

Bringing business back to downtown.



Community Insights



JGSC GROUP, LLC

PHASE ONE REPORT
ANALYSIS & ASSESSMENT
DECEMBER 29, 2008



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CITY OF SALEM
Market Analysis & Retail Assessment
Executive Summary

Over the past several months JGSC Group has been conducting our market analysis and retail assessment program that is part of our Community Insights™ program. Through the use of our custom research, we provide an in-depth assessment of the economic realities of downtown Salem and offer strategies for recruiting sustainable retail businesses and growing the market area to include Salem's downtown retail corridor.

For the past few decades the City of Salem has, unfortunately, been a city in decline. According to the Quinn Evans Main Street Revitalization Master Plan (September 2003) commissioned by Stand Up For Salem, Salem's population has declined by close to 10,000 residents within the past several decades. The declining population took with it many of the merchants and business operators that once lined Broadway in downtown Salem. The challenge now is to recruit new, sustainable businesses, bring shoppers back into the downtown and help current retailers and service providers grow their business while growing the city's local economy.

Our analysis of these issues began in May of 2007. We examined the main retail corridor of Broadway, the ancillary and destination retailers located along Market Street, and the wider market area in order to determine where retail spending is occurring, and how. Along Broadway and Market Street we made an assessment of nearly one hundred properties. We documented what retail is currently present in downtown Salem, and what opportunities exist for future retail. In addition, we interviewed many of Salem's merchants. We asked them their honest opinions about the retail business environment in Salem and what they thought could be done to improve the business community.

We also interviewed stakeholders identified by Stand Up For Salem as having a vested interest in improving the fortunes of Salem and its community. They included civic, community and religious leaders, large property and business owners, and those that have chosen to make a difference in Salem.

We surveyed the people who live, work and shop in Salem. Surveys were conducted online and through paper survey forms made available at retail stores and businesses along Broadway, through the school district, local employers, businesses and government offices at the state, county and local levels, church groups, senior residences, and others. In total, we received almost six hundred responses, resulting in a margin of error of ± 4.2 percent.

Taking all that we learned from our on-the-ground observations and research, survey results, as well as empirical and syndicated data, we were able to discover and define opportunities for revitalizing Salem's downtown and stimulating economic growth within the city. Our observations and conclusions are specific to the needs and realities of the City of Salem and its unique characteristics. These conclusions will provide Stand Up For Salem and the city government with a fact-based foundation for creating and capitalizing on retail synergies, strengths unique to Salem, and opportunities already present along Broadway.

Among other things, we learned that Salem's retail mix does not meet the immediate, everyday needs of its own residents, many of whom do not own cars. Grocery purchases alone represent a leakage of \$7 million annually to stores outside of the City of Salem.

Survey respondents indicated an overwhelming mandate for change within the downtown area of Salem, with 99 percent saying that improvements are needed. They are concerned by the city's run down appearance and urban blight along Broadway, the high vacancy rate, and there is a strong perception that the downtown is unsafe. However, they value Salem's historic architecture and traditional downtown setting. Respondents indicated that they want Broadway to be a commercial district that offers neighborhood retail as well as specialty retail such as bookstores and antiques shops that will draw shoppers into the downtown from outside the borders of Salem and entice county employees that already work here, but tend not to shop in the downtown.

There is a perception among business owners that, while local government does not hinder business development, changes could be made by the government to make the town more business friendly and offer more assistance to new businesses. Many indicated that the lack of evening and weekend foot

traffic as well as safety concerns results in limited retail hours by most merchants. All merchants and stakeholders commended Stand Up For Salem for their efforts to improve the downtown.

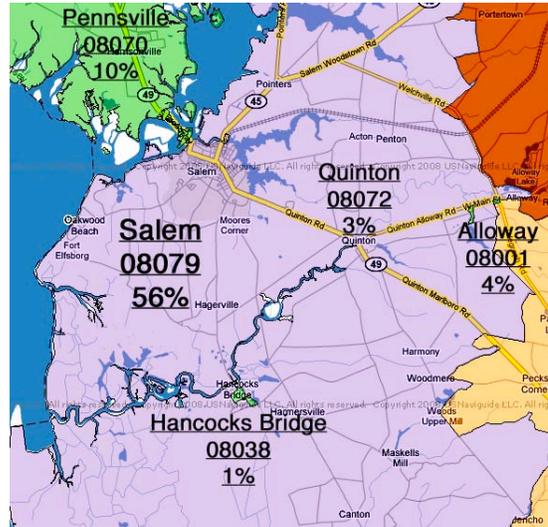
In essence, Salem has many qualities that could be capitalized upon to create a thriving downtown retail corridor. There are architecturally attractive and historic buildings, many have large retail display windows, and there is a consistent placement of buildings forming a “streetwall” that is appealing and creates a sense of comfort for pedestrians and shoppers. At a time when many retailers and shoppers are abandoning malls and non-walkable strip centers, and returning to the traditional downtown model of retailing, the good bones of Salem are primed to capitalize on this desire.

Salem needs to think small while embarking on the road to revitalization. Economic redevelopment efforts should first focus on the neighborhoods and residents who make up Salem instead of looking for a single massive redevelopment project, hoping to attract distant shoppers. Salem should begin by improving neighborhoods and blocks, grow and recruit retail businesses that will service those who live in the city and cannot simply drive two towns over to buy their groceries or pick up their prescriptions. Once the local economy has begun to grow (the groundwork for expanding the reach of retailers within the city), it will then be in a position to expand its retail offerings beyond its own borders and become a regional retail destination.

We provide this document as evidence of a consensus for action, and a roadmap for the revitalization Salem’s downtown. We believe that these strategies and their implementation will help lead to the rebirth of downtown Broadway as a walkable retail corridor that services the needs of local residents while attracting a wider audience from beyond the borders of Salem.

Primary Trade Area

Salem’s primary market area is defined as the area from which the majority of shoppers originate. Currently, most of Salem’s shoppers come from within about five miles of intersection of Broadway & Market Street. From our survey results, we discovered that 63 percent of all shoppers who visit downtown Broadway live within the zip codes for Salem (08079), Quinton (08072), Hancock’s Bridge (08038) and Alloway (08001).



The primary trade area covers 78.5 square miles and is supported by a population of just 12,000 people living in 5,000 households. Population density is 158 people per square mile with 63 households per square mile. The City of Salem contains almost 6,000 people and just over 2,000 households, or roughly half of the total population and households within the five-mile radius. This tells us that the City of Salem is a more urbanized, dense area than the surrounding townships, which are largely suburban or rural communities.

According to the Quinn Evans Main Street Revitalization Master Plan (September 2003) the City of Salem’s population decreased from 16,000 people to just 6,000 within the last few decades. These trends have continued since the turn of the millennium, as Salem recorded a drop of 0.5 percent in population since 2000 and a 1.5 percent decrease in households. Comparatively, the five-mile radius has grown in the same time period, recording 2 percent growth in both population and households since 2000. Projections from 2007 to 2012 indicate that, while Salem will continue to shrink, the rate of its decline will slow. Projections indicate a population loss of less than 0.5 percent over that period and a loss of less than 1 percent of total households. The growth of population and households in the five-mile radius is estimated to slow slightly, but remain at roughly 2 percent.

Consumer Spending in the Primary Trade Area

Within the primary trade area, consumer spending for retail goods and services totals \$188 million annually with annual per capita retail spending averaging \$15,000 and household spending averaging about \$38,000. By comparison, per capita annual spending on retail goods and services within the City of Salem is only about \$12,000 while the average household spends about \$30,000 annually. Shoppers within the primary trade area, on average, spend more money on retail goods and services than the residents of the city of Salem. Although these consumers are already shopping downtown, the opportunity exists to capitalize further on their spending habits, growing Salem's economy, increasing the frequency of visits, the amount of dollars spent on Broadway from shoppers outside of the city.

Of the \$188 million spent annually on retail goods and services within the trade area, the largest segment of consumer expenditure is in the food and beverage category, with consumers pending \$24 million annually, or nearly \$4,800 per household. (This category includes grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine and liquor stores.) Comparatively within the city of Salem, average annual household spending in this category is slightly less, averaging \$4,200 per household. Within the primary trade area, retail supply in this category is \$12 million, meaning that \$12 million dollars in spending on food and beverages is spent outside of the primary trade area and Salem households spend about \$7.5 million of their food and beverage expenditures outside of the city.

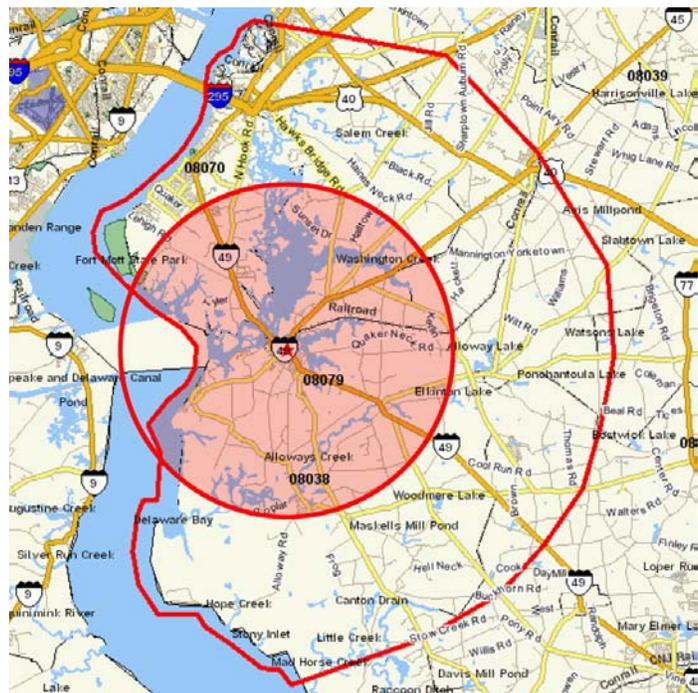
The second largest category of consumer spending within the primary trade area is "general merchandise" stores, including department stores such as Target, Wal-mart and Kohl's. Within the trade area, annual spending is \$23 million or \$4,500 per household. This number is significantly lower in the City of Salem—only \$9 million, or about \$4,000 per household. Of the \$23 million in demand, there exists just \$15 million in retail supply. This tells us that households within the primary trade area are spending nearly \$8 million annually outside of the trade area. This supply is most likely being provided largely by the Wal-mart located in Pennsville, roughly four miles from the intersection of Broadway and Market Street in downtown Salem.

Although Wal-mart provides retail supply in 46 of our goods and services categories, they do not offer the depth or level of specialization in these categories that other retailers do. Wal-mart’s customers are drawn from nearly every income bracket, however, the higher the income bracket, the less likely those shoppers are to rely on Wal-mart to meet a broad range of their retail shopping needs. For instance, while a high-income bracket family may buy an air conditioner at Wal-mart due to their competitive prices, they are less likely to shop at Wal-mart for most of their clothing needs than families from lower income brackets. Examples of some categories in which Wal-mart cannot compete with other retailers include hardware and home improvement. Similarly, Super Wal-marts offer only a limited range of health, organic foods or ethnic foods and don’t compete with Whole Foods or a small ethnic grocery catering to a local community.

The household growth in the primary trade area means that retail demand in the area will grow over the next half decade. For instance, in 2000 total retail demand, based on average household retail demand, was \$184 million. This grew to the current 2007 estimate of \$188 million. Based on the projected household growth of the primary trade area, by 2012 annual retail spending will rise by \$3 million to \$191 million.

Secondary Trade Area

The “secondary trade area” is described as the radius from which nearly all shoppers in Salem originate. According to our survey results, roughly 84 percent of all shoppers visiting downtown Salem live within a ten-mile radius (excluding Delaware) of the intersection of Broadway and Market Street. These shoppers visit downtown Salem on a less frequent basis than those within the primary trade area. This means that these shoppers and their retail spending are willing to come to



Five-mile radius (shaded red) and 10-miles radius (outlined)

Salem for some of their retail spending and, potentially, could be enticed to the downtown much more, given the right retail mix and amenities.

This 10-mile radius contains the entire primary trade area as well as the townships of Deepwater and Woodstown which (both roughly eight miles away) as well as Pennsville, which is only seven miles away. Based on our research, we learned that most residents of the Salem area would not shop in Delaware unless their purchases will exceed \$100. For that reason, the 10-mile radius excludes Delaware.

Within the secondary trade area, consumers spend \$1 billion annually on retail goods and services. Both household and per capita retail spending within the secondary trade area is higher than the spending within the primary trade area and the City of Salem. Annual average retail spending per household is in excess of \$40,000 and retail spending per capita is over \$16,000. Households in the secondary trade area spent roughly \$5,000 more annually than households within the primary trade area and nearly \$13,000 more per household than the city of Salem.

The secondary trade area is growing at a much faster rate than either the city of Salem or the primary trade area, so retail spending within the secondary trade area will offer more opportunities for Salem to capitalize on this retail demand. By 2012 the number of households within a ten-mile radius is projected to grow to almost 30,000, which will result in an increase of about \$60 million consumer spending.

We examined the transportation infrastructure to determine how consumers are accessing the area. Using syndicated data, New Jersey Department of Transit (NJ DOT) statistics, satellite maps and our own on-the-ground research, we developed a comprehensive picture of the issues related to transportation in and around the city of Salem. In this section we will discuss access roadways and public transit, signage directing consumers to and around Salem, and the availability of parking in and around the retail corridor centered at the intersection of Broadway and Market Street.

Roadway Access

The City of Salem is located ten miles south of New Jersey’s major north-south highways – the New Jersey Turnpike and Route I-295. Locally, it is served by Route 49 (known as Broadway within the city limits) and Route 45 (known as Market Street), which terminates in Salem. These roads serve as the principal gateways into the city of Salem.

Farther south of Salem are a series of three County Roads that also provide access to Salem, however, these roads have much less traffic than any of the State Highways to the north. As the chart and map (below) show, the primary methods of access to Salem are Routes 45 and 49. Both East and West Broadway have gateway intersections that have very heavy traffic flow. Similarly Market Street, half a mile north of Griffith Street, is heavily trafficked. A large amount of this traffic is also present at Broadway and Market.



| REF # | LOCATION | COUNT | DISTANCE FROM #1 |
|-------|------------------------------|--------|------------------|
| 1 | Broadway & Market St. | 11,213 | n/a |
| 2 | Griffith St. & Front St. | 10,078 | 0.7 mile |
| 3 | Route 45 & Maneto Ave. | 11,734 | 0.7 mile |
| 4 | E. Broadway & Yorke St. | 12,920 | 0.7 mile |
| 5 | Grievess Parkway | 3,181 | 0.7 mile |
| 6 | Front St. | 4,838 | 0.7 mile |
| 7 | County Road 625/Chestnut St. | 2,537 | 0.4 mile |
| 8 | County Road 658/Keasby St. | 3,026 | 1.0 mile |

While we cannot determine if this traffic is *stopping* in Salem, or simply passing through, it is clear from the data that the center of downtown Salem sees over 11,000 vehicles drive through on a daily basis, more than enough traffic to support retail activity. The intersection of Market Street and Broadway has traffic comparable to similar downtown retail corridors such as Haddonfield and Glassboro. In Haddonfield, along King’s Highway, 16,160 vehicles drive through the retail district daily, in Glassboro, at Delsea Drive 11,450 vehicles are present.

Gateway signage to welcome potential shoppers into Salem, as well as wayfinding signage to direct them to the downtown and capitalize on the presence of so many vehicles would be an essential improvement for downtown commerce.



Because of the high volume of traffic traveling through the downtown, Salem already has strong numbers to support retail shops along Broadway. If the right retail mix were present in conjunction with building, signage and streetscape improvements, many of these vehicles could translate to dollars for the local economy. Survey responses show that shoppers’ main reasons for not visiting downtown are the poor quality of the retail mix present and the perception of a lack of safety in the downtown area. Changing these perceptions could allow downtown retail to capture more of the heavy traffic already present here, and create steady shoppers out of commuters.

Public Transit and Foot Traffic

Salem City, in addition to having a large amount of car traffic, also has a higher than average amount of residents with no car transportation. Within the City of Salem, roughly one in every three households does not own an automobile. We examined demographic information within a quarter mile, half mile and one mile radius from Broadway and Market St. As illustrated in the chart to the right, percentages decrease as the distance increases.

| DEMOGRAPHIC AREA | HH WITH NO VEHICLES |
|------------------|---------------------|
| Salem City | 32% |
| 3 mile radius | 24% |
| 5 mile radius | 18% |
| 10 mile radius | 9% |

It is apparent that a significant percentage of the population of the city of Salem cannot easily travel beyond downtown Salem. New Jersey Transit offers only two bus routes that pass through Salem, limiting the ability of residents without cars to travel to distant retail centers such as the Wal-mart in Pennsville.

This presents an opportunity for new retail in the downtown corridor. In the course of our retail marketplace analysis we discovered a large number of categories that fall into what we consider everyday retail needs. These retail needs are the day-to-day goods and services needed by residents, including pharmacies, bakeries, small grocery stores and dry cleaning, and within the downtown area they are largely underserved by the retail present. Residents within a quarter of a mile of downtown Salem spend over a \$1 million annually in grocery stores outside of the downtown, and \$250,000 at pharmacies. A share of the dollars spent by Salem residents outside of the city could be captured with the right retail mix along Broadway. This may better serve the residents within the city, both those with and without cars; as well as help to build a stronger local economy, which can service both Salem residents and those who travel to or through Salem for work or pleasure.

Signage

Signage – from simple neighborhood wayfinding and parking direction to gateway signage that welcomes potential shoppers into the town or retail corridor – is an important element for downtown retail districts.

We divide signage into several categories. Gateway signage directs motorists to their destination, from major roadways to downtowns, as well as welcomes them when they arrive. Wayfinding can be broken down into automobile wayfinding, which directs motorists to parking or shopping districts, and pedestrian wayfinding, which directs pedestrians to local destinations, specific shops and locations or to the downtown retail corridor from an offsite parking lot or deck.

Outside of Salem there is very little indication of either advertising or directional signage to drive traffic to Salem. What signage exists along the major state and county roadways distant from Salem is largely state and county highway signage directing motorists along major roadways, not to the city of

Salem itself, or the downtown. As part of broader, long-term plan to grow the retail attraction of downtown Salem, the city might consider purchasing advertising along these major roadways to attract shoppers to the downtown. Currently, such advertising would not be helpful, as Salem doesn't have the critical massing or retail mix necessary to become a regional retail destination present in the downtown.

Entering Salem from along either direction of Broadway are well-designed signs meant to welcome motorists into downtown Salem. Although the signs are attractive and well located, they have been somewhat poorly maintained. Further, no such signage exists along the Market Street entrance to Salem, despite traffic being slightly higher along Route 45 in that area than the Route 49 entrance to Salem to the west.



Within the borders of the city, there is an absence of wayfinding signage directing motorists to the downtown. Commuters traveling through Salem (to shore destinations during the summer) might be unaware of the Broadway retail district due to a lack of signage and active retail storefronts. Simple, attractive signs indicating that one has entered the downtown area of Salem could entice commuters traveling through to stop and have lunch or browse the shops, provided that the right retail mix is offered.

Similar to other concerns, this is a lack of directional signage guiding motorists to additional parking beyond what is available curbside. Those who may be unfamiliar with the city would likely be unaware of available surface parking lots located just behind the buildings that line Broadway. As we conducted our assessment of the downtown, we located one sign directing motorists along east Broadway to Market Street, where there is a surface lot for county employees and businesses; however, the sign is small and is overpowered by the other signs at that



location. As the new vertical parking deck currently under construction by Stand Up For Salem nears completion, consideration should be given to adding directional signage.

There is also a lack of pedestrian wayfinding in and around the downtown area. Given the historic nature of the buildings and locations around downtown Salem, an effort to place more signage directing pedestrians to these features may be helpful. Salem Main Street has produced a pamphlet with twenty-five historic locations and sites through the city of Salem, including the Old Salem County Courthouse (the second oldest courthouse in continuing use in the country), Friends Meeting House (the oldest house of worship in Salem county), and the Finlaw Building (a historic building currently being rehabilitated). However, very little signage exists pointing out the historic significance of these buildings or directing visitors to their locations. In the course of our on-the-ground assessment, we discovered only a handful of signs indicating historic locations or buildings. If more signage or plaques were present to attract attention to these wonderful features of downtown Salem, it could help to heighten the appeal of living, working, shopping and dining in the downtown.



Parking

The downtown area currently appears to have adequate parking to meet current needs and our survey respondents rated “lack of available parking” as the one of the least likely reasons to prevent them from visiting or shopping in downtown Salem. Current parking is largely curbside, and seems to meet the requirements of local businesses and residents. In addition to survey respondents, very few merchants or stakeholders that we interviewed indicated that parking is a problem in the downtown. Surface lot parking is available in two locations – one private and one county-owned to meet the needs of the county buildings located in Salem. Plans are currently underway for a new parking deck, owned by Stand Up For Salem. The vertical parking structure is projected to be open to the public by the end of 2008, and will provide more off street parking for employees of the new state offices as well as local residents, employees and shoppers.

The private lot located at the corner of Griffith and Fifth Streets once housed a Family Dollar retail store and currently houses a Dollar Bill outlet and a Dollar Dreams store. There appears to be structural or fire damage to the storefront, and since the vast amount of space is vacant, the parking lot is rarely at capacity.

The lot located behind the county building provides roughly 250 parking spaces. Roughly half of these spaces are reserved for county use. In general, the parking lot is often near capacity with weekday county employees occupying the majority of spaces. Those traveling to Salem for business with the county use the balance of spaces. Signage around the lot appears to indicate that no after-hours parking for other uses is allowed, discouraging drivers from parking in the lot after regular business hours.

The new parking deck being built by Stand up For Salem, located behind Broadway, will be the largest of the parking locations available in Salem. It is projected to open in November with a total of 275 spaces. Of the 275 spaces, 160 spaces have already been leased to the State of New Jersey for their employees to use from 8:30 a.m. to 4:30 p.m. These spaces will be open to public when not in use by state employees. The site was selected based on the Main Street Revitalization Master Plan created by Quinn Evans Architects in 2003.

We conducted a thorough examination of downtown Salem’s shopping district, located along Broadway/Route 49, between Front Street to the west and 9th Street to the east, and Market Street from the intersection of Broadway to the crossing at Fenwick Creek. Our tours included walking and windshield tours and an assessment of building and properties to discover the retail readiness of Salem’s downtown.

Building Conditions

Broadway

Salem is a city rich in history, built as one the earliest English-speaking colonies in the area. Many of the buildings in downtown Salem and beyond reflect its history in their architectural styles – a broad mix ranging from the earliest days of architect-designed buildings in the neoclassical Palladian and Georgian styles to the various trends of Colonial Revival. Broadly, many of the civic buildings reflect elements of the Federalist style of architecture, dominant throughout much of East Coast in the earliest days of the Republic. Churches tend to reflect the sensibilities of the Gothic Revival and Georgian styles. Impressively, Salem has managed to keep the atmosphere of its downtown consistent throughout the 20th and into the 21st century. Newer buildings incorporate the trends of the Colonial Revivalist movements and, therefore, do not disrupt the overall tone of the downtown’s architecture.



The beauty and history of the downtown is one of Salem’s strengths. Along Broadway, buildings form a consistent street wall that is conducive to browse shopping and attractive to passing motorists. The consistency of the buildings, the wide boulevard-like sidewalks, and the available curbside

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parking create a sense of enclosure that makes shoppers feel separated from the flow of traffic, safer and more comfortable and willing to spend more time. Longer visits will equate to higher spending once the retail offerings are improved.

Nearly all of the retail buildings in downtown Salem have large retail display windows. In the late 19th and early 20th century downtown retail evolved into the dominant form of commerce in the United States, and both new construction and older buildings began to incorporate these display windows into their architecture. That these display windows have been preserved along Broadway adds to the appeal of Broadway as a potentially vibrant, walkable retail district.

Despite the many strengths of the retail district the current physical condition is its greatest weakness. Survey respondents listed blight, vacancies and run-down appearance as the worst feature of downtown Salem and its architecture and history as the best feature.



The glory and beauty of Broadway has been poorly maintained over the years. Many of the historic buildings require better maintenance of their façades, some simply need pressure washing or cleaning to help restore their former glory, while others might require major repair or renovations. For example, the Finlaw Building located at 195 E. Broadway is a classic example of Victorian commercial architecture that is currently being

rehabilitated into commercial office space for the state of New Jersey. The renovation is so extensive that only the façade has been saved and the new construction is being built behind it to preserve this piece of Salem's history.

Other properties along Broadway require some level of repair or renovation, though none to the degree required of the Finlaw Building. Even some of the newer buildings have not been well maintained and appear run down, fatigued and blighted. The issue is not one of the age of the buildings, but rather the lack of property maintenance and general upkeep.

Market Street

Market Street has even more impressive architecture than Broadway, and shares with it the city's most historic building, the Old County Courthouse located where the two streets intersect and Market St. begins. Along the Eastern side of the street are the county courthouses and offices, while opposite them are preserved historic buildings, some dating back to the colonial era. Located here are some of the city's impressive historical homes and buildings, toward the southern end of the street these buildings are mostly occupied by commercial office space.



Many historical locations exist along Market Street such as the Alexander Grant House and the Fenwick Building. In fact, the Salem County Historical Museum and Society is located here, in a two-story Federalist style building. The buildings located here date back to the earliest days of Salem as a functioning city. One can see the design of the brickwork dates back to colonial, post-revolutionary times. These buildings have been remarkably well preserved and the entirety of the street has a quaint and charming feel contrasted to Broadway's fatigued and run-down appearance. It is interesting to note that so many of these historic buildings, often dating back to the Colonial period, have fared better and been generally better preserved than the buildings along Broadway, which is only a few blocks distant.

Building Uses, Vacancies, In-Fill

Broadway

One of the main problems facing the revitalization of downtown Salem is the lack of retail mix to attract shoppers. From demographic data analyzed as part of this report, we discovered that within a quarter mile of Broadway and Market Street there is a large demand for neighborhood retail and



everyday commerce that is not being met on Broadway. There is almost \$1.5 million in demand for grocery stores that is not being met within a quarter mile radius from Broadway and Market St. Coupled with the fact that one third of residents within this radius do not own vehicles, there is

opportunity within downtown Salem to capitalize on this immobile market and bring some retail life back to the corridor. Currently many prime retail storefronts on Broadway are vacant or underutilized.

Along Broadway between 5th and 9th Streets our research discovered 59 retail storefront properties. There are 19 vacant retail storefronts, a vacancy rate of about 32 percent. In addition, there are 10 retail storefronts occupied by non-retail uses, bringing the total rate of underutilized retail storefronts to 49 percent.

Our survey results noted that respondents rated “poor selection of merchandise/stores offered” as the main reason for not visiting Salem more often. In Fenwick Plaza, the at-grade retail storefronts that face onto Broadway are occupied by medical facilities that have chosen to cover their windows



with closed blinds. While this may meet their needs in offering privacy within their facility, it does nothing to create the appearance of a vibrant downtown. Businesses that do not dress their retail

display windows, combined with the high number of vacant properties, create the appearance of an unwelcoming, closed-off, or empty retail corridor. What retail businesses exist on Broadway struggle because they do not benefit from a retail corridor that draws shoppers to it, leaving these businesses hunting for customers entirely on their own.

As noted previously, one of the strengths of downtown Salem is its consistent street wall. There is little opportunity for in-fill construction because there are virtually no empty lots. During a recent visit in August of 2008 we observed a demolished building between Salem Community College and Pat's Pizzeria. This was formerly the site of an H & R Block office, which was destroyed by fire. It is the only apparent in-fill opportunity currently present along Broadway and may have plans already in place for new construction.

Market Street

Market St. has virtually no commercial vacancies present, although a few buildings may be underutilized at this time, as they are being rehabilitated to preserve their historic charm. Many of these buildings are former residential homes that have been converted to commercial office space.

Although along the western side of Market Street, south towards its intersection with Broadway there is a consistent street wall, Market Street has few of the other qualities desirable in a retail corridor. To try and renovate the historic properties here to make them more accommodating for retail display would rob the area of much of its charm.



Farther north along Market Street the buildings become more residential. These homes are of the same quaint and historic nature as further south, but less punctuated by commercial use and set back from the street more. Between these homes are a handful of private businesses, such as a salon and gift shop. Between Griffith Street and Howell Street, we find some professional offices and some

retail; two antique shops, a printer and a gas station, one block farther north leads to the city border and the Royal Port Antiques store, a regional destination, set back from the street and somewhat isolated from other retail shops. Although these businesses are cut off from downtown, the quaintness and historic appeal of the buildings could draw consumers down Market Street and onto Broadway if there were appropriate wayfinding signage and a healthy retail mix present on Broadway.

Physical Characteristics

The physical characteristics of downtown Salem fit nicely with its historic buildings. The sidewalks are brick pavers that line the entirety of Broadway between 5th and 9th Streets. The street lamps that line the street are consistent with the historic atmosphere and are low enough to provide good quality lighting onto the sidewalk without shining into the second floor offices and apartments. The historic signage that is placed around the downtown area, such as at the Friends' Meeting House or at the Fenwick Building, is handsome and consistent; however, for the number of historic locations and sites scattered around downtown Salem there are very few historic markers.

Consistent with much of downtown Salem, these features are generally poorly maintained, contributing to the perception that Broadway is blighted, fatigued and run down. Conditions along Market Street are slightly better, with better-maintained tree planters and more historic signs in better condition. The red brick pavers of the sidewalk are in very good condition, with virtually no broken, cracked or missing bricks. However they are unkempt, and would benefit from being cleaned on a regular basis. The types of trees lining Broadway are a good choice for retail, however they block band or blade signage on some retail storefronts. They, too, are poorly maintained and appear sickly. Since Broadway is a length of State Route 49, there is traffic signage that dots the downtown, and distracts from the historical appeal. Nevertheless, we believe that more historic markers to attract attention to the historic buildings and sites would enhance the appeal of the downtown. Signage in the area should be consistent and present itself in a historic style and manner.

Stores & Business Assessments

In the course of our study, we examined the retail elements present in Salem’s trade area, previously defined as a five-mile radius from the intersection of Broadway and Market Street. Broadway was the primary focus, as it has all the elements necessary to create a traditional Main Street style, walkable retail district. Our study of downtown Salem’s retail corridor included syndicated data regarding businesses and spending within the trade area, as well as a boots-on-the-ground business inventory and a series of merchant interviews. From it, we determined the current retail mix and how it serves Salem and its residents.

Broadway

Broadway between 5th and 9th Streets was the main focus of our research on retail in downtown Salem. This corridor, which intersects with Market Street, has the largest number of retail storefront buildings, the greatest length of uninterrupted street wall, high car traffic counts, and available curbside parking. All these features combine to make it the best location to revitalize with a steady retail recruitment drive.

Current businesses along Broadway do not present a critical mass of retail, to either service local residents or draw shoppers from beyond a quarter mile radius. In addition, there is little in the way of unique or compelling retail offerings to attract the many employees and other potential consumers already traveling to downtown Salem to conduct business with the county or the city courthouse, or traveling through Salem to the shore and other regional destinations. There are few restaurants or neighborhood retail stores to service people who come to the downtown from further than a quarter mile.

As discussed in detail in several other sections throughout this report, there is a large unmet retail demand for everyday commerce offerings within a quarter mile of the Market Street intersection. For instance, the downtown population spends over \$1.4 million per year at grocery stores outside of

Salem, exceeding available supply six fold. They also spend more than a quarter of a million dollars annually at pharmacies and other personal health care stores outside the borders of Salem. Survey respondents listed “poor selection of merchandise/stores offered” as the number one reason for not visiting downtown Salem more often. This emphatically states that the retail stores available to shoppers in downtown Salem are not meeting their wants and needs.

The chart below summarizes the retail storefront categories located on Broadway. Although some of these businesses meet everyday commerce demands, with so few categories available, people do not think of Broadway as the place to go to meet their shopping needs. In addition, there are increasing numbers of businesses that are destination retail locations—such as antique dealers and art galleries. These businesses may struggle since they do not support one another by collaborating to create a destination that shares a pool of customers drawn from a wider radius. Nor have other local businesses—such as restaurants—benefited from these consumers coming from beyond the downtown, since there are not enough stores to keep customers in the downtown and create an overall shopping experience.

| BUSINESS COUNTS BY CATEGORY (downtown Broadway only) | |
|--|---|
| Antiques store | 1 |
| Art gallery | 1 |
| Auto repair / tires | 1 |
| Bakery | 1 |
| Bank / financial institution | 2 |
| Café | 1 |
| Chinese take-out | 1 |
| Dance studio | 1 |
| Diner | 2 |
| Furniture & crafts | 1 |
| Gift shop | 1 |
| Hair salon | 3 |
| Jeweler | 1 |
| Pizzeria | 2 |
| Senior care / hospice services | 1 |
| Thrift / consignment | 1 |
| Used furniture & appliances | 1 |

The lack of everyday commerce and the limited mix of offerings to meet the needs of destination shoppers create a difficult environment for retailing in downtown Salem. They probably do not share from a pool of customers that one business may attract, and others can benefit. Nor do they draw on the large local population whose shopping needs are not being met. Instead, to generate new business they seem to rely on word of mouth from satisfied customers, or they advertise heavily. Given the perception that Salem retailers cannot compete due to its close proximity to Delaware’s tax-free shopping, they may forgo trying to lure local residents because of the entrenched belief that all local business is drawn to the Wal-Mart in Pennsville or Delaware. If retail recruitment were to focus on

everyday commerce and meeting the needs of local residents and workers who are already present in Salem, much could be done to improve the downtown to create the infrastructure and attractions that could make Salem a retail destination.

