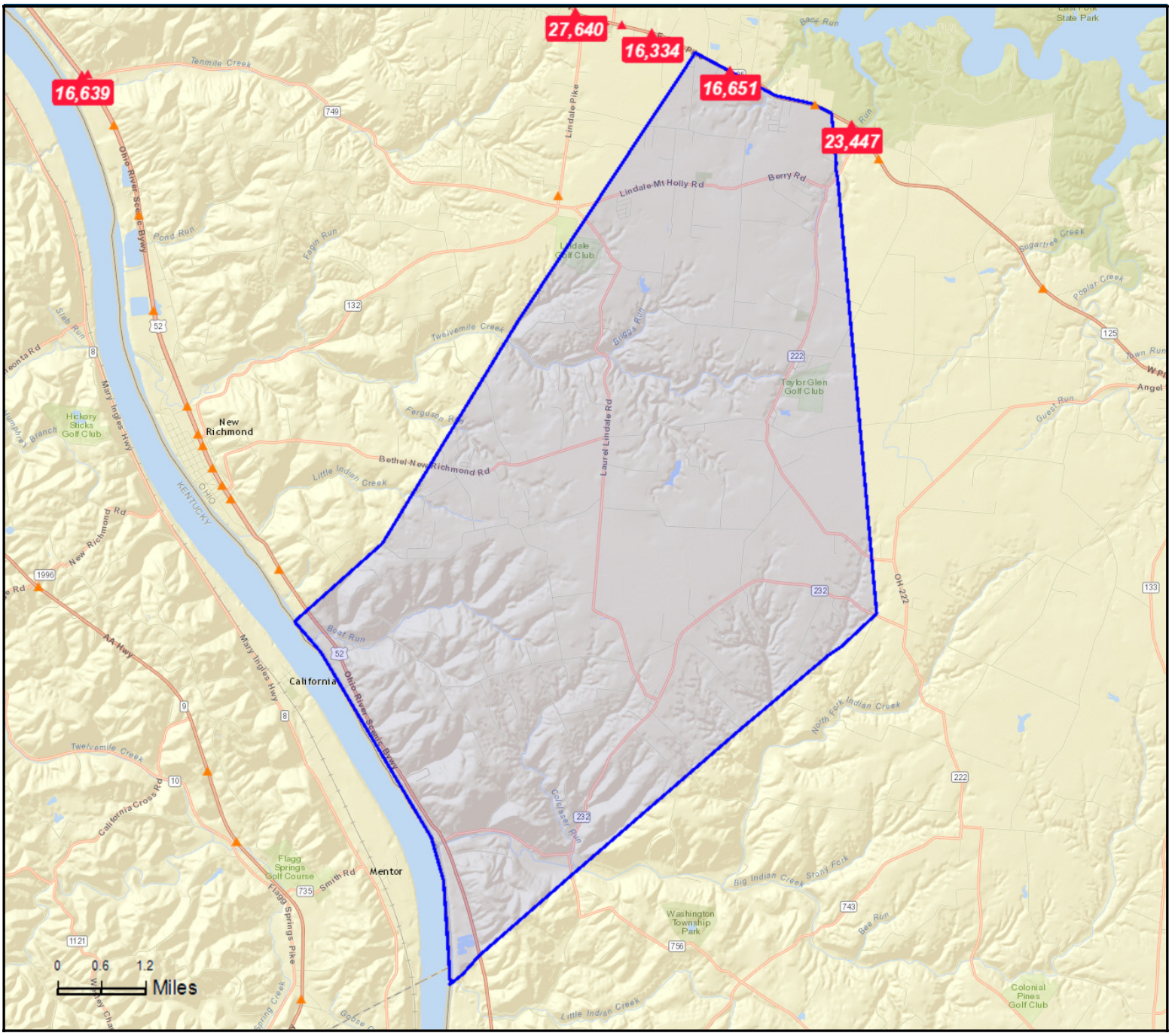
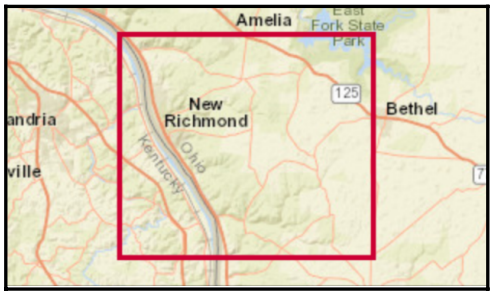


