



INVEST NEWARK

RETAIL DEMAND & OPPORTUNITY

ON NEWARK'S COMMERCIAL CORRIDORS

August 2025

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Introduction

*The results of our study, **Retail Demand and Opportunity on Newark's Commercial Corridors**, authenticate a well-known reality for Newark residents. We have immense consumer spending power—but much of it is spent outside of Newark.*

This fact presents a major opportunity for both new and existing businesses to not only meet the demands of Newark residents but also retain more dollars within the local economy to foster long-term economic growth.



This Report highlights:

*Retail Demand on
Newark's Commercial
Corridors gives existing
businesses and new
businesses looking to
invest a roadmap into
who we are and what
we need.*

1

*The spending power and consumer habits
of Newark residents.*

2

*Retail surplus, or areas of oversupply
where Newark serves the region.*

3

*Opportunities for existing retailers or new
entrants to address unmet demands.*

More specifically, Retail Demand and Opportunity on Newark's Commercial Corridors, provides:



Insight into the retail categories and the specific stores that Newark residents frequently visit outside their local area.



Supply, demand, surplus and unmet demand in key retail categories.



Demographic and psychographic profiles of visitors to five Newark commercial districts.



Retail specific leakage from each commercial district.

Quick

Definitions

Retail Leakage

Residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business. However, retail leakage does not necessarily translate into opportunity.

For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Retail Surplus

The community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal.

Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Note:

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.



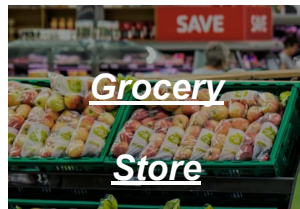
KEY **TAKEAWAYS**

Residents of Newark demand \$6 billion in goods and services annually.

However, \$2 billion of that spending takes place in the businesses of neighboring communities.

The data shared in this report is from Placer.ai for the year March 15, 2023 to March 14, 2024.

We've identified key trends in these 'leaked visits' that highlight broadly where opportunities exist.



1M Visits Leaked To Other Communities

Despite surplus in A&E and strong supply in IBID, millions in grocery demand remain unmet. Residents make about 1 million grocery trips outside their neighborhoods to nearby stores like ShopRite, Super Fresh, Seabra's and Aldi.

250K Visits Leaked To Other Communities

Residents make over 250,000 pharmacy visits outside their neighborhoods—most frequently to Walgreens locations.

330K Visits Leaked To Other Communities

Although A&E and IBID have a surplus of restaurants, Newark residents make roughly 330,000 trips to full-service restaurants outside their neighborhoods—with one-third of those visits coming from A&E residents.

30K Visits Leaked To Other Communities

Even with lower overall demand, 30,000 trips for sporting goods, hobbies, and musical instruments still represent a meaningful leakage from Newark neighborhoods.

Each of the five neighborhoods have unique unmet demands and/or retail surplus

Bergen Lyons Clinton



- Grocery Stores \$3.7M
- Health & PC Stores \$2.2M
- Automotive Parts \$890K

Partnership West Inc.



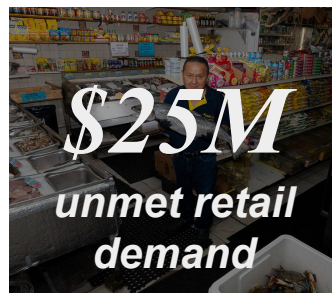
- Health & PC Stores \$22M
- Building Material & Supplies Dealers \$19M
- Other General Merchandise Stores \$17M

Arts & Education District



- Unmet Demand:
- Full Service Restaurants \$2M
 - Electronics & Appliance Stores \$4.6M
 - Department Stores \$3.4M

Bloomfield Ave Lower Broadway Alliance



- Grocery Stores \$3.7M
- Health & PC Stores \$2.2M
- Automotive Parts \$890K

Ironbound Business Improvement District



- Unmet Demand:
- Grocery Stores \$3.7M
 - Health & PC Stores \$2.2M
 - Automotive Parts \$890K

*This district is a niche for some goods and services, while others still reflect unmet demand.

Only the top 3 categories are represented, click on any image to jump directly to that neighborhood's information to learn more (when viewing in presentation mode).

There is opportunity to better service residents' needs and circulate dollars within Newark neighborhoods

The following takes a deep dive into five of Newark's neighborhoods allowing us to see exactly what types of goods and services we are missing in each, where residents are shopping instead, and where there is a retail surplus.



Bergen

Lyons

Clinton Special

Improvement

District



Bergen Lyons Clinton SID



The Bergen Lyons Clinton Special Improvement District (SID) is located in Newark's South Ward. A diverse neighborhood, rich in history and culture, community anchors in the district include the Beth Israel Medical Center and transportation assets include Garden State Parkway and I-78.

Visitor Demographics



Bergen Lyons Clinton SID

Population

737,233

Households

274,010

Average Household Income

\$82,387

Median Household Income

\$58,601

Household

Average Income per Person

\$31,677

Renter Occupied

196,154 71.59%

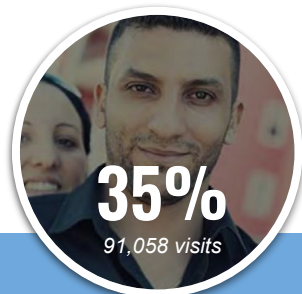
Owner Occupied

77,856 28.41%

**The above demographic profile is composed from the 737,233 people who make up 70% of all the visits to Bergen Lyons Clinton SID within 50 miles.*

Visitor Psychographic Profiles

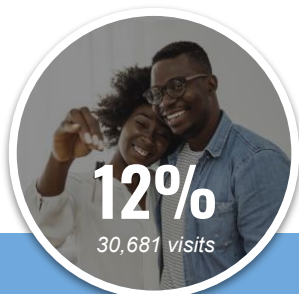
Cultural Connections (P)



Diverse, mid- and low-income families in urban apartments and residences

- Single parents
- Est. income \$35-\$50K
- Renter
- Modest education
- Financially curious

Singles and Starters (O)



Young singles starting out; some starter families living a city lifestyle

- Single adults
- Est. income \$50-\$75K
- Renter
- Foodies
- Digital savvy

Significant Singles (K)



Diversely aged singles earning mid-scale incomes supporting active city styles of living

- Small households
- Est. income: \$50-\$75K
- Renter
- Cultural interests
- Financially risk averse

Suburban Style (D)



Middle-aged, ethnically mixed suburban families & couples earning upscale incomes

- Parents
- Est. income \$75-\$100K
- Homeowner
- Family-centric activities
- Financial investments

Thrifty Habits (S)



Cost-conscious adults living alone in urban areas

- 1 person
- Est. income >\$15K
- Renter
- College sports fans
- Lottery ticket holders

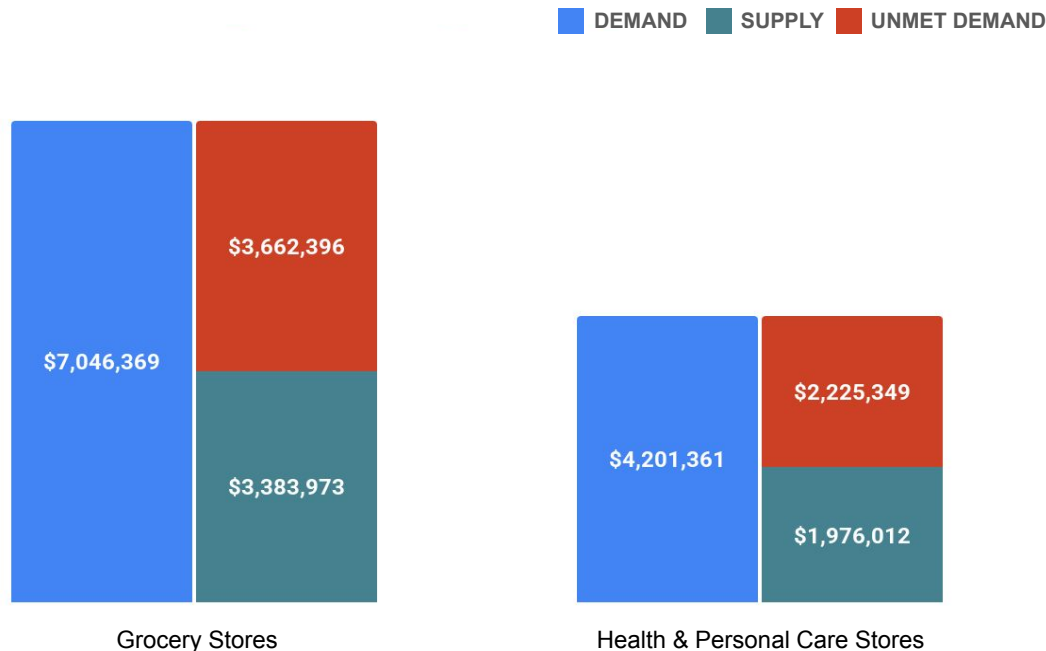
**The above demographic profile is composed from the 737,233 people who make up 70% of all the visits to Bergen Lyons Clinton SID within 50 miles.*

Residents have a \$60M demand for goods & services.

However, local businesses are only servicing \$20M of their needs.

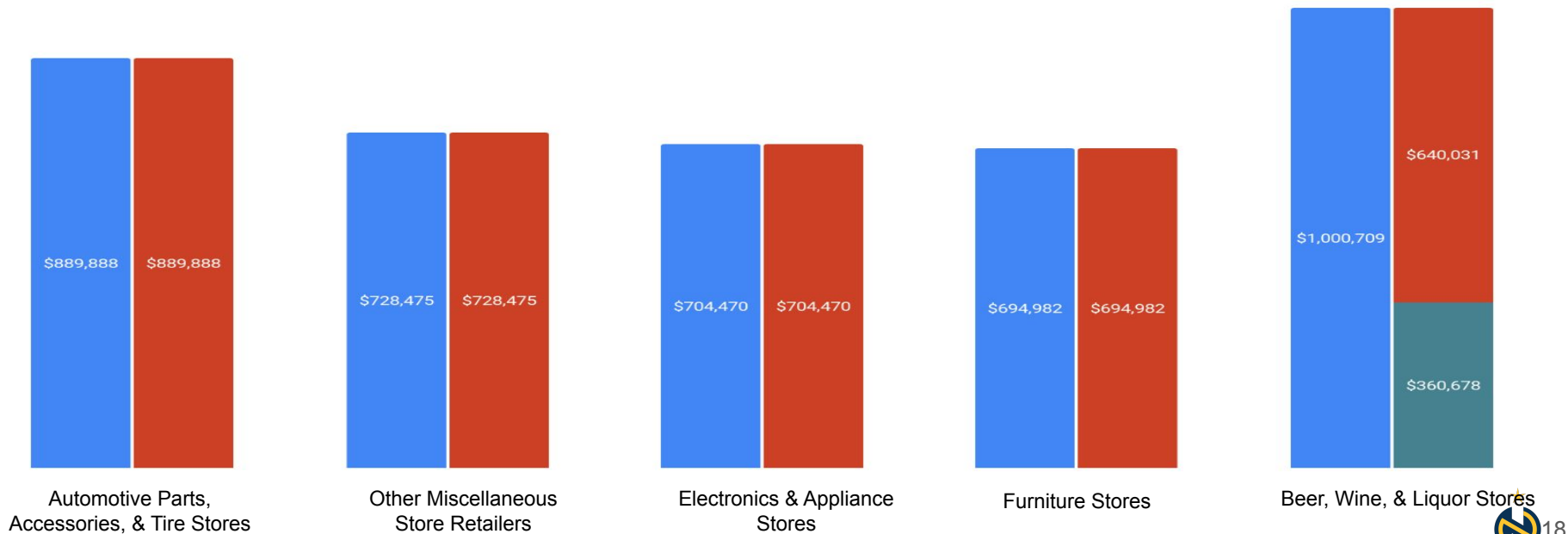
This results in \$40M in leakage.

There is an immense unmet demand for **groceries and health/personal care stores**: nearly \$4M in grocery and over \$2M in personal care.

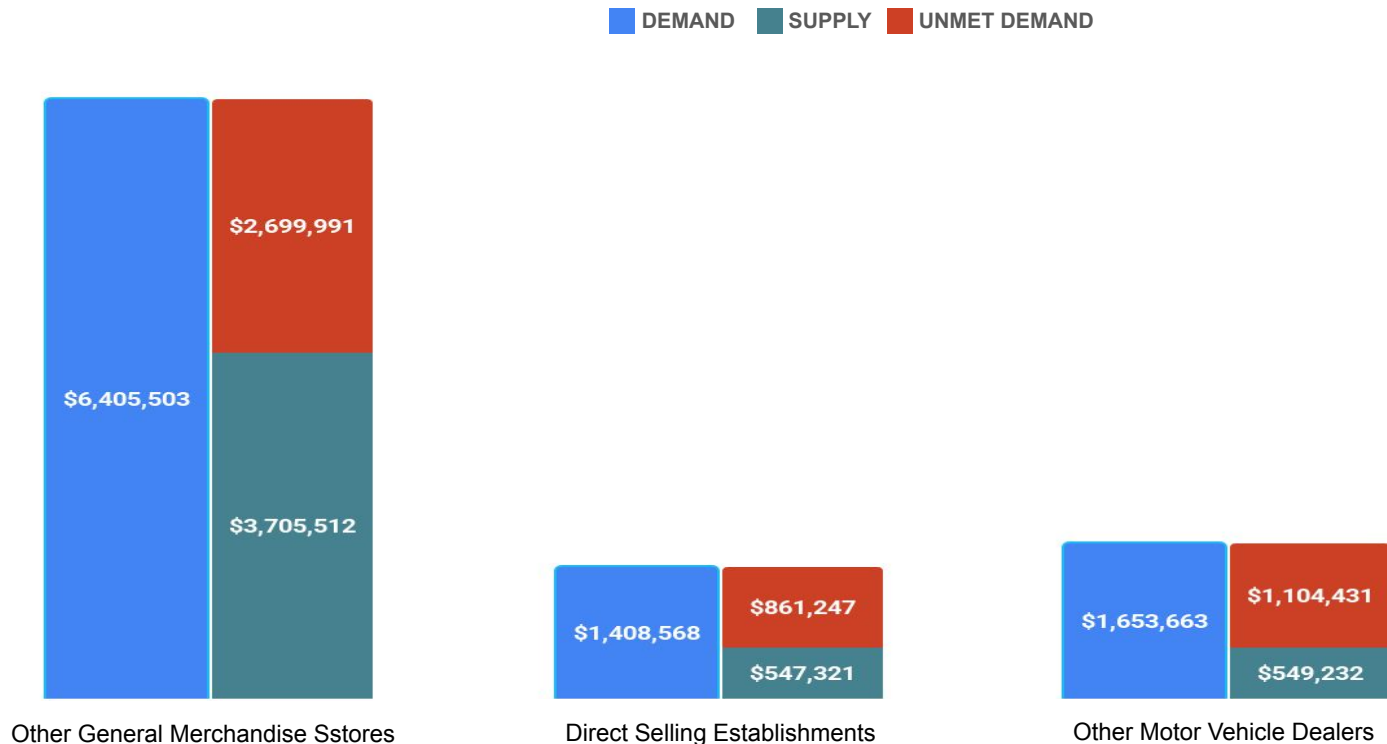


There is smaller but still substantive demand for products like **furniture** and **electronics**.

■ DEMAND ■ SUPPLY ■ UNMET DEMAND



The district is **oversupplied** with **general merchandise stores**, other motor vehicle dealers and **direct selling establishments**.