Market Street

Market Street, to the north of Broadway, possesses fewer retail businesses than Broadway and many fewer of the retail features found on Broadway (such as display windows). Rather, Market Street is dominated on the western side by county businesses and on the eastern by historic buildings housing commercial office space. The few existing retail locations are located toward the edge of downtown proper, past the historical buildings and the residential homes.

This area offers much the same clustering of antiques, crafts and small gifts, as on Broadway. There is one gas station near the border of Salem, along Route 45, as well. Also located here is one of the major destination retailers in Salem—Port Royal Antiques—that draws shoppers into Salem with a large inventory.



Market Street is home to many more residential properties and commercial offices than found along the Broadway retail corridor. The street and sidewalks are narrower, and the buildings do not present the consistent street wall, wide cart-way, or retail display windows present along Broadway, which presents some obstacles to creating a retail corridor. However, given the presence of a destination retailer at one end and the intersection with Broadway at the other, Market Street, with its historic buildings and specialty retail destinations, presents an opportunity to attract foot traffic.

Other Retail Outside of the Downtown

Downtown Broadway has all the elements necessary for a thriving retail district in its historic buildings, consistent street wall and display windows. However, due to the perception of a lack of safety and fatigued appearance, newer retail outside of the downtown shopping area is more effective at capturing shoppers.

Outside of the city of Salem, there is a large shopping center in Pennsville anchored by an older Wal-mart location. A Wal-mart Super Center typically has almost \$100 million in retail sales annually. Wal-mart services forty-six categories. Some examples of these categories include, clothing, housewares, electronics, toys, linens, pharmacy and grocery. Generally speaking, within the categories of retail that Wal-mart provides, they do so more broadly than specialty retailers, as they are a department store. This means that not all retail needs within a specific category may be met by a single Wal-mart.

East along Broadway exists another shopping center which services many of the retail categories not being met in Downtown Salem. Businesses here include a small supermarket, video rental store and pizzeria. Because of its distance from the downtown, it is unlikely that this location is capturing the retail spending of those households without automobiles within a quarter mile of Broadway and Market Streets. The shopping center is set up as strip mall in a large parking lot, making it appealing to automobile traffic, not pedestrians.



Stakeholder Interviews

Stakeholders are individuals with vested interest in the success of Salem’s commerce. A group of 30 stakeholders was identified by the client for interviews with JGSC. The group was comprised of 10 elected and government officials, 2 commercial property owners, 12 members of the Salem Ministerium, 1 corporate CEO, 2 newspaper publishers, and 3 business owners, all with a range of viewpoints. This section summarizes the issues that the various stakeholders found important.

1. Overview of current situation (business relations, government relations, etc.) *(We asked stakeholders for their views of the relationships between the local government, business, and residential sectors of the community.)*

A majority of the stakeholders felt that government had been helpful toward businesses, but not necessarily accessible. The interviewees who found government inaccessible said that there was no consistent process for businesses to follow if they hoped to open in Salem. Instead, businesses had to go to various agencies for approvals. Another stakeholder attributed the inaccessibility to the volume of issues with which local government must deal. In their preoccupation with other issues, the government might come off as unfriendly to business. One stakeholder that did not think that government was business friendly noted that government workers do not patronize local stores. Furthermore, it was mentioned that while Stand Up For Salem (SUFS) is helpful, the government itself had not been. Despite some criticisms, most of the group thought that the government was business-friendly.

The stakeholders also believed that the government was helpful to residents, due to a recent shift in the City Council. The interviewees found the City Council to be more racially diverse and, consequently, do a better job of representing Salem residents.

2. Vision. *(We asked stakeholders what they would envision as the ideal Salem.)*

The interviewees had visions of a downtown that would serve the needs of residents, while still catering to visitors. They said that the residents needed services such as clothing stores, shoe

stores, a grocery store, a gas station, dry cleaners, pharmacies, and various medical professionals. The most desired of those services was another in-town grocery, to compete with the existing grocer. Many residents do not have cars, and it is harder for them to shop at stores that are outside of town. A new senior center has opened on Broadway, which was why various doctors and pharmacies are desired.

Destination stores that the group would like to see included restaurants, antique stores, candy shops, and other various specialty shops.

In order to make it easier for new businesses, the stakeholders suggested that the government and other various committees coalesce, and streamline the requirements for opening a store. Having coordination between various organizations of Salem would also improve communication for the multiple groups in town.

Some interviewees had a vision of more employment in the area that would serve a range of incomes. The stakeholders that hoped for more employment felt that there was a need for more middle class income—since the town was having difficulty sustaining the services required by its large low-income population. Un-/low-skilled employment was also desired, because many Salem residents do not have the ability to attain jobs that require higher education or training.

The group would like to have more public transportation, so that residents can have better access to jobs or shopping.

Other elements of their visions included: more homeownership, increased walkability, and traffic calming.

3. Strengths, Weaknesses, Opportunities, Threats. *(For this four-part question, stakeholders were asked to provide a S. W. O. T analysis of Salem. Strengths are the currently available assets of the community, weaknesses are detriments to revitalization that need to be overcome, opportunities*

are potential strengths that should be capitalized upon, and threats include anything that would prevent a successful revitalization.)

Strengths:

The greatest strength that the stakeholders mentioned was the historic atmosphere; they felt that the many historic buildings provide great potential for heritage tourism. The stakeholders also felt that Salem has a beautiful natural atmosphere that should be taken advantage of, possibly through eco-tourism, and greater water-access.

The County Seat was another major asset listed by most interviewees. Salem is the county seat for Salem County, which the interviewees considered beneficial for the town. Being the county seat brings about 300 county workers to Salem, as well as county residents that must use the court. One stakeholder noted that these people patronize the downtown. A different stakeholder said that being the county seat was advantageous because it is very easy to gain access to County services. County employees shop at local businesses, and the County Seat brings people to the court, increasing foot traffic. The stakeholders noted that county workers frequent the farmers market, and generate a good deal of sales for it.

Individual stakeholders listed multiple other strengths, including: Shore traffic passing through downtown in summertime, Stand Up For Salem (SUFS), residents, employers, affordable property values, redevelopment, public services, location near major areas, the farmers market, and the library were all considered beneficial for the community.

Weaknesses:

The most commonly referenced weakness for Salem was crime or the perception of crime. Some of the group felt that there was a genuine crime problem, while one interviewee felt that it was inflated due to publicity. One stakeholder noted that Pennsville had a similar, if not worse crime problem, but the local newspaper still focused on Salem. Still, most stakeholders felt that there was an actual crime problem that is motivated by drugs, gangs, and unemployment, and this was keeping people from visiting the downtown.

Another weakness of the downtown that the stakeholders referred to was the lack of stores. The interviewees felt that there was nothing in the downtown that attracts people, and that people are forced out of town for basic shopping needs. However, there were stakeholders that felt there was not enough income or population in Salem to support more stores, which is why, one group member said, there are so many businesses that have closed in the past.

Limited public transportation is a weakness since many Salem residents do not own their own transportation. The stakeholders noted that Salem is cut off from major transportation centers, and that without a car; it is difficult to be mobile. Different interviewees provided different solutions to the transportation problem. One stakeholder said retail should be kept within walking distance to cater to those without cars, while another suggested that public transportation should be improved, in order to give residents improved mobility.

Some in the group also said that buildings with poor facades are a weakness of the town.

The last weakness that the stakeholders listed was the lack of tax revenue in Salem. The County buildings, city properties, Salem County College and 36 churches are all tax-exempt, providing Salem with less taxable land, thus increasing the tax burden on the non-exempt properties.

Opportunities:

The stakeholders identified tourism as a major opportunity for Salem in the future. The varieties of tourism that the interviewees would like to see were heritage tourism, due to the historic buildings and antique shops in Salem, and eco-tourism. The group felt that Salem would do well in eco-tourism due to the proximity to the Delaware Bay, marshes and Cape May, which is a destination for bird watching. One stakeholder mentioned that Salem was currently working to exploit tourism.

Real estate was considered an opportunity because the cost of housing was low, and the low costs could attract new residents to Salem. New residents were also considered strength, because people currently moving into the area are more educated and more affluent than current residents.

Individual stakeholders listed potential office space, development of the port facility, expansion of the County College, and internet sales as opportunities.

Threats:

The greatest threats to Salem that the majority of interviewees identified were also mentioned as weaknesses. These threats are high crime levels or the perception of crime; the lack of money; geographic isolation; and unemployment. Individual stakeholders also identified other threats: they noted that it is difficult for retail to start in Salem because of nearby competition. The major competitors that the group labeled were Wal-mart, Delaware, and Maryland. Delaware malls provide Salem residents with tax-free shopping; the Wal-mart provides goods and services that could compete with local retail, and Maryland has popular antique destinations. One stakeholder feared that businesses would also be deterred from locating in Salem because of New Jersey's tax system, which the interviewee said is not business-friendly.

Some stakeholders worried that the current vacancies harm existing businesses. One interviewee complained that land bankers in the area purchase and hold vacant buildings, and then fail to maintain the buildings, or preserve their façades. Another group member was worried that some of the churches in Salem would become vacant, further harming the appearance of Salem.

An individual stakeholder identified walkability as a threat, since Broadway receives such heavy vehicle traffic: any change to support pedestrians might deter these vehicles from traveling through downtown Salem.

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4. Past Experiences. *(Stakeholders were asked to identify previous revitalization efforts that have occurred in the town, and give their opinions of those efforts.)*

The stakeholders were aware of many revitalization efforts that Salem had attempted, and they felt that the most successful undertaking was the Farmer's Market. The Farmer's Market attracted outsiders and County workers, and one stakeholder even mentioned that his customers try to visit his store on a Thursday so they can attend the Farmer's Market as well.

The only successful event that is no longer running is the Fall Antiques Festival. One interviewee noted that it took place four years ago, but no one took the time to organize the Festival for a second time.

Active efforts that the group found helpful were the Main Street program, the Master Redevelopment Plan, the block party, the addition of age-restricted housing, and the historic home tours during the Christmas season.

Revitalization efforts that have failed in Salem include the demolition of the North Bend, which were derelict houses that were replaced with affordable housing that is now a high crime area; streetscape improvements, which were made after most of the stores closed; the Walnut Street Community Center; the Fenwick Plaza real estate development; Campbell Park, a square that has no liveliness or active retail; and "New Market", a closed-off pedestrian area that did not follow through with its original planning.

5. Resources. *(We asked Stakeholders to name resources that the City has that will enable revitalization, or in the alternative, resources that the City will need for revitalization.)*

All of the resources that stakeholders said that Salem already offers were previously mentioned as strengths or opportunities. These resources are the County offices, the waterfront, and the location near major areas.

The interviewees thought that there were many resources that Salem did not have and would need for an effective revitalization. The needs that the stakeholders identified were homeowners, since

renters do not care for their homes or their communities as much as someone who has made a long-term investment; more large employers, in case a large employer like Anchor Glass should leave; affordable housing, which would help alleviate homelessness; more public transportation; grant funding for public safety, since the city does not have much money to add to this; increased communication, so that residents are more aware of local changes; and good businesses that would fill vacancies.

The group had varying opinions about the school system. Some of the stakeholders felt that the school system was terrific, while others felt that the schools are so bad that they may deter potential homeowners that have children. Due to the conflicting opinions, it is not certain if good schools are a resource that is needed, or one that Salem already has. Parking was also an issue in which the interviewees disagreed. Some stakeholders said that there was ample parking while others said that parking must be addressed before there is a downtown revitalization.

Retailer Interviews

In order to gain on-the-ground opinions from local retailers, JGSC Group conducted face-to-face interviews with 12 Salem retailers. All of the merchants were asked the same set of four questions regarding their opinions about doing business in Salem.

These 12 merchants represented a variety of store types, which allowed us to cover a broad swath of retail opinions. They included Bravo Pizza, Broadway Joe's, Gilda's Biscotti, Hitchner's Furniture Store, Salem Oak Antique & Captain Dog Collectibles, Mungioni Bakery, Parker Jewelers, Upholstery by Brian, and others. Their general opinions are expressed below.

1. *What is your view of this area? (Why did you locate here? Is this location meeting your needs and expectations?)*

In general, the merchants seemed to be satisfied with doing business in Salem. Some benefits of Salem that merchants mentioned were the historic buildings, low rent, and the location as the county seat. All of these factors provided the merchants with an incentive to locate in Salem from

which they are benefiting. However, even some merchants that were content with their Salem locations had concerns about with the area. One storeowner was concerned with the security, noting that shoppers did not feel safe in Salem.

All of the merchants that were dissatisfied with Salem had the same complaint: that Salem was experiencing a decline. All of the dissatisfied storeowners had owned storefronts in Salem for many years, and felt that they had seen a visible decline from Salem's heyday. This decline was attributed to other stores such as Wal-mart that the merchants believed sapped business away from the downtown. One of the merchants noted that trying to stay open for weekend and nighttime hours hasn't been helpful for business, since there was no foot traffic, and no other stores were open.

2. *Who are your customers and how do you interact with them? (Advertising, customer tracking, from where do they originate?)*

Half of the merchants that we interviewed sustain their businesses through mostly local shoppers. The merchants that mostly serve Salem residents all have a similar advertising philosophy: that word of mouth is the most effective form of dissemination. While one of the merchants that catered to local shoppers did advertise in the Yellow Book, the majority of their customers were reached by word of mouth.

On contrast, the merchants that attracted customers from outside of Salem were far more reliant upon formal advertising. These merchants attracted customers from up to two-to-four hours away, and it would follow that they need advertising in order to attract these customers. One merchant mentioned having an advertising budget of \$30,000 a year. Some forms of advertising that these storeowners used included the Yellow Book, diner placemats, billboards, trade magazines, local circulars, and direct mailings.

3. *How do you interact with local organizations and government? (Chamber of Commerce, UEZ, BID, Planning Board)*

While none of the merchants had comments regarding local organizations, they did have overwhelmingly positive remarks about the local government. Of our interviewees, there was

only one who had negative remarks about the government in Salem. This particular merchant was annoyed that the local municipality allowed a Family Dollar store to open, which forced a merchant on Broadway to close.

Aside from this complaint, most merchants were pleased with the local government, while some other merchants had no opinion about the question. Stand Up For Salem was specifically commended for doing a good job with the downtown, as was as the local government in general. The merchants seem to feel that the government does a terrific job of meeting the needs of the community.

4. *What are your plans for the future? (Expansion, new locations, new services or products or succession plans)*

Of the 12 storeowners that we interviewed in Salem, only one had plans to close his/her business. Other merchants planned to pass their businesses down, or they had no plans at all. Surprisingly, three of the merchants had plans to open other shops independent of their current store. One merchant hoped to open a “Doo Wop” themed business, another wanted to open a Cajun/Creole restaurant, and the third hoped to open an antiques shop.



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Consumer Survey

JGSC Group deployed a consumer preferences survey for the purposes of measuring who is visiting downtown Salem as well as what shops, stores and other changes they would like to see on Broadway and Market Street. The survey was available online as well as in print, and ran from October of 2007 to February of 2008. More than 550 consumers responded to the survey, resulting in a margin of error of just 4.2%

Over half of all respondents (54 percent) live within the city of Salem’s zip code (08079). In addition, 7 percent came from the zip codes of Quinton (08072), Hancock’s Bridge (08038) and Alloway (08001), (2 percent, 1 percent, and 4 percent, respectively). We determined that 61% percent of all respondents live within a five-mile radius of the intersection of Broadway and Market Street. This radius is determined to be the Primary Trade Area, wherein live the majority of all shoppers who visit Salem city. (See the “Trade Area” section of this report for more detail.) About 10 percent of the respondents live in Pennsville and 5 percent in Woodstown, which are within a ten-mile radius and make up the Secondary Trade Area. The following chart shows home zip codes of survey respondents relative to distance from the intersection of Broadway and Market Street:

| ORIGINATING ZIP CODES | | | | |
|-----------------------|------------|----------|-------|----------|
| ZIP | % OF TOTAL | DISTANCE | CUM% | |
| 08079 | 55.6% | 0.00 | 55.6% | |
| 08072 | 2.2% | 2.66 | 57.8% | |
| 08038 | 1.1% | 3.18 | 59.0% | 5 miles |
| 08001 | 3.9% | 5.71 | 62.9% | |
| 08070 | 10.4% | 7.57 | 73.3% | |
| 08023 | 0.4% | 9.43 | 73.7% | |
| 08098 | 5.8% | 9.74 | 79.5% | 10 miles |
| 19720 | 0.2% | 11.65 | 83.6% | |
| 08323 | 0.2% | 12.62 | 83.8% | |
| 08067 | 1.1% | 13.16 | 84.9% | |
| 19701 | 0.6% | 13.29 | 85.4% | |
| 19801 | 0.2% | 13.99 | 85.4% | |
| 08302 | 2.8% | 14.15 | 88.2% | |
| 08318 | 1.7% | 14.48 | 89.9% | 15 miles |
| 19809 | 0.2% | 15.53 | 90.1% | |
| 08085 | 1.3% | 15.67 | 91.4% | |
| 19702 | 0.2% | 16.09 | 91.6% | |
| 19711 | 0.4% | 18.53 | 92.0% | |
| 08056 | 0.6% | 19.56 | 92.5% | 20 miles |
| 08028 | 0.2% | 20.16 | | |
| 19707 | 0.2% | 20.24 | | |
| 08071 | 0.4% | 21.24 | | |
| 21921 | 0.4% | 21.85 | | |
| 19938 | 0.2% | 21.93 | | |

Key Findings

In order to understand whether revitalization is important to survey respondents, we asked them to rate the various issues and objectives as “very important”, “somewhat important” or “not important”. “Attract new retail businesses” was rated as “very important” by 82% of respondents, more than any other issue listed in this question. “Pursue revitalization of downtown” and “create local job opportunities” were both rated as very important by 80% of all shoppers. “Focus on retention of business” and “promote Salem” were scored as very important by 73% of shoppers and 70%, respectively. These are very strong indicators of support for these improvements.

To determine if there is, in fact, a mandate for change in Salem we asked shoppers if they agreed with the statement that we should “Do nothing. Downtown Salem is fine the way it is.” This question showed that 99% of all shoppers disagree, indicating that there is a clear mandate for change in downtown Salem.

We also asked shoppers to rate which type of retail district they find most appealing, scoring each type from one as most appealing to five as least appealing. “Neighborhood District” and “Shopping District” scored highest, averaging 1.83 and 1.84, respectively. We define “Neighborhood District” as providing the necessary stores and services for the people who live and work in the immediate area, which would include the population of Salem within our Primary Trade Area. As our data shows, that population’s everyday commerce and neighborhood retail needs are not being met by retail stores and services available within downtown Salem. The survey results indicate that there is support among the population for the creation of that type of district.

We define “shopping district” as a shopping and dining destination for locals and visitors with many browse-shopping opportunities. Such a district would service the needs of local residents while also attracting more people from beyond the Primary Trade Area by offering more destination retail and dining choices. The survey results and syndicated data indicate that the first priority for retail recruitment, retail retention and retail ready efforts in Salem should be neighborhood retail that meets the everyday commerce needs of the population of Salem. Once these changes were established, it could be possible to build downtown Salem into a regional shopping and dining destination that draws from a 10-mile radius and beyond.

Our survey data also identified both opportunities and obstacles to this strategy. When asked to identify the best features of downtown Salem, 37 percent of shoppers answered “architecture/history” and 25 percent answered “specific building/location/asset”. Its distinctive architecture is clearly a source of pride to residents and an attraction to visitors of downtown Salem.

When asked to identify the worst features of downtown Salem, the top responses were all related to crime perception issues. In total, 72 percent of respondents named issues related to crime perception as the worst feature of downtown Salem. “Blight/vacancies/run down” topped the list, named by 26 percent of all respondents. “Safety/security” was named by 17 percent, with “loitering” and “aesthetics/appearance” were also named by 15 percent and 14 percent, respectively.

Taken together, this data indicates that while downtown Salem has the “good bones” needed to create a thriving retail district—such as a consistent street wall, appealing architectural features and retail display windows—the issues of safety perception, blight and vacancies need to be addressed to make downtown Salem ready for new retail businesses to move in and to help retain the retail businesses already located there.

Restaurants

Survey respondents indicated broad-based support for new restaurants in downtown Salem. Most said they would like to see more “casual/upscale restaurants”. About 70 percent of shoppers said they would visit downtown Salem more often if it offered more “casual/upscale restaurants” and 38 percent named a casual/upscale restaurant when asked which new restaurants they would like to see in downtown Salem. We define “casual/upscale” restaurants as full service restaurants that offer an American style menu and serve alcoholic beverages. Examples of this category include Applebee’s, Cheesecake Factory, Ruby Tuesday, and TGI Friday’s.

“Ethnic/European Restaurants” was the next most named category, with 34 percent of all shoppers indicating this category of dining they would like to see in Salem. This category is similar to

“casual/upscale”, however with an ethnic theme to the menu in a casual, sit-down dining environment. It could include any number of Latin American themed restaurants as well as various European or Asian themes such as Olive Garden, Chili’s, P.F. Chang’s (not all are franchise chains) and can include any category of ethnic dining, such as Thai, Spanish, Indian, etc.

Other choices for more dining options in downtown Salem include “fast food & carry-out” which 27 percent of shoppers indicated they most wanted to see. This category includes Burger King, Arby’s, Taco Bell and others. “Steakhouse” was named by 23 percent of shoppers as desired dining (e.g., Outback, Charlie Brown’s), while 14 percent named “seafood”.

Stores & Retailers

In addition to restaurants desired, we asked shoppers what types of retail stores they would most like to see in downtown Salem. We frame this question using broad retailing categories rather than specific stores, and examine the responses in the context of our syndicated retail marketplace to determine not only what retail categories are most desired, but also which are the most sustainable within the marketplace.

The most desired category of retail in downtown Salem is “clothing”, with 24 percent of shoppers choosing this category. Examining our syndicated data, we see that within a one-mile radius of Broadway and Market Street, there is unmet demand of \$2 million. There are no men’s or children clothing stores within this radius, and no shoe stores.

Approximately 23 percent of shoppers listed “department stores” as a desired retail category, and an additional 17 percent responded that “discount department stores” are most desired. Examples include Wal-mart, Target and Kohl’s. Looking at the category of “general merchandise stores” within a one-mile radius, we see an unmet demand of over \$2 million.

“Convenience stores” are desired by 13 percent of survey respondents. Currently there are no convenience stores within a one-mile radius of downtown Salem, and our retail marketplace data

indicates that there is nearly half-a-million dollars in annual demand that is not being met in this category.

Roughly 10 percent of shoppers listed each of the following three categories as the most desired retail category: “grocery stores/supermarkets”, “gifts/greeting cards” and “books and magazines”. As discussed elsewhere in this report, these are all categories in which retail spending is leaking out of Salem and there appears to be support for efforts to establish downtown Salem as a shopping and dining destination. It may be worthwhile to pursue a strategy of using the presence of Salem County College as a catalyst to recruit a bookstore to the downtown. In the past, JGSC has been able to take advantage of retail synergies present with a college campus within the study area, by recruiting book and stationary stores. However, as previously mentioned, this should be a longer-term strategy with the immediate focus on neighborhood retail.

Entertainment & Leisure

When asked what types of entertainment and leisure activities respondents wanted, 60 percent indicated a desire to see a movie theater located in downtown Salem, and 31 percent would like to see some form of live entertainment including such attractions as “concert/live band venue”, “nightclubs / comedy Clubs” and “live theater/performing arts”. Only 7 percent of respondents indicated that they felt downtown Salem had enough entertainment options.

Entertainment destinations such as movie theaters, live theater or comedy clubs, in conjunction with dining destinations, could expand Salem’s trade area and attract infrequent shoppers. Infrequent shoppers indicated a preference for movie theaters that is slightly higher than frequent shoppers, 60% compared to 57 percent. They similarly indicated a higher desire for live music, nightclubs and comedy clubs.

Both groups indicated a desire for “arcades, billiards, bowling” with 23 percent saying they would like to see this sort of entertainment present in downtown Salem. Another 12 percent of shoppers answered that they would like to see a “skating (roller/ice/board) facility in downtown Salem as their preferred entertainment destination.

Housing

We asked respondents about housing preferences in the downtown area as well as their desire for and age restricted housing. Regarding their interest in purchasing or renting housing in downtown Salem, respondents could indicate “yes”, “no”, or “maybe”. There some demand for downtown living within the city of Salem. Among frequent visitors there is higher demand for downtown townhouses, condos and rental apartments than with infrequent visitors. About 13 percent of frequent shoppers indicated they would be interested in purchasing a townhouse downtown; 8 percent each indicated an interest in purchasing a condo and renting an apartment.

The “maybe” responses were fairly high for all three options with 18 percent indicating they would consider purchasing a townhouse, 17 percent would consider purchasing a condo and 11 percent would consider renting an apartment. Examining these responses within the context of Salem’s perceived safety and security issues, it becomes clear that before housing can be planned downtown, first Salem must address the perception of crime and a lack of safety. Only 36 percent of shoppers indicated that they felt “very or somewhat secure while shopping/dining in downtown Salem”. In addition 31 percent felt “very insecure” under the same conditions.

There is very little market for age-restricted (55+) housing within downtown Salem. Of all responses, only 1 percent indicated they currently reside in age-restricted housing and only 10 percent indicated that they plan to move into age restricted housing in the future. Although age-restricted housing meets Council on Affordable Housing (COAH) requirements, there does not appear to be a significant market for it in downtown Salem at the present, and Salem may want to examine other COAH categories if there is an affordable housing deficiency.

Visits and Spending

We asked shoppers how often they dine outside of the home in a typical month and the average amount spent per visit. We then asked the same questions regarding dining in downtown Salem. On average, respondents dine out 7.8 times every month, but dine in downtown Salem only 3 times per month.

These numbers change dramatically when we measure them among frequent versus infrequent visitors. Frequent visitors dine out a little less than 10.7 times in a single month, 6.5 of which they dine out in downtown Salem. Infrequent visitors dine out only 5.9 times per month, and only 0.5 of those dining visits are in downtown Salem (one meal every other month).

Respondents indicated that they typically spend \$48 per dining visit, but only \$13 when dining in downtown Salem. This information along with the desire for more casual or upscale dining indicates that Salem could eventually become a dining destination within the area. Clearly, Salem is not capitalizing on the demand within its Primary Trade Area.

We asked similar questions related to shopping in all locations, the Wal-mart in Pennsville, and in Salem. All respondents indicated that they shop in downtown Salem only 1.3 times a month, with frequent visitors indicating that they visit 3 times per month and infrequent shoppers visiting only 1.2 times per year.

On average, shoppers spend \$15 per shopping visit to downtown Salem, while frequent shoppers spend \$24 and infrequent shoppers spend only \$8. As expected, shoppers visit Wal-mart more often than downtown Salem. Even those who identified themselves as frequent shoppers of downtown Salem visit Wal-mart 5.5 times per month.

Compared to consumer spending at the Pennsville Wal-mart, average spending per shopping trip in downtown Salem is very low. All respondents indicated that they spend an average of \$61 dollars per visit to the Wal-mart, with frequent Salem visitors spending \$63 and infrequent visitors spending \$59. This shows that there is a large demand for everyday commerce and neighborhood retail within downtown Salem, and that with the right retail mix, Salem could capture much of the retail spending within the primary trade area that is currently going outside of the trade area to Pennsville's Wal-mart for its everyday shopping needs.

Events and Marketing the Downtown

We measured the likelihood that respondents would visit Salem for a monthly shopping event as well as attendance at events that already take place in Salem. Events, such as the well-established Salem Farmers' Market, can generate trial visits by shoppers who otherwise would not be aware of what retail and dining is available in downtown Salem.

When asked if they would attend an evening event in Salem that took place once a month, 71 percent of frequent visitors indicated that they would, while 60 percent of infrequent shoppers indicated the same. This tells us that people are very willing to visit Salem once a month for the right event and presents an opportunity for local merchants and restaurants to capture new customers. However, it's important that we don't over-sell what Salem currently has to offer. Care should be taken in marketing the downtown and promoting events so that visitors do not form unreasonably high expectations of what they'll find.

Of the events that currently take place in Salem, the Salem Farmers' Market is the most popular, with 80 percent of frequent visitors and 62 percent of infrequent visitors saying that they attend this event (indicating that the Farmers' Market could be a regional draw attracting visitors from beyond the five-mile primary trade area). Market Street Day event is also popular, with 59 percent of frequent visitors and 41 percent of infrequent visitors attending. While not quite as popular as the Farmers' Market, it is still a regional draw beyond the boundaries of the downtown and the city itself. The Yuletide Tour & Festival is popular with frequent visitors (46 percent) but much less so for infrequent Salem visitors (25 percent). Only 7 percent of frequent visitors have not attended any of Salem's downtown events.

We also asked shoppers about where they get their news to determine the best way to market downtown Salem to them. We discovered that the primary source for local news among both frequent and infrequent visitors is the newspaper. Television, as a source of local news and events, was relatively low, with only 26 percent of frequent shoppers indicating it as their primary source of information.

We asked shoppers to indicate which newspaper they read the most. *Today's Sunbeam*, Salem's local paper, is the top newspaper. Among frequent shoppers 78% stated that they read *Today's Sunbeam*

most often. Infrequent shoppers are a slightly more metropolitan group, indicating that while the majority (67 percent) read *Today's Sunbeam* most often, there is a small group of 9 percent that read the *Philadelphia Inquirer* most often.

In the context of this information, we know that events are a good way to generate trial visits to downtown Salem, and bring many of the infrequent shoppers into downtown. In addition, we know that the most effective way to market the downtown to shoppers is through *Today's Sunbeam*. However, as stated previously, expectations must be carefully managed to turn trial visits into repeat visits and infrequent shoppers into frequent shoppers. Other questions in our survey, as well as repeated merchant and stakeholder interviews show that before Salem can proactively market itself to infrequent shoppers, perceptions about crime and security need to be changed.

Summary

The consumer preferences surveys found that there is a consensus for action, and we learned what stores, restaurants, and entertainment are wanted. In addition we discovered people's reasons for not visiting downtown Salem and what they would like to see changed. These results can be part of the effort to formulate a strategy to increase spending and sustainability within Salem's downtown retail economy, as well as indicate how we can attract those people who are not spending their money in downtown Salem. However, keep in mind that all other data (economic, empirical, syndicated, research, etc.) must be considered when developing plans.

14. If the stores and restaurants in downtown Salem stayed open late ONE EVENING EACH MONTH as part of a planned shopping/dining event (such as First Friday or Third Thursday), would you attend? [1] I probably would
[2] Doubt it

15. Please tell us how many times PER MONTH you do each of the following and about how much you spend PER VISIT.

| | TIMES PER MONTH | AVG \$ SPENT PER VISIT |
|--|-----------------|------------------------|
| a. Dine at restaurants/eateries (in all locations) | _____ | _____ |
| b. Dine at restaurants/eateries in downtown Salem | _____ | _____ |
| c. Shop (non-grocery) at stores and businesses in downtown Salem | _____ | _____ |
| d. Shop (non-grocery) at the stores/businesses in the Wal-Mart shopping center in Pennsville | _____ | _____ |

16. Please rate your sense of security...

| | VERY SECURE | SOMEWHAT SECURE | SOMEWHAT INSECURE | VERY INSECURE | N/A |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. in your home neighborhood | <input type="checkbox"/> |
| b. while shopping/dining in downtown Salem | <input type="checkbox"/> |
| c. while shopping/dining at the Wal-Mart shopping center in Pennsville | <input type="checkbox"/> |
| d. while waiting at bus stops in Salem | <input type="checkbox"/> |

17. Which of the following Salem events do you attend? (Select all that apply.)

| | | |
|--|---|---|
| [1] <input type="checkbox"/> Annual Block Party | [4] <input type="checkbox"/> Live Music Thursdays | [7] <input type="checkbox"/> Salem Farmers' Market |
| [2] <input type="checkbox"/> Gospel Fest | [5] <input type="checkbox"/> Market Street Day | [8] <input type="checkbox"/> Yuletide Tour & Festival |
| [3] <input type="checkbox"/> Halloween Costume Contest | [6] <input type="checkbox"/> Salem Arts Festival | Please name another community event you'd like: _____ |

18. If the following types of housing were constructed in downtown Salem, might you have an interest in...

| | YES | MAYBE | NO |
|------------------------------|--------------------------|--------------------------|--------------------------|
| a. purchasing a townhouse? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. purchasing a condominium? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. renting an apartment? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. Do you currently live in age-restricted (55+) housing? [1] Yes [2] No If "NO", do you plan to at some point in the future? [1] Yes [2] No [3] Undecided

20. Which ONE of the following best represents the "ideal" community setting for you? (Please select the ONE that is most appealing.)

| | |
|--|---|
| [1] <input type="checkbox"/> Suburban neighborhood of single-family detached homes | [5] <input type="checkbox"/> Mid-rise condominium in a downtown (town center) |
| [2] <input type="checkbox"/> Suburban neighborhood of townhouses and duplexes | [6] <input type="checkbox"/> Condominium above stores/shops in a vibrant downtown |
| [3] <input type="checkbox"/> Single home in a rural area | [7] <input type="checkbox"/> Age-restricted (55+) suburban housing |
| [4] <input type="checkbox"/> Townhome in a downtown (town center) | [8] <input type="checkbox"/> Age-restricted (55+) housing in a downtown (town center) |

21. How often do you...

| | OFTEN | SOMETIMES | RARELY | NEVER |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. read <i>Today's Sunbeam</i> ? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. read the <i>Vineland Daily Journal</i> ? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. read the <i>Press of Atlantic City</i> ? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. read <i>Main Street Update</i> newsletter? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. watch Channel 2 for public service announcements? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. visit the Salem Main Street website? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

22. Of all the newspapers that you read, which ONE do you read most often?

23. When you listen to the radio, which station do you play most frequently?

24. Which of the following is your PRIMARY source for LOCAL news and events information? (Please check only ONE.)

| | | |
|--|---|--|
| [1] <input type="checkbox"/> Internet | [3] <input type="checkbox"/> Radio | [5] <input type="checkbox"/> Newsletter or other mailed material |
| [2] <input type="checkbox"/> Newspaper | [4] <input type="checkbox"/> Television | |

25. Which of the following represents your age group?
 [1] Under 18 [2] 18 to 24 [3] 25 to 34 [4] 35 to 44 [5] 45 to 54 [6] 55 to 64 [7] 65 or older

26. What is your gender?
 [1] Female [2] Male

27. How many people reside in your home? Adults (18 and older): _____ Children (under 18 years): _____

28. Which of the following best represents your ANNUAL HOUSEHOLD income?

| | | |
|--|--|--|
| <input type="checkbox"/> [1] Less than \$15,000 per year | <input type="checkbox"/> [4] \$35,000 to \$49,999 per year | <input type="checkbox"/> [7] \$100,000 to \$149,999 per year |
| <input type="checkbox"/> [2] \$15,000 to \$24,999 per year | <input type="checkbox"/> [5] \$50,000 to \$74,999 per year | <input type="checkbox"/> [8] \$150,000 to \$249,999 per year |
| <input type="checkbox"/> [3] \$25,000 to \$34,999 per year | <input type="checkbox"/> [6] \$75,000 to \$99,999 per year | <input type="checkbox"/> [9] \$250,000 or more per year |

*Thank you for your interest in the future of Salem!
Your participation will help us better understand how we can make downtown Salem better for everyone.*

TELL US WHAT YOU THINK.