Average Daily Traffic Volume

- ***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

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Business Summary

Monroe Township
Geography: County Subdivision

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Data for all businesses in area	
Total Businesses:	129
Total Employees:	749
Total Residential Population:	7,921
Employee/Residential Population Ratio:	0.09:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	4	3.1%	15	2.0%
Construction	27	20.9%	132	17.6%
Manufacturing	4	3.1%	24	3.2%
Transportation	5	3.9%	10	1.3%
Communication	0	0.0%	0	0.0%
Utility	1	0.8%	7	0.9%
Wholesale Trade	4	3.1%	37	4.9%
Retail Trade Summary	17	13.2%	87	11.6%
Home Improvement	2	1.6%	21	2.8%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	4	3.1%	23	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	6	4.7%	28	3.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	0.8%	2	0.3%
Eating & Drinking Places	1	0.8%	1	0.1%
Miscellaneous Retail	3	2.3%	12	1.6%
Finance, Insurance, Real Estate Summary	15	11.6%	27	3.6%
Banks, Savings & Lending Institutions	7	5.4%	10	1.3%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	8	6.2%	17	2.3%
Services Summary	42	32.6%	241	32.2%
Hotels & Lodging	1	0.8%	25	3.3%
Automotive Services	4	3.1%	8	1.1%
Motion Pictures & Amusements	9	7.0%	46	6.1%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	3	2.3%	95	12.7%
Other Services	25	19.4%	67	8.9%
Government	7	5.4%	169	22.6%
Unclassified Establishments	3	2.3%	0	0.0%
Totals	129	100.0%	749	100.0%

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Business Summary

Monroe Township
Geography: County Subdivision

Prepared by Esri

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.8%	7	0.9%
Construction	29	22.5%	136	18.2%
Manufacturing	4	3.1%	24	3.2%
Wholesale Trade	4	3.1%	37	4.9%
Retail Trade	16	12.4%	86	11.5%
Motor Vehicle & Parts Dealers	6	4.7%	28	3.7%
Furniture & Home Furnishings Stores	1	0.8%	2	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.6%	21	2.8%
Food & Beverage Stores	4	3.1%	23	3.1%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	2	1.6%	8	1.1%
Nonstore Retailers	1	0.8%	4	0.5%
Transportation & Warehousing	7	5.4%	16	2.1%
Information	1	0.8%	5	0.7%
Finance & Insurance	7	5.4%	10	1.3%
Central Bank/Credit Intermediation & Related Activities	7	5.4%	10	1.3%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	9	7.0%	20	2.7%
Professional, Scientific & Tech Services	10	7.8%	29	3.9%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	4	3.1%	24	3.2%
Educational Services	3	2.3%	95	12.7%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	8	6.2%	39	5.2%
Accommodation & Food Services	2	1.6%	26	3.5%
Accommodation	1	0.8%	25	3.3%
Food Services & Drinking Places	1	0.8%	1	0.1%
Other Services (except Public Administration)	14	10.9%	26	3.5%
Automotive Repair & Maintenance	2	1.6%	2	0.3%
Public Administration	7	5.4%	169	22.6%
Unclassified Establishments	3	2.3%	0	0.0%
Total	129	100.0%	749	100.0%

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Retail MarketPlace Profile

Monroe Township
Geography: County Subdivision

Prepared by Esri

Summary Demographics	
2016 Population	7,921
2016 Households	2,863
2016 Median Disposable Income	$42,536
2016 Per Capita Income	$24,694