Top Leakage Categories

01 Grocery Store

Foodservice retail store that primarily retails a general range of food products, which may be fresh or packaged

02 Super Store

Physically large retail establishment, usually part of a chain of stores. Including “big box” and warehouse retailers

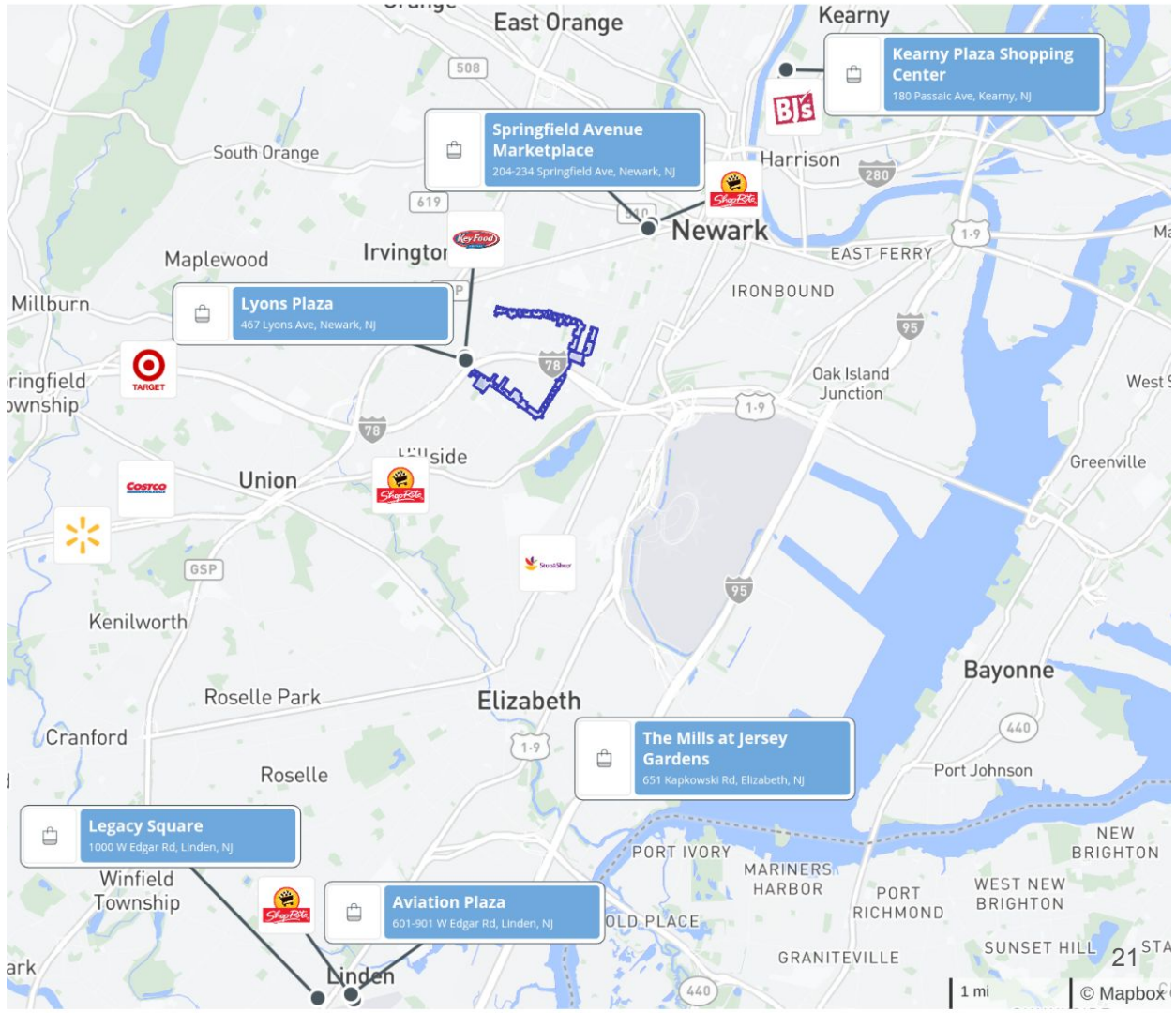
03 Shopping Center

Collection of independent retail stores, services, and a parking area conceived, constructed, and maintained by a management firm as a unit

04 Drugstore / Pharmacy

Premises which provides pharmaceutical drugs, among other products

Top Leakage Categories for Bergen
Lyons Clinton — Visualized



Top Leakage Categories: Grocery Store

Residents appear to seek out large, reputable chain grocery stores to shop for groceries.



206 Springfield Avenue, Newark

Visits by residents 12,528.06
Estimated leakage \$615,270.17

637 W Edgar Rd, Linden

Visits by residents 5,351.7
Estimated leakage \$TBD

367 US-22, Hillside

Visits by residents 3,735.88
Estimated Leakage \$185,951.57



471 Lyons Ave, Irvington

Visits by residents 5,443.82
Estimated leakage \$TBD



801 Newark Ave, Elizabeth

Visits by residents 3,932.64
Estimated leakage \$162,939.40

Top Leakage Categories: Super Store

Residents go to superstores in neighboring municipalities to meet many of their daily needs.



180 Passaic Ave., Kearny

Visits by residents 3,508.69
Estimated leakage \$370,938.95



900 Springfield Rd, Union

Visits by residents 3,927.36
Estimated Leakage \$233,226.41



1055 Hudson St, Union Township

Visits by residents 1,490.58
Estimated leakage \$139,098.57



2235 Springfield Ave, Vauxhall

Visits by residents 1,170.36
Estimated leakage \$74,756.61

Top Leakage Categories: Shopping Center

Residents visit shopping centers in Newark and nearby municipalities to visit multiple retailers.



Springfield Avenue Marketplace
204-234 Springfield Ave, Newark

Visits by residents 16,568.47
Estimated leakage \$TBD



Legacy Square
1000 W Edgar Rd, Linden

Visits by residents 11,349.97
Estimated leakage \$TBD



The Mills at Jersey Gardens
651 Kapkowski Rd, Elizabeth

Visits by residents 11,327.38
Estimated leakage \$TBD



Kearny Plaza Shopping Center
180 Passaic Ave, Kearny

Visits by residents 9,280.91
Estimated leakage \$TBD



Lyons Plaza
467 Lyons Ave, Irvington

Visits by residents 8,503.63
Estimated leakage \$TBD



Aviation Plaza
601-901 W Edgar Rd, Linden

Visits by residents 8,291.97
Estimated leakage \$TBD

Top Leakage Categories: Drug Store / Pharmacy

Residents visit pharmacies in other areas of Newark and surrounding communities.



441 Valley Brook Ave, Lyndhurst

Visits by residents 6,161.67
Estimated leakage \$TBD

361 Bergen St, Newark

Visits by residents 2,682.68
Estimated leakage \$70,409.81

810 Springfield Ave, Irvington

Visits by residents 1,331.74
Estimated leakage \$40,531.12

2395 John F. Kennedy Blvd, Jersey City

Visits by residents 726.91
Estimated leakage \$19,022.77



Representative image. Actual resident not pictured

“I recently moved here and quickly realized I can’t shop around here, unless it’s something quick I need. I want quality groceries and foods, good service and fair prices. I have to go to like Linden or other places to get that.”

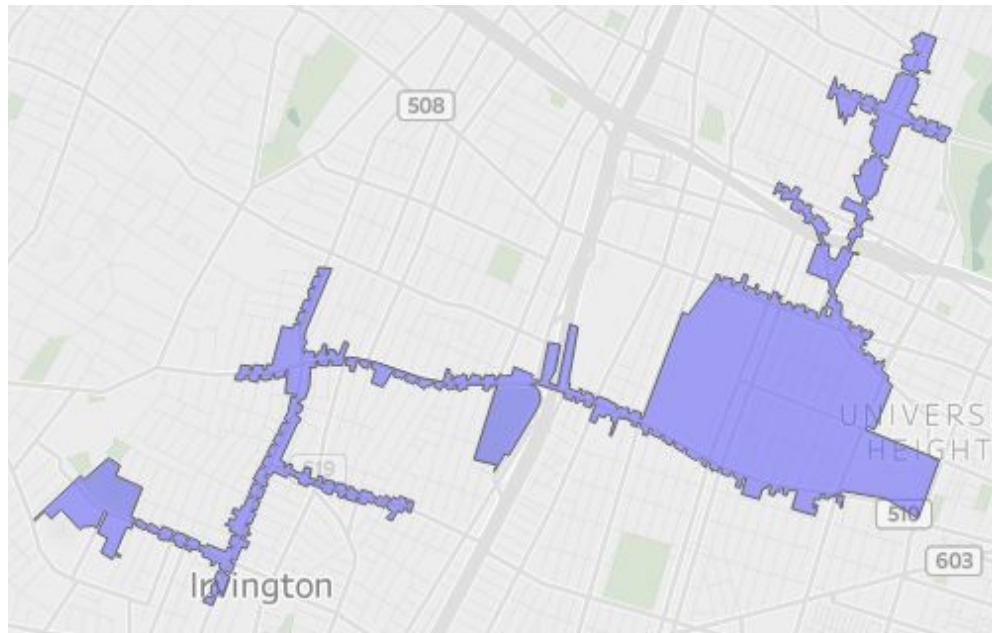
- Jasmine, Bergen Lyons Clinton resident

Partnership

West Inc.



Partnership West Community



Partnership West is a large district comprised of multiple commercial corridors adjacent to dense residential neighborhoods, highways like I-280 and the Garden State Parkway, and green spaces like West Side Park and Vailsburg Park. This neighborhood boasts many immigrant-owned businesses from Latin America, Africa and the Caribbean.

Visitor Demographics



Partnership West

Population

954,209

Households

356,765

Average Household Income

\$87,870.65

Median Household Income

\$61,314.45

Average Income per Person

\$34,017.23

Renter Occupied

253,824

71.15%

Owner Occupied

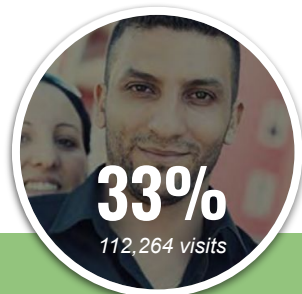
102,941

28.85%

**The above demographic profile is composed from the 954,209 people who make up 70% of all the visits to Partnership West Inc. within 50 miles.*

Visitor Psychographic Profiles

Cultural Connections (P)



Diverse, mid- and low-income families in urban apartments and residences

- Single parents
- Est. income \$35-\$50K
- Renter
- Modest education
- Financially curious

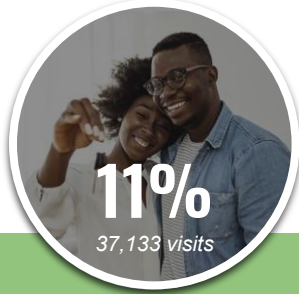
Significant Singles (K)



Diversely aged singles earning mid-scale incomes supporting active city styles of living

- Small households
- Est. income: \$50-\$75K
- Renter
- Cultural interests
- Financially risk averse

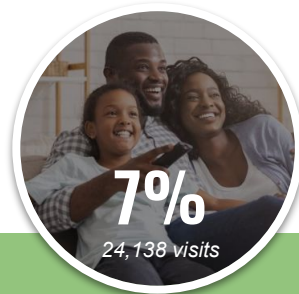
Singles and Starters (O)



Young singles starting out; some starter families living a city lifestyle

- Single adults
- Est. income: \$50-\$75K
- Renter
- Foodies
- Digital savvy

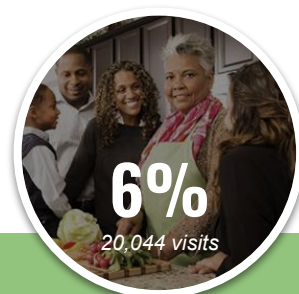
Family Union (I)



Middle income, middle aged families living in homes supported by solid blue-collar occupations

- Married with kids
- Est. income \$50-\$75K
- Homeowner
- Team sports
- Financially cautious

Suburban Style (D)



Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

- 1 person
- Est. income >\$15K
- Renter
- College sports fans
- Lottery ticket holders

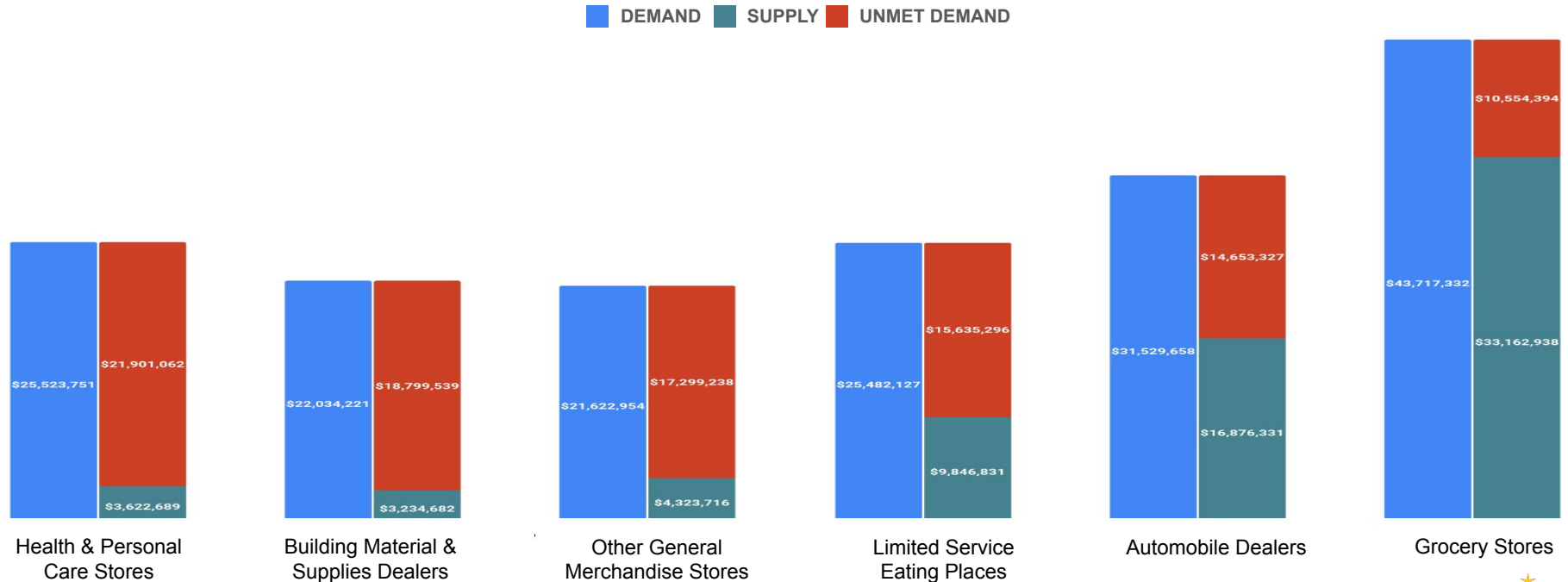
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Residents have a \$411M demand for goods & services.

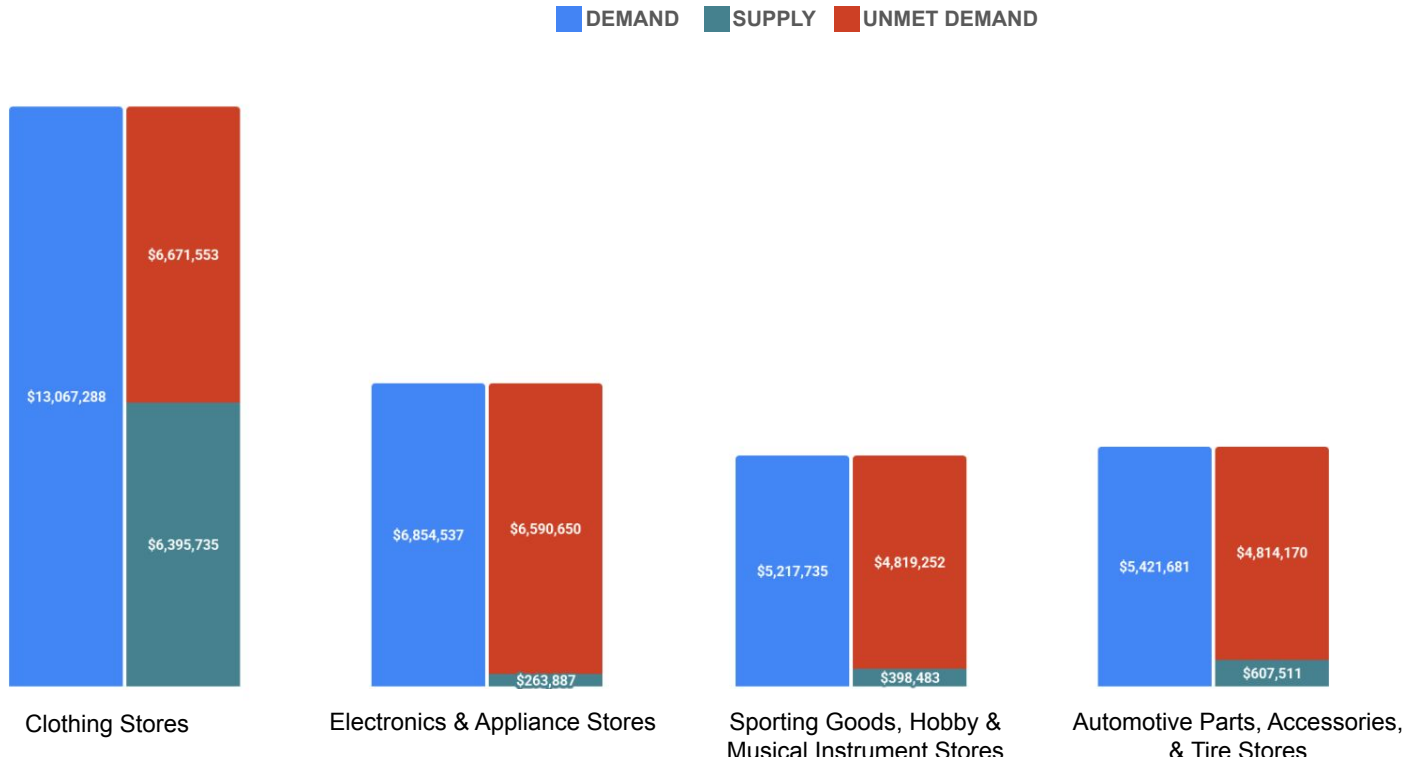
However, local businesses are only servicing \$107M of their needs.

This results in \$304M in leakage.

