

# 2013

## Market Profile

### Salem

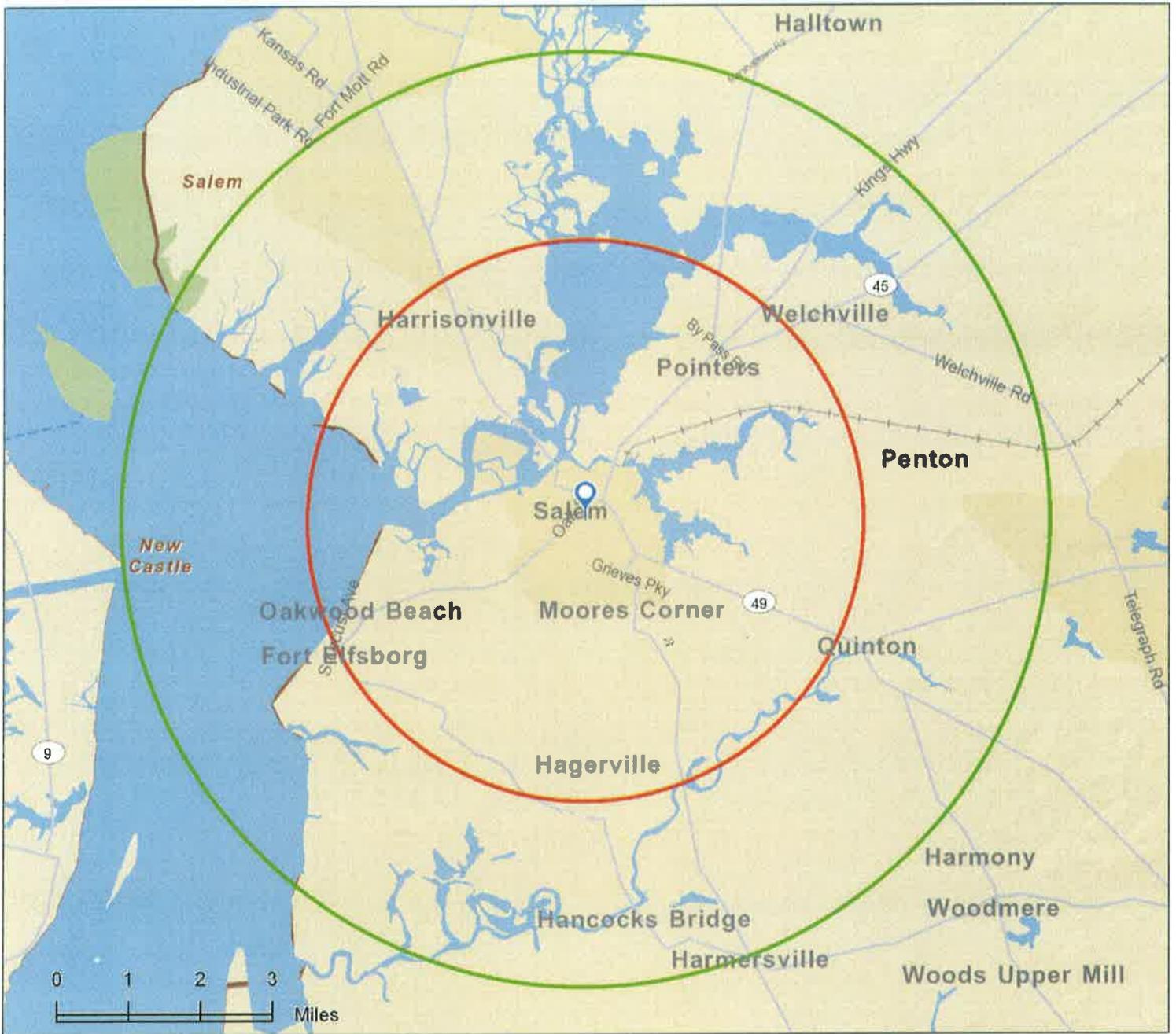


Main Street  
**NEW JERSEY**

Site Map

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3, 5 Miles

Prepared by JGSC Group  
Latitude: 39.568931  
Longitude: -75.470421





# Census 2010 Summary Profile

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

	2000	2010	2000-2010 Annual Rate
Population	8,021	7,214	-1.06%
Households	3,315	3,031	-0.89%
Housing Units	3,880	3,606	-0.73%

## Population by Race

	Number	Percent
Total	7,215	100.0%
Population Reporting One Race	6,966	96.5%
White	3,421	47.4%
Black	3,341	46.3%
American Indian	31	0.4%
Asian	32	0.4%
Pacific Islander	1	0.0%
Some Other Race	140	1.9%
Population Reporting Two or More Races	249	3.5%
Total Hispanic Population	438	6.1%

## Population by Sex

Male	3,311	45.9%
Female	3,903	54.1%

## Population by Age

Total	7,212	100.0%
Age 0 - 4	543	7.5%
Age 5 - 9	517	7.2%
Age 10 - 14	500	6.9%
Age 15 - 19	516	7.2%
Age 20 - 24	434	6.0%
Age 25 - 29	481	6.7%
Age 30 - 34	413	5.7%
Age 35 - 39	351	4.9%
Age 40 - 44	394	5.5%
Age 45 - 49	499	6.9%
Age 50 - 54	562	7.8%
Age 55 - 59	487	6.8%
Age 60 - 64	475	6.6%
Age 65 - 69	294	4.1%
Age 70 - 74	241	3.3%
Age 75 - 79	178	2.5%
Age 80 - 84	151	2.1%
Age 85+	178	2.5%
Age 18+	5,347	74.1%
Age 65+	1,042	14.4%

## Median Age by Sex and Race/Hispanic Origin

Total Population	37.9
Male	35.9
Female	39.2
White Alone	46.7
Black Alone	30.0
American Indian Alone	32.0
Asian Alone	38.3
Pacific Islander Alone	57.5
Some Other Race Alone	29.4
Two or More Races	15.7
Hispanic Population	24.0

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# Census 2010 Summary Profile

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

## Family Households by Age of Householder

Total	1,851	100.0%
Householder Age 15 - 44	799	43.2%
Householder Age 45 - 54	369	19.9%
Householder Age 55 - 64	335	18.1%
Householder Age 65 - 74	199	10.8%
Householder Age 75+	149	8.1%

## Nonfamily Households by Age of Householder

Total	1,180	100.0%
Householder Age 15 - 44	247	20.9%
Householder Age 45 - 54	260	22.0%
Householder Age 55 - 64	274	23.2%
Householder Age 65 - 74	179	15.2%
Householder Age 75+	220	18.6%

## Households by Race of Householder

Total	3,031	100.0%
Householder is White Alone	1,582	52.2%
Householder is Black Alone	1,308	43.2%
Householder is American Indian Alone	13	0.4%
Householder is Asian Alone	9	0.3%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	54	1.8%
Householder is Two or More Races	64	2.1%
Households with Hispanic Householder	152	5.0%

## Husband-wife Families by Race of Householder

Total	946	100.0%
Householder is White Alone	699	73.9%
Householder is Black Alone	215	22.7%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	16	1.7%
Householder is Two or More Races	10	1.1%
Husband-wife Families with Hispanic Householder	37	3.9%

## Other Families (No Spouse) by Race of Householder

Total	905	100.0%
Householder is White Alone	261	28.8%
Householder is Black Alone	589	65.1%
Householder is American Indian Alone	4	0.4%
Householder is Asian Alone	2	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	24	2.7%
Householder is Two or More Races	25	2.8%
Other Families with Hispanic Householder	60	6.6%

## Nonfamily Households by Race of Householder

Total	1,179	100.0%
Householder is White Alone	622	52.8%
Householder is Black Alone	504	42.7%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	15	1.3%
Householder is Two or More Races	29	2.5%
Nonfamily Households with Hispanic Householder	55	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



## Census 2010 Summary Profile

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

	2000	2010	2000-2010 Annual Rate
Population	12,158	11,427	-0.62%
Households	4,931	4,692	-0.50%
Housing Units	5,606	5,409	-0.36%
<b>Population by Race</b>			
		<b>Number</b>	<b>Percent</b>
Total		11,426	100.0%
Population Reporting One Race		11,096	97.1%
White		7,160	62.7%
Black		3,628	31.8%
American Indian		49	0.4%
Asian		73	0.6%
Pacific Islander		1	0.0%
Some Other Race		185	1.6%
Population Reporting Two or More Races		330	2.9%
Total Hispanic Population		602	5.3%
<b>Population by Sex</b>			
Male		5,405	47.3%
Female		6,022	52.7%
<b>Population by Age</b>			
Total		11,427	100.0%
Age 0 - 4		758	6.6%
Age 5 - 9		759	6.6%
Age 10 - 14		791	6.9%
Age 15 - 19		803	7.0%
Age 20 - 24		666	5.8%
Age 25 - 29		705	6.2%
Age 30 - 34		626	5.5%
Age 35 - 39		616	5.4%
Age 40 - 44		709	6.2%
Age 45 - 49		831	7.3%
Age 50 - 54		910	8.0%
Age 55 - 59		781	6.8%
Age 60 - 64		754	6.6%
Age 65 - 69		488	4.3%
Age 70 - 74		404	3.5%
Age 75 - 79		308	2.7%
Age 80 - 84		243	2.1%
Age 85+		276	2.4%
Age 18+		8,631	75.5%
Age 65+		1,719	15.0%
<b>Median Age by Sex and Race/Hispanic Origin</b>			
Total Population		39.9	
Male		38.7	
Female		40.8	
White Alone		44.5	
Black Alone		31.3	
American Indian Alone		36.3	
Asian Alone		32.9	
Pacific Islander Alone		57.5	
Some Other Race Alone		30.3	
Two or More Races		15.6	
Hispanic Population		25.6	

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# Census 2010 Summary Profile

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

## Family Households by Age of Householder

Total	3,007	100.0%
Householder Age 15 - 44	1,196	39.8%
Householder Age 45 - 54	649	21.6%
Householder Age 55 - 64	567	18.9%
Householder Age 65 - 74	343	11.4%
Householder Age 75+	252	8.4%

## Nonfamily Households by Age of Householder

Total	1,684	100.0%
Householder Age 15 - 44	373	22.2%
Householder Age 45 - 54	349	20.7%
Householder Age 55 - 64	387	23.0%
Householder Age 65 - 74	252	15.0%
Householder Age 75+	323	19.2%

## Households by Race of Householder

Total	4,693	100.0%
Householder is White Alone	3,082	65.7%
Householder is Black Alone	1,418	30.2%
Householder is American Indian Alone	20	0.4%
Householder is Asian Alone	24	0.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	70	1.5%
Householder is Two or More Races	78	1.7%
Households with Hispanic Householder	199	4.2%

## Husband-wife Families by Race of Householder

Total	1,852	100.0%
Householder is White Alone	1,539	83.1%
Householder is Black Alone	256	13.8%
Householder is American Indian Alone	8	0.4%
Householder is Asian Alone	11	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	20	1.1%
Householder is Two or More Races	18	1.0%
Husband-wife Families with Hispanic Householder	59	3.2%

## Other Families (No Spouse) by Race of Householder

Total	1,156	100.0%
Householder is White Alone	475	41.1%
Householder is Black Alone	615	53.2%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	30	2.6%
Householder is Two or More Races	29	2.5%
Other Families with Hispanic Householder	71	6.1%

## Nonfamily Households by Race of Householder

Total	1,685	100.0%
Householder is White Alone	1,067	63.3%
Householder is Black Alone	547	32.5%
Householder is American Indian Alone	8	0.5%
Householder is Asian Alone	10	0.6%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	20	1.2%
Householder is Two or More Races	32	1.9%
Nonfamily Households with Hispanic Householder	69	4.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Summary	Census 2010	2012	2017
Population	7,214	7,378	7,527
Households	3,031	3,095	3,172
Families	1,852	1,880	1,920
Average Household Size	2.34	2.35	2.34
Owner Occupied Housing Units	1,484	1,456	1,488
Renter Occupied Housing Units	1,547	1,639	1,684
Median Age	37.9	38.3	38.8
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.40%	0.24%	0.68%
Households	0.49%	0.25%	0.74%
Families	0.42%	0.21%	0.72%
Owner HHs	0.44%	0.38%	0.91%
Median Household Income	2.07%	3.52%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	648	20.9%	604	19.0%
\$15,000 - \$24,999	422	13.6%	405	12.8%
\$25,000 - \$34,999	351	11.3%	404	12.7%
\$35,000 - \$49,999	398	12.9%	290	9.1%
\$50,000 - \$74,999	531	17.2%	478	15.1%
\$75,000 - \$99,999	301	9.7%	422	13.3%
\$100,000 - \$149,999	264	8.5%	331	10.4%
\$150,000 - \$199,999	140	4.5%	190	6.0%
\$200,000+	40	1.3%	49	1.5%
Median Household Income	\$38,806		\$42,989	
Average Household Income	\$54,913		\$62,071	
Per Capita Income	\$23,171		\$26,240	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	543	7.5%	556	7.5%	572	7.6%
5 - 9	517	7.2%	526	7.1%	536	7.1%
10 - 14	500	6.9%	503	6.8%	517	6.9%
15 - 19	516	7.2%	504	6.8%	492	6.5%
20 - 24	434	6.0%	453	6.1%	423	5.6%
25 - 34	894	12.4%	924	12.5%	947	12.6%
35 - 44	745	10.3%	737	10.0%	726	9.6%
45 - 54	1,061	14.7%	1,048	14.2%	977	13.0%
55 - 64	962	13.3%	1,023	13.9%	1,082	14.4%
65 - 74	535	7.4%	579	7.8%	695	9.2%
75 - 84	329	4.6%	335	4.5%	355	4.7%
85+	178	2.5%	191	2.6%	204	2.7%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,421	47.4%	3,427	46.4%	3,367	44.7%
Black Alone	3,341	46.3%	3,463	46.9%	3,584	47.6%
American Indian Alone	31	0.4%	33	0.4%	39	0.5%
Asian Alone	32	0.4%	34	0.5%	35	0.5%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	140	1.9%	153	2.1%	190	2.5%
Two or More Races	249	3.5%	267	3.6%	310	4.1%
Hispanic Origin (Any Race)	438	6.1%	482	6.5%	595	7.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



## Demographic and Income Profile

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

Summary	Census 2010	2012	2017
Population	11,427	11,564	11,651
Households	4,692	4,742	4,801
Families	3,008	3,022	3,048
Average Household Size	2.39	2.40	2.38
Owner Occupied Housing Units	2,732	2,673	2,699
Renter Occupied Housing Units	1,960	2,069	2,103
Median Age	39.9	40.3	40.8
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.15%	0.24%	0.68%
Households	0.25%	0.25%	0.74%
Families	0.17%	0.21%	0.72%
Owner HHs	0.19%	0.38%	0.91%
Median Household Income	2.93%	3.52%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	769	16.2%	710	14.8%
\$15,000 - \$24,999	553	11.7%	504	10.5%
\$25,000 - \$34,999	502	10.6%	518	10.8%
\$35,000 - \$49,999	608	12.8%	450	9.4%
\$50,000 - \$74,999	855	18.0%	747	15.6%
\$75,000 - \$99,999	585	12.3%	790	16.5%
\$100,000 - \$149,999	484	10.2%	584	12.2%
\$150,000 - \$199,999	314	6.6%	409	8.5%
\$200,000+	73	1.5%	87	1.8%
Median Household Income	\$48,065		\$55,518	
Average Household Income	\$63,239		\$71,542	
Per Capita Income	\$26,150		\$29,668	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	758	6.6%	766	6.6%	777	6.7%
5 - 9	759	6.6%	762	6.6%	764	6.6%
10 - 14	791	6.9%	787	6.8%	798	6.8%
15 - 19	803	7.0%	776	6.7%	748	6.4%
20 - 24	666	5.8%	688	5.9%	636	5.5%
25 - 34	1,331	11.6%	1,365	11.8%	1,380	11.8%
35 - 44	1,325	11.6%	1,295	11.2%	1,257	10.8%
45 - 54	1,741	15.2%	1,704	14.7%	1,572	13.5%
55 - 64	1,535	13.4%	1,617	14.0%	1,689	14.5%
65 - 74	892	7.8%	960	8.3%	1,143	9.8%
75 - 84	551	4.8%	554	4.8%	579	5.0%
85+	276	2.4%	292	2.5%	308	2.6%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,160	62.7%	7,130	61.7%	6,973	59.8%
Black Alone	3,628	31.8%	3,749	32.4%	3,875	33.3%
American Indian Alone	49	0.4%	53	0.5%	62	0.5%
Asian Alone	73	0.6%	76	0.7%	82	0.7%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	185	1.6%	203	1.8%	253	2.2%
Two or More Races	330	2.9%	351	3.0%	406	3.5%
Hispanic Origin (Any Race)	602	5.3%	659	5.7%	816	7.0%

**Data Note:** Income is expressed in current dollars.

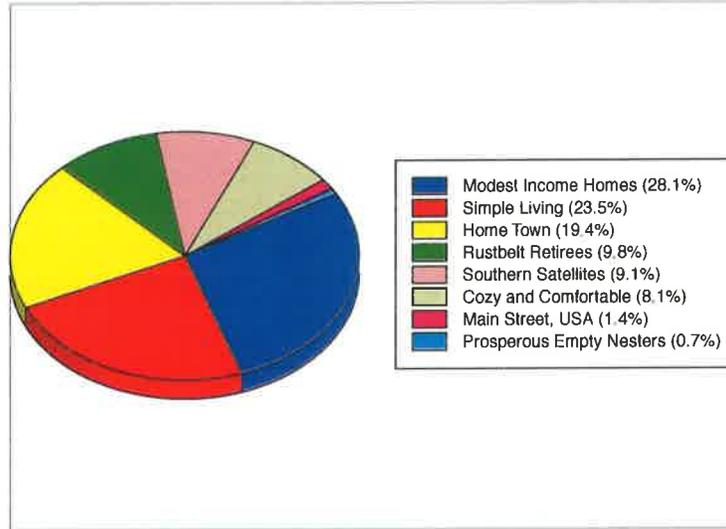
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

March 05, 2013

**Salem 3 5-mile rings**  
**Salem, NJ, Broadway at Market**  
**Ring: 3 miles radius**

**Latitude: 39.568931**  
**Longitude: -75.470421**

**Top Tapestry Segments**



**Percent of Households by Tapestry Segment**

**Top Tapestry Segments:**

**Modest Income Homes**

Modest Income Homes neighborhoods are found primarily in the older suburbs of metropolitan areas. Single-family dwellings represent more than two-thirds of the housing; 15 percent are duplexes. The median home value is \$57,381. Household types are mainly single person and single parent. However, 64 percent of households are family types. The median age is 35.7 years. Slightly more employed residents work part time than full time, mainly in service and blue collar occupations. At 20 percent, unemployment is high. These frugal residents shop at discount stores, do not pay for Internet access, and rarely eat out. They are content to wait for movies to be shown on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom TV shows and sitcoms, and listen to urban and gospel radio. A favorite cable channel is BET.

**Simple Living**

Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.7 years. Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-six percent of households are occupied by renters. Forty percent of households receive Social Security benefits. Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV a day, especially sitcoms and science fiction shows.



# Lifestyle Report

## Ranked by Households

### Prepared by JGSC Group

**Salem 3 5-mile rings**  
**Salem, NJ, Broadway at Market**  
**Ring: 3 miles radius**

**Latitude: 39.568931**  
**Longitude: -75.470421**

---

Source: Esri

#### **Main Street, USA**

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.8 years matches that of the U.S. median. The median household income is a comfortable \$56,882. Homeownership is at 65 percent, and the median home value is \$205,391. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

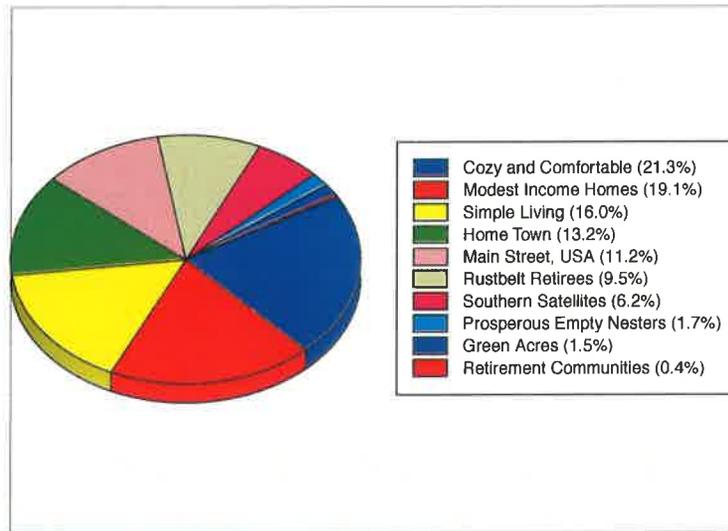
#### **Prosperous Empty Nesters**

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

**Salem 3 5-mile rings**  
**Salem, NJ, Broadway at Market**  
**Ring: 5 miles radius**

**Latitude: 39.568931**  
**Longitude: -75.470421**

**Top Tapestry Segments**



**Percent of Households by Tapestry Segment**

**Top Tapestry Segments:**

**Cozy and Comfortable**

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 42.1 years, and the median home value is \$174,687. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

**Modest Income Homes**

Modest Income Homes neighborhoods are found primarily in the older suburbs of metropolitan areas. Single-family dwellings represent more than two-thirds of the housing; 15 percent are duplexes. The median home value is \$57,381. Household types are mainly single person and single parent. However, 64 percent of households are family types. The median age is 35.7 years. Slightly more employed residents work part time than full time, mainly in service and blue collar occupations. At 20 percent, unemployment is high. These frugal residents shop at discount stores, do not pay for Internet access, and rarely eat out. They are content to wait for movies to be shown on TV instead of going to the theater. They watch daytime and primetime TV, especially courtroom TV shows and sitcoms, and listen to urban and gospel radio. A favorite cable channel is BET.

**Salem 3 5-mile rings**  
**Salem, NJ, Broadway at Market**  
**Ring: 5 miles radius**

**Latitude: 39.568931**  
**Longitude: -75.470421**

---

**Source:** Esri

#### **Southern Satellites**

Southern Satellites neighborhoods are rural settlements found primarily in the South, with employment chiefly in the manufacturing and service industries. Married-couple families dominate this market. The median age is 37.7 years, and the median household income is \$39,758. Most housing is newer, singlefamily dwellings or mobile homes with a median value of \$90,801, occupied by owners. Residents enjoy country living. They listen to gospel and country music on the radio and attend country music concerts. They participate in fishing, hunting, and auto racing. Favorite TV stations are CMT and Outdoor Life Network. Satellite dishes are popular in these rural locations. Households own older, domestic vehicles, particularly trucks and two-door sedans. Residents invest time in vegetable gardening, and households are likely to own riding mowers, garden tractors, and tillers.