Stand Up for Salem Consumer Preferences Study

As part of a downtown retail recruitment strategy, Stand Up for Salem is conducting a survey of the people who live, work and shop in our area. Our goal is to learn what stores, restaurants and businesses will make our community more appealing for consumers.

Please help us by taking a few minutes to share your opinions. If you live, work, or shop in Salem, we want to hear from you. Thank you.

BEFORE MAILING

FOLD YOUR SURVEY SO THE PANEL TO THE LEFT FACES OUT AND SEAL IT. USE TAPE ONLY, DO NOT STAPLE.

JGSC GROUP, LLC
POST OFFICE BOX 387
COLLINGSWOOD, NJ 08108

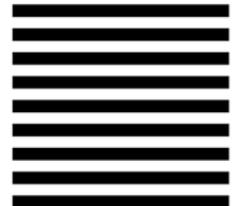


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| Completed Surveys | Count | Margin of |
|---------------------------|-------|-----------|
| | | Error |
| All Responses | 580 | 4.2% |
| Frequent Salem Shoppers | 193 | 7.2% |
| Infrequent Salem Shoppers | 281 | 6.0% |
| Low Income | 135 | 8.6% |
| Middle Income | 193 | 7.2% |
| High Income | 121 | 9.1% |

| Q1. Home zip code | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|-------------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| 08079 - Salem | 57% | 70% | 50% | 70% | 59% | 44% |
| 08070 - Pennsville | 10% | 9% | 10% | 7% | 12% | 8% |
| 08098 - Woodstown / Pilesgrove | 6% | 4% | 7% | 4% | 5% | 9% |
| 08001 - Alloway | 4% | 1% | 6% | 2% | 4% | 3% |
| 08069 - Penns Grove / Carneys Point | 4% | 2% | 5% | 3% | 5% | 3% |
| 08302 - Bridgeton / Seabrook | 3% | 4% | 2% | 2% | 4% | 2% |
| All Others | 17% | 12% | 20% | 13% | 12% | 31% |

| Q2. Work town | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Salem | 37% | 47% | 37% | 31% | 44% | 45% |
| Mannington | 5% | 2% | 6% | 4% | 5% | 5% |
| Carneys Point | 3% | 3% | 3% | 2% | 3% | 4% |
| Pennsville | 2% | 1% | 3% | 3% | 2% | 1% |
| Lower Alloway Creek | 2% | 1% | 2% | 1% | 2% | 3% |
| Woodstown | 1% | 1% | 2% | 1% | 1% | 2% |
| All Others | 50% | 47% | 47% | 59% | 44% | 40% |

| Q2a. Commute method | All Responses |
|---------------------|---------------|
| Bus | 1% |
| Car pool | 3% |
| Drive (alone) | 92% |
| Walk | 3% |
| Other | 2% |

| Q2b. Commute time | All Responses |
|-----------------------------------|---------------|
| Less than 15 minutes round trip | 30% |
| About 15 to 29 minutes round trip | 30% |
| About 30 to 44 minutes round trip | 15% |
| About 45 to 59 minutes round trip | 9% |
| About 60 minutes or more | 16% |

| Q3. How important is it to... | Among All Respondents | | VERY IMPORTANT | | VERY IMPORTANT | | |
|-----------------------------------|-----------------------|--------------------|-------------------|---------------------|----------------|---------------|-------------|
| | Very Important | Somewhat Important | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
| Create local job opportunities | 80% | 17% | 82% | 77% | 87% | 81% | 68% |
| Pursue revitalization of downtown | 80% | 16% | 83% | 79% | 82% | 77% | 86% |
| Pursue redev. of Finlaw bldg. | 41% | 35% | 49% | 36% | 46% | 38% | 41% |
| Attract new retail businesses | 82% | 15% | 82% | 84% | 86% | 80% | 83% |
| Attract more dining to downtown | 63% | 28% | 60% | 66% | 62% | 59% | 71% |
| Focus on retention of businesses | 73% | 24% | 77% | 71% | 71% | 77% | 70% |
| Promote Salem | 70% | 24% | 69% | 70% | 73% | 68% | 72% |
| Create a browsing atmosphere | 69% | 23% | 70% | 68% | 68% | 68% | 72% |
| Provide quick-stop shopping | 49% | 34% | 49% | 48% | 46% | 48% | 51% |
| Improve streetscapes | 56% | 35% | 57% | 54% | 58% | 53% | 59% |
| Improve ped. safety & x-walks | 59% | 33% | 64% | 57% | 67% | 61% | 42% |
| Provide more townhouses | 24% | 36% | 26% | 23% | 29% | 22% | 25% |
| Provide more condos for purchase | 19% | 37% | 23% | 16% | 20% | 19% | 19% |
| Provide more rental apartments | 13% | 26% | 13% | 11% | 26% | 8% | 6% |

| | All Respondents | | DISAGREE | | DISAGREE | | |
|------------------------------|-----------------|----------|-------------------|---------------------|------------|---------------|-------------|
| | Agree | Disagree | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
| Do nothing. It's fine as is. | 1% | 99% | 99% | 98% | 98% | 98% | 100% |



| Q4. Restaurants wanted | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|-----------------------------------|----------------------|--------------------------|----------------------------|-------------------|----------------------|--------------------|
| Casual/Upscale Restaurants | 38% | 38% | 39% | 33% | 38% | 43% |
| Ethnic/European Restaurants | 34% | 33% | 34% | 31% | 32% | 38% |
| Fast Food & Carry-Out | 27% | 33% | 21% | 34% | 27% | 18% |
| Steakhouse | 23% | 22% | 23% | 19% | 28% | 16% |
| Seafood | 14% | 14% | 15% | 17% | 16% | 12% |
| Casual/Family Restaurants | 7% | 8% | 6% | 14% | 4% | 6% |
| Delicatessens, Sandwich Shops | 7% | 7% | 8% | 4% | 6% | 12% |
| Pizzeria | 7% | 4% | 9% | 7% | 7% | 4% |
| Coffee Shops/Cafés | 6% | 7% | 6% | 5% | 7% | 8% |
| Fine Dining | 6% | 5% | 7% | 5% | 6% | 8% |
| Taverns/Brew Pubs/Sports Bars | 6% | 4% | 8% | 5% | 4% | 13% |
| Buffet/Cafeteria Style | 4% | 4% | 3% | 7% | 4% | 0% |
| Donuts, Bagels, Ice Cream, Snacks | 4% | 7% | 2% | 4% | 3% | 6% |
| Have Enough/Don't Want Any | 4% | 2% | 5% | 2% | 4% | 3% |
| Independent Restaurateurs | 4% | 4% | 5% | 6% | 4% | 5% |

| Q5. Stores wanted | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|----------------------|--------------------------|----------------------------|-------------------|----------------------|--------------------|
| Clothing (NEC) | 24% | 25% | 23% | 29% | 25% | 16% |
| Department Stores | 23% | 23% | 23% | 17% | 25% | 23% |
| Discount Department Stores | 17% | 19% | 16% | 13% | 16% | 21% |
| Convenience Stores | 13% | 10% | 15% | 9% | 19% | 10% |
| Grocery Stores/Supermarkets | 11% | 12% | 10% | 13% | 12% | 9% |
| Gifts, Greeting Cards | 11% | 13% | 9% | 15% | 7% | 11% |
| Books, Magazines | 10% | 11% | 9% | 10% | 7% | 16% |
| Footwear | 10% | 14% | 7% | 15% | 10% | 6% |
| Home Improvement & Lumber | 7% | 4% | 7% | 6% | 7% | 6% |
| Hardware, Tools | 6% | 5% | 7% | 3% | 6% | 8% |
| Pharmacy/Drug Store | 6% | 5% | 6% | 6% | 5% | 8% |
| Antiques & Fine Collectibles | 3% | 4% | 2% | 1% | 2% | 5% |
| Art & Craft Supplies | 3% | 3% | 3% | 3% | 3% | 2% |
| Have Enough/Don't Want Any | 3% | 1% | 4% | 2% | 2% | 4% |
| News Dealers/Newsstands | 3% | 3% | 3% | 2% | 3% | 4% |
| Sporting Goods, Camping, Fitness Equipment | 3% | 2% | 4% | 3% | 4% | 2% |
| Variety Store/General Mdse. | 3% | 1% | 4% | 4% | 2% | 1% |

| Q6. Entertainment/leisure wanted | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|----------------------|--------------------------|----------------------------|-------------------|----------------------|--------------------|
| Movie Theater | 60% | 57% | 60% | 62% | 61% | 55% |
| Arcades, Billiards, Bowling | 23% | 26% | 20% | 33% | 21% | 15% |
| Skating (roller/ice/board) Facility | 12% | 13% | 12% | 12% | 12% | 12% |
| Concert/Live Band Venue | 12% | 10% | 14% | 10% | 17% | 9% |
| Nightclubs, Comedy Clubs | 10% | 7% | 12% | 7% | 8% | 16% |
| Live Theater, Performing Arts | 9% | 12% | 6% | 9% | 7% | 12% |
| Have Enough/Don't Want Any | 7% | 4% | 9% | 2% | 8% | 7% |
| Recreation/Community Centers | 7% | 8% | 7% | 8% | 7% | 4% |
| Parks & Playgrounds | 6% | 5% | 6% | 8% | 5% | 5% |
| Sports Center, Batting Cages, Mini Golf, Funplex | 6% | 6% | 6% | 4% | 10% | 4% |
| Taverns/Brew Pubs/Sports Bars | 6% | 7% | 6% | 2% | 7% | 11% |
| Coffee Shops/Cafés | 5% | 4% | 5% | 2% | 3% | 12% |
| Community Activities/Events | 5% | 3% | 6% | 7% | 1% | 6% |
| Other Arts, Entertainment, Amusement | 3% | 4% | 3% | 3% | 4% | 3% |



| | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|----------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Q7. Other changes wanted | | | | | | |
| Safety/Security | 53% | 39% | 61% | 27% | 61% | 60% |
| Blight/Vacancies/Run Down | 24% | 27% | 23% | 26% | 23% | 24% |
| Aesthetics/Appearance | 22% | 23% | 22% | 30% | 15% | 27% |
| Loitering | 13% | 13% | 12% | 8% | 13% | 17% |
| Parking | 13% | 14% | 13% | 19% | 11% | 8% |
| Housing Stock | 12% | 11% | 12% | 10% | 17% | 8% |
| Building Facades/Storefronts | 7% | 8% | 6% | 10% | 5% | 8% |
| Public Amenities/Facilities | 6% | 5% | 7% | 8% | 7% | 2% |
| Retail Mix/Merchandise/District | 6% | 6% | 7% | 6% | 6% | 7% |
| Specific Building/Location/Asset | 4% | 5% | 4% | 5% | 5% | 0% |
| Walkability | 4% | 8% | 2% | 6% | 5% | 2% |

| | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| Q8. Availability of adequate parking | | | | | | |
| Always | 9% | 11% | 7% | 6% | 7% | 14% |
| Usually | 34% | 34% | 34% | 33% | 32% | 38% |
| Sometimes | 30% | 33% | 27% | 36% | 29% | 25% |
| Rarely | 19% | 16% | 22% | 16% | 24% | 16% |
| Never | 9% | 6% | 10% | 9% | 8% | 7% |

| | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| Q9. Main reason for not visiting downtown Salem more often | | | | | | |
| Poor selection of merchandise/stores offered | 32% | 33% | 33% | 36% | 29% | 36% |
| Other (see Q9a for specifics) | 29% | 23% | 33% | 22% | 34% | 30% |
| Too few stores | 25% | 29% | 23% | 31% | 23% | 18% |
| Too few restaurants | 6% | 6% | 5% | 1% | 4% | 11% |
| Inconvenient/uncertain store hours | 3% | 4% | 1% | 1% | 4% | 2% |
| Parking | 3% | 3% | 2% | 4% | 3% | 1% |
| My schedule/time | 2% | 2% | 2% | 4% | 2% | 2% |
| Too far/inconvenient from where I live | 1% | 1% | 1% | 1% | 1% | 1% |

| | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|-------------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Q9a. Specify "OTHER" reason: | | | | | | |
| Crime/Safety | 68% | 70% | 64% | 55% | 70% | 67% |
| Loiterers | 13% | 10% | 16% | 10% | 22% | 3% |
| Nothing there of interest | 10% | 13% | 9% | 21% | 3% | 12% |
| Appearance | 7% | 5% | 8% | 7% | 3% | 15% |
| Drugs | 1% | 0% | 2% | 3% | 0% | 3% |
| No police presence | 1% | 3% | 0% | 3% | 0% | 0% |
| Parking | 1% | 0% | 1% | 0% | 2% | 0% |

| | Among All Respondents | | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|-----------------------|-------|-------------------|---------------------|------------|---------------|-------------|
| | YES | MAYBE | YES | YES | YES | YES | YES |
| Q10. Would shop Salem more often for... | | | | | | | |
| Casual, full-service restaurants | 70% | 24% | 73% | 69% | 71% | 66% | 74% |
| Gifts, greeting cards | 62% | 26% | 71% | 57% | 63% | 59% | 64% |
| Grocery store | 60% | 24% | 67% | 55% | 70% | 57% | 53% |
| Hardware store | 56% | 29% | 61% | 51% | 52% | 57% | 55% |
| Shoes/footwear | 55% | 32% | 62% | 50% | 71% | 53% | 39% |
| Family clothing | 54% | 29% | 62% | 49% | 70% | 52% | 39% |
| Fine dining | 52% | 32% | 60% | 46% | 50% | 48% | 60% |
| Lawn/garden supplies | 50% | 33% | 51% | 49% | 52% | 52% | 45% |
| Drug store/pharmacy | 49% | 29% | 57% | 44% | 59% | 47% | 41% |
| Office supplies, stationery | 42% | 38% | 48% | 38% | 50% | 40% | 34% |
| Housewares, home décor | 41% | 44% | 45% | 38% | 50% | 38% | 37% |



| Q10. Would shop Salem more often for (cont'd)... | Among All Respondents | | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|-----------------------|-------|-------------------|---------------------|------------|---------------|-------------|
| | YES | MAYBE | YES | YES | YES | YES | YES |
| Music CDs, tapes, records | 39% | 36% | 41% | 38% | 52% | 34% | 37% |
| Toys, games, hobbies | 38% | 42% | 40% | 36% | 44% | 36% | 35% |
| Sporting goods | 35% | 38% | 36% | 34% | 42% | 31% | 34% |
| Televisions, radios, electronics | 33% | 41% | 39% | 30% | 47% | 30% | 27% |
| Limited-service, fast food | 32% | 43% | 34% | 30% | 34% | 26% | 38% |
| Household appliances | 29% | 43% | 32% | 26% | 42% | 25% | 21% |
| Jewelry/watches | 28% | 42% | 33% | 24% | 37% | 24% | 23% |
| Consignment, thrift stores | 24% | 37% | 23% | 24% | 33% | 19% | 19% |
| Cosmetics, beauty supplies | 23% | 34% | 27% | 21% | 33% | 20% | 19% |

| Q11. Rate appeal for each type of district (1=Most; 5=Least) | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Neighborhood district | 1.83 | 1.81 | 1.82 | 1.98 | 1.70 | 1.76 |
| Shopping district | 1.84 | 1.75 | 1.89 | 2.02 | 1.76 | 1.77 |
| Entertainment & Leisure district | 2.10 | 2.12 | 2.07 | 2.19 | 1.97 | 2.13 |
| Arts & Culture district | 2.57 | 2.58 | 2.55 | 2.63 | 2.48 | 2.64 |
| Professional & Service district | 2.97 | 2.89 | 3.03 | 2.96 | 2.93 | 2.95 |

| Q12. Best feature of downtown Salem | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|-------------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Architecture/History | 37% | 40% | 35% | 30% | 34% | 48% |
| Specific Building/Location/Asset | 25% | 31% | 23% | 33% | 26% | 15% |
| None/Nothing | 12% | 7% | 14% | 13% | 15% | 5% |
| Aesthetics/Appearance | 4% | 3% | 5% | 8% | 3% | 4% |
| Access/Location/Proximity | 4% | 1% | 6% | 3% | 2% | 6% |
| Atmosphere/Appeal/Attitudes | 3% | 4% | 3% | 2% | 3% | 5% |
| Walkability | 3% | 3% | 2% | 0% | 5% | 3% |
| All Others (12) | 11% | 11% | 11% | 11% | 15% | 14% |

| Q13. Worst feature of downtown Salem | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--------------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Blight/Vacancies/Run Down | 26% | 30% | 24% | 32% | 23% | 25% |
| Safety/Security | 17% | 15% | 17% | 8% | 18% | 22% |
| Loitering | 15% | 14% | 15% | 12% | 16% | 17% |
| Aesthetics/Appearance | 14% | 13% | 15% | 16% | 11% | 15% |
| Specific Building/Location/Asset | 9% | 10% | 7% | 10% | 9% | 3% |
| Retail Mix/Merchandise/District | 6% | 5% | 6% | 5% | 5% | 7% |
| Housing Stock | 4% | 2% | 4% | 2% | 4% | 3% |
| Atmosphere/Appeal/Attitudes | 2% | 3% | 2% | 3% | 3% | 1% |
| Parking | 2% | 2% | 3% | 3% | 2% | 2% |
| Everything | 2% | 2% | 2% | 4% | 1% | 2% |
| All Others (9) | 5% | 4% | 5% | 5% | 6% | 3% |

| Q14. Would attend a one evening per month shopping event | All Responses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Probably would | 65% | 71% | 60% | 72% | 64% | 59% |
| Doubt it | 35% | 29% | 40% | 28% | 36% | 41% |



| Q15. Average number of visits & average expenditure per visit | All | Frequent | Infrequent | All | Frequent | Infrequent |
|---|-----------|----------|------------|-----------|----------|------------|
| | Responses | Shoppers | Shoppers | Responses | Shoppers | Shoppers |
| Dining at any location | 7.8 | 10.7 | 5.9 | \$47.79 | \$39.46 | \$53.88 |
| Dining in downtown Salem | 3.0 | 6.5 | 0.5 | \$13.60 | \$19.02 | \$9.14 |
| Shopping in downtown Salem | 1.3 | 3.0 | 0.2 | \$15.12 | \$23.79 | \$8.19 |
| Shopping at Pennsville Wal-Mart | 4.9 | 5.5 | 4.4 | \$60.91 | \$62.75 | \$58.88 |

| Q15. Average number of visits... (cont'd) | Low | Middle | High | Low | Middle | High |
|---|--------|--------|--------|---------|---------|---------|
| | Income | Income | Income | Income | Income | Income |
| Dining at any location | 6.4 | 7.9 | 9.6 | \$39.90 | \$55.88 | \$43.02 |
| Dining in downtown Salem | 2.9 | 3.1 | 3.1 | \$12.09 | \$13.61 | \$14.69 |
| Shopping in downtown Salem | 1.4 | 1.3 | 1.3 | \$13.92 | \$16.61 | \$15.66 |
| Shopping at Pennsville Wal-Mart | 4.9 | 5.8 | 3.6 | \$58.79 | \$64.42 | \$59.70 |

VERY OR SOMEWHAT SECURE

| Q16. Rate your sense of security... | All | Frequent | Infrequent | Low | Middle | High |
|--|-----------|----------|------------|--------|--------|--------|
| | Responses | Shoppers | Shoppers | Income | Income | Income |
| In your home neighborhood | 80% | 76% | 83% | 74% | 81% | 86% |
| While shopping/dining downtown Salem | 36% | 45% | 30% | 49% | 29% | 34% |
| While shopping at Wal-Mart in Pennsville | 82% | 79% | 84% | 82% | 83% | 81% |
| Waiting at Salem bus stops | 8% | 10% | 7% | 19% | 5% | 3% |

VERY INSECURE

| Q16. Sense of security... (cont'd) | All | Frequent | Infrequent | Low | Middle | High |
|--|-----------|----------|------------|--------|--------|--------|
| | Responses | Shoppers | Shoppers | Income | Income | Income |
| In your home neighborhood | 6% | 5% | 5% | 8% | 6% | 2% |
| While shopping/dining downtown Salem | 31% | 24% | 35% | 23% | 38% | 28% |
| While shopping at Wal-Mart in Pennsville | 2% | 2% | 2% | 2% | 2% | 2% |
| Waiting at Salem bus stops | 31% | 25% | 33% | 25% | 35% | 30% |

| Q17. Which Salem events do you attend? | All | Frequent | Infrequent | Low | Middle | High |
|--|-----------|----------|------------|--------|--------|--------|
| | Responses | Shoppers | Shoppers | Income | Income | Income |
| Halloween Costume Contest | 5% | 8% | 5% | 7% | 7% | 4% |
| Gospel Fest | 5% | 11% | 4% | 13% | 5% | 3% |
| Live Music Thursdays | 8% | 13% | 7% | 8% | 8% | 15% |
| Salem Farmers' Market | 59% | 80% | 62% | 67% | 73% | 69% |
| Annual Block Party | 13% | 22% | 10% | 22% | 12% | 12% |
| Market Street Day | 41% | 59% | 41% | 50% | 49% | 42% |
| Salem Arts Festival | 12% | 19% | 12% | 20% | 13% | 13% |
| Yuletide Tour & Festival | 28% | 46% | 25% | 36% | 36% | 30% |
| None Of The Above | 13% | 7% | 22% | 12% | 16% | 21% |

| Q18. If new housing were built downtown, would you have an interest in... | All Responses | | YES Responses | | | | |
|---|---------------|-------|---------------|------------|--------|--------|--------|
| | YES | MAYBE | Frequent | Infrequent | Low | Middle | High |
| | | | Shoppers | Shoppers | Income | Income | Income |
| purchasing a townhouse | 9% | 18% | 13% | 7% | 16% | 6% | 8% |
| purchasing a condo | 5% | 17% | 8% | 3% | 11% | 4% | 2% |
| renting an apartment | 5% | 11% | 8% | 3% | 15% | 1% | 2% |



| Q19. Currently in age-restricted (55+) housing? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| Yes | 1% | 1% | 1% | 2% | 0% | 0% |
| No | 99% | 99% | 99% | 98% | 100% | 100% |

| Q19a. Planning age-restricted housing? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Yes | 10% | 11% | 10% | 8% | 11% | 14% |
| No | 53% | 51% | 54% | 47% | 56% | 50% |
| Undecided | 37% | 38% | 36% | 45% | 34% | 36% |

| Q20. Which best represents the ideal community setting for you? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| 55+ housing in a town center | 2% | 2% | 3% | 4% | 2% | 2% |
| 55+ suburban housing development | 4% | 4% | 3% | 4% | 4% | 3% |
| Condo above stores/shops in active downtown | 7% | 9% | 6% | 9% | 4% | 9% |
| Mid-rise condo in a downtown | 2% | 2% | 3% | 0% | 4% | 2% |
| Single home in a rural area | 45% | 48% | 45% | 41% | 49% | 45% |
| Suburban neighborhood of single-family homes | 29% | 25% | 32% | 28% | 30% | 29% |
| Suburban neighborhood of townhouses/duplexes | 4% | 4% | 5% | 6% | 3% | 3% |
| Townhome in a downtown | 5% | 6% | 5% | 9% | 3% | 6% |

| Q21. How often do you read <i>Today's Sunbeam</i> ? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| Often | 70% | 72% | 69% | 70.45% | 71.50% | 63.64% |
| Sometimes | 19% | 20% | 18% | 20.45% | 16.58% | 21.49% |
| Rarely | 7% | 6% | 8% | 6.06% | 8.29% | 9.09% |
| Never | 4% | 1% | 5% | 3.03% | 3.63% | 5.79% |

| Q21. ... <i>Vineland Daily Journal</i> ? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Often | 2% | 2% | 2% | 3.94% | 0.53% | 2.54% |
| Sometimes | 5% | 7% | 3% | 4.72% | 6.38% | 1.69% |
| Rarely | 12% | 13% | 12% | 8.66% | 12.23% | 15.25% |
| Never | 82% | 79% | 84% | 82.68% | 80.85% | 80.51% |

| Q21. ... <i>Press of Atlantic City</i> ? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Often | 3% | 2% | 4% | 2.36% | 3.17% | 4.17% |
| Sometimes | 10% | 7% | 11% | 9.45% | 12.17% | 5.00% |
| Rarely | 16% | 21% | 13% | 15.75% | 16.93% | 15.83% |
| Never | 71% | 70% | 72% | 72.44% | 67.72% | 75.00% |

| Q21. ... <i>Main Street Update</i> ? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--------------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Often | 10% | 14% | 7% | 12.10% | 9.95% | 7.56% |
| Sometimes | 18% | 23% | 14% | 14.52% | 15.71% | 23.53% |
| Rarely | 15% | 12% | 17% | 10.48% | 17.28% | 15.97% |
| Never | 57% | 51% | 62% | 62.90% | 57.07% | 52.94% |

| Q21. How often do you watch Channel 2? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Often | 1% | 2% | 0% | 2.34% | 0.52% | 0.83% |
| Sometimes | 5% | 7% | 4% | 6.25% | 5.24% | 4.96% |
| Rarely | 12% | 15% | 11% | 10.16% | 12.57% | 12.40% |
| Never | 81% | 76% | 84% | 81.25% | 81.68% | 81.82% |



| Q21. How often do you visit Main Street's website? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Often | 3% | 5% | 1% | 2% | 5% | 2% |
| Sometimes | 13% | 17% | 10% | 10% | 11% | 19% |
| Rarely | 22% | 23% | 21% | 19% | 22% | 24% |
| Never | 62% | 55% | 68% | 70% | 62% | 55% |

| Q22. Of all newspapers, which do you read most often? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| Today's Sunbeam | 71% | 78% | 67% | 78% | 71% | 65% |
| Philadelphia Inquirer | 6% | 3% | 9% | 5% | 7% | 6% |
| Courier Post | 2% | 3% | 2% | 2% | 1% | 4% |
| Bridgeton Evening News | 2% | 2% | 2% | 1% | 3% | 1% |
| Delaware News Journal | 2% | 1% | 3% | 2% | 1% | 4% |
| USA Today | 2% | 2% | 2% | 2% | 1% | 4% |
| Wilmington News Journal | 2% | 2% | 2% | 0% | 3% | 3% |
| Gloucester County Times | 2% | 1% | 3% | 1% | 1% | 5% |
| New York Times | 2% | 2% | 2% | 1% | 2% | 2% |
| Atlantic City Press | 1% | 1% | 2% | 1% | 2% | 2% |
| Wall Street Journal | 1% | 1% | 1% | 2% | 1% | 2% |
| none | 1% | 1% | 1% | 1% | 2% | 1% |
| All Others (16) | 5% | 4% | 6% | 6% | 6% | 3% |

| Q23. Which radio station do you play most frequently? | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---|---------------|-------------------|---------------------|------------|---------------|-------------|
| 92.5 WXTU | 9% | 10% | 9% | 10% | 8% | 12% |
| 99.5 WJBR | 7% | 8% | 7% | 10% | 5% | 6% |
| 90.9 WHYY | 6% | 7% | 5% | 6% | 1% | 0% |
| 93.3 WMMR | 6% | 4% | 7% | 4% | 6% | 8% |
| 93.7 WSTW | 6% | 4% | 6% | 4% | 7% | 5% |
| 98.1 WOGL | 5% | 6% | 4% | 4% | 7% | 1% |
| 101.1 WBEB | 4% | 4% | 4% | 4% | 6% | 4% |
| 102.9 WMGK | 4% | 3% | 4% | 4% | 4% | 5% |
| 88.5 WXPB | 4% | 2% | 5% | 2% | 5% | 5% |
| AM 1060 KYW | 4% | 6% | 3% | 4% | 2% | 8% |
| 104.5 WRFF | 3% | 4% | 3% | 2% | 4% | 4% |
| 105.3 WDAS | 3% | 4% | 2% | 6% | 2% | 2% |
| All Others (58) | 40% | 39% | 40% | | | |

| Q24. Primary source for LOCAL news & events info | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|--|---------------|-------------------|---------------------|------------|---------------|-------------|
| Newspaper | 61% | 60% | 63% | 60% | 58% | 63% |
| Television | 23% | 26% | 21% | 29% | 23% | 15% |
| Internet | 9% | 8% | 9% | 4% | 11% | 6% |
| Radio | 4% | 4% | 4% | 4% | 3% | 12% |
| Newsletters or other mailed materials | 3% | 3% | 4% | 2% | 4% | 4% |

| Q25. Age group of respondent | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|------------------------------|---------------|-------------------|---------------------|------------|---------------|-------------|
| Under 18 years | 1% | 2% | 0% | 1% | 0% | 2% |
| 18 to 24 years | 4% | 4% | 3% | 7% | 3% | 2% |
| 25 to 34 years | 13% | 13% | 13% | 19% | 13% | 8% |
| 35 to 44 years | 19% | 15% | 23% | 13% | 22% | 22% |
| 45 to 54 years | 30% | 30% | 31% | 21% | 32% | 42% |
| 55 to 64 years | 22% | 24% | 20% | 22% | 21% | 21% |
| 65 years or older | 10% | 11% | 9% | 17% | 8% | 2% |



| Q26. Gender of respondent | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|----------------------------------|----------------------|--------------------------|----------------------------|-------------------|----------------------|--------------------|
| Female | 60% | 66% | 56% | 74% | 52% | 55% |
| Male | 40% | 34% | 44% | 26% | 48% | 45% |

| Q27. People in household | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|---------------------------------|----------------------|--------------------------|----------------------------|-------------------|----------------------|--------------------|
| Adults | 1.6 | 2.0 | 1.9 | 1.8 | 2.2 | 2.1 |
| Children | 0.5 | 0.6 | 0.6 | 1.1 | 0.9 | 0.9 |