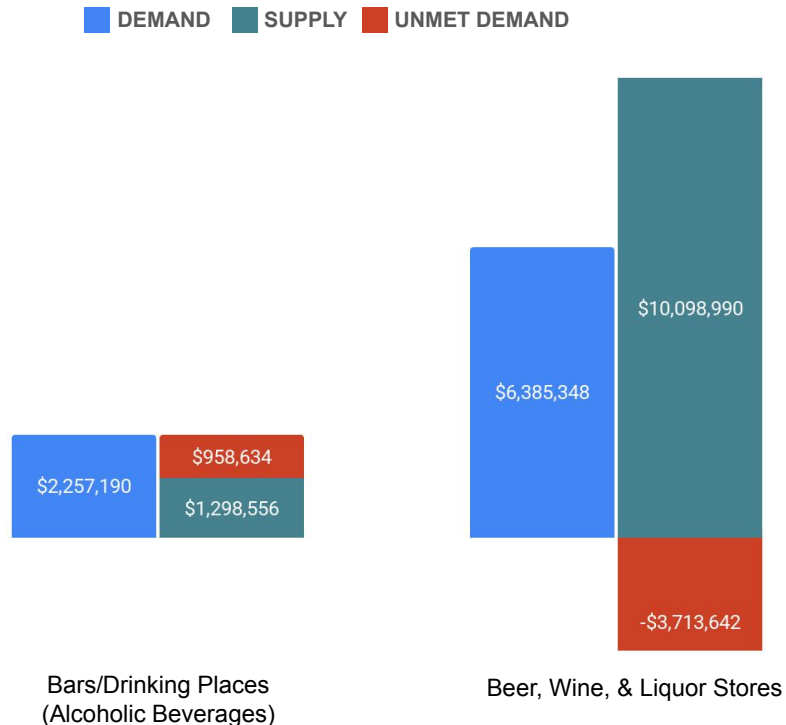
Unmet demand among residents of PWI tops \$10M in **health & personal care, building materials & supplies, full service restaurants, and more.**



Clothing, electronics, sporting goods and automotive parts are not being supplied enough within the district to meet resident demand.



The neighborhood is **oversupplied with liquor stores**. At the same time, there is approximately \$1M in **unmet demand for bars/drinking places**.



Top Leakage Categories

01 Shopping Center

Collection of independent retail stores, services, and a parking area conceived, constructed, and maintained by a management firm as a unit

02 Grocery Store

Foodservice retail store that primarily retails a general range of food products, which may be fresh or packaged

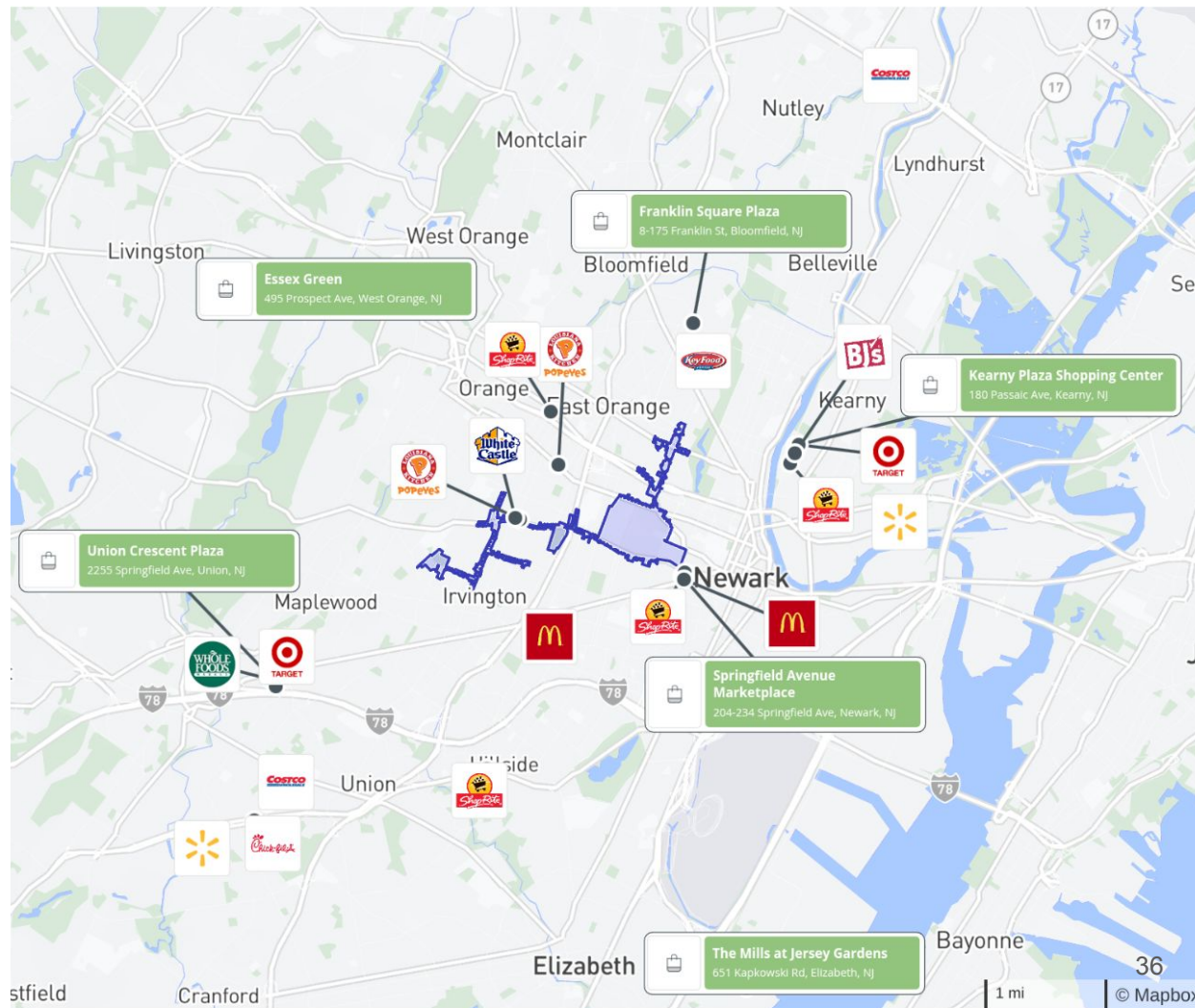
03 Super Store

Physically large retail establishment, usually part of a chain of stores. Including “big box” and warehouse retailers

04 Fast Food & QSR

Fast food is food that is quickly prepared and served, often at chain restaurants. QSRs are a term used in the restaurant industry to describe these types of restaurants

Top Leakage Categories for
Partnership West — Visualized



Top Leakage Categories: Shopping Center



Springfield Avenue Marketplace

204-234 Springfield Ave, Newark

Visits by residents 108,006.59

Estimated leakage \$TBD



Kearny Plaza Shopping Center

180 Passaic Ave, Kearny

Visits by residents 57,268.91

Estimated leakage \$TBD



The Mills at Jersey Gardens

651 Kapkowski Rd, Elizabeth

Visits by residents 46,789.93

Estimated leakage \$TBD



Franklin Square

8 Franklin St, Bloomfield

Visits by residents 34,339.53

Estimated leakage \$TBD



Union Crescent Plaza

2255 Springfield Ave, Union

Visits by residents 30,709.98

Estimated leakage \$TBD



Essex Green

495 Prospect Ave, West Orange

Visits by residents 28,613.99

Estimated leakage \$TBD

Top Leakage Categories: Grocery Store

Shoprite seems to be a preferred grocery store, with residents of Partnership West visiting four nearby ShopRites.



206 Springfield Avenue, Newark

Visits by residents 82,535.62
Estimated leakage \$4,053,437.63

533 Dr Martin Luther King Jr Blvd, East Orange

Visits by residents 23,374.18
Estimated leakage \$1,197,161.27

367 US-22, Hillside

Visits by residents 12,901.44
Estimated leakage \$642,162.88

100 Passaic Ave, Kearny

Visits by residents 12,050.58
Estimated leakage \$TBD



115 Belmont Ave, Belleville

Visits by residents 18,291.26
Estimated leakage \$TBD



2245 Springfield Ave, Vauxhall

Visits by residents 9,420.80
Estimated leakage \$526,731.55

Top Leakage Categories: Super Store



150 Harrison Ave, Kearny

Visits by residents 62,882.19
Estimated leakage \$TBD

900 Springfield Rd, Union

Visits by residents 18,096.88
Estimated leakage \$1,074,684.99



1055 Hudson St, Union Township

Visits by residents 23,740.18
Estimated leakage \$2,215,391.47

20 Bridewell Pl, Clifton

Visits by residents 7,858.39
Estimated leakage \$767,457.80



180 Passaic Ave., Kearny

Visits by residents 21,814.37
Estimated leakage \$2,306,218.95



2235 Springfield Ave, Vauxhall

Visits by residents 19,705.35
Estimated leakage \$1,258,677.25

200 Passaic Ave, Kearny

Visits by residents 16,118.03
Estimated leakage \$TBD

Top Leakage Categories: Fast Food & QSR

Residents of Partnership West spend over \$500K annually with their preferred fast food and quick service restaurants in other cities and neighborhoods within Newark.



951 S Orange Ave #951, East Orange

Visits by residents 10,630.15
Estimated leakage \$190,897.92



188 Springfield Avenue, Newark

Visits by residents 9,271.07
Estimated leakage \$109,573.15

783 Springfield Ave, Irvington

Visits by residents 4,958.19
Estimated leakage \$66,070.32



2319 US-22 W, Union

Visits by residents 4,862.56
Estimated leakage \$103,643.97



372 Central Ave, East Orange

Visits by residents 7,523.87
Estimated leakage \$TBD

929 S Orange Ave, East Orange

Visits by residents 4,518.12
Estimated leakage \$92,166.84



Representative image. Actual resident not pictured

“I do go more out of the city to do shopping, especially for Target or my grocery shopping. I go to Vauxhall. I find different foods that I’m looking for outside of Newark. The small grocery stores around don’t have the variety I’m looking for.”

- Brittany, Partnership West resident

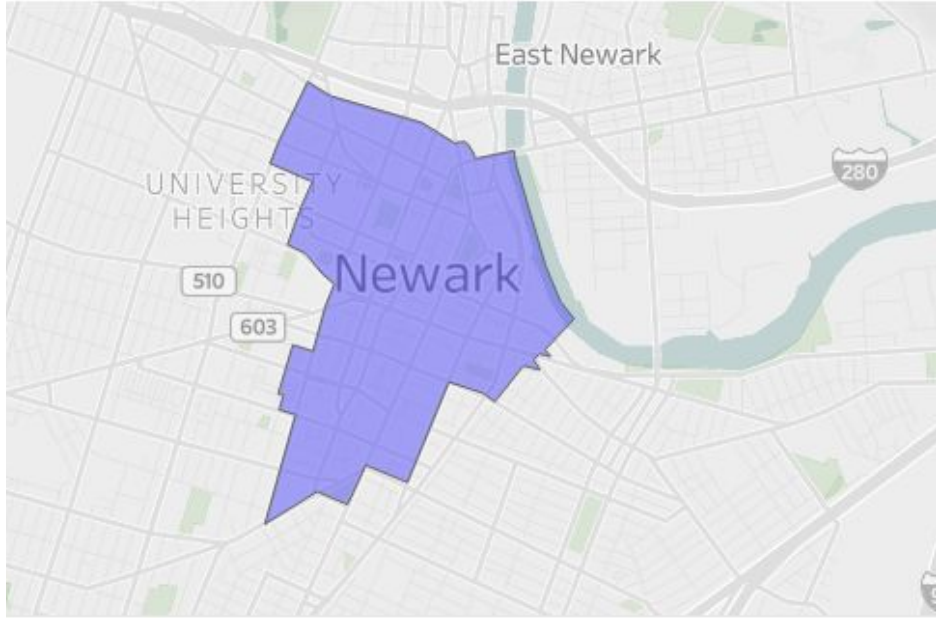
Arts &

Education

District



Arts & Education



The Arts and Education District is a hub of creativity and learning, serving as the cultural heartbeat of the city. The area buzzes with universities, performance spaces, and a diverse array of businesses and retailers. Anchors include Prudential Financial New Jersey Performing Arts Center, Project for Empty Spaces and Audible.com. Public transit assets include Newark Penn Station and Newark Broad Street Station.

Visitor Demographics



Arts & Education

Population

4,227,664

Households

1,696,120

Average Household Income

\$132,788.03

Median Household Income

\$83,592.23

Average Income per Person

\$83,592.23

Renter Occupied

1,124,002 66.27%

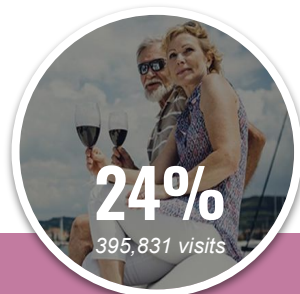
Owner Occupied

572,118 33.73%

**The above demographic profile is composed from the 4,227,664 people who make up 70% of all the visits to the Arts & Education District within 50 miles.*

Visitor Psychographic Profiles

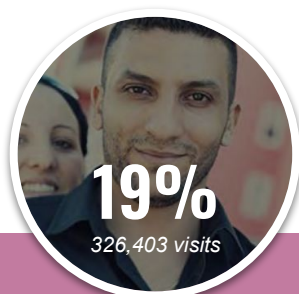
Power Elite (A)



Wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

- 2 person household
- Est. income \$250K
- Homeowner
- Active and fit
- Well invested

Cultural Connections (P)



Diverse, mid- and low-income families in urban apartments and residences

- Single parents
- Est. income \$35-\$50K
- Renter
- Modest education
- Financially curious

Significant Singles (K)



Diversely aged singles earning mid-scale incomes supporting active city styles of living

- Small households
- Est. income: \$50-\$75K
- Renter
- Cultural interests
- Financially risk averse

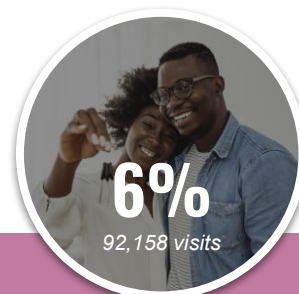
Young City Solos (G)



Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

- Singles
- Est. income \$75-\$100K
- Unknown
- Active lifestyle
- Career driven

Singles and Starters (O)



Young singles starting out; some starter families living a city lifestyle

- Single adults
- Est. income: \$50-\$75K
- Renter
- Foodies
- Digital savvy

**The above demographic profile is composed from the 4,227,664 people who make up 70% of all the visits to the Arts & Education District within 50 miles.*

Residents have a \$312M demand for goods & services.

Existing businesses are supplying \$1.1B in goods & services.

This results in \$820M in retail surplus.*

**Arts & Education District is a niche for some goods and services, while others still reflect unmet demand.*

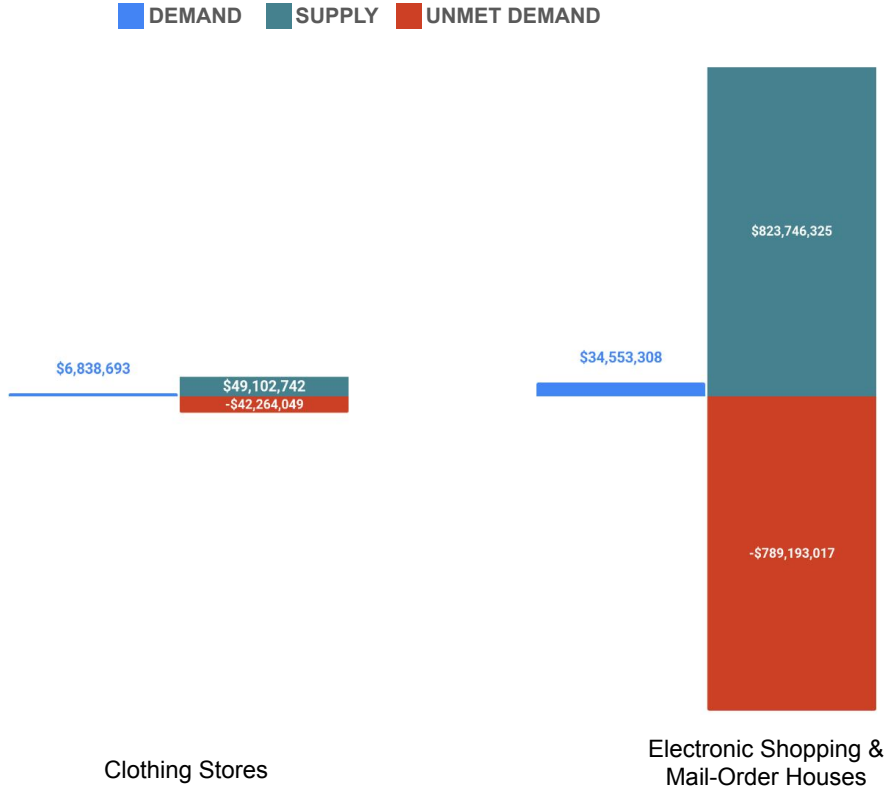
Newark Arts & Education District has **substantial demand for full-service restaurants**, and meets it with substantial supply.

There is still nearly \$2M in unmet demand for full service restaurants.