#### **Prosperous Empty Nesters**

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

#### **Green Acres**

A 'little bit country', Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 40.7 years. Married couples with and without children comprise most of the households, which are primarily in single-family dwellings. This upscale market has a median household income of \$65,074 and a median home value of \$197,519. These do-it-yourselfers maintain and remodel their homes, painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

#### **Retirement Communities**

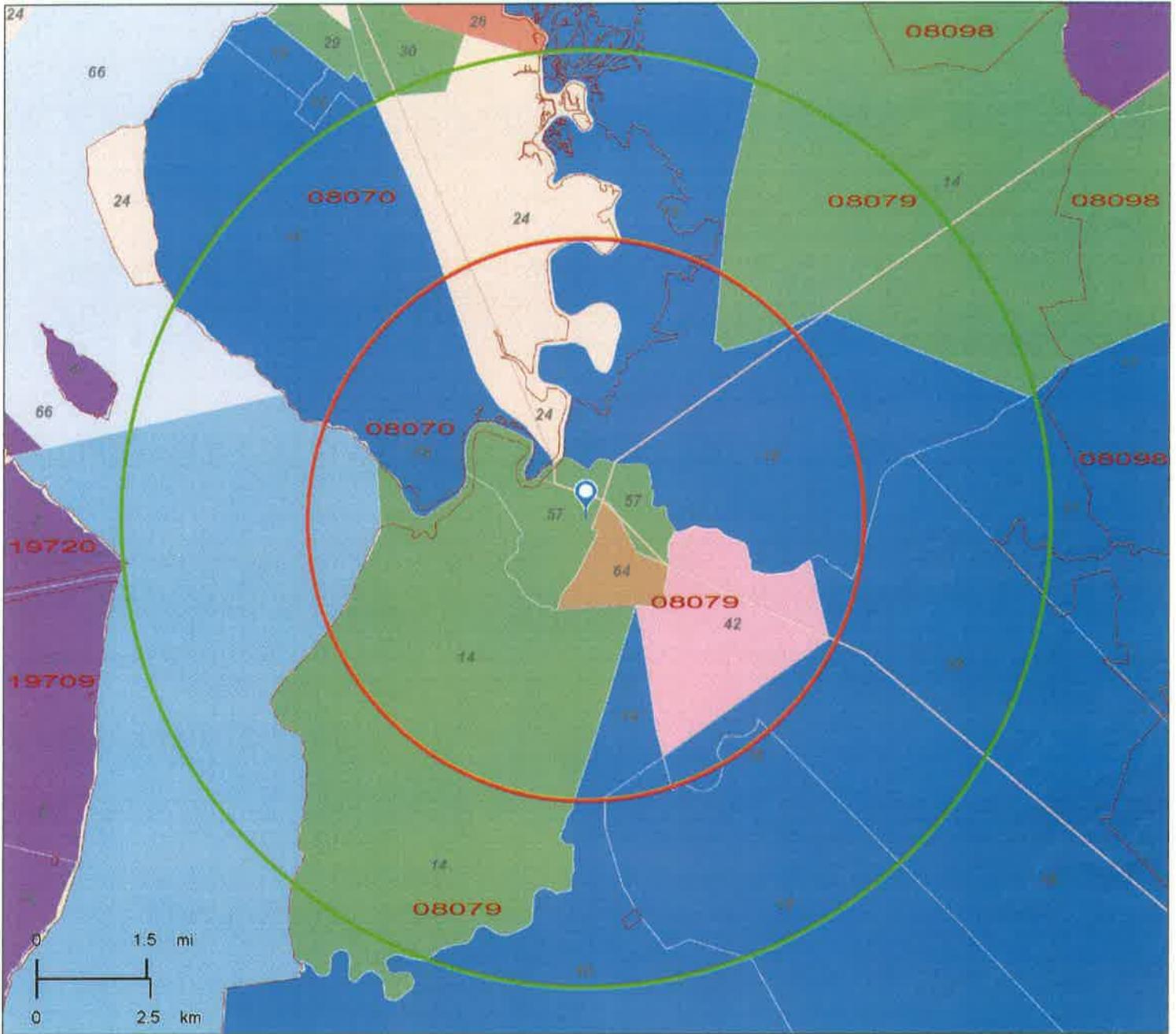
Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

**Source:** Esri

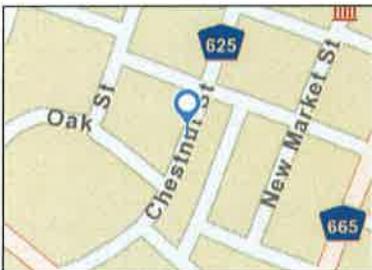
# Dominant Tapestry Site Map

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3, 5 Miles

Prepared by JGSC Group  
Latitude: 39.568931  
Longitude: -75.470421



### Tapestry LifeMode



- L1 High Society: Affluent, well-educated married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

## Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- |  |                                       |
|--|---------------------------------------|
| Segment 01: Top Rung                   | Segment 34: Family Foundations        |
| Segment 02: Suburban Splendor          | Segment 35: International Marketplace |
| Segment 03: Connoisseurs               | Segment 36: Old and Newcomers         |
| Segment 04: Boomburbs                  | Segment 37: Prairie Living            |
| Segment 05: Wealthy Seaboard Suburbs   | Segment 38: Industrious Urban Fringe  |
| Segment 06: Sophisticated Squires      | Segment 39: Young and Restless        |
| Segment 07: Exurbanites                | Segment 40: Military Proximity        |
| Segment 08: Laptops and Lattes         | Segment 41: Crossroads                |
| Segment 09: Urban Chic                 | Segment 42: Southern Satellites       |
| Segment 10: Pleasant-Ville             | Segment 43: The Elders                |
| Segment 11: Pacific Heights            | Segment 44: Urban Melting Pot         |
| Segment 12: Up and Coming Families     | Segment 45: City Strivers             |
| Segment 13: In Style                   | Segment 46: Rooted Rural              |
| Segment 14: Prosperous Empty Nesters   | Segment 47: Las Casas                 |
| Segment 15: Silver and Gold            | Segment 48: Great Expectations        |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers        |
| Segment 17: Green Acres                | Segment 50: Heartland Communities     |
| Segment 18: Cozy and Comfortable       | Segment 51: Metro City Edge           |
| Segment 19: Milk and Cookies           | Segment 52: Inner City Tenants        |
| Segment 20: City Lights                | Segment 53: Home Town                 |
| Segment 21: Urban Villages             | Segment 54: Urban Rows                |
| Segment 22: Metropolitans              | Segment 55: College Towns             |
| Segment 23: Trendsetters               | Segment 56: Rural Bypasses            |
| Segment 24: Main Street, USA           | Segment 57: Simple Living             |
| Segment 25: Salt of the Earth          | Segment 58: NeWest Residents          |
| Segment 26: Midland Crowd              | Segment 59: Southwestern Families     |
| Segment 27: Metro Renters              | Segment 60: City Dimensions           |
| Segment 28: Aspiring Young Families    | Segment 61: High Rise Renters         |
| Segment 29: Rustbelt Retirees          | Segment 62: Modest Income Homes       |
| Segment 30: Retirement Communities     | Segment 63: Dorms to Diplomas         |
| Segment 31: Rural Resort Dwellers      | Segment 64: City Commons              |
| Segment 32: Rustbelt Traditions        | Segment 65: Social Security Set       |
| Segment 33: Midlife Junction           | Segment 66: Unclassified              |



# 2010 Retail MarketPlace Profile

Prepared by JGSC Group

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 miles radius

Latitude: 39.568931  
Longitude: -75.470421

## Summary Demographics

2010 Population	8,216
2010 Households	3,382
2010 Median Disposable Income	\$31,717
2010 Per Capita Income	\$20,216

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$63,867,141	\$33,851,808	\$30,015,333	30.7	62
Total Retail Trade (NAICS 44-45)	\$55,274,996	\$28,299,497	\$26,975,499	32.3	44
Total Food & Drink (NAICS 722)	\$8,592,145	\$5,552,311	\$3,039,834	21.5	18

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$12,235,103	\$1,732,727	\$10,502,376	75.2	5
Automobile Dealers (NAICS 4411)	\$10,716,784	\$252,018	\$10,464,766	95.4	1
Other Motor Vehicle Dealers (NAICS 4412)	\$843,103	\$247,883	\$595,220	54.6	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$675,216	\$1,232,826	\$-557,610	-29.2	3
Furniture & Home Furnishings Stores (NAICS 442)	\$1,732,707	\$795,302	\$937,405	37.1	3
Furniture Stores (NAICS 4421)	\$1,121,562	\$554,592	\$566,970	33.8	1
Home Furnishings Stores (NAICS 4422)	\$611,145	\$240,710	\$370,435	43.5	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,457,384	\$15,014	\$1,442,370	98.0	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,295,247	\$1,436,151	\$859,096	23.0	7
Building Material and Supplies Dealers (NAICS 4441)	\$1,819,828	\$1,342,764	\$477,064	15.1	6
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$475,419	\$93,387	\$382,032	67.2	1
Food & Beverage Stores (NAICS 445)	\$13,176,398	\$5,217,684	\$7,958,714	43.3	6
Grocery Stores (NAICS 4451)	\$11,466,329	\$4,042,566	\$7,423,763	47.9	2
Specialty Food Stores (NAICS 4452)	\$872,167	\$277,302	\$594,865	51.8	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$837,902	\$897,816	\$-59,914	-3.5	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,708,655	\$1,089,747	\$1,618,908	42.6	3
Gasoline Stations (NAICS 447/4471)	\$11,797,498	\$11,622,468	\$175,030	0.7	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,940,142	\$421,081	\$1,519,061	64.3	3
Clothing Stores (NAICS 4481)	\$1,491,172	\$193,162	\$1,298,010	77.1	2
Shoe Stores (NAICS 4482)	\$304,597	\$38,312	\$266,285	77.7	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$144,373	\$189,607	\$-45,234	-13.5	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$464,772	\$42,363	\$422,409	83.3	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$398,400	\$42,363	\$356,037	80.8	1
Book, Periodical, and Music Stores (NAICS 4512)	\$66,372	\$0	\$66,372	100.0	0

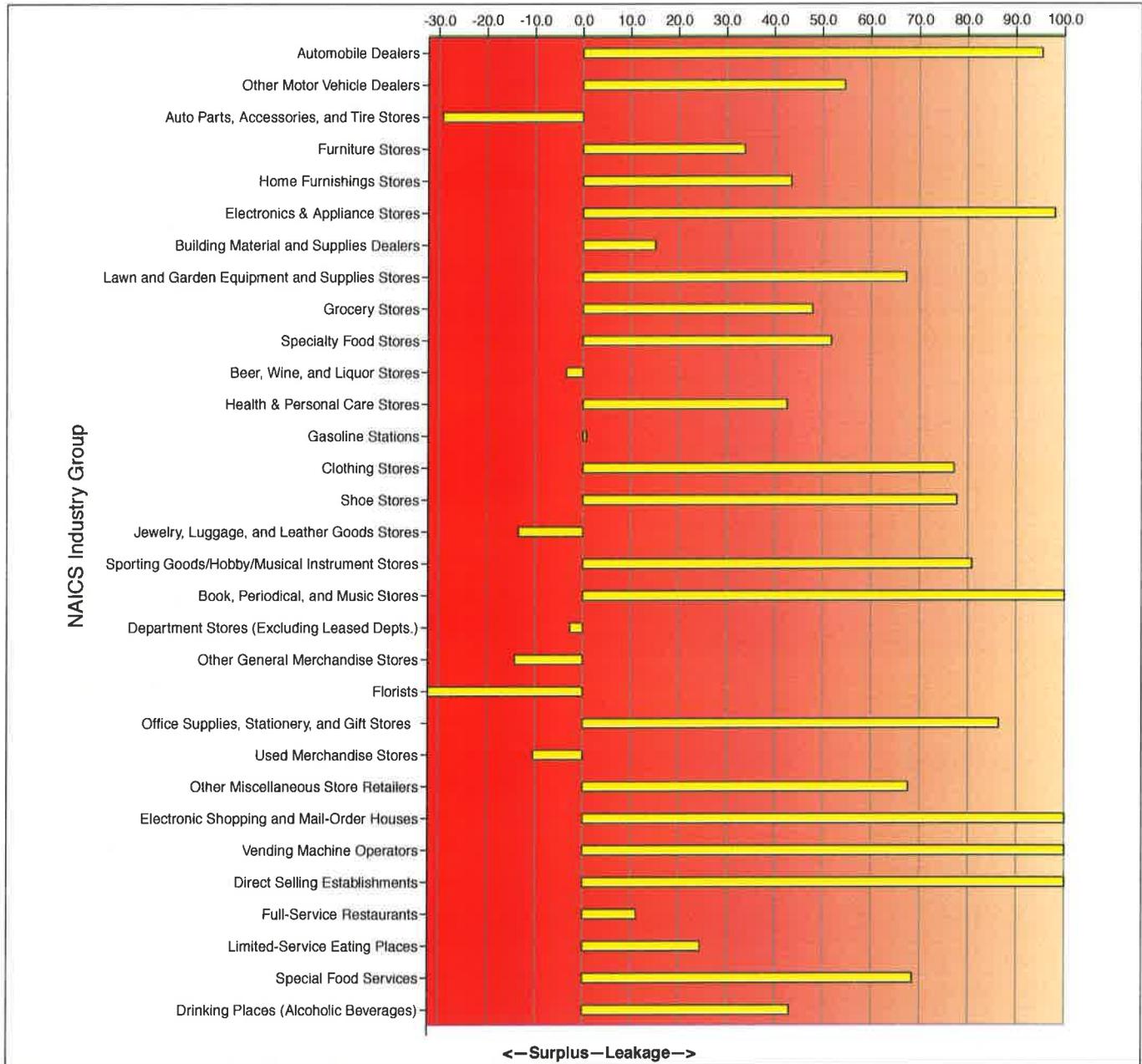
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.

Sources: Esri and Infogroup

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 miles radius

Latitude: 39.568931  
Longitude: -75.470421

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



# 2010 Retail MarketPlace Profile

Prepared by JGSC Group

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 miles radius

Latitude: 39.568931  
Longitude: -75.470421

## Summary Demographics

2010 Population	12,111
2010 Households	4,978
2010 Median Disposable Income	\$37,391
2010 Per Capita Income	\$22,549

## Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$104,245,981	\$52,566,573	\$51,679,408	33.0	86
Total Retail Trade (NAICS 44-45)	\$89,941,750	\$45,573,698	\$44,368,052	32.7	61
Total Food & Drink (NAICS 722)	\$14,304,231	\$6,992,875	\$7,311,356	34.3	25

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$19,840,933	\$3,151,056	\$16,689,877	72.6	10
Automobile Dealers (NAICS 4411)	\$17,333,927	\$476,477	\$16,857,450	94.6	2
Other Motor Vehicle Dealers (NAICS 4412)	\$1,385,012	\$609,338	\$775,674	38.9	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,121,994	\$2,065,241	\$-943,247	-29.6	5
Furniture & Home Furnishings Stores (NAICS 442)	\$2,951,052	\$1,110,209	\$1,840,843	45.3	4
Furniture Stores (NAICS 4421)	\$1,900,601	\$848,866	\$1,051,735	38.3	2
Home Furnishings Stores (NAICS 4422)	\$1,050,451	\$261,343	\$789,108	60.2	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,410,506	\$37,535	\$2,372,971	96.9	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,957,948	\$1,940,554	\$2,017,394	34.2	9
Building Material and Supplies Dealers (NAICS 4441)	\$3,163,099	\$1,773,370	\$1,389,729	28.2	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$794,849	\$167,184	\$627,665	65.2	1
Food & Beverage Stores (NAICS 445)	\$21,387,856	\$6,154,423	\$15,233,433	55.3	8
Grocery Stores (NAICS 4451)	\$18,560,963	\$4,522,520	\$14,038,443	60.8	3
Specialty Food Stores (NAICS 4452)	\$1,416,534	\$734,087	\$682,447	31.7	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,410,359	\$897,816	\$512,543	22.2	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,342,918	\$1,365,826	\$2,977,092	52.1	4
Gasoline Stations (NAICS 447/4471)	\$18,748,338	\$11,622,468	\$7,125,870	23.5	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,223,446	\$738,694	\$2,484,752	62.7	5
Clothing Stores (NAICS 4481)	\$2,479,844	\$341,122	\$2,138,722	75.8	3
Shoe Stores (NAICS 4482)	\$495,878	\$204,333	\$291,545	41.6	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$247,724	\$193,239	\$54,485	12.4	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$768,182	\$105,511	\$662,671	75.8	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$658,903	\$105,511	\$553,392	72.4	3
Book, Periodical, and Music Stores (NAICS 4512)	\$109,279	\$0	\$109,279	100.0	0

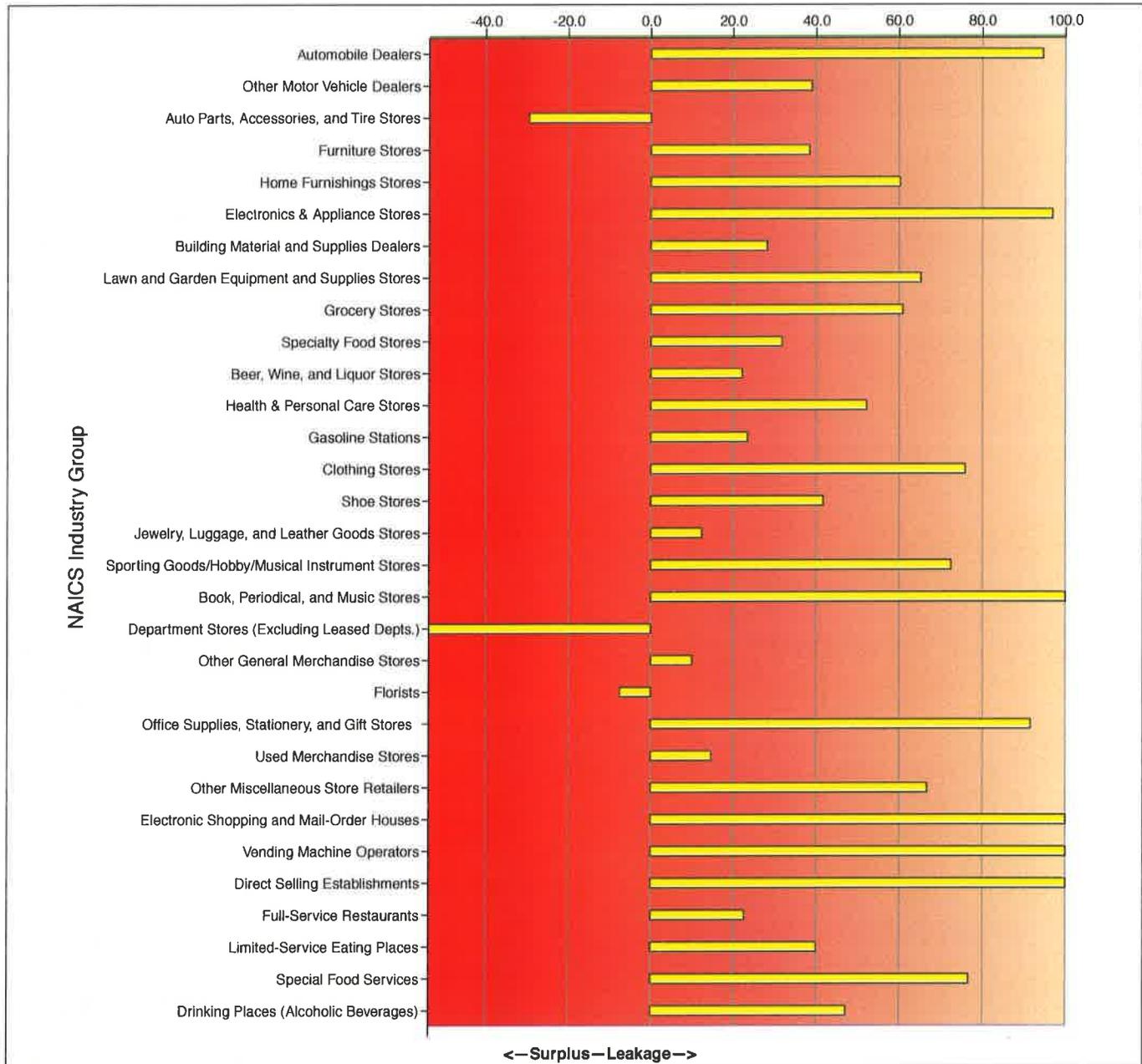
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.

