



Retail Market Potential

692 US-206, Hillsborough, New Jersey, 08844
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.49582
Longitude: -74.64778

Demographic Summary		2021	2026
Population		7,875	8,282
Population 18+		6,318	6,719
Households		3,461	3,629
Median Household Income		\$100,627	\$109,302

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,189	50.5%	103
Bought any women's clothing in last 12 months	3,011	47.7%	105
Bought any shoes in last 12 months	3,725	59.0%	110
Bought costume jewelry in last 12 months	1,046	16.6%	103
Bought any fine jewelry in last 12 months	1,157	18.3%	100
Bought a watch in last 12 months	964	15.3%	105
Automobiles (Households)			
HH owns/leases any vehicle	3,228	93.3%	108
HH bought/leased new vehicle last 12 months	413	11.9%	131
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,611	88.8%	104
Bought/changed motor oil in last 12 months	2,431	38.5%	85
Had tune-up in last 12 months	1,795	28.4%	118
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,751	75.2%	106
Drank non-diet (regular) in last 6 months	2,268	35.9%	85
Drank beer/ale in last 6 months	2,871	45.4%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	587	9.3%	115
Own digital SLR camera/camcorder	785	12.4%	156
Printed digital photos in last 12 months	1,747	27.7%	125
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,935	30.6%	95
Have a smartphone	6,068	96.0%	107
Have a smartphone: Android phone (any brand)	2,020	32.0%	79
Have a smartphone: Apple iPhone	4,055	64.2%	133
Number of cell phones in household: 1	733	21.2%	70
Number of cell phones in household: 2	1,524	44.0%	116
Number of cell phones in household: 3+	1,175	33.9%	114
HH has cell phone only (no landline telephone)	2,268	65.5%	102
Computers (Households)			
HH owns a computer	3,024	87.4%	117
HH owns desktop computer	1,408	40.7%	117
HH owns laptop/notebook	2,523	72.9%	124
HH owns any Apple/Mac brand computer	1,034	29.9%	149
HH owns any PC/non-Apple brand computer	2,322	67.1%	110
HH purchased most recent computer in a store	1,470	42.5%	121
HH purchased most recent computer online	720	20.8%	132
HH spent \$1-\$499 on most recent home computer	448	12.9%	91
HH spent \$500-\$999 on most recent home computer	694	20.1%	121
HH spent \$1,000-\$1,499 on most recent home computer	528	15.3%	148
HH spent \$1,500-\$1,999 on most recent home computer	270	7.8%	157
HH spent \$2,000+ on most recent home computer	210	6.1%	138