■ DEMAND ■ SUPPLY ■ UNMET DEMAND

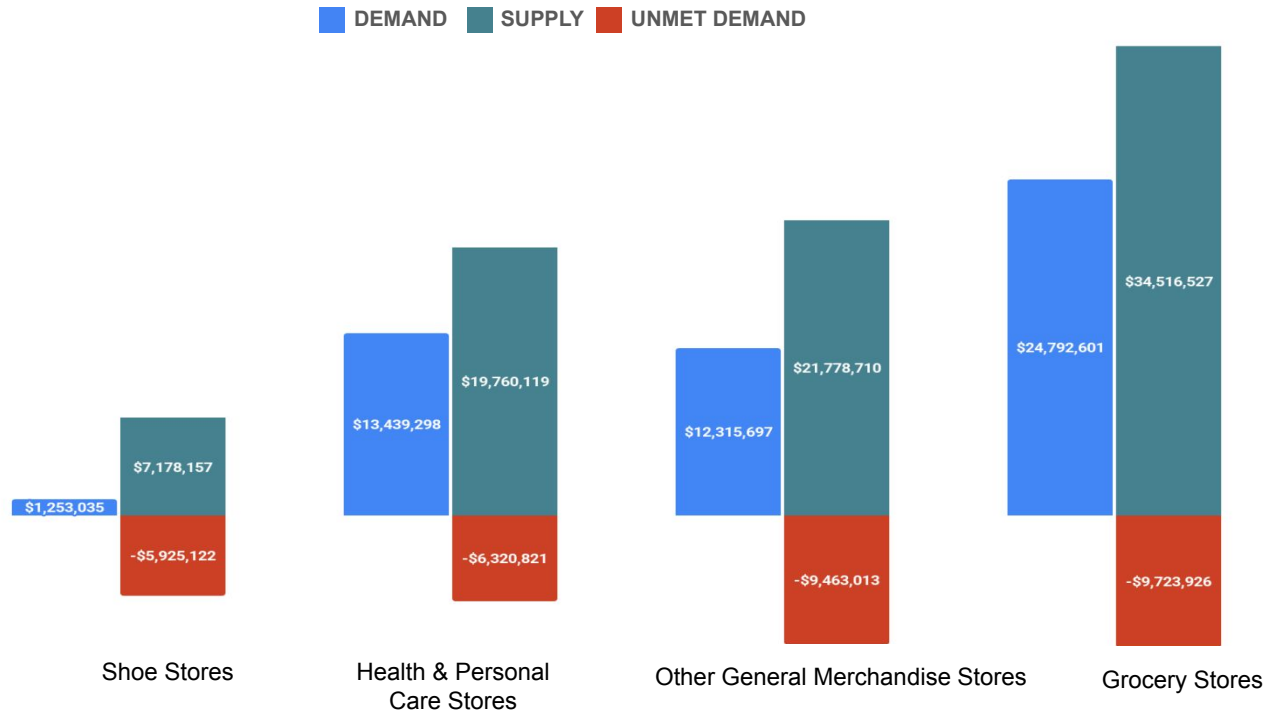


Full-Service Restaurants

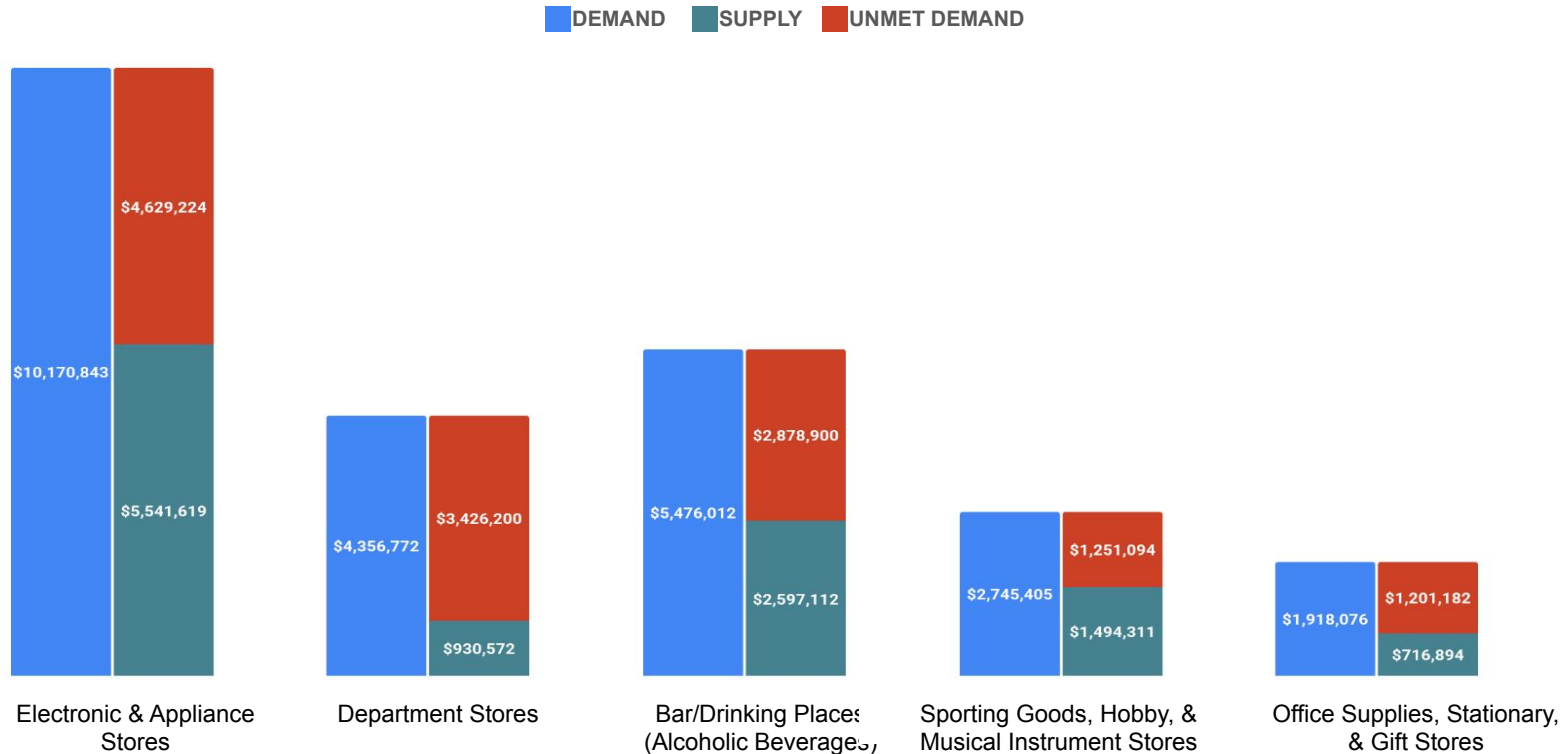


The Arts & Education District has a **niche as a location for people shopping for clothes and electronics** - supplying much more than residents of the district demand.

The Arts & Education District also has ample supply of **shoe stores**, **beer, wine and liquor stores**, **special food stores** and more.



Despite, the ample supply of some items, there are still **unmet demands** in the Arts & Education District.



Top Leakage Categories

01 Shopping Center

Collection of independent retail stores, services, and a parking area conceived, constructed, and maintained by a management firm as a unit

02 Grocery Store

Foodservice retail store that primarily retails a general range of food products, which may be fresh or packaged

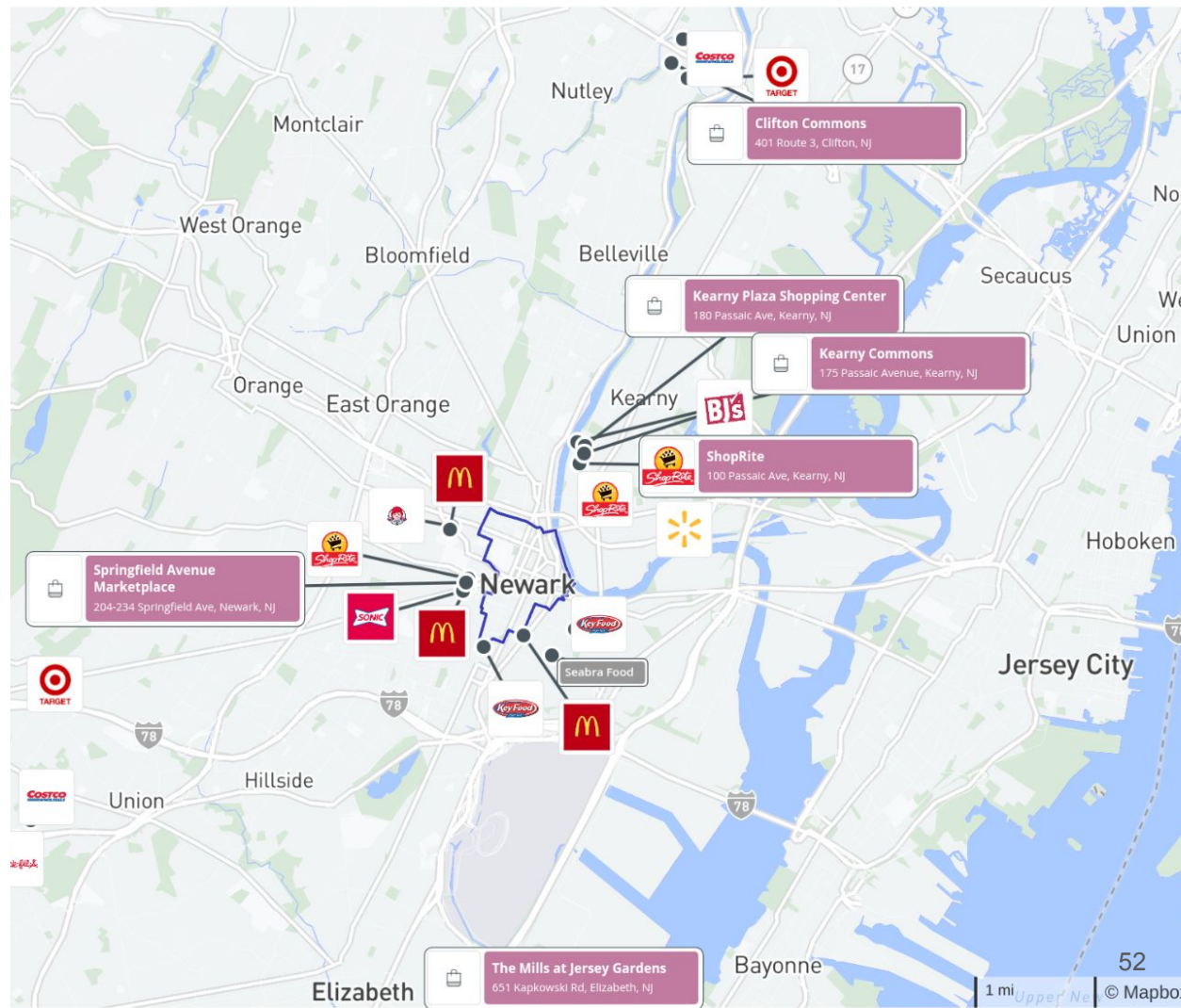
03 Super Store

Physically large retail establishment, usually part of a chain of stores. Including “big box” and warehouse retailers

04 Fast Food & QSR

Fast food is food that is quickly prepared and served, often at chain restaurants. QSRs are a term used in the restaurant industry to describe these types of restaurants

Top Leakage Categories for Arts & Education District — Visualized



Top Leakage Categories: Shopping Center

Residents travel not only out of their neighborhood to shop at shopping centers, but often time out of Newark to other cities



Kearny Plaza Shopping Center
180 Passaic Ave, Kearny

Visits by residents 93,720.68
Estimated leakage \$TBD



Springfield Avenue Marketplace
204-234 Springfield Ave, Newark

Visits by residents 72,251.86
Estimated leakage \$TBD



The Mills at Jersey Gardens
651 Kapkowski Rd, Elizabeth

Visits by residents 46,428.01
Estimated leakage \$TBD



Kearny Commons
175 Passaic Avenue, Kearny

Visits by residents 38,333.68
Estimated leakage \$TBD



Shoprite Center/Kearny Square
100 Passaic Ave, Kearny

Visits by residents 30,941.39
Estimated leakage \$TBD



Clifton Commons
401 Route 3, Clifton

Visits by residents 24,709.78
Estimated leakage \$TBD

Top Leakage Categories: Grocery Store



206 Springfield Avenue, Newark

Visits by residents 53,774.66
Estimated leakage \$2,640,947.12

100 Passaic Ave, Kearny

Visits by residents 28,939.46
Estimated leakage \$TBD



219 Chestnut St, Newark

Visits by residents 13,088.30
Estimated leakage \$TBD

260 Lafayette St, Newark

Visits by residents 10,090.39
Estimated leakage \$TBD



120 Clinton Ave, Newark

Visits by residents 10,907.05
Estimated leakage \$TBD

Top Leakage Categories: Super Store

Residents travel outside of the neighborhood to shop super stores in nearby cities



150 Harrison Ave, Kearny

Visits by residents 52,412.11
Estimated leakage \$TBD

1050 W Edgar Rd, Linden

Visits by residents 6,344.03
Estimated leakage \$TBD



20 Bridewell Pl, Clifton

Visits by residents 11,950.49
Estimated leakage \$1,167,096.92

1055 Hudson St, Union Township

Visits by residents 5,719.52
Estimated leakage \$TBD



180 Passaic Ave., Kearny

Visits by residents 22,162.52
Estimated leakage \$TBD



2235 Springfield Ave, Vauxhall

Visits by residents 19,705.35
Estimated leakage \$1,258,677.25

30 Kingsland Rd, Clifton

Visits by residents 7,810.30
Estimated leakage \$455,274.76

Top Leakage Categories: Fast Food & QSR



188 Springfield Avenue, Newark

Visits by residents 9,956.90
Estimated leakage \$117,678.82

334 W Market St, Newark

Visits by residents 8,152.41
Estimated leakage \$100,399.33

561 McCarter Hwy, Newark

Visits by residents 6,138.72
Estimated leakage \$55,586.14



339 W Market St, Newark

Visits by residents 4,428.04
Estimated leakage \$54,439.21



2319 US-22 W, Union

Visits by residents 3,800.35
Estimated leakage \$81,003.40



189-237 Springfield Ave, Newark

Visits by residents 3,296.39
Estimated leakage \$47,138.31



Representative image. Actual resident not pictured

“If I need groceries I typically go to the farmers market in that plaza in Kearny. It’s a lot more cost effective. When I go to the Shoprite in Kearny that’s by proxy to it being at the other stores.

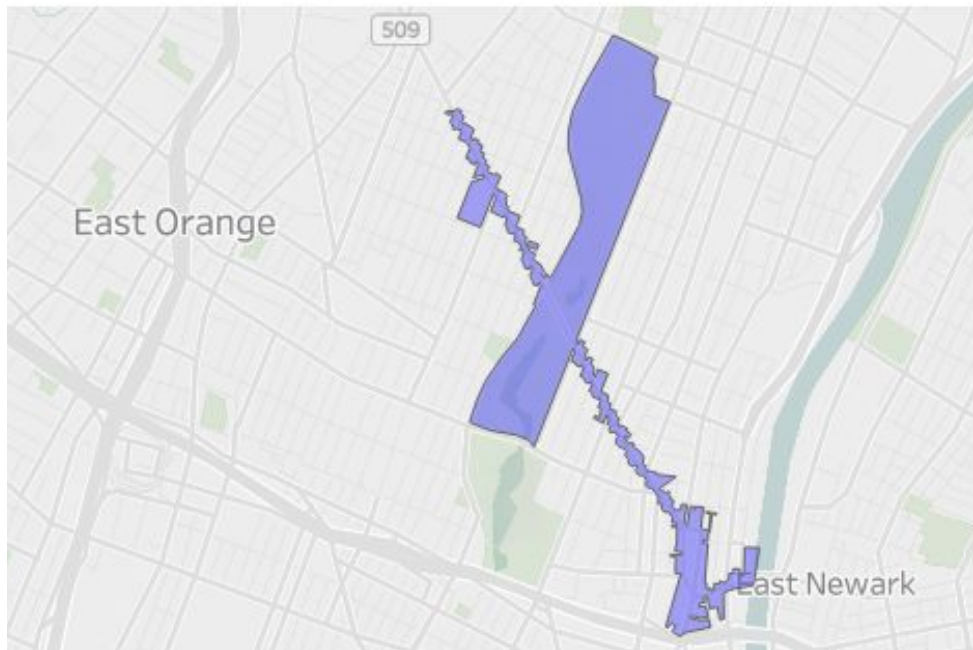
When I need to go to something like Home Depot, it just feels like the Newark one is not as concerned with visual management as other locations. They can be disorganized, have trash in the parking lot and when I go to an equal store in a different city, it’s just a nicer experience ”

- Kaishon, Arts & Education resident

Bloomfield Avenue Lower Broadway Alliance



Bloomfield Ave/Lower Broadway Alliance (BALBA)



Known for its vibrant street life, and diverse community, BALBA's diversity is reflected in its wide array of restaurants, shops, and markets that offer everything from international cuisine to immigrant services to unique local goods.

The lively atmosphere is complemented by a variety of community events and festivals. The neighborhood is bordered by Newark Broad Street Station and connected by Branch Brook Park.