Sources: Esri and Infogroup

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 miles radius

Latitude: 39.568931  
Longitude: -75.470421

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



## Retail Goods and Services Expenditures

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Simple Living	47.3%	Population	7,351	7,602
City Commons	24.5%	Households	3,091	3,219
Prosperous Empty Nesters	12.4%	Families	1,886	1,949
Southern Satellites	7.1%	Median Age	38.1	38.8
Cozy and Comfortable	6.7%	Median Household Income	\$37,065	\$41,956
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		55	\$1,285.11	\$3,972,066
Men's		51	\$227.24	\$702,350
Women's		49	\$391.21	\$1,209,166
Children's		60	\$232.77	\$719,468
Footwear		40	\$160.82	\$497,075
Watches & Jewelry		75	\$140.35	\$433,807
Apparel Products and Services (1)		146	\$132.72	\$410,200
<b>Computer</b>				
Computers and Hardware for Home Use		77	\$142.39	\$440,107
Software and Accessories for Home Use		74	\$20.30	\$62,753
<b>Entertainment &amp; Recreation</b>		77	\$2,410.23	\$7,449,633
Fees and Admissions		70	\$417.37	\$1,290,010
Membership Fees for Clubs (2)		70	\$111.61	\$344,953
Fees for Participant Sports, excl. Trips		69	\$71.74	\$221,727
Admission to Movie/Theatre/Opera/Ballet		74	\$108.19	\$334,383
Admission to Sporting Events, excl. Trips		71	\$41.20	\$127,349
Fees for Recreational Lessons		64	\$84.02	\$259,694
Dating Services		82	\$0.62	\$1,904
TV/Video/Audio		82	\$981.35	\$3,033,186
Community Antenna or Cable TV		86	\$601.94	\$1,860,491
Televisions		74	\$139.30	\$430,556
VCRs, Video Cameras, and DVD Players		77	\$15.24	\$47,112
Video Cassettes and DVDs		82	\$41.61	\$128,612
Video and Computer Game Hardware and Software		79	\$42.94	\$132,714
Satellite Dishes		68	\$0.83	\$2,579
Rental of Video Cassettes and DVDs		79	\$31.60	\$97,671
Streaming/Downloaded Video		76	\$1.04	\$3,210
Audio (3)		71	\$101.36	\$313,279
Rental and Repair of TV/Radio/Sound Equipment		74	\$5.49	\$16,961
Pets		93	\$389.34	\$1,203,379
Toys and Games (4)		80	\$112.14	\$346,613
Recreational Vehicles and Fees (5)		63	\$198.59	\$613,815
Sports/Recreation/Exercise Equipment (6)		57	\$100.83	\$311,659
Photo Equipment and Supplies (7)		73	\$73.37	\$226,762
Reading (8)		78	\$117.69	\$363,773
Catered Affairs (9)		82	\$19.55	\$60,436
<b>Food</b>		81	\$6,026.59	\$18,627,221
Food at Home		82	\$3,555.52	\$10,989,545
Bakery and Cereal Products		82	\$476.79	\$1,473,693
Meats, Poultry, Fish, and Eggs		83	\$834.47	\$2,579,223
Dairy Products		82	\$393.64	\$1,216,685
Fruits and Vegetables		80	\$611.80	\$1,890,960
Snacks and Other Food at Home (10)		82	\$1,238.82	\$3,828,984
Food Away from Home		79	\$2,471.07	\$7,637,676
Alcoholic Beverages		80	\$444.25	\$1,373,109
Nonalcoholic Beverages at Home		83	\$351.62	\$1,086,813

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

## Retail Goods and Services Expenditures

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Simple Living	30.9%	Population	11,506	11,691
Cozy and Comfortable	23.5%	Households	4,725	4,825
City Commons	16.0%	Families	3,025	3,065
Main Street, USA	11.5%	Median Age	40.1	40.7
Prosperous Empty Nesters	11.4%	Median Household Income	\$44,126	\$51,551
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
Men's		63	\$1,451.31	\$6,857,279
Women's		58	\$258.35	\$1,220,688
Children's		56	\$448.25	\$2,117,934
Footwear		67	\$258.29	\$1,220,400
Watches & Jewelry		44	\$178.11	\$841,551
Apparel Products and Services (1)		87	\$163.77	\$773,800
		159	\$144.53	\$682,907
<b>Computer</b>				
Computers and Hardware for Home Use		87	\$161.06	\$761,008
Software and Accessories for Home Use		85	\$23.39	\$110,526
<b>Entertainment &amp; Recreation</b>		89	\$2,771.12	\$13,093,259
Fees and Admissions		85	\$512.24	\$2,420,284
Membership Fees for Clubs (2)		87	\$138.26	\$653,251
Fees for Participant Sports, excl. Trips		84	\$86.87	\$410,471
Admission to Movie/Theatre/Opera/Ballet		87	\$127.21	\$601,063
Admission to Sporting Events, excl. Trips		87	\$49.99	\$236,197
Fees for Recreational Lessons		83	\$109.21	\$515,998
Dating Services		93	\$0.70	\$3,303
TV/Video/Audio		91	\$1,090.25	\$5,151,327
Community Antenna or Cable TV		94	\$659.49	\$3,116,037
Televisions		86	\$160.55	\$758,597
VCRs, Video Cameras, and DVD Players		86	\$17.04	\$80,496
Video Cassettes and DVDs		89	\$45.35	\$214,285
Video and Computer Game Hardware and Software		90	\$48.87	\$230,893
Satellite Dishes		77	\$0.95	\$4,464
Rental of Video Cassettes and DVDs		87	\$34.86	\$164,704
Streaming/Downloaded Video		90	\$1.23	\$5,813
Audio (3)		81	\$115.65	\$546,440
Rental and Repair of TV/Radio/Sound Equipment		85	\$6.26	\$29,597
Pets		107	\$444.85	\$2,101,866
Toys and Games (4)		90	\$126.29	\$596,704
Recreational Vehicles and Fees (5)		75	\$235.01	\$1,110,391
Sports/Recreation/Exercise Equipment (6)		66	\$116.33	\$549,663
Photo Equipment and Supplies (7)		86	\$85.85	\$405,618
Reading (8)		92	\$137.38	\$649,096
Catered Affairs (9)		96	\$22.92	\$108,309
<b>Food</b>		90	\$6,734.00	\$31,817,479
Food at Home		91	\$3,945.61	\$18,642,615
Bakery and Cereal Products		92	\$530.64	\$2,507,234
Meats, Poultry, Fish, and Eggs		92	\$921.98	\$4,356,248
Dairy Products		91	\$437.43	\$2,066,786
Fruits and Vegetables		90	\$685.69	\$3,239,811
Snacks and Other Food at Home (10)		91	\$1,369.88	\$6,472,535
Food Away from Home		89	\$2,788.39	\$13,174,864
Alcoholic Beverages		91	\$505.36	\$2,387,775
Nonalcoholic Beverages at Home		91	\$386.64	\$1,826,849

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042174

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary by SIC Codes

Prepared by JGSC Group

Salem 3.5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3.5 Miles

Latitude: 39.568931  
 Longitude: -75.470421

	3 miles radius		5 miles radius	
Total Businesses:	420	555		
Total Employees:	4,860	5,803		
Total Residential Population:	8,216	12,111		
Employee/Residential Population Ratio:	0.57	0.48		

	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	2.2%	34	0.7%	18	3.2%	69	1.2%
Construction	34	8.1%	119	2.6%	44	7.9%	154	2.7%
Manufacturing	9	2.2%	989	21.2%	10	1.6%	1,013	17.5%
Transportation	13	3.1%	31	0.7%	19	3.4%	42	0.7%
Communication	2	0.5%	0	0.0%	4	0.7%	0	0.0%
Utility	2	0.5%	14	0.3%	4	0.7%	15	0.3%
Wholesale Trade	12	2.9%	24	0.5%	17	3.1%	57	1.0%
Retail Trade Summary	67	16.0%	370	7.9%	92	16.5%	610	10.5%
Home Improvement	7	1.7%	23	0.5%	9	1.6%	40	0.7%
General Merchandise Stores	3	0.7%	44	0.9%	4	0.7%	195	3.4%
Food Stores	5	1.2%	11	0.2%	8	1.4%	23	0.4%
Auto Dealers, Gas Stations, Auto Aftermarket	9	2.2%	47	1.0%	14	2.5%	70	1.2%
Apparel & Accessory Stores	2	0.5%	4	0.1%	4	0.7%	11	0.2%
Furniture & Home Furnishings	3	0.7%	7	0.2%	5	0.9%	10	0.2%
Eating & Drinking Places	19	4.5%	185	4.0%	26	4.7%	206	3.6%
Miscellaneous Retail	19	4.5%	49	1.1%	22	4.0%	55	0.9%
Finance, Insurance, Real Estate Summary	21	5.0%	167	3.6%	25	4.5%	175	3.0%
Banks, Savings & Lending Institutions	6	1.4%	75	1.6%	8	1.4%	79	1.4%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Agents	5	1.2%	58	1.2%	5	0.9%	58	1.0%
Real Estate, Holding, Other Investment Offices	10	2.4%	34	0.7%	12	2.2%	38	0.7%
Services Summary	179	42.6%	2,564	55.0%	229	41.2%	3,066	53.2%
Hotels & Lodging	2	0.5%	1	0.0%	2	0.4%	2	0.0%
Automotive Services	8	1.9%	32	0.7%	16	2.9%	52	0.9%
Motion Pictures & Amusements	6	1.4%	37	0.8%	11	2.0%	68	1.2%
Health Services	19	4.5%	725	15.6%	20	3.6%	805	13.9%
Legal Services	9	2.2%	20	0.4%	9	1.6%	20	0.3%
Education Institutions & Libraries	12	2.9%	279	6.0%	17	3.1%	458	7.9%
Other Services	123	29.4%	1,470	31.6%	154	27.7%	1,881	29.0%
Government	62	14.8%	346	7.4%	85	15.3%	579	10.0%
Other	8	1.9%	0	0.0%	9	1.6%	0	0.0%
Totals	418	100.0%	4,660	100.0%	556	100.0%	5,803	100.0%

Source: Business data provided by Intigroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



# Traffic Count Profile

Prepared by JGSC Group

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 miles radius

Latitude: 39.568931  
Longitude: -75.470421

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.09	Oak St	Wesley St (0.03 miles N)	1998	548
0.16	Smith St	Walnut St (0.03 miles SE)	1997	780
0.19	Grieves Pkwy	Chestnut St (0.08 miles NW)	1998	3,215
0.28	Broadway Rd	Walnut St (0.04 miles SE)	1997	14,120
0.34	Market St	Martin Luther King Dr (0.02 miles S)	1996	7,550
0.42	Griffith St	4th St (0.07 miles NW)	2009	4,218
0.49	Market St	Howell St (0.06 miles N)	1997	11,860
0.59	W Broadway	Tilbury Rd (0.02 miles W)	1998	8,810
0.61	Front St	Griffith St (0.05 miles N)	2009	9,003
0.71	Keasbey St	Anderson Dr (0.06 miles SW)	1998	3,372
0.79	Broadway Rd	Yorke St (0.13 miles NW)	1997	8,560
0.90	Grieves Pkwy	Kent St (0.04 miles W)	1998	2,990
2.47	Fort Elfsborg-Salem Rd	Country Club Rd (0.13 miles NE)	2009	1,052
3.92	Sunset Dr	Maple Ave (0.92 miles NW)	1997	4,470
4.32	S Broadway	Hassler Ct (0.08 miles NW)	1997	9,710
4.53	Pointers Auburn Rd	Rte 540 (0.55 miles N)	1997	6,500
4.55	S Hook Rd	Winslow Rd (0.03 miles S)	2009	7,410
4.94	Marshalltown Rd	Roosevelt Ave (0.4 miles W)	1997	830
4.99	Fort Mott Rd	Christmas Tree Ln (0.16 miles NE)	2009	2,046
5.00	Mahoney Rd	K Dr (0.02 miles W)	2009	2,443
5.31	Fort Mott Rd	Illinois Rd (0.01 miles SW)	2009	4,370
6.09	Delaware City Port Penn Rd	Reedy Point Rd (0.2 miles N)	2010	1,485
6.36	Nottingham Rd	Cedar Dr (0.03 miles SE)	1997	180
6.39	Thorntown Rd	Delaware City Port Penn Rd (0.06 miles E)	1999	433
6.45	E Pittsfield St	Bright Ave (0.02 miles SE)	1997	1,900
6.68	Market St	N Congress (0.02 miles W)	1997	23
6.71	Saint Augustine Rd	W Merchant St (0.05 miles S)	2003	507
7.08	Saint Augustine Rd	Augustine Beach Spr (0.16 miles S)	2010	465

**Data Note:** The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2011 to 1963. Just over 68% of the counts were taken between 2001 and 2011 and 86% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

**Source:** ©2011 MPSI Systems Inc. d.b.a. DataMetrix®



# Automotive Aftermarket Expenditures

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		7,351	7,602
Households		3,091	3,219
Families		1,886	1,949
Median Age		38.1	38.8
Median Household Income		\$37,065	\$41,956

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	85	\$3.94	\$12,166
Gasoline	82	\$2,229.76	\$6,891,821
Motor Oil	82	\$9.37	\$28,954
Vehicle Parts/Equipment and Accessories	76	\$41.45	\$128,114
Tire Purchase/Replacement	77	\$108.35	\$334,904
Vehicle Audio/Video Equipment and Installation	71	\$4.90	\$15,148
Vehicle Cleaning Products and Services	70	\$5.50	\$17,011
<b>Services</b>			
Auto Repair Service Policy	81	\$12.90	\$39,875
Membership Fees for Automobile Service Clubs	77	\$16.37	\$50,603
Global Positioning Services	76	\$1.86	\$5,754
Vehicle Air Conditioning Repair	78	\$13.28	\$41,059
Vehicle Body Work and Painting	77	\$28.60	\$88,404
Vehicle Brake Work	79	\$60.45	\$186,839
Vehicle Clutch/Transmission Repair	76	\$34.12	\$105,454
Vehicle Cooling System Repair	78	\$21.95	\$67,837
Vehicle Drive Shaft and Rear-end Repair	79	\$6.58	\$20,334
Vehicle Electrical System Repair	83	\$27.63	\$85,407
Vehicle Exhaust System Repair	83	\$10.73	\$33,152
Vehicle Front End Alignment/Wheel Balance & Rotation	79	\$14.26	\$44,083
Lube/Oil Change and Oil Filters	81	\$70.59	\$218,170
Vehicle Motor Repair/Replacement	77	\$68.21	\$210,841
Vehicle Motor Tune-up	73	\$43.56	\$134,652
Vehicle Shock Absorber Replacement	80	\$5.17	\$15,975
Vehicle Steering/Front End Repair	80	\$21.57	\$66,679
Tire Repair and Other Repair Work	79	\$49.80	\$153,915

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Automotive Aftermarket Expenditures

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

## Demographic Summary

	2011	2016
Population	11,506	11,691
Households	4,725	4,825
Families	3,025	3,065
Median Age	40.1	40.7
Median Household Income	\$44,126	\$51,551

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	89	\$4.13	\$19,491
Gasoline	90	\$2,448.05	\$11,566,805
Motor Oil	86	\$9.92	\$46,863
Vehicle Parts/Equipment and Accessories	84	\$45.74	\$216,127
Tire Purchase/Replacement	86	\$121.16	\$572,452
Vehicle Audio/Video Equipment and Installation	81	\$5.56	\$26,267
Vehicle Cleaning Products and Services	83	\$6.52	\$30,791
<b>Services</b>			
Auto Repair Service Policy	89	\$14.18	\$67,008
Membership Fees for Automobile Service Clubs	91	\$19.43	\$91,787
Global Positioning Services	91	\$2.23	\$10,515
Vehicle Air Conditioning Repair	89	\$15.22	\$71,895
Vehicle Body Work and Painting	89	\$32.96	\$155,719
Vehicle Brake Work	92	\$70.88	\$334,905
Vehicle Clutch/Transmission Repair	84	\$37.55	\$177,435
Vehicle Cooling System Repair	87	\$24.62	\$116,332
Vehicle Drive Shaft and Rear-end Repair	88	\$7.39	\$34,894
Vehicle Electrical System Repair	92	\$30.92	\$146,107
Vehicle Exhaust System Repair	95	\$12.40	\$58,599
Vehicle Front End Alignment/Wheel Balance & Rotation	91	\$16.28	\$76,940
Lube/Oil Change and Oil Filters	91	\$78.62	\$371,464
Vehicle Motor Repair/Replacement	86	\$76.49	\$361,400
Vehicle Motor Tune-up	84	\$50.51	\$238,666
Vehicle Shock Absorber Replacement	92	\$5.92	\$27,976
Vehicle Steering/Front End Repair	92	\$24.80	\$117,163
Tire Repair and Other Repair Work	91	\$57.57	\$271,992

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 05, 2013



## Electronics and Internet Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Demographic Summary		2011	2016
Population		7,351	7,602
Population 18+		5,460	5,677
Households		3,091	3,219
Median Household Income		\$37,065	\$41,956

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns a personal computer	1,896	61.3%	83
Purchased home PC in last 12 months	365	11.8%	75
Purchased home PC 1-2 years ago	546	17.7%	78
Purchased home PC 3-4 years ago	473	15.3%	78
Purchased home PC 5+ years ago	307	9.9%	107
Spent <\$500 on home PC (most recent purchase)	248	8.0%	93
Spent \$500-999 on home PC (most recent purchase)	470	15.2%	85
Spent \$1000-1499 on home PC (most recent purchase)	278	9.0%	69
Spent \$1500-1999 on home PC (most recent purchase)	185	6.0%	84
Spent \$2000+ on home PC (most recent purchase)	176	5.7%	91
Purchased home PC at computer superstore	265	8.6%	67
Purchased home PC at department store	181	5.9%	120
Purchased home PC direct from manufacturer	379	12.3%	88
Purchased home PC at electronics store	233	7.5%	68
Purchased home PC on Internet	199	6.4%	74
Purchased home PC at warehouse discount outlet	59	1.9%	87
HH owns desktop PC	1,549	50.1%	87
HH owns laptop/notebook/tablet PC	682	22.1%	70
HH owns any Apple/Apple Mac clone brand PC	142	4.6%	72
HH owns any IBM/IBM compatible brand PC	1,759	56.9%	84
Brand of PC that HH owns: Compaq	260	8.4%	99
Brand of PC that HH owns: Dell	762	24.7%	80
Brand of PC that HH owns: Gateway	143	4.6%	70
Brand of PC that HH owns: Hewlett Packard	350	11.3%	73
Brand of PC that HH owns: Sony Vaio	80	2.6%	88
Child (under 18) uses home PC	586	19.0%	90
HH owns CD burner	930	30.1%	81
HH owns CD ROM drive	988	32.0%	82
HH owns DVD drive	600	19.4%	77
HH owns DVD-RW (DVD burner)	445	14.4%	70
HH owns external hard drive	305	9.9%	69
HH owns flash drive	432	14.0%	68
HH owns LAN/network interface card	274	8.9%	79
HH owns inkjet printer	1,067	34.5%	81
HH owns laser printer	344	11.1%	81
HH owns modem/fax modem	584	18.9%	91
HH owns removable cartridge storage device	183	5.9%	102
HH owns scanner	768	24.8%	87
HH owns PC speakers	1,141	36.9%	88
HH owns tape backup	86	2.8%	105
HH owns webcam	261	8.4%	74
HH owns software: accounting	222	7.2%	80
HH owns software: communications/fax	216	7.0%	85
HH owns software: database/filing	243	7.9%	96
HH owns software: desktop publishing	277	9.0%	74

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# Electronics and Internet Market Potential

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	170	5.5%	109
HH owns video game system: Nintendo Wii	184	6.0%	88
HH owns video game system: PlayStation 2	529	17.1%	104
HH owns video game system: PlayStation 3	97	3.1%	86
HH owns video game system: Sony PlayStation/PS One	109	3.5%	88
HH owns video game system: Sony PSP	82	2.7%	90
HH owns video game system: Xbox	147	4.8%	80
HH owns video game system: Xbox 360	165	5.3%	82
HH purchased 5+ video games in last 12 months	173	5.6%	86
HH spent \$101+ on video games in last 12 months	148	4.8%	59
Owens MP3 player	1,155	21.2%	78
Purchased MP3 player in last 12 months	465	8.5%	83
Owens Apple iPod	456	8.4%	74
Purchased Apple iPod in last 12 months	144	2.6%	77
Have any access to the Internet	4,344	79.6%	94
Have access to Internet: at home	3,265	59.8%	85
Have access to Internet: at work	1,422	26.0%	69
Have access to Internet: at school/library	1,383	25.3%	101
Have access to Internet: not hm/work/school/library	707	12.9%	67
Use Internet less than once a week	343	6.3%	160
Use Internet 1-2 times per week	324	5.9%	109
Use Internet 3-6 times per week	410	7.5%	94
Use Internet once a day	520	9.5%	86
Use Internet 2-4 times per day	733	13.4%	76
Use Internet 5 or more times per day	998	18.3%	72
Any Internet or online usage in last 30 days	3,327	60.9%	86
Used Internet in last 30 days: at home	2,791	51.1%	82
Used Internet in last 30 days: at work	1,174	21.5%	67
Used Internet in last 30 days: at school/library	344	6.3%	81
Used Internet/30 days: not home/work/school/library	403	7.4%	80
Internet last 30 days: used email	2,756	50.5%	81
Internet last 30 days: used Instant Messenger	1,185	21.7%	85
Internet last 30 days: paid bills online	1,397	25.6%	77
Internet last 30 days: visited online blog	402	7.4%	76
Internet last 30 days: wrote online blog	197	3.6%	96
Internet last 30 days: visited chat room	271	5.0%	106
Internet last 30 days: looked for employment	464	8.5%	65
Internet last 30 days: played games online	1,246	22.8%	109
Internet last 30 days: traded/tracked investments	492	9.0%	80
Internet last 30 days: downloaded music	811	14.9%	80
Internet last 30 days: made phone call	176	3.2%	86
Internet last 30 days: made personal purchase	1,229	22.5%	73
Internet last 30 days: made business purchase	398	7.3%	76
Internet last 30 days: made travel plans	617	11.3%	65
Internet last 30 days: watched online video	732	13.4%	69
Internet last 30 days: obtained new/used car info	389	7.1%	80
Internet last 30 days: obtained financial info	934	17.1%	71
Internet last 30 days: obtained medical info	604	11.1%	66
Internet last 30 days: obtained latest news	1,431	26.2%	68
Internet last 30 days: obtained real estate info	358	6.6%	60