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	$107,068,537	$16,270,192	$90,798,345	73.6	20
Total Retail Trade	44-45	$97,684,125	$15,860,149	$81,823,976	72.1	16
Total Food & Drink	722	$9,384,412	$410,043	$8,974,369	91.6	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$22,655,738	$7,599,266	$15,056,472	49.8	5
Automobile Dealers	4411	$18,539,916	$5,631,944	$12,907,972	53.4	2
Other Motor Vehicle Dealers	4412	$2,544,060	$895,240	$1,648,820	47.9	1
Auto Parts, Accessories & Tire Stores	4413	$1,571,762	$1,072,082	$499,680	18.9	2
Furniture & Home Furnishings Stores	442	$2,546,704	$369,051	$2,177,653	74.7	1
Furniture Stores	4421	$1,635,411	$0	$1,635,411	100.0	0
Home Furnishings Stores	4422	$911,293	$369,051	$542,242	42.4	1
Electronics & Appliance Stores	443	$5,139,084	$0	$5,139,084	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	$4,657,368	$2,370,049	$2,287,319	32.5	2
Bldg Material & Supplies Dealers	4441	$3,923,363	$2,370,049	$1,553,314	24.7	2
Lawn & Garden Equip & Supply Stores	4442	$734,005	$0	$734,005	100.0	0
Food & Beverage Stores	445	$17,473,317	$3,323,657	$14,149,660	68.0	4
Grocery Stores	4451	$16,129,539	$3,323,657	$12,805,882	65.8	4
Specialty Food Stores	4452	$841,305	$0	$841,305	100.0	0
Beer, Wine & Liquor Stores	4453	$502,473	$0	$502,473	100.0	0
Health & Personal Care Stores	446,4461	$7,454,539	$0	$7,454,539	100.0	0
Gasoline Stations	447,4471	$7,086,554	$0	$7,086,554	100.0	0
Clothing & Clothing Accessories Stores	448	$4,061,241	$0	$4,061,241	100.0	0
Clothing Stores	4481	$2,596,874	$0	$2,596,874	100.0	0
Shoe Stores	4482	$506,904	$0	$506,904	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$957,463	$0	$957,463	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$3,089,224	$139,375	$2,949,849	91.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	$2,531,160	$139,375	$2,391,785	89.6	1
Book, Periodical & Music Stores	4512	$558,064	$0	$558,064	100.0	0
General Merchandise Stores	452	$17,348,684	$0	$17,348,684	100.0	0
Department Stores Excluding Leased Depts.	4521	$13,602,828	$0	$13,602,828	100.0	0
Other General Merchandise Stores	4529	$3,745,856	$0	$3,745,856	100.0	0
Miscellaneous Store Retailers	453	$4,655,082	$1,114,921	$3,540,161	61.4	2
Florists	4531	$198,664	$0	$198,664	100.0	0
Office Supplies, Stationery & Gift Stores	4532	$1,043,073	$0	$1,043,073	100.0	0
Used Merchandise Stores	4533	$621,056	$0	$621,056	100.0	0
Other Miscellaneous Store Retailers	4539	$2,792,289	$1,114,921	$1,677,368	42.9	2
Nonstore Retailers	454	$1,516,590	$943,830	$572,760	23.3	1
Electronic Shopping & Mail-Order Houses	4541	$836,622	$943,830	-$107,208	-6.0	1
Vending Machine Operators	4542	$153,999	$0	$153,999	100.0	0
Direct Selling Establishments	4543	$525,969	$0	$525,969	100.0	0
Food Services & Drinking Places	722	$9,384,412	$410,043	$8,974,369	91.6	4
Full-Service Restaurants	7221	$4,643,864	$297,075	$4,346,789	88.0	2
Limited-Service Eating Places	7222	$4,218,699	$0	$4,218,699	100.0	0
Special Food Services	7223	$247,811	$74,404	$173,407	53.8	1
Drinking Places - Alcoholic Beverages	7224	$274,038	$38,564	$235,474	75.3	1