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,862	61.1%	99
Bought brewed coffee at convenience store in last 30 days	855	13.5%	108
Bought cigarettes at convenience store in last 30 days	289	4.6%	50
Bought gas at convenience store in last 30 days	2,019	32.0%	87
Spent at convenience store in last 30 days: \$1-19	471	7.5%	107
Spent at convenience store in last 30 days: \$20-\$39	685	10.8%	116
Spent at convenience store in last 30 days: \$40-\$50	503	8.0%	98
Spent at convenience store in last 30 days: \$51-\$99	346	5.5%	99
Spent at convenience store in last 30 days: \$100+	1,082	17.1%	78
Entertainment (Adults)			
Attended a movie in last 6 months	4,294	68.0%	114
Went to live theater in last 12 months	1,033	16.4%	132
Went to a bar/night club in last 12 months	1,429	22.6%	128
Dined out in last 12 months	3,720	58.9%	116
Gambled at a casino in last 12 months	1,048	16.6%	125
Visited a theme park in last 12 months	1,693	26.8%	145
Viewed movie (video-on-demand) in last 30 days	1,315	20.8%	139
Viewed TV show (video-on-demand) in last 30 days	927	14.7%	144
Watched any pay-per-view TV in last 12 months	573	9.1%	122
Downloaded a movie over the Internet in last 30 days	740	11.7%	125
Downloaded any individual song in last 6 months	1,435	22.7%	123
Used internet to watch a movie online in the last 30 days	2,421	38.3%	118
Used internet to watch a TV program online in last 30 days	1,821	28.8%	136
Played a video/electronic game (console) in last 12 months	668	10.6%	111
Played a video/electronic game (portable) in last 12 months	321	5.1%	105
Financial (Adults)			
Have home mortgage (1st)	2,573	40.7%	125
Used ATM/cash machine in last 12 months	4,007	63.4%	118
Own any stock	723	11.4%	138
Own U.S. savings bond	299	4.7%	97
Own shares in mutual fund (stock)	560	8.9%	110
Own shares in mutual fund (bonds)	339	5.4%	103
Have interest checking account	2,121	33.6%	112
Have non-interest checking account	1,960	31.0%	101
Have savings account	4,314	68.3%	115
Have 401K retirement savings plan	1,419	22.5%	128
Own/used any credit/debit card in last 12 months	5,707	90.3%	109
Avg monthly credit card expenditures: \$1-110	623	9.9%	87
Avg monthly credit card expenditures: \$111-\$225	478	7.6%	104
Avg monthly credit card expenditures: \$226-\$450	514	8.1%	111
Avg monthly credit card expenditures: \$451-\$700	474	7.5%	110
Avg monthly credit card expenditures: \$701-\$1,000	600	9.5%	150
Avg monthly credit card expenditures: \$1001-2000	803	12.7%	160
Avg monthly credit card expenditures: \$2001+	668	10.6%	155
Did banking online in last 12 months	3,518	55.7%	129
Did banking on mobile device in last 12 months	2,628	41.6%	129
Paid bills online in last 12 months	4,069	64.4%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	2,213	63.9%	94
HH used bread in last 6 months	3,199	92.4%	99
HH used chicken (fresh or frozen) in last 6 months	2,413	69.7%	105
HH used turkey (fresh or frozen) in last 6 months	527	15.2%	109
HH used fish/seafood (fresh or frozen) in last 6 months	2,038	58.9%	107
HH used fresh fruit/vegetables in last 6 months	3,020	87.3%	104
HH used fresh milk in last 6 months	2,791	80.6%	97
HH used organic food in last 6 months	1,232	35.6%	148
Health (Adults)			
Exercise at home 2+ times per week	2,233	35.3%	118
Exercise at club 2+ times per week	1,363	21.6%	150
Visited a doctor in last 12 months	5,026	79.6%	103
Used vitamin/dietary supplement in last 6 months	3,735	59.1%	108
Home (Households)			
HH did any home improvement in last 12 months	1,017	29.4%	103
HH used any maid/professional cleaning service in last 12 months	680	19.6%	128
HH purchased low ticket HH furnishings in last 12 months	649	18.8%	104
HH purchased big ticket HH furnishings in last 12 months	894	25.8%	112
HH bought any small kitchen appliance in last 12 months	840	24.3%	104
HH bought any large kitchen appliance in last 12 months	519	15.0%	112
Insurance (Adults/Households)			
Currently carry life insurance	2,949	46.7%	106
Carry medical/hospital/accident insurance	5,131	81.2%	108
Carry homeowner/personal property insurance	3,170	50.2%	103
Carry renter's insurance	850	13.5%	146
HH has auto insurance: 1 vehicle in household covered	972	28.1%	97
HH has auto insurance: 2 vehicles in household covered	1,148	33.2%	120
HH has auto insurance: 3+ vehicles in household covered	807	23.3%	102
Pets (Households)			
Household owns any pet	1,727	49.9%	94
Household owns any cat	654	18.9%	82
Household owns any dog	1,268	36.6%	91
Psychographics (Adults)			
Buying American is important to me	1,836	29.1%	80
Usually buy items on credit rather than wait	875	13.8%	102
Usually buy based on quality - not price	1,218	19.3%	102
Price is usually more important than brand name	1,644	26.0%	89
Usually use coupons for brands I buy often	876	13.9%	89
Am interested in how to help the environment	1,451	23.0%	110
Usually pay more for environ safe product	961	15.2%	101
Usually value green products over convenience	620	9.8%	84
Likely to buy a brand that supports a charity	2,377	37.6%	106
Reading (Adults)			
Bought digital book in last 12 months	1,212	19.2%	135
Bought hardcover book in last 12 months	1,486	23.5%	113
Bought paperback book in last 12 month	2,232	35.3%	125
Read any daily newspaper (paper version)	801	12.7%	86
Read any digital newspaper in last 30 days	3,790	60.0%	134
Read any magazine (paper/electronic version) in last 6 months	6,005	95.0%	105