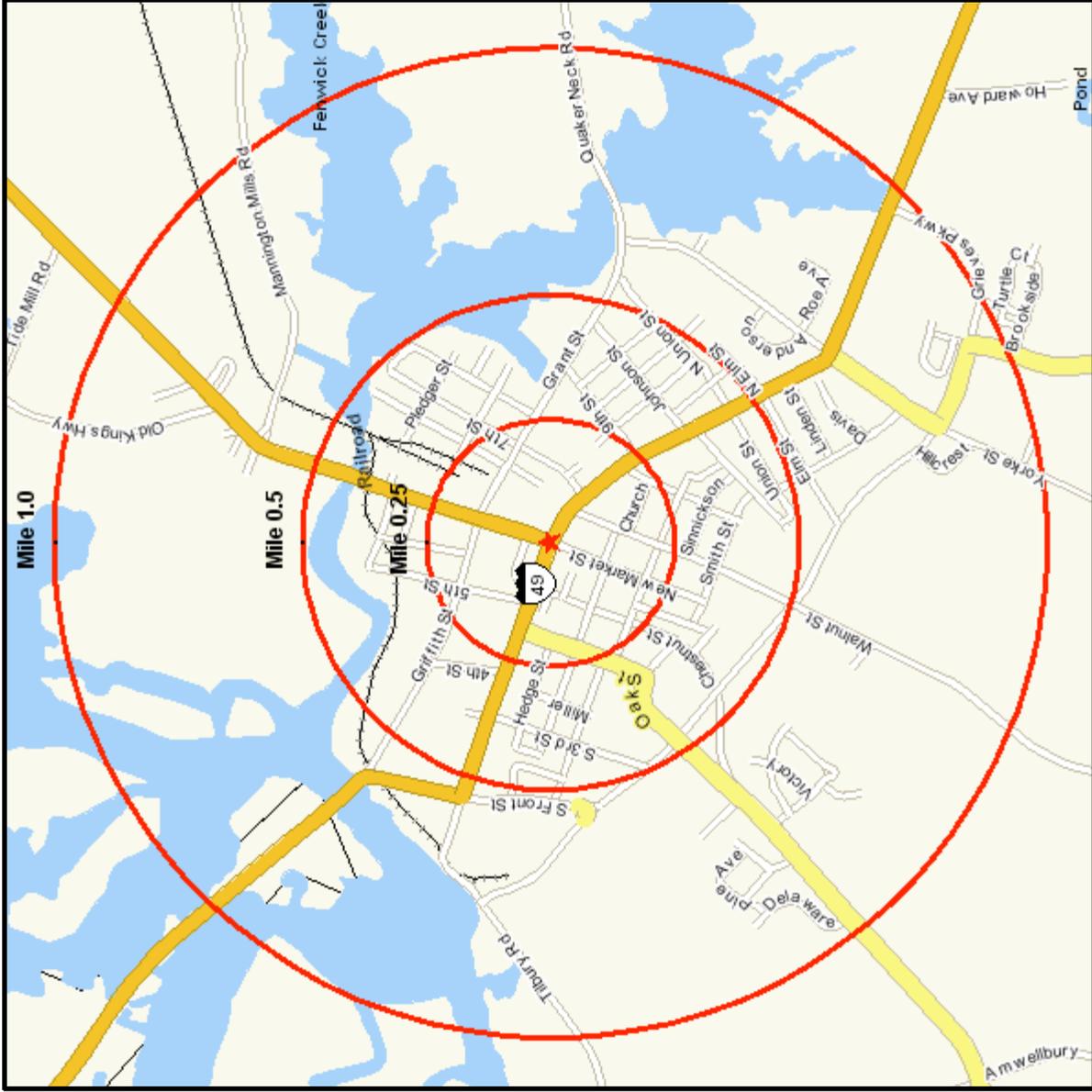
| Q28. Annual household income | All Repsonses | Frequent Shoppers | Infrequent Shoppers | Low Income | Middle Income | High Income |
|-------------------------------------|----------------------|--------------------------|----------------------------|-------------------|----------------------|--------------------|
| Less than \$15,000 per year | 3% | 4% | 3% | 11% | 0% | 0% |
| \$15,000 to \$24,999 per year | 5% | 4% | 6% | 18% | 0% | 0% |
| \$25,000 to \$34,999 per year | 8% | 9% | 8% | 27% | 0% | 0% |
| \$35,000 to \$49,999 per year | 13% | 13% | 13% | 44% | 0% | 0% |
| \$50,000 to \$74,999 per year | 24% | 22% | 26% | 0% | 56% | 0% |
| \$75,000 to \$99,999 per year | 19% | 18% | 19% | 0% | 44% | 0% |
| \$100,000 to \$149,999 per year | 20% | 20% | 20% | 0% | 0% | 73% |
| \$150,000 to \$249,999 per year | 6% | 7% | 5% | 0% | 0% | 21% |
| \$250,000 or more per year | 2% | 3% | 1% | 0% | 0% | 6% |

Area Map

Prepared For: Community Insights™

Order #: 966835904
Site: 01

W BROADWAY AT MARKET ST
SALEM, NJ 08079
Coord: 39.571900, -75.467100
Radius - See Appendix for Details



| | |
|-------------------|---------------------|
| ★ | Point |
| Yellow line | Interstate Highways |
| Orange line | US Highways |
| Light orange line | State Highways |
| Yellow line | Major Highways |
| Yellow line | Major Roads |
| Grey line | Roads |
| Black line | Railroads |
| Green line | Landmarks |
| Light green line | Parks |
| Blue line | Hydrography |
| Light blue line | Airports |
| White box | Zip Code |



Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

W BROADWAY AT MARKET ST
SALEM, NJ 08079
Center Point: 39.571900 -75.467100
Circle/Band: 0.00 - 0.25

Area Name:

Type: Radius 2

Radius Definition:

W BROADWAY AT MARKET ST
SALEM, NJ 08079
Center Point: 39.571900 -75.467100
Circle/Band: 0.00 - 0.50

Area Name:

Type: Radius 3

Radius Definition:

W BROADWAY AT MARKET ST
SALEM, NJ 08079
Center Point: 39.571900 -75.467100
Circle/Band: 0.00 - 1.00

Pop-Facts: Demographic Snapshot 2007 Report

Salem Everyday Commerce

Radius 1: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

Radius 2: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|-------------------|-------------------|---|-------------------|---|-------------------|---|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| Population | | | | | | |
| 2012 Projection | 1,064 | | 3,698 | | 5,191 | |
| 2007 Estimate | 1,075 | | 3,719 | | 5,208 | |
| 2000 Census | 1,094 | | 3,765 | | 5,256 | |
| 1990 Census | 1,281 | | 4,464 | | 6,222 | |
| Growth 2007-2012 | -1.02% | | -0.56% | | -0.33% | |
| Growth 2000-2007 | -1.74% | | -1.22% | | -0.91% | |
| Growth 1990-2000 | -14.60% | | -15.66% | | -15.53% | |

2007 Est. Population by Single Race Classification

| | 1,075 | | 3,719 | | 5,208 | |
|--|-------|-------|-------|-------|-------|-------|
| White Alone | 364 | 33.86 | 1,353 | 36.38 | 1,876 | 36.02 |
| Black or African American Alone | 644 | 59.91 | 2,129 | 57.25 | 3,003 | 57.66 |
| American Indian and Alaska Native Alone | 7 | 0.65 | 25 | 0.67 | 34 | 0.65 |
| Asian Alone | 3 | 0.28 | 13 | 0.35 | 20 | 0.38 |
| Native Hawaiian and Other Pacific Islander Alone | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Some Other Race Alone | 17 | 1.58 | 59 | 1.59 | 80 | 1.54 |
| Two or More Races | 40 | 3.72 | 140 | 3.76 | 196 | 3.76 |

2007 Est. Population Hispanic or Latino by Origin*

| | 1,075 | | 3,719 | | 5,208 | |
|------------------------------|-------|-------|-------|-------|-------|-------|
| Not Hispanic or Latino | 1,013 | 94.23 | 3,496 | 94.00 | 4,898 | 94.05 |
| Hispanic or Latino: | 62 | 5.77 | 223 | 6.00 | 310 | 5.95 |
| Mexican | 7 | 11.29 | 22 | 9.87 | 29 | 9.35 |
| Puerto Rican | 41 | 66.13 | 149 | 66.82 | 206 | 66.45 |
| Cuban | 1 | 1.61 | 6 | 2.69 | 8 | 2.58 |
| All Other Hispanic or Latino | 12 | 19.35 | 48 | 21.52 | 67 | 21.61 |

2007 Est. Hispanic or Latino by Single Race Class.

| | 62 | | 223 | | 310 | |
|--|----|-------|-----|-------|-----|-------|
| White Alone | 20 | 32.26 | 79 | 35.43 | 110 | 35.48 |
| Black or African American Alone | 13 | 20.97 | 43 | 19.28 | 61 | 19.68 |
| American Indian and Alaska Native Alone | 2 | 3.23 | 9 | 4.04 | 13 | 4.19 |
| Asian Alone | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Native Hawaiian and Other Pacific Islander Alone | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Some Other Race Alone | 16 | 25.81 | 55 | 24.66 | 74 | 23.87 |
| Two or More Races | 10 | 16.13 | 37 | 16.59 | 51 | 16.45 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem Everyday Commerce

Radius 1: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

Radius 2: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|---|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Pop. Asian Alone Race by Category* | 3 | | 13 | | 20 | |
| Chinese, except Taiwanese | 2 | 66.67 | 11 | 84.62 | 16 | 80.00 |
| Filipino | 0 | 0.00 | 1 | 7.69 | 2 | 10.00 |
| Japanese | 0 | 0.00 | 1 | 7.69 | 1 | 5.00 |
| Asian Indian | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Korean | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Vietnamese | 0 | 0.00 | 1 | 7.69 | 1 | 5.00 |
| Cambodian | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Hmong | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Laotian | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Thai | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Other Asian | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Two or more Asian categories | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| 2007 Est. Population by Ancestry | 1,075 | | 3,719 | | 5,208 | |
| Pop, Arab | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Czech | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Danish | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Dutch | 13 | 1.21 | 42 | 1.13 | 62 | 1.19 |
| Pop, English | 42 | 3.91 | 166 | 4.46 | 230 | 4.42 |
| Pop, French (except Basque) | 7 | 0.65 | 27 | 0.73 | 39 | 0.75 |
| Pop, French Canadian | 13 | 1.21 | 38 | 1.02 | 49 | 0.94 |
| Pop, German | 53 | 4.93 | 183 | 4.92 | 248 | 4.76 |
| Pop, Greek | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Hungarian | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Irish | 25 | 2.33 | 94 | 2.53 | 131 | 2.52 |
| Pop, Italian | 36 | 3.35 | 127 | 3.41 | 176 | 3.38 |
| Pop, Lithuanian | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, United States or American | 35 | 3.26 | 134 | 3.60 | 189 | 3.63 |
| Pop, Norwegian | 2 | 0.19 | 6 | 0.16 | 8 | 0.15 |
| Pop, Polish | 4 | 0.37 | 16 | 0.43 | 22 | 0.42 |
| Pop, Portuguese | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Russian | 3 | 0.28 | 11 | 0.30 | 15 | 0.29 |
| Pop, Scottish | 7 | 0.65 | 21 | 0.56 | 27 | 0.52 |
| Pop, Scotch-Irish | 1 | 0.09 | 3 | 0.08 | 4 | 0.08 |
| Pop, Slovak | 2 | 0.19 | 5 | 0.13 | 7 | 0.13 |
| Pop, Sub-Saharan African | 7 | 0.65 | 20 | 0.54 | 30 | 0.58 |
| Pop, Swedish | 2 | 0.19 | 8 | 0.22 | 11 | 0.21 |
| Pop, Swiss | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, Ukrainian | 2 | 0.19 | 10 | 0.27 | 14 | 0.27 |
| Pop, Welsh | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Pop, West Indian (exc Hisp groups) | 6 | 0.56 | 19 | 0.51 | 27 | 0.52 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem Everyday Commerce

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Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

| Description | 0.00 - 0.25 miles <i>Radius 1</i> | | 0.00 - 0.50 miles <i>Radius 2</i> | | 0.00 - 1.00 miles <i>Radius 3</i> | |
|--|--------------------------------------|-------|--------------------------------------|-------|--------------------------------------|-------|
| | | % | | % | | % |
| 2007 Est. Population by Ancestry | | | | | | |
| Pop, Other ancestries | 600 | 55.81 | 2,053 | 55.20 | 2,900 | 55.68 |
| Pop, Ancestry Unclassified | 214 | 19.91 | 734 | 19.74 | 1,020 | 19.59 |
| 2007 Est. Pop Age 5+ by Language Spoken At Home | | | | | | |
| Speak Only English at Home | 922 | 93.60 | 3,185 | 93.68 | 4,456 | 93.69 |
| Speak Asian/Pacific Islander Language at Home | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Speak IndoEuropean Language at Home | 14 | 1.42 | 50 | 1.47 | 70 | 1.47 |
| Speak Spanish at Home | 47 | 4.77 | 154 | 4.53 | 215 | 4.52 |
| Speak Other Language at Home | 2 | 0.20 | 11 | 0.32 | 16 | 0.34 |
| 2007 Est. Population by Sex | | | | | | |
| Male | 488 | 45.40 | 1,689 | 45.42 | 2,363 | 45.37 |
| Female | 587 | 54.60 | 2,029 | 54.56 | 2,845 | 54.63 |
| Male/Female Ratio | 0.83 | | 0.83 | | 0.83 | |
| 2007 Est. Population by Age | | | | | | |
| Age 0 - 4 | 90 | 8.37 | 319 | 8.58 | 452 | 8.68 |
| Age 5 - 9 | 89 | 8.28 | 310 | 8.34 | 436 | 8.37 |
| Age 10 - 14 | 94 | 8.74 | 325 | 8.74 | 455 | 8.74 |
| Age 15 - 17 | 50 | 4.65 | 172 | 4.62 | 242 | 4.65 |
| Age 18 - 20 | 45 | 4.19 | 156 | 4.19 | 219 | 4.21 |
| Age 21 - 24 | 55 | 5.12 | 191 | 5.14 | 268 | 5.15 |
| Age 25 - 34 | 145 | 13.49 | 498 | 13.39 | 697 | 13.38 |
| Age 35 - 44 | 130 | 12.09 | 447 | 12.02 | 624 | 11.98 |
| Age 45 - 49 | 69 | 6.42 | 236 | 6.35 | 328 | 6.30 |
| Age 50 - 54 | 63 | 5.86 | 214 | 5.75 | 299 | 5.74 |
| Age 55 - 59 | 60 | 5.58 | 213 | 5.73 | 296 | 5.68 |
| Age 60 - 64 | 48 | 4.47 | 168 | 4.52 | 236 | 4.53 |
| Age 65 - 74 | 62 | 5.77 | 210 | 5.65 | 293 | 5.63 |
| Age 75 - 84 | 54 | 5.02 | 186 | 5.00 | 262 | 5.03 |
| Age 85 and over | 22 | 2.05 | 74 | 1.99 | 102 | 1.96 |
| Age 16 and over | 786 | 73.12 | 2,708 | 72.82 | 3,784 | 72.66 |
| Age 18 and over | 752 | 69.95 | 2,593 | 69.72 | 3,624 | 69.59 |
| Age 21 and over | 708 | 65.86 | 2,437 | 65.53 | 3,405 | 65.38 |
| Age 65 and over | 137 | 12.74 | 470 | 12.64 | 657 | 12.62 |
| 2007 Est. Median Age | | | | | | |
| | 32.91 | | 32.76 | | 32.64 | |
| 2007 Est. Average Age | | | | | | |
| | 35.56 | | 35.41 | | 35.34 | |



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| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|---|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Male Population by Age | 488 | | 1,689 | | 2,363 | |
| Age 0 - 4 | 49 | 10.04 | 173 | 10.24 | 246 | 10.41 |
| Age 5 - 9 | 43 | 8.81 | 148 | 8.76 | 207 | 8.76 |
| Age 10 - 14 | 45 | 9.22 | 155 | 9.18 | 217 | 9.18 |
| Age 15 - 17 | 25 | 5.12 | 86 | 5.09 | 120 | 5.08 |
| Age 18 - 20 | 21 | 4.30 | 71 | 4.20 | 100 | 4.23 |
| Age 21 - 24 | 28 | 5.74 | 98 | 5.80 | 138 | 5.84 |
| Age 25 - 34 | 61 | 12.50 | 207 | 12.26 | 288 | 12.19 |
| Age 35 - 44 | 53 | 10.86 | 185 | 10.95 | 258 | 10.92 |
| Age 45 - 49 | 28 | 5.74 | 96 | 5.68 | 134 | 5.67 |
| Age 50 - 54 | 29 | 5.94 | 97 | 5.74 | 136 | 5.76 |
| Age 55 - 59 | 29 | 5.94 | 101 | 5.98 | 140 | 5.92 |
| Age 60 - 64 | 23 | 4.71 | 79 | 4.68 | 111 | 4.70 |
| Age 65 - 74 | 27 | 5.53 | 92 | 5.45 | 127 | 5.37 |
| Age 75 - 84 | 20 | 4.10 | 71 | 4.20 | 100 | 4.23 |
| Age 85 and over | 9 | 1.84 | 30 | 1.78 | 41 | 1.74 |
| 2007 Est. Median Age, Male | 30.56 | | 30.48 | | 30.33 | |
| 2007 Est. Average Age, Male | 34.07 | | 33.93 | | 33.85 | |
| 2007 Est. Female Population by Age | 587 | | 2,029 | | 2,845 | |
| Age 0 - 4 | 41 | 6.98 | 146 | 7.20 | 206 | 7.24 |
| Age 5 - 9 | 46 | 7.84 | 162 | 7.98 | 228 | 8.01 |
| Age 10 - 14 | 49 | 8.35 | 169 | 8.33 | 238 | 8.37 |
| Age 15 - 17 | 25 | 4.26 | 87 | 4.29 | 122 | 4.29 |
| Age 18 - 20 | 24 | 4.09 | 85 | 4.19 | 119 | 4.18 |
| Age 21 - 24 | 27 | 4.60 | 93 | 4.58 | 130 | 4.57 |
| Age 25 - 34 | 84 | 14.31 | 291 | 14.34 | 409 | 14.38 |
| Age 35 - 44 | 77 | 13.12 | 262 | 12.91 | 365 | 12.83 |
| Age 45 - 49 | 42 | 7.16 | 140 | 6.90 | 194 | 6.82 |
| Age 50 - 54 | 34 | 5.79 | 117 | 5.77 | 163 | 5.73 |
| Age 55 - 59 | 31 | 5.28 | 112 | 5.52 | 157 | 5.52 |
| Age 60 - 64 | 25 | 4.26 | 89 | 4.39 | 125 | 4.39 |
| Age 65 - 74 | 35 | 5.96 | 118 | 5.82 | 166 | 5.83 |
| Age 75 - 84 | 34 | 5.79 | 115 | 5.67 | 162 | 5.69 |
| Age 85 and over | 13 | 2.21 | 44 | 2.17 | 61 | 2.14 |
| 2007 Est. Median Age, Female | 34.65 | | 34.37 | | 34.27 | |
| 2007 Est. Average Age, Female | 36.81 | | 36.64 | | 36.58 | |



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| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|--|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Population Age 15+ by Marital Status* | 802 | | 2,765 | | 3,866 | |
| Total, Never Married | 322 | 40.15 | 1,092 | 39.49 | 1,526 | 39.47 |
| Married, Spouse present | 273 | 34.04 | 951 | 34.39 | 1,326 | 34.30 |
| Married, Spouse absent | 63 | 7.86 | 207 | 7.49 | 289 | 7.48 |
| Widowed | 74 | 9.23 | 272 | 9.84 | 382 | 9.88 |
| Divorced | 71 | 8.85 | 244 | 8.82 | 342 | 8.85 |
| Males, Never Married | 140 | 17.46 | 472 | 17.07 | 656 | 16.97 |
| Previously Married | 39 | 4.86 | 144 | 5.21 | 207 | 5.35 |
| Females, Never Married | 182 | 22.69 | 619 | 22.39 | 870 | 22.50 |
| Previously Married | 106 | 13.22 | 371 | 13.42 | 517 | 13.37 |
| 2007 Est. Pop. Age 25+ by Educational Attainment* | 653 | | 2,246 | | 3,137 | |
| Less than 9th grade | 79 | 12.10 | 260 | 11.58 | 365 | 11.64 |
| Some High School, no diploma | 127 | 19.45 | 443 | 19.72 | 621 | 19.80 |
| High School Graduate (or GED) | 258 | 39.51 | 888 | 39.54 | 1,246 | 39.72 |
| Some College, no degree | 108 | 16.54 | 375 | 16.70 | 517 | 16.48 |
| Associate Degree | 26 | 3.98 | 90 | 4.01 | 125 | 3.98 |
| Bachelor's Degree | 43 | 6.58 | 149 | 6.63 | 204 | 6.50 |
| Master's Degree | 11 | 1.68 | 42 | 1.87 | 59 | 1.88 |
| Professional School Degree | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Doctorate Degree | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Households | | | | | | |
| 2012 Projection | 430 | | 1,488 | | 2,084 | |
| 2007 Estimate | 437 | | 1,502 | | 2,101 | |
| 2000 Census | 448 | | 1,531 | | 2,136 | |
| 1990 Census | 482 | | 1,671 | | 2,340 | |
| Growth 2007-2012 | -1.60% | | -0.93% | | -0.81% | |
| Growth 2000-2007 | -2.46% | | -1.89% | | -1.64% | |
| Growth 1990-2000 | -7.05% | | -8.38% | | -8.72% | |
| 2007 Est. Households by Household Type | 437 | | 1,502 | | 2,101 | |
| Family Households | 265 | 60.64 | 921 | 61.32 | 1,290 | 61.40 |
| Nonfamily Households | 172 | 39.36 | 581 | 38.68 | 810 | 38.55 |
| 2007 Est. Group Quarters Population | 12 | | 37 | | 52 | |
| 2007 Households by Ethnicity, Hispanic/Latino | 18 | 4.12 | 64 | 4.26 | 90 | 4.28 |



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| Description | 0.00 - 0.25 miles Radius 1 % | | 0.00 - 0.50 miles Radius 2 % | | 0.00 - 1.00 miles Radius 3 % | |
|---|---------------------------------|-------|---------------------------------|-------|---------------------------------|-------|
| 2007 Est. Households by Household Income | 437 | | 1,502 | | 2,101 | |
| Income Less than \$15,000 | 119 | 27.23 | 393 | 26.17 | 552 | 26.27 |
| Income \$15,000 - \$24,999 | 72 | 16.48 | 241 | 16.05 | 337 | 16.04 |
| Income \$25,000 - \$34,999 | 59 | 13.50 | 192 | 12.78 | 269 | 12.80 |
| Income \$35,000 - \$49,999 | 65 | 14.87 | 236 | 15.71 | 333 | 15.85 |
| Income \$50,000 - \$74,999 | 59 | 13.50 | 223 | 14.85 | 310 | 14.75 |
| Income \$75,000 - \$99,999 | 32 | 7.32 | 111 | 7.39 | 153 | 7.28 |
| Income \$100,000 - \$149,999 | 24 | 5.49 | 81 | 5.39 | 113 | 5.38 |
| Income \$150,000 - \$249,999 | 5 | 1.14 | 19 | 1.26 | 26 | 1.24 |
| Income \$250,000 - \$499,999 | 2 | 0.46 | 5 | 0.33 | 7 | 0.33 |
| Income \$500,000 and more | 0 | 0.00 | 1 | 0.07 | 1 | 0.05 |
| 2007 Est. Average Household Income | \$41,318 | | \$42,140 | | \$41,854 | |
| 2007 Est. Median Household Income | \$29,667 | | \$31,088 | | \$31,000 | |
| 2007 Est. Per Capita Income | \$17,402 | | \$17,546 | | \$17,373 | |
| 2007 Est. Household Type, Presence Own Children* | 437 | | 1,502 | | 2,101 | |
| Single Male Householder | 60 | 13.73 | 203 | 13.52 | 281 | 13.37 |
| Single Female Householder | 91 | 20.82 | 305 | 20.31 | 426 | 20.28 |
| Married-Couple Family, own children | 44 | 10.07 | 156 | 10.39 | 217 | 10.33 |
| Married-Couple Family, no own children | 76 | 17.39 | 272 | 18.11 | 379 | 18.04 |
| Male Householder, own children | 14 | 3.20 | 46 | 3.06 | 63 | 3.00 |
| Male Householder, no own children | 7 | 1.60 | 27 | 1.80 | 38 | 1.81 |
| Female Householder, own children | 85 | 19.45 | 290 | 19.31 | 409 | 19.47 |
| Female Householder, no own children | 38 | 8.70 | 130 | 8.66 | 184 | 8.76 |
| Nonfamily, Male Householder | 11 | 2.52 | 35 | 2.33 | 49 | 2.33 |
| Nonfamily, Female Householder | 11 | 2.52 | 38 | 2.53 | 54 | 2.57 |
| 2007 Est. Households by Household Size* | 437 | | 1,502 | | 2,101 | |
| 1-person household | 151 | 34.55 | 508 | 33.82 | 707 | 33.65 |
| 2-person household | 121 | 27.69 | 423 | 28.16 | 594 | 28.27 |
| 3-person household | 71 | 16.25 | 246 | 16.38 | 343 | 16.33 |
| 4-person household | 49 | 11.21 | 167 | 11.12 | 232 | 11.04 |
| 5-person household | 25 | 5.72 | 87 | 5.79 | 123 | 5.85 |
| 6-person household | 12 | 2.75 | 43 | 2.86 | 61 | 2.90 |
| 7 or more person household | 8 | 1.83 | 29 | 1.93 | 42 | 2.00 |
| 2007 Est. Average Household Size | 2.43 | | 2.45 | | 2.45 | |



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| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|--|-------------------|---|-------------------|---|-------------------|---|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Households by Presence of People* | 437 | | 1,502 | | 2,101 | |

Households with 1 or more People under Age 18:

| | | | | | | |
|----------------------------------|----|-------|-----|-------|-----|-------|
| Married-Couple Family | 48 | 10.98 | 172 | 11.45 | 240 | 11.42 |
| Other Family, Male Householder | 15 | 3.43 | 50 | 3.33 | 69 | 3.28 |
| Other Family, Female Householder | 98 | 22.43 | 335 | 22.30 | 474 | 22.56 |
| Nonfamily, Male Householder | 1 | 0.23 | 3 | 0.20 | 4 | 0.19 |
| Nonfamily, Female Householder | 0 | 0.00 | 0 | 0.00 | 1 | 0.05 |

Households no People under Age 18:

| | | | | | | |
|----------------------------------|-----|-------|-----|-------|-----|-------|
| Married-Couple Family | 72 | 16.48 | 256 | 17.04 | 356 | 16.94 |
| Other Family, Male Householder | 6 | 1.37 | 23 | 1.53 | 32 | 1.52 |
| Other Family, Female Householder | 25 | 5.72 | 84 | 5.59 | 119 | 5.66 |
| Nonfamily, Male Householder | 70 | 16.02 | 235 | 15.65 | 326 | 15.52 |
| Nonfamily, Female Householder | 102 | 23.34 | 343 | 22.84 | 479 | 22.80 |

2007 Est. Households by Number of Vehicles*

| | | | | | | |
|--------------------|-----|-------|-----|-------|-----|-------|
| No Vehicles | 140 | 32.04 | 473 | 31.49 | 664 | 31.60 |
| 1 Vehicle | 173 | 39.59 | 571 | 38.02 | 798 | 37.98 |
| 2 Vehicles | 100 | 22.88 | 368 | 24.50 | 511 | 24.32 |
| 3 Vehicles | 17 | 3.89 | 65 | 4.33 | 92 | 4.38 |
| 4 Vehicles | 6 | 1.37 | 26 | 1.73 | 36 | 1.71 |
| 5 or more Vehicles | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |

2007 Est. Average Number of Vehicles*

| | | | | | | |
|--|------|--|------|--|------|--|
| | 1.03 | | 1.07 | | 1.07 | |
|--|------|--|------|--|------|--|

Family Households

| | | | | | | |
|------------------|---------|--|---------|--|---------|--|
| 2012 Projection | 260 | | 910 | | 1,278 | |
| 2007 Estimate | 265 | | 921 | | 1,290 | |
| 2000 Census | 272 | | 940 | | 1,314 | |
| 1990 Census | 306 | | 1,085 | | 1,518 | |
| Growth 2007-2012 | -1.89% | | -1.19% | | -0.93% | |
| Growth 2000-2007 | -2.57% | | -2.02% | | -1.83% | |
| Growth 1990-2000 | -11.11% | | -13.36% | | -13.44% | |



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| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|--|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Family Households by Household Income | 265 | | 921 | | 1,290 | |
| Income Less than \$15,000 | 55 | 20.75 | 189 | 20.52 | 265 | 20.54 |
| Income \$15,000 - \$24,999 | 37 | 13.96 | 123 | 13.36 | 173 | 13.41 |
| Income \$25,000 - \$34,999 | 34 | 12.83 | 108 | 11.73 | 153 | 11.86 |
| Income \$35,000 - \$49,999 | 45 | 16.98 | 158 | 17.16 | 225 | 17.44 |
| Income \$50,000 - \$74,999 | 38 | 14.34 | 150 | 16.29 | 209 | 16.20 |
| Income \$75,000 - \$99,999 | 30 | 11.32 | 104 | 11.29 | 143 | 11.09 |
| Income \$100,000 - \$149,999 | 21 | 7.92 | 72 | 7.82 | 98 | 7.60 |
| Income \$150,000 - \$249,999 | 2 | 0.75 | 11 | 1.19 | 15 | 1.16 |
| Income \$250,000 - \$499,999 | 2 | 0.75 | 5 | 0.54 | 7 | 0.54 |
| Income \$500,000 and more | 0 | 0.00 | 1 | 0.11 | 1 | 0.08 |
| 2007 Est. Average Family Household Income | \$48,686 | | \$49,028 | | \$48,548 | |
| 2007 Est. Median Family Household Income | \$37,120 | | \$38,868 | | \$38,584 | |
| 2007 Est. Families by Poverty Status* | 265 | | 921 | | 1,290 | |
| Income At or Above Poverty Level: | | | | | | |
| Married-Couple Family, own children | 47 | 17.74 | 178 | 19.33 | 250 | 19.38 |
| Married-Couple Family, no own children | 59 | 22.26 | 211 | 22.91 | 292 | 22.64 |
| Male Householder, own children | 19 | 7.17 | 66 | 7.17 | 90 | 6.98 |
| Male Householder, no own children | 2 | 0.75 | 7 | 0.76 | 11 | 0.85 |
| Female Householder, own children | 51 | 19.25 | 166 | 18.02 | 235 | 18.22 |
| Female Householder, no own children | 20 | 7.55 | 67 | 7.27 | 95 | 7.36 |
| Income Below Poverty Level: | | | | | | |
| Married-Couple Family, own children | 6 | 2.26 | 18 | 1.95 | 25 | 1.94 |
| Married-Couple Family, no own children | 7 | 2.64 | 22 | 2.39 | 29 | 2.25 |
| Male Householder, own children | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Male Householder, no own children | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Female Householder, own children | 50 | 18.87 | 176 | 19.11 | 246 | 19.07 |
| Female Householder, no own children | 3 | 1.13 | 11 | 1.19 | 16 | 1.24 |
| 2007 Est. Pop Age 16+ by Employment Status* | 786 | | 2,708 | | 3,784 | |
| In Armed Forces | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Civilian - Employed | 387 | 49.24 | 1,344 | 49.63 | 1,873 | 49.50 |
| Civilian - Unemployed | 45 | 5.73 | 144 | 5.32 | 203 | 5.36 |
| Not in Labor Force | 354 | 45.04 | 1,220 | 45.05 | 1,708 | 45.14 |



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| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|---|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Civ Employed Pop 16+ Class of Worker* | 387 | | 1,344 | | 1,873 | |
| For-Profit Private Workers | 278 | 71.83 | 959 | 71.35 | 1,335 | 71.28 |
| Non-Profit Private Workers | 38 | 9.82 | 124 | 9.23 | 174 | 9.29 |
| Local Government Workers | 35 | 9.04 | 136 | 10.12 | 190 | 10.14 |
| State Government Workers | 21 | 5.43 | 69 | 5.13 | 96 | 5.13 |
| Federal Government Workers | 6 | 1.55 | 21 | 1.56 | 31 | 1.66 |
| Self-Emp Workers | 10 | 2.58 | 35 | 2.60 | 47 | 2.51 |
| Unpaid Family Workers | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| 2007 Est. Civ Employed Pop 16+ by Occupation* | 387 | | 1,344 | | 1,873 | |
| Management, Business, and Financial Operations | 22 | 5.68 | 78 | 5.80 | 107 | 5.71 |
| Professional and Related Occupations | 60 | 15.50 | 206 | 15.33 | 286 | 15.27 |
| Service | 79 | 20.41 | 283 | 21.06 | 396 | 21.14 |
| Sales and Office | 92 | 23.77 | 311 | 23.14 | 431 | 23.01 |
| Farming, Fishing, and Forestry | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Construction, Extraction and Maintenance | 38 | 9.82 | 128 | 9.52 | 181 | 9.66 |
| Production, Transportation and Material Moving | 96 | 24.81 | 338 | 25.15 | 472 | 25.20 |
| 2007 Est. Pop 16+ by Occupation Classification* | 387 | | 1,344 | | 1,873 | |
| Blue Collar | 134 | 34.63 | 466 | 34.67 | 653 | 34.86 |
| White Collar | 173 | 44.70 | 595 | 44.27 | 824 | 43.99 |
| Service and Farm | 79 | 20.41 | 283 | 21.06 | 396 | 21.14 |
| 2007 Est. Workers Age 16+, Transportation To Work* | 370 | | 1,287 | | 1,796 | |
| Drove Alone | 248 | 67.03 | 874 | 67.91 | 1,213 | 67.54 |
| Car Pooled | 57 | 15.41 | 186 | 14.45 | 265 | 14.76 |
| Public Transportation | 26 | 7.03 | 86 | 6.68 | 121 | 6.74 |
| Walked | 30 | 8.11 | 103 | 8.00 | 145 | 8.07 |
| Motorcycle | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Bicycle | 2 | 0.54 | 6 | 0.47 | 8 | 0.45 |
| Other Means | 8 | 2.16 | 32 | 2.49 | 44 | 2.45 |
| Worked at Home | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| 2007 Est. Workers Age 16+ by Travel Time to Work* | 370 | | 1,287 | | 1,795 | |
| Less than 15 Minutes | 131 | 35.41 | 463 | 35.98 | 645 | 35.93 |
| 15 - 29 Minutes | 112 | 30.27 | 390 | 30.30 | 541 | 30.14 |
| 30 - 44 Minutes | 89 | 24.05 | 296 | 23.00 | 415 | 23.12 |
| 45 - 59 Minutes | 13 | 3.51 | 49 | 3.81 | 69 | 3.84 |
| 60 or more Minutes | 26 | 7.03 | 89 | 6.92 | 125 | 6.96 |
| 2007 Est. Average Travel Time to Work in Minutes* | 25.27 | | 24.97 | | 25.00 | |