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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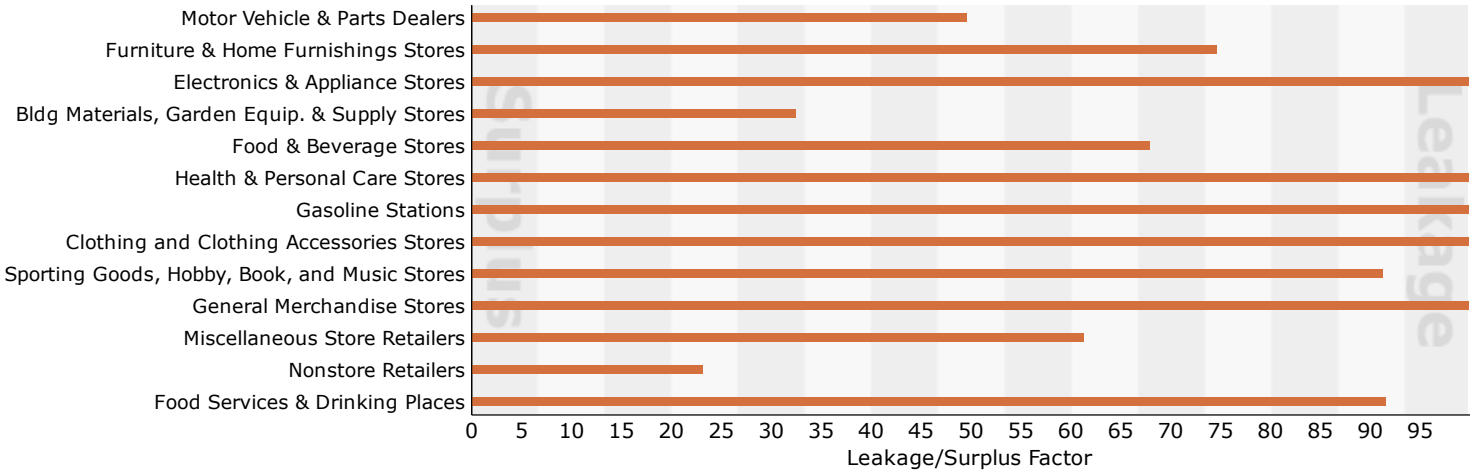
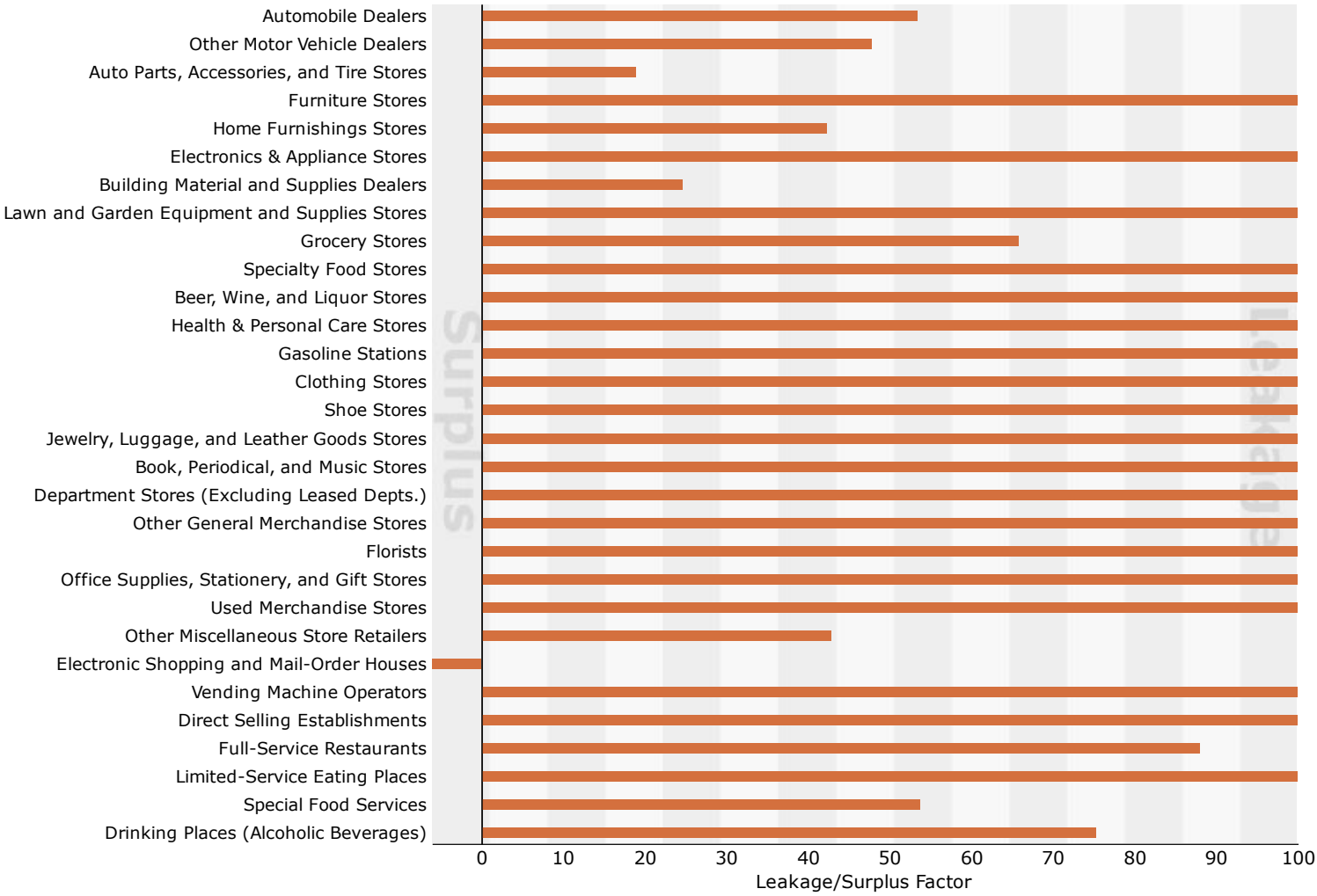
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Monroe Township
Geography: County Subdivision