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,869	77.1%	106
Went to family restaurant/steak house: 4+ times a month	1,405	22.2%	90
Went to fast food/drive-in restaurant in last 6 months	5,841	92.5%	103
Went to fast food/drive-in restaurant 9+ times/month	2,421	38.3%	101
Fast food restaurant last 6 months: eat in	2,217	35.1%	108
Fast food restaurant last 6 months: home delivery	767	12.1%	136
Fast food restaurant last 6 months: take-out/drive-thru	2,975	47.1%	98
Fast food restaurant last 6 months: take-out/walk-in	1,716	27.2%	132
Television & Electronics (Adults/Households)			
Own any tablet	3,908	61.9%	121
Own any e-reader	953	15.1%	147
Own e-reader/tablet: iPad	2,706	42.8%	140
HH has Internet connectable TV	1,471	42.5%	116
Own any portable MP3 player	1,144	18.1%	124
HH owns 1 TV	805	23.3%	110
HH owns 2 TVs	892	25.8%	97
HH owns 3 TVs	693	20.0%	95
HH owns 4+ TVs	649	18.8%	107
HH subscribes to cable TV	1,493	43.1%	109
HH subscribes to fiber optic	416	12.0%	206
HH owns portable GPS navigation device	701	20.3%	105
HH purchased video game system in last 12 months	378	10.9%	133
HH owns any Internet video device for TV	1,468	42.4%	127
Travel (Adults)			
Took domestic trip in continental US last 12 months	4,199	66.5%	124
Took 3+ domestic non-business trips in last 12 months	956	15.1%	119
Spent on domestic vacations in last 12 months: \$1-999	793	12.6%	119
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	517	8.2%	127
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	288	4.6%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	345	5.5%	126
Spent on domestic vacations in last 12 months: \$3,000+	767	12.1%	171
Domestic travel in last 12 months: used general travel website	710	11.2%	167
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,100	49.1%	160
Took 3+ foreign trips by plane in last 3 years	761	12.0%	180
Spent on foreign vacations in last 12 months: \$1-999	575	9.1%	167
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	480	7.6%	169
Spent on foreign vacations in last 12 months: \$3,000+	805	12.7%	178
Foreign travel in last 3 years: used general travel website	737	11.7%	186
Nights spent in hotel/motel in last 12 months: any	3,640	57.6%	124
Took cruise of more than one day in last 3 years	787	12.5%	128
Member of any frequent flyer program	2,118	33.5%	163
Member of any hotel rewards program	1,876	29.7%	139

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Retail Market Potential

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Demographic Summary		2021	2026
Population		36,639	37,414
Population 18+		28,393	29,599
Households		13,251	13,566
Median Household Income		\$124,902	\$139,164

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,465	50.9%	104
Bought any women's clothing in last 12 months	13,337	47.0%	104
Bought any shoes in last 12 months	16,729	58.9%	110
Bought costume jewelry in last 12 months	4,841	17.0%	106
Bought any fine jewelry in last 12 months	5,422	19.1%	104
Bought a watch in last 12 months	4,383	15.4%	106
Automobiles (Households)			
HH owns/leases any vehicle	12,229	92.3%	107
HH bought/leased new vehicle last 12 months	1,772	13.4%	147
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,334	89.2%	104
Bought/changed motor oil in last 12 months	11,231	39.6%	87
Had tune-up in last 12 months	7,655	27.0%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,388	75.3%	106
Drank non-diet (regular) in last 6 months	9,792	34.5%	82
Drank beer/ale in last 6 months	12,728	44.8%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,846	10.0%	124
Own digital SLR camera/camcorder	3,471	12.2%	154
Printed digital photos in last 12 months	8,134	28.6%	130
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,608	30.3%	94
Have a smartphone	27,026	95.2%	106
Have a smartphone: Android phone (any brand)	8,970	31.6%	78
Have a smartphone: Apple iPhone	18,221	64.2%	133
Number of cell phones in household: 1	2,669	20.1%	67
Number of cell phones in household: 2	5,516	41.6%	109
Number of cell phones in household: 3+	4,962	37.4%	126
HH has cell phone only (no landline telephone)	7,896	59.6%	92
Computers (Households)			
HH owns a computer	11,550	87.2%	117
HH owns desktop computer	5,442	41.1%	118
HH owns laptop/notebook	9,491	71.6%	122
HH owns any Apple/Mac brand computer	3,931	29.7%	148
HH owns any PC/non-Apple brand computer	8,939	67.5%	111
HH purchased most recent computer in a store	5,501	41.5%	119
HH purchased most recent computer online	2,728	20.6%	131
HH spent \$1-\$499 on most recent home computer	1,669	12.6%	88
HH spent \$500-\$999 on most recent home computer	2,641	19.9%	120
HH spent \$1,000-\$1,499 on most recent home computer	1,879	14.2%	138
HH spent \$1,500-\$1,999 on most recent home computer	1,007	7.6%	153
HH spent \$2,000+ on most recent home computer	789	6.0%	135