Visitor Demographics



BALBA

Population

535,652

Households

199,898

Average Household Income

\$72,678.33

Median Household Income

\$54,493.28

Average Income per Person

\$28,170.21

Renter Occupied

142,976 71.52%

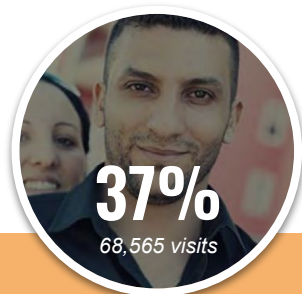
Owner Occupied

56,922 28.48%

**The above demographic profile is composed from the 532,652 people who make up 70% of all the visits to the Bloomfield Avenue Lower Broadway Alliance within 50 miles.*

Visitor Psychographic Profiles

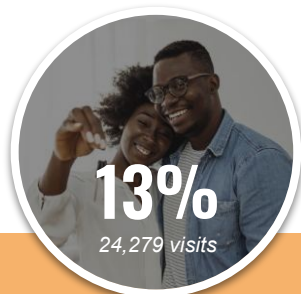
Cultural Connections (P)



Diverse, mid- and low-income families in urban apartments and residences

- Single parents
- Est. income \$35-\$50K
- Renter
- Modest education
- Financially curious

Singles and Starters (O)



Young singles starting out; some starter families living a city lifestyle

- Single adults
- Est. income: \$50-\$75K
- Renter
- Foodies
- Digital savvy

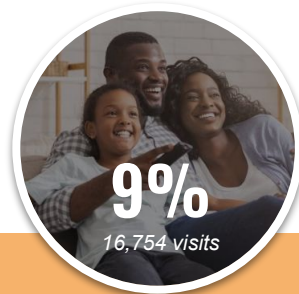
Significant Singles (K)



Diversely aged singles earning mid-scale incomes supporting active city styles of living

- Small households
- Est. income: \$50-\$75K
- Renter
- Cultural interests
- Financially risk averse

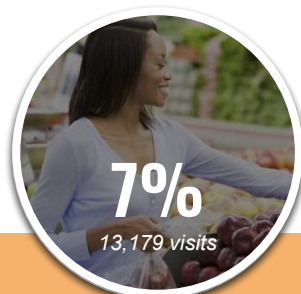
Family Union (I)



Middle income, middle aged families living in homes supported by solid blue-collar occupations

- Married with kids
- Est. income \$50-\$75K
- Homeowner
- Team sports
- Financially cautious

Thrifty Habits (S)



Cost-conscious adults living alone in urban areas

- 1 person
- Est. income >\$15K
- Renter
- College sports fans
- Lottery ticket holders

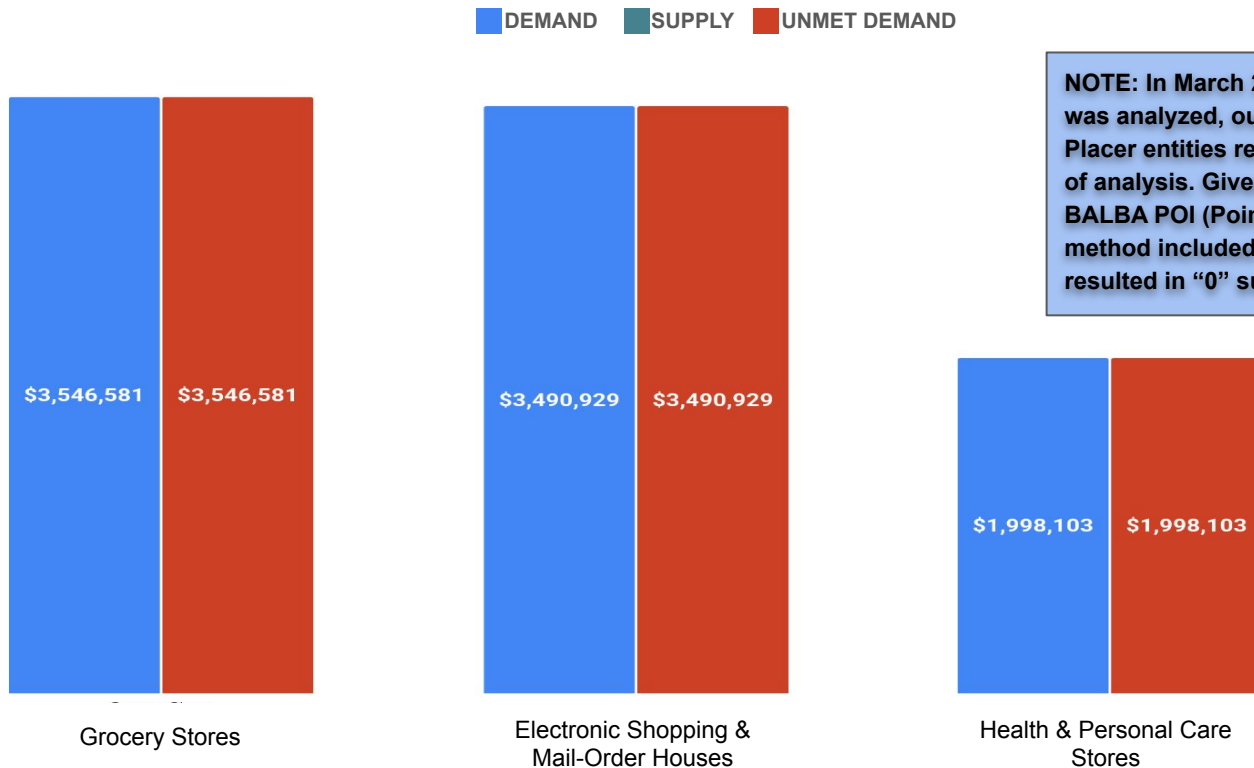
**The above demographic profile is composed from the 532,652 people who make up 70% of all the visits to the Bloomfield Avenue Lower Broadway Alliance within 50 miles.*

Residents have a \$29M demand for goods & services.

However, local businesses are only servicing \$3.5M of their needs.

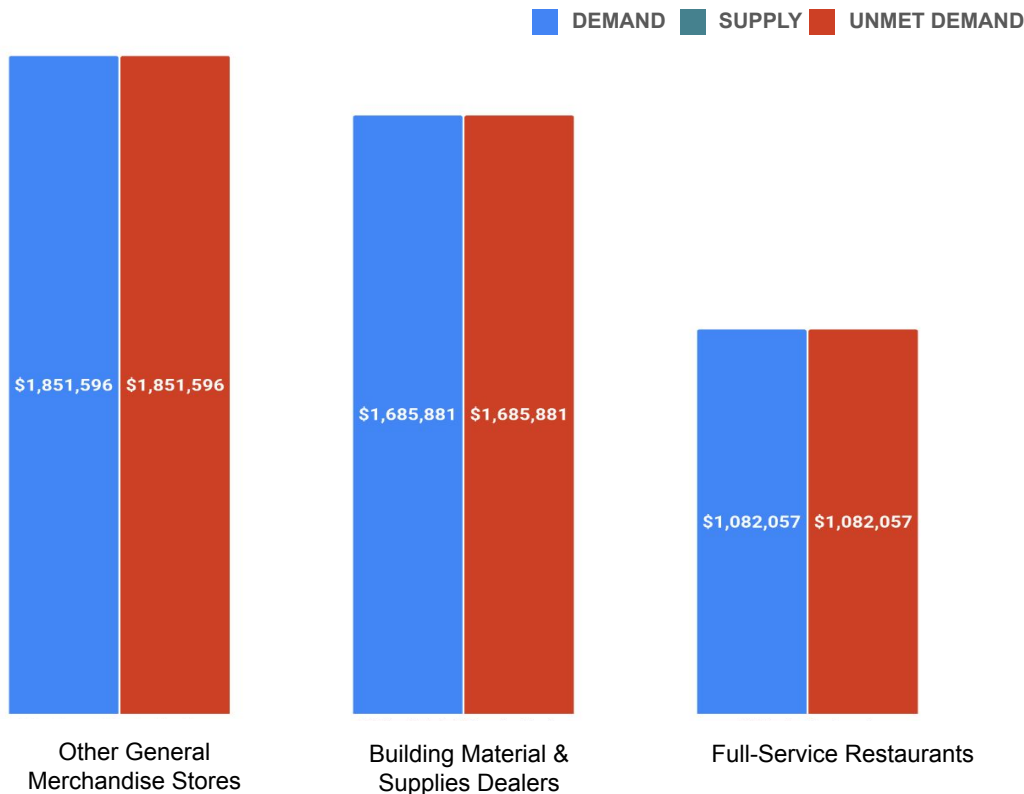
This results in \$25M in leakage.

There is **immense unmet demand** for grocery stores, health and personal care stores, full-service restaurants, & clothing stores in the BALBA.



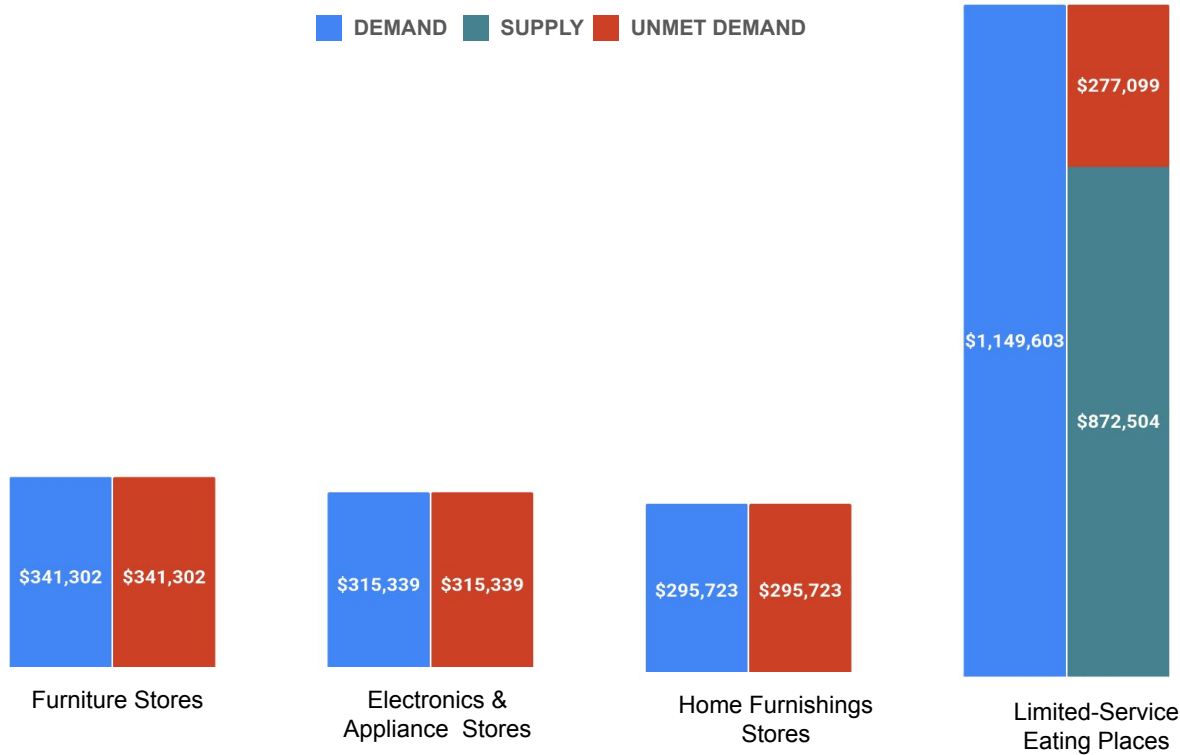
NOTE: In March 2024 when the Retail Leakage XTRA report was analyzed, our methodology for connecting STI data with Placer entities relied on a CBG (Census Block Group) level of analysis. Given the specific size and structure of the BALBA POI (Points of Interest) used in the report, this method included fewer Census Block Groups and thus resulted in “0” supply for some categories.

There is **immense unmet demand** for grocery stores, health and personal care stores, full-service restaurants, & clothing stores in the BALBA (*cont'd*).



NOTE: In March 2024 when the Retail Leakage XTRA report was analyzed, our methodology for connecting STI data with Placer entities relied on a CBG (Census Block Group) level of analysis. Given the specific size and structure of the BALBA POI (Points of Interest) used in the report, this method included fewer Census Block Groups and thus resulted in "0" supply for some categories.

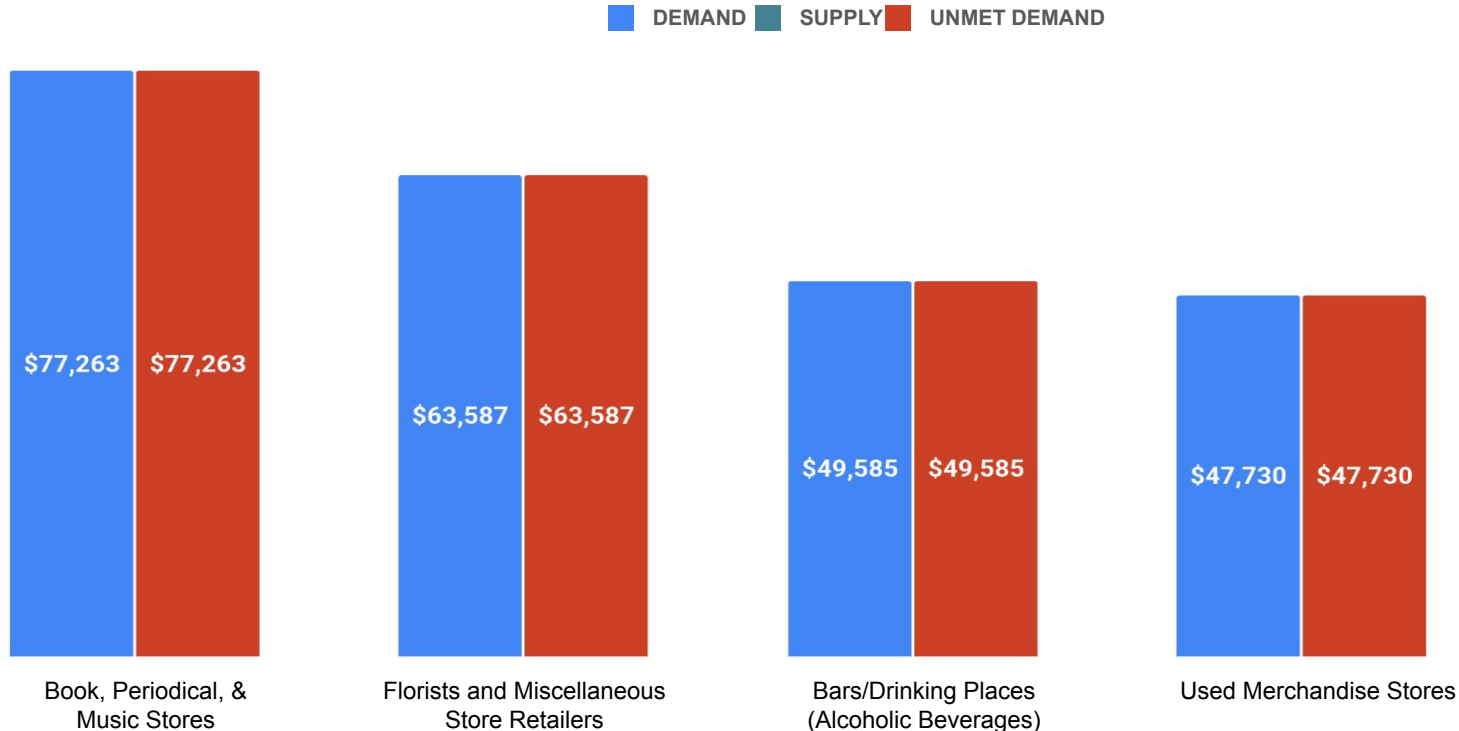
BALBA area residents desire **more home furnishing products and appliances** among other items in their neighborhood.



BALBA area **has more gas stations than is needed to meet the demand** of the area residents.



Other relatively smaller demands around florists, book/music stores, used merchandise) are unmet.



Top Leakage Categories

01 Shopping Center

Collection of independent retail stores, services, and a parking area conceived, constructed, and maintained by a management firm as a unit

02 Grocery Store

Foodservice retail store that primarily retails a general range of food products, which may be fresh or packaged

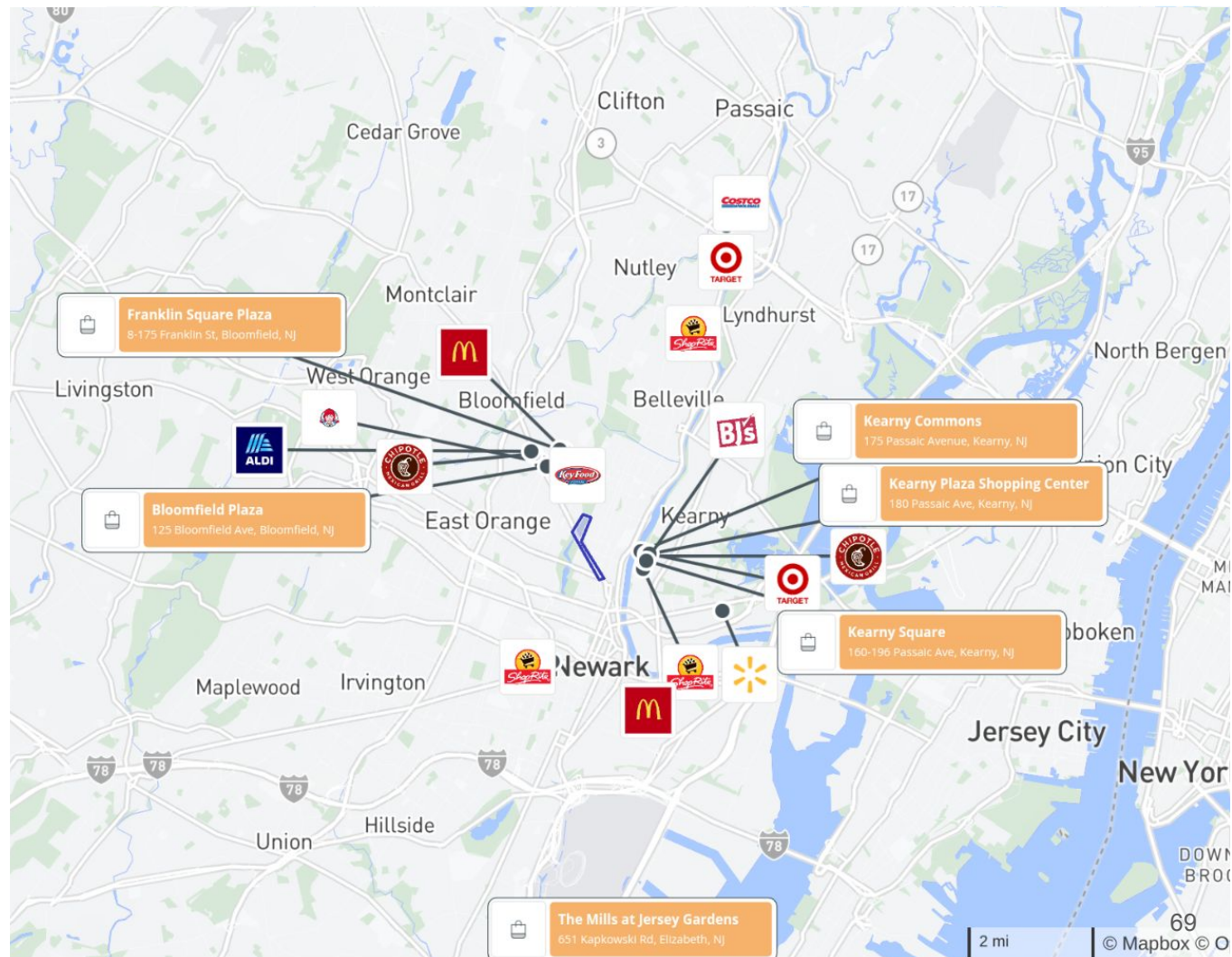
03 Super Store

Physically large retail establishment, usually part of a chain of stores. Including “big box” and warehouse retailers

04 Fast Food & QSR

Fast food is food that is quickly prepared and served, often at chain restaurants. QSRs are a term used in the restaurant industry to describe these types of restaurants

Top Leakage Categories for BALBA— Visualized



Top Leakage Categories: Shopping Center

Residents travel to other cities to shop from shopping centers



Kearny Plaza Shopping Center

180 Passaic Ave, Kearny

Visits by residents 18,230.35

Estimated leakage \$TBD



Franklin Square

8 Franklin St, Bloomfield

Visits by residents 11,236.42

Estimated leakage \$TBD



Shoprite Center/Kearny Square

100 Passaic Ave, Kearny

Visits by residents 8,266.69

Estimated leakage \$TBD



Kearny Commons

175 Passaic Avenue, Kearny

Visits by residents 7,474.96

Estimated leakage \$TBD



The Mills at Jersey Gardens

651 Kapkowski Rd, Elizabeth

Visits by residents 6,832.89

Estimated leakage \$TBD



Bloomfield Plaza

125 Bloomfield Ave, Bloomfield

Visits by residents 6,316.03

Estimated leakage \$TBD

Top Leakage Categories: Grocery Store

Nearby towns Kearny, Belleville, and Bloomfield benefit from leakage from the BALBA as Newark residents leave to shop for groceries.