Prepared by Esri

Demographic Summary	2016	2021
Population	7,921	8,063
Population 18+	6,069	6,236
Households	2,863	2,925
Median Household Income	$51,342	$58,873

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,100	51.1%	108
Bought any women's clothing in last 12 months	2,804	46.2%	105
Bought clothing for child <13 years in last 6 months	1,729	28.5%	103
Bought any shoes in last 12 months	3,332	54.9%	102
Bought costume jewelry in last 12 months	1,208	19.9%	102
Bought any fine jewelry in last 12 months	1,113	18.3%	100
Bought a watch in last 12 months	682	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	2,634	92.0%	107
HH bought/leased new vehicle last 12 mo	270	9.4%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,624	92.7%	109
Bought/changed motor oil in last 12 months	3,604	59.4%	121
Had tune-up in last 12 months	1,816	29.9%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,827	63.1%	96
Drank regular cola in last 6 months	2,845	46.9%	104
Drank beer/ale in last 6 months	2,416	39.8%	93
Cameras (Adults)			
Own digital point & shoot camera	1,982	32.7%	112
Own digital single-lens reflex (SLR) camera	478	7.9%	91
Bought any camera in last 12 months	365	6.0%	106
Printed digital photos in last 12 months	218	3.6%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,125	35.0%	97
Have a smartphone	3,141	51.8%	88
Have a smartphone: Android phone (any brand)	1,545	25.5%	95
Have a smartphone: Apple iPhone	1,256	20.7%	80
Number of cell phones in household: 1	872	30.5%	95
Number of cell phones in household: 2	1,110	38.8%	104
Number of cell phones in household: 3+	746	26.1%	102
HH has cell phone only (no landline telephone)	1,167	40.8%	97
Computers (Households)			
HH owns a computer	2,163	75.6%	98
HH owns desktop computer	1,346	47.0%	104
HH owns laptop/notebook	1,478	51.6%	95
HH owns any Apple/Mac brand computer	286	10.0%	66
HH owns any PC/non-Apple brand computer	2,012	70.3%	103
HH purchased most recent computer in a store	1,138	39.7%	106
HH purchased most recent computer online	338	11.8%	90
Spent <$500 on most recent home computer	494	17.3%	119
Spent $500-$999 on most recent home computer	567	19.8%	104
Spent $1,000-$1,499 on most recent home computer	253	8.8%	93
Spent $1,500-$1,999 on most recent home computer	99	3.5%	76
Spent $2,000+ on most recent home computer	85	3.0%	76

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or 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.