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	17,230	60.7%	99
Bought brewed coffee at convenience store in last 30 days	3,944	13.9%	110
Bought cigarettes at convenience store in last 30 days	1,346	4.7%	52
Bought gas at convenience store in last 30 days	8,898	31.3%	85
Spent at convenience store in last 30 days: \$1-19	2,111	7.4%	107
Spent at convenience store in last 30 days: \$20-\$39	3,082	10.9%	116
Spent at convenience store in last 30 days: \$40-\$50	2,421	8.5%	105
Spent at convenience store in last 30 days: \$51-\$99	1,296	4.6%	82
Spent at convenience store in last 30 days: \$100+	5,022	17.7%	81
Entertainment (Adults)			
Attended a movie in last 6 months	19,286	67.9%	114
Went to live theater in last 12 months	4,882	17.2%	139
Went to a bar/night club in last 12 months	5,939	20.9%	118
Dined out in last 12 months	16,775	59.1%	116
Gambled at a casino in last 12 months	4,282	15.1%	114
Visited a theme park in last 12 months	7,252	25.5%	138
Viewed movie (video-on-demand) in last 30 days	6,386	22.5%	150
Viewed TV show (video-on-demand) in last 30 days	4,378	15.4%	152
Watched any pay-per-view TV in last 12 months	2,843	10.0%	135
Downloaded a movie over the Internet in last 30 days	3,178	11.2%	119
Downloaded any individual song in last 6 months	6,386	22.5%	121
Used internet to watch a movie online in the last 30 days	10,092	35.5%	110
Used internet to watch a TV program online in last 30 days	7,199	25.4%	120
Played a video/electronic game (console) in last 12 months	2,820	9.9%	105
Played a video/electronic game (portable) in last 12 months	1,469	5.2%	107
Financial (Adults)			
Have home mortgage (1st)	12,069	42.5%	130
Used ATM/cash machine in last 12 months	17,667	62.2%	115
Own any stock	3,478	12.2%	148
Own U.S. savings bond	1,548	5.5%	112
Own shares in mutual fund (stock)	3,153	11.1%	138
Own shares in mutual fund (bonds)	1,905	6.7%	129
Have interest checking account	10,128	35.7%	119
Have non-interest checking account	8,995	31.7%	103
Have savings account	19,564	68.9%	116
Have 401K retirement savings plan	6,186	21.8%	125
Own/used any credit/debit card in last 12 months	25,626	90.3%	109
Avg monthly credit card expenditures: \$1-110	2,730	9.6%	85
Avg monthly credit card expenditures: \$111-\$225	2,158	7.6%	104
Avg monthly credit card expenditures: \$226-\$450	2,485	8.8%	119
Avg monthly credit card expenditures: \$451-\$700	2,290	8.1%	118
Avg monthly credit card expenditures: \$701-\$1,000	2,427	8.5%	135
Avg monthly credit card expenditures: \$1001-2000	3,340	11.8%	148
Avg monthly credit card expenditures: \$2001+	3,316	11.7%	171
Did banking online in last 12 months	15,317	53.9%	125
Did banking on mobile device in last 12 months	11,243	39.6%	123
Paid bills online in last 12 months	18,002	63.4%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	8,694	65.6%	96
HH used bread in last 6 months	12,383	93.4%	100
HH used chicken (fresh or frozen) in last 6 months	9,297	70.2%	106
HH used turkey (fresh or frozen) in last 6 months	1,914	14.4%	103
HH used fish/seafood (fresh or frozen) in last 6 months	7,816	59.0%	107
HH used fresh fruit/vegetables in last 6 months	11,660	88.0%	104
HH used fresh milk in last 6 months	10,814	81.6%	98
HH used organic food in last 6 months	4,561	34.4%	143
Health (Adults)			
Exercise at home 2+ times per week	10,056	35.4%	118
Exercise at club 2+ times per week	6,256	22.0%	153
Visited a doctor in last 12 months	23,197	81.7%	106
Used vitamin/dietary supplement in last 6 months	17,107	60.3%	110
Home (Households)			
HH did any home improvement in last 12 months	4,199	31.7%	111
HH used any maid/professional cleaning service in last 12 months	2,830	21.4%	139
HH purchased low ticket HH furnishings in last 12 months	2,449	18.5%	103
HH purchased big ticket HH furnishings in last 12 months	3,293	24.9%	108
HH bought any small kitchen appliance in last 12 months	3,206	24.2%	103
HH bought any large kitchen appliance in last 12 months	1,933	14.6%	109
Insurance (Adults/Households)			
Currently carry life insurance	13,817	48.7%	110
Carry medical/hospital/accident insurance	23,234	81.8%	109
Carry homeowner/personal property insurance	15,621	55.0%	113
Carry renter's insurance	2,849	10.0%	109
HH has auto insurance: 1 vehicle in household covered	3,305	24.9%	86
HH has auto insurance: 2 vehicles in household covered	4,441	33.5%	121
HH has auto insurance: 3+ vehicles in household covered	3,410	25.7%	112
Pets (Households)			
Household owns any pet	6,849	51.7%	97
Household owns any cat	2,553	19.3%	84
Household owns any dog	5,089	38.4%	95
Psychographics (Adults)			
Buying American is important to me	8,772	30.9%	85
Usually buy items on credit rather than wait	4,109	14.5%	106
Usually buy based on quality - not price	5,507	19.4%	103
Price is usually more important than brand name	7,454	26.3%	90
Usually use coupons for brands I buy often	4,197	14.8%	94
Am interested in how to help the environment	6,510	22.9%	110
Usually pay more for environ safe product	4,336	15.3%	102
Usually value green products over convenience	2,981	10.5%	90
Likely to buy a brand that supports a charity	10,510	37.0%	105
Reading (Adults)			
Bought digital book in last 12 months	5,214	18.4%	129
Bought hardcover book in last 12 months	6,940	24.4%	118
Bought paperback book in last 12 month	9,702	34.2%	121
Read any daily newspaper (paper version)	3,874	13.6%	93
Read any digital newspaper in last 30 days	15,938	56.1%	125
Read any magazine (paper/electronic version) in last 6 months	26,806	94.4%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