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| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|--|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Tenure of Occupied Housing Units | 437 | | 1,502 | | 2,101 | |
| Owner Occupied | 181 | 41.42 | 642 | 42.74 | 890 | 42.36 |
| Renter Occupied | 256 | 58.58 | 861 | 57.32 | 1,211 | 57.64 |
| 2007 Occ Housing Units, Avg Length of Residence | 11 | | 11 | | 11 | |
| 2007 Est. All Owner-Occupied Housing Values | 181 | | 642 | | 890 | |
| Value Less than \$20,000 | 2 | 1.10 | 5 | 0.78 | 8 | 0.90 |
| Value \$20,000 - \$39,999 | 1 | 0.55 | 5 | 0.78 | 7 | 0.79 |
| Value \$40,000 - \$59,999 | 20 | 11.05 | 68 | 10.59 | 96 | 10.79 |
| Value \$60,000 - \$79,999 | 25 | 13.81 | 89 | 13.86 | 127 | 14.27 |
| Value \$80,000 - \$99,999 | 21 | 11.60 | 69 | 10.75 | 97 | 10.90 |
| Value \$100,000 - \$149,999 | 83 | 45.86 | 303 | 47.20 | 414 | 46.52 |
| Value \$150,000 - \$199,999 | 23 | 12.71 | 79 | 12.31 | 106 | 11.91 |
| Value \$200,000 - \$299,999 | 5 | 2.76 | 18 | 2.80 | 25 | 2.81 |
| Value \$300,000 - \$399,999 | 1 | 0.55 | 6 | 0.93 | 9 | 1.01 |
| Value \$400,000 - \$499,999 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Value \$500,000 - \$749,999 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Value \$750,000 - \$999,999 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Value \$1,000,000 or more | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| 2007 Est. Median All Owner-Occupied Housing Value | \$113,095 | | \$114,062 | | \$113,253 | |
| 2007 Est. Housing Units by Units in Structure* | 522 | | 1,813 | | 2,535 | |
| 1 Unit Attached | 109 | 20.88 | 386 | 21.29 | 533 | 21.03 |
| 1 Unit Detached | 193 | 36.97 | 712 | 39.27 | 998 | 39.37 |
| 2 Units | 75 | 14.37 | 236 | 13.02 | 325 | 12.82 |
| 3 to 19 Units | 121 | 23.18 | 398 | 21.95 | 566 | 22.33 |
| 20 to 49 Units | 9 | 1.72 | 34 | 1.88 | 48 | 1.89 |
| 50 or More Units | 14 | 2.68 | 44 | 2.43 | 59 | 2.33 |
| Mobile Home or Trailer | 1 | 0.19 | 3 | 0.17 | 5 | 0.20 |
| Boat, RV, Van, etc. | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem Everyday Commerce

Radius 1: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

Radius 2: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, aggregate

| Description | 0.00 - 0.25 miles | | 0.00 - 0.50 miles | | 0.00 - 1.00 miles | |
|--|-------------------|-------|-------------------|-------|-------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Housing Units by Year Structure Built | 522 | | 1,813 | | 2,535 | |
| Housing Units Built 1999 to 2007 | 8 | 1.53 | 24 | 1.32 | 37 | 1.46 |
| Housing Unit Built 1995 to 1998 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Housing Unit Built 1990 to 1994 | 4 | 0.77 | 16 | 0.88 | 22 | 0.87 |
| Housing Unit Built 1980 to 1989 | 13 | 2.49 | 44 | 2.43 | 64 | 2.52 |
| Housing Unit Built 1970 to 1979 | 61 | 11.69 | 220 | 12.13 | 316 | 12.47 |
| Housing Unit Built 1960 to 1969 | 41 | 7.85 | 141 | 7.78 | 196 | 7.73 |
| Housing Unit Built 1950 to 1959 | 86 | 16.48 | 293 | 16.16 | 408 | 16.09 |
| Housing Unit Built 1940 to 1949 | 107 | 20.50 | 382 | 21.07 | 529 | 20.87 |
| Housing Unit Built 1939 or Earlier | 203 | 38.89 | 693 | 38.22 | 962 | 37.95 |
| 2007 Est. Median Year Structure Built ** | 1945 | | 1946 | | 1946 | |

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Pop-Facts: Demographic Snapshot 2007 Report

Salem Everyday Commerce

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

| | | | |
|-------------------------|--------------------|-----------|------------|
| W BROADWAY AT MARKET ST | Latitude/Longitude | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Radius | 0.00 | - 0.25 |

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

| | | | |
|-------------------------|--------------------|-----------|------------|
| W BROADWAY AT MARKET ST | Latitude/Longitude | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Radius | 0.00 | - 0.50 |

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

| | | | |
|-------------------------|--------------------|-----------|------------|
| W BROADWAY AT MARKET ST | Latitude/Longitude | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Radius | 0.00 | - 1.00 |

Project Information:

Site: 1

Order Number: 966835904



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 1: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 0.25 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 13,171,827 | 12,042,360 | 1,129,467 |
| Motor Vehicle and Parts Dealers-441 | 2,226,521 | 921,672 | 1,304,849 |
| Automotive Dealers-4411 | 1,924,427 | 0 | 1,924,427 |
| Other Motor Vehicle Dealers-4412 | 127,758 | 0 | 127,758 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 174,336 | 921,672 | (747,336) |
| Furniture and Home Furnishings Stores-442 | 306,764 | 167,529 | 139,235 |
| Furniture Stores-4421 | 173,467 | 111,449 | 62,018 |
| Home Furnishing Stores-4422 | 133,297 | 56,080 | 77,217 |
| Electronics and Appliance Stores-443 | 297,910 | 26,809 | 271,101 |
| Appliances, TVs, Electronics Stores-44311 | 230,477 | 22,833 | 207,644 |
| Household Appliances Stores-443111 | 51,019 | 0 | 51,019 |
| Radio, Television, Electronics Stores-443112 | 179,458 | 22,833 | 156,625 |
| Computer and Software Stores-44312 | 55,080 | 0 | 55,080 |
| Camera and Photographic Equipment Stores-44313 | 12,353 | 3,976 | 8,377 |
| Building Material, Garden Equip Stores -444 | 1,222,910 | 6,678 | 1,216,232 |
| Building Material and Supply Dealers-4441 | 1,106,002 | 6,678 | 1,099,324 |
| Home Centers-44411 | 421,255 | 0 | 421,255 |
| Paint and Wallpaper Stores-44412 | 27,592 | 6,678 | 20,914 |
| Hardware Stores-44413 | 90,879 | 0 | 90,879 |
| Other Building Materials Dealers-44419 | 566,277 | 0 | 566,277 |
| Building Materials, Lumberyards-444191 | 189,280 | 0 | 189,280 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 116,909 | 0 | 116,909 |
| Outdoor Power Equipment Stores-44421 | 17,953 | 0 | 17,953 |
| Nursery and Garden Centers-44422 | 98,955 | 0 | 98,955 |
| Food and Beverage Stores-445 | 1,869,088 | 506,002 | 1,363,086 |
| Grocery Stores-4451 | 1,703,545 | 286,999 | 1,416,546 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 1,620,660 | 286,999 | 1,333,661 |
| Convenience Stores-44512 | 82,885 | 0 | 82,885 |
| Specialty Food Stores-4452 | 61,610 | 0 | 61,610 |
| Beer, Wine and Liquor Stores-4453 | 103,933 | 219,003 | (115,070) |
| Health and Personal Care Stores-446 | 685,298 | 408,038 | 277,260 |
| Pharmancies and Drug Stores-44611 | 590,884 | 408,038 | 182,846 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 24,298 | 0 | 24,298 |
| Optical Goods Stores-44613 | 24,986 | 0 | 24,986 |
| Other Health and Personal Care Stores-44619 | 45,129 | 0 | 45,129 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 1: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 0.25 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 1,495,692 | 6,792,220 | (5,296,528) |
| Gasoline Stations With Conv Stores-44711 | 1,135,017 | 6,792,220 | (5,657,203) |
| Other Gasoline Stations-44719 | 360,675 | 0 | 360,675 |
| Clothing and Clothing Accessories Stores-448 | 621,180 | 254,171 | 367,009 |
| Clothing Stores-4481 | 455,446 | 191,526 | 263,920 |
| Men's Clothing Stores-44811 | 28,975 | 0 | 28,975 |
| Women's Clothing Stores-44812 | 111,534 | 0 | 111,534 |
| Childrens, Infants Clothing Stores-44813 | 34,362 | 0 | 34,362 |
| Family Clothing Stores-44814 | 241,672 | 191,526 | 50,146 |
| Clothing Accessories Stores-44815 | 9,376 | 0 | 9,376 |
| Other Clothing Stores-44819 | 29,527 | 0 | 29,527 |
| Shoe Stores-4482 | 94,039 | 0 | 94,039 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 71,695 | 62,645 | 9,050 |
| Jewelry Stores-44831 | 66,039 | 62,645 | 3,394 |
| Luggage and Leather Goods Stores-44832 | 5,655 | 0 | 5,655 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 206,712 | 12,929 | 193,783 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 145,379 | 12,929 | 132,450 |
| Sporting Goods Stores-45111 | 70,894 | 6,283 | 64,611 |
| Hobby, Toys and Games Stores-45112 | 49,486 | 0 | 49,486 |
| Sew/Needlework/Piece Goods Stores-45113 | 9,917 | 502 | 9,415 |
| Musical Instrument and Supplies Stores-45114 | 15,081 | 6,144 | 8,937 |
| Book, Periodical and Music Stores-4512 | 61,333 | 0 | 61,333 |
| Book Stores and News Dealers-45121 | 38,950 | 0 | 38,950 |
| Book Stores-451211 | 35,880 | 0 | 35,880 |
| News Dealers and Newsstands-451212 | 3,071 | 0 | 3,071 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 22,383 | 0 | 22,383 |
| General Merchandise Stores-452 | 1,662,187 | 1,516,535 | 145,652 |
| Department Stores Excl Leased Depts-4521 | 743,752 | 1,344,214 | (600,462) |
| Other General Merchandise Stores-4529 | 918,435 | 172,320 | 746,115 |
| Warehouse Clubs and Super Stores-45291 | 805,073 | 172,320 | 632,753 |
| All Other General Merchandise Stores-45299 | 113,361 | 0 | 113,361 |
| Miscellaneous Store Retailers-453 | 312,687 | 99,194 | 213,493 |
| Florists-4531 | 23,223 | 0 | 23,223 |
| Office Supplies, Stationery, Gift Stores-4532 | 114,121 | 9,364 | 104,757 |
| Office Supplies and Stationery Stores-45321 | 64,411 | 0 | 64,411 |
| Gift, Novelty and Souvenir Stores-45322 | 49,710 | 9,364 | 40,346 |
| Used Merchandise Stores-4533 | 26,582 | 28,706 | (2,124) |
| Other Miscellaneous Store Retailers-4539 | 148,761 | 61,124 | 87,637 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 1: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 0.25 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 938,997 | 0 | 938,997 |
| Electronic Shopping, Mail-Order Houses-4541 | 525,684 | 0 | 525,684 |
| Vending Machine Operators-4542 | 43,276 | 0 | 43,276 |
| Direct Selling Establishments-4543 | 370,037 | 0 | 370,037 |
| Foodservice and Drinking Places-722 | 1,325,880 | 1,330,584 | (4,704) |
| Full-Service Restaurants-7221 | 597,972 | 879,269 | (281,297) |
| Limited-Service Eating Places-7222 | 568,808 | 431,724 | 137,084 |
| Special Foodservices-7223 | 108,700 | 19,592 | 89,108 |
| Drinking Places -Alcoholic Beverages-7224 | 50,400 | 0 | 50,400 |
| GAFO * | 3,208,874 | 1,987,336 | 1,221,538 |
| General Merchandise Stores-452 | 1,662,187 | 1,516,535 | 145,652 |
| Clothing and Clothing Accessories Stores-448 | 621,180 | 254,171 | 367,009 |
| Furniture and Home Furnishings Stores-442 | 306,764 | 167,529 | 139,235 |
| Electronics and Appliance Stores-443 | 297,910 | 26,809 | 271,101 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 206,712 | 12,929 | 193,783 |
| Office Supplies, Stationery, Gift Stores-4532 | 114,121 | 9,364 | 104,757 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 2: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 0.50 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 46,274,660 | 37,629,003 | 8,645,657 |
| Motor Vehicle and Parts Dealers-441 | 7,893,588 | 2,715,762 | 5,177,826 |
| Automotive Dealers-4411 | 6,823,069 | 0 | 6,823,069 |
| Other Motor Vehicle Dealers-4412 | 451,464 | 0 | 451,464 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 619,055 | 2,715,762 | (2,096,707) |
| Furniture and Home Furnishings Stores-442 | 1,078,218 | 490,989 | 587,229 |
| Furniture Stores-4421 | 609,704 | 326,632 | 283,072 |
| Home Furnishing Stores-4422 | 468,514 | 164,357 | 304,157 |
| Electronics and Appliance Stores-443 | 1,045,482 | 80,777 | 964,705 |
| Appliances, TVs, Electronics Stores-44311 | 807,747 | 66,919 | 740,828 |
| Household Appliances Stores-443111 | 178,555 | 0 | 178,555 |
| Radio, Television, Electronics Stores-443112 | 629,192 | 66,919 | 562,273 |
| Computer and Software Stores-44312 | 194,193 | 0 | 194,193 |
| Camera and Photographic Equipment Stores-44313 | 43,541 | 13,858 | 29,683 |
| Building Material, Garden Equip Stores -444 | 4,303,904 | 19,573 | 4,284,331 |
| Building Material and Supply Dealers-4441 | 3,891,713 | 19,573 | 3,872,140 |
| Home Centers-44411 | 1,484,698 | 0 | 1,484,698 |
| Paint and Wallpaper Stores-44412 | 97,469 | 19,573 | 77,896 |
| Hardware Stores-44413 | 320,137 | 0 | 320,137 |
| Other Building Materials Dealers-44419 | 1,989,410 | 0 | 1,989,410 |
| Building Materials, Lumberyards-444191 | 668,519 | 0 | 668,519 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 412,191 | 0 | 412,191 |
| Outdoor Power Equipment Stores-44421 | 63,798 | 0 | 63,798 |
| Nursery and Garden Centers-44422 | 348,393 | 0 | 348,393 |
| Food and Beverage Stores-445 | 6,516,611 | 1,535,794 | 4,980,817 |
| Grocery Stores-4451 | 5,937,932 | 879,879 | 5,058,053 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 5,647,541 | 879,879 | 4,767,662 |
| Convenience Stores-44512 | 290,391 | 0 | 290,391 |
| Specialty Food Stores-4452 | 214,225 | 0 | 214,225 |
| Beer, Wine and Liquor Stores-4453 | 364,453 | 655,916 | (291,463) |
| Health and Personal Care Stores-446 | 2,380,485 | 1,250,957 | 1,129,528 |
| Pharmancies and Drug Stores-44611 | 2,052,351 | 1,250,957 | 801,394 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 84,214 | 0 | 84,214 |
| Optical Goods Stores-44613 | 87,534 | 0 | 87,534 |
| Other Health and Personal Care Stores-44619 | 156,385 | 0 | 156,385 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 2: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 0.50 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 5,256,249 | 20,633,736 | (15,377,487) |
| Gasoline Stations With Conv Stores-44711 | 3,988,048 | 20,633,736 | (16,645,688) |
| Other Gasoline Stations-44719 | 1,268,201 | 0 | 1,268,201 |
| Clothing and Clothing Accessories Stores-448 | 2,180,554 | 753,377 | 1,427,177 |
| Clothing Stores-4481 | 1,597,456 | 561,321 | 1,036,135 |
| Men's Clothing Stores-44811 | 100,942 | 0 | 100,942 |
| Women's Clothing Stores-44812 | 392,044 | 0 | 392,044 |
| Childrens, Infants Clothing Stores-44813 | 120,715 | 0 | 120,715 |
| Family Clothing Stores-44814 | 847,141 | 561,321 | 285,820 |
| Clothing Accessories Stores-44815 | 33,031 | 0 | 33,031 |
| Other Clothing Stores-44819 | 103,583 | 0 | 103,583 |
| Shoe Stores-4482 | 329,127 | 0 | 329,127 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 253,971 | 192,056 | 61,915 |
| Jewelry Stores-44831 | 233,956 | 192,056 | 41,900 |
| Luggage and Leather Goods Stores-44832 | 20,014 | 0 | 20,014 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 732,882 | 38,171 | 694,711 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 515,236 | 38,171 | 477,065 |
| Sporting Goods Stores-45111 | 250,464 | 18,416 | 232,048 |
| Hobby, Toys and Games Stores-45112 | 176,385 | 0 | 176,385 |
| Sew/Needlework/Piece Goods Stores-45113 | 35,356 | 1,749 | 33,607 |
| Musical Instrument and Supplies Stores-45114 | 53,031 | 18,006 | 35,025 |
| Book, Periodical and Music Stores-4512 | 217,646 | 0 | 217,646 |
| Book Stores and News Dealers-45121 | 138,798 | 0 | 138,798 |
| Book Stores-451211 | 128,002 | 0 | 128,002 |
| News Dealers and Newsstands-451212 | 10,796 | 0 | 10,796 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 78,849 | 0 | 78,849 |
| General Merchandise Stores-452 | 5,826,030 | 4,540,238 | 1,285,792 |
| Department Stores Excl Leased Depts-4521 | 2,609,309 | 3,939,597 | (1,330,288) |
| Other General Merchandise Stores-4529 | 3,216,721 | 600,641 | 2,616,080 |
| Warehouse Clubs and Super Stores-45291 | 2,817,606 | 600,641 | 2,216,965 |
| All Other General Merchandise Stores-45299 | 399,115 | 0 | 399,115 |
| Miscellaneous Store Retailers-453 | 1,108,950 | 338,828 | 770,122 |
| Florists-4531 | 81,700 | 0 | 81,700 |
| Office Supplies, Stationery, Gift Stores-4532 | 407,452 | 27,444 | 380,008 |
| Office Supplies and Stationery Stores-45321 | 229,916 | 0 | 229,916 |
| Gift, Novelty and Souvenir Stores-45322 | 177,536 | 27,444 | 150,092 |
| Used Merchandise Stores-4533 | 94,136 | 92,842 | 1,294 |
| Other Miscellaneous Store Retailers-4539 | 525,663 | 218,541 | 307,122 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 2: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 0.50 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 3,287,132 | 0 | 3,287,132 |
| Electronic Shopping, Mail-Order Houses-4541 | 1,851,330 | 0 | 1,851,330 |
| Vending Machine Operators-4542 | 151,045 | 0 | 151,045 |
| Direct Selling Establishments-4543 | 1,284,757 | 0 | 1,284,757 |
| Foodservice and Drinking Places-722 | 4,664,575 | 5,230,801 | (566,226) |
| Full-Service Restaurants-7221 | 2,104,705 | 3,778,535 | (1,673,830) |
| Limited-Service Eating Places-7222 | 1,998,889 | 1,394,847 | 604,042 |
| Special Foodservices-7223 | 382,068 | 57,419 | 324,649 |
| Drinking Places -Alcoholic Beverages-7224 | 178,913 | 0 | 178,913 |
| GAFO * | 11,270,617 | 5,930,996 | 5,339,621 |
| General Merchandise Stores-452 | 5,826,030 | 4,540,238 | 1,285,792 |
| Clothing and Clothing Accessories Stores-448 | 2,180,554 | 753,377 | 1,427,177 |
| Furniture and Home Furnishings Stores-442 | 1,078,218 | 490,989 | 587,229 |
| Electronics and Appliance Stores-443 | 1,045,482 | 80,777 | 964,705 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 732,882 | 38,171 | 694,711 |
| Office Supplies, Stationery, Gift Stores-4532 | 407,452 | 27,444 | 380,008 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 1.00 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 64,516,363 | 53,680,340 | 10,836,023 |
| Motor Vehicle and Parts Dealers-441 | 11,016,884 | 3,549,636 | 7,467,248 |
| Automotive Dealers-4411 | 9,524,521 | 0 | 9,524,521 |
| Other Motor Vehicle Dealers-4412 | 628,891 | 0 | 628,891 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 863,471 | 3,549,636 | (2,686,165) |
| Furniture and Home Furnishings Stores-442 | 1,498,288 | 628,586 | 869,702 |
| Furniture Stores-4421 | 848,210 | 417,222 | 430,988 |
| Home Furnishing Stores-4422 | 650,078 | 211,364 | 438,714 |
| Electronics and Appliance Stores-443 | 1,455,534 | 104,809 | 1,350,725 |
| Appliances, TVs, Electronics Stores-44311 | 1,124,648 | 85,479 | 1,039,169 |
| Household Appliances Stores-443111 | 248,425 | 0 | 248,425 |
| Radio, Television, Electronics Stores-443112 | 876,223 | 85,479 | 790,744 |
| Computer and Software Stores-44312 | 270,224 | 0 | 270,224 |
| Camera and Photographic Equipment Stores-44313 | 60,662 | 19,330 | 41,332 |
| Building Material, Garden Equip Stores -444 | 5,975,092 | 25,001 | 5,950,091 |
| Building Material and Supply Dealers-4441 | 5,401,578 | 25,001 | 5,376,577 |
| Home Centers-44411 | 2,062,167 | 0 | 2,062,167 |
| Paint and Wallpaper Stores-44412 | 135,524 | 25,001 | 110,523 |
| Hardware Stores-44413 | 445,057 | 0 | 445,057 |
| Other Building Materials Dealers-44419 | 2,758,830 | 0 | 2,758,830 |
| Building Materials, Lumberyards-444191 | 927,151 | 0 | 927,151 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 573,515 | 0 | 573,515 |
| Outdoor Power Equipment Stores-44421 | 88,654 | 0 | 88,654 |
| Nursery and Garden Centers-44422 | 484,861 | 0 | 484,861 |
| Food and Beverage Stores-445 | 9,100,717 | 2,256,127 | 6,844,590 |
| Grocery Stores-4451 | 8,293,134 | 1,338,817 | 6,954,317 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 7,887,854 | 1,338,817 | 6,549,037 |
| Convenience Stores-44512 | 405,281 | 0 | 405,281 |
| Specialty Food Stores-4452 | 299,357 | 0 | 299,357 |
| Beer, Wine and Liquor Stores-4453 | 508,226 | 917,310 | (409,084) |
| Health and Personal Care Stores-446 | 3,321,061 | 1,909,892 | 1,411,169 |
| Pharmacies and Drug Stores-44611 | 2,863,372 | 1,903,447 | 959,925 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 117,497 | 0 | 117,497 |
| Optical Goods Stores-44613 | 121,922 | 6,445 | 115,477 |
| Other Health and Personal Care Stores-44619 | 218,269 | 0 | 218,269 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 1.00 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 7,337,355 | 30,389,896 | (23,052,541) |
| Gasoline Stations With Conv Stores-44711 | 5,566,915 | 30,389,896 | (24,822,981) |
| Other Gasoline Stations-44719 | 1,770,440 | 0 | 1,770,440 |
| Clothing and Clothing Accessories Stores-448 | 3,040,876 | 1,018,350 | 2,022,526 |
| Clothing Stores-4481 | 2,228,796 | 726,120 | 1,502,676 |
| Men's Clothing Stores-44811 | 140,631 | 0 | 140,631 |
| Women's Clothing Stores-44812 | 546,817 | 7,243 | 539,574 |
| Childrens, Infants Clothing Stores-44813 | 169,304 | 0 | 169,304 |
| Family Clothing Stores-44814 | 1,181,631 | 717,001 | 464,630 |
| Clothing Accessories Stores-44815 | 45,967 | 1,875 | 44,092 |
| Other Clothing Stores-44819 | 144,447 | 0 | 144,447 |
| Shoe Stores-4482 | 459,714 | 0 | 459,714 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 352,365 | 292,230 | 60,135 |
| Jewelry Stores-44831 | 324,570 | 292,230 | 32,340 |
| Luggage and Leather Goods Stores-44832 | 27,795 | 0 | 27,795 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 1,020,290 | 48,968 | 971,322 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 717,092 | 48,968 | 668,124 |
| Sporting Goods Stores-45111 | 348,431 | 23,523 | 324,908 |
| Hobby, Toys and Games Stores-45112 | 245,677 | 0 | 245,677 |
| Sew/Needlework/Piece Goods Stores-45113 | 49,120 | 2,445 | 46,675 |
| Musical Instrument and Supplies Stores-45114 | 73,863 | 23,000 | 50,863 |
| Book, Periodical and Music Stores-4512 | 303,198 | 0 | 303,198 |
| Book Stores and News Dealers-45121 | 193,242 | 0 | 193,242 |
| Book Stores-451211 | 178,215 | 0 | 178,215 |
| News Dealers and Newsstands-451212 | 15,027 | 0 | 15,027 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 109,956 | 0 | 109,956 |
| General Merchandise Stores-452 | 8,126,595 | 5,871,764 | 2,254,831 |
| Department Stores Excl Leased Depts-4521 | 3,638,334 | 5,032,227 | (1,393,893) |
| Other General Merchandise Stores-4529 | 4,488,260 | 839,537 | 3,648,723 |
| Warehouse Clubs and Super Stores-45291 | 3,932,355 | 839,537 | 3,092,818 |
| All Other General Merchandise Stores-45299 | 555,905 | 0 | 555,905 |
| Miscellaneous Store Retailers-453 | 1,542,236 | 452,450 | 1,089,786 |
| Florists-4531 | 113,616 | 0 | 113,616 |
| Office Supplies, Stationery, Gift Stores-4532 | 565,687 | 35,056 | 530,631 |
| Office Supplies and Stationery Stores-45321 | 319,169 | 0 | 319,169 |
| Gift, Novelty and Souvenir Stores-45322 | 246,518 | 35,056 | 211,462 |
| Used Merchandise Stores-4533 | 131,000 | 126,492 | 4,508 |
| Other Miscellaneous Store Retailers-4539 | 731,932 | 290,902 | 441,030 |



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Radius 3: W BROADWAY AT MARKET ST, SALEM, NJ 08079, 0.00 - 1.00 Miles, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 4,581,753 | 0 | 4,581,753 |
| Electronic Shopping, Mail-Order Houses-4541 | 2,577,660 | 0 | 2,577,660 |
| Vending Machine Operators-4542 | 210,917 | 0 | 210,917 |
| Direct Selling Establishments-4543 | 1,793,176 | 0 | 1,793,176 |
| Foodservice and Drinking Places-722 | 6,499,683 | 7,424,862 | (925,179) |
| Full-Service Restaurants-7221 | 2,932,323 | 5,272,831 | (2,340,508) |
| Limited-Service Eating Places-7222 | 2,786,173 | 2,067,764 | 718,409 |
| Special Foodservices-7223 | 532,526 | 74,835 | 457,691 |
| Drinking Places -Alcoholic Beverages-7224 | 248,661 | 9,432 | 239,229 |
| GAFO * | 15,707,269 | 7,707,533 | 7,999,736 |
| General Merchandise Stores-452 | 8,126,595 | 5,871,764 | 2,254,831 |
| Clothing and Clothing Accessories Stores-448 | 3,040,876 | 1,018,350 | 2,022,526 |
| Furniture and Home Furnishings Stores-442 | 1,498,288 | 628,586 | 869,702 |
| Electronics and Appliance Stores-443 | 1,455,534 | 104,809 | 1,350,725 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 1,020,290 | 48,968 | 971,322 |
| Office Supplies, Stationery, Gift Stores-4532 | 565,687 | 35,056 | 530,631 |

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



RMP Opportunity Gap - Retail Stores 2007

Salem Everyday Commerce

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

| | | | |
|-------------------------|--------------------|-----------|------------|
| W BROADWAY AT MARKET ST | Latitude/Longitude | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Radius | 0.00 | - 0.25 |

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

| | | | |
|-------------------------|--------------------|-----------|------------|
| W BROADWAY AT MARKET ST | Latitude/Longitude | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Radius | 0.00 | - 0.50 |

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

| | | | |
|-------------------------|--------------------|-----------|------------|
| W BROADWAY AT MARKET ST | Latitude/Longitude | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Radius | 0.00 | - 1.00 |

Project Information:

Site: 1

Order Number: 966835904

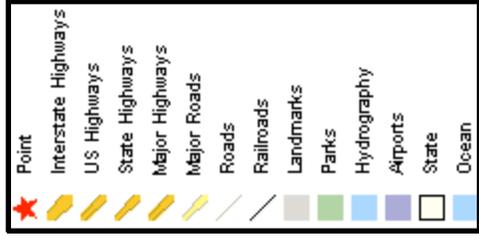
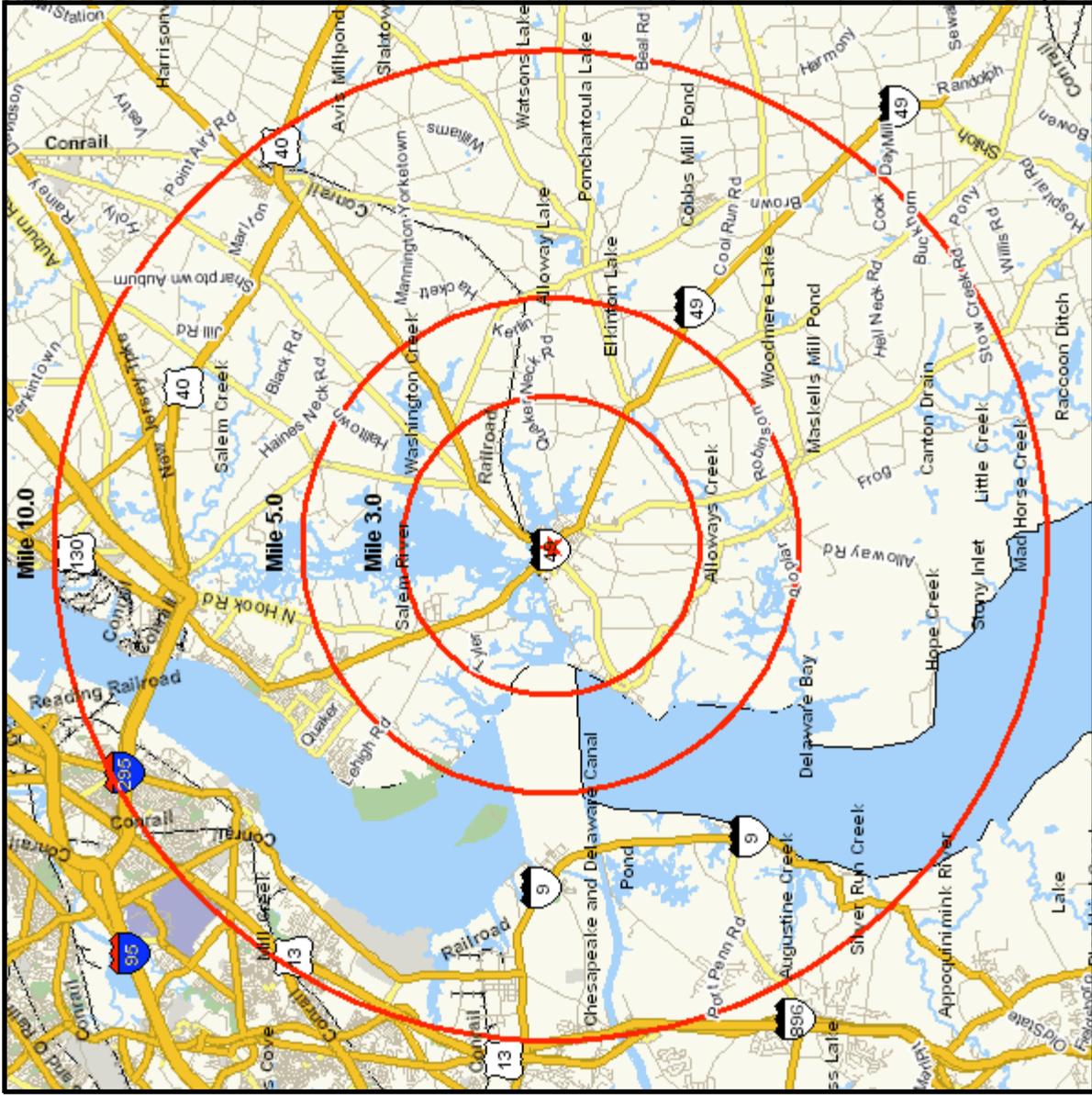


Area Map

Prepared For: Salem City Phase One
 Project Code: Salem City Phase One

Order #: 966297147
 Site: 03

SALEM 3, 5 & 10,
 Coord: 39.571900, -75.467100
 Radius - See Appendix for Details



Area Map

Prepared For: Salem City Phase One
Project Code: Salem City Phase One

Order #: 966297147
Site: 03

Appendix: Area Listing

Area Name: SALEM 3, 5 & 10

Type: Radius 1

Radius Definition:

| | | | |
|-------------------------|---------------|-----------|------------|
| MARKET ST AT E BROADWAY | Center Point: | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Circle/Band: | 0.00 | - 3.00 |

Area Name: SALEM 3, 5 & 10

Type: Radius 2

Radius Definition:

| | | | |
|-------------------------|---------------|-----------|------------|
| MARKET ST AT E BROADWAY | Center Point: | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Circle/Band: | 0.00 | - 5.00 |

Area Name: SALEM 3, 5 & 10

Type: Radius 3

Radius Definition:

| | | | |
|-------------------------|---------------|-----------|------------|
| MARKET ST AT E BROADWAY | Center Point: | 39.571900 | -75.467100 |
| SALEM, NJ 08079 | Circle/Band: | 0.00 | - 10.00 |