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# Electronics and Internet Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	123	2.3%	90
Bought blank video tape in last 6 months	588	10.8%	95
Bought 7+ blank video tapes in last 6 months	182	3.3%	128
DVDs purchased in last 30 days: 1	251	4.6%	92
DVDs purchased in last 30 days: 2	284	5.2%	110
DVDs purchased in last 30 days: 3-4	236	4.3%	94
DVDs purchased in last 30 days: 5+	258	4.7%	91
Bought any camera in last 12 months	748	13.7%	107
Spent on cameras in last 12 months: <\$100	312	5.7%	131
Spent on cameras in last 12 months: \$100-199	230	4.2%	140
Spent on cameras in last 12 months: \$200+	194	3.6%	89
Own APS (point & shoot or SLR) camera	152	2.8%	101
Own digital camera	1,445	26.5%	80
Bought digital camera in last 12 months	448	8.2%	120
Own digital point & shoot camera	1,034	18.9%	76
Bought digital point & shoot camera in last 12 mo	326	6.0%	120
Own digital SLR camera	498	9.1%	98
Bought digital SLR camera in last 12 months	135	2.5%	110
Own 35mm auto focus point & shoot camera	268	4.9%	105
Own 35mm auto focus single lens reflex camera	132	2.4%	101
Own 35mm auto focus zoom camera	272	5.0%	89
Own 35mm single lens reflex camera	169	3.1%	103
Own Canon camera	730	13.4%	85
Bought Canon camera in last 12 months	104	1.9%	88
Own Fuji camera	240	4.4%	110
Own Kodak camera	649	11.9%	102
Bought Kodak camera in last 12 months	202	3.7%	126
Own Nikon camera	247	4.5%	84
Own Olympus camera	250	4.6%	101
Own Polaroid camera	139	2.5%	103
Bought any camera accessory in last 12 months	1,945	35.6%	84
Bought film in last 12 months	1,025	18.8%	99
Bought film in last 12 months: <3 rolls	519	9.5%	107
Bought film in last 12 months: 3-6 rolls	321	5.9%	94
Bought film in last 12 months: 7+ rolls	183	3.4%	80
Bought film in last 12 mo: APS (color prints)	157	2.9%	108
Bought film in last 12 mo: instant developing	103	1.9%	95
Bought film in last 12 mo: 35mm (black & white)	72	1.3%	138
Bought film in last 12 mo: 35mm (color prints)	578	10.6%	93
Bought Fuji film in last 12 months	261	4.8%	96
Bought Kodak film in last 12 months	584	10.7%	91
Bought store-brand film in last 12 months	121	2.2%	104
Purchased film in last 12 mo: department store	203	3.7%	101
Purchased film in last 12 mo: discount store	268	4.9%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Demographic Summary		2011	2016
Population		11,506	11,691
Population 18+		8,704	8,890
Households		4,725	4,825
Median Household Income		\$44,126	\$51,551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	3,203	67.8%	91
Purchased home PC in last 12 months	634	13.4%	85
Purchased home PC 1-2 years ago	952	20.1%	89
Purchased home PC 3-4 years ago	831	17.6%	90
Purchased home PC 5+ years ago	484	10.2%	110
Spent <\$500 on home PC (most recent purchase)	391	8.3%	96
Spent \$500-999 on home PC (most recent purchase)	789	16.7%	94
Spent \$1000-1499 on home PC (most recent purchase)	532	11.3%	86
Spent \$1500-1999 on home PC (most recent purchase)	310	6.6%	92
Spent \$2000+ on home PC (most recent purchase)	274	5.8%	92
Purchased home PC at computer superstore	502	10.6%	83
Purchased home PC at department store	257	5.4%	111
Purchased home PC direct from manufacturer	645	13.7%	98
Purchased home PC at electronics store	439	9.3%	84
Purchased home PC on Internet	339	7.2%	83
Purchased home PC at warehouse discount outlet	88	1.9%	85
HH owns desktop PC	2,603	55.1%	96
HH owns laptop/notebook/tablet PC	1,193	25.2%	80
HH owns any Apple/Apple Mac clone brand PC	223	4.7%	74
HH owns any IBM/IBM compatible brand PC	2,973	62.9%	93
Brand of PC that HH owns: Compaq	401	8.5%	100
Brand of PC that HH owns: Dell	1,305	27.6%	89
Brand of PC that HH owns: Gateway	274	5.8%	88
Brand of PC that HH owns: Hewlett Packard	638	13.5%	87
Brand of PC that HH owns: Sony Vaio	119	2.5%	86
Child (under 18) uses home PC	1,007	21.3%	101
HH owns CD burner	1,595	33.8%	91
HH owns CD ROM drive	1,704	36.1%	92
HH owns DVD drive	1,055	22.3%	89
HH owns DVD-RW (DVD burner)	809	17.1%	83
HH owns external hard drive	554	11.7%	82
HH owns flash drive	789	16.7%	81
HH owns LAN/network interface card	464	9.8%	88
HH owns inkjet printer	1,860	39.4%	92
HH owns laser printer	588	12.4%	90
HH owns modem/fax modem	981	20.8%	100
HH owns removable cartridge storage device	293	6.2%	107
HH owns scanner	1,298	27.5%	96
HH owns PC speakers	1,895	40.1%	96
HH owns tape backup	139	2.9%	111
HH owns webcam	453	9.6%	84
HH owns software: accounting	370	7.8%	88
HH owns software: communications/fax	371	7.9%	96
HH owns software: database/filing	389	8.2%	100
HH owns software: desktop publishing	502	10.6%	87

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

# Electronics and Internet Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	263	5.6%	111
HH owns video game system: Nintendo Wii	301	6.4%	94
HH owns video game system: PlayStation 2	819	17.3%	105
HH owns video game system: PlayStation 3	160	3.4%	93
HH owns video game system: Sony PlayStation/PS One	189	4.0%	100
HH owns video game system: Sony PSP	130	2.8%	94
HH owns video game system: Xbox	256	5.4%	91
HH owns video game system: Xbox 360	275	5.8%	90
HH purchased 5+ video games in last 12 months	291	6.2%	95
HH spent \$101+ on video games in last 12 months	288	6.1%	75
Owns MP3 player	2,038	23.4%	87
Purchased MP3 player in last 12 months	813	9.3%	91
Owns Apple iPod	802	9.2%	82
Purchased Apple iPod in last 12 months	252	2.9%	85
Have any access to the Internet	7,211	82.8%	98
Have access to Internet: at home	5,786	66.5%	94
Have access to Internet: at work	2,714	31.2%	83
Have access to Internet: at school/library	2,207	25.4%	101
Have access to Internet: not hm/work/school/library	1,326	15.2%	79
Use Internet less than once a week	475	5.5%	139
Use Internet 1-2 times per week	519	6.0%	109
Use Internet 3-6 times per week	713	8.2%	103
Use Internet once a day	927	10.7%	96
Use Internet 2-4 times per day	1,343	15.4%	87
Use Internet 5 or more times per day	1,822	20.9%	83
Any Internet or online usage in last 30 days	5,799	66.6%	94
Used Internet in last 30 days: at home	5,025	57.7%	93
Used Internet in last 30 days: at work	2,290	26.3%	82
Used Internet in last 30 days: at school/library	557	6.4%	83
Used Internet/30 days: not home/work/school/library	667	7.7%	83
Internet last 30 days: used email	4,970	57.1%	92
Internet last 30 days: used Instant Messenger	1,969	22.6%	89
Internet last 30 days: paid bills online	2,567	29.5%	89
Internet last 30 days: visited online blog	690	7.9%	82
Internet last 30 days: wrote online blog	298	3.4%	92
Internet last 30 days: visited chat room	390	4.5%	95
Internet last 30 days: looked for employment	871	10.0%	76
Internet last 30 days: played games online	1,972	22.7%	108
Internet last 30 days: traded/tracked investments	860	9.9%	88
Internet last 30 days: downloaded music	1,394	16.0%	87
Internet last 30 days: made phone call	276	3.2%	85
Internet last 30 days: made personal purchase	2,314	26.6%	86
Internet last 30 days: made business purchase	713	8.2%	85
Internet last 30 days: made travel plans	1,184	13.6%	78
Internet last 30 days: watched online video	1,340	15.4%	80
Internet last 30 days: obtained new/used car info	682	7.8%	88
Internet last 30 days: obtained financial info	1,745	20.0%	83
Internet last 30 days: obtained medical info	1,214	13.9%	83
Internet last 30 days: obtained latest news	2,758	31.7%	82
Internet last 30 days: obtained real estate info	709	8.1%	75

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# Electronics and Internet Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	195	2.2%	90
Bought blank video tape in last 6 months	957	11.0%	97
Bought 7+ blank video tapes in last 6 months	265	3.0%	117
DVDs purchased in last 30 days: 1	426	4.9%	98
DVDs purchased in last 30 days: 2	439	5.0%	107
DVDs purchased in last 30 days: 3-4	369	4.2%	92
DVDs purchased in last 30 days: 5+	412	4.7%	91
Bought any camera in last 12 months	1,169	13.4%	105
Spent on cameras in last 12 months: <\$100	464	5.3%	122
Spent on cameras in last 12 months: \$100-199	320	3.7%	122
Spent on cameras in last 12 months: \$200+	319	3.7%	92
Own APS (point & shoot or SLR) camera	264	3.0%	110
Own digital camera	2,711	31.1%	94
Bought digital camera in last 12 months	685	7.9%	115
Own digital point & shoot camera	1,965	22.6%	91
Bought digital point & shoot camera in last 12 mo	485	5.6%	112
Own digital SLR camera	863	9.9%	107
Bought digital SLR camera in last 12 months	213	2.4%	109
Own 35mm auto focus point & shoot camera	438	5.0%	108
Own 35mm auto focus single lens reflex camera	221	2.5%	106
Own 35mm auto focus zoom camera	495	5.7%	102
Own 35mm single lens reflex camera	286	3.3%	110
Own Canon camera	1,326	15.2%	97
Bought Canon camera in last 12 months	167	1.9%	89
Own Fuji camera	409	4.7%	117
Own Kodak camera	1,111	12.8%	109
Bought Kodak camera in last 12 months	297	3.4%	116
Own Nikon camera	425	4.9%	90
Own Olympus camera	430	4.9%	109
Own Polaroid camera	203	2.3%	95
Bought any camera accessory in last 12 months	3,592	41.3%	97
Bought film in last 12 months	1,750	20.1%	106
Bought film in last 12 months: <3 rolls	876	10.1%	114
Bought film in last 12 months: 3-6 rolls	544	6.3%	100
Bought film in last 12 months: 7+ rolls	329	3.8%	90
Bought film in last 12 mo: APS (color prints)	264	3.0%	114
Bought film in last 12 mo: instant developing	171	2.0%	99
Bought film in last 12 mo: 35mm (black & white)	95	1.1%	114
Bought film in last 12 mo: 35mm (color prints)	1,014	11.7%	103
Bought Fuji film in last 12 months	446	5.1%	103
Bought Kodak film in last 12 months	1,046	12.0%	102
Bought store-brand film in last 12 months	204	2.3%	110
Purchased film in last 12 mo: department store	301	3.5%	94
Purchased film in last 12 mo: discount store	462	5.3%	112

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



## Health and Beauty Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39 568930677  
 Longitude: -75 47042124

Demographic Summary		2011	2016
Population		7,351	7,602
Population 18+		5,460	5,677
Households		3,091	3,219
Median Household Income		\$37,065	\$41,956

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Exercise at home 2+ times per week	1,437	26.3%	88
Exercise at club 2+ times per week	498	9.1%	73
Exercise at other facility (not club) 2+ times/wk	443	8.1%	100
Own stationary bicycle	327	6.0%	107
Own treadmill	489	9.0%	92
Own weight lifting equipment	641	11.7%	91
Presently controlling diet	2,229	40.8%	99
Diet control for blood sugar level	319	5.8%	80
Diet control for cholesterol level	570	10.4%	104
Diet control to maintain weight	576	10.5%	94
Diet control for physical fitness	430	7.9%	79
Diet control for salt restriction	200	3.7%	110
Diet control for weight loss	850	15.6%	110
Used doctor's care/diet for diet method	202	3.7%	124
Used exercise program for diet method	492	9.0%	106
Used Weight Watchers as diet method	182	3.3%	109
Buy foods specifically labeled as fat-free	1,025	18.8%	107
Buy foods specifically labeled as high fiber	569	10.4%	91
Buy foods specifically labeled as high protein	325	6.0%	108
Buy foods specifically labeled as lactose-free	92	1.7%	91
Buy foods specifically labeled as low-calorie	565	10.3%	96
Buy foods specifically labeled as low-carb	419	7.7%	100
Buy foods specifically labeled as low-cholesterol	509	9.3%	113
Buy foods specifically labeled as low-fat	759	13.9%	104
Buy foods specifically labeled as low-sodium	460	8.4%	94
Buy foods specifically labeled as natural/organic	374	6.9%	81
Buy foods specifically labeled as sugar-free	725	13.3%	100
Used butter alternatives in last 6 months	249	4.6%	110
Used egg alternatives in last 6 months	855	15.7%	110
Used salt alternatives in last 6 months	1,613	29.5%	107
Drank meal/dietary supplement in last 6 months	471	8.6%	118
Used nutrition/energy bar in last 6 months	668	12.2%	86
Drank sports drink/thirst quencher in last 6 mo	1,648	30.2%	95
Used vitamin/dietary supplement in last 6 months	2,428	44.5%	92
Vitamin/dietary suppl used/6 mo: antioxidant	159	2.9%	100
Vitamin/dietary suppl used/6 mo: B complex	282	5.2%	106
Vitamin/dietary suppl used/6 mo: B complex+C	112	2.1%	105
Vitamin/dietary suppl used/6 mo: B-6	132	2.4%	119
Vitamin/dietary suppl used/6 mo: B-12	364	6.7%	119
Vitamin/dietary suppl used/6 mo: C	496	9.1%	108
Vitamin/dietary suppl used/6 mo: calcium	684	12.5%	117

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



## Health and Beauty Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	435	8.0%	122
Used prescription drug for high blood pressure	747	13.7%	111
Used prescription drug for high cholesterol	673	12.3%	143
Used prescription drug for migraine headache	215	3.9%	107
Used prescription drug for sinus congest./headache	299	5.5%	113
Used prescription drug for urinary tract infection	213	3.9%	125
Used last 6 mo: adhesive bandages	3,310	60.6%	110
Used last 6 mo: athlete's foot/foot care product	820	15.0%	107
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,644	48.4%	102
Used last 6 mo: children's cold tablets/liquids	892	16.3%	109
Used last 6 mo: contact lens cleaning solution	543	9.9%	81
Used last 6 mo: cotton swabs	2,509	46.0%	96
Used last 6 mo: cough/sore throat drops (nonprescr)	2,786	51.0%	108
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,066	37.8%	111
Used last 6 mo: children's cough syrup	784	14.4%	101
Used last 6 mo: diarrhea remedy	1,028	18.8%	115
Used last 6 mo: eye wash and drops	1,670	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	4,706	86.2%	103
Used last 6 mo: hemorrhoid remedy	604	11.1%	125
Used last 6 mo: indigestion/upset stomach remedy	2,481	45.4%	101
Used last 6 mo: lactose intolerance product	206	3.8%	106
Used last 6 mo: laxative/fiber supplement	900	16.5%	119
Used last 6 mo: medicated skin ointment	1,912	35.0%	112
Used last 6 mo: medicated throat remedy	719	13.2%	116
Used last 6 mo: nasal spray	795	14.6%	92
Used last 6 mo: pain reliever/fever reducer (kids)	1,190	21.8%	99
Used last 6 mo: pain relieving rub/liquid/patch	1,424	26.1%	104
Used last 6 mo: sleeping tablets (nonprescription)	372	6.8%	126
Used last 12 mo: sunburn remedy	698	12.8%	83
Used last 12 mo: suntan/sunscreen product	1,743	31.9%	83
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,319	24.2%	80
Used last 6 mo: toothache/gum/canker sore remedy	1,029	18.8%	112
Used last 6 mo: vitamins for children	862	15.8%	108
Used body powder in last 6 months	1,656	30.3%	110
Used body powder <3 times in last 7 days	754	13.8%	118
Used body powder 8+ times in last 7 days	165	3.0%	138
Used body wash/shower gel in last 6 months	3,096	56.7%	110
Used breath freshener in last 6 months	2,477	45.4%	98
Used complexion care product in last 6 months	2,643	48.4%	102
Used complexion care product <7 times last week	830	15.2%	111
Used complexion care product 11+ times last week	884	16.2%	97
Used complexion care prod: dry facial skin type	427	7.8%	107
Used complexion care prod: normal facial skin type	662	12.1%	80
Used complexion care prod: oily facial skin type	387	7.1%	117
Used dental floss in last 6 months	2,991	54.8%	88

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



## Health and Beauty Market Potential

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 5 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

Demographic Summary		2011	2016
Population		11,506	11,691
Population 18+		8,704	8,890
Households		4,725	4,825
Median Household Income		\$44,126	\$51,551

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	2,521	29.0%	97
Exercise at club 2+ times per week	942	10.8%	87
Exercise at other facility (not club) 2+ times/wk	737	8.5%	105
Own stationary bicycle	527	6.1%	108
Own treadmill	879	10.1%	104
Own weight lifting equipment	1,134	13.0%	101
Presently controlling diet	3,672	42.2%	102
Diet control for blood sugar level	557	6.4%	88
Diet control for cholesterol level	938	10.8%	107
Diet control to maintain weight	977	11.2%	100
Diet control for physical fitness	789	9.1%	91
Diet control for salt restriction	299	3.4%	103
Diet control for weight loss	1,376	15.8%	111
Used doctor's care/diet for diet method	299	3.4%	115
Used exercise program for diet method	779	9.0%	105
Used Weight Watchers as diet method	295	3.4%	111
Buy foods specifically labeled as fat-free	1,651	19.0%	108
Buy foods specifically labeled as high fiber	1,033	11.9%	103
Buy foods specifically labeled as high protein	538	6.2%	112
Buy foods specifically labeled as lactose-free	138	1.6%	85
Buy foods specifically labeled as low-calorie	977	11.2%	104
Buy foods specifically labeled as low-carb	712	8.2%	106
Buy foods specifically labeled as low-cholesterol	795	9.1%	111
Buy foods specifically labeled as low-fat	1,262	14.5%	109
Buy foods specifically labeled as low-sodium	814	9.4%	104
Buy foods specifically labeled as natural/organic	676	7.8%	91
Buy foods specifically labeled as sugar-free	1,196	13.7%	104
Used butter alternatives in last 6 months	375	4.3%	104
Used egg alternatives in last 6 months	1,307	15.0%	106
Used salt alternatives in last 6 months	2,549	29.3%	106
Drank meal/dietary supplement in last 6 months	705	8.1%	111
Used nutrition/energy bar in last 6 months	1,125	12.9%	91
Drank sports drink/thirst quencher in last 6 mo	2,648	30.4%	95
Used vitamin/dietary supplement in last 6 months	4,126	47.4%	98
Vitamin/dietary suppl used/6 mo: antioxidant	253	2.9%	100
Vitamin/dietary suppl used/6 mo: B complex	476	5.5%	112
Vitamin/dietary suppl used/6 mo: B complex+C	165	1.9%	97
Vitamin/dietary suppl used/6 mo: B-6	202	2.3%	114
Vitamin/dietary suppl used/6 mo: B-12	535	6.1%	109
Vitamin/dietary suppl used/6 mo: C	782	9.0%	107
Vitamin/dietary suppl used/6 mo: calcium	1,076	12.4%	115

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

March 05, 2013

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	655	7.5%	115
Used prescription drug for high blood pressure	1,199	13.8%	112
Used prescription drug for high cholesterol	981	11.3%	131
Used prescription drug for migraine headache	338	3.9%	106
Used prescription drug for sinus congest./headache	456	5.2%	108
Used prescription drug for urinary tract infection	317	3.6%	117
Used last 6 mo: adhesive bandages	5,236	60.2%	109
Used last 6 mo: athlete's foot/foot care product	1,195	13.7%	98
Used last 6 mo: cold/sinus/allergy med (nonprescr)	4,266	49.0%	103
Used last 6 mo: children's cold tablets/liquids	1,387	15.9%	106
Used last 6 mo: contact lens cleaning solution	1,030	11.8%	97
Used last 6 mo: cotton swabs	4,191	48.2%	101
Used last 6 mo: cough/sore throat drops (nonprescr)	4,385	50.4%	107
Used last 6 mo: cough syrup/suppressant (nonprescr)	3,177	36.5%	107
Used last 6 mo: children's cough syrup	1,205	13.8%	98
Used last 6 mo: diarrhea remedy	1,520	17.5%	107
Used last 6 mo: eye wash and drops	2,644	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	7,494	86.1%	103
Used last 6 mo: hemorrhoid remedy	912	10.5%	118
Used last 6 mo: indigestion/upset stomach remedy	3,974	45.7%	102
Used last 6 mo: lactose intolerance product	323	3.7%	105
Used last 6 mo: laxative/fiber supplement	1,337	15.4%	111
Used last 6 mo: medicated skin ointment	3,007	34.5%	110
Used last 6 mo: medicated throat remedy	1,045	12.0%	105
Used last 6 mo: nasal spray	1,320	15.2%	96
Used last 6 mo: pain reliever/fever reducer (kids)	1,925	22.1%	100
Used last 6 mo: pain relieving rub/liquid/patch	2,230	25.6%	102
Used last 6 mo: sleeping tablets (nonprescription)	544	6.3%	116
Used last 12 mo: sunburn remedy	1,244	14.3%	93
Used last 12 mo: suntan/sunscreen product	3,175	36.5%	95
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,462	28.3%	94
Used last 6 mo: toothache/gum/canker sore remedy	1,526	17.5%	105
Used last 6 mo: vitamins for children	1,371	15.8%	107
Used body powder in last 6 months	2,492	28.6%	104
Used body powder <3 times in last 7 days	1,112	12.8%	109
Used body powder 8+ times in last 7 days	214	2.5%	113
Used body wash/shower gel in last 6 months	4,722	54.3%	105
Used breath freshener in last 6 months	3,979	45.7%	99
Used complexion care product in last 6 months	4,211	48.4%	102
Used complexion care product <7 times last week	1,225	14.1%	103
Used complexion care product 11+ times last week	1,464	16.8%	101
Used complexion care prod: dry facial skin type	688	7.9%	108
Used complexion care prod: normal facial skin type	1,146	13.2%	86
Used complexion care prod: oily facial skin type	554	6.4%	105
Used dental floss in last 6 months	5,215	59.9%	96

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# House and Home Expenditures

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

## 2011 Housing Summary

Housing Units	3,678
2011-2016 Percent Change	3.81%
Percent Occupied	84.0%
Percent Owner HHs	48.1%

## 2011 Demographic Summary

Population	7,351
Households	3,091
Families	1,886
Median Age	38.1
Median Household Income	\$37,065