Retail Market Potential

692 US-206, Hillsborough, New Jersey, 08844
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.49582
 Longitude: -74.64778

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	21,810	76.8%	106
Went to family restaurant/steak house: 4+ times a month	6,339	22.3%	90
Went to fast food/drive-in restaurant in last 6 months	25,992	91.5%	102
Went to fast food/drive-in restaurant 9+ times/month	10,225	36.0%	95
Fast food restaurant last 6 months: eat in	9,845	34.7%	107
Fast food restaurant last 6 months: home delivery	3,093	10.9%	122
Fast food restaurant last 6 months: take-out/drive-thru	13,254	46.7%	97
Fast food restaurant last 6 months: take-out/walk-in	7,356	25.9%	126
Television & Electronics (Adults/Households)			
Own any tablet	17,527	61.7%	120
Own any e-reader	4,018	14.2%	138
Own e-reader/tablet: iPad	12,368	43.6%	142
HH has Internet connectable TV	5,586	42.2%	115
Own any portable MP3 player	4,975	17.5%	120
HH owns 1 TV	2,723	20.5%	97
HH owns 2 TVs	3,288	24.8%	93
HH owns 3 TVs	2,831	21.4%	101
HH owns 4+ TVs	2,846	21.5%	122
HH subscribes to cable TV	6,021	45.4%	114
HH subscribes to fiber optic	1,729	13.0%	224
HH owns portable GPS navigation device	2,769	20.9%	109
HH purchased video game system in last 12 months	1,542	11.6%	142
HH owns any Internet video device for TV	5,562	42.0%	125
Travel (Adults)			
Took domestic trip in continental US last 12 months	18,954	66.8%	125
Took 3+ domestic non-business trips in last 12 months	4,577	16.1%	127
Spent on domestic vacations in last 12 months: \$1-999	3,441	12.1%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,310	8.1%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,329	4.7%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,610	5.7%	131
Spent on domestic vacations in last 12 months: \$3,000+	3,520	12.4%	174
Domestic travel in last 12 months: used general travel website	3,032	10.7%	159
Took foreign trip (including Alaska and Hawaii) in last 3 years	13,409	47.2%	154
Took 3+ foreign trips by plane in last 3 years	3,434	12.1%	181
Spent on foreign vacations in last 12 months: \$1-999	2,303	8.1%	149
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,035	7.2%	160
Spent on foreign vacations in last 12 months: \$3,000+	3,869	13.6%	191
Foreign travel in last 3 years: used general travel website	3,160	11.1%	177
Nights spent in hotel/motel in last 12 months: any	16,283	57.3%	123
Took cruise of more than one day in last 3 years	3,853	13.6%	139
Member of any frequent flyer program	9,514	33.5%	163
Member of any hotel rewards program	8,453	29.8%	140