100 Passaic Ave, Kearny

Visits by residents 7,710.10
Estimated leakage \$TBD

206 Springfield Avenue, Newark

Visits by residents 2,294.49
Estimated leakage \$112,685.47

726 Washington Ave, Belleville

Visits by residents 2,269.22
Estimated leakage \$136,168.96



115 Belmont Ave, Belleville

Visits by residents 7,359.66
Estimated leakage \$TBD



244 Bloomfield Ave, Bloomfield

Visits by residents 3,852.01
Estimated leakage \$TBD

Top Leakage Categories: Super Store

Residents mostly travel to Kearny, but also Wayne and Clifton to fulfill super store needs



150 Harrison Ave, Kearny

Visits by residents 12,476.53
Estimated leakage \$TBD



180 Passaic Ave., Kearny

Visits by residents 6,941.82
Estimated leakage \$733,890.17

300 Willowbrook Mall, Wayne

Visits by residents 1,156.89
Estimated leakage \$TBD



200 Passaic Ave, Kearny

Visits by residents 5,264.20
Estimated leakage \$tbd

30 Kingsland Rd, Clifton

Visits by residents 1,891.05
Estimated leakage \$110,232.48



20 Bridewell Pl, Clifton

Visits by residents 3,014.91
Estimated leakage \$294,438.91

Top Leakage Categories: Fast Food & QSR



148 Ferry St, Newark

Visits by residents 1,732.00
Estimated leakage \$22,473.21

173 Franklin Street, Belleville

Visits by residents 948.26
Estimated leakage \$13,729.68



147 Bloomfield Avenue, Bloomfield

Visits by residents 1,254.36
Estimated leakage \$18,064.99



190 Passaic Ave, Kearny

Visits by residents 993.41
Estimated leakage \$20,030.85

240 Bloomfield Ave, Bloomfield

Visits by residents 771.73
Estimated leakage \$TBD



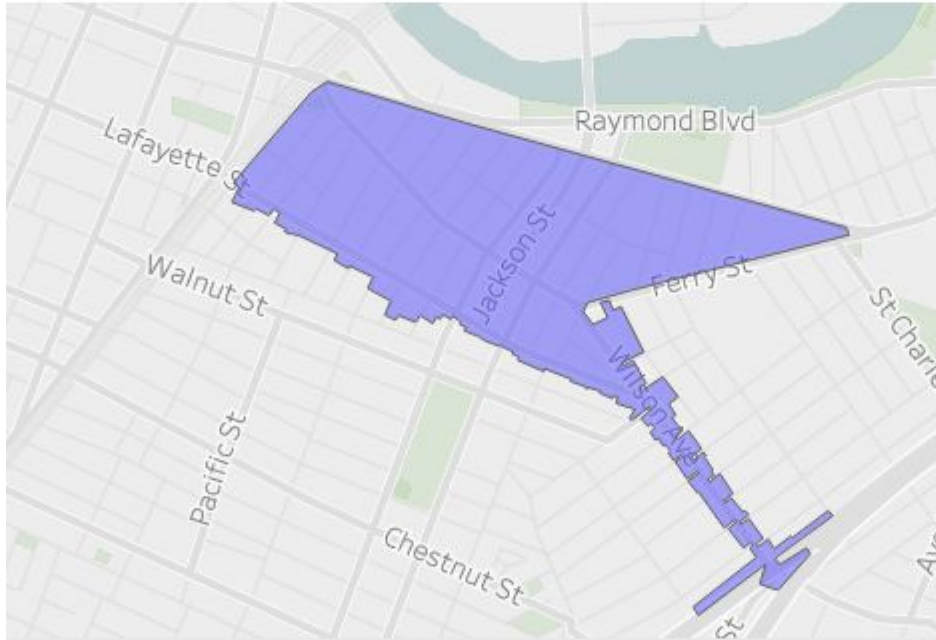
“I go to Kearny, right across the bridge because there’s a whole bunch of things I can do all in one hit - restaurants, dessert spots, Target.”

- Daniel, BALBA resident

Ironbound Business Improvement District



Ironbound Business Improvement District (IBID)



The IBID is a dynamic neighborhood celebrated for its rich cultural tapestry and vibrant community spirit. The neighborhood is adjacent to Newark Penn Station, the Passaic River, and Port Newark. This area, heavily influenced by Portuguese, Spanish and Latin American cultures, is renowned for its excellent restaurants, cafes, bakeries, and lively festivals.

Visitor Demographics



IBID

Population

759,232

Households

274,496

Average Household Income

\$78,396.23

Median Household Income

\$58,925.91

Average Income per Person

\$29,335.54

Renter Occupied

188,415 68.64%

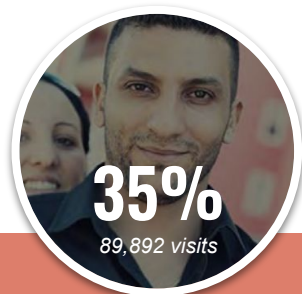
Owner Occupied

86,081 31.36%

**The above demographic profile is composed from the 759,232 people who make up 70% of all the visits to the Ironbound Business Improvement District within 50 miles.*

Visitor Psychographic Profiles

Cultural Connections (P)



Diverse, mid- and low-income families in urban apartments and residences

- Single parents
- Est. income \$35-\$50K
- Renter
- Modest education
- Financially curious

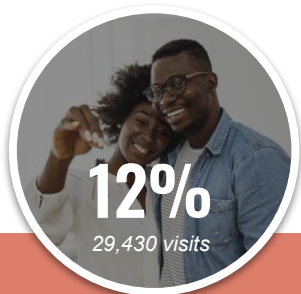
Significant Singles (K)



Diversely aged singles earning mid-scale incomes supporting active city styles of living

- Small households
- Est. income: \$50-\$75K
- Renter
- Cultural interests
- Financially risk averse

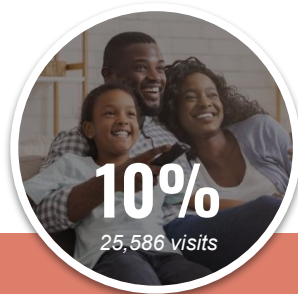
Singles and Starters (O)



Young singles starting out; some starter families living a city lifestyle

- Single adults
- Est. income: \$50-\$75K
- Renter
- Foodies
- Digital savvy

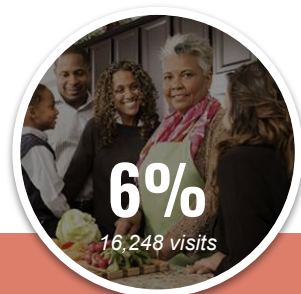
Family Union (I)



Middle income, middle aged families living in homes supported by solid blue-collar occupations

- Married with kids
- Est. income \$50-\$75K
- Homeowner
- Team sports
- Financially cautious

Suburban Style (D)



Middle-aged, ethnically mixed suburban families and couples earning upscale incomes

- Parents
- Est. income \$75-\$100K
- Homeowner
- Family-centric activities
- Financial investments

**The above demographic profile is composed from the 759,232 people who make up 70% of all the visits to the Ironbound Business Improvement District within 50 miles.*

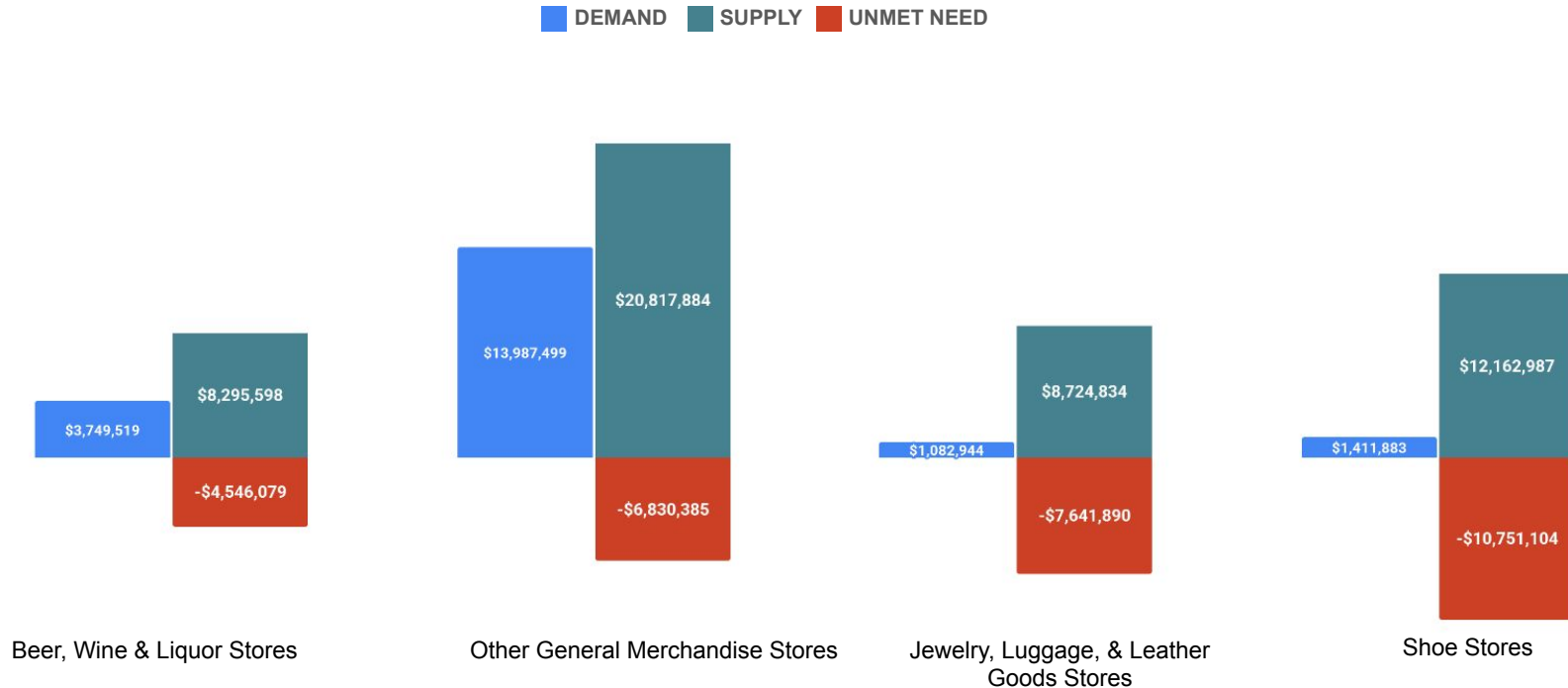
Residents have a \$239M demand for goods & services.

Existing businesses are supplying \$263M in goods & services.

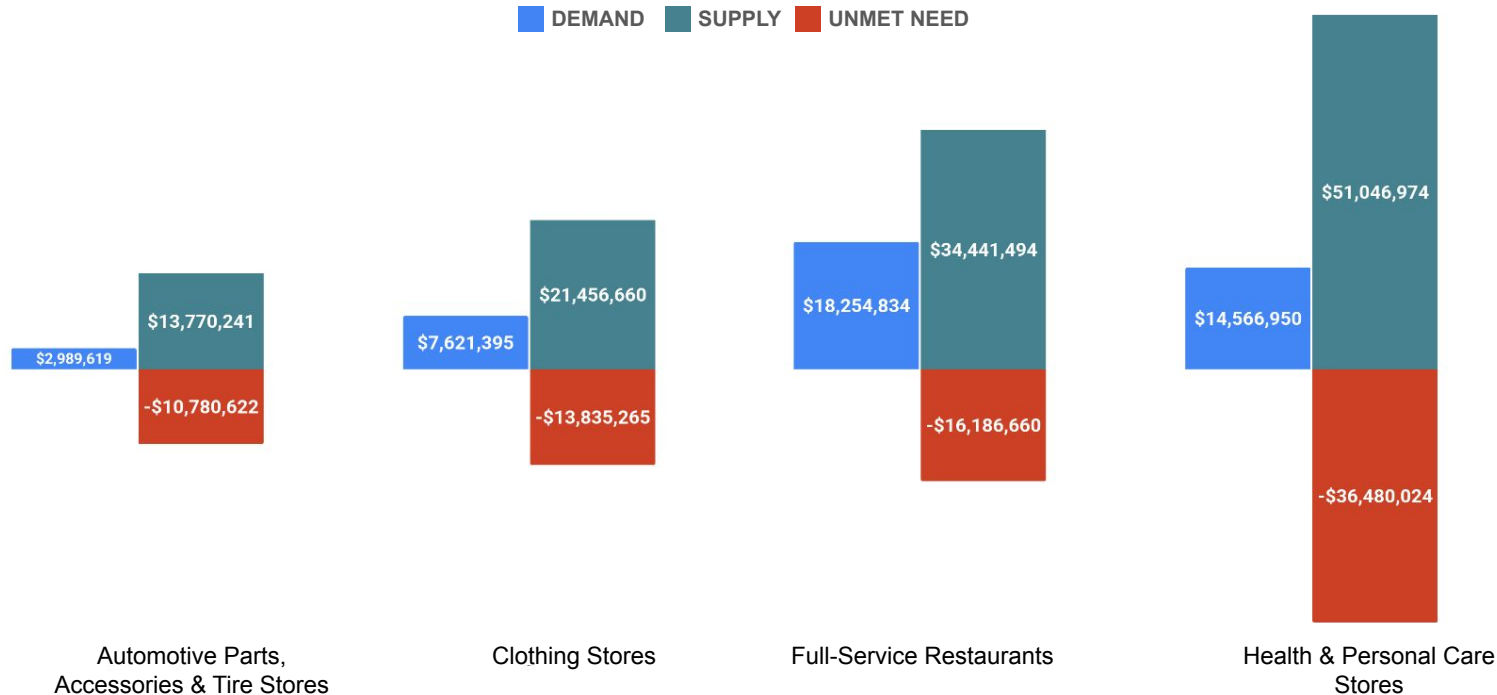
This results in \$24M in retail surplus*.

**IBID is a niche for some goods and services, while others still reflect unmet demand.*

The Ironbound BID has a **niche as a location for people shopping for jewelry, clothing, and dining at full service restaurants** - supplying much more than residents of the district demand.



The Ironbound BID has a **niche as a location for people shopping for jewelry, clothing, and dining at full service restaurants** - supplying much more than residents of the district demand (*cont'd*).