Pop-Facts: Demographic Snapshot Report

JGSC Group

Radius 1: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 2: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|---|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| Population | | | | | | |
| 2012 Projection | 8,299 | | 12,615 | | 72,989 | |
| 2007 Estimate | 8,204 | | 12,385 | | 70,340 | |
| 2000 Census | 8,116 | | 12,133 | | 66,623 | |
| 1990 Census | 9,318 | | 13,349 | | 66,174 | |
| Growth 2007-2012 | 1.16% | | 1.86% | | 3.77% | |
| Growth 2000-2007 | 1.08% | | 2.08% | | 5.58% | |
| Growth 1990-2000 | -12.90% | | -9.11% | | 0.68% | |
| 2007 Est. Population by Single Race Classification | | | | | | |
| | 8,204 | | 12,385 | | 70,340 | |
| White Alone | 4,154 | 50.63 | 7,928 | 64.01 | 52,845 | 75.13 |
| Black or African American Alone | 3,627 | 44.21 | 3,888 | 31.39 | 13,673 | 19.44 |
| American Indian and Alaska Native Alone | 45 | 0.55 | 63 | 0.51 | 239 | 0.34 |
| Asian Alone | 35 | 0.43 | 89 | 0.72 | 1,218 | 1.73 |
| Native Hawaiian and Other Pacific Islander Alone | 0 | 0.00 | 0 | 0.00 | 23 | 0.03 |
| Some Other Race Alone | 100 | 1.22 | 126 | 1.02 | 1,230 | 1.75 |
| Two or More Races | 243 | 2.96 | 291 | 2.35 | 1,111 | 1.58 |
| 2007 Est. Population Hispanic or Latino by Origin* | | | | | | |
| | 8,204 | | 12,385 | | 70,340 | |
| Not Hispanic or Latino | 7,826 | 95.39 | 11,925 | 96.29 | 67,007 | 95.26 |
| Hispanic or Latino: | 377 | 4.60 | 460 | 3.71 | 3,333 | 4.74 |
| Mexican | 37 | 9.81 | 51 | 11.09 | 942 | 28.26 |
| Puerto Rican | 243 | 64.46 | 283 | 61.52 | 1,567 | 47.01 |
| Cuban | 12 | 3.18 | 13 | 2.83 | 70 | 2.10 |
| All Other Hispanic or Latino | 85 | 22.55 | 114 | 24.78 | 754 | 22.62 |
| 2007 Est. Hispanic or Latino by Single Race Class. | | | | | | |
| | 377 | | 460 | | 3,333 | |
| White Alone | 132 | 35.01 | 171 | 37.17 | 1,613 | 48.39 |
| Black or African American Alone | 80 | 21.22 | 89 | 19.35 | 264 | 7.92 |
| American Indian and Alaska Native Alone | 15 | 3.98 | 20 | 4.35 | 47 | 1.41 |
| Asian Alone | 0 | 0.00 | 0 | 0.00 | 4 | 0.12 |
| Native Hawaiian and Other Pacific Islander Alone | 0 | 0.00 | 0 | 0.00 | 3 | 0.09 |
| Some Other Race Alone | 89 | 23.61 | 106 | 23.04 | 1,160 | 34.80 |
| Two or More Races | 62 | 16.45 | 74 | 16.09 | 241 | 7.23 |



Pop-Facts: Demographic Snapshot Report

JGSC Group

Radius 1: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

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Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|---|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Pop. Asian Alone Race by Category* | 35 | | 89 | | 1,218 | |
| Chinese, except Taiwanese | 21 | 60.00 | 30 | 33.71 | 146 | 11.99 |
| Filipino | 5 | 14.29 | 14 | 15.73 | 200 | 16.42 |
| Japanese | 1 | 2.86 | 4 | 4.49 | 42 | 3.45 |
| Asian Indian | 2 | 5.71 | 14 | 15.73 | 607 | 49.84 |
| Korean | 4 | 11.43 | 16 | 17.98 | 83 | 6.81 |
| Vietnamese | 1 | 2.86 | 2 | 2.25 | 53 | 4.35 |
| Cambodian | 0 | 0.00 | 0 | 0.00 | 1 | 0.08 |
| Hmong | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Laotian | 0 | 0.00 | 0 | 0.00 | 11 | 0.90 |
| Thai | 0 | 0.00 | 2 | 2.25 | 11 | 0.90 |
| Other Asian | 1 | 2.86 | 7 | 7.87 | 51 | 4.19 |
| Two or more Asian categories | 0 | 0.00 | 0 | 0.00 | 13 | 1.07 |
| 2007 Est. Population by Ancestry | 8,204 | | 12,385 | | 70,340 | |
| Pop, Arab | 3 | 0.04 | 6 | 0.05 | 40 | 0.06 |
| Pop, Czech | 5 | 0.06 | 13 | 0.10 | 124 | 0.18 |
| Pop, Danish | 2 | 0.02 | 9 | 0.07 | 105 | 0.15 |
| Pop, Dutch | 102 | 1.24 | 146 | 1.18 | 600 | 0.85 |
| Pop, English | 507 | 6.18 | 913 | 7.37 | 5,875 | 8.35 |
| Pop, French (except Basque) | 67 | 0.82 | 128 | 1.03 | 679 | 0.97 |
| Pop, French Canadian | 59 | 0.72 | 90 | 0.73 | 381 | 0.54 |
| Pop, German | 576 | 7.02 | 1,170 | 9.45 | 7,346 | 10.44 |
| Pop, Greek | 7 | 0.09 | 25 | 0.20 | 252 | 0.36 |
| Pop, Hungarian | 1 | 0.01 | 9 | 0.07 | 148 | 0.21 |
| Pop, Irish | 420 | 5.12 | 970 | 7.83 | 8,287 | 11.78 |
| Pop, Italian | 327 | 3.99 | 644 | 5.20 | 5,968 | 8.48 |
| Pop, Lithuanian | 1 | 0.01 | 9 | 0.07 | 122 | 0.17 |
| Pop, United States or American | 407 | 4.96 | 741 | 5.98 | 4,159 | 5.91 |
| Pop, Norwegian | 16 | 0.20 | 41 | 0.33 | 149 | 0.21 |
| Pop, Polish | 76 | 0.93 | 192 | 1.55 | 2,102 | 2.99 |
| Pop, Portuguese | 2 | 0.02 | 4 | 0.03 | 95 | 0.14 |
| Pop, Russian | 20 | 0.24 | 30 | 0.24 | 144 | 0.20 |
| Pop, Scottish | 64 | 0.78 | 114 | 0.92 | 713 | 1.01 |
| Pop, Scotch-Irish | 31 | 0.38 | 98 | 0.79 | 611 | 0.87 |
| Pop, Slovak | 9 | 0.11 | 15 | 0.12 | 59 | 0.08 |
| Pop, Sub-Saharan African | 47 | 0.57 | 56 | 0.45 | 650 | 0.92 |
| Pop, Swedish | 46 | 0.56 | 94 | 0.76 | 512 | 0.73 |
| Pop, Swiss | 1 | 0.01 | 11 | 0.09 | 37 | 0.05 |
| Pop, Ukrainian | 24 | 0.29 | 31 | 0.25 | 301 | 0.43 |
| Pop, Welsh | 52 | 0.63 | 113 | 0.91 | 513 | 0.73 |
| Pop, West Indian (exc Hisp groups) | 33 | 0.40 | 34 | 0.27 | 249 | 0.35 |



Pop-Facts: Demographic Snapshot Report

JGSC Group

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Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|--|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Population by Ancestry | | | | | | |
| Pop, Other ancestries | 3,660 | 44.61 | 4,093 | 33.05 | 15,143 | 21.53 |
| Pop, Ancestry Unclassified | 1,640 | 19.99 | 2,586 | 20.88 | 14,976 | 21.29 |
| 2007 Est. Pop Age 5+ by Language Spoken At Home | | | | | | |
| Speak Only English at Home | 7,143 | 94.53 | 10,880 | 94.63 | 61,366 | 92.86 |
| Speak Asian/Pacific Islander Language at Home | 7 | 0.09 | 47 | 0.41 | 478 | 0.72 |
| Speak IndoEuropean Language at Home | 106 | 1.40 | 187 | 1.63 | 1,589 | 2.40 |
| Speak Spanish at Home | 282 | 3.73 | 366 | 3.18 | 2,494 | 3.77 |
| Speak Other Language at Home | 17 | 0.22 | 17 | 0.15 | 157 | 0.24 |
| 2007 Est. Population by Sex | | | | | | |
| Male | 3,813 | 46.48 | 5,855 | 47.27 | 34,176 | 48.59 |
| Female | 4,391 | 53.52 | 6,530 | 52.73 | 36,163 | 51.41 |
| Male/Female Ratio | 0.87 | | 0.90 | | 0.95 | |
| 2007 Est. Population by Age | | | | | | |
| Age 0 - 4 | 648 | 7.90 | 887 | 7.16 | 4,255 | 6.05 |
| Age 5 - 9 | 635 | 7.74 | 881 | 7.11 | 4,245 | 6.03 |
| Age 10 - 14 | 680 | 8.29 | 961 | 7.76 | 4,663 | 6.63 |
| Age 15 - 17 | 376 | 4.58 | 553 | 4.47 | 3,007 | 4.27 |
| Age 18 - 20 | 320 | 3.90 | 470 | 3.79 | 2,544 | 3.62 |
| Age 21 - 24 | 387 | 4.72 | 572 | 4.62 | 3,422 | 4.86 |
| Age 25 - 34 | 1,046 | 12.75 | 1,496 | 12.08 | 8,806 | 12.52 |
| Age 35 - 44 | 1,029 | 12.54 | 1,615 | 13.04 | 9,945 | 14.14 |
| Age 45 - 49 | 552 | 6.73 | 879 | 7.10 | 5,470 | 7.78 |
| Age 50 - 54 | 502 | 6.12 | 811 | 6.55 | 5,149 | 7.32 |
| Age 55 - 59 | 483 | 5.89 | 785 | 6.34 | 4,856 | 6.90 |
| Age 60 - 64 | 398 | 4.85 | 639 | 5.16 | 3,826 | 5.44 |
| Age 65 - 74 | 511 | 6.23 | 854 | 6.90 | 5,141 | 7.31 |
| Age 75 - 84 | 459 | 5.59 | 699 | 5.64 | 3,581 | 5.09 |
| Age 85 and over | 176 | 2.15 | 283 | 2.29 | 1,430 | 2.03 |
| Age 16 and over | 6,121 | 74.61 | 9,479 | 76.54 | 56,146 | 79.82 |
| Age 18 and over | 5,866 | 71.50 | 9,102 | 73.49 | 54,170 | 77.01 |
| Age 21 and over | 5,545 | 67.59 | 8,633 | 69.71 | 51,626 | 73.39 |
| Age 65 and over | 1,147 | 13.98 | 1,837 | 14.83 | 10,152 | 14.43 |
| 2007 Est. Median Age | | | | | | |
| | 35.09 | | 37.31 | | 39.25 | |
| 2007 Est. Average Age | | | | | | |
| | 36.86 | | 38.14 | | 39.27 | |



Pop-Facts: Demographic Snapshot Report

JGSC Group

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Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|---|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Male Population by Age | 3,813 | | 5,855 | | 34,176 | |
| Age 0 - 4 | 349 | 9.15 | 467 | 7.98 | 2,163 | 6.33 |
| Age 5 - 9 | 309 | 8.10 | 433 | 7.40 | 2,167 | 6.34 |
| Age 10 - 14 | 333 | 8.73 | 473 | 8.08 | 2,337 | 6.84 |
| Age 15 - 17 | 181 | 4.75 | 268 | 4.58 | 1,498 | 4.38 |
| Age 18 - 20 | 154 | 4.04 | 226 | 3.86 | 1,337 | 3.91 |
| Age 21 - 24 | 197 | 5.17 | 294 | 5.02 | 1,816 | 5.31 |
| Age 25 - 34 | 450 | 11.80 | 671 | 11.46 | 4,375 | 12.80 |
| Age 35 - 44 | 448 | 11.75 | 748 | 12.78 | 4,831 | 14.14 |
| Age 45 - 49 | 242 | 6.35 | 413 | 7.05 | 2,659 | 7.78 |
| Age 50 - 54 | 241 | 6.32 | 393 | 6.71 | 2,473 | 7.24 |
| Age 55 - 59 | 231 | 6.06 | 375 | 6.40 | 2,336 | 6.84 |
| Age 60 - 64 | 184 | 4.83 | 303 | 5.18 | 1,840 | 5.38 |
| Age 65 - 74 | 232 | 6.08 | 397 | 6.78 | 2,375 | 6.95 |
| Age 75 - 84 | 187 | 4.90 | 286 | 4.88 | 1,451 | 4.25 |
| Age 85 and over | 74 | 1.94 | 108 | 1.84 | 517 | 1.51 |
| 2007 Est. Median Age, Male | 33.50 | | 36.28 | | 37.89 | |
| 2007 Est. Average Age, Male | 35.69 | | 37.07 | | 38.07 | |
| 2007 Est. Female Population by Age | 4,391 | | 6,530 | | 36,163 | |
| Age 0 - 4 | 300 | 6.83 | 420 | 6.43 | 2,091 | 5.78 |
| Age 5 - 9 | 325 | 7.40 | 448 | 6.86 | 2,077 | 5.74 |
| Age 10 - 14 | 346 | 7.88 | 488 | 7.47 | 2,326 | 6.43 |
| Age 15 - 17 | 194 | 4.42 | 285 | 4.36 | 1,509 | 4.17 |
| Age 18 - 20 | 166 | 3.78 | 243 | 3.72 | 1,207 | 3.34 |
| Age 21 - 24 | 190 | 4.33 | 277 | 4.24 | 1,606 | 4.44 |
| Age 25 - 34 | 596 | 13.57 | 825 | 12.63 | 4,432 | 12.26 |
| Age 35 - 44 | 581 | 13.23 | 867 | 13.28 | 5,114 | 14.14 |
| Age 45 - 49 | 310 | 7.06 | 466 | 7.14 | 2,811 | 7.77 |
| Age 50 - 54 | 261 | 5.94 | 417 | 6.39 | 2,676 | 7.40 |
| Age 55 - 59 | 253 | 5.76 | 410 | 6.28 | 2,519 | 6.97 |
| Age 60 - 64 | 214 | 4.87 | 337 | 5.16 | 1,986 | 5.49 |
| Age 65 - 74 | 279 | 6.35 | 457 | 7.00 | 2,766 | 7.65 |
| Age 75 - 84 | 272 | 6.19 | 414 | 6.34 | 2,130 | 5.89 |
| Age 85 and over | 102 | 2.32 | 176 | 2.70 | 914 | 2.53 |
| 2007 Est. Median Age, Female | 36.34 | | 38.22 | | 40.54 | |
| 2007 Est. Average Age, Female | 37.88 | | 39.11 | | 40.41 | |



Pop-Facts: Demographic Snapshot Report

JGSC Group

Radius 1: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 2: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|--|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Population Age 15+ by Marital Status* | 6,241 | | 9,655 | | 57,177 | |
| Total, Never Married | 2,140 | 34.29 | 2,892 | 29.95 | 14,868 | 26.00 |
| Married, Spouse present | 2,540 | 40.70 | 4,463 | 46.22 | 30,099 | 52.64 |
| Married, Spouse absent | 406 | 6.51 | 597 | 6.18 | 2,524 | 4.41 |
| Widowed | 588 | 9.42 | 860 | 8.91 | 4,610 | 8.06 |
| Divorced | 567 | 9.09 | 843 | 8.73 | 5,076 | 8.88 |
| Males, Never Married | 955 | 15.30 | 1,387 | 14.37 | 7,889 | 13.80 |
| Previously Married | 496 | 7.95 | 716 | 7.42 | 3,633 | 6.35 |
| Females, Never Married | 1,185 | 18.99 | 1,505 | 15.59 | 6,978 | 12.20 |
| Previously Married | 947 | 15.17 | 1,339 | 13.87 | 7,238 | 12.66 |
| 2007 Est. Pop. Age 25+ by Educational Attainment* | 5,158 | | 8,061 | | 48,204 | |
| Less than 9th grade | 564 | 10.93 | 737 | 9.14 | 2,929 | 6.08 |
| Some High School, no diploma | 927 | 17.97 | 1,343 | 16.66 | 6,464 | 13.41 |
| High School Graduate (or GED) | 2,096 | 40.64 | 3,189 | 39.56 | 18,879 | 39.16 |
| Some College, no degree | 817 | 15.84 | 1,390 | 17.24 | 9,164 | 19.01 |
| Associate Degree | 234 | 4.54 | 440 | 5.46 | 3,147 | 6.53 |
| Bachelor's Degree | 386 | 7.48 | 701 | 8.70 | 5,559 | 11.53 |
| Master's Degree | 114 | 2.21 | 201 | 2.49 | 1,474 | 3.06 |
| Professional School Degree | 19 | 0.37 | 49 | 0.61 | 411 | 0.85 |
| Doctorate Degree | 2 | 0.04 | 13 | 0.16 | 175 | 0.36 |
| Households | | | | | | |
| 2012 Projection | 3,357 | | 5,058 | | 28,462 | |
| 2007 Estimate | 3,329 | | 4,968 | | 27,310 | |
| 2000 Census | 3,311 | | 4,872 | | 25,641 | |
| 1990 Census | 3,536 | | 5,054 | | 24,496 | |
| Growth 2007-2012 | 0.84% | | 1.81% | | 4.22% | |
| Growth 2000-2007 | 0.54% | | 1.97% | | 6.51% | |
| Growth 1990-2000 | -6.36% | | -3.60% | | 4.67% | |
| 2007 Est. Households by Household Type | 3,329 | | 4,968 | | 27,310 | |
| Family Households | 2,117 | 63.59 | 3,289 | 66.20 | 19,090 | 69.90 |
| Nonfamily Households | 1,213 | 36.44 | 1,680 | 33.82 | 8,220 | 30.10 |
| 2007 Est. Group Quarters Population | 78 | | 154 | | 1,058 | |
| 2007 Households by Ethnicity, Hispanic/Latino | 108 | 3.24 | 129 | 2.60 | 872 | 3.19 |



Pop-Facts: Demographic Snapshot Report

JGSC Group

Radius 1: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 2: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|---|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Households by Household Income | 3,329 | | 4,968 | | 27,310 | |
| Income Less than \$15,000 | 726 | 21.81 | 856 | 17.23 | 2,731 | 10.00 |
| Income \$15,000 - \$24,999 | 479 | 14.39 | 624 | 12.56 | 2,738 | 10.03 |
| Income \$25,000 - \$34,999 | 451 | 13.55 | 629 | 12.66 | 2,913 | 10.67 |
| Income \$35,000 - \$49,999 | 532 | 15.98 | 814 | 16.38 | 4,260 | 15.60 |
| Income \$50,000 - \$74,999 | 527 | 15.83 | 880 | 17.71 | 5,692 | 20.84 |
| Income \$75,000 - \$99,999 | 303 | 9.10 | 570 | 11.47 | 4,271 | 15.64 |
| Income \$100,000 - \$149,999 | 234 | 7.03 | 442 | 8.90 | 3,649 | 13.36 |
| Income \$150,000 - \$249,999 | 64 | 1.92 | 132 | 2.66 | 884 | 3.24 |
| Income \$250,000 - \$499,999 | 11 | 0.33 | 17 | 0.34 | 146 | 0.53 |
| Income \$500,000 and more | 1 | 0.03 | 3 | 0.06 | 26 | 0.10 |
| 2007 Est. Average Household Income | \$46,865 | | \$53,076 | | \$64,030 | |
| 2007 Est. Median Household Income | \$35,239 | | \$41,902 | | \$54,451 | |
| 2007 Est. Per Capita Income | \$19,391 | | \$21,632 | | \$25,131 | |
| 2007 Est. Household Type, Presence Own Children* | 3,329 | | 4,968 | | 27,310 | |
| Single Male Householder | 434 | 13.04 | 611 | 12.30 | 2,921 | 10.70 |
| Single Female Householder | 615 | 18.47 | 844 | 16.99 | 4,064 | 14.88 |
| Married-Couple Family, own children | 424 | 12.74 | 811 | 16.32 | 5,866 | 21.48 |
| Married-Couple Family, no own children | 750 | 22.53 | 1,309 | 26.35 | 8,373 | 30.66 |
| Male Householder, own children | 95 | 2.85 | 127 | 2.56 | 642 | 2.35 |
| Male Householder, no own children | 71 | 2.13 | 115 | 2.31 | 641 | 2.35 |
| Female Householder, own children | 518 | 15.56 | 592 | 11.92 | 1,947 | 7.13 |
| Female Householder, no own children | 259 | 7.78 | 335 | 6.74 | 1,621 | 5.94 |
| Nonfamily, Male Householder | 90 | 2.70 | 133 | 2.68 | 742 | 2.72 |
| Nonfamily, Female Householder | 74 | 2.22 | 92 | 1.85 | 493 | 1.81 |
| 2007 Est. Households by Household Size* | 3,329 | | 4,968 | | 27,310 | |
| 1-person household | 1,049 | 31.51 | 1,455 | 29.29 | 6,985 | 25.58 |
| 2-person household | 1,037 | 31.15 | 1,621 | 32.63 | 9,013 | 33.00 |
| 3-person household | 540 | 16.22 | 811 | 16.32 | 4,831 | 17.69 |
| 4-person household | 370 | 11.11 | 601 | 12.10 | 3,885 | 14.23 |
| 5-person household | 194 | 5.83 | 294 | 5.92 | 1,753 | 6.42 |
| 6-person household | 86 | 2.58 | 123 | 2.48 | 590 | 2.16 |
| 7 or more person household | 53 | 1.59 | 63 | 1.27 | 252 | 0.92 |
| 2007 Est. Average Household Size | 2.44 | | 2.46 | | 2.54 | |



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| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|--|-------------------|---|-------------------|---|--------------------|---|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Households by Presence of People* | 3,329 | | 4,968 | | 27,310 | |

Households with 1 or more People under Age 18:

| | | | | | | |
|----------------------------------|-----|-------|-----|-------|-------|-------|
| Married-Couple Family | 464 | 13.94 | 877 | 17.65 | 6,331 | 23.18 |
| Other Family, Male Householder | 106 | 3.18 | 142 | 2.86 | 763 | 2.79 |
| Other Family, Female Householder | 604 | 18.14 | 695 | 13.99 | 2,343 | 8.58 |
| Nonfamily, Male Householder | 6 | 0.18 | 12 | 0.24 | 81 | 0.30 |
| Nonfamily, Female Householder | 1 | 0.03 | 3 | 0.06 | 28 | 0.10 |

Households no People under Age 18:

| | | | | | | |
|----------------------------------|-----|-------|-------|-------|-------|-------|
| Married-Couple Family | 710 | 21.33 | 1,243 | 25.02 | 7,907 | 28.95 |
| Other Family, Male Householder | 60 | 1.80 | 100 | 2.01 | 520 | 1.90 |
| Other Family, Female Householder | 173 | 5.20 | 232 | 4.67 | 1,225 | 4.49 |
| Nonfamily, Male Householder | 518 | 15.56 | 732 | 14.73 | 3,582 | 13.12 |
| Nonfamily, Female Householder | 688 | 20.67 | 933 | 18.78 | 4,529 | 16.58 |

2007 Est. Households by Number of Vehicles*

| | | | | | | |
|--------------------|-------|-------|-------|-------|--------|-------|
| No Vehicles | 798 | 23.97 | 884 | 17.79 | 2,504 | 9.17 |
| 1 Vehicle | 1,252 | 37.61 | 1,775 | 35.73 | 9,395 | 34.40 |
| 2 Vehicles | 986 | 29.62 | 1,723 | 34.68 | 10,846 | 39.71 |
| 3 Vehicles | 204 | 6.13 | 406 | 8.17 | 3,430 | 12.56 |
| 4 Vehicles | 69 | 2.07 | 141 | 2.84 | 876 | 3.21 |
| 5 or more Vehicles | 19 | 0.57 | 40 | 0.81 | 259 | 0.95 |

2007 Est. Average Number of Vehicles*

| | | | | | | |
|--|------|--|------|--|------|--|
| | 1.27 | | 1.46 | | 1.70 | |
|--|------|--|------|--|------|--|

Family Households

| | | | | | | |
|------------------|---------|--|--------|--|--------|--|
| 2012 Projection | 2,133 | | 3,348 | | 19,838 | |
| 2007 Estimate | 2,117 | | 3,289 | | 19,090 | |
| 2000 Census | 2,108 | | 3,229 | | 18,019 | |
| 1990 Census | 2,355 | | 3,491 | | 18,076 | |
| Growth 2007-2012 | 0.76% | | 1.79% | | 3.92% | |
| Growth 2000-2007 | 0.43% | | 1.86% | | 5.94% | |
| Growth 1990-2000 | -10.49% | | -7.51% | | -0.32% | |



Pop-Facts: Demographic Snapshot Report

JGSC Group

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Radius 2: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|--|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Family Households by Household Income | 2,117 | | 3,289 | | 19,090 | |
| Income Less than \$15,000 | 331 | 15.64 | 377 | 11.46 | 975 | 5.11 |
| Income \$15,000 - \$24,999 | 250 | 11.81 | 310 | 9.43 | 1,178 | 6.17 |
| Income \$25,000 - \$34,999 | 246 | 11.62 | 369 | 11.22 | 1,708 | 8.95 |
| Income \$35,000 - \$49,999 | 376 | 17.76 | 556 | 16.90 | 2,787 | 14.60 |
| Income \$50,000 - \$74,999 | 379 | 17.90 | 665 | 20.22 | 4,505 | 23.60 |
| Income \$75,000 - \$99,999 | 276 | 13.04 | 516 | 15.69 | 3,778 | 19.79 |
| Income \$100,000 - \$149,999 | 205 | 9.68 | 382 | 11.61 | 3,248 | 17.01 |
| Income \$150,000 - \$249,999 | 44 | 2.08 | 98 | 2.98 | 775 | 4.06 |
| Income \$250,000 - \$499,999 | 9 | 0.43 | 13 | 0.40 | 115 | 0.60 |
| Income \$500,000 and more | 1 | 0.05 | 2 | 0.06 | 20 | 0.10 |
| 2007 Est. Average Family Household Income | \$54,367 | | \$60,873 | | \$73,509 | |
| 2007 Est. Median Family Household Income | \$44,231 | | \$51,220 | | \$66,073 | |
| 2007 Est. Families by Poverty Status* | 2,117 | | 3,289 | | 19,090 | |
| Income At or Above Poverty Level: | | | | | | |
| Married-Couple Family, own children | 465 | 21.97 | 877 | 26.66 | 6,376 | 33.40 |
| Married-Couple Family, no own children | 635 | 30.00 | 1,152 | 35.03 | 7,508 | 39.33 |
| Male Householder, own children | 116 | 5.48 | 149 | 4.53 | 698 | 3.66 |
| Male Householder, no own children | 46 | 2.17 | 83 | 2.52 | 495 | 2.59 |
| Female Householder, own children | 325 | 15.35 | 390 | 11.86 | 1,717 | 8.99 |
| Female Householder, no own children | 145 | 6.85 | 204 | 6.20 | 1,121 | 5.87 |
| Income Below Poverty Level: | | | | | | |
| Married-Couple Family, own children | 33 | 1.56 | 42 | 1.28 | 171 | 0.90 |
| Married-Couple Family, no own children | 42 | 1.98 | 49 | 1.49 | 183 | 0.96 |
| Male Householder, own children | 4 | 0.19 | 8 | 0.24 | 75 | 0.39 |
| Male Householder, no own children | 0 | 0.00 | 2 | 0.06 | 15 | 0.08 |
| Female Householder, own children | 288 | 13.60 | 309 | 9.39 | 638 | 3.34 |
| Female Householder, no own children | 20 | 0.94 | 24 | 0.73 | 92 | 0.48 |
| 2007 Est. Pop Age 16+ by Employment Status* | 6,121 | | 9,479 | | 56,146 | |
| In Armed Forces | 0 | 0.00 | 3 | 0.03 | 63 | 0.11 |
| Civilian - Employed | 3,129 | 51.12 | 5,187 | 54.72 | 34,179 | 60.88 |
| Civilian - Unemployed | 296 | 4.84 | 448 | 4.73 | 1,965 | 3.50 |
| Not in Labor Force | 2,696 | 44.05 | 3,842 | 40.53 | 19,940 | 35.51 |



Pop-Facts: Demographic Snapshot Report

JGSC Group

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Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|---|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Civ Employed Pop 16+ Class of Worker* | 3,129 | | 5,187 | | 34,179 | |
| For-Profit Private Workers | 2,214 | 70.76 | 3,678 | 70.91 | 25,273 | 73.94 |
| Non-Profit Private Workers | 273 | 8.72 | 409 | 7.89 | 2,392 | 7.00 |
| Local Government Workers | 347 | 11.09 | 588 | 11.34 | 2,380 | 6.96 |
| State Government Workers | 135 | 4.31 | 190 | 3.66 | 2,012 | 5.89 |
| Federal Government Workers | 46 | 1.47 | 71 | 1.37 | 644 | 1.88 |
| Self-Emp Workers | 110 | 3.52 | 239 | 4.61 | 1,379 | 4.03 |
| Unpaid Family Workers | 4 | 0.13 | 12 | 0.23 | 99 | 0.29 |
| 2007 Est. Civ Employed Pop 16+ by Occupation* | 3,129 | | 5,187 | | 34,179 | |
| Management, Business, and Financial Operations | 211 | 6.74 | 391 | 7.54 | 3,634 | 10.63 |
| Professional and Related Occupations | 512 | 16.36 | 912 | 17.58 | 6,458 | 18.89 |
| Service | 572 | 18.28 | 894 | 17.24 | 4,881 | 14.28 |
| Sales and Office | 779 | 24.90 | 1,319 | 25.43 | 9,189 | 26.88 |
| Farming, Fishing, and Forestry | 6 | 0.19 | 24 | 0.46 | 134 | 0.39 |
| Construction, Extraction and Maintenance | 335 | 10.71 | 578 | 11.14 | 3,819 | 11.17 |
| Production, Transportation and Material Moving | 714 | 22.82 | 1,070 | 20.63 | 6,064 | 17.74 |
| 2007 Est. Pop 16+ by Occupation Classification* | 3,129 | | 5,187 | | 34,179 | |
| Blue Collar | 1,048 | 33.49 | 1,648 | 31.77 | 9,882 | 28.91 |
| White Collar | 1,484 | 47.43 | 2,595 | 50.03 | 19,145 | 56.01 |
| Service and Farm | 596 | 19.05 | 944 | 18.20 | 5,151 | 15.07 |
| 2007 Est. Workers Age 16+, Transportation To Work* | 3,031 | | 5,062 | | 33,585 | |
| Drove Alone | 2,196 | 72.45 | 3,971 | 78.45 | 27,847 | 82.91 |
| Car Pooled | 408 | 13.46 | 571 | 11.28 | 3,472 | 10.34 |
| Public Transportation | 153 | 5.05 | 167 | 3.30 | 692 | 2.06 |
| Walked | 172 | 5.67 | 182 | 3.60 | 553 | 1.65 |
| Motorcycle | 0 | 0.00 | 5 | 0.10 | 59 | 0.18 |
| Bicycle | 9 | 0.30 | 11 | 0.22 | 58 | 0.17 |
| Other Means | 58 | 1.91 | 71 | 1.40 | 273 | 0.81 |
| Worked at Home | 35 | 1.15 | 84 | 1.66 | 630 | 1.88 |
| 2007 Est. Workers Age 16+ by Travel Time to Work* | 2,996 | | 4,978 | | 32,955 | |
| Less than 15 Minutes | 1,111 | 37.08 | 1,785 | 35.86 | 9,713 | 29.47 |
| 15 - 29 Minutes | 955 | 31.88 | 1,688 | 33.91 | 13,477 | 40.90 |
| 30 - 44 Minutes | 617 | 20.59 | 966 | 19.41 | 5,726 | 17.38 |
| 45 - 59 Minutes | 132 | 4.41 | 256 | 5.14 | 2,061 | 6.25 |
| 60 or more Minutes | 180 | 6.01 | 283 | 5.69 | 1,978 | 6.00 |
| 2007 Est. Average Travel Time to Work in Minutes* | 24.24 | | 24.44 | | 25.76 | |



Pop-Facts: Demographic Snapshot Report

JGSC Group

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Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|--|-------------------|-------|-------------------|-------|--------------------|-------|
| | Radius 1 | % | Radius 2 | % | Radius 3 | % |
| 2007 Est. Tenure of Occupied Housing Units | 3,329 | | 4,968 | | 27,310 | |
| Owner Occupied | 1,788 | 53.71 | 3,021 | 60.81 | 19,850 | 72.68 |
| Renter Occupied | 1,542 | 46.32 | 1,948 | 39.21 | 7,459 | 27.31 |
| 2007 Occ Housing Units, Avg Length of Residence | 12 | | 13 | | 13 | |
| 2007 Est. All Owner-Occupied Housing Values | 1,788 | | 3,021 | | 19,850 | |
| Value Less than \$20,000 | 51 | 2.85 | 52 | 1.72 | 137 | 0.69 |
| Value \$20,000 - \$39,999 | 54 | 3.02 | 61 | 2.02 | 205 | 1.03 |
| Value \$40,000 - \$59,999 | 153 | 8.56 | 161 | 5.33 | 308 | 1.55 |
| Value \$60,000 - \$79,999 | 186 | 10.40 | 206 | 6.82 | 366 | 1.84 |
| Value \$80,000 - \$99,999 | 159 | 8.89 | 197 | 6.52 | 664 | 3.35 |
| Value \$100,000 - \$149,999 | 665 | 37.19 | 1,022 | 33.83 | 5,518 | 27.80 |
| Value \$150,000 - \$199,999 | 286 | 16.00 | 638 | 21.12 | 5,279 | 26.59 |
| Value \$200,000 - \$299,999 | 175 | 9.79 | 509 | 16.85 | 5,607 | 28.25 |
| Value \$300,000 - \$399,999 | 35 | 1.96 | 104 | 3.44 | 1,129 | 5.69 |
| Value \$400,000 - \$499,999 | 10 | 0.56 | 36 | 1.19 | 313 | 1.58 |
| Value \$500,000 - \$749,999 | 9 | 0.50 | 23 | 0.76 | 225 | 1.13 |
| Value \$750,000 - \$999,999 | 4 | 0.22 | 6 | 0.20 | 56 | 0.28 |
| Value \$1,000,000 or more | 3 | 0.17 | 4 | 0.13 | 44 | 0.22 |
| 2007 Est. Median All Owner-Occupied Housing Value | \$121,959 | | \$140,714 | | \$175,833 | |
| 2007 Est. Housing Units by Units in Structure* | 3,899 | | 5,657 | | 29,270 | |
| 1 Unit Attached | 594 | 15.23 | 616 | 10.89 | 1,960 | 6.70 |
| 1 Unit Detached | 1,918 | 49.19 | 3,366 | 59.50 | 20,903 | 71.41 |
| 2 Units | 398 | 10.21 | 451 | 7.97 | 1,137 | 3.88 |
| 3 to 19 Units | 695 | 17.83 | 795 | 14.05 | 3,484 | 11.90 |
| 20 to 49 Units | 68 | 1.74 | 178 | 3.15 | 580 | 1.98 |
| 50 or More Units | 65 | 1.67 | 75 | 1.33 | 581 | 1.98 |
| Mobile Home or Trailer | 157 | 4.03 | 171 | 3.02 | 619 | 2.11 |
| Boat, RV, Van, etc. | 4 | 0.10 | 6 | 0.11 | 6 | 0.02 |