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Retail Market Potential

692 US-206, Hillsborough, New Jersey, 08844
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 40.49582
 Longitude: -74.64778

Demographic Summary		2021	2026
Population		72,753	74,438
Population 18+		56,639	59,090
Households		26,058	26,736
Median Household Income		\$120,794	\$133,596

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	28,977	51.2%	104
Bought any women's clothing in last 12 months	26,525	46.8%	104
Bought any shoes in last 12 months	33,021	58.3%	109
Bought costume jewelry in last 12 months	9,626	17.0%	106
Bought any fine jewelry in last 12 months	10,946	19.3%	105
Bought a watch in last 12 months	8,575	15.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	23,996	92.1%	107
HH bought/leased new vehicle last 12 months	3,525	13.5%	149
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	50,698	89.5%	105
Bought/changed motor oil in last 12 months	22,928	40.5%	89
Had tune-up in last 12 months	14,951	26.4%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	42,346	74.8%	105
Drank non-diet (regular) in last 6 months	19,491	34.4%	82
Drank beer/ale in last 6 months	25,151	44.4%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,739	10.1%	126
Own digital SLR camera/camcorder	6,663	11.8%	148
Printed digital photos in last 12 months	16,270	28.7%	130
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,348	30.6%	95
Have a smartphone	53,587	94.6%	106
Have a smartphone: Android phone (any brand)	18,128	32.0%	79
Have a smartphone: Apple iPhone	35,770	63.2%	131
Number of cell phones in household: 1	5,438	20.9%	69
Number of cell phones in household: 2	10,630	40.8%	107
Number of cell phones in household: 3+	9,774	37.5%	126
HH has cell phone only (no landline telephone)	14,975	57.5%	89
Computers (Households)			
HH owns a computer	22,513	86.4%	116
HH owns desktop computer	10,776	41.4%	119
HH owns laptop/notebook	18,298	70.2%	119
HH owns any Apple/Mac brand computer	7,537	28.9%	144
HH owns any PC/non-Apple brand computer	17,499	67.2%	111
HH purchased most recent computer in a store	10,634	40.8%	116
HH purchased most recent computer online	5,294	20.3%	129
HH spent \$1-\$499 on most recent home computer	3,276	12.6%	88
HH spent \$500-\$999 on most recent home computer	5,208	20.0%	121
HH spent \$1,000-\$1,499 on most recent home computer	3,550	13.6%	132
HH spent \$1,500-\$1,999 on most recent home computer	1,893	7.3%	146
HH spent \$2,000+ on most recent home computer	1,515	5.8%	132