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	64	\$7,376.17	\$22,798,554
Mortgage Interest	61	\$2,744.60	\$8,483,128
Mortgage Principal	63	\$1,210.89	\$3,742,670
Property Taxes	70	\$1,498.09	\$4,630,372
Homeowners Insurance	72	\$315.65	\$975,624
Ground Rent	79	\$55.85	\$172,622
Maintenance and Remodeling Services	65	\$1,257.34	\$3,886,228
Maintenance and Remodeling Materials	65	\$234.87	\$725,951
Property Management and Security	71	\$58.87	\$181,959
<b>Rented Dwellings</b>	116	\$3,868.65	\$11,957,374
Rent	117	\$3,683.50	\$11,385,108
Rent Received as Pay	128	\$114.07	\$352,578
Renters' Insurance	112	\$14.18	\$43,822
Maintenance and Repair Services	105	\$21.66	\$66,937
Maintenance and Repair Materials	69	\$35.24	\$108,928
<b>Owned Vacation Homes</b>	64	\$288.62	\$892,076
Mortgage Payment	62	\$123.16	\$380,655
Property Taxes	69	\$75.16	\$232,293
Homeowners Insurance	69	\$9.89	\$30,562
Maintenance and Remodeling	62	\$69.52	\$214,867
Property Management and Security	66	\$10.90	\$33,698
Housing While Attending School	74	\$58.38	\$180,440
<b>Household Operations</b>	72	\$1,094.95	\$3,384,325
Child Care	71	\$318.95	\$985,814
Care for Elderly or Handicapped	88	\$61.65	\$190,560
Appliance Rental and Repair	76	\$17.86	\$55,197
Computer Information Services	78	\$184.05	\$568,881
Home Security System Services	71	\$17.91	\$55,347
Non-Apparel Household Laundry/Dry Cleaning	16	\$5.77	\$17,846
Housekeeping Services	68	\$100.92	\$311,929
Lawn and Garden	71	\$286.89	\$886,729
Moving/Storage/Freight Express	74	\$43.25	\$133,693
PC Repair (Personal Use)	82	\$7.01	\$21,664
Reupholstering/Furniture Repair	68	\$5.20	\$16,058
Termite/Pest Control	72	\$16.95	\$52,386
Water Softening Services	91	\$4.96	\$15,322
Internet Services Away from Home	78	\$2.00	\$6,189
Voice Over IP Service	87	\$5.59	\$17,277
Other Home Services (1)	72	\$15.99	\$49,433

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## House and Home Expenditures

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	75	\$54.74	\$169,187
Housewares	67	\$56.17	\$173,611
Small Appliances	81	\$25.64	\$79,252
Window Coverings	55	\$20.62	\$63,724
Lamps and Other Lighting Fixtures	72	\$16.48	\$50,943
Infant Equipment	21	\$4.10	\$12,672
Rental of Furniture	124	\$5.58	\$17,247
Laundry and Cleaning Equipment	79	\$17.09	\$52,815
Closet and Storage Items	15	\$3.60	\$11,136
Luggage	69	\$6.22	\$19,225
Clocks and Other Household Decoratives	20	\$39.39	\$121,753
Telephones and Accessories	54	\$22.41	\$69,278
Telephone Answering Devices	78	\$0.64	\$1,966
Grills and Outdoor Equipment	17	\$8.85	\$27,356
Power Tools	68	\$21.09	\$65,185
Hand Tools	78	\$7.76	\$23,997
Office Furniture/Equipment for Home Use	71	\$11.22	\$34,678
Computers and Hardware for Home Use	77	\$142.39	\$440,107
Software and Accessories for Home Use	74	\$20.30	\$62,753
Other Household Items (4)	74	\$74.52	\$230,338

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household items.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 05, 2013



# House and Home Expenditures

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

2011 Housing Summary		2011 Demographic Summary		
Housing Units	5,453	Population	11,506	
2011-2016 Percent Change	2.18%	Households	4,725	
Percent Occupied	86.6%	Families	3,025	
Percent Owner HHs	57.3%	Median Age	40.1	
		Median Household Income	\$44,126	
		Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>		82	\$9,349.93	\$44,177,455
Mortgage Interest		78	\$3,495.42	\$16,515,509
Mortgage Principal		80	\$1,538.71	\$7,270,257
Property Taxes		89	\$1,918.55	\$9,064,962
Homeowners Insurance		86	\$375.65	\$1,774,924
Ground Rent		88	\$61.94	\$292,668
Maintenance and Remodeling Services		83	\$1,597.26	\$7,546,911
Maintenance and Remodeling Materials		80	\$287.03	\$1,356,167
Property Management and Security		91	\$75.36	\$356,057
<b>Rented Dwellings</b>		109	\$3,612.40	\$17,068,229
Rent		109	\$3,438.86	\$16,248,268
Rent Received as Pay		115	\$102.49	\$484,244
Renters' Insurance		108	\$13.67	\$64,589
Maintenance and Repair Services		100	\$20.50	\$96,841
Maintenance and Repair Materials		72	\$36.89	\$174,286
<b>Owned Vacation Homes</b>		84	\$380.02	\$1,795,549
Mortgage Payment		83	\$163.55	\$772,758
Property Taxes		90	\$98.72	\$466,425
Homeowners Insurance		90	\$12.95	\$61,195
Maintenance and Remodeling		80	\$90.37	\$426,977
Property Management and Security		87	\$14.43	\$68,195
Housing While Attending School		90	\$70.84	\$334,697
<b>Household Operations</b>		84	\$1,284.27	\$6,068,027
Child Care		83	\$371.64	\$1,755,944
Care for Elderly or Handicapped		107	\$74.68	\$352,844
Appliance Rental and Repair		89	\$20.99	\$99,169
Computer Information Services		89	\$209.45	\$989,627
Home Security System Services		85	\$21.62	\$102,156
Non-Apparel Household Laundry/Dry Cleaning		16	\$5.80	\$27,385
Housekeeping Services		83	\$122.87	\$580,547
Lawn and Garden		84	\$342.82	\$1,619,783
Moving/Storage/Freight Express		80	\$47.34	\$223,674
PC Repair (Personal Use)		89	\$7.66	\$36,205
Reupholstering/Furniture Repair		83	\$6.40	\$30,247
Termite/Pest Control		82	\$19.25	\$90,973
Water Softening Services		95	\$5.15	\$24,327
Internet Services Away from Home		88	\$2.27	\$10,732
Voice Over IP Service		102	\$6.56	\$30,997
Other Home Services (1)		89	\$19.77	\$93,415

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# House and Home Expenditures

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	93	\$67.30	\$317,991
Housewares	76	\$63.78	\$301,355
Small Appliances	91	\$28.92	\$136,664
Window Coverings	72	\$27.08	\$127,928
Lamps and Other Lighting Fixtures	86	\$19.69	\$93,033
Infant Equipment	23	\$4.50	\$21,248
Rental of Furniture	115	\$5.17	\$24,408
Laundry and Cleaning Equipment	88	\$19.07	\$90,088
Closet and Storage Items	17	\$4.26	\$20,136
Luggage	84	\$7.52	\$35,549
Clocks and Other Household Decoratives	24	\$47.72	\$225,449
Telephones and Accessories	59	\$24.47	\$115,602
Telephone Answering Devices	88	\$0.72	\$3,412
Grills and Outdoor Equipment	21	\$10.88	\$51,395
Power Tools	78	\$24.23	\$114,462
Hand Tools	88	\$8.76	\$41,398
Office Furniture/Equipment for Home Use	84	\$13.29	\$62,806
Computers and Hardware for Home Use	87	\$161.06	\$761,008
Software and Accessories for Home Use	85	\$23.39	\$110,526
Other Household Items (4)	86	\$86.55	\$408,921

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.  
 (2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.  
 (3) **Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.  
 (4) **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household items.  
**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.  
**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Demographic Summary		2011	2016
Population		7,351	7,602
Population 18+		5,460	5,677
Households		3,091	3,219
Median Household Income		\$37,065	\$41,956

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,321	42.7%	83
HH owns any bird	80	2.6%	89
HH owns any cat	692	22.4%	93
HH owns any dog	911	29.5%	78
HH owns 1 cat	370	12.0%	94
HH owns 2+ cats	378	12.2%	106
HH owns 1 dog	562	18.2%	78
HH owns 2+ dogs	464	15.0%	103
HH used canned cat food in last 6 months	413	13.4%	115
HH used <4 cans of cat food in last 7 days	130	4.2%	97
HH used 8+ cans of cat food in last 7 days	147	4.8%	133
HH used packaged dry cat food in last 6 months	648	21.0%	91
HH used <5 pounds of packaged dry cat food last mo	239	7.7%	95
HH used 11+ pounds of packaged dry cat food last mo	211	6.8%	95
HH used cat treats in last 6 months	263	8.5%	83
HH used cat litter in last 6 months	596	19.3%	95
HH used canned dog food in last 6 months	367	11.9%	90
HH used packaged dry dog food in last 6 months	899	29.1%	80
HH used <10 pounds of pkgd dry dog food last month	455	14.7%	89
HH used 25+ pounds of pkgd dry dog food last month	339	11.0%	100
HH used dog biscuits/treats in last 6 months	724	23.4%	80
HH used <2 packages of dog biscuits/treats last mo	348	11.3%	76
HH used 4+ packages of dog biscuits/treats last mo	163	5.3%	96
HH used flea/tick care prod for cat/dog last 12 mo	822	26.6%	79
HH member took pet to vet in last 12 mo: 1 time	396	12.8%	102
HH member took pet to vet in last 12 mo: 2 times	384	12.4%	113
HH member took pet to vet in last 12 mo: 3 times	165	5.3%	95
HH member took pet to vet in last 12 mo: 4 times	127	4.1%	100
HH member took pet to vet in last 12 mo: 5+ times	161	5.2%	94
Bought pet food from vet in last 12 months	182	5.9%	116
Bought flea control product from vet in last 12 mo	429	13.9%	105

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



## Pets and Products Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Demographic Summary		2011	2016
Population		11,506	11,691
Population 18+		8,704	8,890
Households		4,725	4,825
Median Household Income		\$44,126	\$51,551

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	2,236	47.3%	92
HH owns any bird	128	2.7%	94
HH owns any cat	1,123	23.8%	99
HH owns any dog	1,566	33.1%	88
HH owns 1 cat	618	13.1%	102
HH owns 2+ cats	561	11.9%	103
HH owns 1 dog	1,000	21.2%	91
HH owns 2+ dogs	681	14.4%	99
HH used canned cat food in last 6 months	623	13.2%	114
HH used <4 cans of cat food in last 7 days	203	4.3%	99
HH used 8+ cans of cat food in last 7 days	213	4.5%	126
HH used packaged dry cat food in last 6 months	1,063	22.5%	97
HH used <5 pounds of packaged dry cat food last mo	394	8.3%	102
HH used 11+ pounds of packaged dry cat food last mo	309	6.5%	91
HH used cat treats in last 6 months	450	9.5%	93
HH used cat litter in last 6 months	974	20.6%	101
HH used canned dog food in last 6 months	593	12.6%	95
HH used packaged dry dog food in last 6 months	1,522	32.2%	89
HH used <10 pounds of pkgd dry dog food last month	723	15.3%	92
HH used 25+ pounds of pkgd dry dog food last month	515	10.9%	100
HH used dog biscuits/treats in last 6 months	1,252	26.5%	90
HH used <2 packages of dog biscuits/treats last mo	615	13.0%	88
HH used 4+ packages of dog biscuits/treats last mo	262	5.5%	101
HH used flea/tick care prod for cat/dog last 12 mo	1,414	29.9%	89
HH member took pet to vet in last 12 mo: 1 time	623	13.2%	105
HH member took pet to vet in last 12 mo: 2 times	593	12.6%	114
HH member took pet to vet in last 12 mo: 3 times	249	5.3%	94
HH member took pet to vet in last 12 mo: 4 times	215	4.6%	111
HH member took pet to vet in last 12 mo: 5+ times	254	5.4%	97
Bought pet food from vet in last 12 months	260	5.5%	108
Bought flea control product from vet in last 12 mo	680	14.4%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# Restaurant Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		7,351	7,602
Population 18+		5,460	5,677
Households		3,091	3,219
Median Household Income		\$37,065	\$41,956

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	3,840	70.3%	98
Family restaurant/steak house last month: <2 times	1,413	25.9%	101
Family restaurant/steak house last month: 2-4 times	1,316	24.1%	90
Family restaurant/steak house last month: 5+ times	1,110	20.3%	105
Family restaurant/steak house last 6 months: breakfast	784	14.4%	110
Family restaurant/steak house last 6 months: lunch	1,260	23.1%	93
Family restaurant/steak house last 6 months: snack	182	3.3%	119
Family restaurant/steak house last 6 months: dinner	2,694	49.3%	94
Family restaurant/steak house last 6 months: weekday	2,009	36.8%	96
Family restaurant/steak house last 6 months: weekend	2,190	40.1%	90
Family restaurant/steak house last 6 months: Applebee's	1,220	22.3%	89
Family restaurant/steak house last 6 months: Bennigan's	131	2.4%	108
Family restaurant/steak house last 6 months: Bob Evans Farm	351	6.4%	142
Family restaurant/steak house last 6 months: Cheesecake Factory	256	4.7%	70
Family restaurant/steak house last 6 months: Chili's Grill & Bar	390	7.1%	61
Family restaurant/steak house last 6 months: Cracker Barrel	602	11.0%	100
Family restaurant/steak house last 6 months: Denny's	350	6.4%	71
Family restaurant/steak house last 6 months: Friendly's	210	3.8%	98
Family restaurant/steak house last 6 months: Golden Corral	511	9.4%	130
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	524	9.6%	82
Family restaurant/steak house last 6 months: Lone Star Steakhouse	169	3.1%	115
Family restaurant/steak house last 6 months: Old Country Buffet	188	3.4%	122
Family restaurant/steak house last 6 months: Olive Garden	796	14.6%	82
Family restaurant/steak house last 6 months: Outback Steakhouse	558	10.2%	90
Family restaurant/steak house last 6 months: Perkins	253	4.6%	129
Family restaurant/steak house last 6 months: Red Lobster	683	12.5%	93
Family restaurant/steak house last 6 months: Red Robin	275	5.0%	89
Family restaurant/steak house last 6 months: Ruby Tuesday	511	9.4%	113
Family restaurant/steak house last 6 months: Ryan's	280	5.1%	138
Family restaurant/steak house last 6 months: Sizzler	95	1.7%	57
Family restaurant/steak house last 6 months: T.G.I. Friday's	472	8.6%	84
Went to fast food/drive-in restaurant in last 6 months	4,823	88.3%	100
Went to fast food/drive-in restaurant <6 times/month	2,003	36.7%	105
Went to fast food/drive-in restaurant 6-13 times/month	1,445	26.5%	92
Went to fast food/drive-in restaurant 14+ times/month	1,373	25.1%	101
Fast food/drive-in last 6 months: breakfast	1,463	26.8%	98
Fast food/drive-in last 6 months: lunch	2,899	53.1%	90
Fast food/drive-in last 6 months: snack	917	16.8%	96
Fast food/drive-in last 6 months: dinner	2,449	44.9%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# Restaurant Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		11,506	11,691
Population 18+		8,704	8,890
Households		4,725	4,825
Median Household Income		\$44,126	\$51,551

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	6,352	73.0%	102
Family restaurant/steak house last month: <2 times	2,273	26.1%	102
Family restaurant/steak house last month: 2-4 times	2,286	26.3%	98
Family restaurant/steak house last month: 5+ times	1,793	20.6%	106
Family restaurant/steak house last 6 months: breakfast	1,260	14.5%	111
Family restaurant/steak house last 6 months: lunch	2,123	24.4%	98
Family restaurant/steak house last 6 months: snack	266	3.1%	109
Family restaurant/steak house last 6 months: dinner	4,651	53.4%	101
Family restaurant/steak house last 6 months: weekday	3,444	39.6%	103
Family restaurant/steak house last 6 months: weekend	3,765	43.3%	97
Family restaurant/steak house last 6 months: Applebee's	2,229	25.6%	102
Family restaurant/steak house last 6 months: Bennigan's	199	2.3%	103
Family restaurant/steak house last 6 months: Bob Evans Farm	556	6.4%	141
Family restaurant/steak house last 6 months: Cheesecake Factory	454	5.2%	78
Family restaurant/steak house last 6 months: Chili's Grill & Bar	766	8.8%	75
Family restaurant/steak house last 6 months: Cracker Barrel	977	11.2%	102
Family restaurant/steak house last 6 months: Denny's	635	7.3%	80
Family restaurant/steak house last 6 months: Friendly's	449	5.2%	131
Family restaurant/steak house last 6 months: Golden Corral	691	7.9%	110
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	874	10.0%	86
Family restaurant/steak house last 6 months: Lone Star Steakhouse	284	3.3%	121
Family restaurant/steak house last 6 months: Old Country Buffet	331	3.8%	135
Family restaurant/steak house last 6 months: Olive Garden	1,540	17.7%	100
Family restaurant/steak house last 6 months: Outback Steakhouse	974	11.2%	98
Family restaurant/steak house last 6 months: Perkins	391	4.5%	125
Family restaurant/steak house last 6 months: Red Lobster	1,154	13.3%	99
Family restaurant/steak house last 6 months: Red Robin	527	6.1%	108
Family restaurant/steak house last 6 months: Ruby Tuesday	829	9.5%	115
Family restaurant/steak house last 6 months: Ryan's	356	4.1%	110
Family restaurant/steak house last 6 months: Sizzler	146	1.7%	55
Family restaurant/steak house last 6 months: T.G.I. Friday's	849	9.8%	95
Went to fast food/drive-in restaurant in last 6 months	7,764	89.2%	101
Went to fast food/drive-in restaurant <6 times/month	3,280	37.7%	108
Went to fast food/drive-in restaurant 6-13 times/month	2,373	27.3%	95
Went to fast food/drive-in restaurant 14+ times/month	2,111	24.3%	98
Fast food/drive-in last 6 months: breakfast	2,395	27.5%	100
Fast food/drive-in last 6 months: lunch	4,869	55.9%	95
Fast food/drive-in last 6 months: snack	1,501	17.2%	99
Fast food/drive-in last 6 months: dinner	4,107	47.2%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 3 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Demographic Summary		2011	2016
Population		7,351	7,602
Population 18+		5,460	5,677
Households		3,091	3,219
Median Household Income		\$37,065	\$41,956

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	418	7.7%	77
Participated in archery	130	2.4%	91
Participated in backpacking/hiking	473	8.7%	92
Participated in baseball	269	4.9%	95
Participated in basketball	417	7.6%	82
Participated in bicycling (mountain)	190	3.5%	94
Participated in bicycling (road)	537	9.8%	102
Participated in boating (power)	396	7.3%	118
Participated in bowling	540	9.9%	85
Participated in canoeing/kayaking	229	4.2%	88
Participated in downhill skiing	123	2.3%	77
Participated in fishing (fresh water)	628	11.5%	89
Participated in fishing (salt water)	290	5.3%	116
Participated in football	304	5.6%	89
Participated in Frisbee	258	4.7%	86
Participated in golf	497	9.1%	88
Play golf < once a month	202	3.7%	93
Play golf 1+ times a month	283	5.2%	97
Participated in horseback riding	140	2.6%	84
Participated in hunting with rifle	255	4.7%	98
Participated in hunting with shotgun	233	4.3%	102
Participated in ice skating	149	2.7%	94
Participated in jogging/running	453	8.3%	78
Participated in martial arts	64	1.2%	83
Participated in motorcycling	183	3.4%	92
Participated in Pilates	175	3.2%	97
Participated in roller skating	136	2.5%	120
Participated in snowboarding	64	1.2%	61
Participated in soccer	188	3.4%	80
Participated in softball	207	3.8%	97
Participated in swimming	889	16.3%	84
Participated in target shooting	215	3.9%	103
Participated in tennis	209	3.8%	89
Participated in volleyball	163	3.0%	85
Participated in walking for exercise	1,576	28.9%	97
Participated in weight lifting	395	7.2%	61
Participated in yoga	276	5.1%	86
Spent on high end sports/recreation equipment/12 mo: <\$250	277	5.1%	115
Spent on high end sports/recreation equipment/12 mo: \$250+	216	4.0%	102
Attend sports event: auto racing (NASCAR)	358	6.6%	90
Attend sports event: auto racing (not NASCAR)	299	5.5%	87
Attend sports event: baseball game	531	9.7%	66

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# Sports and Leisure Market Potential

Salem 3 5-mile rings  
Salem, NJ, Broadway at Market  
Ring: 3 mile radius

Prepared by JGSC Group  
Latitude: 39.568930677  
Longitude: -75.47042124

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,101	20.2%	97
Played chess in last 12 months	158	2.9%	79
Cooked for fun in last 12 months	1,129	20.7%	100
Did crossword puzzle in last 12 months	758	13.9%	96
Participated in fantasy sports league last 12 mo	160	2.9%	90
Flew a kite in last 12 months	134	2.5%	87
Did furniture refinishing in last 12 months	186	3.4%	106
Did indoor gardening/plant care in last 12 months	695	12.7%	127
Participated in karaoke in last 12 months	202	3.7%	83
Bought lottery ticket in last 12 months	1,722	31.5%	92
Bought lottery ticket in last 12 mo: Daily Drawing	280	5.1%	106
Bought lottery ticket in last 12 mo: Instant Game	910	16.7%	106
Bought lottery ticket in last 12 mo: Lotto Drawing	835	15.3%	72
Played lottery: <3 times in last 30 days	643	11.8%	75
Played lottery: 3-7 times in last 30 days	546	10.0%	104
Played lottery: 8+ times in last 30 days	534	9.8%	106
Played musical instrument in last 12 months	365	6.7%	84
Did painting/drawing in last 12 months	339	6.2%	94
Did photography in last 12 months	592	10.8%	86
Read book in last 12 months	2,020	37.0%	91
Participated in trivia games in last 12 months	238	4.4%	72
Played video game in last 12 months	699	12.8%	96
Did woodworking in last 12 months	243	4.5%	96
Participated in word games in last 12 months	476	8.7%	92
Member of AARP	942	17.3%	113
Member of business club	144	2.6%	105
Member of charitable organization	287	5.3%	83
Member of church board	268	4.9%	115
Member of fraternal order	222	4.1%	116
Member of religious club	336	6.2%	97
Member of union	278	5.1%	97
Member of veterans club	241	4.4%	133
Bought any children`s toy/game in last 12 months	1,875	34.3%	100
Spent on toys/games in last 12 months: <\$50	313	5.7%	94
Spent on toys/games in last 12 months: \$50-99	143	2.6%	95
Spent on toys/games in last 12 months: \$100-199	398	7.3%	102
Spent on toys/games in last 12 months: \$200-499	666	12.2%	113
Spent on toys/games in last 12 months: \$500+	314	5.8%	101
Bought infant toy in last 12 months	394	7.2%	86
Bought pre-school toy in last 12 months	431	7.9%	98
Spent on toys/games (for child <6)/12 mo: <\$100	538	9.9%	89
Spent on toys/games (for child <6)/12 mo: \$100-199	383	7.0%	104
Spent on toys/games (for child <6)/12 mo: \$200+	541	9.9%	129
Bought for child in last 12 mo: boy action figure	435	8.0%	99
Bought for child in last 12 mo: girl action figure	180	3.3%	107
Bought for child in last 12 mo: bicycle	426	7.8%	114
Bought for child in last 12 mo: board game	568	10.4%	88