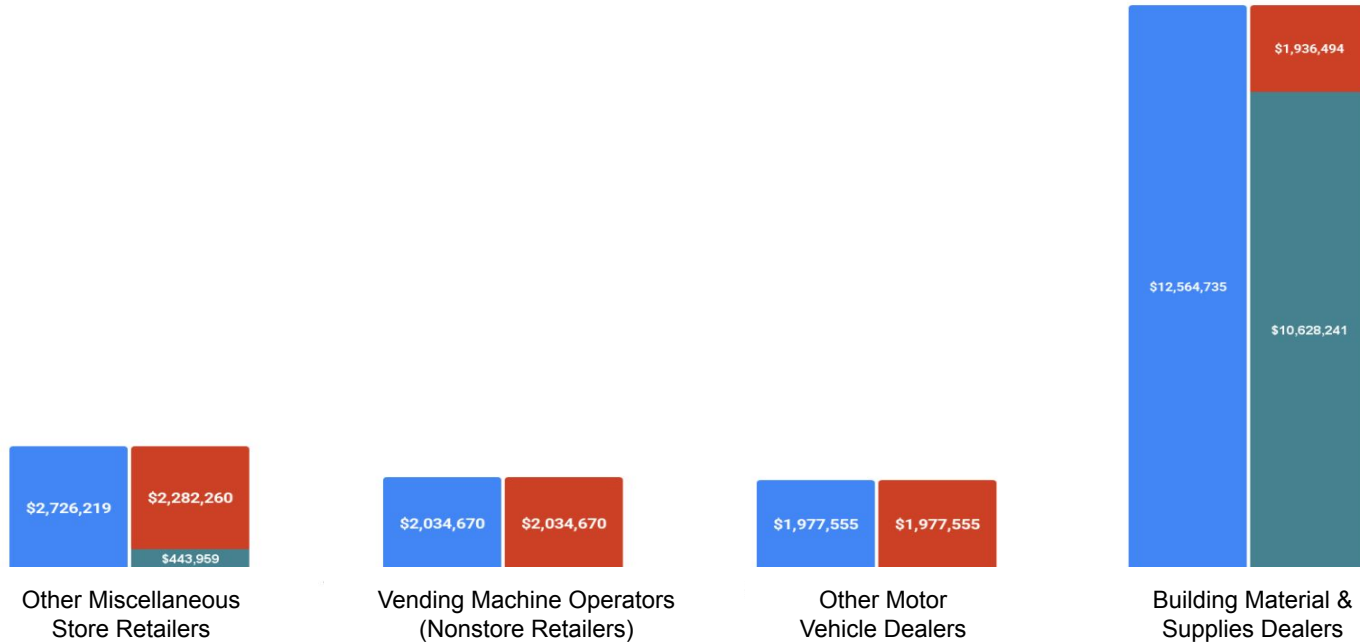
Despite, the ample supply of some items, there are still **unmet needs** in the Ironbound BID.

■ DEMAND ■ SUPPLY ■ UNMET DEMAND



Despite, the ample supply of some items, there are still **unmet needs** in the Ironbound BID (cont'd).

■ DEMAND ■ SUPPLY ■ UNMET NEED



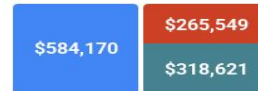
Smaller categories of unmet demand in the Ironbound BID include appliance stores, used merchandise and bookstores.

DEMAND SUPPLY UNMET NEED



Electronics & Appliance Stores

Used Merchandise Stores



Book, Periodical, & Music Stores

Top Leakage Categories

01 Shopping Center

Collection of independent retail stores, services, and a parking area conceived, constructed, and maintained by a management firm as a unit

02 Super Store

Physically large retail establishment, usually part of a chain of stores. Including “big box” and warehouse retailers

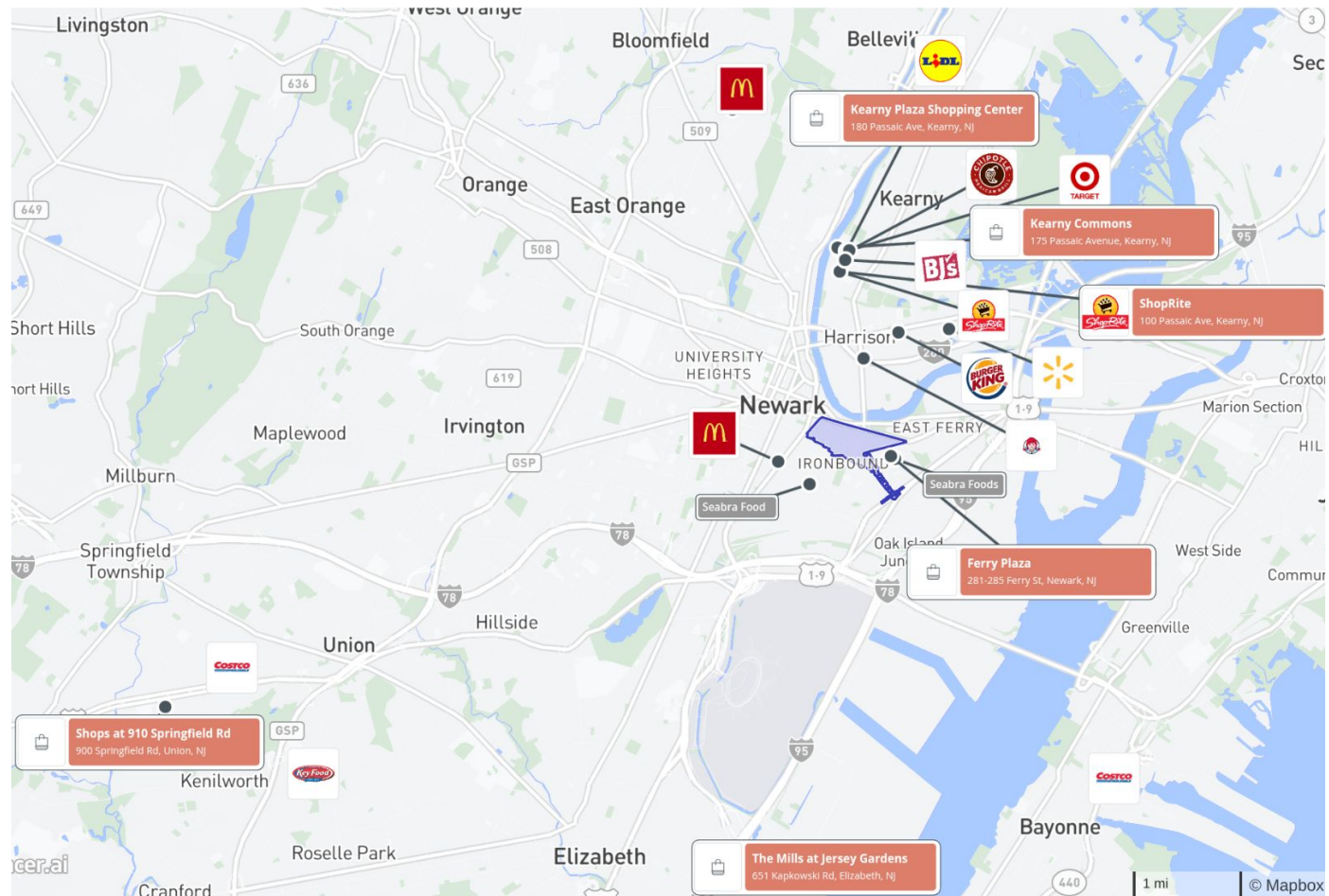
03 Grocery Store

Foodservice retail store that primarily retails a general range of food products, which may be fresh or packaged

04 Fast Food & QSR

Fast food is food that is quickly prepared and served, often at chain restaurants. QSRs are a term used in the restaurant industry to describe these types of restaurants

Top Leakage Categories for IBID— Visualized



Top Leakage Categories: Shopping Center

Residents dollars are being leaked to nearby cities Kearny, Linden and Union and Ferry Plaza within Newark



Ferry Plaza

281-285 Ferry St, Newark

Visits by residents 85,063.86

Estimated leakage \$TBD



Kearny Plaza Shopping Center

180 Passaic Ave, Kearny

Visits by residents 58,448.30

Estimated leakage \$TBD



The Mills at Jersey Gardens

651 Kapkowski Rd, Elizabeth

Visits by residents 52,736.54

Estimated leakage \$TBD



Kearny Commons

175 Passaic Avenue, Kearny

Visits by residents 36,915.62

Estimated leakage \$TBD



Shoprite Center

100 Passaic Ave, Kearny

Visits by residents 20,087.16

Estimated leakage \$TBD



Shops at 910 Springfield Rd

900 Springfield Rd, Union

Visits by residents 16,295.93

Estimated leakage \$TBD

Top Leakage Categories: Super Store

Residents travel outside of the neighborhood to shop super stores in nearby cities



150 Harrison Ave, Kearny

Visits by residents 51,951.57
Estimated leakage \$TBD



180 Passaic Ave., Kearny

Visits by residents 20,078.33
Estimated leakage \$2,122,685.48



200 Passaic Ave, Kearny

Visits by residents 16,577.43
Estimated leakage \$TBD



1055 Hudson St, Union Township

Visits by residents 15,369.62
Estimated leakage \$1,434,265.78

21 Goldsborough Dr, Bayonne

Visits by residents 8,690.56
Estimated leakage \$TBD

Top Leakage Categories: Grocery Store

Seabra's—a grocery store chain specializing in ethnic products imported from Portugal, Spain, Brazil and other South American countries—is a top grocery draw for residents in the IBID



281-285 Ferry St, Newark

Visits by residents 56,932.18
Estimated leakage \$TBD

219 Chestnut St, Newark

Visits by residents 7,317.68
Estimated leakage \$TBD

1350 Galloping Hill Rd, Union

Visits by residents 3,099.05
Estimated leakage \$TBD



100 Passaic Ave, Kearny

Visits by residents 18,949.55
Estimated leakage \$TBD



414 Main Street, Belleville

Visits by residents 4,700.49
Estimated leakage \$TBD

Top Leakage Categories: Fast Food & QSR



561 McCarter Hwy, Newark

Visits by residents 9,870.74
Estimated leakage \$89,379.58

173 Franklin Street, Belleville

Visits by residents 2,177.65
Estimated leakage \$31,529.86



190 Passaic Ave, Kearny

Visits by residents 3,116.97
Estimated leakage \$62,849.64



751 Harrison Ave, Harrison

Visits by residents 2,207.62
Estimated leakage \$29,905.49



401 Bergen St, Harrison

Visits by residents 2,168.02
Estimated leakage \$31,370.02



Representative image. Actual resident not pictured

“There’s no Panera Bread, Manhattan Bagel, Starbucks or anything like that. I have to drive 10-15 minutes to get to one. I usually go to Montclair, West Orange, Short Hills if I’m looking for something a little higher end.

For groceries, I go to Shoprite in Newark or Nutley or Seabras here in the Ironbound, if I’m looking for something specific. For Target, I go to Kearny”

- Liz, IBID resident



Acknowledgments

This Report was made possible by a grant from The Prudential Foundation.

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Design lead

Jennifer Edwards, Owner, JENN the Creative Agency

Supporting Invest Newark staff

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Special Thanks

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Councilman Michael Silva, Joel Freiser



Emily Manz

Chief Business Development
Officer & Director of Marketing



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APPENDIX

ADDITIONAL RESOURCES

To help Newark business owners capture that demand, increase visibility, and close the local spending gap, we've put together a simple, practical checklist of tools, tactics, and best practices.

Our “Tools & Tricks” guide covers:

- Visibility & Marketing
- Customer Experience
- Community Engagement
- Product & Service Alignment
 - Expansion Ideas

Tools & Tips for Newark Business Owners

- Capture demand from Newark residents
- Maximize business opportunities
- Close the \$2B local spending gap

Every year, Newark residents spend billions of dollars outside the city on goods and services that could be purchased locally.

This results in lost revenue for Newark businesses and fewer jobs and opportunities within our community.

Some residents and visitors may be unaware of your business and the products and services you offer. Without knowing that a service or good can be purchased – conveniently and at high quality – in Newark, we know that people will travel to neighboring communities to spend their money outside Newark.



The Opportunity: \$2 Billion In Demand

Newark has a massive opportunity to grow its local economy by ensuring businesses are positioned to meet resident demand and attract customers who are currently shopping elsewhere.



GROCERY STORES

105M+ in unmet demand



HEALTH & PERSONAL CARE

\$132M+ in unmet demand



SPORTING GOODS, HOBBY & MUSIC INSTRUMENT STORES

\$66M lost to surrounding cities



RESTAURANTS & DINING

Full service restaurant demand remains high



BUILDING MATERIALS & HOME IMPROVEMENT

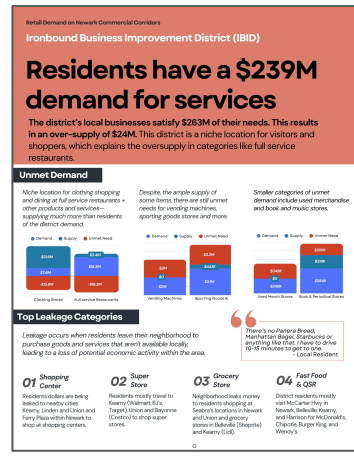
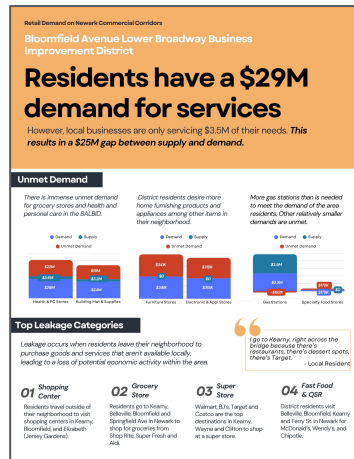
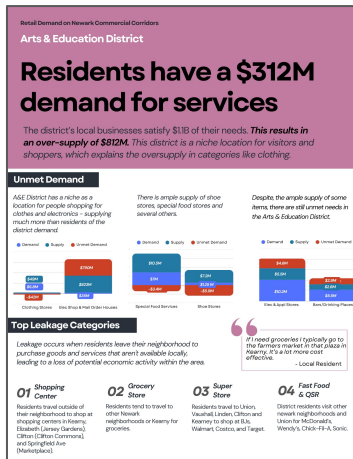
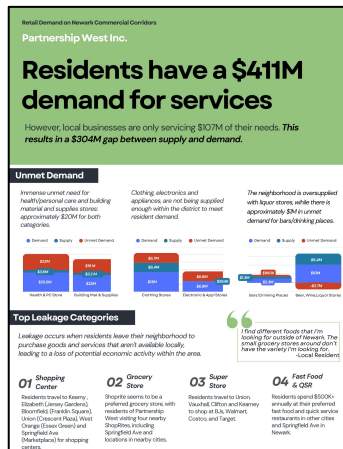
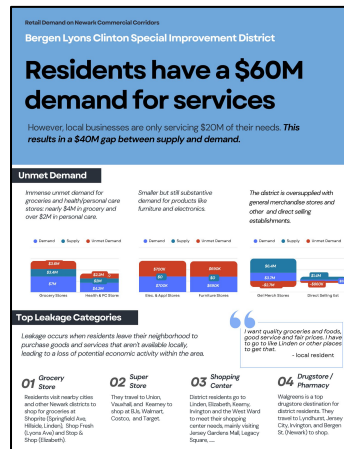
High leakage to suburban stores

[Click to download](#)

Neighborhood Summary Sheets

Interested in learning more?
Download your specific
neighborhood summary sheet
by clicking on the
neighborhood of interest.

Click to download



Recursos en Español

Herramientas y Consejos para propietarios de Negocios en Newark

- Captar la demanda de los residentes de Newark
- Maximizar las oportunidades de negocio
- Cerrar la brecha de gasto local de \$2 Mil Millones

Cada año, los residentes de Newark gastan miles de millones de dólares fuera de la ciudad en bienes y servicios que podrían comprarse localmente.

Esto resulta en una pérdida de ingresos para las empresas de Newark y menos empleos y oportunidades dentro de nuestra comunidad.

Es posible que algunos residentes y visitantes desconozcan su negocio y los productos y servicios que ofrece. Sin saber que se puede comprar un servicio o bien convenientemente y con alta calidad en Newark, sabemos que las personas viajarán a las comunidades vecinas para gastar su dinero fuera de Newark.



La Oportunidad: \$2 Mil Millones en Demanda

Newark tiene una gran oportunidad de hacer crecer su economía local al garantizar que las empresas estén posicionadas para satisfacer la demanda de los residentes y atraer clientes que actualmente compran en otros lugares.



SUPERMERCADOS

\$105M+ en demanda insatisfecha



SALUD Y CUIDADO PERSONAL

\$132M+ en demanda insatisfecha



TIENDAS DE ARTÍCULOS DEPORTIVOS, PASATIEMPOS E INSTRUMENTOS MUSICALES

\$66M perdidos en las ciudades aledañas



RESTAURANTES

La demanda de restaurantes de servicio completo sigue siendo alta



MATERIALES DE CONSTRUCCIÓN Y MEJORAS PARA EL Hogar

Alta fuga hacia tiendas suburbanas



[Haga clic para descargar](#)

[Haga clic para descargar](#)

Data Glossary

The data shared in each section of the report comes from three different Placer.ai reports. It also includes limited qualitative interviews that illustrate the data with real Newark residents. Data is pulled from the year March 15th, 2023 - March 14, 2024.

What is Placer.ai? Placer.ai aggregates location data from users' mobile apps usage. When a geographic polygon or radius is drawn in Placer.ai's platform, a mobile user who spends more than 2 minutes within that point of interest (POI) is counted as one activity or movement. This is aggregated into visitation trends and demographic trends when there are enough counts to meet a privacy threshold.

The Visitor Demographics report pulled from Placer.ai is based on a True Trade Area capturing 70% of visits and based on Census Data from 2022. This report provides insights into the characteristics of people who live within the Business Improvement District's Trade Area. This includes the area's customers but also anyone else who lives in the same Census Block Group (CBG) as them.

**Why 70%? According to Placer.ai, 70% threshold yields the most accurate results for statistical analysis.*

Data Glossary

The Visitor Psychographics report utilizes Experian's Mosaic® USA, a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits. This report provides insights into the characteristics of people who live within the Business Improvement District's Trade Area. This includes the area's customers but also anyone else who lives in the same Census Block Group (CBG) as them.

The Retail Leakage: Residents report from Placer.ai provides insight into the categories and specific stores residents frequently visit outside their local area to highlight potential gaps in local retail offerings. The report also incorporates data from STI Market Outlook to quantify the amount of unmet demand in various categories.