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Retail Market Potential

Monroe Township
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,250	53.6%	106
Bought brewed coffee at convenience store in last 30 days	977	16.1%	102
Bought cigarettes at convenience store in last 30 days	1,028	16.9%	135
Bought gas at convenience store in last 30 days	2,602	42.9%	130
Spent at convenience store in last 30 days: <$20	453	7.5%	92
Spent at convenience store in last 30 days: $20-$39	498	8.2%	91
Spent at convenience store in last 30 days: $40-$50	498	8.2%	108
Spent at convenience store in last 30 days: $51-$99	306	5.0%	114
Spent at convenience store in last 30 days: $100+	1,835	30.2%	132
Entertainment (Adults)			
Attended a movie in last 6 months	3,338	55.0%	92
Went to live theater in last 12 months	650	10.7%	82
Went to a bar/night club in last 12 months	839	13.8%	83
Dined out in last 12 months	2,756	45.4%	101
Gambled at a casino in last 12 months	803	13.2%	97
Visited a theme park in last 12 months	902	14.9%	84
Viewed movie (video-on-demand) in last 30 days	734	12.1%	71
Viewed TV show (video-on-demand) in last 30 days	470	7.7%	60
Watched any pay-per-view TV in last 12 months	740	12.2%	93
Downloaded a movie over the Internet in last 30 days	233	3.8%	53
Downloaded any individual song in last 6 months	1,185	19.5%	96
Watched a movie online in the last 30 days	588	9.7%	61
Watched a TV program online in last 30 days	577	9.5%	64
Played a video/electronic game (console) in last 12 months	646	10.6%	102
Played a video/electronic game (portable) in last 12 months	278	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	2,072	34.1%	110
Used ATM/cash machine in last 12 months	2,921	48.1%	98
Own any stock	437	7.2%	94
Own U.S. savings bond	314	5.2%	98
Own shares in mutual fund (stock)	441	7.3%	100
Own shares in mutual fund (bonds)	267	4.4%	90
Have interest checking account	1,893	31.2%	111
Have non-interest checking account	1,984	32.7%	116
Have savings account	3,372	55.6%	103
Have 401K retirement savings plan	933	15.4%	106
Own/used any credit/debit card in last 12 months	4,721	77.8%	104
Avg monthly credit card expenditures: <$111	842	13.9%	120
Avg monthly credit card expenditures: $111-$225	439	7.2%	105
Avg monthly credit card expenditures: $226-$450	361	5.9%	94
Avg monthly credit card expenditures: $451-$700	329	5.4%	102
Avg monthly credit card expenditures: $701-$1,000	230	3.8%	88
Avg monthly credit card expenditures: $1,001+	384	6.3%	70
Did banking online in last 12 months	2,089	34.4%	96
Did banking on mobile device in last 12 months	747	12.3%	88
Paid bills online in last 12 months	2,466	40.6%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,167	75.7%	109
Used bread in last 6 months	2,748	96.0%	102
Used chicken (fresh or frozen) in last 6 months	1,999	69.8%	101
Used turkey (fresh or frozen) in last 6 months	479	16.7%	106
Used fish/seafood (fresh or frozen) in last 6 months	1,574	55.0%	101
Used fresh fruit/vegetables in last 6 months	2,519	88.0%	103
Used fresh milk in last 6 months	2,609	91.1%	104
Used organic food in last 6 months	413	14.4%	73
Health (Adults)			
Exercise at home 2+ times per week	1,706	28.1%	99
Exercise at club 2+ times per week	533	8.8%	67
Visited a doctor in last 12 months	4,783	78.8%	104
Used vitamin/dietary supplement in last 6 months	3,155	52.0%	98
Home (Households)			
Any home improvement in last 12 months	902	31.5%	117
Used housekeeper/maid/professional HH cleaning service in last 12	277	9.7%	73
Purchased low ticket HH furnishings in last 12 months	445	15.5%	97
Purchased big ticket HH furnishings in last 12 months	584	20.4%	98
Bought any small kitchen appliance in last 12 months	633	22.1%	100
Bought any large kitchen appliance in last 12 months	398	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	2,995	49.3%	116