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



## Sports and Leisure Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		11,506	11,691
Population 18+		8,704	8,890
Households		4,725	4,825
Median Household Income		\$44,126	\$51,551

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	757	8.7%	87
Participated in archery	235	2.7%	104
Participated in backpacking/hiking	816	9.4%	99
Participated in baseball	439	5.0%	97
Participated in basketball	701	8.1%	86
Participated in bicycling (mountain)	314	3.6%	98
Participated in bicycling (road)	914	10.5%	108
Participated in boating (power)	602	6.9%	113
Participated in bowling	983	11.3%	97
Participated in canoeing/kayaking	423	4.9%	102
Participated in downhill skiing	229	2.6%	89
Participated in fishing (fresh water)	1,101	12.6%	98
Participated in fishing (salt water)	446	5.1%	112
Participated in football	500	5.7%	92
Participated in Frisbee	435	5.0%	91
Participated in golf	925	10.6%	103
Play golf < once a month	338	3.9%	98
Play golf 1+ times a month	527	6.1%	114
Participated in horseback riding	225	2.6%	85
Participated in hunting with rifle	430	4.9%	103
Participated in hunting with shotgun	386	4.4%	106
Participated in ice skating	272	3.1%	108
Participated in jogging/running	800	9.2%	86
Participated in martial arts	97	1.1%	79
Participated in motorcycling	323	3.7%	102
Participated in Pilates	296	3.4%	103
Participated in roller skating	209	2.4%	115
Participated in snowboarding	118	1.4%	70
Participated in soccer	317	3.6%	84
Participated in softball	322	3.7%	94
Participated in swimming	1,605	18.4%	95
Participated in target shooting	358	4.1%	107
Participated in tennis	351	4.0%	94
Participated in volleyball	281	3.2%	92
Participated in walking for exercise	2,693	30.9%	104
Participated in weight lifting	814	9.4%	79
Participated in yoga	468	5.4%	92
Spent on high end sports/recreation equipment/12 mo: <\$250	437	5.0%	113
Spent on high end sports/recreation equipment/12 mo: \$250+	374	4.3%	110
Attend sports event: auto racing (NASCAR)	614	7.1%	97
Attend sports event: auto racing (not NASCAR)	519	6.0%	95
Attend sports event: baseball game	1,095	12.6%	85

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



## Sports and Leisure Market Potential

Salem 3 5-mile rings  
 Salem, NJ, Broadway at Market  
 Ring: 5 mile radius

Prepared by JGSC Group  
 Latitude: 39.568930677  
 Longitude: -75.47042124

Product/Consumer Behavior	Expected		
	Number of Adults	Percent	MPI
Played cards in last 12 months	1,908	21.9%	105
Played chess in last 12 months	272	3.1%	85
Cooked for fun in last 12 months	1,904	21.9%	105
Did crossword puzzle in last 12 months	1,274	14.6%	101
Participated in fantasy sports league last 12 mo	291	3.3%	102
Flew a kite in last 12 months	247	2.8%	100
Did furniture refinishing in last 12 months	307	3.5%	110
Did indoor gardening/plant care in last 12 months	1,086	12.5%	124
Participated in karaoke in last 12 months	346	4.0%	89
Bought lottery ticket in last 12 months	2,910	33.4%	97
Bought lottery ticket in last 12 mo: Daily Drawing	450	5.2%	107
Bought lottery ticket in last 12 mo: Instant Game	1,478	17.0%	108
Bought lottery ticket in last 12 mo: Lotto Drawing	1,615	18.6%	87
Played lottery: <3 times in last 30 days	1,169	13.4%	85
Played lottery: 3-7 times in last 30 days	867	10.0%	104
Played lottery: 8+ times in last 30 days	875	10.1%	109
Played musical instrument in last 12 months	603	6.9%	87
Did painting/drawing in last 12 months	547	6.3%	95
Did photography in last 12 months	1,054	12.1%	96
Read book in last 12 months	3,489	40.1%	98
Participated in trivia games in last 12 months	466	5.4%	88
Played video game in last 12 months	1,106	12.7%	95
Did woodworking in last 12 months	401	4.6%	99
Participated in word games in last 12 months	829	9.5%	100
Member of AARP	1,543	17.7%	116
Member of business club	230	2.6%	105
Member of charitable organization	483	5.5%	87
Member of church board	414	4.8%	111
Member of fraternal order	366	4.2%	120
Member of religious club	556	6.4%	100
Member of union	528	6.1%	116
Member of veterans club	374	4.3%	129
Bought any children`s toy/game in last 12 months	3,141	36.1%	105
Spent on toys/games in last 12 months: <\$50	526	6.0%	100
Spent on toys/games in last 12 months: \$50-99	241	2.8%	101
Spent on toys/games in last 12 months: \$100-199	652	7.5%	105
Spent on toys/games in last 12 months: \$200-499	1,060	12.2%	113
Spent on toys/games in last 12 months: \$500+	546	6.3%	110
Bought infant toy in last 12 months	699	8.0%	96
Bought pre-school toy in last 12 months	742	8.5%	106
Spent on toys/games (for child <6)/12 mo: <\$100	970	11.1%	101
Spent on toys/games (for child <6)/12 mo: \$100-199	620	7.1%	106
Spent on toys/games (for child <6)/12 mo: \$200+	821	9.4%	123
Bought for child in last 12 mo: boy action figure	737	8.5%	105
Bought for child in last 12 mo: girl action figure	291	3.3%	109
Bought for child in last 12 mo: bicycle	656	7.5%	110
Bought for child in last 12 mo: board game	1,063	12.2%	103

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



	2000	2010	2000-2010 Annual Rate
Population	40,577	41,100	0.13%
Households	15,733	16,299	0.35%
Housing Units	16,998	17,815	0.47%
<b>Population by Race</b>			
		<b>Number</b>	<b>Percent</b>
Total		41,100	100.0%
Population Reporting One Race		40,262	98.0%
White		33,553	81.6%
Black		5,651	13.7%
American Indian		133	0.3%
Asian		380	0.9%
Pacific Islander		9	0.0%
Some Other Race		536	1.3%
Population Reporting Two or More Races		838	2.0%
Total Hispanic Population		1,724	4.2%
<b>Population by Sex</b>			
Male		19,877	48.4%
Female		21,223	51.6%
<b>Population by Age</b>			
Total		41,100	100.0%
Age 0 - 4		2,314	5.6%
Age 5 - 9		2,505	6.1%
Age 10 - 14		2,761	6.7%
Age 15 - 19		2,789	6.8%
Age 20 - 24		2,185	5.3%
Age 25 - 29		2,295	5.6%
Age 30 - 34		2,254	5.5%
Age 35 - 39		2,479	6.0%
Age 40 - 44		2,706	6.6%
Age 45 - 49		3,218	7.8%
Age 50 - 54		3,244	7.9%
Age 55 - 59		2,909	7.1%
Age 60 - 64		2,723	6.6%
Age 65 - 69		1,898	4.6%
Age 70 - 74		1,445	3.5%
Age 75 - 79		1,195	2.9%
Age 80 - 84		974	2.4%
Age 85+		1,206	2.9%
Age 18+		31,759	77.3%
Age 65+		6,718	16.3%
<b>Median Age by Sex and Race/Hispanic Origin</b>			
Total Population		41.8	
Male		40.1	
Female		43.4	
White Alone		43.4	
Black Alone		36.1	
American Indian Alone		38.4	
Asian Alone		38.2	
Pacific Islander Alone		40.8	
Some Other Race Alone		30.5	
Two or More Races		16.2	
Hispanic Population		25.6	

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

## Family Households by Age of Householder

Total	10,959	100.0%
Householder Age 15 - 44	3,869	35.3%
Householder Age 45 - 54	2,613	23.8%
Householder Age 55 - 64	2,237	20.4%
Householder Age 65 - 74	1,289	11.8%
Householder Age 75+	951	8.7%

## Nonfamily Households by Age of Householder

Total	5,340	100.0%
Householder Age 15 - 44	1,155	21.6%
Householder Age 45 - 54	956	17.9%
Householder Age 55 - 64	1,106	20.7%
Householder Age 65 - 74	845	15.8%
Householder Age 75+	1,278	23.9%

## Households by Race of Householder

Total	16,299	100.0%
Householder is White Alone	13,611	83.5%
Householder is Black Alone	2,181	13.4%
Householder is American Indian Alone	51	0.3%
Householder is Asian Alone	106	0.7%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	165	1.0%
Householder is Two or More Races	181	1.1%
Households with Hispanic Householder	473	2.9%

## Husband-wife Families by Race of Householder

Total	7,959	100.0%
Householder is White Alone	7,216	90.7%
Householder is Black Alone	530	6.7%
Householder is American Indian Alone	22	0.3%
Householder is Asian Alone	63	0.8%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	61	0.8%
Householder is Two or More Races	65	0.8%
Husband-wife Families with Hispanic Householder	184	2.3%

## Other Families (No Spouse) by Race of Householder

Total	3,000	100.0%
Householder is White Alone	2,055	68.5%
Householder is Black Alone	805	26.8%
Householder is American Indian Alone	10	0.3%
Householder is Asian Alone	16	0.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	56	1.9%
Householder is Two or More Races	57	1.9%
Other Families with Hispanic Householder	149	5.0%

## Nonfamily Households by Race of Householder

Total	5,340	100.0%
Householder is White Alone	4,340	81.3%
Householder is Black Alone	846	15.8%
Householder is American Indian Alone	19	0.4%
Householder is Asian Alone	27	0.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	48	0.9%
Householder is Two or More Races	59	1.1%
Nonfamily Households with Hispanic Householder	140	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Summary	Census 2010	2012	2017
Population	41,100	40,861	40,538
Households	16,299	16,176	16,142
Families	10,959	10,834	10,786
Average Household Size	2.47	2.47	2.46
Owner Occupied Housing Units	11,530	11,191	11,174
Renter Occupied Housing Units	4,769	4,985	4,968
Median Age	41.8	42.3	43.0
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	-0.16%	0.24%	0.68%
Households	-0.04%	0.25%	0.74%
Families	-0.09%	0.21%	0.72%
Owner HHS	-0.03%	0.38%	0.91%
Median Household Income	4.06%	3.52%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	1,638	10.1%	1,503	9.3%
\$15,000 - \$24,999	1,497	9.3%	1,232	7.6%
\$25,000 - \$34,999	1,423	8.8%	1,255	7.8%
\$35,000 - \$49,999	2,010	12.4%	1,561	9.7%
\$50,000 - \$74,999	3,236	20.0%	2,734	16.9%
\$75,000 - \$99,999	2,561	15.8%	3,338	20.7%
\$100,000 - \$149,999	2,453	15.2%	2,861	17.7%
\$150,000 - \$199,999	1,049	6.5%	1,309	8.1%
\$200,000+	309	1.9%	349	2.2%
Median Household Income	\$59,267		\$72,313	
Average Household Income	\$73,017		\$81,876	
Per Capita Income	\$29,609		\$33,336	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,314	5.6%	2,290	5.6%	2,266	5.6%
5 - 9	2,505	6.1%	2,469	6.0%	2,428	6.0%
10 - 14	2,761	6.7%	2,689	6.6%	2,673	6.6%
15 - 19	2,789	6.8%	2,636	6.5%	2,486	6.1%
20 - 24	2,185	5.3%	2,211	5.4%	2,015	5.0%
25 - 34	4,549	11.1%	4,583	11.2%	4,556	11.2%
35 - 44	5,185	12.6%	4,998	12.2%	4,804	11.9%
45 - 54	6,462	15.7%	6,215	15.2%	5,653	13.9%
55 - 64	5,632	13.7%	5,833	14.3%	6,000	14.8%
65 - 74	3,343	8.1%	3,538	8.7%	4,164	10.3%
75 - 84	2,169	5.3%	2,146	5.3%	2,199	5.4%
85+	1,206	2.9%	1,253	3.1%	1,294	3.2%

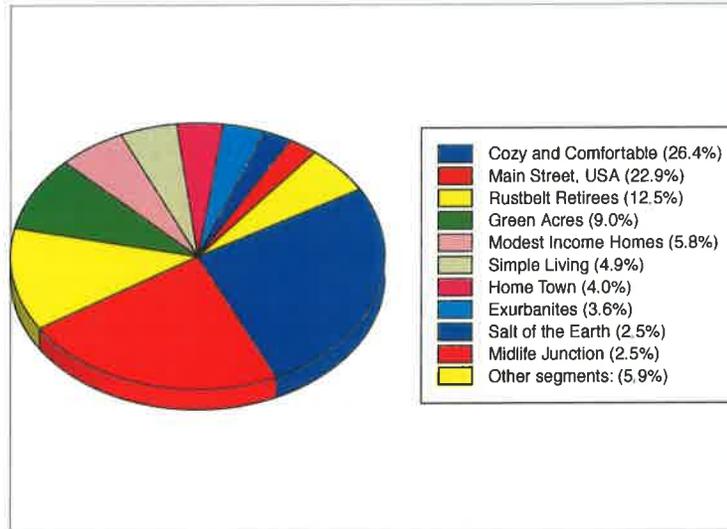
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	33,553	81.6%	33,077	81.0%	32,211	79.5%
Black Alone	5,651	13.7%	5,776	14.1%	5,982	14.8%
American Indian Alone	133	0.3%	137	0.3%	151	0.4%
Asian Alone	380	0.9%	396	1.0%	437	1.1%
Pacific Islander Alone	9	0.0%	10	0.0%	12	0.0%
Some Other Race Alone	536	1.3%	580	1.4%	721	1.8%
Two or More Races	838	2.0%	885	2.2%	1,024	2.5%
Hispanic Origin (Any Race)	1,724	4.2%	1,855	4.5%	2,292	5.7%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

**Salem 10 Mile Polygon**

**Top Tapestry Segments**



**Percent of Households by Tapestry Segment**

**Top Tapestry Segments:**

**Cozy and Comfortable**

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 42.1 years, and the median home value is \$174,687. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

**Main Street, USA**

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.8 years matches that of the U.S. median. The median household income is a comfortable \$56,882. Homeownership is at 65 percent, and the median home value is \$205,391. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

#### Salem 10 Mile Polygon

---

**Source:** Esri

#### **Home Town**

These low-density, settled neighborhoods, located chiefly in the Midwest and South, rarely change. Home Town residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Household types are a mix of singles and families. The median age is 34.0 years. Single-family homes predominate in this market. Homeownership is at 59 percent, and the median home value is \$66,885. The manufacturing, retail trade, and service industries are the primary sources of employment. Residents enjoy fishing and playing baseball, bingo, backgammon, and video games. Favorite cable TV stations include CMT, Nick-at-Nite, Game Show Network, and TV Land. Belk and Wal-Mart are favorite shopping destinations stops; residents also purchase items from Avon sales representatives.

#### **Exurbanites**

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Over half of the householders are between the ages of 45 and 64 years. The median age is 44.8 years. Approximately half of those who work hold professional or managerial positions. The median home value is \$288,301; the median household income is \$88,531. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

#### **Salt of the Earth**

A rural or small-town lifestyle best describes the Salt of the Earth market. The median age is 41.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$50,913. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 85 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.

#### **Midlife Junction**

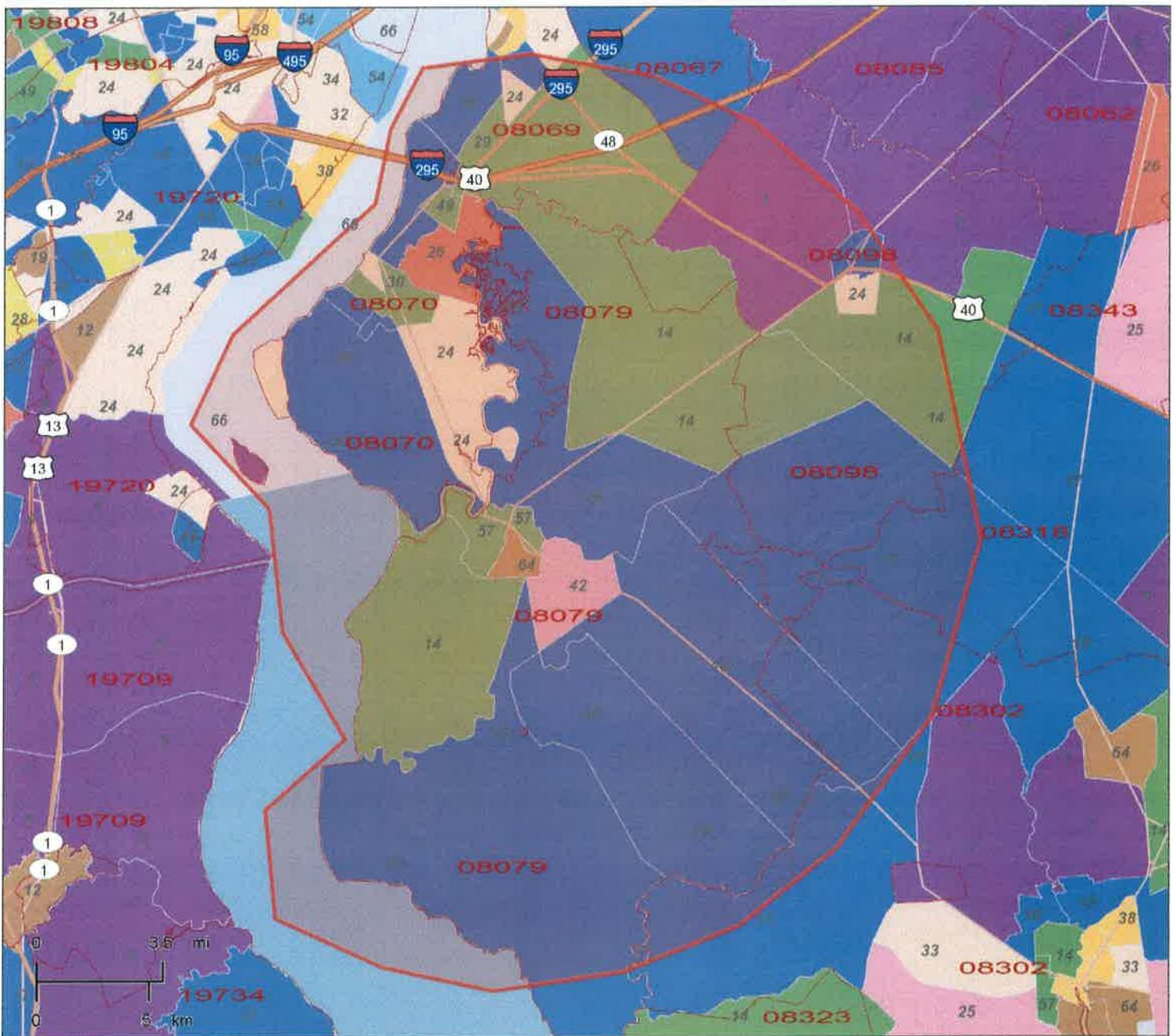
Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child-rearing years. Approximately half of the households are composed of married-couple families; 31 percent are singles who live alone. The median age is 41.2 years; the median household income is \$49,031. One-third of the households receive Social Security benefits. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

**Source:** Esri

# Dominant Tapestry Site Map

Salem 10 Mile Polygon  
Salem 10 Mile Polygon

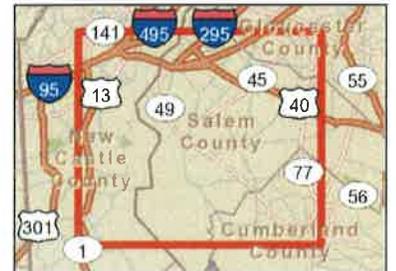
Prepared by JGSC Group



Tapestry LifeMode



- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Outfit: Households in small towns and rural areas



Source: Esri

March 05, 2013

## Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

## Salem 10 Mile Polygon

### Summary Demographics

2010 Population	41,715
2010 Households	16,310
2010 Median Disposable Income	\$47,168
2010 Per Capita Income	\$26,902

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$409,827,212	\$369,141,075	\$40,686,137	5.2	312
Total Retail Trade (NAICS 44-45)	\$352,744,298	\$327,650,782	\$25,093,516	3.7	222
Total Food & Drink (NAICS 722)	\$57,082,914	\$41,490,293	\$15,592,621	15.8	90