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Retail Market Potential

692 US-206, Hillsborough, New Jersey, 08844
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	34,462	60.8%	99
Bought brewed coffee at convenience store in last 30 days	7,916	14.0%	111
Bought cigarettes at convenience store in last 30 days	2,963	5.2%	57
Bought gas at convenience store in last 30 days	18,102	32.0%	87
Spent at convenience store in last 30 days: \$1-19	4,265	7.5%	108
Spent at convenience store in last 30 days: \$20-\$39	6,075	10.7%	115
Spent at convenience store in last 30 days: \$40-\$50	5,028	8.9%	110
Spent at convenience store in last 30 days: \$51-\$99	2,459	4.3%	78
Spent at convenience store in last 30 days: \$100+	10,253	18.1%	83
Entertainment (Adults)			
Attended a movie in last 6 months	38,059	67.2%	113
Went to live theater in last 12 months	9,719	17.2%	139
Went to a bar/night club in last 12 months	11,494	20.3%	114
Dined out in last 12 months	33,582	59.3%	117
Gambled at a casino in last 12 months	8,290	14.6%	111
Visited a theme park in last 12 months	13,746	24.3%	131
Viewed movie (video-on-demand) in last 30 days	12,851	22.7%	152
Viewed TV show (video-on-demand) in last 30 days	8,768	15.5%	152
Watched any pay-per-view TV in last 12 months	5,618	9.9%	133
Downloaded a movie over the Internet in last 30 days	6,159	10.9%	116
Downloaded any individual song in last 6 months	12,520	22.1%	119
Used internet to watch a movie online in the last 30 days	19,391	34.2%	106
Used internet to watch a TV program online in last 30 days	13,611	24.0%	113
Played a video/electronic game (console) in last 12 months	5,524	9.8%	103
Played a video/electronic game (portable) in last 12 months	2,936	5.2%	107
Financial (Adults)			
Have home mortgage (1st)	24,374	43.0%	132
Used ATM/cash machine in last 12 months	34,971	61.7%	115
Own any stock	6,979	12.3%	148
Own U.S. savings bond	3,242	5.7%	117
Own shares in mutual fund (stock)	6,728	11.9%	147
Own shares in mutual fund (bonds)	4,062	7.2%	138
Have interest checking account	20,607	36.4%	121
Have non-interest checking account	18,095	31.9%	104
Have savings account	38,956	68.8%	115
Have 401K retirement savings plan	12,239	21.6%	124
Own/used any credit/debit card in last 12 months	51,053	90.1%	109
Avg monthly credit card expenditures: \$1-110	5,641	10.0%	88
Avg monthly credit card expenditures: \$111-\$225	4,265	7.5%	103
Avg monthly credit card expenditures: \$226-\$450	5,041	8.9%	121
Avg monthly credit card expenditures: \$451-\$700	4,655	8.2%	120
Avg monthly credit card expenditures: \$701-\$1,000	4,653	8.2%	130
Avg monthly credit card expenditures: \$1001-2000	6,318	11.2%	140
Avg monthly credit card expenditures: \$2001+	6,738	11.9%	174
Did banking online in last 12 months	30,121	53.2%	123
Did banking on mobile device in last 12 months	21,771	38.4%	120
Paid bills online in last 12 months	35,673	63.0%	115

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Retail Market Potential

692 US-206, Hillsborough, New Jersey, 08844
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 40.49582
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	17,390	66.7%	98
HH used bread in last 6 months	24,402	93.6%	100
HH used chicken (fresh or frozen) in last 6 months	18,308	70.3%	106
HH used turkey (fresh or frozen) in last 6 months	3,677	14.1%	101
HH used fish/seafood (fresh or frozen) in last 6 months	15,229	58.4%	106
HH used fresh fruit/vegetables in last 6 months	22,994	88.2%	105
HH used fresh milk in last 6 months	21,446	82.3%	99
HH used organic food in last 6 months	8,577	32.9%	137
Health (Adults)			
Exercise at home 2+ times per week	20,046	35.4%	118
Exercise at club 2+ times per week	12,261	21.6%	150
Visited a doctor in last 12 months	46,660	82.4%	107
Used vitamin/dietary supplement in last 6 months	34,299	60.6%	111
Home (Households)			
HH did any home improvement in last 12 months	8,512	32.7%	114
HH used any maid/professional cleaning service in last 12 months	5,676	21.8%	142
HH purchased low ticket HH furnishings in last 12 months	4,859	18.6%	104
HH purchased big ticket HH furnishings in last 12 months	6,440	24.7%	107
HH bought any small kitchen appliance in last 12 months	6,315	24.2%	103
HH bought any large kitchen appliance in last 12 months	3,801	14.6%	109
Insurance (Adults/Households)			
Currently carry life insurance	28,052	49.5%	112
Carry medical/hospital/accident insurance	46,442	82.0%	109
Carry homeowner/personal property insurance	32,442	57.3%	117
Carry renter's insurance	5,096	9.0%	97
HH has auto insurance: 1 vehicle in household covered	6,323	24.3%	84
HH has auto insurance: 2 vehicles in household covered	8,725	33.5%	121
HH has auto insurance: 3+ vehicles in household covered	6,937	26.6%	116
Pets (Households)			
Household owns any pet	13,887	53.3%	101
Household owns any cat	5,298	20.3%	88
Household owns any dog	10,365	39.8%	99
Psychographics (Adults)			
Buying American is important to me	18,438	32.6%	90
Usually buy items on credit rather than wait	8,284	14.6%	107
Usually buy based on quality - not price	10,929	19.3%	103
Price is usually more important than brand name	15,197	26.8%	92
Usually use coupons for brands I buy often	8,663	15.3%	98
Am interested in how to help the environment	12,785	22.6%	108
Usually pay more for environ safe product	8,731	15.4%	103
Usually value green products over convenience	6,056	10.7%	92
Likely to buy a brand that supports a charity	20,744	36.6%	103
Reading (Adults)			
Bought digital book in last 12 months	10,164	17.9%	126
Bought hardcover book in last 12 months	13,962	24.7%	119
Bought paperback book in last 12 month	19,236	34.0%	120
Read any daily newspaper (paper version)	8,227	14.5%	99
Read any digital newspaper in last 30 days	30,784	54.4%	121
Read any magazine (paper/electronic version) in last 6 months	53,318	94.1%	104