Pop-Facts: Demographic Snapshot Report

JGSC Group

Radius 1: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 2: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

Radius 3: SALEM 3, 5 & 10, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | 0.00 - 3.00 miles | | 0.00 - 5.00 miles | | 0.00 - 10.00 miles | |
|--|-------------------|-------|-------------------|-------|--------------------|-------|
| | <i>Radius 1</i> | % | <i>Radius 2</i> | % | <i>Radius 3</i> | % |
| 2007 Est. Housing Units by Year Structure Built | 3,899 | | 5,657 | | 29,270 | |
| Housing Units Built 1999 to 2007 | 135 | 3.46 | 258 | 4.56 | 2,761 | 9.43 |
| Housing Unit Built 1995 to 1998 | 25 | 0.64 | 57 | 1.01 | 743 | 2.54 |
| Housing Unit Built 1990 to 1994 | 87 | 2.23 | 165 | 2.92 | 1,055 | 3.60 |
| Housing Unit Built 1980 to 1989 | 150 | 3.85 | 302 | 5.34 | 2,500 | 8.54 |
| Housing Unit Built 1970 to 1979 | 500 | 12.82 | 833 | 14.73 | 4,185 | 14.30 |
| Housing Unit Built 1960 to 1969 | 348 | 8.93 | 662 | 11.70 | 4,281 | 14.63 |
| Housing Unit Built 1950 to 1959 | 660 | 16.93 | 966 | 17.08 | 5,097 | 17.41 |
| Housing Unit Built 1940 to 1949 | 699 | 17.93 | 823 | 14.55 | 3,305 | 11.29 |
| Housing Unit Built 1939 or Earlier | 1,295 | 33.21 | 1,591 | 28.12 | 5,344 | 18.26 |
| 2007 Est. Median Year Structure Built ** | 1949 | | 1954 | | 1962 | |

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Pop-Facts: Demographic Snapshot Report

JGSC Group

Appendix: Area Listing

Area Name: SALEM 3, 5 & 10

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MARKET ST AT E BROADWAY
SALEM, NJ 08079

Latitude/Longitude 39.571900 -75.467100
Radius 0.00 - 3.00

Area Name: SALEM 3, 5 & 10

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MARKET ST AT E BROADWAY
SALEM, NJ 08079

Latitude/Longitude 39.571900 -75.467100
Radius 0.00 - 5.00

Area Name: SALEM 3, 5 & 10

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MARKET ST AT E BROADWAY
SALEM, NJ 08079

Latitude/Longitude 39.571900 -75.467100
Radius 0.00 - 10.00

Project Information:

Site: 3

Order Number: 966297147



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 1: SALEM 3, 5 & 10, 0.00 - 3.00 Miles, Total

| Retail Stores | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 113,908,750 | 81,960,665 | 31,948,085 |
| Motor Vehicle and Parts Dealers-441 | 19,851,726 | 10,787,393 | 9,064,333 |
| Automotive Dealers-4411 | 17,140,529 | 6,373,601 | 10,766,928 |
| Other Motor Vehicle Dealers-4412 | 1,127,039 | 437,698 | 689,341 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 1,584,158 | 3,976,095 | (2,391,937) |
| Furniture and Home Furnishings Stores-442 | 2,783,799 | 847,013 | 1,936,786 |
| Furniture Stores-4421 | 1,532,564 | 445,669 | 1,086,895 |
| Home Furnishing Stores-4422 | 1,251,235 | 401,344 | 849,891 |
| Electronics and Appliance Stores-443 | 2,560,954 | 116,939 | 2,444,015 |
| Appliances, TVs, Electronics Stores-44311 | 1,974,276 | 85,479 | 1,888,797 |
| Household Appliances Stores-443111 | 447,784 | 0 | 447,784 |
| Radio, Television, Electronics Stores-443112 | 1,526,492 | 85,479 | 1,441,013 |
| Computer and Software Stores-44312 | 479,694 | 0 | 479,694 |
| Camera and Photographic Equipment Stores-44313 | 106,984 | 31,460 | 75,524 |
| Building Material, Garden Equip Stores -444 | 11,699,486 | 847,614 | 10,851,872 |
| Building Material and Supply Dealers-4441 | 10,608,012 | 304,018 | 10,303,994 |
| Home Centers-44411 | 4,027,388 | 0 | 4,027,388 |
| Paint and Wallpaper Stores-44412 | 268,484 | 25,001 | 243,483 |
| Hardware Stores-44413 | 841,126 | 0 | 841,126 |
| Other Building Materials Dealers-44419 | 5,471,014 | 279,017 | 5,191,997 |
| Building Materials, Lumberyards-444191 | 1,853,924 | 95,148 | 1,758,776 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 1,091,474 | 543,596 | 547,878 |
| Outdoor Power Equipment Stores-44421 | 168,480 | 0 | 168,480 |
| Nursery and Garden Centers-44422 | 922,994 | 543,596 | 379,398 |
| Food and Beverage Stores-445 | 15,209,939 | 4,421,736 | 10,788,203 |
| Grocery Stores-4451 | 13,842,281 | 3,127,735 | 10,714,546 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 13,155,026 | 3,127,735 | 10,027,291 |
| Convenience Stores-44512 | 687,255 | 0 | 687,255 |
| Specialty Food Stores-4452 | 492,220 | 81,722 | 410,498 |
| Beer, Wine and Liquor Stores-4453 | 875,438 | 1,212,279 | (336,841) |
| Health and Personal Care Stores-446 | 5,684,052 | 2,725,794 | 2,958,258 |
| Pharmancies and Drug Stores-44611 | 4,900,015 | 2,524,646 | 2,375,369 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 200,884 | 0 | 200,884 |
| Optical Goods Stores-44613 | 212,870 | 198,129 | 14,741 |
| Other Health and Personal Care Stores-44619 | 370,283 | 3,020 | 367,263 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 1: SALEM 3, 5 & 10, 0.00 - 3.00 Miles, Total

| Retail Stores | Demand | Supply | Opportunity |
|--|-------------------------|----------------|--------------|
| | (Consumer Expenditures) | (Retail Sales) | Gap/Surplus |
| Gasoline Stations-447 | 13,037,520 | 39,194,741 | (26,157,221) |
| Gasoline Stations With Conv Stores-44711 | 9,852,159 | 39,194,741 | (29,342,582) |
| Other Gasoline Stations-44719 | 3,185,361 | 0 | 3,185,361 |
| Clothing and Clothing Accessories Stores-448 | 5,184,843 | 2,369,600 | 2,815,243 |
| Clothing Stores-4481 | 3,768,030 | 1,956,258 | 1,811,772 |
| Men's Clothing Stores-44811 | 241,487 | 0 | 241,487 |
| Women's Clothing Stores-44812 | 927,483 | 703,614 | 223,869 |
| Childrens, Infants Clothing Stores-44813 | 265,345 | 0 | 265,345 |
| Family Clothing Stores-44814 | 2,006,830 | 1,195,000 | 811,830 |
| Clothing Accessories Stores-44815 | 81,347 | 57,644 | 23,703 |
| Other Clothing Stores-44819 | 245,539 | 0 | 245,539 |
| Shoe Stores-4482 | 756,715 | 25,741 | 730,974 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 660,098 | 387,601 | 272,497 |
| Jewelry Stores-44831 | 608,323 | 387,601 | 220,722 |
| Luggage and Leather Goods Stores-44832 | 51,775 | 0 | 51,775 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 1,809,368 | 121,802 | 1,687,566 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 1,279,363 | 121,802 | 1,157,561 |
| Sporting Goods Stores-45111 | 621,626 | 94,383 | 527,243 |
| Hobby, Toys and Games Stores-45112 | 436,178 | 0 | 436,178 |
| Sew/Needlework/Piece Goods Stores-45113 | 93,492 | 4,418 | 89,074 |
| Musical Instrument and Supplies Stores-45114 | 128,067 | 23,000 | 105,067 |
| Book, Periodical and Music Stores-4512 | 530,005 | 0 | 530,005 |
| Book Stores and News Dealers-45121 | 343,159 | 0 | 343,159 |
| Book Stores-451211 | 316,931 | 0 | 316,931 |
| News Dealers and Newsstands-451212 | 26,228 | 0 | 26,228 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 186,846 | 0 | 186,846 |
| General Merchandise Stores-452 | 13,966,223 | 7,914,796 | 6,051,427 |
| Department Stores Excl Leased Depts-4521 | 6,284,702 | 6,312,475 | (27,773) |
| Other General Merchandise Stores-4529 | 7,681,521 | 1,602,321 | 6,079,200 |
| Warehouse Clubs and Super Stores-45291 | 6,692,468 | 1,499,364 | 5,193,104 |
| All Other General Merchandise Stores-45299 | 989,052 | 102,957 | 886,095 |
| Miscellaneous Store Retailers-453 | 2,860,662 | 844,614 | 2,016,048 |
| Florists-4531 | 209,989 | 339,307 | (129,318) |
| Office Supplies, Stationery, Gift Stores-4532 | 1,072,468 | 35,056 | 1,037,412 |
| Office Supplies and Stationery Stores-45321 | 605,809 | 0 | 605,809 |
| Gift, Novelty and Souvenir Stores-45322 | 466,660 | 35,056 | 431,604 |
| Used Merchandise Stores-4533 | 235,915 | 162,049 | 73,866 |
| Other Miscellaneous Store Retailers-4539 | 1,342,289 | 308,202 | 1,034,087 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 1: SALEM 3, 5 & 10, 0.00 - 3.00 Miles, Total

| Retail Stores | Demand | Supply | Opportunity |
|---|-------------------------|----------------|-------------|
| | (Consumer Expenditures) | (Retail Sales) | Gap/Surplus |
| Non-Store Retailers-454 | 7,953,284 | 0 | 7,953,284 |
| Electronic Shopping, Mail-Order Houses-4541 | 4,569,240 | 0 | 4,569,240 |
| Vending Machine Operators-4542 | 352,461 | 0 | 352,461 |
| Direct Selling Establishments-4543 | 3,031,583 | 0 | 3,031,583 |
| Foodservice and Drinking Places-722 | 11,306,894 | 11,768,624 | (461,730) |
| Full-Service Restaurants-7221 | 5,112,934 | 5,751,745 | (638,811) |
| Limited-Service Eating Places-7222 | 4,818,828 | 4,909,959 | (91,131) |
| Special Foodservices-7223 | 922,681 | 214,431 | 708,250 |
| Drinking Places -Alcoholic Beverages-7224 | 452,451 | 892,489 | (440,038) |
| GAFO * | 27,377,655 | 11,405,205 | 15,972,450 |
| General Merchandise Stores-452 | 13,966,223 | 7,914,796 | 6,051,427 |
| Clothing and Clothing Accessories Stores-448 | 5,184,843 | 2,369,600 | 2,815,243 |
| Furniture and Home Furnishings Stores-442 | 2,783,799 | 847,013 | 1,936,786 |
| Electronics and Appliance Stores-443 | 2,560,954 | 116,939 | 2,444,015 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 1,809,368 | 121,802 | 1,687,566 |
| Office Supplies, Stationery, Gift Stores-4532 | 1,072,468 | 35,056 | 1,037,412 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 2: SALEM 3, 5 & 10, 0.00 - 5.00 Miles, Total

| Retail Stores | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 187,735,471 | 112,947,393 | 74,788,078 |
| Motor Vehicle and Parts Dealers-441 | 33,283,229 | 14,621,875 | 18,661,354 |
| Automotive Dealers-4411 | 28,711,958 | 7,869,522 | 20,842,436 |
| Other Motor Vehicle Dealers-4412 | 1,896,399 | 478,425 | 1,417,974 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 2,674,872 | 6,273,929 | (3,599,057) |
| Furniture and Home Furnishings Stores-442 | 4,762,850 | 1,576,411 | 3,186,439 |
| Furniture Stores-4421 | 2,581,430 | 584,193 | 1,997,237 |
| Home Furnishing Stores-4422 | 2,181,420 | 992,218 | 1,189,202 |
| Electronics and Appliance Stores-443 | 4,257,070 | 199,394 | 4,057,676 |
| Appliances, TVs, Electronics Stores-44311 | 3,267,903 | 131,625 | 3,136,278 |
| Household Appliances Stores-443111 | 745,305 | 46,146 | 699,159 |
| Radio, Television, Electronics Stores-443112 | 2,522,597 | 85,479 | 2,437,118 |
| Computer and Software Stores-44312 | 809,950 | 23,848 | 786,102 |
| Camera and Photographic Equipment Stores-44313 | 179,217 | 43,921 | 135,296 |
| Building Material, Garden Equip Stores -444 | 20,233,890 | 3,398,493 | 16,835,397 |
| Building Material and Supply Dealers-4441 | 18,392,435 | 2,716,767 | 15,675,668 |
| Home Centers-44411 | 6,951,553 | 0 | 6,951,553 |
| Paint and Wallpaper Stores-44412 | 463,432 | 25,001 | 438,431 |
| Hardware Stores-44413 | 1,430,435 | 6,106 | 1,424,329 |
| Other Building Materials Dealers-44419 | 9,547,015 | 2,685,660 | 6,861,355 |
| Building Materials, Lumberyards-444191 | 3,259,198 | 915,840 | 2,343,358 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 1,841,455 | 681,726 | 1,159,729 |
| Outdoor Power Equipment Stores-44421 | 285,035 | 0 | 285,035 |
| Nursery and Garden Centers-44422 | 1,556,419 | 681,726 | 874,693 |
| Food and Beverage Stores-445 | 24,057,253 | 12,271,510 | 11,785,743 |
| Grocery Stores-4451 | 21,870,905 | 10,224,555 | 11,646,350 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 20,772,203 | 10,040,110 | 10,732,093 |
| Convenience Stores-44512 | 1,098,702 | 184,444 | 914,258 |
| Specialty Food Stores-4452 | 769,275 | 757,577 | 11,698 |
| Beer, Wine and Liquor Stores-4453 | 1,417,072 | 1,289,379 | 127,693 |
| Health and Personal Care Stores-446 | 9,096,910 | 3,330,703 | 5,766,207 |
| Pharmancies and Drug Stores-44611 | 7,835,507 | 3,066,494 | 4,769,013 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 320,464 | 0 | 320,464 |
| Optical Goods Stores-44613 | 353,531 | 246,486 | 107,045 |
| Other Health and Personal Care Stores-44619 | 587,409 | 17,724 | 569,685 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 2: SALEM 3, 5 & 10, 0.00 - 5.00 Miles, Total

| Retail Stores | Demand | Supply | Opportunity |
|--|-------------------------|----------------|--------------|
| | (Consumer Expenditures) | (Retail Sales) | Gap/Surplus |
| Gasoline Stations-447 | 21,428,379 | 44,512,684 | (23,084,305) |
| Gasoline Stations With Conv Stores-44711 | 16,154,744 | 43,852,731 | (27,697,987) |
| Other Gasoline Stations-44719 | 5,273,635 | 659,953 | 4,613,682 |
| Clothing and Clothing Accessories Stores-448 | 8,500,487 | 2,989,201 | 5,511,286 |
| Clothing Stores-4481 | 6,135,438 | 2,450,512 | 3,684,926 |
| Men's Clothing Stores-44811 | 396,934 | 0 | 396,934 |
| Women's Clothing Stores-44812 | 1,524,247 | 1,175,830 | 348,417 |
| Childrens, Infants Clothing Stores-44813 | 398,803 | 0 | 398,803 |
| Family Clothing Stores-44814 | 3,274,868 | 1,195,000 | 2,079,868 |
| Clothing Accessories Stores-44815 | 137,634 | 71,713 | 65,921 |
| Other Clothing Stores-44819 | 402,952 | 7,969 | 394,983 |
| Shoe Stores-4482 | 1,205,414 | 151,088 | 1,054,326 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 1,159,636 | 387,601 | 772,035 |
| Jewelry Stores-44831 | 1,069,043 | 387,601 | 681,442 |
| Luggage and Leather Goods Stores-44832 | 90,593 | 0 | 90,593 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 3,045,597 | 278,462 | 2,767,135 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 2,161,816 | 278,462 | 1,883,354 |
| Sporting Goods Stores-45111 | 1,057,748 | 248,368 | 809,380 |
| Hobby, Toys and Games Stores-45112 | 729,278 | 0 | 729,278 |
| Sew/Needlework/Piece Goods Stores-45113 | 162,681 | 7,094 | 155,587 |
| Musical Instrument and Supplies Stores-45114 | 212,109 | 23,000 | 189,109 |
| Book, Periodical and Music Stores-4512 | 883,781 | 0 | 883,781 |
| Book Stores and News Dealers-45121 | 579,900 | 0 | 579,900 |
| Book Stores-451211 | 536,820 | 0 | 536,820 |
| News Dealers and Newsstands-451212 | 43,080 | 0 | 43,080 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 303,881 | 0 | 303,881 |
| General Merchandise Stores-452 | 22,688,209 | 15,032,370 | 7,655,839 |
| Department Stores Excl Leased Depts-4521 | 10,282,682 | 12,546,725 | (2,264,043) |
| Other General Merchandise Stores-4529 | 12,405,527 | 2,485,645 | 9,919,882 |
| Warehouse Clubs and Super Stores-45291 | 10,759,319 | 2,371,547 | 8,387,772 |
| All Other General Merchandise Stores-45299 | 1,646,208 | 114,098 | 1,532,110 |
| Miscellaneous Store Retailers-453 | 4,890,023 | 926,329 | 3,963,694 |
| Florists-4531 | 355,587 | 339,307 | 16,280 |
| Office Supplies, Stationery, Gift Stores-4532 | 1,869,069 | 35,056 | 1,834,013 |
| Office Supplies and Stationery Stores-45321 | 1,056,763 | 0 | 1,056,763 |
| Gift, Novelty and Souvenir Stores-45322 | 812,305 | 35,056 | 777,249 |
| Used Merchandise Stores-4533 | 399,148 | 162,049 | 237,099 |
| Other Miscellaneous Store Retailers-4539 | 2,266,219 | 389,917 | 1,876,302 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 2: SALEM 3, 5 & 10, 0.00 - 5.00 Miles, Total

| Retail Stores | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 12,971,224 | 34,866 | 12,936,358 |
| Electronic Shopping, Mail-Order Houses-4541 | 7,643,997 | 0 | 7,643,997 |
| Vending Machine Operators-4542 | 558,069 | 0 | 558,069 |
| Direct Selling Establishments-4543 | 4,769,157 | 34,866 | 4,734,291 |
| Foodservice and Drinking Places-722 | 18,520,350 | 13,775,094 | 4,745,256 |
| Full-Service Restaurants-7221 | 8,389,653 | 5,829,204 | 2,560,449 |
| Limited-Service Eating Places-7222 | 7,858,590 | 6,143,791 | 1,714,799 |
| Special Foodservices-7223 | 1,506,620 | 335,425 | 1,171,195 |
| Drinking Places -Alcoholic Beverages-7224 | 765,487 | 1,466,674 | (701,187) |
| GAFO * | 45,123,282 | 20,110,894 | 25,012,388 |
| General Merchandise Stores-452 | 22,688,209 | 15,032,370 | 7,655,839 |
| Clothing and Clothing Accessories Stores-448 | 8,500,487 | 2,989,201 | 5,511,286 |
| Furniture and Home Furnishings Stores-442 | 4,762,850 | 1,576,411 | 3,186,439 |
| Electronics and Appliance Stores-443 | 4,257,070 | 199,394 | 4,057,676 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 3,045,597 | 278,462 | 2,767,135 |
| Office Supplies, Stationery, Gift Stores-4532 | 1,869,069 | 35,056 | 1,834,013 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 3: SALEM 3, 5 & 10, 0.00 - 10.00 Miles, Total

| Retail Stores | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 1,173,980,877 | 1,719,986,858 | (546,005,981) |
| Motor Vehicle and Parts Dealers-441 | 211,613,583 | 633,929,702 | (422,316,119) |
| Automotive Dealers-4411 | 182,241,303 | 565,807,968 | (383,566,665) |
| Other Motor Vehicle Dealers-4412 | 12,270,741 | 46,946,401 | (34,675,660) |
| Automotive Parts/Accsrs, Tire Stores-4413 | 17,101,539 | 21,175,333 | (4,073,794) |
| Furniture and Home Furnishings Stores-442 | 31,658,320 | 60,458,601 | (28,800,281) |
| Furniture Stores-4421 | 16,839,887 | 31,525,219 | (14,685,332) |
| Home Furnishing Stores-4422 | 14,818,433 | 28,933,382 | (14,114,949) |
| Electronics and Appliance Stores-443 | 27,372,992 | 14,006,313 | 13,366,679 |
| Appliances, TVs, Electronics Stores-44311 | 20,894,965 | 9,977,528 | 10,917,437 |
| Household Appliances Stores-443111 | 4,793,335 | 2,121,204 | 2,672,131 |
| Radio, Television, Electronics Stores-443112 | 16,101,630 | 7,856,324 | 8,245,306 |
| Computer and Software Stores-44312 | 5,344,090 | 3,810,899 | 1,533,191 |
| Camera and Photographic Equipment Stores-44313 | 1,133,937 | 217,885 | 916,052 |
| Building Material, Garden Equip Stores -444 | 137,471,462 | 189,625,379 | (52,153,917) |
| Building Material and Supply Dealers-4441 | 125,221,506 | 185,643,816 | (60,422,310) |
| Home Centers-44411 | 47,144,264 | 77,351,076 | (30,206,812) |
| Paint and Wallpaper Stores-44412 | 3,214,065 | 3,470,323 | (256,258) |
| Hardware Stores-44413 | 9,498,663 | 7,016,722 | 2,481,941 |
| Other Building Materials Dealers-44419 | 65,364,514 | 97,805,694 | (32,441,180) |
| Building Materials, Lumberyards-444191 | 22,361,169 | 33,352,830 | (10,991,661) |
| Lawn, Garden Equipment, Supplies Stores-4442 | 12,249,955 | 3,981,563 | 8,268,392 |
| Outdoor Power Equipment Stores-44421 | 1,904,019 | 0 | 1,904,019 |
| Nursery and Garden Centers-44422 | 10,345,936 | 3,981,563 | 6,364,373 |
| Food and Beverage Stores-445 | 140,892,274 | 192,524,894 | (51,632,620) |
| Grocery Stores-4451 | 127,809,326 | 162,178,138 | (34,368,812) |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 121,373,222 | 134,336,301 | (12,963,079) |
| Convenience Stores-44512 | 6,436,105 | 27,841,837 | (21,405,732) |
| Specialty Food Stores-4452 | 4,403,375 | 17,719,429 | (13,316,054) |
| Beer, Wine and Liquor Stores-4453 | 8,679,573 | 12,627,328 | (3,947,755) |
| Health and Personal Care Stores-446 | 58,812,222 | 63,180,668 | (4,368,446) |
| Pharmancies and Drug Stores-44611 | 50,742,921 | 62,068,539 | (11,325,618) |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 2,104,406 | 16,739 | 2,087,667 |
| Optical Goods Stores-44613 | 2,177,749 | 532,619 | 1,645,130 |
| Other Health and Personal Care Stores-44619 | 3,787,146 | 562,771 | 3,224,375 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 3: SALEM 3, 5 & 10, 0.00 - 10.00 Miles, Total

| Retail Stores | Demand | Supply | Opportunity |
|--|-------------------------|----------------|---------------|
| | (Consumer Expenditures) | (Retail Sales) | Gap/Surplus |
| Gasoline Stations-447 | 128,342,862 | 256,170,065 | (127,827,203) |
| Gasoline Stations With Conv Stores-44711 | 96,572,296 | 89,094,665 | 7,477,631 |
| Other Gasoline Stations-44719 | 31,770,566 | 167,075,400 | (135,304,834) |
| Clothing and Clothing Accessories Stores-448 | 54,151,661 | 18,640,143 | 35,511,518 |
| Clothing Stores-4481 | 38,646,408 | 11,861,826 | 26,784,582 |
| Men's Clothing Stores-44811 | 2,489,455 | 512,028 | 1,977,427 |
| Women's Clothing Stores-44812 | 9,818,966 | 3,244,072 | 6,574,894 |
| Childrens, Infants Clothing Stores-44813 | 2,209,725 | 0 | 2,209,725 |
| Family Clothing Stores-44814 | 20,641,133 | 4,891,283 | 15,749,850 |
| Clothing Accessories Stores-44815 | 913,972 | 587,840 | 326,132 |
| Other Clothing Stores-44819 | 2,573,157 | 2,626,603 | (53,446) |
| Shoe Stores-4482 | 7,503,835 | 2,691,026 | 4,812,809 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 8,001,417 | 4,087,291 | 3,914,126 |
| Jewelry Stores-44831 | 7,378,830 | 4,087,291 | 3,291,539 |
| Luggage and Leather Goods Stores-44832 | 622,588 | 0 | 622,588 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 19,852,764 | 16,520,804 | 3,331,960 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 14,284,993 | 6,853,534 | 7,431,459 |
| Sporting Goods Stores-45111 | 7,085,292 | 5,163,130 | 1,922,162 |
| Hobby, Toys and Games Stores-45112 | 4,709,231 | 1,186,827 | 3,522,404 |
| Sew/Needlework/Piece Goods Stores-45113 | 1,138,468 | 434,767 | 703,701 |
| Musical Instrument and Supplies Stores-45114 | 1,352,002 | 68,810 | 1,283,192 |
| Book, Periodical and Music Stores-4512 | 5,567,771 | 9,667,270 | (4,099,499) |
| Book Stores and News Dealers-45121 | 3,667,037 | 9,520,934 | (5,853,897) |
| Book Stores-451211 | 3,414,464 | 6,003,883 | (2,589,419) |
| News Dealers and Newsstands-451212 | 252,573 | 3,517,051 | (3,264,478) |
| Prerecorded Tapes, CDs, Record Stores-45122 | 1,900,734 | 146,336 | 1,754,398 |
| General Merchandise Stores-452 | 140,433,951 | 90,895,581 | 49,538,370 |
| Department Stores Excl Leased Depts-4521 | 65,075,717 | 71,297,172 | (6,221,455) |
| Other General Merchandise Stores-4529 | 75,358,234 | 19,598,409 | 55,759,825 |
| Warehouse Clubs and Super Stores-45291 | 64,814,297 | 10,743,180 | 54,071,117 |
| All Other General Merchandise Stores-45299 | 10,543,937 | 8,855,228 | 1,688,709 |
| Miscellaneous Store Retailers-453 | 31,553,051 | 26,576,557 | 4,976,494 |
| Florists-4531 | 2,355,361 | 2,155,445 | 199,916 |
| Office Supplies, Stationery, Gift Stores-4532 | 12,411,171 | 12,717,253 | (306,082) |
| Office Supplies and Stationery Stores-45321 | 7,038,656 | 9,951,491 | (2,912,835) |
| Gift, Novelty and Souvenir Stores-45322 | 5,372,515 | 2,765,762 | 2,606,753 |
| Used Merchandise Stores-4533 | 2,590,284 | 866,889 | 1,723,395 |
| Other Miscellaneous Store Retailers-4539 | 14,196,235 | 10,836,970 | 3,359,265 |



RMP Opportunity Gap - Retail Stores

JGSC Group

Radius 3: SALEM 3, 5 & 10, 0.00 - 10.00 Miles, Total

| Retail Stores | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 76,134,386 | 16,458,453 | 59,675,933 |
| Electronic Shopping, Mail-Order Houses-4541 | 49,930,746 | 11,871,312 | 38,059,434 |
| Vending Machine Operators-4542 | 3,260,023 | 850,338 | 2,409,685 |
| Direct Selling Establishments-4543 | 22,943,616 | 3,736,803 | 19,206,813 |
| Foodservice and Drinking Places-722 | 115,691,350 | 140,999,698 | (25,308,348) |
| Full-Service Restaurants-7221 | 52,498,213 | 75,562,855 | (23,064,642) |
| Limited-Service Eating Places-7222 | 48,899,365 | 45,760,732 | 3,138,633 |
| Special Foodservices-7223 | 9,381,747 | 10,906,555 | (1,524,808) |
| Drinking Places -Alcoholic Beverages-7224 | 4,912,025 | 8,769,557 | (3,857,532) |
| GAFO * | 285,880,859 | 213,238,694 | 72,642,165 |
| General Merchandise Stores-452 | 140,433,951 | 90,895,581 | 49,538,370 |
| Clothing and Clothing Accessories Stores-448 | 54,151,661 | 18,640,143 | 35,511,518 |
| Furniture and Home Furnishings Stores-442 | 31,658,320 | 60,458,601 | (28,800,281) |
| Electronics and Appliance Stores-443 | 27,372,992 | 14,006,313 | 13,366,679 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 19,852,764 | 16,520,804 | 3,331,960 |
| Office Supplies, Stationery, Gift Stores-4532 | 12,411,171 | 12,717,253 | (306,082) |

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



RMP Opportunity Gap - Retail Stores

JGSC Group

Appendix: Area Listing

Area Name: SALEM 3, 5 & 10

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MARKET ST AT E BROADWAY
SALEM, NJ 08079

Latitude/Longitude 39.571900 -75.467100
Radius 0.00 - 3.00

Area Name: SALEM 3, 5 & 10

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MARKET ST AT E BROADWAY
SALEM, NJ 08079

Latitude/Longitude 39.571900 -75.467100
Radius 0.00 - 5.00

Area Name: SALEM 3, 5 & 10

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MARKET ST AT E BROADWAY
SALEM, NJ 08079

Latitude/Longitude 39.571900 -75.467100
Radius 0.00 - 10.00

Project Information:

Site: 3

Order Number: 966297147



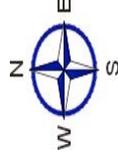
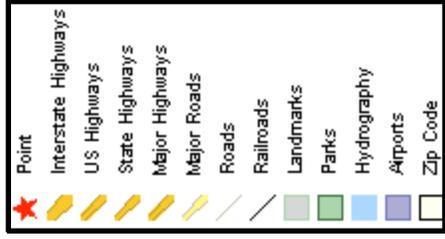
Area Map

Prepared For: Community Insights™

Order #: 966823341
Site: 01

10 MIN NJ ONLY,

Coord: 39.571900, -75.467100
Polygon - See Appendix for Points



Area Map

Prepared For: Community Insights™

Order #: 966823341
Site: 01

Appendix: Area Listing

Area Name: 10 MI NJ ONLY

MARKET ST AT E BROADWAY, SALEM, NJ 08079

Type: Polygon 1

Polygon Points:

| | | | | | | | |
|-----------|------------|-----------|------------|-----------|------------|-----------|------------|
| 39.563659 | -75.520054 | 39.573615 | -75.518659 | 39.581957 | -75.527029 | 39.590568 | -75.544816 |
| 39.601601 | -75.560860 | 39.615055 | -75.576206 | 39.623666 | -75.577601 | 39.633085 | -75.573415 |
| 39.638197 | -75.559116 | 39.643848 | -75.550048 | 39.656226 | -75.532261 | 39.661339 | -75.525983 |
| 39.673179 | -75.516566 | 39.682328 | -75.513427 | 39.690401 | -75.513427 | 39.696590 | -75.512032 |
| 39.701972 | -75.505754 | 39.705201 | -75.498430 | 39.712735 | -75.493896 | 39.717310 | -75.485874 |
| 39.716234 | -75.479597 | 39.715157 | -75.471226 | 39.701703 | -75.376012 | 39.658379 | -75.324046 |
| 39.609135 | -75.284286 | 39.569579 | -75.280798 | 39.537557 | -75.288820 | 39.528677 | -75.291610 |
| 39.510917 | -75.298586 | 39.486430 | -75.320209 | 39.464903 | -75.346018 | 39.444721 | -75.389963 |
| 39.426154 | -75.458670 | 39.425077 | -75.464600 | 39.431266 | -75.471575 | 39.432074 | -75.481340 |
| 39.442568 | -75.499128 | 39.450372 | -75.514125 | 39.455485 | -75.517961 | 39.455754 | -75.540631 |
| 39.468939 | -75.551792 | 39.483201 | -75.555279 | 39.499077 | -75.552838 | 39.505805 | -75.549002 |
| 39.505805 | -75.540980 | 39.526794 | -75.539236 | 39.536212 | -75.544468 | 39.538903 | -75.546909 |
| 39.549666 | -75.535400 | 39.556932 | -75.524588 | 39.563659 | -75.520054 | 39.538903 | -75.546909 |