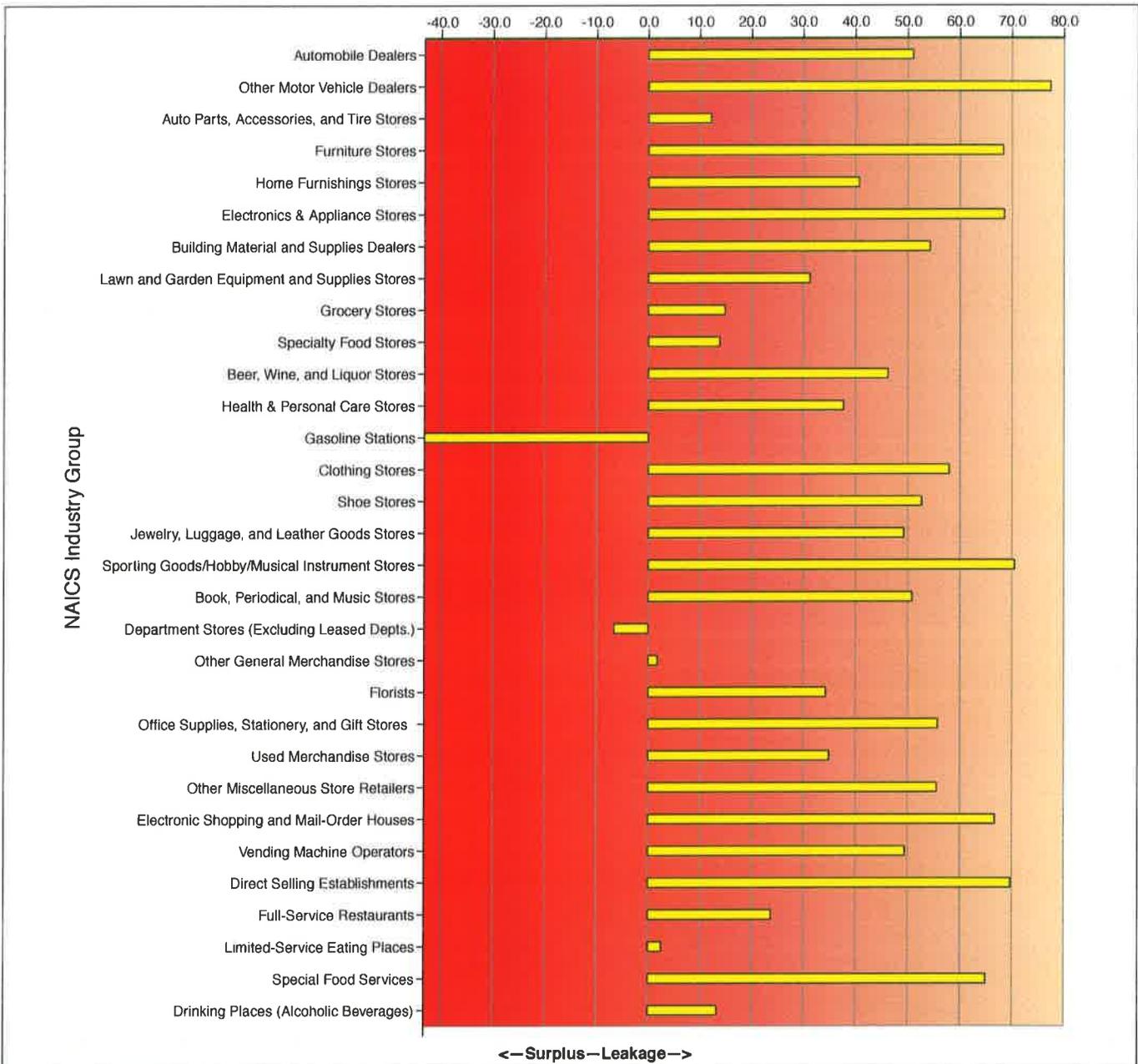
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$77,918,511	\$26,237,313	\$51,681,198	49.6	22
Automobile Dealers (NAICS 4411)	\$67,802,689	\$22,000,473	\$45,802,216	51.0	9
Other Motor Vehicle Dealers (NAICS 4412)	\$5,629,708	\$716,215	\$4,913,493	77.4	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,486,114	\$3,520,625	\$965,489	12.1	9
Furniture & Home Furnishings Stores (NAICS 442)	\$12,086,604	\$3,289,451	\$8,797,153	57.2	12
Furniture Stores (NAICS 4421)	\$7,742,982	\$1,460,053	\$6,282,929	68.3	4
Home Furnishings Stores (NAICS 4422)	\$4,343,622	\$1,829,398	\$2,514,224	40.7	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$9,627,437	\$1,799,828	\$7,827,609	68.5	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$16,525,147	\$5,647,523	\$10,877,624	49.1	29
Building Material and Supplies Dealers (NAICS 4441)	\$13,275,361	\$3,943,211	\$9,332,150	54.2	21
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,249,786	\$1,704,312	\$1,545,474	31.2	8
Food & Beverage Stores (NAICS 445)	\$83,328,174	\$59,794,803	\$23,533,371	16.4	37
Grocery Stores (NAICS 4451)	\$72,118,392	\$53,517,105	\$18,601,287	14.8	17
Specialty Food Stores (NAICS 4452)	\$5,520,701	\$4,182,792	\$1,337,909	13.8	14
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,689,081	\$2,094,906	\$3,594,175	46.2	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$16,775,968	\$7,587,545	\$9,188,423	37.7	15
Gasoline Stations (NAICS 447/4471)	\$71,707,967	\$181,204,893	\$-109,496,926	-43.3	23
Clothing and Clothing Accessories Stores (NAICS 448)	\$12,837,253	\$3,579,907	\$9,257,346	56.4	17
Clothing Stores (NAICS 4481)	\$9,881,509	\$2,631,909	\$7,249,600	57.9	10
Shoe Stores (NAICS 4482)	\$1,935,023	\$600,386	\$1,334,637	52.6	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,020,721	\$347,612	\$673,109	49.2	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,064,683	\$596,106	\$2,468,577	67.4	13
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,631,925	\$454,941	\$2,176,984	70.5	11
Book, Periodical, and Music Stores (NAICS 4512)	\$432,758	\$141,165	\$291,593	50.8	2

**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.

Sources: Esri and Infogroup

Salem 10 Mile Polygon

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Cozy and Comfortable	32.7%	Population	39,859	40,306
Main Street, USA	13.7%	Households	15,801	16,044
Simple Living	9.3%	Families	10,608	10,714
Rustbelt Retirees	8.1%	Median Age	41.8	42.6
Green Acres	7.9%	Median Household Income	\$55,752	\$67,043

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	72	\$1,665.18	\$26,311,450
Men's	67	\$299.35	\$4,729,963
Women's	65	\$524.50	\$8,287,536
Children's	75	\$289.76	\$4,578,403
Footwear	49	\$199.79	\$3,156,857
Watches & Jewelry	104	\$195.57	\$3,090,196
Apparel Products and Services (1)	172	\$156.22	\$2,468,495
<b>Computer</b>			
Computers and Hardware for Home Use	100	\$185.66	\$2,933,597
Software and Accessories for Home Use	100	\$27.64	\$436,718
<b>Entertainment &amp; Recreation</b>	105	\$3,277.15	\$51,781,988
Fees and Admissions	108	\$644.95	\$10,190,770
Membership Fees for Clubs (2)	111	\$175.82	\$2,778,098
Fees for Participant Sports, excl. Trips	106	\$109.20	\$1,725,482
Admission to Movie/Theatre/Opera/Ballet	104	\$152.52	\$2,409,977
Admission to Sporting Events, excl. Trips	109	\$62.65	\$989,978
Fees for Recreational Lessons	109	\$143.98	\$2,275,037
Dating Services	103	\$0.77	\$12,198
TV/Video/Audio	102	\$1,233.26	\$19,486,671
Community Antenna or Cable TV	105	\$733.96	\$11,597,236
Televisions	102	\$190.70	\$3,013,158
VCRs, Video Cameras, and DVD Players	98	\$19.37	\$305,984
Video Cassettes and DVDs	98	\$49.82	\$787,153
Video and Computer Game Hardware and Software	104	\$56.34	\$890,178
Satellite Dishes	92	\$1.13	\$17,775
Rental of Video Cassettes and DVDs	97	\$38.89	\$614,453
Streaming/Downloaded Video	108	\$1.47	\$23,295
Audio (3)	94	\$134.31	\$2,122,184
Rental and Repair of TV/Radio/Sound Equipment	99	\$7.29	\$115,254
Pets	126	\$526.52	\$8,319,563
Toys and Games (4)	103	\$144.82	\$2,288,316
Recreational Vehicles and Fees (5)	94	\$293.88	\$4,643,610
Sports/Recreation/Exercise Equipment (6)	79	\$138.65	\$2,190,756
Photo Equipment and Supplies (7)	103	\$103.20	\$1,630,660
Reading (8)	110	\$164.50	\$2,599,278
Catered Affairs (9)	114	\$27.36	\$432,365
<b>Food</b>	103	\$7,657.22	\$120,991,245
Food at Home	103	\$4,448.17	\$70,285,252
Bakery and Cereal Products	104	\$600.48	\$9,488,156
Meats, Poultry, Fish, and Eggs	103	\$1,031.97	\$16,306,159
Dairy Products	103	\$494.59	\$7,815,017
Fruits and Vegetables	103	\$781.40	\$12,346,872
Snacks and Other Food at Home (10)	102	\$1,539.72	\$24,329,047
Food Away from Home	103	\$3,209.05	\$50,705,993
Alcoholic Beverages	105	\$582.13	\$9,198,217
Nonalcoholic Beverages at Home	102	\$431.15	\$6,812,564

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary by SIC Codes

Prepared by JGSC Group

## Salem 10 Mile Polygon

Total Businesses: 1,661  
 Total Employees: 15,906  
 Total Residential Population: 41,715  
 Employee/Residential Population Ratio: 0.38

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	51	3.1%	192	1.2%
Construction	146	8.8%	512	3.2%
Manufacturing	37	2.2%	1,168	7.3%
Transportation	51	3.1%	375	2.4%
Communication	7	0.4%	0	0.0%
Utility	9	0.5%	18	0.1%
Wholesale Trade	62	3.7%	1,756	11.0%
Retail Trade Summary	320	19.3%	2,652	17.9%
Home Improvement	28	1.7%	130	0.8%
General Merchandise Stores	9	0.5%	313	2.0%
Food Stores	42	2.5%	521	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	44	2.6%	382	2.4%
Apparel & Accessory Stores	14	0.8%	62	0.4%
Furniture & Home Furnishings	19	1.1%	45	0.3%
Eating & Drinking Places	91	5.5%	1,134	7.1%
Miscellaneous Retail	73	4.4%	265	1.7%
Finance, Insurance, Real Estate Summary	107	6.4%	761	4.8%
Banks, Savings & Lending Institutions	38	2.3%	310	1.9%
Securities Brokers	3	0.2%	9	0.1%
Insurance Carriers & Agents	21	1.3%	114	0.7%
Real Estate, Holding, Other Investment Offices	45	2.7%	328	2.1%
Services Summary	670	40.3%	6,884	43.3%
Hotels & Lodging	16	1.0%	139	0.9%
Automotive Services	53	3.2%	208	1.3%
Motion Pictures & Amusements	48	2.9%	388	2.4%
Health Services	77	4.6%	1,570	9.9%
Legal Services	26	1.6%	85	0.5%
Education Institutions & Libraries	53	3.2%	1,979	12.4%
Other Services	387	23.9%	2,525	15.9%
Government	181	10.9%	1,378	8.7%
Other	20	1.2%	0	0.0%
Totals	1,661	100.0%	15,906	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



# Automotive Aftermarket Expenditures

Salem 10 Mile Polygon

Prepared by JGSC Group

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		39,859	40,306
Households		15,801	16,044
Families		10,608	10,714
Median Age		41.8	42.6
Median Household Income		\$55,752	\$67,043
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	94	\$4.35	\$68,719
Gasoline	101	\$2,748.56	\$43,429,833
Motor Oil	93	\$10.70	\$168,999
Vehicle Parts/Equipment and Accessories	95	\$51.61	\$815,463
Tire Purchase/Replacement	100	\$140.08	\$2,213,419
Vehicle Audio/Video Equipment and Installation	94	\$6.47	\$102,282
Vehicle Cleaning Products and Services	100	\$7.89	\$124,614
<b>Services</b>			
Auto Repair Service Policy	101	\$16.12	\$254,703
Membership Fees for Automobile Service Clubs	111	\$23.65	\$373,682
Global Positioning Services	112	\$2.74	\$43,263
Vehicle Air Conditioning Repair	106	\$18.10	\$285,943
Vehicle Body Work and Painting	106	\$38.99	\$616,048
Vehicle Brake Work	110	\$84.47	\$1,334,657
Vehicle Clutch/Transmission Repair	95	\$42.58	\$672,836
Vehicle Cooling System Repair	101	\$28.41	\$448,951
Vehicle Drive Shaft and Rear-end Repair	101	\$8.45	\$133,523
Vehicle Electrical System Repair	105	\$35.25	\$556,981
Vehicle Exhaust System Repair	112	\$14.51	\$229,286
Vehicle Front End Alignment/Wheel Balance & Rotation	106	\$19.03	\$300,717
Lube/Oil Change and Oil Filters	104	\$90.04	\$1,422,703
Vehicle Motor Repair/Replacement	99	\$88.25	\$1,394,411
Vehicle Motor Tune-up	100	\$60.21	\$951,437
Vehicle Shock Absorber Replacement	108	\$6.95	\$109,823
Vehicle Steering/Front End Repair	108	\$29.03	\$458,771
Tire Repair and Other Repair Work	108	\$68.16	\$1,076,957

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 05, 2013

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		39,859	40,306
Population 18+		30,837	31,367
Households		15,801	16,044
Median Household Income		\$55,752	\$67,043

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer	11,969	75.7%	102
Purchased home PC in last 12 months	2,483	15.7%	100
Purchased home PC 1-2 years ago	3,676	23.3%	103
Purchased home PC 3-4 years ago	3,265	20.7%	106
Purchased home PC 5+ years ago	1,670	10.6%	113
Spent <\$500 on home PC (most recent purchase)	1,361	8.6%	99
Spent \$500-999 on home PC (most recent purchase)	3,000	19.0%	106
Spent \$1000-1499 on home PC (most recent purchase)	2,237	14.2%	108
Spent \$1500-1999 on home PC (most recent purchase)	1,145	7.2%	101
Spent \$2000+ on home PC (most recent purchase)	927	5.9%	93
Purchased home PC at computer superstore	2,074	13.1%	102
Purchased home PC at department store	771	4.9%	100
Purchased home PC direct from manufacturer	2,430	15.4%	110
Purchased home PC at electronics store	1,829	11.6%	105
Purchased home PC on Internet	1,282	8.1%	93
Purchased home PC at warehouse discount outlet	308	1.9%	89
HH owns desktop PC	9,668	61.2%	106
HH owns laptop/notebook/tablet PC	4,667	29.5%	94
HH owns any Apple/Apple Mac clone brand PC	762	4.8%	75
HH owns any IBM/IBM compatible brand PC	11,116	70.4%	104
Brand of PC that HH owns: Compaq	1,388	8.8%	104
Brand of PC that HH owns: Dell	4,970	31.5%	102
Brand of PC that HH owns: Gateway	1,153	7.3%	110
Brand of PC that HH owns: Hewlett Packard	2,582	16.3%	105
Brand of PC that HH owns: Sony Vaio	395	2.5%	85
Child (under 18) uses home PC	3,733	23.6%	112
HH owns CD burner	6,054	38.3%	104
HH owns CD ROM drive	6,421	40.6%	104
HH owns DVD drive	4,083	25.8%	103
HH owns DVD-RW (DVD burner)	3,257	20.6%	100
HH owns external hard drive	2,211	14.0%	98
HH owns flash drive	3,208	20.3%	98
HH owns LAN/network interface card	1,791	11.3%	102
HH owns inkjet printer	7,234	45.8%	107
HH owns laser printer	2,206	14.0%	101
HH owns modem/fax modem	3,619	22.9%	110
HH owns removable cartridge storage device	1,013	6.4%	110
HH owns scanner	4,831	30.6%	107
HH owns PC speakers	7,025	44.5%	107
HH owns tape backup	481	3.0%	114
HH owns webcam	1,699	10.8%	94
HH owns software: accounting	1,416	9.0%	100
HH owns software: communications/fax	1,396	8.8%	108
HH owns software: database/filing	1,397	8.8%	108
HH owns software: desktop publishing	2,015	12.8%	105

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	857	5.4%	108
HH owns video game system: Nintendo Wii	1,074	6.8%	100
HH owns video game system: PlayStation 2	2,714	17.2%	104
HH owns video game system: PlayStation 3	564	3.6%	98
HH owns video game system: Sony PlayStation/PS One	693	4.4%	109
HH owns video game system: Sony PSP	425	2.7%	91
HH owns video game system: Xbox	920	5.8%	98
HH owns video game system: Xbox 360	971	6.1%	95
HH purchased 5+ video games in last 12 months	1,029	6.5%	100
HH spent \$101+ on video games in last 12 months	1,208	7.6%	94
Owens MP3 player	7,911	25.7%	95
Purchased MP3 player in last 12 months	3,127	10.1%	99
Owens Apple iPod	3,065	9.9%	89
Purchased Apple iPod in last 12 months	947	3.1%	90
Have any access to the Internet	26,729	86.7%	103
Have access to Internet: at home	22,788	73.9%	105
Have access to Internet: at work	11,536	37.4%	100
Have access to Internet: at school/library	7,759	25.2%	100
Have access to Internet: not hm/work/school/library	5,546	18.0%	93
Use Internet less than once a week	1,379	4.5%	114
Use Internet 1-2 times per week	1,783	5.8%	106
Use Internet 3-6 times per week	2,796	9.1%	114
Use Internet once a day	3,638	11.8%	107
Use Internet 2-4 times per day	5,451	17.7%	100
Use Internet 5 or more times per day	7,434	24.1%	96
Any Internet or online usage in last 30 days	22,480	72.9%	103
Used Internet in last 30 days: at home	20,106	65.2%	105
Used Internet in last 30 days: at work	9,926	32.2%	101
Used Internet in last 30 days: at school/library	1,950	6.3%	82
Used Internet/30 days: not home/work/school/library	2,480	8.0%	87
Internet last 30 days: used email	19,823	64.3%	103
Internet last 30 days: used Instant Messenger	7,253	23.5%	93
Internet last 30 days: paid bills online	10,360	33.6%	102
Internet last 30 days: visited online blog	2,683	8.7%	90
Internet last 30 days: wrote online blog	948	3.1%	82
Internet last 30 days: visited chat room	1,264	4.1%	87
Internet last 30 days: looked for employment	3,639	11.8%	90
Internet last 30 days: played games online	6,795	22.0%	105
Internet last 30 days: traded/tracked investments	3,415	11.1%	98
Internet last 30 days: downloaded music	5,296	17.2%	93
Internet last 30 days: made phone call	996	3.2%	87
Internet last 30 days: made personal purchase	9,637	31.3%	101
Internet last 30 days: made business purchase	2,875	9.3%	97
Internet last 30 days: made travel plans	5,016	16.3%	93
Internet last 30 days: watched online video	5,445	17.7%	91
Internet last 30 days: obtained new/used car info	2,703	8.8%	99
Internet last 30 days: obtained financial info	7,323	23.7%	98
Internet last 30 days: obtained medical info	5,211	16.9%	101
Internet last 30 days: obtained latest news	11,885	38.5%	100
Internet last 30 days: obtained real estate info	3,051	9.9%	91

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	721	2.3%	94
Bought blank video tape in last 6 months	3,482	11.3%	100
Bought 7+ blank video tapes in last 6 months	822	2.7%	102
DVDs purchased in last 30 days: 1	1,606	5.2%	105
DVDs purchased in last 30 days: 2	1,552	5.0%	106
DVDs purchased in last 30 days: 3-4	1,253	4.1%	88
DVDs purchased in last 30 days: 5+	1,492	4.8%	93
Bought any camera in last 12 months	4,036	13.1%	102
Spent on cameras in last 12 months: <\$100	1,462	4.7%	109
Spent on cameras in last 12 months: \$100-199	928	3.0%	100
Spent on cameras in last 12 months: \$200+	1,222	4.0%	99
Own APS (point & shoot or SLR) camera	967	3.1%	114
Own digital camera	11,220	36.4%	110
Bought digital camera in last 12 months	2,288	7.4%	108
Own digital point & shoot camera	8,331	27.0%	109
Bought digital point & shoot camera in last 12 mo	1,593	5.2%	104
Own digital SLR camera	3,221	10.4%	113
Bought digital SLR camera in last 12 months	723	2.3%	104
Own 35mm auto focus point & shoot camera	1,648	5.3%	115
Own 35mm auto focus single lens reflex camera	835	2.7%	113
Own 35mm auto focus zoom camera	2,020	6.6%	118
Own 35mm single lens reflex camera	1,089	3.5%	118
Own Canon camera	5,346	17.3%	110
Bought Canon camera in last 12 months	609	2.0%	92
Own Fuji camera	1,482	4.8%	120
Own Kodak camera	4,243	13.8%	118
Bought Kodak camera in last 12 months	957	3.1%	105
Own Nikon camera	1,652	5.4%	99
Own Olympus camera	1,657	5.4%	119
Own Polaroid camera	665	2.2%	88
Bought any camera accessory in last 12 months	14,651	47.5%	112
Bought film in last 12 months	6,594	21.4%	112
Bought film in last 12 months: <3 rolls	3,169	10.3%	116
Bought film in last 12 months: 3-6 rolls	2,127	6.9%	111
Bought film in last 12 months: 7+ rolls	1,301	4.2%	100
Bought film in last 12 mo: APS (color prints)	937	3.0%	114
Bought film in last 12 mo: instant developing	577	1.9%	94
Bought film in last 12 mo: 35mm (black & white)	270	0.9%	92
Bought film in last 12 mo: 35mm (color prints)	4,019	13.0%	115
Bought Fuji film in last 12 months	1,708	5.5%	111
Bought Kodak film in last 12 months	4,092	13.3%	113
Bought store-brand film in last 12 months	730	2.4%	111
Purchased film in last 12 mo: department store	1,015	3.3%	89
Purchased film in last 12 mo: discount store	1,803	5.8%	123

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		39,859	40,306
Population 18+		30,837	31,367
Households		15,801	16,044
Median Household Income		\$55,752	\$67,043

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week	9,727	31.5%	105
Exercise at club 2+ times per week	3,859	12.5%	101
Exercise at other facility (not club) 2+ times/wk	2,720	8.8%	109
Own stationary bicycle	1,935	6.3%	112
Own treadmill	3,582	11.6%	120
Own weight lifting equipment	4,495	14.6%	112
Presently controlling diet	13,566	44.0%	107
Diet control for blood sugar level	2,209	7.2%	98
Diet control for cholesterol level	3,505	11.4%	113
Diet control to maintain weight	3,872	12.6%	112
Diet control for physical fitness	3,199	10.4%	104
Diet control for salt restriction	1,019	3.3%	99
Diet control for weight loss	4,945	16.0%	113
Used doctor's care/diet for diet method	939	3.0%	102
Used exercise program for diet method	2,755	8.9%	105
Used Weight Watchers as diet method	1,091	3.5%	116
Buy foods specifically labeled as fat-free	6,056	19.6%	112
Buy foods specifically labeled as high fiber	4,133	13.4%	117
Buy foods specifically labeled as high protein	1,897	6.2%	112
Buy foods specifically labeled as lactose-free	483	1.6%	84
Buy foods specifically labeled as low-calorie	3,790	12.3%	113
Buy foods specifically labeled as low-carb	2,688	8.7%	113
Buy foods specifically labeled as low-cholesterol	2,813	9.1%	110
Buy foods specifically labeled as low-fat	4,701	15.2%	115
Buy foods specifically labeled as low-sodium	3,291	10.7%	119
Buy foods specifically labeled as natural/organic	2,753	8.9%	105
Buy foods specifically labeled as sugar-free	4,496	14.6%	110
Used butter alternatives in last 6 months	1,233	4.0%	96
Used egg alternatives in last 6 months	4,268	13.8%	97
Used salt alternatives in last 6 months	8,805	28.6%	103
Drank meal/dietary supplement in last 6 months	2,257	7.3%	100
Used nutrition/energy bar in last 6 months	4,101	13.3%	93
Drank sports drink/thirst quencher in last 6 mo	9,353	30.3%	95
Used vitamin/dietary supplement in last 6 months	15,745	51.1%	105
Vitamin/dietary suppl used/6 mo: antioxidant	875	2.8%	97
Vitamin/dietary suppl used/6 mo: B complex	1,675	5.4%	111
Vitamin/dietary suppl used/6 mo: B complex+C	502	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6	662	2.1%	106
Vitamin/dietary suppl used/6 mo: B-12	1,732	5.6%	100
Vitamin/dietary suppl used/6 mo: C	2,798	9.1%	108
Vitamin/dietary suppl used/6 mo: calcium	3,812	12.4%	115