Carry medical/hospital/accident insurance	4,133	68.1%	104
Carry homeowner insurance	3,423	56.4%	120
Carry renter's insurance	378	6.2%	76
Have auto insurance: 1 vehicle in household covered	769	26.9%	87
Have auto insurance: 2 vehicles in household covered	892	31.2%	109
Have auto insurance: 3+ vehicles in household covered	840	29.3%	134
Pets (Households)			
Household owns any pet	1,933	67.5%	126
Household owns any cat	915	32.0%	143
Household owns any dog	1,572	54.9%	135
Psychographics (Adults)			
Buying American is important to me	3,148	51.9%	122
Usually buy items on credit rather than wait	588	9.7%	83
Usually buy based on quality - not price	1,031	17.0%	95
Price is usually more important than brand name	1,725	28.4%	108
Usually use coupons for brands I buy often	1,212	20.0%	106
Am interested in how to help the environment	711	11.7%	72
Usually pay more for environ safe product	595	9.8%	77
Usually value green products over convenience	535	8.8%	84
Likely to buy a brand that supports a charity	2,230	36.7%	105
Reading (Adults)			
Bought digital book in last 12 months	674	11.1%	84
Bought hardcover book in last 12 months	1,190	19.6%	94
Bought paperback book in last 12 month	1,779	29.3%	93
Read any daily newspaper (paper version)	1,602	26.4%	101
Read any digital newspaper in last 30 days	1,743	28.7%	86
Read any magazine (paper/electronic version) in last 6 months	5,380	88.6%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,699	77.4%	104
Went to family restaurant/steak house: 4+ times a month	1,748	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	5,615	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,581	42.5%	108
Fast food/drive-in last 6 months: eat in	2,343	38.6%	106
Fast food/drive-in last 6 months: home delivery	347	5.7%	75
Fast food/drive-in last 6 months: take-out/drive-thru	3,134	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	1,126	18.6%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,603	26.4%	83
Own e-reader/tablet: iPad	631	10.4%	68
Own any portable MP3 player	1,759	29.0%	94
HH owns 1 TV	458	16.0%	78
HH owns 2 TVs	715	25.0%	96
HH owns 3 TVs	703	24.6%	115
HH owns 4+ TVs	654	22.8%	121
HH subscribes to cable TV	1,009	35.2%	71
HH subscribes to fiber optic	86	3.0%	39
HH has satellite dish	1,222	42.7%	168
HH owns DVD/Blu-ray player	1,863	65.1%	108
HH owns camcorder	438	15.3%	110
HH owns portable GPS navigation device	875	30.6%	111
HH purchased video game system in last 12 mos	172	6.0%	76
HH owns Internet video device for TV	137	4.8%	68
Travel (Adults)			
Domestic travel in last 12 months	3,065	50.5%	101
Took 3+ domestic non-business trips in last 12 months	660	10.9%	98
Spent on domestic vacations in last 12 months: <$1,000	722	11.9%	111
Spent on domestic vacations in last 12 months: $1,000-$1,499	304	5.0%	86
Spent on domestic vacations in last 12 months: $1,500-$1,999	208	3.4%	96
Spent on domestic vacations in last 12 months: $2,000-$2,999	239	3.9%	101
Spent on domestic vacations in last 12 months: $3,000+	288	4.7%	86
Domestic travel in the 12 months: used general travel website	329	5.4%	80
Foreign travel in last 3 years	1,009	16.6%	69
Took 3+ foreign trips by plane in last 3 years	150	2.5%	55
Spent on foreign vacations in last 12 months: <$1,000	161	2.7%	64
Spent on foreign vacations in last 12 months: $1,000-$2,999	127	2.1%	64
Spent on foreign vacations in last 12 months: $3,000+	201	3.3%	67
Foreign travel in last 3 years: used general travel website	237	3.9%	70
Nights spent in hotel/motel in last 12 months: any	2,402	39.6%	97
Took cruise of more than one day in last 3 years	435	7.2%	86
Member of any frequent flyer program	630	10.4%	64
Member of any hotel rewards program	761	12.5%	89

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