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Retail Market Potential

692 US-206, Hillsborough, New Jersey, 08844
 Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	43,171	76.2%	105
Went to family restaurant/steak house: 4+ times a month	12,797	22.6%	91
Went to fast food/drive-in restaurant in last 6 months	51,579	91.1%	101
Went to fast food/drive-in restaurant 9+ times/month	19,889	35.1%	92
Fast food restaurant last 6 months: eat in	19,350	34.2%	105
Fast food restaurant last 6 months: home delivery	5,888	10.4%	117
Fast food restaurant last 6 months: take-out/drive-thru	26,485	46.8%	98
Fast food restaurant last 6 months: take-out/walk-in	14,286	25.2%	123
Television & Electronics (Adults/Households)			
Own any tablet	34,636	61.2%	119
Own any e-reader	7,946	14.0%	137
Own e-reader/tablet: iPad	24,408	43.1%	140
HH has Internet connectable TV	10,950	42.0%	115
Own any portable MP3 player	9,815	17.3%	119
HH owns 1 TV	4,979	19.1%	90
HH owns 2 TVs	6,580	25.3%	95
HH owns 3 TVs	5,715	21.9%	104
HH owns 4+ TVs	5,805	22.3%	127
HH subscribes to cable TV	12,209	46.9%	118
HH subscribes to fiber optic	3,303	12.7%	217
HH owns portable GPS navigation device	5,536	21.2%	110
HH purchased video game system in last 12 months	2,978	11.4%	139
HH owns any Internet video device for TV	10,749	41.3%	123
Travel (Adults)			
Took domestic trip in continental US last 12 months	37,481	66.2%	124
Took 3+ domestic non-business trips in last 12 months	9,290	16.4%	129
Spent on domestic vacations in last 12 months: \$1-999	6,799	12.0%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,545	8.0%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,680	4.7%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,238	5.7%	132
Spent on domestic vacations in last 12 months: \$3,000+	6,906	12.2%	171
Domestic travel in last 12 months: used general travel website	5,727	10.1%	151
Took foreign trip (including Alaska and Hawaii) in last 3 years	25,596	45.2%	148
Took 3+ foreign trips by plane in last 3 years	6,594	11.6%	174
Spent on foreign vacations in last 12 months: \$1-999	4,247	7.5%	138
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,834	6.8%	151
Spent on foreign vacations in last 12 months: \$3,000+	7,575	13.4%	187
Foreign travel in last 3 years: used general travel website	5,963	10.5%	168
Nights spent in hotel/motel in last 12 months: any	32,246	56.9%	122
Took cruise of more than one day in last 3 years	7,753	13.7%	140
Member of any frequent flyer program	18,625	32.9%	160
Member of any hotel rewards program	16,790	29.6%	139

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