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	2,262	7.3%	112
Used prescription drug for high blood pressure	4,392	14.2%	116
Used prescription drug for high cholesterol	3,139	10.2%	118
Used prescription drug for migraine headache	1,178	3.8%	104
Used prescription drug for sinus congest./headache	1,579	5.1%	105
Used prescription drug for urinary tract infection	1,063	3.4%	111
Used last 6 mo: adhesive bandages	18,373	59.6%	108
Used last 6 mo: athlete's foot/foot care product	3,816	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	15,170	49.2%	104
Used last 6 mo: children's cold tablets/liquids	4,550	14.8%	98
Used last 6 mo: contact lens cleaning solution	4,125	13.4%	110
Used last 6 mo: cotton swabs	15,624	50.7%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	15,074	48.9%	103
Used last 6 mo: cough syrup/suppressant (nonprescr)	10,597	34.4%	101
Used last 6 mo: children's cough syrup	4,024	13.0%	92
Used last 6 mo: diarrhea remedy	4,905	15.9%	97
Used last 6 mo: eye wash and drops	9,292	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	26,648	86.4%	103
Used last 6 mo: hemorrhoid remedy	3,035	9.8%	111
Used last 6 mo: indigestion/upset stomach remedy	14,215	46.1%	103
Used last 6 mo: lactose intolerance product	1,079	3.5%	99
Used last 6 mo: laxative/fiber supplement	4,376	14.2%	103
Used last 6 mo: medicated skin ointment	10,401	33.7%	108
Used last 6 mo: medicated throat remedy	3,289	10.7%	94
Used last 6 mo: nasal spray	4,884	15.8%	100
Used last 6 mo: pain reliever/fever reducer (klds)	6,755	21.9%	99
Used last 6 mo: pain relieving rub/liquid/patch	7,758	25.2%	100
Used last 6 mo: sleeping tablets (nonprescription)	1,745	5.7%	105
Used last 12 mo: sunburn remedy	4,961	16.1%	104
Used last 12 mo: suntan/sunscreen product	12,805	41.5%	108
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,139	32.9%	109
Used last 6 mo: toothache/gum/canker sore remedy	4,997	16.2%	97
Used last 6 mo: vitamins for children	4,586	14.9%	101
Used body powder in last 6 months	8,244	26.7%	97
Used body powder <3 times in last 7 days	3,545	11.5%	98
Used body powder 8+ times in last 7 days	557	1.8%	83
Used body wash/shower gel in last 6 months	15,819	51.3%	99
Used breath freshener in last 6 months	14,072	45.6%	98
Used complexion care product in last 6 months	14,702	47.7%	101
Used complexion care product <7 times last week	3,911	12.7%	93
Used complexion care product 11+ times last week	5,258	17.1%	102
Used complexion care prod: dry facial skin type	2,367	7.7%	105
Used complexion care prod: normal facial skin type	4,604	14.9%	98
Used complexion care prod: oily facial skin type	1,700	5.5%	91
Used dental floss in last 6 months	20,086	65.1%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



# House and Home Expenditures

Salem 10 Mile Polygon

Prepared by JGSC Group

2011 Housing Summary		2011 Demographic Summary	
Housing Units	17,295	Population	39,859
2011-2016 Percent Change	1.73%	Households	15,801
Percent Occupied	91.4%	Families	10,608
Percent Owner HHs	69.8%	Median Age	41.8
		Median Household Income	\$55,752
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	108	\$12,319.67	\$194,662,457
Mortgage Interest	103	\$4,632.38	\$73,196,010
Mortgage Principal	106	\$2,038.50	\$32,210,160
Property Taxes	117	\$2,521.18	\$39,837,073
Homeowners Insurance	108	\$472.83	\$7,471,165
Ground Rent	102	\$71.84	\$1,135,211
Maintenance and Remodeling Services	110	\$2,115.89	\$33,433,044
Maintenance and Remodeling Materials	102	\$368.94	\$5,829,588
Property Management and Security	118	\$98.11	\$1,550,207
<b>Rented Dwellings</b>	87	\$2,910.56	\$45,989,618
Rent	88	\$2,767.24	\$43,725,036
Rent Received as Pay	85	\$76.06	\$1,201,826
Renters' Insurance	95	\$12.03	\$190,081
Maintenance and Repair Services	86	\$17.71	\$279,868
Maintenance and Repair Materials	73	\$37.52	\$592,806
<b>Owned Vacation Homes</b>	113	\$508.19	\$8,029,936
Mortgage Payment	112	\$220.69	\$3,487,078
Property Taxes	120	\$131.32	\$2,074,905
Homeowners Insurance	120	\$17.28	\$273,020
Maintenance and Remodeling	106	\$119.40	\$1,886,622
Property Management and Security	118	\$19.51	\$308,311
Housing While Attending School	113	\$88.98	\$1,406,023
<b>Household Operations</b>	102	\$1,557.69	\$24,612,931
Child Care	99	\$441.90	\$6,982,433
Care for Elderly or Handicapped	133	\$92.82	\$1,466,576
Appliance Rental and Repair	109	\$25.75	\$406,898
Computer Information Services	103	\$243.92	\$3,854,140
Home Security System Services	108	\$27.43	\$433,491
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.41	\$85,462
Housekeeping Services	105	\$156.14	\$2,467,223
Lawn and Garden	106	\$430.28	\$6,798,811
Moving/Storage/Freight Express	90	\$52.73	\$833,258
PC Repair (Personal Use)	99	\$8.52	\$134,585
Reupholstering/Furniture Repair	107	\$8.24	\$130,258
Termite/Pest Control	100	\$23.56	\$372,287
Water Softening Services	100	\$5.46	\$86,328
Internet Services Away from Home	102	\$2.63	\$41,618
Voice Over IP Service	118	\$7.61	\$120,226
Other Home Services (1)	114	\$25.27	\$399,338

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 05, 2013

# House and Home Expenditures

Salem 10 Mile Polygon

Prepared by JGSC Group

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	117	\$84.99	\$1,342,930
Housewares	89	\$74.14	\$1,171,558
Small Appliances	105	\$33.42	\$528,021
Window Coverings	97	\$36.72	\$580,167
Lamps and Other Lighting Fixtures	106	\$24.32	\$384,318
Infant Equipment	25	\$4.99	\$78,840
Rental of Furniture	93	\$4.16	\$65,723
Laundry and Cleaning Equipment	101	\$21.86	\$345,487
Closet and Storage Items	21	\$5.12	\$80,891
Luggage	105	\$9.39	\$148,341
Clocks and Other Household Decoratives	30	\$59.74	\$943,886
Telephones and Accessories	66	\$27.05	\$427,354
Telephone Answering Devices	103	\$0.85	\$13,368
Grills and Outdoor Equipment	27	\$13.77	\$217,524
Power Tools	93	\$28.69	\$453,361
Hand Tools	100	\$9.98	\$157,688
Office Furniture/Equipment for Home Use	103	\$16.38	\$258,858
Computers and Hardware for Home Use	100	\$185.66	\$2,933,597
Software and Accessories for Home Use	100	\$27.64	\$436,718
Other Household Items (4)	103	\$103.53	\$1,635,832

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 05, 2013

Demographic Summary	2011	2016
Population	39,859	40,306
Population 18+	30,837	31,367
Households	15,801	16,044
Median Household Income	\$55,752	\$67,043

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	8,523	53.9%	105
HH owns any bird	458	2.9%	100
HH owns any cat	4,070	25.8%	107
HH owns any dog	6,173	39.1%	104
HH owns 1 cat	2,232	14.1%	111
HH owns 2+ cats	1,894	12.0%	104
HH owns 1 dog	3,999	25.3%	108
HH owns 2+ dogs	2,288	14.5%	99
HH used canned cat food in last 6 months	2,034	12.9%	111
HH used <4 cans of cat food in last 7 days	696	4.4%	101
HH used 8+ cans of cat food in last 7 days	652	4.1%	116
HH used packaged dry cat food in last 6 months	3,896	24.7%	107
HH used <5 pounds of packaged dry cat food last mo	1,397	8.8%	109
HH used 11+ pounds of packaged dry cat food last mo	1,080	6.8%	96
HH used cat treats in last 6 months	1,729	10.9%	107
HH used cat litter in last 6 months	3,541	22.4%	110
HH used canned dog food in last 6 months	2,119	13.4%	102
HH used packaged dry dog food in last 6 months	5,898	37.3%	103
HH used <10 pounds of pkgd dry dog food last month	2,628	16.6%	100
HH used 25+ pounds of pkgd dry dog food last month	1,818	11.5%	105
HH used dog biscuits/treats in last 6 months	4,922	31.2%	106
HH used <2 packages of dog biscuits/treats last mo	2,484	15.7%	107
HH used 4+ packages of dog biscuits/treats last mo	937	5.9%	108
HH used flea/tick care prod for cat/dog last 12 mo	5,566	35.2%	104
HH member took pet to vet in last 12 mo: 1 time	2,196	13.9%	110
HH member took pet to vet in last 12 mo: 2 times	1,963	12.4%	113
HH member took pet to vet in last 12 mo: 3 times	895	5.7%	101
HH member took pet to vet in last 12 mo: 4 times	790	5.0%	122
HH member took pet to vet in last 12 mo: 5+ times	918	5.8%	104
Bought pet food from vet in last 12 months	843	5.3%	105
Bought flea control product from vet in last 12 mo	2,471	15.6%	118

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		39,859	40,306
Population 18+		30,837	31,367
Households		15,801	16,044
Median Household Income		\$55,752	\$67,043

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	23,475	76.1%	106
Family restaurant/steak house last month: <2 times	8,100	26.3%	102
Family restaurant/steak house last month: 2-4 times	8,855	28.7%	107
Family restaurant/steak house last month: 5+ times	6,519	21.1%	109
Family restaurant/steak house last 6 months: breakfast	4,579	14.8%	113
Family restaurant/steak house last 6 months: lunch	8,163	26.5%	107
Family restaurant/steak house last 6 months: snack	830	2.7%	96
Family restaurant/steak house last 6 months: dinner	17,932	58.2%	110
Family restaurant/steak house last 6 months: weekday	13,233	42.9%	112
Family restaurant/steak house last 6 months: weekend	14,585	47.3%	107
Family restaurant/steak house last 6 months: Applebee's	8,976	29.1%	116
Family restaurant/steak house last 6 months: Bennigan's	700	2.3%	102
Family restaurant/steak house last 6 months: Bob Evans Farm	2,038	6.6%	146
Family restaurant/steak house last 6 months: Cheesecake Factory	1,777	5.8%	86
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,487	11.3%	97
Family restaurant/steak house last 6 months: Cracker Barrel	3,837	12.4%	113
Family restaurant/steak house last 6 months: Denny's	2,567	8.3%	92
Family restaurant/steak house last 6 months: Friendly's	1,810	5.9%	149
Family restaurant/steak house last 6 months: Golden Corral	2,122	6.9%	96
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,359	10.9%	93
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,096	3.6%	132
Family restaurant/steak house last 6 months: Old Country Buffet	1,196	3.9%	138
Family restaurant/steak house last 6 months: Olive Garden	6,633	21.5%	121
Family restaurant/steak house last 6 months: Outback Steakhouse	3,858	12.5%	110
Family restaurant/steak house last 6 months: Perkins	1,433	4.6%	129
Family restaurant/steak house last 6 months: Red Lobster	4,449	14.4%	108
Family restaurant/steak house last 6 months: Red Robin	2,102	6.8%	121
Family restaurant/steak house last 6 months: Ruby Tuesday	3,043	9.9%	119
Family restaurant/steak house last 6 months: Ryan's	932	3.0%	81
Family restaurant/steak house last 6 months: Sizzler	544	1.8%	58
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,438	11.1%	108
Went to fast food/drive-in restaurant in last 6 months	27,872	90.4%	102
Went to fast food/drive-in restaurant <6 times/month	11,584	37.6%	107
Went to fast food/drive-in restaurant 6-13 times/month	9,031	29.3%	102
Went to fast food/drive-in restaurant 14+ times/month	7,254	23.5%	95
Fast food/drive-in last 6 months: breakfast	8,705	28.2%	103
Fast food/drive-in last 6 months: lunch	18,664	60.5%	103
Fast food/drive-in last 6 months: snack	5,412	17.6%	101
Fast food/drive-in last 6 months: dinner	15,545	50.4%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		39,859	40,306
Population 18+		30,837	31,367
Households		15,801	16,044
Median Household Income		\$55,752	\$67,043

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	3,052	9.9%	100
Participated in archery	953	3.1%	119
Participated in backpacking/hiking	3,027	9.8%	104
Participated in baseball	1,585	5.1%	99
Participated in basketball	2,549	8.3%	88
Participated in bicycling (mountain)	1,189	3.9%	104
Participated in bicycling (road)	3,334	10.8%	112
Participated in boating (power)	2,137	6.9%	113
Participated in bowling	3,941	12.8%	110
Participated in canoeing/kayaking	1,717	5.6%	117
Participated in downhill skiing	926	3.0%	102
Participated in fishing (fresh water)	4,478	14.5%	112
Participated in fishing (salt water)	1,493	4.8%	106
Participated in football	1,847	6.0%	96
Participated in Frisbee	1,682	5.5%	100
Participated in golf	3,776	12.2%	119
Play golf < once a month	1,283	4.2%	105
Play golf 1+ times a month	2,116	6.9%	129
Participated in horseback riding	842	2.7%	90
Participated in hunting with rifle	1,711	5.5%	116
Participated in hunting with shotgun	1,533	5.0%	119
Participated in ice skating	1,024	3.3%	115
Participated in jogging/running	3,151	10.2%	96
Participated in martial arts	357	1.2%	82
Participated in motorcycling	1,304	4.2%	116
Participated in Pilates	1,075	3.5%	105
Participated in roller skating	683	2.2%	106
Participated in snowboarding	488	1.6%	82
Participated in soccer	1,119	3.6%	84
Participated in softball	1,169	3.8%	97
Participated in swimming	6,426	20.8%	107
Participated in target shooting	1,379	4.5%	117
Participated in tennis	1,322	4.3%	100
Participated in volleyball	1,071	3.5%	99
Participated in walking for exercise	10,302	33.4%	112
Participated in weight lifting	3,679	11.9%	101
Participated in yoga	1,735	5.6%	96
Spent on high end sports/recreation equipment/12 mo: <\$250	1,455	4.7%	107
Spent on high end sports/recreation equipment/12 mo: \$250+	1,411	4.6%	118
Attend sports event: auto racing (NASCAR)	2,361	7.7%	105
Attend sports event: auto racing (not NASCAR)	2,042	6.6%	105
Attend sports event: baseball game	4,771	15.5%	105

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	7,347	23.8%	114
Played chess in last 12 months	1,007	3.3%	89
Cooked for fun in last 12 months	7,077	23.0%	111
Did crossword puzzle in last 12 months	4,856	15.7%	109
Participated in fantasy sports league last 12 mo	1,148	3.7%	114
Flew a kite in last 12 months	982	3.2%	113
Did furniture refinishing in last 12 months	1,103	3.6%	111
Did indoor gardening/plant care in last 12 months	3,696	12.0%	119
Participated in karaoke in last 12 months	1,287	4.2%	94
Bought lottery ticket in last 12 months	11,202	36.3%	105
Bought lottery ticket in last 12 mo: Daily Drawing	1,530	5.0%	103
Bought lottery ticket in last 12 mo: Instant Game	5,349	17.3%	110
Bought lottery ticket in last 12 mo: Lotto Drawing	7,002	22.7%	106
Played lottery: <3 times in last 30 days	4,877	15.8%	100
Played lottery: 3-7 times in last 30 days	3,107	10.1%	105
Played lottery: 8+ times in last 30 days	3,220	10.4%	113
Played musical instrument in last 12 months	2,288	7.4%	93
Did painting/drawing in last 12 months	1,891	6.1%	93
Did photography in last 12 months	4,205	13.6%	108
Read book in last 12 months	13,487	43.7%	107
Participated in trivia games in last 12 months	1,970	6.4%	106
Played video game in last 12 months	3,919	12.7%	95
Did woodworking in last 12 months	1,583	5.1%	110
Participated in word games in last 12 months	3,247	10.5%	111
Member of AARP	5,791	18.8%	123
Member of business club	836	2.7%	107
Member of charitable organization	1,898	6.2%	97
Member of church board	1,457	4.7%	111
Member of fraternal order	1,339	4.3%	124
Member of religious club	2,125	6.9%	108
Member of union	2,096	6.8%	130
Member of veterans club	1,320	4.3%	129
Bought any children`s toy/game in last 12 months	11,513	37.3%	108
Spent on toys/games in last 12 months: <\$50	1,959	6.4%	105
Spent on toys/games in last 12 months: \$50-99	852	2.8%	100
Spent on toys/games in last 12 months: \$100-199	2,417	7.8%	109
Spent on toys/games in last 12 months: \$200-499	3,667	11.9%	110
Spent on toys/games in last 12 months: \$500+	2,040	6.6%	116
Bought infant toy in last 12 months	2,690	8.7%	105
Bought pre-school toy in last 12 months	2,817	9.1%	113
Spent on toys/games (for child <6)/12 mo: <\$100	3,791	12.3%	111
Spent on toys/games (for child <6)/12 mo: \$100-199	2,183	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	2,671	8.7%	113
Bought for child in last 12 mo: boy action figure	2,640	8.6%	107
Bought for child in last 12 mo: girl action figure	964	3.1%	102
Bought for child in last 12 mo: bicycle	2,138	6.9%	101
Bought for child in last 12 mo: board game	4,185	13.6%	115

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Source	Salem Demographics	3-Mile Ring	5-Mile Ring	10-Mi. Polygon	State of NJ
Census 2010	Population (2010)	7,508	11,600	41,100	8,791,894
Census 2010	Households (2010)	3,113	4,762	16,299	3,214,360
	<b>Population Density</b>				
Calculation	Area (Sq Mi)	28.3	78.5	251.2	7354.0
Calculation	Population / Sq Mi	266	148	164	1,196
Calculation	Households / Sq Mi	110	61	65	437
	<b>Population by Race</b>				
Census 2010	White	49%	63%	82%	69%
Census 2010	Black	45%	31%	14%	14%
Census 2010	American Indian	0%	0%	0%	0%
Census 2010	Asian	1%	1%	1%	8%
Census 2010	Pacific Islander	0%	0%	0%	0%
Census 2010	Some other race	2%	2%	1%	6%
Census 2010	Two or more races	3%	3%	2%	3%
Census 2010	Total Hispanic Population	6%	5%	4%	18%
	<b>Population by Sex</b>				
Census 2010	Female	54%	53%	52%	49%
Census 2010	Male	46%	47%	48%	51%
	<b>Population by Age</b>				
Census 2010	Ages 18 or older	74%	76%	77%	77%
Census 2010	Ages 65 or older	15%	15%	16%	14%
Census 2010	Median Age	38.0	39.9	41.8	38.9
	<b>Households by Type</b>				
Census 2010	HH with children	31%	32%	31%	35%
Census 2010	Average HH size	2.37	2.39	2.47	2.68
Census 2010	Owner occupied HHs	49%	59%	71%	65%
Census 2010	Renter occupied HHs	51%	41%	29%	35%
	<b>Households by Income</b>				
Demo & Income	Median HH Income	\$39,304	\$48,303	\$59,267	\$66,950
Demo & Income	Average HH Income	\$55,476	\$63,397	\$73,017	\$90,863

Source	Salem Economics	3-Mile Ring	5-Mile Ring	10-Mi. Polygon	State of NJ
Supply & Demand	Consumer Demand	\$63,811,461	\$106,821,736	\$409,827,212	\$109,386,934,256
Supply & Demand	Retail Supply	\$33,643,357	\$53,217,806	\$369,141,075	\$95,317,737,412
Supply & Demand	Unmet Demand	\$30,168,104	\$53,603,930	\$40,686,137	\$14,069,196,844
	<b>Averages per HH</b>				
Calculation	Consumer Demand per HH	\$20,498	\$22,432	\$25,144	\$34,031
Calculation	Unmet Demand per HH	\$9,691	\$11,257	\$2,496	\$4,377
	<b>Averages per Business</b>				
Supply & Demand	Retail Businesses	62	87	312	78,920
Calculation	Retailers per Sq Mi	2	1	1	11
Calculation	Avg Sales per Retailer	\$542,635	\$611,699	\$1,183,144	\$1,207,776.70
Calculation	Retail Sales Per Sq Mi	\$1,190,494	\$677,934	\$1,469,452	\$12,961,346
	<b>Unmet demand by category</b>				
Supply & Demand	Motor Vehicle and Parts Dealers-441	\$10,493,431	\$16,788,352	\$51,681,198	\$2,106,830,230
Supply & Demand	Automotive Dealers-4411	\$10,456,577	\$16,914,234	\$45,802,216	\$979,405,406
Supply & Demand	Other Motor Vehicle Dealers-4412	\$594,955	\$810,706	\$4,913,493	\$625,458,647
Supply & Demand	Automotive Parts/Accsrs, Tire Stores-4413	(\$558,101)	(\$936,588)	\$965,489	\$501,966,177
Supply & Demand	Furniture and Home Furnishings Stores-442	\$946,956	\$1,918,499	\$8,797,153	\$406,298,897
Supply & Demand	Furniture Stores-4421	\$566,558	\$1,101,695	\$6,282,929	\$263,429,690
Supply & Demand	Home Furnishing Stores-4422	\$380,398	\$816,804	\$2,514,224	\$142,869,207
Supply & Demand	Electronics and Appliance Stores-443	\$1,441,511	\$2,428,485	\$7,827,609	\$702,615,047