Prepared on: July 7, 2008
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Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|---|-----------|-------|
| Population | | |
| 2012 Projection | 40,313 | |
| 2007 Estimate | 39,281 | |
| 2000 Census | 37,937 | |
| 1990 Census | 39,587 | |
| Growth 2007-2012 | 2.63% | |
| Growth 2000-2007 | 3.54% | |
| Growth 1990-2000 | -4.17% | |
| 2007 Est. Population by Single Race Classification | | |
| | 39,281 | |
| White Alone | 32,212 | 82.00 |
| Black or African American Alone | 5,697 | 14.50 |
| American Indian and Alaska Native Alone | 146 | 0.37 |
| Asian Alone | 350 | 0.89 |
| Native Hawaiian and Other Pacific Islander Alone | 5 | 0.01 |
| Some Other Race Alone | 318 | 0.81 |
| Two or More Races | 552 | 1.41 |
| 2007 Est. Population Hispanic or Latino by Origin* | | |
| | 39,281 | |
| Not Hispanic or Latino | 38,159 | 97.14 |
| Hispanic or Latino: | 1,122 | 2.86 |
| Mexican | 168 | 14.97 |
| Puerto Rican | 551 | 49.11 |
| Cuban | 29 | 2.58 |
| All Other Hispanic or Latino | 375 | 33.42 |
| 2007 Est. Hispanic or Latino by Single Race Class. | | |
| | 1,122 | |
| White Alone | 535 | 47.68 |
| Black or African American Alone | 132 | 11.76 |
| American Indian and Alaska Native Alone | 37 | 3.30 |
| Asian Alone | 0 | 0.00 |
| Native Hawaiian and Other Pacific Islander Alone | 1 | 0.09 |
| Some Other Race Alone | 279 | 24.87 |
| Two or More Races | 138 | 12.30 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|---|-----------|-------|
| 2007 Est. Pop. Asian Alone Race by Category* | 350 | |
| Chinese, except Taiwanese | 58 | 16.57 |
| Filipino | 63 | 18.00 |
| Japanese | 19 | 5.43 |
| Asian Indian | 77 | 22.00 |
| Korean | 56 | 16.00 |
| Vietnamese | 33 | 9.43 |
| Cambodian | 1 | 0.29 |
| Hmong | 0 | 0.00 |
| Laotian | 0 | 0.00 |
| Thai | 4 | 1.14 |
| Other Asian | 36 | 10.29 |
| Two or more Asian categories | 3 | 0.86 |
| 2007 Est. Population by Ancestry | 39,281 | |
| Pop, Arab | 36 | 0.09 |
| Pop, Czech | 63 | 0.16 |
| Pop, Danish | 65 | 0.17 |
| Pop, Dutch | 380 | 0.97 |
| Pop, English | 3,805 | 9.69 |
| Pop, French (except Basque) | 452 | 1.15 |
| Pop, French Canadian | 212 | 0.54 |
| Pop, German | 5,006 | 12.74 |
| Pop, Greek | 211 | 0.54 |
| Pop, Hungarian | 109 | 0.28 |
| Pop, Irish | 4,371 | 11.13 |
| Pop, Italian | 3,312 | 8.43 |
| Pop, Lithuanian | 82 | 0.21 |
| Pop, United States or American | 2,692 | 6.85 |
| Pop, Norwegian | 104 | 0.26 |
| Pop, Polish | 1,004 | 2.56 |
| Pop, Portuguese | 59 | 0.15 |
| Pop, Russian | 80 | 0.20 |
| Pop, Scottish | 469 | 1.19 |
| Pop, Scotch-Irish | 341 | 0.87 |
| Pop, Slovak | 24 | 0.06 |
| Pop, Sub-Saharan African | 232 | 0.59 |
| Pop, Swedish | 394 | 1.00 |
| Pop, Swiss | 28 | 0.07 |
| Pop, Ukrainian | 101 | 0.26 |
| Pop, Welsh | 378 | 0.96 |
| Pop, West Indian (exc Hisp groups) | 65 | 0.17 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|--|-----------|-------|
| 2007 Est. Population by Ancestry | | |
| Pop, Other ancestries | 7,126 | 18.14 |
| Pop, Ancestry Unclassified | 8,080 | 20.57 |
| 2007 Est. Pop Age 5+ by Language Spoken At Home | | |
| | 36,894 | |
| Speak Only English at Home | 34,784 | 94.28 |
| Speak Asian/Pacific Islander Language at Home | 198 | 0.54 |
| Speak IndoEuropean Language at Home | 793 | 2.15 |
| Speak Spanish at Home | 1,015 | 2.75 |
| Speak Other Language at Home | 105 | 0.28 |
| 2007 Est. Population by Sex | | |
| | 39,281 | |
| Male | 18,915 | 48.15 |
| Female | 20,366 | 51.85 |
| Male/Female Ratio | 0.93 | |
| 2007 Est. Population by Age | | |
| | 39,281 | |
| Age 0 - 4 | 2,387 | 6.08 |
| Age 5 - 9 | 2,449 | 6.23 |
| Age 10 - 14 | 2,692 | 6.85 |
| Age 15 - 17 | 1,744 | 4.44 |
| Age 18 - 20 | 1,437 | 3.66 |
| Age 21 - 24 | 1,896 | 4.83 |
| Age 25 - 34 | 4,696 | 11.95 |
| Age 35 - 44 | 5,405 | 13.76 |
| Age 45 - 49 | 2,979 | 7.58 |
| Age 50 - 54 | 2,750 | 7.00 |
| Age 55 - 59 | 2,660 | 6.77 |
| Age 60 - 64 | 2,134 | 5.43 |
| Age 65 - 74 | 2,853 | 7.26 |
| Age 75 - 84 | 2,249 | 5.73 |
| Age 85 and over | 949 | 2.42 |
| Age 16 and over | 31,175 | 79.36 |
| Age 18 and over | 30,009 | 76.40 |
| Age 21 and over | 28,572 | 72.74 |
| Age 65 and over | 6,051 | 15.40 |
| 2007 Est. Median Age | | |
| | 39.33 | |
| 2007 Est. Average Age | | |
| | 39.51 | |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|---|-----------|-------|
| 2007 Est. Male Population by Age | 18,915 | |
| Age 0 - 4 | 1,210 | 6.40 |
| Age 5 - 9 | 1,231 | 6.51 |
| Age 10 - 14 | 1,321 | 6.98 |
| Age 15 - 17 | 848 | 4.48 |
| Age 18 - 20 | 746 | 3.94 |
| Age 21 - 24 | 1,022 | 5.40 |
| Age 25 - 34 | 2,287 | 12.09 |
| Age 35 - 44 | 2,613 | 13.81 |
| Age 45 - 49 | 1,436 | 7.59 |
| Age 50 - 54 | 1,325 | 7.01 |
| Age 55 - 59 | 1,293 | 6.84 |
| Age 60 - 64 | 1,040 | 5.50 |
| Age 65 - 74 | 1,310 | 6.93 |
| Age 75 - 84 | 888 | 4.69 |
| Age 85 and over | 345 | 1.82 |
| 2007 Est. Median Age, Male | 38.03 | |
| 2007 Est. Average Age, Male | 38.29 | |
| 2007 Est. Female Population by Age | 20,366 | |
| Age 0 - 4 | 1,176 | 5.77 |
| Age 5 - 9 | 1,217 | 5.98 |
| Age 10 - 14 | 1,371 | 6.73 |
| Age 15 - 17 | 896 | 4.40 |
| Age 18 - 20 | 691 | 3.39 |
| Age 21 - 24 | 875 | 4.30 |
| Age 25 - 34 | 2,409 | 11.83 |
| Age 35 - 44 | 2,792 | 13.71 |
| Age 45 - 49 | 1,544 | 7.58 |
| Age 50 - 54 | 1,425 | 7.00 |
| Age 55 - 59 | 1,367 | 6.71 |
| Age 60 - 64 | 1,094 | 5.37 |
| Age 65 - 74 | 1,544 | 7.58 |
| Age 75 - 84 | 1,361 | 6.68 |
| Age 85 and over | 604 | 2.97 |
| 2007 Est. Median Age, Female | 40.54 | |
| 2007 Est. Average Age, Female | 40.65 | |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|--|-----------|-------|
| 2007 Est. Population Age 15+ by Marital Status* | 31,754 | |
| Total, Never Married | 7,902 | 24.89 |
| Married, Spouse present | 16,768 | 52.81 |
| Married, Spouse absent | 1,524 | 4.80 |
| Widowed | 2,854 | 8.99 |
| Divorced | 2,706 | 8.52 |
| Males, Never Married | 4,181 | 13.17 |
| Previously Married | 1,829 | 5.76 |
| Females, Never Married | 3,721 | 11.72 |
| Previously Married | 3,731 | 11.75 |
| 2007 Est. Pop. Age 25+ by Educational Attainment* | 26,676 | |
| Less than 9th grade | 1,681 | 6.30 |
| Some High School, no diploma | 3,515 | 13.18 |
| High School Graduate (or GED) | 10,489 | 39.32 |
| Some College, no degree | 4,937 | 18.51 |
| Associate Degree | 1,898 | 7.12 |
| Bachelor's Degree | 3,108 | 11.65 |
| Master's Degree | 753 | 2.82 |
| Professional School Degree | 235 | 0.88 |
| Doctorate Degree | 59 | 0.22 |
| Households | | |
| 2012 Projection | 15,811 | |
| 2007 Estimate | 15,384 | |
| 2000 Census | 14,829 | |
| 1990 Census | 14,845 | |
| Growth 2007-2012 | 2.78% | |
| Growth 2000-2007 | 3.74% | |
| Growth 1990-2000 | -0.11% | |
| 2007 Est. Households by Household Type | 15,384 | |
| Family Households | 10,672 | 69.37 |
| Nonfamily Households | 4,712 | 30.63 |
| 2007 Est. Group Quarters Population | 721 | |
| 2007 Households by Ethnicity, Hispanic/Latino | 281 | 1.83 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|---|-----------|-------|
| 2007 Est. Households by Household Income | 15,384 | |
| Income Less than \$15,000 | 1,714 | 11.14 |
| Income \$15,000 - \$24,999 | 1,527 | 9.93 |
| Income \$25,000 - \$34,999 | 1,676 | 10.89 |
| Income \$35,000 - \$49,999 | 2,377 | 15.45 |
| Income \$50,000 - \$74,999 | 3,105 | 20.18 |
| Income \$75,000 - \$99,999 | 2,343 | 15.23 |
| Income \$100,000 - \$149,999 | 2,036 | 13.23 |
| Income \$150,000 - \$249,999 | 485 | 3.15 |
| Income \$250,000 - \$499,999 | 101 | 0.66 |
| Income \$500,000 and more | 20 | 0.13 |
| 2007 Est. Average Household Income | \$63,707 | |
| 2007 Est. Median Household Income | \$53,208 | |
| 2007 Est. Per Capita Income | \$25,317 | |
| 2007 Est. Household Type, Presence Own Children* | 15,384 | |
| Single Male Householder | 1,632 | 10.61 |
| Single Female Householder | 2,423 | 15.75 |
| Married-Couple Family, own children | 3,227 | 20.98 |
| Married-Couple Family, no own children | 4,833 | 31.42 |
| Male Householder, own children | 318 | 2.07 |
| Male Householder, no own children | 320 | 2.08 |
| Female Householder, own children | 1,129 | 7.34 |
| Female Householder, no own children | 845 | 5.49 |
| Nonfamily, Male Householder | 396 | 2.57 |
| Nonfamily, Female Householder | 260 | 1.69 |
| 2007 Est. Households by Household Size* | 15,384 | |
| 1-person household | 4,056 | 26.37 |
| 2-person household | 5,170 | 33.61 |
| 3-person household | 2,589 | 16.83 |
| 4-person household | 2,150 | 13.98 |
| 5-person household | 947 | 6.16 |
| 6-person household | 340 | 2.21 |
| 7 or more person household | 132 | 0.86 |
| 2007 Est. Average Household Size | 2.51 | |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|---|-----------|-------|
| 2007 Est. Households by Presence of People* | 15,384 | |
| Households with 1 or more People under Age 18: | | |
| Married-Couple Family | 3,451 | 22.43 |
| Other Family, Male Householder | 366 | 2.38 |
| Other Family, Female Householder | 1,340 | 8.71 |
| Nonfamily, Male Householder | 52 | 0.34 |
| Nonfamily, Female Householder | 9 | 0.06 |
| Households no People under Age 18: | | |
| Married-Couple Family | 4,610 | 29.97 |
| Other Family, Male Householder | 271 | 1.76 |
| Other Family, Female Householder | 634 | 4.12 |
| Nonfamily, Male Householder | 1,976 | 12.84 |
| Nonfamily, Female Householder | 2,675 | 17.39 |
| 2007 Est. Households by Number of Vehicles* | 15,384 | |
| No Vehicles | 1,565 | 10.17 |
| 1 Vehicle | 5,259 | 34.18 |
| 2 Vehicles | 6,056 | 39.37 |
| 3 Vehicles | 1,833 | 11.91 |
| 4 Vehicles | 509 | 3.31 |
| 5 or more Vehicles | 161 | 1.05 |
| 2007 Est. Average Number of Vehicles* | 1.68 | |
| Family Households | | |
| 2012 Projection | 10,965 | |
| 2007 Estimate | 10,672 | |
| 2000 Census | 10,294 | |
| 1990 Census | 10,790 | |
| Growth 2007-2012 | 2.75% | |
| Growth 2000-2007 | 3.67% | |
| Growth 1990-2000 | -4.60% | |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|--|-----------|-------|
| 2007 Est. Family Households by Household Income | 10,672 | |
| Income Less than \$15,000 | 606 | 5.68 |
| Income \$15,000 - \$24,999 | 633 | 5.93 |
| Income \$25,000 - \$34,999 | 969 | 9.08 |
| Income \$35,000 - \$49,999 | 1,571 | 14.72 |
| Income \$50,000 - \$74,999 | 2,458 | 23.03 |
| Income \$75,000 - \$99,999 | 2,079 | 19.48 |
| Income \$100,000 - \$149,999 | 1,839 | 17.23 |
| Income \$150,000 - \$249,999 | 423 | 3.96 |
| Income \$250,000 - \$499,999 | 79 | 0.74 |
| Income \$500,000 and more | 16 | 0.15 |
| 2007 Est. Average Family Household Income | \$73,782 | |
| 2007 Est. Median Family Household Income | \$65,840 | |
| 2007 Est. Families by Poverty Status* | 10,672 | |
| Income At or Above Poverty Level: | | |
| Married-Couple Family, own children | 3,441 | 32.24 |
| Married-Couple Family, no own children | 4,431 | 41.52 |
| Male Householder, own children | 339 | 3.18 |
| Male Householder, no own children | 253 | 2.37 |
| Female Householder, own children | 847 | 7.94 |
| Female Householder, no own children | 608 | 5.70 |
| Income Below Poverty Level: | | |
| Married-Couple Family, own children | 90 | 0.84 |
| Married-Couple Family, no own children | 99 | 0.93 |
| Male Householder, own children | 34 | 0.32 |
| Male Householder, no own children | 11 | 0.10 |
| Female Householder, own children | 463 | 4.34 |
| Female Householder, no own children | 55 | 0.52 |
| 2007 Est. Pop Age 16+ by Employment Status* | 31,175 | |
| In Armed Forces | 6 | 0.02 |
| Civilian - Employed | 18,182 | 58.32 |
| Civilian - Unemployed | 1,145 | 3.67 |
| Not in Labor Force | 11,842 | 37.99 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|---|-----------|-------|
| 2007 Est. Civ Employed Pop 16+ Class of Worker* | 18,182 | |
| For-Profit Private Workers | 13,170 | 72.43 |
| Non-Profit Private Workers | 1,351 | 7.43 |
| Local Government Workers | 1,869 | 10.28 |
| State Government Workers | 599 | 3.29 |
| Federal Government Workers | 278 | 1.53 |
| Self-Emp Workers | 863 | 4.75 |
| Unpaid Family Workers | 50 | 0.27 |
| 2007 Est. Civ Employed Pop 16+ by Occupation* | 18,182 | |
| Management, Business, and Financial Operations | 1,802 | 9.91 |
| Professional and Related Occupations | 3,524 | 19.38 |
| Service | 2,692 | 14.81 |
| Sales and Office | 4,600 | 25.30 |
| Farming, Fishing, and Forestry | 118 | 0.65 |
| Construction, Extraction and Maintenance | 2,001 | 11.01 |
| Production, Transportation and Material Moving | 3,445 | 18.95 |
| 2007 Est. Pop 16+ by Occupation Classification* | 18,182 | |
| Blue Collar | 5,446 | 29.95 |
| White Collar | 9,824 | 54.03 |
| Service and Farm | 2,912 | 16.02 |
| 2007 Est. Workers Age 16+, Transportation To Work* | 17,797 | |
| Drove Alone | 14,918 | 83.82 |
| Car Pooled | 1,704 | 9.57 |
| Public Transportation | 232 | 1.30 |
| Walked | 392 | 2.20 |
| Motorcycle | 15 | 0.08 |
| Bicycle | 32 | 0.18 |
| Other Means | 159 | 0.89 |
| Worked at Home | 345 | 1.94 |
| 2007 Est. Workers Age 16+ by Travel Time to Work* | 17,452 | |
| Less than 15 Minutes | 5,599 | 32.08 |
| 15 - 29 Minutes | 6,437 | 36.88 |
| 30 - 44 Minutes | 3,166 | 18.14 |
| 45 - 59 Minutes | 1,219 | 6.98 |
| 60 or more Minutes | 1,032 | 5.91 |
| 2007 Est. Average Travel Time to Work in Minutes* | 25.74 | |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|--|-----------|-------|
| 2007 Est. Tenure of Occupied Housing Units | 15,384 | |
| Owner Occupied | 11,025 | 71.67 |
| Renter Occupied | 4,359 | 28.33 |
| 2007 Occ Housing Units, Avg Length of Residence | 13 | |
| 2007 Est. All Owner-Occupied Housing Values | 11,025 | |
| Value Less than \$20,000 | 103 | 0.93 |
| Value \$20,000 - \$39,999 | 184 | 1.67 |
| Value \$40,000 - \$59,999 | 275 | 2.49 |
| Value \$60,000 - \$79,999 | 318 | 2.88 |
| Value \$80,000 - \$99,999 | 513 | 4.65 |
| Value \$100,000 - \$149,999 | 3,773 | 34.22 |
| Value \$150,000 - \$199,999 | 2,601 | 23.59 |
| Value \$200,000 - \$299,999 | 2,416 | 21.91 |
| Value \$300,000 - \$399,999 | 476 | 4.32 |
| Value \$400,000 - \$499,999 | 184 | 1.67 |
| Value \$500,000 - \$749,999 | 136 | 1.23 |
| Value \$750,000 - \$999,999 | 20 | 0.18 |
| Value \$1,000,000 or more | 22 | 0.20 |
| 2007 Est. Median All Owner-Occupied Housing Value | \$156,630 | |
| 2007 Est. Housing Units by Units in Structure* | 16,642 | |
| 1 Unit Attached | 736 | 4.42 |
| 1 Unit Detached | 12,153 | 73.03 |
| 2 Units | 920 | 5.53 |
| 3 to 19 Units | 1,652 | 9.93 |
| 20 to 49 Units | 204 | 1.23 |
| 50 or More Units | 424 | 2.55 |
| Mobile Home or Trailer | 547 | 3.29 |
| Boat, RV, Van, etc. | 6 | 0.04 |



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, MARKET ST AT E BROADWAY, SALEM, NJ 08079, aggregate

| Description | Polygon 1 | % |
|--|-----------|-------|
| 2007 Est. Housing Units by Year Structure Built | 16,642 | |
| Housing Units Built 1999 to 2007 | 1,018 | 6.12 |
| Housing Unit Built 1995 to 1998 | 219 | 1.32 |
| Housing Unit Built 1990 to 1994 | 558 | 3.35 |
| Housing Unit Built 1980 to 1989 | 1,122 | 6.74 |
| Housing Unit Built 1970 to 1979 | 2,536 | 15.24 |
| Housing Unit Built 1960 to 1969 | 2,250 | 13.52 |
| Housing Unit Built 1950 to 1959 | 2,896 | 17.40 |
| Housing Unit Built 1940 to 1949 | 2,156 | 12.96 |
| Housing Unit Built 1939 or Earlier | 3,888 | 23.36 |
| 2007 Est. Median Year Structure Built ** | 1958 | |

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Pop-Facts: Demographic Snapshot 2007 Report

Salem 10-miles (NJ Only)

Appendix: Area Listing

Area Name: 10 MI NJ ONLY

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

MARKET ST AT E BROADWAY, SALEM, NJ 08079

Polygon Points:

| | | | |
|----------------------|----------------------|----------------------|----------------------|
| 39.563659 -75.520054 | 39.573615 -75.518659 | 39.581957 -75.527029 | 39.590568 -75.544816 |
| 39.601601 -75.560860 | 39.615055 -75.576206 | 39.623666 -75.577601 | 39.633085 -75.573415 |
| 39.638197 -75.559116 | 39.643848 -75.550048 | 39.656226 -75.532261 | 39.661339 -75.525983 |
| 39.673179 -75.516566 | 39.682328 -75.513427 | 39.690401 -75.513427 | 39.696590 -75.512032 |
| 39.701972 -75.505754 | 39.705201 -75.498430 | 39.712735 -75.493896 | 39.717310 -75.485874 |
| 39.716234 -75.479597 | 39.715157 -75.471226 | 39.701703 -75.376012 | 39.658379 -75.324046 |
| 39.609135 -75.284286 | 39.569579 -75.280798 | 39.537557 -75.288820 | 39.528677 -75.291610 |
| 39.510917 -75.298586 | 39.486430 -75.320209 | 39.464903 -75.346018 | 39.444721 -75.389963 |
| 39.426154 -75.458670 | 39.425077 -75.464600 | 39.431266 -75.471575 | 39.432074 -75.481340 |
| 39.442568 -75.499128 | 39.450372 -75.514125 | 39.455485 -75.517961 | 39.455754 -75.540631 |
| 39.468939 -75.551792 | 39.483201 -75.555279 | 39.499077 -75.552838 | 39.505805 -75.549002 |
| 39.505805 -75.540980 | 39.526794 -75.539236 | 39.536212 -75.544468 | 39.538903 -75.546909 |
| 39.549666 -75.535400 | 39.556932 -75.524588 | 39.563659 -75.520054 | 39.538903 -75.546909 |

Project Information:

Site: 1

Order Number: 966823341



RMP Opportunity Gap - Retail Stores 2007

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 661,368,802 | 484,378,013 | 176,990,789 |
| Motor Vehicle and Parts Dealers-441 | 118,192,418 | 41,337,024 | 76,855,394 |
| Automotive Dealers-4411 | 101,773,882 | 29,263,210 | 72,510,672 |
| Other Motor Vehicle Dealers-4412 | 6,878,583 | 552,000 | 6,326,583 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 9,539,954 | 11,521,814 | (1,981,860) |
| Furniture and Home Furnishings Stores-442 | 17,720,602 | 3,923,692 | 13,796,910 |
| Furniture Stores-4421 | 9,417,173 | 834,444 | 8,582,729 |
| Home Furnishing Stores-4422 | 8,303,430 | 3,089,248 | 5,214,182 |
| Electronics and Appliance Stores-443 | 15,317,473 | 3,771,162 | 11,546,311 |
| Appliances, TVs, Electronics Stores-44311 | 11,692,347 | 2,878,028 | 8,814,319 |
| Household Appliances Stores-443111 | 2,678,741 | 1,058,000 | 1,620,741 |
| Radio, Television, Electronics Stores-443112 | 9,013,606 | 1,820,028 | 7,193,578 |
| Computer and Software Stores-44312 | 2,972,469 | 679,046 | 2,293,423 |
| Camera and Photographic Equipment Stores-44313 | 652,657 | 214,088 | 438,569 |
| Building Material, Garden Equip Stores -444 | 76,387,110 | 10,290,294 | 66,096,816 |
| Building Material and Supply Dealers-4441 | 69,540,114 | 7,512,199 | 62,027,915 |
| Home Centers-44411 | 26,230,180 | 0 | 26,230,180 |
| Paint and Wallpaper Stores-44412 | 1,788,006 | 25,001 | 1,763,005 |
| Hardware Stores-44413 | 5,313,334 | 245,449 | 5,067,885 |
| Other Building Materials Dealers-44419 | 36,208,594 | 7,241,749 | 28,966,845 |
| Building Materials, Lumberyards-444191 | 12,426,973 | 2,469,516 | 9,957,457 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 6,846,996 | 2,778,095 | 4,068,901 |
| Outdoor Power Equipment Stores-44421 | 1,060,359 | 0 | 1,060,359 |
| Nursery and Garden Centers-44422 | 5,786,637 | 2,778,095 | 3,008,542 |
| Food and Beverage Stores-445 | 80,592,810 | 85,496,979 | (4,904,169) |
| Grocery Stores-4451 | 73,150,323 | 78,059,863 | (4,909,540) |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 69,427,711 | 65,431,720 | 3,995,991 |
| Convenience Stores-44512 | 3,722,613 | 12,628,143 | (8,905,530) |
| Specialty Food Stores-4452 | 2,540,296 | 3,611,046 | (1,070,750) |
| Beer, Wine and Liquor Stores-4453 | 4,902,191 | 3,826,070 | 1,076,121 |
| Health and Personal Care Stores-446 | 30,825,144 | 27,812,275 | 3,012,869 |
| Pharmancies and Drug Stores-44611 | 26,517,698 | 27,378,659 | (860,961) |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 1,080,286 | 13,754 | 1,066,532 |
| Optical Goods Stores-44613 | 1,260,778 | 359,418 | 901,360 |
| Other Health and Personal Care Stores-44619 | 1,966,382 | 60,444 | 1,905,938 |



RMP Opportunity Gap - Retail Stores 2007

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 73,106,203 | 200,677,035 | (127,570,832) |
| Gasoline Stations With Conv Stores-44711 | 55,062,157 | 71,550,163 | (16,488,006) |
| Other Gasoline Stations-44719 | 18,044,046 | 129,126,872 | (111,082,826) |
| Clothing and Clothing Accessories Stores-448 | 30,317,005 | 6,055,261 | 24,261,744 |
| Clothing Stores-4481 | 21,713,621 | 4,622,398 | 17,091,223 |
| Men's Clothing Stores-44811 | 1,413,433 | 202,013 | 1,211,420 |
| Women's Clothing Stores-44812 | 5,488,071 | 1,923,998 | 3,564,073 |
| Childrens, Infants Clothing Stores-44813 | 1,255,802 | 0 | 1,255,802 |
| Family Clothing Stores-44814 | 11,603,004 | 1,476,781 | 10,126,223 |
| Clothing Accessories Stores-44815 | 509,988 | 78,002 | 431,986 |
| Other Clothing Stores-44819 | 1,443,323 | 941,605 | 501,718 |
| Shoe Stores-4482 | 4,144,924 | 786,862 | 3,358,062 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 4,458,460 | 646,001 | 3,812,459 |
| Jewelry Stores-44831 | 4,110,812 | 646,001 | 3,464,811 |
| Luggage and Leather Goods Stores-44832 | 347,648 | 0 | 347,648 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 11,187,645 | 853,361 | 10,334,284 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 7,966,105 | 709,545 | 7,256,560 |
| Sporting Goods Stores-45111 | 3,946,674 | 615,055 | 3,331,619 |
| Hobby, Toys and Games Stores-45112 | 2,642,569 | 0 | 2,642,569 |
| Sew/Needlework/Piece Goods Stores-45113 | 615,036 | 30,903 | 584,133 |
| Musical Instrument and Supplies Stores-45114 | 761,827 | 63,587 | 698,240 |
| Book, Periodical and Music Stores-4512 | 3,221,540 | 143,815 | 3,077,725 |
| Book Stores and News Dealers-45121 | 2,150,189 | 143,815 | 2,006,374 |
| Book Stores-451211 | 1,997,120 | 90,003 | 1,907,117 |
| News Dealers and Newsstands-451212 | 153,068 | 53,812 | 99,256 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 1,071,351 | 0 | 1,071,351 |
| General Merchandise Stores-452 | 79,113,665 | 37,096,603 | 42,017,062 |
| Department Stores Excl Leased Depts-4521 | 36,324,224 | 25,686,892 | 10,637,332 |
| Other General Merchandise Stores-4529 | 42,789,441 | 11,409,711 | 31,379,730 |
| Warehouse Clubs and Super Stores-45291 | 36,873,127 | 10,522,553 | 26,350,574 |
| All Other General Merchandise Stores-45299 | 5,916,314 | 887,159 | 5,029,155 |
| Miscellaneous Store Retailers-453 | 17,952,368 | 4,058,345 | 13,894,023 |
| Florists-4531 | 1,319,608 | 720,747 | 598,861 |
| Office Supplies, Stationery, Gift Stores-4532 | 7,061,079 | 386,263 | 6,674,816 |
| Office Supplies and Stationery Stores-45321 | 3,995,598 | 0 | 3,995,598 |
| Gift, Novelty and Souvenir Stores-45322 | 3,065,481 | 386,263 | 2,679,218 |
| Used Merchandise Stores-4533 | 1,468,028 | 642,722 | 825,306 |
| Other Miscellaneous Store Retailers-4539 | 8,103,653 | 2,308,614 | 5,795,039 |



RMP Opportunity Gap - Retail Stores 2007

Salem 10-miles (NJ Only)

Polygon 1: 10 MI NJ ONLY, Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 45,439,455 | 1,215,707 | 44,223,748 |
| Electronic Shopping, Mail-Order Houses-4541 | 27,700,337 | 16,870 | 27,683,467 |
| Vending Machine Operators-4542 | 1,875,307 | 752,089 | 1,123,218 |
| Direct Selling Establishments-4543 | 15,863,811 | 446,748 | 15,417,063 |
| Foodservice and Drinking Places-722 | 65,216,902 | 61,790,275 | 3,426,627 |
| Full-Service Restaurants-7221 | 29,608,753 | 22,485,433 | 7,123,320 |
| Limited-Service Eating Places-7222 | 27,524,339 | 28,117,675 | (593,336) |
| Special Foodservices-7223 | 5,283,500 | 4,440,640 | 842,860 |
| Drinking Places -Alcoholic Beverages-7224 | 2,800,311 | 6,746,528 | (3,946,217) |
| GAFO * | 160,717,469 | 52,086,342 | 108,631,127 |
| General Merchandise Stores-452 | 79,113,665 | 37,096,603 | 42,017,062 |
| Clothing and Clothing Accessories Stores-448 | 30,317,005 | 6,055,261 | 24,261,744 |
| Furniture and Home Furnishings Stores-442 | 17,720,602 | 3,923,692 | 13,796,910 |
| Electronics and Appliance Stores-443 | 15,317,473 | 3,771,162 | 11,546,311 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 11,187,645 | 853,361 | 10,334,284 |
| Office Supplies, Stationery, Gift Stores-4532 | 7,061,079 | 386,263 | 6,674,816 |

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



RMP Opportunity Gap - Retail Stores 2007

Salem 10-miles (NJ Only)

Appendix: Area Listing

Area Name: 10 MI NJ ONLY

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

MARKET ST AT E BROADWAY, SALEM, NJ 08079

Polygon Points:

| | | | |
|----------------------|----------------------|----------------------|----------------------|
| 39.563659 -75.520054 | 39.573615 -75.518659 | 39.581957 -75.527029 | 39.590568 -75.544816 |
| 39.601601 -75.560860 | 39.615055 -75.576206 | 39.623666 -75.577601 | 39.633085 -75.573415 |
| 39.638197 -75.559116 | 39.643848 -75.550048 | 39.656226 -75.532261 | 39.661339 -75.525983 |
| 39.673179 -75.516566 | 39.682328 -75.513427 | 39.690401 -75.513427 | 39.696590 -75.512032 |
| 39.701972 -75.505754 | 39.705201 -75.498430 | 39.712735 -75.493896 | 39.717310 -75.485874 |
| 39.716234 -75.479597 | 39.715157 -75.471226 | 39.701703 -75.376012 | 39.658379 -75.324046 |
| 39.609135 -75.284286 | 39.569579 -75.280798 | 39.537557 -75.288820 | 39.528677 -75.291610 |
| 39.510917 -75.298586 | 39.486430 -75.320209 | 39.464903 -75.346018 | 39.444721 -75.389963 |
| 39.426154 -75.458670 | 39.425077 -75.464600 | 39.431266 -75.471575 | 39.432074 -75.481340 |
| 39.442568 -75.499128 | 39.450372 -75.514125 | 39.455485 -75.517961 | 39.455754 -75.540631 |
| 39.468939 -75.551792 | 39.483201 -75.555279 | 39.499077 -75.552838 | 39.505805 -75.549002 |
| 39.505805 -75.540980 | 39.526794 -75.539236 | 39.536212 -75.544468 | 39.538903 -75.546909 |
| 39.549666 -75.535400 | 39.556932 -75.524588 | 39.563659 -75.520054 | 39.538903 -75.546909 |

Project Information:

Site: 1

Order Number: 966823341



Prepared On: Mon Jul 07, 2008 Page 4 Of 4

Project Code:

Prepared For: Community Insights™

Claritas Tech Support: 1 800 866 6511

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