The Report can be used to:

- Support the growth of existing businesses that belong to categories with a high unmet demand.
- Bring to your community new businesses that are similar to the ones residents are “leaking” to.
- Promote and bring awareness to local businesses that can answer potential unmet demands.

Newark Retail Leakage — All Categories

Category	Demand	Supply	Unmet Demand	Category	Demand	Supply	Unmet Demand
Automobile Dealers	\$1,149,229,291	\$376,128,388	\$773,100,903	Health & Personal Care Stores	\$412,487,135	\$279,935,027	\$132,552,108
Automotive Parts, Accessories, & Tire Stores	\$86,802,211	\$127,779,734	-\$40,977,523	Home Furnishings Stores	\$61,727,139	\$21,128,115	\$40,599,024
Bars/Drinking Places (Alcoholic Beverages)	\$31,503,525	\$28,135,380	\$3,368,145	Jewelry, Luggage, & Leather Goods Stores	\$30,373,290	\$22,191,424	\$8,181,866
Beer, Wine, & Liquor Stores	\$102,774,320	\$104,957,352	-\$2,183,032	Lawn & Garden Equipment & Supplies Stores	\$45,708,297	\$9,345,774	\$36,362,523
Book, Periodical, & Music Stores	\$16,351,972	\$7,540,697	\$8,811,275	Limited-Service Eating Places	\$368,335,679	\$304,130,008	\$64,205,671
Building Material & Supplies Dealers	\$354,709,413	\$218,110,000	\$136,599,413	Office Supplies, Stationery, & Gift Stores	\$34,689,449	\$14,417,534	\$20,271,915
Clothing Stores	\$211,527,212	\$157,417,610	\$54,109,602	Other General Merchandise Stores	\$364,921,636	\$205,936,913	\$158,984,723
Department Stores	\$127,443,776	\$16,378,067	\$111,065,709	Other Miscellaneous Store Retailers	\$71,109,315	\$20,200,117	\$50,909,198
Direct Selling Establishments	\$55,248,061	\$38,735,620	\$16,512,441	Other Motor Vehicle Dealers	\$55,735,194	\$35,057,661	\$20,677,533
Electronic Shopping & Mail-Order Houses	\$772,328,470	\$1,040,521,674	-\$268,193,204	Shoe Stores	\$38,908,935	\$30,507,165	\$8,401,770
Electronics & Appliance Stores	\$98,936,364	\$27,312,268	\$71,624,096	Special Food Services	\$65,993,791	\$139,052,536	-\$73,058,745
Florists And Miscellaneous Store Retailers	\$13,039,306	\$9,435,548	\$3,603,758	Specialty Food Stores	\$35,111,380	\$25,823,566	\$9,287,814
Full-Service Restaurants	\$436,848,179	\$305,840,463	\$131,007,716	Sporting Goods, Hobby, & Musical Instrument Stores	\$84,447,477	\$17,533,248	\$66,914,229
Furniture Stores	\$71,823,147	\$12,143,581	\$59,679,566	Used Merchandise Stores	\$9,794,852	\$4,652,154	\$5,142,698
Gasoline Stations	\$511,837,407	\$235,172,102	\$276,665,305				
Grocery Stores	\$715,185,566	\$609,791,974	\$105,393,592				
				TOTAL	\$6,488,959,683	\$4,477,864,099	\$2,011,095,584

Bergen Lyons Clinton Retail Leakage — All Categories

Category	Demand	Supply	Unmet Demand
Automobile Dealers	\$11,360,575	\$0	\$11,360,575
Electronic Shopping & Mail-Order Houses	\$7,408,209	\$0	\$7,408,209
Grocery Stores	\$7,046,369	\$3,383,973	\$3,662,396
Building Material & Supplies Dealers	\$3,560,188	\$0	\$3,560,188
Gasoline Stations	\$5,140,436	\$2,528,732	\$2,611,704
Full-Service Restaurants	\$2,568,602	\$0	\$2,568,602
Health & Personal Care Stores	\$4,201,361	\$1,976,012	\$2,225,349
Clothing Stores	\$2,098,987	\$412,628	\$1,686,359
Limited-Service Eating Places	\$2,525,315	\$1,121,791	\$1,403,524
Department Stores	\$1,260,121	\$0	\$1,260,121
Automotive Parts, Accessories, & Tire Stores	\$889,888	\$0	\$889,888
Other Miscellaneous Store Retailers	\$728,475	\$0	\$728,475
Electronics & Appliance Stores	\$704,470	\$0	\$704,470
Furniture Stores	\$694,982	\$0	\$694,982
Beer, Wine, & Liquor Stores	\$1,000,709	\$360,678	\$640,031

Category	Demand	Supply	Unmet Demand
Sporting Goods, Hobby, & Musical Instrument Stores	\$838,248	\$199,241	\$639,007
Home Furnishings Stores	\$616,541	\$0	\$616,541
Vending Machine Operators (Nonstore Retailers)	\$507,437	\$0	\$507,437
Special Food Services	\$450,511	\$0	\$450,511
Lawn & Garden Equipment & Supplies Stores	\$445,643	\$0	\$445,643
Shoe Stores	\$387,518	\$0	\$387,518
Specialty Food Stores	\$345,167	\$0	\$345,167
Office Supplies, Stationery, & Gift Stores	\$316,338	\$0	\$316,338
Jewelry, Luggage, & Leather Goods Stores	\$299,430	\$0	\$299,430
Book, Periodical, & Music Stores	\$162,098	\$0	\$162,098
Bars/Drinking Places (Alcoholic Beverages)	\$138,467	\$0	\$138,467
Florists And Miscellaneous Store Retailers	\$127,178	\$0	\$127,178
Used Merchandise Stores	\$97,150	\$0	\$97,150
Direct Selling Establishments	\$547,321	\$1,408,568	-\$861,247
Other Motor Vehicle Dealers	\$549,232	\$1,653,663	-\$1,104,431
Other General Merchandise Stores	\$3,705,512	\$6,405,503	-\$2,699,991
TOTAL	\$60,722,478	\$19,450,789	\$41,271,689

Partnership West Inc. Retail Leakage — All Categories

Category	Demand	Supply	Unmet Demand
Automobile Dealers	\$72,074,810	\$6,388,592	\$65,686,218
Electronic Shopping & Mail-Order Houses	\$48,803,315	\$0	\$48,803,315
Gasoline Stations	\$32,067,278	\$6,743,286	\$25,323,992
Health & Personal Care Stores	\$25,523,751	\$3,622,689	\$21,901,062
Building Material & Supplies Dealers	\$22,034,221	\$3,234,682	\$18,799,539
Other General Merchandise Stores	\$21,622,954	\$4,323,716	\$17,299,238
Limited-Service Eating Places	\$25,482,127	\$9,846,831	\$15,635,296
Full-Service Restaurants	\$31,529,658	\$16,876,331	\$14,653,327
Grocery Stores	\$43,717,332	\$33,162,938	\$10,554,394
Department Stores	\$7,878,309	\$0	\$7,878,309
Clothing Stores	\$13,067,288	\$6,395,735	\$6,671,553
Electronics & Appliance Stores	\$6,854,537	\$263,887	\$6,590,650
Sporting Goods, Hobby, & Musical Instrument Stores	\$5,217,735	\$398,483	\$4,819,252
Automotive Parts, Accessories, & Tire Stores	\$5,421,681	\$607,511	\$4,814,170
Furniture Stores	\$4,397,152	\$0	\$4,397,152
Other Miscellaneous Store Retailers	\$4,184,650	\$0	\$4,184,650

Category	Demand	Supply	Unmet Demand
Home Furnishings Stores	\$3,820,627	\$0	\$3,820,627
Other Motor Vehicle Dealers	\$3,471,321	\$0	\$3,471,321
Direct Selling Establishments	\$3,408,969	\$0	\$3,408,969
Vending Machine Operators (Nonstore Retailers)	\$3,356,285	\$0	\$3,356,285
Lawn & Garden Equipment & Supplies Stores	\$2,822,815	\$0	\$2,822,815
Shoe Stores	\$2,402,808	\$0	\$2,402,808
Office Supplies, Stationery, & Gift Stores	\$2,223,880	\$0	\$2,223,880
Specialty Food Stores	\$2,139,031	\$0	\$2,139,031
Jewelry, Luggage, & Leather Goods Stores	\$1,889,436	\$0	\$1,889,436
Special Food Services	\$4,571,664	\$3,248,488	\$1,323,176
Book, Periodical, & Music Stores	\$1,015,337	\$0	\$1,015,337
Bars/Drinking Places (Alcoholic Beverages)	\$2,257,190	\$1,298,556	\$958,634
Used Merchandise Stores	\$608,155	\$0	\$608,155
Florists And Miscellaneous Store Retailers	\$805,771	\$343,111	\$462,660
Beer, Wine, & Liquor Stores	\$6,385,348	\$10,098,990	-\$3,713,642
TOTAL	\$411,055,435	\$106,853,826	\$304,201,609

Category	Demand	Supply	Unmet Demand
Automobile Dealers	\$36,992,206	\$3,992,870	\$32,999,336
Electronics & Appliance Stores	\$10,170,843	\$5,541,619	\$4,629,224
Department Stores	\$4,356,772	\$930,572	\$3,426,200
Bars/Drinking Places (Alcoholic Beverages)	\$5,476,012	\$2,597,112	\$2,878,900
Vending Machine Operators (Nonstore Retailers)	\$2,422,401	\$0	\$2,422,401
Furniture Stores	\$2,337,147	\$0	\$2,337,147
Full-Service Restaurants	\$58,061,267	\$56,139,634	\$1,921,633
Other Motor Vehicle Dealers	\$1,805,188	\$0	\$1,805,188
Lawn & Garden Equipment & Supplies Stores	\$1,491,633	\$0	\$1,491,633
Sporting Goods, Hobby, & Musical Instrument Stores	\$2,745,405	\$1,494,311	\$1,251,094
Office Supplies, Stationery, & Gift Stores	\$1,918,076	\$716,894	\$1,201,182
Limited-Service Eating Places	\$39,225,629	\$38,265,538	\$960,091
Gasoline Stations	\$17,615,517	\$16,858,215	\$757,302
Used Merchandise Stores	\$345,906	\$0	\$345,906
Building Material & Supplies Dealers	\$11,582,457	\$11,552,436	\$30,021
Florists And Miscellaneous Store Retailers	\$426,871	\$514,666	-\$87,795

Category	Demand	Supply	Unmet Demand
Specialty Food Stores	\$1,201,971	\$1,365,123	-\$163,152
Direct Selling Establishments	\$1,932,239	\$2,112,852	-\$180,613
Home Furnishings Stores	\$2,013,168	\$3,018,302	-\$1,005,134
Other Miscellaneous Store Retailers	\$2,171,331	\$3,551,668	-\$1,380,337
Jewelry, Luggage, & Leather Goods Stores	\$996,206	\$2,845,055	-\$1,848,849
Beer, Wine, & Liquor Stores	\$3,654,338	\$5,770,851	-\$2,116,513
Automotive Parts, Accessories, & Tire Stores	\$2,819,583	\$5,062,589	-\$2,243,006
Book, Periodical, & Music Stores	\$571,681	\$3,398,624	-\$2,826,943
Special Food Services	\$7,077,900	\$10,521,652	-\$3,443,752
Shoe Stores	\$1,253,035	\$7,178,157	-\$5,925,122
Health & Personal Care Stores	\$13,439,298	\$19,760,119	-\$6,320,821
Other General Merchandise Stores	\$12,315,697	\$21,778,710	-\$9,463,013
Grocery Stores	\$24,792,601	\$34,516,527	-\$9,723,926
Clothing Stores	\$6,838,693	\$49,102,742	-\$42,264,049
Electronic Shopping & Mail-Order Houses	\$34,553,308	\$823,746,325	-\$789,193,017
TOTAL	\$312,604,379	\$1,132,333,163	-\$819,728,784

*Bloomfield Avenue Lower Broadway Alliance**Retail Leakage — All Categories*

Category	Demand	Supply	Unmet Demand	Category	Demand	Supply	Unmet Demand
Automobile Dealers	\$5,125,096	\$0	\$5,125,096	Limited-Service Eating Places	\$1,149,603	\$872,504	\$277,099
Grocery Stores	\$3,546,581	\$0	\$3,546,581	Direct Selling Establishments	\$268,004	\$0	\$268,004
Electronic Shopping & Mail-Order Houses	\$3,490,929	\$0	\$3,490,929	Other Motor Vehicle Dealers	\$256,837	\$0	\$256,837
Health & Personal Care Stores	\$1,998,103	\$0	\$1,998,103	Vending Machine Operators (Nonstore Retailers)	\$254,877	\$0	\$254,877
Other General Merchandise Stores	\$1,851,596	\$0	\$1,851,596	Lawn & Garden Equipment & Supplies Stores	\$222,719	\$0	\$222,719
Building Material & Supplies Dealers	\$1,685,881	\$0	\$1,685,881	Shoe Stores	\$186,563	\$0	\$186,563
Full-Service Restaurants	\$1,082,057	\$0	\$1,082,057	Specialty Food Stores	\$175,236	\$0	\$175,236
Clothing Stores	\$1,006,685	\$0	\$1,006,685	Office Supplies, Stationery, & Gift Stores	\$152,466	\$0	\$152,466
Department Stores	\$609,537	\$0	\$609,537	Jewelry, Luggage, & Leather Goods Stores	\$141,319	\$0	\$141,319
Beer, Wine, & Liquor Stores	\$494,899	\$0	\$494,899	Special Food Services	\$204,633	\$114,991	\$89,642
Automotive Parts, Accessories, & Tire Stores	\$403,451	\$0	\$403,451	Book, Periodical, & Music Stores	\$77,263	\$0	\$77,263
Sporting Goods, Hobby, & Musical Instrument Stores	\$397,904	\$0	\$397,904	Florists And Miscellaneous Store Retailers	\$63,587	\$0	\$63,587
Other Miscellaneous Store Retailers	\$366,746	\$0	\$366,746	Bars/Drinking Places (Alcoholic Beverages)	\$49,585	\$0	\$49,585
Furniture Stores	\$341,302	\$0	\$341,302	Used Merchandise Stores	\$47,730	\$0	\$47,730
Electronics & Appliance Stores	\$315,339	\$0	\$315,339	Gasoline Stations	\$2,345,890	\$2,528,732	-\$182,842
Home Furnishings Stores	\$295,723	\$0	\$295,723	TOTAL	\$28,608,141	\$3,516,227	\$25,091,914

Ironbound Business Improvement District Retail Leakage — All Categories

Category	Demand	Supply	Unmet Demand
Automobile Dealers	\$40,330,759	\$3,194,296	\$37,136,463
Electronic Shopping & Mail-Order Houses	\$27,904,550	\$0	\$27,904,550
Gasoline Stations	\$17,984,186	\$9,272,018	\$8,712,168
Limited-Service Eating Places	\$15,017,374	\$11,716,483	\$3,300,891
Department Stores	\$4,609,729	\$1,923,182	\$2,686,547
Furniture Stores	\$2,621,579	\$0	\$2,621,579
Sporting Goods, Hobby, & Musical Instrument Stores	\$3,055,281	\$498,104	\$2,557,177
Other Miscellaneous Store Retailers	\$2,726,219	\$443,959	\$2,282,260
Vending Machine Operators (Nonstore Retailers)	\$2,034,670	\$0	\$2,034,670
Other Motor Vehicle Dealers	\$1,977,555	\$0	\$1,977,555
Building Material & Supplies Dealers	\$12,564,735	\$10,628,241	\$1,936,494
Lawn & Garden Equipment & Supplies Stores	\$1,667,821	\$0	\$1,667,821
Electronics & Appliance Stores	\$3,910,915	\$3,166,640	\$744,275
Used Merchandise Stores	\$348,978	\$0	\$348,978
Book, Periodical, & Music Stores	\$584,170	\$318,621	\$265,549

Category	Demand	Supply	Unmet Demand
Office Supplies, Stationery, & Gift Stores	\$1,275,909	\$1,513,442	-\$237,533
Special Food Services	\$2,692,082	\$3,478,469	-\$786,387
Florists And Miscellaneous Store Retailers	\$474,139	\$1,715,554	-\$1,241,415
Specialty Food Stores	\$1,302,824	\$2,616,484	-\$1,313,660
Grocery Stores	\$26,397,265	\$27,748,580	-\$1,351,315
Direct Selling Establishments	\$1,994,168	\$3,521,419	-\$1,527,251
Bars/Drinking Places (Alcoholic Beverages)	\$1,428,365	\$3,895,668	-\$2,467,303
Home Furnishings Stores	\$2,196,742	\$6,288,130	-\$4,091,388
Beer, Wine, & Liquor Stores	\$3,749,519	\$8,295,598	-\$4,546,079
Other General Merchandise Stores	\$13,987,499	\$20,817,884	-\$6,830,385
Jewelry, Luggage, & Leather Goods Stores	\$1,082,944	\$8,724,834	-\$7,641,890
Shoe Stores	\$1,411,883	\$12,162,987	-\$10,751,104
Automotive Parts, Accessories, & Tire Stores	\$2,989,619	\$13,770,241	-\$10,780,622
Clothing Stores	\$7,621,395	\$21,456,660	-\$13,835,265
Full-Service Restaurants	\$18,254,834	\$34,441,494	-\$16,186,660
Health & Personal Care Stores	\$14,566,950	\$51,046,974	-\$36,480,024
TOTAL	\$238,764,658	\$262,655,962	-\$23,891,304